



PMR Industry Report

# Cloud computing market in Poland 2018

## Market analysis and development forecasts for 2018-2023

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### Take advantage of the PMR offer

If you are interested in the PMR report or deepening of selected segments or additional expertise on the ICT market, I invite you to contact our consultants.



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## PMR Report

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- **Unique 5-year forecasts** prepared by the PMR team using a **proven and coherent methodology**
- **Expert commentary** allowing for a better **understanding of the current and future situation** and **opportunities and threats**
- Description of the main **trends and legal changes** affecting the market

## What is the content of the report?

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- **Value and development forecasts** for the Polish cloud computing market in 2018-2023, as well as for each major segment: SaaS, IaaS and PaaS, as well as private and public cloud models
- **Profiles of 30 leading suppliers** operating in the cloud computing market in Poland with breakdowns by providers of infrastructure services (IaaS, PaaS), software companies (SaaS) as well as integrators and implementation companies. Financial data are complemented by the presentation of offer and the strategy in the cloud computing market in Poland
- **Analysis of demand** in the market based on PMR research, with breakdowns by industries and sectors of the economy

## PMR Database

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- **Database of cloud computing vendors in Poland**  
This report also offers a database of **more than 170 companies** operating within the Polish cloud computing market. The list includes a broad spectrum of suppliers representing the various market segments and cloud services provision models – from distributors of the simplest virtualisation solutions and providers of quasi-cloud infrastructure whose domain is the sale of VPS, to complex public cloud platforms and classic SaaS solutions.
- **Differences** in cloud computing service usage among **small and medium businesses, large enterprises and for public administration**
- **Results of a periodic research study** conducted among managers of over 100 of the largest IT companies in Poland on the situation of cloud computing market and future of the sector
- Analysis of the **provision of IaaS, PaaS and SaaS cloud services models** offered by IT vendors and telecom operators in Poland
- **International comparisons; key data and global forecasts; technology, industry and consumer trends** and analysis of their impact on the Polish market. **SWOT analysis**

# 5 Reasons to choose PMR

Our clients recommend the use of this report when:

- 1 Creating **strategies, operational plans and budgets**
- 2 Analysing the **growth potential of the cloud computing** segment and IT market in Poland
- 3 Planning to **enter the Polish cloud computing market**
- 4 **Expanding company activities** with cloud computing technologies and services
- 5 Conducting an analysis of the **competition operating** in this market



## Who benefits from the PMR report?

Customers that typically use this report are specialists and managers of sales, marketing, strategy and development from companies such as:

- Service providers offering XaaS cloud computing solutions (primarily including IaaS, PaaS and SaaS)
- Data centres operators
- Hosting companies
- Suppliers of IT services
- Software developers
- Telecommunications companies offering cloud data processing services
- Investors and financial services providers
- Industry associations and trade organizations
- Business consultants, market researchers and analysts

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