

The Power of Enterprise PaaS

Q & A

Why is the enterprise platform-as-a-service (PaaS) market the focus of so much attention?

Because the mission of PaaS to help organizations compete on what IDC calls the “3rd platform” is a burning issue for CEOs and CIOs. The ability to compete with that platform will impact every industry that uses IT.¹

What is it?

PaaS (Platform-as-a-Service), provides a choice of clouds, developer frameworks and application services. Enterprise PaaS makes it faster and easier to build, test, deploy and scale applications across private or public cloud infrastructure. PaaS decreases time to market for applications and increases developer productivity.²



Build



Deploy



Scale

How big is it?

IDC expects the worldwide market for

PaaS solutions to grow

30%

annually to more than

\$14 Billion

by 2017.³

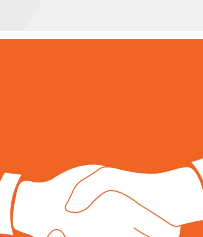


What's fueling this dramatic growth?



Placing IT “at the heart of corporate strategy.”

Enterprises are moving from using IT to automate back-office functions to placing IT in a more important role.⁴



The shift from economics to innovation.

Leading-edge enterprises are investing in PaaS and other cloud services as the foundation for new competitive offerings within their own industries.⁵



Real-time interactions with customers and partners—

particularly when mobile—“amplify the need for more comprehensive application deployment services.”⁶



The rise of the “Industrial Internet.”

It's not just about putting sensors on heavy machinery. It's about how industries of all kinds will use the data they're generating to build better products and run smarter businesses.⁷



Decapitalization.

PaaS offerings are very effective at “significantly reducing dedicated IT infrastructure costs.”⁸



IT staff productivity.

According to IDC, it's the second most compelling reason for using the cloud.⁹

Enterprise IT users are coming to the PaaS market in increasing numbers.

According to Gartner, the enterprise application market is new and unsettled.

These initial engagements with SaaS or IaaS have opened the door to utilizing cloud resources more fully. It is also engaged by users that have become comfortable with the use of IaaS, and now wish to increase their productivity and to delegate more responsibility to the cloud services providers by subscribing directly to application infrastructure.”¹⁰

The bottom line.

As software continues to disrupt a wide variety of industries, there's been a decided shift in the platforms and processes used to support these businesses, with many looking to PaaS offerings to...




..help them develop new applications

quicker and at **great scale.**

Pivotal

Pivotal CF™ is the leading enterprise PaaS, powered by Cloud Foundry. It delivers an always-available, turnkey experience for scaling and updating Enterprise PaaS. Pivotal CF™ enables agile development teams to rapidly update and scale applications across public or private clouds, and instantly expand and upgrade with no downtime.

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1 IDC, Competing on the 3rd Platform, 2013

2 IDC, Worldwide Competitive Public Platform as a Service 2013-2017 Forecast, November 2013

3 IDC, Worldwide Competitive Public Platform as a Service 2013-2017 Forecast, November 2013

4 “Time to Pivot,” The Economist, December 12, 2013

5, 6 IDC, Worldwide Competitive Public Platform as a Service

7 GE Software: The Industrial Internet in the Real World

8, 9 IDC, Worldwide Competitive Public Platform as a Service

10 Gartner, Magic Quadrant for Enterprise Application Platform as a Service, January 2014