



INTRICATELY'S 2022

MULTI-CLOUD INFRASTRUCTURE ADOPTION REPORT



ABOUT INTRICATELY MARKET REPORTS

Intricate's data platform provides an unparalleled view into cloud infrastructure.

As the authoritative source of cloud product adoption, usage, and spend data, Intricate gives cloud sales and marketing teams a unique advantage in finding and acquiring new customers, building advanced scoring models, and spotting churn before it happens.

To empower cloud sales teams to grow their global revenue, Intricate data analysts have compiled this report on regional opportunities in cloud computing.

In the 2021 Intricate Report on Multi-Cloud Adoption, we'll cover:

- The multi-cloud adoption trends among CDN and Cloud Hosting
- The increasing multi-cloud adoption rates among large enterprises
- Top global prospects who have implemented a multi-cloud approach

Top Cloud Sellers Rely on Intricate Data



HOW INTRICATELY COLLECTS CLOUD INFRASTRUCTURE DATA

Intricate.ly uses our own first-party data collected from applications, infrastructure, and traffic to estimate how much money a business spends on the cloud and data center.

In some cases, for companies with an exceptionally large amount of infrastructure, our spend estimates are likely to be smaller than actual spends.



EVENTS DATABASE

Collect 4M+ deployment/product events monthly



DIGITAL FOOTPRINTS & FINGERPRINTS

Assess the performance, configuration, location of applications



COMPANY DETAILS

Assemble IPs and products under a company container



GLOBAL SENSOR NETWORK

Map the comprehensive IP space of the internet

OUR ESTIMATES ARE A DIRECTIONAL GUIDE FOR CLOUD AND DATA CENTER ADOPTION.

Learn more about our data collection process on our website.

THE RISE OF MULTI-CLOUD ADOPTION

Intricately data shows that multi-cloud adoption has grown across all company sizes since 2016.

The multi-cloud adoption of the three leading cloud providers (AWS, Google and Azure) among large enterprises has increased by 20% from 2018 to 2021.

Many organizations cite the increased cloud adoption during the pandemic as a driving force of this trend. Product innovation in the cloud, particularly containerization, has better enabled multiple cloud applications to coexist.

Intricately is monitoring growing multi-cloud adoption in the cloud hosting and CDN markets, and has identified significant opportunities for cloud providers who go-to-market with a multi-cloud strategy.

Read on for Intricately's full analysis.

WHY ARE CLOUD BUYERS TURNING TO MULTI-CLOUD?



Flexible, competitive pricing



Improved disaster recovery

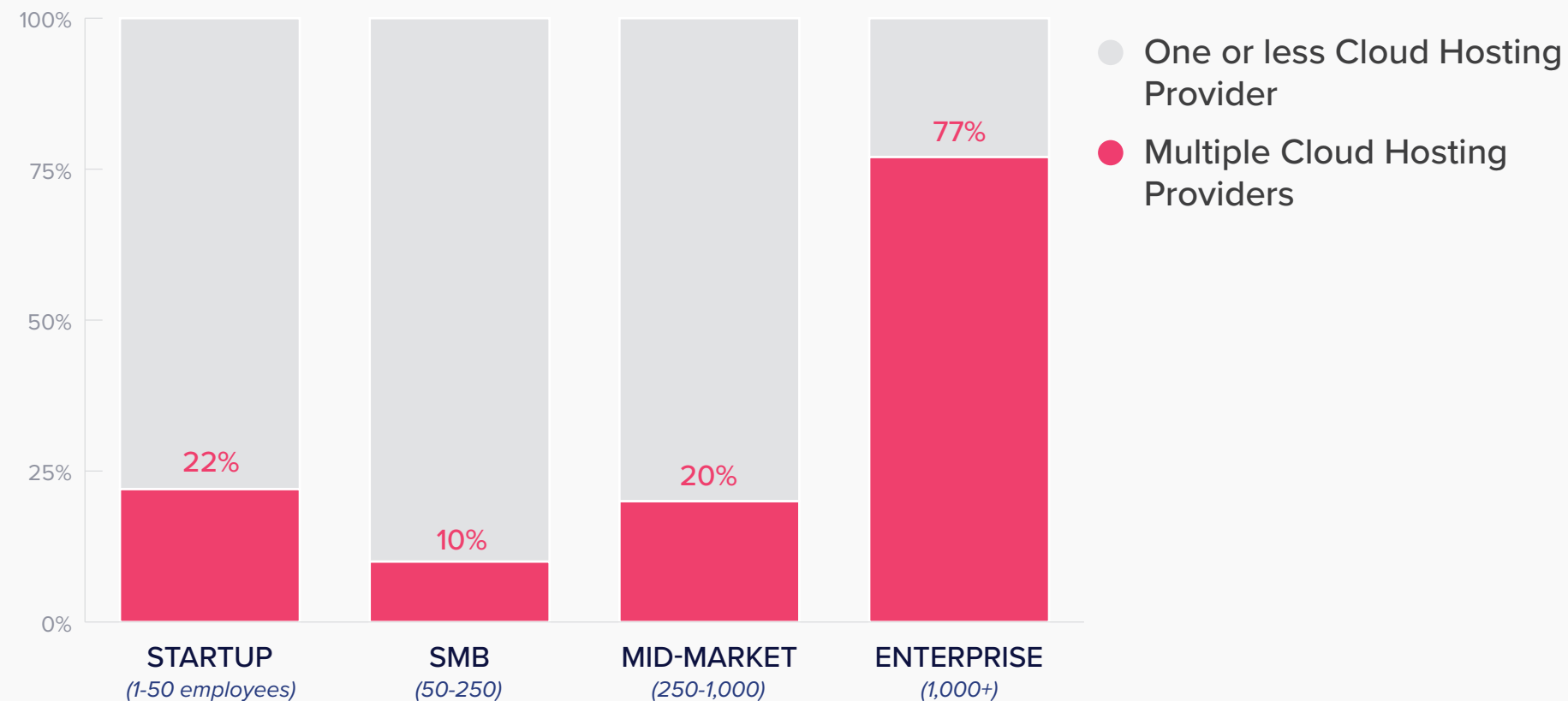


Better product fit by use-case

MULTI-CLOUD ADOPTION ACROSS CATEGORIES: CLOUD HOSTING

2021 Multi-Cloud Hosting Adoption Rates

Percentage of Multi-Cloud Hosting Adoption by Company Size



Source: Intracately data, August 2021

INTRICATELY INSIGHT

Intracately can see how many cloud hosting providers a company has adopted. Intracately data reveals that 77% of large enterprises who purchase cloud hosting products are meeting that demand with multiple cloud hosting providers.

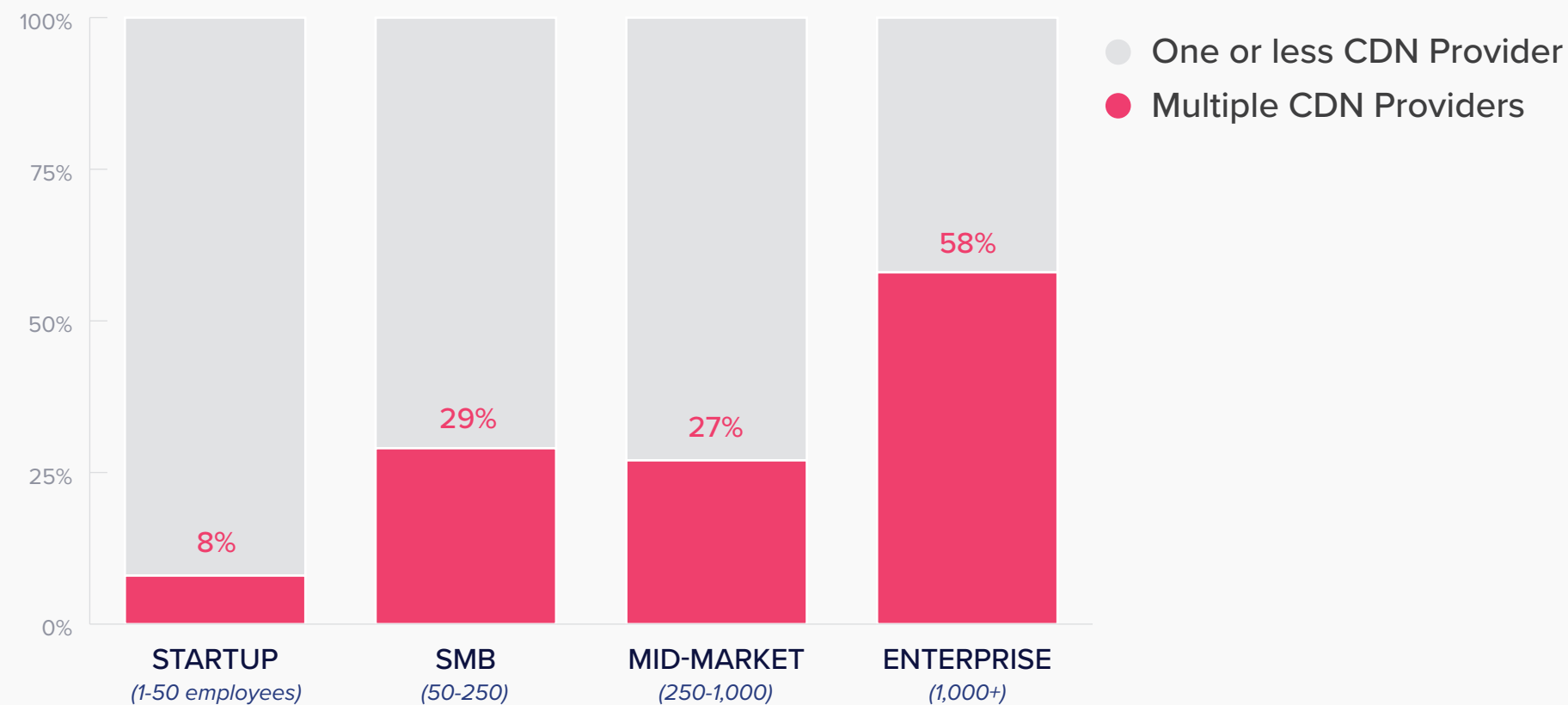
Intracately can help cloud providers understand how their buyers are using cloud products.

[Contact us to learn more](#)

MULTI-CLOUD ADOPTION ACROSS CATEGORIES: CDN

2021 Multi-CDN Adoption Rates

Percentage of Multi-CDN Adoption by Company Size



Source: Intricate data, August 2021

INTRICATELY INSIGHT

Intricate can see how many CDN providers a company adopted and who they are. As companies advance in their maturity, their CDN adoption grows.

The SMB and Mid-Market tiers have similar rates of multi-CDN adoption, with 29% and 27% respectively. This will continue to accelerate in these company sizes for a few reasons, including increased vendor competition and the growing number of specialized CDN offerings.

Intricate can help cloud providers spot opportunities among multi-cloud buyers.

[Contact us to learn more](#)

IDENTIFY THE BEST MULTI-CLOUD PROSPECT OPPORTUNITIES BASED ON REAL-TIME DATA


There are opportunities for cloud providers to grow market share by complementing their competitors in a multi-cloud approach. Intricately is monitoring not only how many cloud providers a buyer has adopted, but how much is being spent. Here are three examples of companies with significant monthly cloud spend and a multi-cloud approach.

viator

EST. MONTHLY CLOUD SPEND:
\$337K

CLOUD PLATFORMS IN USE:
aws Akamai Google Cloud
(and 5 others)


[View in Intricately](#)

 **click funnels**

EST. MONTHLY CLOUD SPEND:
\$207K

CLOUD PLATFORMS IN USE:
aws CLOUDFLARE LUMEN
(and 29 others)

[View in Intricately](#)

 **GetApp**

EST. MONTHLY CLOUD SPEND:
\$212K

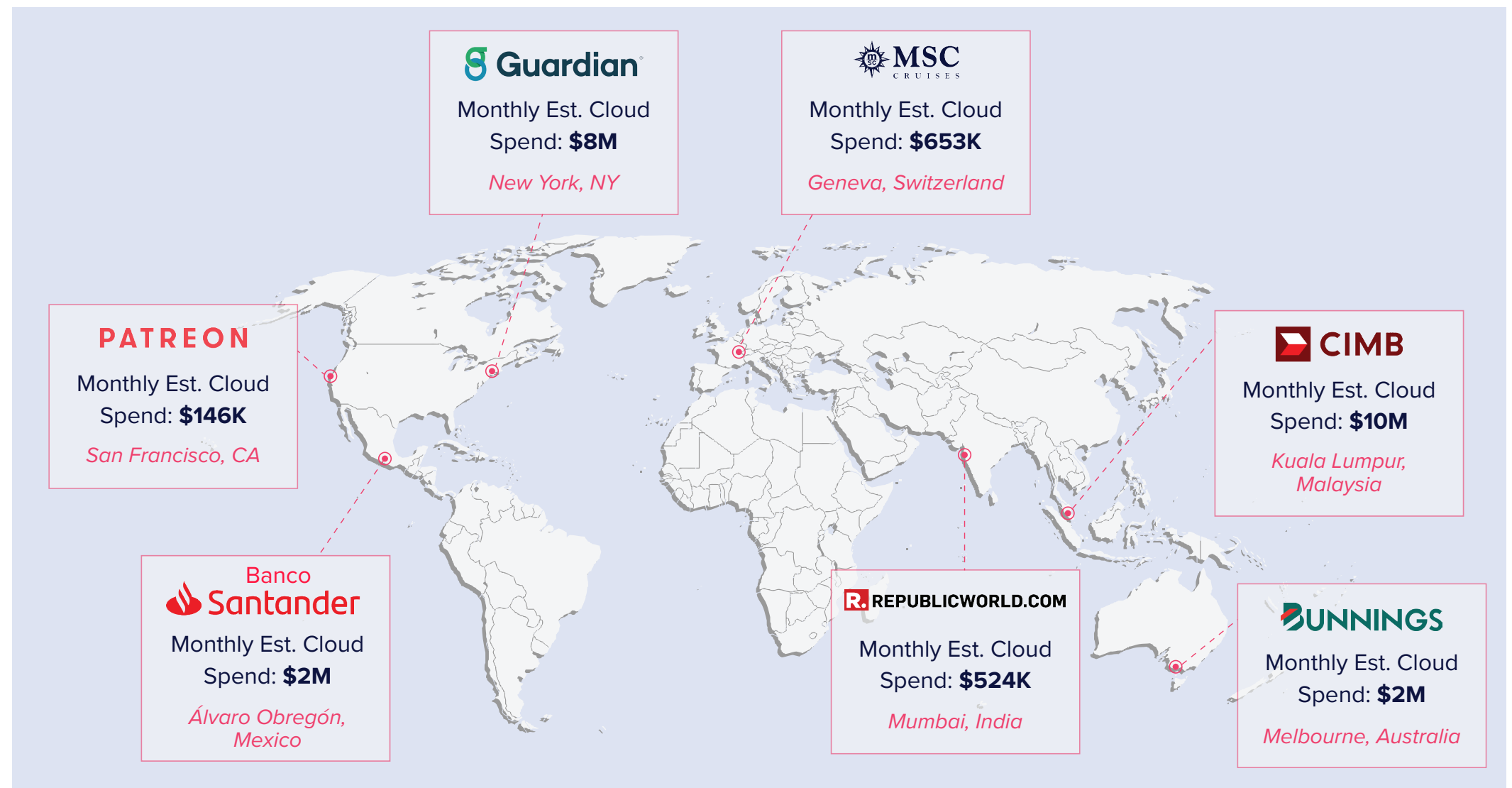
CLOUD PLATFORMS IN USE:
aws ORACLE NETSUITE rackspace technology
(and 7 others)

[View in Intricately](#)

SELECTED GLOBAL PROSPECTS WITH THE HIGHEST MULTI-CLOUD SPEND POTENTIAL

Intracately is monitoring the multi-cloud adoption and spend rates of companies around the world. On this map, Intracately has identified companies with growing spend across multiple cloud providers and **future spend potential exceeding \$500K per month.**

Click on the company logo to learn more information about their cloud adoption, usage and spend.



GET CUSTOMIZED CLOUD MARKET INSIGHTS

Intracately gives cloud sales and marketing teams an unfair advantage in finding and acquiring new customers, building advanced scoring models, getting proactive notification of sales cycles, and spotting churn before it happens.

Our customers use the Intracately data platform to:

- Identify their ideal customer profile
- Define their total addressable market
- Implement territories and account plans for global sales teams
- Execute sophisticated marketing programs to drive growth
- Assess performance against competitors
- Prioritize your account-based marketing and sales efforts

Schedule a demo to learn how to use Intracately's detailed product adoption, usage, and spend data to focus your prospecting and prioritization efforts.

CONTACT US AT:

650-600-1834

learnmore@intracately.com

TOP CLOUD SELLERS RELY ON INTRICATELY DATA



LOOKING FOR MORE DATA?

Read Intricate's Full Library of Cloud Market Reports, Including:

Selling Cloud-Based Solutions In 2022

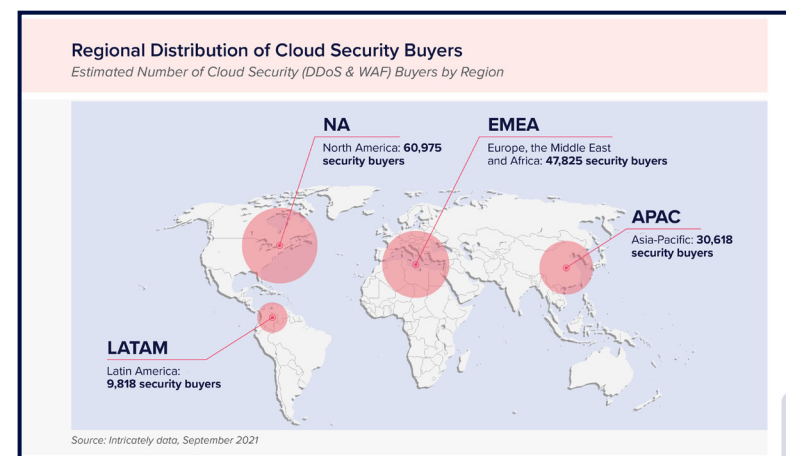
2022 STRATEGY: DEVELOP DATA-BACKED GO-TO-MARKET STRATEGIES IN YOUR WINNING VERTICALS

Identifying the verticals where your cloud product can provide unique value is the first step, but based on the cloud adoption, usage and spend within that industry, your 2022 revenue growth teams can shape unique messaging and identify prospects with the highest propensity to buy.

CLOUD BUYER TO WATCH IN HEALTHCARE:	CLOUD BUYER TO WATCH IN RETAIL:	CLOUD BUYER TO WATCH IN EDUCATION:
saama	TANGO CARD	docebo
\$500K+/mo CLOUD SPEND POTENTIAL	\$2M EST. MONTHLY CLOUD SPEND	\$500K+/mo CLOUD SPEND POTENTIAL
\$2M EST. MONTHLY CLOUD SPEND	4 NUMBER OF CDN PROVIDERS	\$576K EST. MONTHLY CLOUD SPEND
\$195K EST. MONTHLY CLOUD SPEND		
CLOUD HOSTING PROVIDERS: aws, snowflake, Azure	CLOUD HOSTING PROVIDERS: aws, rackspace, snowflake	CLOUD HOSTING PROVIDERS: aws
View in Intricate	View in Intricate	View in Intricate

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State of the Cloud Security Market



Cloud Computing Verticals to Watch: Healthcare, Education and Retail

TOP CLOUD PROSPECTS IN RETAIL

Intricate has identified thousands of retail companies with rapid cloud adoption in 2021, including:

THE VITAMIN SHOPPE	TANGO CARD	TupperwareBrands
What they do: Online and brick-and-mortar retailer of vitamins, supplements, natural beauty products and more. HQ: North Bergen, NY	What they do: Tango Card provides leading incentive-delivery technology to organizations in the B2B space. HQ: Seattle, WA	What they do: Online and brick-and-mortar retailer of kitchen and storage solutions and products. HQ: Orlando, FL
>\$500K/mo CLOUD SPEND POTENTIAL	\$219K EST. MONTHLY CLOUD SPEND	\$300K EST. MONTHLY CLOUD HOSTING SPEND
\$108K EST. MONTHLY CLOUD SPEND	\$1M EST. MONTHLY CLOUD SPEND	
4 NUMBER OF CDN PROVIDERS	49 NUMBER OF DATA CENTER PROVIDERS	
CLOUD HOSTING PROVIDER: ORACLE, NETSUITE	CLOUD HOSTING PROVIDER: aws, rackspace, snowflake	
View in Intricate	View in Intricate	View in Intricate

INTRICATELY Accelerate your cloud revenue generation with Intricate. Contact us to learn more | www.intricate.com INTRICATELY 2021 | 9

Looking for more cloud data on any vertical or market? **Contact Intricate today** for a custom view into the cloud adoption, usage and spend of over 7 million global companies.