

# Cloud Client Productivity and Collaboration Applications Market Shares, Strategies, and Forecasts, Worldwide, 2012-2018.

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## Abstracts

Cloud office productivity suites feature systems that are online and intuitive to use. They are part of social networking; they represent personalized use of computing. People can start a project without help from anyone, can ask for help if they need it, and can produce a result, a document, analysis, or presentation. Productivity software is becoming easier to use, increasingly inclusive of media, pictures, and video materials. Collaboration is a big part of cloud based productivity applications. On the cloud, people can get access to integrated information data sources. People are increasingly bringing their own devices to work. Wireless devices promise to take over everything. People can leverage what they know to communicate to a group. Team collaboration changes everything. As a sales manager builds a power point presentation that is customized to a particular customer, he or she may wish to adapt content used by a different member of the team for a different client. The manager may need the slides to be changed by a third team member who specializes in design. In this manner, cloud connectivity is becoming adopted and proving its usefulness.

WinterGreen Research announces that it has published a new study on Cloud Office and Collaboration Productivity Applications. The 2012 study has 690 pages, 177 tables and figures. Worldwide markets are poised to achieve steady growth as mobile devices become the standard for client computing.

Cloud office productivity suites feature systems that are online and intuitive to use. They are part of social networking; they represent personalized use of computing. People can start a project without help from anyone, can ask for help if they need it, and can produce a result, a document, analysis, or presentation. Productivity software is becoming easier to use, increasingly inclusive of media, pictures, and video materials.

Collaboration is a big part of cloud based productivity applications. On the cloud, people can get access to integrated information data sources. People are increasingly bringing their own devices to work. Wireless devices promise to take over everything. People can leverage what they know to communicate to a group. Team collaboration changes everything. As a sales manager builds a power point presentation that is customized to a particular customer, he or she may wish to adapt content used by a different member of the team for a different client. The manager may need the slides to be changed by a third team member who specializes in design. In this manner, cloud connectivity is becoming adopted and proving its usefulness.

Cloud is positioned to be a disruptive technology that allows companies to achieve cost flexibility, business scalability, market adaptability, masking complexity, context driven initiatives, and provide ecosystem connectivity.

The competitive pressures on companies are driving business modeling of innovation. There is business commitment to pulling forward participation in cloud business transformation roadmaps. Cloud computing supports business engagement in developing models that support innovation. Industry solutions need to be integrated back into the lines of business. Cloud computing is helpful in achieving transformation that improves agility of the business. Services oriented architecture SOA is the base for cloud strategy.

Eco systems connectivity is able to maximize value in business use of cloud based client productivity applications.

It is the versatility of the cloud office productivity application suites that makes them valuable. Depth of syntax control over documents and spreadsheets is achieved. Information can be moved and shared between multiple devices seamlessly.

Collaboration across multiple regions and time zones is made possible. That gives office software its ability to provide personal productivity. People can work both online and offline. A sales manager can build a power point presentation that is customized to a particular customer, being responsive to what is new in the product suite. An office suite is comprehensive. Software licenses provide the most advanced productivity suites available.

Cloud office and collaboration productivity applications markets at \$3.9 billion in 2011 are anticipated to reach \$21.6 billion by 2018. The market growth comes as enterprises notice that there is a less expensive way to get productivity tools to users than through

server licensing of Microsoft Office and Microsoft Exchange. Cloud delivery of systems in a shared workload environment is part of the cloud computing business model.

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company takes a team approach to writing market research with expert members of the team providing valuable insight into the preparation of the overall study. Ellen Curtiss, the senior technical researcher has a CFA. The company has 35 distributors worldwide, including Global Information Info Shop, Market Research.com, Research and Markets, Bloomberg, and Thompson Financial.

## Contents

### **1. CLOUD OFFICE PRODUCTIVITY MARKET DESCRIPTION AND MARKET DYNAMICS**

- 1.1 Private Cloud Computing Model
  - 1.1.1 IBM WebSphere SOA Open Systems Cloud Foundation
  - 1.1.2 IBM SOA Foundation
  - 1.1.3 IBM SOA Governance Lifecycle
  - 1.1.4 Cloud Model For Consuming And Delivering Business And IT Services
  - 1.1.5 IBM Cloud Computing
  - 1.1.6 IBM Cloud Business Model
  - 1.1.7 Microsoft Cloud Business Model: Private Cloud – Unlimited Virtualization Rights
  - 1.1.8 Comcast Expands Commercial Play With Cloud-Based VoIP, UC offering
- 1.2 Office Productivity Software
- 1.3 Office Productivity Suites
  - 1.3.1 Productivity Software Vendors
- 1.4 Teams Work Together Effectively
  - 1.4.1 Digital Notebook
- 1.5 Cloud Computing Permits User Web Services Access
  - 1.5.1 Cloud Computing Aspects
- 1.6 Web 2.0 Internet Scale Mainstream Applications
  - 1.6.1 Design Patterns
  - 1.6.2 Data Driven Cloud Computing
  - 1.6.3 Network Effects
  - 1.6.4 Collaboration
  - 1.6.5 Social Networking Heuristics
  - 1.6.6 Wiki-Style Collaborative Editing

### **CLOUD CLIENT OFFICE AND COLLABORATION OFFICE**

### **PRODUCTIVITY APPLICATIONS MARKET SHARES AND FORECASTS**

- 2.1 Cloud Office and Collaboration Productivity Applications Market Driving Forces
- 2.2 Cloud Office and Collaboration Productivity

## Applications Market Share

### 2.2.1 Microsoft Office 365 and Cloud Productivity Applications

### 2.2.2 Google Apps for Medium Business

### 2.2.3 IBM

### 2.2.4 IBM SmartCloud Social LotusLive

### 2.2.5 IBM SmartCloud Features of LotusLive iNotes

### 2.2.6 IBM PureFlex System Provides Benefits for Managed Service Providers

### 2.2.7 IBM SmartCloud LotusLive iNotes Targets Google

### 2.2.8 IBM LotusLive Marketing Tools

### 2.2.9 IBM Takes Aim at Microsoft Exchange

### 2.2.10 Amazon Web Services

### 2.2.11 Apple iCloud

### 2.2.12 Fujitsu

### 2.2.13 Adobe Creative Cloud

### 2.2.14 Hewlett Packard

### 2.2.15 Dell / Wyse Technology

## 2.3 Cloud Office Applications Services Provider Market Shares

### 2.3.1 NTT

### 2.3.2 Comcast Offers Cloud-Based Unified Communications Solution for the Mid-Market

### 2.3.3 Verizon nPhase M2M Service Delivery Platform

### 2.3.4 AT&T Cloud Services

### 2.3.5 Century Link

### 2.3.6 Sprint Complete Collaboration

### 2.3.7 British Telecom (BT) and Cisco

### 2.3.8 Orange

### 2.3.9 Deutsche Telekom Data Services From The Cloud

### 2.3.10 Vodafone

## 2.4 Cloud Office and Collaboration Productivity

### Applications Market Forecasts

### 2.4.1 Cloud Office Productivity and Collaboration Applications

### Software Markets Forecasts

### 2.4.2 Cloud Office Productivity and Collaboration Service Provider Applications Market Forecasts

### 2.4.3 Thin client and desktop virtualization solutions

## 2.5 Cloud Office Productivity and Collaboration Applications

### Software Regional Market Segments

### 2.5.1 127 Telecommunications Operators Worldwide Selling

Cloud Data Services

### **3. CLOUD OFFICE AND COLLABORATION PRODUCTIVITY**

Applications Product Description

#### **3.1 Microsoft Office 365**

3.1.1 Microsoft Office 365

3.1.2 Microsoft Applications

3.1.3 Windows Server 2008 R2 SP1 Operating System

3.1.4 Microsoft Application Controller

3.1.5 Windows Server 2008 R2 Hardware and Scaling Features

3.1.6 Microsoft R2 Supports Reduced Power Consumption

3.1.7 Microsoft Reduces Costs with Virtualization

3.1.8 Microsoft Simplifies Datacenter Management

3.1.9 Microsoft Improves Datacenter Security

3.1.10 Microsoft Sharepoint for Windows

3.1.11 Microsoft Solutions for Internet Sites

3.1.12 Microsoft SharePoint 2010

3.1.13 Microsoft Windows Sharepoint Sites

3.1.14 Microsoft Windows Sharepoint Communities

3.1.15 Microsoft Windows Sharepoint Composites

3.1.16 Microsoft Windows Sharepoint Content

3.1.17 Microsoft Windows Sharepoint Insights

3.1.18 Microsoft Windows Sharepoint Search

#### **3.2 IBM Lotus Live Social Cloud**

3.2.1 IBM Lotus Software

3.2.2 IBM SmartCloud for Social Business

3.2.3 IBM SmartCloud Email & Calendar

3.2.4 IBM LotusLive Marketing Tools

3.2.5 IBM LotusLive Engage

3.2.6 IBM LotusLive Suite Social Cloud for Selling

#### **3.3 Google Apps for Small Business**

3.3.1 Google Apps for Medium Business

3.3.2 Google Apps for Enterprise

3.3.3 Google Gmail

3.3.4 Google Calendar

3.3.5 Google Docs

3.3.6 Google Cloud Connect

3.3.7 Google Sites

- 3.4 Apple Documents in the iCloud
  - 3.4.1 Apple iCloud Comes With Every New Apple Device
  - 3.4.2 Apps Ready For Apple iCloud.
  - 3.4.3 Apple iTunes in the Cloud
  - 3.4.4 Apple Photo Stream
  - 3.4.5 Apple Apps, Books, and Backup
  - 3.4.6 Apple Calendar, Mail, and Contacts
  - 3.4.7 Apple Find My Friends and Find My iPhone
  - 3.4.8 Apple Set up iCloud
- 3.5 Amazon Web Services
  - 3.5.1 Amazon Web Services Economics Center
  - 3.5.2 Amazon Web Services Agility and Instant Elasticity
  - 3.5.3 Amazon Elastic Compute Cloud (Amazon EC2)
  - 3.5.4 Amazon Relational Database Service (Amazon RDS)
  - 3.5.5 Amazon Application Hosting
  - 3.5.6 Amazon Content Delivery
- 3.6 Adobe Creative Cloud
  - 3.6.1 Adobe Online Business Optimization, powered by Omniture
  - 3.6.2 Adobe® Digital Marketing Suite, powered by Omniture
- 3.7 Dell Acquires Wyse Technology
  - 3.7.1 Wyse Technology Leadership
- 3.8 Corel VideoStudio Pro X5
  - 3.8.1 Corel WordPerfect Office X5
- 3.9 Novell LibreOffice
  - 3.9.1 Novell/NetIQ Cloud Manager
- 3.10 OpenOffice.org
  - 3.10.1 OpenOffice Writer
  - 3.10.2 OpenOffice Calc
- 3.11 Salesforce.com Sales Cloud
  - 3.11.1 Salesforce.com Trusted Cloud Apps And Platform
  - 3.11.2 Salesforce.com Sales Cloud
- 3.12 Facebook Groups
- 3.13 AppScale
- 3.14 Verizon nPhase M2M Service Delivery Platform
  - 3.14.1 Outsourcing IT Functions to Verizon
  - 3.14.2 Verizon Everything-As-A-Service (EaaS) Model
  - 3.14.3 Verizon EaaS: IT Integrated Tool Suite
  - 3.14.4 Verizon Ability To Provide A Fully Integrated And Always Up-To-Date It Environment

- 3.14.5 Verizon Cloud Moves from Administration To Innovation
- 3.15 Workday Integration Cloud
- 3.16 Intermedia Hosted Microsoft Office Communications Server 2007
- 3.17 AT&T Cloud Services
  - 3.17.1 AT&T SaaS Enablement
  - 3.17.2 AT&T Cloud Storage
- 3.18 Comcast
  - 3.18.1 Comcast Offer Cloud-Based Unified Communications Solution for the Mid-Market
  - 3.18.2 Comcast Combines Voice Services with E-Mail and Messaging
  - 3.18.3 Comcast Business VoiceEdge™ Cloud-Based Voice And Unified Communications Solution
  - 3.18.4 Comcast Business Services Expands Voice Portfolio with Business VoiceEdge™
- 3.19 Century Link
- 3.20 Sprint Fully Integrated Cisco Hosted Solution
  - 3.20.1 Sprint Complete Collaboration
  - 3.20.2 Cisco, Sprint all IP network with SIP Trunking
  - 3.20.3 Sprint Deploying Cisco Customer Collaboration At Its Contact Center Locations
- 3.21 British Telecom (BT) and Cisco
- 3.22 Cisco Hosted Collaboration Solution
- 3.23 Orange
- 3.24 NTT
  - 3.24.1 Cloud-Based DaaS (Desktop as a Service) Offerings Powered by Fujitsu
  - 3.24.2 70 Percent Of Japanese Businesses Have Prohibition On Taking PCs Away From The Office
- 3.25 Deutsche Telekom Data Services From The Cloud
  - 3.25.1 Deutsche Telekom Group-Wide Alignment Adding Momentum To International Cloud Strategy
  - 3.25.2 Deutsche Telekom As The Trusted Cloud Partner for SMBs
  - 3.25.3 Deutsche Telekom Start of De-Mail
- 3.26 Vodafone
  - 3.26.1 Vodafone Cloud Services Features:
- 3.27 Fujitsu
  - 3.27.1 Fujitsu Cloud Services



3.28 Telstra Certified by Cisco

3.29 Windstream

## **4. CLOUD OFFICE PRODUCTIVITY SOFTWARE TECHNOLOGY**

4.1 State Machine

4.1.1 Network Strategy

4.1.2 Web Services and Service Oriented Architecture (SOA)  
Tier Architecture

4.1.3 SOA Representational State Transfer Is A Mode Of  
Communication Accessible To Programs And Humans

4.1.4 Registry SOA engine

4.1.5 FastSOA Architecture

4.2 Office Productivity Dynamic Architecture

4.2.1 Google Search Engine Dynamic Architecture

4.2.2 BigFiles

4.2.3 Repository

4.2.4 Microsoft .Net Defines Reusable Modules Dynamically

4.2.5 Microsoft Combines Managed Modules into Assemblies

4.2.6 Microsoft Architecture Dynamic Modular Processing

4.2.7 IBM SOA Architecture is Dynamic for the Transport Layer

4.3 Business Benefits of Office Architecture

4.3.1 Technology Issues

4.3.2 Technology Platforms

4.3.3 Existing Enterprise Asset Automated Virtualization

4.3.4 Complexity Of The Underlying IT Technologies

4.3.5 Impact of Platforms

4.3.6 Platforms and Disparate Technologies

4.3.7 Technology Analysis

4.4 Business Events

4.4.1 Event Transmission

4.4.2 Business Process Automation

4.5 Process Oriented Architecture

4.5.1 Business Process Automation

4.5.2 Business Process Management Modular Architecture

4.5.3 Business Components

4.6 Advanced E-Business Infrastructure

4.6.1 Application Integration Technical Advantages

4.6.2 Integration System Architecture

- 4.7 Development Toolset
  - 4.7.1 Infrastructure And System Management
- 4.8 Web Services
  - 4.8.1 Promise Of Web Services
  - 4.8.2 Java
  - 4.8.3 Java Technology
  - 4.8.4 J2EE
  - 4.8.5 Soap
  - 4.8.6 Apache Soap
  - 4.8.7 Load Balancer With SSL Support
  - 4.8.8 Points Of Failure
  - 4.8.9 Soap Limitations
  - 4.8.10 WSDL
  - 4.8.11 WSDL Service Descriptions
  - 4.8.12 UDDI
  - 4.8.13 UDDI Test Registries
  - 4.8.14 UDDI Distributed Web Service Discovery
  - 4.8.15 UDDI Consortium
  - 4.8.16 WS-Inspection Document Extensibility
  - 4.8.17 XML
  - 4.8.18 Metadata Repository
  - 4.8.19 Metadata Describes Location, Format, Relationships, Transformation, Rules, Cross-Reference
  - 4.8.20 Metadata Drives Data Integration Services
  - 4.8.21 Wrapping
- 4.9 Service Level Challenges
  - 4.9.1 Quality Of Service (QoS) Functions
  - 4.9.2 Network Efficiency
- 4.10 Business Need
  - 4.10.1 Business Process Management Packaged Solutions for Rapid Deployment
  - 4.10.2 Quality Of Service Control
  - 4.10.3 XML Standards
- 4.11 Services Oriented Architecture (SOA)
  - 4.11.1 IBM Service Oriented Architecture (SOA)
  - 4.11.2 Business Challenge IT Imperative
  - 4.11.3 Services Oriented Architecture And Relevant Standards
  - 4.11.4 XML Family Of Standards
  - 4.11.5 Integration Engines Leverage XML Processing

- 4.11.6 XML Standards
- 4.11.7 XML Role In Application Topology
- 4.11.8 XML Meets The Integration Challenge
- 4.11.9 XML Standard Communication Language
- 4.11.10 Web Services Protocols
- 4.11.11 Web Services Input And Output Formats
- 4.11.12 Web Services Coupling Versus Cohesion
- 4.11.13 Web Services Coupling
- 4.11.14 Web Services Cohesion
- 4.12 Open Systems
  - 4.12.1 Apache™ Hadoop
- 4.13 Obtaining More Spectrum
- 4.14 M2M: A New Paradigm For Business
  - 4.14.1 The Next Wireless Revolution

## **5 CLOUD OFFICE AND COLLABORATION**

Productivity Applications Company Profiles

- 5.1 Adobe
  - 5.1.1 Adobe Business Overview
  - 5.1.2 Adobe Systems Digital Media
  - 5.1.3 Adobe Systems Supports Handling The Plethora Of New Devices, Formats And Business Models
  - 5.1.4 Adobe Systems Digital Marketing
  - 5.1.5 Adobe Completed An Acquisition Of Privately Held Efficient Frontier
  - 5.1.6 Adobe Systems Net Sales by Segment
  - 5.1.7 Adobe Print and Publishing—
  - 5.1.8 Adobe Systems Positioning
- 5.2 ADP Payroll Services
  - 5.2.1 ADP Payroll Services
  - 5.2.2 ADP Payroll Processing Choices Fit Unique Business
  - 5.2.3 ADP Multiple Payroll Input Options
  - 5.2.4 ADP Variety of Payroll Payment Options
- 5.3 Akamai
  - 5.3.1 Akamai Customers
  - 5.3.2 Akamai Segment Analysis
  - 5.3.3 Akamai Video
  - 5.3.4 Akamai Security

- 5.3.5 Akamai Platform Adoption
- 5.4 Amazon.com
  - 5.4.1 Amazon.com Consumers
  - 5.4.2 Amazon.com Sellers
  - 5.4.3 Amazon Enterprise Cloud Services Positioning
  - 5.4.4 Amazon Content Creators
  - 5.4.5 Amazon Appstore
  - 5.4.6 Amazon Web Services
  - Amazon DynamoDB Now Available in Europe
  - 5.4.7 Amazon Net Sales
  - 5.4.8 Amazon Business Focus
- 5.5 Apple
  - 5.5.1 Apple Business Strategy
  - 5.5.2 Apple Products
  - 5.5.3 Apple iPhone
  - 5.5.4 Apple iPad
  - 5.5.5 Apple Mac Hardware Products
  - 5.5.6 Apple iPod
  - 5.5.7 Apple iTunes®
  - 5.5.8 Apple Mac App Store
  - 5.5.9 Apple iCloud
  - 5.5.10 Apple Software Products and Computer Technologies
  - 5.5.11 Apple Operating System Software iOS
  - 5.5.12 Apple Mac OS X
  - 5.5.13 Apple TV
  - 5.5.14 Apple Net Sales
- 5.1 Ariba
- 5.6 AT&T
  - 5.6.1 AT&T Revenue
  - 5.6.2 AT&T Wireless
  - 5.6.3 AT&T Services and Products
  - 5.6.4 AT&T Voice Service –
  - 5.6.5 AT&T Innovative Data Services
  - 5.6.6 AT&T Business Customers
  - 5.6.7 AT&T Data/Broadband
  - 5.6.8 AT&T Business Secure Mobile Threats
  - 5.6.9 AT&T Mobile Security
- 5.7 Axios
  - 5.1.1 Axios Survey Reveals 68 Percent of Global

- Organizations Planning to Adopt Cloud Strategy
- 5.8 BMC
  - 5.1.2 BMC Software Control-M
- 5.9 Brocade
  - 5.9.1 Brocade Radically Simplifies Enterprise and Hosted UC Deployments
  - 5.9.2 Brocade and Microsoft
- 5.10 CA Technologies
  - 5.10.1 CA Technologies Cloud-Enables Networks
  - 5.10.2 CA / 3Tera
  - 5.10.3 CA Acquires 3Tera Cloud Computing Solution Provider
  - 5.10.4 CA Rapid, Simplified Cloud Enablement
  - 5.10.5 CA Integration with Virtual and Physical Management Technologies
  - 5.10.6 CA Revenue
  - 5.10.7 CA (CA: New York Stock Exchange)
  - 5.10.8 CA Acquisitions
  - 5.10.9 CA Business Strategy
  - 5.10.10 CA Mainframe Products
  - 5.10.11 CA Secure
  - 5.10.12 CA Enables the Adoption of New Technologies
  - 5.10.13 CA Cloud Computing
  - 5.10.14 CA SaaS Offerings Appeal To Emerging Enterprises
  - 5.10.15 CA Strategic Positioning For Growth
  - 5.10.16 Analysis Of CA Strategy
  - 5.10.17 CA Subscription and Maintenance Revenue
- 5.11 Century Link
  - 5.11.1 Centurylink Fourth Quarter 2011 Revenue
  - 5.11.2 Centurylink Regional Markets Group (RMG)
  - 5.11.3 Centurylink Business Markets Group (BMG)
  - 5.11.4 Centurylink Wholesale Markets Group (WMG)
  - 5.11.5 Centurylink Savvis
  - 5.11.6 Centurylink Savvis
  - 5.11.7 Centurylink Integration Update: Embarq Completed; Qwest and Savvis Integrations on Track
  - 5.11.8 Digital Realty Partnering with Centurylink / Savvis
  - 5.11.9 Centurylink Key Strategic Initiatives
- 5.2 Cassiopeia Internet / Constellate
  - 5.11.10 Constellate Strategy

## 5.12 Cisco

- 5.12.1 Cisco Forecasts Mobile Data Traffic
- 5.12.2 Cisco Creating Long-Lasting Customer Partnerships
- 5.12.3 Cisco Information Technology
- 5.12.4 Cisco Virtualization
- 5.12.5 Competitive Landscape In The Enterprise Data Center
- 5.12.6 Cisco Architectural Approach
- 5.12.7 Cisco Switching
- 5.12.8 Cisco NGN Routing
- 5.12.9 Cisco Collaboration
- 5.12.10 Cisco Service Provider Video
- 5.12.11 Cisco Wireless
- 5.12.12 Cisco Security
- 5.12.13 Cisco Data Center Products
- 5.12.14 Cisco Other Products
- 5.12.15 Cisco Systems Net Sales
- 5.12.16 Cisco Systems Revenue by Segment
- 5.12.17 Cisco Telepresence Systems Segment Net Sales
- 5.12.18 Cisco Tops 10,000 Unified Computing System Customers
- 5.12.19 Cisco Customer Focus
- 5.12.20 Cisco Tops 10,000 Unified Computing System Customers: Captures 5- 53 Industry Benchmark World Records

## 5.13 Comcast Business Services

- 5.13.1 Comcast Cable

## 5.14 Consona

- 5.14.1 ActFact and Consona Partner to Deliver ERP

## 5.15 Corel

## 5.16 CrownPeak

- 5.16.1 CrownPeak UI for Enterprise Cloud CMS

## 5.17 Dell

- 5.17.1 Dell / Wyse Technology
- 5.17.2 Dell Record Fiscal Year 2012 Highlighted By Enterprise Solutions and Services Strength
- 5.17.3 Dell / Wyse

## 5.18 Descartes Global Leader in Uniting Logistics-Intensive Businesses in Commerce

- 5.18.1 Descartes Systems FY12 Financial Results

## 5.19 Deutsche Telekom

## 5.20 EMC

- 5.20.1 EMC Velocity<sup>2</sup> Atmos Partner Program
- 5.20.2 EMC / VMware
- 5.20.3 EMC Virtual Storage
- 5.20.4 EMC Supports Information Technology (IT)
- 5.20.5 Information Storage Segment
- 5.20.6 EMC Symmetrix Systems
- 5.20.7 EMC CLARiiON Systems
- 5.20.8 EMC Celerra IP Storage Systems
- 5.20.9 EMC Centera Content Addressed Storage Systems
- 5.20.10 EMC Connectrix Directors and Switches
- 5.20.11 EMC Consumer and Small Business Products Division
- 5.20.12 EMC /Decho Corporation
- 5.20.13 EMC Content Management and Archiving Segment
- 5.20.14 EMC RSA Information Security Segment
- 5.20.15 EMC Global Services
- 5.20.16 EMC VMware Virtual Infrastructure Segment
- 5.20.17 EMC Information Storage Segment
- 5.20.18 EMC Big Data
- 5.20.19 Cisco and EMC
- 5.21 Enki
  - 5.21.1 ENKI Technology
- 5.22 Enomaly
- 5.23 Eucalyptus
- 5.24 FaceBook
  - 5.24.1 Facebook Technology
  - 5.24.2 Facebook Platform
  - 5.24.3 Facebook Funding
- 5.25 FedEx
  - 5.25.1 FedEx Revenue
  - 5.25.2 FedEx
- 5.26 Flexiant (Privately Held)
- 5.27 France Telecom-Orange
- 5.28 FrontRange Solutions
  - 5.28.1 FrontRange Solutions Empowers Global Channel Partners for Success with ITSM SaaS Solution
- 5.29 Fujitsu Global Cloud Platform Service Powered by Microsoft Windows Azure
  - 5.29.1 Fujitsu FGCP/A5 Cloud Service Provides Reliability, Control, And Compliance

- 5.29.2 Fujitsu FGCP/A5 Cloud Service Sales Target
- 5.29.3 Fujitsu Cloud Opportunities
- 5.29.4 Fujitsu Cloud Challenges
- 5.29.5 Fujitsu IT-Based Business Solutions
- 5.29.6 Fujitsu OSS/NOS
- 5.29.7 Fujitsu SOA
- 5.29.8 Fujitsu CentraSite SOA Governance
- 5.30 GigaSpaces (Private Company)
- 5.31 Google
  - 5.31.1 Google / Motorola
  - 5.31.2 Google Search
  - 5.31.3 Google Advertising
  - 5.31.4 Google YouTube
  - 5.31.5 You Tube
  - 5.31.6 youtube.com Statistics
  - 5.31.7 YouTube Partner Program
  - 5.31.8 youtube.com Monetization
  - 5.31.9 youtube.com Product Metrics
  - 5.31.10 youtube.com Content ID
  - 5.31.11 youtube.com Social
  - 5.31.12 YouTube Symphony Orchestra 2011
  - 5.31.13 YouTube Play
  - 5.31.14 Google Mobile
  - 5.31.15 Google Local
  - 5.31.16 Google Operating Systems and Platforms
  - 5.31.17 Google Apps Enterprise
  - 5.31.18 Google Q4 Revenue
  - 5.31.19 Google Organizes The World's Information to Make It Universally Accessible.
  - 5.31.20 Google Business
  - 5.31.21 Google Search Advertising
  - 5.31.22 Google Display Advertising
  - 5.31.23 Google Mobile Advertising
  - 5.31.24 Google Tools for Publishers
- 5.32 Hewlett Packard
  - 5.32.1 Polycom Buys Hewlett Packard Halo/HVEN Network
  - 5.32.2 Hewlett Packard Positioning
  - 5.32.3 HP Products and Services; Segment Information
  - 5.32.4 Hewlett Packard Segment Revenue



- 5.32.5 Hewlett Packard Personal Systems and Solutions Groups
- 5.32.6 Hewlett-Packard Revenue
- 5.33 Huawei
  - 5.33.1 Huawei Videoconferencing System for Shenshuo Railway Co. Ltd.
  - 5.33.2 Huawei Telepresence Benefits
  - 5.33.3 Huawei Emergency Management Videoconferencing System for Shandong Electric Power Corporation
  - 5.33.4 Huawei Emergency Management Videoconferencing System Requirement Analysis
- 5.34 IBM
  - 5.34.1 IBM Smarter Planet
  - 5.34.2 IBM Growth Markets
  - 5.34.3 IBM Business Analytics and Optimization
  - 5.34.4 IBM Cloud Computing
  - 5.34.5 IBM Business Model
  - 5.34.6 IBM Business Segments And Capabilities
  - 5.34.7 IBM Software Capabilities
  - 5.34.8 IBM WebSphere
  - 5.34.9 IBM Systems and Technology
  - 5.34.10 IBM Global Financing
  - 5.34.11 IBM Information as a Service Strategy
  - 5.34.12 IBM Business Partnering Strategy
  - 5.34.13 IBM Strategic Priorities
  - 5.34.14 IBM BPM Powered By Smart SOA
  - 5.34.15 IBM Delivers Integration and Innovation to Clients
  - 5.34.16 IBM Unified Communications In The Cloud Architecture
  - 5.34.17 IBM LotusLive Cloud-Based Portfolio Of Social Networking And Collaboration Services
  - 5.34.18 IBM Revenue
  - 5.34.19 IBM Software Capabilities
  - 5.34.20 IBM Systems and Technology Capabilities
  - 5.34.21 IBM Worldwide Organizations
  - 5.34.22 IBM Integrated Supply Chain
  - 5.34.23 IBM Security
  - 5.34.24 IBM Cloud Computing
  - 5.34.25 IBM Business Model
  - 5.34.26 IBM Business Segments And Capabilities
  - 5.34.27 IBM GTS Strategic Outsourcing Services Capabilities

- 5.34.28 IBM Global Process Services.
- 5.34.29 IBM Integrated Technology Services.
- 5.34.30 IBM GTS Services Delivery
- 5.34.31 IBM Application Management Service
- 5.34.32 IBM Premier Globally Integrated Enterprise
- 5.34.33 IBM Integrated Supply Chain
- 5.35 Intermedia
  - 5.35.1 Cloud Services Provider Intermedia Now Offering Microsoft Office 365
- 5.36 Joyent
  - 5.36.1 Joyent Cloud Partners with enStratus to Deliver Comprehensive Cloud Management Capabilities for Security, Governance, and Resource Control
  - 5.36.2 Joyent Cloud Powers 300 Million Monthly Unique Visitors
- 5.37 Juniper
  - 5.37.1 Juniper Network
  - 5.37.2 Juniper Innovation
- 5.38 Kaltura
  - 5.38.1 Kaltura – Creating Value with Video
  - 5.38.2 Kaltura Team
  - 5.38.3 Kaltura Open Video
  - 5.38.4 Kaltura Customers
  - 5.38.5 Kaltura Open Source Online Video Platform
- 5.39 Layered Technologies
  - 5.39.1 Layered Tech Calibrated Range Of Managed Dedicated Hosting Solutions
- 5.40 Linked In
  - 5.40.1 LinkedIn Facts
  - 5.40.2 LinkedIn Worldwide Membership
  - 5.40.3 LinkedIn and Business
- 5.41 Mediafly
  - 5.41.1 Mediafly OnAir
- 5.42 Microsoft
  - 5.42.1 Microsoft Key Opportunities and Investments
  - 5.42.2 Microsoft Smart Connected Devices
  - 5.42.3 Microsoft: Cloud Computing Transforming The Data Center And Information Technology
  - 5.42.4 Microsoft Entertainment
  - 5.42.5 Microsoft Search

- 5.42.6 Microsoft Communications And Productivity
- 5.42.7 Microsoft Sales
- 5.42.8 Microsoft / Skype
- 5.42.9 Skype Viral Marketing
- 5.42.10 Skype Strategic Relationships and Partners
- 5.42.11 Skype Peer-To-Peer Software Architecture
- 5.42.12 Skype Revenue
- 5.42.13 Skype Users And Financial Performance
- 5.42.14 Microsoft
- 5.42.15 Microsoft Smart Connected Devices
- 5.42.16 Microsoft: Cloud Computing Transforming The  
Data Center And Information Technology
- 5.43 NetSuite
  - 5.43.1 Netsuite Cloud Helps Global Services Organization
- 5.44 Novell
  - 5.44.1 New Novell Solution Streamlines Device  
Management and Security
- 5.45 NTT DOCOMO
- 5.46 OpenOffice
- 5.47 Oracle
  - 5.47.1 Oracle Revenues:
  - 5.47.2 Oracle Acquisitions / Sun, BEA, AmberPoint
  - 5.47.3 Oracle Fiscal 2011 Acquisitions Including  
Art Technology Group, Inc. (ATG),
  - 5.47.4 Oracle Fiscal 2010 Acquisitions
  - 5.47.5 Oracle Software Business
  - 5.47.6 Oracle SOA
  - 5.47.7 Oracle / Amberpoint
  - 5.47.8 Oracle SOA Suite
  - 5.47.9 Oracle JDeveloper –
  - 5.47.10 Oracle / Stellent
- 5.48 Progress Software
  - 5.48.1 Progress Software and FFastFill Partner to Deliver  
First Low-latency Hosted FX Aggregation and Algo Trading Solution
- 5.49 Quark
  - 5.49.1 Publication-based iPad App with QuarkXPress
- 5.50 Rackspace
  - 5.50.1 Rackspace Acquires SharePoint911
- 5.51 RedHat

## 5.52 Rightscale

### 5.52.1 RightScale and Equinix Partnership

Delivers New Cloud Management Service for Private and Public Cloud Infrastructure

## 5.53 Sage Group, plc / Sage CRM

## 5.54 Salesforce.com

### 5.54.1 Salesforce Ryppe Enables Aligning People Across The Employee Social Network

## 5.55 Service-now.com

## 5.56 Software AG

## 5.57 Sprint Nextel

## 5.58 SugarCRM

## 5.59 SumTotal

### 5.59.1 SumTotal End-to-End and Integrated Strategic HCM

## 5.60 Symantec

## 5.61 TelX

## 5.62 Telstra

### 5.62.1 Telstra Broadband

## 5.63 Tenzing

### 5.63.1 Tenzing Service Approach

### 5.63.2 Tenzing Operations Model:

## 5.64 Tibco

### 5.64.1 Tibco Challenge: Big Data & Meeting the Demands of Digital Consumers

### 5.64.2 Harness the Power of TIBCO's Event-Enabled Enterprise Platform

### 5.64.3 Tibco Software Middleware And Infrastructure Software

### 5.64.4 Tibco Software Products

### 5.64.5 Tibco SOA and Core Infrastructure

### 5.64.6 Tibco Business Optimization

### 5.64.7 Tibco Process Automation And Collaboration

### 5.64.8 Tibco BPM Business Process Management, Software

### 5.64.9 Tibco Services

### 5.64.10 Tibco Revenue

### 5.64.11 TIBCO Platform

## 5.65 Twitter Information Network

### 5.65.1 Twitter for Businesses

### 5.65.2 Twitter Around The World

### 5.65.3 Twitter On The Go

- 5.65.4 Twitter for SMS
- 5.66 Ustream
- 5.67 Verizon Technologies
  - 5.67.1 Verizon In The Wireless Market
  - 5.67.2 Verizon Operates Advanced Broadband Backbone Networks
  - 5.67.3 Verizon Owns And Operates Much Of  
The Infrastructure That Comprises The Internet
- 5.68 nPhase
- 5.69 Vodafone
  - 5.69.1 Vodafone Cloud Features:
- 5.70 Windstream
- 5.71 Workday Software as a Service (SaaS)
  - 5.71.1 Workday SaaS
- 5.72 Yahoo!
  - 5.72.1 Yahoo! Acquires Interclick and Agreements
  - 5.72.2 Yahoo! Communications and Communities
  - 5.72.3 Yahoo! Search and Marketplaces
  - 5.72.4 Yahoo! BOSS
  - 5.72.5 Yahoo! Media
  - 5.72.6 Yahoo! Debuted MLB.com
  - 5.72.7 Yahoo! Screen
  - 5.72.8 Yahoo! User Offerings
  - 5.72.9 Yahoo! Communications and Communities
  - 5.72.10 Yahoo! Display Revenue
  - 5.72.11 Yahoo Net Sales by Regional Segment
  - 5.72.12 Yahoo! Business Highlights
  - 5.72.13 Yahoo Net Sales by Segment

## List Of Tables

### LIST OF TABLES AND FIGURES

Table ES-1 Cloud Office Productivity Application Suite Market Driving Forces

Table ES-2 Cloud Office Productivity Application Suite Advantages

Figure ES-3 Cloud Office Applications Software Market Shares, Worldwide, 2011

Figure ES-7 Cloud Office and Collaboration Productivity Applications and Cloud Services Provider Applications Market

Forecasts, Dollars, Worldwide, 2012-2018

Figure 1-1 IBM SOA Foundation Business, Infrastructure, and Data Information Architecture

Figure 1-2 IBM SOA Services Foundation

Figure 1-3 IBM SOA Governance Lifecycle

Figure 1-4 Private Cloud Attributes

Table 1-5 Private Cloud Computing Model Characteristics

Table 1-6 Office Productivity Software Products And Services

Table 1-7 Team Based Productivity Tools

Figure 1-8 Cloud Computing Hole of the Internet

Table 2-1 Cloud Office Productivity Application Suite Market Driving Forces

Table 2-2 Cloud Office Productivity Application Suite Advantages

Figure 2-3 Cloud Office Applications Software Market Shares, Worldwide, 2011

Table 2-4 Cloud Office Productivity and Collaboration Applications Software Market Shares, Dollars, Worldwide, 2011

Figure 2-5 Cloud Services Provider Productivity Applications Market Shares, Dollars, 2011

Table 2-6 Cloud Office Applications Services Providers Market Shares, Dollars, US, 2011

Figure 2-7 Cloud Office and Collaboration Productivity Applications and Cloud Services Provider Applications Market

Forecasts, Dollars, Worldwide, 2012-2018

Table 2-8 Cloud Office and Collaboration Productivity Applications and Cloud Services Provider Applications Market Shares,

Dollars, Worldwide, 2012-2018

Figure 2-9 Cloud Office Productivity and Collaboration Applications Software Markets Forecasts Dollars, Worldwide, 2012-2018

Figure 2-10 Cloud Office Productivity and Collaboration Service Provider Applications Market Forecasts, Dollars, Worldwide,

2012-2018

Figure 2-11 Cloud Office and Collaboration Productivity Applications Regional Market Segments, Dollars, 2011

Table 2-12 Cloud Office and Collaboration Productivity Applications Regional Market Segments, 2011

Table 3-1 Microsoft Office 365 Email and Calendar Features

Table 3-2 Microsoft Office 365 Office Apps

Table 3-3 Microsoft Office 365 Web Conferencing Features

Table 3-4 Microsoft Office 365 Web File sharing

Table 3-5 Microsoft Office 365 Web Website

Figure 3-6 Microsoft Office 365

Figure 3-7 Microsoft Cloud Applications Positioning

Figure 3-8 Microsoft Application Controller

Figure 3-9 Microsoft Windows Sharepoint

Table 3-10 Microsoft SharePoint Online Functions

Table 3-11 IBM LotusLive Connections Social Networking And Collaboration Tools

Table 3-12 IBM LotusLive Engage and LotusLive Connections Features

Table 3-13 IBM Social Cloud LotusLive iNotes Plans Components

Table 3-14 IBM Lotus Collaboration Features

Figure 3-15 IBM SmartCloud

Table 3-16 IBM SmartCloud Benefits

Figure 3-17 IBM SmartCloud Email

Figure 3-18 IBM SmartCloud Calendar

Table 3-19 IBM SmartCloud Calendar Features

Table 3-20 Google Apps For Small Business Features

Table 3-21 Google Apps for Medium Business Features

Table 3-22 Google Apps for Enterprise Features

Table 3-23 Google Cloud Connect Features

Figure 3-24 Apple Documents in the Cloud

Figure 3-25 Apple iCloud

Figure 3-26 Apple Find My Friends and Find My iPhone

Table 3-27 Amazon Web Services Benefits

Figure 3-28 Amazon Web Services Capacity vs. Usage Comparison

Table 3-29 Amazon EC2 Benefits

Table 3-30 Amazon RDS Service Highlights

Table 3-31 Adobe Creative Cloud Services

Figure 3-32 Adobe Online Business Optimization  
Figure 3-33 Adobe® Digital Marketing Suite  
Table 3-34 Adobe® Digital Marketing Suite Features  
Table 3-35 Wyse Thin Client Solutions Portfolio  
Table 3-36 Corel VideoStudio Pro X5 Features  
Table 3-37 Corel WordPerfect Office X5 Features  
Figure 3-38 OpenOffice Writer  
Figure 3-39 OpenOffice Calc Graph  
Figure 3-40 Open Office.Calc Formatting  
Table 3-41 Salesforce.com Positioning  
Table 3-42 Facebook Groups Share Options  
Figure 3-43 Facebook Positioning  
Table 3-44 AppScale Cloud Features  
Table 3-45 Verizon nPhase M2M Features  
Figure 3-46 Workday Integration Cloud  
Table 3-47 Intermedia's hosted Office Communications Server 2007 Features  
Table 3-48 AT&T TopLineISV Features  
Table 3-49 AT&T Cloud Storage Features  
Figure 3-50 Comcast ROI/TCO for E-Mail and Messaging, 100 Employees, Year One  
Figure 3-51 Comcast ROI/TCO for E-Mail and Messaging, 100 Employees, After Year One  
Table 3-52 Comcast ROI/TCO for E-Mail and Messaging, 100 Employees, After Eight Years  
Table 3-53 Comcast Business Services Portfolio  
Figure 3-54 Century Link National Footprint  
Figure 3-55 Century Link Data Center Footprint  
Table 3-56 Sprint Collaboration Solution Packages  
Figure 3-57 Orange Cloud Collaboration Services  
Table 3-58 Vodafone Cloud Services Features: Cloud Office and Collaboration Productivity Applications Technology  
Table 4-1 Web Services and SOA Tier Architecture  
Table 4-2 Registry Engine  
Table 4-3 Google Dynamic Architecture  
Figure 4-4 Microsoft .Net Dynamic Definition of Reusable Modules  
Figure 4-5 Microsoft .NET Compiling Source Code into Managed Assemblies  
Figure 4-6 Microsoft Architecture Dynamic Modular Processing  
Table 4-7 Process Of SOA Implementation Depends On N-Dimensional Interaction Of Layers That Can Be Modeled by Business



Analyst

Table 4-8 IBM SOA Business I Services Layers

Figure 4-9 IBM Smart SOA Continuum

Table 4-10 SOA Foundation Reference Architecture

Table 4-13 Business Components Chained Together To Comprise A Business Service

Table 4-14 Design Concerns For Integration System Architecture

Table 4-15 Soap-Based Web Service Production Environment Testing

Table 4-16 Metadata Repository

Table 4-17 Metadata Functions

Table 4-18 Service Oriented Architecture (SOA) Functions

Table 4-18 (Continued) Service Oriented Architecture (SOA) Functions

Table 4-19 Integration Engine XML Processing Functions That Drive Business Process Electronically End-To-End

Table 4-20 Web Services Input Formats

Table 4-21 Web Services Output Formats

Table 4-22 Web Services Protocols Cloud Office and Collaboration Productivity Applications Company Profiles

Table 5-1 Adobe Systems Software Target Audience

Table 5-2 Adobe Systems Software Target Compelling Content Uses

Table 5-3 ADP Payroll Services

Table 5-4 ADP Payroll Services and Payroll Solutions Business Sizes

Figure 5-5 Akamai Intelligent Platform, Cloud, and Content Delivery Solutions

Table 5-6 Akamai Customers

Figure 5-7 Akamai Global 500 Customer Analysis

Figure 5-8 Akamai Go To Market Channel Partners

Figure 5-9 Akamai Customers

Figure 5-10 Akamai Segment Revenue Analysis

Figure 5-11 Akamai Segment Growth Analysis

Figure 5-12 Akamai Cloud vs. Content Delivery Analysis

Figure 5-13 Akamai Video Mobile Device Content Delivery

Figure 5-14 Akamai Video Traffic Delivery Challenges

Figure 5-15 Akamai Media Growth Analysis

Figure 5-16 Akamai Content Delivery vs. Cloud Services Revenue

Figure 5-17 Akamai Content Server per Day Analysis

Figure 5-18 Akamai Mobile Traffic Delivered per Day

Figure 5-19 Akamai Commerce Transacted per Day

Figure 5-20 Akamai Traffic Growth Analysis

Figure 5-21 Akamai Security

Figure 5-22 Akamai Peak Attack Traffic

Figure 5-23 Akamai Platform Adoption  
Table 5-24 Amazon Web Service Benefits  
Table 5-25 Amazon DynamoDB Benefits  
Table 5-26 Amazon Business Focus  
Table 5-27 AT&T Mobile Security Benefits  
Table 5-28 CA Technologies Network Automation  
Table 5-29 CA Strategic Positioning For Growth  
Table 5-30 Analysis Of CA Strategy  
Figure 5-31 Centurylink Key Strategic Initiatives  
Figure 5-32 Centurylink Positioning  
Figure 5-33 Centurylink Q3 2011 Financial Summary  
Table 5-34 Cisco Target Markets  
Table 5-35 Cisco Business Model And Foundational Priorities  
Figure 5- 36 Cisco Forecasts 10.8 Exabytes per Month of Mobile Data Traffic by 2016  
Figure 5-37 Cisco Global Mobile Data Traffic Forecast by Region  
Table 5-38 EMC Storage Systems Environment Types  
Table 5-39 ENKI Managed Cloud Computing Fully Managed Virtual Private Data Centers Positioning  
Table 5-40 ENKI Virtual Servers  
Table 5-41 ENKI Highly Available CPanel For Hosting Providers  
Table 5-42 Facebook Statistics  
Table 5-43 Facebook User Statistics  
Table 5-44 Facebook Platform Description  
Table 5-45 Facebook Platform Metrics  
Table 5-46 FedEx Express Segments  
Table 5-47 Fujitsu CentraSite SOA Product Suite Features  
Table 5-48 Fujitsu CentraSite SOA Management Information  
Table 5-49 Google Strategic Business Initiatives 2011  
Table 5-50 Hewlett Packard HP Product Set  
Table 5-50 (Continued) Hewlett Packard HP Product Set  
Figure 5-51 Huawei Telepresence Solution  
Figure 5-52 Huawei Hardware And Software Videoconferencing System For Shenshuo Railway Co. Ltd.: Huawei  
Figure 5-53 Huawei Emergency Management Videoconferencing System Solution  
Figure 5-54 IBM SMB Partner Go to Market Approach  
Table 5-55 IBM Strategic Priorities  
Figure 5-56 Kaltura Customers  
Table 3-57 Oracle SOA Positioning  
Table 3-58 Oracle's Open, Integrated SOA Stack

Table 3-59 Oracle: Amberpoint SOA Advantages

Table 3-60 Oracle SOA Suite Features

Table 3-61 Oracle SOA Product Suite:

Table 5-62 Oracle / Stellant Enterprise Content Management (ECM) Software Solutions

Table 5-63 Software AG Capabilities

Table 5-64 TelX Capabilities

Table 5-65 Telstra Activities

Figure 5-66 Tibco Software Middleware And Infrastructure Software

Table 5-67 TIBCO Software Platform Major Groups

Figure 5-68 Ustream Eagles Hatching

Figure 5-69 Ustream Video Content

Table 5-70 Vodafone Cloud Features

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