Personal Cloud Market by Revenue Type (Direct Revenue and Indirect Revenue), User Type (Individual, Small Business and Medium Business), Hosting Type (Providers' Premises and Users' Premises), & by Region - Global Forecast to 2020

Description:
Cloud computing has progressed from being a newer way of computing to a proficient and cost-efficient tool for businesses to store and access data. There have been several transitions in the offerings ranging from Software as a Service (SaaS) to Infrastructure as a Service (IaaS). In addition to this, the widespread digitalization and consumerization of IT has affected the users' digital lives, enabling the shift from personal computers to a personal cloud-compelled landscape, thereby encouraging a novel interaction between connected services and the users. This, in turn, has reshaped the manner in which vital content is stored and accessed from any device, regardless of the time and place. With the increasing data generation activities, owing to the large scale adoption of mobile devices among individuals and businesses, the need for personal cloud has enlarged for real-time data access, storage, and synchronization. Moreover, the need to create a backup of vital data, along with data recovery and digital contingencies, is increasing the adoption of personal cloud among businesses as well as individuals.

Currently, various technology companies such as Apple, Google, and Amazon offer personal cloud services to users at a minimal or no cost. These services help them share, access, store, and sync their important documents cost-efficiently. Additionally, small and medium businesses that have budget constraints to expand their IT infrastructure to support data storage and employee collaboration needs are increasingly adopting personal cloud solutions. However, the prevalent data security and privacy apprehensions are inhibiting the market growth.

In the years to come, personal cloud providers are likely to focus on enterprises to augment their profit margins, as they generally opt for paid and value added services and contribute to the company's revenue. The growing data generation activity owing to the escalating usage of computing devices such as smartphones is the major factor driving the growth of this market. Considering this, the report further helps in identifying the latest patterns and trends that intensify the growth of the personal cloud market across all regions.

There are various assumptions that have been taken into consideration for the market sizing and forecasting exercise. A few of the global assumptions include political, economic, social, technological, and economic factors. The dollar fluctuations are expected to not seriously affect the forecasts in the emerging regions.

The report will help the market leaders/new entrants in this market in the following ways:
1. This report segments the personal cloud market into revenue type, hosting type, and user type, covering this market comprehensively.
2. This report will help the organizations to better understand the competitors and gain more insights to better position one's business. There is a separate section on competitive landscape, including end user analysis, mergers and acquisitions, and venture capital funding.
3. The report helps the organizations to understand the pulse of the market. It provides information on key market drivers, restraints, and opportunities.

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