



# FLORIDA MARKET STUDY

IT challenges and changes through unprecedented times.

## REPORT AND ANALYSIS

Business leaders have all faced situations where they've had to pivot on a dime — but rarely on the scope and scale brought on by a global pandemic. These are unprecedented times, forcing business leaders to make decisions that might otherwise be delayed, or not made at all.

Many companies were caught unprepared to accommodate the data and applications required by remote workforces, while maintaining security and productivity. Others faced an urgent need to accommodate acute new challenges of their customers.

In October of 2020, Aptum conducted a survey of IT decision-makers in Florida to identify how organizations have adapted to what is now the 'new normal.' The survey looked at the impact of the global health crisis on data and IT infrastructures, as well as key IT challenges and priorities over the next 12 to 18 months.

## IMPACT ON IT INITIATIVES AND BUDGETS

The pandemic has had a significant impact on the data infrastructure and IT modernization initiatives of many organizations. While a third of IT decision-makers (33%) said it had minimal impact and most of their plans were on track, 18% cancelled all initiatives and 24% postponed their initiatives until 2021. At the same time, 24% of companies have accelerated initiatives to mitigate the impact of the health crisis.

While IT initiatives have been re-oriented, budgets have not necessarily kept pace. Only 12% of companies received a budget increase, representing just half of those who accelerated IT initiatives. 42% of respondents said their IT budget had been reduced, and 21% are working with the same budget as pre-pandemic. The remainder, 24%, said it was too soon to tell how the global health crisis would affect their IT budget.

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24% of companies accelerated IT initiatives



Only 12% received a budget increase for it



Most of the IT decision-makers surveyed (84%) consider their data infrastructure to be a hybrid environment (a blend of on-premise, data center colocation and cloud services). 45% are currently using private cloud, 42% have on-premise infrastructure, and 39% are leveraging public cloud services, while another 36% are using data center colocation.

When asked how they expect the complexity of hybrid infrastructures to change or evolve over the next two years, only one survey respondent thought its complexity would decrease, while 63% expect it will increase significantly or at least moderately.

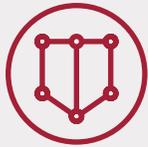
## 84% USE HYBRID DATA INFRASTRUCTURES

- 36% Data center colocation
- 39% Public cloud
- 42% On-premises
- 45% Private cloud



## CHALLENGES OPERATING HYBRID INFRASTRUCTURES

- 63% Security
- 48% Visibility and control
- 39% Increased complexity
- 36% Cost control
- 36% Modernization drag/legacy apps



Regardless of how they view complexity of their hybrid infrastructures, IT decision-makers do see a number of challenges in operating them, particularly faced with the unprecedented challenge of the global health crisis and new needs for remote workforce enablement.

Security topped the list of challenges, with 63% citing risks due to a larger attack surface. They also noted the challenges of visibility and control over multi-cloud environments (48%), increased complexity (39%), cost control (36%) and modernization drag due to legacy applications that can't be migrated to cloud (36%).

## PRIORITIES FOR THE YEAR AHEAD

Considering the hierarchy of these challenges, the top IT priorities for the next 12 to 18 months among IT decision-makers come as no surprise:

- 63% Security
- 54% Business/IT continuity
- 51% Remote workforce enablement
- 48% Cloud migration
- 45% Application modernization
- 27% Analytics/BI/AI/IoT/RPA

Most decision-makers do expect their data infrastructure platforms to evolve over the next two years. 33% of them expect to reduce their on-premises environment somewhat or significantly, while only 18% expect to expand it. Another 36% expect their use of data center colocation to increase, while 48% plan to increase their use of public cloud services, and 36% plan to increase private cloud.

## DATA INFRASTRUCTURE EVOLUTION NEXT 24 MONTHS

- 48% Increase public cloud
- 36% Increase data center colocation
- 36% Increase private cloud
- 33% Reduce on-premises
- 18% Increase on-premises



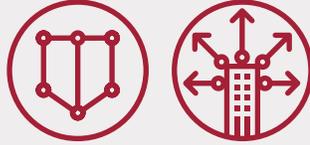
There are several particularly important business drivers behind those changes in data infrastructure platforms. These are the drivers considered either very or somewhat important by all respondents:

**84%** Security

**72%** Increased business agility

**72%** Business continuity

**54%** Greater control



Other key business drivers include:

- Growth and increased profitability
- Increased operational efficiency
- Expansion into new territories
- Development of new products/services

## HOW APTUM CAN HELP

The Aptum Florida Market Study revealed many telling facts. It showed how organizations are adapting to what is now the 'new normal,' and prioritized their key IT challenges and priorities over the next 12 to 18 months. It also showed that most operate in hybrid IT environments and share common priorities – security, business continuity, remote workforce enablement and others.

Aptum and our Miami data center, contribute to an ideal hybrid infrastructure. The Miami facility is category 5 hurricane-resistant and falls within a Critical Area 1, meaning it is top priority for utility renewal in the event of an emergency. Certified for PCI v3.2, and audited to meet SOC 1 Type II auditing standards for colocation services, the Miami Data Center is well-suited for organizations looking for security, business/IT continuity and data infrastructure modernization.

## LEARN MORE ABOUT HOW APTUM CAN HELP YOUR ORGANIZATION

[INFO@APTUM.COM](mailto:INFO@APTUM.COM) > [WWW.APTUM.COM](http://WWW.APTUM.COM)

Aptum is a Managed Service Provider offering hybrid multi-cloud, data center and connectivity solutions to help drive cloud transformation, modernize data infrastructure and build digital platforms for resilience and growth. For 20+ years our total solutions and tailored options have ensured our customers' data is always on the right cloud, for the right reason.