



Role of Cloud in Organization Development in 2013 by Geography – Finland

Report Abstract

February 2013
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Who Is This Report For?

NelsonHall's "Role of Cloud in Organization Development in 2013 by Geography – Finland" market analysis report is designed for:

- Sourcing managers investigating cloud sourcing developments
- Marketing, sales and business managers developing strategies to target cloud opportunities
- Financial analysts specializing in the support services sector.

Scope of the Report

The purpose of this study is to assist sourcing managers in understanding organizations' perceptions and short-term buying intentions around cloud.

In particular the study uses senior executive interviewing to establish:

- The role of cloud in organization development, including how do customers think that cloud services can help their business (growth, competitive advantage, access to technology, cost reduction, brand), and what cloud currently means to organizations.
- Current & planned adoption of cloud, including identification of what organizations are most likely to buy in the near future
- Attitudes towards cloud by service type
- Drivers & inhibitors of cloud
- Buying process & perceived vendor suitability, including identification of the leading vendors.



Key Findings & Highlights

The key business issue faced by Finnish companies is the need to reduce/control costs. Unlike organizations elsewhere, that are increasingly seeking revenue enhancement opportunities as a major priority, Finnish companies still have a very high focus on cost reduction, and particularly SG&A cost reduction.

Finnish companies believe cloud has a very important role to play in reducing costs of IT and facilitating business access to technology. Nonetheless, cloud is typically seen as primarily a tool for reducing IT costs rather than wider business costs.

At present the bulk of cloud deployments in Finland are in support of email and collaborative applications and storage. In the short-term, this deployment in support of "edge", typically collaborative, applications is set to continue.

Data security and service reliability used to be the major inhibitors of cloud adoption. This is no longer the case in Finland. Instead, executives rank vendor lock-in and loss of control as the most significant inhibitors of cloud adoption in Finland.

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Other reports in this series include:

- Role of Cloud in Investment Banking Sector 2013
- Role of Cloud in Retail Banking Sector 2013
- Role of Cloud in Health Insurance Sector 2013
- Role of Cloud in Life Insurance Sector 2013
- Role of Cloud in P&C Insurance Sector 2013
- Role of Cloud in Media Sector 2013
- Role of Cloud in High-tech Manufacturing 2013
- Role of Cloud in Other Manufacturing Sector 2013
- Role of Cloud in Retail Sector 2013
- Role of Cloud in Telecoms Sector 2013
- Role of Cloud in Transport & Logistics Sector 2013
- Role of Cloud in Utilities Sector 2013.

Report Length

26 pages, consisting of 3 chapters, and a further 12 chapters, on role of cloud in different verticals, published as separate reports.

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