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THE RISE OF CLOUD-NATIVE DEVELOPMENT: IMPLICATIONS AND OPPORTUNITIES FOR ISVs & DEVELOPERS

Cloud-native technologies, tools, and methodologies are revolutionizing the way software is:

DEVELOPED
Cloud-native enables faster, responsive, and scalable app development quickly and iteratively.

CO-CREATED
Cloud-native developers are better able to collaborate, co-create, and integrate.

CONSUMED
Cloud-native SaaS enables multitenancy, rapid feature updates, and subscription-based revenue models.

PROCURED
Cloud marketplaces enable organizations to sell to a global customer base in an entirely digital manner.

IDC predicts that by 2023, over

500 million digital apps

and services will be developed and deployed using cloud-native approaches ...

... the same number of apps developed in the past

40 YEARS.

Creating opportunities for all kinds of software companies

2020 CLOUD-NATIVE SAAS SURVEY

IDC on behalf of Sage conducted a survey of 400 technology companies that had invested in building cloud-native and/or SaaS businesses in the U.S. and the U.K.

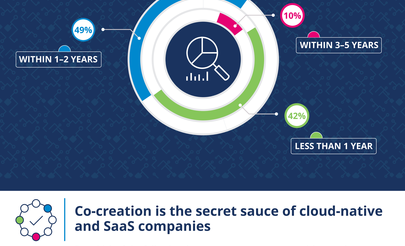
KEY FINDINGS FROM THE SURVEY:

Innovation, customers, growth, speed to market are primary drivers for software companies to invest in cloud-native/SaaS:

Q. What were the top factors that drove you to build a cloud-native/SaaS practice?

INNOVATION	CLIENT DEMAND	GROWTH	CX	SPEED TO MARKET
30%	29%	28%	28%	27%
Ability to innovate	Demand from existing customers	Opportunity to grow the business	Improved customer analytics and business intelligence	Faster time to market

91% of cloud-native and SaaS companies reach profitability in 2 years or less



Co-creation is the secret sauce of cloud-native and SaaS companies

Q. Which of the following do you co-create or partner with to scale your cloud-native/SaaS practice?

Currently doing | Considering doing

Cloud marketplaces are critical to scale cloud-native/SaaS

Q. What steps did your company take to scale your cloud-native/SaaS practice? Top 6

Cloud marketplaces are also the primary factor when choosing a partner

Q. What are your organization's main needs from platform providers, in relation to developing and commercializing your own software?

Acceleration

ISVs ARE ABLE TO INNOVATE, CO-CREATE, AND GROW AT SCALE WITH CLOUD-NATIVE AND SAAS.

IDC/Sage Cloud-Native/SaaS Partner Survey, November 2020, n = 400

Let's build great things together

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IDC #EUR147711120

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