

WINTERGREEN RESEARCH, INC.

**Cloud Based Office Productivity Software Market Shares,
Strategies, and Forecasts, Worldwide, 2010 to 2016**

**Cloud Office Productivity Software Promotes Team
Collaboration - Provides Access from Anywhere**



Picture by Susie Eustis

MOUNTAINS OF OPPORTUNITY

OPPORTUNITY ABOUNDS

**WinterGreen Research, Inc.
Lexington, Massachusetts**

www.wintergreenresearch.com

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CHECK OUT THESE KEY TOPICS

Team Collaboration
Group Collaboration
Cloud Office Productivity Suites
Cloud Office Productivity Software
Cloud Productivity Design & Development
Cloud Forms Management
Cloud Presentation Logic
Cloud Word Processing
Cloud Spreadsheet
Google Apps
Lotus

Collaboration Capability

Unified Communications
Web Group Cooperation
Cloud Team Work Support
Cloud Access to Siloed Data
SOA Web Services

Digital Notebook

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Cloud Based Office Productivity Suites Market Shares, Strategies, and Forecasts, Worldwide, 2010-2016

LEXINGTON, Massachusetts (July 12, 2010) – WinterGreen Research announces that it has a new study on Cloud Office Productivity Software: Market Shares and Forecasts, Worldwide, 2010-2016. Virtualization of software and servers creates ways to create more effective automated control of personal and team business data. Cloud systems manage personal productivity: word processors, spread sheets, presentation logic, and collaboration tools available online.

Software is needed for management and sales implementations of different productivity tasks in different industries. Group cooperation is supported with the systems. The study has 602 pages and 175 tables and figures.

IBM Lotus is positioned to support office productivity beyond the desktop and outside data centers. Businesses are generating 15 petabytes of new information each day. There is a massive increase of connected devices used to work with that data. Systems are optimized for remarkably diverse workloads managed by businesses, organizations and governments. IBM offers flexible sourcing options including cloud computing.

Google Apps are considered the premier offering for cloud based office productivity systems. There is a fundamental difference between to personal computer client offerings and the cloud offerings. The cloud offerings are tuned to leverage the flexibility and collaboration achievable from groups working online together. Cloud based systems operate from memory and are designed to be instantly available. Personal client device office productivity software systems provide a more elaborate feature function package funded and supported by a large installed base.

Cloud computing provides support for collaboration. Collaboration is supported by Google Apps and Google Docs. Users can edit documents at the same time, creating a compelling team based system, permitting managers to get all members of the team involved in thinking about and designing project.

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Cloud computing strategy is positioned to help organizations make a transition from siloed personal data to a shared virtualized data center in an evolutionary manner. Not every enterprise is ready for a move to cloud computing. IT organizations want to evolve from datacenter architectures to cloud computing. Premise investments are being leveraged.

Vendors are thinking beyond the desktop and outside data centers to supporting the evolution of business across national boundaries, providing a global reach to marketing departments. Cloud office productivity tools support that strategy.

Office productivity software enables use of computers intuitively. Continuous systems upgrades improve the functions available to users. Businesses are generating 15 petabytes of new information each day. There is a massive increase of connected devices used to work with that data.

As systems are optimized for remarkably diverse workloads managed by businesses, organizations and governments, office productivity systems play a part in generating useful information sharing. Flexible sourcing options including cloud computing are being used to generate team documents.

The major management objectives for this critical area of office productivity applications implementation include words, numbers, image, and video content management. Cloud based systems are simple to use and collect different types of information in a cohesive manner.

The fundamental aspect of cloud office productivity applications implementation relates to flexibility. The ability to be responsive to changing market conditions is central to the modern IT team collaboration task. The desire for systems that support flexibility is anticipated to spur rapid growth of cloud computing office productivity systems. Cloud productivity office computing markets at \$3.3 billion in 2009 are anticipated to reach \$17 billion by 2016.

Keywords: cloud computing, cloud hardware infrastructure, Google Apps, Microsoft online, Lotus Live, Cisco telepresence, IBM, IT Management, IT Service Management, ITIL, System z, SaaS, PaaS, IaaS, Internet, Microsoft, Microsoft Live, Open Source, SOA, SOA Governance, SOA architect, SaaS, Security, Software Development,

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Software Infrastructure, Virtualization, Web Technology, Windows, business intelligence, datacenters, governance, management, Information Technology, Cloud Computing, Cloud Based Collaboration, Cloud computing telepresence, Online meetings, cloud stack layers, Cloud Office Productivity Suites, Cloud Office Productivity Software, Cloud Productivity Design & Development, Cloud Forms Management, Cloud Presentation Logic, Cloud Word Processing, Cloud Spreadsheet, Google Apps, Lotus, Collaboration Capability, Unified Communications, Web Group Cooperation, Cloud Team Work Support, Cloud Access to Siloed Data , SOA Web Services, Digital Notebook,
www.wintergreenresearch.com <http://wintergreenresearch.com/reports/CloudProductivity.htm>

YOU MUST HAVE THIS STUDY

Companies Profiled

Market Leaders

Google
IBM
Amazon
Microsoft
Skype

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Novell

Cloud Computing Office Productivity Market Participants

Selected Company Profiles

Adobe Systems
Akamai
Amazon
Apple
Areti Internet
AppScale
Ariba
AT&T
Axios
Avaya
BMC
Brocade
CA / 3Tera
Cassiopeia Internet / Constellate
CDC Software
Cisco
Consona
Corel
CrownePeak
Dell
Descartes

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Joyent
Juniper
Ketera
Layered Technologies
LinkedIn
Microsoft Operating Segments9
NetSuite
Management Market
Omniture
Oracle
Progress Software
Quark
Rackspace
RedHat
RightNow Technologies
Rightscale
Sage CRM
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Software AG
SugarCRM
SumTotal
Symantec
Tenzing Cloud Computing Services 7
Tibco
Twitter
Verizon Technologies
Workday
Xerox
Yahoo

Cloud Based Office Productivity Software Market Shares, Strategies, And Forecasts, Worldwide, 2010 to 2016

Report Methodology

This is the 448th report in a series of primary market research reports that provide forecasts in solar energy, robots, communications, telecommunications, the Internet, computer, software, telephone equipment, health equipment, and batteries to store energy. Automated process and significant growth potential are a priorities in topic selection. The project leaders take direct responsibility for writing and preparing each report. They have significant experience preparing industry studies. Forecasts are based on primary research and proprietary data bases.

The primary research is conducted by talking to customers, distributors and companies. The survey data is not enough to make accurate assessment of market size, so WinterGreen Research looks at the value of shipments and the average price to achieve market assessments. Our track record in achieving accuracy is unsurpassed in the industry. We are known for being able to develop accurate market shares and projections. This is our specialty.

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The analyst process is concentrated on getting good market numbers. This process involves looking at the markets from several different perspectives, including vendor shipments. The interview process is an essential aspect as well. We do have a lot of granular analysis of the different shipments by vendor in the study and addenda prepared after the study was published if that is appropriate.

Forecasts reflect analysis of the market trends in the segment and related segments. Unit and dollar shipments are analyzed through consideration of dollar volume of each market participant in the segment. Installed base analysis and unit analysis is based on interviews and an information search. Market share analysis includes conversations with key customers of products, industry segment leaders, marketing directors, distributors, leading market participants, opinion leaders, and companies seeking to develop measurable market share.

Over 200 in depth interviews are conducted for each report with a broad range of key participants and industry leaders in the market segment. We establish accurate market forecasts based on economic and market conditions as a base. Use input/output ratios, flow charts, and other economic methods to quantify data. Use in-house analysts who meet stringent quality standards. Interviewing key industry participants, experts and end-users is a central part of the study. Our research includes access to large proprietary databases. Literature search includes analysis of trade publications, government reports, and corporate literature.

Findings and conclusions of this report are based on information gathered from industry sources, including manufacturers, distributors, partners, opinion leaders, and users. Interview data was combined with information gathered through an extensive review of internet and printed sources such as trade publications, trade associations, company literature, and online databases. The projections contained in this report are checked from top down and bottom up analysis to be sure there is congruence from that perspective.

The base year for analysis and projection is 2009. With 2009 and several years prior to that as a baseline, market projections were developed for 2010 through 2016. These projections are based on a combination of a consensus among the opinion leader contacts interviewed combined with understanding of the key market drivers and their impact from a historical and analytical perspective. The analytical methodologies used to generate the market estimates are based on penetration analyses, similar market

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analyses, and delta calculations to supplement independent and dependent variable analysis. All analyses are displaying selected descriptions of products and services.

This research includes referencde to an ROI model that is part of a series that provides IT systems financial planners access to information that supports analysis of all the numbers that impact management of a product launch or large and complex data center. The methodology used in the models relates to having a sophisticated analytical technique for understanding the impact of workload on processor consumption and cost.

WinterGreen Research has looked at the metrics and independent research to develop assumptions that reflect the actual anticipated usage and cost of systems. Comparative analyses reflect the input of these values into models.

The variables and assumptions provided in the market research study and the ROI models are based on extensive experience in providing research to large enterprise organizations and data centers. The ROI models have lists of servers from different manufacturers, Systems z models from IBM, and labor costs by category around the world. This information has been developed from WinterGreen research proprietary data bases constructed as a result of preparing market research studies that address the software, energy, healthcare, telecommunications, and hardware businesses.

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