

How to get the most out of **the Cloud?**

Benefits, challenges, and best practices as seen by IT leaders and engineers across Europe.

EDITION 2021





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Introduction

Companies of all sizes, geographies, and industries are turning to Cloud computing. It offers many benefits like **the ability to set up remotely, flexibility to connect employees from anywhere and anytime, better efficiency, cost reductions and opportunities for growth.**

But still, there are some organisations that remain hesitant about migrating to the Cloud.

In the first section of this report, we will delve into **the benefits of Cloud computing** and discover what our survey respondents expect to achieve when adopting a Cloud-based infrastructure.

Even though it's evident that Cloud migration brings a number of benefits to businesses, it doesn't come without its challenges. Whether a company is looking to take advantage of Cloud-only or hybrid setups, there are factors that need to be considered to ensure a successful migration.

In the second chapter of the report, we present the respondents' top **challenges of their Cloud migrations**. We also share tips on how to recognise and overcome the potential obstacles in order to fully benefit from the Cloud-based solutions.

The third chapter of our report reviews **the best practices for Cloud migration** and shares issues that companies need to consider to ensure success.

In the fourth one you can read about **how to get the necessary skills** with which you can implement Cloud solutions in your organisation.

What are the necessary steps companies need to take and what best practices should they follow to ensure smooth migration? Our report comes with the answers to these and other questions.



Krzysztof Szabelski

Head of Technology, Future Processing





Key findings

84% of survey participants positively evaluate the influence of Cloud on their businesses.

Among all well known benefits of the Cloud, cost optimisation was ranked the **least optimistic**, as nearly **40% of respondents** do not expect costs to improve.

Adapting to changing business requirements and managing stakeholder's expectations is **twice as much challenging** for companies with **hybrid Cloud setup** compared to ones with all operations in the Cloud.

Planning, maintenance and execution of the **transition to the Cloud requires lot of time and effort**, with **over 2/3 of respondents** claiming it as challenging.

90% of organisations that are ahead of the others in Cloud adoption, **prefer less radical migration strategies**.

Only **28% of respondents** accept the risk of locking to one vendor. Others recommend using a **vendor-independent layer** in their systems or **maintaining an exit strategy**.

It is not enough to reskill employees. 84% of respondents recommend to also find an experienced partner to speed up the process.

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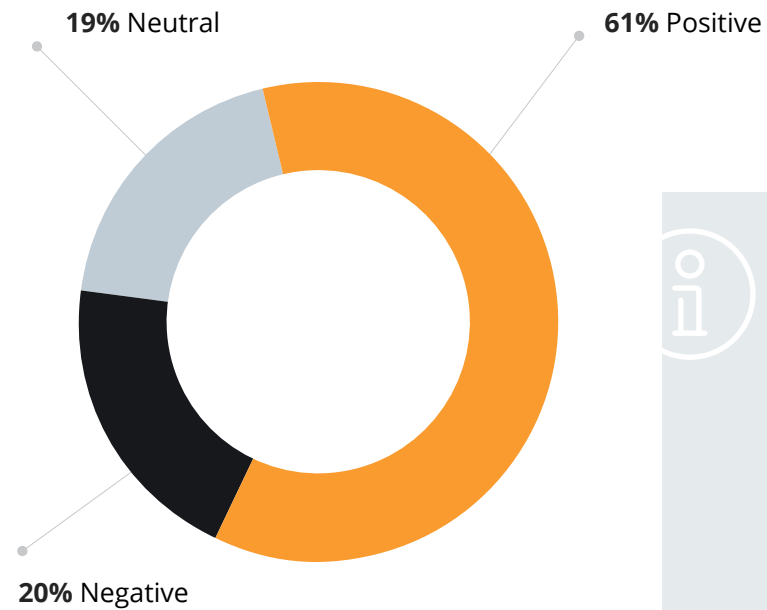
CHAPTER 1




Benefits of the Cloud



Sentiment to potential infrastructure and payroll costs improvements



 Among all well-known benefits of the Cloud, **cost optimisation was ranked the least optimistic**, as nearly 40% of the respondents do not expect their costs to be lower.

Sentiment to all measured potential benefits of the Cloud



 **84% of survey participants positively evaluate** the influence of Cloud on their businesses.

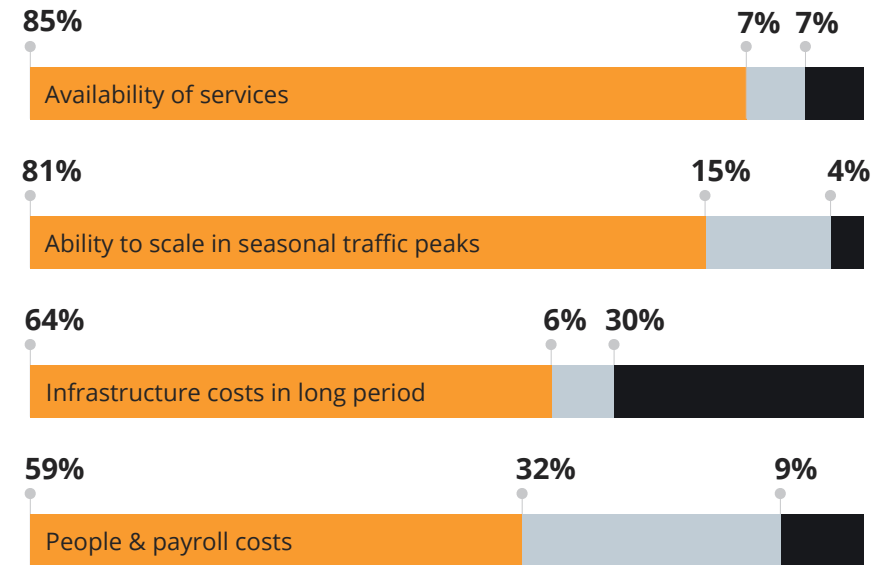


Transforming businesses

Sentiment to specific potential benefits of the Cloud



Positive Neutral Negative





“Cloud is cheaper” says the worn-out phrase repeated sometimes by consultants. It sounds like a blanket statement used without considering all the factors. **This viewpoint seems to apply well to startups and rapidly growing companies, which avoid upfront investment in building a data center.**

Mature enterprises tend to approach the topic of migration with more caution. Usually it's not the cost of their current IT infrastructure they are optimizing, but the one's they'll need in future. Thoughtful process can view lift & shift migration as the beginning, not the end of the journey towards being “cloud-native”. **Cloud opens numerous possibilities which are worth the price** and the number of those willing to pay it keeps growing.

Michał Depta

Principal Software Engineer, Future Processing





Transforming businesses

Looking at the survey results, people are positive about how the Cloud influences businesses, regardless of Cloud maturity level, their role in the organisation, or the company's size.

Data from the industry also confirms that the Cloud has the most significant impact on developing opportunities for new business. 92% of our respondents stated that **Cloud helps organisations achieve better time to market**, with 87% claiming that the **Cloud can be adapted to better meet business demands in an agile manner**.

With this in mind, we can conclude that the Cloud can **accurately target organisations' individual needs** and grow alongside the business in the marketplace.

Furthermore, our survey discovered that amongst the positive responses to all aspects of the Cloud, 7% of the participants **negatively responded to the availability of services**. This observation clashes with the promises made by Cloud providers, who offer extensive mechanisms to build highly available, geo-redundant solutions. How is it possible that a significant number of our survey respondents claim that the Cloud negatively affects service availability?

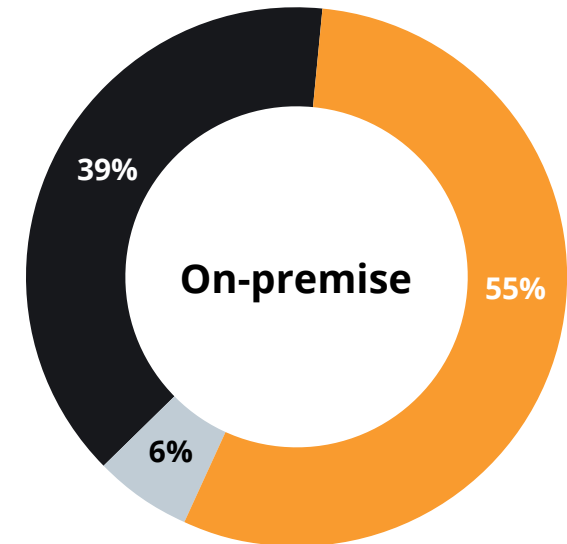
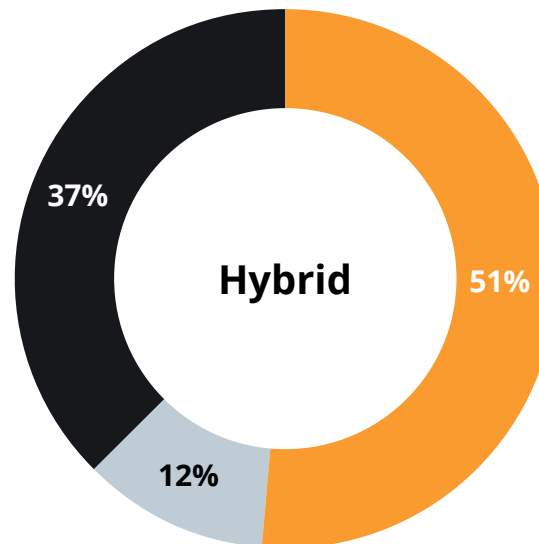
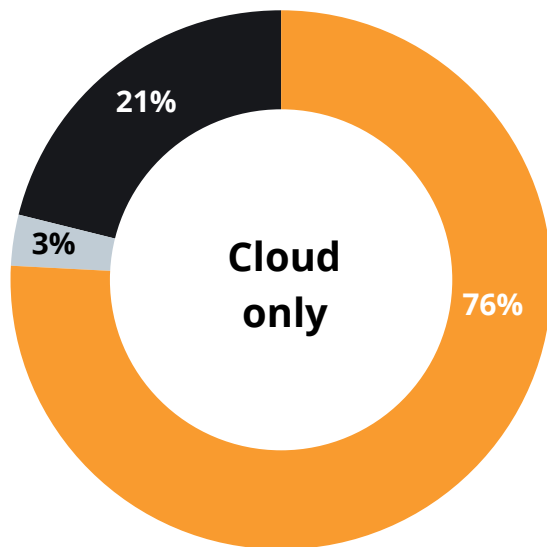
In our opinion, this is because **building highly available systems in the Cloud requires expertise** to properly set up the services. This is much easier to do than on-premise but requires specialists with expertise on the matter. On the other hand, one does not have full control over the resources, so ignoring best practices may lead to unexpected unavailability, and forming the opinion that the Cloud is not reliable.





Cost optimisation

Sentiment to potential improvements related to the infrastructure costs from the perspective of organisations in different environment setup



Positive Neutral Negative



Cost optimisation

One of the most vital findings of the research is that among all well known benefits of the Cloud, cost optimisation was ranked the least optimistic. Nearly 40% of the respondents do not expect their costs to decrease. A discussion with IT executives reveals that they expect better value for money after migration, but not lower bills.

Digging down in the details of the research leads to the observation that companies with a vast majority of operations in the Cloud are **more optimistic about infrastructure cost improvement**, compared to businesses that are in hybrid Cloud setup or not using the Cloud yet.

This may be due to the fact that people without extensive experience with Cloud or stacked in the hybrid Cloud are more likely to be comparing the price for the virtual machine in the Cloud and on-prem.

Such a view may indeed lead to the conclusion, that Cloud is more expensive. However seeing that **76% of respondents that are in Cloud-only setup achieved cost reduction**, we can conclude that the overall infrastructure costs are likely to drop when we look at the costs from a broader perspective.

Another less obvious conclusion may be that achieving cost reduction requires expertise. If it is unclear to an organisation how Cloud could reduce costs, good idea would be to look for an experienced partner or advice on this.



If businesses choose a hybrid setup, they need to make sure that the **benefits outweigh the costs**. There is a pattern that for hybrid deployments both **infrastructure and payroll costs see less improvement over time**.

HOW TO GET THE MOST OUT OF THE CLOUD?

CHAPTER 2



Challenges

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Navigating the transition to the Cloud

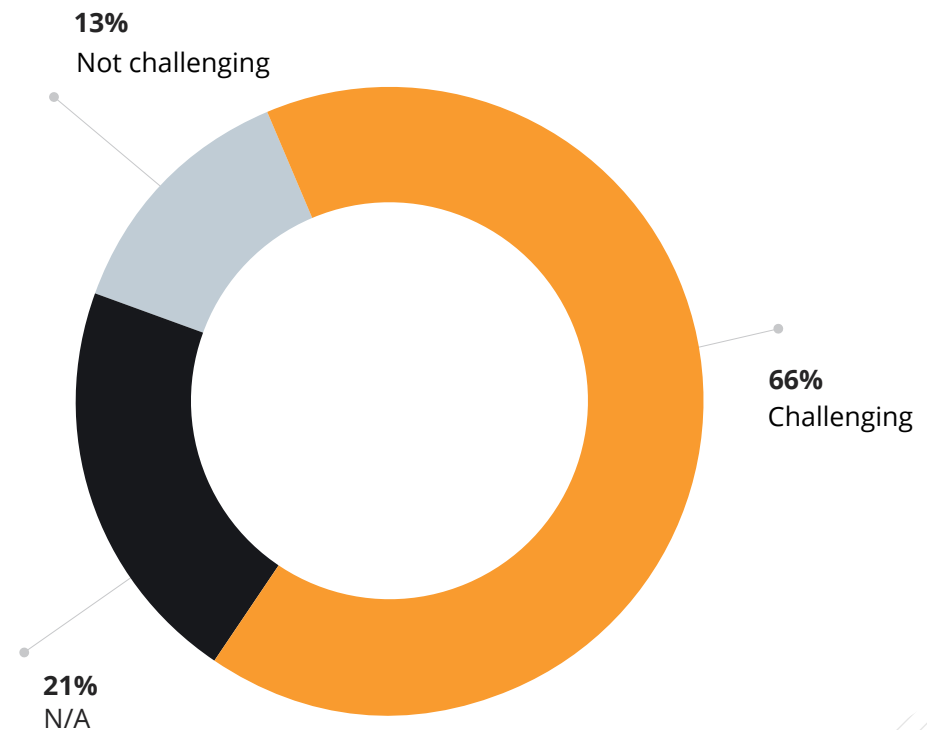
One of the most challenging aspects deriving from our survey is managing the transition period and hybrid Cloud setup, with **66% of respondents stating that this was a big challenge to overcome**. This is because planning and maintaining hybrid setups involves combining two coexisting environments, one in the Cloud and one on-premise, which is often time-consuming and expensive for companies.

In addition, businesses will need to overcome the challenges of managing two environments. This involves introducing changes to the system, synchronising or even replicating data, and building implementation processes that require much more effort and resource from the IT team.



Planning, maintaining, and executing the transition to the Cloud requires a lot of time and effort - **over 2/3 of respondents mentioned it as challenging**.

Opinions if managing the transition period and hybrid Cloud setup is challenging





It is true that the hybrid Cloud is slightly more complicated and challenging than the purely on-premises or Cloud setup. However, when **people involved in the migration are motivated to change their habits, open for experimentation and learning**, most of those challenges are easy to overcome. Unfortunately, organisations may otherwise end up partially migrated to the Cloud, without optimisation, stacked with “traditional” habits that do not let them get all the benefits.

Cloud is not just “someone else’s computer”, it is a **different way of thinking about the infrastructure**. To get the benefits and overcome the challenges, organisations need to be open for experimentation and learning.

Adam Smolnik

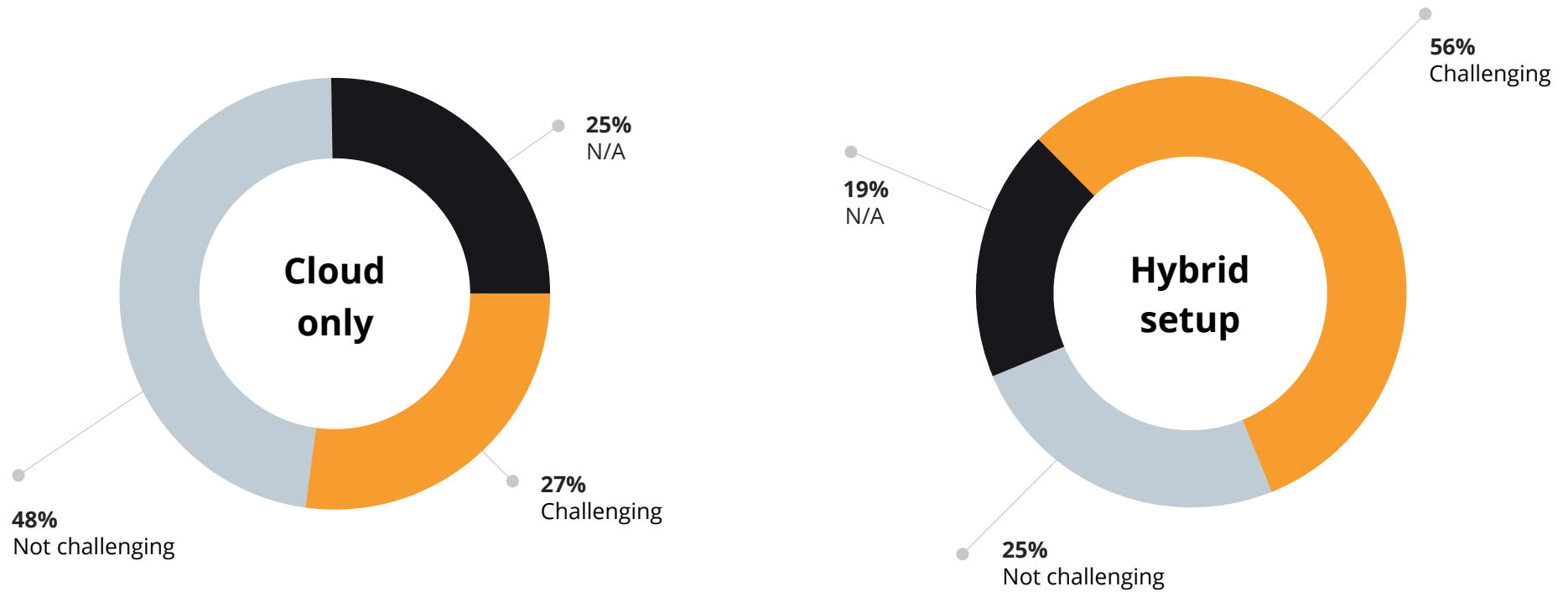
Cloud Architect at Hostersi, AWS Instructor Champion, and AWS Hero





Hybrid Cloud implementation challenges

Opinions if managing stakeholder's expectations is challenging by organisations in hybrid Cloud setup





Hybrid Cloud implementation challenges

Every company is different, that is why **for some adjusting to changing business environment** is easier than for others. For instance, adjusting a business service to meet increasing traffic is more straightforward when using auto-scaling features from multiple Cloud services, compared to a hybrid setup.

Adapting to changing business requirements and managing stakeholder expectations is **twice as challenging** for companies with a hybrid setup, compared to ones that have all their operations in the Cloud.

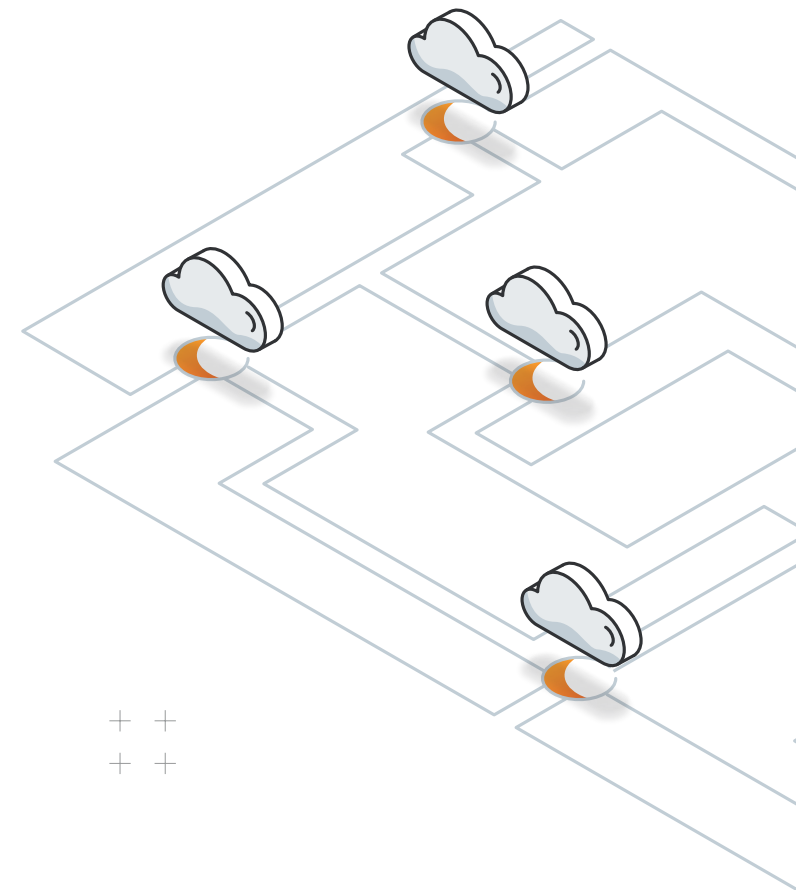
When scaling up a hybrid solution, **this agility of resources can often disappear for an organisation**. This is because the system usually relies on on-premise resources that are difficult to scale.

In Cloud-only environments, businesses can use resources that are only needed and reduce usage when traffic changes.

We also find out how organisations can **reduce their time to market for developed products and adjust them based on feedback** that they receive from the market. This is less challenging for Cloud-only companies, in comparison to businesses that are running in a hybrid set-up.



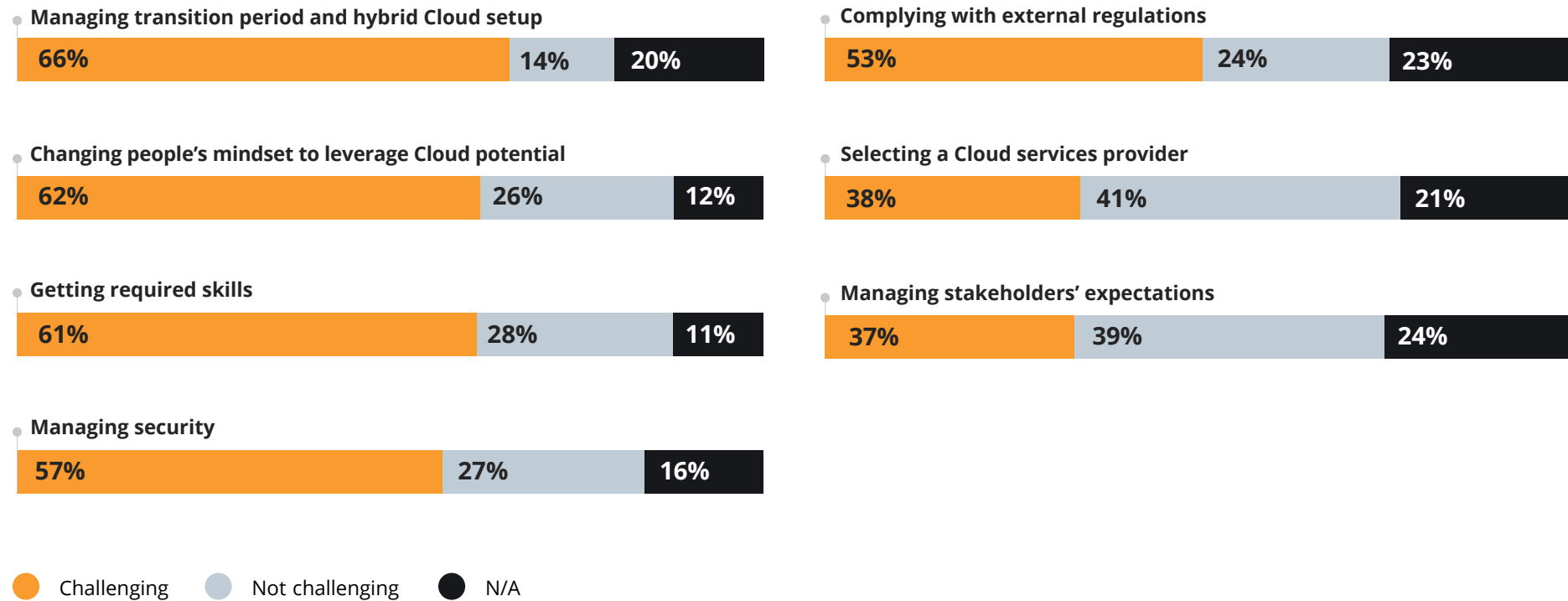
Adapting to changing business requirements is **less challenging for companies with all operations in the Cloud**, compared to ones in a hybrid setup where **almost half of the survey** respondents claim managing stakeholder expectations **was challenging**.





Evaluating the challenges

Opinions if specific aspects of Cloud migration are challenging





Evaluating the challenges

Research reveals that challenges related to managing migration complexity are followed by issues related to **getting the right people with good mindset and skillset**.

The right skills are necessary for the migration to bring expected benefits, without them, the project may be completely stuck.

62% of the respondents said that engaging people with high competences is challenging, whereas **61%** said that Cloud migration requires a clear strategy for getting the right people.

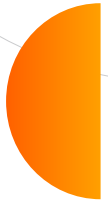
The **recommended approaches** are described in the section entitled “Getting the right skills”.

Changing people’s minds to **leverage Cloud’s potential is harder for organisations in a hybrid setup** as (63% of respondents find it challenging) compared to companies that are working with the Cloud-only setup (48%). The “Cloud-first” approach disables the possibility to build new services the old way while having the **hybrid approach allows people to stay in their comfort zone**, and does not push them to look for new better designs for the Cloud.

The selection of a Cloud provider seems not to be a problem for the majority of the respondents. All leading providers have very similar offerings and the cost is strongly dependent on the solution and hard to accurately estimate upfront. This decision is likely to be “right” whether we go for Amazon, Microsoft, or Google.



57% of the respondents ranked security as challenging even though Cloud providers refer to security as priority. Part of the Cloud migration means **resigning from having full control** over infrastructure which raises concerns among IT leaders.



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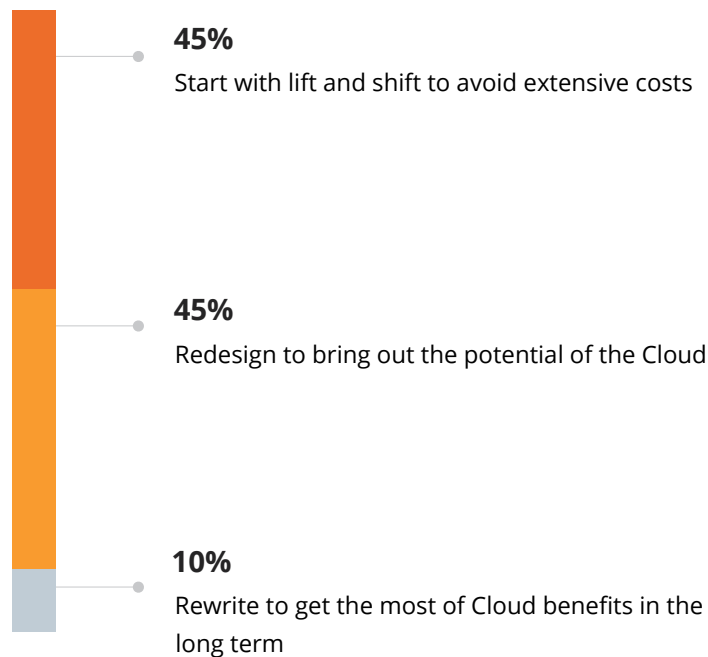
CHAPTER 3



Best Practices

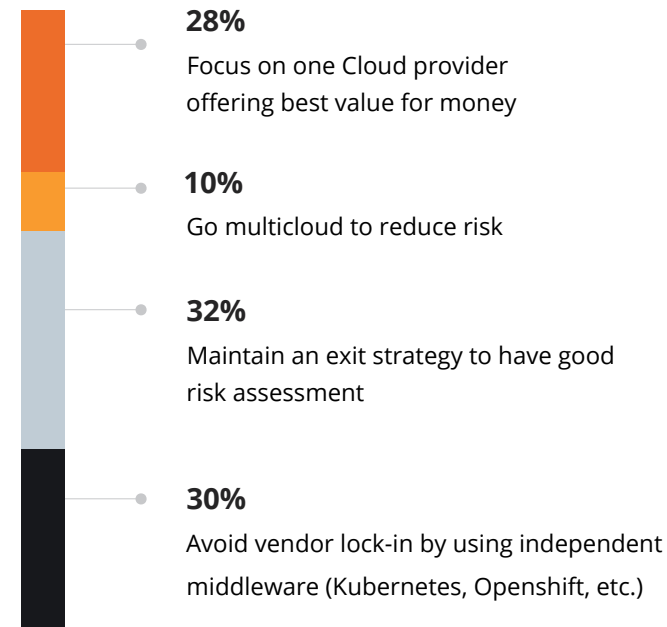


Recommended migration strategies by organisations describing themselves as ahead of the others in Cloud migration



90% of organisations that are ahead of the others in Cloud adoption prefer less radical migration strategies. Starting with lift and shift and redesigning step by step enable them to deliver improvements in an iterative manner and **benefit from the Cloud earlier**.

Recommended vendor lock in management strategies



Only **28%** of the respondents accept the risk of sticking to one vendor.

Others recommend using a vendor-independent layer in their systems or **having an exit strategy**.



User empathy is **one of Google's core values that also shapes the way we think about designing our Cloud solutions**. A one-size-fits-all approach is increasingly less applicable as more and more organisations put the Cloud as a part of their IT roadmap but define its value differently.

Technology vendors like us are expected to make services run across multiple different environments (as we do with e.g. Anthos and BigQuery Omni) or promote, contribute, and incorporate open standards and products (as in the case of Kubernetes and TensorFlow).

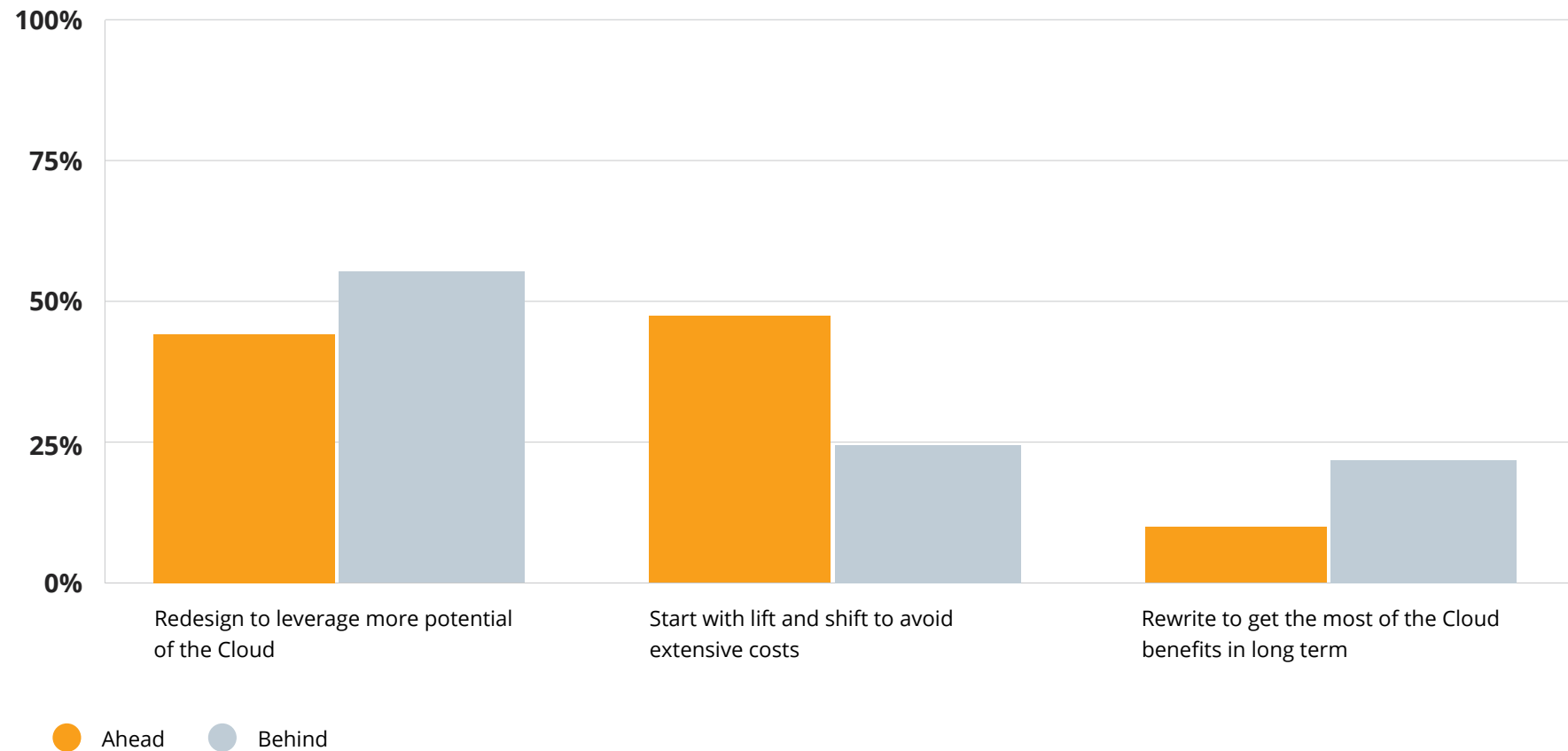
Michał Zylinski

Customer Engineering Manager at Google





Recommended migration strategies from the perspective of organisations that perceive themselves as ahead or behind others in Cloud adoption





Less radical **migration strategies**

This survey uncovered that companies that describe themselves as industry leaders in Cloud adoption suggest that it is best to **begin Cloud migration with lift and shift** before redesigning parts of existing solutions.

On the other hand, companies that declare that their Cloud adoption is slower than that of their competitors more often take the view that **rewriting solutions from scratch is the optimum approach** to Cloud migration.

Continuous **improvement**

Many companies have already recognised the risk of making huge changes in their operations and they appreciate the **ability to deliver improvements in an incremental manner**.

This is pivotal in designing their business migration strategy which, based on the research data, seems to be the following: **“start with lift and shift, then redesign and rewrite it in small pieces”**.

Although lift and shift does not provide the company's system with huge benefits, it allows the organisation to make the first move in its migration journey.

The rise of **SaaS**

Replacing self-made solutions with Cloud-based SaaS is growing in popularity. **30% of our respondents say that SaaS solutions are the most attractive among all the Cloud offers**.

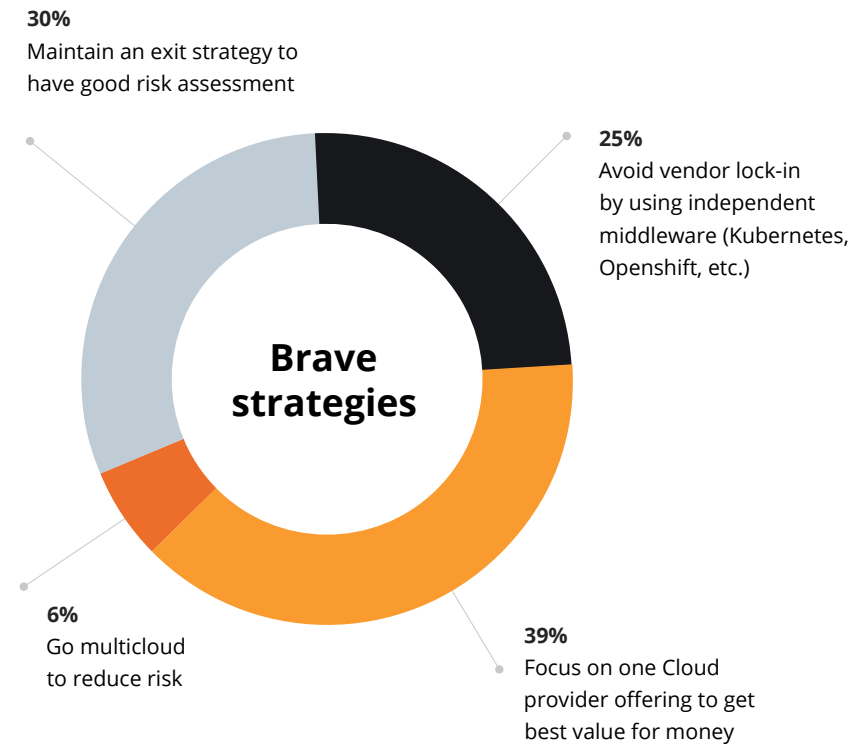
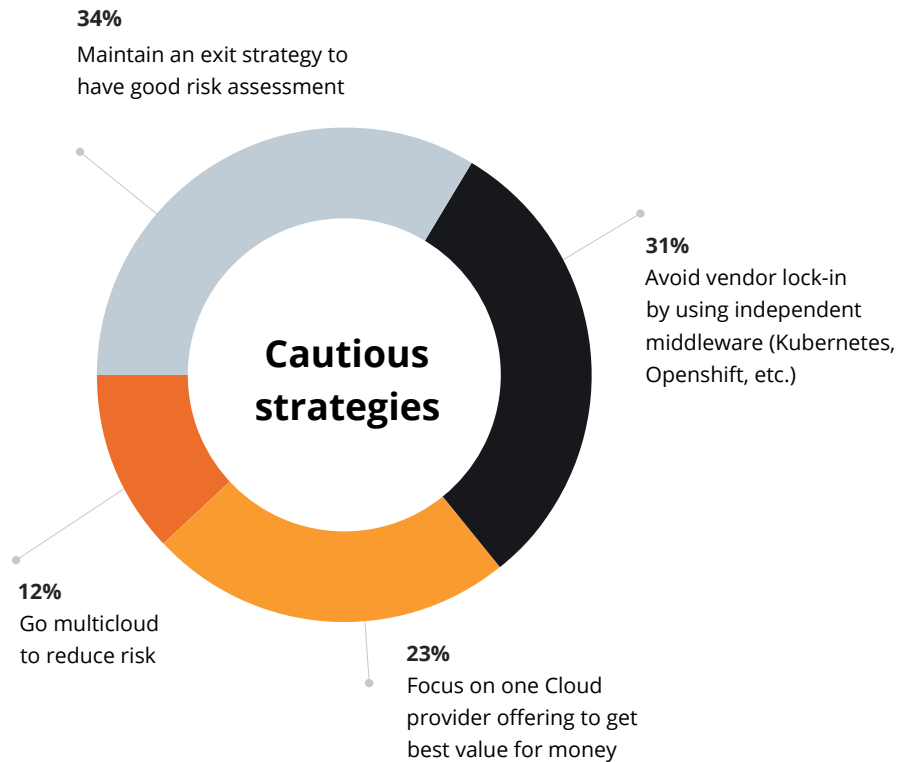
This fraction increases to 40% when we look at people who recommend redesigning as a migration strategy. We have seen the rise of SaaS for a number of years.

The most significant reason for the growth in adoption is that an **increasing number of IT problems can be easily and efficiently solved** with the use of off-the-shelf products or services.



Utilising **exit strategies** and **independent middleware**

Recommended vendor lock in management strategies by organisations that respond “be cautious” or “be brave” to the question “What way of migrating to the Cloud would you recommend?”





Utilising **exit strategies** and **independent middleware**

Following this, **65%** of the survey respondents who claimed that they would take a “cautious” approach to the Cloud migration, also recommended **using a prepared exit strategy** or a Cloud-independent layer in their systems to conquer the challenge of vendor lock-in.

These businesses may consider implementing middlewares such as Kubernetes or Openshift to decouple solutions from an underlying Cloud provider. This gives companies peace of mind as they can **easily move their systems to another provider** in case of any unforeseen or difficult circumstances.

Preparing an exit strategy is another alternative that means organisations are always prepared to change Cloud providers when needed. Even though the business may not be able to prepare a plan for all circumstances in the future and quickly move every part of their system, **the exit strategy helps to think ahead.**

Alternatively, the most popular suggestion from the respondents was the “brave” approach to the Cloud migration, which involves investing in only one provider. Whilst focusing on a single Cloud provider does not solve the issue of vendor lock-in, it enables businesses to **deliver projects faster with Cloud native solutions.** It also helps build a better relationship with their dedicated provider, and brings long-term benefits, such as better pricing or the possibility to participate in partnership programs.

Overall, **there is no one-size-fits-all solution when it comes to the Cloud adoption strategy.** Some businesses are braver than others, focusing on one Cloud provider, while others are cautious and prefer building Cloud-independent solutions with a backup plan in place. This depends on whether the business is prepared to take the risk and whether the value in moving quickly can outweigh the risk of having to switch to another Cloud provider when things go wrong.





Multi-Cloud approach is not a solution to vendor lock-in

In our survey, only **10%** of the respondents considered **deploying multi-Cloud as a possible solution** for the ongoing challenge of vendor lock-in. It should be noted that, whilst multi-Cloud is not a popular choice for many businesses in this context, it may be a valid solution in some cases like:

- having access to **services not available by other providers**,
- **lowering costs** by using services from a Cloud provider that offers better value,
- **achieving geographical proximity** to as many people around the world as possible,
- abiding to **law restrictions regarding data placement**,
- allowing **different teams to develop projects** in the Cloud that they have most experience working with.



HOW TO GET THE MOST OUT OF THE CLOUD?

CHAPTER 4



Getting the **right skills**

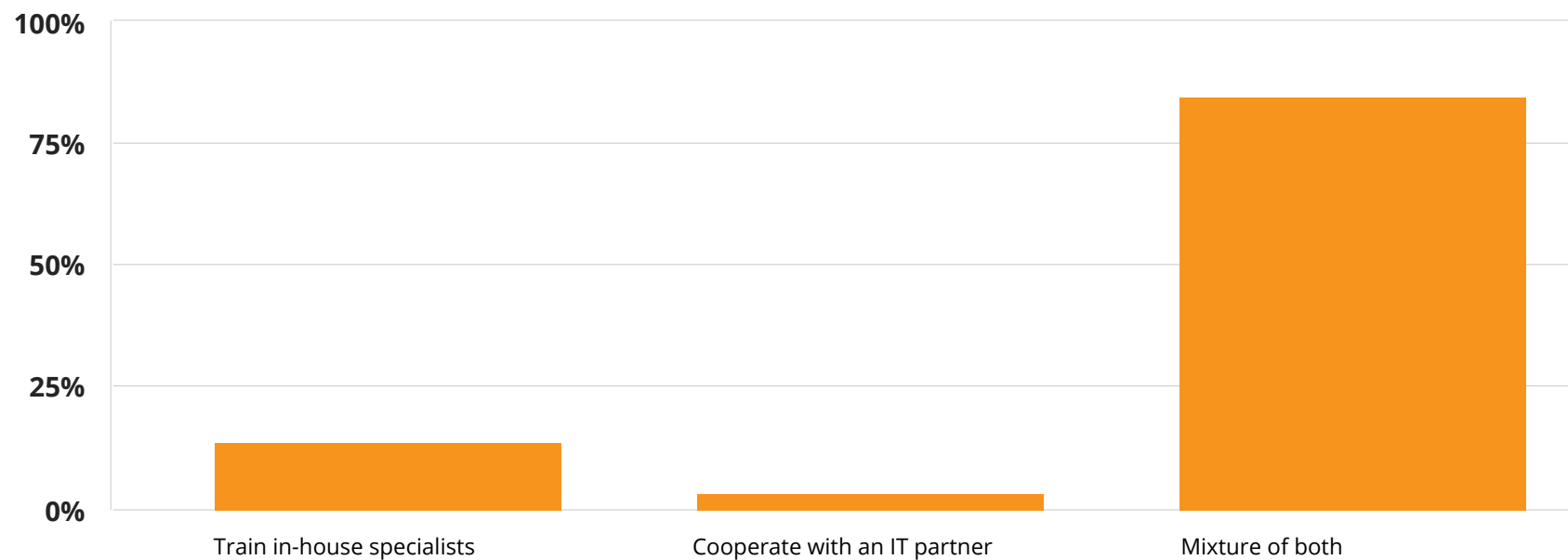
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The necessary **competences**



Recommended ways to get the right competences for a Cloud migration project



The necessary **competences**



Many industry leaders understand that it is **no longer a matter of if their company will migrate to the Cloud but when**. Once this has been established, the next step is to ensure that the journey to the Cloud is successful and this involves employing the right people to do the job.

According to our research, training internal employees is no longer sufficient, meaning organisations need to venture further afield and find an experienced partner to speed up the process. We discovered that **2/3 of our survey respondents stated that getting the right skills is a real challenge for their businesses**.

In our experience, this is true for the entire IT industry, especially for disruptive and emerging technologies. This is because market demand continues to grow at a rapid pace but the number of available specialists increases slowly, meaning that it is much more difficult to find the right people who are equipped with the right skills.

According to the research, the most popular solution to skills shortage is to **invest in company's employees** with training and preparation for new Cloud-related challenges.

To improve this further, businesses should leverage services from an experienced partner. Not only does this help to make informed decisions in the early stages of migration, but it also ensures organisations can better learn how to make the most of the Cloud in the long term.

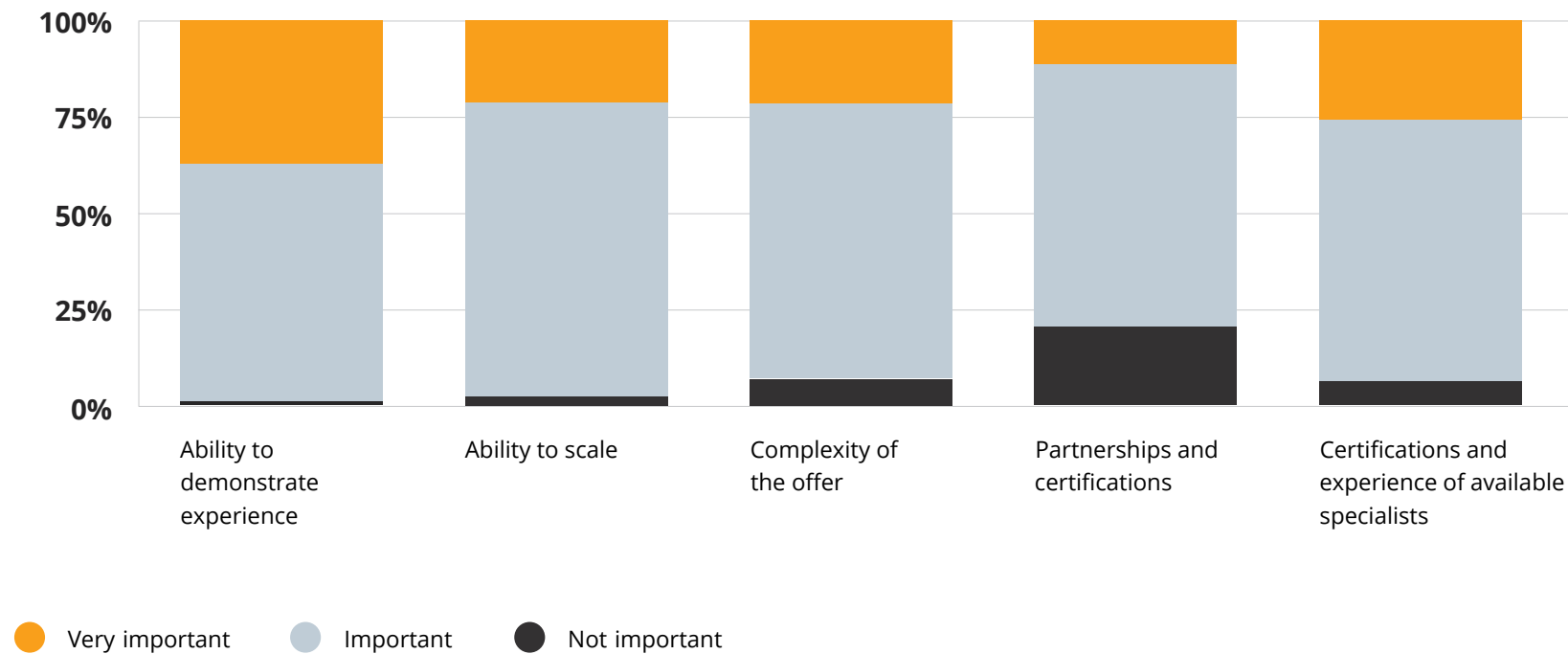
This, in turn, **provides employees with a better understanding of how to manage their Cloud systems in-house**.

Our advice here would be to make sure that a business chooses the right partner. This goes beyond a partner who is the most experienced, but **one that is trustworthy, open to sharing knowledge, transparent, and happy to help the team grow their understanding of the Cloud**.



Choosing **the right partner**

Importance of specific factors in the process of IT partner selection for Cloud migration project





Choosing the right partner



While our research shows that working with experienced partners when adopting or migrating to the Cloud should be a part of the process from the very beginning, the biggest question is how to choose the right one for the business. One of the most important factors to consider when choosing a new IT partner for Cloud migration is their experience.

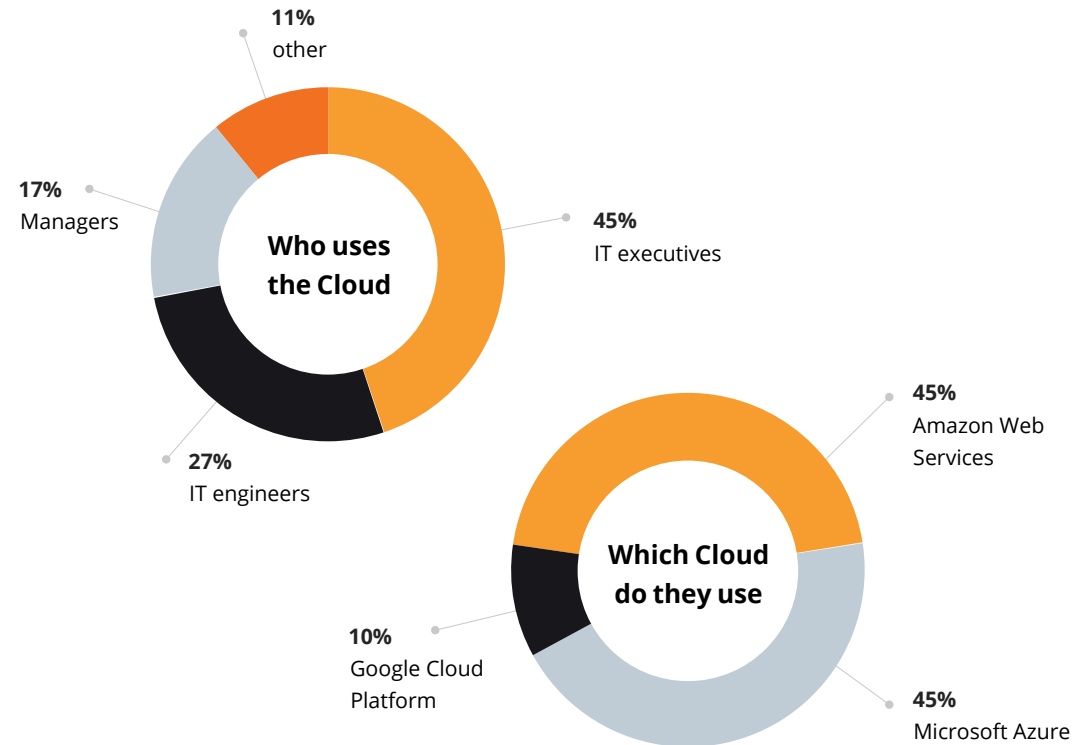
This is a vital point as in most cases we talk about the Cloud in the long term context and treat it as a strategic program. If this is the case, organisations typically lack experience with the new setup environment and look for a partner that may reduce the risk.

Our survey also discovered that the second most important attribute of a Cloud migration partner is their ability to scale. This aligns with the most successful migration strategy, namely, the ability to scale up the migration scope. Having this in mind, organisations will be interested in their partner being able to scale and speed up the migration process on demand.

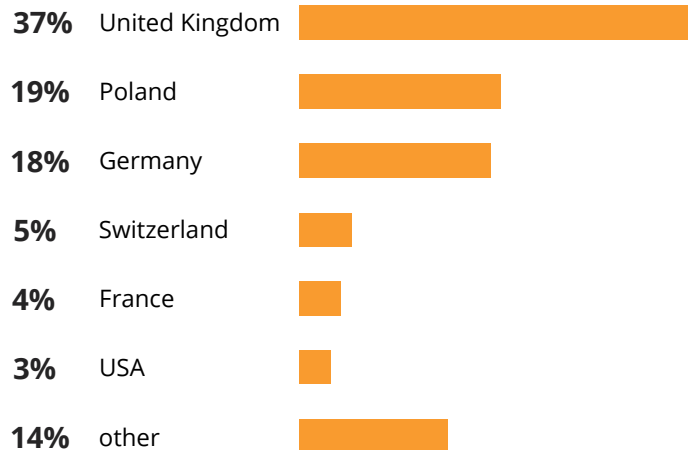
Another interesting finding is that the **respondents are skeptical about partnerships and certifications**. What is more, people in engineering roles, who most likely better understand the value of those certifications, are even more skeptical about them. Our conclusion is that it is good when service providers have partnerships and certified specialists, but **this should not be the key decision point**.



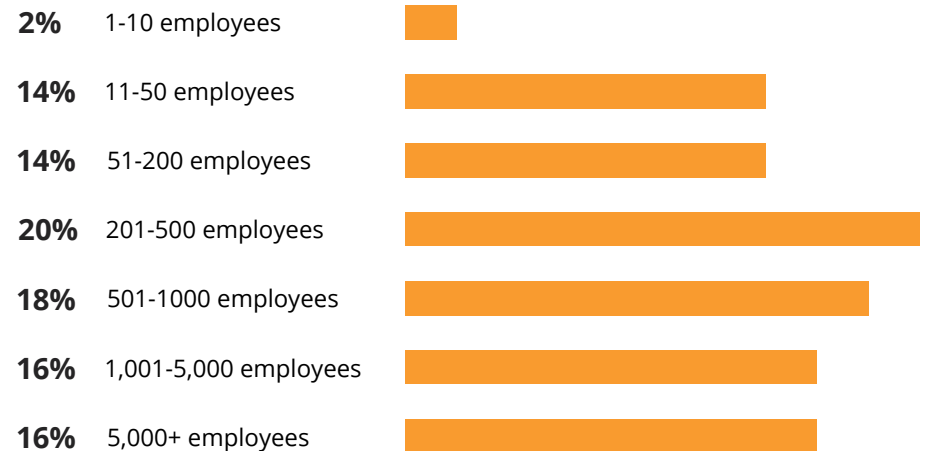
Report Demographics



Percentage of responses by country



Percentage of responses by company size



HOW TO GET THE MOST OUT OF THE CLOUD?

CHAPTER 5



The perspective of **Cloud adopters**

The Cloud as a valuable part of your toolbox – and you don't need to be a unicorn

SoDA

From the perspective of Polish software houses, represented by the Software Development Association Poland (SoDA), Cloud solutions are tools that can help organisations maximise their potential in adequate conditions. At the same time, this is not the only available solution and not all businesses will be able to get a competitive edge based on it.

We have analysed **74 companies that are members of SoDA** in terms of their involvement in employing Cloud technologies. A great majority of the companies claim that **they have implemented projects using Cloud infrastructure** and that they have appropriate qualifications which allow them to make use of Cloud solutions. All of the studied companies are interested in the subject and **they are planning to increase their competencies concerning the Cloud** by investing in the acquirement of the proper know-how within their organisations.



Michał Moroz

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SoDA Education Committee, CEO at Makimo

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The leading Cloud providers for Polish software companies are **AWS, Microsoft Azure, and Google Cloud Platform**. It may be particularly easy to find companies that are ready for digital transformation when the services of the above-mentioned Cloud providers are taken into account.

The greatest benefit of Cloud solutions is **the simple and agile scalability of services, according to over 90% of the companies surveyed**.

This is caused by two factors. Firstly, this is **a natural consequence of the method of building applications** which cover a number of servers that are turned on and off depending on the demand for given services. Secondly, **the use of such solutions means that the company is ready for the future**.

The latter applies particularly to businesses which do not need to worry anymore that their IT solutions might reach their performance limits at some point, as a result of growth – sometimes planned, sometimes sudden.

The subjects that are of particular interest to SoDA members are these related to the legal regulations concerning **data protection in the Cloud, selection of suitable technologies, and safety assurance**.

In fact, the Cloud ensures safety as it significantly reduces the amount of work that would have to be done by administrators of the alternative option of on-premise systems – especially in areas such as data storage safety or individual server management.

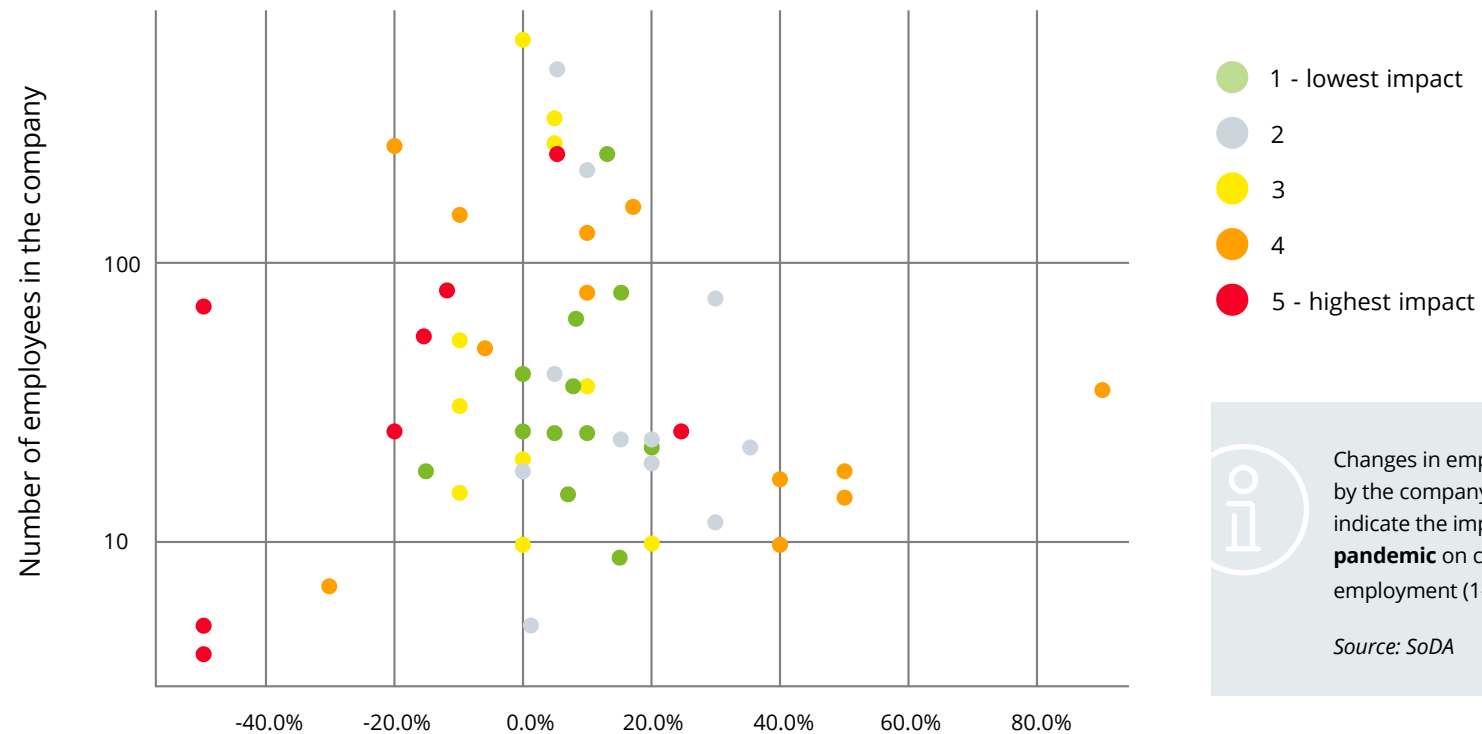
The market demand for Cloud technologies **is now much greater than before the pandemic**, as it is connected with the general trends of accelerating digital transformation of business. We talked about these trends in the IT sector in the **two editions of the report titled “COVID-19 Impact on the Software Development Industry in Poland.”**

In the first edition, we spoke about the considerable growth of the importance of trust in products and in the process of software development itself. In the second edition, we highlighted the increase in the need for investments in IT, noticeable in **the derivative indicator of employment in IT companies, which typically grew by 5% (the median)**.


The need for Cloud competencies comes both from the **company owners**, who believe that large Cloud platforms are sufficiently reliable and safe to store their key databases and knowledge, and from **software companies** as such, whose goal is to meet the growing market demand. The companies analysed in our survey unanimously stress the potential of this development trend in the industry.



Change in the number of employees since the end of July 2020



To sum up, the **Cloud is a crucial option from the point of view of business.** The use of Cloud solutions does not guarantee success because that depends on a series of factors: Polish IT companies know this fact very well and they are able to determine whether **the use of Cloud technologies is a valuable and profitable solution** in a given case. SoDA member companies are willing to implement such technologies in a thoughtful manner and they put strong emphasis on the value of **being supportive partners to organisations** that are planning to undergo the digital transformation process. ■

 SoDA members see the growing necessity of developing the skills of their employees in terms of Cloud technologies. As part of the activities of the Education Committee at SoDA, numerous events are organised, also in cooperation with Microsoft. Their objective is **to develop the strictly technical skills of programmers and DevOps engineers** in the form of workshops as well as to initiate a debate on the business benefits of the migration to Cloud computing services or building digital products based on Cloud.

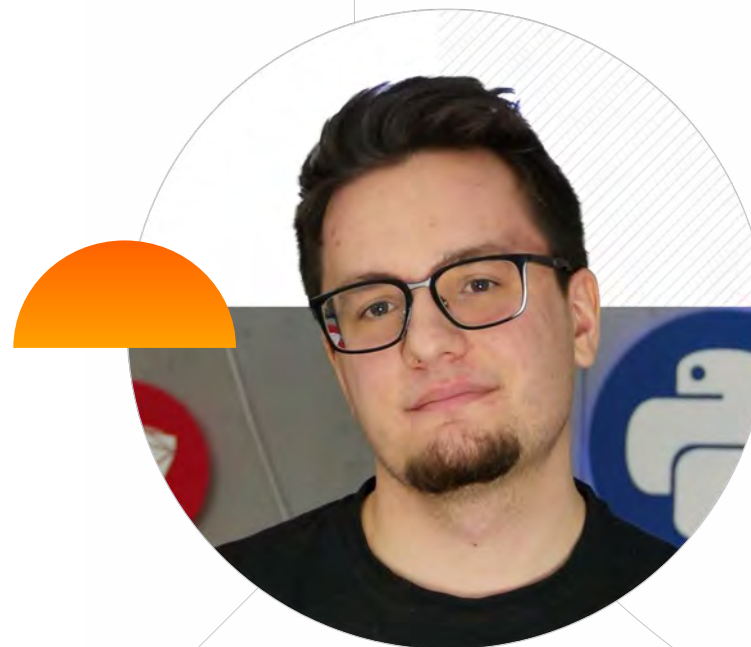


What are the employment perspectives for Cloud Engineers?

justjoin.it

The number of available job offers for Cloud Engineers has increased considerably recently. There is a great demand for engineers who specialise in Cloud solutions on the market. This is the result of the rapid development of the Cloud sector, the growing number of companies which are ready for Cloud transformation, and the constant shortage of specialists.

Based on the latest reports by **Forrester Research, Gartner, and PARP**, one can safely say that **the Cloud industry is growing strong**. There can be no doubt about that. What is more, there is nothing that could actually change this trend. There are still too few specialised engineers with commercial experience on the market, and the demand is going up day by day. So what are the employment perspectives for Cloud Engineers?



Szymon Lewandowski

Content Marketing Specialist, JustJoinIT



The Cloud is growing – both in Poland and abroad

As calculated by Forrester Research, in 2021, the Cloud market will be worth **120 billion dollars**. According to Gartner, end users will spend around 304.9 billion dollars on the Cloud. Scalable services are becoming increasingly popular, which is certainly enhanced by the circumstances of the pandemic.

The **SaaS** (Software as a Service) sector will grow in the first place. In this case, the forecasts mention growth by 16% year-on-year.

The **PaaS** (Platform as a Service) sector will also grow significantly – by about 26.6%. In the latter model, the growth will mainly result from the higher number of remote employees, who need access to more efficient infrastructure.

The **IaaS** (Infrastructure as a Service) sector will grow by approximately 26.9%.

The development of the Cloud market is a consequence of the growing awareness concerning all the opportunities that the Cloud offers. The same applies to Poland. At the moment, about 40% of Polish companies are implementing or planning Cloud migration.

Working as a Cloud Engineer

The huge interest in Cloud solutions naturally translates into new job offers. This is visible on the Just Join IT job board: **the number of the offer has tripled** just for the DevOps category. There are still not enough employees with adequate knowledge concerning Cloud solutions.

One can find a lot of information in the job offers as well as in the Polish IT remuneration report. Although companies usually look for people with experience, there are also offers for Junior Cloud Engineers with salaries that can reach EUR 1,700. For Mid Developers, there are offers with five-digit numbers. Senior Developers can count on offers exceeding **EUR 6,730 per month**. That's not all, though: the growing popularity of working from home means **that many foreign companies search for specialists in Poland**. Cloud Engineers can find more and more offers with EUR, USD, or GBP salaries.

Does it make sense to specialise in Cloud solutions then? Definitely so! Using Cloud solutions is a standard for many companies now, and the number of organisations that are ready for Cloud migration is growing. Cloud Engineers can expect stable, well-paid employment opportunities with the chance of quick promotion. ■



About Future Processing

We're software development experts, who solve business problems using technology. For us, software is all about empowering people and organisations to realise their full potential. That's what sets us apart – we believe that great people equals great software.

We are software development experts who leverage technology and ask the right questions to bring you tangible results in the form of reliable, high quality, sustainable software that is delivered on time, right first time.



We build long-lasting partnerships through honesty, transparency and open communication. We are trusted with our clients' business and technology problems, delighting them with our talented, agile and adaptable team.



Working with us is like having a partner next door. Our can-do attitude, positive atmosphere and energetic approach create a unique culture that fosters open-mindedness and drive to succeed.

Thanks to our experience and expert knowledge **we can provide you with up-to-date cloud solutions of the highest quality and help you conduct Cloud migration in your company.**

AWARDS



and many more...

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