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CloudBolt Industry Insights Report:

Hitting a Wall in a Multi-Cloud, Multi-Tool World

Setting the stage

Call it an inflection point. Call it a new realization. Or call it The New Cloud Order. The reality is that as cloud strategies have evolved and scaled, complexities have exponentially increased. Typical enterprises are now faced with tens, hundreds, even thousands of "islands of automation" across company locations and geographies. Each island may have its own preferences for tools, clouds, and processes.

Yet somehow, the organization is supposed to "bend" a multitude of tools and platforms to do things they were never designed to do – integrate the mess, optimize the performance, increase actionable visibility, facilitate best practice reuse, and overlay governance to better ensure compliance while enhancing security yet without thwarting innovation.

This much is abundantly clear: what got multi-cloud, multi-tool enterprises to the current state will not get them where they need to go as they seek to further automate and accelerate their transformations. With cloud usage scaling across organizations, new concerns and realizations have developed as companies scramble to accelerate their digital transformations. This report exposes the stress fractures between what worked before and what is needed for cloud success going forward.

7 Key Findings

CloudBolt Industry Insights (CII) has a mission of providing a different type of research for enterprise C-Suite, IT admins and developers. CII zeroes in on specific dimensions of hybrid cloud/multi-cloud topics and examines each's role in digital transformation. This report represents the largest sample size of any CII study to date with responses from 500 senior IT, DevOps, SecOps, and FinOps leaders from around the world. And the agreement of their answers is unmistakable.

1 **Acceleration, Transformation, Cost Savings, and Agility**: Companies were clear in stating that these four outcomes were the drivers for moving to the cloud in the first place (73%, 59%, 49%, 47% respectively).

Drivers for Moving to the Cloud

|	
ACCELERATION	73%
TRANSFORMATION	59%
COST SAVINGS	49%
AGILITY	47%
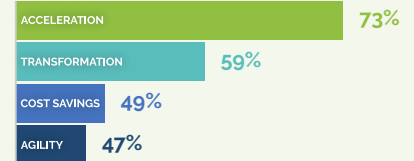
2 **Taking off the rose-colored glasses:** 78% of companies asserted they believe they are saving money versus running everything through on-premises data centers. However, answers to other questions regarding visibility later in the survey beg the question: "How could you possibly know for sure?"

3 **The Wall is real:** The Wall isn't just Mile #20 of a marathon. Fully 79% of respondents indicate they are hitting a wall using their existing tools and platforms. More importantly, they realize these solutions won't be able to accomplish what they need going forward.

79%
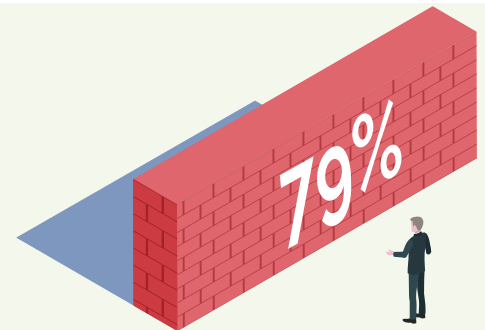
4 **You can't know what you can't see:** Digging into the topic of visibility into cloud costs and spend across tools, resources, and clouds, 80% say they are struggling to get a comprehensive view (apply this finding to what respondents said in #2 above to see why that answer is suspect).
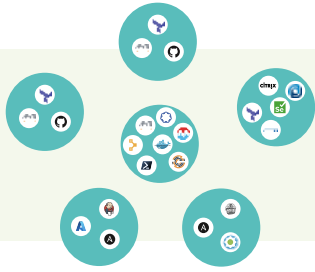
5 **Time to build some bridges:**
78% of respondents agree that their enterprise has too many tools across too many disparate islands of automation.

6 **The dark side of the cloud:**
Multi-clouds, multi-tools, multi-teams are causing multi-headaches for SecOps; approximately 4 out of 5 respondents agree that current cloud approaches are creating new security risks for their enterprise. And those are just the known clouds and tools!

88%

88% of respondents believe that an overarching solution is necessary
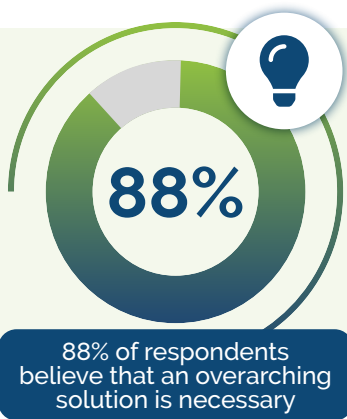
7 **Can I please get a 'Manager of Managers'?:**
A whopping **88% of respondents conclude that an overarching solution** that interconnects and manages all the various platforms, tools, and clouds used within the enterprise **is necessary to realize the full value of cloud**. If ever there was a sign that the market has reached an inflection point, this is it.

Everything Looked Good on the Surface

Early in the survey, when asked questions about how things were going with their cloud efforts and digital transformation, respondents seemed to give push back. "We got this," and "all is well" seemed to surround the responses.

When asked about progress against original drivers for moving to the cloud, more than half of all respondents said they had mostly or fully achieved:

- enterprise acceleration
- digital transformation
- cost reduction, and
- enterprise agility.

Furthermore, 78% believed they had achieved cost savings using cloud versus their old data centers. 75% said infrastructure automation was a first-class executive-level metric in their organization to continuously monitor cloud cost and efficiency, and 63% insisted it was easy or very easy to view all cloud spend and accurately assign costs. Lastly, 67% said it was easy to provision cloud resources without having to be an expert.

Had we ended the study using only the answers to questions #1-7, we would have been led to believe that cloud nirvana was near and all the world's cloud complexities had been solved.

But that's when things took a turn toward the truth…

Tag – You're It

A clear measure of how well a company accurately tracks and assigns cloud costs is how well they employ "tagging" (metadata labels assigned to cloud resources to know exactly who provisioned what and why). Tagging also allows administrators to set policies around users or roles and access rights. For tagging to be effective, it needs to be done consistently.

So, the first "real truth of the situation" started to appear when **only 9% of respondents said they always employ tagging**. 73% said they "sometimes used tagging."

Tagging only part of the time is little more effective than rarely tagging because only occasionally tagging still forces people to hunt down information and degrades true cloud cost/efficiency visibility.

Maybe things weren't all rainbow and unicorns in paradise?

Uncovering Reality

The second half of the study was much more eye-opening. For questions #9-15, the structure shifted to simple statements around specific aspects of cloud suspected to be areas of high friction or difficulty. Respondents were asked to read specific statements and then indicate whether they:

- strongly agree
- agree
- neither agree nor disagree
- disagree
- strongly disagree.

It was as if guards were lowered at this point and respondents exposed their key areas of concern.

Feeling the Savings vs. Seeing the Savings

80% of respondents struggle to achieve comprehensive visibility
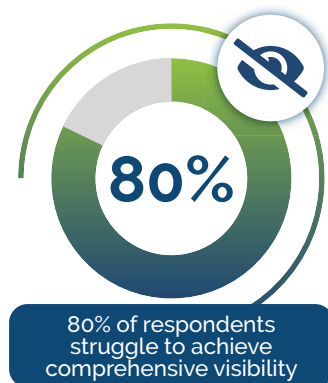
Earlier in the study, a clear majority of respondents (78%) were adamant they were saving money using cloud versus their old data centers. Furthermore, 63% attested that it was easy to accurately see and assign cloud spend. But when presented with this question: **"To what extent do you agree with the following statement: 'My company struggles to achieve comprehensive visibility into cloud usage and spend across all resources, clouds, and tools,'" 80% agreed.** (How can you know you're saving money when you aren't able to see and assign costs clearly?)

"Cloud = Savings" appears to be an accepted belief at this point. However, recent research from Andreesen Horowitz ("The Cost of Cloud, a Trillion Dollar Paradox" by Sarah Wang and Martin Casado, May 25, 2021) asserts the shift to cloud has actually been more costly than most companies acknowledge. Their findings show that the combination of hard costs, valuation cost, and opportunity cost can actually be two times what a company was spending on their on-premises data centers.

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A lack of comprehensive and transparent visibility across a highly complex multi-tool, multi-cloud universe only ensures that companies don't know what cloud is costing – or how to optimize it. Some companies are even consciously overlooking millions of dollars in known inefficiencies for the sake of driving innovation.

Crashing into a Wall

Using existing tools and platforms that were never designed to unify a multi-cloud, multi-tool world has created a breaking point.

79% of respondents agree that they are rapidly approaching a "wall" and know that approaches that got them to the wall won't be enough to get them beyond it.

Additionally, 73% agree that their companies have now reached a point where they are "struggling with efficiently scaling cloud efforts."

There Went the Perimeter

78%

78% of respondents approaches have created new security vulnerabilities

SecOps already had enough on their plate as security is consistently atop every C-Suite priority list. As everything moved to the edge and as the easily-controlled enterprise perimeter began to give way to BYOD and individual endpoints, cloud layered in even further complications. Ranging from Zombie VMs to unsecured workloads to Shadow IT, cloud is exposing enterprises to new and more threats. **78% of respondents agree that their current cloud approaches have created new security vulnerabilities that put their companies at further risk.**
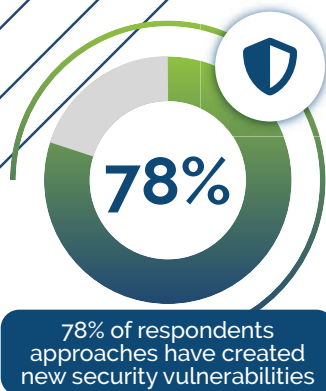
Island Life

Cloud strategies were a lot simpler to execute back in the early days of cloud when an enterprise had a singular approach to moving beyond on-prem data centers and were literally just "lifting and shifting" to a single cloud. Now, different teams make different choices in tools, platforms, and cloud providers. There's no longer a single strategy – there are a multitude.

At a time when companies need to accelerate innovation, they are being slowed by islands of automation – teams that make unilateral choices and employ their own approaches. The issue is prevalent.

78% of respondents agree that their companies have too many disparate tools spread across these islands of automation throughout their enterprise.

Conclusion:
It's Time for Something More

Ultimately, the findings in this CII report point to one very clear conclusion – multi-cloud, multi-tool has matured to a point where it has outgrown current platforms and tools. To be truly effective in the New Cloud Order, enterprises will need something more and will need to think beyond what has been. But that by no means implies that islands of automation and individual team choices and preferences will (or even should) go away.

An iron-fisted, autocratic approach is not the answer. A flexible, overarching one is – one that can connect all the disparateness, rationalize it, provide real visibility across everything, and loosely govern with protective policies that don't restrict innovation.

By the largest margin of any answer to any question in this survey, a monstrous 88% of respondents agreed that "in order to realize the full value of cloud, what is needed is an overarching solution that interconnects all of the various platforms, tools, and clouds, and provides clear visibility and governance across all of it."

88%

88% of respondents believe that an overarching solution is necessary
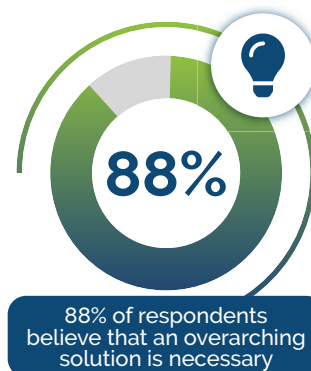
Additionally, this study also shows that key groups within the enterprise (especially IT Ops and FinOps) are allies – 79% of respondents say that the various cloud-related groups are working symbiotically. Furthermore, these groups are aligned in working to get to a better way – they agree they have a problem (they're hitting a wall).

They know the biggest issues are around islands of automation, a lack of integration, too many tools, opaque visibility, and incremental security risks. And all parties clearly concur that the only way to solve these problems is by seeking out an overarching solution that interconnects everything cloud-related to bring order and reusability to the madness. And having that agreement is half the battle.

By digging past the obvious and pushing past initial pretense, the truth becomes simple and clear – the market is ready for something more.

CloudBolt helps companies automate easily, optimize continuously, and govern at scale in hybrid and multi-cloud, multi-tool environments. Pulling together islands of automation, our framework helps unify disparate capabilities for DevOps, ITOps, FinOps, and SecOps. Backed by Insight Partners, CloudBolt has won numerous awards and has repeatedly been recognized as one of the fastest-growing private companies on the Deloitte Fast 500 and the Inc. 5000 lists. For more information, visit www.cloudbolt.io.

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JOIN THE CONVERSATION

Appendix:

Methodology

REGION

75%

14%

7%

1%

ROLE IN ORGANIZATION

38%

32%

29%

VP   Director   CxO

COMPANY SIZE

100%
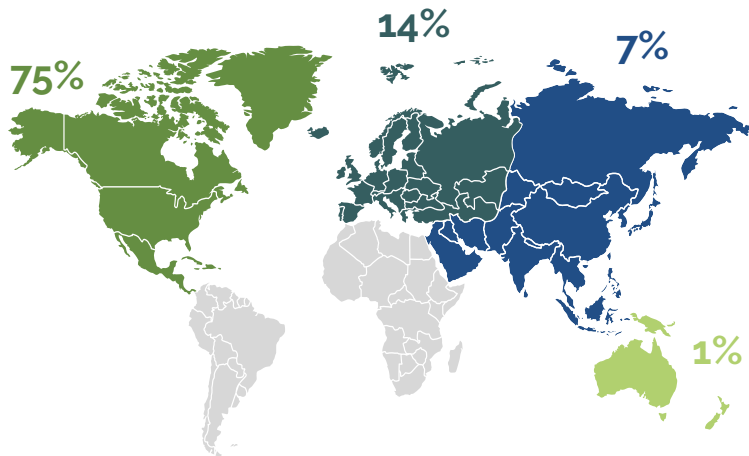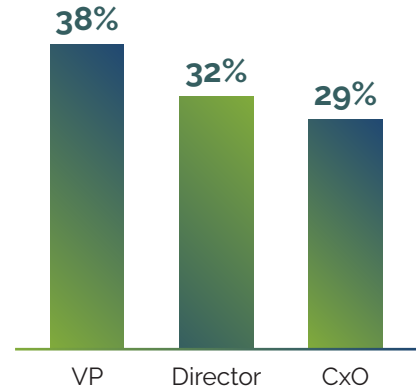
100% large enterprises
42% > 1000 employees
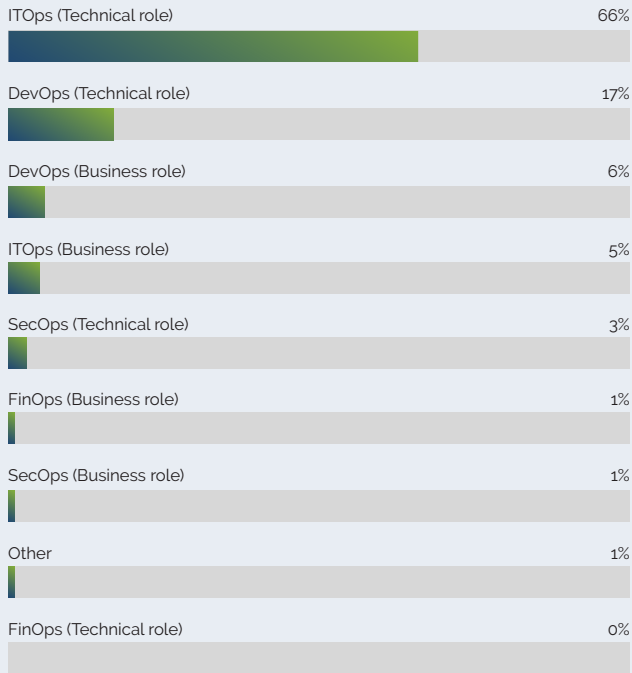58% > 10,000 employees

RESPONDENT BREAKDOWN

500 Respondents

Survey Data:

1

Which of the following best describes your department or team and the role you play in that team?
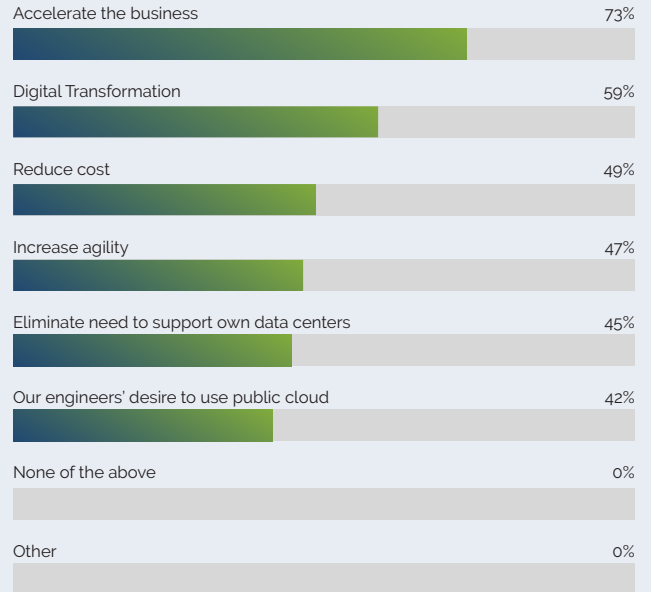
ITOps (Technical role)	66%
DevOps (Technical role)	17%
DevOps (Business role)	6%
ITOps (Business role)	5%
SecOps (Technical role)	3%
FinOps (Business role)	1%
SecOps (Business role)	1%
Other	1%
FinOps (Technical role)	0%

N = 500 technology leaders

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2

What were you company's original drivers when deciding to embrace a shift to cloud? (Select all that apply)

Accelerate the business	73%
Digital Transformation	59%
Reduce cost	49%
Increase agility	47%
Eliminate need to support own data centers	45%
Our engineers' desire to use public cloud	42%
None of the above	0%
Other	0%

N = 500 technology leaders

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3

Please rate how well you have achieved each of these objectives to date (1 = not at all, 5 = fully achieved)

Digital Transformation
| 3% | 33% | 61% | 3% |

Accelerate the business
| 5% | 43% | 39% | 13% |

Our engineers' desire to use public cloud
| 1% | 15% | 41% | 33% | 11% |

Reduce cost
| 1% | 8% | 43% | 43% | 5% |

Increase agility
| 5% | 44% | 43% | 7% |

Eliminate need to support own data centers
| 1% | 12% | 49% | 32% | 6% |

N = 500 technology leaders   ● 1 - Not at all ● 2 ● 3 ● 4 ● 5 - Fully achieved

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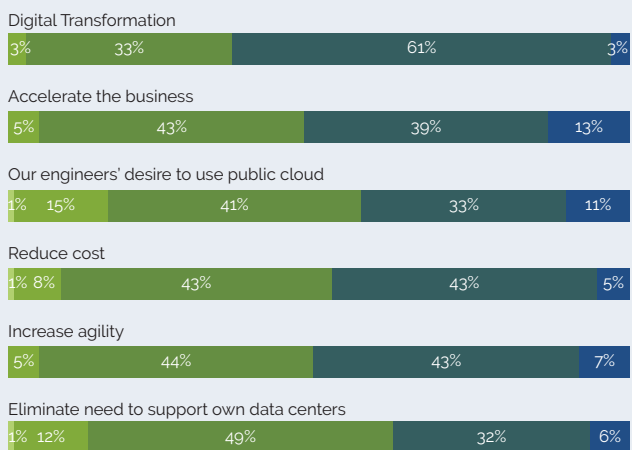
4

Compared to your previous approch, has your cloud strategy been less expensive (e.g. cloud versus managing proprietary data centers)?

Yes	78%
No	12%
Unsure	10%

N = 500 technology leaders

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5

Is "infrastructure optimization" a first-class metric at your organization (e.g. an executive-level metric that continuously monitors and measures cloud efficiency)?
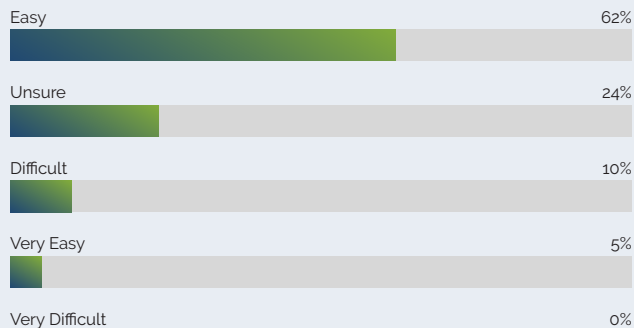
Yes — 75%

No — 16%

Unsure — 9%

N = 500 technology leaders

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6

Using your company's existing approach to cloud, rate how simple it is to provision cloud resources without having to be experts in every cloud, tool, and platform?
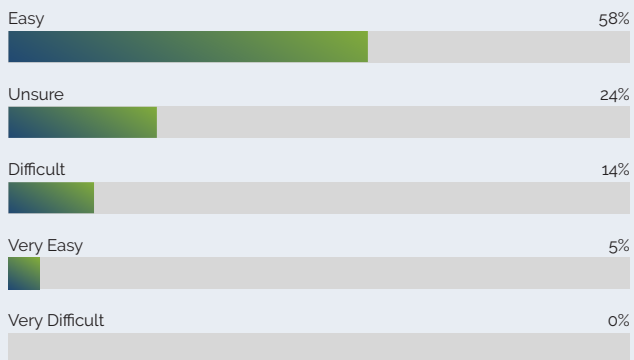
Easy — 62%

Unsure — 24%

Difficult — 10%

Very Easy — 5%

Very Difficult — 0%

N = 500 technology leaders

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7

How easy is it for you to view all cloud and infrastructure spend and assign costs to provisioners/owners of the spend?

Easy — 58%

Unsure — 24%

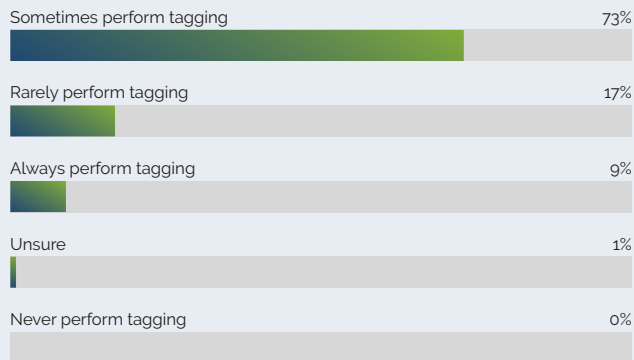Difficult — 14%

Very Easy — 5%

Very Difficult — 0%

N = 500 technology leaders

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8

How well does your organization perform tagging of cloud infrastructure provisioning?

Sometimes perform tagging — 73%

Rarely perform tagging — 17%

Always perform tagging — 9%

Unsure — 1%

Never perform tagging — 0%

N = 500 technology leaders

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9

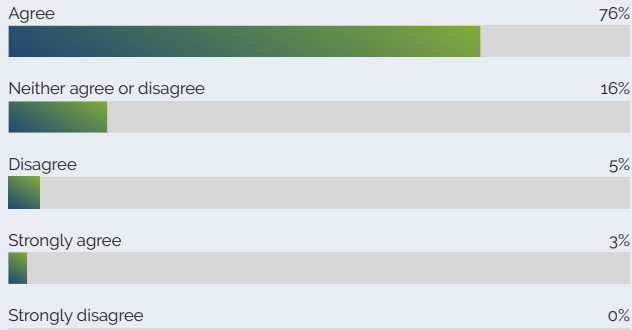**To what extent do you agree with the following statement: "My company is rapidly approaching a wall using existing platforms and tools to achieve our cloud objectives; what helped us to progress to this point won't be enough for the future."**
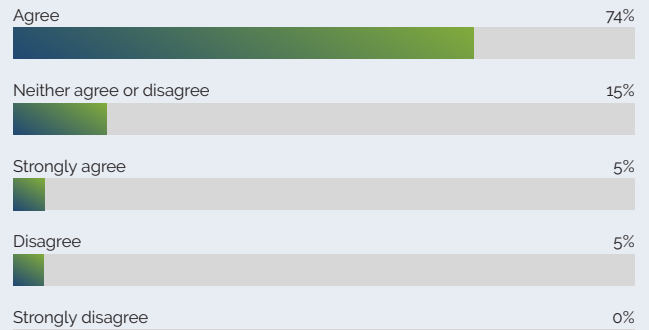
Agree — 76%

Neither agree or disagree — 16%

Disagree — 5%

Strongly agree — 3%

Strongly disagree — 0%

N = 500 technology leaders

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10

To what extent do you agree with the following statement: "ITOps, DevOp, SecOps, and FinOps are all able to operate symbiotically (together as one) using our current approach to cloud."
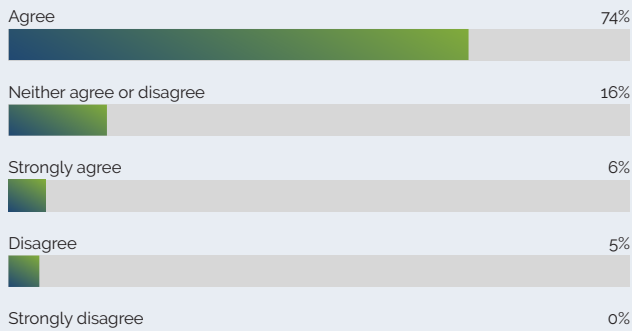
Agree — 74%

Neither agree or disagree — 15%

Strongly agree — 5%

Disagree — 5%

Strongly disagree — 0%

N = 500 technology leaders

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11

To what extent do you agree with the following statement: "My company struggles to achieve comprehensive visibility into cloud usage and spend across all resources, clouds, and tools."
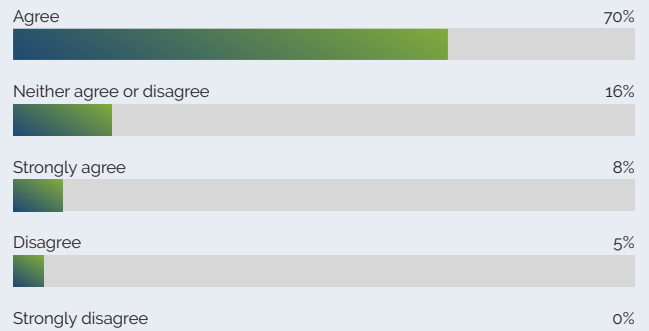
Agree — 74%

Neither agree or disagree — 16%

Strongly agree — 6%

Disagree — 5%

Strongly disagree — 0%

N = 500 technology leaders

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12

To what extent do you agree with the following statement: "My company has too many disparate tools across islands of automation throughout the enterprise."
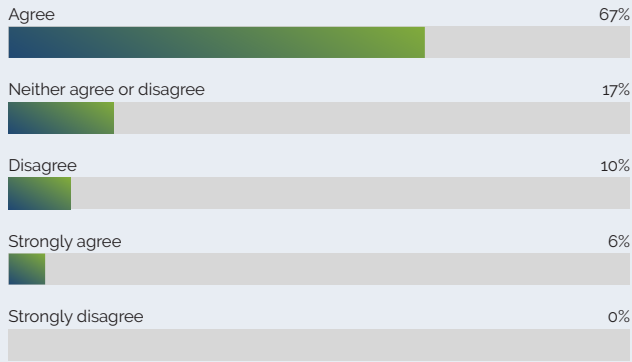
Agree — 70%

Neither agree or disagree — 16%

Strongly agree — 8%

Disagree — 5%

Strongly disagree — 0%

N = 500 technology leaders

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13

To what extent do you agree with the following statement: "My company is struggling with efficiently scaling our cloud efforts."
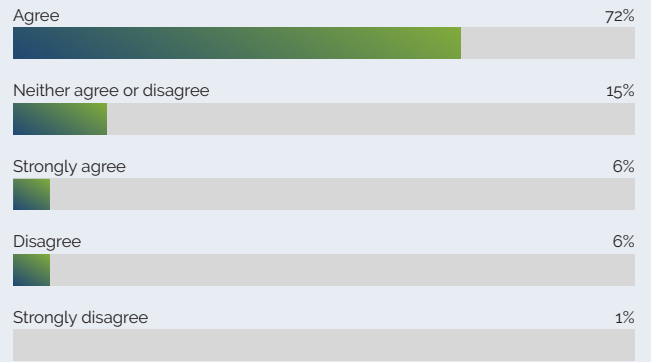
Agree	67%
Neither agree or disagree	17%
Disagree	10%
Strongly agree	6%
Strongly disagree	0%

N = 500 technology leaders

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14

To what extent do you agree with the following statement: "My company's current approach to cloud has created new security vulnerabilities that put the enterprise at potential risk."
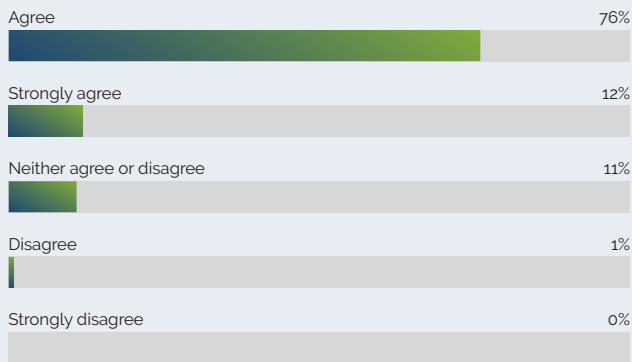
Agree	72%
Neither agree or disagree	15%
Strongly agree	6%
Disagree	6%
Strongly disagree	1%

N = 500 technology leaders

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15

To what extent do you agree with the following statement: "In order to realize the full value of cloud, what is needed is an overarching solution that interconnects all of the various platforms, tools, and clouds, and provides clear visibility and governance across all of it."

Agree	76%
Strongly agree	12%
Neither agree or disagree	11%
Disagree	1%
Strongly disagree	0%

N = 500 technology leaders

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