

A quick/dirty look at the cloud usage & historical trends for AWS, Azure, Force.com, GAE, IBM, and SFDC

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Notes

- Amazon's Alexa was used for all statistics
- The stats are collected by Alexa and normalized based on their proprietary algorithm
- The numbers are based on HTTP traffic, so only web workloads are considered here
- The numbers only include hosted web apps / websites that don't use a custom URL (i.e. no DNS CNAME)
- For IBM, only IBM public Test & Dev Cloud stats were used (i.e. IBM has other cloud offerings such as Lotus Live that were not included)
- For Microsoft, only Azure deployed apps were considered (i.e. MSFT has other cloud offerings such as Windows Live that were not included)
- For Salesforce.com, web service calls to their CRM

Overview



Key Stats from Alexa

Vendor	Offering Date	Alexa Traffic Ranking	Traffic Ranking in US	# Sites Linking	Top Ranking & Country	Top URLs
AWS	2006	202	96	105	US (96)	s3.amazonaws.com (76%) Compute-1.amazonaws.com (20%)
Azure	2008	26,093	17,543	1	Bangladesh (3,131)	windmill.cloudapp.net (96.1%) endorqa.cloudapp.net (3.9%)
Force	2008	2887	997	258	Ireland (361)	na6.force.com (45.6%) developer.force.com (20.7%) mystarbucksidea.force.com (19.3%) lincvolt.force.com (8.0%) visual.force.com (3.2%)
GAE	2008	735	328	77	China (328)	laifuer123.appspot.com (10.3%) g02.appspot.com (7.3%) tirgumchik.appspot.com (7.1%) museliusweb.appspot.com (6.6%) moderator.appspot.com (5.1%)
IBM	2009	104,675	54,174	3	Spain (15,742)	ellearn.ihost.com (85.0%) rny.ihost.com (6.7%) ceimail.cei.com.sg (6.3%) mebs.ihost.com (1.6%) research.ihost.com (0.4%)
						na1.salesforce.com (18.1%) na3.salesforce.com (18.0%)

AmazonAWS.com (AWS)

Amazonaws.com's Worldwide Traffic Rank



Country	Rank
United States	96
Australia	104
Finland	109
United Kingdom	130
Canada	143
South Africa	162
Philippines	196
Malaysia	208
India	225
Sweden	248
Netherlands	259
Mexico	265
Pakistan	272
Italy	307
Indonesia	316
Argentina	330
Spain	337
Russia	351
Ukraine	351
Germany	373
Brazil	416
France	483
Thailand	514
Japan	557
Poland	622
Iran	890
China	> 673

Where Visitors Go on Amazonaws.com

Subdomain	Percent of Site Traffic
s3.amazonaws.com	76.0%
compute-1.amazonaws.com	19.7%
s3-external-3.amazonaws.com	2.0%
ecs.amazonaws.com	1.9%
aws.amazonaws.com	0.1%
compute.amazonaws.com	0.1%
s3-external-1.amazonaws.com	0.1%
ast.amazonaws.com	0.0%
copilotvideo.amazonaws.com	0.0%
Less	

Upstream Sites

Which sites did users visit immediately preceding amazonaws.com?

% of Unique Visits ?	Upstream Site
10.33%	tumblr.com
7.43%	google.com
5.42%	facebook.com
3.26%	tutsplus.com
2.16%	fiverr.com
1.90%	twitter.com
1.50%	yahoo.com
1.48%	amazon.com
1.38%	slideshare.net
1.30%	mobiblueprint.com

Downstream Sites

Where do visitors go after leaving amazonaws.com?

% of Unique Visits ?	Downstream Site
12.51%	google.com
8.59%	tumblr.com
7.39%	facebook.com
2.39%	phonedetective.com
2.37%	yahoo.com
2.34%	twitter.com
1.42%	fiverr.com
1.41%	youtube.com
1.39%	tutsplus.com
1.31%	amazon.com

CloudApp.Net (Azure)

Cloudapp.net's Worldwide Traffic Rank

Country	Rank
 Bangladesh	3,131
 Norway	4,368
 Austria	6,066
 Chile	6,726
 Argentina	7,269
 Colombia	8,580
 Hungary	11,008
 Netherlands	11,042
 Russia	16,524
 United States	17,543
 Greece	18,072
 Mexico	18,597
 France	18,639
 Spain	19,649
 United Kingdom	20,446
 Brazil	22,575
 Romania	22,637
 Iran	22,910
 Portugal	23,468
 Canada	24,960
 Turkey	30,142
 India	54,324
 Poland	56,621
 China	58,002
 Germany	64,124
 Australia	74,797
 Italy	85,891
Less	

Where Visitors Go on Cloudapp.net

Subdomain	Percent of Site Traffic
windmill.cloudapp.net	96.1%
endorqa.cloudapp.net	3.9%

Upstream Sites

Which sites did users visit immediately preceding cloudapp.net?

% of Unique Visits ?	Upstream Site
56.99%	facebook.com
8.12%	google.com.vn
4.90%	google.com
3.23%	live.com
2.75%	microsoft.com
1.91%	vnexpress.net
1.67%	youtube.com
1.43%	amigoautos.es
1.43%	playdom.com
1.19%	sueddeutsche.de

Downstream Sites

Where do visitors go after leaving cloudapp.net?

% of Unique Visits ?	Downstream Site
50.87%	facebook.com
7.86%	google.com.vn
5.74%	google.com
4.86%	live.com
3.24%	microsoft.com
2.74%	youtube.com
1.75%	playdom.com
1.50%	google.fr
1.37%	vnexpress.net
1.37%	yahoo.com

AppSpot.com (GAE)

Appspot.com's Worldwide Traffic Rank

Country	Rank
 China	328
 Bangladesh	386
 Taiwan	420
 Japan	464
 India	638
 Indonesia	683
 Thailand	719
 Malaysia	782
 Pakistan	786
 Saudi Arabia	937
 Brazil	975
 United Kingdom	1,020
 Italy	1,046
 United States	1,163
 Australia	1,213
 Poland	1,279
 Canada	1,403
 South Africa	1,494
 France	1,556
 South Korea	1,572
 Germany	1,611
 Spain	1,807
 Russia	1,903
 Netherlands	2,068
 Mexico	2,125
Less	

Where Visitors Go on Appspot.com

Subdomain	Percent of Site Traffic
laifuer123.appspot.com	10.3%
g02.appspot.com	7.3%
tirgumchik.appspot.com	7.1%
museliusweb.appspot.com	6.6%
moderator.appspot.com	5.1%
appgallery.appspot.com	4.4%
csebrazil.appspot.com	4.2%
swipestats.appspot.com	3.8%
gear-wishlist.appspot.com	2.8%
laifuer1.appspot.com	2.6%
statestats.appspot.com	2.5%
achau.appspot.com	2.2%
twitter2ff.appspot.com	2.1%
v0rtex.appspot.com	1.9%
uliwebproject.appspot.com	1.8%
prism.appspot.com	1.6%
onlypython.appspot.com	1.5%
codereview.appspot.com	1.4%
torrentvortex9.appspot.com	1.2%
netanaap.appspot.com	1.2%
spy.appspot.com	1.1%
bloog.appspot.com	1.1%
skynetmod.appspot.com	1.0%
job-info.appspot.com	0.9%
go2.appspot.com	0.8%
chkfriends.appspot.com	0.8%
online-marketing.appspot.com	0.7%
openid-provider.appspot.com	0.7%
ulipad.appspot.com	0.7%
web-proxv.appspot.com	0.7%

Upstream Sites

Which sites did users visit immediately preceding appspot.com?

% of Unique Visits	Upstream Site
23.36%	google.com
8.56%	facebook.com
3.51%	gmodules.com
2.98%	google.de
2.74%	twitter.com
2.37%	baidu.com
1.84%	google.com.hk
1.70%	yahoo.com
1.62%	jaiku.com
1.53%	tt86.com

Downstream Sites

Where do visitors go after leaving appspot.com?

% of Unique Visits	Downstream Site
24.26%	google.com
9.74%	facebook.com
3.23%	google.com.hk
3.01%	twitter.com
2.53%	gmodules.com
2.44%	baidu.com
2.05%	youtube.com
2.02%	yahoo.com
1.86%	jaiku.com
1.79%	google.de

Force.com

Force.com's Worldwide Traffic Rank

Country	Rank
 Ireland	341
 United States	962
 United Kingdom	1,455
 Israel	1,715
 Japan	1,973
 Denmark	2,752
 Australia	3,756
 Canada	3,769
 Austria	3,843
 Germany	4,328
 Netherlands	4,530
 Italy	4,683
 India	5,100
 South Africa	5,465
 France	9,631
 Russia	9,677
 Spain	9,890
 Mexico	11,225
 Brazil	11,460
 China	39,892
Less	

Where Visitors Go on Force.com

Subdomain	Percent of Site Traffic
na6.force.com	45.6%
developer.force.com	20.7%
mystarbucksidea.force.com	19.3%
lincvolt.force.com	8.0%
visual.force.com	3.2%
legal.force.com	1.6%
tour.force.com	1.6%
Less	

Downstream Sites

Where do visitors go after leaving force.com?

% of Unique Visits	Downstream Site
40.47%	salesforce.com
14.53%	google.com
3.46%	help2.ning.com
3.35%	facebook.com
2.31%	mozy.com
2.20%	developerforce.com
2.18%	yahoo.com
2.00%	gumtree.com
1.92%	linkedin.com
1.56%	google.co.uk

Upstream Sites

Which sites did users visit immediately preceding force.com?

% of Unique Visits	Upstream Site
44.97%	salesforce.com
12.32%	google.com
4.34%	freecase.com
3.40%	help2.ning.com
2.95%	gumtree.com
2.88%	mozy.com
2.54%	facebook.com
1.68%	developerforce.com
1.23%	linkedin.com
1.16%	google.co.uk

ihost.com (IBM)

ihost.com's Worldwide Traffic Rank









Country	Rank
 Spain	15,742
 Brazil	17,986
 Singapore	22,902
 United Kingdom	24,604
 India	40,003
 United States	53,528
 Canada	58,148
Less	

Where Visitors Go on Ihost.com

Subdomain	Percent of Site Traffic
ellearn.ihost.com	85.0%
my.ihost.com	6.7%
ceimail.cei.com.sg	6.3%
meps.ihost.com	1.6%
research.ihost.com	0.4%
Less	

Upstream Sites

Which sites did users visit immediately preceding ihost.com?

% of Unique Visits ?	Upstream Site
25.00% 	google.com
21.05% 	tfl.gov.uk
17.11% 	facebook.com
17.11% 	ibm.com
6.58% 	yahoo.com
5.26% 	securesuite.co.uk
3.95% 	aa.com
3.95% 	clubmed.com

Downstream Sites

Where do visitors go after leaving ihost.com?

% of Unique Visits ?	Downstream Site
25.61% 	google.com
18.29% 	tfl.gov.uk
15.85% 	ibm.com
13.41% 	deamonwarez.com
10.98% 	facebook.com
10.98% 	yahoo.com
4.88% 	securesuite.co.uk

SalesForce.com

Salesforce.com's Worldwide Traffic Rank

Country	Rank
 Ireland	50
 Israel	69
 United States	87
 United Kingdom	149
 Netherlands	247
 Australia	277
 Canada	278
 Germany	353
 Spain	508
 Japan	510
 India	531
 Italy	750
 Mexico	898
 France	1,182
 Brazil	1,708
 Russia	2,437
 China	2,853
Less	

Where Visitors Go on Salesforce.com

Subdomain	Percent of Site Traffic
na1.salesforce.com	18.1%
na3.salesforce.com	18.0%
emea.salesforce.com	13.4%
na5.salesforce.com	12.4%
na2.salesforce.com	12.4%
na4.salesforce.com	8.2%
na6.salesforce.com	7.5%
login.salesforce.com	3.2%
ssl.salesforce.com	3.2%
salesforce.com	2.9%
ap.salesforce.com	0.2%
cs2.salesforce.com	0.2%
lct.salesforce.com	0.1%
ideas.salesforce.com	0.1%
blogs.salesforce.com	0.0%
community.salesforce.com	0.0%
store.salesforce.com	0.0%
configure.salesforce.com	0.0%
na3-api.salesforce.com	0.0%
trust.salesforce.com	0.0%
usergroups.salesforce.com	0.0%

Upstream Sites

Which sites did users visit immediately preceding salesforce.com?

% of Unique Visits ?	Upstream Site
16.81%	google.com
6.26%	facebook.com
4.14%	linkedin.com
4.03%	yahoo.com
2.65%	force.com
1.57%	youtube.com
1.19%	google.co.uk
1.03%	twitter.com
0.99%	live.com
0.99%	alexa.com

Downstream Sites

Where do visitors go after leaving salesforce.com?

% of Unique Visits ?	Downstream Site
19.07%	google.com
6.48%	facebook.com
4.20%	linkedin.com
4.13%	yahoo.com
3.28%	force.com
1.37%	alexa.com
1.36%	youtube.com
1.35%	google.co.uk
1.30%	live.com
1.01%	twitter.com

Conclusions

- Overall Traffic Trends
 - AWS and GAE lead the pack – AWS ranks high in the US while GAE ranks high in China
 - Force.com growing well too
 - The stats show significant traffic between Facebook & Google to AWS, GAE, and Azure... So, it seems that lots of FB apps or games are hosted on these platforms. For Google, it is reasonable to assume that the traffic is driven by search.
 - Azure & IBM don't show consistent traffic trends & growth
- AWS
 - S3 (Cloud Storage) accounts for 76% of traffic to AWS while EC2's share is ~ 20%
- Azure
 - Azure's usage shows a spike in 2010, but drops in the middle of the year
 - 96% of web traffic to Azure was from [Project Nimbus](#) which is an experiment to provide public datasets in Singapore
 - N.B. Azure Storage is not included in the stats
- IBM
 - IBM Dev/Test Cloud doesn't show much web traffic
 - In terms of IBM Dev/Test Cloud traffic, we have a combination of public (i.e. Google, FB) & enterprise (City of London, American Airlines...)
- Google App Engine
 - Traffic is driven by what looks to be mostly consumer apps/services such as a blog service from China, a Hebrew translation service, and a web proxy (Go2)
- Salesforce
 - Force.com is doing well.
 - The traffic is primarily Force.com sites & custom applications that extend Salesforce.com CRM app hosted on Force.com
 - [Starbucks' crowd sourcing idea](#) website accounts for almost 20% of the traffic to Force.com