

Worldwide Semiannual Public Cloud Services Spending Guide

AN IDC SPENDING GUIDE

Public cloud computing is a key underpinning for business process transformation and, in some cases, business model transformation. IDC's *Worldwide Semiannual Public Cloud Services Spending Guide* quantifies public cloud computing purchases by cloud type and industry across 53 countries. This comprehensive database delivered via pivot table format or IDC's Customer Insights query tool allows users to easily extract meaningful information about the public cloud services market by viewing data trends and relationships and making data comparisons.

Markets Covered

This product covers the following segments of the IT market:

- **9 regions:** The United States, Canada, PRC, Japan, Western Europe, Central and Eastern Europe, the Middle East and Africa, Latin America, and Asia/Pacific
- **53 countries:** Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, Colombia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Ireland, Israel, Italy, Japan, Korea, Malaysia, Mexico, the Netherlands, New Zealand, Norway, Peru, the Philippines, Poland, Portugal, PRC, the rest of Asia/Pacific, the rest of CEE, the rest of Latin America, the rest of the Middle East and Africa, Romania, Russia, Saudi Arabia, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, United Arab Emirates, the United Kingdom, the United States, Venezuela, and Vietnam
- **75+ technology markets:** Across hardware and software
- **20 industries:** Banking, insurance, securities and investment services, discrete manufacturing, process manufacturing, construction, resource industries, retail, wholesale, professional services, personal and consumer services, transportation, healthcare provider, federal/central government, state/local government, education, telecommunications, media, utilities, and consumer
- **3 product categories:** IaaS, PaaS, and SaaS
- **5 company size segments:** 1–9, 10–99, 100–499, 500–999, and 1,000+ employees

Subjects Analyzed

Throughout the year, this product will address the following topics:

- The countries and technologies that are growing faster than the public cloud computing market average
- The public cloud computing market size and industry opportunity by specific region, country, and technology

Key Questions Answered

Our research addresses the following issues that are critical to your success:

1. How does cloud computing spending differ by region and country?
2. Which industries are spending the most on cloud computing?
3. How much will this shift over the forecast period

Global Program Coverage



About This Spending Guide

IDC's *Worldwide Semiannual Public Cloud Services Spending Guide* provides guidance on the expected technology opportunity around this market at a regional and total worldwide level. Segmented by industry, use case, and technology component, this guide provides IT vendors with insights into this rapidly growing market and how the market will develop over the coming year.

Timely Delivery and Support

Throughout the year, this product will offer insight into the latest trends impacting the market.

Worldwide Semiannual Public Cloud Services Guide: Industry and Company Size 1H18

1H18 release of the Worldwide Semiannual Public Cloud Services Spending Guide: Industry and Company Size

Worldwide Semiannual Public Cloud Services Guide: Industry and Company Size 2H18

1H18 release of the Worldwide Semiannual Public Cloud Services Spending Guide: Industry and Company Size

Worldwide Cloud Taxonomy

This document defines cloud types and technologies found in the spending guide.

IDC Worldwide Industry and Company Size Taxonomy

This detailed taxonomy will explain IDC's industry-standard definitions and segmentation methodology.

IDC Products and Services: Solving Business Challenges on the 3rd Platform



Source: IDC