



List of Cloud Statistics

December 15, 2017

by Riley Panko

In the past year, we released multiple reports featuring original data on the cloud industry. We've collected the most important data points here, offering insights into businesses' opinions on cloud security trends, spending habits, and more in 2017.

Cloud Security in 2017

- Ninety percent (90%) of small businesses say their cloud storage is secure, a small increase (+3%) from 2016. ([Annual Cloud Storage Survey 2017](#))
- The majority of small businesses that store customer credit card and banking information (62%) or medical data (54%) in cloud storage say they do not follow industry regulations, despite some regulations being mandatory. ([Annual Cloud Storage Survey 2017](#))

62%

of small businesses that store banking information on cloud storage say they **do not follow industry regulations.**

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- Over half of small businesses use encryption (60%), employee training (58%), or two-factor authentication (53%) to secure their cloud storage. ([Annual Cloud Storage Survey 2017](#))
- U.S. businesses using the cloud rank security as a top benefit (45%) of cloud computing.

(Annual Cloud Computing Survey 2017)

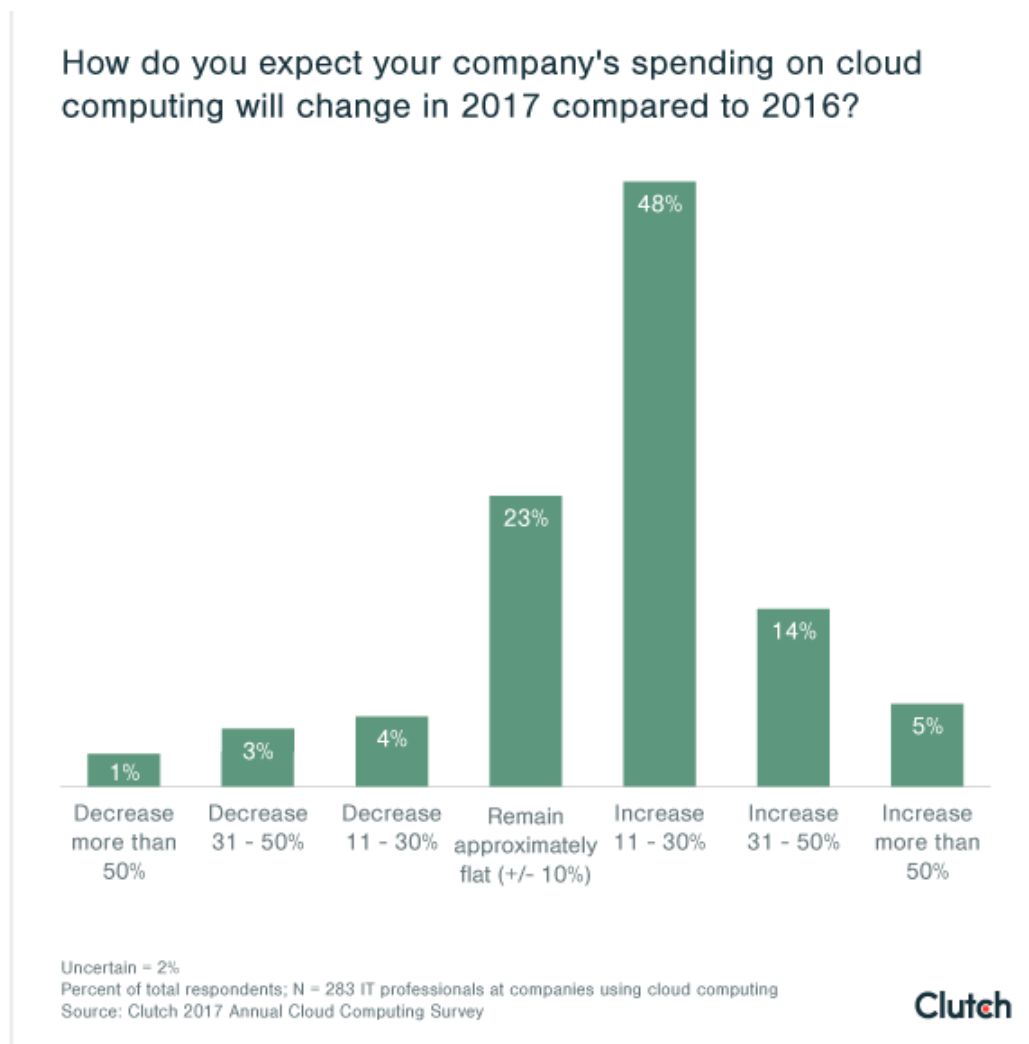
- Nearly 70% of U.S. businesses using the cloud feel more comfortable storing data in the cloud than on a legacy system. (Annual Cloud Computing Security Survey 2017)
- Almost two-thirds of U.S. businesses (65%) follow regulatory standards from the Cloud Security Alliance. (Annual Cloud Computing Security Survey 2017)

Consumer Cloud Usage in 2017

- Almost one-third (32%) of consumers who indicated they use a popular cloud-based application believe they do not use the cloud. (Consumer Cloud Security Survey 2017)
- Over half of consumers who know they are using the cloud (52%) take additional steps toward securing their data in the cloud. (Consumer Cloud Security Survey 2017)
- The largest percentage of consumers (42%) believe that responsibility for cloud security falls on the user and cloud provider equally. (Consumer Cloud Security Survey 2017)

Cloud Spending in 2017

- Over two-thirds (67%) of businesses planned to increase their cloud computing spending in 2017. (Annual Cloud Computing Survey 2017)
- Nearly half of businesses (47%) list “increased cost” as a challenge they encountered with their cloud provider in the past year. (Annual Cloud Computing Survey 2017)
- Over half (56%) of U.S. businesses spend more than \$100,000 per year on additional security measures for their cloud. (Annual Cloud Computing Security Survey 2017)



Opinions on Cloud Provider Types in 2017

- The largest percentage of Microsoft Azure users are enterprises (37%) while the largest percentage of Google Cloud Platform users are small- to medium-sized businesses (41%). ([AWS vs. Azure vs. GCP Survey 2017](#))
- 41% of respondents who said Amazon Web Services is their primary provider also use Google Cloud Platform – the highest combination among Amazon Web Services, Google Cloud Platform, and Microsoft Azure. ([AWS vs. Azure vs. GCP Survey 2017](#))

The State of DevOps in 2017

- The largest percentage of IT professionals agree with Wikipedia's definition of DevOps,

collected at the time of the survey:

- “DevOps... is a culture, movement or practice that emphasizes the collaboration and communication of both software developers and other [IT] professionals while automating the process of software delivery and infrastructure changes.” ([DevOps Survey 2017](#))
- 80% of IT professionals using the cloud are very or somewhat familiar with DevOps. ([DevOps Survey 2017](#))
- Microsoft Azure is more effective than Amazon Web Services and Google Cloud Platform at facilitating DevOps, according to IT professionals. ([DevOps Survey 2017](#))
- Docker is the most popular tool used to facilitate DevOps, used by 41% of companies that have implemented DevOps. ([DevOps Survey 2017](#))

iCloud Usage in 2017

- Almost half of iPhone users (47%) are only “slightly” or “not at all” confident with storing personal information on iCloud. ([iCloud Consumer Survey 2017](#))
- The majority (66%) of iPhone users know with certainty if any iCloud features are enabled on their iPhone. ([iCloud Consumer Survey 2017](#))
- Fifteen percent (15%) of iPhone users do not know what data they are automatically backing up onto iCloud, which may be a security concern. ([iCloud Consumer Survey 2017](#))

15% of iPhone users
don't know which features
they automatically back up onto iCloud.

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Usage of IoT and AI on the Cloud in 2017

- Nearly 1 in 4 businesses on the cloud (23%) use IoT features. ([Annual Cloud Computing Security Survey 2017](#))
- Nearly 1 in 5 businesses on the cloud (18%) are using artificial intelligence (AI) features. ([Annual Cloud Computing Survey 2017](#))

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