

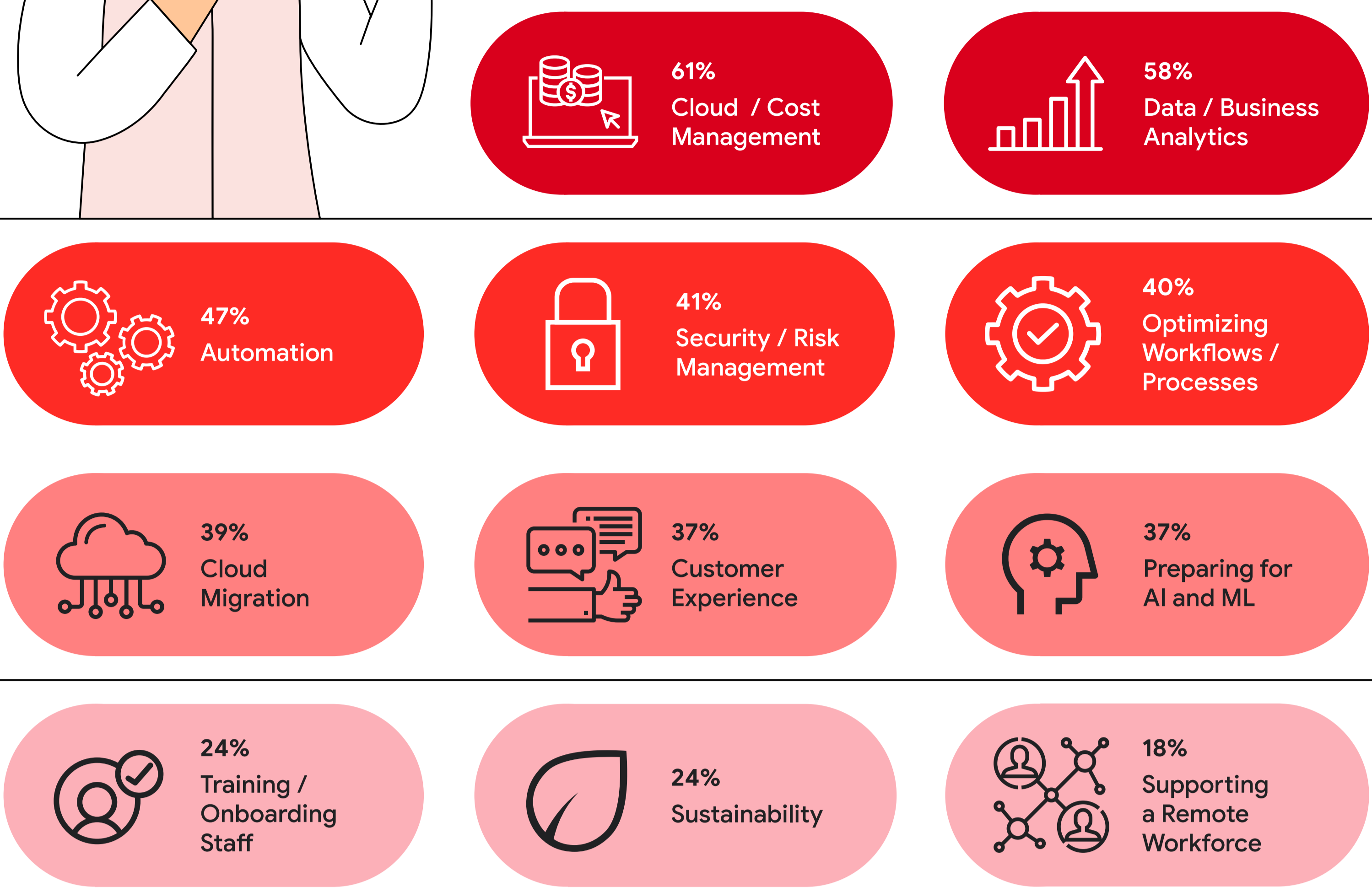
Priorities and Challenges with Cloud Technology

Insights from the 2023 C2C Member Pulse



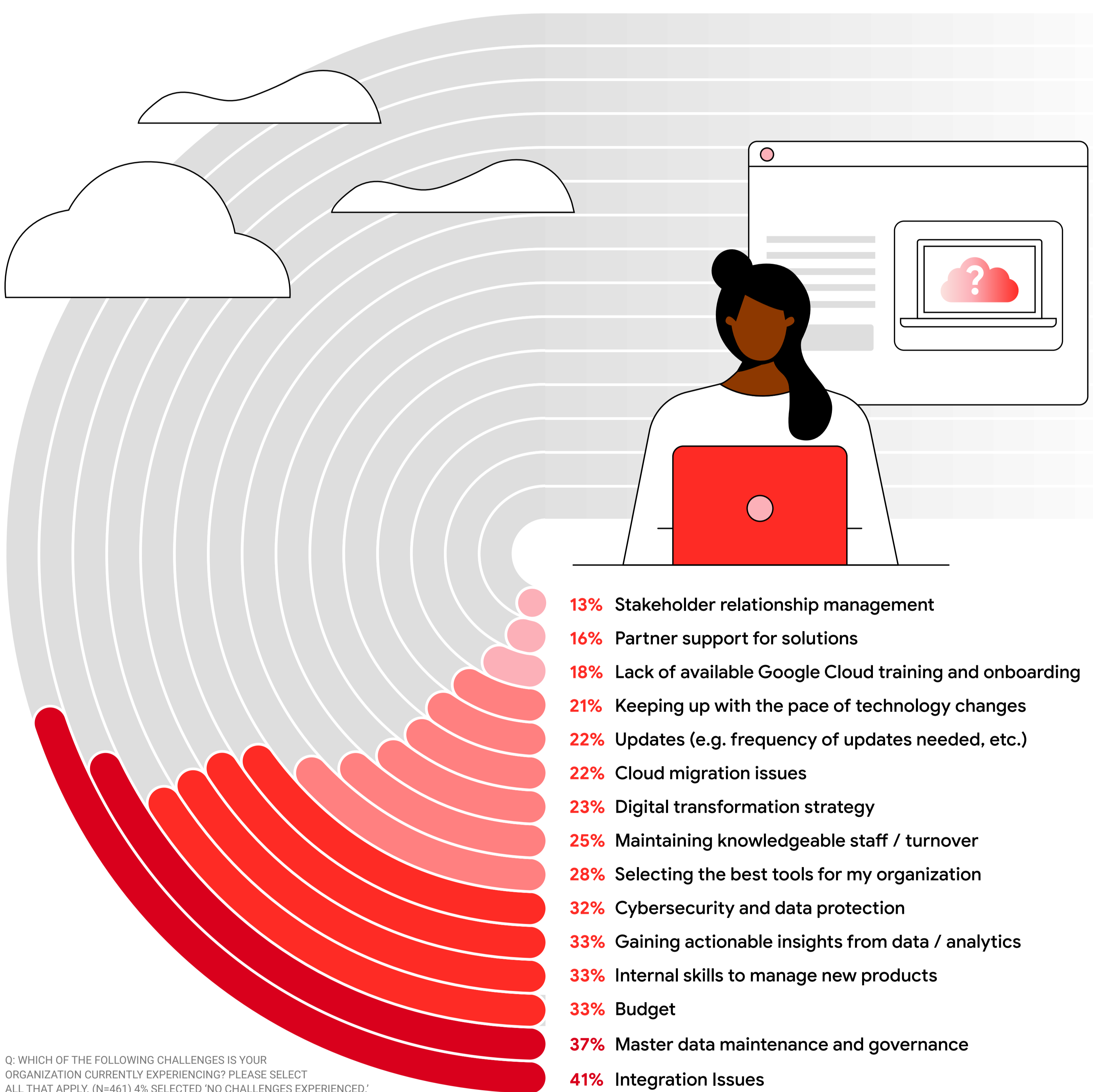
AREAS OF FOCUS

MORE IMPORTANT
LESS IMPORTANT



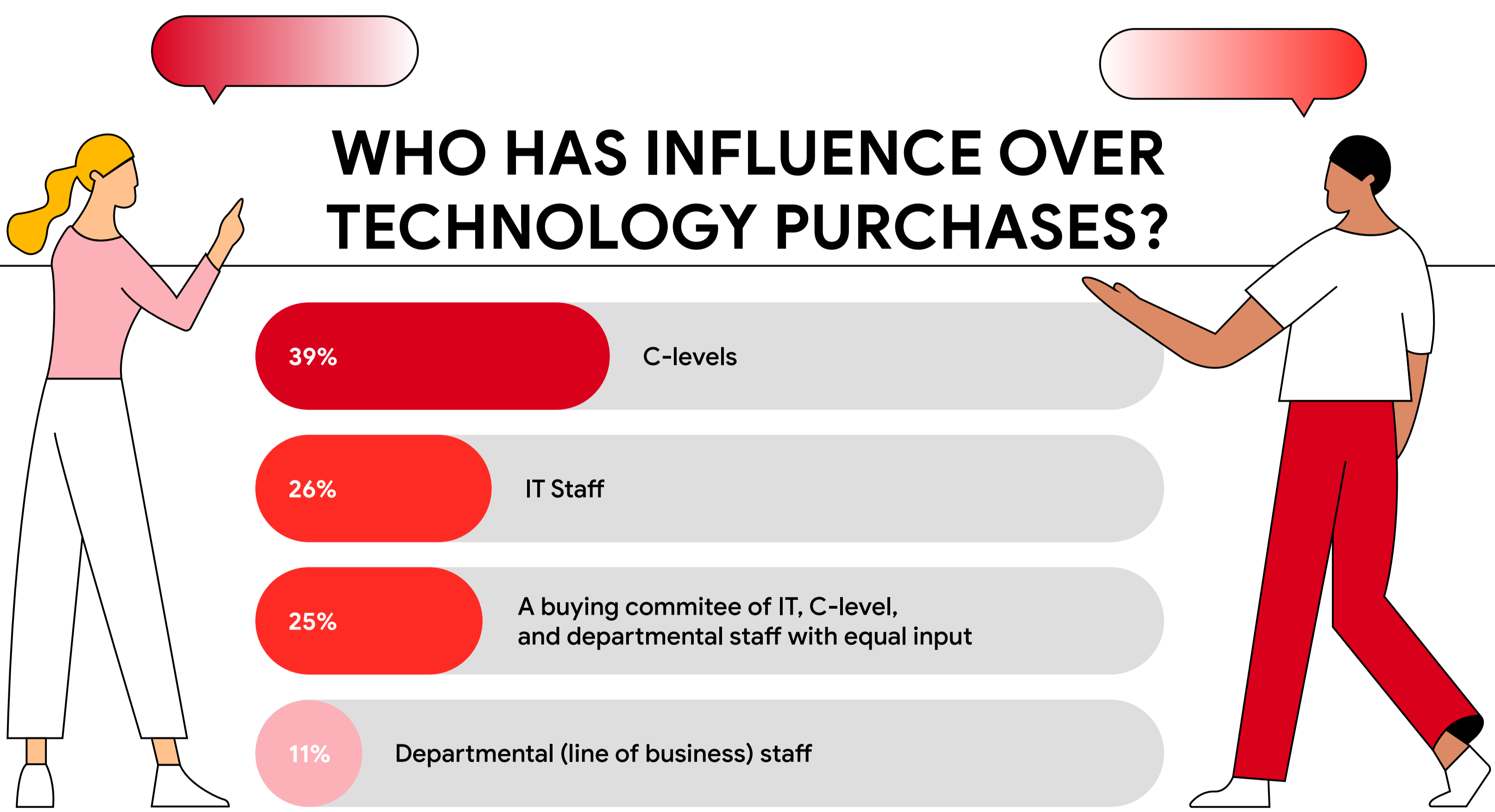
Q: WHAT ARE THE AREAS OF FOCUS THAT ARE MOST IMPORTANT TO YOUR ORGANIZATION IN 2023? PLEASE SELECT ALL THAT APPLY. (N=461)

ORGANIZATIONAL CHALLENGES



Q: WHICH OF THE FOLLOWING CHALLENGES IS YOUR ORGANIZATION CURRENTLY EXPERIENCING? PLEASE SELECT ALL THAT APPLY. (N=461) 4% SELECTED 'NO CHALLENGES EXPERIENCED'

WHO HAS INFLUENCE OVER TECHNOLOGY PURCHASES?



Q: WHEN IT COMES TO BUYING NEW TECHNOLOGY FOR YOUR ORGANIZATION, WHICH OF THE FOLLOWING BEST DESCRIBES WHO IS RESPONSIBLE FOR THOSE DECISIONS? (N=461)



Respondents from small and large organizations are approaching their buying decisions differently.

	49 or fewer Employees	50—99 Employees	100—499 Employees	500—999 Employees	1,000—4,999 Employees	5,000—9,999 Employees	10,000+ Employees
C-levels	56%	45%	43%	23%	20%	28%	24%
IT Staff	22%	19%	30%	20%	31%	17%	28%
Departmental Staff	6%	13%	13%	26%	20%	6%	9%
Buying Committee	16%	23%	14%	31%	29%	50%	39%



The Google Cloud Customer Community

C2C conducted its 2023 Member Pulse in March 2023 to observe trends, skill gaps, and challenges in Google Cloud and how our members use community to enrich their cloud experience. This infographic highlights a portion of the findings based on responses from 461 participants who are members of C2C, the Google Cloud Customer Community.