

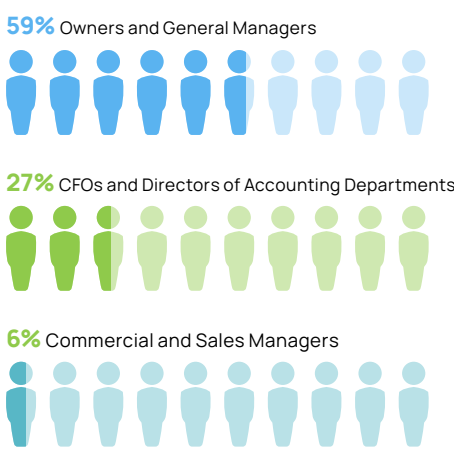
Cloud: Adoption and benefits

Revealing survey among more than 6,000 customers of SoftOne in Greece and Eastern Europe

Who took part

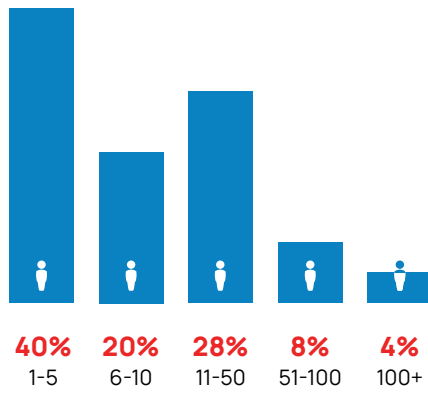
Management executives and heads of financial and accounting departments of more than 6,000 businesses in Greece, as well as businesses in Romania, Bulgaria and Cyprus took part in the survey

Executives



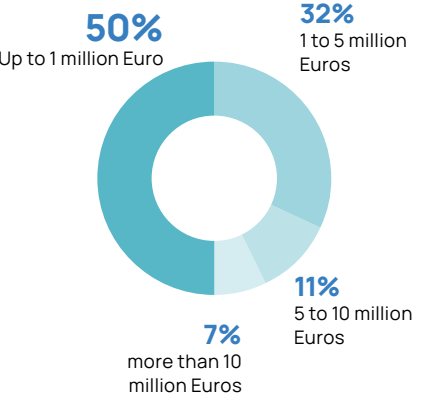
Nearly **9 out of 10** participants are **key decision makers** in their companies

Business Size



88% of the survey's **businesses** have up to **50** employees

Annual Turnover



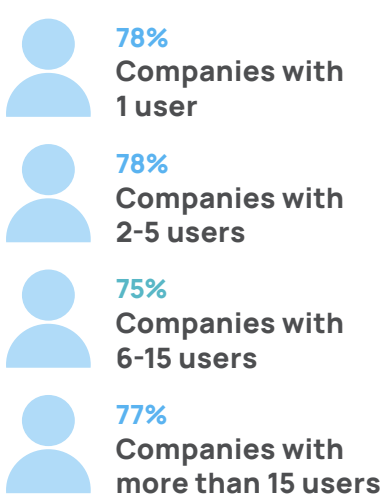
Annual turnover for 7% of the survey's businesses ranges between **10 to 50 million Euros**

One out of two businesses ranges at the **1 million Euro level each year**

Cloud Satisfaction

How satisfied are companies from the Cloud and SaaS services they are using?

Satisfaction per company size



Percentage of users with a very high rating of Cloud services



Nearly **8 out of 10** businesses are highly **satisfied from their Cloud services**, with this figure remaining unchanged regardless of size



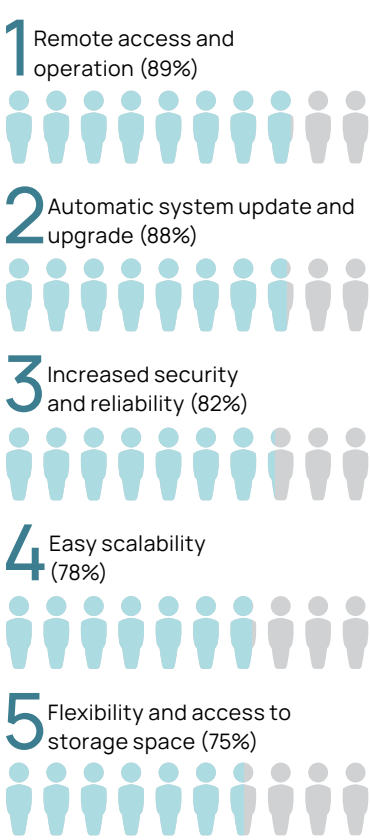
More than **3 out of 4** businesses (77%) are **extremely satisfied with their Cloud services**, giving SoftOne a **rate higher than 7 out of 10**

How do businesses choose their Cloud services?

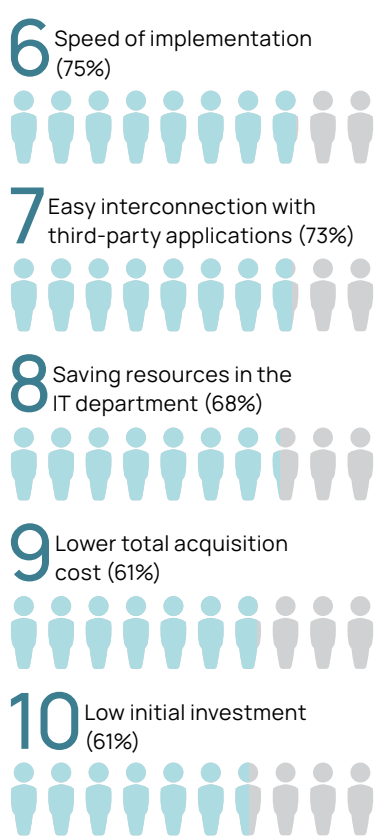
When choosing Cloud services, every business forms its own key criteria. How common are those, and which are the most important ones in the top priority list of organizations?

TOP 10 criteria for adopting Cloud

First line reasons



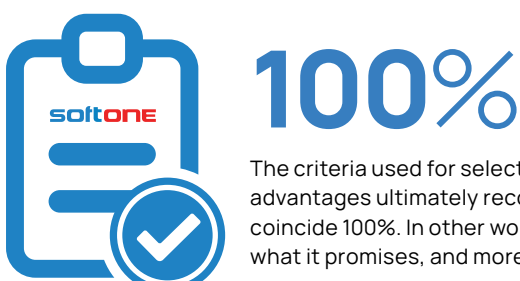
Supplementary reasons



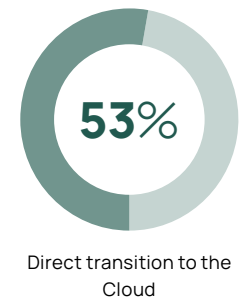
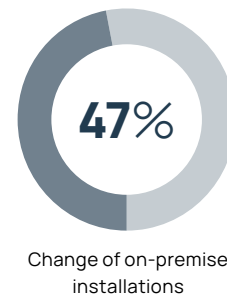
Around **8 out of 10** businesses state that SoftOne's Cloud solutions are what made their **seamless operation possible during the pandemic**

98%
The Selection criteria are also benefits!

Cloud for COVID-free enterprises
77%



Upgrade or straight to the "cloud"?



Remote access, flexibility, security and stability, as well as the automation of application maintenance, are the **main criteria** for businesses to make the transition to Cloud services



Businesses that already had an on-premise solution (replaced by a Cloud solution) and those which transitioned straight to the cloud appear to be **equally split**

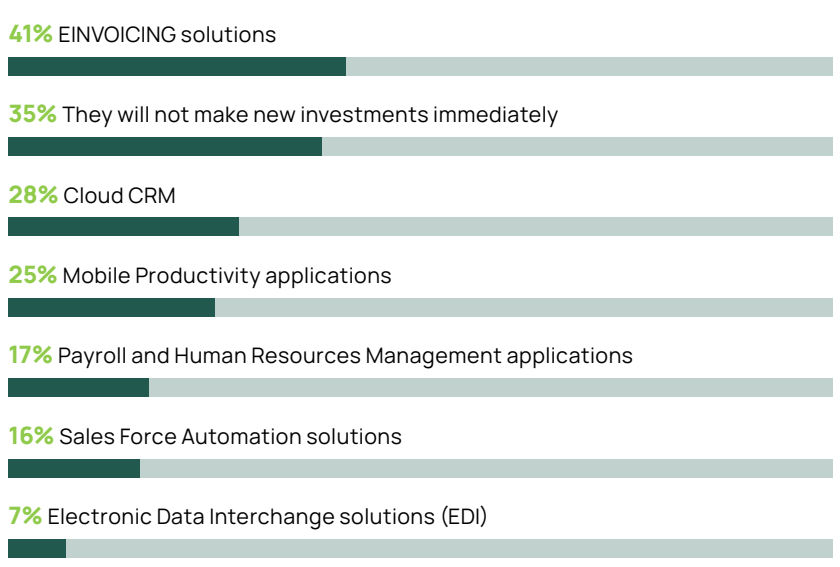
Future investments

A strong start has been made for the Cloud. What are the next digital investments we should be expecting?

NEARLY 2 OUT OF 3 BUSINESSES WILL MAKE A NEW CLOUD INVESTMENT IN THE NEAR FUTURE, WITH INVOICING (IN GREECE DUE TO MYDATA AMONG OTHER REASONS), CLOUD CRM AND MOBILE APPLICATIONS ON THE TOP OF THE INVESTMENT AGENDA



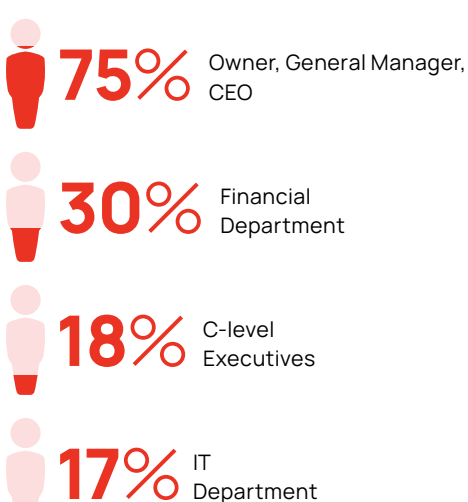
Which Cloud or Enterprise Mobility solutions do businesses intend to invest in in the near future?



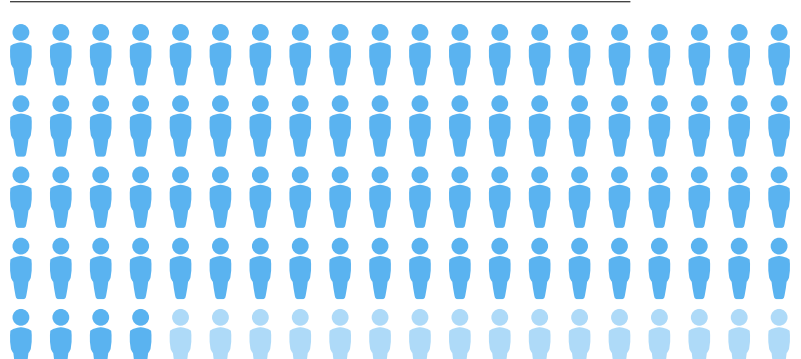
Who decides?

Who is the key person for Cloud investments in an organization, and how satisfied is this person at this time in order to renew existing subscriptions?

As regards potential investments in Cloud or Enterprise Mobility Solutions, who makes the final decision?



Intention to renew subscriptions of existing Cloud services



Nearly **84%** of businesses already feel **highly satisfied** and will **renew the subscriptions of their SoftOne Cloud services**, demonstrating the importance and success of their transition to the Cloud as well as the quality of SoftOne's related solutions



Cloud is a decision of Management or the Financial Department, with the **IT Department** (where there is one, in larger size businesses) **making the relevant decisions in 1 out of 6 instances**