

Cloud Deal Tracker 2014 - 2015

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Abstracts

MarketsandMarkets releases its cloud report on deal tracker 2015

The report provides a thorough analysis of approximately 147 deals in cloud market for two years, 2014 and 2015. The cloud deal tracker tracks the global cloud market covering deals signed in government and defense, BFSI, aviation/airlines, and technology industries.

Deal tracker provides trends that help clients to make business strategies for cloud services. For the same we have leveraged our understanding considering client needs and designed categories to classify the deals. Each of these categories is designed to support business leaders to understand trends, drivers, and growth area in the cloud market and plan for better strategies. This deal tracker will help vendors to navigate and perform analysis for cloud environment.

Cloud deal tracker will help vendors to perform competitive analysis and understand the market trends for cloud environment. Cloud deal tracker identifies the major trends influencing the cloud market across geographies. The deal tracker navigates through the deals signed for 2014 and 2015 for different service model, deployment modes, and industries are segregated based on regions. The deals are also evaluated based on the duration for which the contracts are signed. The cloud deal tracker will help in better decision making, provide information to identify opportunities for market expansions, help in product innovations, making strategic corporate developments, and understanding the cloud market. The cloud deal trackers analyses the deals done by the key market players.

The cloud deal tracker measures the cloud market in terms of trends affecting the market for industries and region on yearly basis for 2014 and 2015. This deal tracker provides detailed information on the major factors influencing the growth of the cloud

services and analyses the cloud market structure by identifying various sub-segments of the market. This deal tracker provides detailed insights on the number of deals signed in North America, Latin America, Asia-Pacific (APAC), Europe, and the Middle East and Africa (MEA) and identifies key players in the cloud market and comprehensively analyses their technologies. The cloud deal tracker identifies the leading vendors in the cloud market based on the deals signed by them and also comparing those deals; track the deals in the cloud market and analyze them based on their contract length in order to help the vendors gain more mature perspective to make smarter business decisions, enhancing their products and services. The cloud deal tracker will help stakeholders to identify underlying opportunities by comparing the leading vendors, the vendor trend analysis and the services these leading vendors are providing in the cloud services space.

To provide analytical insights for cloud services contracts signed across industries and geographies over two years duration 2014 and 2015. We have designed categories based on the service models, deployment modes, contract duration, and industries in this deal tracker. We have considered Infrastructure-as-a-Service (IaaS), Platform-as-a-Service (PaaS), and Software-as-a-Service (SaaS) service models and classified deals based on these service models for each year. Deals made in 2014 and 2015 are also compared based on service models.

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