When it comes to public clouds specifically, there are often misconceptions around which party holds the ultimate responsibility for data management: the customer or the cloud provider. According to The Truth in Cloud Research 2017, 56% of organizations operate with a cloud-first mentality when it comes to deploying new applications. However, 42% of organizations use one or more cloud providers, and 67% of organizations use two or more cloud providers. This indicates a growing trend towards multi-cloud adoption.

### Misconceptions and Challenges of Data Management in the Public Cloud

#### Cloud Vendor Lock-in is a Major Concern

- 84% of organizations mistakenly believe that cloud vendor lock-in is a concern for their organization.
- 37% of organizations have experienced significant challenges due to cloud vendor lock-in.

#### Future Cloud Trends

- 58% of organizations currently use one cloud provider, indicating a shift towards using multiple cloud platforms.
- 92% of organizations expect to use more than one cloud provider in the next one to two years.

The vast majority of businesses and IT decision-makers are planning to accelerate cloud adoption and migration, with IT spend on cloud technologies including public cloud providers expected to rise from 12% today to 18% within two years, a 60% increase. This is driven by the desire to reduce capital expenditures and operating expenses, improve data security, and enhance resiliency.

### Common Goals of Multi-Cloud Adoption are

- 67% to improve resiliency
- 42% to improve data security
- 56% to reduce capital expenditures and operating expenses

Despite these concerns, 94% of organizations are confident in their cloud providers' ability to protect their workloads and data against outages, yet on average, organizations experience 22 minutes per month of downtime due to cloud outages. More than half of organizations that currently use one cloud provider indicate they plan to expand their portfolio across multiple cloud platforms. With 58% of organizations using two or more cloud providers, cloud vendor lock-in is a major concern that has inhibited them from accelerating adoption of cloud.

Further exploration and analysis can be found at [veritas.com/solution/cloud](http://veritas.com/solution/cloud).

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