

## Hey! What's New? 2025-120

### The new age of cloud: responding to a shifting paradigm

“Cloud has evolved from a flexible IT backbone into the foundation of digital transformation, Artificial Intelligence innovation and business resilience. But as the technology matures, new pressures – from geopolitics to regulation and rising costs – are forcing leaders to rethink how they use it.” *PwC's 2025 EMEA Cloud Business Survey* explores how more than 1,400 business and technology leaders across 26 territories in Europe, the Middle East and Africa are navigating this reality – and what defines success in the next era of cloud.

According to the recently released report, “geopolitics and regulation are redefining the rules of cloud. Governments are introducing localization requirements, while new frameworks such as the EU AI Act, DORA and NIS2 reshape compliance expectations.

“In response, 82% of organizations are refining their cloud strategy to balance agility with control. Across EMEA, sovereign and trusted cloud models are gaining traction – turning sovereignty from a compliance obligation into a strategic differentiator.”

Sovereignty is no longer just about compliance, it notes. “It’s about resilience, trust, and innovation. Infrastructure change is imminent: 94% of organizations plan to adjust and expand their cloud architecture and coverage, driven by scale, flexibility, and sovereignty.”

In fact, the report says, “almost all organizations plan to adjust their architecture in the year ahead, and multi-cloud is already the norm. By combining public, private and sovereign clouds, businesses can adapt faster, optimize performance and access best-in-class services.”

The research found that sovereign and national clouds are growing rapidly – from Europe’s trusted local partners to the Middle East’s sovereign public cloud initiatives. The result: more flexibility, more competition and stronger value across the ecosystem.

The report suggests that “companies that connect sovereignty with innovation will build cloud strategies that are both resilient and future-ready.”

It also notes that AI is no longer an add-on – it’s the engine of cloud innovation. “Agentic AI is already driving cloud decisions: 86% of organizations say agentic AI capabilities are decisive for provider selection – yet only 29% are scaling it.”

Agentic AI transforms cloud from infrastructure into intelligence, enabling systems to act, adapt and learn autonomously. The report explains that “cloud provides the compute, scale and reach these capabilities require – making it the true engine room of AI-driven transformation.

Organizations that link AI investment directly to cloud strategy will define the next wave of digital advantage.”

The promise of cloud is agility, the report continues, “but discipline defines value. FinOps has become the go-to framework for aligning financial accountability with performance. Yet maturity remains low: only 1 in 10 organizations have fully integrated advanced practices. Embedding FinOps into the cloud operating model helps turn spend into a predictable, value-driven investment – and ensures that innovation scales sustainably.”

Cloud is entering a new era, PwC's report concludes, "one defined by sovereignty, trust and intelligent automation. The winners will be those who combine governance with innovation and resilience with speed. To turn ambition into advantage, organizations should:

- Treat cloud as a strategic platform, not just infrastructure.
- Embed FinOps and governance to keep agility under control.
- Integrate AI responsibly to unlock the next wave of value.
- Strengthen sovereignty and trust to ensure compliance and resilience.

Get the details at [PwC's 2025 EMEA Cloud Business Survey | PwC](#).