Cloud Computing Sees Strong Revenue Growth

Written by Marco Attard
07 September 2011

CompTIA's latest survey reports cloud computing will generate "significant revenue streams" for IT channel companies planning to boost their 2012 cloud investments.

The organisation says 46% of cloud-offering channel companies derive 50% or more of their annual revenue from cloud-related products and services in the last 12 months.

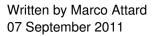85% also expect cloud sales to grow within the next 12 months.

Current revenue-generating cloud solutions include the in demand (yet simple to implement) "low-hanging fruit" of cloud-based email, storage, backup/recovery and business productivity applications, as well as collaboration and analytic services.

In fact, CompTIA describes such more sophisticated services as "lucrative opportunity areas."

However 6 out of 10 channel companies report security concerns as the "main roadblock" to a cloud sale-- one consistent among customers of all size-- likely as a result of the cloud's relative immaturity.

As more cloud implementations come to bear, security issue apprehension should lesson,

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CompTIA says.

More foundational work is also needed-- 1 out of 5 channel firms says they either have a partial cloud roadmap or no roadmap at all.

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