

# Personal Cloud: Market Research Report

https://marketpublishers.com/r/P3B7A466378EN.html Date: January 2015 Pages: 229 Price: US\$ 4,950.00 (Single User License) ID: P3B7A466378EN

## **Abstracts**

This report analyzes the worldwide markets for Personal Cloud in US\$ Million. The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Latin America, and Rest of World. Annual estimates and forecasts are provided for the period 2014 through 2020. Also, a five-year historic analysis is provided for these markets. Market data and analytics are derived from primary and secondary research. Company profiles are primarily based on public domain information including company URLs. The report profiles 67 companies including many key and niche players such as -

ADrive LLC

Alcatel-Lucent

Amazon.com, Inc.

Apple Inc.

Box, Inc.



## Contents

#### I. INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS

Study Reliability and Reporting Limitations Disclaimers Data Interpretation & Reporting Level Quantitative Techniques & Analytics Product Definitions and Scope of Study

#### **II. EXECUTIVE SUMMARY**

#### **1. INDUSTRY OVERVIEW**

Personal Cloud Computing: The Next Big Thing in Cloud Computing The Era of Mobile Computing... Personal Cloud: A Paradigm Shift in Connectivity... High-Impact Benefits Spur Adoption of Personal Cloud Conclusion Growing Investments in Disruptive Cloud Technologies to Compound the Market Value of Personal Cloud Disruption: A Catalyst for Growth, Even in a Challenging Economic Environment A Peek Into the Disruptions Triggered by Personal Cloud in the Consumer & Enterprise Markets Market Overview: A Synoptic Review Key Market Trends & Drivers Next Phase of Cloud Computing, Specialized Clouds, to Set the Stage for Market Growth IOT & Wearable Technology to Revolutionize the Use of Personal Cloud A Robust IOT Industry Lays the Platform of Growth for Personal Cloud Personal Cloud: A Scalable Approach to Handle the Onslaught of Data Generated by IOT

**Table 1.** Expanding Installed Base of IOT Devices to Open Up Opportunities forPersonal Cloud: Global Breakdown of the Installed Base of IoT Connected Devices (InMillion Units) for the Years 2015 & 2020 (includes corresponding Graph/Chart)

Table 2. World Population (In Billion) & Per Capita Distribution of IOT Devices as a



Measure of IOT Proliferation Worldwide (includes corresponding Graph/Chart)

**Table 3.** Ballooning Market for Smart Products Spurs Interest in Tying Personal Cloudto Smart Devices to Enable a Shared & Integrated Networked Environment: GlobalSales of Smart Products (In US\$ Billion) by Type for the Years 2014 & 2016 (includescorresponding Graph/Chart)

As An IOT Device, Spiraling Sales of Smartphones Spurs Growth of Personal Cloud Solutions IOT Controlled by Smartphones Amplifies the Need for Personal Cloud Spiraling Global Sales of Smartphones & Data Storage Needs: The Foundation for Growth

**Table 4.** With Over 36% Growth in Smartphone Shipments by 2020, the ExpectedSpike in Smartphone Generated Content Throws the Spotlight On Personal Cloud:Global Sales of Smartphones (In 000 Units) by Geographic Region for the Years 2015 &2020 (includes corresponding Graph/Chart)

Cloud Computing in the Smartphone to Push the World Into the Post Smartphone Era & Spur Opportunities for Personal Cloud Wi-Fi, 3G & 4G Technologies Power Smartphone Connectivity to the Personal Cloud

**Table 5.** Increasing Investments in LTE & Rising Internet Speeds Provide AncillaryGrowth Support for Personal Cloud: Breakdown of LTE Infrastructure Spending (in US\$Million) for the Year 2020 and Average Breakdown of Internet Connection Speeds (inMBPS) by Select Country for the Year 2015 (includes corresponding Graph/Chart)

Personalization of Enterprise IT Spurs Demand for Personal Cloud in the Corporate Sector Increasing Investments in Enterprise Mobility Provides the Right Climate for Growth

**Table 6.** The Rising Wave of Workforce Mobility Paves the Way for the Emergence of "Bring Your Own Cloud" Trend of Real-Time Connectivity: Global Breakdown of Mobile Workforce (In Million) for the Years 2010 & 2015 by Geographic Region (includes corresponding Graph/Chart)



**Table 7.** World Mobile Workforce Penetration (In %) for the Year 2015 by GeographicRegion/Country (includes corresponding Graph/Chart)

"Bring Your Own Device" Gives Way to "Bring Your Own Cloud" Implementation of Stringent BYOC Policies to Spur Deployment of Enterprise Personal Cloud Spurt in Enterprise Personal Cloud Solutions Favors Growth Personal Cloud: An Offshoot of the Strong Growth in Enterprise Mobile Cloud Computing SMBs: A Lucrative Consumer Cluster for Enterprise Personal Cloud Growing Number of SMBs & Start-Ups Expands the Addressable Market Opportunity in the SMB Sector

Rising Mobile Internet Penetration: A Catalyst for Changing Market Dynamics

**Table 8.** With Over 73% Growth by 2020, the Critical Mass Achieved by Mobile InternetWill Provide a Fertile Environment for the Growth of Personal Cloud Solutions/Services:Breakdown of Global Mobile Internet Subscribers (in Million) for Developed andDeveloping Countries for the Years 2014 & 2020 (includes corresponding Graph/Chart)

Increased Consumption of Digital Media Strengthens the Business Case for Personal Cloud

Big Data On a Personal Level Emerges to Spur Growth

Lifelogging: A Key Factor Driving the Personal Big Data Boom

**Table 9.** Rising Average Time Spent on Media Consumption Results in Personal BigData Explosion, Spurring Opportunities for Personal Cloud as a Personal DataEmpowerment Tool: Global Breakdown of Average Time Spent on Media Consumption(In Minutes Per Day) for Years 2010, 2014 & 2017 (includes correspondingGraph/Chart)

Integrated Personal Cloud Apps Emerge As a Key Differentiator for Connected Device Vendors

Emergence of Big Data As a Threat to Privacy of Individuals Makes Consumers Wary of Personal Cloud Services

Hard Drives Double Up as an Alternative to Public Personal Cloud Services

Rising Popularity of Self-Hosted Personal Cloud

Developing Countries: The Focal Point for Future Growth



Symmetrical/Synchronous FTTH: A Vital Prerequisite for Market Expansion Competition Heats Up Customer Usage Experience: A Competitive Differentiator Market Outlook

## 2. TECHNOLOGY OVERVIEW

Personal Cloud: An Introduction Functionalities of Personal Cloud Personal Cloud Storage (PCS) Remote Access: A Key Advantage of Personal Cloud Types of Personal Cloud Home-made cloud **Online Cloud** Server device cloud NAS Device Cloud Key Public Personal Cloud-Storage Services Amazon Cloud Drive Apple iCloud BOX Dropbox Google Drive MediaFire Mega Microsoft SkyDrive SpiderOak Key Self-Hosted Personal Cloud Solutions Seafile ownCloud SparkleShare Pydio git-annex assistant **BitTorrent Sync** Syncthing Polkast

#### 3. PRODUCT/SERVICE LAUNCHES

Amazon Introduces Unlimited Cloud Storage Plan for Cloud Drive



Thecus Partners with Orbweb for Personal Cloud Etisalat Launches eCloud Personal Cloud Storage Solution (Middle East) Personal Unveils Personal Cloud **Digicel Introduces Digicel Space Personal Cloud Solution** WD Introduces Two New Personal Cloud Solutions D-Link Launches ShareCenter+ 4-Bay Cloud Network Storage Enclosure Synchronoss to Introduce Personal Cloud Services in Vietnam Huber & Feneberg Introduces OpenTouch Personal Cloud in Germany WD Launches My Cloud EX2 Personal Cloud Storage Acer Launches new BYOC Personal Cloud Service Flamingo Introduces Personal Cloud on Respect Network CodeLathe Unveils Tonido Personal Cloud Software Microsoft Launches OneDrive Personal Cloud Storage Service NxtGen Unveils Cliques Personal Cloud Solution KPN Launches KPN Up Cloud Storage Service Orbweb Launches Orbweb. ME Mobile App and Webcam Feature for Personal Cloud Buffalo Unveils New LinkStation Personal Cloud Storage Synchronoss and Napster Introduces The Social Music Platform WDC Launches My Cloud Solutions Funambol Launches OMH v12 Personal Cloud Solution Samsung Launches Samsung HomeSync Personal Cloud Service Cloudike Launches Cloudike Mobile APP

#### 4. RECENT INDUSTRY ACTIVITY

Synchronoss Technologies to Take Over Personal Cloud Assets of F-Secure Synchronoss Technologies Takes Over Voxmobili Box Acquires Streem Acer Partners with MediaTek to Build Personal Cloud Initiative Alibaba to Acquire Kanbox to Expand Cloud Computing Services in China Funambol Inks Partnership with Mahindra Comviva for Personal Cloud Services WD Enters into Partnership with Baidu for Cloud Service Integration

#### **5. FOCUS ON SELECT PLAYERS**

Personal Cloud Service Providers ADrive LLC (USA) Alcatel-Lucent Amazon. com, Inc. (USA)



Apple Inc. (USA) Box, Inc. (USA) Carbonite (US) Cloud Engines, Inc. (US) Dell (US) Dropbox Inc. (USA) Egnyte, Inc. (USA) Funambol, Inc. (US) Google Inc. (USA) HighTail Infrascale (US) j2 Global Communications, Inc. (UK) Just Cloud. com MediaFire (US) MEGA Limited (New Zealand) Microsoft Corporation (US) Mozy, Inc. (US) myPCBackup. com (US) OpenDrive, Inc. (US) POLKAST LLC (US) Seagate Technology LLC (US) SpiderOak (US) SugarSync, Inc. (USA) Synchronoss Technologies Syncplicity LLC. (US) Synology Inc. (Taiwan) Wuala (Switzerland) ZipCloud. com Personal Cloud Device Vendors Buffalo Americas, Inc. (USA) Connected Data, Inc. D-Link Corporation (Taiwan) ElephantDrive, Inc. (US) LaCie S. A. S (France) LenovoEMC (USA) Western Digital Technologies, Inc. (US) ZyXEL Communications Corp. (US)

## 6. GLOBAL MARKET PERSPECTIVE



**Table 10.** World Recent Past, Current and Future Analysis for Personal Cloud byGeographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), LatinAmerica and Rest of World Markets Independently Analyzed with Annual Revenues inUS\$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 11.** World Historic Review for Personal Cloud by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Revenues in US\$ Million for Years 2009 through 2013 (includes corresponding Graph/Chart)

**Table 12.** World 12-Year Perspective for Personal Cloud by Geographic Region -Percentage Breakdown of Revenues for US, Canada, Japan, Europe, Asia-Pacific(excluding Japan), Latin America and Rest of World Markets for Years 2009, 2015 &2020 (includes corresponding Graph/Chart)

#### **III. MARKET**

#### **1. THE UNITED STATES**

A. Market Analysis
Outlook
Cloud Based Storage Services Primed for a Faster Growth
US Leads from the Front in Personal Cloud Investments
Accelerated Proliferation of Smartphone & Tablets in US Drives Demand for Cloud
Based Storage Services
Rise in Number of Paid Users
Product Launches
Strategic Corporate Developments
Key Players
B. Market Analytics

**Table 13.** US Recent Past, Current and Future Analysis for Personal Cloud MarketAnalyzed with Annual Revenues in US\$ Million for Years 2014 through 2020 (includescorresponding Graph/Chart)

 Table 14. US Historic Review for Personal Cloud Market Analyzed with Annual



Revenues in US\$ Million for Years 2009 through 2013 (includes corresponding Graph/Chart)

## 2. CANADA

A. Market AnalysisOutlookB. Market Analytics

**Table 15.** Canadian Recent Past, Current and Future Analysis for Personal CloudMarket Analyzed with Annual Revenues in US\$ Million for Years 2014 through 2020(includes corresponding Graph/Chart)

**Table 16.** Canadian Historic Review for Personal Cloud Market Analyzed with AnnualRevenues in US\$ Million for Years 2009 through 2013 (includes correspondingGraph/Chart)

## 3. JAPAN

A. Market AnalysisOutlookB. Market Analytics

**Table 17.** Japanese Recent Past, Current and Future Analysis for Personal CloudMarket Analyzed with Annual Revenues in US\$ Million for Years 2014 through 2020(includes corresponding Graph/Chart)

**Table 18.** Japanese Historic Review for Personal Cloud Market Analyzed with AnnualRevenues in US\$ Million for Years 2009 through 2013 (includes correspondingGraph/Chart)

## 4. EUROPE

A. Market AnalysisOutlookB. Market Analytics



**Table 19.** European Recent Past, Current and Future Analysis for Personal Cloud byGeographic Region - France, Germany, Italy, UK, Spain, Russia, and Rest of EuropeMarkets Independently Analyzed with Annual Revenues in US\$ Million for Years 2014through 2020 (includes corresponding Graph/Chart)

**Table 20.** European Historic Review for Personal Cloud by Geographic Region -France, Germany, Italy, UK, Spain, Russia, and Rest of Europe Markets IndependentlyAnalyzed with Annual Revenues in US\$ Million for Years 2009 through 2013 (includescorresponding Graph/Chart)

**Table 21.** European 12-Year Perspective for Personal Cloud by Geographic Region -Percentage Breakdown of Revenues for France, Germany, Italy, UK, Spain, Russia,and Rest of Europe Markets for Years 2009, 2015 & 2020 (includes correspondingGraph/Chart)

#### 4A. FRANCE

A. Market AnalysisOutlookKey PlayersB. Market Analytics

**Table 22.** French Recent Past, Current and Future Analysis for Personal Cloud Market Analyzed with Annual Revenues in US\$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 23.** French Historic Review for Personal Cloud Market Analyzed with AnnualRevenues in US\$ Million for Years 2009 through 2013 (includes correspondingGraph/Chart)

#### **4B. GERMANY**

A. Market AnalysisOutlookProduct LaunchB. Market Analytics



**Table 24.** German Recent Past, Current and Future Analysis for Personal Cloud MarketAnalyzed with Annual Revenues in US\$ Million for Years 2014 through 2020 (includescorresponding Graph/Chart)

**Table 25.** German Historic Review for Personal Cloud Market Analyzed with AnnualRevenues in US\$ Million for Years 2009 through 2013 (includes correspondingGraph/Chart)

## 4C. ITALY

A. Market AnalysisOutlookB. Market Analytics

**Table 26.** Italian Recent Past, Current and Future Analysis for Personal Cloud MarketAnalyzed with Annual Revenues in US\$ Million for Years 2014 through 2020 (includescorresponding Graph/Chart)

**Table 27.** Italian Historic Review for Personal Cloud Market Analyzed with AnnualRevenues in US\$ Million for Years 2009 through 2013 (includes correspondingGraph/Chart)

#### 4D. THE UNITED KINGDOM

A. Market AnalysisOutlookA Key PlayerB. Market Analytics

**Table 28.** UK Recent Past, Current and Future Analysis for Personal Cloud MarketAnalyzed with Annual Revenues in US\$ Million for Years 2014 through 2020 (includescorresponding Graph/Chart)

**Table 29.** UK Historic Review for Personal Cloud Market Analyzed with AnnualRevenues in US\$ Million for Years 2009 through 2013 (includes correspondingGraph/Chart)



#### 4E. SPAIN

A. Market AnalysisOutlookB. Market Analytics

**Table 30.** Spanish Recent Past, Current and Future Analysis for Personal Cloud Market Analyzed with Annual Revenues in US\$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 31.** Spanish Historic Review for Personal Cloud Market Analyzed with AnnualRevenues in US\$ Million for Years 2009 through 2013 (includes correspondingGraph/Chart)

#### **4F. RUSSIA**

A. Market AnalysisOutlookB. Market Analytics

**Table 32.** Russian Recent Past, Current and Future Analysis for Personal Cloud Market Analyzed with Annual Revenues in US\$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 33.** Russian Historic Review for Personal Cloud Market Analyzed with AnnualRevenues in US\$ Million for Years 2009 through 2013 (includes correspondingGraph/Chart)

#### 4G. REST OF EUROPE

A. Market Analysis Outlook Product Launch A Key Player B. Market Analytics



**Table 34.** Rest Of Europe Recent Past, Current and Future Analysis for Personal CloudMarket Analyzed with Annual Revenues in US\$ Million for Years 2014 through 2020(includes corresponding Graph/Chart)

**Table 35.** Rest of Europe Historic Review for Personal Cloud Market Analyzed withAnnual Revenues in US\$ Million for Years 2009 through 2013 (includes correspondingGraph/Chart)

## 5. ASIA-PACIFIC

A. Market AnalysisOutlookAsia Pacific: The Fastest Growing Market for Personal CloudB. Market Analytics

**Table 36.** Asia-Pacific Recent Past, Current and Future Analysis for Personal Cloud by Geographic Region - Australia, China, India, South Korea and Rest of Asia-Pacific Markets Independently Analyzed with Annual Revenues in US\$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 37.** Asia-Pacific Historic Review for Personal Cloud by Geographic Region -Australia, China, India, South Korea and Rest of Asia-Pacific Markets Independently Analyzed with Annual Revenues in US\$ Million for Years 2009 through 2013 (includes corresponding Graph/Chart)

**Table 38.** Asia-Pacific 12-Year Perspective for Personal Cloud by Geographic Region -Percentage Breakdown of Revenues for Australia, China, India, South Korea and Rest of Asia-Pacific Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

#### **5A. AUSTRALIA**

A. Market AnalysisOutlookProduct LaunchB. Market Analytics



**Table 39.** Australian Recent Past, Current and Future Analysis for Personal CloudMarket Analyzed with Annual Revenues in US\$ Million for Years 2014 through 2020(includes corresponding Graph/Chart)

**Table 40.** Australian Historic Review for Personal Cloud Market Analyzed with AnnualRevenues in US\$ Million for Years 2009 through 2013 (includes correspondingGraph/Chart)

#### **5B. CHINA**

A. Market Analysis
Outlook
Increased Mobile Device Usage Creates Volatile Growth Opportunities for Personal Cloud in Chinese Market
Exclusive Features Offered By Providers Augur Well for the Chinese Personal Cloud Market
Medium Sized Businesses Leading Customer Clusters for Cloud Based Storage Services in China
Corporate Development
B. Market Analytics

**Table 41.** Chinese Recent Past, Current and Future Analysis for Personal Cloud Market Analyzed with Annual Revenues in US\$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 42.** Chinese Historic Review for Personal Cloud Market Analyzed with AnnualRevenues in US\$ Million for Years 2009 through 2013 (includes correspondingGraph/Chart)

#### **5C. INDIA**

A. Market AnalysisOutlookA High Potential Market for Personal CloudProduct LaunchB. Market Analytics



**Table 43.** Indian Recent Past, Current and Future Analysis for Personal Cloud MarketAnalyzed with Annual Revenues in US\$ Million for Years 2014 through 2020 (includescorresponding Graph/Chart)

**Table 44.** Indian Historic Review for Personal Cloud Market Analyzed with AnnualRevenues in US\$ Million for Years 2009 through 2013 (includes correspondingGraph/Chart)

## **5D. SOUTH KOREA**

A. Market AnalysisOutlookProduct LaunchB. Market Analytics

**Table 45.** South Korean Recent Past, Current and Future Analysis for Personal CloudMarket Analyzed with Annual Revenues in US\$ Million for Years 2014 through 2020(includes corresponding Graph/Chart)

**Table 46.** South Korean Historic Review for Personal Cloud Market Analyzed withAnnual Revenues in US\$ Million for Years 2009 through 2013 (includes correspondingGraph/Chart)

#### **5E. REST OF ASIA-PACIFIC**

A. Market Analysis Outlook Product Launches Key Players B. Market Analytics

**Table 47.** Rest Of Asia Pacific Recent Past, Current and Future Analysis for PersonalCloud Market Analyzed with Annual Revenues in US\$ Million for Years 2014 through2020 (includes corresponding Graph/Chart)

**Table 48.** Rest Of Asia Pacific Historic Review for Personal Cloud Market Analyzed with

 Annual Revenues in US\$ Million for Years 2009 through 2013 (includes corresponding)



Graph/Chart)

## 6. LATIN AMERICA

A. Market AnalysisOutlookB. Market Analytics

**Table 49.** Latin American Recent Past, Current and Future Analysis for Personal Cloudby Geographic Region - Brazil and Rest of Latin America Markets IndependentlyAnalyzed with Annual Revenues in US\$ Million for Years 2014 through 2020 (includescorresponding Graph/Chart)

**Table 50.** Latin American Historic Review for Personal Cloud by Geographic Region -Brazil and Rest of Latin America Markets Independently Analyzed with AnnualRevenues in US\$ Million for Years 2009 through 2013 (includes correspondingGraph/Chart)

**Table 51.** Latin American 12-Year Perspective for Personal Cloud by GeographicRegion - Percentage Breakdown of Revenues for Brazil and Rest of Latin AmericaMarkets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

#### 6A. BRAZIL

A. Market AnalysisOutlookB. Market Analytics

**Table 52.** Brazilian Recent Past, Current and Future Analysis for Personal CloudMarket Analyzed with Annual Revenues in US\$ Million for Years 2014 through 2020(includes corresponding Graph/Chart)

**Table 53.** Brazilian Historic Review for Personal Cloud Market Analyzed with AnnualRevenues in US\$ Million for Years 2009 through 2013 (includes correspondingGraph/Chart)

## 6B. REST OF LATIN AMERICA



A. Market AnalysisOutlookB. Market Analytics

**Table 54.** Rest of Latin America Recent Past, Current and Future Analysis for PersonalCloud Market Analyzed with Annual Revenues in US\$ Million for Years 2014 through2020 (includes corresponding Graph/Chart)

**Table 55.** Rest of Latin America Historic Review for Personal Cloud Market Analyzedwith Annual Revenues in US\$ Million for Years 2009 through 2013 (includescorresponding Graph/Chart)

#### 7. REST OF WORLD

A. Market AnalysisOutlookProduct LaunchesB. Market Analytics

**Table 56.** Rest of World Recent Past, Current and Future Analysis for Personal CloudMarket Analyzed with Annual Revenues in US\$ Million for Years 2014 through 2020(includes corresponding Graph/Chart)

**Table 57.** Rest of World Historic Review for Personal Cloud Market Analyzed withAnnual Revenues in US\$ Million for Years 2009 through 2013 (includes correspondingGraph/Chart)

#### **IV. COMPETITIVE LANDSCAPE**

Total Companies Profiled: 67 (including Divisions/Subsidiaries - 70) The United States (46) Europe (14) France (5) Germany (1) The United Kingdom (5) Spain (1)



Rest of Europe (2) Asia-Pacific (Excluding Japan) (8) Latin America (1) Middle East (1)



## I would like to order

Product name: Personal Cloud: Market Research Report

Product link: <u>https://marketpublishers.com/r/P3B7A466378EN.html</u>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery) If you want to order Corporate License or Hard Copy, please, contact our Customer Service: <u>info@marketpublishers.com</u>

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <u>https://marketpublishers.com/r/P3B7A466378EN.html</u>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name: Last name: Email: Company: Address: City: Zip code: Country: Tel: Fax: Your message:

\*\*All fields are required

Custumer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <u>https://marketpublishers.com/docs/terms.html</u>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970