Rapport sur l'état du cloud 2024

L'expérimentation de l'IA dépasse son utilisation ; les coûts du SaaS et du cloud sont élevés mais s'améliorent

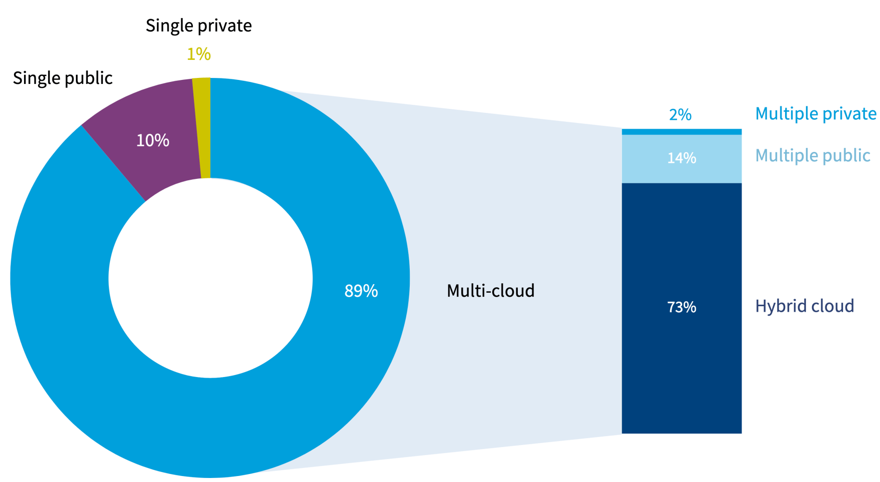
AWS et Azure continuent de se battre pour la domination

Le *rapport Flexera 2024 State of the Cloud* met en lumière les tendances du cloud computing et les pressions auxquelle confrontés les professionnels de l'informatique ainsi que les initiatives stratégiques qu'ils utilisent pour rester compéti paysage dynamique et évolutif d'aujourd'hui.

Points saillants du rapport

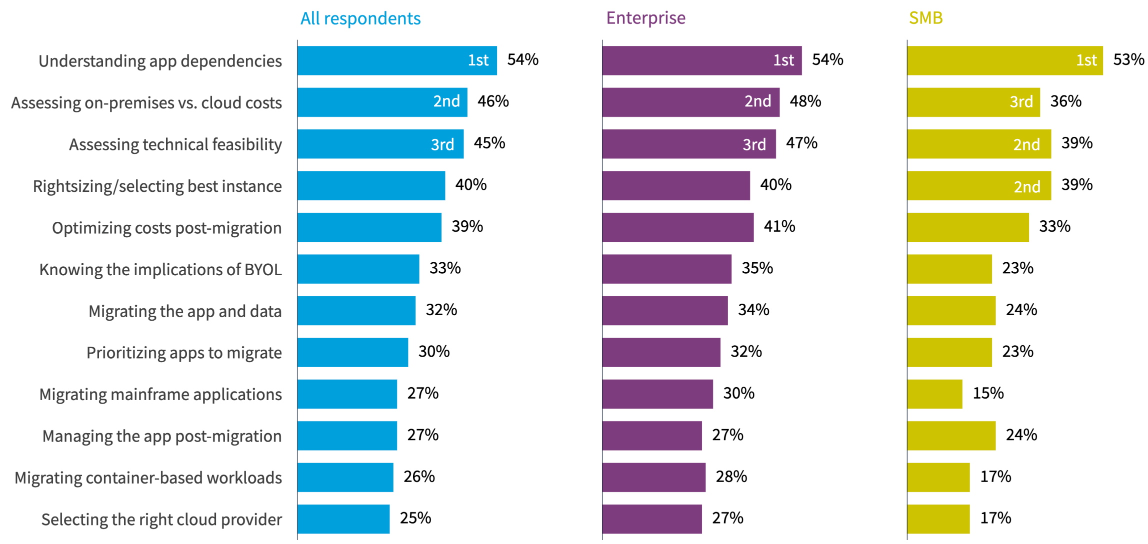
Voici un échantillon des principales conclusions du rapport de cette année, basé sur une enquête menée auprès de 75 et utilisateurs du cloud du monde entier.

Les organisations adoptent le multi-cloud



N=753
Source : Rapport Flexera sur l'état du cloud en 2024 (Figure 8)
flexera

À quels défis êtes-vous confrontés lors de la migration des charges de travail vers le clouc public ?



Tous : N=753, Entreprise : N=621, PME : N=132
Source : Rapport Flexera 2024 sur l'état du cloud (Figure 21)
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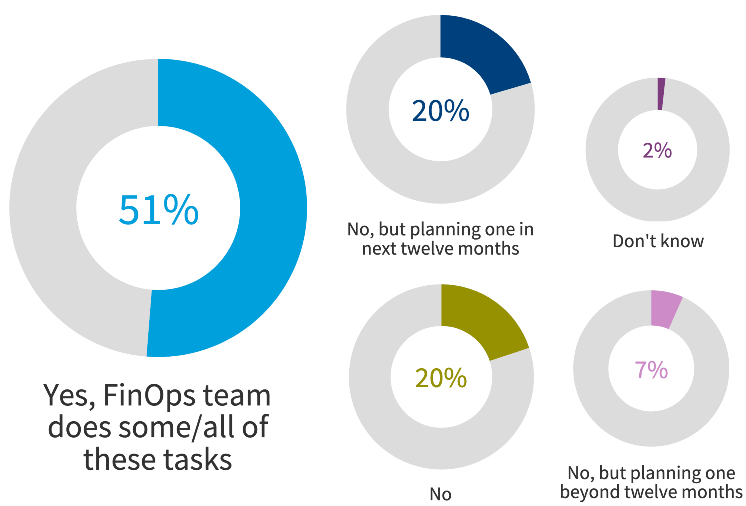
Votre entreprise dispose-t-elle d'une équipe FinOps pour conseiller, gérer ou exécuter des stratégies d'optimisation des coûts du cloud ?



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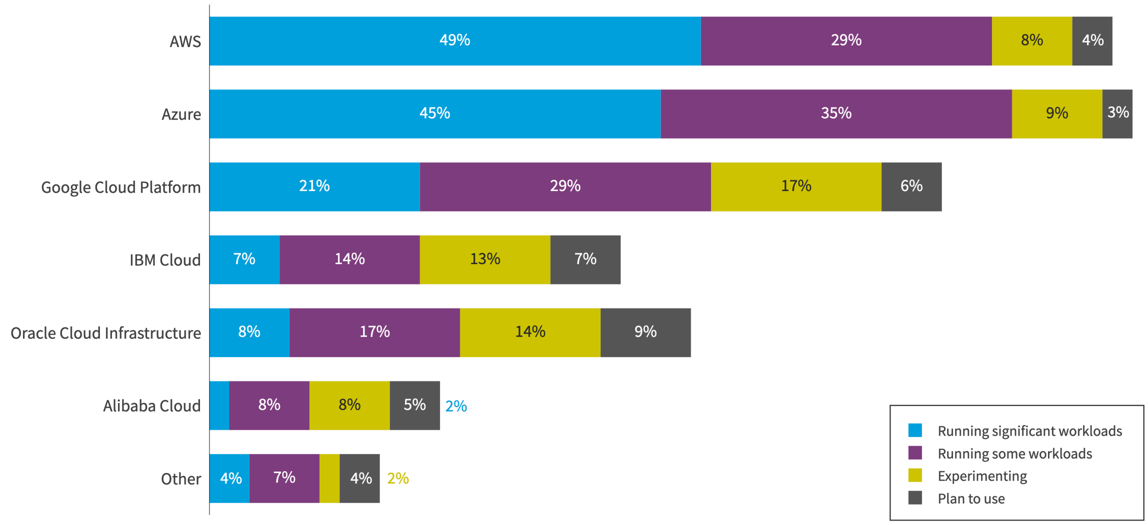
Source : Rapport Flexera sur l'état du cloud en 2024 (Figure 26)
flexera

Quels fournisseurs de cloud public votre organisation utilise-t-elle ?



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Source : Rapport Flexera sur l'état du cloud en 2024 (Figure 38)
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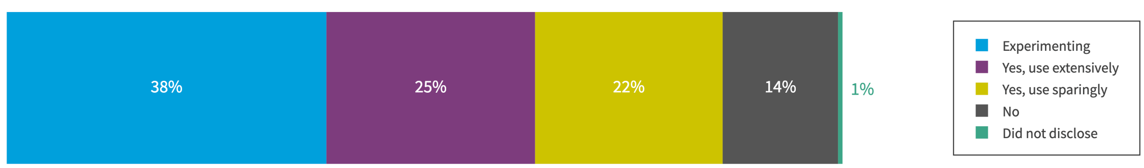
Utilisation des services de cloud public d'IA générative (GenAI)



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Source : Rapport Flexera sur l'état du cloud en 2024 (Figure 50)
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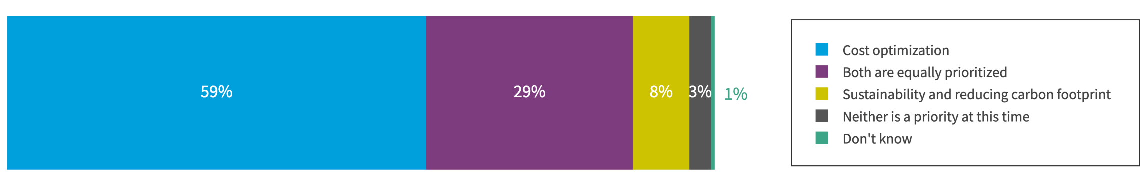
Optimisation des coûts du cloud et priorité à la durabilité



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Source : Rapport Flexera sur l'état du cloud en 2024 (Figure 55)
flexera

Face aux incertitudes économiques actuelles, de nombreuses organisations investissent dans des initiatives transformatrices telles que l’IA générative (GenAI) et le développement durable. Dans le même temps, la gestion efficace he[illegible]é absolue, et trouver un équilibre entre les deux constitue un formidable défi. Malgré cela, l'utilisation du cloud est en hausse, tandis que les dépenses inutiles diminuent. Les stratégies de cloud hybride évoluent, avec une augmentation notable du nombre d'entreprises adoptant une vision plus globale de la gestion des coûts pour les déploiements hybrides, y compris l'octroi de licences pour les logiciels utilisés dans le cloud.

Les dépenses liées au cloud restent importantes, puisque près de la moitié des charges de travail et des données sont désormais stockées dans le cloud public. Pour la deuxième année consécutive, la gestion des dépenses liées au cloud est apparue comme un défi plus urgent que la sécurité, mettant en évidence l'accent accru mis sur les pratiques et outils FinOps pour optimiser les coûts du cloud et améliorer l'efficacité. Cette tendance est cohérente avec l'adoption plus large de stratégies multi-cloud, l'utilisation accrue des services cloud et la création de centres d'excellence cloud (CCOE) dans plus de la moitié des organisations interrogées, ce qui signifie une évolution vers une gestion du cloud plus centralisée et stratégique.

Le *rapport Flexera 2024 sur l'état du cloud* révèle :

- Les organisations adoptent le multi-cloud
- L'adoption du cloud public continue de s'accélérer
- Initiatives et indicateurs Cloud
- Les organisations adoptent une approche centralisée du cloud
- Les principaux défis sont la sécurité, les dépenses et l'expertise
- Les entreprises ont du mal à contrôler les dépenses croissantes liées au cloud
- L'adoption du cloud public évolue
- L'utilisation des offres PaaS de cloud public augmente
- Le cloud privé joue un rôle important
- Rapport sur l'état du cloud : l'Europe en vedette

Méthodologie

L'enquête Flexera State of the Cloud a interrogé 753 professionnels techniques et dirigeants du monde entier au cours de l'hiver réseau comprend des professionnels de tous les secteurs et de tous les domaines contextuels.

Flexera sélectionne les participants à partir d'un panel indépendant, rigoureusement maintenu et composé de répondants séle ét Tous les chiffres et pourcentages sont arrondis au nombre entier le plus proche.

À de nombreux endroits du rapport, nous avons fourni notre propre interprétation des données sous forme de points de vue Fle

PME : entreprises de moins de 1 000 salariés

Entreprises : Organisations comptant plus de 1 000 salariés

Grandes entreprises : organisations comptant plus de 10 000 salariés

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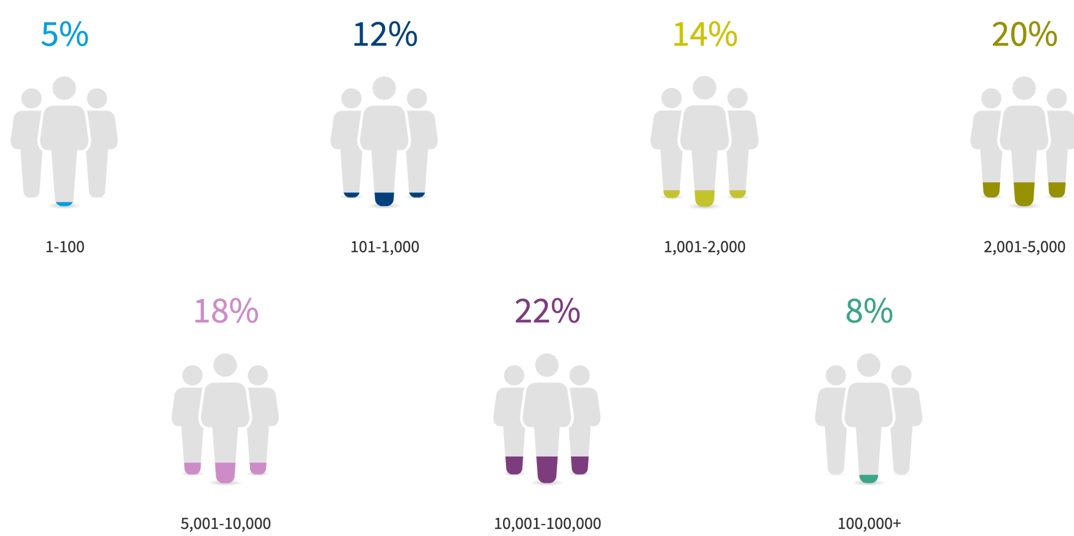
L'enquête de cette année s'adresse principalement aux entreprises : 68 % des répondants travaillent dans des organisations de 000 salariés, et 8 % d'entre eux comptent plus de 100 000 salariés.

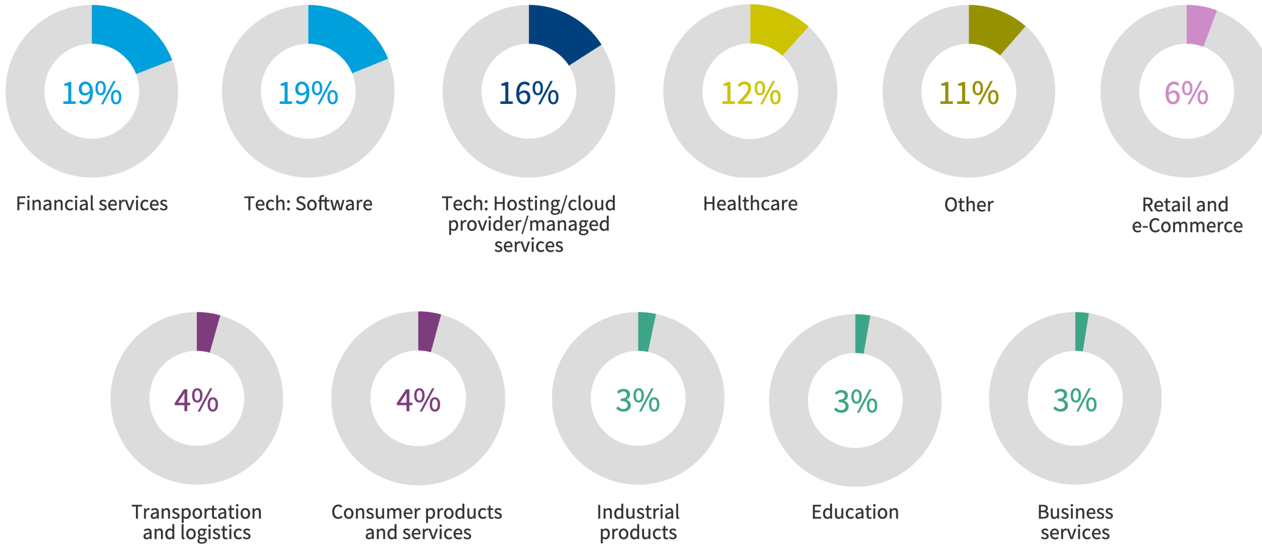
Quelle est la taille de votre organisation ?



N=753
Source : Rapport Flexera sur l'état du cloud en 2024 (Figure 1)
flexera

Les secteurs liés à la technologie (35 % entre *les logiciels* , *l'hébergement/les fournisseurs de cloud/les services gérés*) et *les servi financiers* (19 %) sont en tête des secteurs des répondants, suivis *des soins de santé* (12 %).

Quel est le secteur d'activité de votre entreprise ?



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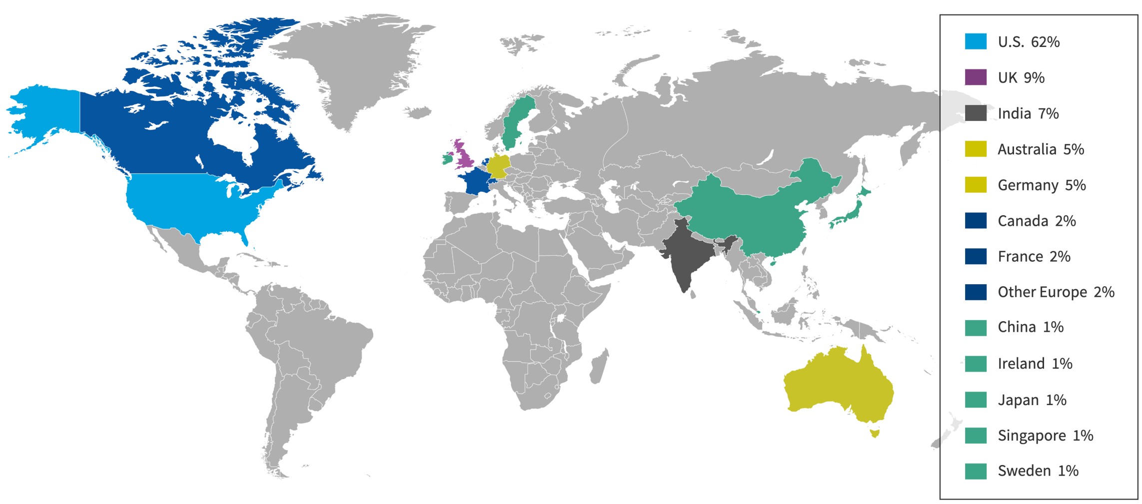
Source : Rapport Flexera sur l'état du cloud en 2024 (Figure 2)
flexera

Comme l'année dernière, près des deux tiers des répondants viennent des Amériques (62 % des États-Unis). Les répondants d'E représentent 20 % du total, le Royaume-Uni représentant 9 % de ce groupe.

Où se situe votre siège social ?



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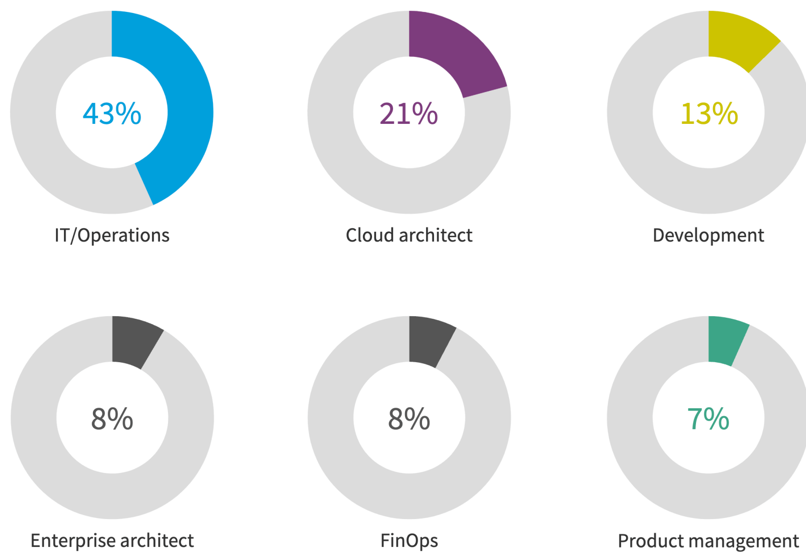
Source : Rapport Flexera sur l'état du cloud en 2024 (Figure 3)
flexera

Les chiffres suivants indiquent la répartition des répondants par fonction dans l'entreprise et par lieu de travail au sein de leur organisation. 21 % des répondants sont *des architectes cloud* et 8 % déclarent occuper un poste *FinOps* . On a constaté une forte augmentation du nombre de répondants qui ont déclaré travailler dans des équipes cloud centrales (CCOE ou similaires), passa l'année dernière à 50 % cette année.

Quel est ton rôle ?



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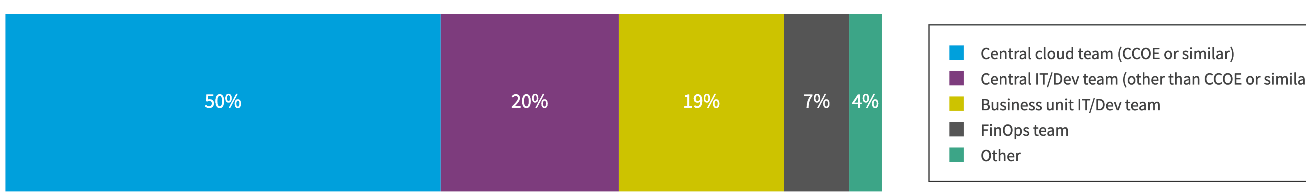
Source : Rapport Flexera sur l'état du cloud en 2024 (Figure 4)
flexera

Où travaillez-vous dans l'organisation ?



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Source : Rapport Flexera sur l'état du cloud en 2024 (Figure 5)
flexera

On constate une augmentation significative du nombre d'organisations créant et dotant en personnel un CCOE

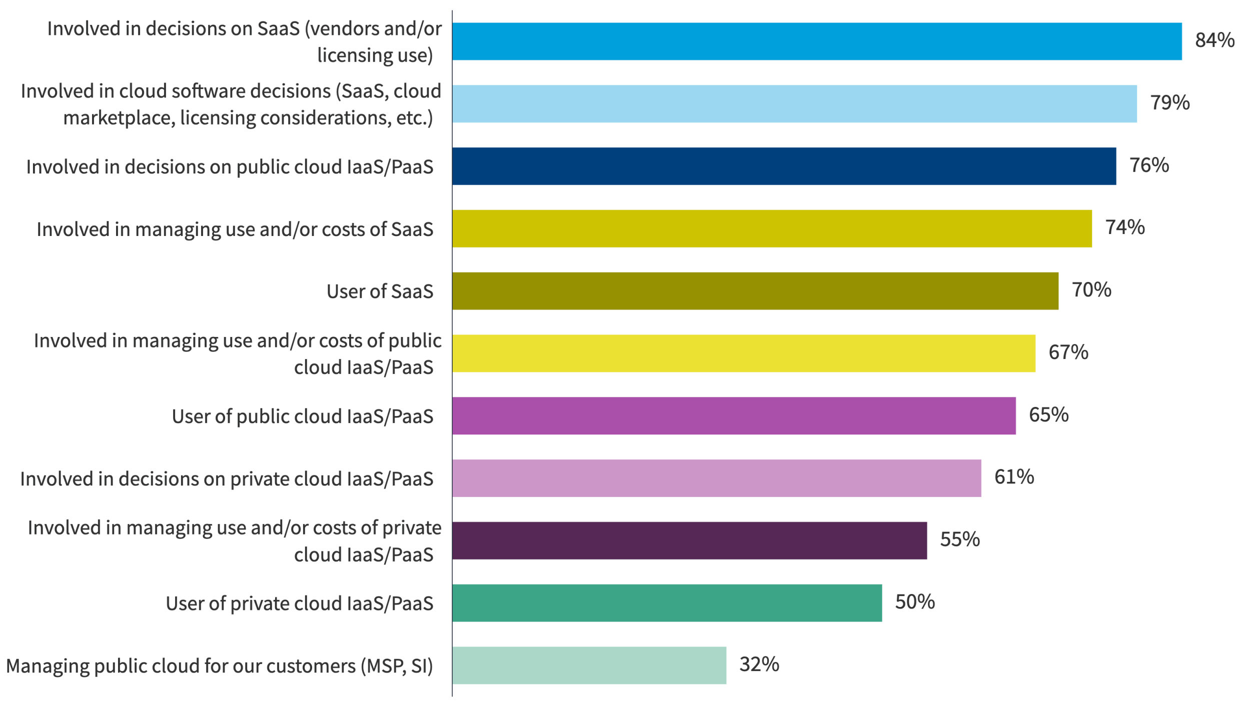
L'adoption du cloud continue de se généraliser. Les *gros* utilisateurs représentent désormais 71 % des répondants, contre 65 % dernière.

Quel est le niveau d’utilisation du cloud public de votre entreprise ?

N=753
Source : Rapport Flexera sur l'état du cloud en 2024 (Figure 6)
flexera

La plupart des répondants ont une influence significative sur les IaaS/PaaS et les SaaS, avec une augmentation particulière de la décision SaaS (84 %) ainsi que de l'utilisation et des coûts (74 %). Le nombre d'utilisateurs SaaS a également augmenté de 63 % d'une année sur l'autre.

Quelle est votre implication dans le cloud dans votre organisation ?



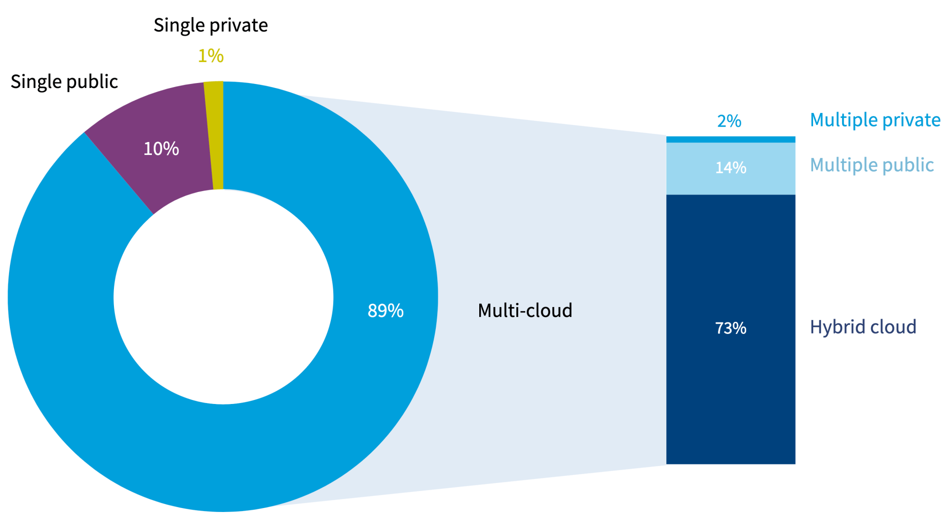
N=753
Source : Rapport Flexera sur l'état du cloud en 2024 (Figure 7)
flexera

Les utilisateurs sont de plus en plus attirés par la facilité d'utilisation et de maintenance des offres SaaS

Les organisations adoptent le multi-cloud

La plupart des entreprises ont adopté le multicloud, 89 % des répondants déclarant avoir adopté une stratégie multicloud (une augmentation par rapport aux 87 % de 2023). Certains répondants continuent de consolider leur activité sur un seul cloud : 10 % utiliser un seul cloud public cette année, soit le même chiffre qu'en 2023.

Les organisations adoptent le multi-cloud



N=753
Source : Rapport Flexera sur l'état du cloud en 2024 (Figure 8)
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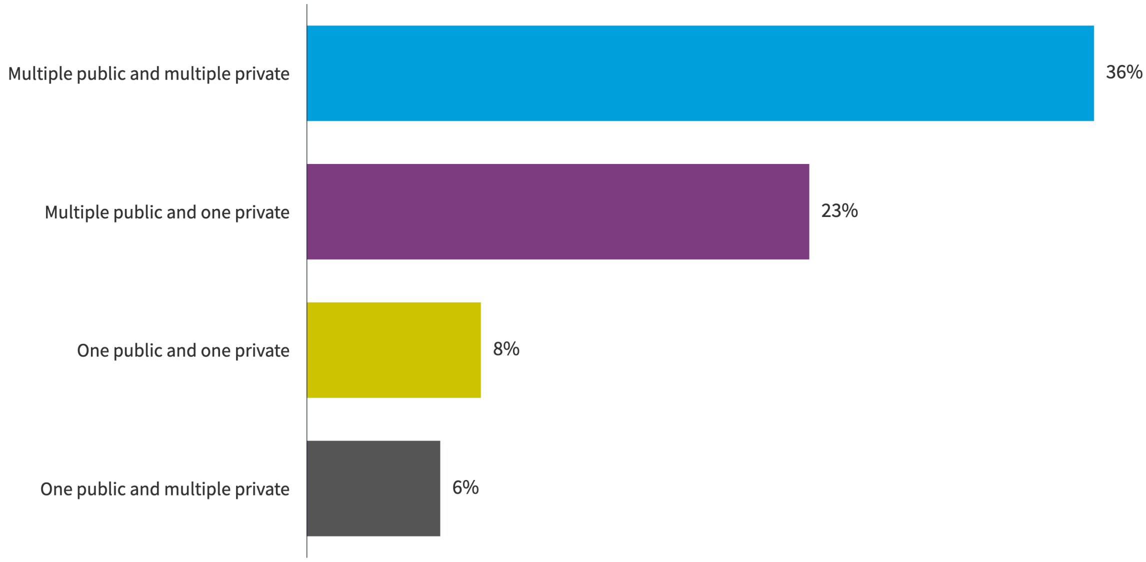
Plus de la moitié (59 %) des répondants utilisent plusieurs clouds publics. Quatorze pour cent utilisent un seul cloud public.

Stratégies de cloud hybride



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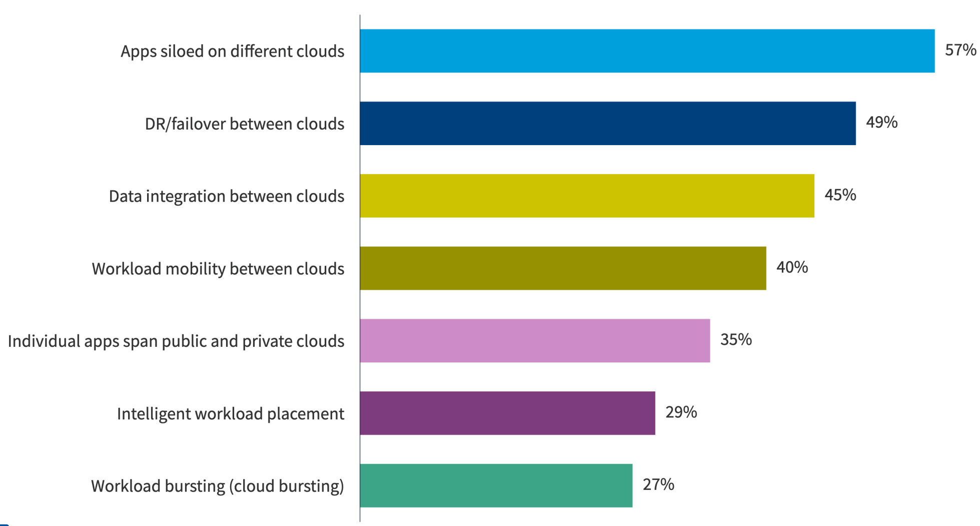
Source : Rapport Flexera sur l'état du cloud en 2024 (Figure 9)

Un pourcentage croissant de répondants utilisent plusieurs clouds publics et un cloud privé (en hausse de 19 % à 23 % sur un an)

Les applications cloisonnées sur différents clouds et *la reprise après sinistre/le basculement entre les clouds* restent les deux princ implémentations multicloud. *Les applications cloisonnées sur différents clouds* sont celles qui ont le plus augmenté (jusqu'à 57 % en glissement annuel). L' *intégration des données entre les clouds* est passée de 37 % à 45 % en glissement annuel, les organis recherchant la meilleure solution pour les applications et l'analyse des données.

Utilisation des architectures multi-cloud par toutes les organisations



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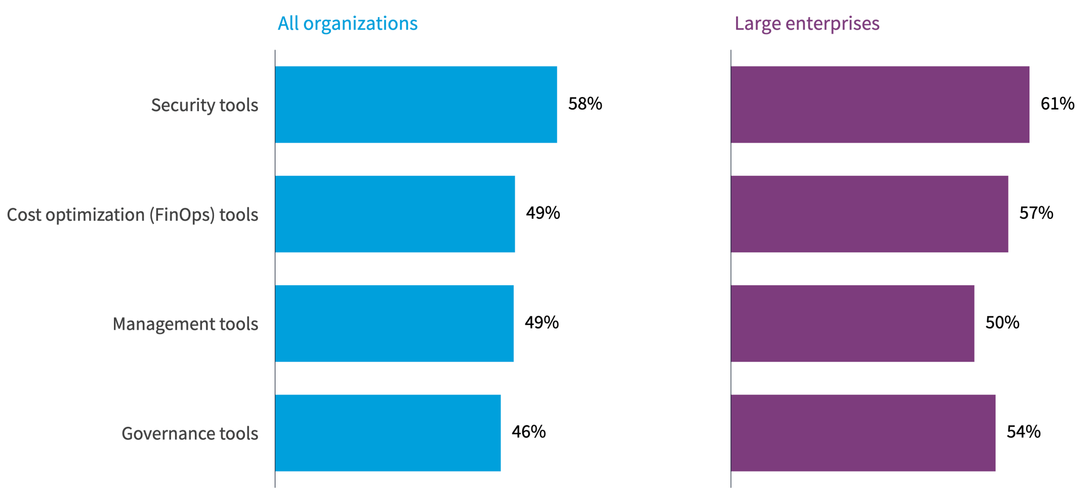
Source : Rapport Flexera sur l'état du cloud en 2024 (Figure 10)
flexera

Organizations continue to factor in cost and performance prior to deploying workloads in the cloud. Enterprises continue to find the best fit, often running applications in a single cloud, which simplifies configuration, maintenance and security. A growing number of organizations find use cases for data analysis in clouds separate from the one an application is running in.

Security tools remain in the top spot this year for all organizations, followed closely by *cost optimization (FinOps) tools* and *manc tools*. A higher percentage of large enterprises use *security tools* (61%) and *FinOps tools* (57%).

Use of multi-cloud tools



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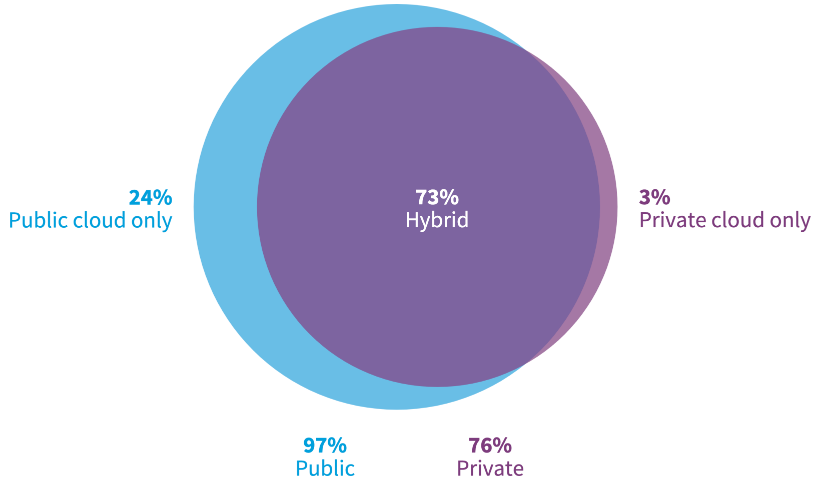
Source: Flexera 2024 State of the Cloud Report (Figure 11)
flexera

Hybrid, *public cloud only* and *private cloud only* remained similar YoY.

Public vs. private cloud usage



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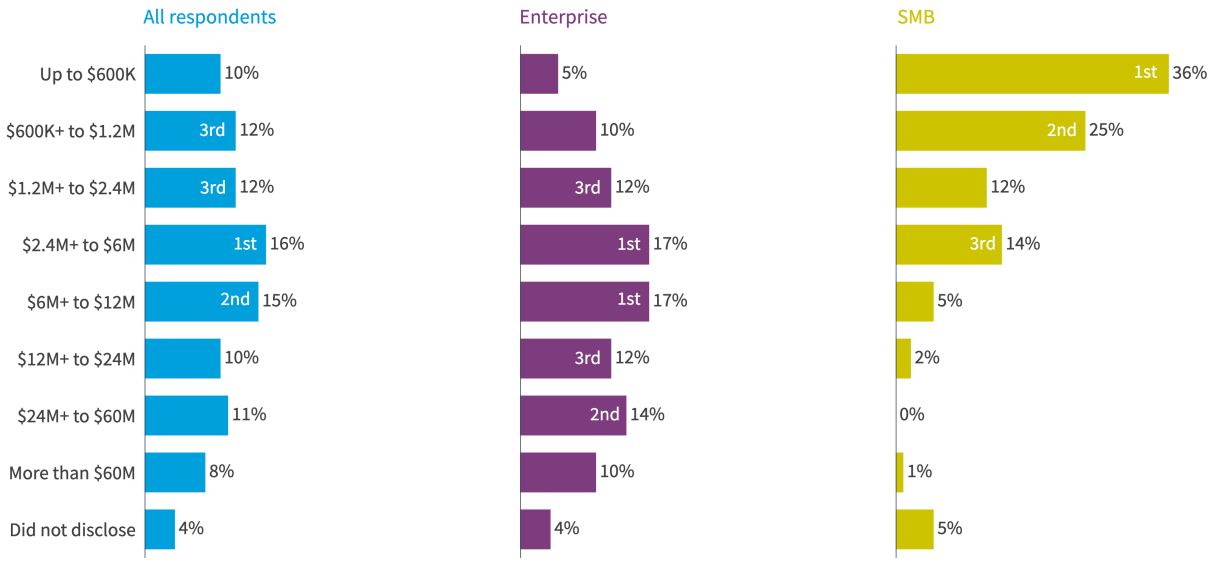
Source: Flexera 2024 State of the Cloud Report (Figure 12)
flexera

Similar YoY cloud usage indicates that organizations have achieved a steady state; they've identified what works for them.

Public cloud adoption continues to accelerate

Nearly a third of all respondents (29%) are currently spending more than $12 million a year in public cloud, up from 24% in 2023
percent of enterprises spent more than $12 million a year, up from 29% last year.

What's your current annual public cloud spend?



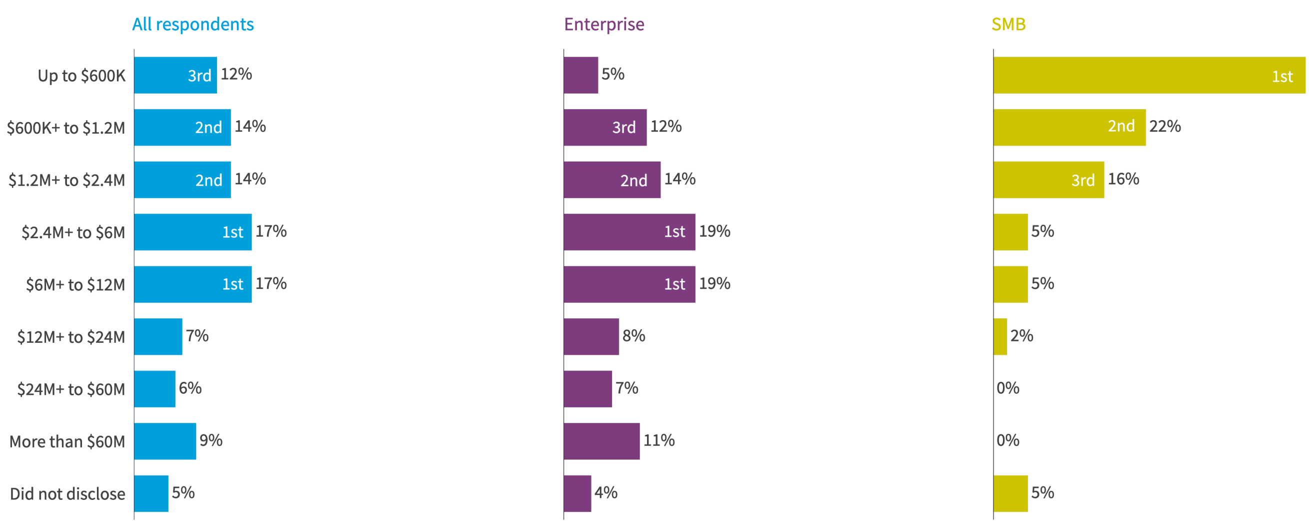
All: N=753, Enterprise: N=621, SMB: N=132
Source: Flexera 2024 State of the Cloud Report (Figure 13)

flexera

There's a 21% increase YoY in organizations spending $1 million or more per month on cloud

Nearly a quarter of respondents (22%) are currently spending more than $12 million per year on SaaS. This increases to 26% for enterprises.

What's your current annual SaaS spend?



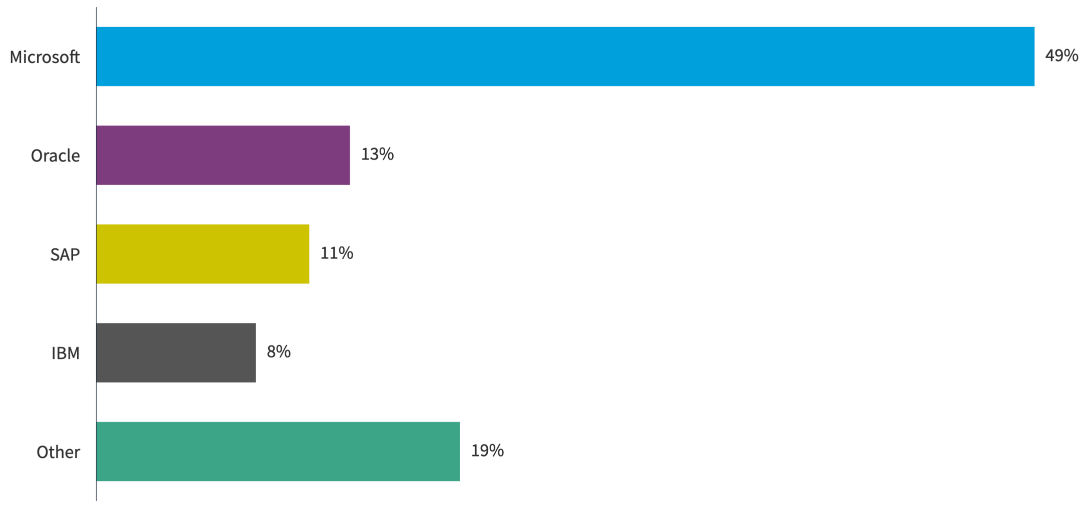
All: N=753, Enterprise: N=621, SMB: N=132
Source: Flexera 2024 State of the Cloud Report (Figure 14)

flexera

More than a quarter of respondents spend over $12M per year on cloud (29%), and nearly a quarter (22%) spend that much on SaaS

For the first time, Flexera asked respondents for non-SaaS (cloud and on-premises) software costs by vendor. *Microsoft* is by far t common non-SaaS software vendor (49%).

Non-SaaS software costs by vendor



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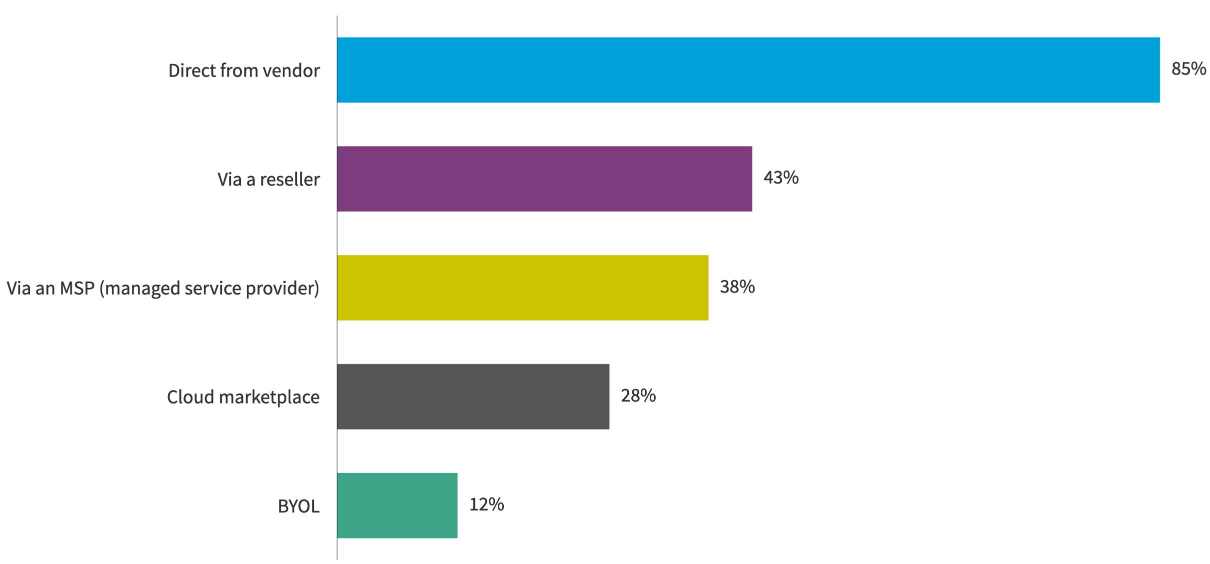
Source: Flexera 2024 State of the Cloud Report (Figure 15)
flexera

In addition, the vast majority of non-SaaS software purchases are made directly from the vendor (85%), with the primary vendo Microsoft. These purchases are most likely made under an existing enterprise agreement (EA).

Non-SaaS software purchase methods



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Source: Flexera 2024 State of the Cloud Report (Figure 16)
flexera

It’s promising that 84% of respondents track software licenses in the cloud.

Do you track licenses for software running in the cloud?

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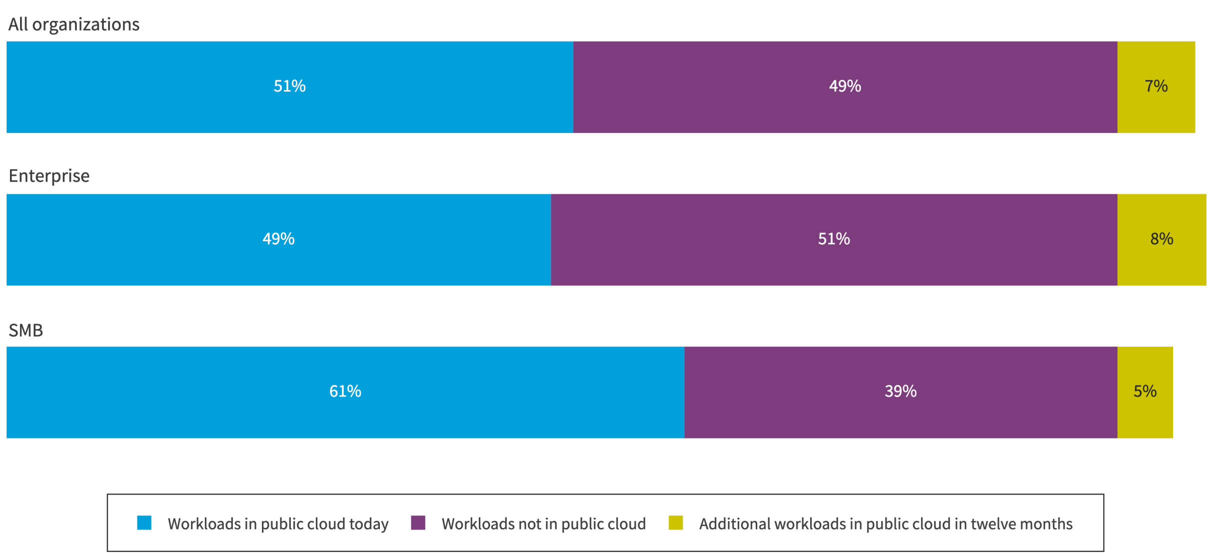
Source: Flexera 2024 State of the Cloud Report (Figure 17)

Cloud costs are impacted significantly by software licenses. In some instances, specific licenses can be more than quadruple the costs of the cloud infrastructure on which the applications run. Organizations need to not only factor in cloud costs, but consider the associated software licensing costs as well.

For all respondents, 51% of *workloads are in the public cloud today*, with an additional 7% expected in the next twelve months. I organizations have data in the public cloud today, with an extra 7% expected in the next twelve months. Enterprises have more environments but slightly lower usage rates, with 49% of *workloads* in public cloud and 48% of *data* in public cloud.

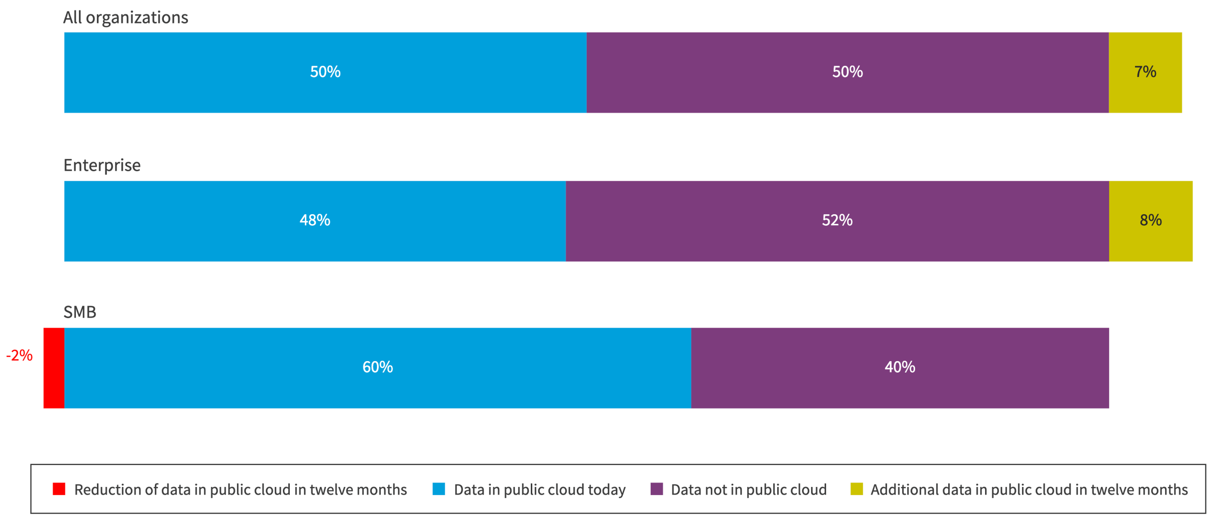
SMBs are the highest cloud adopters but fell off slightly from the previous year, with 61% (a drop from 67% last year) of *workloa* of *data* in the public cloud for both years.

Workloads in public cloud



All: N=753, Enterprise: N=621, SMB: N=132
Source: Flexera 2024 State of the Cloud Report (Figure 18)

Data in public cloud



All: N=753, Enterprise: N=621, SMB: N=132
Source: Flexera 2024 State of the Cloud Report (Figure 19)
flexera

More than half of respondents said they'll consider moving at least some *consumer data* or *corporate financial data* to the cloud percent said *all consumer data will move to cloud/SaaS* (up from 17% in 2023), and 18% said *all corporate financial data will mov cloud/SaaS* (the same as in 2023).

What's your approach for migrating data to public cloud/SaaS?

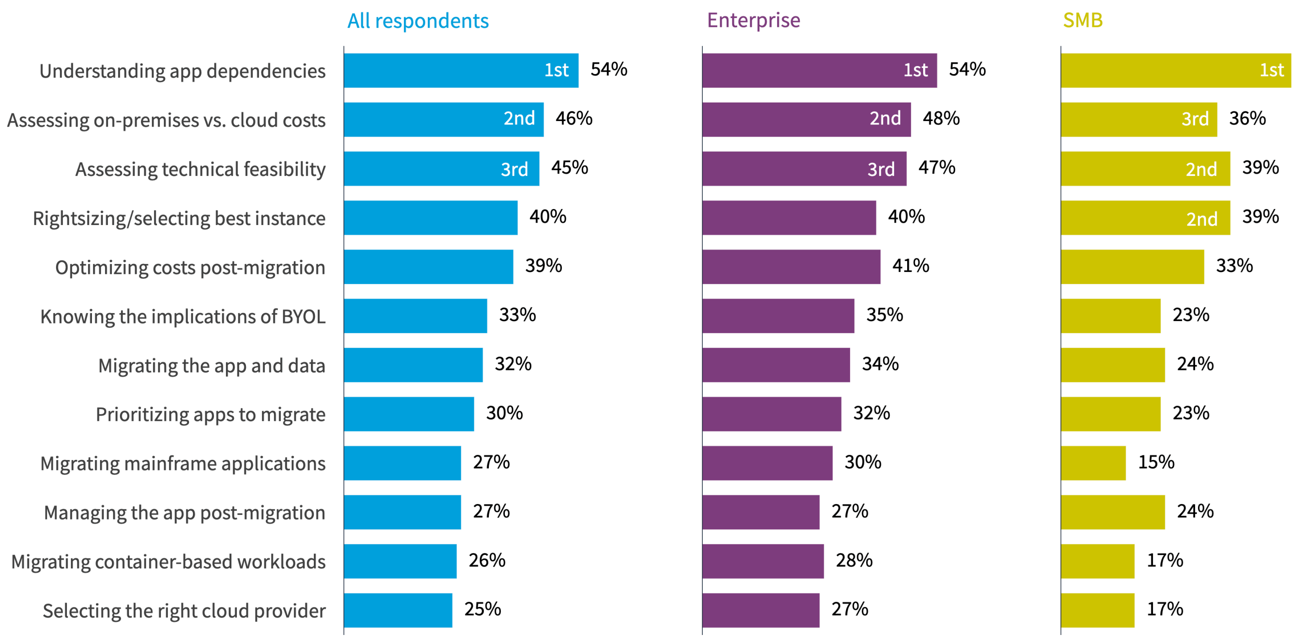
	Consumer data (PII/PHI, etc.)	Corporate financial data	Order/Sales data	IoT/Edge data	Nonsensitive data for analytics	Other nonsensitive data	Other sensitive data (IP, research data, etc.)
All stays on-premises	14%	20%	7%	7%	5%	4%	14%
Mostly stays on-premises	20%	19%	14%	8%	8%	8%	20%
Mix of on-premises and in cloud/SaaS	31%	27%	29%	26%	22%	23%	26%
Mostly will move to cloud/SaaS	14%	14%	21%	22%	26%	25%	14%
All will move to cloud/SaaS	19%	18%	25%	21%	37%	36%	20%

N=753
Source: Flexera 2024 State of the Cloud Report (Figure 20)
flexera

More than one-third of respondents indicate all nonsensitive data will move to the cloud and nearly one-fifth say they will move all sensitive data to the cloud

Mapping all the relationships across apps, hardware and networking devices for each IT-delivered service is notoriously difficult half of respondents reported *understanding app dependencies* (54%), *assessing on-premises vs. cloud costs* (46%) and *assessing feasibility* (45%) as the top three cloud migration challenges.

What challenges do you face in migrating workloads to public cloud?



All: N=753, Enterprise: N=621, SMB: N=132
Source: Flexera 2024 State of the Cloud Report (Figure 21)
flexera

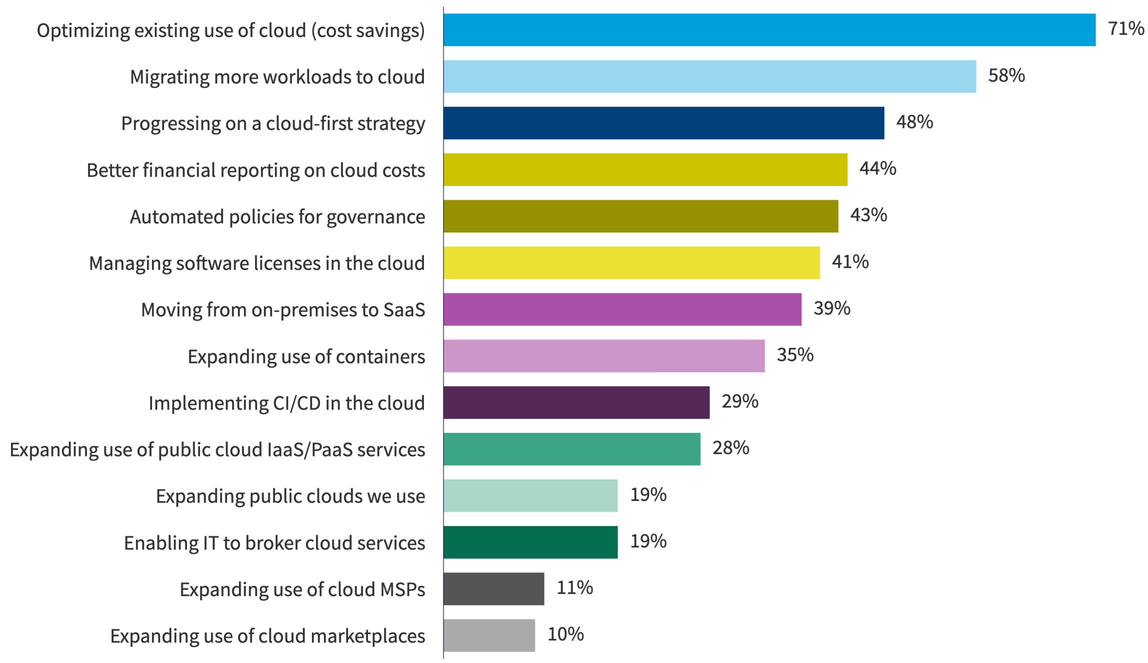
Nearly half of respondents cite assessing on-premises vs. cloud costs as a challenge

A YOY analysis of sensitive consumer data shows a slight continuation of movement away from on-premises toward cloud and SaaS, indicating organizations continue to become more confident in the security controls that cloud provides.

Cloud initiatives and metrics

This is the eighth year in a row that *optimizing the existing use of cloud (cost savings)* is the top initiative (increasing from 62% to Notably, *progressing on a cloud-first strategy* dropped to 48% from 55% YoY. *Migrating more workloads to cloud* increased from 4 YoY. A high percentage of heavy cloud users (73%) see *optimizing the existing use of the cloud (cost savings)* as a top initiative.

Which of the following initiatives are youplanning to make progress on in the next year?



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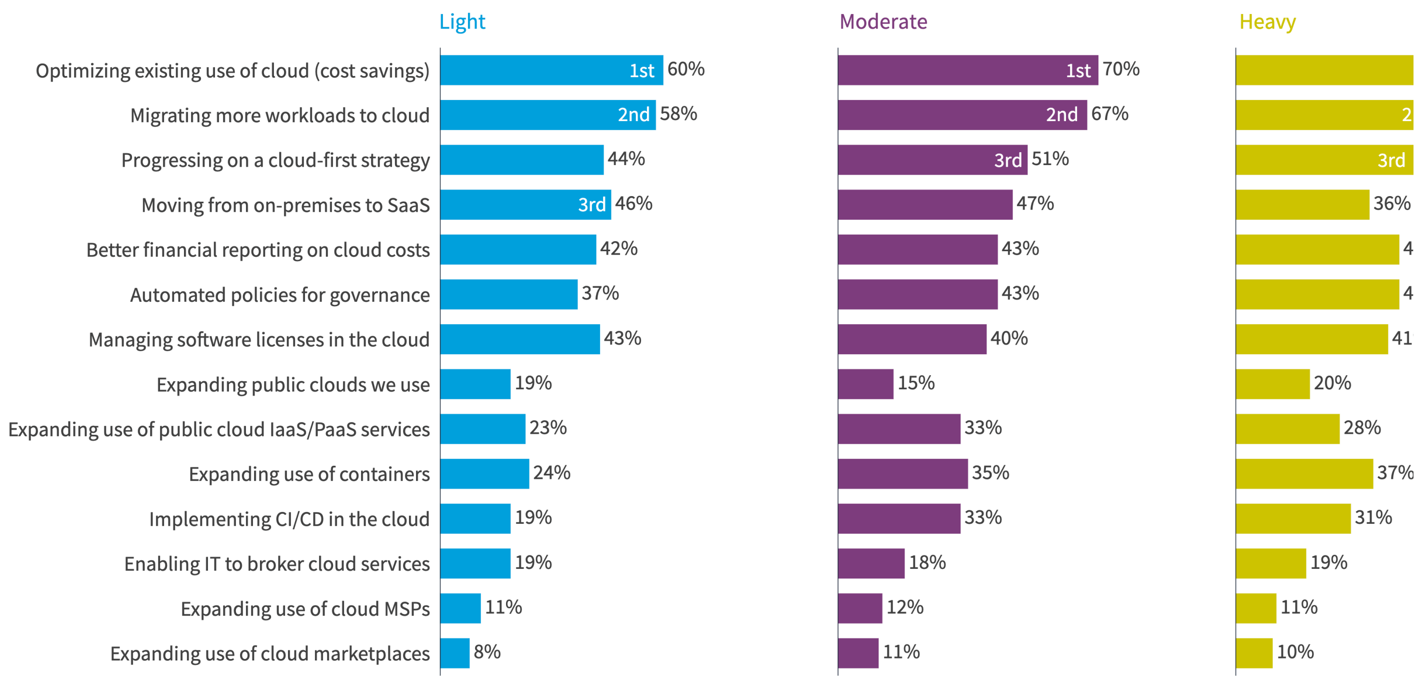
Source: Flexera 2024 State of the Cloud Report (Figure 22)

Top cloud initiatives by cloud usage for all organizations



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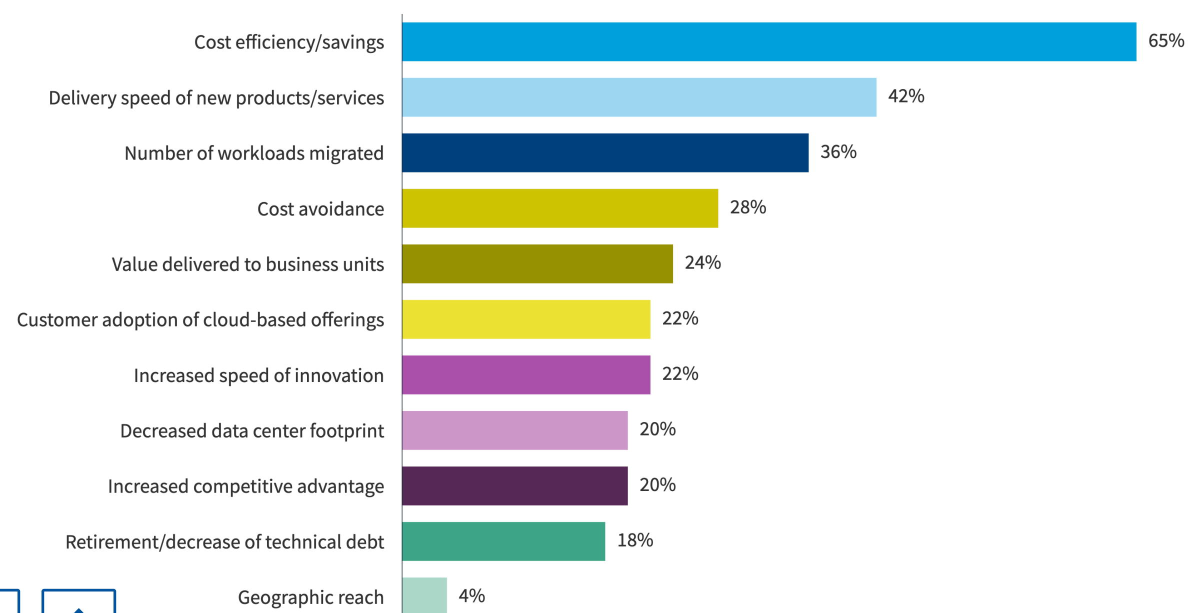
Source: Flexera 2024 State of the Cloud Report (Figure 23)

Optimizing existing use of cloud and *migrating more workloads to the cloud* are the top initiatives, regardless of usage level

The top metric for measuring progress in the cloud has been *cost efficiency/savings* for the past six years. This year, it has increa
from 60% YoY. The *number of workloads migrated* to the cloud has also increased YoY from 31% to 36%.

What are your top metrics for assessing progress against cloud goals?



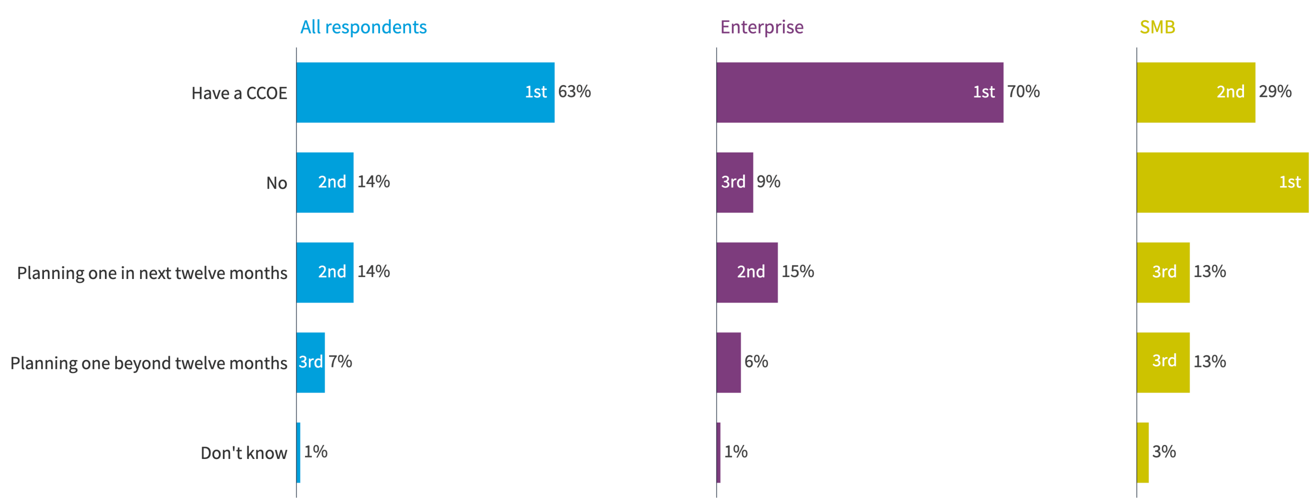
N=753
Source: Flexera 2024 State of the Cloud Report (Figure 24)

The continued prioritization of cost and workloads migrating to the cloud emphasizes the importance of cost optimization and efficiency

Organizations are taking a centralized approach to cloud

Most organizations (63%) have a CCOE or plan to create one within the next year (14%). Seventy percent of large enterprises alre CCOE, whereas only 29% of SMBs do. Fifteen percent of enterprises expect to add a CCOE in the next twelve months, and 6% exp one beyond that time. Just over a quarter (26%) of SMBs are planning to have a CCOE in the future.

Does your company have a central cloud team or CCOE?

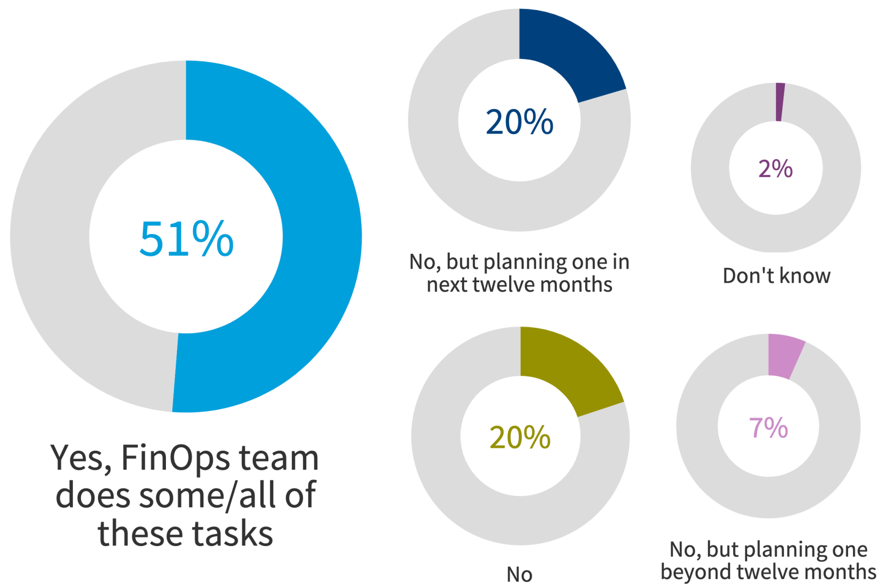


All: N=753, Enterprise: N=621, SMB: N=132
Source: Flexera 2024 State of the Cloud Report (Figure 25)

More than half of organizations already have CCOEs; this proportion could jump to more than 75% in years to come

Half of organizations (51%) have a FinOps team, and 20% are planning on creating one in the coming year.

Does your company have a FinOps team to advise, manage or execute cloud cost optimization strategies?



N=753
Source: Flexera 2024 State of the Cloud Report (Figure 26)

As usual, *infrastructure and ops* as well as *CCOE or cloud* teams lead the charge for cloud cost management. Infrastructure and o are most likely to *govern cloud (IaaS/PaaS) usage/costs* (53%), *optimize SaaS usage/costs* (54%) and *govern software licenses in I* (50%).

Who in your organization leads cloud cost management responsibilities?

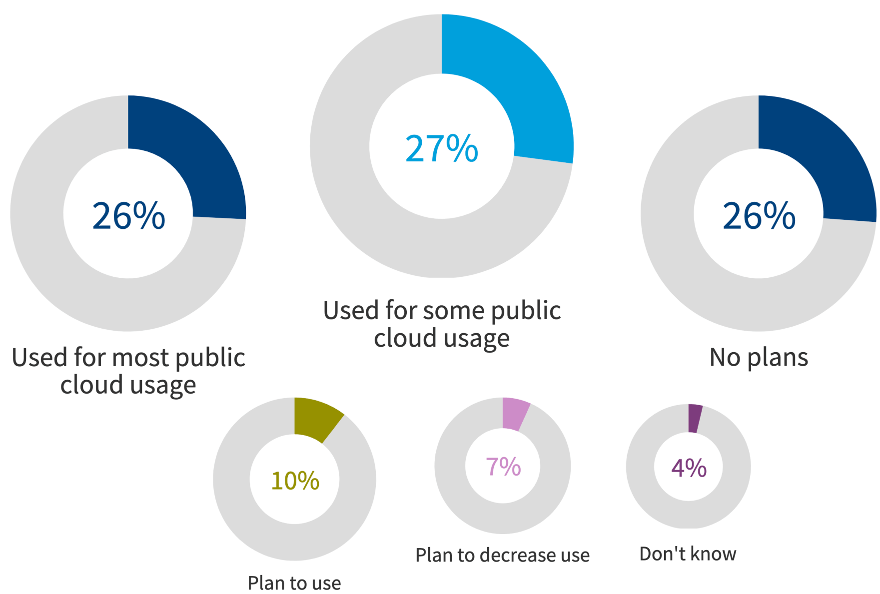
	CCOE or cloud team	FinOps team	Infrastructure and Ops team	Business units	Application teams	Finance/ Accounting	SAM team	Vendor management team
Govern cloud (IaaS/PaaS) usage/costs	52%	35%	53%	26%	23%	31%	7%	16%
Optimize SaaS usage/costs	44%	30%	54%	25%	25%	23%	6%	13%
Govern software licenses used in IaaS/PaaS	42%	27%	50%	24%	26%	23%	8%	17%
Define cost management policies	41%	34%	41%	24%	19%	32%	7%	12%
Chargeback of cloud costs	35%	31%	39%	20%	16%	31%	6%	10%
Report/analyze cloud costs	41%	35%	44%	22%	18%	34%	5%	11%
Own cloud budgets	35%	25%	45%	31%	18%	24%	7%	8%
Optimize cloud spend	42%	26%	56%	23%	25%	19%	7%	10%
Forecast cloud costs post-migration	43%	32%	50%	26%	23%	27%	7%	9%

N=753
Source: Flexera 2024 State of the Cloud Report (Figure 27)

Even if software asset management (SAM) teams aren't responsible for cloud and SaaS costs, they need to ensure the responsible teams have the detailed licensing information required to use those licenses effectively, remain compliant, minimize risk and save the company money.

Fifty-three percent of all organizations are outsourcing at least some public cloud work, including 26% that use managed servic (MSPs) for *most public cloud usage*.

Utilization of MSPs for managing public cloud for all organizations



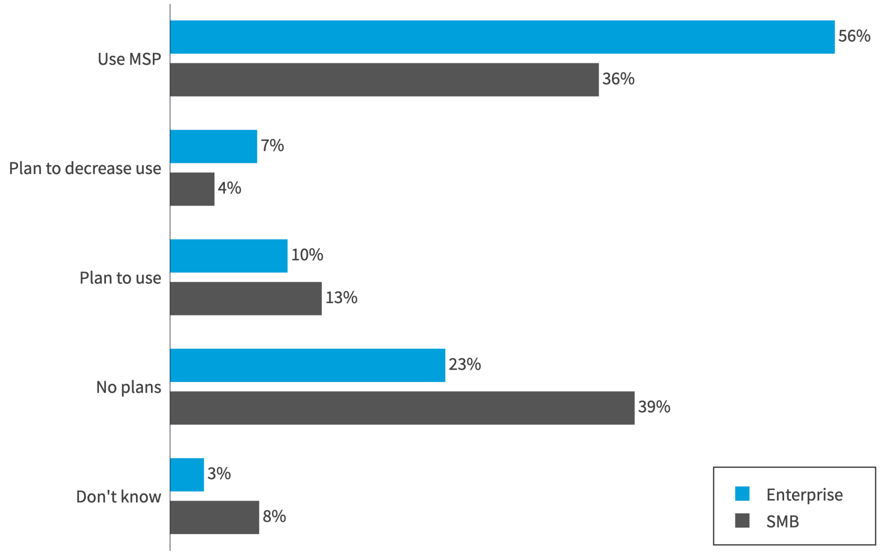
N=753

Source: Flexera 2024 State of the Cloud Report (Figure 28)

flexera

Fifty-six percent of enterprises are outsourcing at least some public cloud work. SMB usage of MSPs has increased to 36% from 2

Enterprise vs. SMB MSP utilization for managing public cloud

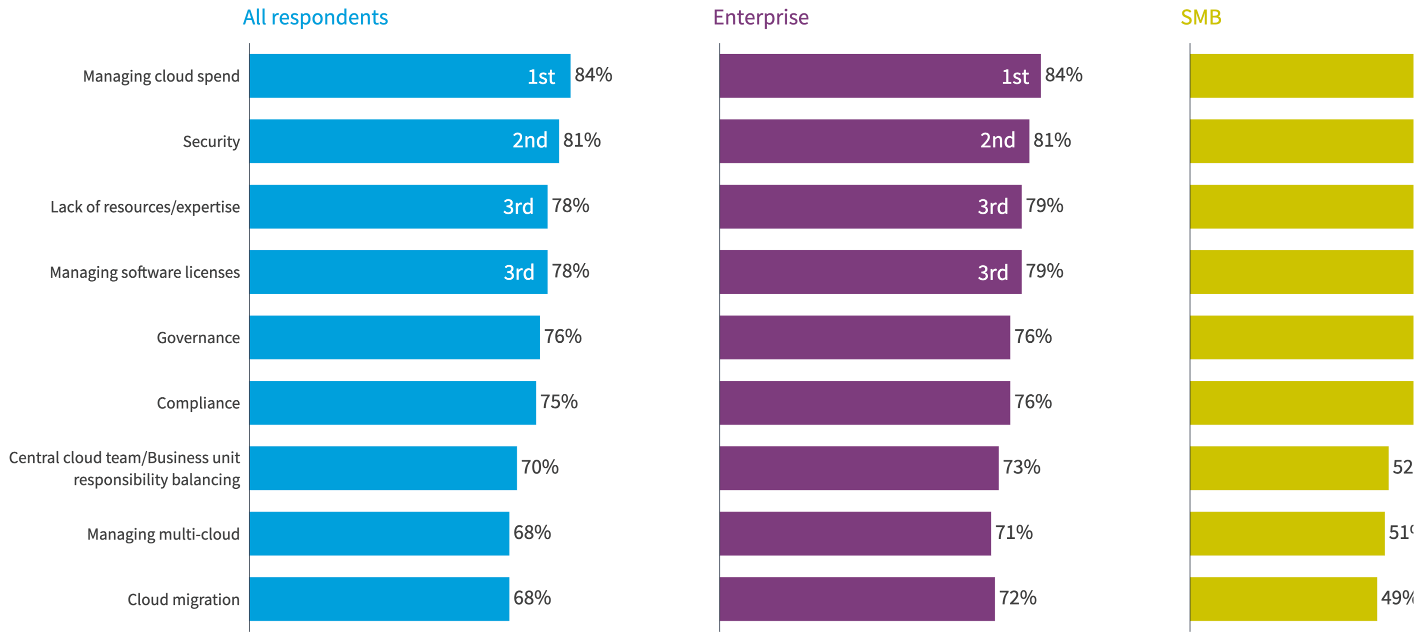


Enterprise: N=621, SMB: N=132
Source: Flexera 2024 State of the Cloud Report (Figure 29)
flexera

Top challenges are security, spend and expertise

For the second year in a row, *managing cloud spend* topped *security* as the top challenge facing all organizations. This shift is lik organizations becoming more comfortable with cloud security, while the increased use of cloud services leads to increased spe Managing this spend has become a priority for organizations. As in previous State of the Cloud findings, a lack of resources and continues to be a major challenge.

Top cloud challenges



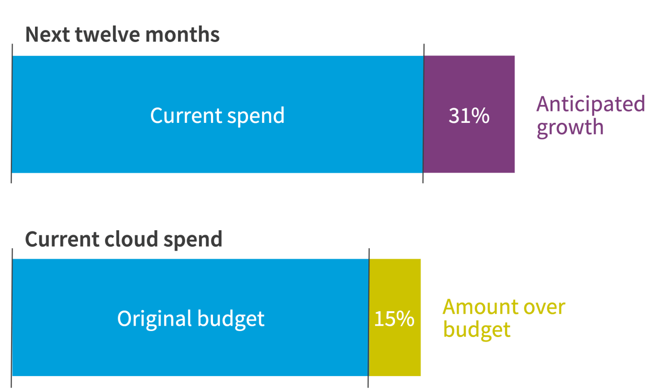
All: N=753, Enterprise: N=621, SMB: N=132
Source: Flexera 2024 State of the Cloud Report (Figure 30)

Managing cloud spend maintains its rank as the top cloud challenge; last year this initiative dethroned security, breaking an 11 year hold on the top spot

Organizations struggle to control growing cloud spend

It's easy to see why FinOps continues to evolve and grow as a cultural practice and financial management discipline. Public clou was over budget by an average of 15%. Respondents remain bullish on cloud, as 31% expected their spend to increase in the ne months.

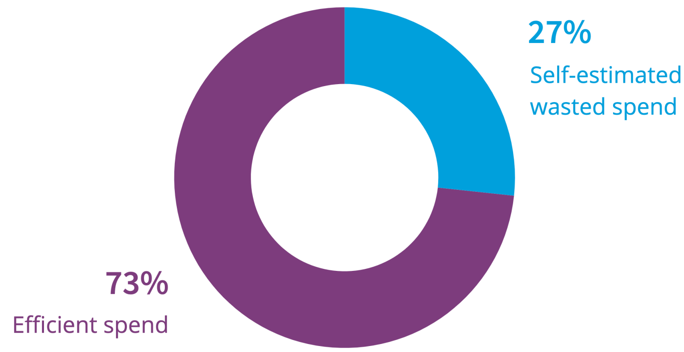
What's your organizational spend on public cloud?



N=753
Source: Flexera 2024 State of the Cloud Report (Figure 31)

Respondents reported their public cloud waste is 27%, similar to the 28% reported last year.

What’s your estimated wasted cloud spend on IaaS and PaaS?

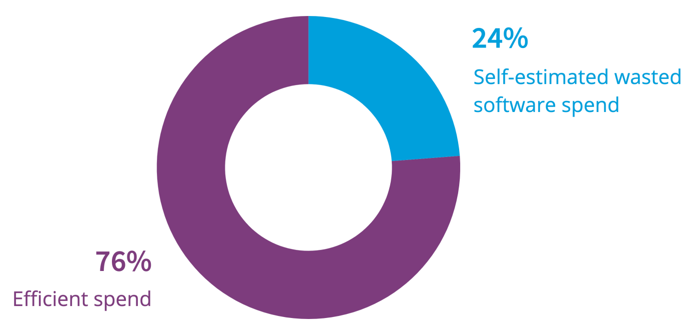


N=753
Source: Flexera 2024 State of the Cloud Report (Figure 32)

Estimated wasted cloud spend in IaaS and PaaS has been trending down after reaching a high of 32% in 2022. FinOps best practices are realizing financial benefits for many organizations

Software licenses can greatly impact the total cost of an application running in the cloud. Respondents reported that wasted so spend in the public cloud was 24%.

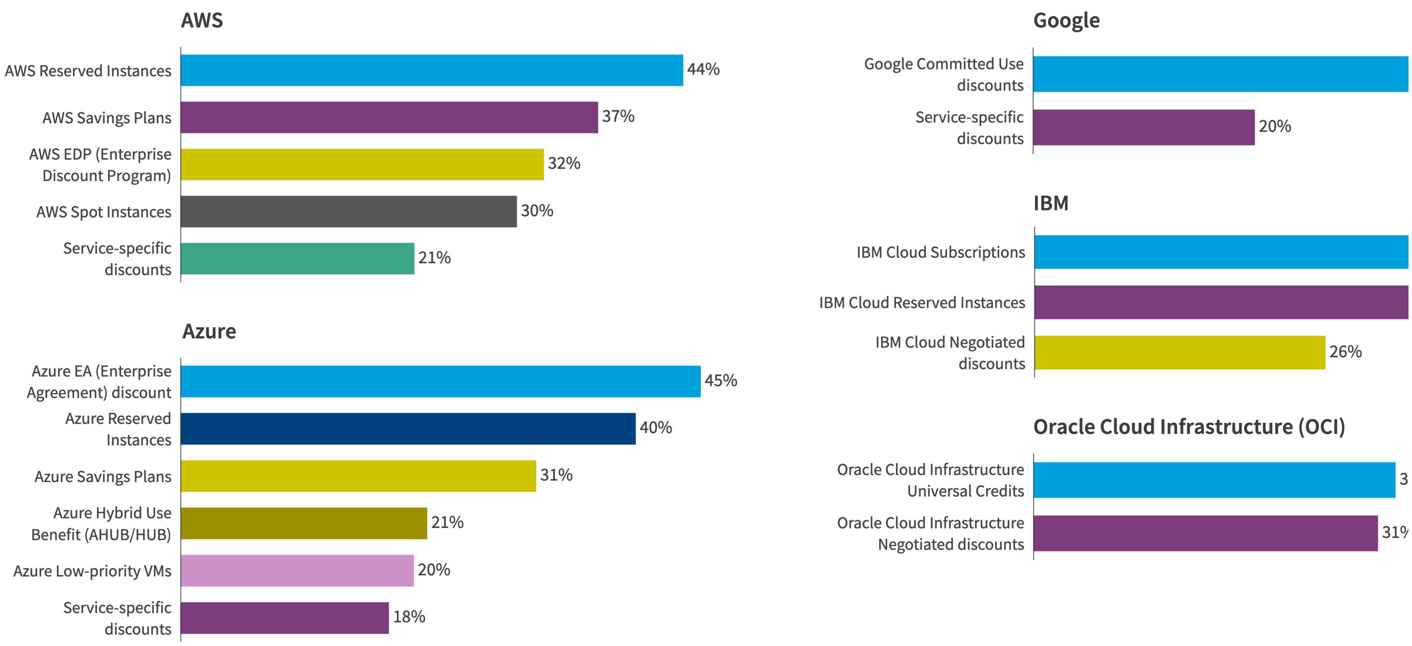
What’s your estimated wasted software spend in the cloud?



N=753
Source: Flexera 2024 State of the Cloud Report (Figure 33)

Cloud provider pricing structures are complex and difficult to decipher, but provider discounts offer opportunities to reduce cos majority of respondents are using either *Azure EA (Enterprise Agreement) discount* (45%), *AWS Reserved Instances* (44%), *IBM Clo Subscriptions* (42%), *Google Committed Use discount* (42%) or *Azure Reserved Instances* (40%).

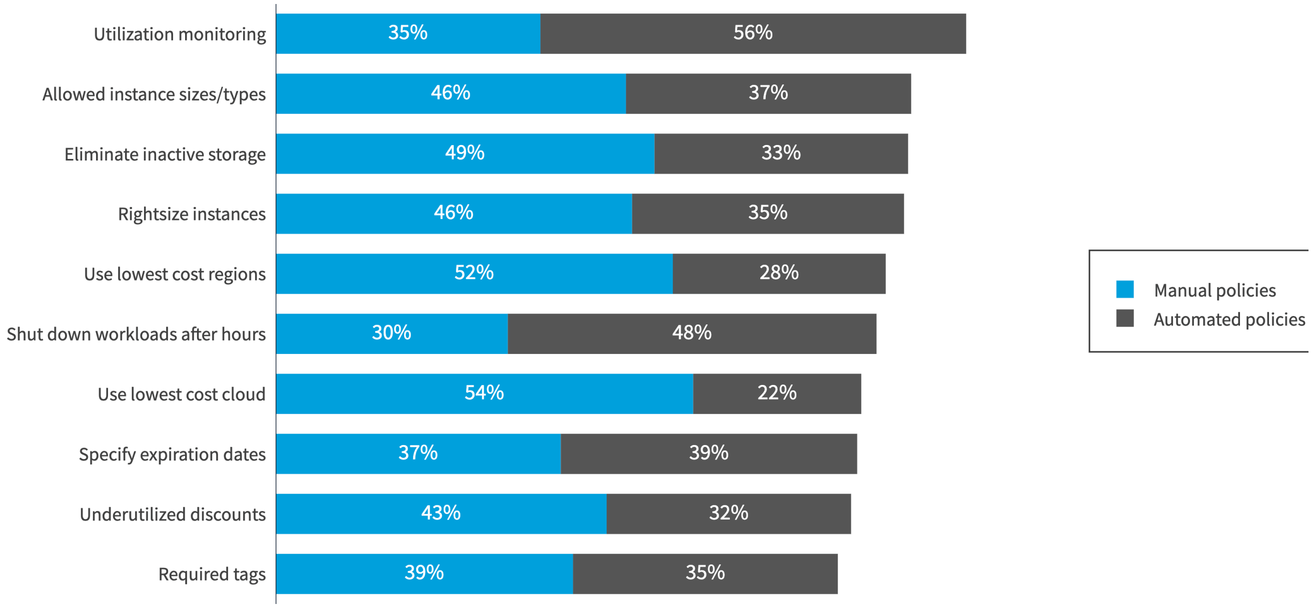
Which provider discounts do you use?



N=753
Source: Flexera 2024 State of the Cloud Report (Figure 34)
flexera

Automated policies such as *utilization monitoring* (56%) and those that *shut down workloads after hours* (48%) are the most com to optimize cloud costs. Roughly a third of respondents (35%) have automated policies in place to tag cloud resources, which is fundamental component of FinOps practices.

What types of policies do you use to optimize cloud costs?

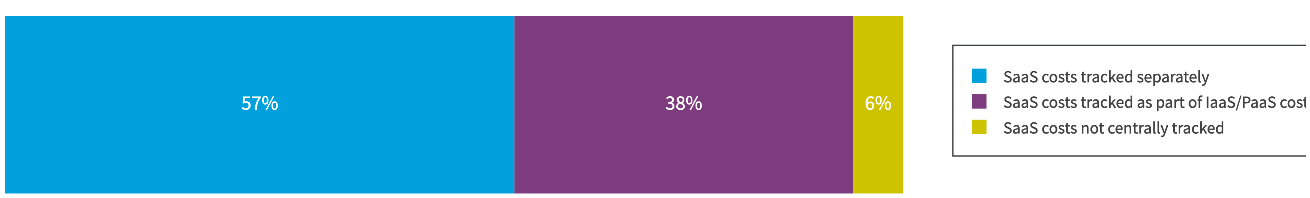


N=753
Source: Flexera 2024 State of the Cloud Report (Figure 35)

Despite tags being critical to cost allocation and optimization, only 35% of organizations currently use automated policies that implement required tags.

This year we asked survey respondents to weigh in on how they managed SaaS and software costs. For the majority of organiza SaaS costs are tracked separately from IaaS and PaaS costs.

Management of SaaS and software costs compared to IaaS/PaaS costs

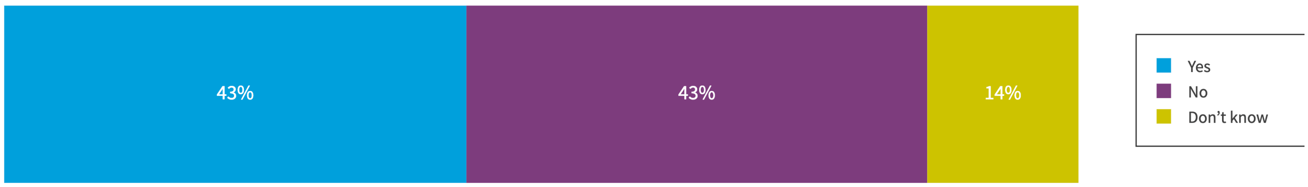


N=753
Source: Flexera 2024 State of the Cloud Report (Figure 36)

Many organizations struggle with finding the right bucket to put SaaS costs in, so these costs are often in a category by hs s organizations begin to adopt new cost management and optimization tools, these SaaS costs may be considered “cloud costs” as the definition of cloud begins to envelop additional non-on-premises costs.

FinOps professionals often use unit economics as a key metric to gauge the efficiency of cloud spend. Forty-three percent of res said they use unit economics as a key metric, up from 39% last year.

Does your organization use a unit economics model for cloud cost analysis?



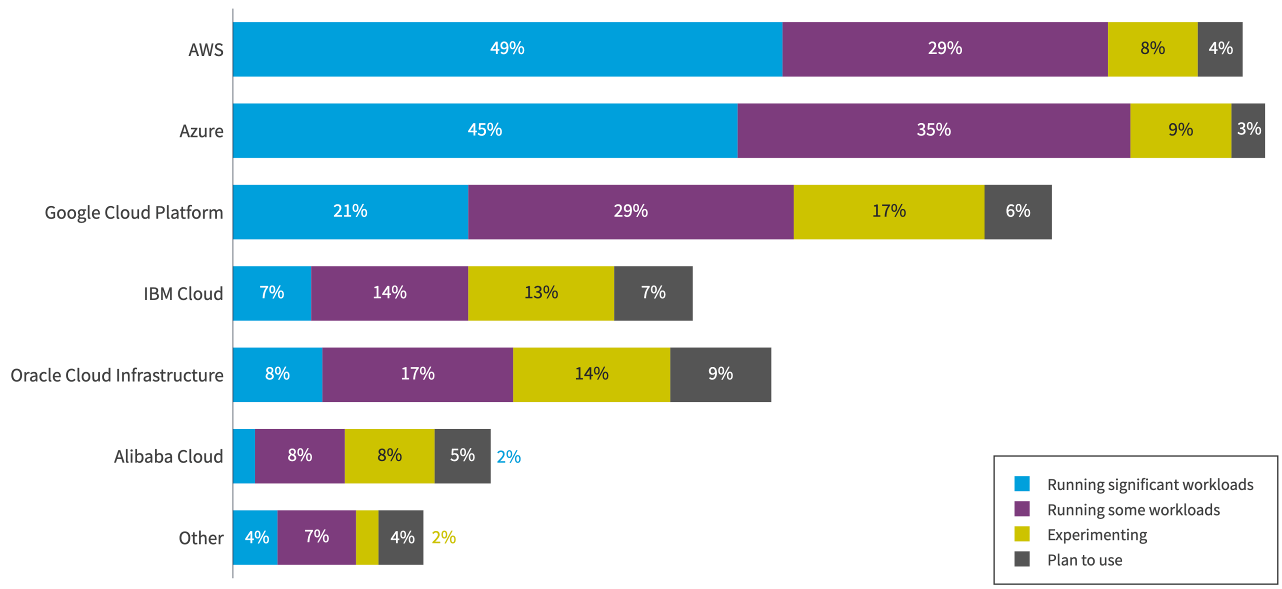
N=753
Source: Flexera 2024 State of the Cloud Report (Figure 37)

The 43% of respondents using unit economics as a key metric is good, but we expect this percentage to increase as FinOps practices become more mainstream.

Public cloud adoption is evolving

Amazon Web Services (*AWS*) and Microsoft *Azure* continue to be the most widely used cloud platforms. Specifically, 49% of respo reported using *AWS* for *significant workloads*, while 45% reported using *Azure* and 21% reported using *Google Cloud Platform*. In usage of *Oracle Cloud Infrastructure*, *IBM* and *Alibaba Cloud* remained relatively unchanged compared to the previous year.

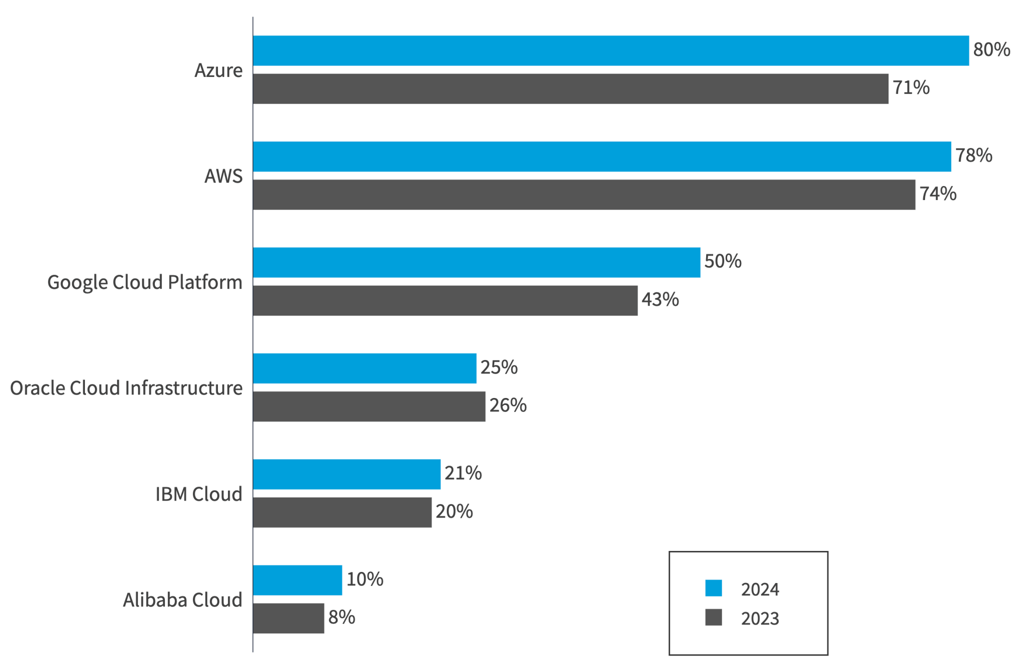
What public cloud providers does your organization use?



N=753
Source: Flexera 2024 State of the Cloud Report (Figure 38)
flexera

The top three cloud providers—*AWS*, *Azure* and *Google Cloud Platform*—each gained adoption this year compared with last.

YoY public cloud provider adoption rates for all organizations



2023: 2024: N=753, 2023: N=750
Source: Flexera 2024 State of the Cloud Report (Figure 39)
flexera

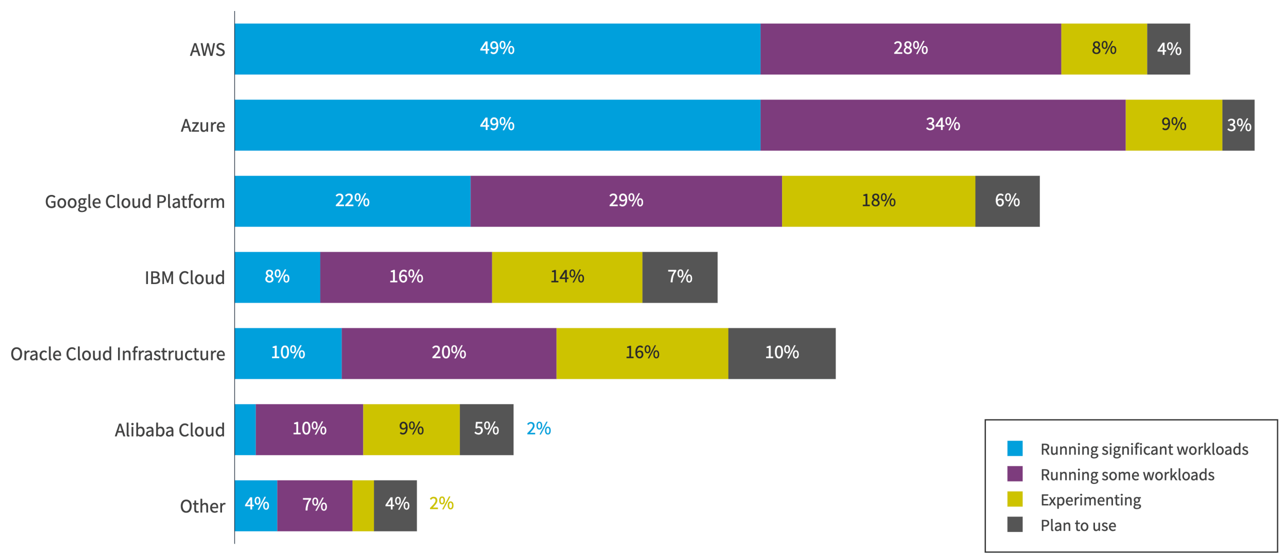
80% of all respondents now use *Azure* for at least some production workloads. This is the first time in the history of the State of the Cloud

Report that a single cloud provider reached the 80% threshold

AWS and *Azure* are tied with 49% of enterprises *running significant workloads*. However, *AWS* has a significant lead over other pr
SMBs (50% for *AWS*, 29% for *Azure* and 18% for *Google Cloud Platform*).

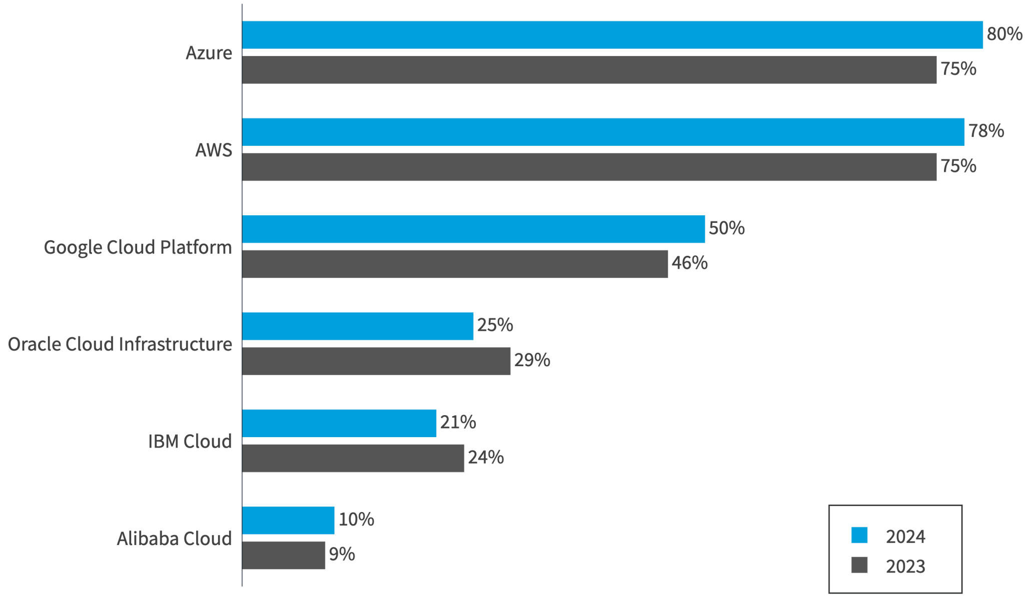
The use of some public cloud providers increased YoY for SMBs. For example, 83% of respondents report using *AWS*, up from 71
is up to 67% from 51% YoY, and *Google Cloud Platform* is up to 45% from 28% YoY. For the second year in a row, the highest perce
SMBs experimenting with a cloud provider are using *Google Cloud Platform*.

Enterprise use of public cloud providers



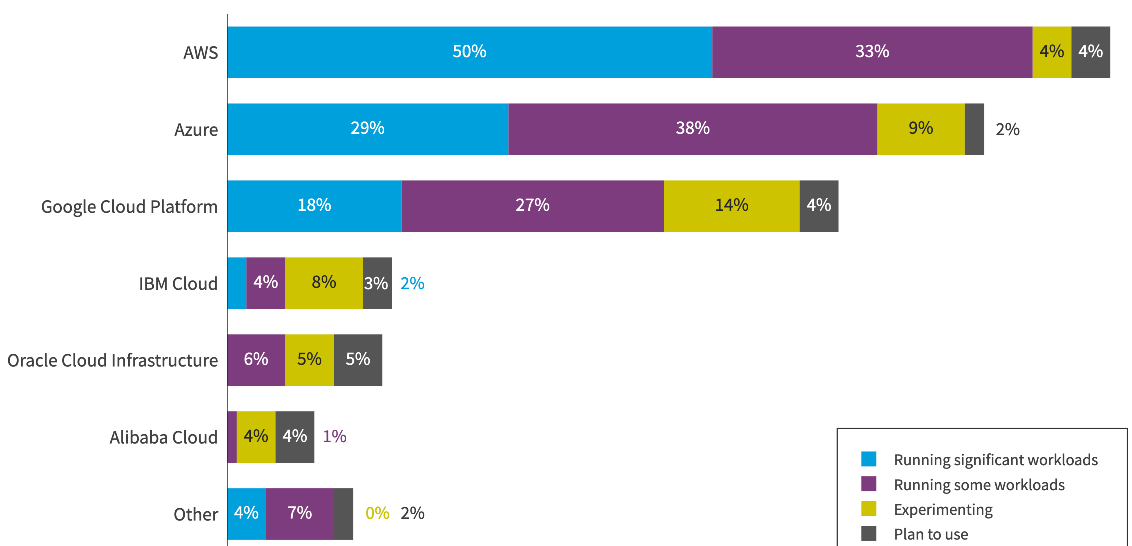
N=621
Source: Flexera 2024 State of the Cloud Report (Figure 40)
flexera

YoY enterprise public cloud adoption



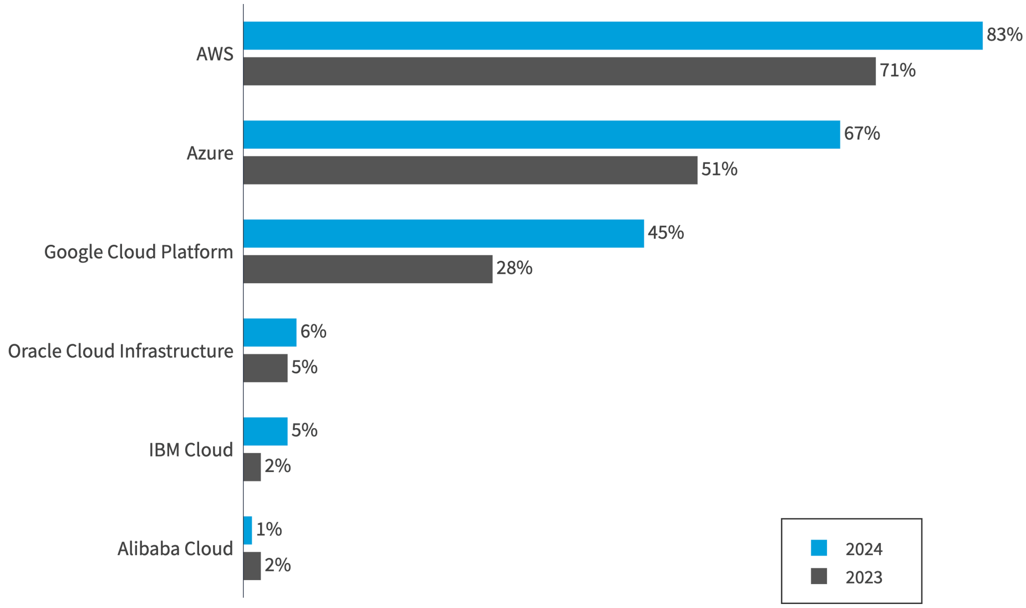
2024: N=621, 2023: N=627
Source: Flexera 2024 State of the Cloud Report (Figure 41)
flexera

SMB use of public cloud providers



N=132
Source: Flexera 2024 State of the Cloud Report (Figure 42)
flexera

YoY SMB public cloud adoption



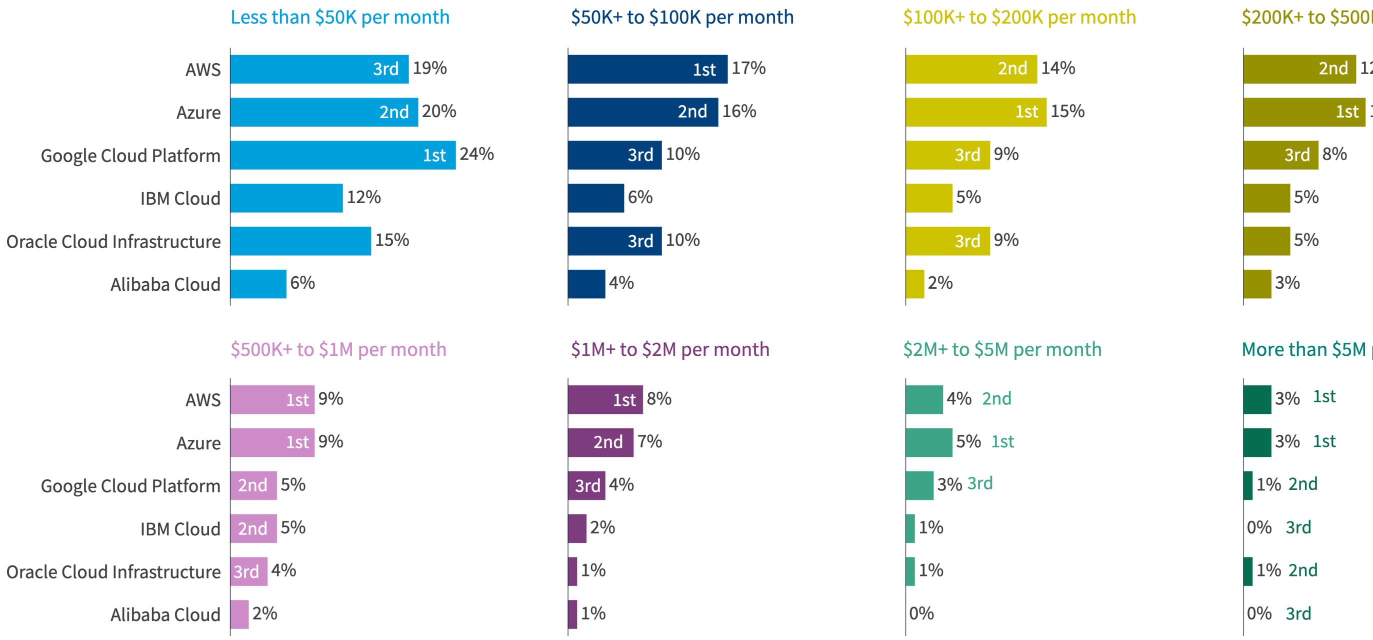
2024: N=132, 2023: N=123
Source: Flexera 2024 State of the Cloud Report (Figure 43)
flexera

Azure's ongoing rollout of competitive features, especially in artificial intelligence (AI), could make it a more appealing choice for small organizations aiming to boost their business growth

With all respondents, *AWS* and *Azure* are nearly tied across all spending tiers.

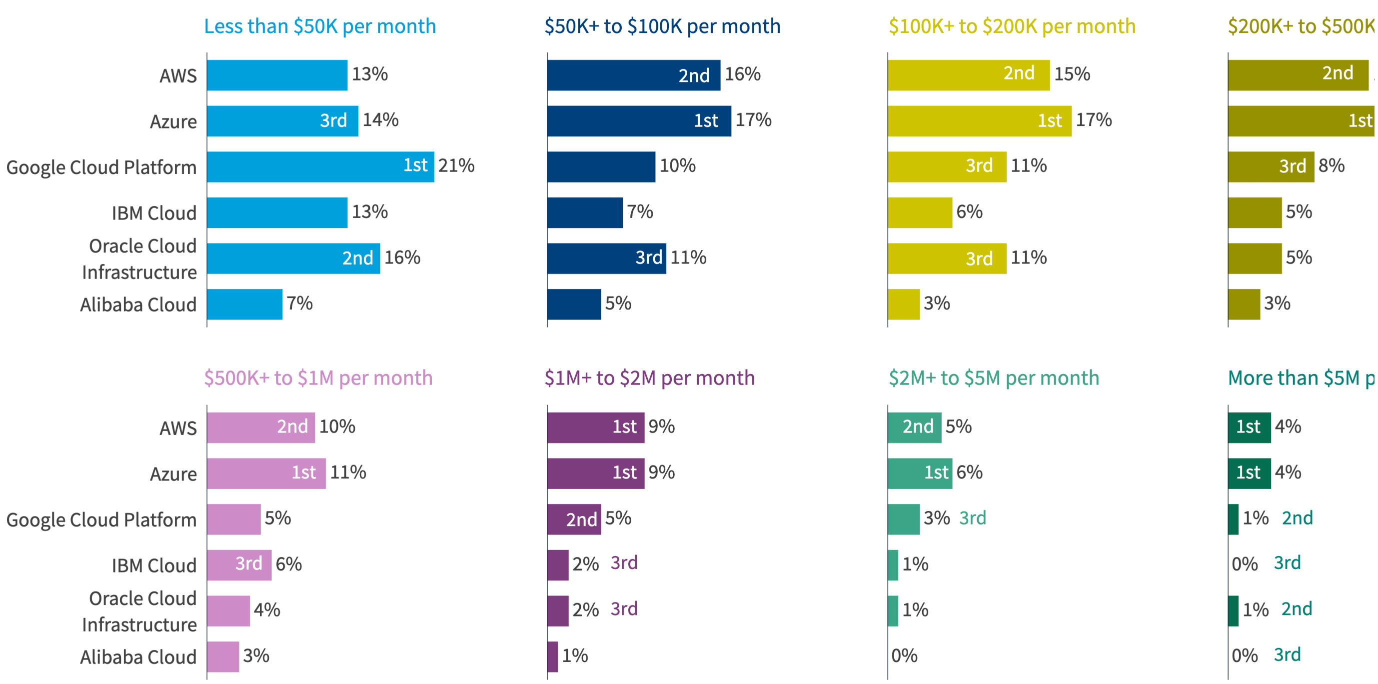
Although *Google Cloud Platform* adoption remains well behind that of *AWS* and *Azure*, it leads with those spending less than $50 month (24% for *Google Cloud Platform*, 20% for *Azure* and 19% for *AWS*). This aligns with respondents experimenting with it (pre noted at 17% for *Google Cloud Platform*, 9% for *Azure* and 8% for *AWS*).

How much do you spend on each cloud provider?



N=753
Source: Flexera 2024 State of the Cloud Report (Figure 44)
flexera

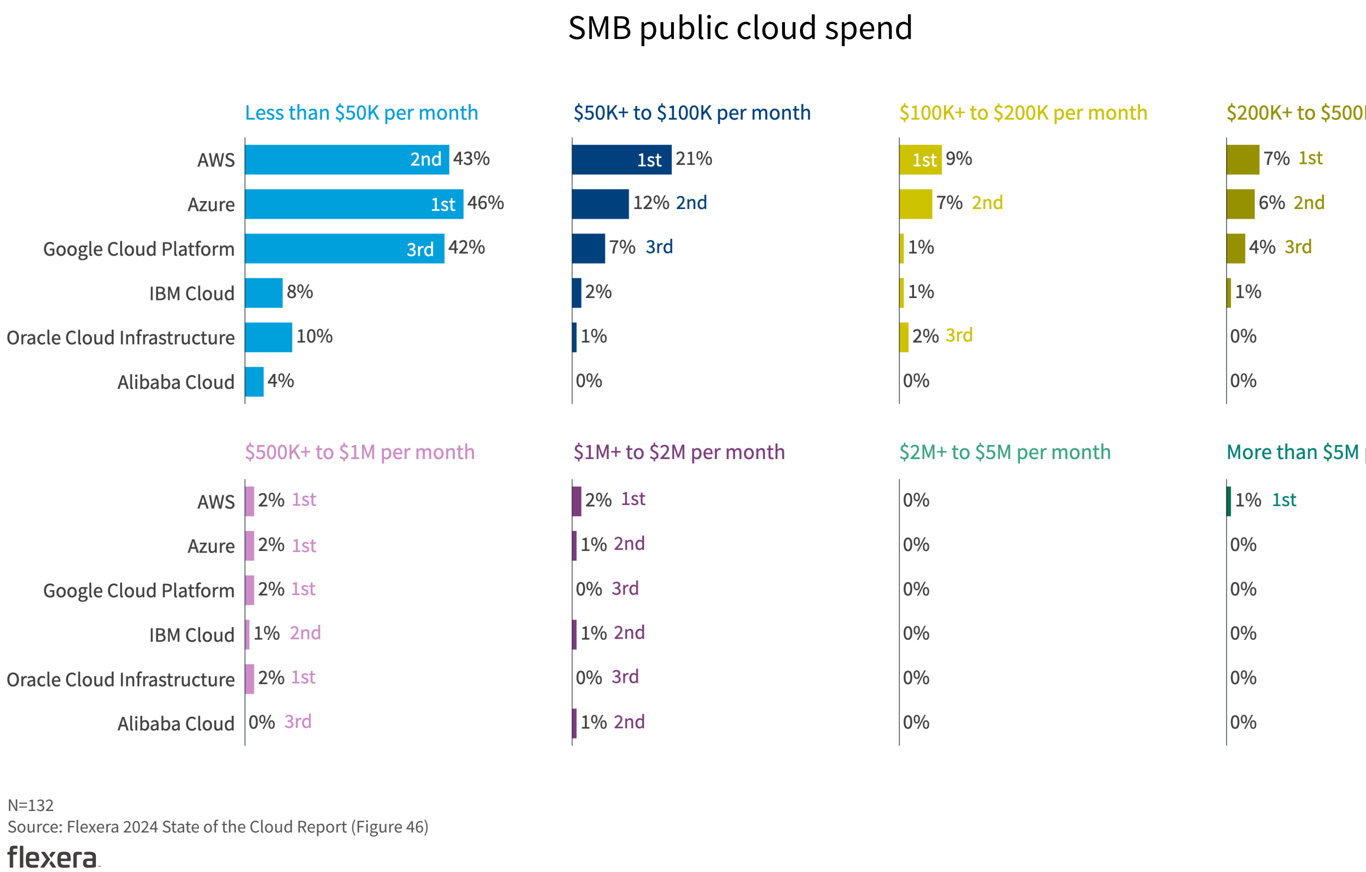
Enterprise public cloud spend



N=621
Source: Flexera 2024 State of the Cloud Report (Figure 45)
flexera

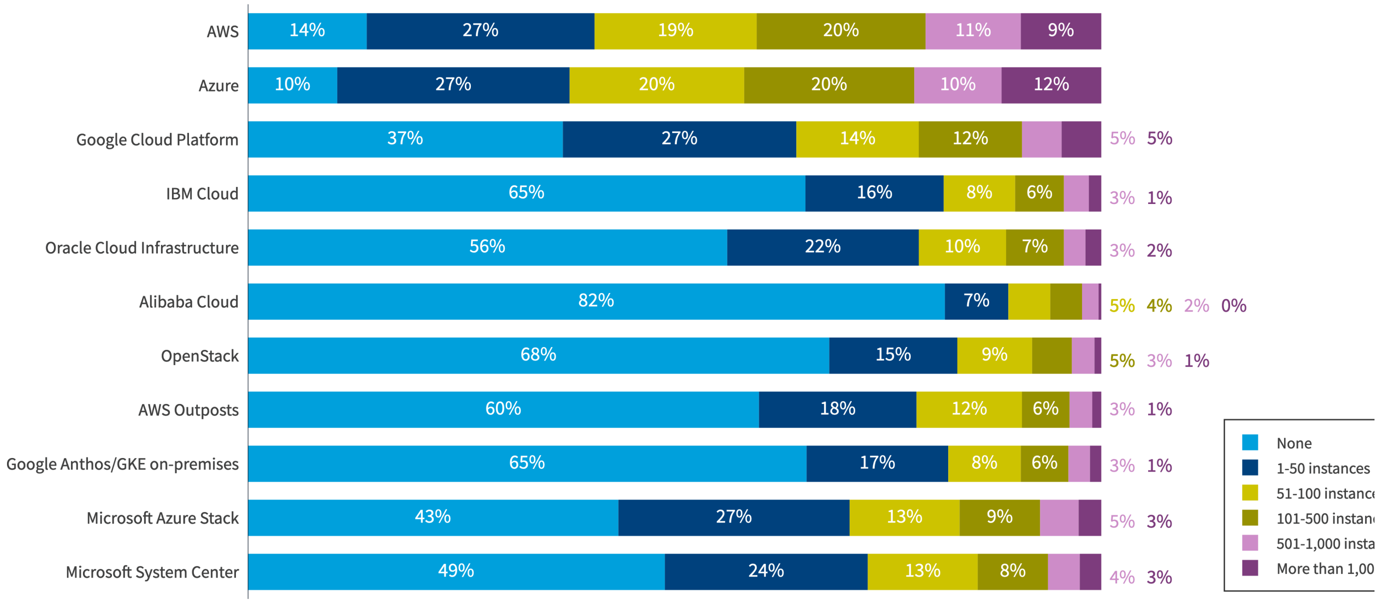
Enterprises spending more than $1M a month continue to increase adoption *AWS* (up to 18% from 15% YoY) and *Azure* (up to 19% from 15% YoY)

AWS (43%), *Azure* (46%) and *Google Cloud Platform* (42%) are near parity with SMBs that spend less than $50,000 on public clou that spend $50,000 or more on public cloud, *AWS* holds the lead (42%) over *Azure* (28%).



The number of virtual machines (VMs) or instances running in each cloud provides additional insight into the size of the organiz footprints within them. *AWS* and *Azure* lead among the larger-footprint sizes of more than 500 instances. In the private cloud/on space, Microsoft offerings such as *Microsoft Azure Stack* and *Microsoft System Center* have more large-footprint deployments tha *AWS Outposts* or *Google Anthos*.

How many VMs do you have in each cloud provider?

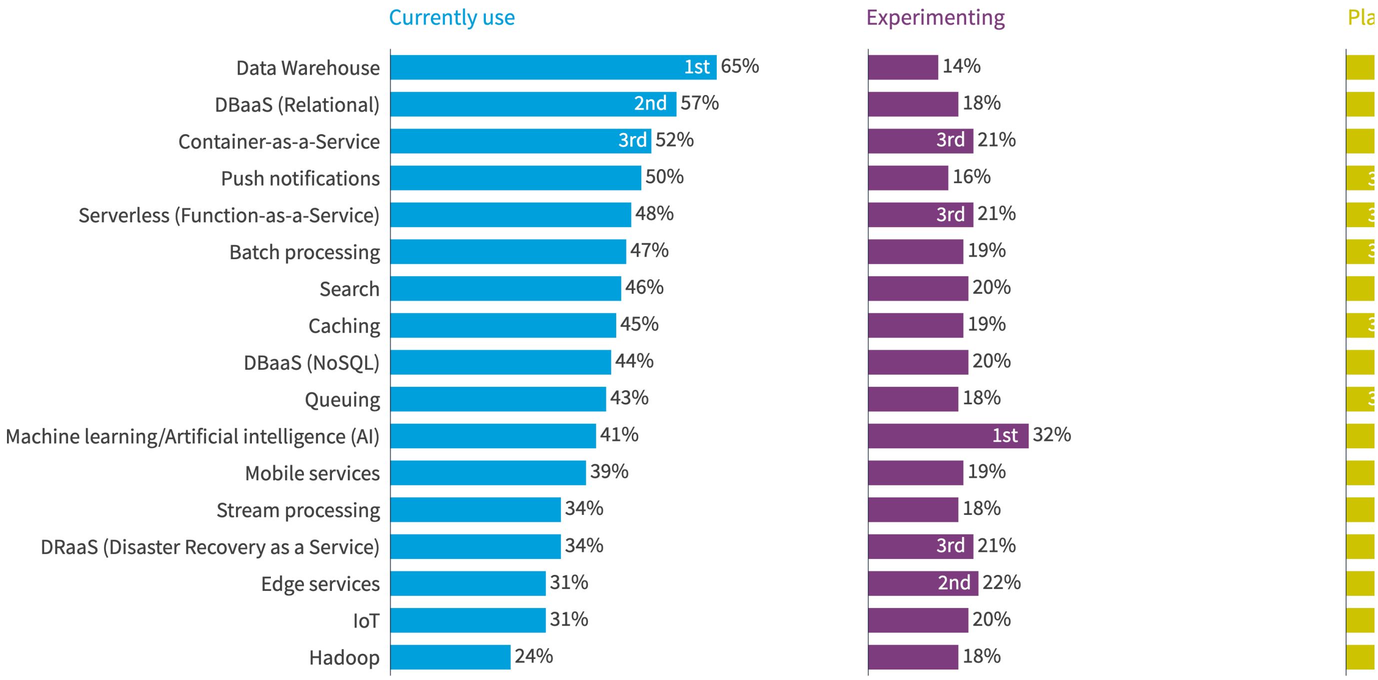


N=753
Source: Flexera 2024 State of the Cloud Report (Figure 47)

Use of public cloud PaaS offerings is increasing

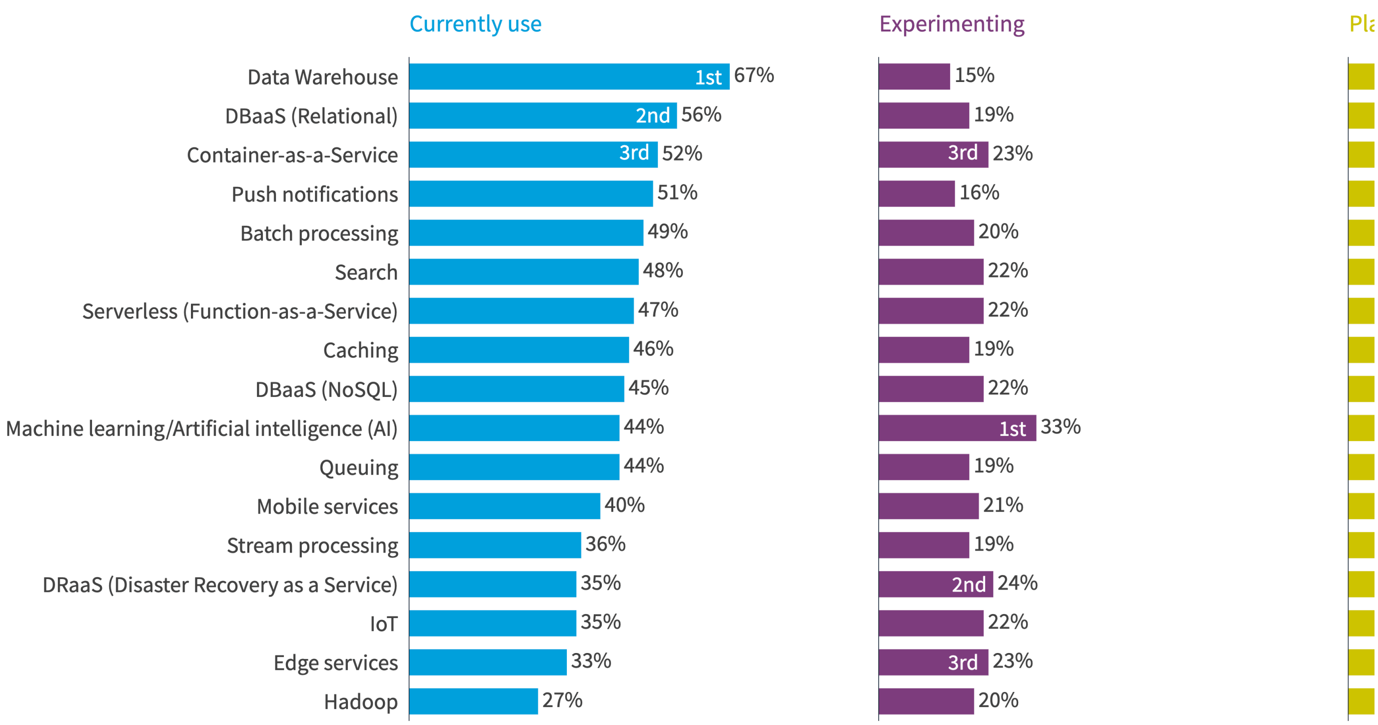
In this year’s survey, nearly all PaaS offerings saw a gain in usage, with the largest being in *data warehouse* (up to 65% from 56% *Container-as-a-service* (52%) and *serverless (function- as-a-service)* (48%) are both up 9 percentage points this year. *Machine learning/artificial intelligence (AI)* had a modest gain at 41%, up from 36% last year.

Public cloud services used by all organizations



N=753
Source: Flexera 2024 State of the Cloud Report (Figure 48)
flexera

Public cloud services used by enterprises



N=621
Source: Flexera 2024 State of the Cloud Report (Figure 49)
flexera

77% of enterprises are either currently using (44%) or experimenting with (33%) AI/M
Organizations are experimenting more with AI/ML than with any other PaaS offerin

Although current AI/ML usage is only at 41% with all respondents, Flexera expects this to increase significantly in the coming years as more and more organizations leverage the emerging GenAI services offered by public cloud providers.

This year, we asked if respondents are using any public cloud provider's GenAI services. A quarter of respondents say they alrea *extensively*, 38% are *experimenting* and 22% *use it sparingly*.

Use of generative AI (GenAI) public cloud services

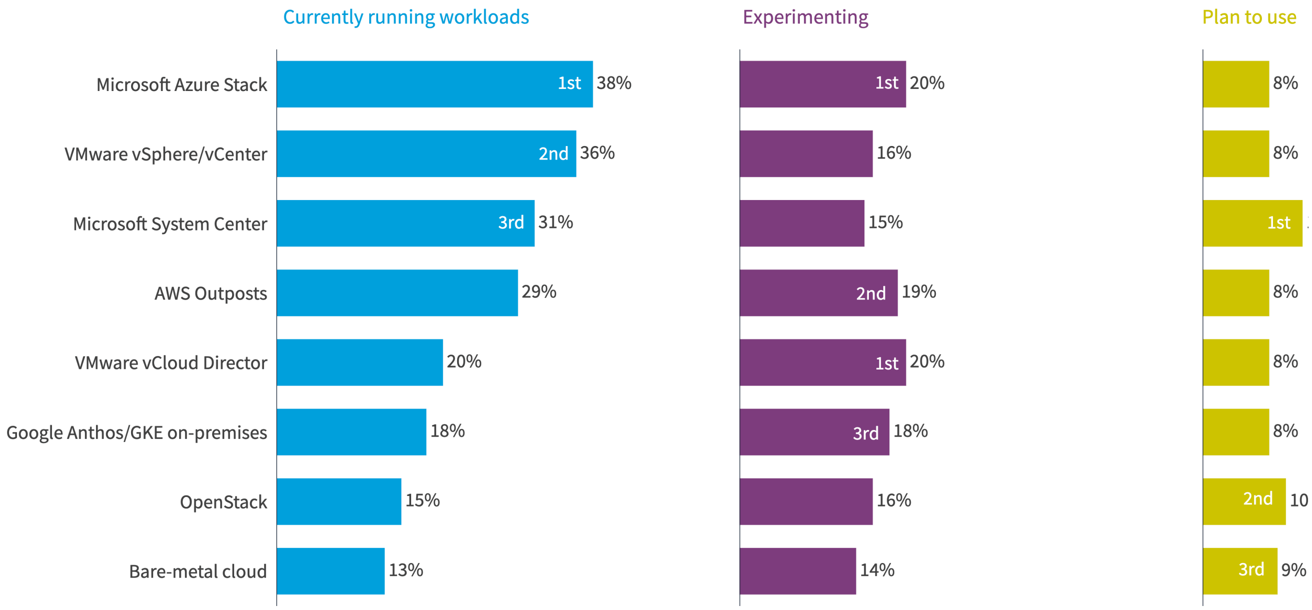
N=753
Source: Flexera 2024 State of the Cloud Report (Figure 50)

Nearly half (47%) of respondents are using GenAI cloud services in some form

Private cloud plays an important role

Most organizations are taking a multi-cloud, hybrid approach, in which private cloud plays an essential role. Similar to last year, *Azure Stack* ranks first with 38%. *VMware vSphere/vCenter* climbed into the second spot with 36%, up from 28% YoY. Usage of all private cloud technologies has remained relatively flat, with *OpenStack* and *bare-metal cloud* usage holding the final two spots have in prior years.

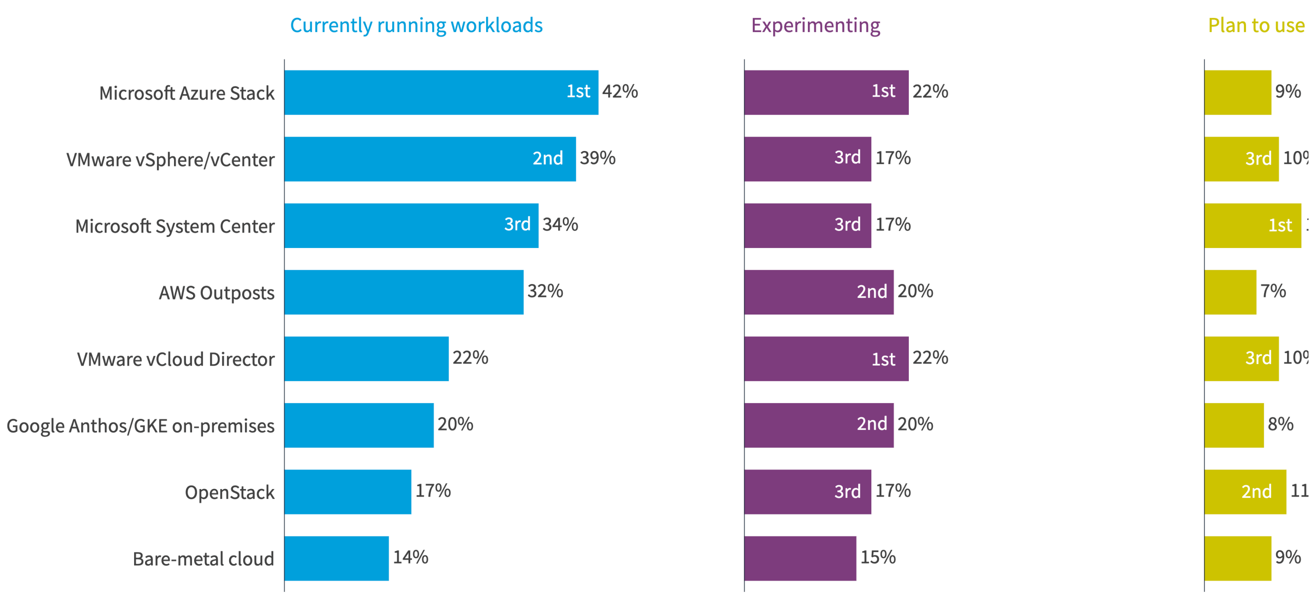
Private cloud technologies used by all organizations



N=753
Source: Flexera 2024 State of the Cloud Report (Figure 51)
flexera

Azure Stack also continues to lead the way among enterprises (42% currently running workloads). *VMware vSphere/vCenter* is se
39%.

Enterprise private cloud technologies

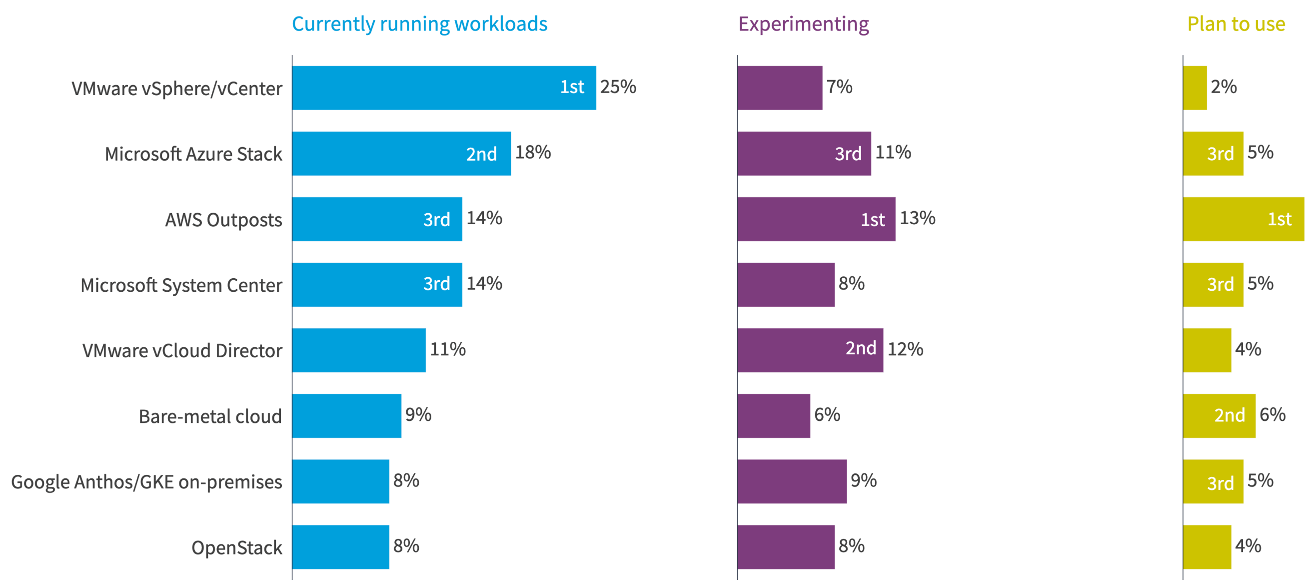


N=621
Source: Flexera 2024 State of the Cloud Report (Figure 52)
flexera

Enterprises experimenting with (17% this year, 20% last year) or *planning to use* (10% this year, 11% last year) *vSphere/vCenter* dropped. Despite some industry concerns about the Broadcom acquisition of VMware, *vSphere/vCenter* saw its current usage increase. These trends indicate there is still considerable momentum associated with VMware, and it will take time for enterprises to move away from these offerings.

A quarter of SMBs currently run workloads in *VMware vSphere/vCenter*.

SMB private cloud technologies



N=132
Source: Flexera 2024 State of the Cloud Report (Figure 53)

Among SMBs, vSphere/vCenter usage is higher than other private cloud technologies, but the combination of those experimenting with (7%) and planning to use it (2%) is the lowest

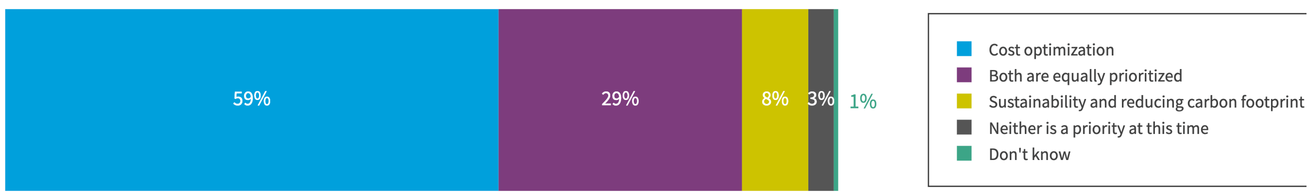
SMBs are less likely to use VMware technologies, possibly due to perceived changes to the channel after the Broadcom acquisition. As the State of the Cloud Report has demonstrated year over year, SMBs are more likely to put workloads in the public cloud—and they are less reliant on private cloud technologies.

Forty-eight percent of respondents say they already have defined sustainability initiatives, including tracking the carbon footpri usage. When asked how *sustainability* compares to *cost optimization*, 59% prioritized cost optimization.

Does your organization have a defined sustainability initiative that includes carbon footpri tracking of cloud use?

N=753
Source: Flexera 2024 State of the Cloud Report (Figure 54)

Cloud cost optimization and sustainability prioritization



N=753
Source: Flexera 2024 State of the Cloud Report (Figure 55)

59% prioritize cost optimization, while only 8% prioritize both sustainability and reducing carbon footprint

Although nearly half of all organizations have a defined sustainability initiative that includes carbon footprint tracking of cloud use, only 8% prioritize it in terms of cloud usage. On the other hand, 59% prioritize cost optimization, indicating that until legislation is in place that penalizes organizations for carbon footprints—such as what is currently being implemented in the European Union—prioritizing sustainability will continue to take a back seat to overall cost optimization.

State of the Cloud Report: European Spotlight

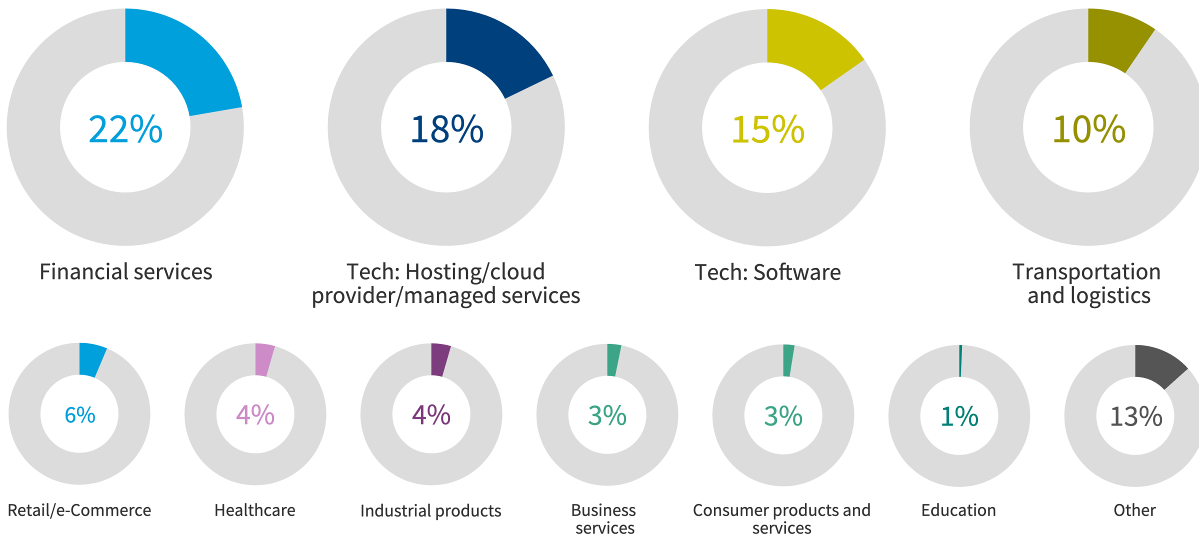
The European distribution is very similar to that of the global respondent pool, with 33% coming from organizations of more th
employees and 46% from organizations with more than 5,000 employees.

European respondents by organization size

N=157
Source: Flexera 2024 State of the Cloud Report (Figure 56)
flexera

The industries of European respondents also have a breakdown similar to that of the global survey, heavily weighted toward *fin*
services and *technology*. European respondents worked at fewer *healthcare organizations* (4% compared to 12% globally).

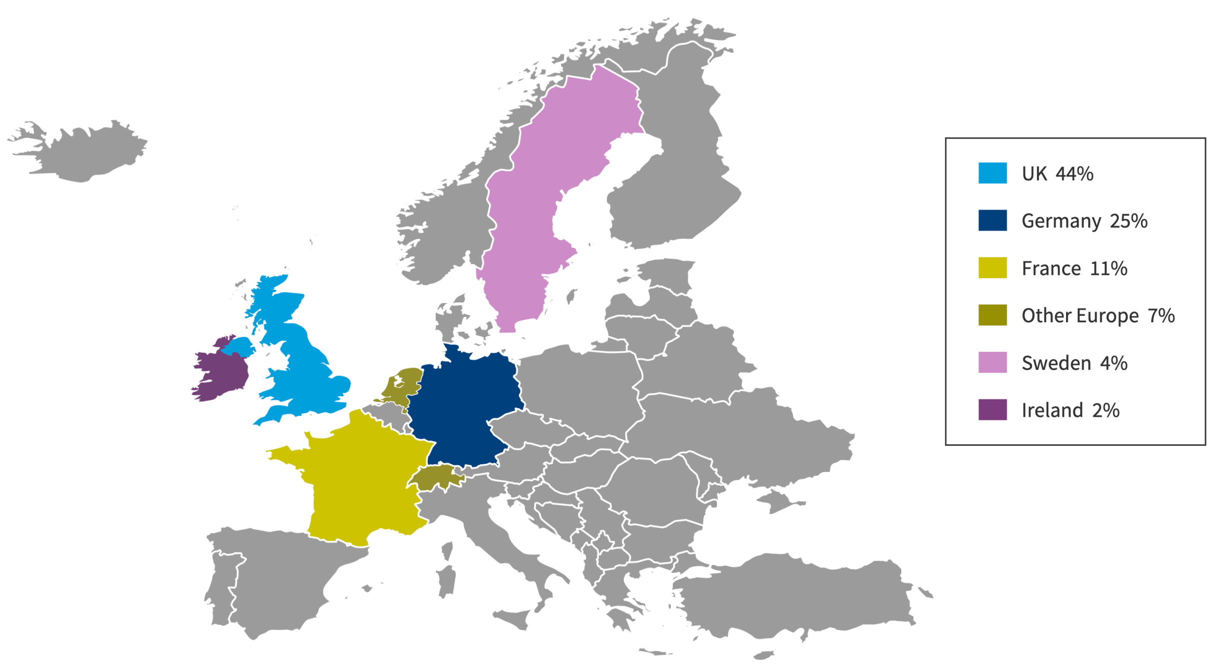
European respondents by industry



N=157
Source: Flexera 2024 State of the Cloud Report (Figure 57)

As in years past, European respondents are mostly from the *UK* (44%), *Germany* (25%) and *France* (11%).

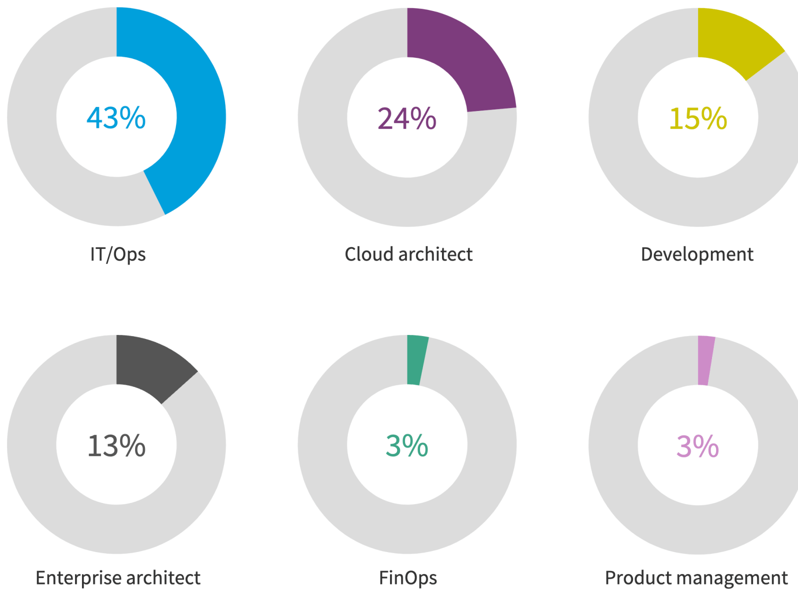
European respondents by country



N=157
Source: Flexera 2024 State of the Cloud Report (Figure 58)

The global and European data about roles is mostly consistent across respondent pools. One exception is *FinOps*, where Europe respondents were at 3%, compared to 8% globally.

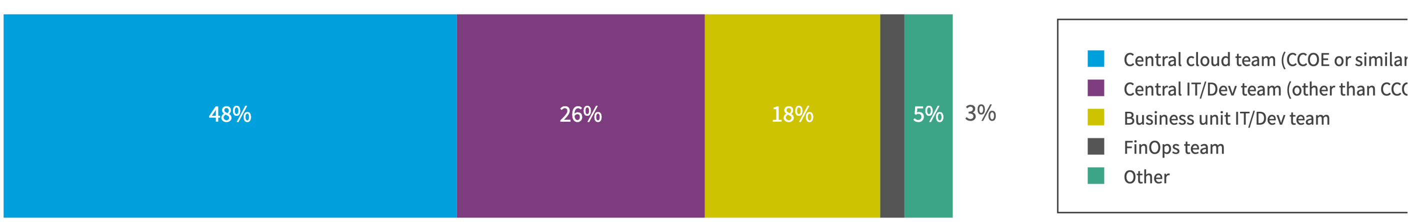
European respondents by role



N=157
Source: Flexera 2024 State of the Cloud Report (Figure 59)
flexera

European respondents have more respondents working in a *central IT/dev team* (26% European vs. 20% globally) but have very working in *FinOps* teams (3% vs. 7% globally).

European respondents by where in the organization they work



N=157
Source: Flexera 2024 State of the Cloud Report (Figure 60)
flexera

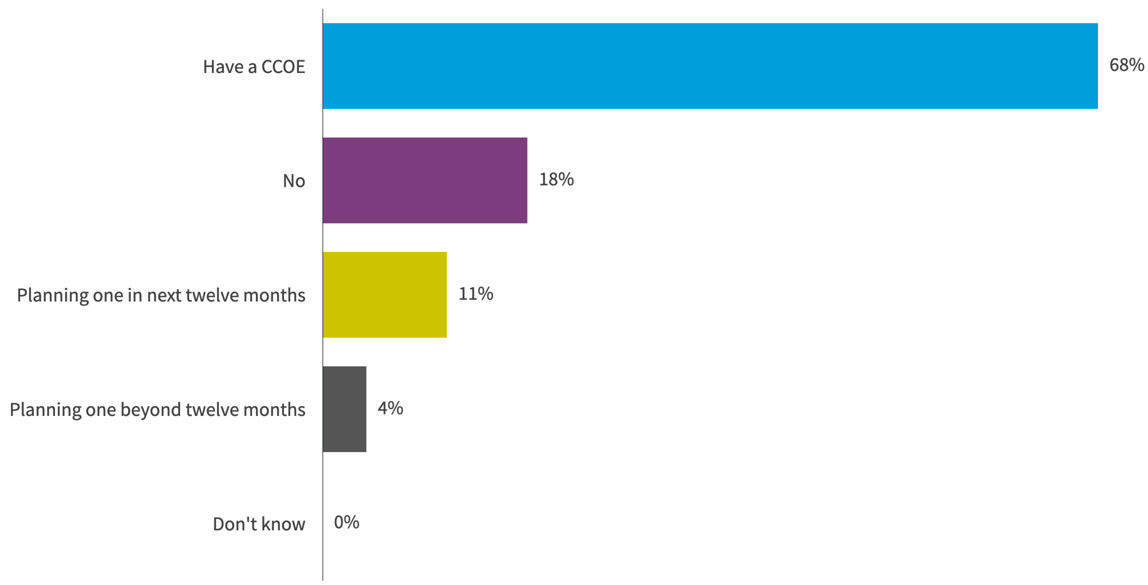
European cloud usage continues to increase, with 73% reporting *heavy* usage this year, compared to 62% of European heavy us and 58% the year before that.

European respondents by cloud usage level

N=157
Source: Flexera 2024 State of the Cloud Report (Figure 61)
flexera

European respondents have similar numbers working in a central cloud team or CCOE. Over two-thirds (68%) have a CCOE curre
another 11% plan to have one in the next year.

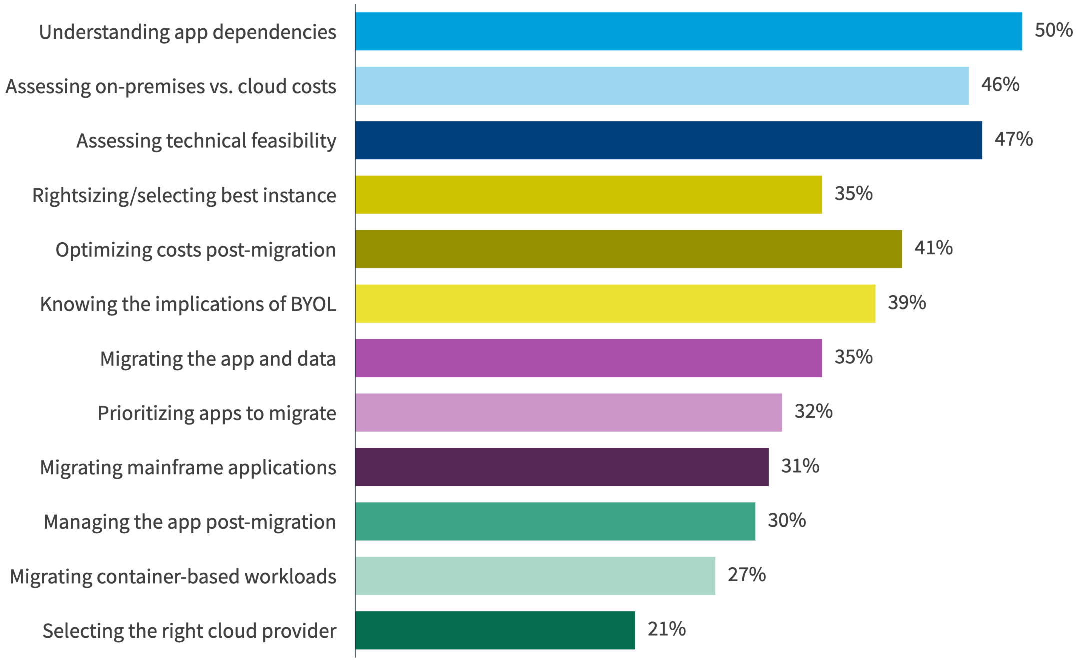
European adoption of central cloud team or CCOE



N=157
Source: Flexera 2024 State of the Cloud Report (Figure 62)
flexera

Challenges in Europe are similar to those revealed in the global results. *Understanding app dependencies* (50%) is the top challe
Europe, followed by *assessing technical feasibility* (47%) and *assessing on-premises vs. cloud costs* (46%).

Cloud migration challenges for European organizations

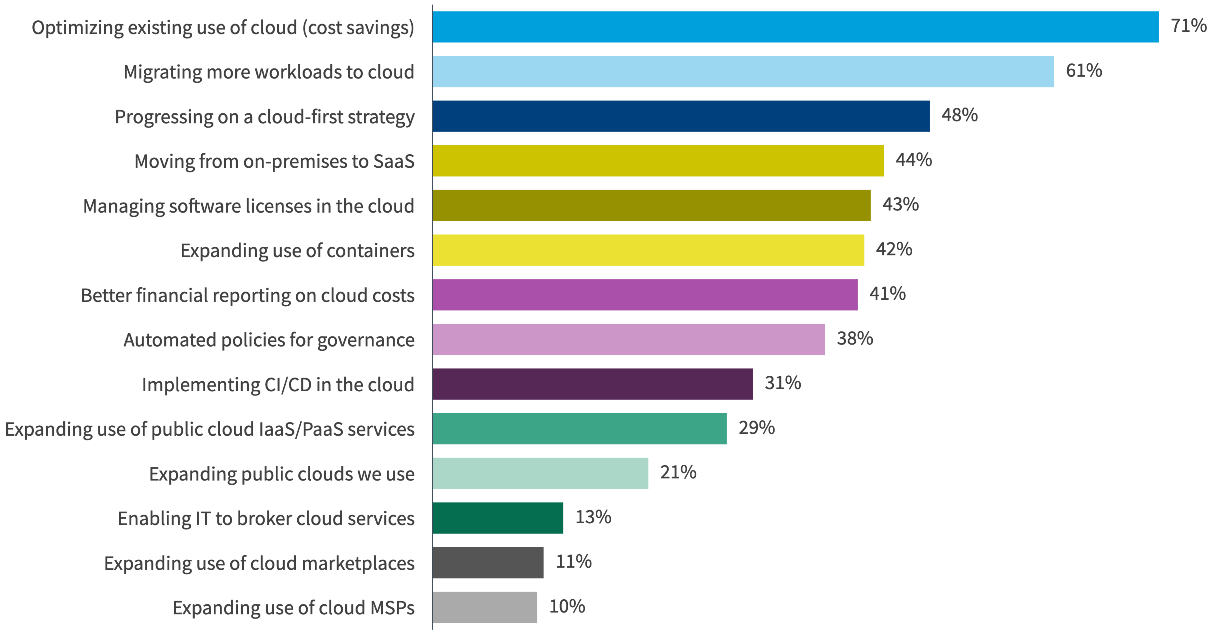


N=157
Source: Flexera 2024 State of the Cloud Report (Figure 63)
flexera

Each year, these same three challenges claim the top spots globally as well as for European respondents

European respondents are focused on cloud initiatives similar to those of their global counterparts. In Europe, as with all respoı top initiative is *optimizing existing use of cloud (cost savings)* (71%), followed by *migrating more workloads to the cloud* (61%) an *progressing on a cloud-first strategy* (48%). European respondents have a slightly heavier focus on *moving from on-premises to S* offerings (44% compared to 39% globally).

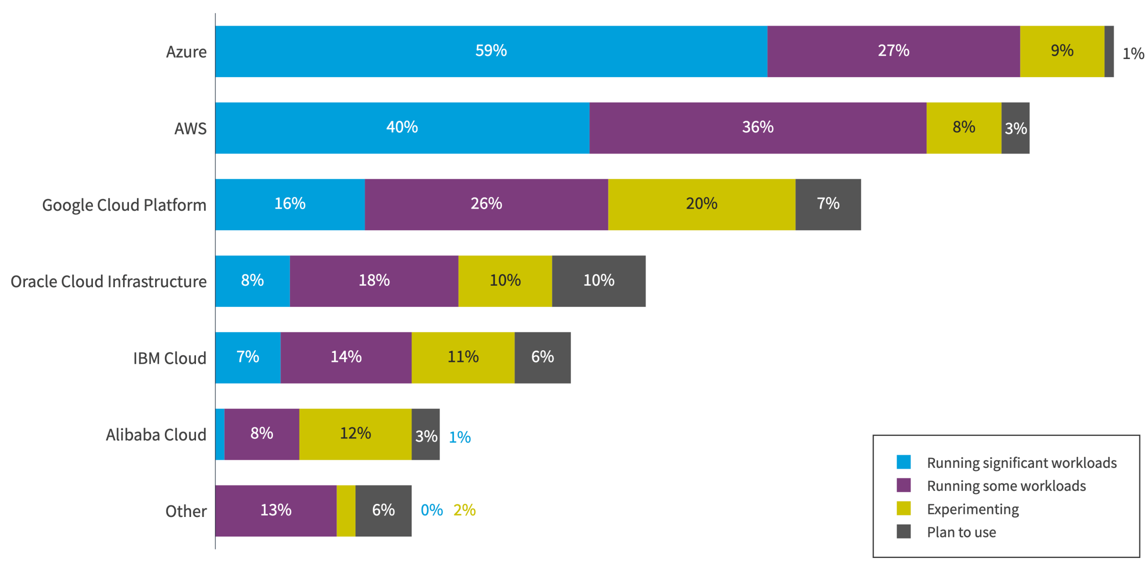
Cloud initiatives for European organizations



N=157
Source: Flexera 2024 State of the Cloud Report (Figure 64)

European respondents show a distinct trend in cloud adoption compared to the global average, with a lower proportion using A higher inclination toward *Azure*. While 40% of European respondents have significant workloads in AWS, this is lower than the n (49%) seen in the global respondent pool. On the other hand, Azure sees greater usage in Europe, with 59% of European respon running significant workloads on Azure, a notable 14% increase over the global figure of 45%.

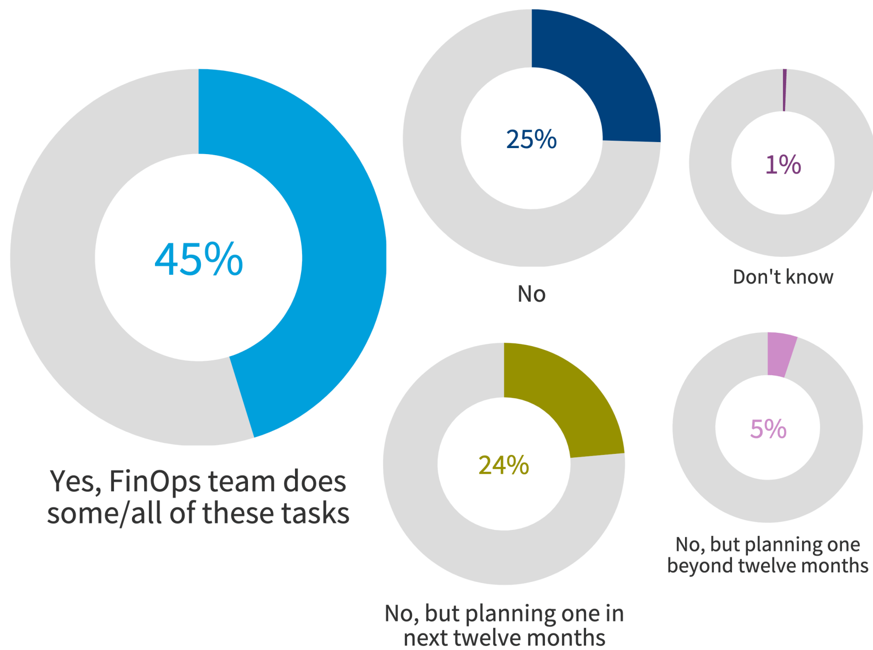
Public cloud provider adoption rates for European organizations



N=157
Source: Flexera 2024 State of the Cloud Report (Figure 65)

European organizations are less likely (45% compared to 51% globally) to have a FinOps team in place, but they are more likely compared to 20% globally) to implement one in the next year.

Does your company have a FinOps team to advise, manage or execute cloud cost optimization strategies?



N=157
Source: Flexera 2024 State of the Cloud Report (Figure 66)
flexera

FinOps practices have seen more rapid implementation and maturation in the Americas than in Europe, but survey results indicate European FinOps teams are coming online rapidly.

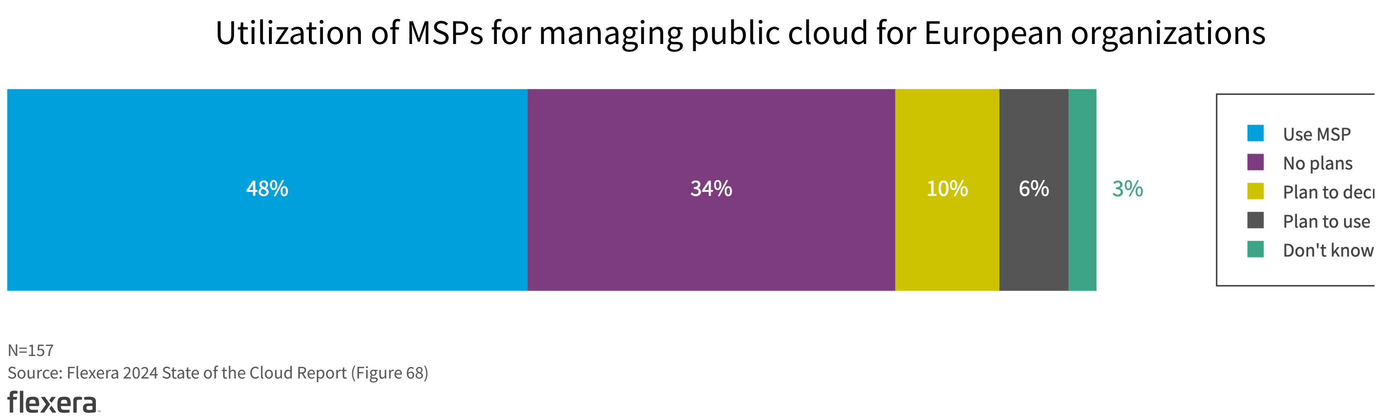
European organizations are more likely than their global counterparts (56% vs. 48%) to have defined sustainability initiatives.

Does your organization have a defined sustainability initiative that includes carbon footpri tracking of cloud use?

N=157
Source: Flexera 2024 State of the Cloud Report (Figure 67)

As other parts of the world begin to adopt standards similar to the European Sustainability Reporting Standards (ESRS), the global numbers for this response will most likely increase.

European respondents are less likely (48% vs. 53% globally) to use an MSP for managing at least some of their cloud usage. The less likely (6% vs. 10% globally) to plan to use an MSP in the future.



Cloud initiatives move full speed ahead

Malgré l'incertitude économique qui plane sur le secteur technologique, le monde continue d'accélérer sa transformation numé *rapport Flexera 2024 State of the Cloud* met en lumière les principales méthodes utilisées par les entreprises pour réduire leurs c en s'attaquant aux complexités du cloud computing hybride, de la durabilité et des nouvelles technologies telles que GenAI.

Télécharger les rapports précédents :

- Rapport sur l'état du cloud 2023
- Rapport sur l'état du cloud 2022
- Rapport sur l'état du cloud 2021
- Rapport sur l'état du cloud 2020
- Rapport sur l'état du cloud 2019
- Rapport sur l'état du cloud 2018

À propos de Flexera

Flexera permet à ses clients d'économiser des milliards de dollars en dépenses technologiques inutiles. Pionnier de l'ITAM et du FinOps hybrides, Flexera fourni SaaS primées et orientées données pour l'optimisation de la valeur technologique (TVO), permettant aux équipes informatiques, financières, d'approvisionnem d'obtenir des informations approfondies sur l'optimisation des coûts, la conformité et les risques pour chaque service métier. Les solutions Flexera One s'appui ensemble de données clients, fournisseurs et sectorielles définitives, optimisées par Technopedia, qui permettent aux organisations de visualiser leur Enterpris Blueprint™ dans des environnements hybrides, du sur site au SaaS, en passant par les conteneurs et le cloud.

Plus de 50 000 clients s'abonnent aux solutions d'optimisation de la valeur technologique de Flexera, fournies par plus de 1 300 collaborateurs dans le monde e savoir plus, rendez-vous sur **flexera.com**

Découvrez comment Flexera peut vous aider à optimiser votre cloud

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Informatique durable

Transformation alimentée par l'IA

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