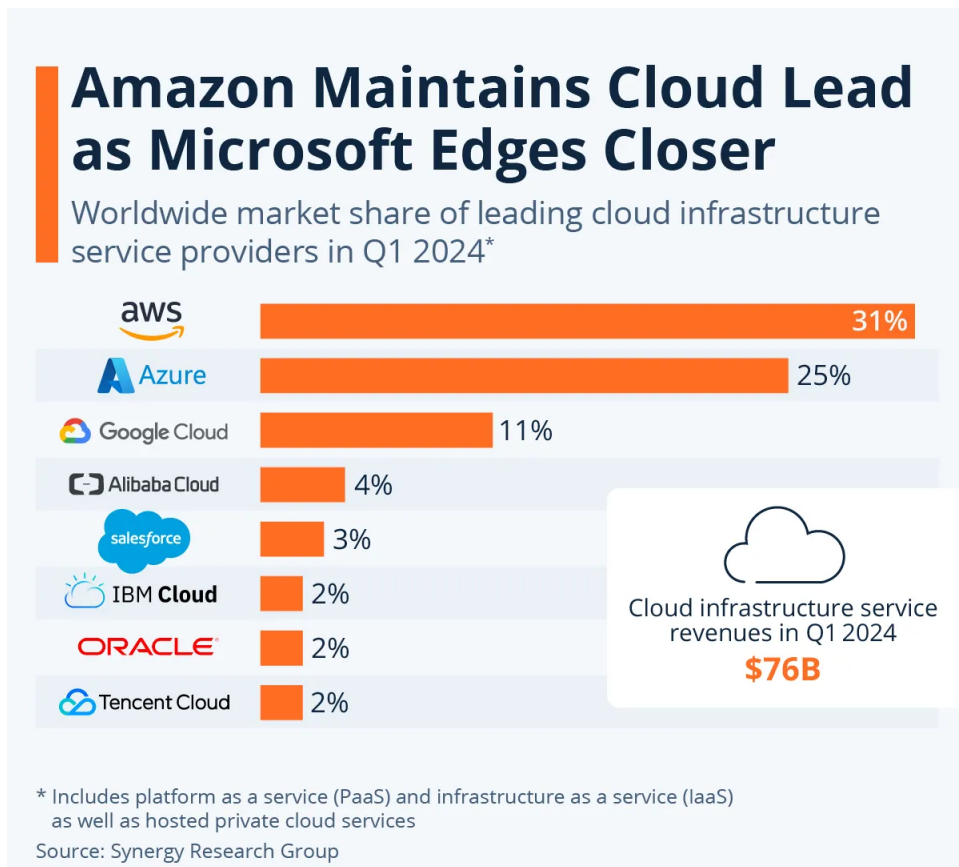# The Big Three

Though there are actually many cloud providers, the cloud computing market is mostly dominated by three large players, sometimes termed as the big three: **Amazon Web Services (AWS)**, **Microsoft Azure** and **Google Cloud Platform (GCP)**.

The big three services cumulatively control about 65% of the entire worldwide market for cloud computing with AWS alone accounting for a little more than 30% of the market all by itself at the time of writing. An infographic on the global cloud computing market and the largest players within it is provided below:

Amazon Maintains Cloud Lead as Microsoft Edges Closer

Worldwide market share of leading cloud infrastructure service providers in Q1 2024*

Provider	Market Share
aws	31%
Azure	25%
Google Cloud	11%
Alibaba Cloud	4%
salesforce	3%
IBM Cloud	2%
ORACLE	2%
Tencent Cloud	2%

Cloud infrastructure service revenues in Q1 2024
$76B

* Includes platform as a service (PaaS) and infrastructure as a service (IaaS) as well as hosted private cloud services
Source: Synergy Research Group

The bulk of this book deals with AWS, the cloud provider with the single-largest industry market share and the services indigenous to it but this does not mean that I endorse blindly relying on the service for business operations. In fact, I am highly against it.

A case for why companies should almost never rely on a single cloud provider and easy plug-and-play alternatives for all of the major AWS services, including offerings from both other Big 3 companies as well as other third-party providers will be considered and delved into the final portion of the book.

Readers are therefore to treat the concluding chapter of the book as a mandatory read lest they limit their range of knowledge of cloud computing to AWS, which though quite dominant in the industry, is only one of a myriad of cloud providers.

As such, the reader may progress through the book without worry of building a very Amazon-centric base of knowledge, as the concepts and type of services discussed throughout the book can be generalized to encompass the other cloud providers and it should be little hassle for someone comfortable with AWS to make the switch to say, Microsoft Azure or GCP.