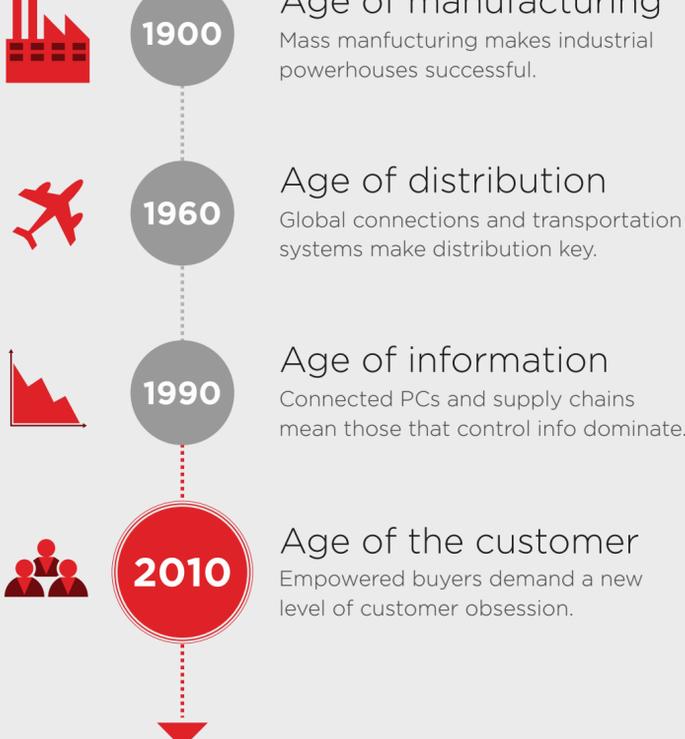


Business Agility in the Cloud

Find out how CIO's are expecting Cloud to improve their business agility*

We have entered the Age of the customer



In order to meet customer demands Top 3 business priorities



To meet these business priorities



Businesses need to be agile

The Cloud is a key technology enabler for agility, with **60%** of organisations already using or expanding their use of cloud applications.

Key objectives for investment in Cloud



Cloud services remove the 'heavy lifting'

Associated with traditional infrastructure improving the ability to launch new products and services, drive process operation effectiveness and efficiency thereby making the business more agile and flexible.



In addition to cost savings, businesses consider the following when looking to partner with a Cloud provider



How do you choose the right Cloud for you

Businesses seek partners that demonstrate



For each phase of your Cloud adoption

What do you look for from a partner?



***a. Rackspace commissioned Forrester Consulting to evaluate how IT needs are changing to enable business agility in the age of the customer

b. An in-depth survey of 180 business and IT decision-makers responsible for business-critical applications and their organization's IT strategy across Germany, the UK, and the US.

c. Forrester defines "business agility" as the transition to a digital business that allows an enterprise to embrace market, organizational, and operational changes as a matter of routine.