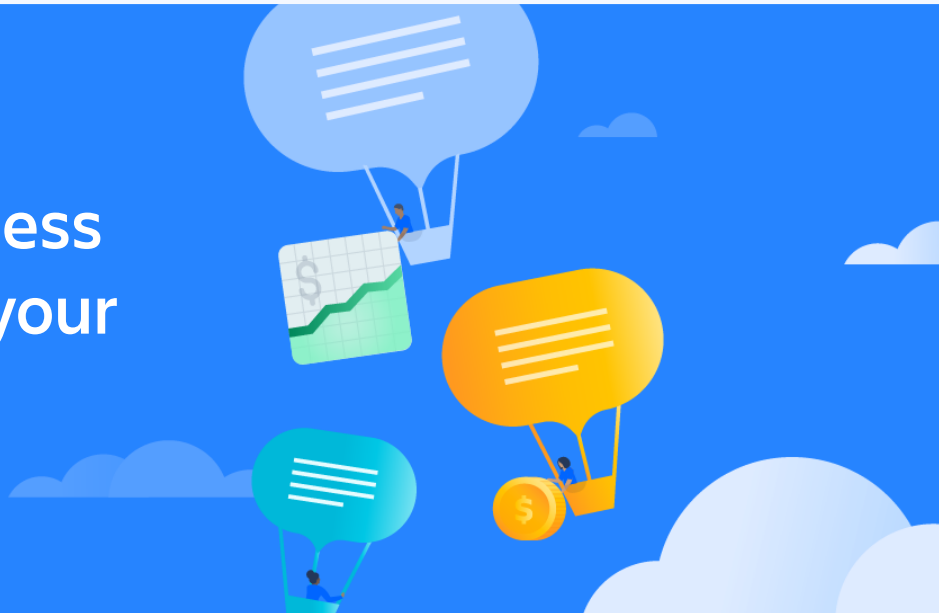# What your business size says about your cloud migration

Cloud priorities vary by business size. Here's what migration wins for 300 Atlassian Cloud customers – of various business sizes – look like.
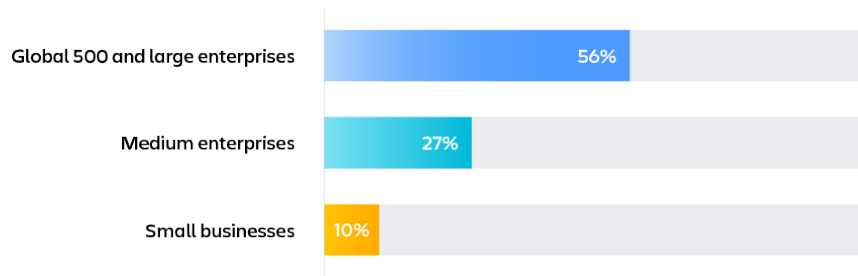
No matter what size your business is, migration comes with big wins outside of the common benefits like reducing costs and manual upgrades. Here's what over 300 customers who participated in a TechValidate survey had to say about what those wins look like based on their business size.

What do we know about large enterprises moving to cloud?

Digital transformation directives are driving migration

Digital transformation has been on the rise for a while now — and the pandemic only accelerated things. In fact, back in 2018, 70 percent of companies were already saying they either had a digital transformation strategy or were planning one.

Companies that migrated to cloud because of a digital transformation directive

Global 500 and large enterprises	56%
Medium enterprises	27%
Small businesses	10%

According to survey results, those digital transformation initiatives are still going strong – at least with large enterprises. Fifty-six percent of Global 500 (the world's 500 largest companies) or large enterprise customers said a digital transformation directive was at least part of their reason for migrating to cloud. This is more than double the number of medium enterprises with a directive and more than five times the number of small businesses.
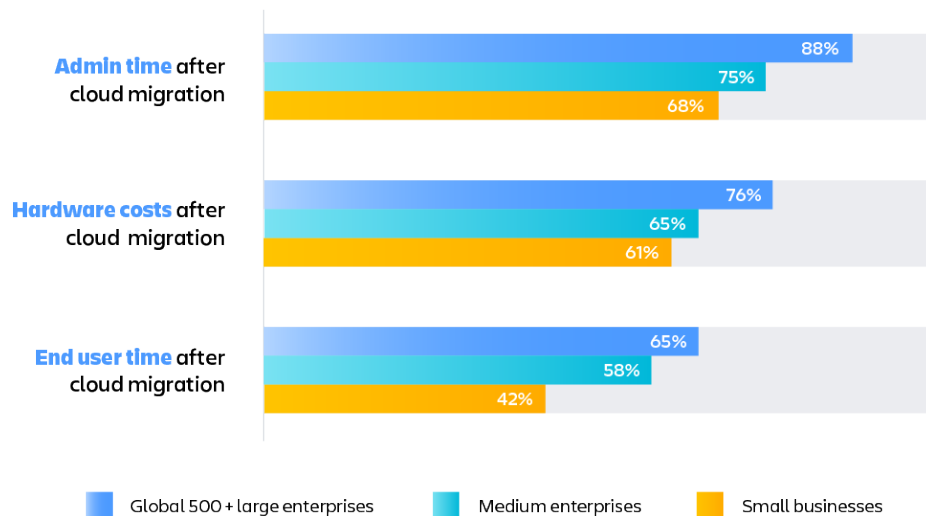
According to a study by Deloitte, companies with a high digital maturity score say the key benefits of a digital transformation are that it increases customer lifetime value and improves sales.

The larger your business, the bigger the savings

If you're one of the 75 percent of US CEOs planning to invest more in cost-efficiency initiatives, the cloud survey is coming in hot with more good news. More than half of Atlassian customers who made the switch **say they saved at least 11 percent on end-user time, admin time, and hardware costs.** Those cost and time savings are even more pronounced if you're a big business.
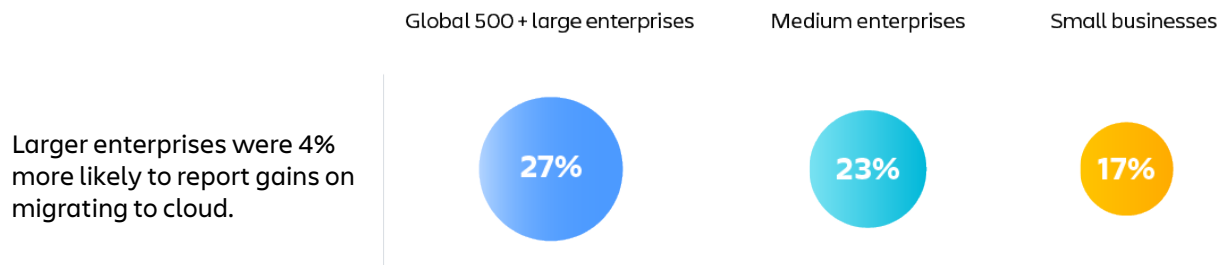
Savings reaped by companies of all sizes:

Admin time after
cloud migration
- 88%
- 75%
- 68%

Hardware costs after
cloud migration
- 76%
- 65%
- 61%

End user time after
cloud migration
- 65%
- 58%
- 42%

■ Global 500 + large enterprises   ■ Medium enterprises   ■ Small businesses

In fact, 65 percent of Global 500 and large enterprises save at least 11 percent end user time with a move; 76 percent save at least 11 percent on hardware costs. And a hefty 88 percent say they save at least 11 percent on admin time post-migration.

The larger your business,the more likely you are to improve time to value

The larger your organization, the more likely you are to rank time to value as an important factor in your migration – and the more likely you are to reap benefits in that category.

Global 500 + large enterprises   Medium enterprises   Small businesses

Larger enterprises were 4% more likely to report gains on migrating to cloud.

27%   23%   17%

Thirty-two percent of Global 500 and large enterprise clients said they migrated hoping to improve time to value – compared to just 26 percent of medium enterprises and 20 percent of small businesses. Similarly, when asked about the benefits of cloud, larger enterprises were 4 percent more likely than medium and 10 percent more likely than small businesses to report gains.
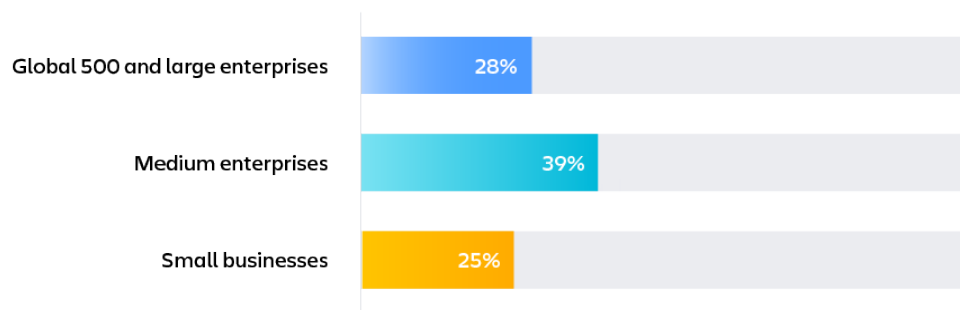
Large enterprises also report improved innovation at higher rates, ranking it as a benefit 7 percent more often than medium enterprises and 9 percent more than small businesses.

What about medium enterprises?
Performance is substantially higher on the medium enterprise to-do list

Overall, the top reasons for a move to cloud are to eliminate the cost of hosting and hardware and do away with manual upgrades. But for medium enterprises, there's another top priority: performance. Thirty-nine percent ranked it as a top reason for their move, compared to 28 percent of large enterprises and 25 percent of small businesses.

Companies that migrated to cloud to improve performance

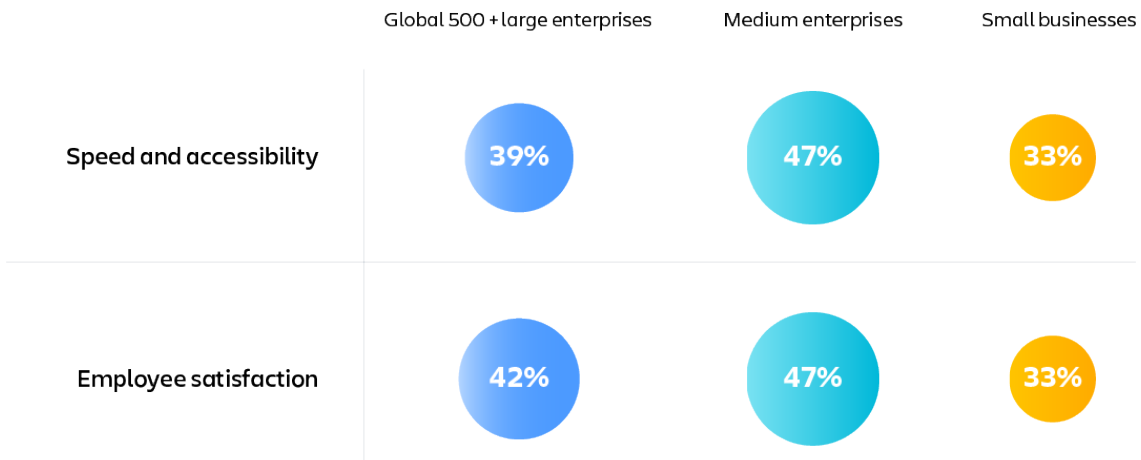|	
Global 500 and large enterprises	28%
Medium enterprises	39%
Small businesses	25%

The good news: 39 percent of medium enterprises said they were looking for performance gains, and the data says they probably achieved them (with 40 percent of all respondents saying they saw performance benefits).

Expect gains in speed, accessibility, and employee satisfaction

When Salesforce asked SMBs about their top challenges, hiring the right talent was at the top of the list. Presumably, keeping that talent is also a big win.

Mid-sized enterprises reaped the highest gains migrating to Atlassian Cloud:

	Global 500 + large enterprises	Medium enterprises	Small businesses
Speed and accessibility	39%	47%	33%
Employee satisfaction	42%	47%	33%

So it's good to see that medium enterprises are reporting healthy gains in employee satisfaction, with 47 percent reporting it as a benefit post-migration.

Speed and accessibility is another category where medium enterprises can expect to reap rewards, with another 47 percent saying this improved after migrating to cloud. That's 14 percent more gains than small businesses and 8 percent more than bigger enterprises.
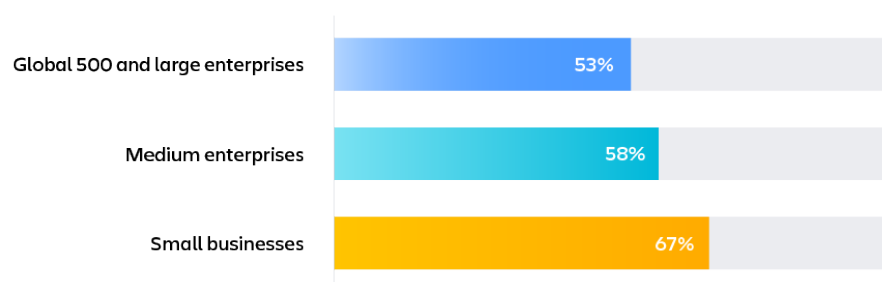
The story of small businesses

Manual upgrade elimination is most important if you're a small business.

Sixty-seven percent of small businesses cite eliminating manual upgrades as a reason for their move to the cloud, compared to 58 percent of medium enterprises and 53 percent of Global 500 and large enterprises.
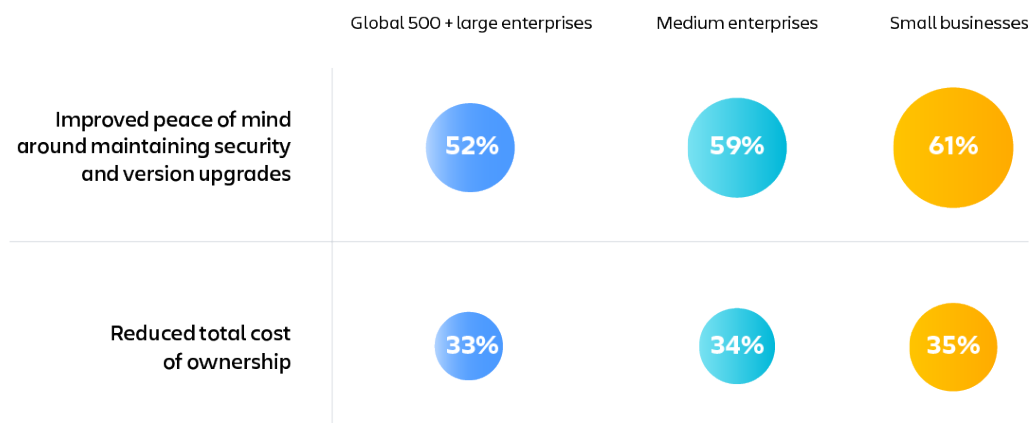
Companies that migrated to cloud to eliminate manual upgrades

Category	Percentage
Global 500 and large enterprises	53%
Medium enterprises	58%
Small businesses	67%

With more limited resources, for smaller (sometimes one-person) tech teams, and often admins already shouldering more than their fair share, this priority makes perfect sense. Manual upgrades are one less thing to worry about on an already-long to-do list.

Small companies get the most peace of mind

The smaller the company, the more likely they are to report peace of mind around security and version upgrades after a move to cloud.

	Global 500 + large enterprises	Medium enterprises	Small businesses
Improved peace of mind around maintaining security and version upgrades	52%	59%	61%
Reduced total cost of ownership	33%	34%	35%

This aligns perfectly with small business priorities (eliminate those pesky manual upgrades) and it makes sense when you think about the limited resources and time available to a smaller company. Security is an expertise all its own, and if you don't have headcount or budget for security professionals in-house, hosting your tools on server can feel daunting and risky. Similarly, those limited resources mean version upgrades can be a strain on a small team or solo admin.

With Cloud, Atlassian handles security and version upgrades, so admins not only save time, but the mental overhead of having to be both admin and security expert. Small businesses are also slightly more likely to report reduced total cost of ownership (TCO) post-migration. Trying to reduce your own TCO? Need help calculating cloud saving costs? Contact your local Atlassian Solution Partner so you know how much cloud can save you.

If you're considering migrating to Atlassian Cloud, contact iTMethods Today.

Our team of experts provide a full consultation and can help seamlessly migrate your Atlassian on-premise instance. Get in touch today!

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