

## IDC: "Whole Cloud" Revenues to Reach \$554bn in 2021

Written by Frederick Douglas  
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According to IDC global "whole cloud" revenues will reach \$554 billion in 2021-- more than double those of 2016, the result of the revolution brought about by the cloud delivery and consumption model over the past decade.



The term "whole cloud" covers not only public, private and hybrid clouds, but also managed cloud services, cloud-related professional services, and hardware and software infrastructure for building clouds.

"The most obvious takeaway from this forecast is that the shift to the cloud consumption model-- in all its forms-- is a mass movement, and will continue to be such over the forecast period," the analyst says. "Equally important, though, is the steady drumbeat of tech innovation that is coming from the major public cloud suppliers, making it virtually impossible for enterprises and developers seeking advantage through IT not to embrace the public cloud."

Currently public cloud is the winner in terms of revenue, accounting for 41% of all 2016 cloud-relating spending. This figure is set to grow, reaching 48% in 2021. The figures rise to 65% and 68% when one includes spending on hardware and software enabling public cloud services, and managed and professional services around the cloud.

The 2nd biggest opportunity in the whole cloud market is managed and professional services around cloud adoption, which accounts for 31% of all spending in 2016 and 2021. In the meantime hyperscale datacentres dominate the market for infrastructure hardware and services, with cloud service providers accounting for 76% of all cloud-related infrastructure hardware and software spending by 2021.

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