Cloud Industry Trends in Asia Pacific & Singapore

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Mission

Singapore infocomm Technology Federation

- Voice of the ICT Industry
- Market Creation
- Promote ICT Innovation
- Enhance Industry Capabilities

Connect and Collaborate
Chapters and Interest Groups

Cloud Computing Chapter (CCC)
Address the key issues in moving Cloud Computing to the next level of adoption by the industry and businesses

Digital Media Wireless Chapter (DMW)
Aim to serve as collective representation of digital media, mobile and wired & wireless companies to foster strong working established relationships within the member ecosystem, government agencies and vendors.

Security & Governance Chapter (SGC)
Promote good security practices, raise user ‘s awareness and education of infocomm security

Singapore Enterprise Chapter (SEC)
Focus on local enterprise development, local infocomm product development, regionalization of local infocomm companies, and the development of the China and Asia markets

Green IT Chapter (GRIT)
Raise awareness in environmentally conscious best practices in the industry

Interest Groups: Business Analytics, Digital Public Relations and Marketing Analytics, Healthcare
The chapter aims to address the key issues in moving Cloud Computing to the next level of adoption by the industry and businesses.

Engage with the ICT community and end-user organizations in areas such as cloud applications, platforms, infrastructure and enablement providers.
Cloud Service Providers

Categories of Cloud Service Providers based on Cloud Adoption Buying Pattern

1. Cloud Builder
2. Cloud Service Solutions Provider
3. Cloud Infrastructure Provider
4. Cloud Application Provider
5. Cloud Technology Provider
Cloud Service Providers Ecosystem

Cloud Technology Provider

1. Cloud Builder
2. Cloud Service Solutions Provider
3. Cloud Infrastructure Provider
4. Cloud Application Provider
5. Cloud Users

Private Cloud
Virtual Private Cloud
Public Cloud
Cloud Market Trend

- Global cloud market, including **private**, public and **hybrid clouds**, will hit $118 billion in 2015 and crest at $200 billion by 2018.

- Private cloud market is expected to grow 35% in 2015 and the public cloud is expected to grow 25%.

- AP Public Cloud Services projection in 2015
  - SaaS : 46%
  - PaaS : 7%
  - IaaS : 47%

Source: Various Industry Analysts
## Cloud Maturity

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Source: Asia Cloud Computing Association 2014

http://www.asiacloudcomputing.org/research/cr2014
Cloud Adoption

Cloud Computing Landscape in Singapore – Market View

Overview
- Singapore Cloud market survey in collaboration with AMI Partners
- Sample size: 315+
- 2011 State of the market and adoption, 2012 to 2015 outlook and opportunities

Adoption Drivers
- Mobile Workforce
- Lean IT Management Model
- Prevalence of IT and Infrastructure

Recommendations
- Evaluate benefits over 5 year or more
- Consider hybrid cloud options
- Do not forget vendor support required for integration
- Address security, stability and serviceability
- Ongoing evaluation of potential providers
Singapore as a Hub for Growth

Singapore well placed for growth to explore the globalized market

• **The Singapore Home front**
  - Internationally connected
  - Government Program and Support
  - Melting Pot of Talents

• **Market Drivers**
  - Democratization of access to technology
  - Influx of capital to invest in IT companies in ASEAN
  - Buy versus Build

• **Opportunities**
  - Innovation – Operation, Business Model and Product and Services
  - Smart Nation – healthcare, aging in place and transportation
  - Generation Shift
General Knowledge

1. Fill in the blanks

Three essential elements of human survival are

(a) A_________ (b) W_________ (c) F_________
General Knowledge

1. Fill in the blanks

Three essential elements of human survival are

(a) Android  (b) WhatsApp  (c) Facebook
Scaling Up

Getting ahead of the game

• **Business Challenges**
  o New markets through new services
  o New pricing **models**
  o Expand partner ecosystem for new revenue streams

• **IT Challenges**
  o Deliver *reliable* IaaS/PaaS/SaaS solutions to employees, partners and customers
  o *Scale* environments up and down
  o Provide automated, **self-service** customer experience
  o Leverage **standardization** to more effectively utilize skilled resources
Cloud Strategies

Plant the seed, grow and harvest

Key Considerations
- Innovation mindset
- Network and Partnership for growth
- Stay close to the customers
- Product and service quality
- Intellectual Property
- Roadmap: Think Global, Start Local
- Ecosystem Development

The Future never just happened, but was created
SiTF CCC Membership

Leverage of Cloud capabilities to deliver value-added business advantage

• How SiTF Cloud Computing Chapter can help
  o Networking Opportunities
  o Potential Partnership and collaboration
  o Tap on to the latest technopreneur circles

• SiTF Membership promotion
  o Please visit SiTF Booth for more details
Thank you

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