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

#### Security Concerns

- **From Defacement to DDoS Attacks**
  - Hacking/Cyber Defacement: 62%
  - Phishing: 59%
  - Brand Damage/Lost Confidence: 52%
  - User Data Theft: 49%

#### Current Issues around Utilization, Security, and Service Quality

- **Trends, Priorities, and Plans for e-Commerce Providers**
  - 90% Reported Using Cloud-based Provider Instances
  - 48% Reported Using Virtual Instances
  - 86% Are Seeing up to a 20% to 100% Increase In Traffic Year-over-Year
  - 27% Reported Security Issues: Malware, Ransomware, or Malicious Code
  - 12% Reported Slower Traffic: Due to Security Threat Prevention/Remediation
  - 9% Lost Availability From DDoS Attacks

#### Running Smarter and Leaner

- **Help Wanted: Polynimbus Management for Multi-cloud Environments**
  - 51% Run a Single Global Edge
  - 46% Speed to Development
  - 48% Off-Cloud DevOps

#### Management Simplicity and Consistency Overtake Traditional Priorities

- **60% Centralized Management & Analytics**
  - 53% Application Delivery & Secure Sys
  - 53% Elastic Scaling & Licensing
  - 44% Recovery
  - 42% Security
  - 42% Pricing

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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)**

Management levels represented:

- **12% CxO or VPs**
- **50% are Directors**
- **38% are Managers**