

# 2011 Trends to Watch: Cloud Computing Technology

<https://marketpublishers.com/r/2BB0251393AEN.html>

Date: January 2011

Pages: 37

Price: US\$ 1,895.00 (Single User License)

ID: 2BB0251393AEN

## Abstracts

### Introduction

Cloud computing is emerging as a major disruptive force for both IT vendors and users. However, in 2011 it is still early days for what many rightfully consider one of the most important IT trends of decade.

### Features and benefits

Analyzes how cloud computing has been growing and predicts how it will impact IT in 2011.

Explains how public clouds are converging and becoming more business-centric, and how private and hybrid clouds are emerging.

Explains the current trends and 2011 predictions for IaaS, SaaS, and PaaS.

### Highlights

It is no longer a question of whether enterprises will use cloud computing – they already are. However, many suppliers and users have yet to figure out how to take advantage of cloud computing's various components. Cloud computing is growing slowly but surely; public clouds are converging and becoming more business-centric.

### Your key questions answered

What can cloud computing do in the various industries, and how can I exploit the cloud for my business?

What are the key trends in cloud computing and how will they change in 2011?

## Contents

### SUMMARY

### CATALYST

### OVUM VIEW

### KEY MESSAGES

### BUSINESS TRENDS AND TECHNOLOGY ENABLERS

What cloud computing can do

### CLOUD COMPUTING GROWS SLOWLY BUT SURELY, AND KEEPS IT ON ITS TOES

Slow growth, relationship evolution, and industry convergence

Increasingly hybrid

From "What is cloud computing?" to "How do I take advantage of it?"

The rise of "good enough" well-governed IT

Cloud support systems are coming of age; mentalities need to follow

Cloud computing drives API-centric IT

Cloud computing keeps pushing the technology envelope

The public sector remains as influential as ever

### PUBLIC CLOUDS CONVERGE AND BECOME MORE BUSINESS-CENTRIC

The continuing economic crisis makes it easier for public clouds while public cloud investments continue apace

From technology to ecosystem view

Consolidation and commoditization will not happen to as large an extent as expected

The "Intercloud" is still a few years away

Security and compliance continue to be enterprise priorities

Performance issues will come to the fore

SLAs will continue to improve

Data-as-a-service will take off

Difficulties will fuel backlash

## **IAAS TAKES OFF, BUT GETS COMPLICATED**

Production and internationalization  
Diversification then standardization  
Compute, network, and storage evolution  
Increasingly complex pricing

## **PAAS IS THE NEXT BIG OPPORTUNITY**

PaaS emerges in 2011  
PaaS will be reinvented in 2011  
Towards specialization and abstraction  
PaaS will increasingly influence the multi-tenancy debate

## **SAAS EXPLODES, EXPANDS, AND COMBINES**

IaaS- and PaaS-based SaaS is rising  
Business-process-as-a-service (BPaaS) and service-with-software will be strengthened  
SaaS combinations will emerge  
SaaS will shift from price to licensing flexibility

## **PRIVATE CLOUDS EMERGE, WITH A FOCUS ON COST-AWARE SERVICE DELIVERY**

Private clouds come into their own  
Private clouds slowly move from technology- to user-centric service delivery  
Private clouds expand the focus of IT investments from customer to user satisfaction  
Private clouds result in financially aware data centers

## **HYBRID CLOUDS REFLECT A PRAGMATIC APPROACH TO CLOUD COMPUTING**

More hybrid offerings will continue to emerge  
Virtual private clouds will become fashionable  
Integration, visibility, and orchestration will take time to emerge  
Integrated portals will emerge  
Hybrid offerings help traditional ones get a foot in the door

## **RECOMMENDATIONS**

## Recommendations for enterprises

Consider whether you are ready for cloud computing, not just whether cloud computing is ready for you

Do not overload your cloud services

Head up, take stock, and create your own recipes

Remain in control of your choices

Get inspired by public clouds

Move towards increasingly shared and service-centric IT

Focus on strategic competencies

Cloud computing requires governance, but slowly does it

Be proactive with cost management

Do not overestimate or underestimate QoS issues such as security

Leverage public cloud SLA competition

Demand integrated offerings

Always have a "Plan B"

## Recommendations for vendors

Weave cloud computing into your strategy

Train specialists and adapt systems, processes, and metrics

Engage companies with a long-term view

Focus on the business outcome rather than technical issues

Talk the talk, but keep the CIO on side

Provide "try-before-you-buy" options

Be ready to show the numbers

Take a fresh look at SLAs

Help users' governance efforts

Help enterprises make the right technology and design choices

Adopt strategies to mitigate lock-in risk

Think PaaS

Petition politicians

## APPENDIX

### Definitions

Cloud computing

Infrastructure-as-a-service (IaaS)

Multi-tenant architecture

Platform-as-a-service (PaaS)

Private cloud

Public clouds

Software-as-a-Service (SaaS)  
Methodology  
Further reading  
Lead author  
Ovum Consulting  
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