

The Cloud Computing Market 2012-2017

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Abstracts

The drive in adoption of cloud services is the result of a number of factors and not only the potential benefits for companies. The recent economic climate has been forcing many companies to reduce spending while remaining competitive. The proliferation of high-end mobile devices such as smartphones and tablets in enterprises means that access to enterprise applications is becoming more mobile. Visiongain has determined that the value of the global cloud computing market in 2012 will reach \$37.9bn.

Fast internet speeds and the growing availability of mobile broadband means that many businesses will expect cloud access at all times, from any place and with any mobile internet device.

Cloud computing appears as a very lucrative and commercially interesting solution for many companies. Offering powerful computing technologies at low prices means that start-ups and SMBs can compete in the same market as bigger enterprises. Visiongain believes that in the next five years the cloud computing market will continue to flourish on a global level, as an increasing number of businesses worldwide switch to cloud computing services in order to carry out everyday business related tasks.

This report features a detailed view of cloud computing from the perspective of infrastructure vendors and service providers, enterprises and end users. Key supplier strategies and business models are also related in order to provide a sound basis for understanding the current market. The reader will also find an examination of market drivers and restraints for the cloud computing industry and some specific analysis of key industry players and technologies.

The report contains 183 tables, charts and graphs that add visual analysis in order to explain developing trends within the cloud computing market. Visiongain provides forecasts for the period 2012-2017 in terms of value (US\$) for the global cloud

computing market, as well as for 8 submarkets (Software as a Service, Infrastructure as a Service, Platform as a Service, Cloud Security, Corporate SaaS Cloud Market, Mobile Corporate SaaS Cloud Market, SMB SaaS Cloud Market, and Mobile SMB SaaS Cloud Market) of the cloud computing market. In addition, 5 regional cloud computing markets are forecast and analysed by Visiongain over the period 2012-2017. The report also provides profiles of 26 leading companies operating within the market, and includes an exclusive interview with an experienced cloud storage architect, currently working with IBM, providing expert insight alongside Visiongain analysis.

The report provides a holistic view of cloud computing and its relevance to the business segment, with a critical analysis of how companies can effectively leverage the cloud to best suit their needs. The report looks at established, emerging and innovating vendors, their different offerings and the current and future value of the cloud market on a global and regional level.

Unique Selling Points

Comprehensive analysis of the prospects for the global cloud computing market from 2012-2017.

Analysis and forecasting informed by extensive expert consultation with industry leaders. You will be able to read full transcript of an interview from a highly experienced Cloud Architect who has worked for several notable companies including IBM.

183 tables, charts and graphs that quantify, analyse and forecast the changing dynamics of the cloud computing market between 2012-2017.

Forecasts and analysis for the global cloud computing market between 2012-2017

Forecasts and analysis for 5 regional markets, as well as rest of the world figures and projections for the period 2012-2017.

Forecasts and analysis for 8 cloud computing submarkets from 2012-2017.

Analysis of the forces that influence and characterise the cloud computing market.

Profiles of 26 leading companies operating within the cloud computing market.

Why you should buy The Cloud Computing Market 2012-2017

You will receive a comprehensive analysis of the cloud computing market from 2012-2017

The analysis and forecasting has been informed by extensive expert consultation with industry leaders. Within the report, you will be able to view a full transcript of an interview from a highly experienced Cloud Architect who has worked for several notable companies including IBM.

Zubair Rafiq - Cloud Storage Architect

You will find 183 tables, charts, and graphs that quantify, analyse and forecast the cloud computing market from 2012-2017

You will receive forecasts and analysis of the global cloud computing market between 2012-2017

You will be presented with forecasts for 5 regional cloud computing markets, as well as global figures, forecasts and projections for the period 2012-2017

North America

Latin America

Europe

Asia-Pacific

Middle East & Africa

You will find forecasts and analysis of 8 cloud computing submarkets over the period 2012-2017

Software as a Service (SaaS)

Infrastructure as a Service(IaaS)

Platform as a Service(PaaS)

Cloud Security Market

Corporate SaaS Cloud Market

Mobile Corporate SaaS Cloud Market

SMB SaaS Cloud Market

Mobile SMB SaaS Cloud Market

You will receive a SWOT analysis that examines the cloud computing market from 2012-2017

You will gain profiles of 26 leading companies operating within the cloud computing market

What is the structure of the report?

Chapter 1 is the executive summary.

Chapter 2 is an introduction to the cloud computing market providing a clear overview and definition of the market and its characteristics.

Chapter 3 provides extensive analysis of the global cloud computing market with detailed forecasts of total cloud computing and submarket revenue forecasts from 2012-2017

Chapter 4 analyses 5 regional cloud computing markets. Detailed market forecasting and analysis is provided for each region, including revenue forecasts, market share, AGR and CAGR.

Chapter 5 presents the drivers and restraints and a SWOT analysis of the cloud computing market.

Chapter 6 features an original interview with an industry expert currently working for IBM, who offers an insider's perspective on the cloud computing market:

Chapter 7 provides profiles of 26 leading cloud computing players who are analysed along with their newest offerings with respect to cloud computing.

Chapter 8 provides a summary of the report, outlining the main conclusions of the forecasts, analysis and recommendations for market players.

Chapter 9 provides a glossary

Methodology

This report has been compiled by combining information obtained from a very wide and rich mixture of primary and secondary research sources, producing a broad industry overview. Visiongain sought opinions from leading figures in the cloud computing market to underpin the analysis of market drivers and restraints. The study draws on a diverse range of official corporate and governmental announcements, media reports, policy documents, industry statements and expert opinion as a basis for discussing and predicting developments in the cloud computing market between 2012 and 2017.

Visiongain considers that this methodology results in an accurate, objective mixture of analysis and forecasts.

You can order this report today

Anybody with an interest in the cloud computing market should gain valuable information and insight from this new study by visiongain, which analyses one of the most exciting markets in the IT sector. The cloud computing market offers substantial business and investment opportunities and is becoming an increasingly important component for business use, end-users and the IT industry all over the world.

This visiongain IT report will be valuable both to those already involved in the cloud computing market and those wishing to enter the market in the future. Gain an understanding of how to tap into the potential of this market by ordering *The Cloud Computing Market 2012-2017*

Contents

1. EXECUTIVE SUMMARY

- 1.1 Cloud Computing - A New Concept Using Existing Technology
- 1.2 Driving Enterprise IT Migration
- 1.3 Risks Barring Adoption
- 1.4 A Maturing Provider Landscape
- 1.5 Successfully Leveraging the Cloud for SMBs
- 1.6 Questions Answered by the Report
- 1.7 Points Emerged From This Research
- 1.8 Aim of the Report
- 1.9 Structure of the Report
- 1.10 Report Scope
- 1.11 Target Audience
- 1.12 Methodology

2. INTRODUCTION TO CLOUD COMPUTING

- 2.1 What is Cloud Computing?
 - 2.1.1 Evolution of Cloud Computing
 - 2.1.2 What Does Cloud Computing Essentially Signify?
 - 2.1.3 Key Attributes of Cloud Computing
 - 2.1.4 Analysing the Fundamentals of Cloud Computing
- 2.2 Business Case for Cloud Computing
 - 2.2.1 Business Problems With Traditional IT
 - 2.2.2 The Emergence of the Cloud
 - 2.2.3 Harnessing Computational Power
 - 2.2.4 Grid Computing
 - 2.2.5 Utility Computing
 - 2.2.6 Virtualisation
 - 2.2.7 Service Oriented Architecture
 - 2.2.8 Autonomic Computing
- 2.3 Cloud Computing Architecture
- 2.4 Types of Cloud Computing Services
 - 2.4.1 Software as a Service (SaaS)
 - 2.4.2 Platform as a Service (PaaS)
 - 2.4.3 Infrastructure as a Service (IaaS)
 - 2.4.4 Communications-as-a-service (CaaS)

- 2.4.5 Network as a Service (NaaS)
- 2.5 Cloud Deployment Models
 - 2.5.1 Public Cloud
 - 2.5.2 A Private cloud
 - 2.5.3 Hybrid Cloud
 - 2.5.4 Personal Cloud
- 2.6 Market Dynamics
- 2.7 Comparing and Contrasting Hosting and Cloud Services
- 2.8 Market Segmentation
 - 2.8.1 The Consumer Cloud
 - 2.8.2 Enterprise Cloud
 - 2.8.2.1 Driving Factors for Cloud Computing Adoption in Enterprises
- 2.9 Cloud Services and Visibility to End Users

3. THE GLOBAL CLOUD COMPUTING MARKET

- 3.1 Global Cloud Computing Market Forecast
- 3.2 Global Cloud Computing Submarket Forecast
 - 3.2.1 Global Cloud Computing Submarkets Share Forecast
 - 3.2.2 Global Cloud Computing Submarket Forecast AGR & CAGR
 - 3.2.3 SaaS Cloud Computing Submarket Forecast Summary
 - 3.2.4 IaaS Cloud Computing Submarket Forecast Summary
 - 3.2.5 PaaS Cloud Computing Submarket Forecast Summary
- 3.3 Global Corporate SaaS Cloud Market Forecasts
- 3.4 Global Corporate Mobile SaaS Cloud Market Forecasts
- 3.5 Global SMB SaaS Cloud Market Forecasts
- 3.6 Global SMB Mobile SaaS Cloud Market Forecasts
- 3.7 The SaaS Market by Applications
 - 3.7.1 Customer Relationship Management
 - 3.7.1.1 CRM Market Leaders
 - 3.7.2 Enterprise Resource Planning
 - 3.7.2.1 ERP Market Leaders
 - 3.7.3 Supply Chain Management
 - 3.7.3.1 SCM Market Leaders
- 3.8 Cloud Security Services Market
- 3.9 IaaS Cloud Submarkets
- 3.10 Cloud Computing: Enterprise vs. the Consumer Market

4. REGIONAL CLOUD COMPUTING MARKETS

- 4.1 Overview
- 4.2 Regional Cloud Computing Market Forecasts
 - 4.2.1 Regional Cloud Computing Market Share Forecast
 - 4.2.2 Regional Cloud Computing Market Forecast AGR & CAGR
 - 4.2.3 North American Cloud Computing Market Forecast Summary
 - 4.2.4 European Cloud Computing Market Forecast Summary
 - 4.2.5 Asia Pacific Cloud Computing Market Forecast Summary
 - 4.2.6 Latin America Cloud Computing Market Forecast Summary
 - 4.2.7 Middle East & Africa Cloud Computing Market Forecast Summary
- 4.3 Regional Cloud Computing Submarket Forecast
 - 4.3.1 Regional Software as a Service Cloud Market Forecast
 - 4.3.1.1 Regional Software as a Service Cloud Forecast Market Share
 - 4.3.1.2 Regional SaaS Cloud Market Forecast AGR & CAGR
 - 4.3.2 Regional Infrastructure as a Service Cloud Market
 - 4.3.2.1 Regional IaaS Cloud Forecast Market Share
 - 4.3.2.2 Regional IaaS Cloud Market Forecast AGR & CAGR
 - 4.3.3 Regional Platform as a Service Cloud Market
 - 4.3.3.1 Regional PaaS Cloud Forecast Market Share
 - 4.3.3.2 Regional PaaS Cloud Market Forecast AGR & CAGR

5. CLOUD COMPUTING MARKET: DRIVERS, RESTRAINTS AND SWOT ANALYSIS

- 5.1 Drivers
 - 5.1.1 Demand Outweighs Supply
 - 5.1.2 Early Consolidation vs. the Proliferation of New Entrants
 - 5.1.3 The Rise of Open Source Cloud Computing Solutions
 - 5.1.4 A Flexible and Dynamic Infrastructure
 - 5.1.5 Focusing on Core Competencies
 - 5.1.6 Driving Innovation
 - 5.1.7 Expanding Collaboration
 - 5.1.8 Mobile Computing
 - 5.1.9 Lowering Costs
 - 5.1.10 Shifting from a CapEx to an OpEx Model
 - 5.1.11 A Faster Path to Market
 - 5.1.12 Cloud Drivers & Enablers for SMBs
- 5.2 Market Restraints
 - 5.2.1 Trust and Security
 - 5.2.2 Data Transit Vulnerabilities

- 5.2.3 Vulnerability to Massive Outages
- 5.2.4 Cloud Commoditisation
- 5.2.5 Bandwidth Issues
- 5.2.7 Interoperability Issues
- 5.2.8 A Huge Value Chain
- 5.2.9 Data Corruption
- 5.2.10 SLA & Quality of Service
- 5.2.11 Legal Compliance
- 5.2.12 Encryption Limitation
- 5.2.13 Customer Identification
- 5.2.14 Physical Security
- 5.3 SWOT Analysis of the Cloud Computing Market
 - 5.3.1 Strengths
 - 5.3.2 Weaknesses
 - 5.3.3 Opportunities
 - 5.3.4 Threats

6. EXPERT OPINION

- 6.1 Zubair Rafiq - Cloud Storage Architect
 - 6.1.1 Background Experience
 - 6.1.2 Different Types of Cloud Computing
 - 6.1.3 Key Trends and Recent Developments in the Cloud Computing Market
 - 6.1.4 Technological Developments
 - 6.1.5 Growth in Global Cloud Computing Market
 - 6.1.6 Primary Drivers & Restraints of Cloud Computing Market
 - 6.1.7 Business Opportunities for Cloud Computing
 - 6.1.8 Cloud Computing vs. In-house Data Centres and SAN
 - 6.1.9 Cloud Computing Security Threat
 - 6.1.10 Steps to Secure the Cloud
 - 6.1.11 Main Obstacles for Cloud Computing
 - 6.1.12 Final Thoughts on Cloud Computing

7. LEADING CLOUD COMPUTING COMPANIES

- 7.1 Cloud Software & Application Vendors
- 7.2 Cloud Infrastructure Vendors
- 7.3 Cloud Platform Vendors
- 7.4 Cloud Storage Vendors

7.5 Cloud Security Vendors

7.6 Mega Vendors

7.7 Overview of Key Market Players and their Strategies

7.7.1 Google

7.7.2 Apple

7.7.2.1 Apple's iCloud

7.7.3 Microsoft

7.7.3.1 Microsoft Windows Azure

7.7.4 Facebook

7.7.5 Flickr

7.7.6 Amazon

7.7.6.1 Amazon Web Services

7.7.7 Private Planet

7.7.8 NetFlix

7.7.9 Model Metrics

7.7.10 Diino

7.7.11 Nomadesk

7.7.12 Oodrive

7.7.13 Box.net

7.7.14 Rackspace

7.7.15 Salesforce

7.7.16 Netsuite

7.7.17 Sony

7.7.18 Activision Blizzard

7.7.19 Soonr

7.7.20 GAIKAI

7.7.21 Sugar

7.7.22 Oracle

7.7.23 IBM

7.7.24 Cloud Foundry

7.7.25 Interxion

7.7.26 Ping Identity

8. RECOMMENDATIONS & CONCLUSIONS

8.1 Recommendations for Successful Cloud Adoption

8.1.1 Using the Right Cloud Service

8.1.1.1 Software as a Service

8.1.1.2 Platform as a Service

- 8.1.1.3 Infrastructure as a Service
- 8.1.2 Cloud Deployment
- 8.1.3 Vendor Lock-In
- 8.1.4 Management Policies
- 8.1.5 Scrutinising SLAs
- 8.1.6 Overcoming Restraints
- 8.1.7 Weighing the Balance
- 8.2 Conclusions
 - 8.2.1 Evolution of IT Outsourcing Solutions
 - 8.2.2 Market Response and the Birth of the Cloud
 - 8.2.3 Changing IT Professional Skills
 - 8.2.4 Cloud Computing as an IT Catalyst
 - 8.2.5 The Environmental Impact of Cloud Computing
 - 8.2.6 Key Findings of the Report
 - 8.2.6.1 Global Cloud Computing Market Forecast
 - 8.2.6.2 Global Cloud Computing Submarket Forecast
 - 8.2.6.3 Global Cloud Computing Submarkets Market Share Forecast
 - 8.2.6.4 Global Cloud Computing Submarket Forecast AGR & CAGR
 - 8.2.6.5 Global Corporate SaaS Cloud Market Forecasts
 - 8.2.6.6 Global Corporate Mobile SaaS Cloud Market Forecasts
 - 8.2.6.7 Global SMB SaaS Cloud Market Forecasts
 - 8.2.6.8 Global SMB Mobile SaaS Cloud Market Forecasts
 - 8.2.6.5 Regional Cloud Computing Market Forecasts
 - 8.2.6.6 Regional Cloud Computing Revenue Forecast by Market Share
 - 8.2.6.7 Regional Cloud Computing Revenue Forecast AGR & CAGR
 - 8.2.6.8 Regional Software as a Service Market
 - 8.2.6.9 Regional Infrastructure as a Service Market
 - 8.2.6.10 Regional Platform as a Service Market
- 8.3 Discussion

9. GLOSSARY

LIST OF TABLES

- Table 2.1 Essential Characteristics of a Cloud Service as defined by the NIST
- Table 2.2 Key Characteristics of Cloud Computing
- Table 2.3 Challenges of Traditional IT Departments
- Table 2.4 Utility Computing - Services Provided
- Table 2.5 Types of Virtualisation

Table 2.6 SaaS Characteristics

Table 2.7 PaaS Characteristics

Table 2.8 IaaS Characteristics

Table 2.9 List of Leading Market Players Delivering SaaS/PaaS/IaaS

Table 2.10 Use Cases of SaaS, PaaS, IaaS

Table 2.11 Cloud Deployment Models

Table 3.1 Global Cloud Computing Market Forecast 2012-2017 (\$bn, AGR %)

Table 3.2 Global Cloud Computing Market Forecast CAGR (%), 2012-2017, 2012-2014, and 2014-2017

Table 3.3 Global Cloud Computing Submarket Forecast 2012-2017 (\$bn)

Table 3.4 Global Cloud Computing Submarket Share Forecast 2012-2017 (%)

Table 3.5 Global Cloud Computing Submarket Growth Forecast 2013-2017 (AGR %)

Table 3.6 Cloud Computing Submarket Forecast CAGR (%) 2012-2017, 2012-2014, and 2014-2017

Table 3.7 SaaS Cloud Computing Submarket Forecast Summary 2012, 2014 and 2017 (\$bn, Rank, % Share, CAGR %, Cumulative)

Table 3.8 SaaS Cloud Computing Submarket Forecast 2012-2017 (\$bn, AGR %)

Table 3.9 SaaS Cloud Computing Submarket Forecast CAGR (%) 2012-2017, 2012-2014, and 2014-2017

Table 3.10 IaaS Cloud Computing Submarket Forecast Summary 2012, 2014 and 2017 (\$bn, Rank, % Share, CAGR %, Cumulative)

Table 3.11 IaaS Cloud Computing Submarket Forecast 2012-2017 (\$bn, AGR %)

Table 3.12 IaaS Cloud Computing Submarket Forecast CAGR (%) 2012-2017, 2012-2014, and 2014-2017

Table 3.13 PaaS Cloud Computing Submarket Forecast Summary 2012, 2014 and 2017 (\$bn, Rank, % Share, CAGR %, Cumulative)

Table 3.14 PaaS Cloud Computing Submarket Forecast 2012-2017 (\$bn, AGR %)

Table 3.15 PaaS Cloud Computing Submarket Forecast CAGR (%) 2012-2017, 2012-2014, and 2014-2017

Table 3.16 PaaS Services

Table 3.17 Global Corporate SaaS Cloud Market Forecast 2012-2017 (\$bn, AGR %)

Table 3.18 Global Corporate SaaS Cloud Market Forecast CAGR (%), 2012-2017, 2012-2014, and 2014-2017

Table 3.19 Global Corporate Mobile SaaS Cloud Market Forecast 2012-2017 (\$bn, AGR %)

Table 3.20 Global Corporate Mobile SaaS Cloud Market Forecast CAGR (%), 2012-2017, 2012-2014, and 2014-2017

Table 3.21 Global SMB SaaS Cloud Market Forecast 2012-2017 (\$bn, AGR %)

Table 3.22 Global SMB SaaS Cloud Market Forecast CAGR (%), 2012-2017,

2012-2014, and 2014-2017

Table 3.23 Global SMB Mobile SaaS Cloud Market Forecast 2012-2017 (\$bn, AGR %)

Table 3.24 Global SMB Mobile SaaS Cloud Market Forecast CAGR (%), 2012-2017, 2012-2014, and 2014-2017

Table 3.25 SaaS Cloud Application Submarket Forecast CAGR 2012-2017 (%)

Table 3.26 CRM SaaS Advantages vs. Disadvantages

Table 3.27 Global SCM CAGR (%) vs. SaaS SCM CAGR (%) 2006-2011, 2012-2017

Table 3.28 SCM SaaS Potential Growth Areas

Table 3.29 SCM IaaS Submarket Forecast (Compute vs. Storage vs. Backup) CAGR 2012 - 2017 (%)

Table 4.1 Regional Cloud Computing Market Forecast 2012-2017 (\$bn)

Table 4.2 Regional Cloud Computing Market Share Forecast 2012-2017 (%)

Table 4.3 Regional Cloud Computing AGR Market Forecast 2013-2017 (AGR %)

Table 4.4 Regional Cloud Computing Market Forecast CAGR (%) 2012-2017, 2012-2014, and 2014-2017

Table 4.5 North America Cloud Computing Market Forecast Summary 2012, 2014 and 2017 (\$bn, Rank, % Share, CAGR %, Cumulative)

Table 4.6 North America Cloud Computing Market Forecast 2012-2017 (\$bn, AGR %)

Table 4.7 North America Cloud Computing Market Forecast CAGR (%) 2012-2017, 2012-2014, and 2014-2017

Table 4.8 North America Cloud Computing Submarket Forecast 2012-2017 (\$ bn)

Table 4.9 Europe Cloud Computing Market Forecast Summary 2012, 2014 and 2017 (\$bn, Rank, % Share, CAGR %, Cumulative)

Table 4.10 Europe Cloud Computing Market Forecast 2012-2017 (\$bn, AGR %)

Table 4.11 Europe Cloud Computing Market Forecast CAGR (%) 2012-2017, 2012-2014, and 2014-2017

Table 4.12 Europe Cloud Computing Submarket Forecast 2012-2017 (\$bn)

Table 4.13 Asia Pacific Cloud Computing Market Forecast Summary 2012, 2014 and 2017 (\$bn, Rank, % Share, CAGR %, Cumulative)

Table 4.14 Asia Pacific Cloud Computing Market Forecast 2012-2017 (\$bn, AGR %)

Table 4.15 Asia Pacific Cloud Computing Market Forecast CAGR (%) 2012-2017, 2012-2014, and 2014-2017

Table 4.16 Asia Pacific Cloud Computing Submarket Forecast 2012-2017 (\$bn)

Table 4.17 Latin America Cloud Computing Market Forecast Summary 2012, 2014 and 2017 (\$bn, Rank, % Share, CAGR %, Cumulative)

Table 4.18 Latin America Cloud Computing Market Forecast 2012-2017 (\$bn, AGR %)

Table 4.19 Latin America Cloud Computing Market Forecast CAGR (%) 2012-2017, 2012-2014, and 2014

Table 4.20 Latin America Cloud Computing Submarket Forecast 2012-2017 (\$bn)

Table 4.21 Middle East & Africa Cloud Computing Market Forecast Summary 2012, 2014 and 2017 (\$bn, Rank, % Share, CAGR %, Cumulative)

Table 4.22 Middle East & Africa Cloud Computing Market Forecast 2012-2017 (\$bn, AGR %)

Table 4.23 Middle East & Africa Cloud Computing Market Forecast CAGR (%) 2012-2017, 2012-2014, and 2014-2017

Table 4.24 Middle East & Africa Cloud Computing Market Forecast 2012-2017 (\$bn)

Table 4.25 Regional SaaS Cloud Market Forecast 2012-2017 (\$bn)

Table 4.26 Regional SaaS Cloud Market Share Forecast 2012-2017 (%)

Table 4.27 Regional SaaS Cloud AGR Market Forecast 2013-2017 (AGR %)

Table 4.28 Regional SaaS Cloud Market Forecast CAGR (%) 2012-2017, 2012-2014, and 2014-2017

Table 4.29 Regional IaaS Cloud Market Forecast 2012-2017 (\$bn)

Table 4.30 Regional IaaS Cloud Market Share Forecast 2012-2017 (%)

Table 4.31 Regional IaaS Cloud AGR Market Forecast 2013-2017 (AGR %)

Table 4.32 Regional IaaS Cloud Market Forecast CAGR (%) 2012-2017, 2012-2014, and 2014-2017

Table 4.33 Regional PaaS Cloud Market Forecast 2012-2017 (\$bn)

Table 4.34 Regional PaaS Cloud Market Share Forecast 2012-2017 (%)

Table 4.35 Regional PaaS Cloud AGR Market Forecast 2013-2017 (AGR %)

Table 4.36 Regional PaaS Cloud Market Forecast CAGR (%) 2012-2017, 2012-2014, and 2014-2017

Table 5.1 Cloud Benefits: Elasticity, Self-Service & Agility

Table 5.2 SWOT Analysis of the Cloud Computing Market 2012-2017

Table 7.1 Popular Cloud Software and Application Vendors

Table 7.2 Popular IaaS Vendors

Table 7.3 Popular Cloud Platform Vendors

Table 7.4 Popular Cloud Storage Vendors

Table 7.5 Popular Cloud Security Vendors

Table 7.6 Amazon Web Services Cloud Offerings

Table 7.7 RackSpace Cloud Offerings

Table 7.8 OpenStack Components

Table 7.9 IBM Cloud Offerings

Table 8.1 Cloud Challenges

Table 8.2 When to consider SaaS

Table 8.3 When to consider PaaS

Table 8.4 When to consider IaaS

Table 8.5 Public Cloud vs. Private Cloud Workload Considerations

Table 8.6 SLA Metrics

Table 8.7 Chromebook vs. Office 365 Comparison

List Of Figures

LIST OF FIGURES

Figure 2.1 Evolution of Cloud Computing

Figure 2.2 Key Elements of Cloud Computing

Figure 2.3 Grid Computing Structure

Figure 2.4 Autonomic Computing

Figure 2.5 Cloud Computing Model

Figure 2.6 Cloud Computing Stacks

Figure 2.7 Cloud Deployment Models

Figure 2.8 Cloud Visibility to End Users

Figure 3.1 Global Cloud Computing Market Forecast 2012-2017 (\$bn)

Figure 3.2 Global Cloud Computing Market Forecast 2013-2017 (AGR %)

Figure 3.3 Global Cloud Computing Submarket Forecast 2012-2017 (\$bn)

Figure 3.4 Global Cloud Computing Submarket Share Forecast 2012 (%)

Figure 3.5 Global Cloud Computing Submarket Share Forecast 2014 (%)

Figure 3.6 Global Cloud Computing Submarket Share Forecast 2017 (%)

Figure 3.7 Regional Cloud Computing Submarket Forecast, 2013-2017 (AGR %)

Figure 3.8 SaaS Cloud Computing Submarket Share Forecast 2012, 2014 and 2017 (% Share)

Figure 3.9 SaaS Cloud Computing Submarket Forecast 2012-2017 (\$bn)

Figure 3.10 IaaS Cloud Computing Submarket Share Forecast 2012, 2014 and 2017 (% Share)

Figure 3.11 IaaS Cloud Computing Submarket Forecast 2012-2017 (\$bn)

Figure 3.12 PaaS Cloud Computing Submarket Share Forecast 2012, 2014 and 2017 (% Share)

Figure 3.13 PaaS Cloud Computing Submarket Forecast 2012-2017 (\$bn)

Figure 3.14 Global Corporate SaaS Cloud Market Forecast 2012-2017 (\$bn)

Figure 3.15 Global Corporate SaaS Cloud Market Forecast 2013-2017 (AGR %)

Figure 3.16 Global Corporate Mobile SaaS Cloud Market Forecast 2012-2017 (\$bn)

Figure 3.17 Global Corporate Mobile SaaS Cloud Market Forecast 2013-2017 (AGR %)

Figure 3.18 Global SMB SaaS Cloud Market Forecast 2012-2017 (\$bn)

Figure 3.19 Global SMB SaaS Cloud Market Forecast 2013-2017 (AGR %)

Figure 3.20 Global SMB Mobile SaaS Cloud Market Forecast 2012-2017 (\$bn)

Figure 3.21 Global SMB Mobile SaaS Cloud Market Forecast 2013-2017 (AGR %)

Figure 3.22 SaaS Cloud Application Submarket Forecast CAGR 2012-2017 (%)

Figure 3.23 Global CRM vs. SaaS CRM Market 2012 (\$bn)

Figure 3.24 CRM SaaS Market Leaders Share (%)

Figure 3.25 ERP SaaS Market Leaders Share (%)

Figure 3.26 Global SCM CAGR (%) vs. SaaS SCM CAGR (%) 2006-2011, 2012-2017

Figure 3.27 SCM SaaS Market Leaders Share (%)

Figure 3.28 Cloud-based Security Services vs. Managed Security Services, Market Forecast 2012 - 2017 (\$bn)

Figure 3.29 Global IaaS Submarket Forecast Compute vs. Storage vs. Backup 2012 - 2017 (\$m)

Figure 3.30 Total Cloud Services Revenues 2017 (Enterprise vs. Consumer Market Share) (%)

Figure 3.31 Total Cloud Services Revenues 2017, Enterprise vs. Consumer Market Share (\$bn)

Figure 4.1 Regional Cloud Computing Market Forecast 2012-2017 (\$bn)

Figure 4.2 Regional Cloud Computing Market Share Forecast 2012 (% Share)

Figure 4.3 Regional Cloud Computing Market Share Forecast 2014 (% Share)

Figure 4.4 Regional Cloud Computing Market Share Forecast 2017 (% Share)

Figure 4.5: Regional Cloud Computing Market Forecast AGR, 2013-2017 (AGR %)

Figure 4.6 North America Cloud Computing Market Share Forecast 2012, 2014 and 2017 (% Share)

Figure 4.7 North America Cloud Computing Market Forecast 2012-2017 (\$bn)

Figure 4.8 North America Cloud Computing Submarket Forecast 2012-2017 (\$bn)

Figure 4.9 Europe Cloud Computing Market Share Forecast 2012, 2014 and 2017 (% Share)

Figure 4.10 Europe Cloud Computing Market Forecast 2012-2017 (\$bn)

Figure 4.11 Europe Cloud Computing Submarket Forecast 2012-2017 (\$bn)

Figure 4.12 Asia Pacific Cloud Computing Market Share Forecast 2012, 2014 and 2017 (% Share)

Figure 4.13 Asia Pacific Cloud Computing Market Forecast 2012-2017 (\$bn)

Figure 4.14 Asia Pacific Cloud Computing Submarket Forecast 2012-2017 (\$bn)

Figure 4.15 Latin America Cloud Computing Market Share Forecast 2012, 2014 and 2017 (% Share)

Figure 4.16 Latin America Cloud Computing Market Forecast 2012-2017 (\$bn)

Figure 4.17 Latin America Cloud Computing Submarket Forecast 2012-2017 (\$bn)

Figure 4.18 Middle East & Africa Cloud Computing Market Share Forecast 2012, 2014 and 2017 (% Share)

Figure 4.19 Middle East & Africa Cloud Computing Market Forecast 2012-2017 (\$bn)

Figure 4.20 Middle East & Africa Cloud Computing Submarket Forecast 2012-2017 (\$bn)

Figure 4.21 Regional SaaS Cloud Market Forecast 2012-2017 (\$bn)

Figure 4.22 Regional SaaS Cloud Market Share Forecast 2012 (% Share)

- Figure 4.23 Regional SaaS Cloud Market Share Forecast 2014 (% Share)
Figure 4.24 Regional SaaS Cloud Market Share Forecast 2017 (% Share)
Figure 4.25 Regional SaaS Cloud Computing Market Forecast AGR, 2013-2017 (AGR %)
Figure 4.26 Regional IaaS Cloud Market Forecast 2012-2017 (\$bn)
Figure 4.27 Regional IaaS Cloud Market Share Forecast 2012 (% Share)
Figure 4.28 Regional IaaS Cloud Market Share Forecast 2014 (% Share)
Figure 4.29 Regional IaaS Cloud Market Share Forecast 2017 (% Share)
Figure 4.30 Regional IaaS Cloud Computing Market Forecast AGR, 2013-2017 (AGR %)
Figure 4.31 Regional PaaS Cloud Market Forecast 2012-2017 (\$bn)
Figure 4.32 Regional PaaS Cloud Market Share Forecast 2012 (% Share)
Figure 4.33 Regional PaaS Cloud Market Share Forecast 2014 (% Share)
Figure 4.34 Regional PaaS Cloud Market Share Forecast 2017 (% Share)
Figure 4.35 Regional PaaS Cloud Computing Market Forecast AGR, 2013-2017 (AGR %)
Figure 5.1 SMB Business Value Drivers & Enablers
Figure 5.2 Amazon EC2 Structure
Figure 5.3 Amazon EC2 EBS RDS Link
Figure 7.1 Key Market Characteristics in IaaS
Figure 7.2 Leading IaaS Vendors, Emerging Players & Innovators
Figure 7.3 Key Cloud Service Vendors Market Penetration 2011 (%)
Figure 7.4 Apple and Cloud
Figure 7.5 iCloud Apps
Figure 7.6 Amazon Total & AWS Revenues 2010 - 2011 (\$m)
Figure 7.7 RackSpace Total & Cloud Services Revenues 2010 - 2011 (\$m)
Figure 7.8 Salesforce Quarterly and Annual Revenue 2010 - 2011 (\$m)
Figure 7.9 IBM Strategic Cloud Acquisitions
Figure 7.10 Interxion Quarterly & Annual Revenue 2010 - 2011 (\$m)
Figure 8.1 Cloud Policies and Procedures
Figure 8.2 SLA Risk Areas

COMPANIES LISTED

3 Tera
3X Systems
Abiquo
AccelOps
Accenture

Acer
Activision Blizzard
Akamai
Amazon
Amazon Web Services (AWS)
Anso Labs
AppDynamics
Appistry
Apple
Apprenda
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