GATHERING CLOUDS

The market is growing by almost 30 percent annually and is worldwide $ 110 billion heavy. In addition to the large IT-Concerns also countless smaller CLOUD PROVIDERS offer their services. An overview.

While the cloud market enormous grows, the classic- IT market crashes down. As the IT-corporations see the future in the cloud, there is now a very large and dynamic offer of cloud services and systems. At the same time the cloud platforms are becoming more powerful, offer increasingly interfaces and serve partly the orchestration of the whole Internal- and External- IT. The offers can be divided simply by the scope of services, coming out of the cloud- from infrastructure up to finished software solutions such as CRM or collaborations:

SOFTWARE AS A SERVICE (SAAS).
This is the highest and most convenient level of cloud computing and at the same time the largest cloud market. Here comes the IT almost from the socket.
PLATFORM AS A SERVICE (PAAS).
One step below in the Cloud- Computing- Pyramid stays platform services. Applications can be developed and operated with numerous tools themselves. With this solution, existing own developments can become cloud able.
INFRASTRUCTURE AS A SERVICE (IAAS).
Infrastructure is the basis for all, consisting of cloud- data- centers with enormous computational and storage capacities as well as the necessary networks to secure and redundant connection. Only the really consumed raking and memory capacity will be paid. At the same time, the performance can be turned up almost as desired, for example for very complex calculations.

SOLUTION PROVIDERS.
Further there are some system houses like ACP, Atos SE, CSC, Dimension Data, T-Systems or consulting houses such as Unbelievable Machine, which help companies on the way to the cloud and partly also offer own cloud solutions.

IT from the socket

SOFTWARE AS A SERVICE
Although now almost all IT- companies try to make their applications cloud able, dominate just a few vendors the market. Cloud pioneer SALESFORCE leads at least in the previous year of its customer relationship solution (CRM). The Sales- cloud includes sales automation, customer service, marketing campaigns, data analysis and a community- cloud for crosslinking of customers, partners and employees. MICROSOFT should be synonymous especially since the IT company with the cloud offer Office 365 including Exchange Online, Skype for Business Online and SharePoint Online with OneDrive for Business massively gaining market share. Recently, Dynamics has also been established CRM Online is available. Strongly represented in the market is ADOBE, which integrates its Creative Suite with products for graphic arts, image and film processing and publishing for some time the cloud. Further a Marketing Cloud and a Document Cloud offered. SAP offers its complete enterprise software portfolio also already largely as a cloud solution- it includes human resource management, finance management, procurement and purchasing, marketing and

distribution to maintenance and service and analytics. IBM is advertising in its cloud with in sum about 300 cloud services, of which around half as platform services. Big Blue is taking part especially on standards to enable hybrid cloud landscapes more easily. A wide range of other, partly also very specialized solutions are provided by numerous providers such as CISCO, CITRIX, CSC, FUJITSU, GOOGLE, INFOR, INTUIT, ORACLE, SAGE, or WORKDAY.

The kit

ORM AS A SERVICE
For development and operation of web applications platform providers like Amazon Web Services (AWS), ACP, Alibaba, CSC, Dimension Data (NTT), Fujitsu, GoogleApp Engine, HPE Helion Cloud Systems, IBM Bluemix, Microsoft Azure, Salesforce, SAP HANA, Tibco or Vmware offer a wide range of solutions as well as the necessary computational and memory capacities. For this purpose a number of templates and tools are used to speed up development and management of the often numerous services- also for the internet of things. The market dominates clearly AMAZON, followed by MICROSOFT, IBM and GOOGLE. A cloud special form are the virtual workstations (Desktop as a service), such as CITRIX, T-SYSTEMS or VMWARE, with which could be designed mobile workstations and as well could be delivered.

The Coud base

INFRASTRUCTURE AS ASERVICE
When it comes to simply storing data or to offer computing performance, market sizes such as AMAZON WEB SERVICES, CANOPY (ATOS), CISCO, CSC, FUJITSU, GOOGLE, HPE, MICROSOFT or VMWARE offer standardized or customized solutions. In addition, there are a number of other cloud-based specialized service providers such as DROPBOX, LIVEDRIVE, HOSTEUROPE, RACKSPACE or STRATO. Usually more than just the pure infrastructure is offered. This market also dominates Amazon. In Austria, numerous cloud service providers such as FABASOFT, telecommunications providers A1 and 3 or IT providers such as T-SYSTEMS, ACP IT, RAIFFEISEN INFORMATICS, SSPEUROPE and UNBELIE MACHINE are also active.

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