Cloud Computing Market in Latin America 2014-2018

Description:

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.
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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?

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