



CSG Cloud Market Reports

May 24, 2010

Cloud Strategy Group (CSG) is announcing its comprehensive analysis of the cloud landscape including its cloud ecosystem taxonomy report. This first of its kind report breaks down the cloud computing landscape into 5 core tiers consisting of 10 subsectors and over 100 companies that will help shape the way enterprises and small to medium businesses will purchase, deploy and consume future applications and services in the \$3.39 trillion global IT market.

In a move reminiscent of Bill Gates famous "Internet Tidal Wave" memo of 1995, grasping the importance of the cloud Microsoft CEO Steve Ballmer recently declared "when it comes to the cloud, we are all in." As the giants of Microsoft, VMware, Google, IBM and Amazon gear up to create an all-out battle to drive adoption, CSG delivers a clear look at the new cloud-specific software and hardware layers that are enabling this new opportunity.

Included in this overview report is a background on the cloud computing market, why it is important, key trends driving the cloud, and what is driving the shift to the cloud now. Also provided are general market sizes of the cloud across the different segments. CSG tracks over 100 public and private cloud computing companies in its proprietary database and provides analysis in these areas.

CSG then provides the taxonomy of the cloud, including the three major categories of cloud--Infrastructure as a service, platform as a service and software as a service--as well as the 5 tiers and 10 essential components of the cloud computing industry.

Further, CSG analyzes each of these 10 sub-segments, identifying the key opportunities, trends, market sizes, market risks, and key success factors for winning in each area, and finally summarizes these ecosystems.

About CSG: We are cloud experts that have worked in leading SaaS and cloud computing companies--using this experience to advise enterprises and technology vendors on formulating and refining their cloud computing strategies and how to accelerate the adoption of cloud services and technologies in the datacenter. CSG also advises financial and business analysts on the latest cloud market trends while highlighting winners and losers. Our combined experience of over 30 years in both large and startup firms extends from enterprise software, to content caching, storage, networking and compute. We are problem solvers with a passion for excellence. We are intellectually curious and highly collaborative. We succeed with the success of our clients.

CSG is making the following reports available for purchase:

Available Reports:

Report #1, Cloud Overview and Taxonomy: An overview of the cloud computing industry including key enabling technologies, and a sector-by-sector breakdown of the cloud software and services stack with approximate market sizing. (20 pages)

Report #2, Cloud Service Providers: an in depth look at cloud computing service providers among Tier 1, Tier 2 and Tier 3 players such as Amazon, Microsoft, Rackspace, Azure, and AT&T including computing platforms, virtual machine capabilities and pricing. (50 pages)

Report #3, Cloud Monitoring and Management: an in-depth look at the monitoring market for the cloud – is it game-changing or evolutionary? (10 pages)

Report #4, Databases in the Cloud: an examination of cloud database frameworks including SQL, Google's Datastore, Amazon's SimpleDB and the emerging NoSQL players. (9 pages)

Report #5, Cloud Development Frameworks: are new development frameworks required for the cloud? What characteristics and functionality are needed and what is the anticipated market size? A look at cloud application development and deployment frameworks. (8 pages)

Report #6, Open Source in the Clouds: a look into open source cloud building software. What are the leading commercial and open-source tools to build public or private clouds? What are the key characteristics of the software and what platforms are leading the adoption? (8 pages)

For pricing and purchasing information call Cloud Strategy Group at 888-375-7227 or email your requests to info@cloudstrategygroup.com