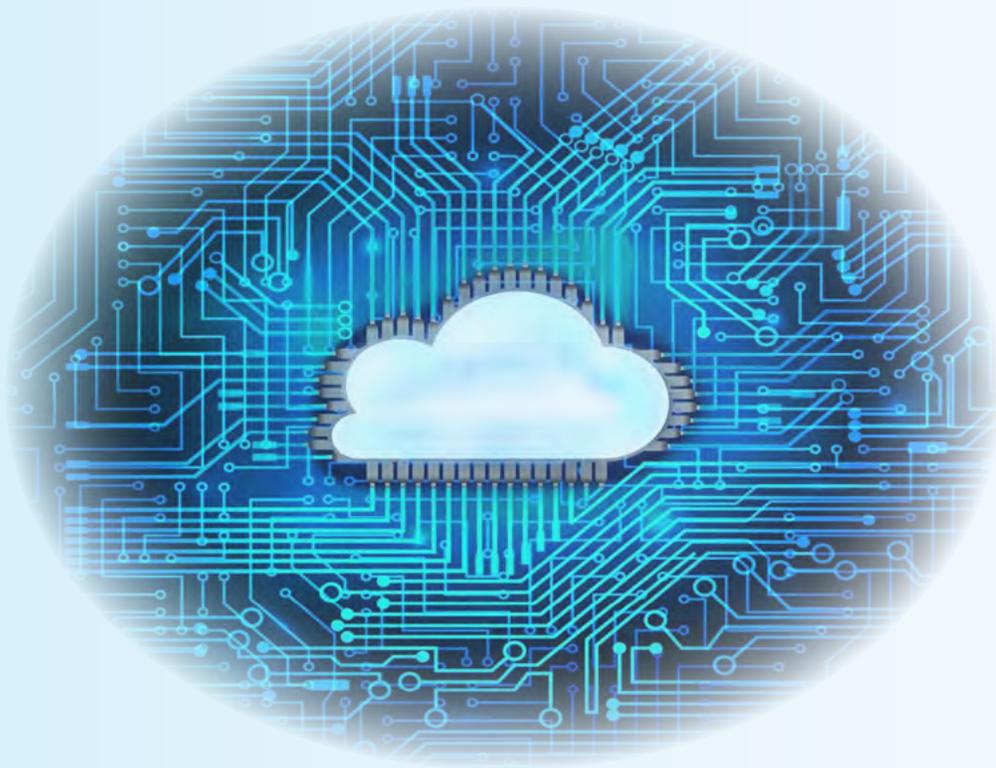


# The Year of the Cloud: Looking Back at 2017

A roundup of the 2017 trends in cloud computing in business.

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White Paper



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## Introduction

The Cloud is ubiquitous with today's technological landscape. Gone are the days when people don't understand or get nervous about the idea of storing things in it. Several advances have been made and the cloud has been key in helping businesses remain more secure. Understanding what the cloud is, does and how it has advanced in 2017 can help you take your business to the next level.

This white paper provides:

- A quick history of the cloud,
- The cloud by the numbers,
- Cloud trends for 2017.

## From Onsite to Off: A Quick History of the Cloud

The genesis of cloud computing as we know and use it can be traced to Amazon. Amazon Web Services began offering basic compute and storage services in 2006. Eleven years later the service is making more than \$14 billion hosting big names like Capital One, LiveNation and Ancestry. These companies realized there was no need to create huge, complex systems for organizing and saving data; they already existed.

Amazon is no longer the only player in the cloud services game. Microsoft, Google and IBM also have major data centers and are luring big names.

## Why Do Companies Use The Cloud

One of the main reason companies of all sizes use the cloud instead of their own servers is cost. Cloud services are scalable, so savvy CIOs can control cost by only paying for what they use and need.



## The Cloud by the Numbers

2017 was a huge year for the cloud.

[Gartner](#) anticipates that demand for the cloud will grow 18% in 2017 to \$246.8 billion from \$209.2 billion in 2016. That's partly because, since 2009, cloud computing spending has been growing at 4.5 times the rate of IT spending. It's not stopping anytime soon: spending is anticipated to grow at an increased rate (6%) from 2015 through 2020. Additionally, 50% of IT spending will be cloud-based by 2018 and 60-70% of all software, services and technology spending will be cloud-based by 2020 ([Forbes](#)).

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### 2017 Biggest Cloud Trends

Here's how we saw the cloud used, and other trends from 2017.

#### More Than Storage: Cloud-Based Applications

While the cloud was initially a great storage solution, it has evolved. We see a broad swath of industries using cloud-based applications. As discussed in our blog about how [cloud computing gives architects an advantage](#), the benefits are numerous. Cloud-based applications allow for real time access and collaboration. Businesses also increase productivity because employees can access the apps across any device, not just the one with the app installed.

#### Hands Off, Hassle Free

One of the trends we've seen on the rise is working with a cloud service provider vs. hosting a cloud in-house. This outsourced cloud means it's off-site, reducing staffing and risk. There's also the cost-savings that comes from not having to purchase an entire server and instead taking advantage of the scalability of purchasing just the amount of space needed.

#### The Embracing of the Cloud by Field-Based Industries

In addition to architects, other field-based industries are flocking to the cloud. [Real estate agents](#) spend far more time chauffeuring prospective buyers to properties and helping sellers stage and list their homes than sitting in an office. [Attorneys](#) are meeting with clients, in court or mediation, and visiting sites to gather information. The cloud allows for these employees to work more efficiently while saving business owners money.

#### Healthcare Jumps On Board

Video conferencing allows for remote healthcare and is becoming a popular way for doctors and patients to handle minor illnesses. Rather than leaving the house with a cold and sitting in the waiting room with other sick patients, a simple video chat can allow the doctor to make sure it's just a cold and write a prescription. That's not all that's happening as [healthcare](#) continues to technologize. The cloud means medical records can be accessed from anywhere at anytime, especially happening in the event of illness or injury while traveling. It also enables communication between sites if a patient is transferred. Instant access to records and things like immunization and allergy information, means quicker care.

We regularly discuss the security benefits that come with the cloud. In healthcare this is even more pronounced. Medical records can be destroyed in a flood or fire, but having them stored offsite in the cloud is an excellent solution.

#### Nonprofits Incorporate the Cloud

Nonprofits have embraced the cloud as a cheaper, safe alternative to expensive storage hardware that may not be used fully. Just like with for profit industries like real estate, the law, and healthcare, nonprofit organizations need to be able to collaborate remotely.

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### What Does 2018 Hold?

The cloud will continue to grow in the next twelve months as more businesses, large and small, realize the security and storage benefits. While technologies such as artificial intelligence and machine learning, virtual and augmented reality, smart technologies and new Internet of Things growth, the possibilities of the cloud are expanding in relation to these advances whether it be private, public, or hybrid cloud computing.

#### Worldwide Public Cloud Services Forecast (Millions of Dollars)

	2016	2017	2018	2019	2020
Cloud Business Process Services (BPaaS)	40,812	43,772	47,556	51,652	56,176
Cloud Application Infrastructure Services (PaaS)	7,169	8,851	10,616	12,580	14,798
Cloud Application Services (SaaS)	38,567	46,331	55,143	64,870	75,734
Cloud Management and Security Services	7,150	8,768	10,427	12,159	14,004
Cloud System Infrastructure Services (IaaS)	25,290	34,603	45,559	57,897	71,552
Cloud Advertising	90,257	104,516	118,520	133,566	151,091
<b>Total Market</b>	<b>209,244</b>	<b>246,841</b>	<b>287,820</b>	<b>332,723</b>	<b>383,555</b>

Source: [Gartner](#) (February 2017)

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