

THE AI DIVIDE



The rise of AI is creating a new disrupt-or-die era, and the world is starting to divide into AI leaders and AI laggards. NetApp's second annual Cloud Complexity Report provides insights into the progress, readiness, challenges and momentum of the past year, and the critical role of unified data storage in future AI success.

THERE IS A SIGNIFICANT DIVIDE BETWEEN AI LEADERS AND AI LAGGARDS

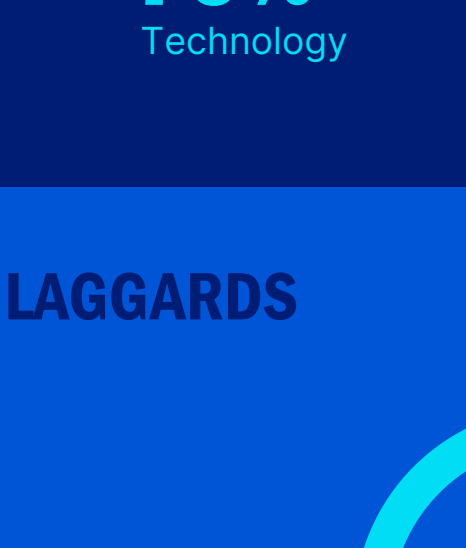
60% vs **36%**

of companies in AI-leading countries have projects up and running or in motion

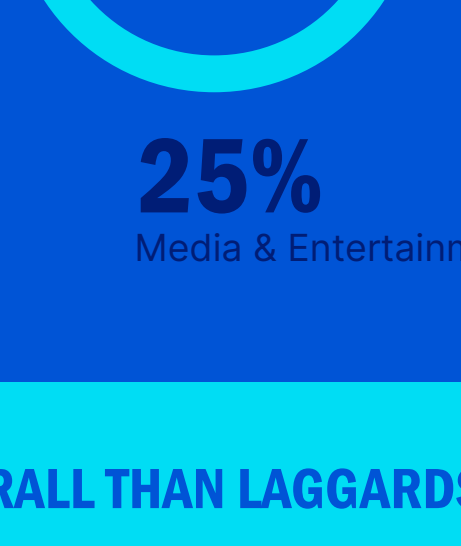
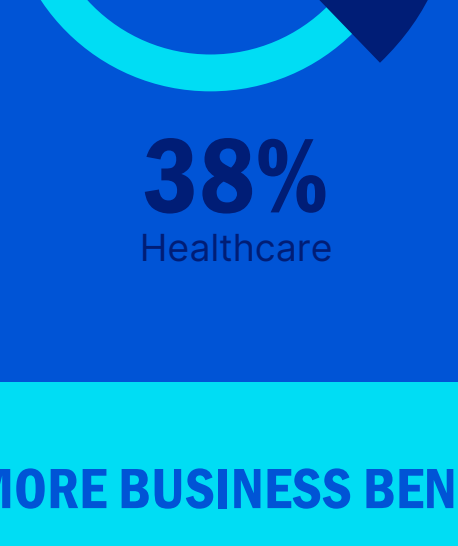
of companies in AI-lagging countries have projects up and running or in motion

THE GAP IS EQUALLY EVIDENT IN KEY VERTICAL INDUSTRIES

LEADERS



LAGGARDS

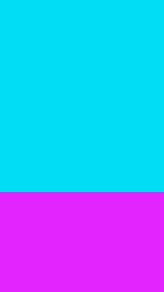


LEADERS SEE MORE BUSINESS BENEFITS OVERALL THAN LAGGARDS

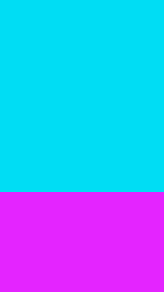
TOP AI BENEFITS GLOBALLY



50%
increased production rate



46%
automation of routine activities



45%
improved customer experience

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THERE IS HOPE FOR THE LAGGARDS

SOME AI-LAGGING COUNTRIES LIKE SPAIN AND GERMANY HAVE OPTIMIZED IT ENVIRONMENTS FOR AI—A CRITICAL STEP TOWARD AI READINESS



IN LINE WITH
AI-LEADING COUNTRIES

59%

SOME AI-LAGGING COUNTRIES LIKE GERMANY AND SPAIN BENEFIT FROM UNIFIED DATA STORAGE



EASIER DATA
SHARING



INCREASED
VISIBILITY

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IT COSTS AND SECURITY EMERGE AS TOP CHALLENGES

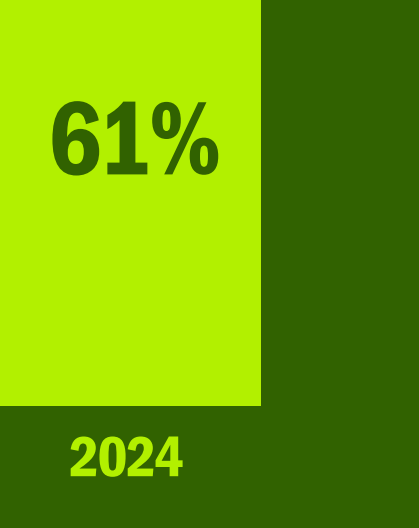
AI IS INCREASING IT COSTS



BUT COMPANIES ARE STILL FINDING WAYS TO FUND AI



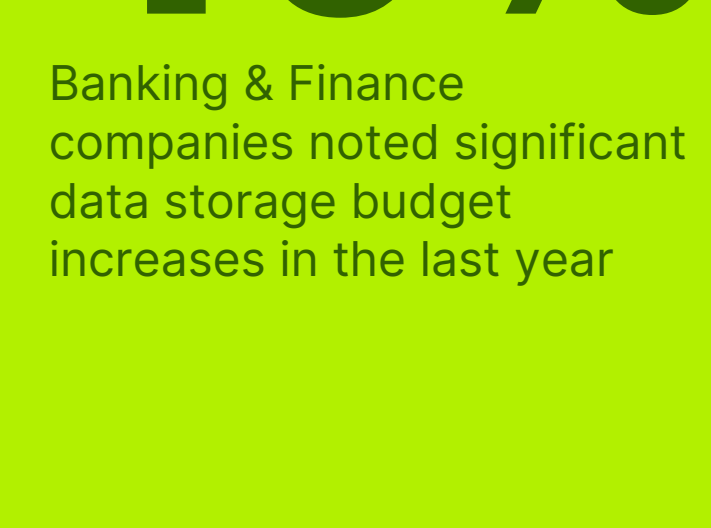
AI LEADERS ARE MORE LIKELY TO SCALE BACK OR CUT BUDGETS ELSEWHERE TO FUND AI PROJECTS



AND CYBERSECURITY RISK IS A GROWING CONCERN IN EVERY COUNTRY

Year over year, increased cybersecurity risk jumped 16% while all other concerns decreased

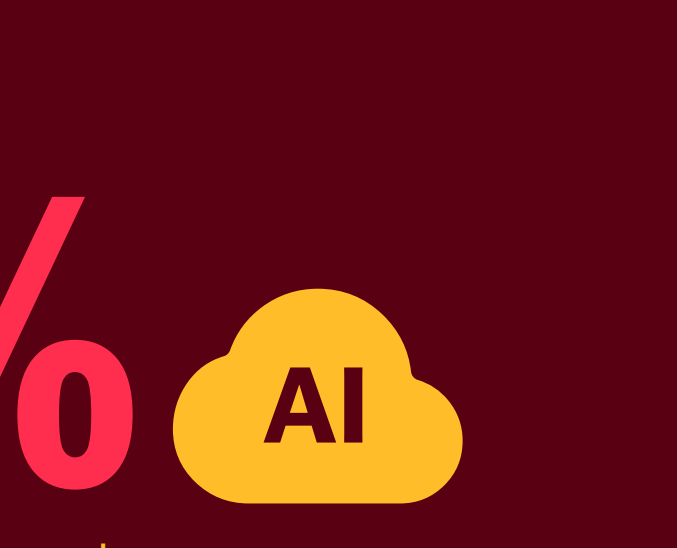
And every industry ranked increased cybersecurity risk as the top business impact of increasing data complexity in the cloud (50%+), except Media & Entertainment (39%)



BUT BUDGETS ARE INCREASING



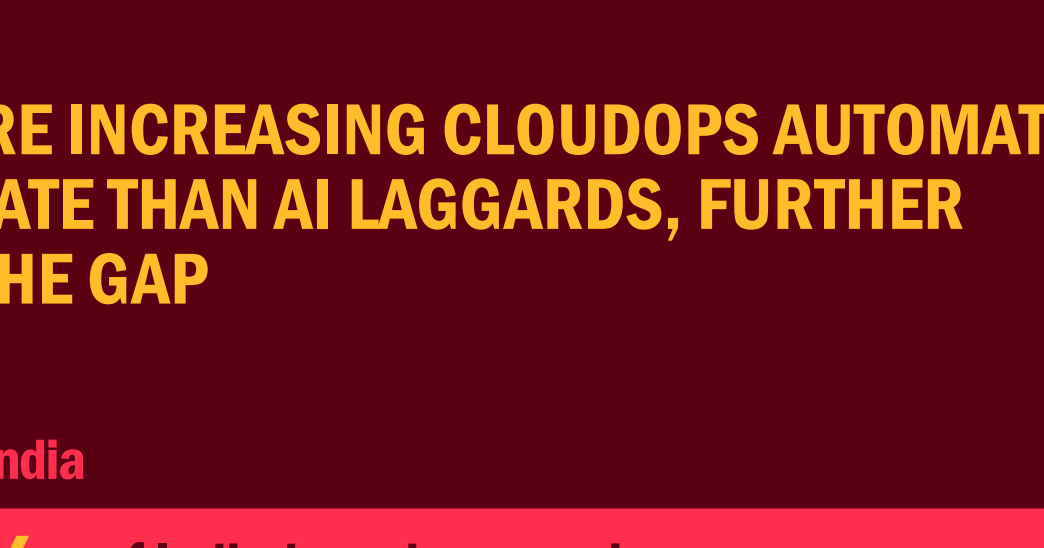
of Technology companies have significantly increased IT budgets for CloudOps in the last year



Banking & Finance companies noted significant data storage budget increases in the last year

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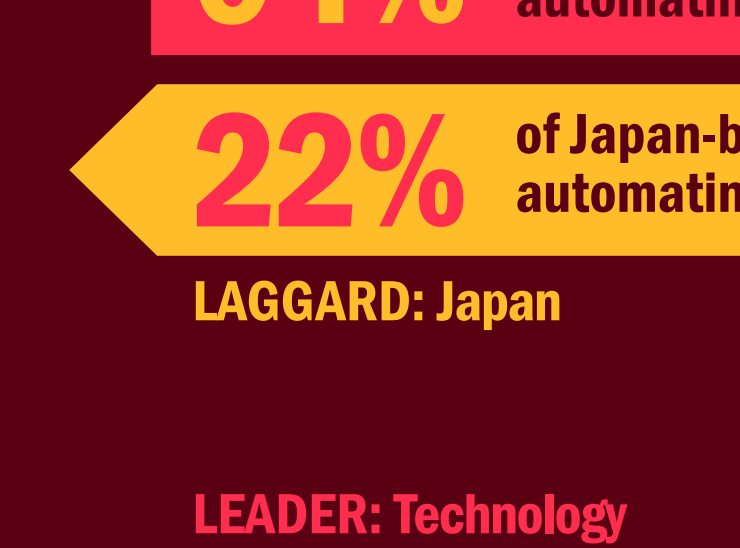
TECHNOLOGY INVESTMENTS IN 2024 AND BEYOND



of AI-driven cloud deployments will increase from 2024 to 2030



INVESTMENT TO INCREASE DATA SECURITY JUMPED GLOBALLY YEAR OVER YEAR



AI LEADERS ARE INCREASING CLOUDOPS AUTOMATION AT A FASTER RATE THAN AI LAGGARDS, FURTHER INCREASING THE GAP

LEADER: India

94% of India-based companies are automating their CloudOps in 2024

22% of Japan-based companies are automating their CloudOps in 2024

LAGGARD: Japan

LEADER: Technology

92% of Technology companies are automating their CloudOps in 2024

44% of Media & Entertainment companies are automating their CloudOps in 2024

LAGGARD: Media & Entertainment

WHETHER YOU'RE AN AI LEADER OR AN AI LAGGARD, THE REPORT CONFIRMED FIVE KEY AREAS EQUALLY CRITICAL TO AI SUCCESS



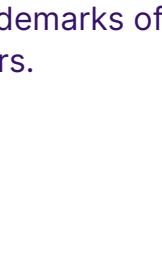
Rich, connected, and accessible data



An AI-trained workforce



The right AI partners



Access to high performance compute and storage



Visibility and control over CloudOps and cost

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TO LEARN MORE AND ACCESS THE FULL REPORT, VISIT [HTTPS://WWW.NETAPP.COM/NETAPP-INTELLIGENCE/CLOUD-COMPLEXITY-REPORT/](https://www.netapp.com/netapp-intelligence/cloud-complexity-report/)

In March 2024, NetApp partnered with Savanta to conduct a quantitative research study of 1,300+ tech and data executives at businesses in 10 markets: US, EMEA (UK, France, Germany, Spain), and APAC (Australia, New Zealand, India, Singapore, Japan).

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