

# How Do the Top 3 Cloud Service Providers Stack Up?



Cloud technology has become the norm for large enterprises and small businesses alike. Amazon Web Services (AWS), Microsoft Azure and Google Cloud are now the top three public cloud providers.



So just how pervasive are these cloud technologies? How do the top players compare? And what cloud trends can you expect to see in 2019?



## The State of the Cloud Market

83%

OF ENTERPRISE WORKLOADS WILL BE IN THE CLOUD BY 2020.

\$175 B



2018

\$206 B



2019

The public cloud market is predicted to grow 17.3% to reach

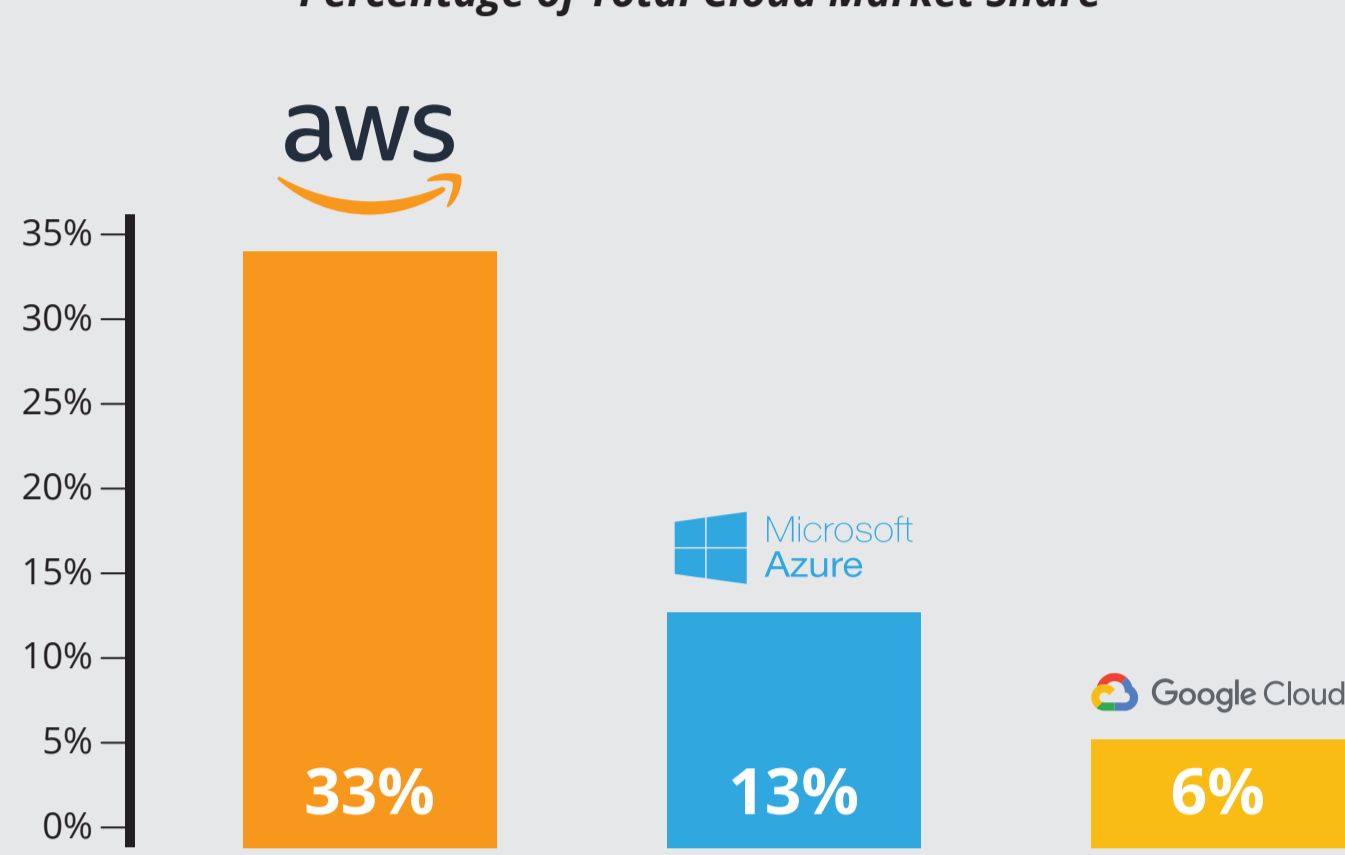
**\$206.2 billion**

in 2019.

## Popularity of the Top Cloud Platforms

AWS, Azure and Google Cloud own more than half of the total cloud market, and their market domination is only growing.

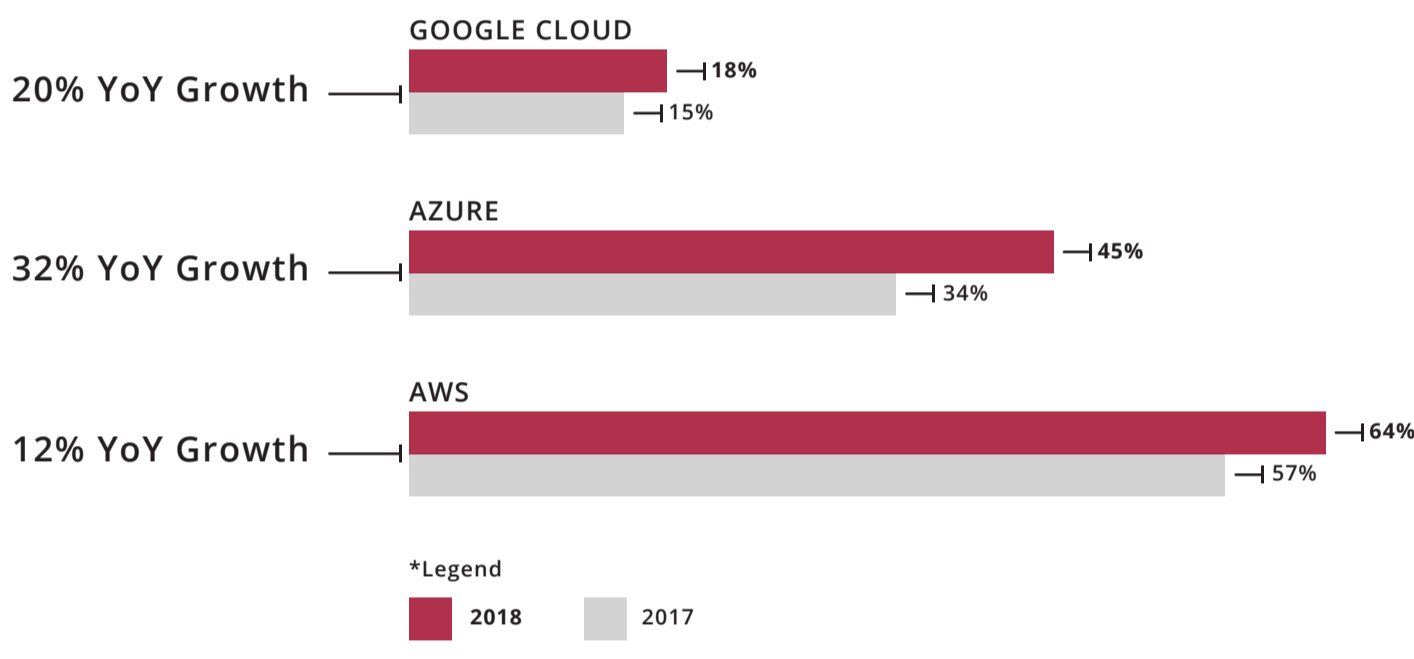
### Percentage of Total Cloud Market Share



## Year-Over-Year Growth Trends

AWS continues to control the public cloud market, but Azure is growing at a faster rate.

### Percentage of Companies Running Cloud Apps in 2017 vs 2018



## Comparing the Top 3 Public Cloud Providers



### OVERVIEW

More than a decade after pioneering the cloud market, AWS remains the undeniable leader of the public cloud.

AWS is the go-to cloud for most types of organizations and is considered a thought leader for integrated IaaS and PaaS.

Microsoft is attracting more enterprise customers to Azure, thanks to its adoption of Linux and open source technologies combined with its Azure Stack software.

Azure boasts a broad set of cloud features and services that integrate seamlessly with Microsoft environments.

Google is the most recent cloud provider to break into the top three.

Google Cloud differentiates itself from the competition with its deep investments in analytics, AI and machine learning.

### PROS

+ The most mature and enterprise-ready cloud provider

+ Global cloud infrastructure (44 availability zones in 16 regions)

+ Continually adding new services, functions and DevOps tools

+ Ideal for companies who want to run primarily Microsoft-based workloads in the cloud

+ Extensive feature set

+ Ranks first in development and testing tools

+ Open source support and portability

+ Discounts and flexible contracts

+ Designed for cloud-based businesses

### CONS

- Requires more specialized skills to use and manage

- Optimizing for performance and cost is complex

- Less efficient management tools

- Less enterprise-ready

- Late market entry; has fewer professional services partners

- Fewer data centers across the world

## Considerations When Choosing a Cloud Provider

- ✓ The range of services and capabilities they offer
- ✓ Reliability and performance
- ✓ Their vendor relationships and partner ecosystem
- ✓ Pricing, contract terms and SLAs
- ✓ The level of migration assistance and ongoing support you need
- ✓ AI, machine learning and big data capabilities

## Cloud Trends to Watch in 2019



### Multi-Cloud Adoption

**81%** of enterprises have a multi-cloud strategy.

Companies use an average of **4.8 public and private clouds.**

### Increasing Cloud Spend



**20%**

of enterprises plan to more than double their public cloud spend in 2018.



### AI and Machine Learning

The next wave of IT innovation will be powered by AI and machine learning. By 2020, 66% of businesses will consider AI/machine learning to be a primary driver for their public cloud investments.

**70%**

of enterprises will grow public cloud spend more than 20 percent.

### Sources

1. RightScale 2018 State of the Cloud Report (<https://www.rightscale.com/lp/state-of-the-cloud>)
2. Cloud Vision 2020: The Future of the Cloud Report (<https://www.logicmonitor.com/wp-content/uploads/2017/12/LogicMonitor-Cloud-2020-The-Future-of-the-Cloud.pdf>)
3. Gartner 2018 Magic Quadrant for IaaS (<https://www.crn.com/slide-shows/cloud/300104391/heres-who-made-gartners-2018-magic-quadrant-for-cloud-iaas.htm/3>)