

We invite you to participate in the research and get a full report on the company's cloud maturity level and other bonuses from Cloud.



Today, cloud technologies are one of the key aspects of digital transformation - they help business to be flexible and allow them to create a scalable, secure and cost-effective IT infrastructure. **The Russian cloud market is growing by 20% per year over the recent years.** It is one of the most dynamically developing segments of the IT market in Russia. New companies, including small and micro businesses, were adopting cloud, and current customers of cloud providers increased the use of cloud computing.

According to statistics, companies moving to the cloud implement 1-3 cloud-based products, but after a few months of using cloud infrastructure, the number of adopted cloud-based products can be more than ten. **The Cloud maturity model (CMM) is used to assess the business value of cloud technologies and to identify cloud products that will help to improve the efficiency of the cloud infrastructure.** This is a tool for a comprehensive assessment of the company's development in cloud technologies.

Many global cloud service providers offer consulting services to assess the cloud maturity level. However, the existing cloud maturity models on the foreign market are rather superficial and do not allow to get recommendations on the implementation of specific cloud products without working with consultants.

The cloud service provider Cloud has developed a CMM that is the first cloud maturity model on the Russian market. It adapts to any company regardless of the business segment, industry, region and other features. By answering a few simple questions, each company can gain an

understanding of the current level of its general and product cloud maturity, as well as identify areas for development and get examples of products that at the current stage will help to use their resources more efficiently and solve business problems.

The CMM from Cloud has two maturity levels - general and product – this allows to achieve depth and detail to the level of specific products when analyzing the company's cloud maturity.

The overall cloud maturity level reflects a company's level of cloud technologies development - the overall digital IT maturity of the company, the level of digitization and automation of processes, employee competencies, the volume and process of IT financing and other parameters evaluated. The product cloud maturity level determines the current and recommended range of cloud-based products being implemented. The existing CMMs on the global market don't consider product cloud maturity, however, this level allows to understand in detail the directions of company's cloud infrastructure development and form recommendations for consumption optimization and new products deployment.

Additionally, many companies want to be able to compare its cloud maturity level with market benchmarks. To obtain such benchmarks comprehensive research on Russian companies' cloud maturity level should be conducted. Such research would allow companies to plan and implement IT infrastructure development projects more efficiently, give an understanding of whether they should go to the cloud at all, in which cases it will be a profitable solution, and in which cases it will turn into a failure, and also help providers determine which services should be developed.

However, such research has not been conducted until now. That is why Cloud and the consulting company Technologies of Trust (ex-PwC) have launched a large-scale research. It will help to form a deep understanding of IaaS / PaaS market trends and the specifics of using cloud products in different industries, as well as to determine benchmarks – median indicators of the cloud maturity level by industry and segment.

You can contribute to the research on Russian business cloud maturity — **take part in a [survey on the level of cloud technologies development in your company](#)** until November 18. It will take no more than 30 minutes.

After completing the research, you will receive a **report on the company's cloud maturity level** compared to a market benchmark, as well as **special offers, discounts and bonuses for provider Cloud products**.

A report on the company's cloud maturity level will be sent to the email address specified in the questionnaire, if the questionnaire was fully completed. A dedicated manager will contact you to discuss special offers for Cloud products and consult in detail on all personal offers for your company.

All respondents' answers will be depersonalized, the results and conclusions of the research will not contain references to the names of respondents or the names of organizations.

The results of the research will be published in December 2022.

[Take part in the survey by November 18](#)