
Study: Austria's entrepreneurs have the greatest level of confidence in domestic cloud providers

- IT service provider Anexia surveyed the cloud usage behavior of Austrian companies
- 2/3 of respondents want to invest more in cloud services in the future
- 21% of companies do not know where their servers are located

Klagenfurt, June 25, 2018 – As part of a study, Austrian cloud and IT service provider Anexia surveyed IT decision-makers from Austrian companies about how they approach and use cloud services, and what they expect from them. The representative survey was conducted by Marketmind, a market research institute.

It turns out that there is still a certain reluctance and a great lack of knowledge when it comes to the various cloud services that exist. In general, the use of and knowledge about cloud services is much more pronounced in larger companies than in small ones. For companies with more than 49 employees who are already in the cloud, 45% consider it likely that they will make even greater use of this technology in the future. “Two-thirds of those companies that currently do not use cloud services want to invest more in it in the near future,” explains Alexander Windbichler, Founder and CEO of Anexia Internetdienstleistungs GmbH: “Eight out of 10 respondents rate Austria as being a very trustworthy location for data, followed by providers from the EU (49%) and the U.S. (11%). That’s a big difference. Simply put, the companies prefer to go with a provider from their own country. Nevertheless, it is remarkable that more than 20% of Austrian IT decision-makers do not know where their virtual server location is in the world.”

The myth that local data storage is more secure than moving to the cloud is confirmed by the results of the study. IT decision-makers are particularly sceptical about relocating personal data and sensitive company data – this also applies with respect to the current introduction of the GDPR. As Windbichler explains, this is without good reason: “Security and trust for our customers in all aspects of data protection is one of our core competencies. It’s like with valuables: Some people prefer to keep their valuables in their own safe at home rather than in a bank vault. And similar to the cloud, relocating valuables to the bank is the safer option. There are currently still some concerns about all things cloud-related, and it is up to the providers to offer sufficient information. As a pioneer in Austria, we are trying to lead the way and have therefore commissioned the study in order to adapt our services even more specifically to our customers, and to strengthen confidence in cloud services in the long term. At any rate, the survey shows that larger companies in particular will increasingly rely on cloud services in the future.”

Reliability, data security, trust, and flexibility are the most important determining factors when choosing a cloud provider. The size of the provider is not necessarily relevant, but there should be a level of familiarity. These days, sustainability (e.g. through higher energy efficiency or the use of renewable energy for data centers) has become an important decision-making factor for over half of the relevant players. Smaller cloud providers gain particular favor thanks to the personal advice and customizable solutions they offer. That such providers are thus inevitably more expensive than the large corporations such as Google, Microsoft or Amazon has emerged as a misleading preconception in the study. In truth, depending on the product solution, small providers can be substantially cheaper than larger ones.

About Anexia



Anexia was founded in 2006 by Alexander Windbichler, now 32, in Klagenfurt, Austria. The IT service provider offers high-quality and individual solutions in the area of cloud and managed hosting as well as customized software and app development. At the same time, Anexia also operates its own independent data centers. With more than 200 employees in over 10 branch offices in Europe and the USA, Anexia has over 80 international server locations and provides services for around 10,000 active customers (including Lufthansa, BMW, Airbnb, Netflix, and others). Further information: www.anexia-it.com

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Basic information:

- “Cloud Computing” study in the B2B sector on the Austrian market
- Contents:
 - What is the market like?
 - Current and future user behavior
 - Challenges and concerns
 - Provider selection
 - Future developments
- Target audience:
 - B2B IT decision-makers in Austrian companies
 - Representative profile according to company size (<10 employees / 10 to 49 employees / >49 employees)
- 258 phone interviews
- Field phase: March 27 – April 25, 2018
- Conducted by Marketmind
- Commissioned by Anexia Internetdienstleistungs GmbH

Results and key findings

1. General scepticism & lack of knowledge with respect to the “cloud” topic

- One in two companies surveyed currently use cloud services
- Only three out of 10 of current users plan to make greater use of cloud services in the future (45% for larger companies)
- Two-thirds of those companies that currently do not use cloud services want to make use of such services in the near future
- Notable: 20% of larger companies consider it highly unlikely that they will make greater use of cloud services in the future
- Nevertheless: The larger the company, the more familiar the decision-makers are with the topic

2. “Where is my cloud?” is becoming increasingly relevant

- 21% of Austrian IT decision-makers do not know where the server of their cloud solution is located!
- 73% say that their data is hosted in Europe or Austria
- 5% say they would have no problem moving their data to the cloud as long as the location is in Austria
- Eight out of 10 IT decision-makers rate Austria as being a very trustworthy location for data, followed by the EU. Dealers from the U.S. or other countries are much more critical
- “Austria bonus” as an added value when it comes to trust
- However, maintaining the same server location is only essential for four out of 10 respondents



3. Customer ties “security” and “flexibility” in together with cloud solutions

- Spontaneous associations with the word “cloud”: Outsourcing of data, online storage, data security and flexible access to data, outsourcing of software, etc.
- Security is and will increasingly be the core component of cloud services (75%)

4. Security is a hygiene factor

- Three-quarters of Austrian companies consider data security and reliability to be the most important aspects
- However: Cloud services are not currently used due to a lack of data security and transparency/trust in current providers

5. The “Data stored locally is more secure than on the cloud” myth is confirmed

- High lack of knowledge about the security aspect of cloud services
- Reluctance to relocate personal data and sensitive company data to the cloud
- Cloud solutions are more secure than local storage

6. A certain basic awareness and a good reputation are important

- However, it doesn’t take an established “big” name to be attractive
- Only 45% of companies use the name of the cloud provider as a deciding factor. The quality, compliance with service levels, data protection precautions and familiarity with the provider are much more important.
- There should nevertheless be a basic level of familiarity so that one exists in the customer’s list of relevant options
- It can also be advantageous if you are not one of the big known providers

7. Sustainability (energy efficiency, green electricity, etc.) is a deciding factor

- When choosing a cloud provider, more than half consider energy efficiency or the use of green electricity to be important

8. Small and large companies have a different perception of the topic

- Cloud computing is more likely to be relevant with larger companies (>49 employees) than with small companies
- Larger companies have a stronger tendency to use it in-house, e.g. PaaS

9. Different USPs from “small” and “large” cloud providers

- Small providers gain favor thanks to the ability to offer personal advice and customize solutions
- Large providers (Google, Microsoft, Amazon) have a better price, higher back-up security and better quality



10. The GDPR is today's biggest challenge

- Six out of 10 see the GDPR as the biggest challenge for IT today
- In general, data protection concerns (which are also due to the current GDPR Directive) are the greatest

11. Attacks on IT: A topic that's currently only relevant for larger companies

- Almost half see attacks on IT (e.g. DDoS attacks) as being irrelevant
- But larger companies are being strongly attacked at an above-average level

12. Price sensitivity exists

- 75% prefer monthly fixed costs to a pay-per-use model (fear of unwanted additional costs)
- The price level is seen much more favorably with large cloud providers than with small ones, even though the latter offer personal support and customization

13. Good advice is, and remains, important

- Personal advice in German is crucial for six out of 10 people; advice on data protection issues is just as relevant
- 50% want to make use of consulting services for the topic in the future

14. Cloud services will become increasingly important

- 34% believe that cloud usage will increase in the future; 16% anticipate that data protection will be optimized
- One-third believe that IT departments will lose importance in the future because departments will turn directly to cloud providers (=> a fear of job loss exists)

