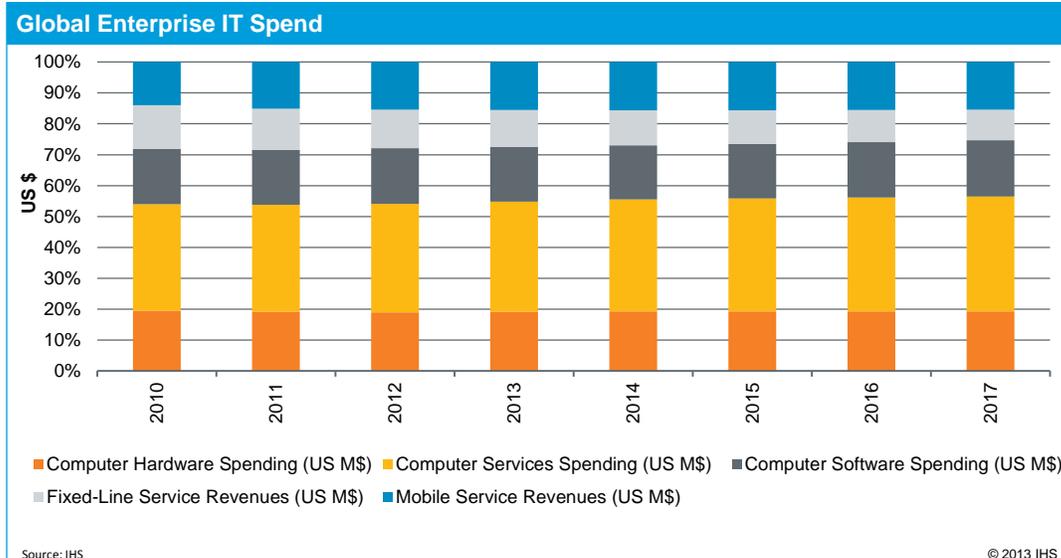




The cloud and big data are poised to reshape various facets of the consumer digital lifestyle and enterprise IT strategies while creating new opportunities as well as challenges for different nodes in the entire ICT value chain. Today the enterprise cloud market is poised for explosive growth as an increasing number of large and small enterprises are moving more and more of their applications to the cloud. In an environment where mobile broadband is becoming increasingly ubiquitous, the enterprise IT function is in the early stages of transitioning to new cloud-based architectures that are enabling enterprises to evolve from cost centers to profit generators. IHS projects that enterprise IT spending on cloud-based architectures—in which storage, servers, applications and content can be configured and delivered in a framework that is rapidly scalable, dynamically provision-able, on-demand and with minimal management requirements—will become an increasing larger portion of the annual global enterprise IT spend of approximately two trillion US dollars.



The migration to cloud architectures and services will also reshape consumer behavior, device design, application development and business models. As an increasing number of services are rendered in the cloud, device OEMs will need to understand which services can be rendered on the devices and which services can be rendered in the cloud. Understanding this partitioning will be key to device design and service delivery. In an era where hardware will be increasingly commoditized, this report provides the next clear opportunity for differentiation and revenue generation.

Key Issues Addressed

- The Communications Industry: At an inflection point?
- The “nebulous” Cloud: Transforming Business models
- Cloud and Communications Industry: Driving the next wave of innovation
- Big Data and Data Analytics: Opportunities and Challenges

Applicable To

- Service providers
 - Mobile operators
 - Wireline operators
- Device OEMs
 - Handsets and smart phones
 - Tablets, PCs and desktops
 - Servers
- Component suppliers
 - Semiconductors
 - Power management

Actuals and Forecast

Frequency, Time Period

- 2-year history (2011-2012)
- 5-year annual forecast (2013 - 2018)

Measures

- Cloud subscriptions
- Unit shipments
- IT spend

Regions, Markets

- Global

Products Covered

- Handsets, smartphones
- Tablets, laptops and desktop computers
- Servers

Technologies Covered

- Enterprise cloud
- Personal cloud

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