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Worldwide Cloud Computing Market Shares Strategies, and Forecasts, 2009 to 2015

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Abstracts

WinterGreen Research announces that it has a new study on Worldwide Cloud Computing. The 2009 study has 712 pages, 211 Tables and Figures. Worldwide markets are poised to achieve significant growth as search engines use efficient automated process to drive new advertising and communications capabilities. Applications can be built without programming.

The cost of the study is $3,400 for a single copy, $6,800 for a web site posting. Systems are poised for significant growth as Web based applications are used to implement automated process. A cloud computing system has many aspects related to a range of industries moving to leverage the Internet as a channel. The information available on the cloud is anticipated to increase substantially by 2015.

The markets are anticipated to expand to provide broader reach of information and productivity improvements for the enterprise. Worldwide cloud computing is poised to achieve significant growth as enterprise software offered by vendors provides competitive advantage to users because the cost of improving search engine functionality is spread across the broad base of users. The markets are expanding in response to the need to provide core productivity improvements for personal and business innovation. People get better computing services paid for by advertising because 3 billion users is a very attractive audience.

A move towards cloud computing signals a fundamental shift in how information is handled. The prospect of digitizing much of the world?s information and making it searchable poses the prospect of a quantum increase in the quantity of information available; an increase by a factor of 1,000. At the most basic level, cloud computing on this scale contemplated represents utility computing.

Google has long envisioned and prepared for this change in the scale of the quantity of information to be managed. For clouds to reach their potential, they need to be as easy to program as it is to navigate the Web. This new programming paradyne opens up growing markets for cloud search and software tools. Google and a host of other companies offer application development without programming capabilities to users.

Typically, Google likes to start with free. Power users bear some of the costs. Google is perhaps reaching the limits of the current hardware architecture with a need to rethink the energy and server configurations. The mainframe can operate at 10 times savings over distributed systems in most cases and represents a replacement cloud based hardware configuration that is more efficient because of its shared workload capabilities. This is significant on the scale of cloud computing that Google contemplates.

Developers can operate an application-testing infrastructure in the cloud. This is saving time and money compared to traditional test scenarios. Testing more extensively and enabling faster handoff from development to operations is achieved. Users get a transparent view of application performance, reliability and scalability. Extensive testing can be done before going into production. Users can test multiple architectures, variables, components, and configurations easily and independently. To proceed to deploy in the cloud, developers can push the debugged test environment live in a few simple steps.

Cloud computing is being expressed as search engine software and Software as a service (SaaS). ERP, CRM and e-commerce companies participate in the market. Application development is being used in cloud computing to permit changes to code, using a syntax in place of a programming language, making systems more flexible. Automated process that is rigid is not supportive of competitive advantage. SOA Web services are being used in cloud computing systems to permit flexible response to changing market conditions. Virtualization is another aspect of cloud computing driving markets.

Salesforce.com with 78% market share and NetSuite with 13% share are the providers of CRM cloud based computing. CRM software as a service cloud computing is implemented by saleforce.com in the context of providing application development so that systems are flexible and customers can have customized code.

eal time analysis of information is being used to position companies to achieve competitive advantage. Cloud computing is a central aspect of the BPM initiative,

providing up to date information in a usable format. Companies are implementing BPM solutions in the context of cloud computing that provides syntax to business users.

BPM, linking, calculation, SOA API integration, and Web page launch syntax are used in a model driven architecture at the line of business to develop applications in the cloud. The engine comes from a central code base that is worked on all year long by IT and shared with users via syntax. The syntax is available online. SOA components are used as part of the applications syntax. In this way, business analysts have access to BPM models that run without coding. Scalability and enterprise wide solution sets are achieving significant competitive advantage and improvements in productivity. Response to competition means adjusting unique enterprise resources to address opportunities and respond to change in markets. Needs and demands are integral to an integration infrastructure systems implementation.

According to Susan Eustis, lead author of the study, ?innovation drives cloud computing market growth in every industry, and innovation depends on implementation of automated business process in every instance. Google, Yahoo, Salesforce.com, IBM, Hewlett Packard, Oracle, and Microsoft are among cloud computing market leaders. Cloud computing represents a way to give small and mid size business a market presence similar to that of a globally integrated enterprise.?

IBM is able to leverage its SOA market dominance to support innovation, providing software that supports flexible response to changing market conditions. SOA reaches into every industry and every segment of the economy via cloud computing. SOA drives innovation for the very large enterprises. Mid range size companies and very small organizations are adopting technologies similar to what the enterprise use, creating automated process to replace manual process.

Cloud computing markets at $36 billion in 2008 are expected to reach $160.2 billion by 2015. Advertising drives cloud computing. The markets are comprised of search engines, communications technology, application development without programming, and CRN automation of process.

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