

Cloud Computing Stack Layers – IaaS PaaS, SaaS  
Market Strategies, Shares, and Forecasts,  
Worldwide, 2010-2016

## **Cloud Computing Stack Layers – IaaS PaaS, SaaS Market Strategies, Shares, and Forecasts, Worldwide, 2010-2016**

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WinterGreen Research announces that it has a new study on: Cloud Stack Layers - IaaS, PaaS, SaaS: Market Shares and Forecasts, Worldwide, 2010-2016.

IBM is the market leader in SOA Platform as a Service (PaaS) with 73% market share. Oracle / BEA / Sun participate in the market with 6% share, Microsoft with 5% share in 2009.

Applications and infrastructure markets come together to make information technology delivery a utility. On demand systems scale to meet the needs of users and users only pay for the capacity they use. Strategies relate to different ways to position software, hardware and services for the most effective product set. The 2010 study has 737 pages, 206 tables and figures.

The popularity of the on-demand deployment model has increased significantly. Systems provide security, response time, and service availability. SaaS software as a service application is widely known by the salesforce.com computing model illustrates. Business applications and computing models have matured and adoption has become an issue for every IT department. Platform as a service (PaaS) and infrastructure as a service (IaaS) have joined SaaS as compelling aspects of cloud computing applications and infrastructure services.

An organization's application development team and the application portfolio need to be managed as a piecemeal part of the IT infrastructure. It is generally managed on an application by application basis. Applications represent a major source of IT value and are a large IT cost component.

The major management objectives for this critical area of applications implementation include improving service-oriented architecture (SOA) adoption, increasing Software Development Life Cycle (SDLC) efficiency, improving cost management, and reducing ineffective spending.

The fundamental aspect of applications implementation relates to flexibility. The ability to be responsive to changing market conditions is central to the modern IT management task and the desire for systems that support that is anticipated to spur rapid growth of cloud computing. SOA services oriented architecture forms the base for achieving that capability.

Cloud Stack Layers - IaaS, PaaS, and SaaS are disruptive IT technology. Cloud markets are poised to get very big. At \$20.3 billion in 2009 solar panels are anticipated to reach \$100.4 billion by 2016. Market growth comes because the technology has caught the imagination of IT managers, on demand computing seems to work, virtualization works, and the utility industry model is now applicable to IT. As IBM and others built out software that integrates across open systems, the cloud computing markets are enabled.

The cloud computing technology works, its benefits have a positive ROI over the useful life of the servers, even a significant payback. The software systems are integrated, automated process is at the cusp of significant shifts in compute capacity delivery. Cloud computing is a disruptive technology. On demand cloud computing provides the cheap, easy to use, dependable computing hardware and software services model needed to drive industrial growth.

## Table of Content

### CLLOUD COMPUTING INFRASTRUCTURE EXECUTIVE SUMMARY

- Cloud Stack Layers – IaaS, PaaS, SaaS: Executive Summary
- Cloud Computing SaaS Market Driving Forces
- Total Private and Public Cloud Market Forecasts
- Public and Private Cloud Infrastructure Market Segments,
- SOA Platform as a Service (PaaS) Private Cloud Infrastructure
  - Cloud Infrastructure Market Shares
  - System z as The Cloud Machine
  - SOA Platform as a Service (PaaS) Private Cloud Infrastructure Market Shares
- Software as a Service (SaaS) Markets
  - Sales Force Automation from Salesforce.com
  - Salesforce.com Enterprise Cloud-Computing
  - NetSuite
  - Software as a Service (SaaS) Market Shares

### CLLOUD COMPUTING INFRASTRUCTURE MARKET DESCRIPTION AND MARKET DYNAMICS

#### 1. CLLOUD COMPUTING MARKET DESCRIPTION AND MARKET DYNAMICS

- 1.1 Cloud Computing Permits User Web Services Access
  - 1.1.1 Cloud Computing Aspects
- 1.2 Web 2.0 Internet Scale Mainstream Applications
  - 1.2.1 Design Patterns
  - 1.2.2 Data Driven Cloud Computing
  - 1.2.3 Network Effects
  - 1.2.4 Collaboration
  - 1.2.5 Social Networking Heuristics
  - 1.2.6 Wiki-Style Collaborative Editing
- 1.3 Core Competencies of Web 2.0
- 1.4 Social Networking Applications
- 1.5 Cloud Computing Impact On Business
  - 1.5.1 Cloud Computing Corporate Communications
- 1.6 Blogging
  - 1.6.1 Architecture of Participation
  - 1.6.2 Permalink Functionality
- 1.7 Web 2.0 Driven By Data
  - 1.7.1 Control Over The Database
- 1.8 Web 2.0 Advertising Business
  - 1.8.1 Google's Lightweight Programming Model Has Led To The Creation Of Numerous Value-Added Services
- 1.9 Scientific Collaboration Using Web 2.0
  - 1.9.1 OpenWetWare Project At MIT
- 1.10 Private Cloud
- 1.11 Private Cloud Software-As-A-Service
  - 1.11.1 Private Cloud Product Development
- 1.12 Internal Enterprise Private Cloud Computing
- 1.14 Cloud Services A Pricing And Dynamic Scaling Strategy
- 1.15 Information Technology Cloud Computing Aspects
  - 1.15.1 Cloud Computing Business Benefit
- 1.16 Cloud computing Provides value

## **CLOUD COMPUTING INFRASTRUCTURE MARKET SHARES AND MARKET FORECASTS**

### **2 CLOUD APPLICATIONS AND INFRASTRUCTURE MARKET SHARES AND MARKET FORECASTS**

- 2.1 Cloud Computing SaaS Market Driving Forces
  - 2.1.1 Private Cloud Computing
  - 2.1.2 Public Cloud Computing
  - 2.1.3 Cloud Computing Useful To Enterprise IT
- 2.2 Cloud Infrastructure
  - 2.2.1 Public Clouds vs. Private Clouds
- 2.3 SOA Platform as a Service (PaaS) Private Cloud Infrastructure
  - 2.3.1 Cloud Infrastructure Market Shares
  - 2.3.2 System z as The Cloud Machine
  - 2.3.3 SOA Platform as a Service (PaaS) Private Cloud Infrastructure Market Shares
  - 2.3.4 SOA Platform as a Service (PaaS) Private Cloud Infrastructure Market Forecasts
  - 2.3.5 SOA Platform As A Service (PaaS)
- 2.4 Software as a Service (SaaS) Markets
  - 2.4.1 Sales Force Automation from Salesforce.com
  - 2.4.2 Salesforce.com Enterprise Cloud-Computing
  - 2.4.3 NetSuite
  - 2.4.4 Software as a Service (SaaS) Market Shares
  - 2.4.5 Customer Relationship Management (CRM) Salesforce Software as a Service (SaaS) Market Forecasts
  - 2.4.6 SMB Market For IT Service Desk SaaS Solutions
- 2.5 Public Cloud Infrastructure as a Service (IaaS)
  - 2.5.1 Public Cloud Infrastructure as a Service (IaaS) Market Shares
  - 2.5.2 Google's Gmail and Google Docs
  - 2.5.3 Public Cloud Infrastructure as a Service (IaaS) Market Forecasts
- 2.6 Public Cloud Enterprise Resource Management as a Service (ERP) Markets
  - 2.6.1 Public Cloud Enterprise Resource Management as a Service (ERP) Market Shares
  - 2.6.2 Public Cloud Enterprise Resource Management as a Service (ERP) Market Forecast
- 2.7 Storage as a Cloud Infrastructure Software as a Service Markets
  - 2.7.1 Storage as a Cloud Infrastructure Software as a Service Market Shares
  - 2.7.2 Storage as a Cloud Infrastructure Software as a Service Market Forecasts
- 2.8 Security as a Cloud Service Markets
  - 2.8.1 Security as a Cloud Service Market Shares
  - 2.8.2 Security as a Cloud Service Market Forecasts
- 2.9 Systems Management as a Cloud Service Markets
  - 2.9.1 Systems Management as a Cloud Service Market Shares
  - 2.9.2 Systems Management as a Cloud Service Market Forecasts
- 2.10 Cloud SaaS Systems Development Markets
  - 2.10.1 IBM Rational for System z
  - 2.10.2 Cloud SaaS Development Systems Market Shares
  - 2.10.3 Adobe Creative Solutions
  - 2.10.4 Cloud SaaS Application Development Software
  - 2.10.5 Cloud SaaS Development Systems Market Forecasts
- 2.11 Cloud SaaS Printing Systems
  - 2.11.1 Cloud SaaS Printing Software
  - 2.11.2 Cloud SaaS Printing Software Market Forecasts

## **CLOUD COMPUTING INFRASTRUCTURE PRODUCT DESCRIPTION**

### **3. CLOUD STACK LAYERS – IAAS, PAAS, SAAS PRODUCT DESCRIPTION**

#### **3.1 Cloud Development Environments**

- 3.2 IBM Rational for System z
  - 3.2.1 Microsoft .NET Cloud Development
  - 3.2.2 Microsoft .NET Framework
  - 3.2.3 Microsoft .NET Framework Secure, Multi-Language Development Platform
  - 3.2.4 Microsoft .NET Framework Next-Generation
  - 3.2.5 EMC Cloud Storage Service and Information Management
  - 3.2.6 EMC Atmos
  - 3.2.7 Adobe ColdFusion Cloud Builder
  - 3.2.8 Joyent
- 3.3 Cloud Edge Platform Management Systems
  - 3.3.1 Oracle Cloud Computing Center
  - 3.3.2 SAP
  - 3.3.3 Akamai
  - 3.3.4 NetSuite SuiteCloud Platform
  - 3.3.5 NetSuite Business Software Suite
- 3.4 Cloud Infrastructure Computer Equipment
  - 3.4.1 IBM System z For Internal Private and External Public Cloud Implementations
  - 3.4.2 Cloud Infrastructure Solutions From IBM
  - 3.4.3 IBM x Series and Blade Servers
- 3.5 IBM System x Designed For Virtualization
  - 3.5.1 Hewlett-Packard Proliant Cloud Cluster Servers
  - 3.5.2 Cloud Infrastructure Solutions From Dell
  - 3.5.3 Dell Cloud Infrastructure
  - 3.5.4 Oracle / Sun
  - 3.5.5 Fujitsu Cloud Computing
- 3.6 Cloud Database and Information Analytics Solutions
  - 3.6.1 IBM Smart Analytics Cloud
- 3.7 Storage Cloud
  - 3.7.1 EMC Cloud-Based Storage Management
  - 3.7.2 IBM Smart Business Storage Cloud
- 3.8 Private Cloud Enterprise IT Management Systems
  - 3.8.1 BMC Cloud Management
  - 3.8.2 BMC BSM platform Business Management Software
  - 3.8.3 CA Cloud Computing Systems Management
- 3.9 Communications Cloud
  - 3.9.1 Brocade
  - 3.9.2 Cisco
  - 3.9.3 Juniper
  - 3.9.4 Juniper Networks Cloud Data Center Infrastructure Solutions
  - 3.9.5 AT&T / EMC Communications Cloud Services
  - 3.9.6 eBay and EMC Scalable Cloud Storage Infrastructure
- 3.10 Services Oriented Architecture (SOA) Cloud Infrastructure
  - 3.10.1 IBM SOA
  - 3.10.2 IBM SOA Model
  - 3.10.3 IBM WebSphereMQ SOA Web Services Cloud Components
  - 3.10.4 IBM Information Archive
  - 3.10.5 Progress Software SOA
  - 3.10.6 Microsoft .NET Framework Secure, Reliable Web Services
  - 3.10.7 Microsoft .NET Framework supports Mission-Critical Business Processes
  - 3.10.8 Tibco Services Oriented Architecture SOA
  - 3.10.9 Oracle / BEA SOA Governance
  - 3.10.10 Software AG
- 3.11 Software-as-a-Service (SaaS) Cloud Enterprise Resource Planning (ERP) Management Applications Delivered Over The Internet
  - 3.11.1 SAP

- 3.11.2 Oracle
- 3.11.3 Google's Gmail and Google Docs
- 3.11.4 Software-as-a-Service (SaaS) Cloud Customer Relationship Management Applications Delivered Over The Internet
- 3.11.5 Customer Relationship Management (CRM) & Cloud Computing
- 3.11.6 Sales Force Automation from Salesforce.com
- 3.11.7 Salesforce.com Enterprise Cloud-Computing
- 3.11.8 NetSuite
- 3.11.9 Zoho Office
- 3.12 Infrastructure-as-a-Service (IaaS)
- 3.13 Interoperable Linux and .NET platforms
  - 3.13.1 Adobe Cloud Platforms
  - 3.13.2 Adobe Platform Segment
  - 3.13.3 Adobe Platform Market Opportunity, Business Summary and Strategy
  - 3.13.4 Platform Products
  - 3.13.5 Salesforce's Force.com Cloud Platform
  - 3.13.6 Amazon EC2 Service
  - 3.13.7 Google's App Engine Cloud Platform
  - 3.13.8 IBM cloud ecosystem for SaaS, IaaS, and PaaS
  - 3.13.9 Novell Interoperable Linux platforms
  - 3.13.10 IBM Private Cloud
- 3.14 Cloud Development And Test
  - 3.14.1 IBM Smart Business Cloud Test Applications
  - 3.14.2 Progress Software
  - 3.14.3 Progress OpenEdge
  - 3.14.4 NetSuite Business Operating System NS-BOS Development Platform
- 3.15 Cloud Information Solutions
  - 3.15.1 IBM Smart Analytics Cloud
  - 3.15.2 IBM Cloud Business Analytics
  - 3.15.3 Software AG Business Infrastructure Software
  - 3.15.4 iLand Cloud Infrastructure
  - 3.15.5 Alert Logic Hypervisor Virtual Machine Monitoring
- 3.16 Cloud Enterprise Service Bus
  - 3.16.1 IBM SOA WebSphereMQ, DataPower, and WebSphereMQ Broker ESB
- 3.17 Progress IONA Cloud Enterprise Service Bus (ESB)
  - 3.17.1 IBM SOA Cloud Enterprise Service Bus (ESB)
  - 3.17.2 JBoss, a Division of Red Hat
  - 3.17.3 Microsoft
  - 3.17.4 MuleSource Mule Enterprise
  - 3.17.5 MuleSource Core ESB Feature Set
- 3.18 Cloud Application Development and Cost Control
  - 3.18.1 Revolutionize The Economics Of Application Maintenance
  - 3.18.2 IBM Rational Enterprise Modernization Solutions
  - 3.18.3 Novell SUSE Appliance Program
  - 3.18.4 NetSuite SuiteCloud Developer Network (SDN)
  - 3.18.5 SuiteApp.com
- 3.19 Cloud Security
  - 3.19.1 Cisco
  - 3.19.2 PivotLink
  - 3.19.3 Authentication from the Novell service
  - 3.19.4 StillSecure
  - 3.19.5 Alert Logic
  - 3.19.6 Cloud Security Service
  - 3.19.7 IBM RacF Cloud Security
  - 3.19.8 Novell Cloud Security Service

- 3.19.9 Novell Cloud Security
- 3.19.10 EMC / VMWare
- 3.19.11 Hewlett-Packard
- 3.19.12 AppRiver
- 3.19.13 Barracuda Networks
- 3.19.14 M86
- 3.19.15 McAfee
- 3.19.16 Panda Security
- 3.19.17 Ping Identity
- 3.19.18 Proofpoint
- 3.19.19 Qualys
- 3.19.20 ScanSafe
- 3.19.21 StillSecure
- 3.19.22 Symantec
- 3.19.23 Symplified
- 3.19.24 SyferLock
- 3.19.25 Trend Micro
- 3.19.26 WatchGuard
- 3.19.27 Webroot
- 3.19.28 Websense
- 3.19.29 WhiteHat
- 3.19.30 Zscaler
- 3.20 SaaS Productivity Applications
  - 3.20.1 Google
- 3.21 Cloud Hosting and Co-Location
  - 3.21.1 Cloud Services From Microsoft New, Easier World Of IT
  - 3.21.2 Cloud services from Microsoft Less Overhead for IT, A Seamless Experience For Users
  - 3.21.3 XCalibre
- 3.22 Areti Internet
- 3.23 CI Host
  - 3.23.1 RackSpace
- 3.24 Tenzing Cloud Computing Services
- 3.25 Cloud Services
  - 3.25.1 Dell Cloud Services
  - 3.25.2 Amazon EC2 Cloud Infrastructure Solutions Functionality
  - 3.25.3 Amazon Elastic Compute Cloud
  - 3.25.4 Amazon EC2 Service Highlights
  - 3.25.5 Amazon EC2 Service Level Agreement Commitment 99.95% Availability
  - 3.25.6 Amazon EC2Security
  - 3.25.7 Amazon EC2 On-Demand Instances
  - 3.25.8 Amazon Virtual Private Cloud –
  - 3.25.9 Instances suited for applications.
  - 3.25.10 High-Memory Instances
  - 3.25.11 Amazon Cloud Pricing
- 3.26 Cloud Printing Platforms
  - 3.26.1 Fed EX / Kinkos
  - 3.26.2 Adobe OEM PostScript Opportunity and Strategy
  - 3.26.3 Adobe OEM PostScript Products
- 3.27 Cloud Collaboration
  - 3.27.1 IBM Cloud Collaboration
  - 3.27.2 Adobe Acrobat Connect Pro Cloud Collaboration
  - 3.27.3 SAP Collaborative Decision-Making Application
  - 3.27.4 MindTouch and Fujitsu
  - 3.27.5 MindTouch
- 3.28 WebConferencing

- 3.28.1 Cisco
- 3.28.2 Adobe Web conferencing solution

## **CLOUD COMPUTING INFRASTRUCTURE TECHNOLOGY**

### **4. CLOUD TECHNOLOGY**

- 4.1 Cloud Computing Information Access
- 4.2 Google Scale Mainstream Applications Gmail and Google Maps
  - 4.2.1 Google.com—Search and Personalization
  - 4.2.2 Google Scholar.
  - 4.2.3 Google Server Implementation for Web 2.0
  - 4.2.4 Google Replicates The Web pages
  - 4.2.5 Google Map / Reduce Framework Runs In Parallel On 1,000 Machines
  - 4.2.6 Google Global Work Queue
  - 4.2.7 Communication, Collaboration and Communities
  - 4.2.8 Google Spent \$200 Million On Hardware Equipment In 2004,\$1.4 Billion in 2007
  - 4.2.9 Google Uses 1.8 Million Servers, Search Results, Images, Videos, Emails And Ads
  - 4.2.10 Google Dynamic Architecture Implementation
  - 4.2.11 Short Description of Google Search Engine Dynamic Architecture
  - 4.2.12 Google BigFiles
  - 4.2.13 Google Repository
- 4.3 eBay Infrastructure
  - 4.3.1 Sun Storage Helps Keep The Store Open
  - 4.3.2 eBay's Infrastructure Evolution
- 4.4 Microsoft .Net Defines Reusable Modules Dynamically
  - 4.4.1 Microsoft Data Center Size
  - 4.4.2 Microsoft Combines Managed Modules into Assemblies
  - 4.4.3 Microsoft Architecture Dynamic Modular Processing
- 4.5 IBM® WebSphere® Application Server Feature Pack for Web 2.0
  - 4.5.1 IBM Web 2.0 Steps To Deploy Websphere Application Server Using Virtual Image Templates
  - 4.5.2 IBM WebSphere Application Server Feature Pack
- 4.6 Facebook
- 4.7 MySpace
- 4.8 Reunion
- 4.9 Software Release Cycle
- 4.10 iTunes and TiVo
- 4.11 Data Center Servers
- 4.12 Polycom as a Single Global Entity Supporting Global Customers

## **CLOUD COMPUTING INFRASTRUCTURE COMPANY PROFILES**

### **5. CLOUD COMPUTING COMPANY PROFILES**

- 5.1 Akamai
- 5.2 Adobe Systems
  - 5.2.1 Adobe Targets Businesses And Organizations
  - 5.2.2 Adobe Revenue
  - 5.2.3 Adobe Systems Revenue:
  - 5.2.4 Adobe Systems Software Tools
  - 5.2.5 Adobe Systems Creative Solutions Business Summary
  - 5.2.6 Adobe Knowledge Worker Market Opportunity
  - 5.2.7 Adobe Systems Knowledge Worker Products
  - 5.2.8 Adobe Systems Enterprise Opportunity
  - 5.2.9 Adobe Systems Enterprise Business Summary

- 5.2.10 Adobe Systems Enterprise Strategy
- 5.2.11 Adobe Systems Process Management
- 5.2.12 Adobe Systems Content Services
- 5.2.13 Adobe Systems Knowledge Worker and Enterprise Related Products
- 5.3 Amazon
  - 5.3.1 Amazon Consumers
  - 5.3.2 Amazon Sellers
  - 5.3.3 Amazon Developers
  - 5.3.4 Amazon Net Sales
  - 5.3.5 Amazon Elastic Compute Cloud (Amazon EC2)
  - 5.3.6 Amazon Elastic Compute Cloud (Amazon EC2)
- 5.4 Areti Internet
- 5.5 AppScale
  - 5.5.1 AppScale 1.3
- 5.6 Ariba
  - 5.6.1 Ariba Spend Management
  - 5.6.2 Ariba 2010 Revenue
  - 5.6.3 Ariba Customers
- 5.7 AT&T
  - 5.7.1 AT&T Web Hosting
  - 5.7.2 AT&T Web AdvantageSM
  - 5.7.3 AT&T integrated Global Enterprise Management System (iGEMS),
- 5.8 Axios
- 5.9 BMCbusiness runs on IT. IT runs on BMC Software
  - 5.9.2 BMC Revenue
  - 5.9.3 BMC Industry Partnerships
  - 5.9.4 BMC Partnering With Salesforce.com
  - 5.9.5 BMC Customer Profile
  - 5.9.6 BMC Software Revenue
  - 5.9.7 BMC Strategy
  - 5.9.8 BMC Atrium
  - 5.9.9 BMC Compliance Positioning
  - 5.9.10 BMC Solutions and Products
  - 5.9.11 BMC Service Assurance
  - 5.9.12 BMC Service Automation
- 5.10 Brocade
  - 5.10.1 Brocade Cloud Computing
  - 5.10.2 Brocade APIs Allow Integration Of The Management Of Network Elements
  - 5.10.3 IT Loads With More Applications Per Compute Node, Increase I/O Requirements
  - 5.10.4 Brocade Supports Virtualized Environments
  - 5.10.5 Key Business Benefits Brocade Brings To The Market
- 5.11 CA / 3Tera
  - 5.11.1 CA Acquires 3Tera Cloud Computing Solution Provider
  - 5.11.2 CA Rapid, Simplified Cloud Enablement
  - 5.11.3 CA Integration with Virtual and Physical Management Technologies
  - 5.11.4 CA Revenue
- 5.12 Cassiopeia Internet / Constellate
- 5.13 CDC Software
  - 5.13.1 CDC Global Services
  - 5.13.2 CDC Online Games
  - 5.13.3 CDC Internet Media
  - 5.13.4 CDC Software Enterprise Software Solutions
  - 5.13.5 CDC Revenue:
  - 5.13.6 CDC SaaS Strategy
  - 5.13.7 CDC Acquisitions

- 5.13.8 CDC Software's Mergers And Acquisitions
- 5.13.9 CDC Integrate
- 5.14 Cisco
  - 5.14.1 Cisco Revenue
- 5.15 Consona
- 5.16 CrownePeak
- 5.17 Dell
  - 5.17.1 Dell Gets IT Projects Up and Running Quickly
- 5.18 Descartes
  - 5.18.1 Descartes LogiMan&trade
  - 5.18.2 Descartes CargoAssist
- 5.19 EMC
  - 5.19.1 EMC Velocity<sup>2</sup> Atmos Partner Program
  - 5.19.2 EMC / VMware
  - 5.19.3 EMC Virtual Storage
  - 5.19.4 EMC Supports Information Technology (IT)
  - 5.19.5 EMC Revenue
  - 5.19.6 RSA Information Security
  - 5.19.7 EMC Consolidated Revenues By Geography:
  - 5.19.8 Information Storage Segment
  - 5.19.9 EMC Symmetrix Systems
  - 5.19.10 EMC CLARiiON Systems
  - 5.19.11 EMC Celerra IP Storage Systems
  - 5.19.12 EMC Centera Content Addressed Storage Systems
  - 5.19.13 EMC Connectrix Directors and Switches
  - 5.19.14 EMC Consumer and Small Business Products Division
  - 5.19.15 EMC /Decho Corporation
  - 5.19.16 EMC Content Management and Archiving Segment
  - 5.19.17 EMC RSA Information Security Segment
  - 5.19.18 EMC Global Services
  - 5.19.19 EMC VMware Virtual Infrastructure Segment
  - 5.19.20 EMC Distribution Channels
  - 5.19.21 EMC Technology Alliances
- 5.20 Enki
- 5.21 FedEx
  - 5.21.1 FedEx Revenue
- 5.22 FrontRange Solutions
- 5.23 Fortress ITX
- 5.24 Fujitsu
  - 5.24.1 Fujitsu OSS/NOS
  - 5.24.2 Fujitsu SOA
  - 5.24.3 Fujitsu CentraSite SOA Governance
- 5.25 Google
  - 5.25.1 Switch to Google Apps
  - 5.25.2 Google Apps for Messaging
  - 5.25.3 Google / YouTube
- 5.26 Hewlett Packard (HP)
  - 5.26.1 HP Cloud Assure Services
  - 5.26.2 HP Cloud Assure Types Of Cloud Service Environments Supported
  - 5.26.3 Hewlett-Packard Revenue
  - 5.26.4 HP Enterprise Storage and Servers Revenue
  - 5.26.5 HP Software Revenue
  - 5.26.6 Hewlett Packard (HP) Focuses On Simplifying Technology
  - 5.26.7 Hewlett Packard (HP) SOA
  - 5.26.8 Hewlett Packard (HP) SOA Solutions

- 5.26.9 Hewlett Packard (HP) SOA Systinet Governance
- 5.26.10 HP Products and Services Segments
- 5.26.11 Hewlett-Packard Technology Solutions Group
- 5.26.12 Hewlett-Packard Enterprise Storage and Servers
- 5.26.13 Hewlett-Packard Industry Standard Servers
- 5.26.14 Hewlett-Packard Business Critical Systems Hewlett Packard Halo Telepresence Customers
- 5.26.15 HP and Marriott
- 5.26.16 HP and Tandberg
- 5.26.17 Hewlett Packard Computer Industry Market Participant
- 5.26.18 Hewlett Packard Global Provider Of Products
- 5.26.19 HP Products and Services: Segment Information
- 5.26.20 Hewlett Packard Technology Solutions Group
- 5.26.21 Hewlett Packard Enterprise Storage and Servers
- 5.26.22 HP and Tower Software
- 5.26.23 Hewlett Packard Tower Software TRIM Context
- 5.27 IBM
  - 5.27.1 IBM WebSphere
  - 5.27.2 IBM Business Partnering Strategy
  - 5.27.3 IBM Strategic Priorities
  - 5.27.4 IBM BPM Powered By Smart SOA
  - 5.27.5 IBM Delivers Integration and Innovation to Clients
  - 5.27.6 IBM Business Model
  - 5.27.7 IBM Unified Communications In The Cloud Architecture
  - 5.27.8 IBM LotusLive Cloud-Based Portfolio Of Social Networking And Collaboration Services
  - 5.27.9 IBM Revenue
  - 5.27.10 IBM Q1 2009 Revenue
  - 5.27.11 IBM Q2 2009 Revenue
  - 5.27.12 IBM Software Capabilities
  - 5.27.13 IBM Systems and Technology Capabilities
  - 5.27.14 IBM Worldwide Organizations
  - 5.27.15 IBM Integrated Supply Chain
  - 5.27.16 IBM Security
- 5.28 Inteq
- 5.29 Joyent
  - 5.29.1 Joyent Positioning
  - 5.29.2 Joyent Customers
  - 5.29.3 Joyent Layers Of The Cloud Stack – IaaS, PaaS, SaaS
- 5.30 Juniper
  - 5.30.1 Juniper Networks Delivers Security at Massive Scale for Cloud Services, Mega Data Centers
- 5.31 Katera
- 5.32 Layered Technologies
  - 5.32.1 Layered Tech Solutions / Burstorm Focuses On Helping Businesses
- 5.33 Microsoft Dynamics GP
  - 5.33.1 Microsoft Dynamics GP
  - 5.33.2 Microsoft Dynamics GP Financial Accounting And Business Management Solution
  - 5.33.3 Microsoft Corporation
  - 5.33.4 Microsoft Azure Services Platform
  - 5.33.5 Microsoft Windows Azure
  - 5.33.6 Microsoft Live Services
  - 5.33.7 Microsoft SQL Services
  - 5.33.8 Microsoft .NET Services
  - 5.33.9 Microsoft® SharePoint® Services & Dynamics® CRM Services
  - 5.33.10 Microsoft Revenue Nine Months 2009
  - 5.33.11 Microsoft Revenue
  - 5.33.12 Microsoft Segment Revenue

- 5.33.13 Microsoft Segment Revenue2008
- 5.33.14 Microsoft Client Revenue
- 5.33.15 Microsoft Server and Tools Revenue
- 5.33.16 Microsoft Online Services Business Revenue
- 5.33.17 Microsoft Business Division Revenue
- 5.33.18 Microsoft Entertainment and Devices Division
- 5.33.19 Microsoft Competition
- 5.33.20 Microsoft Security Vulnerabilities
- 5.33.21 Microsoft Client Segment
- 5.33.22 Microsoft Segments
- 5.33.23 Open Text Livelink ECM Integration Microsoft Office SharePoint Server
- 5.33.24 Microsoft Multinational Computer Technology
- 5.33.25 Selected Microsoft Partners
- 5.33.26 Microsoft Financials 2008
- 5.33.27 Microsoft Software Products
- 5.34 NetSuite
  - 5.34.1 NetSuite Revenue
  - 5.34.2 NetSuite NetLedger
  - 5.34.3 NetSuite Strategy
  - 5.34.4 NetSuite Subscription Agreements
  - 5.34.5 NetSuite Geographic Revenue
  - 5.34.6 NetSuite Revenue
- 5.35 Novell Interoperable Linux Cloud Platforms
  - 5.35.1 Novell Positions to Address Intelligent Workload Management Market
- 5.36 Omniture
- 5.37 Oracle
  - 5.37.1 Oracle Revenues:
  - 5.37.2 Oracle / Stellent
- 5.38 Panda Security
- 5.39 Progress Software
- 5.40 Rackspace
- 5.41 RedHat
- 5.42 RightNow Technologies
  - 5.42.1 RightNow CX
  - 5.42.2 RightNow Technologies Revenue
- 5.43 Rightscale
  - 5.43.1 RightScale Perspective On Cloud Usage
- 5.44 Sage Figures CRM into its Equation
  - 5.44.1 Interact SalesLogix
- 5.45 Salesforce.com
  - 5.45.1 Salesforce.com Fourth Quarter and Full Year Revenue
  - 5.45.2 salesforce.com Customers:
- 5.46 Savvis
  - 5.46.1 Savvis Cloud Services
  - 5.46.2 Savvis Managed Security Services
  - 5.46.3 Savvis Dedicated Hosting
  - 5.46.4 Savvis Strategy
  - 5.46.5 Savvis Revenue
- 5.47 Service-now.com
- 5.48 Software AG
  - 5.48.1 Software AG Wins Two 2007 Product of the Year Awards from SearchSOA.com
- 5.49 SugarCRM
- 5.50 SumTotal
- 5.51 Symantec
  - 5.51.1 Symantec Hosted Services Lower Costs And Simplify IT

- 5.51.2 Symantec Strategy
- 5.51.3 Symantec Strategy
- 5.51.4 Symantec Has Seen A Continued Rise In The Volume Of Security Threats
- 5.51.5 Symantec Storage
- 5.51.6 Symantec fiscal 2009 Actions To Support Business:
- 5.51.7 Symantec Storage and Server Management
- 5.51.8 Symantec Solutions For Cloud Computing
- 5.52 Tenzing Cloud Computing Services
- 5.53 Tibco
  - 5.53.1 Tibco SOA
  - 5.53.2 Tibco Business Optimization
  - 5.53.3 Tibco BPM:
  - 5.53.4 Tibco Services
- 5.54 Tibco
  - 5.54.1 Tibco SOA
  - 5.54.2 Tibco Business optimization
  - 5.54.3 Tibco BPM
  - 5.54.4 Tibco Professional Services
  - 5.54.5 Tibco Competition
  - 5.54.6 Tibco Revenue
- 5.55 Verizon
  - 5.55.1 Verizon Business Strategy
  - 5.55.2 Verizon CDMA vs, GSM
  - 5.55.3 Verizon LTE Fourth Generation (4G) Wireless Broadband Network
  - 5.55.4 nPhase, Which Verizon Owns Equally With Qualcomm Incorporated (Qualcomm).
  - 5.55.5 Verizon Competition from Cable
  - 5.55.6 Verizon Business Strategy
  - 5.55.7 Verizon Technologies
- 5.56 Workday
  - 5.56.1 Workday Customers
  - 5.56.2 Workday Customers
- 5.57 Xerox
  - 5.57.1 Xerox Leader In Managed Print Services
  - 5.57.2 Xerox Digital Printing
  - 5.57.3 Xerox acquired Affiliated Computer Services, Inc. ACS
  - 5.57.4 Xerox Revenues
- 5.58 Yahoo
  - 5.58.1 Yahoo! Development Organization Contains a Cloud Computing group
  - 5.58.2 Yahoo Revenues

## LIST OF TABLES AND FIGURES

### CLOUD COMPUTING INFRASTRUCTURE EXECUTIVE SUMMARY

- Table ES-1 Cloud Computing Infrastructure Market Driving Forces
- Figure ES-2 Total Private and Public Cloud Market Forecasts Dollars, Worldwide, 2010-2016
- Figure ES-3 Public and Private Cloud Infrastructure Market Segments, Dollars, Worldwide, 2009
- Figure ES-4 Public and Private Cloud Infrastructure Market Segments, Dollars, Worldwide, 2016
- Figure ES-5 Cloud Infrastructure Services
- Figure ES-6 SOA Platform as a Service (PaaS) Private Cloud Infrastructure Market Shares, Dollars, Worldwide, 2009
- Figure ES-7 Customer Relationship Management (CRM) Salesforce Software as a Service Market (SaaS) Shares, Dollars, Worldwide, 2009

### CLOUD COMPUTING INFRASTRUCTURE MARKET DESCRIPTION AND MARKET DYNAMICS

Figure 1-1 Cloud Computing Hole of the Internet  
Table 1-2 Harnessing Collective Intelligence  
Table 1-3 Web 2.0 Next Generation Applications Providers  
Table 1-4 Web Social Networking Space Characteristics  
Table 1-5 Web 2.0 Next Generation Applications  
Table 1-6 Cloud Computing Next Generation Functions  
Table 1-7 Mashup Market Opportunity  
Table 1-8 Web 2.0 Internet Examples  
Table 1-8 (Continued) Web 2.0 Internet Examples  
Table 1-9 SaaS/ On-Demand Functions:  
Figure 1-10 Cloud Computing Forces Changes In IT  
Table 1-11 Cloud Computing Delivery Model Benefits  
Figure 1-12 Cloud Services

## **CLOUD COMPUTING INFRASTRUCTURE MARKET SHARES AND MARKET FORECASTS**

Table 2-1 Cloud Computing Infrastructure Market Driving Forces  
Figure 2-2 Total Private and Public Cloud Market Forecasts Dollars, Worldwide, 2010-2016  
Figure 2-3 Private and Public Cloud System Services and Infrastructure Segment Market Forecasts, Worldwide, Dollars, 2010-2016  
Figure 2-4 Public and Private Cloud Infrastructure Market Segments, Dollars, Worldwide, 2009  
Figure 2-5 Public and Private Cloud Infrastructure Market Segments, Dollars, Worldwide, 2016  
Figure 2-6 Private Cloud Market Forecasts Dollars, Worldwide, 2010-2016  
Figure 2-7 Public Cloud Market Forecasts Dollars, Worldwide, 2010-2016  
Table 2-8 Competitive Factors In Cloud Computing Markets  
Table 2-9 Competitive Forces In Cloud Computing Markets  
Figure 2-10 Cloud Infrastructure Services  
Figure 2-11 Total Private and Public Cloud Market Forecasts Dollars, Worldwide, 2010-2016  
Table 2-12 Cloud System Services and Infrastructure Segment Market Forecasts, Worldwide, Dollars, 2010-2016  
Figure 2-13 Private and Public Cloud Roadmaps for Systems Implementation  
Figure 2-14 SOA Platform as a Service (PaaS) Private Cloud Infrastructure Market Shares, Dollars, Worldwide, 2009  
Table 2-15 SOA Platform as a Service (PaaS) Private Cloud Infrastructure Market Shares, Dollars, Worldwide, 2009  
Figure 2-16 SOA Platform as a Service (PaaS) Private Cloud Market Forecasts Dollars, Worldwide, 2010-2016  
Figure 2-17 SOA Platform as a Service (PaaS) Private Cloud Market Forecasts Units, Worldwide, 2010-2016  
Table 2-18 SOA Platform as a Service (PaaS) Private Cloud Market Forecasts Units and Dollars, Worldwide, 2010-2016  
Table 2-19 Services Oriented Architecture Cloud Computing Aspects  
Figure 2-20 Customer Relationship Management (CRM) Salesforce Software as a Service Market (SaaS) Shares, Dollars, Worldwide, 2009  
Table 2-21 Customer Relationship Management (CRM) Salesforce Software as a Service Market (SaaS) Shares, Dollars, Worldwide, 2009  
Figure 2-22 Customer Relationship Management (CRM) Salesforce Software as a Service (SaaS) Market Forecasts, Dollars, Worldwide, 2010-2016  
Figure 2-23 Customer Relationship Management (CRM) Salesforce Software as a Service (SaaS) Market Forecasts, Units, Worldwide, 2010-2016  
Table 2-24 Customer Relationship Management (CRM) Salesforce Software as a Service (SaaS) Market Forecasts, Units and Dollars, Worldwide, 2010-2016  
Table 2-25 SMB Software as a Service Market (SaaS) Shares, Dollars, Worldwide, 2009  
Table 2-26 SMB Software as a Service (SaaS) Market Forecasts, Units and Dollars, Worldwide, 2010-2016

Figure 2-27 Public Cloud Infrastructure as a Service (IaaS) Market Shares, Dollars, Worldwide, 2009  
Table 2-28 Public Cloud Infrastructure as a Service (IaaS) Market Shares, Dollars, Worldwide, 2009  
Figure 2-29 Public Cloud Infrastructure as a Service (IaaS) Market Forecasts, Dollars, Worldwide, 2010-2016  
Figure 2-30 Public Cloud Infrastructure as a Service (IaaS) Market Forecasts, Units, Worldwide, 2010-2016  
Table 2-31 Public Cloud Infrastructure as a Service (IaaS) Market Forecasts, Units and Dollars, Worldwide, 2010-2016  
Figure 2-32 Enterprise Resource Planning (ERP) as a Cloud Service Market Shares, Dollars, Worldwide, 2009  
Table 2-33 Enterprise Resource Planning (ERP) as a Cloud Service Market Shares, Dollars, Worldwide, 2009  
Table 2-34 Enterprise Resource Planning (ERP) as a Cloud Service Market Forecasts, -Worldwide, Dollars, 2010-2016  
Table 2-35 Enterprise Resource Planning (ERP) as a Cloud Service Market Forecasts, Worldwide, Units, 2010-2016  
Table 2-36 Enterprise Resource Planning (ERP) as a Cloud Service Market Forecasts, Worldwide, Units and Dollars, 2010-2016  
Figure 2-37 Storage as a Cloud Infrastructure Service Market Shares, Dollars, Worldwide, 2009  
Figure 2-38 Storage as a Cloud Infrastructure Service Market Shares, Dollars, Worldwide, 2009  
Table 2-39 Cloud Storage Infrastructure Market Participants, Worldwide, 2010  
Figure 2-40 Storage as a Cloud Infrastructure Software as a Service Market Forecasts, Dollars, Worldwide, 2010-2016  
Figure 2-41 Storage as a Cloud Infrastructure Software as a Service Market Forecasts, Units, Worldwide, 2010-2016  
Table 2-42 Storage as a Cloud Infrastructure Software as a Service Market Forecasts, Units and Dollars, Worldwide, 2010-2016  
Table 2-43 Security as a Cloud Service Market Participants Worldwide, 2009  
Table 2-44 Security as a Cloud Service Market Shares, Dollars, Worldwide, 2009  
Table 2-45 Security as a Cloud Service Market Shares, Dollars, Worldwide, 2009  
Figure 2-46 Security as a Cloud Service Market Shares, Market Forecasts, Worldwide, Dollars, 2009-2016  
Figure 2-47 Security as a Cloud Service Market Shares, Market Forecasts, Worldwide, Units, 2009-2016  
Figure 2-48 Security as a Cloud Service Market Shares, Market Forecasts, Worldwide, Units and Dollars, 2009-2016  
Figure 2-49 Infrastructure Management as a Cloud Service Market Shares, Dollars, Worldwide, 2009  
Table 2-50 Infrastructure Management as a Cloud Service Market Shares, Dollars, Worldwide, 2009  
Figure 2-51 Infrastructure Management as a Cloud Service Market Forecasts, Worldwide, Dollars, 2010-2016  
Figure 2-52 Infrastructure Management as a Cloud Service Market Forecasts, Worldwide, Units, 2010-2016  
Table 2-53 Infrastructure Management as a Cloud Service Market Forecasts, Worldwide, Units and Dollars, 2010-2016  
Figure 2-54 Application Development Tools as a Service Market Shares, Dollars, Worldwide, 2009  
Table 2-55 Application Development Tools as a Service Market Shares, Dollars, Worldwide, 2009  
Figure 2-56 Application Development Tools as a Service Market Forecasts, Worldwide, Dollars, 2010-2016  
Figure 2-57 Application Development Tools as a Service Market Forecasts, Worldwide, Units, 2010-2016  
Table 2-58 Application Development Tools as a Service Market Forecasts, Worldwide, Units and Dollars, 2010-2016  
Table 2-59 Printing SaaS Functionality:  
Figure 2-60 Printing as a Cloud Service Market Shares, Dollars, Worldwide, 2009  
Table 2-61 Printing as a Cloud Service Market Shares, Dollars, Worldwide, 2009  
Figure 2-62 Printing as a Cloud Managed Service Market Forecasts, Worldwide, Dollars, 2010-2016  
Figure 2-63 Printing as a Cloud Managed Service Market Forecasts, Worldwide, Units, 2010-2016  
Figure 2-64 Printing as a Cloud Managed Service Market Forecasts, Worldwide, Units, 2010-2016

## **CLOUD COMPUTING INFRASTRUCTURE PRODUCT DESCRIPTION**

Figure 3-1 IBM Rational ROI Improvements Achievable from Cloud Based Development

Figure 3-2 IBM Cloud Rational Development Increases Cloud Flexibility

Table 3-3 Microsoft.NET Platforms supported

Table 3-4 Microsoft .NET Framework Functions

Table 3-5 Microsoft .NET Framework Components

Table 3-6 EMC Atmos Cloud Storage ServicesEMC Atmos online

Table 3-7 EMC Atmos Cloud Storage Federated Services

Table 3-8 Cloud Computing From Dell Benefits:

Table 3-9 IBM System z For Internal and External Cloud Implementations

Table 3-10 IBM System x Cloud Product Features

Figure 3-11 Hewlett-Packard ProLiant Cloud Cluster Servers

Figure 3-12 Hewlett-Packard ProLiant Cloud Cluster Server

Table 3-13 HP ExSO portfolio Key Cloud Advantages

Table 3-14 \* HP ProLiant Server Cluster Cloud Features

Table 3-15 Oracle / Sun Server Cloud Benefits:

Table 3-15 (Continued) Oracle / Sun Server Cloud Benefits:

Table 3-16 Juniper Networks Cloud Computing Infrastructure Functions

Figure 3-17 IBM Rational and SAP Solution Manager for Cloud Computing

Table 3-18 Oracle SaaS Platform Benefits

Table 3-19 Oracle Platform for SaaS Components

Table 3-20 Google Documents Functions

Table 3-21 Zoho Office Functions

Figure 3-22 Zoho CRM Sales Force Automation (SFA) software Functions

Table 3-23 IBM Private Cloud ROI Benefits

Table 3-24 IBM Analytics Solution Functions

Table 3-25 IBM Cloud Business Analytics System Functions

Table 3-26 IBM Cloud Business Analytics System Solutions

Table 3-27 IBM Cloud Business Analytics System Positioning

Table 3-28 IBM Cloud Business Analytics System Leveraging Of Business Intelligence

Figure 3-29 Software AG IT Infrastructure

Table 3-30 Software AG Cloud Infrastructure Offerings

Table 3-31 Cloud ESBs Route Multiple Protocols And Map Multiple Data Formats

Figure 3-32 IBM Rational Cloud Development Platform Positioning for Services Creation

Figure 3-33 IBM Rational Development Positioning

Table 3-34 IBM Rational® software Benefits

Figure 3-35 IBM Rational Software Delivery Platform

Table 3-36 IBM RacF Cloud Security Functions

Table 3-38 RackSpace Features

Table 3-39 Amazon EC2 Permits Selecting A Pre-Configured, Templated Image

Table 3-40 SAP Collaborative Decision-Making Application Functions

## **CLOUD COMPUTING INFRASTRUCTURE TECHNOLOGY**

Table 4-1 Google Use of Ajax Technology

Table 4-2 WinterGreen Research Server Energy Costs for 14 Servers with 3 Processors

Figure 4-3 Google Dynamic Architecture. Source: Sergey Brin and Lawrence Page

Figure 4-4 Repository Data Structure

Figure 4-5 Architecture.EBay Source: E-Bay

Table 4-6 Microsoft .Net Defines Reusable Modules

Figure 4-7 MegaData Center Capital Expenditures

Figure 4-8 Microsoft .NET assemblies:

Figure 4-9 Microsoft Architecture Dynamic Modular Processing

Figure 4-10 Steps To Deploy IBM WebSphere Application Server Using A Virtual Image Template

Figure 4-11 WebSphere Application Server Network Deployment Installation And Configuration Steps

Figure 4-12 IBM Web Architecture

Table 4-13 Facebook Description. 2007 to April 2008  
Table 4-13 (Continued) Facebook Description. 2007 to April 2008  
Table 4-13 (Continued) Facebook Description. 2007 to April 2008  
Table 4-14 MySpace Metrics  
Table 4-15 Reunion Metrics

## **CLOUD COMPUTING INFRASTRUCTURE COMPANY PROFILES**

Table 5-1 AppScale 1.3 Has Many Performance Aspects  
Table 5-2 Ariba Spend Management Capabilities  
Figure 5-3 Ariba Network  
Table 5-4 AT&T Shared Hosting Functions  
Table 5-5 AT&T is Virtual Dedicated Server Functions  
Table 5-6 AT&T Managed Dedicated Server Functions  
Table 5-7 BMC Software Business Service Management  
Table 5-8 BMC IT Cloud Positioning  
Table 5-9 BMC Industry Partnerships  
Table 5-10 BMC Customer Profile  
Figure 5-11 CrownPeak Partners  
Table 5-12 Dell's Cloud Services Functions  
Table 5-13 Dell's Cloud Services Positioning  
Table 5-13 (Continued) Dell's Cloud Services Positioning  
Table 5-14 Descartes Business Enablement Functions  
Table 5-15 Descartes Global Logistics Network Principal Categorization Of Services  
Table 5-16 ENKI Managed Cloud Computing Fully Managed Virtual Private Data Centers Positioning  
Table 5-17 ENKI Virtual Servers  
Table 5-18 ENKI Highly Available CPanel For Hosting Providers  
Table 5-19 FedEx Express Segments  
Table 5-20 Fujitsu CentraSite SOA Product Suite Features  
Table 5-21 Fujitsu CentraSite SOA Management Information  
Table 5-22 Google Apps Functions  
Table 5-23 HP Cloud Assure Functions  
Table 5-24 HP Cloud Assure sTypes Of Cloud Service Environments Supported  
Table 5-25 HP SaaS portfolio partner Positioning:  
Table 5-26 Hewlett Packard Product and Services Positioning  
Table 5-27 Hewlett Packard Global Positioning  
Table 5-28 Hewlett Packard Tower Software Global, Vertical Markets  
Table 5-29 Hewlett Packard Tower Software Global, Reducing Risk During Litigation  
Table 5-30 Hewlett Packard Tower Software Microsoft Office® Documents  
Table 5-31 Hewlett Packard Tower TRIM Context Features Overview  
Figure 5-32 IBM SMB Partner Go to Market Approach  
Table 5-33 IBM Strategic Priorities  
Table 5-34 Joyent Cloud Virtual Servers  
Table 5-35 Joyent Cloud Strategic Positioning  
Table 5-35 (Continued) Joyent Cloud Strategic Positioning  
Table 5-36 Joyent is doing this through three main product areas  
Table 5-37 Juniper Junos® Software Platform Functions  
Table 5-38 Juniper Platform Functions  
Table 5-39 Microsoft Dynamics GP Customer References  
Table 5-39 (Continued) Microsoft Dynamics GP Customer References  
Table 5-39 (Continued) Microsoft Dynamics GP Customer References  
Table 5-40 Functions in Microsoft Dynamics GP Source: Microsoft.  
Table 5-41 Capabilities in Microsoft Dynamics GP:  
Table 5-42 Microsoft Response to Security Vulnerabilities  
Table 5-43 NetSuite Strategic Positioning

Table 5-44 Oracle / Stellent Enterprise Content Management (ECM) Software Solutions  
Table 5-45 Rackspace Cloud Computing Positioning  
Table 5-46 RightNow CX Cloud Platform ROI  
Table 5-47 RightScale Cloud Computing  
Table 5-48 RightScale Perspective on Factors Driving Customers To The Cloud  
Table 5-49 RightScale Cloud Adoption Customer Reservations  
Table 5-50 RightScale Version Of What Customers Are Looking For In A Cloud Management Platform  
Table 5-51 Salesforce.com Principal Competitors  
Table 5-52 Salesforce.com Principal Competitive Factors in SaaS market  
Table 5-53 Savvis Key Growth Strategies  
Table 5-54 Savvis Key Growth Target Markets  
Table 5-55 Symantec Cloud Strategy Solutions  
Table 5-56 Symantec Solutions For Cloud Computing  
Table 5-57 Tenzing Cloud Computing Services Key features  
Table 5-58 Tenzing Cloud Computing Services Key features  
Table 5-59 Workday ERP SaaS Solutions  
Table 5-60 Workday Software-as-a-Service (SaaS) Features  
Table 5-61 Workday Complete Suite of Business Management Services  
Table 5-61 (Continued) Workday Complete Suite of Business Management Services  
Table 5-61 (Continued) Workday Complete Suite of Business Management Services  
Table 5-62 Xerox Acquired Affiliated Computer Services ACS Positioning  
Figure 5-63 Xerox Revenues By Business Segment  
Figure 5-64 Xerox Revenues By Geography

## COMPANIES PROFILED

IBM  
Google  
Adobe Systems  
Salesforce.com  
BMC  
EMC  
Hewlett Packard (HP)  
Amazon  
Microsoft Dynamics GP  
Brocade  
Panda Security  
Akamai  
Areti Internet  
AppScale  
Ariba  
Axios  
Cassiopeia Internet / Constellate  
CDC Software  
Consona  
CrownePeak  
Dell  
Descartes  
Enki  
FedEx  
FrontRange Solutions  
Fortress ITX  
Fujitsu  
Inteq  
Joyent

Cisco  
NetSuite  
Software AG  
ATT  
Tibco  
Xerox  
CA / 3Tera  
Progress Software  
RedHat  
Yahoo  
Layered Technologies  
Juniper  
Ketera  
Novell Interoperable Linux Cloud Platforms  
Omniture  
Oracle  
Rackspace  
RightNow Technologies  
Rightscale  
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