

Cloud computing market may grow 70% this year: IDC

Our Bureau

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Research firm IDC expects the Indian cloud computing market to grow at 70 per cent this year.

In a research report titled 'India Cloud Market Overview, 2011-2016', IDC has looked into cloud adoption in India and its future potential. In 2011, the cloud computing market was estimated at \$535 million and this will reach \$909 million by this year-end, according to the IDC study.

It is a market that is fast maturing and seeing many new entrants with a broad range of investments/solutions taking key roles in the cloud computing ecosystem, said Venu Reddy, Director IDC Centre for Consultancy and Research. The study estimated that from 2013-16, the Indian cloud computing market will grow at 50 per cent every year.

"Adoption across all types of companies will further intensify growth and gradually we will see even core applications moving to cloud faster," said Reddy.

He cited the instances of HR applications that are beginning to be hosted in the cloud. The growth in India's cloud market will be both by larger companies and smaller ones. "Large organisations are increasingly feeling the pinching need to assess their cloud readiness and maturity levels. This would provide a boost to cloud computing consulting services in the next two years, said Reddy.

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