

**The cloud imperative**  
Asia Pacific's unmissable opportunity

Explore our insights into cloud adoption across Asia Pacific, unpick the challenges and barriers, consider opportunities and be inspired by regional case studies that examine how cloud is driving business success in these turbulent times. Whatever your challenges and wherever you are on the cloud journey, get in touch to unlock your cloud possible.

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Businesses will now **face new disruptions**.

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In fact, **50% of the Asia Pacific economy are in industries facing the highest level of future disruption**. In particular, manufacturing, mining and information, media and technology.

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Not surprising, **investment in cloud has soared** in the last five years, with spend in cloud recording over 40% average annual growth between 2015-2020 and forecast to grow 28% each year till 2024.

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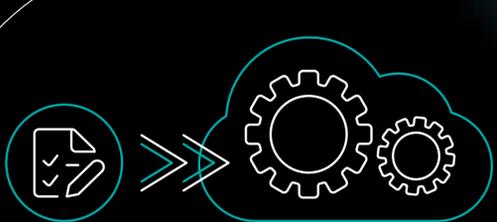
Across 2015 to 2024, cloud is estimated to contribute **US\$260 billion to GDP** across the eight markets in the region, of which USD160 billion is expected to be generated between 2020 and 2024, meaning there is **more benefit to come from cloud in the future** if done right.

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Businesses want to be more innovative with cloud, with over **60% expecting their level of cloud adoption to grow** in the next three years.

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Businesses need to be **prepared for disruption to come** and be ready to **use cloud technology**.

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**COVID-19 was disruptive and accelerated the pace of disruption** for businesses.

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However, the businesses surveyed for this latest report are **generally unprepared with what is to come**:

- Almost a third indicated they do not have the capability to quickly adapt to shift in consumer preferences
- Less than half are prepared to respond to future challenges around climate change, increased competition, exposure to cyber risks, skill shortages and high workforce turnover.

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**Cloud can help organisations be better prepared to navigate disruption** by improving business agility, scalability, resilience, accelerating product development and innovation with more efficient use of resources.

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Top three benefits that cloud has delivered for businesses include:

1. Improvement in **operational efficiency**
2. Growth in **revenue and profit**
3. Enhanced ability to expand to **new customer segments**.

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However, around **46% of businesses are not quite ready yet for cloud technology**, which means they are not set to maximise the business benefits that cloud can bring.

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But businesses are facing **challenges around security, skills shortages and shifting from legacy systems**.

**Click here** to request a full copy of Deloitte's 'The cloud imperative: Asia Pacific's unmissable opportunity'

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