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## Cloud market analysis from customer perspective

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### Abstract

Cloud computing services are presenting very simple approaches to buy IT needs from various technology providers. Existing cloud computing services cover wide spectrum of items including infrastructure, platforms or different spectrum of business applications. The typical list of items which can be ordered from cloud services providers are disk storages, database storage, raw computing power and any other technology function or application such as CRM or ERP. There are a lot of ways that a business can benefit from by acquiring cloud computing services. Some of these benefits include but not limited to improvement of accessibility to the critical information in real time and place; data security; lessen company operational cost; provide regular updates; increased scalability, and many more. Cloud computing also allows a business to run any application without the traditional restrictions of being limited to the confines of the corporate firewall which can help improve collaboration with customers and partners who are also in the cloud. Presented paper summarizes results of survey including different market regions. The goal of the survey was to discover and identify trends in the data, to reveal new information and identify the difference between regions, behavior of customers and on top to determine requirements related to the future Cloud computing services business. The survey contributes to the Cloud computing services through the use of wide range of variables. This research can benefit a wide audience, ranging from educational personnel, students and institutions, also businesses and public organizations.

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*Keywords:* Cloud services; Marketing; Cloud Computing Services; SaaS; PaaS; IaaS

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### 1. Introduction

The idea of conducting a Cloud Service Survey reflecting needs of better understanding of IT trends and approaching it from client's perspective. From business perspective we know what the most important factor for success of businesses is client satisfaction.

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One can argue that technological development doesn't necessarily go hand in hand with the demands of the end users, mainly everything what we can see nowadays on shelves of big supermarkets or in any other industry, including the IT services – it's a pure innovation, which aims of course also to gain as many potential consumers as possible. Taking into consideration also the abundancy of cloud products and services, we have concluded to conduct a survey and verify potential hypothesis which are affecting the entire cloud services market, but assessed on a particular market regions level. Prior to preparing the presented work the first task was to understand geographical areas of the survey and to find if cloud computing is treated by most of the experts as one of the hottest trends of information technologies development for forthcoming years across those regions. Being in line with global tendency, most of major players of counties' IT sector are looking forward to growing demand of their customers for this business segment. Cloud computing, however is just rising and gaining more popularity and widespread use during the past eight years, but the technological concept itself is not completely new. It is basically the result of a gradual development of utility or so-called "grid computing", which are based on the utilization of available assets and services through either on-demand or pay per use basis. The main difference here being that grid computing is concentrated mostly on the technical ground for fast, modular, and adjustable IT infrastructure, while cloud computing is aiming towards the business processes side of distribution and delivery of services on top of the existing infrastructure<sup>1</sup>. Which is reported is actual and moreover can be trusted.

## 2. Cloud services and structure

The presented document is based in accordance with classical definitions derived on US NIST research, whereas cloud computing, is a model of services, computing and data storage based on the access of end-users via web to a distributed server capacities integrated into a single network of such capacities (called cloud). The basic theory of cloud computing is that IT resources are made available, within an environment that enables them to be used, via a communications network, as a service. There are two types of IT resources; it can be either raw computation resources, for example processing power and data storage, or certain computation resources that are programmed to perform a function, such as software development, web conferencing, or CRM<sup>3, 7</sup>. The new cloud environment enables managers to work, select, configure, and deploy those resources. For raw computation resources type, the environment might, for example, enable a manager to select a virtual processor of a particular power, attach a chosen amount of virtual disc storage to it, and make it accessible at a particular IP address. For other resources types the environment might enable a manager to define such characteristics as the number of users and the types of user that can have access to the resource. The communications network which is needed is typically the public Internet or a private network that uses the Internet protocols (an intranet). The Internet protocols are the foundation of cloud computing interoperability and portability. The Internet, and communications networks generally, are often represented by cloud shapes in figures and diagrams<sup>2</sup>. This is what has given cloud computing its name.

Cloud computing is generally associated with three main service models: Software as a Service (SaaS), Platform as a Service (PaaS) and Infrastructure as a Service (IaaS):<sup>4, 5, 6</sup>

- Software as a Service is a software delivery model in which software solution or applications and associated data are centrally hosted on cloud.
- Under Platform as a Service model service provider allows customer to use the computing platform and related network, servers and storage based in the cloud to develop, store and distribute customer's own software applications.
- Infrastructure as a Service being a basic cloud computing service means a model where service provider offers infrastructure (virtual or, less often, physical server machines, servers memory, network facilities and more associated middleware) to customers.

A further cloud service model is often included, though it is not part of the NIST definition: Business Process as a Service (BPaaS). In this model, the resources that are made available are systems that include people as well as IT

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