

SMBs Soar Towards the Cloud

Written by Marco Attard
07 February 2013

According cloud service provider Parallels SMBs are the fastest growing cloud segment-- with the global SMB cloud market set to reach \$95 billion by 2015 with a 28% CAGR.



The global 2012 cloud services market totals \$45bn, with at least 6 million first-time SMB cloud customers.

The Parallels SMB Cloud Insights report says 22% of US SMBs manage websites through the cloud, and 30% plan to adopt cloud-based management tools by 2015.

Infrastructure-as-a-Service (IaaS) sellers should find a strong upsell opportunity in storage, since 50% of SMBs are willing to pay more for increased storage.

Meanwhile cloud-based business applications for SMBs should grow from \$9bn in 2011 to \$20bn by 2014.

"Looking at the global IT landscape in 2012, we see SMBs' participation in the cloud market spanning the full gamut-- from having a mature cloud services market to needing education about what cloud services are," Parallels says.

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The report suggests SMBs lacking in-house IT (and relying on external HDDs and Excel workbooks) are an opportunity, since they "leapfrog" straight to the cloud by skipping the typical step of in-house IT acquisition.

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