

# UK CLOUD SNAPSHOT SURVEY 2017

RESULTS SUMMARY REPORT:  
MARKETING AND ADVERTISING

# Introduction

Cloud has become the buzzword in not only the technology sector, but across all industries. As a result, the rate of cloud adoption is progressively increasing year on year as well as eighty percent of companies increasing their use of “cloud managed services”<sup>1</sup>. At the same time, the uncertainty regarding cloud adoption is also increasing due to the multitude of problems currently facing the UK. Such challenges include the implementation of GDPR, the uncertainty of Brexit and the unprecedented increase in cyber security attacks.

Serviceteam IT, in partnership with Doogheno, conducted a study to reveal the most significant challenges facing UK businesses and the trends in the use of the cloud in the UK.

After extensive research Serviceteam IT are unaware of any report that addresses the challenges facing UK businesses in particular and the state of the cloud in the UK. Given the specificity of Brexit to the UK, we believe this report provides an important insight into the challenges facing UK businesses specifically and therefore fills an important gap in previous research publications.

# Methodology

In order to obtain the data necessary for the completion of this research, a combination of in-depth interviews and a questionnaire was used to give both scope and depth to the research.

The Cloud Snapshot Survey was completed over a four-week period between the 14th of July and the 11th of August 2017. The sample size of over 1,100 individuals was drawn from a multitude of sectors including Insurance, Advertising and Marketing, Technology, Utilities and Scientific Research, and those holding positions in relation to IT were targeted to ensure that valuable and insightful information was collected.

In addition, in-depth interviews were conducted with individuals that work within the IT sector to ensure a greater understanding could be developed regarding why they answered in the way they did.



# Key findings:

## Marketing and Advertising

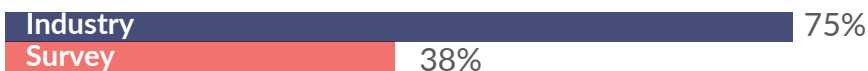
66% of respondents in this sector listed BREXIT as the biggest challenge to their IT plans over the next 3 years, against an average survey response of 62% citing GDPR as their greatest challenge.



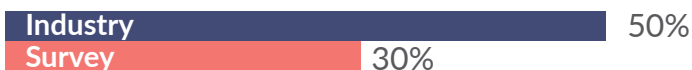
Half of all respondents said that they have experienced an increase in cyber-security incidents within the past 12 months, far higher than in the wider survey.



75% of marketing industry participants do not believe data sovereignty will be an issue after the UK has left the EU. 62% of survey respondents as a whole believe the opposite.



50% have moved between 61% and 100% of their applications and services to the cloud.



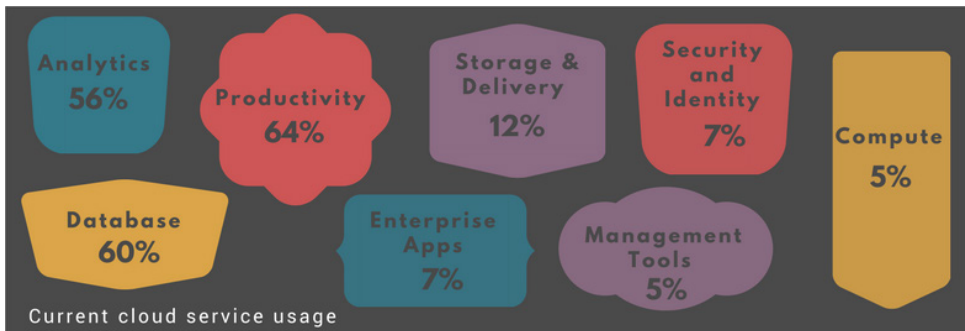
NONE of the respondents said that they are considering moving additional applications and services to the cloud.



38% of respondents highlighted security as a barrier to further cloud expansion.



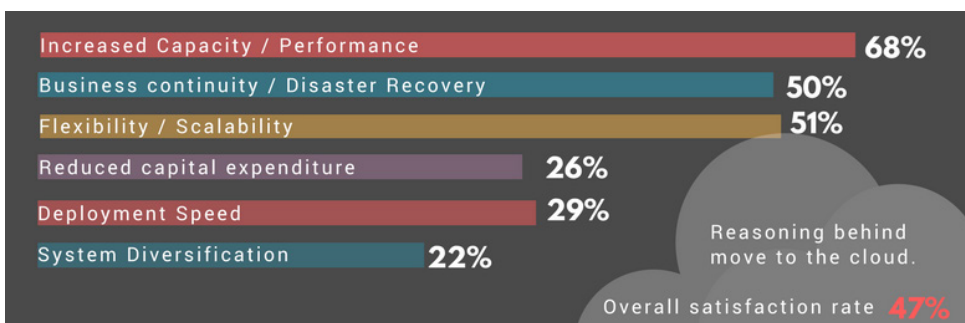
Creative Skillset has revealed that 153,000 people work in the marketing and advertising industry in the UK alone.<sup>2</sup> This is a rapidly growing industry and it is for this reason that it was included in the survey.



One of the key findings to come from this sector is that 68% of respondents feel that Brexit is the biggest challenge to their future IT plans. Brexit is a challenge that is specific to the UK as businesses are likely to have to make significant changes to the way they operate as a result of the decision to leave the EU. It is therefore unsurprising that UK firms are concerned by this issue.

In addition, 50% of respondents from this industry have experienced an increase in cyber security incidents in the past year. This correlates with the findings from the Government’s Cyber Security Breaches Survey 2017,<sup>3</sup> which revealed half of UK businesses have experienced a cyber security attack.

50% of respondents from this sector have moved between than 21% and 80% of their applications and services to the cloud. Additionally, 38% of the respondents from this sector stated that they would not be moving any additional applications or services to the cloud in the future. This may be explained by the fact that on average respondents from this industry were only 47% satisfied that they were able to achieve what they wanted by moving to the cloud.



<sup>2</sup> [https://creativeskillset.org/creative\\_industries/advertising\\_and\\_marketing\\_communications/overview](https://creativeskillset.org/creative_industries/advertising_and_marketing_communications/overview)

<sup>3</sup> [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/609186/Cyber\\_Security\\_Breaches\\_Survey\\_2017\\_main\\_report\\_PUBLIC.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/609186/Cyber_Security_Breaches_Survey_2017_main_report_PUBLIC.pdf)

# Conclusion

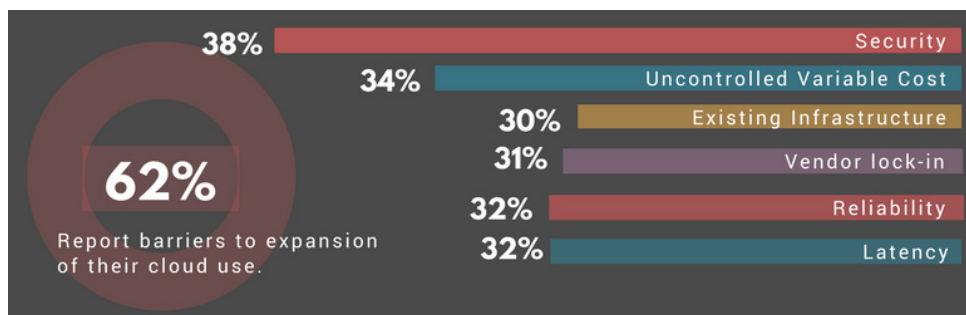
Our research has revealed that 93% of respondents use some form of cloud-based technology, on that basis it is clear that the cloud is not only prevalent in businesses but essential in terms of scalability and flexibility, continuity and speed of deployment.

Our findings bring to light the concern businesses have regarding the external threats they face to their IT plans and also the barriers in which prevent them from expanding further use of the cloud.

In the broader survey, one of the key findings reveals that many businesses are mindful of the challenge which GDPR poses, and consider it a greater challenge than Brexit. However in the Marketing and Advertising sector, Brexit is seen as by far the greater challenge.

As well as the challenge of Brexit, it was found that the greater number of respondents acknowledged security as an important barrier to further expansion. Perhaps that might underline the spectacular result which shows that NONE of the respondents from this sector are considering moving additional applications and services to the cloud.

In summary, the survey suggests that the cloud is being used in the UK by a growing volume of businesses for an array of functions. Alongside this, there is also an increase in the number of organisations beginning to initially adopt the cloud in their business despite the external threats posed by GDPR, Brexit and Cyber Security.



Download more analysis and full study results at

<http://serviceteamit.co.uk/survey2017>

and use these free services to have a look at your current cyber-security position.

Do you know exactly where your data is stored?

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Get a free basic Cyber-Security Audit

<http://serviceteamit.co.uk/cyberaudit>

Move towards GDPR compliance with this free, branded Subject Access Request form <http://serviceteamit.co.uk/gdpr>

Free, secure, low latency, high bandwidth Cloud Connect port for one month <http://serviceteamit.co.uk/cloudconnect>

IT can be complex.

It's an ever changing world, with new technologies, new regulations and new threats.

At **Serviceteam IT**, we love it. (This can make us a little boring at parties).

Ask us about the latest cyber-security trends, the challenges of data sovereignty or low latency connectivity, and we'll put the kettle on and open the biscuits.

Every company promises great service, few consistently achieve it.

At Serviceteam IT we strive always to be honest, transparent and personable at a price which is fair. Our professional team will work hard to bring you the benefit of their knowledge and experience, and our flexible, can-do approach means nothing is impossible if your pockets are deep enough. We're not the biggest, but our clients trust us, and believe we are one of the good ones.

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