



Cloud's trillion-dollar prize is up for grabs

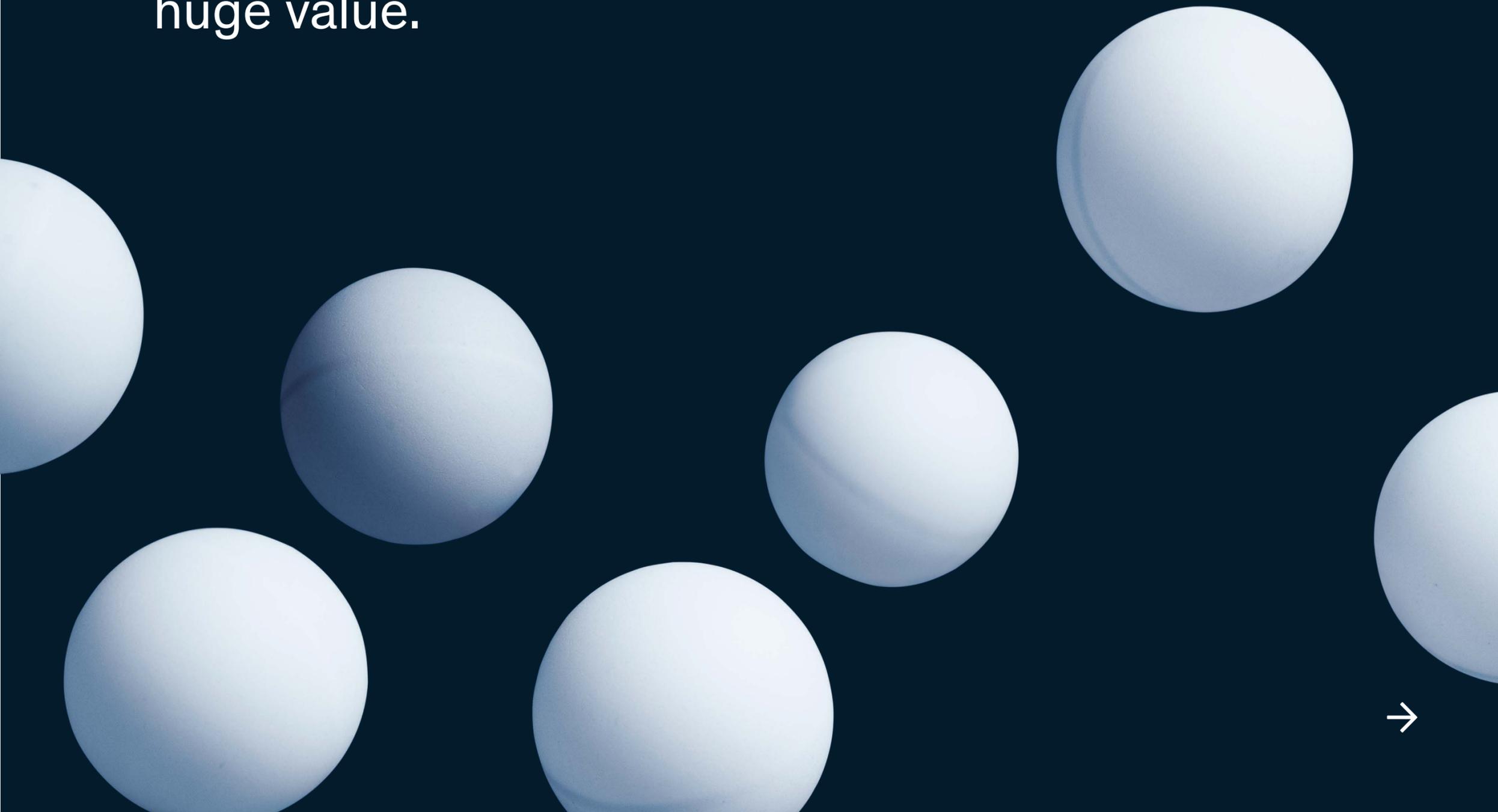
Explore where the value in cloud is

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Rejuvenate. Innovate. Pioneer.

From improving IT operations, and accelerating innovation, to pioneering new technologies, cloud can unlock huge value.

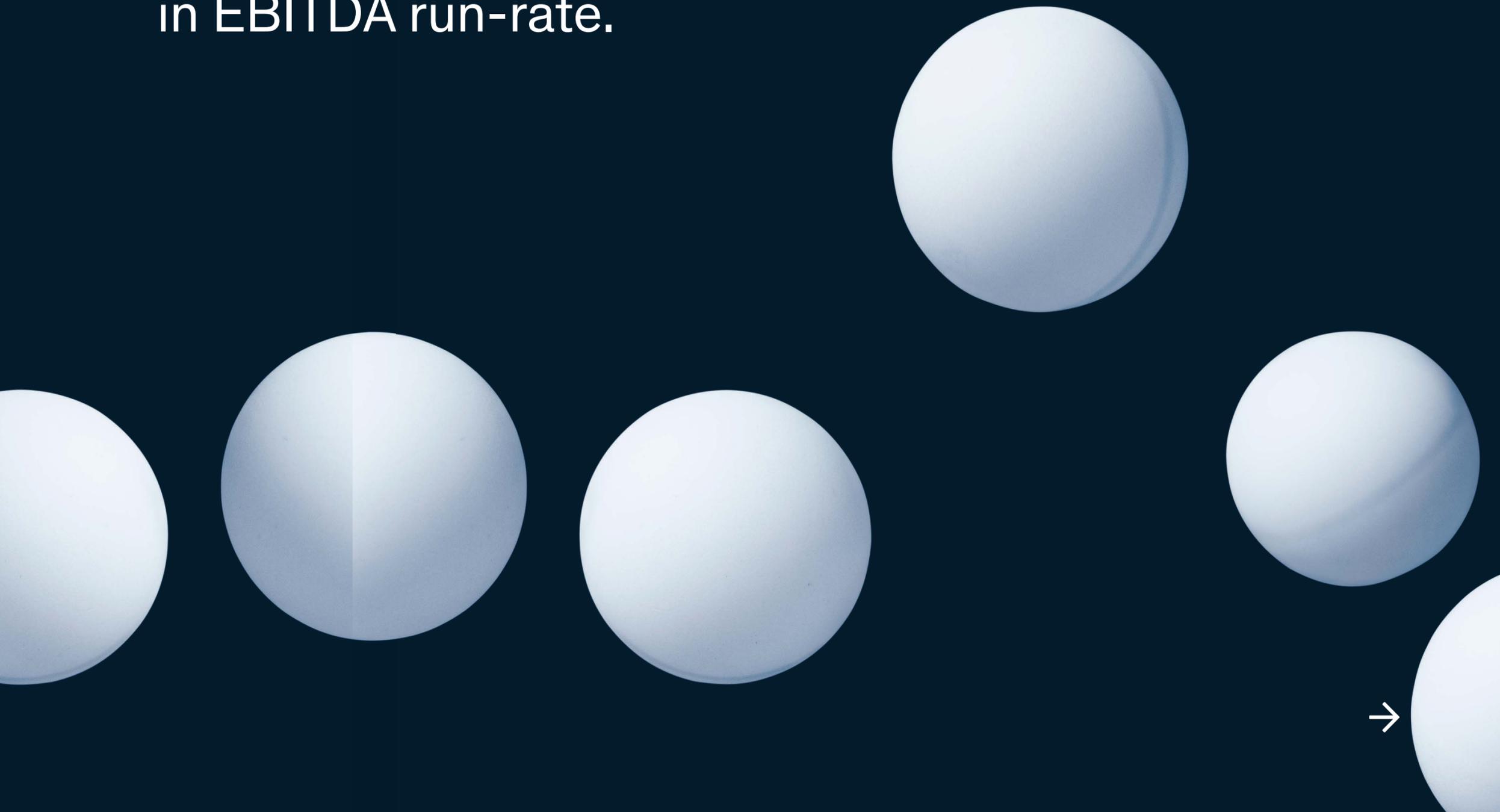


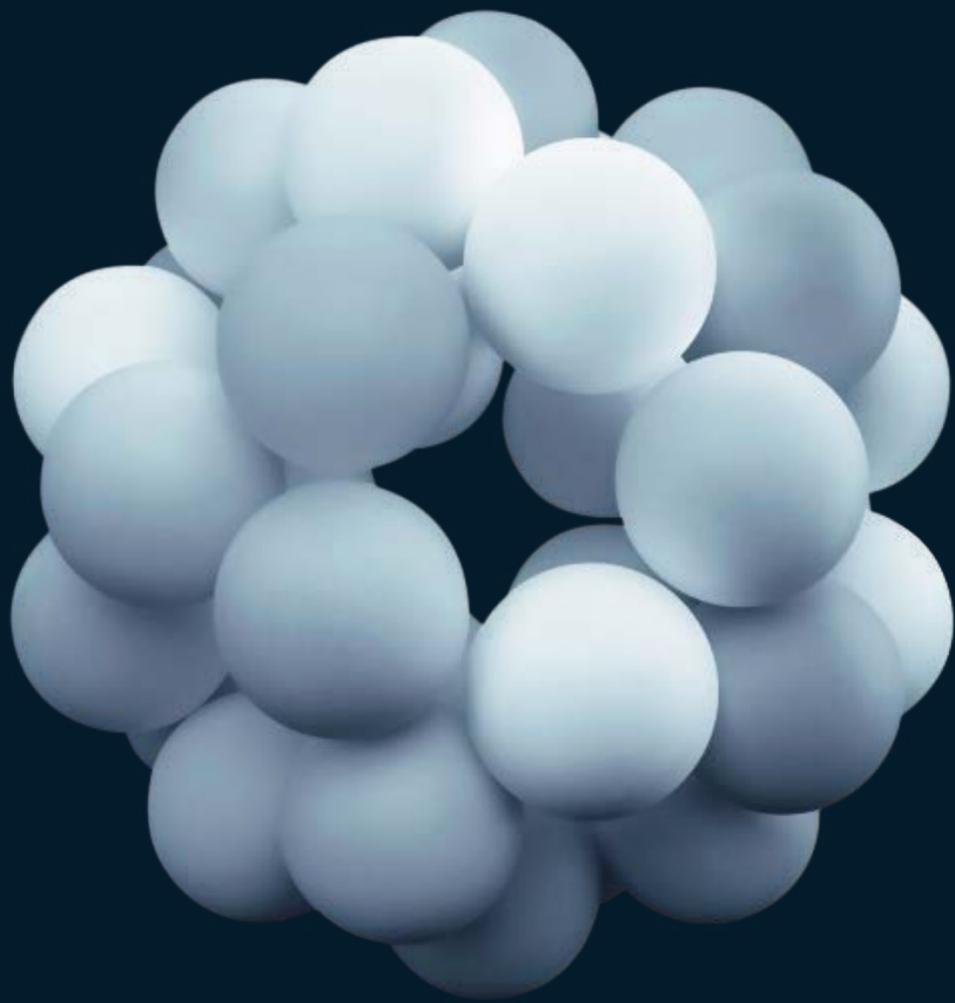
We estimate that by 2030 across the Fortune 500, cloud will deliver between

\$700 billion

-\$1.2 trillion USD

in EBITDA run-rate.





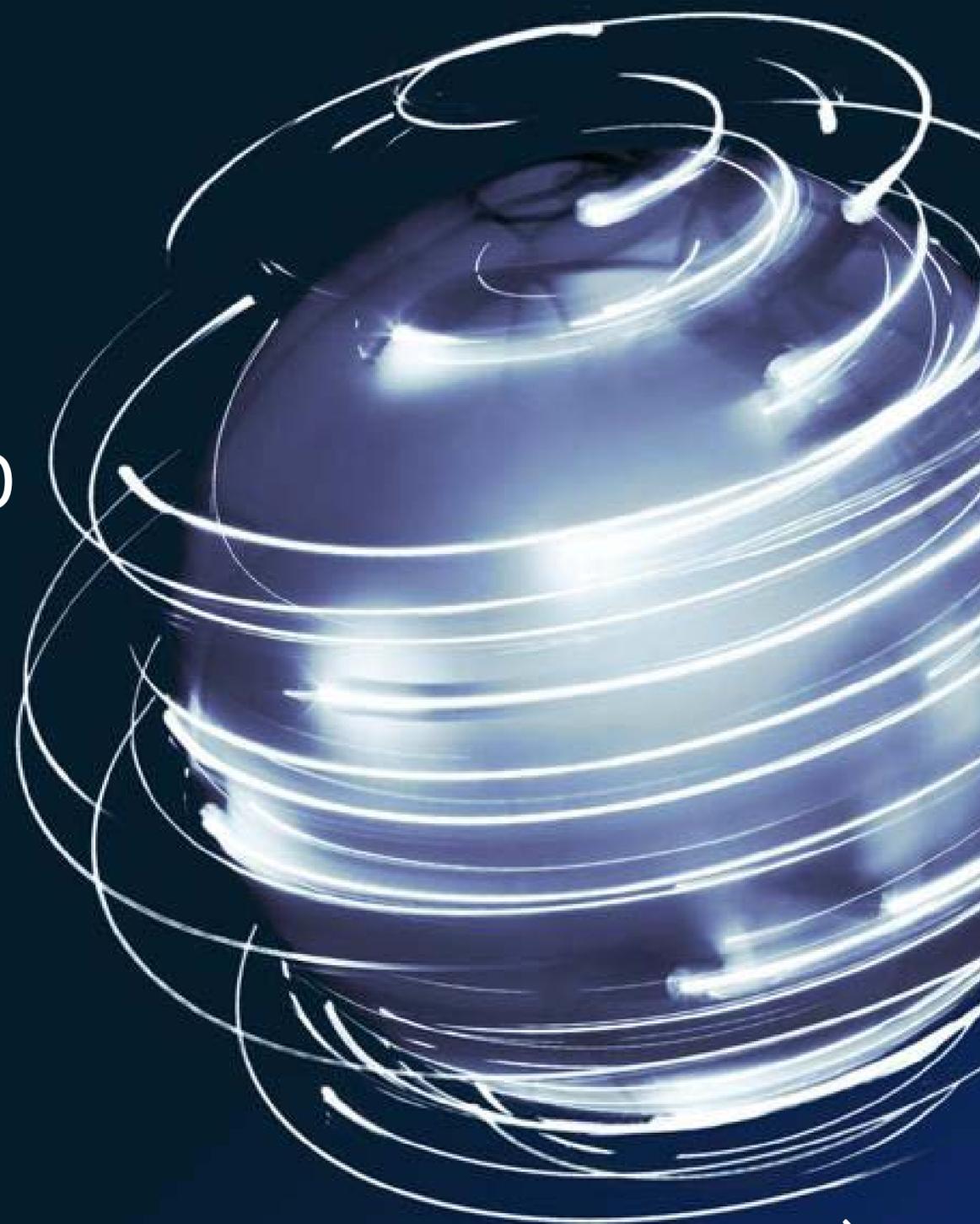
Rejuvenate IT

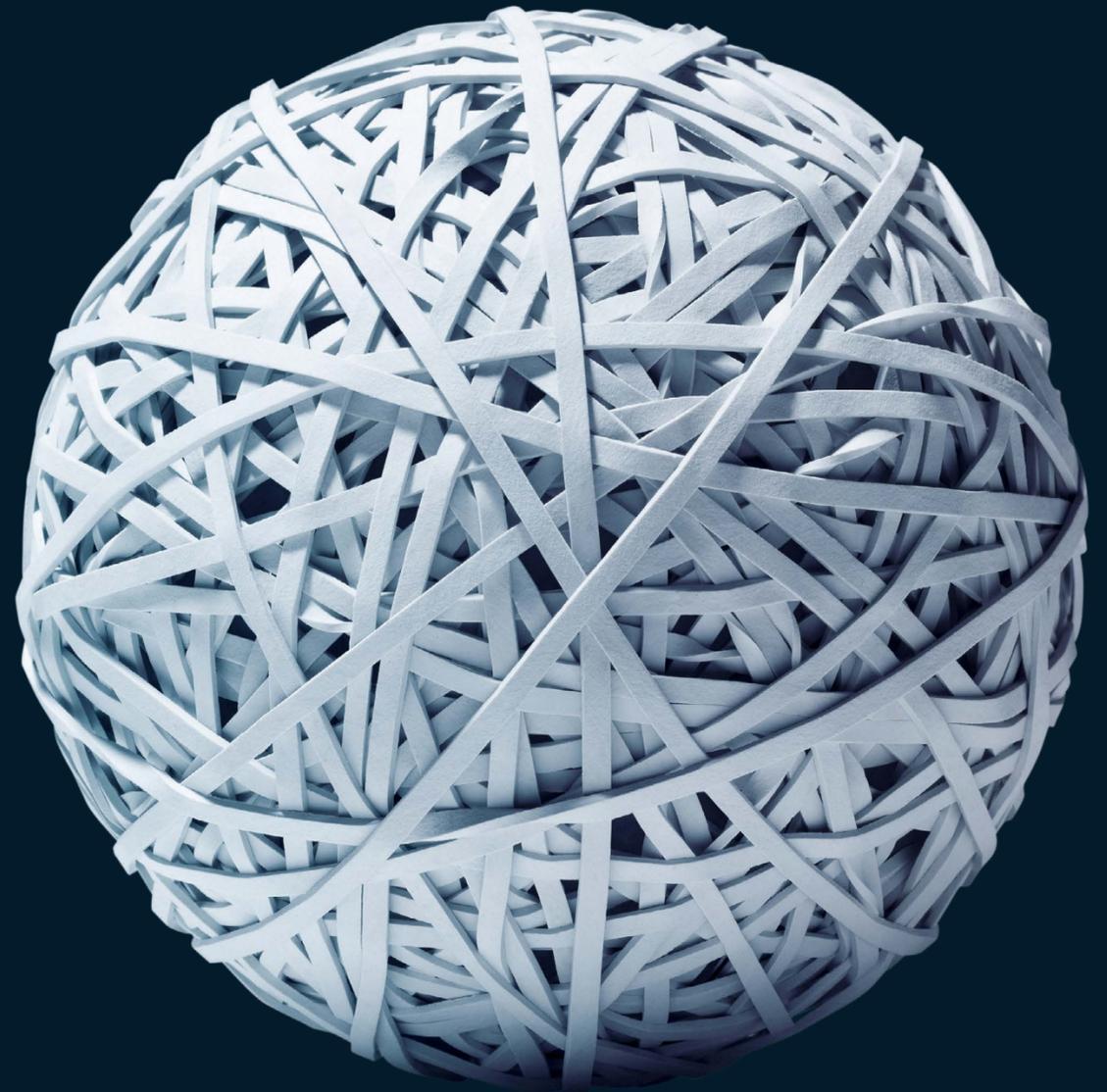
By optimizing costs, improving business resilience, and implementing the latest technologies, we estimate an EBITDA run-rate impact of \$340–\$430 billion by 2030.



Innovate the business

From accelerating product development to leveraging cloud's hyperscale to growth from new and enhanced use cases, companies can capture between \$360–\$770 billion in EBITDA run-rate.





Pioneer

The value will continue to grow as emerging technologies that can leverage cloud become mainstream.



Explore where the value is



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