

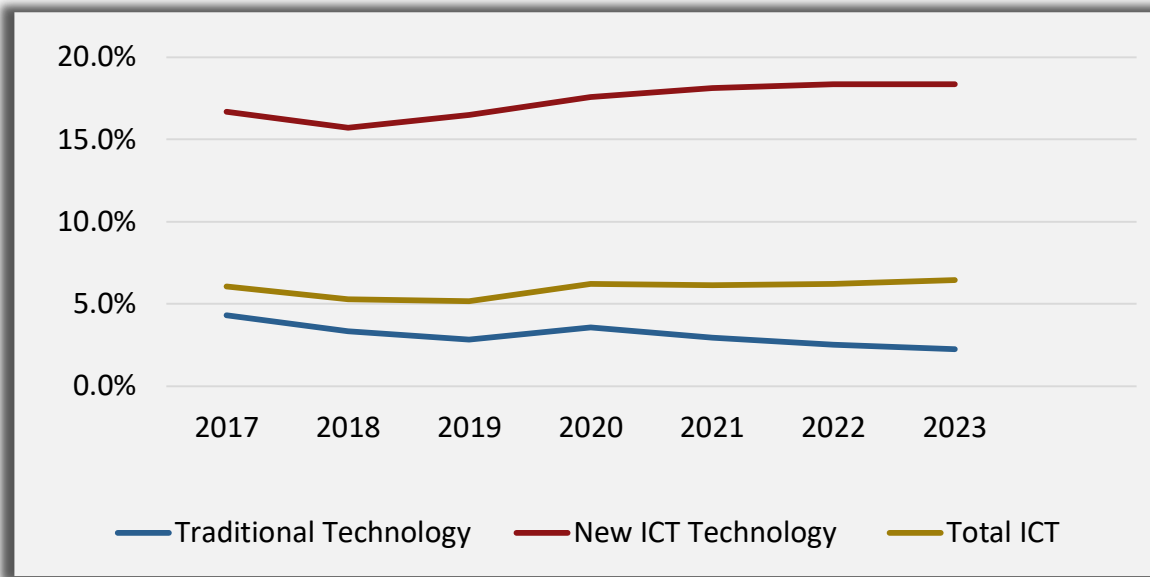
COVID-19 Impact Analysis

Cloud Technology Market



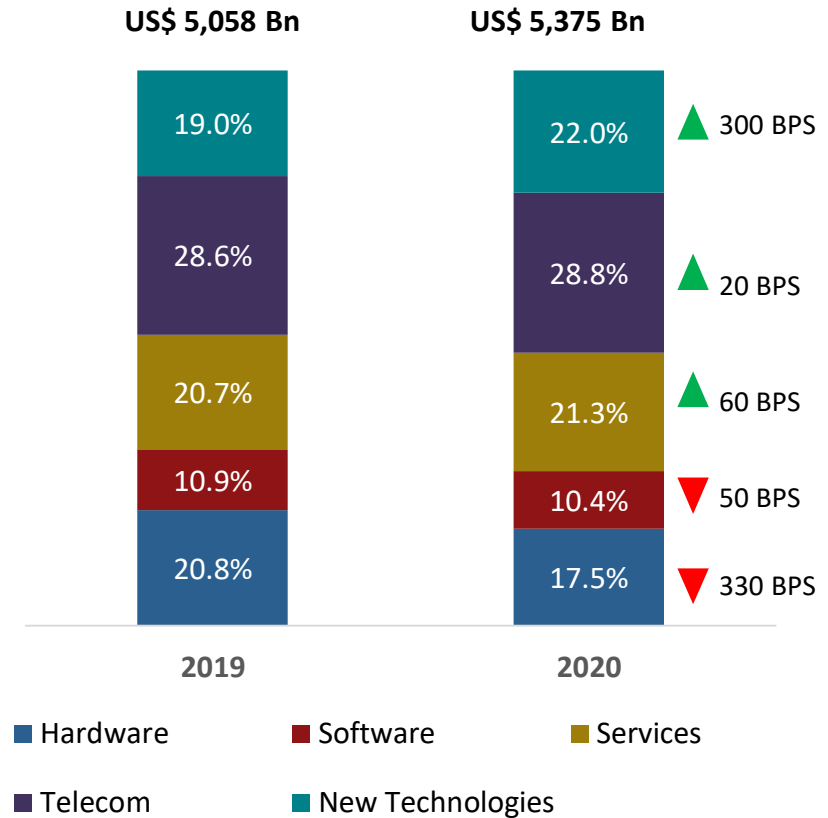
Impact on Worldwide ICT Spending

Worldwide ICT Technology Spending YoY Trend



- Amid the COVID-19 outbreak, the traditional ICT technology market such as hardware, software and services would see a decline in the next 3 years, due to economic downtime.
- New technologies such as AI, Robotics, AR/VR, IoT, cognitive security etc., would see surge in the adoption owing to the increasing new use-cases and new market opportunities.

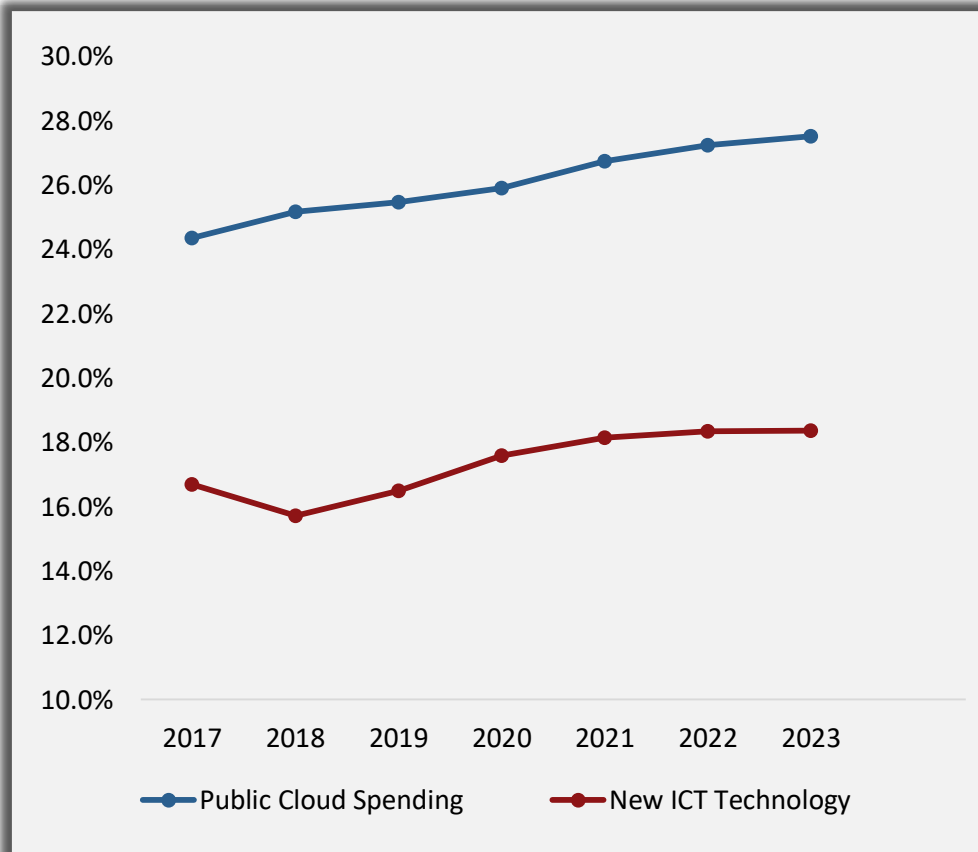
COVID-19 Impact on ICT Spending



Source: FMI Analysis, 2020

New ICT Technology Vs. Public Cloud Spending

Public Cloud Spending Vs. New ICT Technology YoY Trend



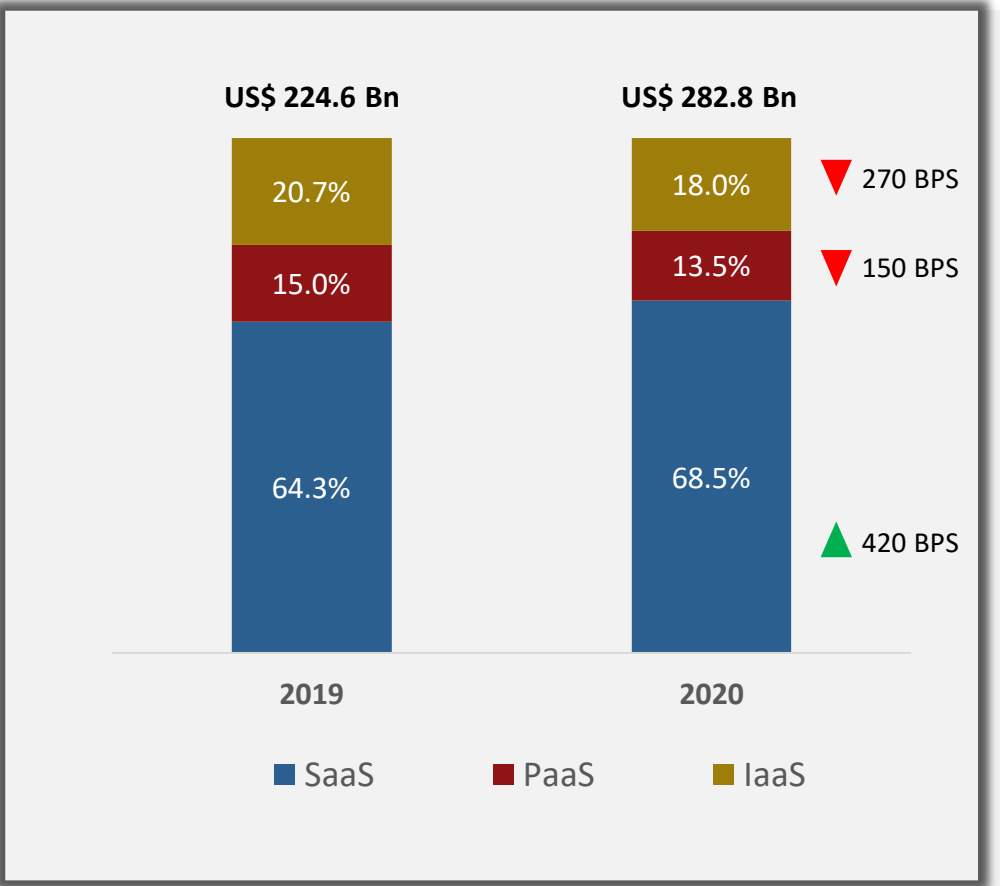
Key Insights

- ❑ In response to the COVID-19 pandemic, cloud service providers are taking special measures to meet the customer demand for cloud usage, **due to sudden shift to a remote-first workforce.**
- ❑ According to estimates, almost **70% CIOs** agrees **“cloud services” would become a priority in 2020**, and they expect to **reduce on-premises workloads to 35% in 2021**, as compared to almost 60% in 2019.
- ❑ With this trend to continue, **pubic cloud services** market revenue is estimated to **increase by 1.6X during 2019-2021.**

Source: FMI Analysis, 2020

Impact on Public Cloud Services Types

COVID-19 Impact on Public Cloud Services Spending



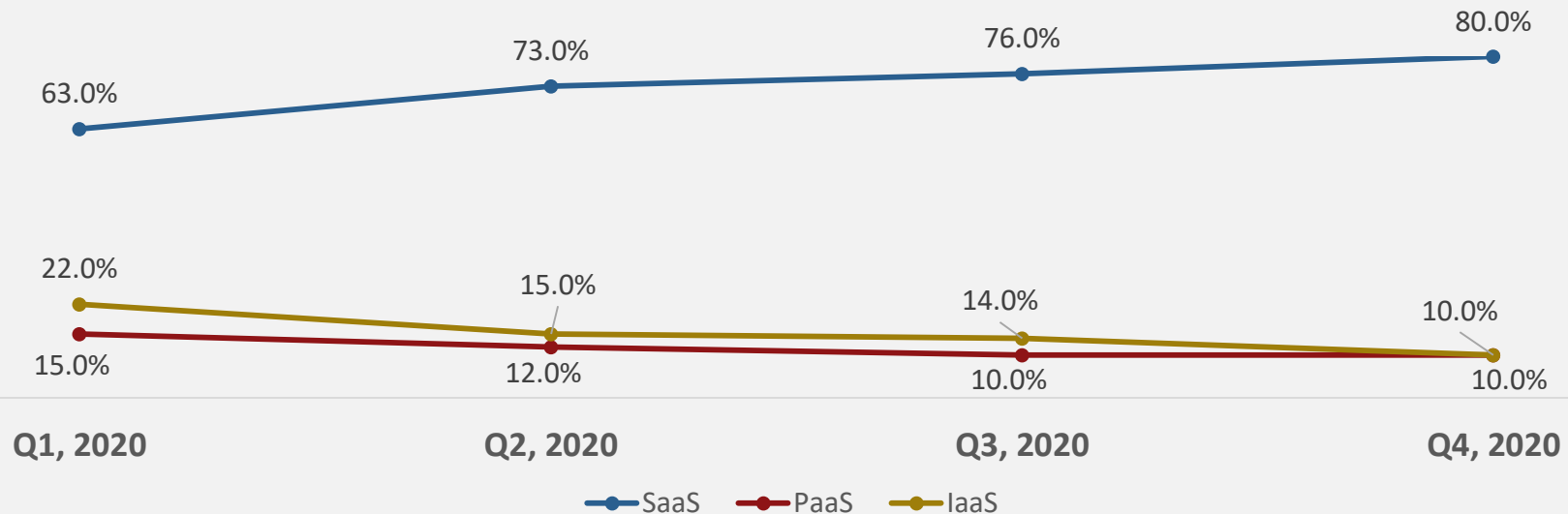
Source: FMI Analysis, 2020

Key Insights

- ❑ **Software-as-a-Service (SaaS) market is estimated to grow by 1.4X from 2019-2020** and would see a surge in demand amid the COVID-19 outbreak, as remote working becomes the new norm.
- ❑ **Increasing adoption of cloud-based collaboration tools** such as web conferencing, cloud storage, unified messaging and others, due to global lockdowns.
- ❑ However, **cloud security has emerged to be a major concern**, as cyber criminals are targeting remote workforce with spear phishing emails, account hijacking and other attacks.

Market Recovery Scenario

Market Recovery Scenario: Public Cloud Services Market (Q1-Q4, 2020)



- ❑ The increasing work-from-home scenario amid global lockdowns due to COVID-19 outbreak, would drive the market for SaaS-based application during Q2-Q4 2020. Cloud-based offerings such as UCaaS, unified messaging, cloud-CRM, and others would grow at unprecedented rate.
- ❑ However, the overall public cloud services market is projected to grow at increasing rate, Q1 2021 onwards.

Source: FMI Analysis, 2020

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