

# Pricing the Cloud 2 - 2016 to 2020

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## About the report:

The Pricing the Cloud 2 – 2016 to 2020 report surveys the current trends and pricing for global cloud computing providers. The report also provides a pricing and revenue forecast for cloud providers from 2016 to 2020.

The latest edition of the Pricing the Cloud report is an extensively updated version of the report originally published in 2014.

The report's focus is on the enterprise cloud segment, not on consumer-focused cloud services (such as web-mail or Apple iCloud). The report examines the two main generic forms of cloud connectivity, which are:

**Public Cloud:** with cloud services accessed over the internet, using a scalable shared resources on a pay as you use basis. Public Cloud services are typically provided as a high volume low margin basis by providers such as Amazon and Microsoft.

**Private Cloud:** with cloud services accessed over a corporate network, using a dedicated resource which is shared across the enterprise, usually charged as a fixed monthly rental fee (not on a pay as you use basis). Private cloud services are typically provided by IT services companies, integrators or telecoms providers.

The report considers the pricing for enterprise cloud computing services (public and private), using three main generic types including:

- i) Pay As You Go – typically based on an hourly charge
- ii) Hybrid vCloud computing – typically based on a monthly charge
- iii) Private Cloud – typically based on a monthly charge & long term contract.

The report examines the pricing trends for the cloud computing sector and the forecast growth and future trends for the cloud computing sector for the next four years to 2020.

## Companies covered in the Report :

Accenture  
Amazon Web Services (AWS)  
Apple  
AT&T  
Biznet (Indonesia)  
BMC Software  
BT Global Services  
CAT Telecom (Thailand)  
CenturyLink  
Cisco Systems  
Citrix  
Colt Telecom  
CSC (Computer Sciences Corporation)  
CTERA Networks  
Dell  
Dimension Data  
EMC  
Equinix  
Fujitsu

Google  
HP Enterprise  
IBM (SoftLayer)  
iomart  
Interxion  
Joyent  
KPN  
Level (3)  
Microsoft  
NTT Communications (NTT Com)  
Navisite  
Oracle  
Orange Business Services (OBS)  
OVH  
PLDT (Philippines)  
Portugal Telecom (PT)  
Rackspace Hosting  
Salesforce.com  
SAP  
SingTel (Singapore)  
SunGard Availability Services  
T-Systems  
TelecityGroup  
Telecom Italia  
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Verizon

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**PRICE:**

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