Cloud Development Survey Volume I, 2010

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Overview

Objectives of the Survey

This survey gives a comprehensive view of the attitudes, adoption patterns and intentions of developers in relation to Cloud computing. Evans Data Corporation wishes to make this survey series as valuable as possible to our clients; thus, we solicit input from subscribers prior to the publication of each volume. This subscriber input is incorporated into the content of the survey, providing answers and insight into issues of interest to our clients. Publication rights to any of the results are not granted to any subscribers outside of their own companies without written permission from Evans Data Corp.

Survey Methodology

This survey series is completed entirely online. Developers from the EDC International Panel of Developers were sent invitations to participate and complete the survey online. Incentives for completing the survey are 1) the ability to influence tool makers, 2) entry into a contest to win $500, and 3) receive points which can be used to redeem prizes.

Research Design

The survey research method is the basic research design. The questionnaire for this survey is constructed for developers actively involved with developing a variety of applications using a wide variety of technologies. An e-mail invitation was sent out to software developers inviting them to come to the survey site, fill out the survey online, and register for the drawing. Verbatim of any appreciable length was not used in this volume. Answers were compiled in SPSS.

Relative Rankings

In order to facilitate better at-a-glance comprehension of complex data sets, Evans Data Corp provides relative ranking tables next to summary sheets. These rankings have a weighted numerical weighting for the various categories. For example, in a question where the possible answers are w, x, y and z, w is multiplied by 2, x by 1, y by 1 and z by -2. The sum of these comprises the relative ranking for the category in question. The results are then sorted, from highest ranking to lowest, to give a closer comparison.

The Sample – Software Developers

This survey consists of 449 in-depth interviews conducted with developers. As in all Evans Data Corp. neutral opt-in lists of developers were used to recruit in addition to our panel. Neutral lists are defined as those not associated with a particular platform, language, or vendor.

The EDC Panel

When conducting demand-side primary research, it is important to recruit participants from sources that are as unbiased as possible. Since 1998, Evans Data Corporation has been recruiting developers to participate in surveys, maintaining a neutral panel has remained foremost in our efforts. Though we have used more than 100 different individual sources for recruiting, the following principles are strictly adhered to and consistently applied:

- No vendor lists have ever been used in Evans Data Corp. subscription surveys nor added to the panel.
- No platform-specific lists have ever been used in any Evans Data Corp. general subscription surveys nor added to the general panel.
- No language-specific lists have ever been used in any Evans Data Corp. subscriptions surveys nor added to the panel.

By following these principles, Evans Data Corp. provides the most diverse and unbiased sample available anywhere. With thousands of developers deliberately chosen for their neutrality from a wide variety of lists, our data truly provides in-depth examinations of representative samples of the developer population.

The EDC panel of developers includes approximately 75,000 professional developers in more than 85 countries. The EDC panel represents the finest example of an unbiased and representative sample of developers available today. As the panel continues to grow, the existing principles of neutral recruitment will continue to apply, assuring clients of the most representative sample possible.

Other Evans Data Corp. Services

Evans Data Corp. provides market research for the development community. Our goal is to represent the views, attitudes, desires and opinions of the community of developers to those companies who create tools, operating environments and other systems that developers use. We strive to help our clients be as successful as possible and to make the right choices regarding strategic direction and tactical product marketing. Evans Data Corp. offers three primary services: multi-client surveys, custom surveys and targeted analytics. A brief description of each is provided below.

Multi-client Survey Series

Strategic Series

Our most popular products are the eight reports in the Strategic Subscription Survey Series. These studies are done twice per year and explore current trends, adoption rates and attitudes toward a variety of new technologies impacting software development. A subscription to one of these studies includes both survey reports for the year in PDF format as well as the accompanying raw data, permission to publish the information anywhere within the client's company, and one year's service wherein the company can request additional cross-tabulations or analysis from Evans Data Corp. Clients are also asked for their input regarding the issues they wish to see explored in the upcoming surveys. Short descriptions of each survey series follow:

North American Development Survey – Published twice per year, this comprehensive survey presents the results of in-depth interviews with a broad range of developers on topics including language usage patterns, platform targets and migration patterns, and Internet development. In addition, our clients suggest topics that reflect current industry interests such as Web Services, security, Java development, attitudes and expectations about Open Source solutions, Linux penetration, development tools, and more. The

sample surveyed in this series is representative of a general cross-section of developers.

Asia Pacific Development Survey – The companion survey to the North American and the EMEA studies is published twice per year. This survey consists of the same questionnaire content as North America and EMEA reports but is conducted using developers in the Asia Pacific region.

Europe, the Middle East and Africa (EMEA) Development Survey – The companion survey to the North American and the APAC studies is published twice per year. This survey consists of the same questionnaire content as North America and APAC reports but is conducted using developers in Europe, the Middle East, and Africa.

Emerging Markets Development Survey – Published twice per year, this is the most comprehensive research survey series focused exclusively on developers and IT managers in the Emerging Markets. The regions surveyed for the report are: China, India, Eastern Europe, and Latin America. This survey is a companion to the North American, EMEA, and APAC Development Surveys.

Mobile Development Survey – Published twice per year, this is a worldwide study of developers who work on applications, infrastructure and utilities for wireless devices such as cell phones, PDAs, notebooks and other mobile devices, including platform and device targets, technology adoption, security, Web Services, programs, tools and intentions for development. One of Evans Data Corp.'s most popular surveys, this series addresses vital issues of concern to major vendors involved with telecommunications, platforms, tools, and infrastructure for the wireless future.

Global Developer Population and Demographics Report – Published bi-annually, the primary objectives of this report are to provide baseline and forecast estimates for regional and global software developer populations, and to give insight into adoption of various tools, technologies, and languages. Determining how many developers are in the community provides scope, putting Evans Data analysis and findings from other surveys into perspective.

Cloud Computing Survey – Published twice a year, this series looks at development in the public could and in the private cloud as well as hybrid models. Issues examined include security for the cloud, top providers of both public and private clouds, appliances, development tools and intentions for technical development adoption in the cloud environment.

Tactical Survey Reports

Also popular are the four reports in the Tactical Survey Reports series. These studies are done once per year and explore current trends, adoption rates and attitudes toward a variety of new technologies impacting software development. The purchase of one of these studies includes the survey report in PDF format as well as the accompanying raw data, permission to publish the information anywhere within the client's company, and one year's service wherein the company can request additional cross-tabulations or analysis from Evans Data Corp. Clients are also asked for their input regarding the issues they wish to see explored in the upcoming surveys. Short descriptions of each survey follow:

Developer Marketing Patterns Survey – Published annually, this tactical survey contains actionable information on what types of marketing works and what media are most effective in marketing to developers. The topics of online marketing, trade shows, conferences, ads, etc. are all explored with developers. This series provides information that is highly valuable for making decisions about future product direction, as well as for product positioning, messaging, and marketing.

Developer Relations Programs Survey – Published annually, this tactical survey provides information on how to recruit developers to your program and keep them. It includes information on training, certification, recruitment vehicles, and more. This series provides information that is highly valuable for making decisions about future program direction, as well as program features, pricing, and other important program aspects.

Custom Surveys

Evans Data Corporation provides complete custom survey services specializing in software development and IT issues. Quantitative, customized survey services conducted via email and the Internet are available at reasonable rates and with quick turnaround times. Contracting with Evans Data Corporation for your custom developer research is much easier and much more valuable than dealing with firms who do not understand developers or their language. Please contact your sales representative for a free proposal.

Targeted Analytics

The Targeted Analytics team at Evans Data Corp. offers clients a secondary research service, providing extensive additional data analysis that is not included in the multi-client survey reports. Please contact your sales representative for further information about this service and to discuss your needs.

About the Analyst

Esther Schindler has been writing for the computer press since 1992, and previously spent a decade as a computer programmer, computer consultant, corporate trainer on operating system internals, and computer store owner. Her primary journalistic focus for the last several years has been software development and open source, most recently as senior online editor at CIO.com and, since Fall 2009, as editor in chief of ITExpertVoice.com. Esther has contributed to Computerworld, Linux Developer Network, Software Test & Performance, SD Times, DevSource.com, InformIT.com, and dozens of other publications. She has been writing EDC reports since 2002.

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