

## Abstract: Taneja Group Emerging Market Forecast (EMF) on Cloud Storage Products

Taneja Group is pleased to announce the general availability of the 2011 Taneja Group Emerging Market Forecast for Cloud Storage. Designed to be an invaluable resource in your marketing strategy, product planning, and competitive efforts, this EMF presents Taneja Group's latest research and analysis of the emerging and rapidly growing market for cloud storage products. The market forecasts and perspectives in this EMF report focus on both large and small product categories in what is a \$4B market today, which will grow to almost \$10B by 2014. The EMF is the result of extensive interviews that Taneja Group conducted with cloud storage product providers in late 2010, and the intersection of Taneja Group expertise in user trends, product capabilities, and emerging market patterns.

The report begins with a market definition and taxonomy of cloud storage products, partitioning the market into the following product segments:

- Storage for Primary IO
- Storage for Content
- Gateways/On-ramps to cloud storage
- Cloud Backup Storage business solutions and devices
- Data Transfer and Movement
- Data Access Optimization

For each of these market segments, we articulate defining market attributes, and distinguish between the types of products that are included versus those that fall outside cloud storage market boundaries, and provide a brief listing of representative vendors. Armed with this market framework, we then present our revenue forecasts, CAGRs, and our detailed analysis of trends and drivers. This forecast answers such key questions as:

- What is the comparative velocity of growth in cloud opportunities? Where should I focus my cloud solution or innovation effort?
- How do cloud backup solutions differ from gateways and on-ramps?
- What backup capabilities will likely emerge in the highly fragmented backup market and create dominant solutions? Why?
- Is there real object storage opportunity outside what is today the market dominant force of Amazon S3, and if so, how will this market grow?
- How will cloud infrastructures drive next generation primary IO storage technology adoption? Why might some vendors like HP, with a very broad scale-out portfolio, come to dominate 25% of this market, and what might be the second order effects?

For Taneja Group clients, additional detailed discussion around findings is available.

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**Taneja Group**  
**Cloud Storage Products Emerging Market Forecast**  
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