

Cloud Computing - UK - September 2015

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"Companies that have a heritage of website hosting are cash rich, so acquisition activity is strong in cloud computing as they vie for market share and the skills and infrastructure to offer a range of services as the market moves from infancy towards full cloud adoption."

– Terry Leggett, Senior Analyst

This report looks at the following areas:

- How will the market develop over the next five years?
- Which sectors of industry and size of company will lead market growth?
- Why security fears are NOT the major restriction to market adoption.
- How are inhibitors to market adoption and perceived benefits changing with the use of cloud computing?
- How is the cloud computing supply industry changing?

Cloud computing is fundamentally changing the way businesses operate by altering the underlying IT infrastructure. Companies no longer need to invest in building, running, managing and maintaining their own physical infrastructure, but can now host business processes on virtual servers housed in state-of-the-art data centres run by expert third parties. Such cloud-based services support a more cost effective and responsive business environment. Not only is the market demonstrating prolific growth, but repeat income generation is a fundamental feature as cloud computing is increasingly moving to a pay-as-you-go utility model.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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