MEET THE CXOs OF THE FUTURE-READY ENTERPRISE

PAULO (CFO)
TYRUS (CHRO)
JOHN (CMO)

THEIR BUSINESS PRIORITIES ARE:

Revenue Growth
Increasing Profitability
Better Cost Control

Source: Business runs on the Cloud - A Wipro Research Report

40% Security concerns
36% Complexity associated with application integration
31% Migration cost

ARE YOU READY TO EMBRACE THE CLOUD TO BE A FUTURE-READY ENTERPRISE?

FIND OUT MORE IN THIS REPORT

CXOs AGREE TO THEIR INCREASING INFLUENCE IN TECHNOLOGY STRATEGY DECISIONS

CFO 71%
CMO 56%
CHRO 65%

IN THE NEXT 12 MONTHS

57% CFOs agree that cloud solutions will get them closer to realizing their marketing goals
87% CFOs agree that cloud solutions will help them achieve their finance goals
77% CHROs agree that cloud solutions will fast-track their HR goals

THE TOP THREE BARRIERS TO CLOUD DEPLOYMENT ARE:

40% Security concerns
36% Complexity associated with application integration
31% Migration cost

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A Wipro study to get a deeper understanding of the role that CXOs believe cloud technology will play in the future

A CXO VIEW: CLOUD DRIVES THE FUTURE OF BUSINESS

Embracing a New Era of Cloud

By 2020, analysts predict that business spending on cloud computing will reach US$150 billion

"Cloud certainly allows us to move faster and to do more nimble. Its flexibility makes more options available with a broader pool of innovators both inside and outside the company. We’re making use of a variety of cloud technology applications in our customer-facing world, and increasingly applying the technology for internal data mining too."

- KIM METCALF-KUPRES, CMO, Johnson Controls

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