

The First Category is Executive Summary. The Second Category describes the basic concepts of Cloud Computing and Cloud benefits. The Third Category analyzes the Political, Economical, Social, Technological, Environmental and Legal (PESTEL) aspects of Worldwide Cloud Computing. The Fourth and Fifth Category emphasise on the worldwide market size and forecasted size of Cloud Computing, and its part SaaS, PaaS and IaaS. It also explains the market size and forecast market size of all Cloud applications, which comes under the SaaS, PaaS and IaaS (see fifth category in table of contents for further details). The Sixth Category talks about the Cloud Computing drivers (Investment in Cloud Computing, Mergers & Acquisitions in Cloud Computing, Venture Capital funding in Cloud Computing, and role of Social media in Cloud Computing). The Seventh Category of this report explains all the challenges of the Cloud Computing. The Eighth Category deals in Cloud Computing through mobile phones, its driving factors and restraining factors. The Ninth Category deals in the initiatives taken by the different country government in Cloud Computing world over. The last Tenth Category explains the key players of Cloud Computing, which is explained on the basis of Cloud application providers.

Market Overview

A major shift in the way companies obtain software and computing capacity is under way as more companies tap into Web-based applications. Cloud Computing refers to both the applications delivered as services over the Internet and the hardware and systems software in the data centers that provide those services. In other words Cloud Computing is accessing computer resources provided through networks rather than running software or storing data on a local computer. A host of providers including Amazon (AMZN), Salesforce.com (CRM), IBM (IBM), Oracle (ORCL), and Microsoft are helping corporate clients use the Internet to tap into everything from extra server space to software that helps manage customer relationships.

Worldwide Cloud Computing market is continuing to grow at a rapid rate and it is expected to cross US$ 25 Billion by the end of 2013. The different segments of the Cloud Computing market (SaaS, PaaS, IaaS) show different maturities and adoption levels. The various segments within the SaaS market will grow at a different rate. The fastest growing segments in SaaS are Content, Communications and Collaboration (CCC), Customer Relationship Management (CRM), Enterprise Resource Planning (ERP) and Supply Chain Management (SCM).

PaaS generates market revenue of approximately 1.5% of the total application development market in the year 2008. IaaS is increasingly becoming popular with computing resources integrating as web service. The IaaS service providers can support a large number of customers with a single infrastructure.

Research Highlights

- Worldwide Cloud Computing market is growing at a rapid rate and it is expected to cross US$ 25 Billion by the end of 2013
- The Software as a Service market is growing at 17.04% and crossed US$ 9 Billion by the end of year 2009
- Enterprise Resource Planning (ERP) and Content, Communications and Collaboration (CCC) segment together contributed 58% to the SaaS market in 2009
- Customer Relationship Management (CRM) market crossed US$ 2 Billion in 2009
- SaaS based Enterprise Resource Planning (ERP) sales has crossed US$ 1 Billion by the end of year 2009
- Supply Chain Management (SCM) market in SaaS has crossed US$ 850 Million by 2009
- Office Suites market size is expected to increase at a CAGR value of 55.02% for the period spanning 2010 - 2013
- It is expected that Platform as a Service (PaaS) market size will reach US$ 400 Million by the year 2013
- It is expected that the Infrastructure as a Service (IaaS) market will increase at a CAGR value of 52.53% for the period spanning 2010 - 2013
- Types of Investments, Mergers & Acquisitions & Venture Capital Funding in Cloud Computing Sector
- IBM strives to become a market leader in the Cloud Computing; has invested more than US$ 800 Million in the different segments of the Cloud Computing.
- Security, Performance and Availability are major challenges in the Cloud Computing
- It is expected that the Mobile Cloud Computing subscribers will increase at a CAGR value of 69.02% for the period spanning 2010 - 2014
- US Federal IT budget devoted to Cloud Computing Spending will reach nearly US$ 1 Billion by 2014
- Cloud Computing efforts by governments in United Kingdom (U.K), European Union (EU), Japan, China etc
- The number of data centre serves growing on average 9% each year during 2002 and is expected to continue till 2020

Key Players Analyzed

This section covers the key facts about the major players currently operating in the Global Internet industry.

- Customer Relationship Management (CRM): Salesfores.com, Oracle.com and RightNow
- Enterprise Resource Planning (ERP): SAP, NetSuite and Workday
- Supply Chain Management (SCM): Descartes, Ariba and Ketera
- Content, Communication and Collaboration (CCC): Cisco WebEx, SumTotal and IBM LotusLive
- Digital Content Creation (DCC): YouTube and Adobe
- Integration as a Service: Pervasive, Cast Iron Systems and Boomi
- Platform as a Service: Force.com, Google App Engine and Azure
- Backup and Storage Service: Amazon Web Service (S3) and RightScale
- Compute Services: Amazon Web Services (EC2), GoGrid and SkyTap

Data Sources

Information and data in this report has been collected from various printable and non-printable sources like Trade Journals, White papers, Online paid databases, News websites, Government Agencies, Magazines, Newspapers and Trade associations.

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