

## Platform as a Service (PaaS) Market – Global Advancements, Business Models, Technology Roadmap, Worldwide Market Forecasts & Analysis (2013 – 2018)

**Description:** Most of the companies worldwide are looking at standardizing their operations through cloud computing. In the cloud computing arena PaaS (Platform as a Service) has made its mark in recent years with a subsequent growth. PaaS in cloud computing provides a computing platform and a solution stack, which allows consumers to create software using tools and libraries from the provider. This concept of PaaS is extremely complex to adapt, as establishing a standardized PaaS platform from the scratch is very obscure for organizations. This limitation of cloud portability can now be bypassed through Enterprise PaaS, as it automates customized platform stacks; thereby meeting various application requirements, by working on an on-demand basis.

Considering the expected growth of PaaS users from 3% in the year 2012 to 43% in the year 2015; various companies have ventured into this space. Owing to the foresighted growth potential, PaaS is set to make a mark in the industry and impact the future of the enterprise software market. The PaaS Market research report analyzes the importance of PaaS in the cloud computing industry, its scalability to grow in future, drivers, restraints and challenges in this market. The report also focuses on global trends, evolving platforms and the adoption benefits.

This research report categorizes the global market for PaaS by forecasting the revenues and analyzing the trends in each of the following sub-markets:

Based on solutions PaaS market is segmented into four categories.

- Business application platforms
- Raw compute Platforms
- Social application platforms
- Web application platforms

Based on the Implementation models PaaS market is segmented into three categories.

- Public cloud
- Private cloud
- Hybrid cloud

Based on the Usage the PaaS market is divided in to five categories.

- Application Development and Maintenance (ADM) PaaS
- Business Process Management (BPM) PaaS
- Application PaaS
- Integration PaaS
- Other PaaS

Based on the End Users the PaaS market is segmented into two categories.

- Enterprise
- Small and Medium size Business

Based on the Geographies the PaaS market is segmented into five categories.

- North America
- Europe
- Asia Pacific
- Middle East Asia
- Latin America

Based on the Industry application the PaaS market is segmented into ten categories.

- Banking & Financial Sector (BFSI)
- Consumer Goods & Retail
- Education
- Gaming
- Healthcare
- Logistics & Transportation
- Public Sector & Government
- Telecommunications & IT
- Travel & Hospitality
- Others

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