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Cloud Based Office Productivity Software Market Shares Strategies, and Forecasts, Worldwide, 2010 to 2016

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Abstracts

WinterGreen Research announces that it has a new study on Cloud Office Productivity Software: Market Shares and Forecasts, Worldwide, 2010-2016. Virtualization of software and servers creates ways to create more effective automated control of personal and team business data. Cloud systems manage personal productivity: word processors, spread sheets, presentation logic, and collaboration tools available online.

Software is needed for management and sales implementations of different productivity tasks in different industries. Group cooperation is supported with the systems. The study has 602 pages and 175 tables and figures.

IBM Lotus is positioned to support office productivity beyond the desktop and outside data centers. Businesses are generating 15 petabytes of new information each day. There is a massive increase of connected devices used to work with that data. Systems are optimized for remarkably diverse workloads managed by businesses, organizations and governments. IBM offers flexible sourcing options including cloud computing.

Google Apps are considered the premier offering for cloud based office productivity systems. There is a fundamental difference between to personal computer client offerings and the cloud offerings. The cloud offerings are tuned to leverage the flexibility and collaboration achievable from groups working online together. Cloud based systems operate from memory and are designed to be instantly available. Personal client device office productivity software systems provide a more elaborate feature function package funded and supported by a large installed base.

Cloud computing provides support for collaboration. Collaboration is supported by

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Google Apps and Google Docs. Users can edit documents at the same time, creating a compelling team based system, permitting managers to get all members of the team involved in thinking about and designing project.

Cloud computing strategy is positioned to help organizations make a transition from siloed personal data to a shared virtualized data center in an evolutionary manner. Not every enterprise is ready for a move to cloud computing. IT organizations want to evolve from datacenter architectures to cloud computing. Premise investments are being leveraged.

Vendors are thinking beyond the desktop and outside data centers to supporting the evolution of business across national boundaries, providing a global reach to marketing departments. Cloud office productivity tools support that strategy.

Office productivity software enables use of computers intuitively. Continuous systems upgrades improve the functions available to users. Businesses are generating 15 petabytes of new information each day. There is a massive increase of connected devices used to work with that data.

As systems are optimized for remarkably diverse workloads managed by businesses, organizations and governments, office productivity systems play a part in generating useful information sharing. Flexible sourcing options including cloud computing are being used to generate team documents.

The major management objectives for this critical area of office productivity applications implementation include words, numbers, image, and video content management. Cloud based systems are simple to use and collect different types of information in a cohesive manner.

The fundamental aspect of cloud office productivity applications implementation relates to flexibility. The ability to be responsive to changing market conditions is central to the modern IT team collaboration task. The desire for systems that support flexibility is anticipated to spur rapid growth of cloud computing office productivity systems. Cloud productivity office computing markets at $3.3 billion in 2009 are anticipated to reach $17 billion by 2016.

Companies Profiled

Google

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Adobe Systems
Akamai
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Apple
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AppScale
Ariba
A&TT
Axios
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BMC
Brocade
CA / 3Tera
Cassiopeia Internet / Constellate
CDC Software
Cisco
Consona
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Enki
FaceBook
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Report Methodology

This is the 448th report in a series of market research reports that provide forecasts in communications, telecommunications, the internet, computer, software, and telephone equipment. The project leaders take direct responsibility for writing and preparing each report. They have significant experience preparing industry studies. Forecasts are based on primary research and proprietary data bases. Forecasts reflect analysis of the market trends in the segment and related segments. Unit and dollar shipments are analyzed through consideration of dollar volume of each market participation in the segment. Market share analysis includes conversations with key customers of products,

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industry segment leaders, marketing directors, distributors, leading market participants, and companies seeking to develop measurable market share. Over 200 in-depth interviews are conducted for each report with a broad range of key participants and opinion leaders in the market segment.

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