

# Pricing the Cloud - 2 - 2016 to 2020

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## Abstracts

The TCL Pricing the Cloud 2 – 2016 to 2020 report surveys the current trends and pricing for global cloud computing providers. The report also provides a pricing and revenue forecast for cloud providers from 2016 to 2020.

The latest edition of TCL's Pricing the Cloud report is an extensively updated version of the report originally published by TCL in 2014.

The report's focus is on the enterprise cloud segment, not on consumer-focused cloud services (such as web-mail or Apple iCloud). The report examines the two main generic forms of cloud connectivity, which are:

**Public Cloud:** with cloud services accessed over the internet, using a scalable shared resources on a pay as you use basis. Public Cloud services are typically provided as a high volume low margin basis by providers such as Amazon and Microsoft.

**Private Cloud:** with cloud services accessed over a corporate network, using a dedicated resource which is shared across the enterprise, usually charged as a fixed monthly rental fee (not on a pay as you use basis). Private cloud services are typically provided by IT services companies, integrators or telecoms providers.

The report considers the pricing for enterprise cloud computing services (public and private), using three main generic types including:

- i) Pay As You Go – typically based on an hourly charge
- ii) Hybrid vCloud computing – typically based on a monthly charge

iii) Private Cloud – typically based on a monthly charge & long term contract.

TCL examines the pricing trends for the cloud computing sector and the forecast growth and future trends for the cloud computing sector for the next four years to 2020.

### **Companies covered in the Report**

Accenture

Amazon Web Services (AWS)

Apple

AT&T

Biznet (Indonesia)

BMC Software

BT Global Services

CAT Telecom (Thailand)

CenturyLink

Cisco Systems

Citrix

Colt Telecom

CSC (Computer Sciences Corporation)

CTERA Networks

Dell

Dimension Data

EMC

Equinix

Fujitsu

Google

HP Enterprise

IBM (SoftLayer)

iomart

Interxion

Joyent

KPN

Level (3)

Microsoft

NTT Communications (NTT Com)

Navisite

Oracle

Orange Business Services (OBS)

OVH

PLDT (Philippines)

Portugal Telecom (PT)

Rackspace Hosting

Salesforce.com

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SunGard Availability Services

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