

# **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.

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