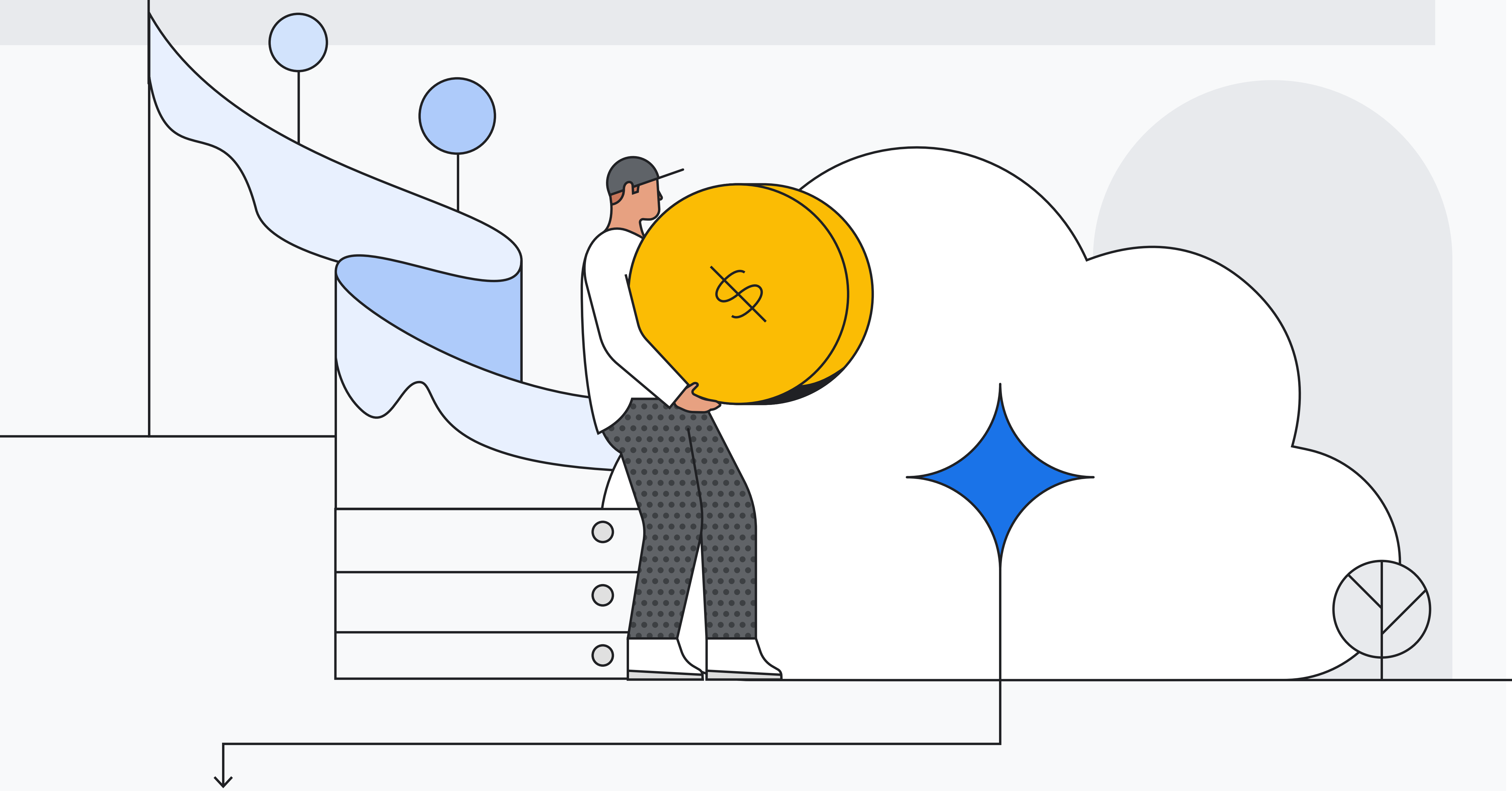






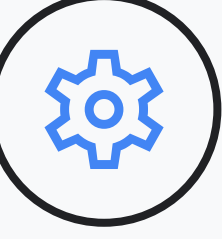


# Doubling down on cloud to build business resilience

A Google Cloud survey of more than 1,900 global tech decision-makers shows that IT leaders are looking to the cloud to ensure they're prepared for whatever lies ahead.

**Question: Due to the current economic climate, is your organization changing its cloud strategy in any of the following ways?**



## Here are the top 7 responses:

-  **41.4%** → Increase use of cloud-based services and products
-  **33.4%** → Move from legacy enterprise software to cloud-based tools
-  **32.8%** → Migrate on-premises workloads to the cloud
-  **31.4%** → Move older or unused cloud data to lower-cost storage tiers
-  **28.8%** → Adopt AI/ML products and services
-  **27.9%** → Dive deeper into cloud billing to understand current and future costs
-  **25.9%** → Begin using containers instead of VMs for new or existing applications

Learn more about cloud FinOps:  
[cloud.google.com/learn/what-is-finops](https://cloud.google.com/learn/what-is-finops)