Cloud Computing Market in Latin America 2014-2018

About Cloud Computing

Cloud computing is the use of computing resources that are delivered to customers with the help of internet technologies. When a company moves to a cloud-based service model it means that the company moves away from a traditional capital expenditure model to an operating expenditure model. Cloud computing offers its services through three fundamental models, namely SaaS, IaaS, and PaaS. SaaS is a model through which software applications, databases, or other data are made available to a customer through the use of the internet. IaaS is the provision of computing infrastructures with the help of internet technologies. PaaS is the delivery of a computing platform. Cloud computing is gaining traction in the Latin American region and is witnessing its highest growth rate compared to other regions.

The analysts forecast the Cloud Computing market in Latin America to grow at a CAGR of 26.1 percent over the period 2013-2018.

Covered in this Report

This report covers the present scenario and the growth prospects of the Cloud Computing market in Latin America for the period 2014-2018. To calculate the market size, the report considers revenue generated from SaaS, IaaS and PaaS. The three main segments considered in this report are described below:

- SaaS: SaaS includes revenue generated from various software applications provided over the cloud such as business intelligence, content, communication and collaboration, customer relationship management, enterprise resource planning, human resources management, project and portfolio management, and supply chain management.
- IaaS: IaaS includes revenue generated from the use of IT infrastructure such as compute, print, and storage infrastructure provided to clients.
- PaaS: PaaS considers revenue generated from the deployment of platforms for application development, application infrastructure middleware, business intelligence, and database management systems.

The report also presents the vendor landscape and a corresponding detailed analysis of the top four vendors in the market. In addition, it discusses the major drivers that influence the growth of the Cloud Computing market in Latin America. It also outlines the challenges faced by the vendors and the market at large, as well as the key trends that are emerging in the market.

The report, the Cloud Computing Market in Latin America 2014-2018, has been prepared based on an in-depth market analysis with inputs from industry experts. The report focuses on Latin America; it also covers the Cloud Computing market landscape and its growth prospects in the coming years. The report also includes a discussion of the key vendors operating in this market.

Key Vendors
- Amazon Web Services Inc.
- Google Inc.
- IBM Corp.
- Microsoft Corp.
- Rackspace Hosting Inc.
- salesforce.com Inc.
- Verizon Communications Inc.

Other Prominent Vendors
- America Movil
- Cisco Systems Inc.
- HP Co.
- Oi
- Oracle Corp.
- SAP AG
- Telefonica SA

Key Market Driver
Increasing Adoption of Cloud-based Solutions in SMEs.
- For a full, detailed list, view our report.

Key Market Challenge
- Growing Concerns about Cyber Security.
- For a full, detailed list, view our report.

Key Market Trend
- Increasing Market Penetration by Telecommunications Companies.
- For a full, detailed list, view our report.

Key Questions Answered in this Report
- What will the market size be in 2018 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?

You can request one free hour of our analyst's time when you purchase this market report. Details are provided within the report.

Contents:
01. Executive Summary
02. List of Abbreviations
03. Scope of the Report
03.1 Market Overview
03.2 Product Offerings
04. Market Research Methodology
04.1 Market Research Process
04.2 Research Methodology
05. Country Profile
05.1 Argentina
05.2 Brazil
05.3 Mexico
06. Distance to Frontier Index
06.1 Starting a Business
06.2 Registering Property
06.3 Getting Credit
06.4 Paying Taxes
06.5 Trading Across Borders
06.6 Enforcing Contracts
07. Introduction
08. Market Landscape
08.1 Market Overview
08.2 Market Size and Forecast
08.3 Five Forces Analysis
09. Market Segmentation by Usage
10. Market Segmentation by Service Models
11. Geographical Segmentation
12. Buying Criteria
13. Market Growth Drivers
14. Drivers and their Impact
15. Market Challenges
16. Impact of Drivers and Challenges
17. Market Trends
18. Trends and their Impact
19. Vendor Landscape
19.1 Competitive Scenario
19.2 Major Vendors
19.3 Other Prominent Vendors
20. Key Vendor Analysis
20.1 Amazon Web Services Inc.
20.1.1 Business Overview
20.1.2 Business Segmentation
20.1.3 Key Information
20.1.4 SWOT Analysis
20.2 Google Inc.
20.2.1 Business Overview
20.2.2 Business Segmentation
20.2.3 Key Information
20.2.4 SWOT Analysis
20.3 IBM Corp.
20.3.1 Business Overview
20.3.2 Business Segmentation
20.3.3 Key Information
20.3.4 SWOT Analysis
20.4 Microsoft Corp.
20.4.1 Business Overview
20.4.2 Business Segmentation
20.4.3 Key Information
20.4.4 SWOT Analysis
20.5 Rackspace Hosting Inc.
20.5.1 Business Overview
20.5.2 Business Segmentation
20.5.3 Key Information
20.5.4 SWOT Analysis
20.6 salesforce.com Inc.
20.6.1 Business Overview
20.6.2 Key Information
20.6.3 SWOT Analysis
20.7 Verizon Communications Inc.
20.7.1 Business Overview
20.7.2 Business Segmentation
20.7.3 Key Information
20.7.4 SWOT Analysis
21. Cloud Computing Market Assessment
22. Other Reports in this Series
List of Exhibits
Exhibit 1: Market Research Methodology
Exhibit 2: Country Profile: Argentina
Exhibit 3: Country Profile: Brazil
Exhibit 4: Country Profile: Mexico
Exhibit 5: Starting a Business Indicator 2013
Exhibit 6: Historical Data for Starting a Business Indicator
Exhibit 7: Registering Property Indicator 2013
Exhibit 8: Historical Data for Registering Property Indicator
Exhibit 9: Getting Credit Indicator 2013
Exhibit 10: Historical Data for Getting Credit Indicator
Exhibit 11: Paying Taxes Indicator 2013
Exhibit 12: Paying Taxes Indicator 2013
Exhibit 13: Trading Across Borders Indicator 2013
Exhibit 14: Historical Data for Trading Across Borders Indicator
Exhibit 15: Enforcing Contracts
Exhibit 16: Historical Data for Enforcing Contracts Indicator 2013
Exhibit 17: Overview of Cloud Computing Market in Latin America
Exhibit 18: Cloud Computing Market in Latin America 2013-2018 (US$ million)
Exhibit 19: Cloud Computing Market in Latin America by Usage 2013
Exhibit 20: Cloud Computing Market in Latin America by Service Models 2013 by Percentage Share
Exhibit 21: Cloud Computing Market in Latin America by Service Models 2013 by Revenue
Exhibit 22: Key Leading Countries in Latin American Market 2013
Exhibit 23: Business Segmentation of Google Inc.
Exhibit 24: Business Segmentation of IBM Corp.
Exhibit 25: Business Segmentation of Microsoft Corp.
Exhibit 26: Business Segmentation of Rackspace Hosting Inc.
Exhibit 27: Business Segmentation of Verizon Communication Inc.
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