

# Internal Private Cloud Computing Market: Key Findings in 2010

- Private cloud computing is attracting attentions due to the needs for IT cost reduction -

## ◆ Research Outline

Yano Research Institute has conducted a study on the internal private cloud computing market as described below.

1. Research period: May 2010 to January 2011
2. Research targets: User enterprises and the internal private cloud vendors
3. Research methodologies:  
Mail questionnaire survey addressed to the total of 496 entities comprised of private enterprises and local municipalities in Japan, and face-to-face interviews by YANO expert researchers, supplemented by telephone and e-mail follow-ups

### < What is cloud computing? >

Cloud computing in this research means a system designed for shared use of IT resources by applying “virtualization”, “automation”, and “standardization” technologies. As a principle, therefore, a simple virtualization is not included.

### < What is private cloud? >

Private cloud: Cloud computing environment built for a specific enterprise (including a group of enterprises). Of which a system built in the corporate owned data center is called as Internal Private Cloud, and a system built in the vendor-owned data center is called/defined as External Private Cloud.

## ◆ Key Findings

- **The market size of Internal Private Cloud computing in 2010 is expected to be 64.1 billion yen**  
The internal private cloud computing market in 2010 is expected to be 64.1 billion yen, and to increase by 77.1 percent in 2011 to 11.35 billion yen, and by 52.3 percent in 2012 to 17.28 billion yen. The growth rate, then, will start to flatten in 2014 and the growth in 2015 is expected to be reduced down to 4.6 percent from the preceding year. The average annual growth rate (CAGR) from 2010 to 2015 is expected to be 32.7 percent.
- **Internal private cloud will start growing earlier in view of IT cost reduction**  
In the current cloud computing market, the internal private cloud is growing ahead, mainly among the major enterprises. Lying in the background is the cost reduction needs of the user enterprises. Internal private cloud computing is being reviewed and implemented by leading user enterprises that aim for reducing their H/W and operating cost by applying cloud computing technologies to their IT systems and facilities.

## ◆ Report format:

Published report: “Cloud Computing Market 2011”

Issued in: January 2011

Language: Japanese

Format: 225 pages in A4 format

Price: 150,000 yen (7,500 yen of consumption tax shall be charged for the sales in Japan.)

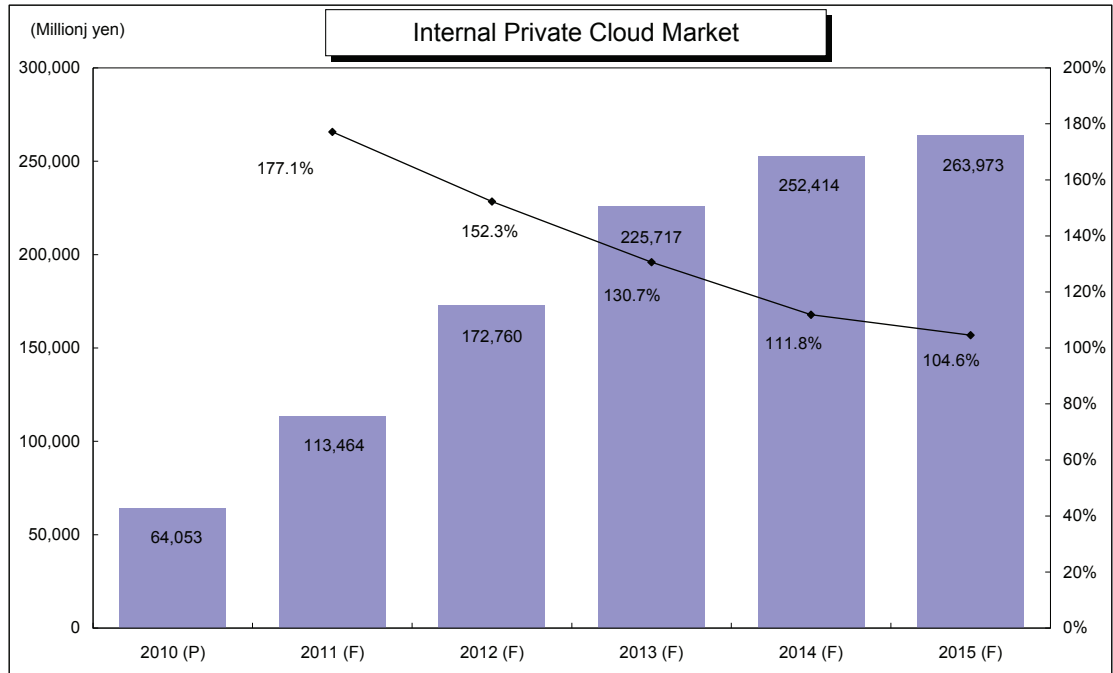
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Fig. 1: Internal Private Cloud Market Size Transition



Unit: 100 million yen

	2010 (P)	2011 (F)	2012 (F)	2013 (F)	2014 (F)	2015 (F)
Internal Private Cloud Market	641	1,135	1,728	2,257	2,524	2,640
Year/year		177.1%	152.3%	130.7%	111.8%	104.6%
CAGR		77.1%	64.2%	52.2%	40.9%	32.7%

Estimated by Yano Research Institute

Note 1: Based on the investment amount of the user enterprises

Note 2: Related hardware/software, development costs, and so forth are included in this market.

Note 3: (P) indicates Projection, and (F) indicates Forecast