Cloud Computing - Company Evaluation Report, 2025

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Report description:

The Cloud Computing Companies Quadrant is a comprehensive industry analysis that provides valuable insights into the global market for Cloud Computing. This quadrant offers a detailed evaluation of key market players, technological advancements, product innovations, and emerging trends shaping the industry. MarketsandMarkets 360 Quadrants evaluated over 100 companies, of which the Top 35 Cloud Computing Companies were categorized and recognized as quadrant leaders.
Cloud computing has transitioned over the past five years from merely a technology enabler to a fundamental element of modern IT strategies. This shift has been propelled by the rapid rise of digital workloads, the demand for real-time analytics, and the necessity for adaptable, cost-effective infrastructure. This evolution has set the stage for ongoing growth as organizations increasingly focus on agility, security, and scalability. As companies move away from outdated systems and on-premises setups, cloud computing has become central to digital transformation strategies across industries.
According to Microsoft, Cloud computing is the delivery of computing services-including servers, storage, databases, networking, software, analytics, and intelligence-over the internet ('the cloud') to offer faster innovation, flexible resources, and economies of scale. You typically pay only for cloud services you use, helping you lower your operating costs, run your infrastructure more efficiently, and scale as your business needs change.
The 360 Quadrant maps the Cloud Computing companies based on criteria such as revenue, geographic presence, growth strategies, investments, and sales strategies for the market presence of the Cloud Computing quadrant. The top criteria for product footprint evaluation included By SERVICE MODEL (IaaS, PaaS, SaaS), By IAAS (Compute, Storage, Networking), By PAAS (Application Development & Integration Platforms, Application Testing & Quality, Analytics & Reporting, Databases & Data Management, Other PaaS), By SAAS (Customer Relationship Management, Enterprise Resource Management, Human Capital Management, Content Management, Collaboration and Productivity Suites, Supply Chain Management, System Infrastructure Software, Other SaaS), By DEPLOYMENT MODEL (Public Cloud, Private Cloud, Hybrid Cloud), By ORGANIZATION SIZE (Large Enterprises, Small & Medium-Sized Enterprises), and By VERTICAL (Banking, Financial Services, and Insurance (Bfsi), Energy & Utilities, Government & Public Sector, Telecommunications, Software & It Services, Healthcare & Life Sciences, Retail & E-Commerce, Manufacturing, Transportation & Logistics, Media & Entertainment, Other Verticals).
Key players in the Cloud Computing market include major global corporations and specialized innovators such as AWS, Microsoft, Google, Oracle, Salesforce, Alibaba Cloud, IBM, SAP, Adobe, Tencent Cloud, Huawei, Hewlett-Packard Enterprise, Dell Technologies, Dropbox, Nutanix, Intuit, Workday, DXC Technology, Broadcom, NTT Data Corporation, Fujitsu, Atos SE, Kyndryl, NEC Corporation, OpenText, BOX, DigitalOcean, OVH Cloud, Cisco, Infor, Sage, Zoho, Epicor, ServiceNow, and Rackspace

Technology. These companies are actively investing in research and development, forming strategic partnerships, and engaging in collaborative initiatives to drive innovation, expand their global footprint, and maintain a competitive edge in this rapidly evolving market.

Top 3 Companies

Microsoft

Microsoft leads the cloud computing market with a robust presence, offering a unified cloud experience through Microsoft Azure. The company's strength lies in its diverse product portfolio, encompassing productivity tools, infrastructure services, and AI-driven solutions. Microsoft's ability to support hybrid and multicloud architectures has fostered widespread enterprise adoption, contributing to significant revenue growth. The company continuously innovates in areas like generative AI, cybersecurity, and analytics.

Amazon Web Services (AWS)

AWS is a prominent player in the cloud computing ecosystem, boasting a wide array of services from compute and storage to AI and ML. Its extensive global infrastructure and pioneering advantage allow AWS to cater to a broad range of clients, including startups and large enterprises. AWS's strong market presence is driven by continuous product development and innovative hybrid cloud offerings. The company's scalable solutions for critical workloads underpin its consistent market growth.

Google Cloud

Google Cloud is rapidly advancing in the cloud space, marked by impressive revenue growth. The focus on AI-driven services and robust cloud architecture highlights Google's commitment to innovation. Google Cloud's vast suite of tools, including Google Compute Engine and Google Cloud Storage, offers comprehensive solutions that meet diverse customer needs. The company actively expands its cloud capabilities, integrating cutting-edge technology to enhance its competitive edge.

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