

Telco Cloud: Can telcos compete with the heavyweights?

<https://marketpublishers.com/r/TACF8A9512DEN.html>

Date: October 2014

Pages: 54

Price: US\$ 3,450.00 (Single User License)

ID: TACF8A9512DEN

Abstracts

This report provides an in-depth exploration of telecom carriers' positioning and strategies in the enterprise cloud computing market. It identifies the impediments and assets that telcos have in establishing a solid and lasting foothold in the different cloud segments: IaaS, PaaS and SaaS.

The report also delivers an analysis of how telcos and the market's dominant players are positioned in each cloud segment and supplies estimates of telcos' share of the cloud computing market, along with revenue projections for the next five years.

Contents

1. EXECUTIVE SUMMARY

- 1.1. The cloud: still a fast growing market
- 1.2. The cloud: challenges for telcos
- 1.3. Different strategies for the market leaders
 - 1.3.1. Entering the market through different channels
 - 1.3.2. New distribution channels

2. METHODOLOGY & DEFINITIONS

- 2.1. IDATE 's general methodology
- 2.2. Methodology specific to this report

3. MAIN CONCEPTS

- 3.1. Cloud computing
 - 3.1.1. Infrastructure as a Service – IaaS and server collocation
 - 3.1.2. Platform as a Service – PaaS
 - 3.1.3. Software as a Service – SaaS
 - 3.1.4. Communications as a Service – CaaS
 - 3.1.5. The public, private and hybrid cloud
- 3.2. Distributing cloud services
 - 3.2.1. Direct distribution
 - 3.2.2. Wholesale distribution
 - 3.2.3. Cloud brokering
- 3.3. Data centre
- 3.4. Key market factors and critical development variables
 - 3.4.1. Flexibility, agility, interoperability
 - 3.4.2. Pay-as-you-go billing
 - 3.4.3. Public authority involvement
 - 3.4.4. Data protection and privacy
 - 3.4.5. Service Level Agreements and Quality of Service

4. CLOUD MARKETS

- 4.1. The IaaS market
 - 4.1.1. Size of the market

- 4.1.2. Market structure and ecosystem
- 4.1.3. Outlook
- 4.2. The PaaS market
 - 4.2.1. Size of the market
 - 4.2.2. Market structure and ecosystem
 - 4.2.3. Outlook
- 4.3. The SaaS market
 - 4.3.1. Size of the market
 - 4.3.2. Market structure and ecosystem
 - 4.3.3. Outlook
- 4.4. Wholesale distribution
 - 4.4.1. Market structure and ecosystem
 - 4.4.2. Outlook
- 4.5. Cloud brokering
 - 4.5.1. Market structure and ecosystem
 - 4.5.2. Outlook
- 4.6. Private/hybrid cloud

5. TOP CLOUD COMPANY STRATEGIES

- 5.1. IT company strategies
 - 5.1.1. Microsoft
 - 5.1.2. IBM
 - 5.1.3. Rackspace
- 5.2. OTT company strategies
 - 5.2.1. Amazon
 - 5.2.2. Google
- 5.3. Cloud broker strategies
 - 5.3.1. Jamcracker
 - 5.3.2. AppDirect
- 5.4. Telco strategies
 - 5.4.1. Sprint
 - 5.4.2. Verizon
 - 5.4.3. KPN
 - 5.4.4. Belgacom
 - 5.4.5. Orange Business Services
 - 5.4.6. Telefónica
 - 5.4.7. Deutsche Telekom

6. TELCOS ' PLACE IN THE CLOUD MARKET

6.1. Telcos vs. OTT vendors

6.1.1. Telcos ' major competitive advantages

6.1.2. Different positioning from OTT vendors

6.1.3. Various distribution channels

6.2. Why the cloud is good for telcos

6.2.1. Strengthen customer relations and satisfaction

6.2.2. New revenue opportunities

6.2.3. Possible new services

Tables

TABLES

Table 1: Top 9 most popular public clouds

Table 2: Top IT companies ' cloud strategies

Table 3: The top OTT companies ' cloud strategies

Table 4: Overview of cloud broker strategies

Table 5: Overview of telcos ' cloud strategies

Table 6: Sprint 's main cloud services, and associated partnerships

Figures

FIGURES

Figure 1: Growth of the global enterprise cloud computing market by segment, 2013-2018

Figure 2: Growth of enterprise cloud revenue by type of player, 2013-2018

Figure 3: The different cloud architectures

Figure 4: Overview of the different means of distributing cloud services by and to telcos

Figure 5: Cloud computing: benefits and challenges for businesses

Figure 6: Telcos' reasons for adopting cloud computing solutions

Figure 7: Cloud computing adoption by region

Figure 8: Industry adoption of cloud computing, by sector

Figure 9: IaaS and private cloud hosting solutions used by businesses

Figure 10: Global IaaS market growth, 2013-2018

Figure 11: Global PaaS market growth, 2013-2018

Figure 12: Most widely used cloud applications (today and within 18 months)

Figure 13: Global SaaS market growth, 2013-2018

Figure 14: Private cloud usage

Figure 15: The different public cloud services sold by Rackspace

Figure 16: Growth of Amazon's 'other' revenue, including income from Amazon Web Services

Figure 17: Location of Google data centres worldwide, in 2014

Figure 18: Jamcracker marketplace solution

Figure 19: AppDirect marketplace deployed by T-System

Figure 20: KPN's Open Cloud Store platform

Figure 21: Main IaaS cloud solutions sold by Orange

COMPANIES COVERED IN THE REPORT

Cisco

Cloud Foundry

CloudBees

CSC

Dell

Deutsche Telekom

EMC

Engine Yard

eyeOS

GoGrid
Google
HP
IBM
Jamcracker
Joyent
KPN
Lotus
Microsoft
OBS (Orange Business Services)
OpenLogic
Orange
Oracle
OVH
Parallels
Pivotal
Rackspace
Salesforce
SAP
SoftLayer
Sprint
Standing Cloud
Telefónica
Telindus
Telstra
Terremark
T-Systems
Verizon
VMware
Vodafone

I would like to order

Product name: Telco Cloud: Can telcos compete with the heavyweights?

Product link: <https://marketpublishers.com/r/TACF8A9512DEN.html>

Price: US\$ 3,450.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/TACF8A9512DEN.html>

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**

Customer signature _____

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

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