



**Digital Transformation** and the move to cloud have been heralded as the saviors of future technology performance and customer experience



of CIOs consider **migrating IT to the cloud**, to deliver industry-leading performance and customer experience as a **top priority for the coming two years**<sup>1</sup>



**But cloud migration is anything but smooth sailing**

Cloud migration has its challenges pre, during and post migration<sup>2</sup>



report that migrating to the **cloud is “more trouble than it’s worth”**



say they have **“less control** over application real estate **as it moves to the cloud”**

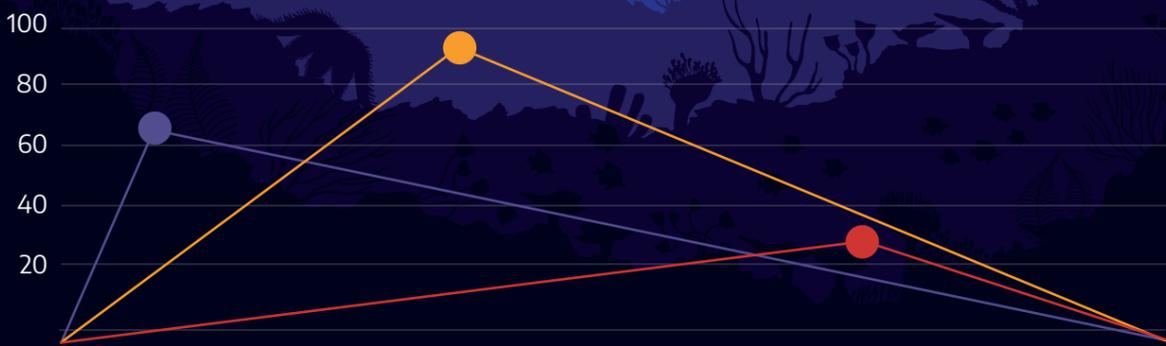


believe they were or are **not prepared for cloud migration**



**The CIO dilemma**

The CIO’s role has shifted significantly from the owner of IT assets to the guardian of customer experience. They face a Digital Deadlock – a struggle to keep up with the pace of digital transformation while delivering against new customer experience KPIs<sup>3</sup>



**61%** of CIOs feel **entirely responsible for customer service**

**95%** of all CIOs believe their teams are at least partially **responsible for the delivery of excellent customer experience**

**But at least 35%** believe **they don’t have the tools they need** to deliver agile, high-performing digital customer experiences via the cloud

We provide our customers unbeatable lines of sight, with the power to see far and wide across their entire IT and network infrastructure and deep into their users’ experiences

Visit us at [accedian.com](http://accedian.com)



Data source:  
<sup>1</sup> Cloud Reality Check 2015 <http://info.us.ntt.com/frs/320-KOG-016/images/WP-Cloud-Reality-Check.pdf?allid=eyJpIjoiaUwRGpoMidkQkdSdJ3TCiInQioUzRvTXNlSjA0SmRyYURwb01BZDZRPToif0%253D%253D>  
<sup>2</sup> Trust Marqee [https://www.trustmarqee.com/wp-content/uploads/2018/02/Challenges\\_and\\_opportunities\\_of\\_cloud\\_migration\\_trustmarqee.pdf](https://www.trustmarqee.com/wp-content/uploads/2018/02/Challenges_and_opportunities_of_cloud_migration_trustmarqee.pdf)  
<sup>3</sup> Vanson Bourne <https://accedian.com/about-us/press-releases/new-research-from-accedian-reveals-scale-of-the-cio-dilemma-95-feel-responsible-for-customer-service-excellence-but-less-than-two-thirds-have-the-right-tools-to-deliver/>