

# The state of public cloud services

the 2016 community edition

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## Introduction

Before you are the results of the first ever “The state of public cloud services” online survey, which I subtitled ‘the 2016 community edition’ and not without reason. Throughout the past four weeks a total of 142 people participated, they took the time to read and answer all, or most of the 35 survey questions while (hopefully) enjoying a couple of ‘quotes’ along the way -- for which I am thankful.

The power of the community is a special one, and I couldn’t have pulled it off without your help, again a big thank you to all. The reviewers, the ones who helped me to get the word out by retweeting and/or liking my posts on social media and of course everybody who I spoke to personally -- in one way or another.

While at first I was hoping for a higher number of participants -- I was aiming for 200 plus -- looking back and considering the feedback I received throughout the past few weeks I am more than happy with the final outcome. With all this in mind the next survey, probably somewhere mid 2018 will be in a somewhat different format, will have less questions and a couple of other small changes. I’m looking forward to comparing some of the results already.

## Background

While by far the biggest part of all input and feedback came in through social media shares, including some mouth to mouth marketing, I also made sure to contact a couple of cloud enthusiasts, people that are beyond 'just' interested in public cloud computing. I thought this would be beneficial to the final outcome. Almost without exception they agreed to participate and spread the word.

The overall goal of the survey is quite simple -- while cloud computing has been a hot topic for years now, I wanted to find out how many of this 'talk' has actually been turned into action (s). At the same time, I am, or was also curious about what some of the most common issues and/or challenges are that companies encounter, if any when adopting public cloud services into their organization (s), never mind its form. Next to experiences from the field I was also wondering what, according to you guys needs to be addressed going forward. And of course some extra numbers and statistics around public cloud services never hurt anybody.

In short that is what I was trying to accomplish, and I think I did a more than reasonable job, to be honest. Again, personally I see this survey as a success and I hope that this document will be helpful to you as well in some way or from, or a fun read at the very least.

## Executive summary

### Purpose and objectives

The main purpose and objectives of this survey can be summarized as follows:

- To get an idea on the overall usage of public cloud services and providers world-wide, mainly focussing on services like SaaS, DaaS, IaaS etc.
- Inventory some of the main reasons for not leveraging public cloud services earlier, or at all.
- Inventory main reasons for making use of public cloud services today.
- To find out what some of the biggest issues and/or challenges are, or have been while migrating to 'the public cloud' or integrating public cloud services in general.
- Where is user, application and/or departmental data stored.
- Future expectations around public cloud services, but also, what needs to be improved/addressed going forward.
- Ask for general feedback on certain public cloud services scenarios.

### Sample size

Definition according to Survey Monkey "The number of completed responses your survey receives is your sample size. It's called a sample because it only represents part of the group of people (or population) whose opinions or behavior you care about"

Given my target audience, the number of people who I have invited personally, the total number of participants and the various sample size calculators I have used, my margin of error will be somewhere around 8% -- this simply means that theoretically the results should be within 8%, or less of the actual truth.

## Survey results brief overview

- Most respondents are based in Europe -- 78% to be exact. The other 22% is a mix of North & South America, Australia and Asia.
- Technology / IT, Government and Healthcare (in this order) are the top 3 business verticals selected.
- 11% of the participants indicated that their company and/or customer doesn't make use of public cloud services at this time. However, 77% of those 11% are thinking about using public cloud services in the near future, somewhere between 6 to 12 months from now.
- SaaS and IaaS, respectively are by far the most popular public cloud services. This applies to companies who are already using public cloud services as well as companies who are thinking about using public cloud services going forward.
- While most analysts tell us that Amazon AWS is the leading public cloud provider/platform, and of course it is, with Microsoft Azure playing catch-up, this survey clearly shows that Azure comes out on top.
- When using IaaS, over 55% indicated to also use it to publish applications and/or desktops to their users, never mind the broker (Citrix, Microsoft, VMware) used.
- However, as expected, most applications do not run on IaaS, DaaS etc.
- Data locality -- where is it stored, also showed a diversity in placement.
- Cloud security and data placement concerns are still high on the list.
- On the other hand, reasons for adopting public cloud services today include but are not limited to up & downscaling, flexibility, work from anywhere, agility, no upfront investments and more.
- Almost 60% of the participants indicated that their public cloud service (s) have been in production for somewhere between 1 month to 2 years. Overall they are satisfied -- see the survey results for the average rating from 1 to 10, with 10 being extremely satisfied.
- On average, migrations seem to take 1 to 6 months, although not all migrations go as smoothly as one might hope.
- The integration between on-premises and public cloud services, including the ability to move workload back and forth is the number one pick when

it comes to future enhancements and developments. Data security, privacy and encryption comes in third.

- Do you believe in a cloud only future within now and 10 to 15 years? The answer wasn't as convincing as I expected. Although we do seem to agree on the reasons why.
- Some interesting results around the use of free public cloud services like OneDrive, Google Drive Dropbox etc.
- The latest announcements from Microsoft and Citrix as well as VMware do tend to cause some discussion.
- Question Nr. 35 was an open question where I asked if there was anything you would like to add for now or future purposes regarding the survey's main topic. This has led to some interesting comments -- see page 48. The same applies to the 'Other' answers starting on page 51.

## Personal thoughts and observations

First of all, given the fact that there were 35 questions to answer, some quotes in between and a short introduction to read I am very pleased with the final outcome. 142 people took the time to complete the survey and give additional feedback, which I think is an excellent result.

As for the results -- I was hoping for some more responses from the US, or at least from outside of Europe. Not too big of a deal per se, but something to keep in mind when going through the numbers / results.

SaaS is still king, with IaaS growing fast and coming in second, no surprises there. According to Gartner, and 'others' IaaS will grow over 30% around 2019 / 2020, these survey numbers do seem to back that up.

The results show a clear preference for Microsoft Azure over Amazon AWS, which is what I see and hear in practice as well. Though, keep in mind that, in this case 78% of the attendees are based in Europe. If it were vice versa, so 22 to 78% in favour of the U.S. Australis and Asia, we might see different results. Make sure to have a look at the 'Other' answers as well -- if you think that Azure, AWS and Google are the only public cloud providers out there, think again.

Using more than one public cloud provider at the same time doesn't seem to be an issue for most. And why would it be?

Even though DaaS is the least used (or favourite) public cloud service, 8% have a DaaS user base of at least 1000+ with 5000 being the maximum. And even better, 5%, which (in this case) equals 6 participants indicated to have a DaaS deployment over 25000 seats. The same applies to both PaaS (3% = 4 x > 25000) and IaaS (6% = 8 x > 25000) by the way -- impressive numbers.

While over 55% indicated to use their IaaS platform to publish applications and/or desktops to their users, most workloads / applications however, still reside on-premises. I expect this will continue to be a trend going forward for at



least another 5 years, probably longer. Especially now that both AWS and Google are investing in, and researching on-premises, private cloud software / solutions as well -- of course Microsoft leads the way with the GA of AzureStack coming in 2017.

Data placement also shows some diversity, which isn't that surprising since public cloud security and integrity issues, including data placement and performance concerns are still top of mind as well. To name just a few.

Guess, according to my audience, which public cloud service hold the biggest potential going forward?

Almost 60% of the participants have indicated that their public cloud service (s) have been in production for somewhere between 1 month to 2 years. Of course the reasons for this differ per company and use case, however, it does indicate that public cloud services / technologies still have some ground to cover, which isn't news. They need to 'mature', this simply takes time.

Given some of these statistics, I do find it surprising how many people believe that there will be a cloud only future in 10 to 15 years from now. Personally I think this will never happen. Even if I'm wrong I feel that 10 to 15 years from now will be too short of a timeframe to overcome all, or most of today's challenges. I guess we will just have to wait and see.

As mentioned, the integration between on-premises and public cloud services, including the ability to move workloads back and forth is the number one pick when it comes to future enhancements. Data security, privacy and encryption comes in third. This is where Hyperconvergence, software-defined, hybrid datacentres come into play. I truly believe that these are the types of deployments we are going to see on a grand scale going forward.

I find it somewhat surprising that data security concerns came in third (see above statement) while it seems to be the Nr. 1 concern for not using public cloud services earlier, or at all. Perhaps 'they' felt like this has been improved throughout the last couple of years.

When it comes to the use of free public cloud services, data security / integrity, email and Internet access, manually signed company policy forms seem to be quite popular still.

Question 35 - Is there anything else that you would like to add to this questionnaire, for now or future purposes? Also resulted in some interesting comments and suggestions. Make sure to have a look.

-- These are just some of my own personal thoughts, comments, observations and interpretations, as for any final conclusions, I'll will leave those up you.

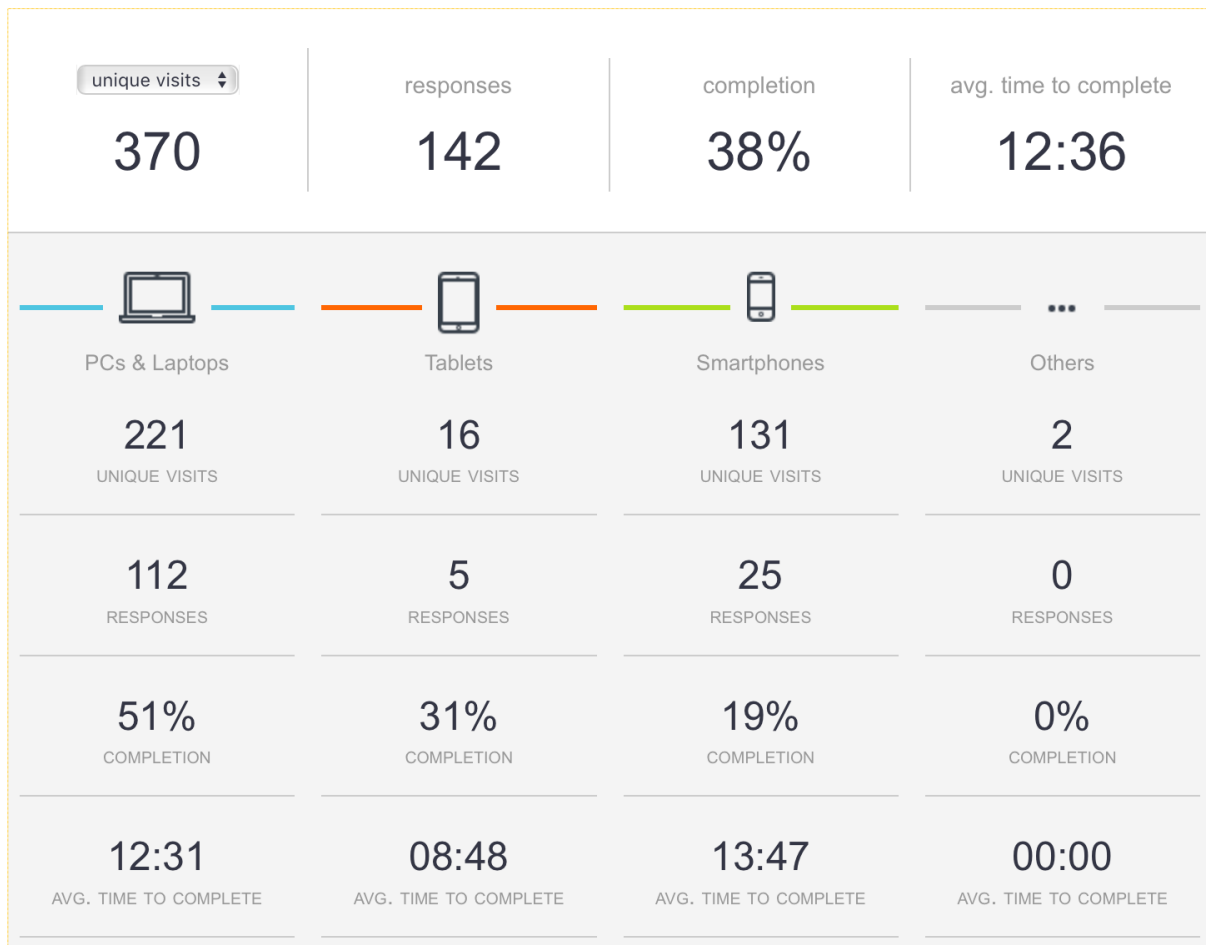
## Survey method

I used a (paid for) public cloud service named Typeform -- [www.typeform.com](http://www.typeform.com) to build, publish (using a simple URL / link) and analyze the survey, which was conducted a 100% online. All in all, it took me about three weeks to put together. After the results started rolling in, it took me another week or two to gather all (final) results and write up this report. Luckily the analytic features of Typeform are pretty decent and relatively straightforward to work with.

In total 142 people participated, of which 78% are from Europe, the other 22% is a mix of North & South America, Australia and Asia.

Most submissions came in via social media, Twitter, LinkedIn, facebook, Slack etc. while I contacted a subset of participants personally (mostly through direct messages or email), around 25% in total. Most of which are more than average cloud enthusiasts as I thought this would positively benefit the final outcome. Of course my own website also played a role in all this.

In total there were 370 unique survey visits, meaning that 38% took the time to actually complete the survey. This took them 12 minutes and 36 seconds on average, which comes close to 30 hours in total. Most submissions were done on a regular desktop and/or laptop computer, while smartphones scored the lowest, with only a 19% completion rate. I guess the mobile experience isn't optimal, which might be an understatement, you tell me. See the image below for a more detailed overview.



Typeform statistics

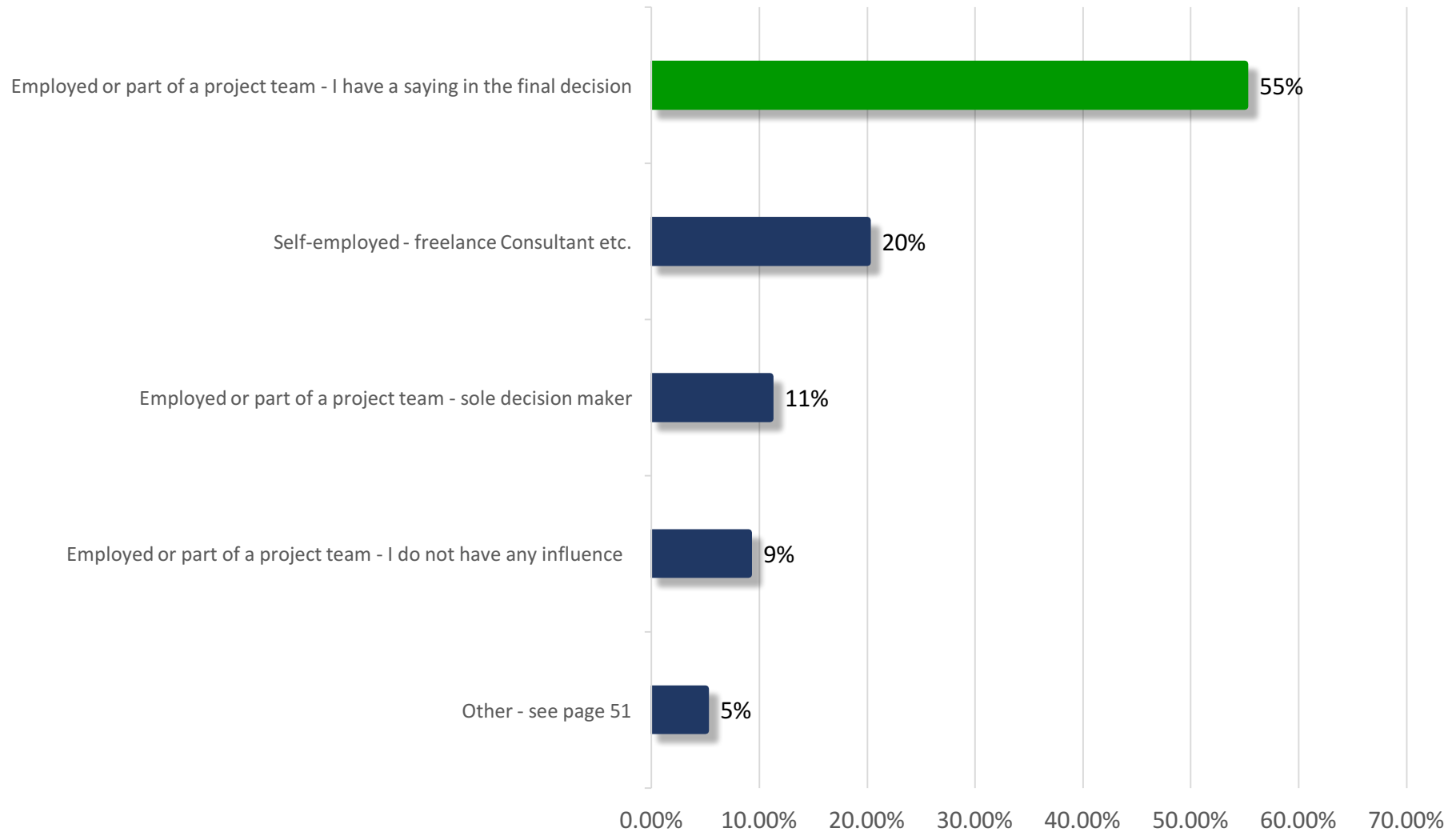
Various questions had the option to select multiple answers, that's also why if you add up the percentages on some questions it will turn out to be (much) higher than 100%, in most cases anyway. Also, there were multiple questions where 'Other' could be selected as an answer as well, here participants could fill in their own text. These answers are grouped separately from the rest; you'll find them under -- The 'Other' answers -- section starting on page 51.

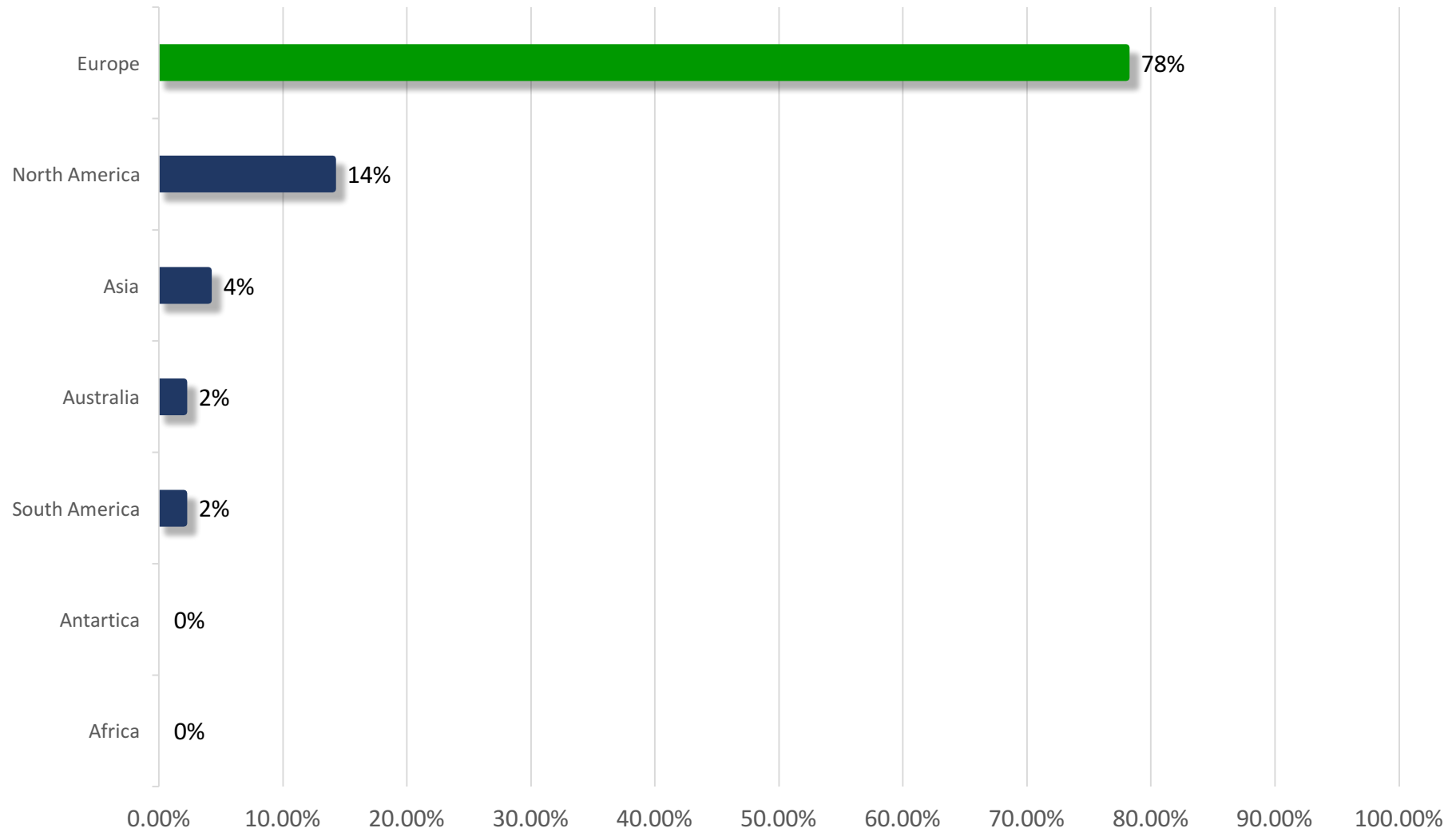
## The results

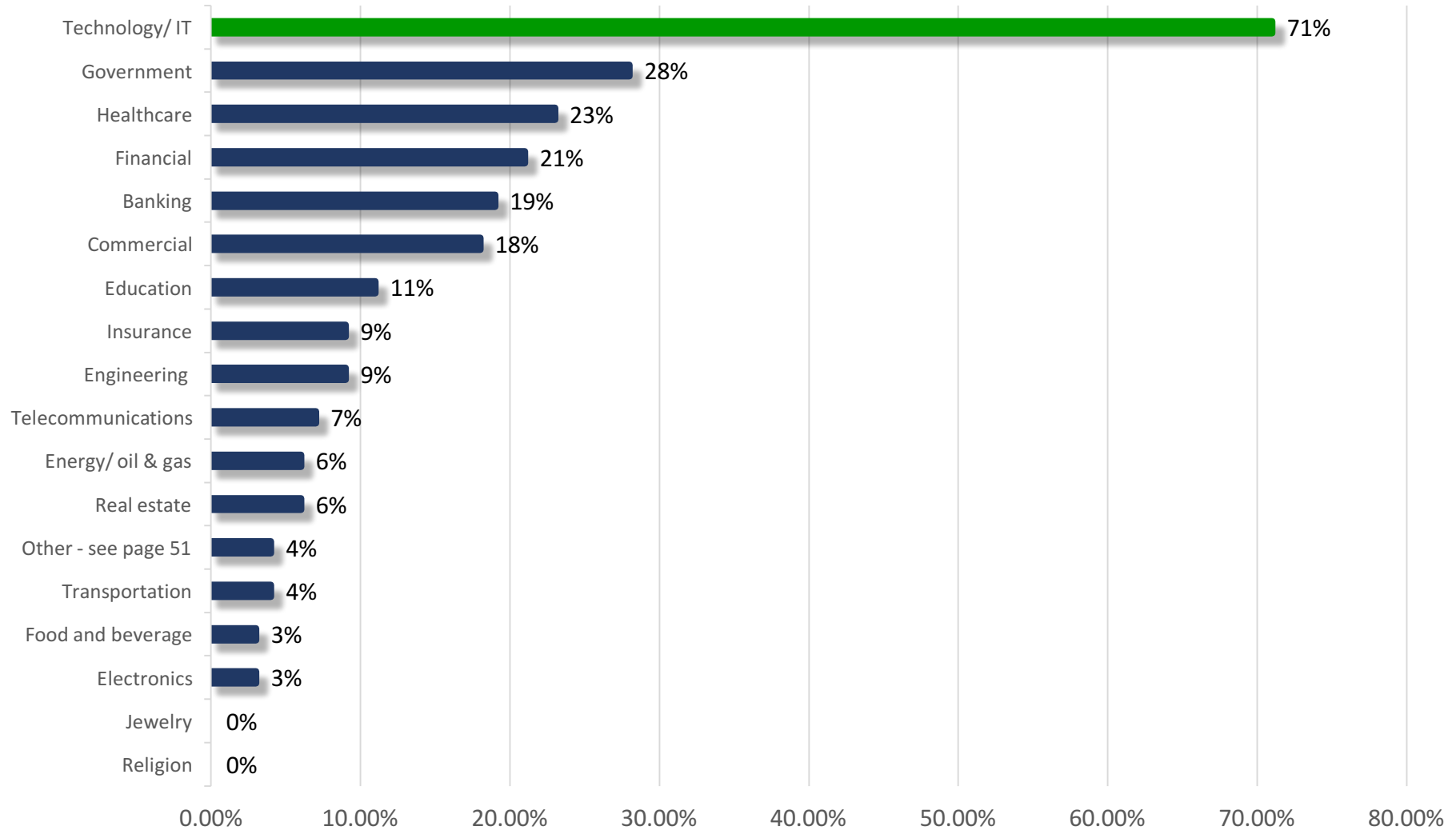
Above each table you'll find the original question while the table itself will hold all answers starting with the answer that scored the highest percentage, or which had the most 'selections'.

Since there were multiple questions where more than one answer could be selected, the total percentage when added up will be higher than 100% in most cases. Just so you know.

As highlighted earlier, various questions had the option to select 'Other' as an answer, here you were free to type in your own text. These answers will be shared in a separate section named -- The 'other' answers -- starting at page 51.

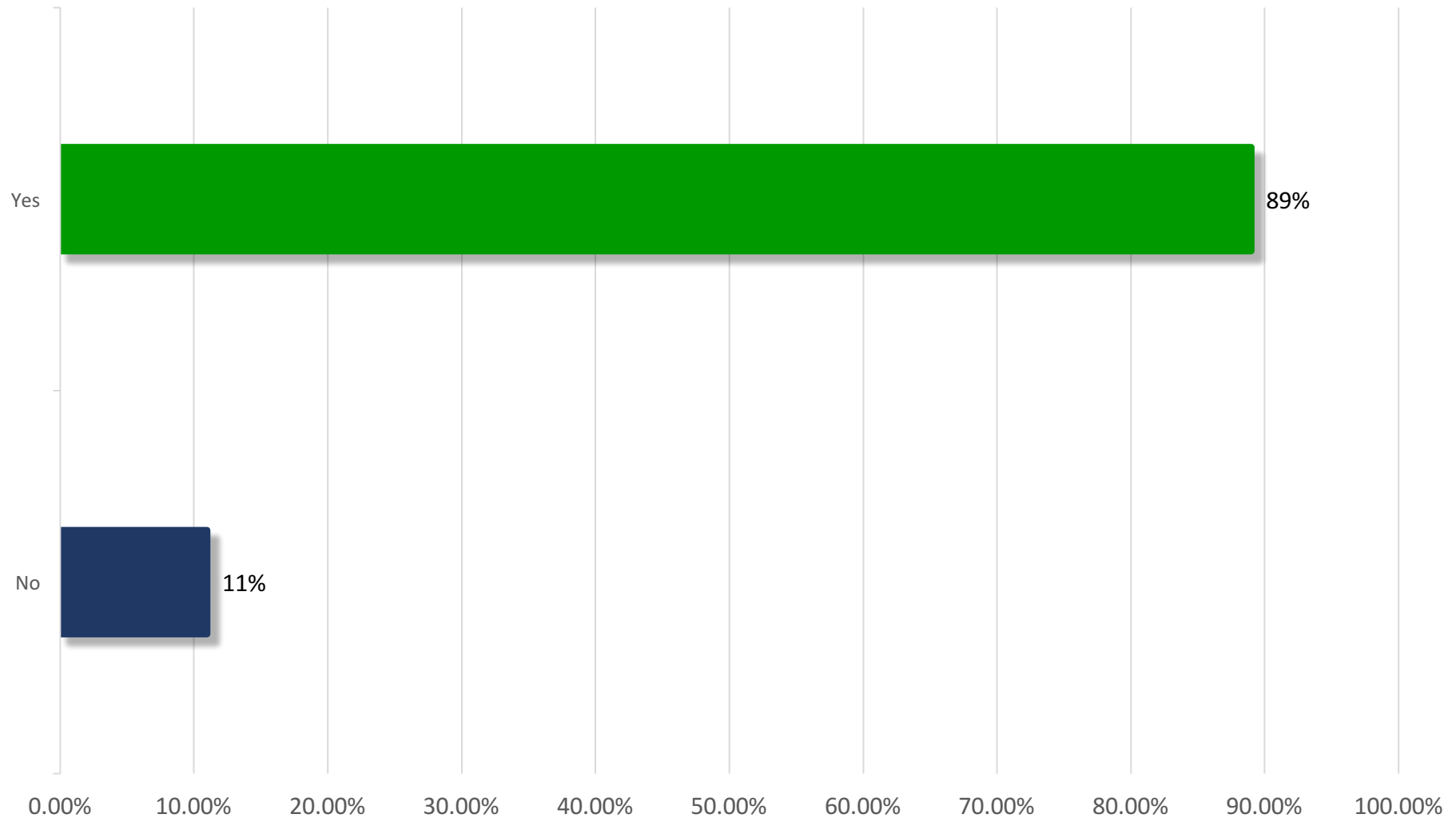
**Question Nr. 1:** Regarding IT – what is your role?

**Question Nr. 2:** Where are you geographically located?

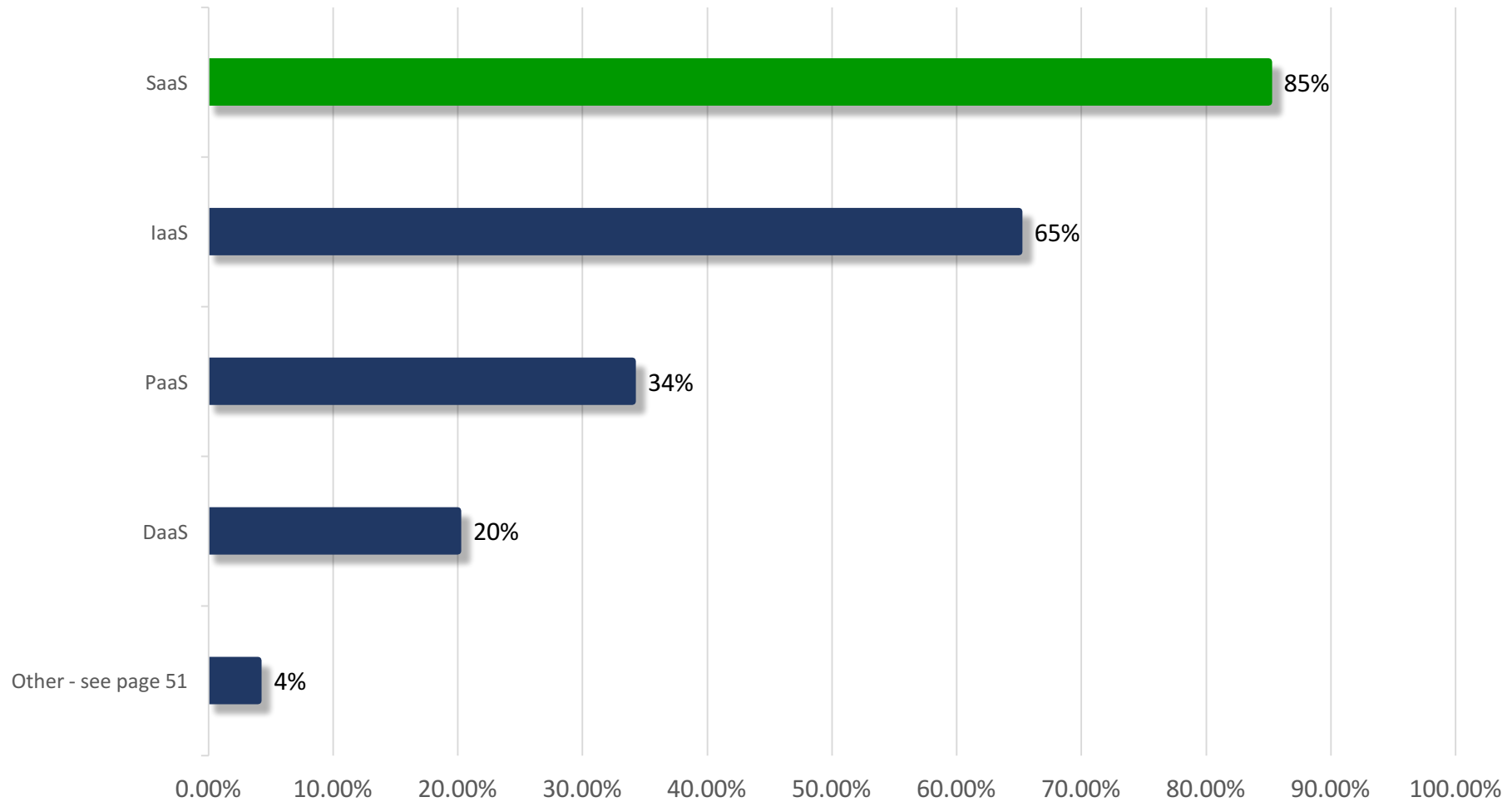
**Question Nr. 3:** Which business vertical do you (mostly or primarily) work in?



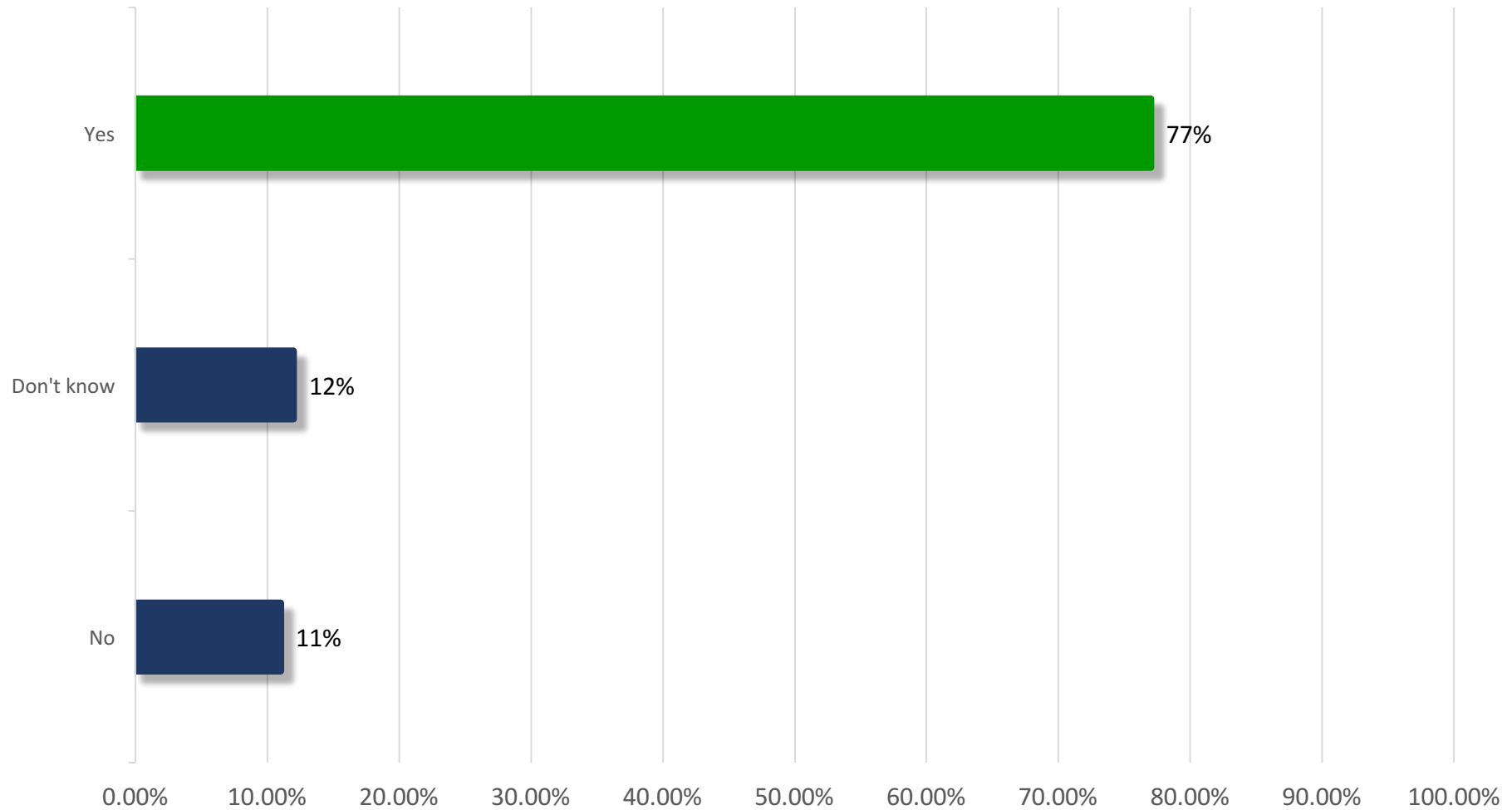
**Question Nr. 4:** Is your company or customer currently using any (never mind the type) public cloud services?



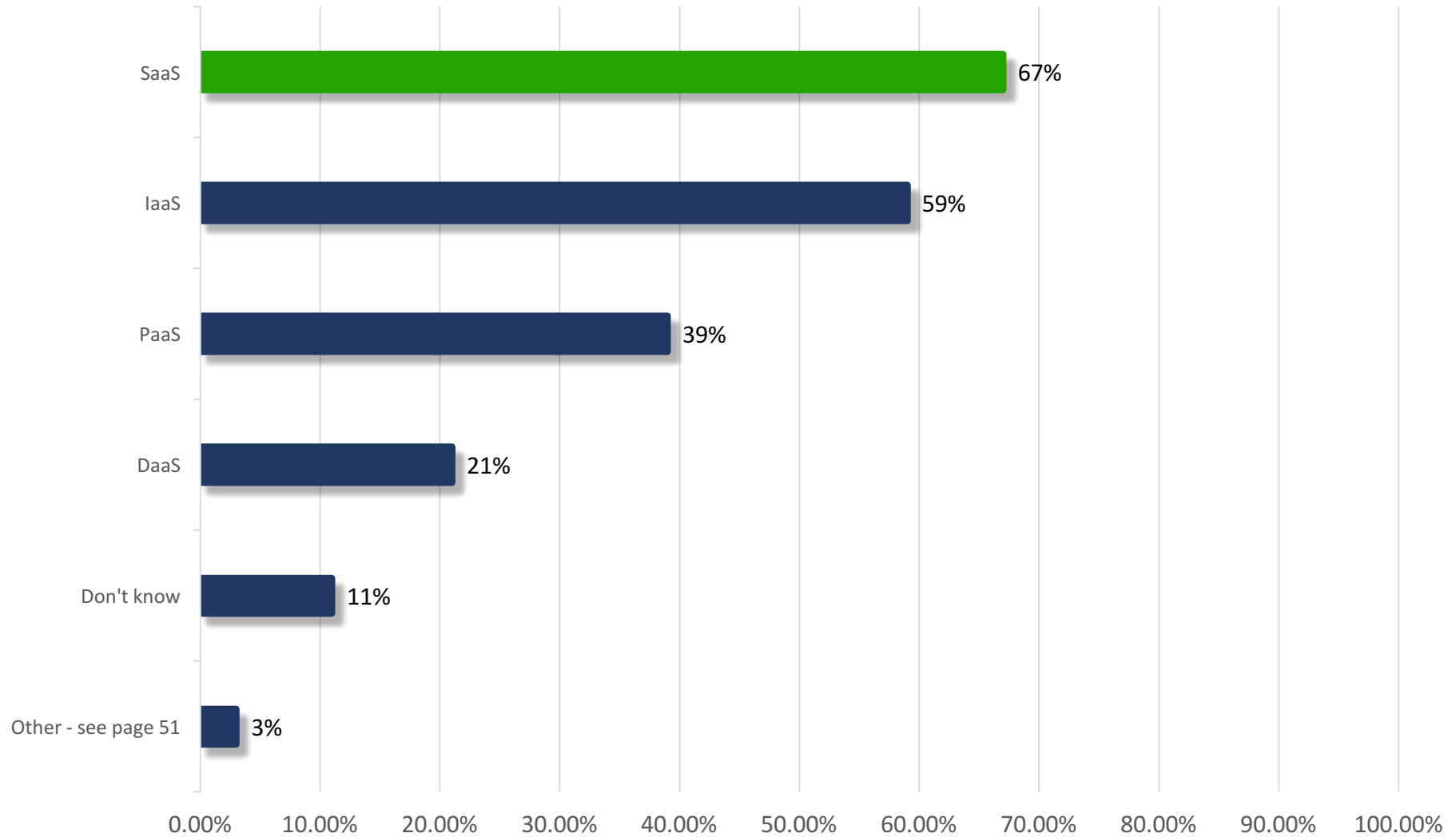
**Question Nr. 5:** Assuming your answer is yes to question #4 - what type of public cloud service, or services is your company or customer using?



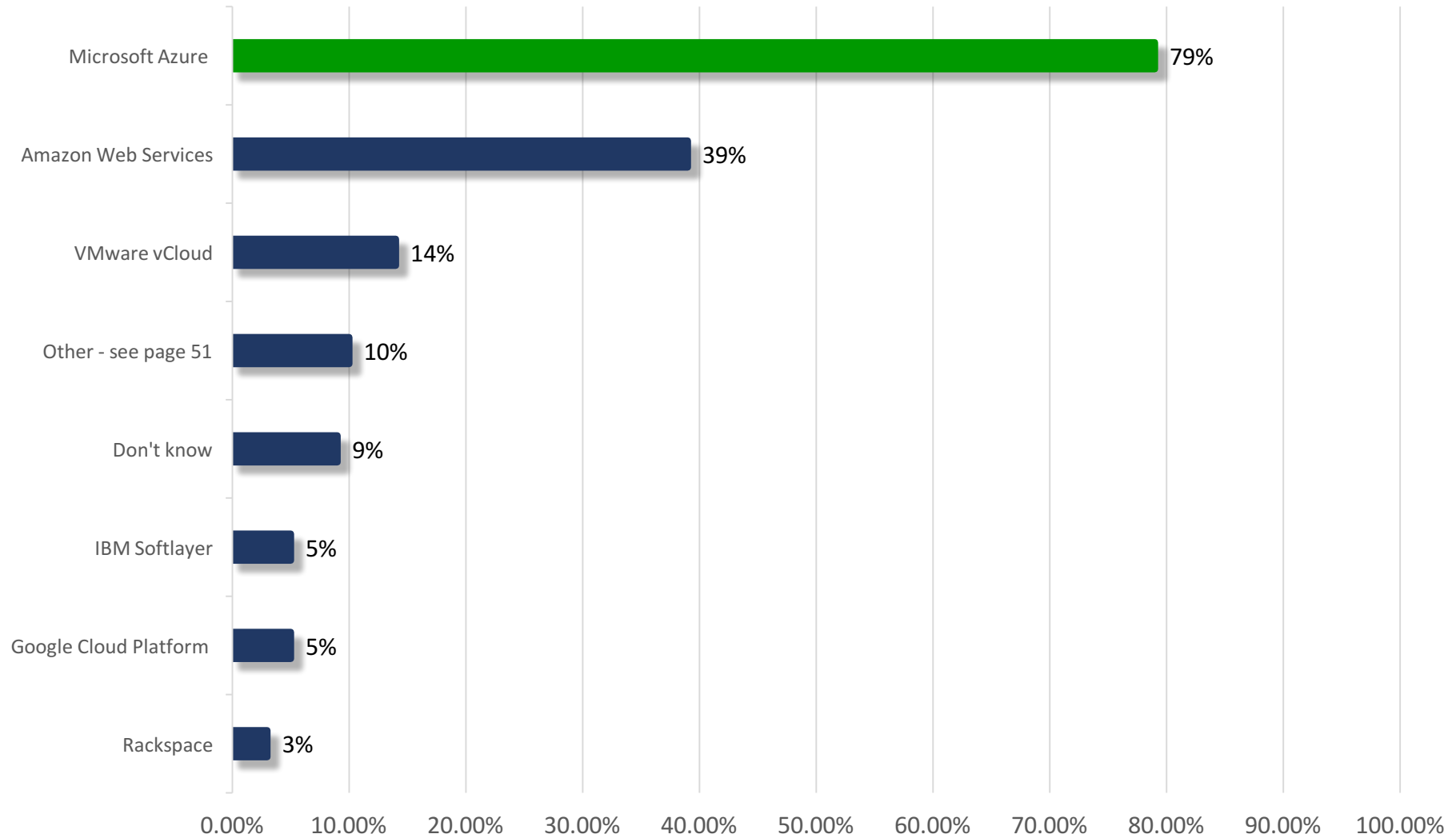
**Question Nr. 6:** If your answer is no to question #4 - is your company or customer thinking about using a public cloud service somewhere within the coming 6 to 12 months?



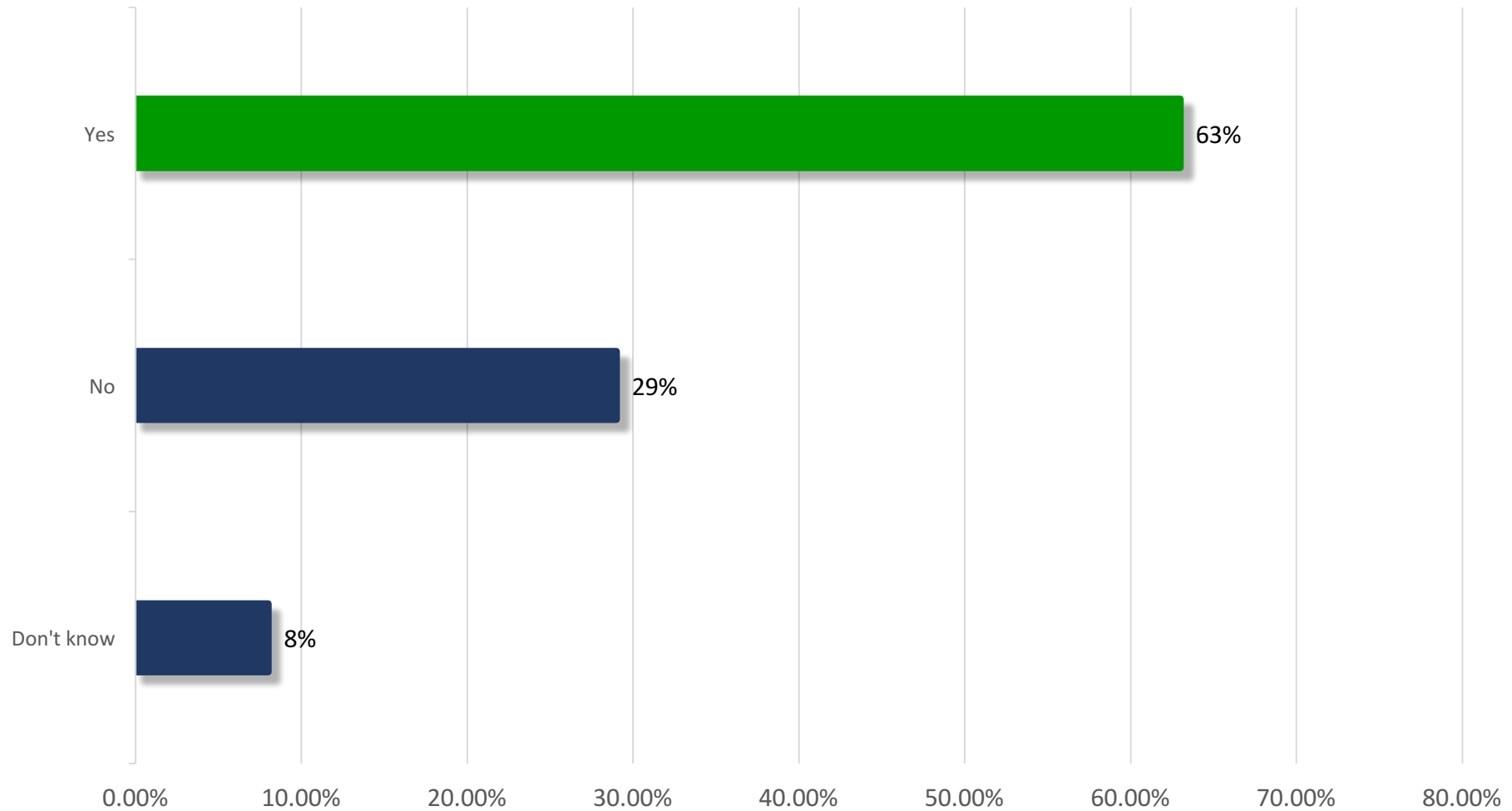
**Question Nr. 7:** If so - which type of public cloud service are they interested in?



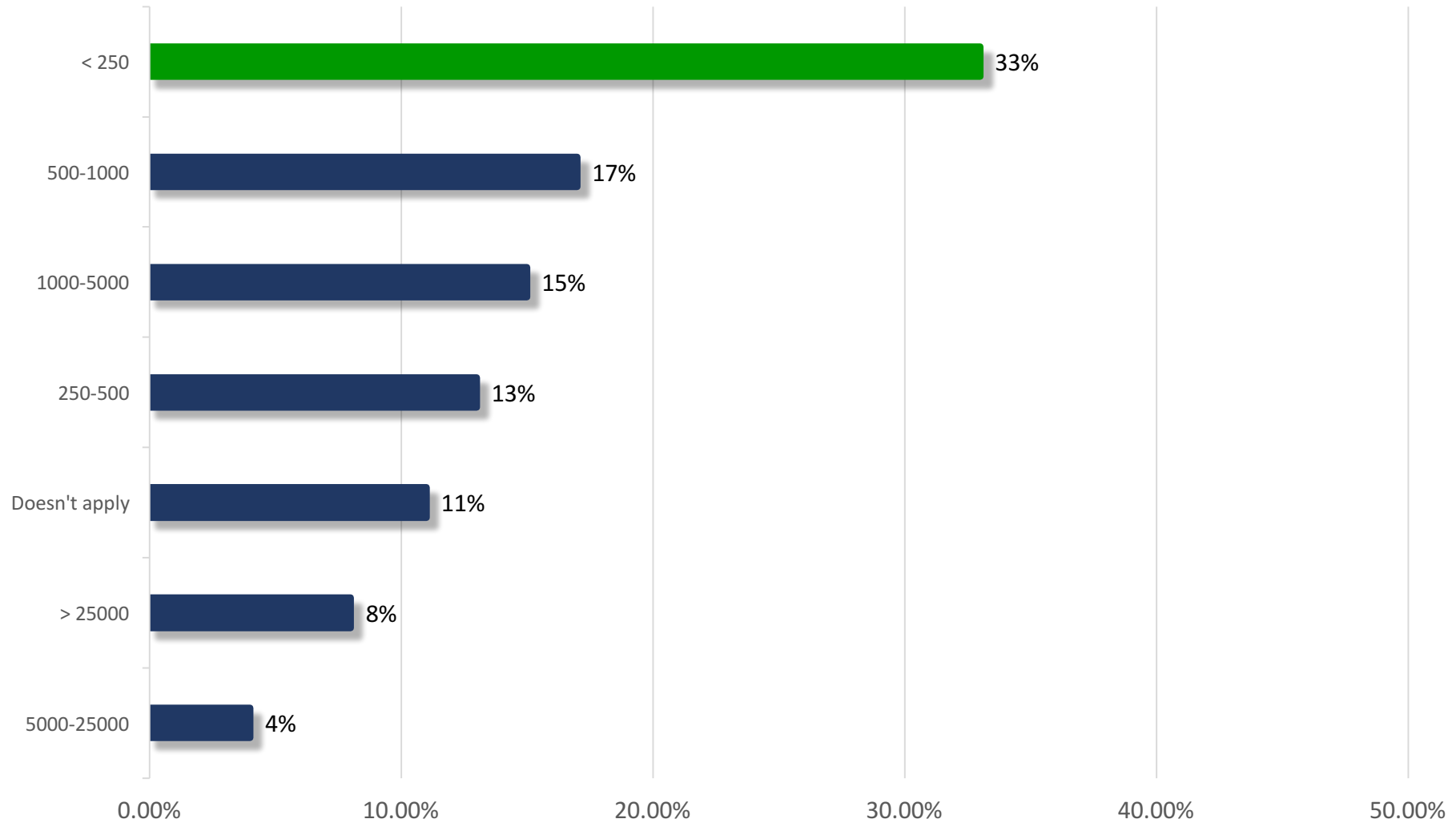
**Question Nr. 8:** Which public cloud provider does your company or customer use, or are they thinking about using?



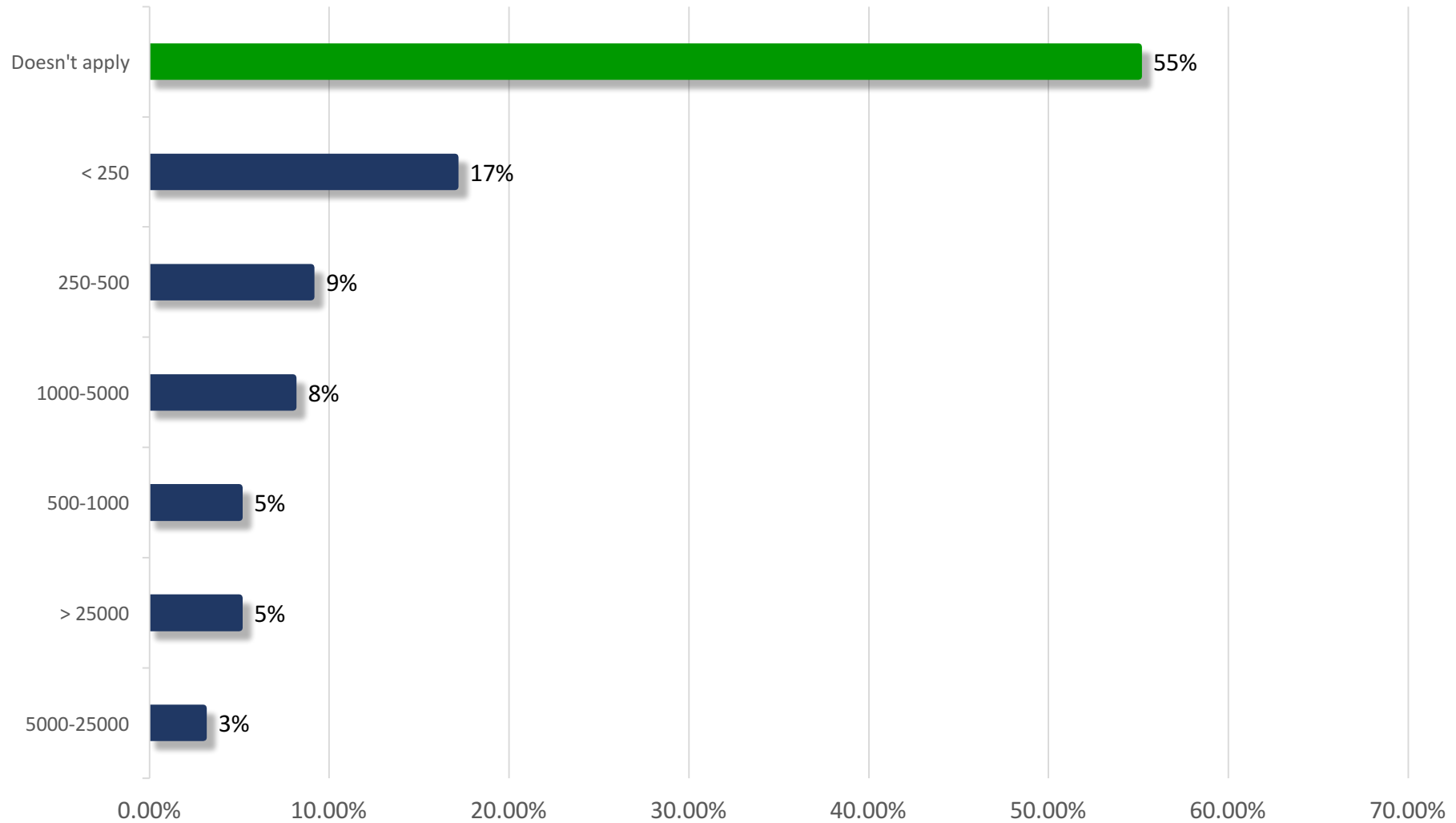
**Question Nr. 9:** Would your company or customer consider, or are they using more than one public cloud provider at the same time?



**Question Nr. 10:** If/ when using SaaS - how many users are making use of this public cloud service?

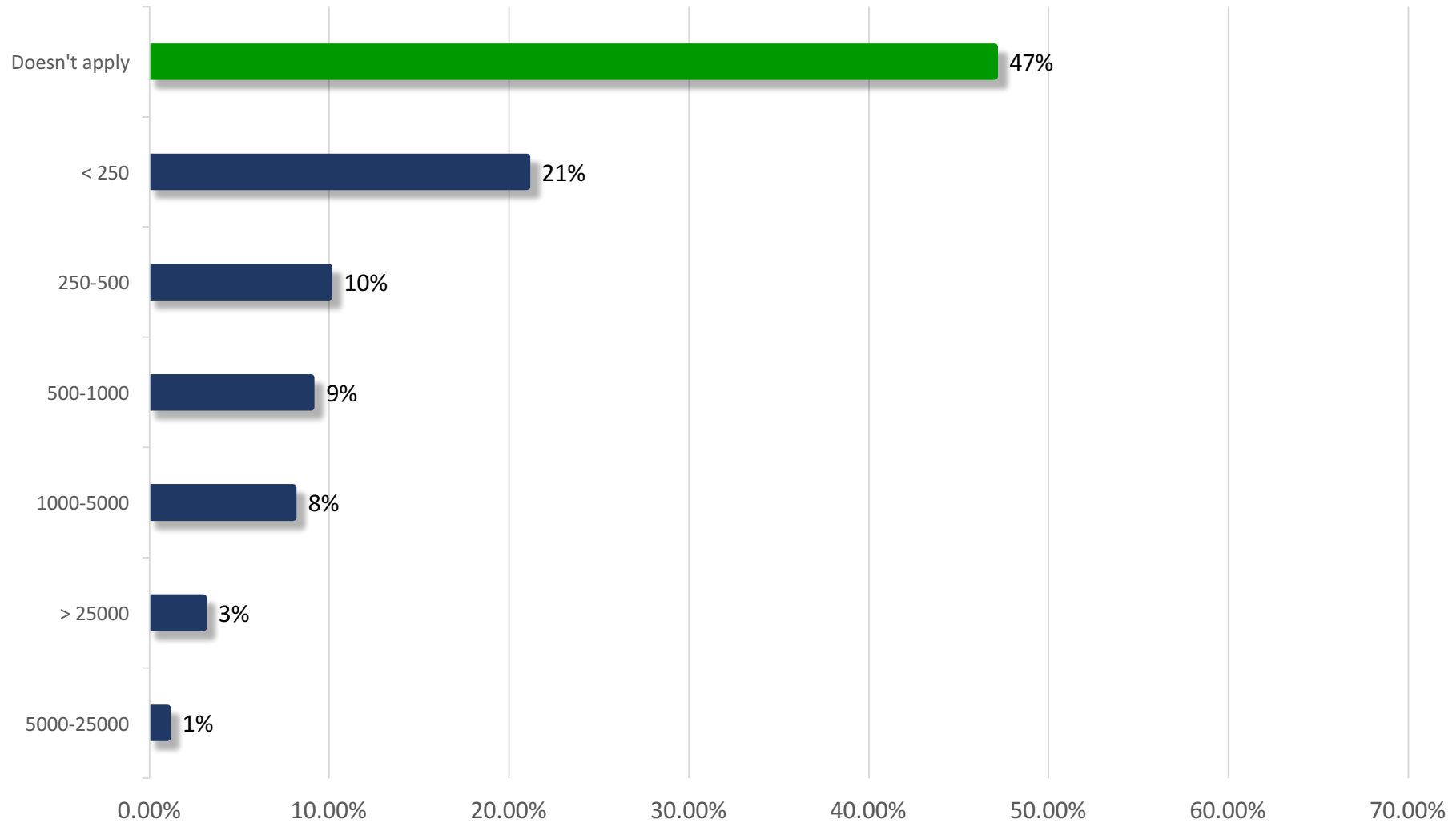


**Question Nr. 11:** If/ when using DaaS - how many users are making use of this public cloud service?

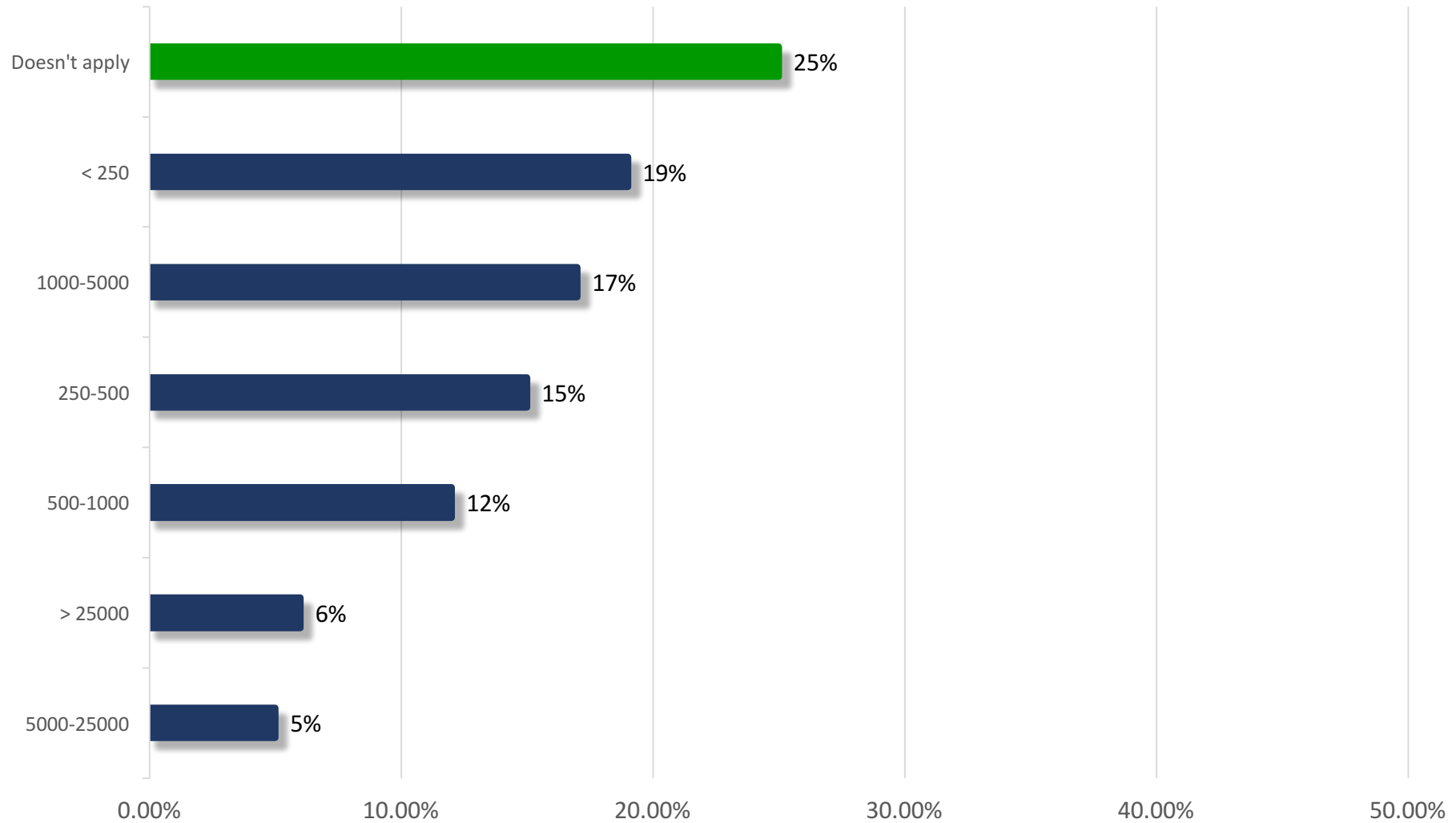




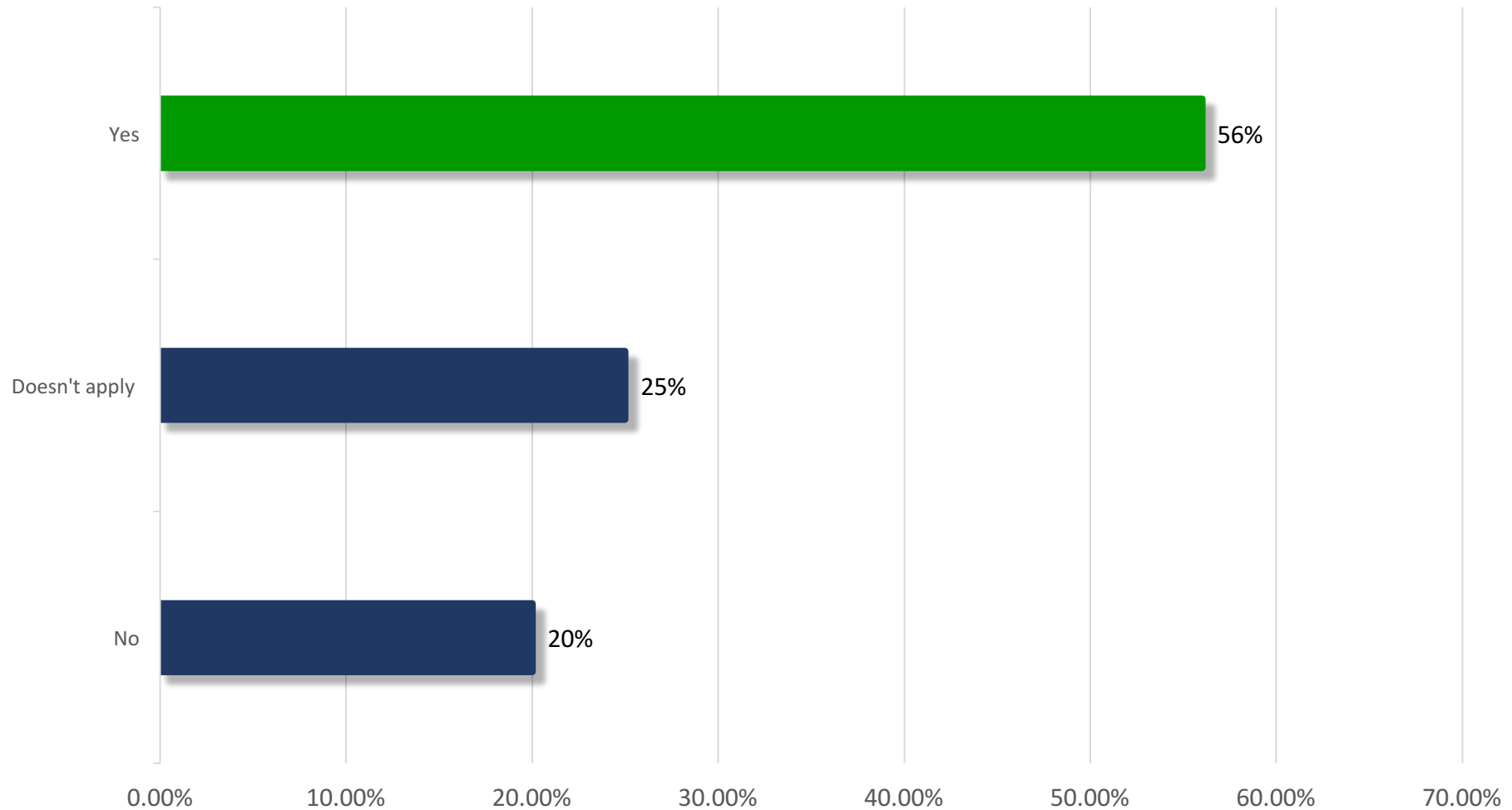
**Question Nr. 12:** If/ when using PaaS - how many users are making use of this public cloud service?



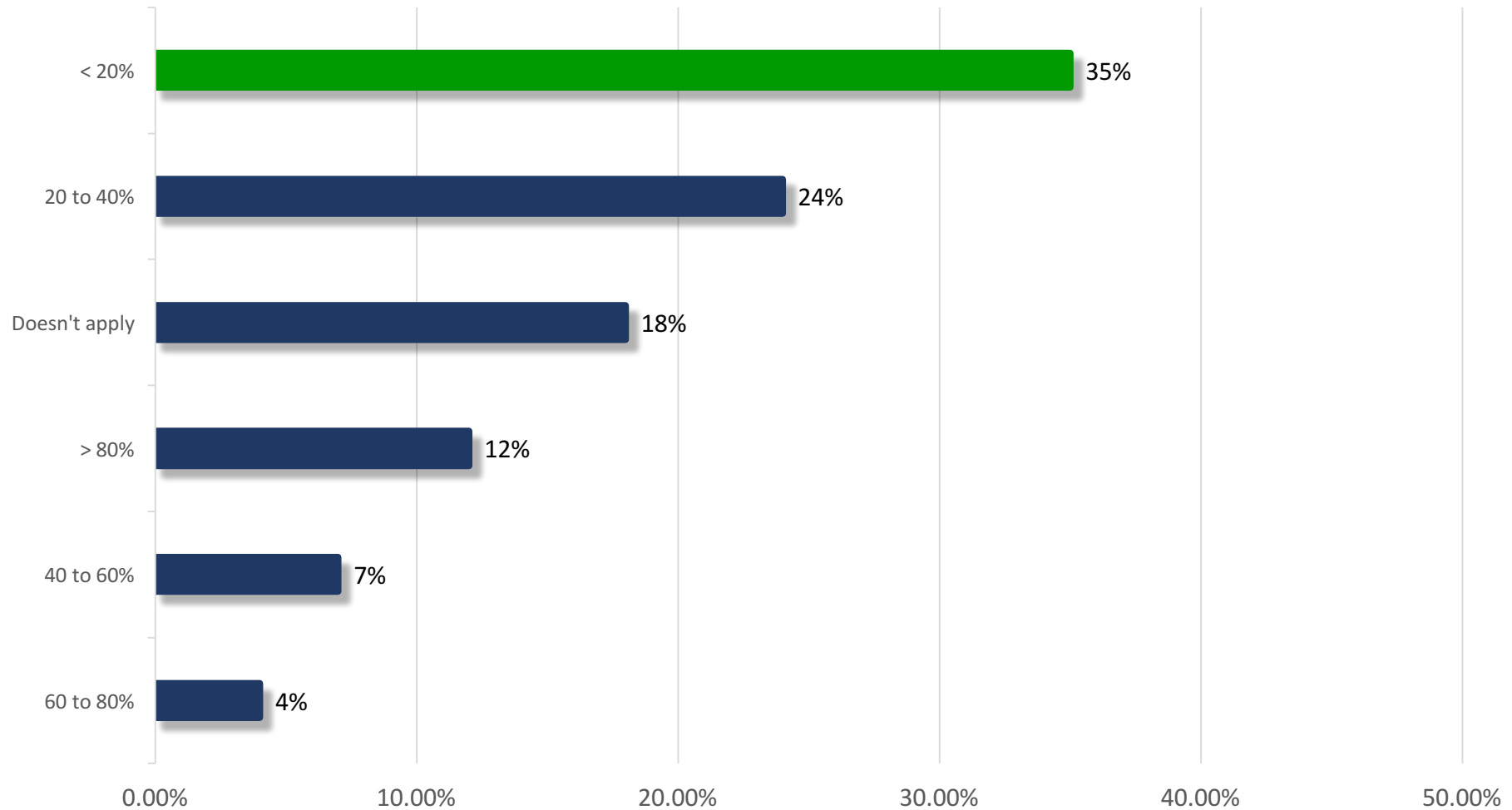
**Question Nr. 13:** If/ when using IaaS - how many users are making use of this public cloud service?



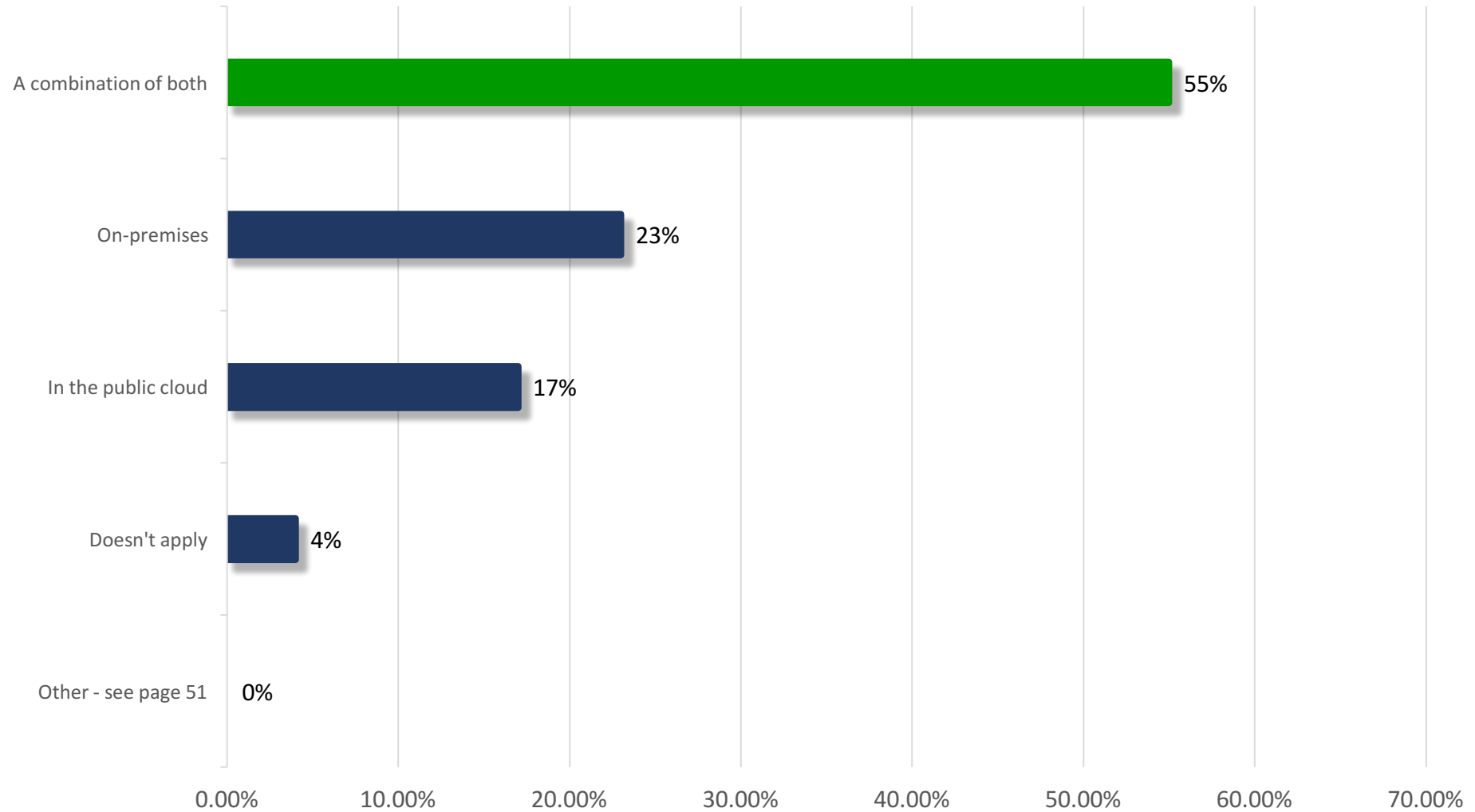
**Question Nr. 14:** If/ when using IaaS - never mind the broker used, does your company or customer use it to publish applications and/or desktops to your users?



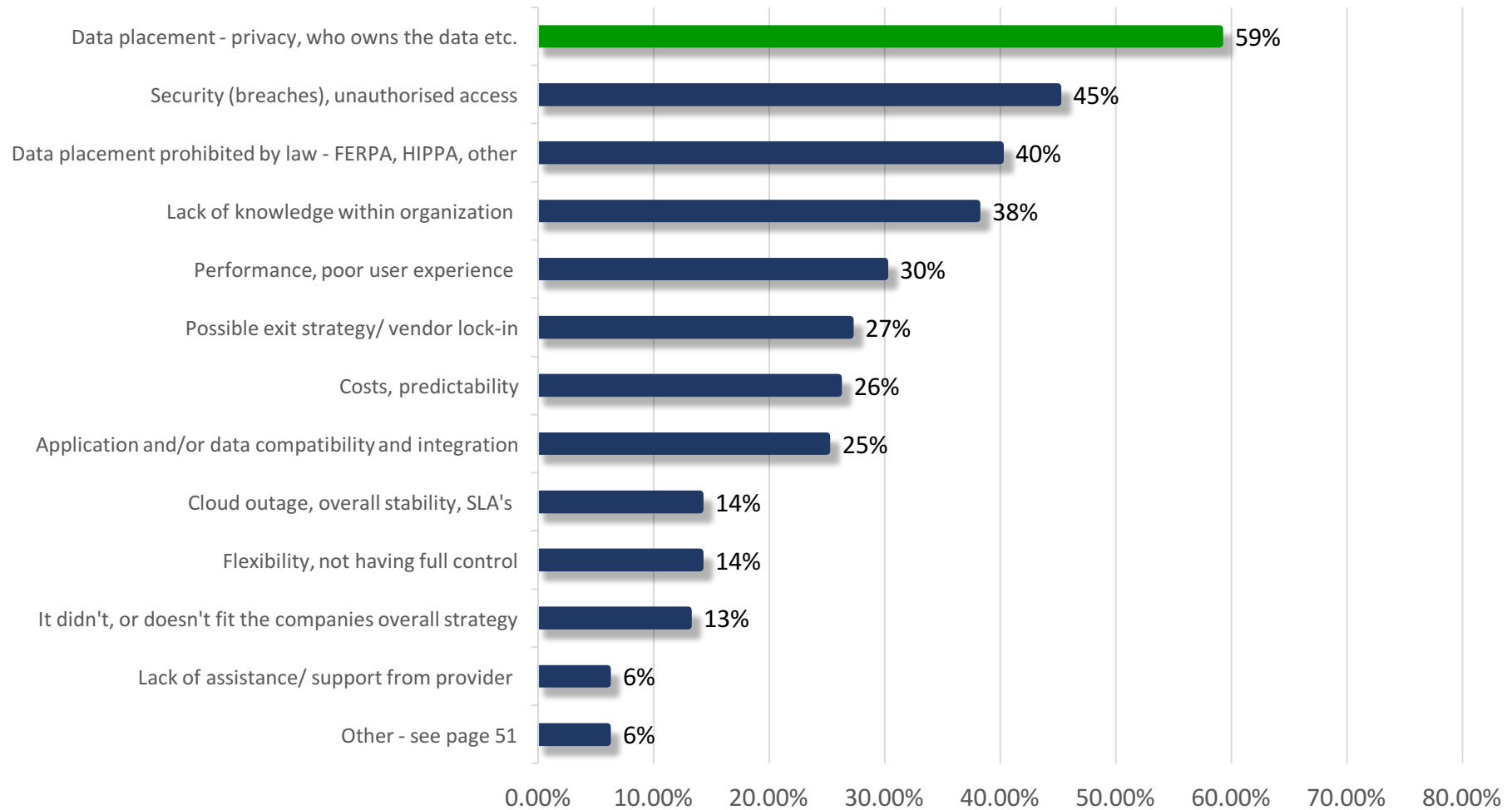
**Question Nr. 15:** If/ when using DaaS, PaaS and/or IaaS - what percentage (%) of your companies or customer's workloads/ applications run on one of these public cloud services?



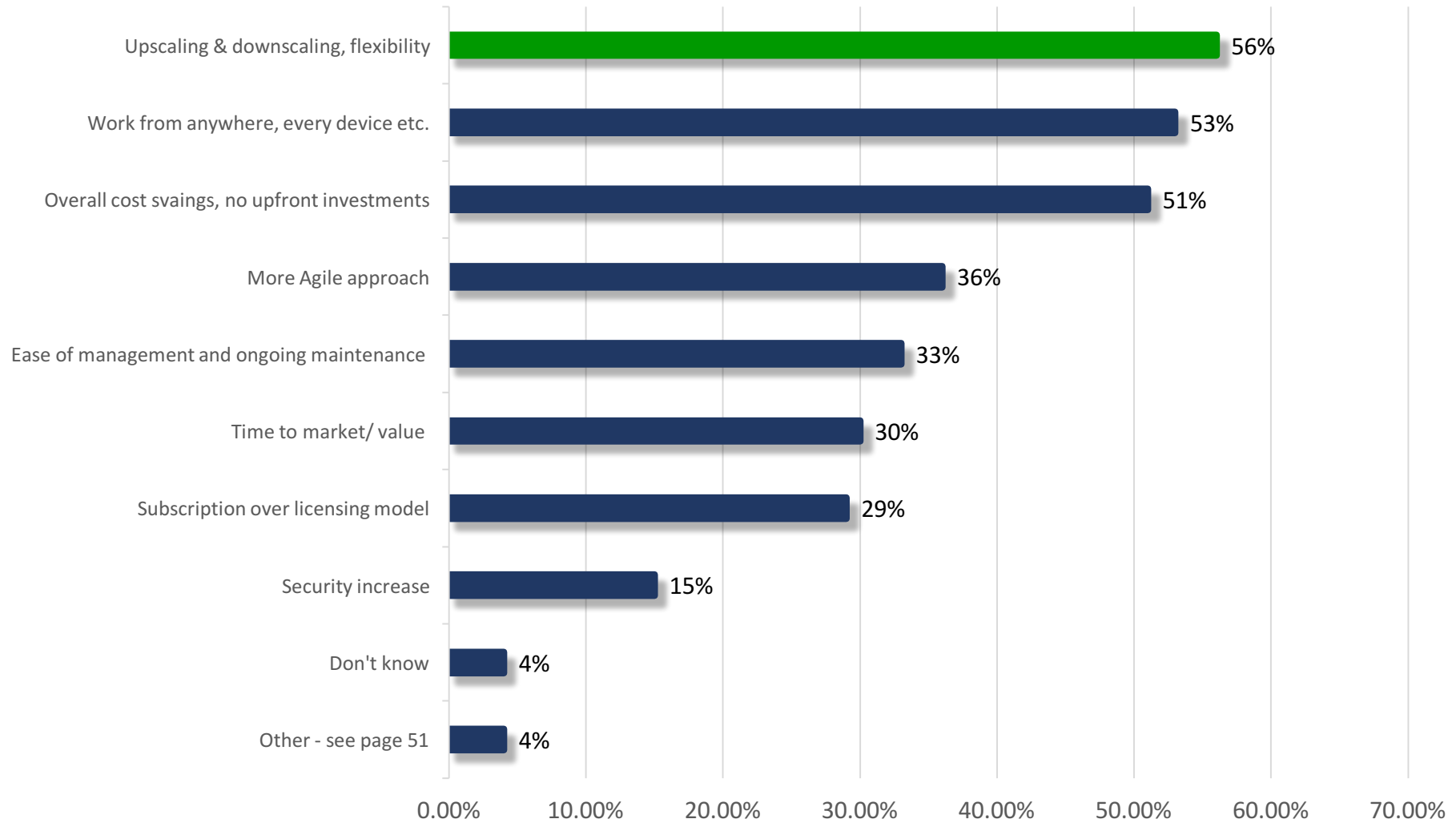
**Question Nr. 16:** In addition to question #15 - where is the application, user and/or company data located?



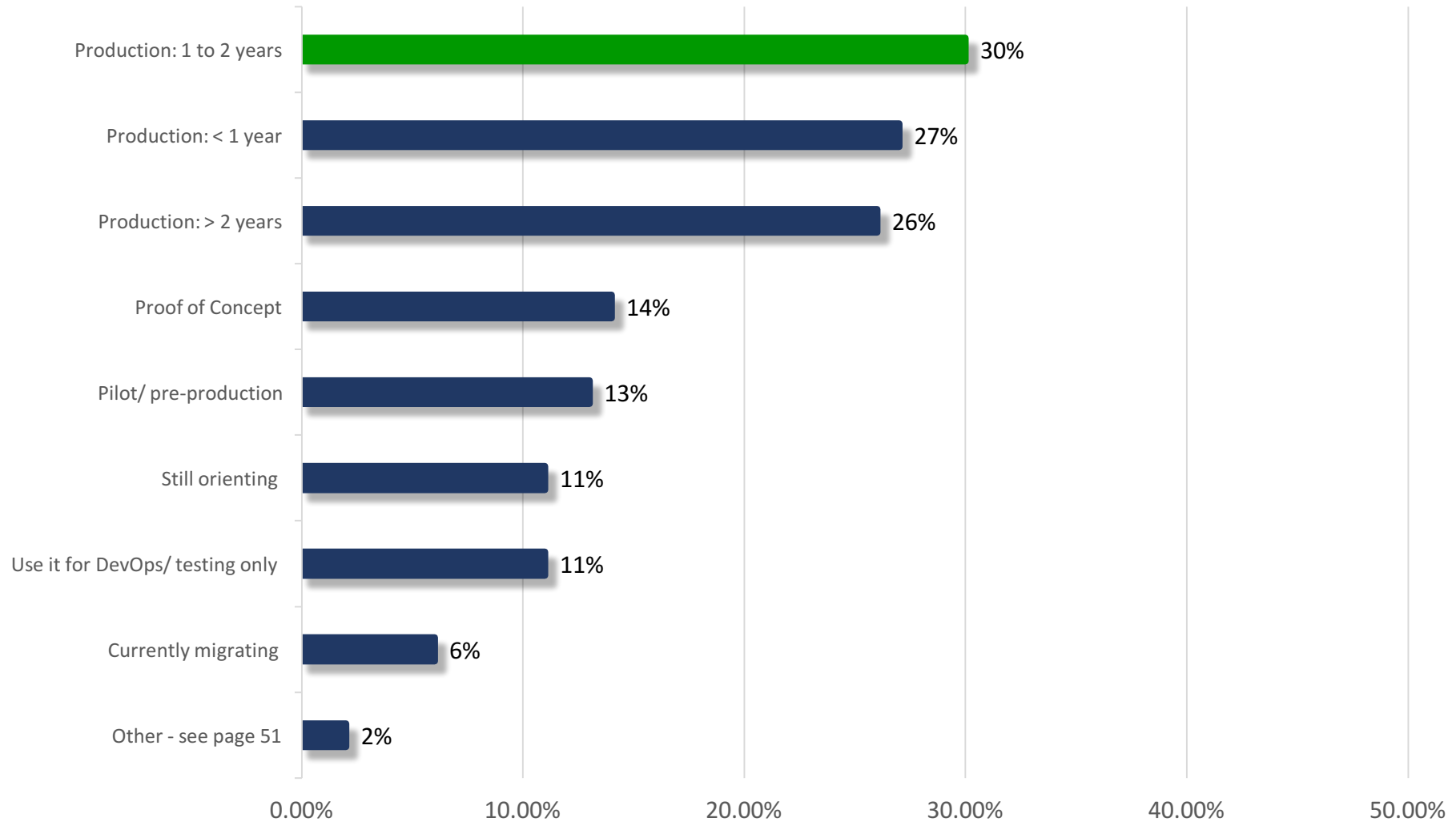
**Question Nr. 17:** What is, or perhaps was the main reason and/or concern for not using a public cloud service earlier - or at all?



**Question Nr. 18:** What (potentially) is, or was the main reason for leveraging public cloud services today?

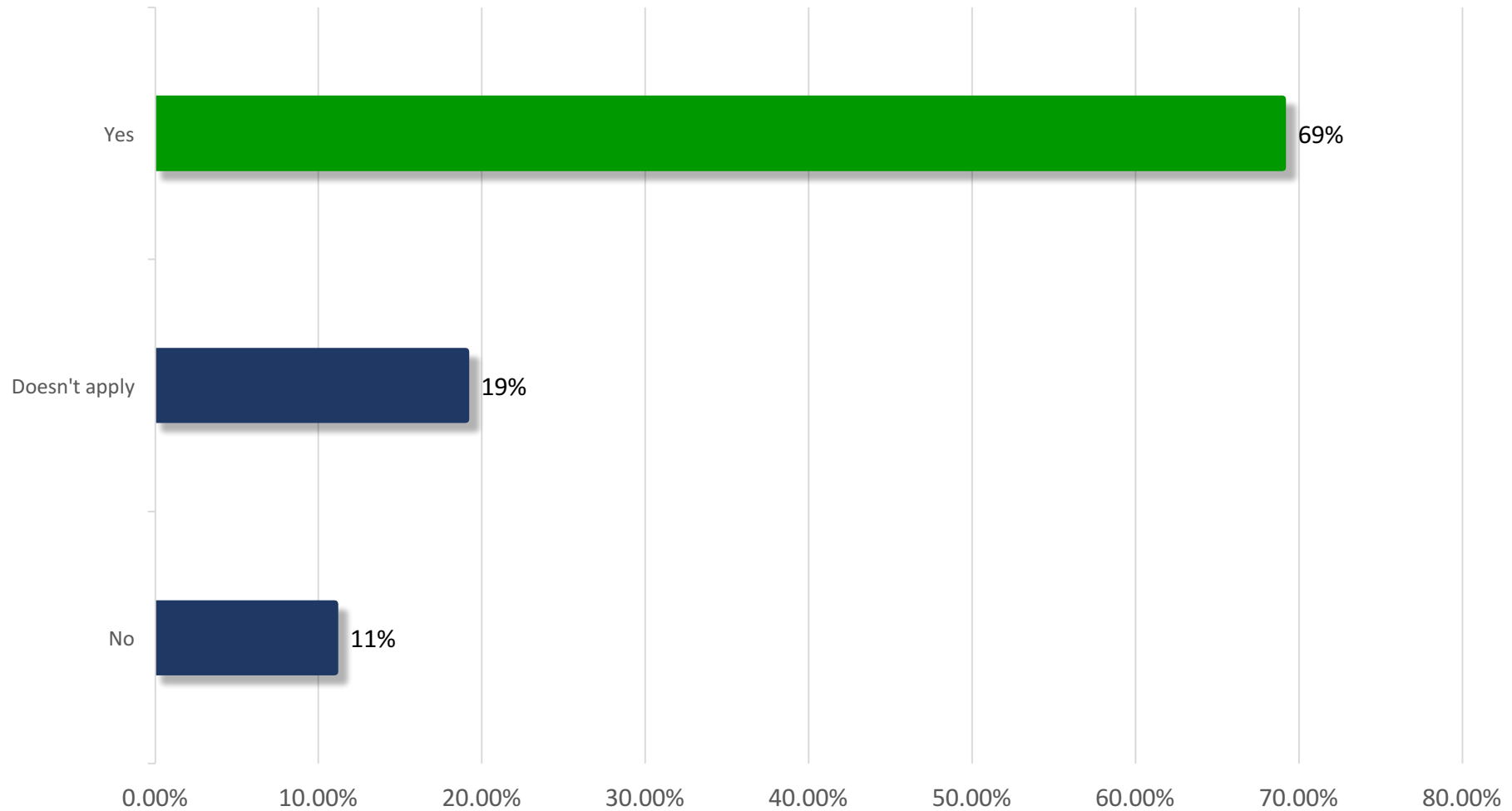


**Question Nr. 19:** In which phase is your companies or customer's public cloud deployment currently?

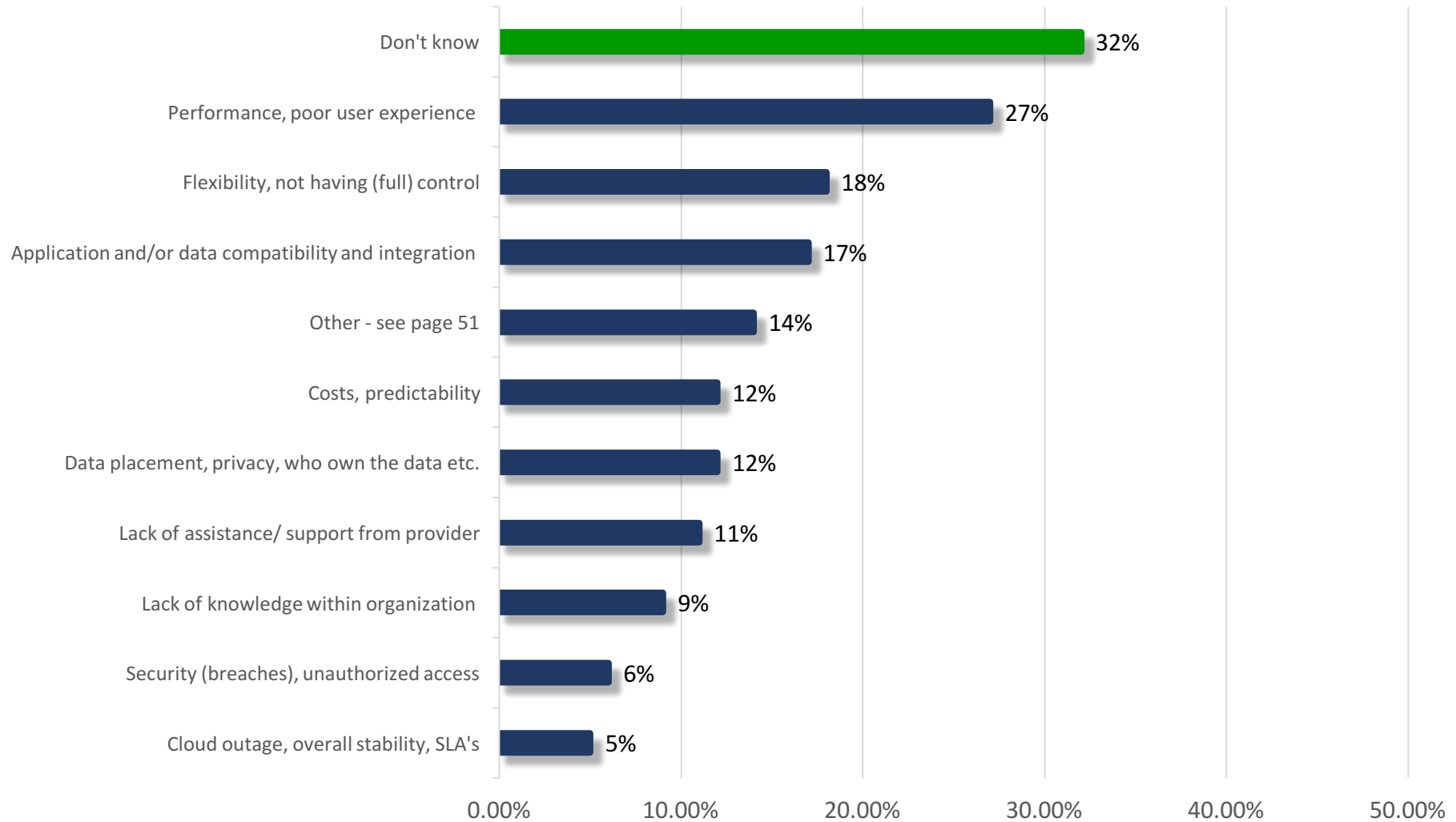




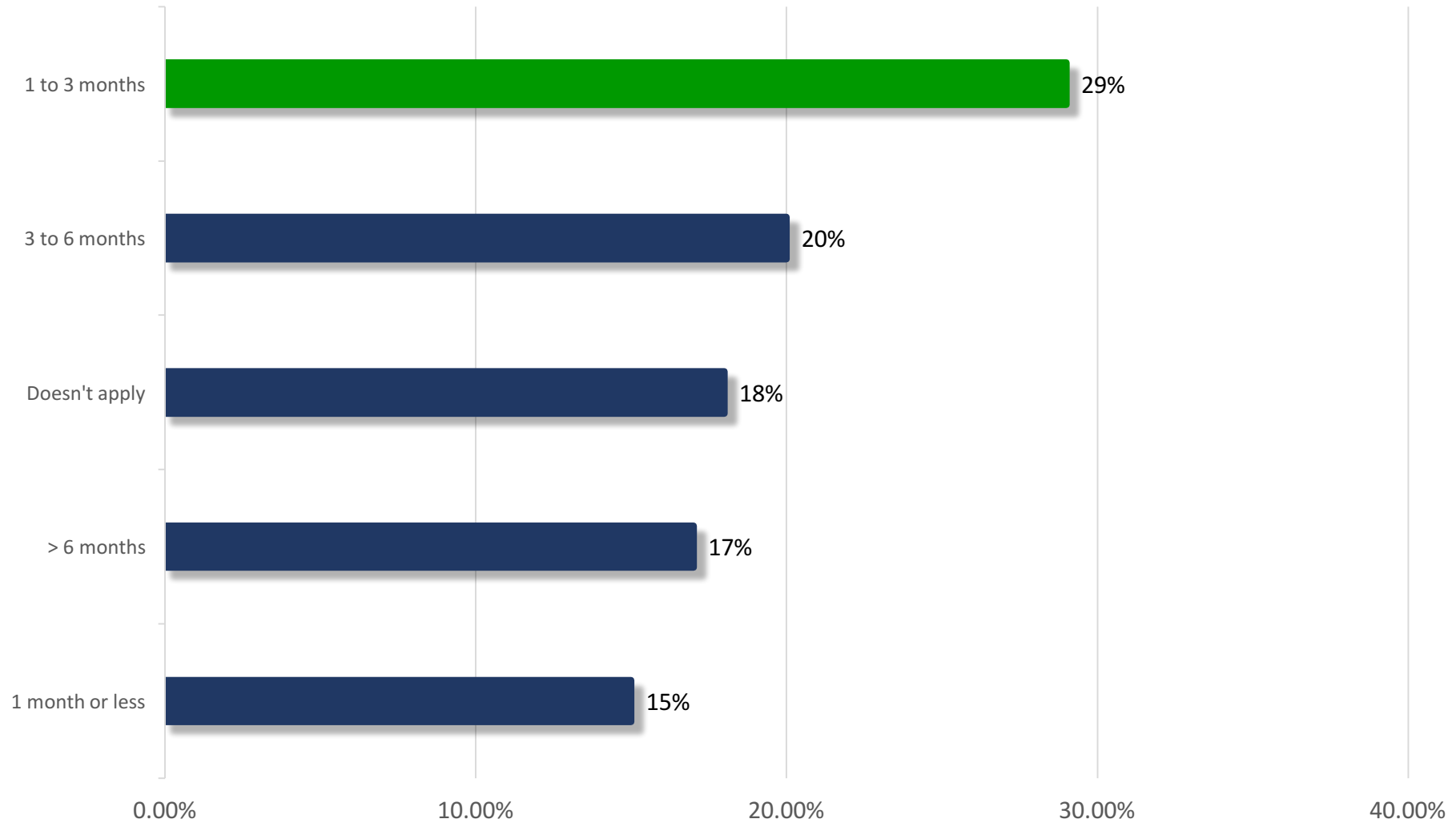
**Question Nr. 20:** After using the public cloud service (s) of choice for a while (at least two to four months) - did it live up to your companies or customer's expectations?



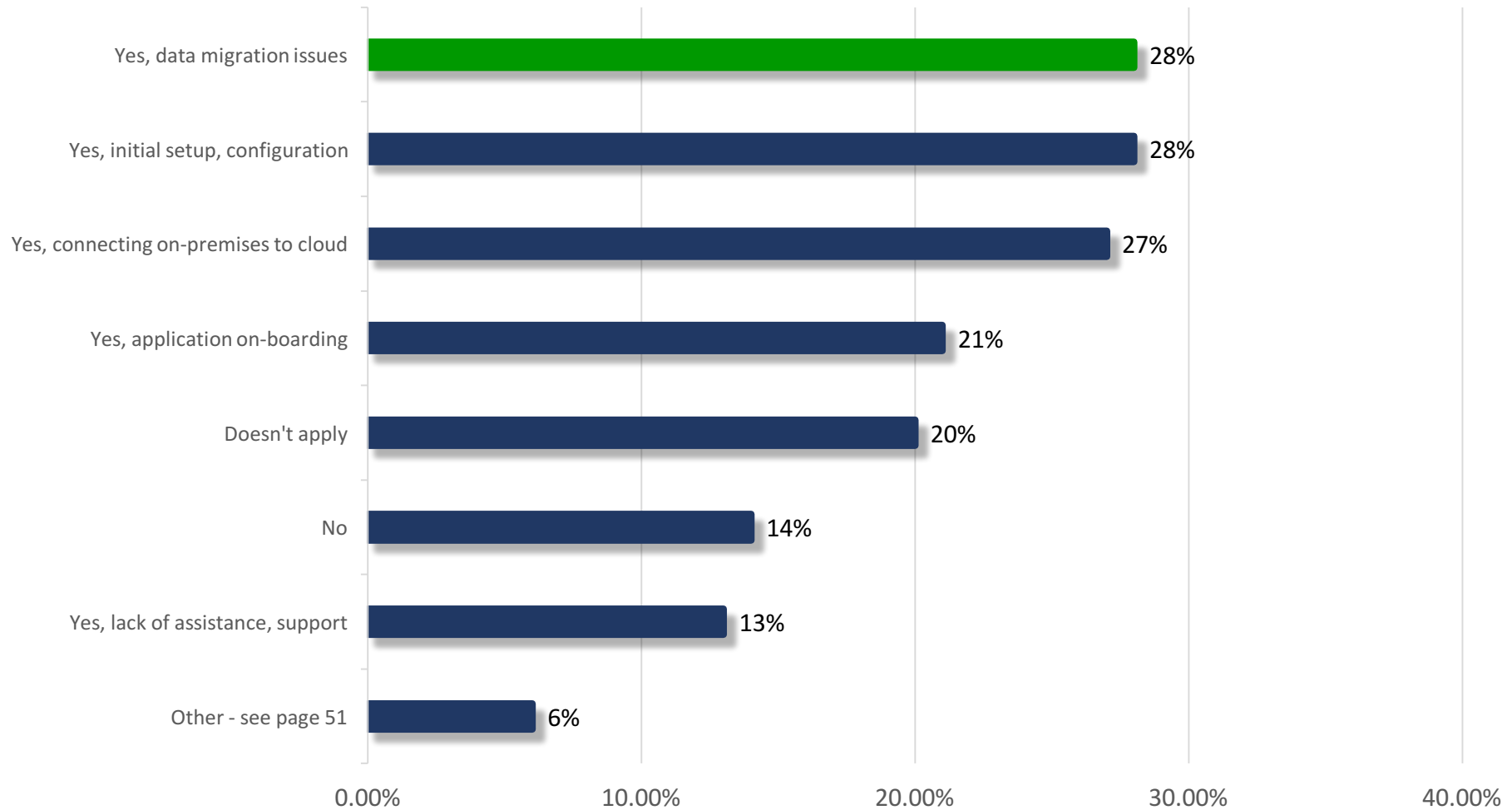
**Question Nr. 21:** If your answer is no to question #20 - what was the biggest issue?



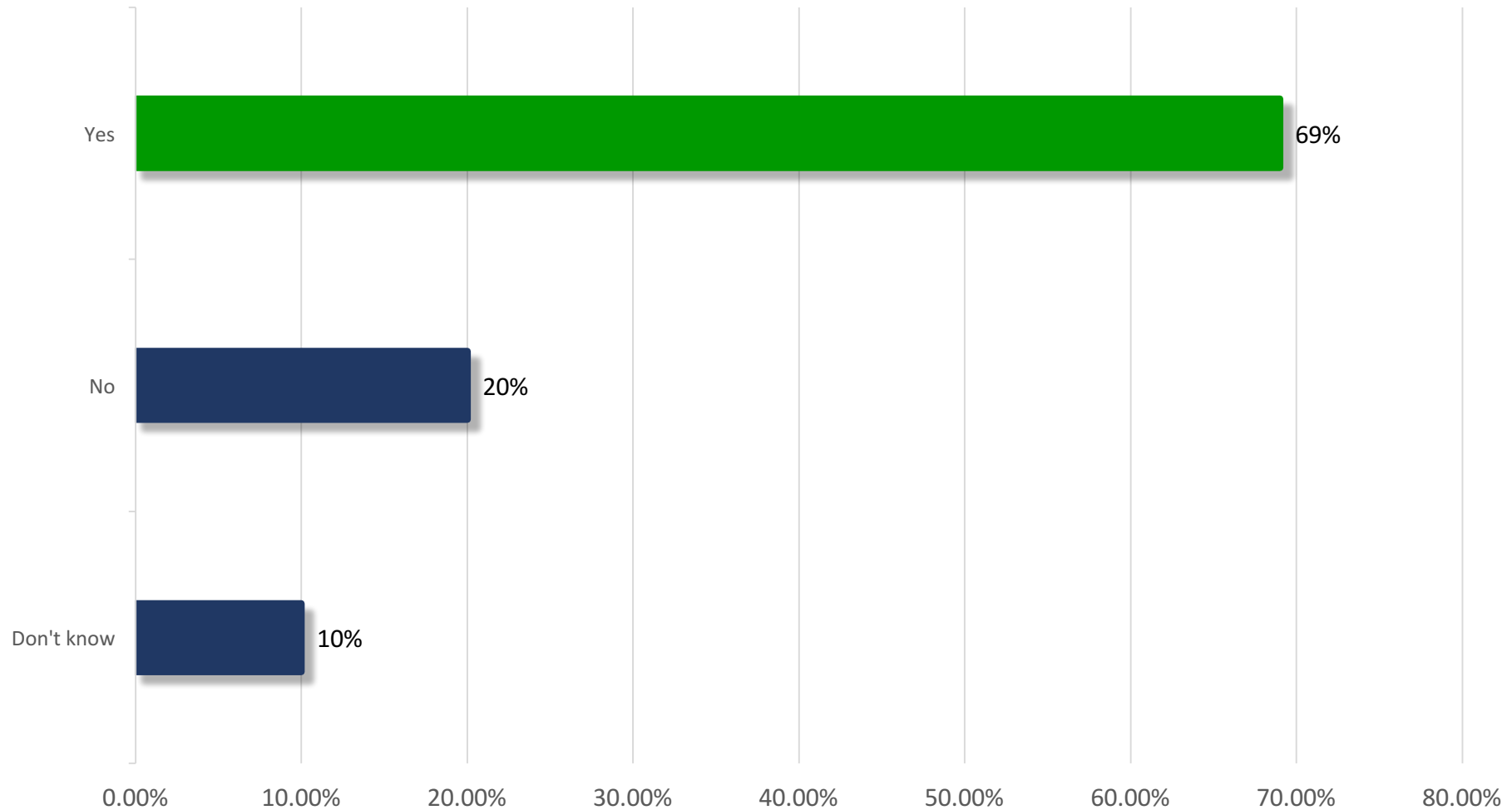
**Question Nr. 22:** How long did it take your company or customer to migrate to and/or setup their public cloud service?



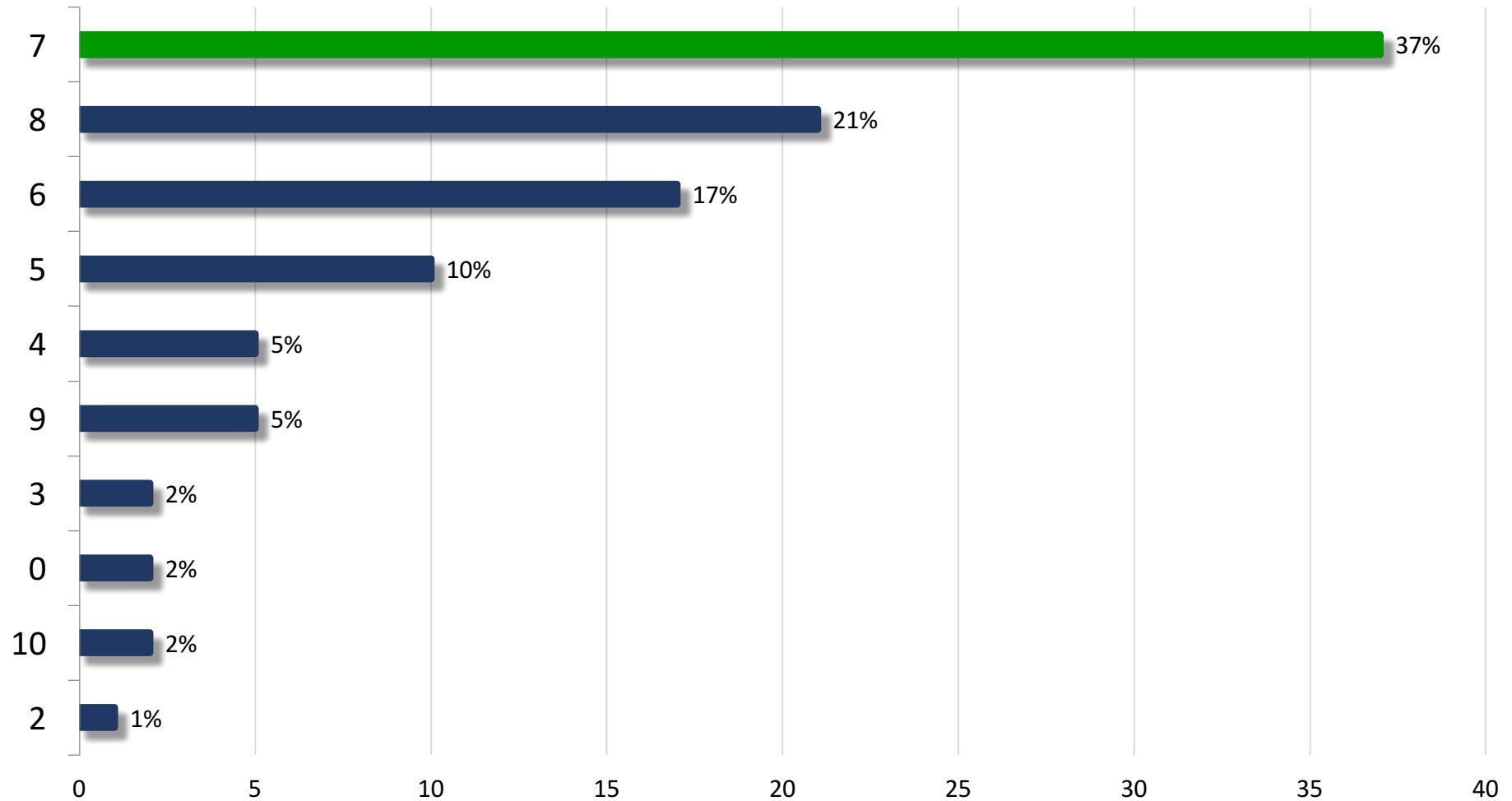
**Question Nr. 23:** Regarding the migration and/or setup of your companies or customers public cloud service, did you, or they run into any problems? If so - what were they?



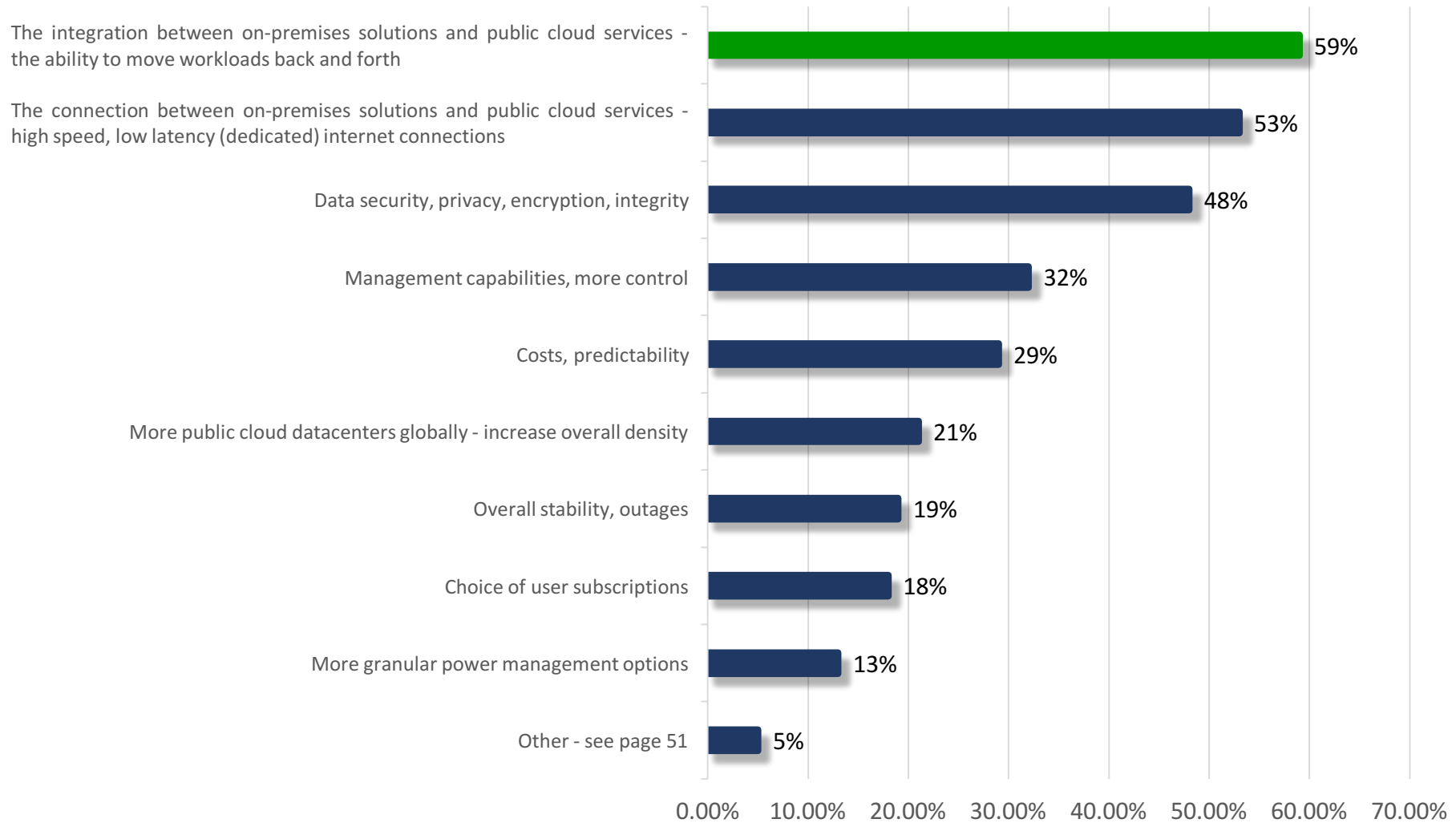
**Question Nr. 24:** Did your company or customer hire, or would they consider hiring a third party (consultant) to assist them with their migration to the public cloud?



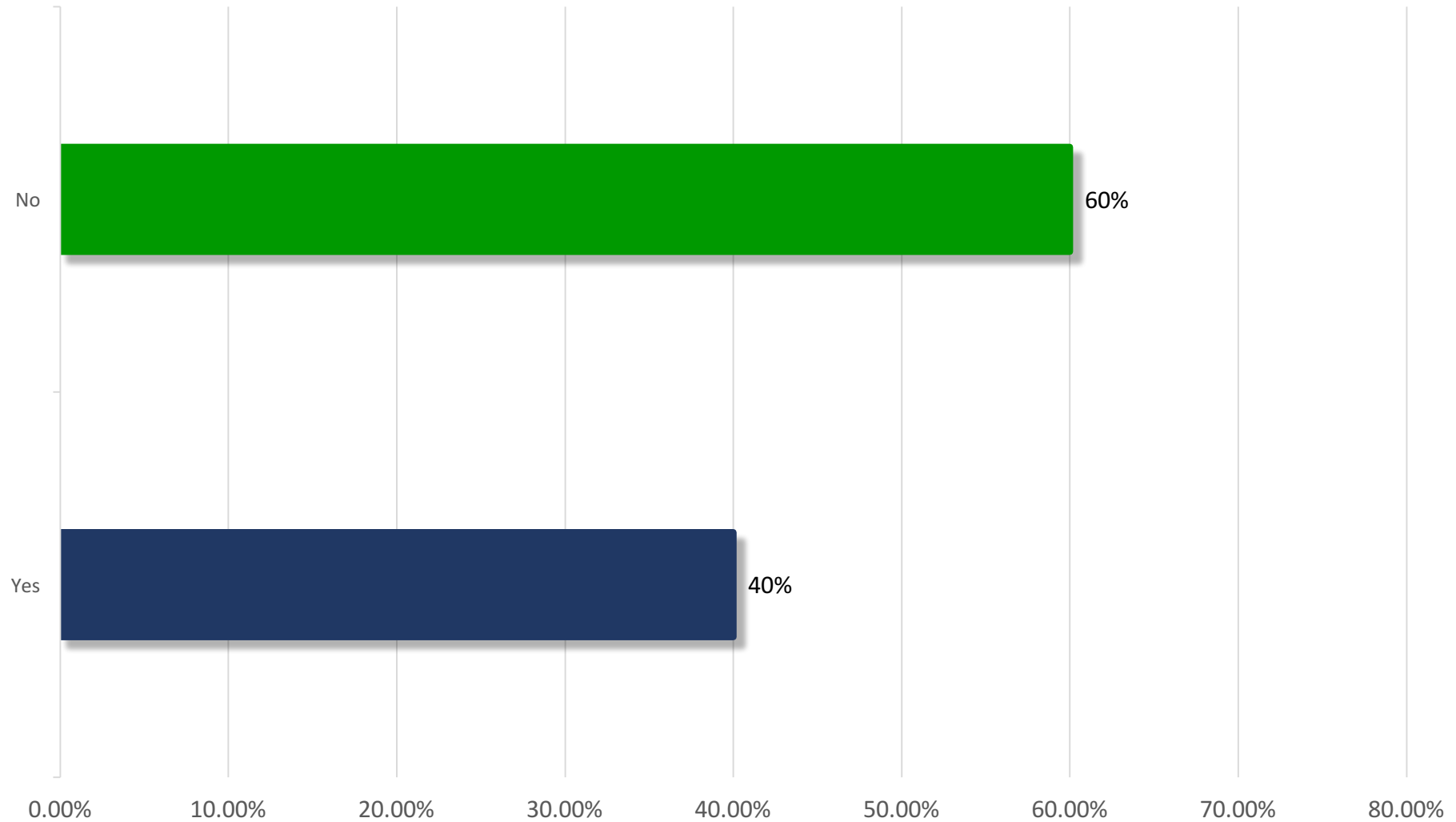
**Question Nr. 25:** From a company or customer perspective - rate the experience so far. In other words, how satisfied are you, or they up till now with 10 being extremely satisfied?



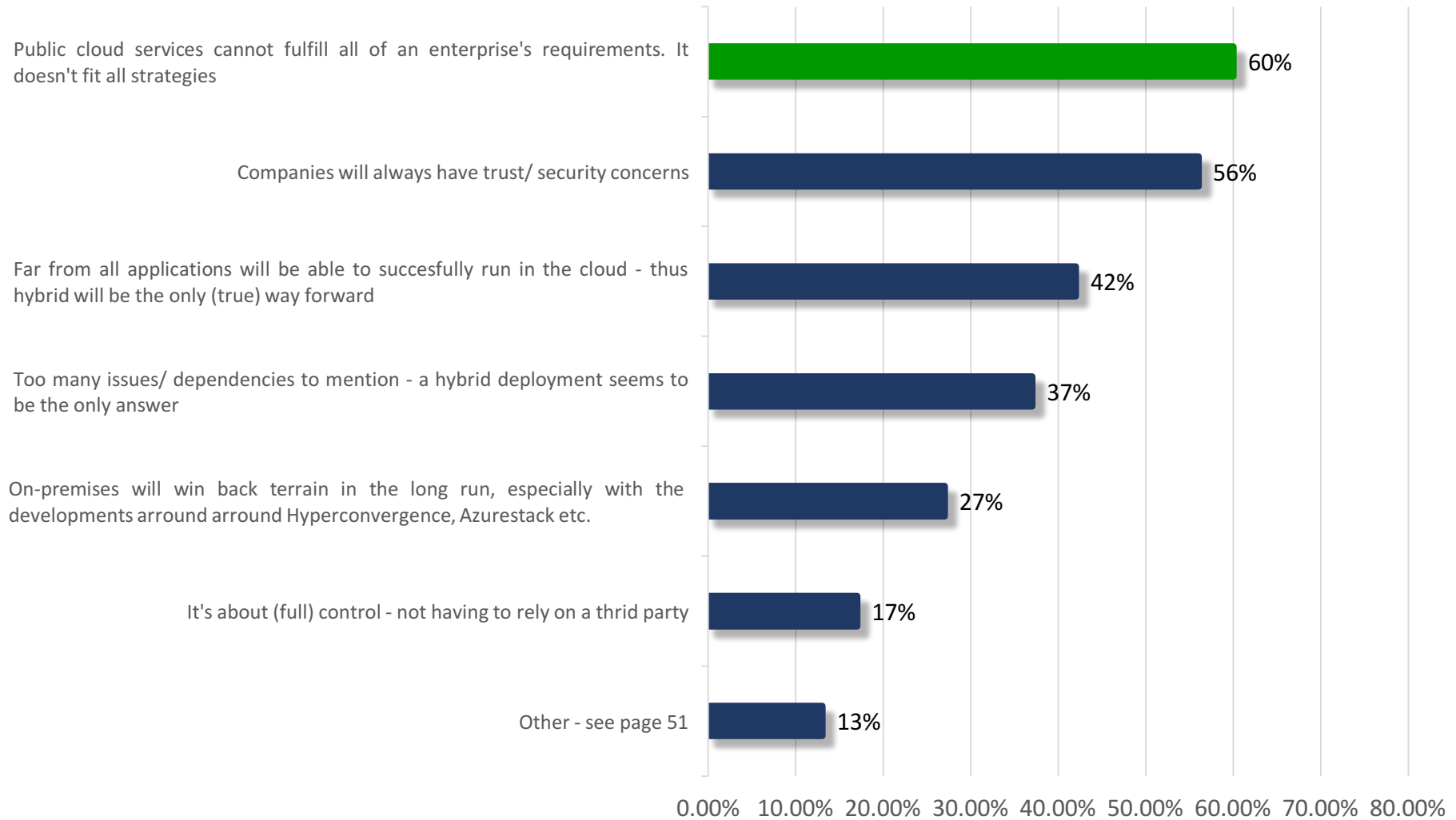
**Question Nr. 26:** In general, regarding public cloud services - what needs to be addressed/ improved going forward?



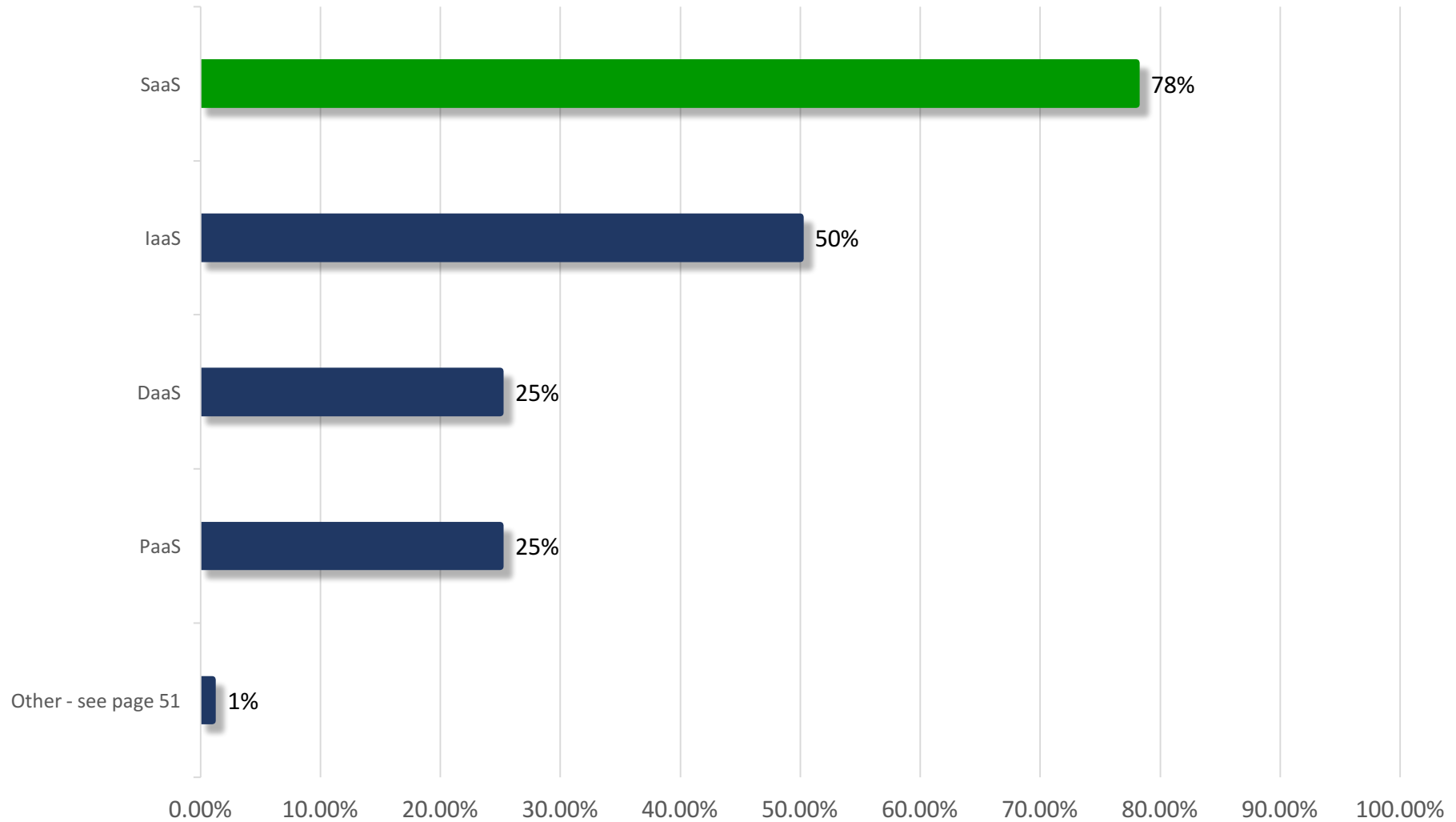
**Question Nr. 27:** Do you believe in a cloud-only future within 10 to 15 years from now?



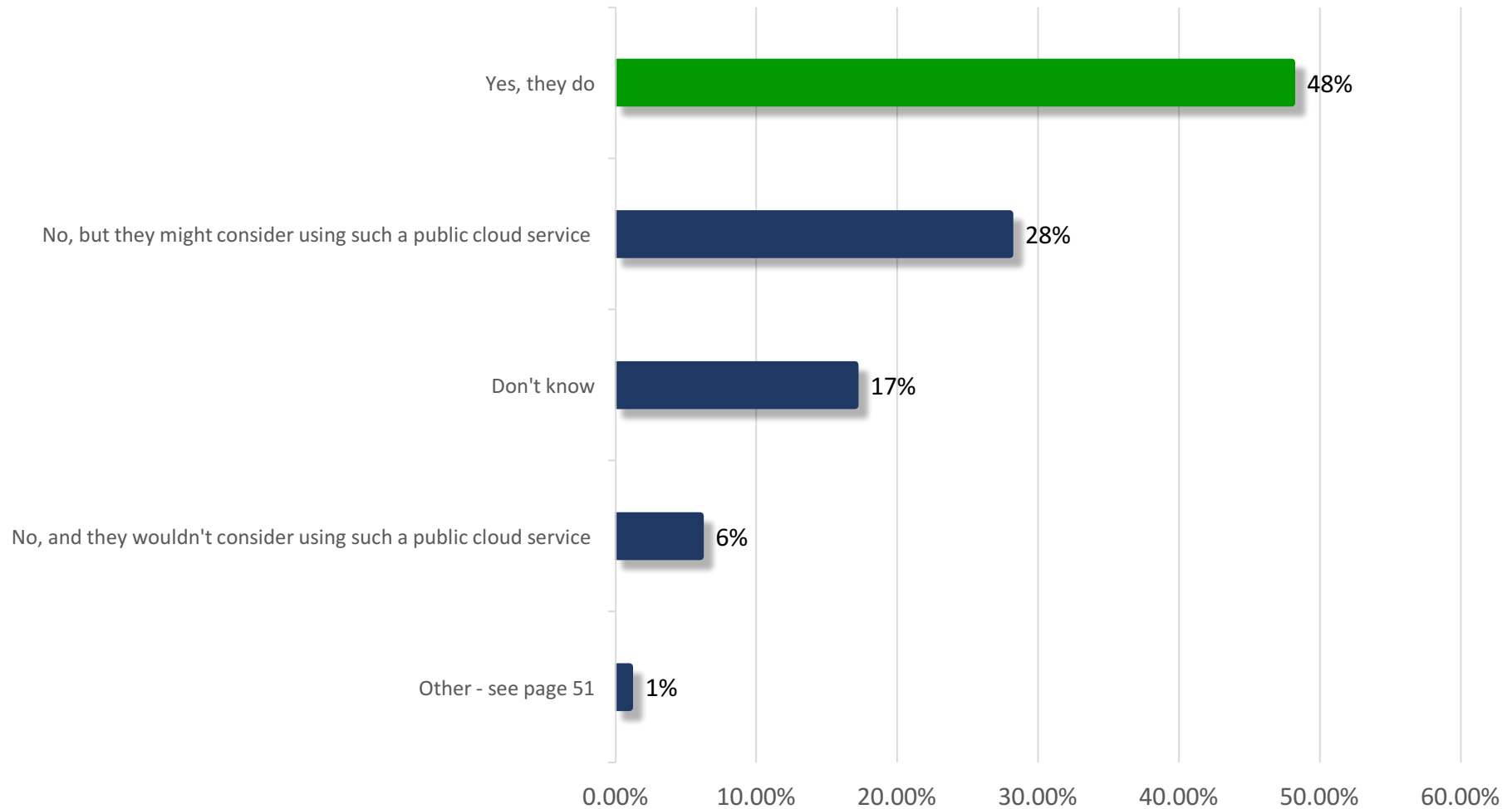


**Question Nr. 28:** If your answer is no to question #27 - why?

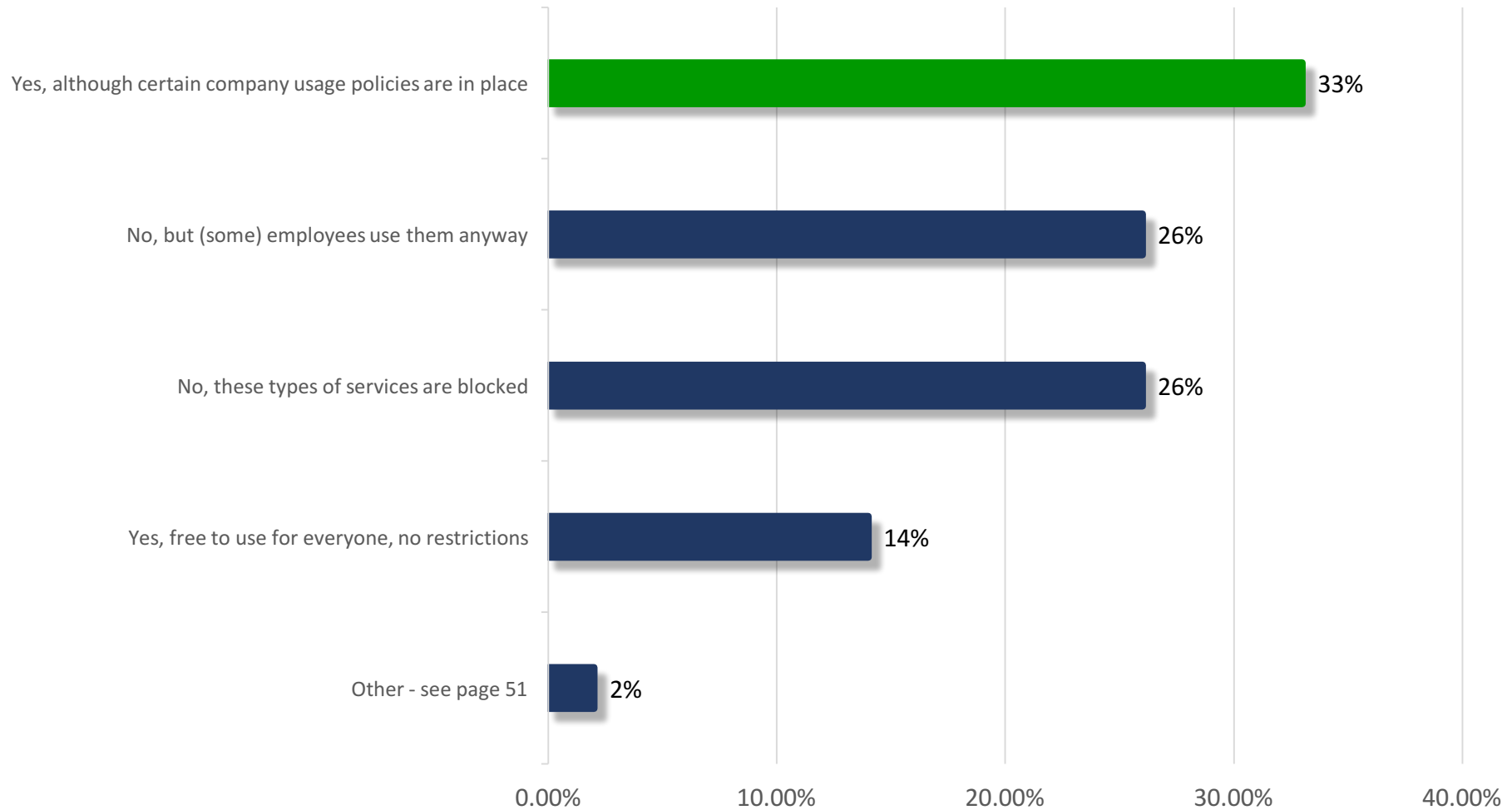
**Question Nr. 29:** Which public cloud service holds the biggest potential going forward?



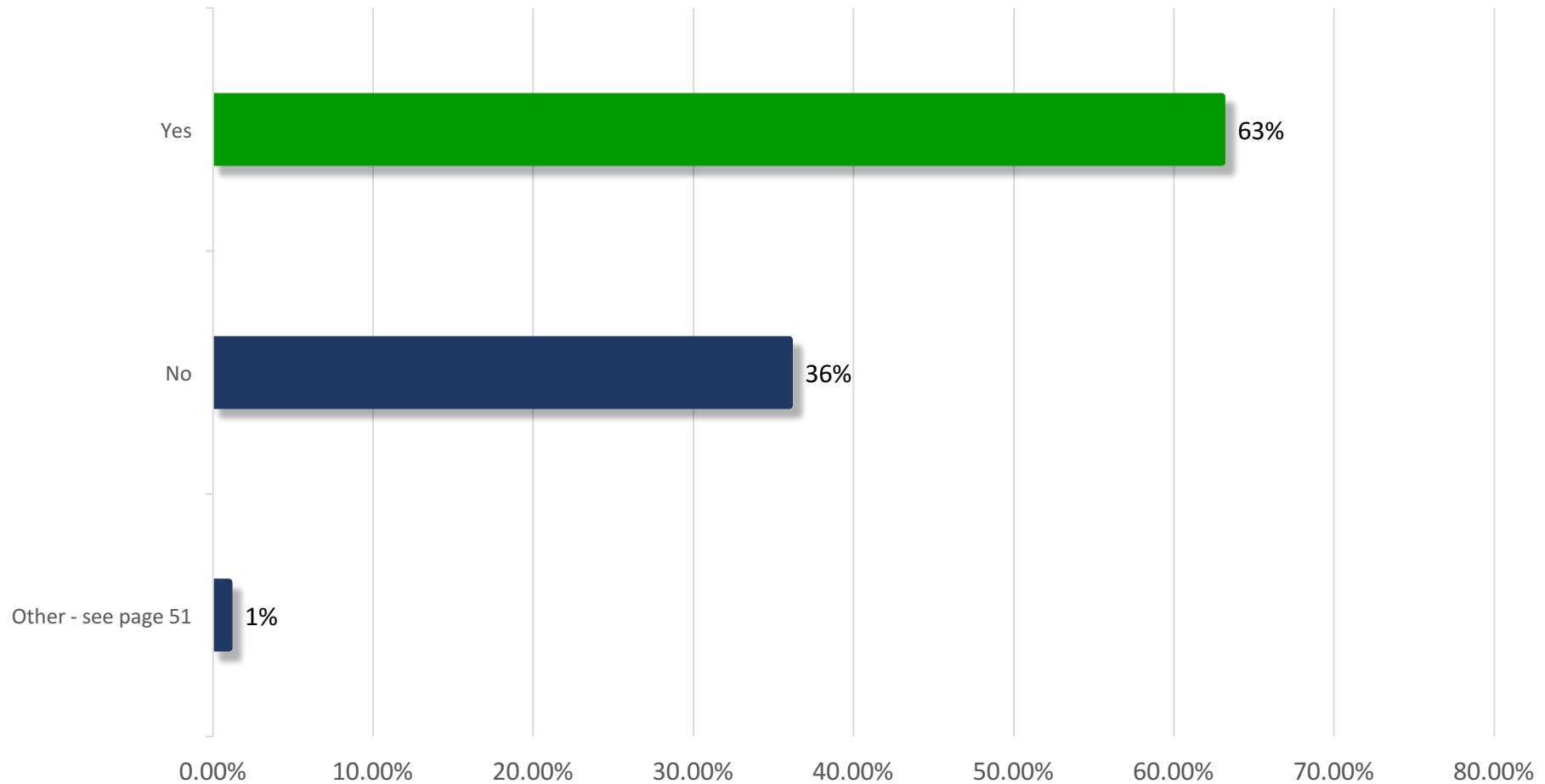
**Question Nr. 30:** Does your company or customer use, or would they consider using mobility services like EMM, MDM, MAM as a public cloud service?



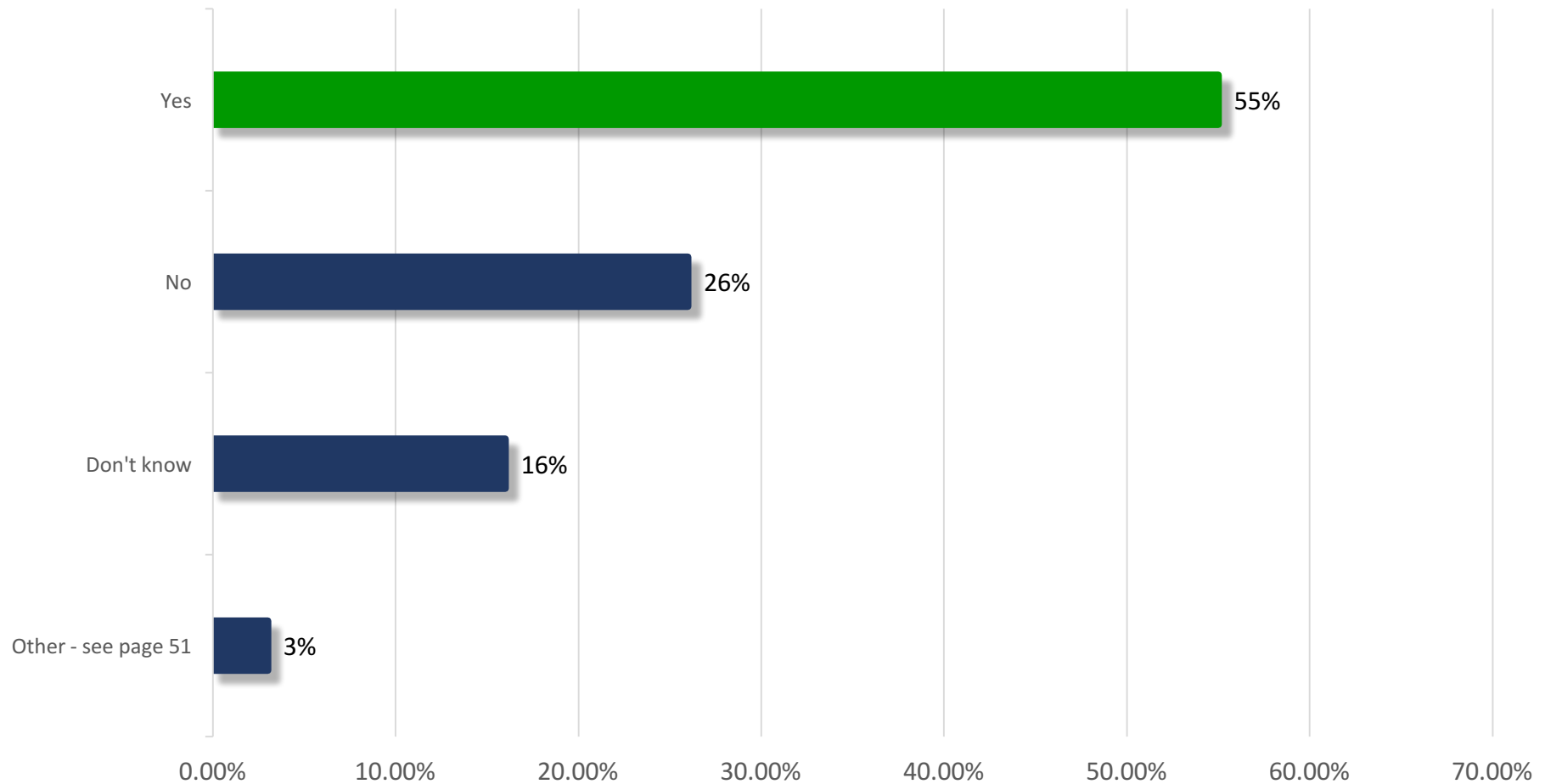
**Question Nr. 31:** Does your company or customer allow (free) public cloud services like OneDrive, Dropbox, iCloud, Google Drive etc.?



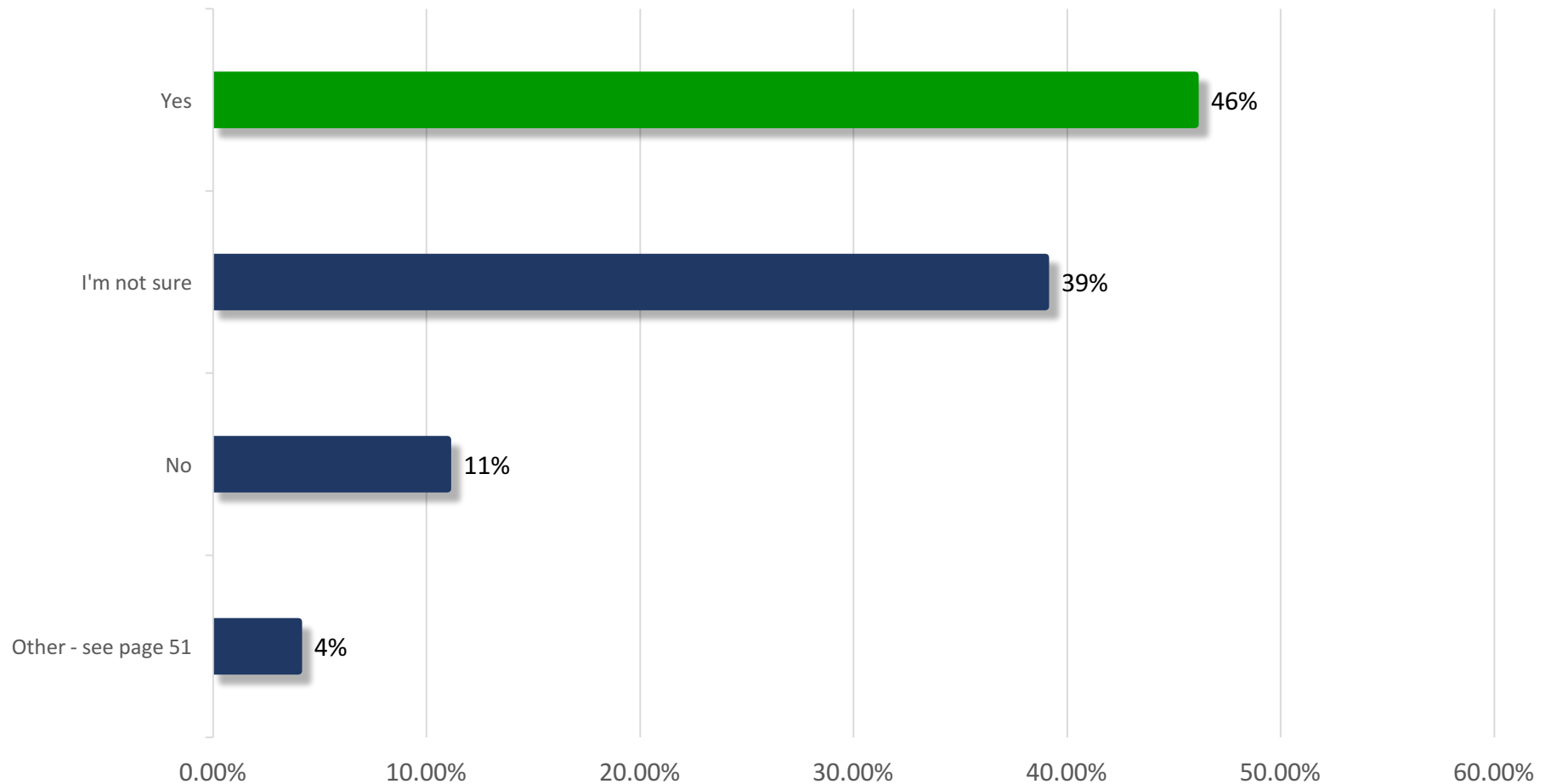
**Question Nr. 32:** With regard to computer, data, e-mail and internet use/ access, including any potential public cloud services - does your company or customer have a (strict) company usage policy document that needs to be signed personally - or perhaps something similar?



**Question Nr. 33:** Do you think that the latest announcements from Microsoft and Citrix (Windows 10 VDI from the Azure cloud – as a service – and XenApp Express replacing Azure RemoteApp) will make a big difference? I mean, will this bring them ahead of the competition?



**Question Nr. 34:** What about the latest from VMware - the ability to move workloads across public clouds combined with 'Cloud Foundation' that bundles vSphere, NSX and VSAN, with vRealize in the mix, to power a cloud-like portal for provisioning and managing on-premises IT and hybrid clouds. Holds potential, good move?



**Question Nr. 35:** Is there anything else that you would like to add to this questionnaire, for now or future purposes?

- I need to add a 12th definition of "cloud"...
- I think the best way forward is not to fit the Cloud to existing legacy applications. But develop new applications that are developed with the Cloud in mind. Application containers/redundancy in the application is the way forward. These types of applications will move between Clouds a lot easier.
- There are a lot of uncertainties ahead, as well as how stable many cloud-based services may be. Part of the risk is long-term stability and commitment. Connectivity is also not always that reliable in many places and not that cheap - with increased cloud presence come higher network bills! You have to look at all the aspects and factors when assessing costs and take also the management factors into consideration. A solution is not cheap if you still need a lot of people to figure out how to make it work and keep it working. Change itself can be very expensive and having to change too often -- either by choice or not -- adds up quickly. I also truly believe the public is very concerned about data security and integrity. There are too many major reports about breaches to ignore this aspect, especially depending on what kind of data you have.
- Less questions pls.
- Geo regions as NA/USA & Canada, EMEA, APAC.
- Keep in mind that the answers are both related to company and customer usage and can thus contradict each other.
- Well done Bas! :-)
- Question 25: Does not apply to me, b/c we don't use any public cloud service atm so I haven't rated on transferring stuff to public cloud services but rather the performance of our actual Citrix partner.
- Good questions! Nice survey... Looking forward to the results. Thanks for your effort.
- Thanks for doing this! It will be very interesting to see the results.
- Nice work Bas!
- I answered no to XenApp Express giving Azure an edge just because AWS have had app streaming for quite some time. I might be wrong. It seems like



SaaS from the perspective of a company taking an on-prem product and putting it in their cloud has not been in demand yet. I guess if it does become more in demand, it could give them an edge since EVERYBODY uses XenApp today (well, pretty much everybody!).

- My employer right now is a hospital. I have worked in healthcare for 3 of my last 4 years. Azure was slow to reach compliance for many different sectors compared to AWS which hurt the image.
- At two different hospitals I have worked for, they have used Azure for putting backups in the cloud. I did work for a non-healthcare company who provided a SaaS and DaaS platform but didn't answer based on that BUT from my experience with that, it was small to medium (even smaller side of medium) sized companies who used such a service. They saw more value in getting rid of their need for on-site support than keeping stuff on prem. That included law firms, schools, churches (big ass American churches run like a business), architects etc. Hope this helps, looking forward to the results!
- No, good list of questions. Hopefully you will get a lot of accurate results for your blog! Regards, Christiaan.
- Interested to see the results of this survey to share with CIO internally.
- It's hard to predict what happens in 10-15 years, but cloud only could happen, but I know a lot of companies that work with high secure environments.
- Hi Bas, you know I stopped believing in Desktops already in the Qwise period, a couple of years ago. Who needs a Desktop? Is an iPhone a Desktop? Users only need App Access (and App is connected to Dataset). I do 97% of my work in a Browser. We should move forward with that instead of sustaining legacy client/server apps, installable software and managing desktops. I really wonder why that takes so long.... DaaS? I'd never touch it or recommend it to a Customer. It's not a solution, it's a diversion, relocating the same old problems. Boring :-). SaaS and PaaS, web based.
- Using Cloud services is also about "mindset". Do you know where Netflix is Hosting? Do you know where Facebook is hosting? Do you know...? I don't know and I don't care (except when local law is leading of course), I'm a happy user, excellent SLA, productivity is going up and collaboration is a general mindset, time to market is excellent! That's what it's about!
- Great work Bas!

- "Cloud" is taking off and it fills a lot of gaps for a large mass of companies. Working in the field and also using other cloud providers, it has proven to be reliable and save on expenses when you really dig into the expenses at a power and administration level. Especially when companies are doing fully managed models. Take the load off of the administrators, engineers, NOC Operators, etc.
- Skip DaaS, that's not Cloud... Isn't that important. Would suggest some questions how organizations cope with applications that are not 'cloud-ready'.
- The Cloud is about much more than Cost Savings. It's a vehicle that can be used to transform how IT services are delivered. It can be used to provide for Business Agility which can provide for top line Business Growth.
- You try to make me say things I don't mean. I don't really like the setup of this survey.
- Jobs lost because of Cloud? Yes.
- Good survey.
- Make it more interactive. If I select yes in a question, don't make the following question "if you selected no....".

## The 'Other' answers

As mentioned, multiple questions had the option to select 'Other' as an answer, here you were free to type in your own text. Below is a list of all 'Other' answers per question. If a question is not listed it simply means that the questions didn't had 'Other' as an option or that it wasn't selected.

### **Question Nr. 1:** Regarding IT - what is your role?

- Consultant for IT Consultancy Services Company.
- Architect / Consultant / Project Leader.
- Consultant/reseller.
- Software vendor.
- Employed or part of a project team - Technical architect.
- Part of a project team - Advisor in possible solutions.
- CTO.

### **Questions Nr. 3:** Which business vertical do you (mostly or primarily) work in?

- Media.
- All.
- Distribution.
- Construction.
- Various.
- Industry.

### **Question Nr. 5:** Assuming your answer is yes to question #4 - what type of public cloud service, or services is your company or customer using?

- Office 365.
- Nothing.
- The bank I'm working at, has everything on premise.
- None.
- UcaaS.

**Question Nr. 6:** If your answer is no to question #4 - is your company or customer thinking about using a public cloud service somewhere within the coming 6 to 12 months? Question Nr. 7: If so - which type of public cloud service are they interested in?

- We'll not be moving anything else to the cloud, thanks.
- Not thinking about it.
- Already in cloud.

**Question Nr. 8:** Which public cloud provider does your company or customer use, or are they thinking about using?

- Intuit.
- Centurylink.
- Xchanging.
- Hamburg-cloud.
- Salesforce.
- Solvinity, Interned Services, Uniserver, Office 365.
- CWC.
- T-Systems.
- Other services with other providers like Proxy as a Service, MS Office 365, etc.
- Not yet determined.
- Nuvestack.
- Citrix Cloud.
- SFDC.
- Cloud Foundry.

**Question Nr. 17:** What is, or perhaps was the main reason and/or concern for not using a public cloud service earlier - or at all?

- Dem pipes, dem pipes, dem SMAAAAAAAAAALLLL pipes.
- No need.
- Internet connection becomes a single point of failure.
- Outsourced to traditional service provider.
- Utility as a Service.

- Companywide change is hard for the business to accept. Over time this has slowly become more accepted, as it has a great positive impact when done properly.
- Federal taxation law changes.
- None.

**Question Nr. 18:** What (potentially) is, or was the main reason for leveraging public cloud services today?

- Evaluation, understanding a new technology, training.
- Moving risk to cloud.
- It's cool, hip and trendy ;-)
- Very easy and low cost to test things.
- New possibilities, that doesn't exist in on-prem environments without large or unknown investments.
- Millennial adoption and cell phone integration.

**Question Nr. 19:** In which phase is your companies or customer's public cloud deployment currently?

- Not interested.
- Not.
- Production!

**Question Nr. 21:** If your answer is no to question #20 - what was the biggest issue?

- Dem pipes, dem pipes, dem SMAAAAAAALLLL pipes.
- Doesn't apply.
- Still orientating.
- No path, or no idea on how to get there...
- None.

**Question Nr. 23:** Regarding the migration and/or setup of your companies or customers public cloud service, did you, or they run into any problems? If so - what were they?

- Integrating multiple SaaS offerings.
- Performance.
- Slowness of Office 365.

- Various issues.
- All of the above (large volume data, legacy apps, constant changes in Azure, lack of knowledge of local MS azure "specialists", lack of knowledge for traditional connectivity providers to connect a multi-site enterprise to the cloud.
- I don't know, I wasn't involved.
- Yet to get to migration phase so cannot comment now, but it's a new service for us so should not impact any other services which simplifies things as opposed to migration.
- VPN bug fixes.

**Question Nr. 26:** In general, regarding public cloud services - what needs to be addressed/ improved going forward?

- Cloud providers with ZERO American legal attack surface. If it's USA, you just say "nay"!
- Legal problems.
- Azure updates are so fast and so many. You cannot plan 6 - 12 months ahead.
- Provide good support.
- Buying Cloud is one thing, getting your stuff is another thing.

**Question Nr. 28:** If your answer is no to question #27 - why?

- I answered Yes.
- USA! USA! USA! USA!
- Not public cloud only, hybrid ftw!
- There will still be legal problems in finance business.
- There will always be late adopters.
- You need at least one device on-prem which connects you to the cloud.
- Having control of your stack on-prem gives you the agility bigger businesses need. Cloud often sells the cheaper option but once your locked in you are constrained to that cloud providers' strategy and limitations where you have to comply for the most part with their way of doing things which can be negative to what your business wants to be doing. I believe having control of the core infrastructure hardware and software assets provide best platform to provide the business what they need.

- A lot of jobs are going to be not needed anymore - when that's realized by companies depending on hiring out IT pro's it won't be pushed anymore that much. Or something like the outsourcing and then back insourcing movements. Service desk replacement to India and then move it back. IT focus will move around always on different levels and components. And now it's the cloud period creating a lot of business to the IT branch. I have some more thoughts about this, but for now I'll close with: It's all about applications and their data, that needs to be high available from anywhere from any device. It's about retrieving the data for that application.
- I said yes!
- My answer was YES.

**Question Nr. 29:** Which public cloud service holds the biggest potential going forward?

- UcaaS.

**Question Nr. 30:** Does your company or customer use, or would they consider using mobility services like EMM, MDM, MAM as a public cloud service?

- Yes, they do, but they have no clue!

**Question Nr. 31:** Does your company or customer allow (free) public cloud services like OneDrive, Dropbox, iCloud, Google Drive etc.?

- We use a fully encrypted alternative where the provider CAN'T see our files and has zero US attack surface.
- Free not, I do see lot of customers using OneDrive for business or Sharefile
- All of them, depending on customer.

**Question Nr. 32:** With regard to computer, data, e-mail and internet use/ access, including any potential public cloud services - does your company or customer have a (strict) company usage policy document that needs to be signed personally - or perhaps something similar?

- Not all of them.

**Question Nr. 33:** Do you think that the latest announcements from Microsoft and Citrix (Windows 10 VDI from the Azure cloud – as a service – and XenApp Express

replacing Azure RemoteApp) will make a big difference? I mean, will this bring them ahead of the competition?

- Seriously? Have you USED Windows 10? Nope, nope, nope, nope, nope.
- MS and CTX are already ahead of the competition, even though Azure. RemoteApp is a poor product now. In the long run we expect that most apps go SaaS and HTML5 or similar, eliminating most use cases for application and desktop presentation.
- Maybe, at the moment (in Germany) I cannot see any progress in enterprise migrating to Win10 overall. Some IT folks and managers are using Win10 devices but not really widespread. MS has to fix some licensing issues (#FixVDA) with Win10 as a VDI OS. After fixing that they could make progress in VDI. Not talking about their update policy which could also be a showstopper in enterprise.
- No, DaaS is dead. Doesn't matter anymore.

**Question Nr. 34:** What about the latest from VMware - the ability to move workloads across public clouds combined with 'Cloud Foundation' that bundles vSphere, NSX and VSAN, with vRealize in the mix, to power a cloud-like portal for provisioning and managing on-premises IT and hybrid clouds. Holds potential, good move?

- Why exactly is "we reinvented the System Center single installer" good?
- I guess it's the logical move for VMware b/c they have to bring something else like MS and Citrix. It's a big potential and future will show how customers adopt their solutions.
- Companies will switch hypervisor for Cloud, not an OS (see 33).
- The product looks promising, I would need to see it in action doing major moves.
- No. V2V with VM's? No thanks, besides IaaS is not the future...



## General remarks and comments

Most of what you read below are remarks and comments, which I received through either Twitter DM's, LinkedIn DM's, E-mail, WhatsApp, face to face conversations and/or Slack.

- Less questions – I've seen and heard this remark a couple of times. The Typeform statistics also showed a much higher number of unique visits compared to the actual number of participants that actually finished the survey. This might be one of the reasons.
- There were multiple suggestions on implementing the ability to jump from one question to another, depending on the answer selected. This is also referred to as a logical jump. I will make sure to use this next time.
- Overall people liked the questions, the initiative and they were all looking forward to the results.
- Some were self-employed as well as employed by a company at the same time.
- For somebody with a less or none technical background the survey didn't make much sense.
- The quotes were a hit; they were appreciated by almost everybody. However, someone noted that in some cases they could lead to a more biased view while answering the questions.
- I should include countries and/or regions instead of 'just' continents.
- Multiple participants were curious if someone from Antarctica would take the survey as well.
- Although I haven't heard any complaints, the statics showed a really low overall score for mobile devices, phones in particular. I assume people didn't really like the experience.

## About the author

In case you might be wondering who initiated and organized this survey, well, me. My name is Bas -- or Sebastiaan van Kaam. I am 37 at the time of writing, Dutch, father of two beautiful daughters, engaged with Tineke and together we own a home in the Netherlands.

I started my IT career almost 17 years ago at company named Commit-Arbo, as a Helpdesk technician and Worked my way up to system engineering and architecting mostly through self-study, attending seminars and webinars all of which I enjoy doing still. Currently I am employed as a Senior Management Consultant, a role from which I participate in both technical as well as less or non-technical projects throughout the year. I organize, and present at various knowledge (pizza) sessions on an ongoing basis, and try to help and assist my colleagues where and whenever I can.

From a more technical point of view I specialize in designing, building, maintaining, troubleshooting and optimizing SBC & VDI (Citrix, VMware & Microsoft) oriented infrastructures for mid-sized to larger enterprises with a special interest in Hyperconverged solutions and the EUC space in general. But above all, I just like to talk about technology, advice customers and try to stay updated with everything that is going on within the IT landscape, a challenge to say the least.

I am an active member of the community and as such I like to share what I know, learned and think, which is something I do on a regular basis over at [basvankaam.com](http://basvankaam.com) my own personal website / blog. Besides that, I am also a frequent presenter on national as well international events, like The Dutch Citrix User Group, E2EVC, Citrix Synergy, VCNRW, the Virtual Expo and more.

In June of 2016 I published my first book: **Inside** Citrix - The FlexCast Management architecture. Over 500 pages of FMA goodness. It is available in both paperback as well as Kindle, you'll find it on all major Amazon channels -- The feedback I received up till now has been overwhelming to say the least.

As of February 2016 I am a proud member of the Citrix Technology Professionals (CTP) group (one of 50 in total) and have been named a Nutanix Technology Champion since 2014 -- the founding year. The myCUGC (Citrix User Group Community) also drew my attention shortly after Citrix Synergy in 2015, where it was founded. As a result, I am now a member of the myCUGC content working group, one of the myCUGC forum moderators and part of the so-called founding member group of a recently released Citrix community program named the Citrix Technology Advocates (CTA).

As for recreation, besides writing about technology and preparing presentations, I like to go out for a run and just staying fit in general. However, above all I love spending time with my kids, Julia and Sophie and girlfriend Tineke, in the end it is all about a healthy balance.

## Contact

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Thank you and all the best,

-- Bas.