

Australia Cloud Computing Market Assessment, By Type [Public Cloud, Private Cloud, Hybrid Cloud, and Multi-Cloud], By Service [SaaS, PaaS, IaaS, FaaS, and XaaS], By End-user [BFSI, Education, Healthcare, IT & Telecommunications, Media & Entertainment, Retail, Automotive & Transportation, and Others], By Region, Opportunities, and Forecast, 2016-2030F

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Abstracts

The Australia Cloud Computing Market has witnessed significant growth and is projected to expand substantially. The market is anticipated to increase from its current value of USD 10.01 billion in 2022 to reach USD 29.16 billion by 2030, exhibiting a strong CAGR of 14.3%.

Cloud computing offers numerous advantages in Australia including cost savings, scalability, and accessibility to advanced technologies. The factors propelling the growth of the Australia Cloud Computing Market include adopting multi-cloud strategies, integrating artificial intelligence (AI) with cloud computing, increasing digitalization, remote work demands, the advent of highly advanced technologies, and the need for flexible IT solutions. Additionally, increased data security measures, improved internet infrastructure, and a competitive landscape contribute to the expanding adoption of cloud services across various sectors in Australia.

The Australia Cloud Computing Market is experiencing substantial growth due to adopting multi-cloud strategies. Organizations leverage multiple cloud providers to develop flexibility, mitigate risks, and optimize performance. This approach prevents vendor lock-in, improves resource allocation, and supports specialized services. As businesses spotlight tailored solutions and efficient resource utilization, adopting multi-

cloud strategies is fueling the expansion of the cloud computing market in Australia.

According to AuCloud, a trusted cloud and cyber security firm, around 84% of the mid-to-large sized organizations in Australia are following a multi-cloud approach, and it has eventually become one of the most prominent trends for cloud computing technology in the current year.

Expansion of Innovative Technological Solutions in Cloud Computing Market

There is a rising need for technological advancements in the Australia cloud computing market. As the demand for cloud services increases, security, scalability, and interoperability advancements are becoming more essential. Improved technologies can boost data protection, enable seamless integration with existing systems, and support the increasing complexity of cloud-based applications.

In February 2023, Tech Data Australia, a managed cloud services provider, announced a portfolio featuring professional support services that will further accelerate the adoption of cloud computing and replace the traditional enterprise computing environment in Australia.

The broadened range of cloud services encompasses a variety of specialized solutions. Among these are managed services, authorizing vendors to bring added value to clients and advance their transition to the cloud. Furthermore, the independent software vendor (ISV) solutions factory will assist in modernization applications by incorporating more advanced cloud computing technologies. The upgraded portfolio also encompasses professional services and business applications, enabling channel partners to expedite the transformation process.

Development of flexible IT solutions

Cloud computing is critical in Australia's increased demand for flexible IT solutions. By providing scalable resources, on-demand services, and remote accessibility, cloud technology empowers businesses to quickly adopt changing requirements.

In February 2023, Business Queensland, Cloud-based software such as G Suite, Internet Banking, and Dropbox, offered a flexible alternative solution to the traditional software market. In this model, business software is often subscription-based and accessed online with user credentials. In Australia, cloud-based software has gained

popularity among software companies for both business and personal users, thereby serving as a preferred method to deliver software due to its convenience and accessibility.

Establishment of Hybrid Cloud Strategies

In the Australia Cloud Computing Market, implementing hybrid cloud strategies has emerged as a substantial trend. Hybrid clouds combine public and private cloud models, offering flexibility to optimize resources and workloads. This approach caters to distinct business requirements, such as providing digital-first experiences for customers and employees through suitable technologies, enabling seamless data migration, cost-efficiency, and scalability. Moreover, adopting hybrid cloud strategies reflects a strategic approach to IT infrastructure, aligning with the evolving demands of businesses across various sectors in Australia.

For example, in March 2023, Westpac, an Australia-based banking group, partnered with Amazon Web Services (AWS) to bolster its hybrid cloud approach. This cooperation aims to expedite the bank's digital evolution, decrease costs, and tailor banking applications. Westpac aims to connect alliances to expand its cloud adoption, thereby enhancing digital experiences for customers and staff through various technologies such as Conversational AI, Banking-as-a-Service, etc.

Government Regulations

There is a growing need for government regulations in the Australia cloud computing market. As cloud services become increasingly vital for businesses and individuals, regulations are necessary to ensure data privacy, security, and fair competition. Clear guidelines and standards would protect consumers from data breaches and vendor lock-in. Additionally, regulations can promote transparency, encourage innovation, and address concerns regarding cross-border data flows. For example, the Australian Privacy Principles (APPs) grant individuals the privilege to understand the purpose of collecting their personal information, how it will be utilized, and who will have access to it. They also have the right to request access or correction to their personal information. When using cloud computing services, customers are accountable for complying with their obligations under the Privacy Act, which includes adhering to the Australian Privacy Principles. These principles also encompass various actions such as transparent handling of personal information, options for anonymity and pseudonymity, regulations regarding direct marketing, and guidelines for cross-border disclosure of personal information.

Impact of COVID-19

The COVID-19 pandemic had a significant impact on the Australian Cloud Computing Market. Before COVID-19, the market was already on an upward trajectory due to increasing digitalization. The pandemic acted as a catalyst, accelerating the adoption rate of cloud services. Moreover, lockdowns and remote work highlighted the necessity for agile IT solutions, boosting demand for cloud services. The market post-COVID continues to thrive as businesses prioritize flexible and remote-friendly technologies. Cloud solutions facilitate remote collaboration, data management, and digital transformation. This ongoing reliance underscores the significance of cloud computing for business continuity and growth. Industries like healthcare and education have also embraced the cloud to adapt their services. Thus, the pandemic has solidified the cloud's pivotal role in Australia's evolving business landscape.

Key Players Landscape and Outlook

The Australia Cloud Computing Market is witnessing notable expansion, as prominent companies prioritize enhancing their cloud infrastructure through hefty investments. These companies are dedicating increased resources to improve energy resilience, invest in research and development, and expand their distribution networks. Additionally, they are actively engaging in significant mergers, and acquisitions, and forming strategic partnerships to accomplish their objectives within the cloud computing market.

In April 2023, Amazon Web Services (AWS) announced that it has planned a USD 13 billion investment in Australia within five years to expand cloud computing in Melbourne and Sydney. The goal of the organization includes powering data centers entirely with renewable energy.

In October 2022, Oracle introduced Oracle Alloy, an innovative cloud infrastructure platform that allows various entities, including service providers, integrators, independent software vendors (ISVs), financial institutions, and telecommunications providers, to transform into cloud providers. This platform empowers these organizations to deliver comprehensive cloud services to their customers.

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*Companies mentioned above DO NOT hold any order as per market share and can be

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