

# Impact nudges

“ In Europe, Cloud technology holds the key to profound innovation and economic advancement. Let’s help our clients embrace it boldly and drive transformative change across industries.”



**Bjørnar Jensen**  
Senior Partner, Zurich

**95 percent** of European companies in our survey say they’re capturing value from cloud, and **more than one in three** say they intend to have more than half of their workloads on cloud.

**Only about 1 in 3 European companies** monitors non-IT outcomes such as cost savings outside IT (37 percent) or new revenue generation (32 percent).

European companies that do measure results beyond IT **consistently capture more value from cloud than their peers** (29 percent vs 13 percent report substantial value capture from cloud).

Read more



[The state of cloud computing in Europe: Increasing adoption, low returns, huge potential →](#)

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