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The Cloud Computing Market 2012-2017

https://marketpublishers.com/r/C39718FC83DEN.html
Date: May 2012
Pages: 195
Price: US$ 2,633.00 (Single User License)
ID: C39718FC83DEN

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

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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

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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.

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Zubair Rafiq - Cloud Storage Architect

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Software as a Service (SaaS)

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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.

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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.

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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

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Figure 8.1 Cloud Policies and Procedures
Figure 8.2 SLA Risk Areas

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NASA: National Aeronautics and Space Administration
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