

# Platform as a Service (PaaS) Market - North America Outlook (2016-20)

<https://marketpublishers.com/r/PC03C598EF7EN.html>

Date: June 2016

Pages: 39

Price: US\$ 2,500.00 (Single User License)

ID: PC03C598EF7EN

## Abstracts

Back in the days when cloud computing was in its infancy, companies started offering Software-as-a-Service (SaaS) and later Infrastructure-as-a-Service (IaaS) were introduced in the market. It is until very recently, that Platform-as-a-Service (PaaS) has been defined and vendors realized the potential in offering PaaS, which resulted in its identification. However, it is the companies offering PaaS that identify themselves with the offering and not the end-user. As it is a developer focused offering, customers are paying to drive IT costs out of the organization. Developers are directed to provide solutions cheaper than what the customers earlier received. A concept of less for more in traditional app development is replaced by more for less with the advent of PaaS. National Institute of Standards & Technology (NIST) defines PaaS which is followed by major corporates worldwide.

NIST defines PaaS as - The capability provided to the consumer to deploy onto the cloud infrastructure consumer-created or acquired applications using programming languages, libraries, services and tools supported by the provider. The consumer does not manage or control the underlying cloud infrastructure including network, servers, operating systems, or storage, but has control over the deployed applications and possibly configuration settings for the application-hosting environment.

PaaS market globally is witnessing a paradigm shift from its vanilla coding platforms for developers to code-free platforms. Global market conditions within the cloud computing space have been very skeptical about the evolution of PaaS but extremely positive of its growth in the decades to follow. As companies are ready to reduce IT costs, the developers are also keen on understanding developments in PaaS which would increase their rapid prototyping and subsequent product development. The turnaround time for app development reduces with PaaS which is also one of the reasons for its

possible growth in the future.

Many countries are now passing regulations on cloud computing and scaling up their infrastructure, which has given ample hope to companies deploying PaaS. The start-up culture, often credited with the birthing of cloud computing has seen exponential growth in innovation which also involves infrastructure investments taken care by PaaS deploying firms. North America and Europe stand out as the cloud-ready markets but the emerging regions like South East Asia and Middle East are also tipped as major revenue markets for companies around the globe.

## Contents

### **1. INTRODUCTION**

- 1.1. Report Description
- 1.2. Objective
- 1.3. Scope of the Research
- 1.4. Regions Covered
- 1.5. Key Takeaways
- 1.6. Key Stakeholders
- 1.7. Key Terminologies
- 1.8. List of Abbreviations

### **2. EXECUTIVE SUMMARY**

- 2.1. Executive Overview

### **3. RESEARCH AND FORECASTING**

- 3.1. Research Methodology
- 3.2. Forecasting Methodology

### **4. INDUSTRY LANDSCAPE**

- 4.1. Market Size and Growth
- 4.2. Competitive Landscape
- 4.3. Market Share
- 4.4. Company Classification
- 4.5. Region Outlook
- 4.6. Market Metrics
- 4.7. Porter's Five Forces Model
- 4.8. Key Drivers Analysis
- 4.9. Key Constraints Analysis
- 4.10. Key Opportunities Identified
- 4.11. Key Challenges Identified

### **5. MARKET SEGMENTATION**

- 5.1 Region

## 5.1.1 North America

5.1.1.1. Market Size and Forecasting

5.1.1.2. Key Drivers Analysis

5.1.1.3. Key Constraints Analysis

5.1.1.4. Key Opportunities Identified

5.1.1.5. Key Challenges Identified

5.1.1.6. Sub Segments

## I would like to order

Product name: Platform as a Service (PaaS) Market - North America Outlook (2016-20)

Product link: <https://marketpublishers.com/r/PC03C598EF7EN.html>

Price: US\$ 2,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/PC03C598EF7EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970