



The Role of Cloud Computing in the U.S.

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Market Assessment
January 2010

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Abstract

The purpose of this report is to identify perceptions of the relevance of, and likely adoption patterns for, cloud computing.

The objectives of the report are:

- ❑ To identify the current IT services issues faced by organizations, including the levels of cost pressure with IT operations
- ❑ To identify the perceived role of cloud computing and the benefits sought from cloud computing
- ❑ To identify the timing and nature of cloud computing adoption patterns in the U.S.
- ❑ To identify inhibitors to adoption of cloud computing
- ❑ To identify the types of application for which cloud computing is perceived to be most, and least, suitable
- ❑ To identify the perceived suitability of various types of potential suppliers of cloud services.

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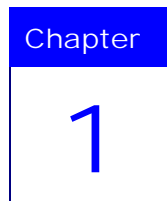
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Introduction

A

Objectives and Scope

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- To identify the types of application for which cloud computing is perceived to be most, and least, suitable
- To identify the perceived suitability of various types of potential suppliers of cloud services.

B

Methodology

The study is based on telephone interviews with 50 U.S. organizations: ten each in financial services, government, manufacturing, retail, and telecoms & media.

C

Structure of the Report

The report is structured into the following chapters:

Chapter I: Introduction

Chapter II: Executive Summary

Chapter III: IT Operations Issues & Budgets

Chapter IV: Relevance & Role of Cloud Computing

Chapter V: Planned Usage of Cloud Computing

Chapter VI: Timing of Cloud Adoption & Perceived Vendor Suitability