# Netpremacy Global Services reveal 5 cloud computing trends from Gartner and IDC that will shake up and change 2013.

*Netpremacy announce leading analyst insights from IDC, Gartner and collate this information to produce the most likely trends of 2013. These 5 cloud computing forecasts should help organisations plan strategic IT decisions and understand growth opportunities.*

In 2012, the cloud gained a lot of ground in terms of the number of businesses that adopted cloud computing. IDC recently announced that they expect the value of the cloud market to increase as much as 130 percent to $43 billion in 2016. "Increased adoption of cloud-based computing is expected to impact the way security is consumed as well as how key government agencies will prioritize security of public cloud infrastructure," was the take from Gartner analysts Ruggero Contu, Lawrence Pingree, and Eric Ahlm in their predictions forecast.

## 1. BYOC and Increased Security

According to Juniper Research, the number of mobile cloud-computing subscribers is expected to grow rapidly during the next five years. The cloud-based mobile market will generate annual revenue of $9.5 billion in 2014 (up from $400 million in 2009), at an average annual increase of 88 percent. With the rise of Bring Your Own Device (BYOD) to the workplace, so does the rise in cloud usage from mobile devices. Employees can now benefit from the same level of functionality and productivity by working in the cloud from their mobile devices when out of the office, as they would from laptops and desktop computers. Many employees now see remote access and on-the-go working as an imperative aspect of the job.

In 2013, discussions will no longer focus around bring your own device (BYOD), but rather bring your own cloud (BYOC). The public and private cloud line is blurring as employees require solutions that enable a sustainable balance between their professional and personal lives. From data analysis to sharing photos and videos with relatives, employees want one device to handle it all. BYOC requires solutions to be both fast and reliable, but perhaps most important, solutions must be secure. As more companies move toward the cloud and data becomes readily accessible, ensuring the protection of enterprise data will remain a top priority in 2013.

## 2. Buyers wise up about the cloud

Another factor shaping the cloud in 2013 is buyer cloud knowledge. In 2012, the buyer literacy rate for cloud services was less than 25 percent; research indicates that this will reach the one-third mark by the end of 2013. A market with smart buyers indicates that, for the first time cloud services will be driven by focused market pressure and specific market needs. This should, "multiply opportunities for aggressive cloud operators, pressure those with substandard offerings and drive a wave of cloud consolidation", Tom Nolle, President at CIMI Corp.

### 3. Rise of the cloud-based networked enterprise

The cloud exists for enterprises of all sizes, which creates opportunities to improve business execution at every level. Enterprises will continue to network outside the organisation in 2013. Consequently, the public will see a rise in the significance of connected business networks as more companies find themselves a part of this shift to the cloud. These networks create an arena for suppliers, partners and customers of all sizes to convene in one cloud and grow their business with new opportunities.

Enterprises across the globe should expect cloudy days for the foreseeable future. But as those clouds grow larger, business in 2013 will see sunny results.

### 4. Global cloud services providers will dominate

Gartner anticipates the acceleration of change in cloud-based security will likely "threaten" some traditional business relationships that IT security providers have with their value-added resellers. The overall trend however, will lead to more managed security services providers through cloud delivery. Not surprisingly, a high level of merger and acquisition activity related to cloud-security start-ups and established players is predicted to be seen throughout 2013.

### 5. The battle over Internet censorship and control will reach new heights.

Invented as a way to spread innovation and new ideas, the Internet has become a battleground for technical, social and political control. Google, well known for leading innovative technologies in the western world recently urged North Korea to loosen their Internet censorship and control with a visit from Google's Chairman, Eric Schmidt. In 2013, expect to see these battles continuing, in the form of Internet filtering versus circumvention, surveillance versus anonymization, denial-of-service attacks and intrusion attempts versus protection mechanisms, and on-and offline prosecution and defence of online activists.

### Where Should I Go for More Information?

Netpremacy Global Services provide Google Enterprise solutions, a full portfolio of IP services including national and cross-border MPLS networks and security services to thousands of organisations in over 33 countries around the world. Their fortnightly newsletter provides insightful industry news on security, connectivity and cloud computing trends.

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