

Cloud Migration and Placement Index

The *Cloud Migration and Placement Index* (CMPI) provides qualitative insights on the decision process around placement and migration of enterprise workloads between various IT environments. CMPI quantifies migration trends between public cloud, dedicated cloud and traditional IT environments, and between two different public cloud services. This quantification is provided in terms of revenue for infrastructure and infrastructure as a service (IaaS) and segmented by IDC's enterprise workloads. CMPI also provides quantitative assessment of (enterprise IT organizations and service providers [SPs]) trends related to cloud placement, measured in incremental public cloud infrastructure and platform as a service (IaaS/PaaS) spend by enterprise workloads.

MARKETS AND SUBJECTS ANALYZED

- Spend on enterprise workloads by compute and storage infrastructure
- Spend on enterprise workloads by public and dedicated cloud compute and storage IaaS and PaaS

CORE RESEARCH

- Market model for cloud migration and placement (Microsoft Excel format)
 - Summary of survey findings and model results (Microsoft PowerPoint format)
 - Summary of workload placement profiles (Microsoft PowerPoint format)
- Notes:
- Insights used to guide market model and qualitative insights will be based on primary research. This includes an online survey of IT decision-makers at enterprises that have migrated production applications to public cloud IaaS and PaaS.
 - Additional in-depth interviews with IT decision-makers at select enterprises may be conducted. These will provide additional color on issues and challenges with migration and placement.
 - Market model updated annually. Data aligned to the delivery schedule for IDC data products (e.g., Trackers) that are being used as the source for this model. Delivery schedule will vary from year to year.
 - Limited data posted on IDC.com. Full data sets delivered to subscribers directly.
 - Subscribers get unlimited access to analysts for inquiries (provided the inquiry falls within the purview of the data being delivered).
 - Additional deliverables and custom segmentation available upon request and may require additional fees.

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Cloud Migration and Placement Index](#).

KEY QUESTIONS ANSWERED

1. What are the trends related to workload placement in dedicated and shared IT environments?
2. How are organizations evolving their hybrid cloud and multicloud strategies specifically for enterprise workloads?
3. Which workloads are moving to and from the public cloud, and what are the top needs of enterprises migrating workloads between environments?
4. What are the barriers to migrating workloads?
5. What are the key criteria for choosing right environments for workloads?
6. What are the ways in which cloud SPs, system vendors, and their partners can assist enterprises with their workload placement strategies?
7. How are core strategies related to data protection and cyber-recovery and virtualization affecting workload migration and placement?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the *Cloud Migration and Placement Index* market, including:

Akamai, Alphabet (Google), Alibaba, Amazon (Amazon Web Services), Broadcom (VMware), Cisco, Dell, HPE, Huawei, IBM, Lenovo, Microsoft, and Tencent.