+44 20 8123 2220
info@marketpublishers.com

# Worldwide Mainframe As A Cloud Computing Machine Market Shares Strategies, and Forecasts, 2009 to 2015

https://marketpublishers.com/r/WF75EC518EAEN.html
Date: August 2009
Pages: 563
Price: US$ 3,400.00 (Single User License)
ID: WF75EC518EAEN

## Abstracts

WinterGreen Research announces that it has a new study on Worldwide Mainframe as a Cloud Machine. The 2009 study has 563 pages, 127 Tables and Figures. Worldwide cloud computing markets are poised to achieve significant growth as applications become more available. Advertising support of cloud computing makes software less expensive to get and operate. The markets start to expand to provide productivity improvements.

According to Susan Eustis, lead author of the study, “innovation is what drives market growth in cloud computing. IBM and the major SOA vendors are finding new ways to support cloud computing innovation, providing software that supports flexible response to changing market conditions by using the cloud computing infrastructure. SOA Web services are the core technology. SOA reaches into every industry and every segment of the economy. The mainframe is a cloud machine because it is reliable, secure, and available.”

IBM System z is emerging as the cloud-computing platform of choice because it works and with sub capacity pricing is affordable. Utility computing can be implemented in a manner so that the user does not know what hardware platform is being used, the hardware is transparent to the line of business. Applications are developed and tested in one part of the cloud and the applications run in another part of the cloud.

Cloud computing is poised to support dynamic infrastructure. Because System z and high end HP servers are more efficient at virtualization than the mid range devices they work most efficiently in the cloud. Distributed servers cause outages because they do not have the large block of memory, cache, and memory reallocation on the fly that is needed to prevent outages.

+44 20 8123 2220
info@marketpublishers.com

Hybrid systems are emerging that leverage the high end mid range servers for processor intensive workload and use the System z for workload and database management. The number of images that can be ported to a high end device is a critical part of TCO / ROI analysis.

Downtime is a significant issue for a brand. A brand really takes a hit when there is Internet downtime. The blogs and media notice a ten-minute or two-hour system outage. A six hour outage is devastating to the organization that experiences it. Downtime typically costs $1 million per minute.

The mainframe is a cloud machine because it is able to reduce outages. Mainframes are able to reduce outages to near zero. There are banks in Germany where the mainframe has been running for 6 years without any downtime.

Mainframe class hardware is needed for cloud computing to eliminate downtime for vendors focused on specialized solutions. To compete in the on-demand application suite market, utility type computing is needed. Global enterprises are positioning to participate in and serve the cloud computing market.

Both HP and IBM are poised for significant server market growth. Cloud computing changes everything. In the cloud, no one can see the hardware platform and this gives the advantage to the IBM system z which operates at a ten times cost advantage overall. This fact is documented in the market research study “The Mainframe as a Green Machine” -- WinterGreen Research 2009. IBM mainframe is highly reliable and very cost efficient.

HP continues to benefit from its advantage in benchmarking and the ability to handle processer intensive workload via hybrid high end systems. The issue for cloud computing is a hardware platform that provides the lost cost services delivery. HP SuperDome is a strong contender in the cloud computing space.

Cloud computing is being expressed as application development software and software as a service (SaaS). Application development is being used in cloud computing to permit changes to code, making systems more flexible. Automated process that is rigid is not supportive of competitive advantage.

Simplicity is the best base for cloud computing technology. Ordinary people want instant access to information. Systems that are simple to use are not necessarily simple in their

+44 20 8123 2220
info@marketpublishers.com

architecture. Cloud computing infrastructure is based on dynamic process. By separating the location of the data from the pointers to the data, and making those separate from the presentation of data, dynamic process can be implemented in a way that is understandable to regular people. Mainframes support this dynamic software process and permit point and click software development in the cloud.

Mainframes are anticipated be a significant part of the infrastructure of cloud markets. Cloud computing services markets at $36 billion in 2008 are expected to reach $16/ billion by 2015. Growth comes because the infrastructure makes more computing affordable and supports more advertising revenue that lets cloud services providers push syntax out to users at little or no cost to the user.

Mainframe computing units are 10 times less expensive than the distributed servers and provide significantly more reliability and security for cloud based computing. SOA software brings the ability to develop applications from the line of business with point and click development that works without programming.

+44 20 8123 2220
info@marketpublishers.com

# Contents

+44 20 8123 2220
info@marketpublishers.com

## 2. MAINFRAME AS A CLOUD COMPUTER: MARKET SHARES AND MARKET FORECASTS

+44 20 8123 2220
info@marketpublishers.com



## 3. ENTERPRISE CLOUD COMPUTING PRODUCT DESCRIPTION

+44 20 8123 2220
info@marketpublishers.com



## 4. CLOUD TECHNOLOGY

+44 20 8123 2220
info@marketpublishers.com



## 5. ENTERPRISE CLOUD COMPUTING COMPANY PROFILES

+44 20 8123 2220
info@marketpublishers.com

+44 20 8123 2220
info@marketpublishers.com

+44 20 8123 2220
info@marketpublishers.com

+44 20 8123 2220
info@marketpublishers.com

+44 20 8123 2220
info@marketpublishers.com

+44 20 8123 2220
info@marketpublishers.com

# List Of Tables

## LIST OF TABLES AND FIGURES

+44 20 8123 2220
info@marketpublishers.com

+44 20 8123 2220
info@marketpublishers.com

+44 20 8123 2220
info@marketpublishers.com

+44 20 8123 2220
info@marketpublishers.com

## COMPANIES PROFILED

IBM
Oracle / Sun
Progress Software
Salesforce.com
ebay
Microsoft Corporation
NetSuite
Amazon
Google
Yahoo!
EMC
Attachmate
3Tera
Adobe
Hewlett Packard (HP)
AT&T
Cisco
CloudRamp
CloudWorks
Dell
Skype
Clerity
CloudScale Networks
eBay PayPal
Enomaly
Eucalyptus
Fujitsu

+44 20 8123 2220
info@marketpublishers.com

## I would like to order

Product name: Worldwide Mainframe As A Cloud Computing Machine Market Shares Strategies, and Forecasts, 2009 to 2015

Product link: https://marketpublishers.com/r/WF75EC518EAEN.html

Price: US$ 3,400.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/WF75EC518EAEN.html

## To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

+44 20 8123 2220
info@marketpublishers.com