

# The Personal Cloud: Innovations and Trends 4Q 2012

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## Abstracts

This report analyzes the marketplace for consumer cloud-based products and services, including the market players, regulatory issues, technologies, and market trends. The report defines the personal cloud and provides a classification scheme for cloud-based offerings.

It explores the evolution of the personal cloud across global regions and the market forces that will shape the future of this industry. It includes forecasts for personal cloud-based products and services through 2017.

“Consumer-oriented cloud services have seen great innovation over the past year. However, companies throughout the industry have different perceptions of what is meant by ‘the cloud,’” said Brett Sappington, director of research, Parks Associates. “As personal cloud services and product features are moving from future concept to current reality, there is a need to define ‘the cloud’ and understand the impact that these services and features will have on all aspects of the consumer technology marketplace.”

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