

## REPORT OVERVIEW

# CLOUD COMPUTING 'AS-A-SERVICE' MARKET SIZING Report II, October 2010

## 451 MARKET MONITOR

### *Market Sizing and Forecasts*

#### ABOUT THIS REPORT

This is the second overview report in The 451 Group's Market Monitor: Cloud Computing service. It examines the revenue generated by cloud service providers and technology vendors via cloud platforms – platform as a service (PaaS) and infrastructure as a service (IaaS) – as well as services used to build and manage a cloud environment, or what we call 'software infrastructure as a service' (SIaaS). In addition, we provide top-line estimates for the software-as-a-service (SaaS) market, in response to many client requests to size the cloud market including these vendors.

This report provides the current aggregate market size and growth expectations through 2013 for the aforementioned sectors, and serves as the foundation for our quantitative cloud computing coverage.

OCTOBER 2010

## ABOUT THE 451 GROUP

The 451 Group is a technology analyst company. We publish market analysis focused on innovation in enterprise IT, and support our clients through a range of syndicated research and advisory services. Clients of the company — at vendor, investor, service-provider and end-user organizations — rely on 451 insights to do business better.

## ABOUT TIER1 RESEARCH

Tier1 Research covers consumer, enterprise and carrier IT services, particularly hosting, colocation, content delivery, Internet services, software-as-a-service and enterprise services. Tier1's focus is on the movement of services to the Internet — what they are, how they are delivered and where they are going.

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## ABOUT MARKET MONITOR

The **Market Monitor** product line is a market-sizing research service from The 451 Group and Tier1 Research, offering five-year, bottom-up market size, share and growth forecasts for key segments of the enterprise technology marketplace.

### Current Offerings Include:

#### **MARKET MONITOR: VIRTUALIZATION SOFTWARE**

120+ vendors in 14 market segments

#### **MARKET MONITOR: CLOUD COMPUTING**

165+ vendors in 17 market segments

## ABOUT MARKET MONITOR: CLOUD COMPUTING

**Market Monitor: Cloud Computing** is a quantitative research service from The 451 Group and Tier1 Research that provides a five-year forecast of the size, growth and market share for the rapidly evolving cloud computing marketplace. The Monitor uses a bottom-up approach to track and project revenues for more than 165 vendors operating in 17 segments of the marketplace.

### Core Components of the Service:

**Market Overview Reports** – *Twice-yearly* long-form reports showing overall market size and growth for the segments covered in the service.

**Segment Focus Snapshots** – Focused monthly insight reports providing more granular detail and market-share data for one or more of the market segments.

**Forecasts** – Market-size and growth projections for all market segments and companies through 2013.

**Data** – Access to data contained within reports (upon request, in spreadsheet format).

**‘Spot’ Access to Analysts** – Unlimited quick inquiry by email or phone to Market Monitor analysts.

**In-Depth Access to Analysts** – Structured consultation with Market Monitor analysts.

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