

Midsize Businesses Turn to Cloud and SaaS Technology for Better Efficiency and Security



Survey Results from IDG/Cisco's 2020 Global Survey of Midsize Companies

As businesses around the world rethink their priorities and strategies, midsize organizations are facing new challenges.

Overall, they need greater operational efficiency to improve profitability, along with stronger security, according to a global IDG survey of midsize companies.

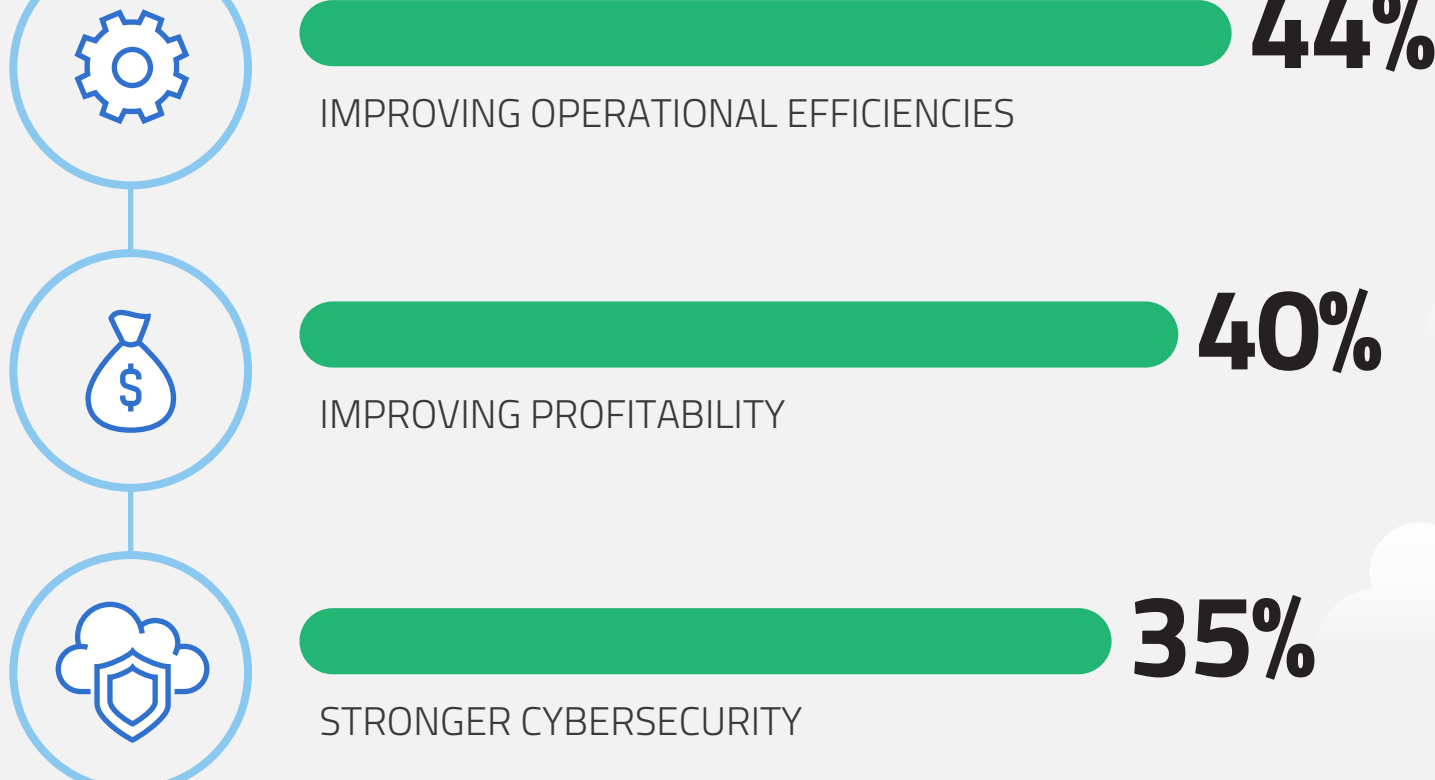
The answer may lay in cloud and Software-as-a-Service (SaaS) investments.



THE NEW CHALLENGES

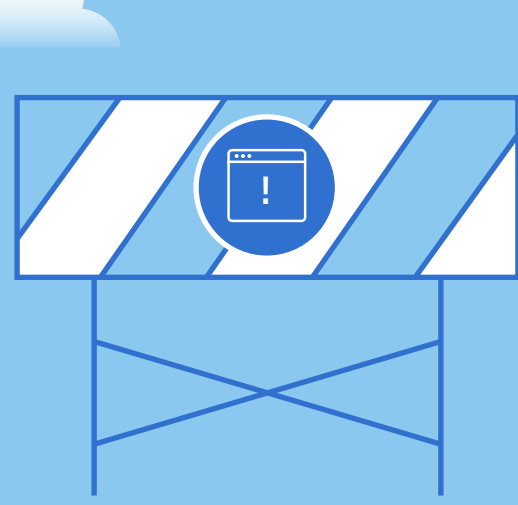
Midsize companies continue to adjust their **business goals**.

Top business goals for 2021



ROADBLOCKS TO SOLVING THE CHALLENGES

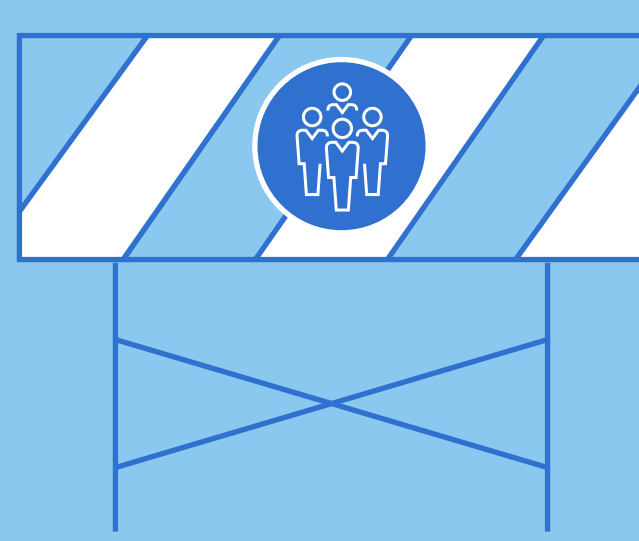
Respondents say **technology is the #1 obstacle** to achieving those goals.



49% of companies remain hindered by legacy and siloed systems



And lack of resources also contributes to the challenge.

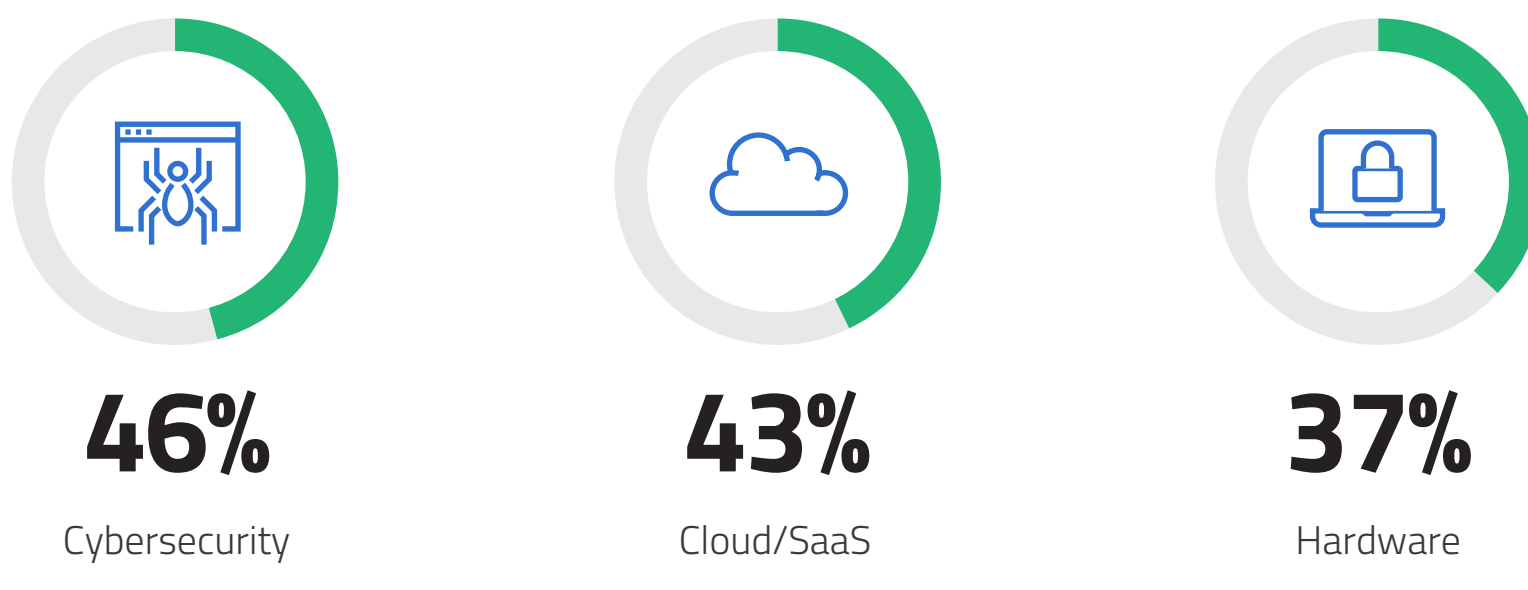


70% of midsize companies have 24 or fewer IT staff members

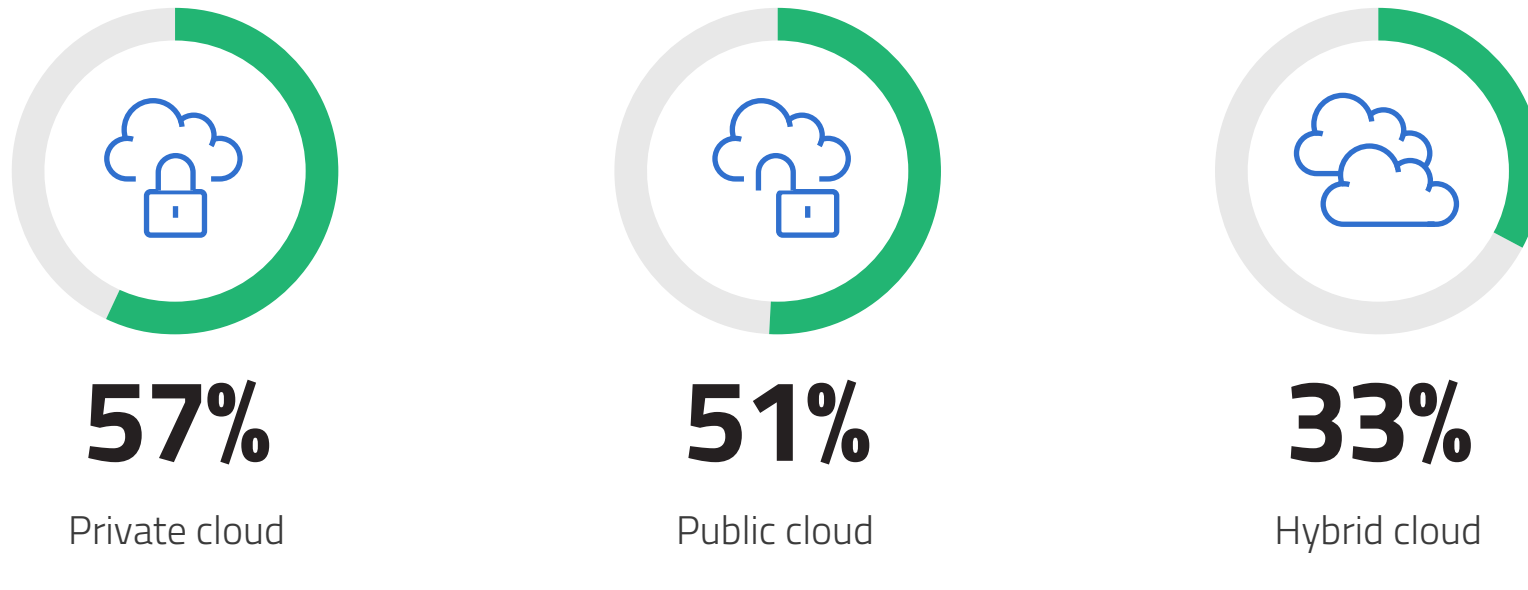
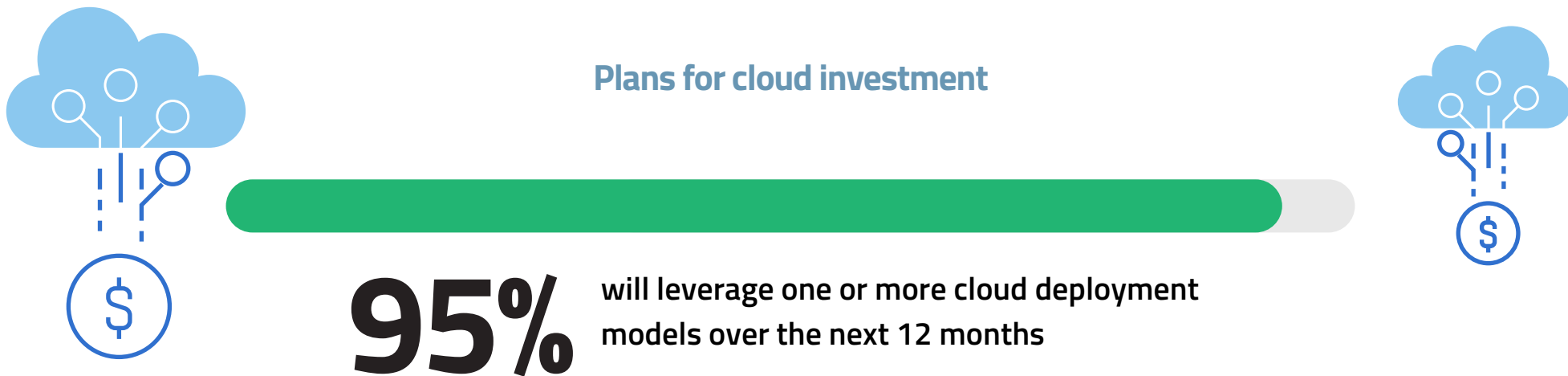
TOP AREAS OF TECH INVESTMENT

But there's good news: Midsize IT leaders are optimistic that cloud and SaaS investments can help them solve these challenges.

Top technology investment areas



Plans for cloud investment



Cloud use has increased at **68%** of midsize organizations in 2020.



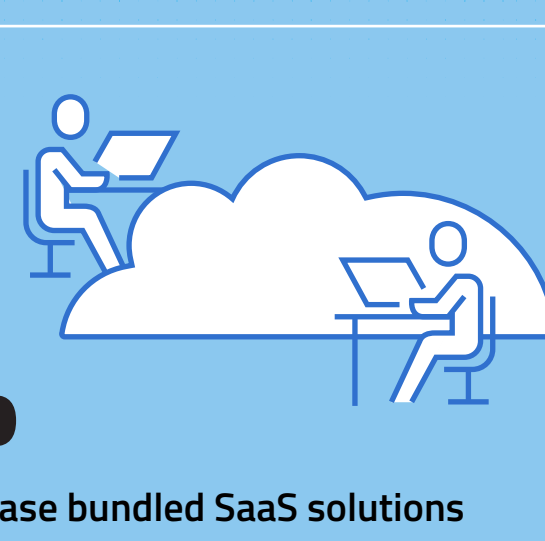
56% plan to increase software investments to help improve operations.



55% of respondents will deploy 25% or more of their applications via SaaS



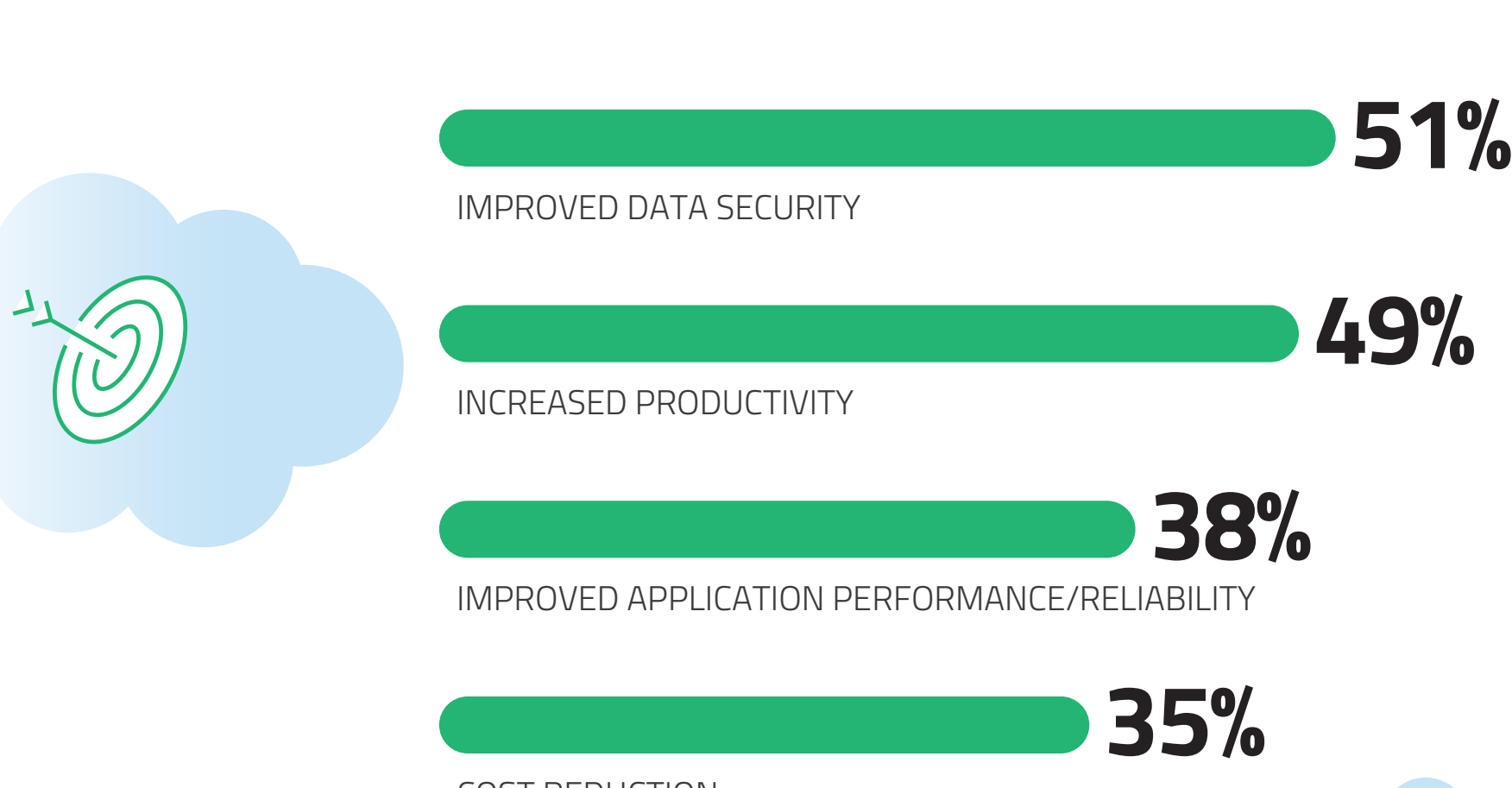
48% prefer to purchase bundled SaaS solutions (e.g., cloud collaboration tools with built-in security).



THE BOTTOM LINE

Cloud and SaaS can help midsize companies achieve their efficiency and profitability goals.

Objectives driving SaaS investment plans



IDG Communications Inc.

For more information about Cisco's solutions for midsize companies, or to start a free trial, [CLICK HERE](#).

About the IDG Survey

To qualify for this survey, respondents had to meet these criteria:

- Management title involved in IT purchase decisions
- Employed at a midsize organization (100-999 employees)
- Employed in the private sector

The 650 respondents were located as follows:

- 350 in Americas (200 in the US, 50 in Canada, 50 in Brazil, and 50 in Mexico)
- 150 in EMEAR (50 in the UK, 50 in Germany, and 50 in France)
- 150 in APJ (50 in Australia, 50 in India, and 50 in Japan)