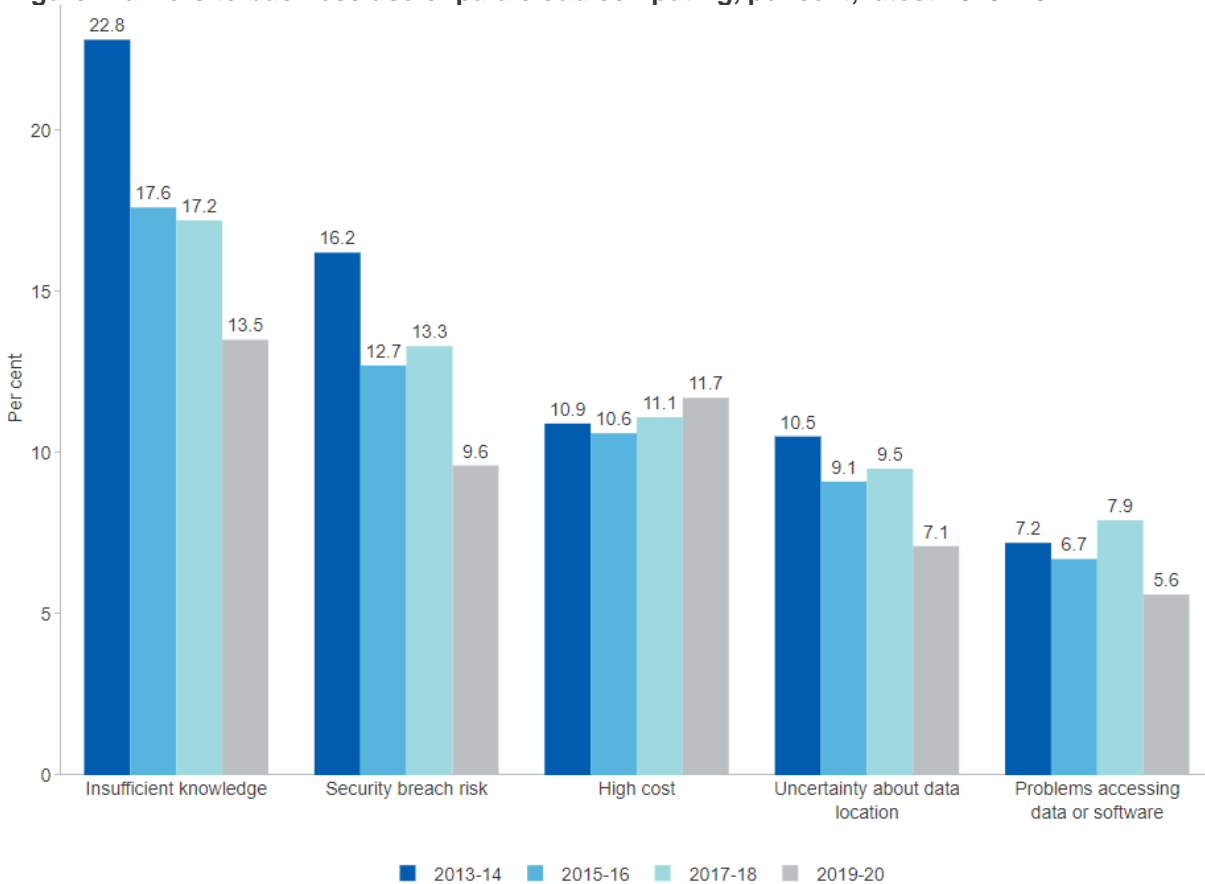


1.2.4 Barriers to business use of paid cloud computing

In the presence of reliable high-speed internet, cloud computing can deliver a number of benefits that amount to a superior ICT service at lower cost compared to traditional models. While the majority of surveyed Australian businesses increasingly report that no factors are limiting their use of paid cloud computing services (70.7 per cent in 2019–20, up from 58.7 per cent in 2013–14), some businesses have identified limitations. In 2019–20, *Insufficient knowledge* of cloud computing services (13.5 per cent) was the most common limiting factor, followed by *High cost* (11.7 per cent) and *Security breach risk* (9.6 per cent). While the perception of barriers fell in general, businesses increasingly reported the high cost of cloud computing services as a barrier.¹ This suggests that there is potential for wider uptake of cloud computing services by Australian businesses, as these factors are addressed.

Figure: Barriers to business use of paid cloud computing, per cent, latest 2019–20



¹ ABS, *Characteristics of Australian Business*, Cat. No. 8129.0, Cat. No. 8158.0, Cat. No. 8166.0, Cat. No. 8167.0 and ABS.Stat (<https://www.abs.gov.au/>)