

VALUE OF THE CLOUD

Cloud computing is enabling businesses of all sizes to generate additional revenue, save costs and improve efficiency, and the value of further adoption across the UK could be enormous

ECONOMIC VALUE

£8.7bn economic value is generated by AWS for businesses across the UK, which is equivalent of...

0.4% of UK GDP

AWS DELIVERING GAINS

£2 return for every £1 customers spend on AWS from higher revenue and reduced costs

67% of AWS customers say their business or operating model would not be possible without the cloud

81% estimated that the cloud was helping them earn additional revenue

THE GREENER OPTION

88% reduction in a company's carbon footprint by moving its workload to AWS

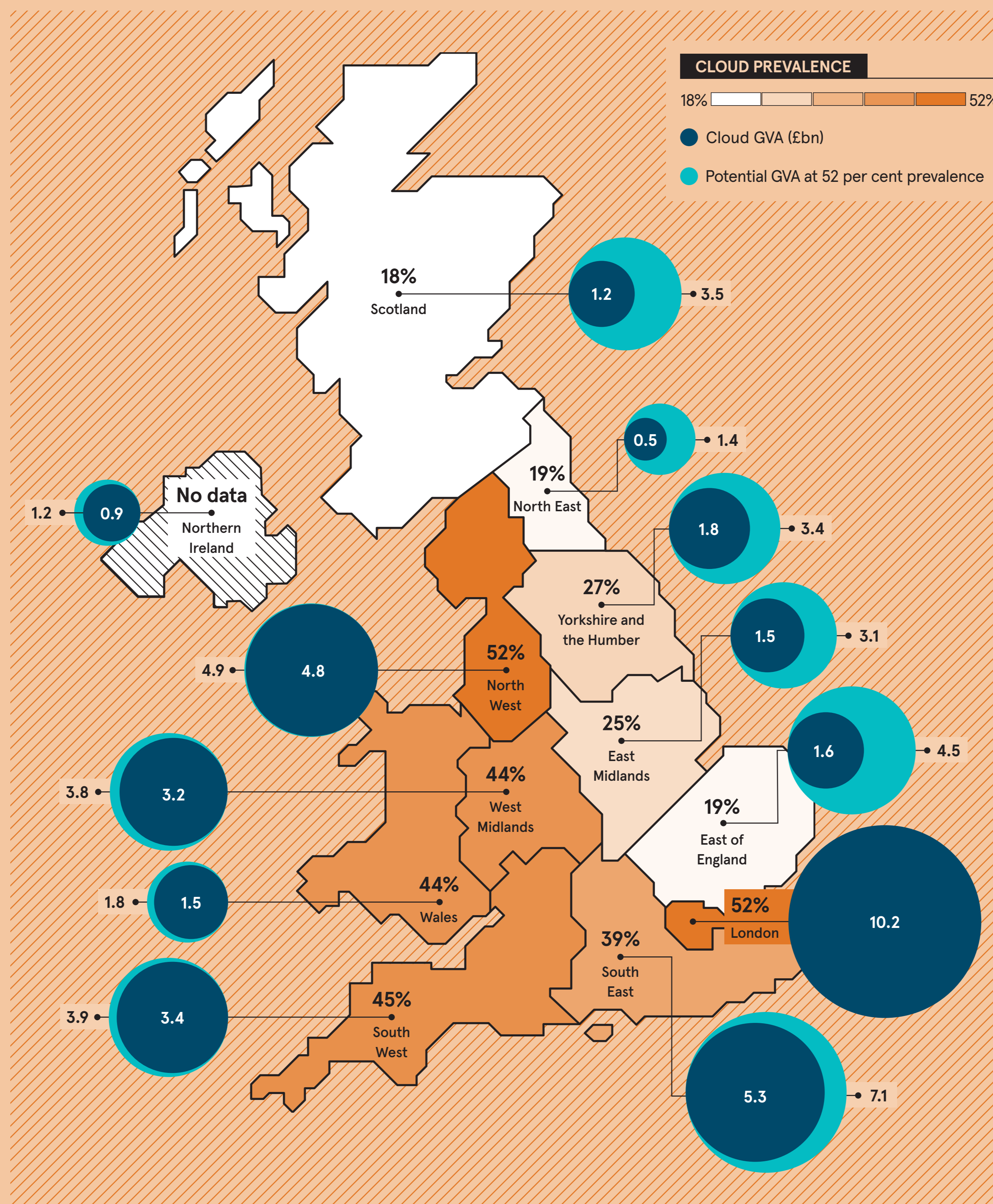
200,000 tonnes of CO₂ emissions saved each year by UK customers of AWS, the equivalent of...

400 million trees

RACONTEUR

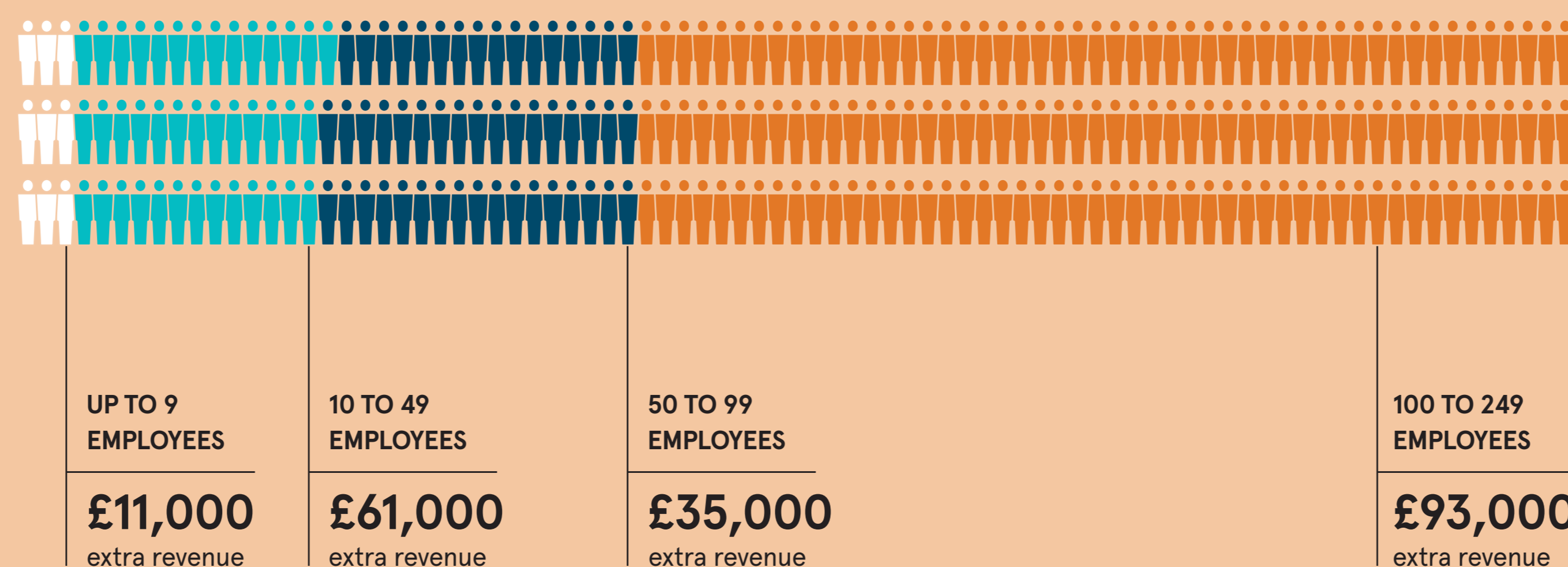
CLOUD HAS POTENTIAL TO LEVEL UP PRODUCTIVITY ACROSS THE UK

Regional cloud prevalence, gross value added (GVA) in 2019 and estimated GVA if prevalence rises to London's level of 52 per cent



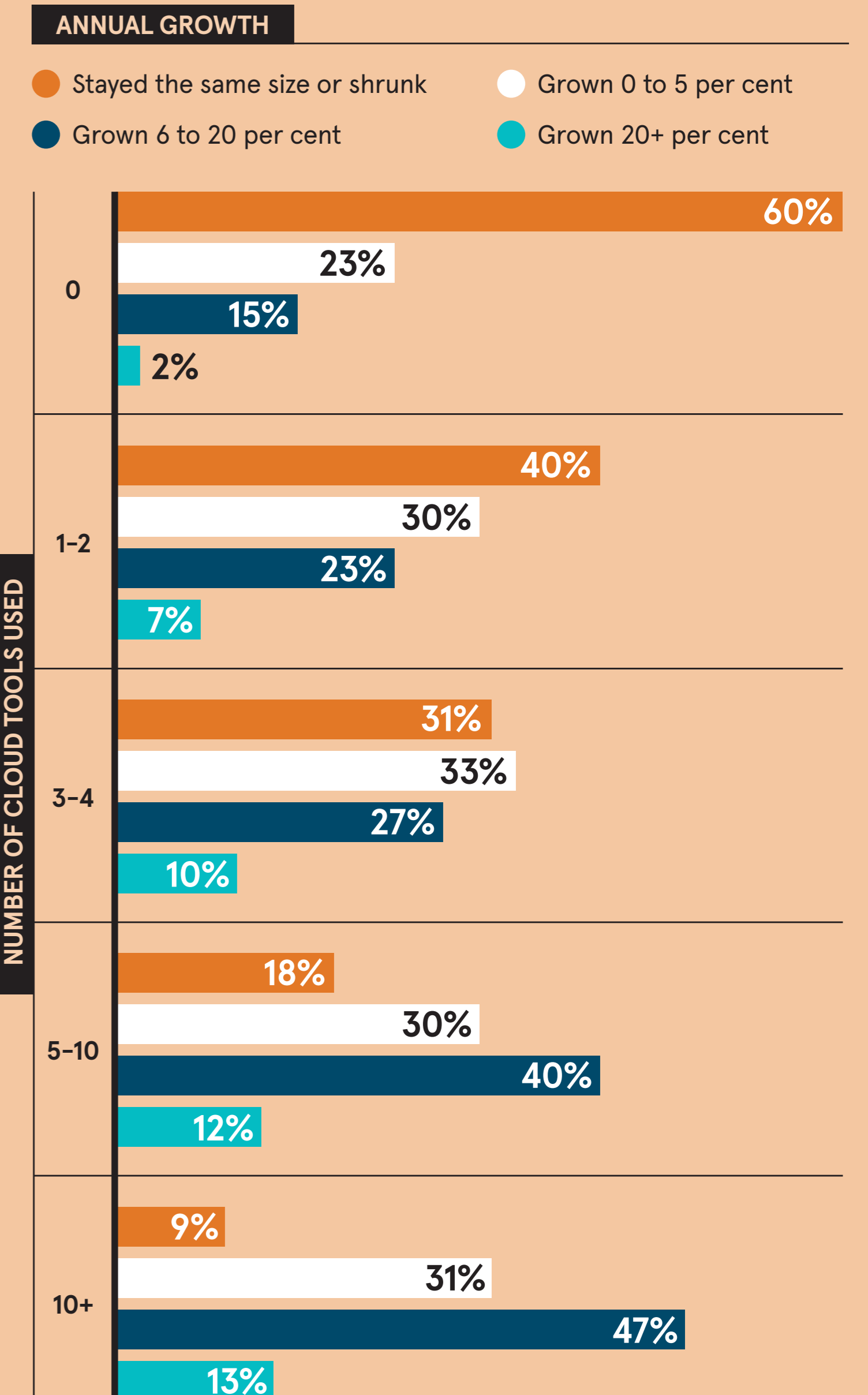
CLOUD BOOST BY COMPANY SIZE

Estimated average revenue increase from using AWS, by number of employees



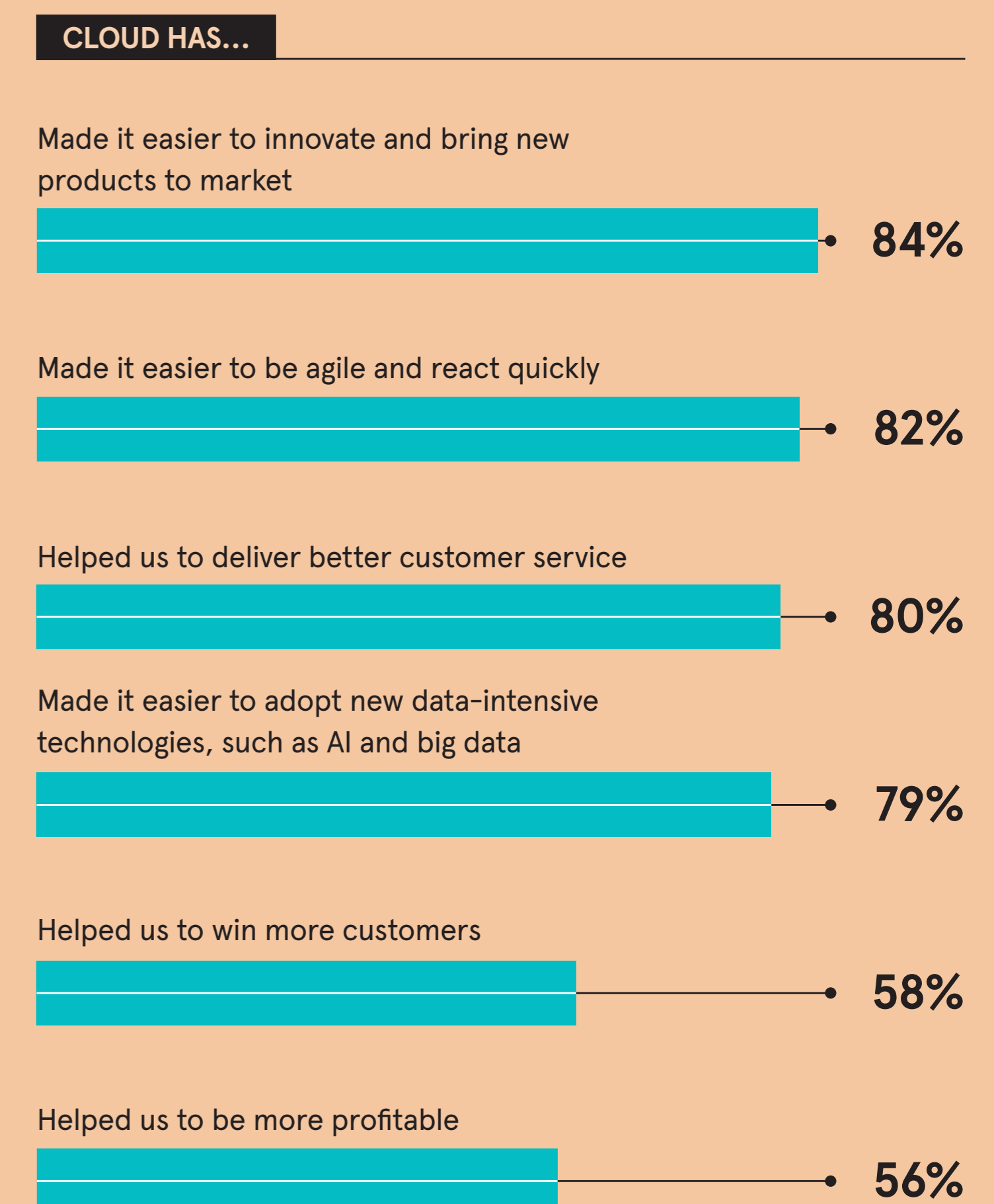
CLOUD TOOLS DRIVING GROWTH

Number of cloud tools used, compared with business growth



MULTIPLE CLOUD BENEFITS

Percentage of AWS customers who have seen the following benefits



All data is provided by Public First 2020