

Cloud M&A Partnerships 2014-2015

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Abstracts

MarketsandMarkets releases its Cloud M&A Partnerships 2014–2015 report

The tracker will help vendors to perform competitive analysis and understand the market trends for the global cloud service market. The M&A partnerships tracker will assist clients to effectively evaluate the trends that aid them to plot future changes in the global cloud market.

Cloud computing technology has matured to a point where various businesses have implemented it for at least some or all of its applications or processes. The global cloud service market hosts many vendors who provide attractive cloud computing solutions and services catering to customers' requirements. It is very essential for these vendors to differentiate themselves from the other vendors for their advancement, growth, and expansion in terms of customer base and survival in the market. There is high competition among players to increase their market share and provide excellent customer experience. With the focus on planned progress and competency enrichment, these companies adopt strategies like mergers, acquisitions, partnerships, and joint ventures.

The primary reason for the acquisitions in 2014 and 2015 was mainly to update the range of solution and services offered, to expand their reach to new markets and to reinforce their presence in the cloud solutions domain. Other reasons for acquisition include capability enhancement and expansion of geographic reach. Many key players have integrated their products and services to provide innovative trusted solutions for their clients.

The report analyzes mergers and acquisitions signed in the cloud service market and offers analysis over broad database covering various mergers, acquisitions, partnerships, and joint venture signed in private and public businesses, in multiple

industry sectors, between large, small, and private corporations. The report provides a thorough analysis of approximately 85 mergers and acquisition and 137 partnerships and joint ventures, which have taken place in the cloud service market, for two years, 2014 and 2015. To achieve that we have leveraged our understanding considering client needs and views that can help to pinpoint concrete and actionable business growth strategies.

The players that are aggressively active in this domain are Microsoft Corporation, Salesforce.com, Oracle Corporation, Atos, SAP SE, Google, Inc., CA Technologies, Cisco Systems, Inc., EMC, and IBM. These players along with the others present in the cloud services market are expected to develop more progressive and advanced cloud solutions and services for the customers and to form a strong grip in the cloud market in the coming years by continuously following these M&A market strategies.

The tracker will help stakeholders to accomplish reasonable analysis and recognize the market trends among players in the global cloud service market. The tracker identifies the major trends influencing the cloud market across regions. The analysis is developed to provision business leaders and decision makers to understand the drivers and causes of M&A activities and identify growth area in the cloud market.

Related research

Cloud Managed Services Market by Managed Services (Business Service, Network Services, Data Center Services, Mobility Services), by Deployment , by Organization Size, by Industry Application & by Region – Global Forecast to 2021

Hybrid Cloud Market by Solution (Cloud Management and Orchestration, Disaster Recovery, Security and Compliance, and Hybrid Hosting), by Service (Professional Service and Managed Services), by Service Model (IaaS, PaaS, and SaaS) – Global Forecast to 2021

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