

Find a reasonably recent report regarding the market share between cloud service providers. Explain the differences between the providers and theorize about the reasons and future of the market share.

There are several companies that offer cloud computing services. There has been quite the development over the past few years when it comes to the market share. According to the report from Gartner, which looked at the worldwide IaaS Public Cloud Service Market share in 2016-2017, Amazon takes up more than 50% of the market share in both years. Among the other companies mentioned, Microsofts Azure placed second with a market share of roughly 13,3%. The Alibaba and Google make up the third and fourth place with 4,6% and 3,3% market share respectively. The report also provides the percentage growth that each company experienced between 2016 and 2017. The biggest growth can be seen for Microsoft (98%), Alibaba (62%), and Google (56%). Despite the tremendous growth, Amazon is still miles ahead of the competition when it comes to the global market share. As it stands right now, it will take a lot of investment in order to create a cloud service that can compete on the level with Amazons AWS. Alibaba is a bit of a wildcard, as they are located in Asia and have strong ties to the Chinese government. Alibaba might play a big role in the future when it comes to cloud computing in Asia. In the near future, Google and Microsoft will continue spending billions of dollars in the cloud infrastructure to stay economically competitive and increase their market share to rival that of Amazon.