

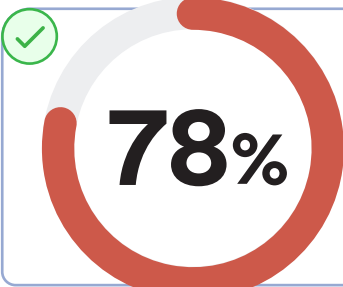
CCIA RESEARCH CENTER SURVEY


The State of Competition in UK Cloud Computing

While the demand for cloud services keeps growing globally and consumers and businesses are presented with a variety of almost custom-made cloud solutions, it is important to ensure that any barriers to competition in the cloud market are addressed so that cloud services can continue to thrive for the benefit of UK customers. Today, restrictive software licensing stands as a persisting anticompetitive practice that should be addressed head on by the UK regulators for the benefit of consumers and industry.


The CCIA Research Center commissioned a survey of 1,001 UK senior business decision makers regarding cloud computing, with fieldwork by Public First from May 25, 2023 to June 1, 2023. All data are unweighted.


Key Findings:


 **Cloud customers value committed spend discounts**, which provide discounted prices in exchange for a commitment to use a minimum level of resources for a specified term, rather than feel trapped by them: 78% of respondents to the Public First poll believe that such discounts are a positive business practice for customers.


 **Cloud Customers Use Multiple Providers**
71% of cloud infrastructure customers said that they use more than one provider, underscoring the reality that many UK businesses are actively employing a multi-cloud strategy.

 **More Than Half Of Cloud Customers May Switch Providers In The Future**
Around half of UK businesses (51%) think that it is likely that they will switch one of their providers in the next few years and a similar proportion (56%) believe it is likely they will add another provider.

 **On-Premise Solutions Remain An Option**
29% of switches are to on-premises solutions, which remain an option when customers are making choices about their IT infrastructure.

 **Volume Discounts Are Not Essential**
45% of customers do not use or receive volume discounts, but are a valued option among 89% of those who do get them.

 71% of companies do not find it at all difficult to switch providers.

 80% of customers are satisfied with their current provider.



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Addressing the Real Barrier to Competition in the UK Cloud Market

TREVOR WAGENER · JULY 21, 2023



DisCo DISRUPTIVE COMPETITION PROJECT