

Paessler's Research Highlights Growing Cloud Acceptance Among SMBs

Company finds majority are positive on cloud, more complex deployments planned in 2018

WAKEFIELD, Mass. and NUREMBERG, Germany, May 03, 2017 – [Paessler AG](#), the innovative network monitoring specialist, today released the findings of new research into how global IT decision makers (ITDMs) feel about cloud computing and how they are using it to meet the demands of today's changing business climate. The company surveyed more than 2000 ITDMs, with 63.5 percent working at companies with fewer than 500 employees, and found that the majority are positive on cloud and are planning to expand the types of IT services they run in the cloud in the coming years.

Overall, ITDMs had an overwhelmingly positive personal opinion of cloud, with 80.1 percent responding affirmatively. But, while many are comfortable with cloud, it does not mean that they have moved everything there. Findings show that the most popular cloud functions were Web hosting, blog and content management (39.2 percent), email (32 percent) and file sharing (32.2 percent).

While more basic applications are most common at the moment, ITDMs are planning to deploy more complex business applications in 2018. The most popular include network monitoring (34.6 percent), backup (33.9 percent), sales, CRM and ticketing systems (35.4 percent).

"Migration to the cloud in the SMB market is underway and will inevitably continue. Ultimately, cloud adoption and BYOD will forever change the way small businesses handle IT," said Dirk Paessler, Founder and CEO, Paessler. "While cloud will become a major part of how workers experience IT, system administrator will still be managing local area networks, switches and data rooms. Welcome to the hybrid future."

Despite high overall cloud approval, many ITDMs were still skeptical about certain aspects of the technology. Specifically, data security stood out as the biggest concern, with 44.7 percent stating it's a big obstacle and an additional 41.3% who say it is somewhat concerning.

Additionally, there were major differences in how different countries perceived cloud. The three most sampled countries were the U.S. (47 percent), Germany (11.2 percent) and the U.K. (7.6 percent). Of that group, ITDMs in the U.S. were the most bullish on cloud (87.6 percent), with the U.K. slightly less positive at 78.2 percent and Germany a more reserved 58.3 percent.

"Our home market in Germany still shows a level of skepticism about cloud that the rest of our global participants did not share," Paessler said. "Despite that, at Paessler, we still believe a 'Cloud First' approach is vital to prepare our customers for the challenges of tomorrow."

To view the full report, please visit <https://www.paessler.com/campaign/cloud-survey>. For more on PRTG, please visit www.paessler.com.

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About Paessler AG

Paessler AG's award winning PRTG Network Monitor is a powerful, affordable and easy-to-use Unified Monitoring solution. It is a highly flexible and generic software for monitoring IT infrastructure, already in use at enterprises and organizations of all sizes and industries. Over 150,000 IT administrators in more than 170 countries rely on PRTG and gain peace of mind, confidence and convenience. Founded in 1997 and based in Nuremberg, Germany, Paessler AG remains a privately held

company that is recognized as both a member of the Cisco Solution Partner Program and a VMware Technology Alliance Partner. Learn more about Paessler and PRTG at www.paessler.com.

Media Contact:

Adam Riglian

LEWIS

T: +1 503-327-8960

adam.riglian@teamlewis.com