

Six Trends Impacting Multi-Cloud Application Delivery for e-Commerce Technologies

Trends, Priorities, and Plans for e-Commerce Providers

To gain insight into the current state of multi-cloud environments in e-Commerce and their future directions, A10 Networks and Gatepoint Research conducted a survey asking senior technology decision-makers from various e-Commerce industries about current challenges, strategies, and practices.

Today's e-Commerce Technology Landscape



86%

Are Seeing up to a **20% to 100%** Increase In Traffic Year-over-Year

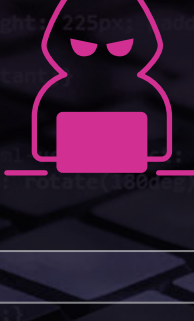
90%

Reported Using Cloud-based Provider Instances

48%

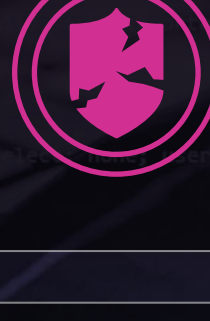
Reported Using Virtual Instances

Security Concerns From Defacement to DDoS Attacks



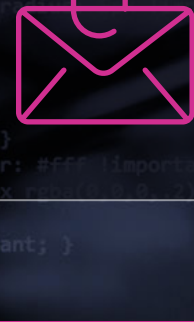
62%

Hacking/Cyber Defacement



49%

Brand Damage/Lost Confidence



59%

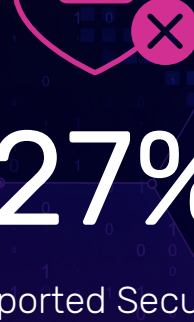
Phishing



52%

User Data Theft

Current Issues around Utilization, Security, and Service Quality



27%

Reported Security Issues: Malware, Ransomware, or Malicious Code



12%

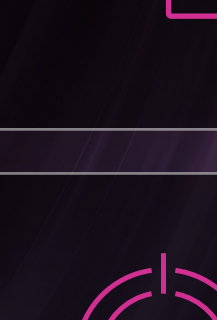
Reported Slower Traffic: Due to Security Threat Prevention/Remediation



09%

Lost Availability From DDoS Attacks

Running Smarter and Leaner



81%

Cost Savings



70%

Improving OPS



51%

Business Advantage



46%

Faster Development



48%

Lower Total Cost of Ownership

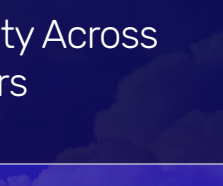
Help Wanted: Polynimbus Management for Multi-cloud Environments

51%



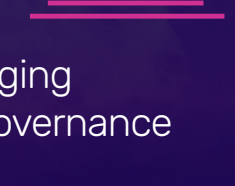
Management Complexity & Cross-cloud Security

44%



Centralized Visibility Across Cloud Data Centers

41%



Difficulties in Managing Compliance and Governance

41%



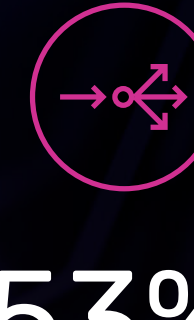
Controlling Costs

Management Simplicity and Consistency Overtake Traditional Priorities



60%

Centralized Management & Analytics



53%

Application Delivery & Security



53%

Efficient Automation



44%

Disaster Recovery



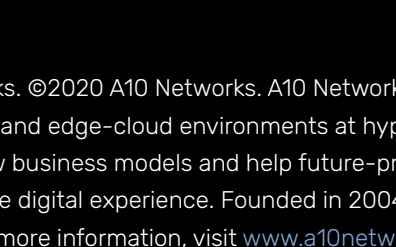
42%

Elastic Scaling



42%

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Multi-cloud Application Delivery for e-Commerce



Research conducted by **GATEPOINT RESEARCH**

Management levels represented:
12% CxO or VPs
50% are Directors
38% are Managers

Survey participants represent firms practicing e-Commerce in a wide variety of industries including business services, financial services, healthcare, manufacturing (general and high tech), mining, retail trade, wholesale trade, and others.

42% Fortune 1000 companies (revenues over \$1.5 billion)
19% large firms (revenues are between \$500 million and \$1.5 billion)
9% mid-market firms (\$250 million to \$500 million in revenues)
30% small companies (less than \$250 million in revenues)

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