



Cloud Computing

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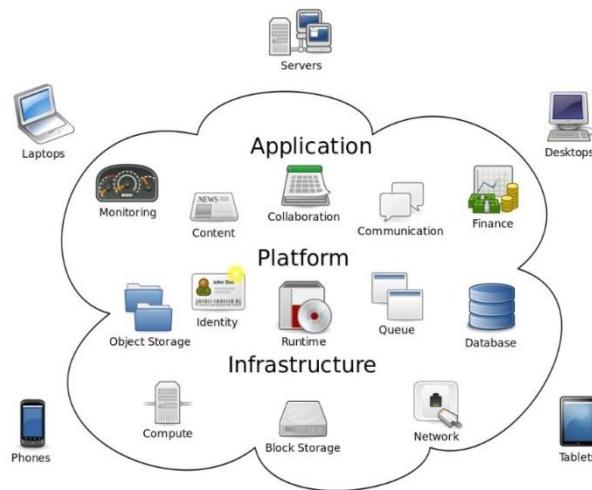
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Research Objectives

1. To understand how **cloud computing** works and how **Covid-19** has affected it
2. To describe **the current state** of cloud computing
3. To study what has happened to the **cloud computing market** due to the influence of Covid-19
4. To analyze the cloud computing market over the **past few years**, as well as the forecasts for the **coming years**
5. To draw conclusions about the **future of cloud computing** based upon the obtained data

Fig. 1. Cloud Computing



COVID-19 Impact on the Cloud Computing Market

Many of the enterprises across verticals have adopted the **work from home model** to safeguard employee well-being and maintain operational efficiency, surging the demand for **Software-as-a-Service (SaaS)**-based collaboration solutions. For instance, **Microsoft Team platform users** increased to 44 million globally due to the high demand for collaboration solutions. While the standalone 8x8 **Video Meetings cloud solution** experienced a more than 300% increase in registered users in the last week of February 2020 across ~150 countries. Other popular **SaaS-based collaboration tools** gaining traction are Google Hangouts, Cisco Webex, Slack, Zoom, Ding Talk, WeChat Work, and Tencent Meeting, among others.

There has been a significant increase in the demand for **streaming platforms**, such as Netflix, Hulu, Amazon, Disney+, Twitch, YouTube, and Apple TV, a lot of people have been staying at home due to country lockdowns. This surge in **Video-on-Demand (VoD)** has increased the demand for IaaS to tackle consumer demands. Enterprises across the globe have been expanding offerings to address the emerging needs of end-users.

Future of Cloud Computing

The existing competition and global economic situations have accelerated the **adoption of cost-effective measures** to restructure business models. The increasing shift of enterprises toward the adoption of digital transformation and accelerating customer experience are a few more factors leading to the **adoption of cloud computing services**, which are ultimately **reducing enterprise costs**. Moreover, the cloud offers the benefit of the **pay-as-you-go model**, which enables enterprises to pay as per their usage of cloud services, leading to reduced costs.

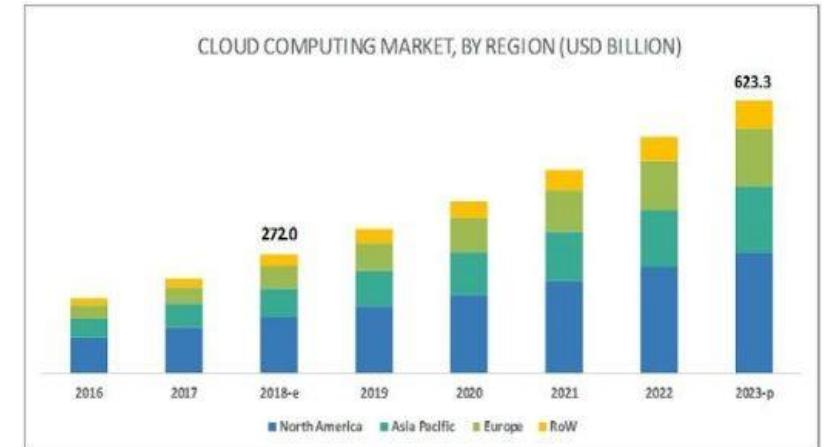


Diagram 1. Cloud Computing Market by Region, 2018

Recent Developments

In June 2020, **Amazon** opened AWS Europe (Milan) and AWS Africa (Cape Town), to expand its availability zones to 76 within 24 geographic regions across the world. It has also announced plans for nine more availability zones and three more AWS regions in Indonesia, Japan, and Spain.

In May 2020, **Microsoft** introduced an industry-specific cloud offering for healthcare organizations and improved workflow efficiency and streamline interactions. **Microsoft Cloud for Healthcare** includes data analytics for both structured and unstructured data.

Conclusion

In conclusion, having analyzed the cloud computing market over the past few years, as well as forecasts for the future, it has become obvious that companies are beginning to restructure their business model. They tend to use cloud computing, which is more efficient.

Thus, it can be argued that cloud computing has a bright future.

Sources

1. MarketsandMarkets. (2020) Cloud Computing Market by Service Model (Infrastructure as a service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS)), Deployment Model (Public and Private), Organization Size, Vertical, and Region – Global Forecast to 2025. Available from: <https://www.marketsandmarkets.com/Market-Reports/cloud-computing-market-234.html> [Accessed 8th april 2021]



Fig. 2. APAC Growth CC