

Cloud Computing Infrastructure -- Markets Reach \$100 Billion By 2016

LEXINGTON, Massachusetts (March 14, 2010) – WinterGreen Research announces that it has a new study on: Cloud Stack Layers – IaaS, PaaS, SaaS: Market Shares and Forecasts, Worldwide, 2010-2016.

IBM is the market leader in SOA Platform as a Service (PaaS) with 73% market share. Oracle / BEA / Sun participate in the market with 6% share, Microsoft with 5% share in 2009.

Applications and infrastructure markets come together to make information technology delivery a utility. On demand systems scale to meet the needs of users and users only pay for the capacity they use. Strategies relate to different ways to position software, hardware and services for the most effective product set. The 2010 study has 737 pages, 206 tables and figures.

The popularity of the on-demand deployment model has increased significantly. Systems provide security, response time, and service availability. SaaS software as a service application is widely known by the salesforce.com computing model illustrates. Business applications and computing models have matured and adoption has become an issue for every IT department. Platform as a service (PaaS) and infrastructure as a service (IaaS) have joined SaaS as compelling aspects of cloud computing applications and infrastructure services.

An organization's application development team and the application portfolio need to be managed as a piecemeal part of the IT infrastructure. It is generally managed on an application-by-application basis. Applications represent a major source of IT value and are a large IT cost component.

The major management objectives for this critical area of applications implementation include improving service-oriented architecture (SOA) adoption, increasing Software Development Life Cycle (SDLC) efficiency, improving cost management, and reducing ineffective spending.

The fundamental aspect of applications implementation relates to flexibility. The ability to be responsive to changing market conditions is central to the modern IT management



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task and the desire for systems that support that is anticipated to spur rapid growth of cloud computing. SOA services oriented architecture forms the base for achieving that capability.

Cloud Stack Layers – IaaS, PaaS, and SaaS are disruptive IT technology. Cloud markets are poised to get very big. At \$20.3 billion in 2009 solar panels are anticipated to reach \$100.4 billion by 2016. Market growth comes because the technology has caught the imagination of IT managers, on demand computing seems to work, virtualization works, and the utility industry model is now applicable to IT. As IBM and others built out software that integrates across open systems, the cloud computing markets are enabled.

According to Susan Eustis, President of WinterGreen Research, “The cloud computing technology works, its benefits have a positive ROI over the useful life of the servers, even a significant payback. The software systems are integrated, automated process is at the cusp of significant shifts in compute capacity delivery.”

Cloud computing is a disruptive technology. On demand cloud computing provides the cheap, easy to use, dependable computing hardware and software services model needed to drive industrial growth.

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, Market Research.com, and Global Information GII Info-Shop.

Contact:

Susan Eustis, President and Co-Author
WinterGreen Research
6 Raymond St.
Lexington, MA 02421

(781) 863-5078 (Work)
(617) 852-7876 (Cell)
susan@wintergreenresearch.com
www.wintergreenresearch.com



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WinterGreen Research, Inc.
6 Raymond St.
Lexington, MA 02421
(781) 863-5078
www.wintergreenresearch.com