

Trends in Countries with the Largest Cloud Service Users and Their Development Over a Decade

<https://lnkd.in/gHMGVnhF>

A 3x7 grid of plus signs (+) arranged in three rows and seven columns.

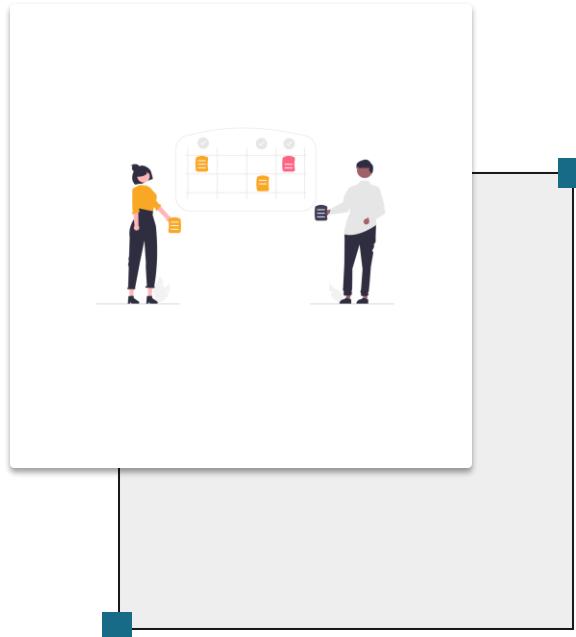
Bussines Understanding



Qword is a leading cloud hosting provider in Indonesia. Qword offers a range of services including Cloud Hosting, SSL, and Dedicated Servers, designed to provide high security standards. With a server uptime of 99.99%, Qword ensures reliable and consistent service for its customers. Additionally, Qword has a 24/7 customer support team and has achieved ISO 27001 certification, which underscores its commitment to stringent information security management.



Objectives



What is the development of cloud hosting in Southeast Asia?

Who are the competitors in each country?

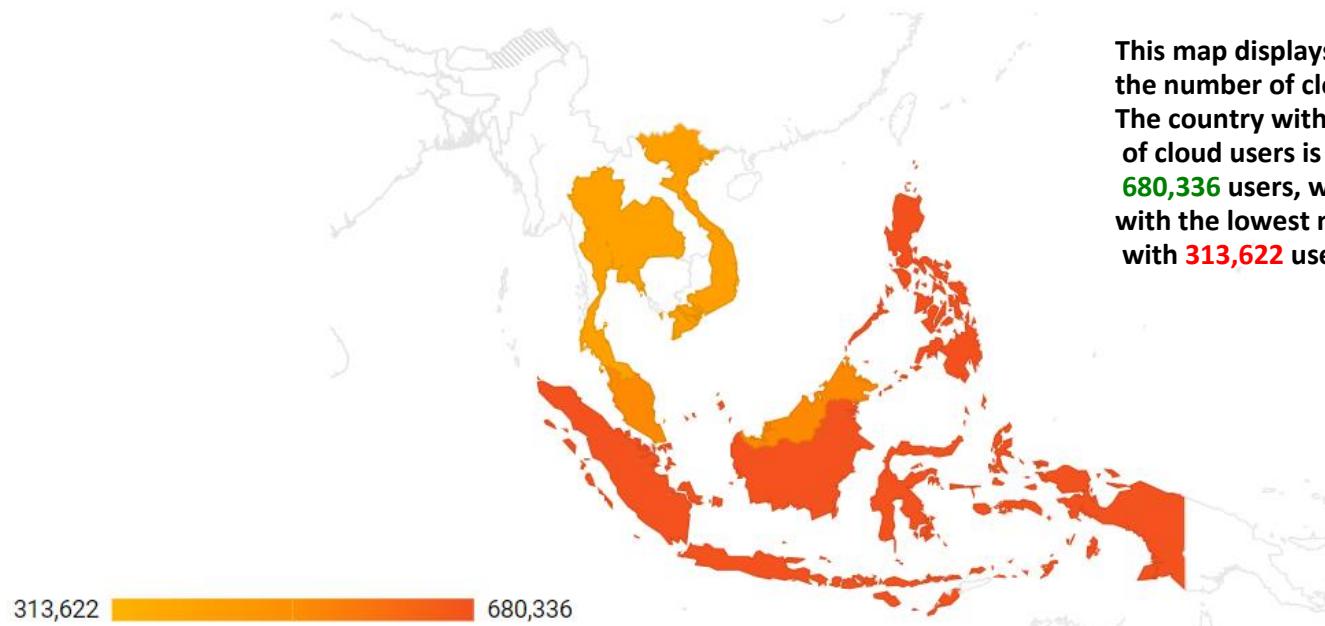
Which country has the highest potential for growth?

Which industries can be targeted as potential markets?

What are the most commonly used services?

What is the appropriate pricing in each country?

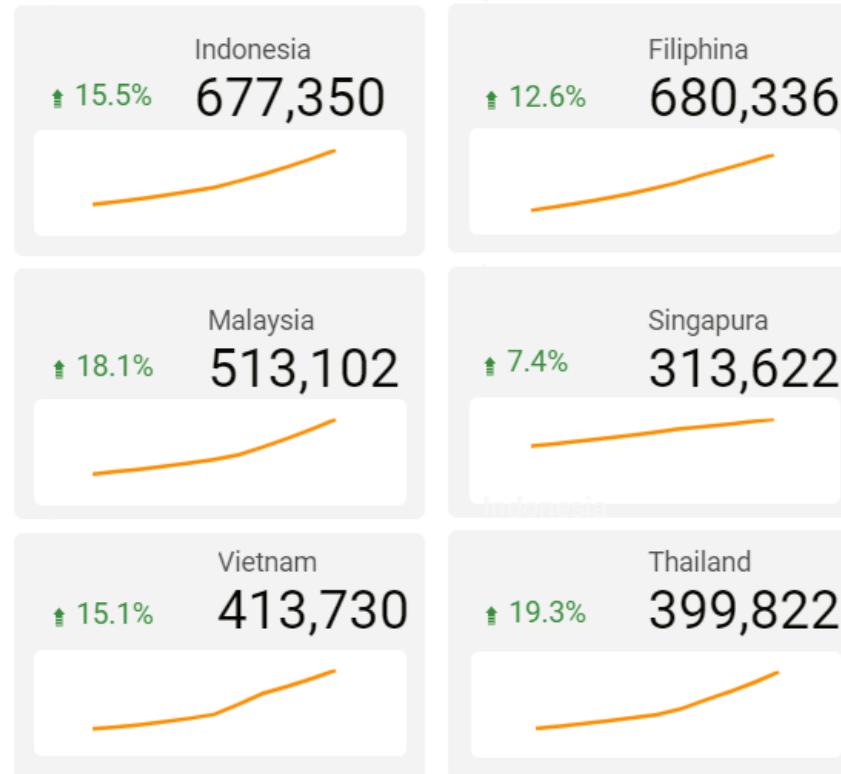
Cloud User Distribution in 2024



In this map, countries with the fewest cloud users are depicted in orange, while countries with the highest number of cloud users are depicted in red.

This map displays countries based on the number of cloud users in 2024. The country with the highest number of cloud users is the Philippines, with **680,336** users, while the country with the lowest number is Singapore, with **313,622** users.

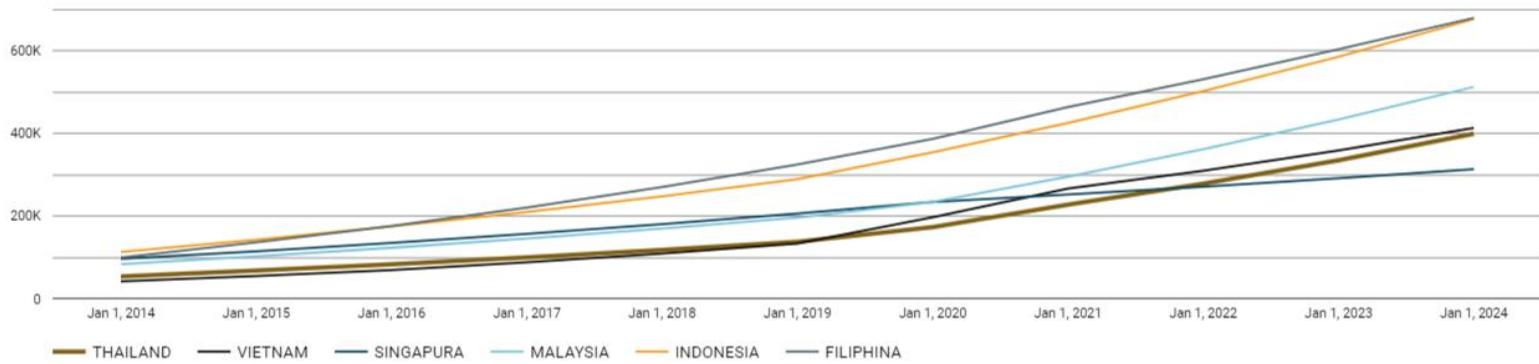
Cloud Development in 2024



This ScoreCard displays the number of cloud users for 2024. Additionally, it includes a line card showing the growth of cloud users over the past decade and presents the year-on-year (YoY) growth.

From this visualization, we can see that each cloud user has experienced an increase year-over-year, with the highest growth in 2024 occurring in Thailand, at 19.3%. However, the country with the highest number of cloud users remains the Philippines.

Cloud User Growth Over One Decade



This Line Chart shows the year-over-year growth of cloud users over the past decade. It is evident that there has been a consistent increase in cloud users each year throughout this period.

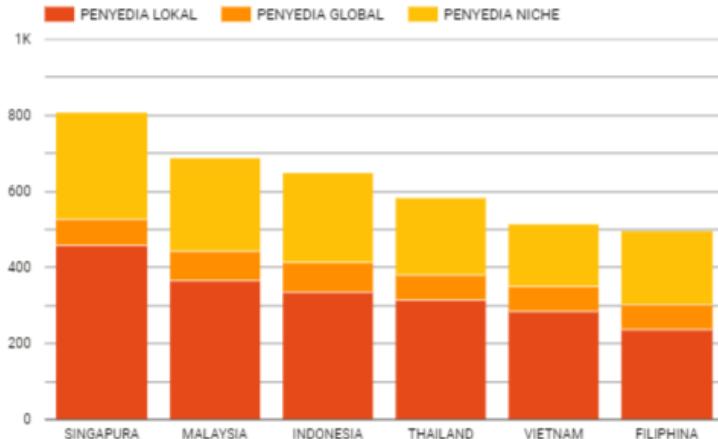


Cloud Service Providers in Each Country

TABEL TOTAL PENYEDIA CLOUD DARI TAHUN KE TAHUN DI SETIAP NEGARA

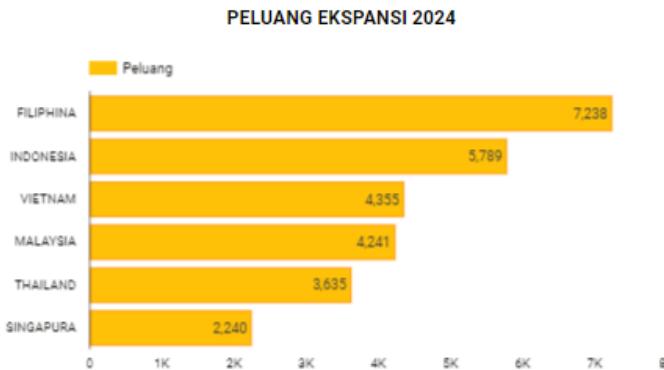
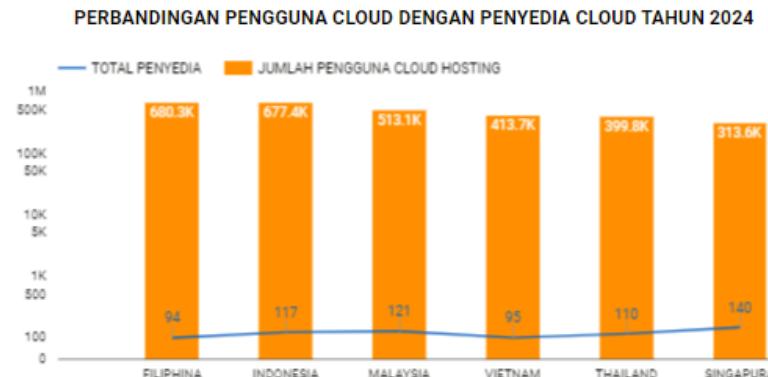
Tahun	SINGAPU...	MALAYSIA	INDONESIA	THAILAND	VIETNAM	FILIPINHA
2024	140	121	117	110	95	94
2023	122	106	102	95	83	81
2022	106	93	89	82	71	69
2021	92	80	76	69	61	58
2020	79	68	64	57	50	47
2019	67	57	53	47	42	39
2018	57	47	43	38	34	32
2017	48	39	35	30	28	26
2016	39	32	29	24	22	21
2015	32	26	23	18	17	16
2014	26	21	18	14	13	13

PERSEBARAN JENIS PENYEDIA CLOUD DI BERBAGAI NEGARA



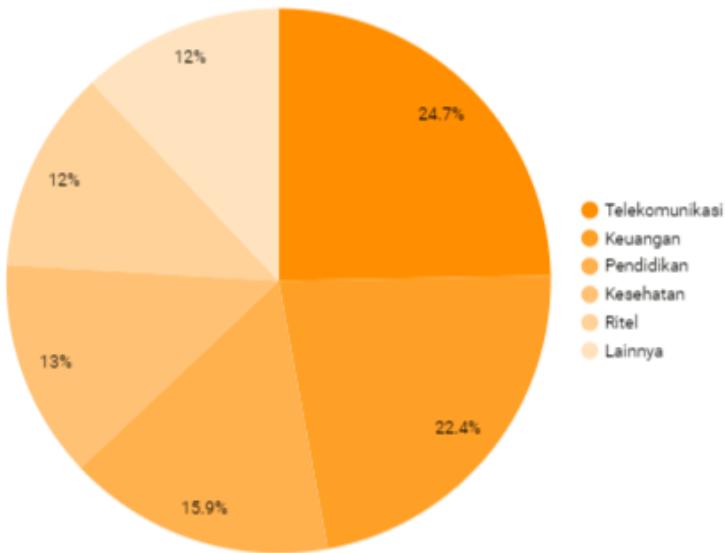
Above are two types of visualizations. The first is a table that shows the number of cloud service providers in each country over the past decade. The table indicates that in 2024, **Singapore has the highest number of cloud service providers**, with 140. The second visualization is a bar chart depicting the distribution of cloud service providers, categorized into three types: Local Providers, Global Providers, and Niche Providers. The chart shows that each country is predominantly served by local providers.

Opportunity for Cloud Service Providers in Each Country



Above are two types of visualizations. The first is a combo chart that displays the number of cloud service users in 2024 as a bar chart, and the number of cloud service providers in 2024 as a line chart. The second visualization shows the opportunity or comparison between the number of cloud users and the number of cloud service providers. From this chart, we can see that the Philippines has the highest potential, with one cloud service provider able to serve 7,238 cloud users.

Market Segments for Cloud Service Users



This Pie Chart shows the market segments or industries using cloud services. It indicates that the telecommunications industry is the largest consumer of cloud services, with a percentage of **24.7%**.

Cloud Service Offerings and Pricing

LAYANAN CLOUD YANG DIGUNAKAN

VPS	22
Web Hosting	17
VPS Hosting	11
Cloud Services	9
Dedicated Server	5
Cloud Server	2

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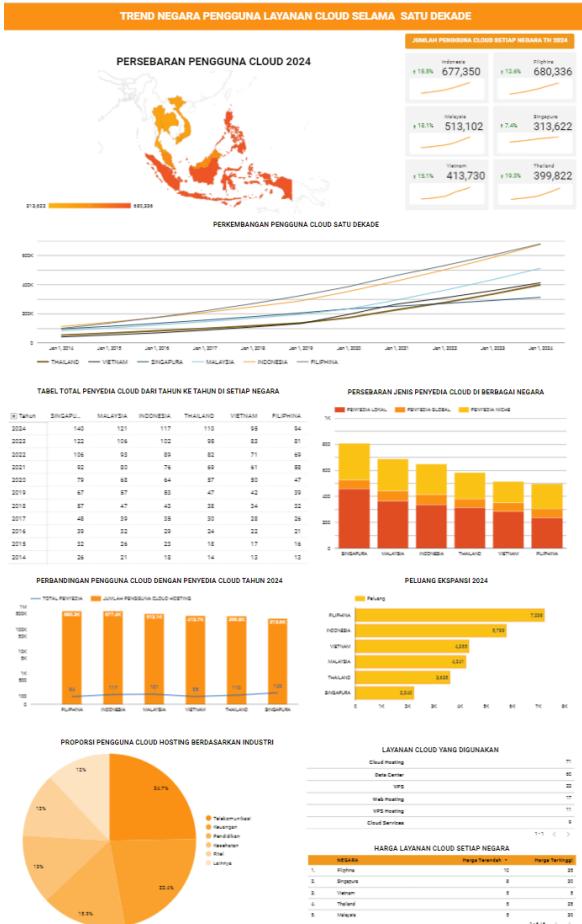
HARGA LAYANAN CLOUD SETIAP NEGARA

NEGARA	Harga Terendah	Harga Tertinggi
1. Filipina	10	35
2. Singapura	8	30
3. Vietnam	5	5
4. Thailand	5	25
5. Malaysia	5	30

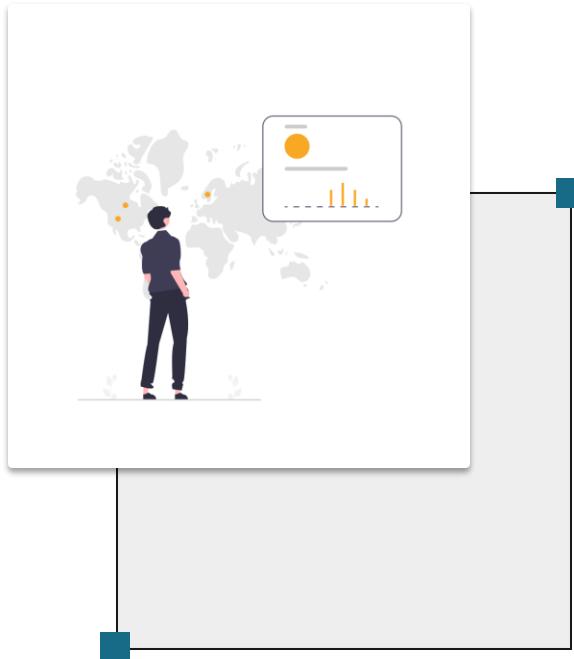
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Next to it are two visualizations. The first is a table that lists the cloud services offered and their values, indicating the most frequently provided cloud services by providers. We can see that commonly offered services include **VPS, Web Hosting, and VPS Hosting**. The second visualization is a table that displays the price ranges for cloud services in each country.

Dashboard View



Conclusion



From the data visualization, we can conclude that over the past decade, cloud services have consistently grown in each country. In 2024, the Philippines has the highest number of cloud service users, with 680,336 users, and a business expansion opportunity of 7,238 users per provider. The marketing target should be the telecommunications industry, offering services such as VPS, Web Hosting, VPS Hosting, and Cloud Services, with a price range of \$10 to \$35.