

# What comes next in cloud and IT?



76% are boosting cloud budgets. Yet, only 10% are winning big. Why?

Unisys Cloud Insights Report 2025 explains how organizations are navigating cloud investments and emerging technologies. The research revealed a striking divide among the 1,000 business and IT decision makers across eight global markets surveyed. While most organizations struggle with complexity and misalignment, a small group has figured out how to win.

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## Meet the Innovation Leaders



The 10% who outperform everyone else on every business metric  
They cracked four breakthrough strategies while others remain mired in complexity.

## The four game-changers

1	2	3	4
<b>Leaders simplify the complex.</b>	<b>Leaders turn data into fuel.</b>	<b>Leaders flip from defense to offense.</b>	<b>Leaders execute while others experiment.</b>
36% of Innovation Leaders prioritize industry cloud platforms. While more than three-quarters invest 6% or more of their IT budget in them.	Innovation Leaders feed AI premium fuel. Yet 64% of organizations still lack the right data architecture.	Proactive cybersecurity protects up to \$500K per hour. Yet 85% of organizations still play catch-up with threats.	Agentic AI is their competitive edge. While 73% of business executives know they need it, Innovation Leaders actually deploy it.

## The gap is widening. Ready to join the 10%?

As Innovation Leaders accelerate, others get tripped up by complexity.  
Explore winning strategies in the Unisys Cloud Insights Report 2025.

## Download the report →

From Complexity to Clarity: Modernizing Cloud and IT for What Comes Next

