

Worldwide Cloud Computing Industry Segments -- Markets Reach \$160.2 Billion By 2015

LEXINGTON, Massachusetts (August 14, 2009) – WinterGreen Research announces that it has a new study on Worldwide cloud computing market opportunities. The 2009 study has 519 pages, 112 Tables and Figures. Worldwide cloud computing markets are poised to achieve significant growth. Cloud computing market opportunities are different in every industry as software becomes less expensive to buy and operate. The markets start to expand to provide productivity improvements.

According to Susan Eustis, lead author of the study, “Cloud computing changes software forever. Software is offered to users as a service from the cloud. Innovation is what drives market growth in every industry. IBM, Google, Amazon, Microsoft, and the major SOA vendors are poised to leverage cloud computing to support innovation. Cloud computing is providing software that supports flexible response to changing market conditions.”

Cloud computing changes SOA, facilitating reach into every industry and every segment of the economy. SOA drives innovation for the very large enterprises, now the mid range size companies and very small organizations are adopting technologies similar to what the enterprise use, creating automated process to replace manual process.”

Cloud computing is set to bring major change to the software business. Cloud computing is used to implement utility automated process. The complexities of the development platform are invisible to developers. Programs run on the cloud platform in a manner that is more cost efficient than with distributed server platforms.

Application development is achieved using point and click systems that do not involve programming for the line of business analyst. Syntax is exposed to analysts and developers in a manner that permits collaborative application development. The cloud computing engine hides the complexity of deep if statement logic, replacing that with drop down boxes that permit iterative presentation of metrics that are then managed using a calculation matrix. Systems imitate spreadsheet applications development, but with the richer presentation logic available on Web pages. Web services provide the base for cloud computing initiatives.



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Automated process will expand in every industry in this manner, permitting people to build automated processes from SOA components the way they now use the alphabet to build books.

SOA components become the syntax, the alphabet of computing in cloud environments. IT engines run in the cloud exposing the syntax to users. The vendors with the most reliable systems will win in the market as reliability takes a paramount position in the cloud.

Cloud computing is an emerging computing model. Users can gain access to their applications from anywhere, through any connected device. Information is available over the network. A user-centric interface makes the cloud infrastructure supporting the applications transparent to users.

High energy cost and low utilization rates are a central issue with distributed systems. Mainframe class computing provide low energy costs, low labor costs, and high reliability needed for cloud computing. Software developers lose a massive amount of time and productivity getting permissions and access to the systems and tools they need to do their jobs. Hewlett Packard and IBM have built systems to safely enable developers to serve themselves. This can help reduce IT labor costs by 50 percent, reduce provision cycle times from weeks to minutes and improve quality, eliminating software defects by up to 30 percent.

Cloud computing markets at \$36 billion 2008 are expected to reach \$160.2 billion by 2015. Market growth is fueled by ease of information access provided by the cloud. Faster development systems are available to line of business analysts through point and click application development tools. Industry specific applications are evolving in the context of the ability to build applications from SOA components.

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Thompson Financial and Global Information GII Info-Shop.



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