DISTRIBUTED CLOUD SERIES:
Understanding Buyer and Influencer Personas

As hybrid models take hold in today's evolving IT ecosystems, the stakeholders behind infrastructure and application deployments continue to expand beyond IT operations. Collaboration across a range of groups, including senior IT management, business lines, and other IT teams, is essential. TechTarget's Enterprise Strategy Group recently surveyed IT professionals involved with technology purchases and processes used in on-premises, cloud (private, hybrid, and multi), and edge environments to gain insights into these trends.
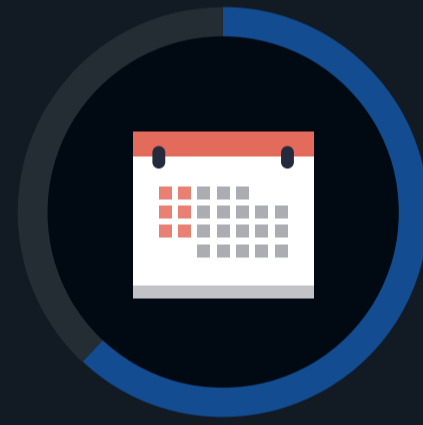
Notable findings from this study include:

59% of organizations say that **at least a quarter of their revenue is tied directly to internally developed applications.**
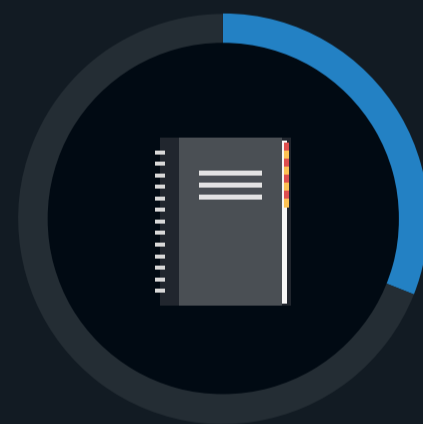
47% of organizations say their IT and LOB teams collaborate closely on a regular basis.
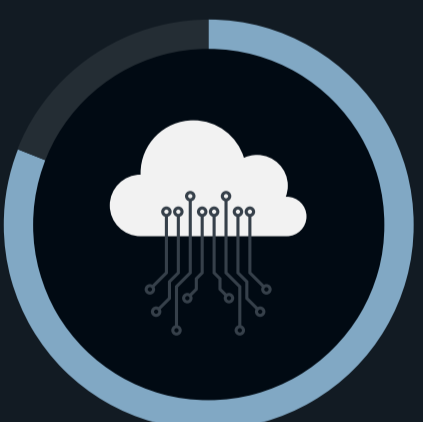
62% of organizations say their developers release code into production on a weekly or more frequent basis.
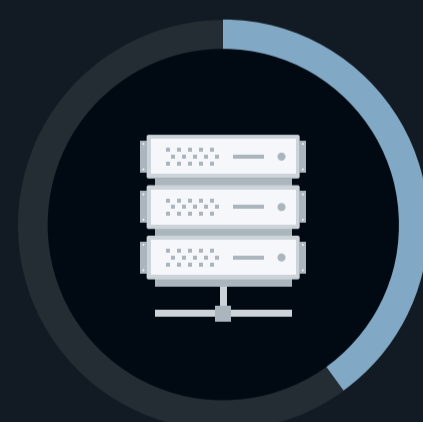
39% of organizations provide their developers with full self-service for tools and resources on internal portals or cloud marketplaces.
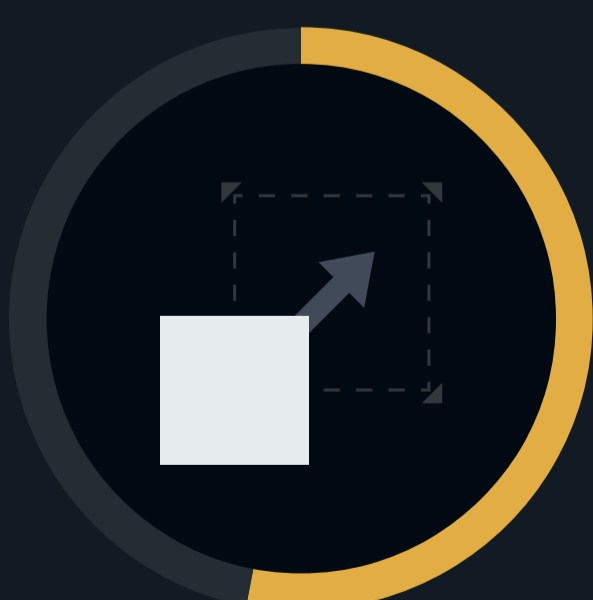
31% of organizations say a lack of clear agendas inhibits collaboration between IT and developer teams.

81% of organizations say that cloud credits have a moderate to large impact on their choice of cloud providers.

40% of organizations currently use consumption-based models for on-premises infrastructure.

53% of organizations say on-premises IaaS is **more flexible and faster to scale than traditional on-premises infrastructure.**

For more from this Enterprise Strategy Group study, read the full research report, *Distributed Cloud Series: Understanding Buyer and Influencer Personas.*

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