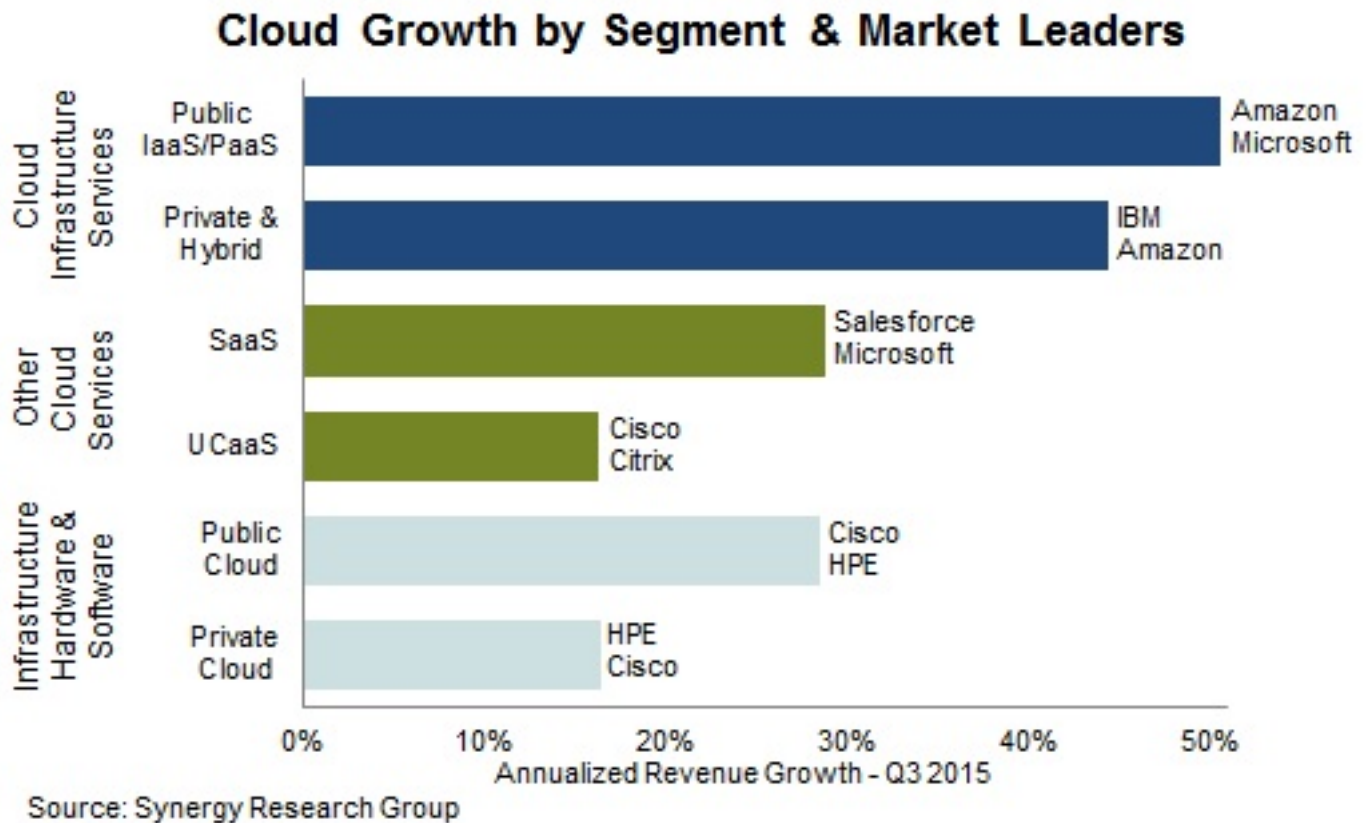


Synergy: 2015 Cloud Market Worth \$110 Billion

Written by Marco Attard
08 January 2016

Synergy Research reports the overall cloud services and infrastructure market totals \$110 billion in 4 quarters ending September, with annual growth reaching 28%.



All the 6 market segments are up by at least 16%, with public IaaS/PaaS services showing the highest growth (51%). Private & hybrid cloud infrastructure follows with 45%. The analyst says infrastructure hardware and software spending still outpaces cloud services spending, but the gap "is narrowing rapidly."

In fact, infrastructure hardware and software spending for the Q4 2014 - Q3 2015 period exceeds \$60, with private cloud spending accounting for over 50% of the total, even as public cloud spending is growing at a faster pace. As a result cloud infrastructure service (IaaS, PaaS, private and hybrid services) revenues total \$20bn, while SaaS and supporting internet services (search, social networking, email, e-commerce) bring in \$27bn.

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UCaaS also shows steady growth, and is bringing some "radical changes" in business communication.

When it comes to vendors, the market leaders are Cisco, HPE, Amazon/AWS, Microsoft and Salesforce.

"In many ways 2015 was the year when cloud became mainstream. Across a wide range of cloud applications and services we have seen that usage has now passed well beyond the early adopter phase and barriers to adoption continue to diminish," Synergy says. "Cloud technologies are now generating massive revenues and high growth rates that will continue long into the future, making this an exciting time for IT vendors and service providers that focus on cloud."

Go [2015 Review Shows \\$110 billion Cloud Market Growing at 28% Annually](#)