


The Role of Google Cloud in Becoming Cloud-First

Insights from the 2023 C2C Member Pulse

INVESTMENTS IN GOOGLE CLOUD

54%
MAKING MORE INVESTMENTS IN GOOGLE CLOUD



“People are learning more about Google Cloud and are leveraging additional tools that they were not aware of before. We’re trying to get closer to being cloud native.”

- Consolidating More Systems Into Google Cloud
- Using Google Cloud Data Warehouse Platforms
- Prioritizing a Cloud-First Approach


20%
KEEPING THE SAME LEVEL OF INVESTMENTS IN GOOGLE CLOUD



“We are becoming more cost aware and can shift the cloud budget to more efficiency in Google Cloud, so even if the spend is the same the amount of usage of Google is increasing.”

- No Need to Make Any Changes
- Still Maintaining Current Systems
- Budget Constraints

6%
MAKING FEWER INVESTMENTS IN GOOGLE CLOUD

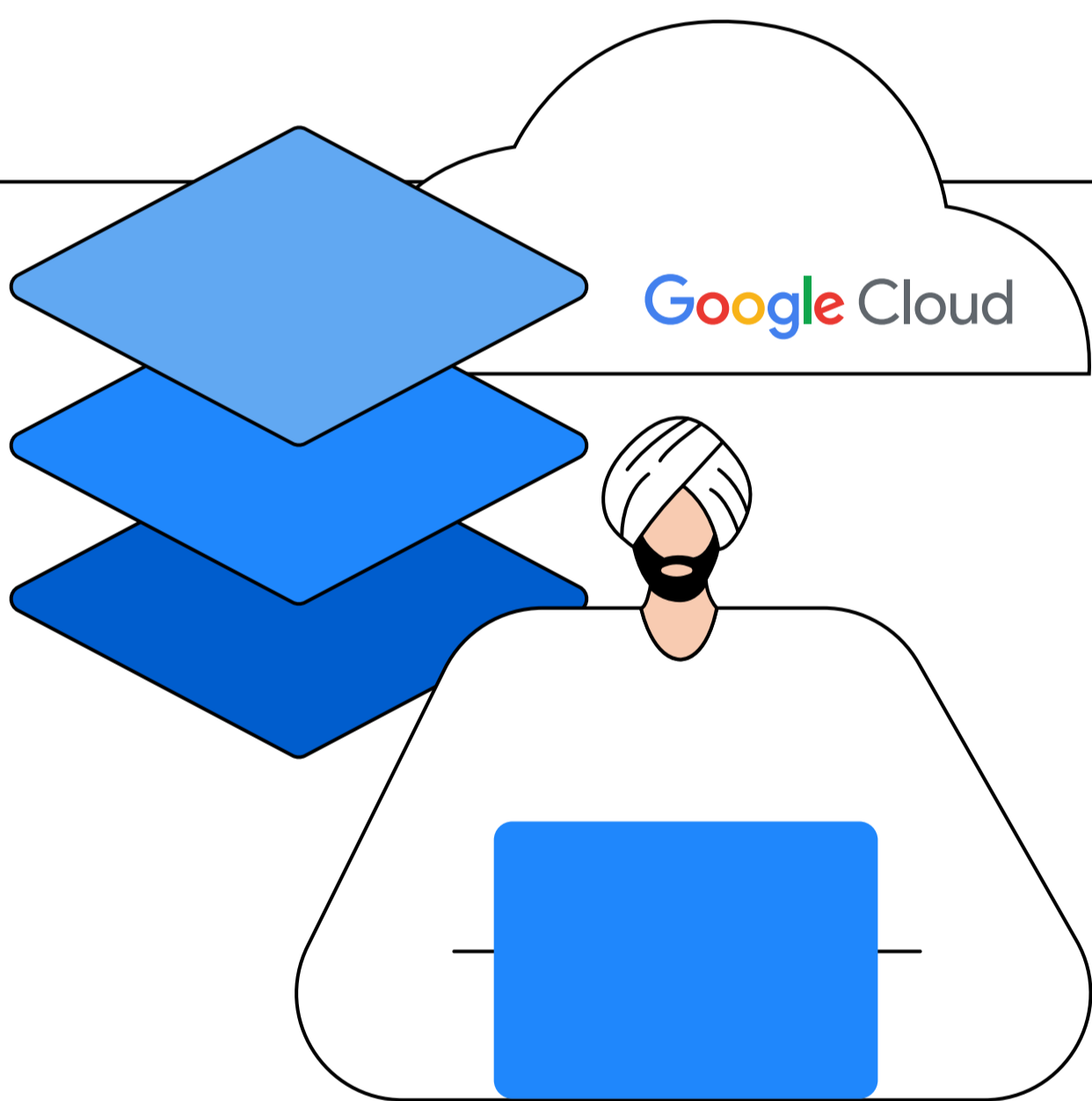


“It’s a competitive industry. Other cloud providers offering more free training, developers are more ready and comfortable to work on those projects.”

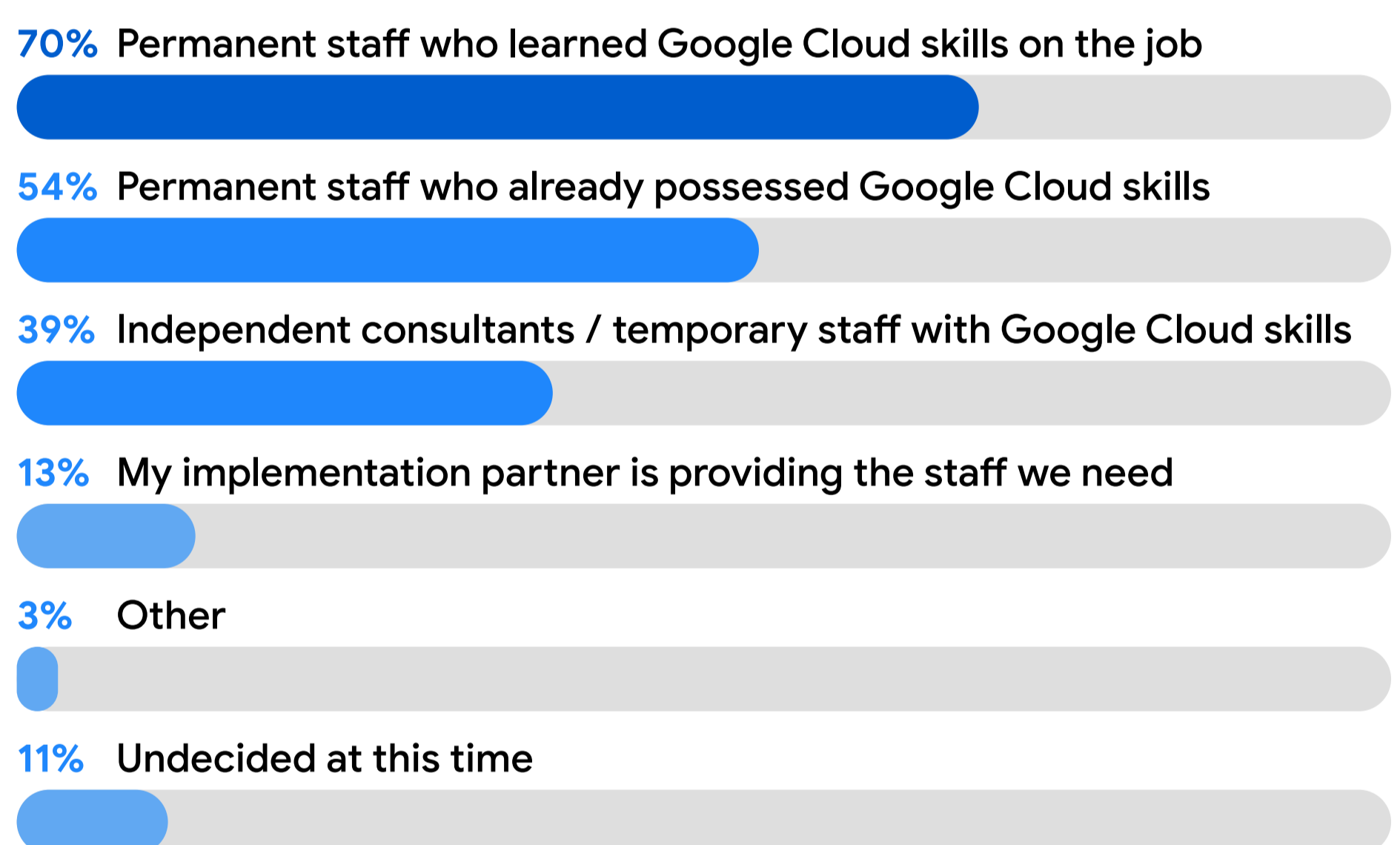
- Using Other Cloud Vendors
- Budget Constraints
- Google Cloud is Difficult to Manage

Q: HOW IS YOUR INNOVATION AND TECHNOLOGY JOURNEY AFFECTING THE ROLE OF GOOGLE CLOUD IN YOUR TECHNOLOGY STACK? (N=461) *21% WERE UNSURE HOW INVESTMENT LEVELS WERE CHANGING, LIKELY SINCE THEY ARE UNINVOLVED IN THE DECISION PROCESS. | Q: WHY IS YOUR ORGANIZATION MAKING [MORE INVESTMENTS/THE SAME/FEWER INVESTMENTS] INTO GOOGLE CLOUD? PLEASE BE SPECIFIC.

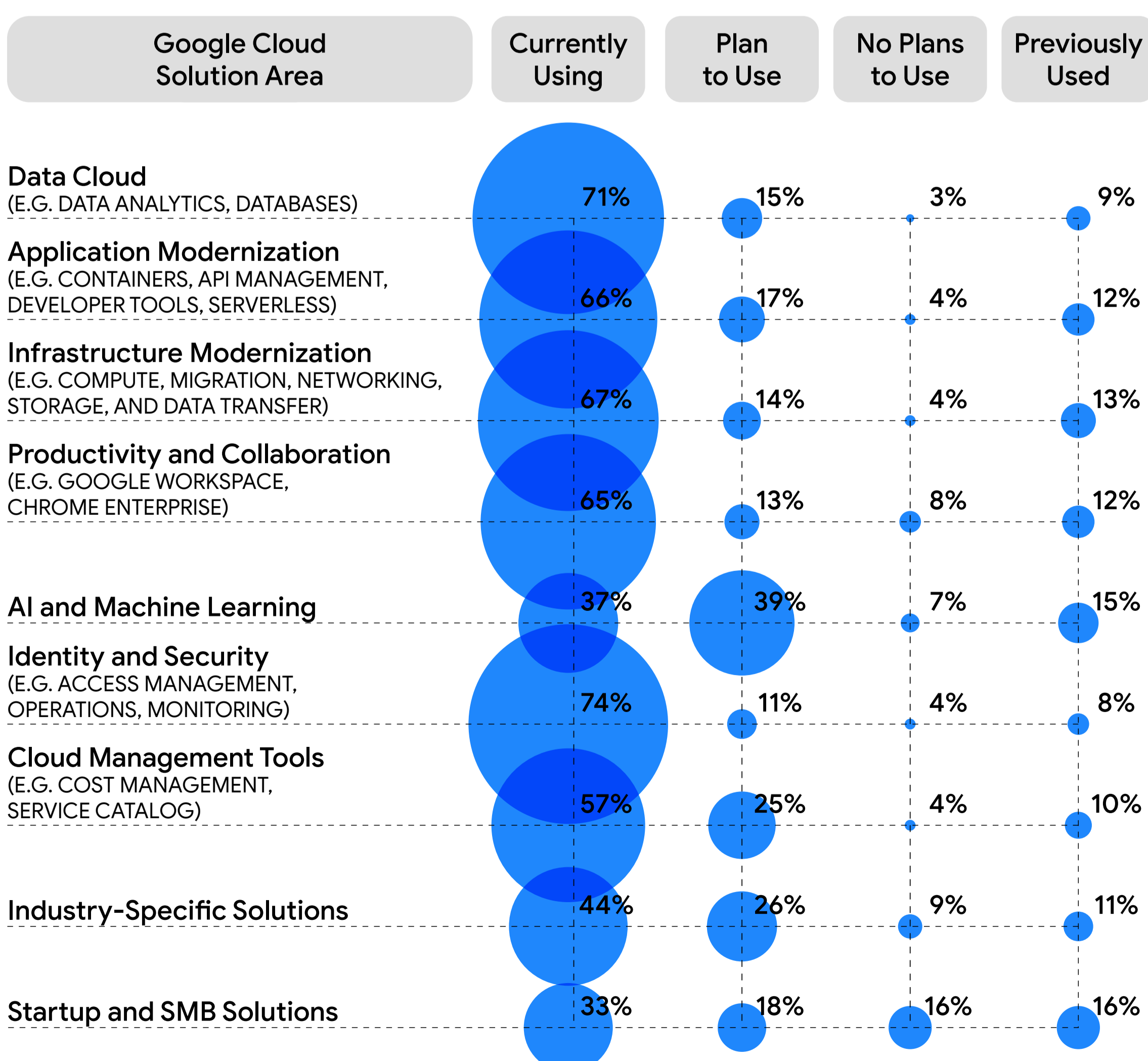
GOOGLE CLOUD TALENT



Q: HOW DID OR WILL YOU FIND SKILLED TALENT TO WORK ON PROJECTS INVOLVING GOOGLE CLOUD PRODUCTS? PLEASE SELECT ALL THAT APPLY. (N=461)



SOLUTION AREA USAGE



Q: HOW WOULD YOU DESCRIBE YOUR ORGANIZATION'S EXPERIENCE WITH EACH OF THE FOLLOWING SOLUTION AREAS FROM GOOGLE CLOUD? (N=449)



Identity and security and data cloud are the product areas used most, correlating with the challenges faced in data maintenance and integration.

AI will be increasingly sought-after in the future.

