

Business Strategies: Profiting from the Cloud 2Q 2013

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Abstracts

This report analyzes the ecosystem and business strategies for the storage cloud, a key segment of the personal cloud that provides online, remote access to stored content.

The report details the various players within the storage cloud ecosystem, their motivations, and the business models that best align with their goals. It assesses areas of differentiation, how to reach consumers, and the future for storage cloud revenues.

“Although the storage cloud has been an important element of the personal cloud for several years, generation of adequate consumer revenues has been elusive,” said Barbara Kraus, director of research, Parks Associates. “The ecosystem, business models, and approaches to reach consumers continue to evolve for this industry. Though current strategies focus on consumer adoption, several new approaches may provide avenues to greater profitability.”

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