

# Is the Cloud Eclipsing the PC?

by Tanya Sullivan

*Plus One Strategic Consulting*

## Inside this Issue...

<i>Sunset of the PC.....</i>	<i>1</i>
<i>The Cloud Rolls In.....</i>	<i>2</i>
<i>Mobility Trumps the One-Stop-Shop.....</i>	<i>2</i>
<i>Come Rain on My Parade!.....</i>	<i>4</i>
<i>Cashing in on the Cloud.....</i>	<i>4</i>
<i>Not a Win-win for All Telecoms.....</i>	<i>5</i>
<i>The Cloud Triumphs over the PC.....</i>	<i>5</i>

## Key Points:

- *Cloud computing is both a disruptive and transformative technological development for the communications industry.*
- *While the cloud concept is considered a new development, most consumers have been using the cloud for years without realizing it.*
- *Cloud-based devices such as the smartphone and tablet enable users to access their data anywhere, anytime, and on any device; and consumers today insist that all of their devices must be mobile, synchronized, and interoperable.*
- *Ericsson estimates that the global market for cloud services will reach \$130 billion by 2015, more than double the estimated \$55 billion value in 2011. Gartner predicts that this market will grow to \$210 billion by 2016.*
- *The cloud is generally categorized into three different service areas – cloud application, cloud platform and cloud infrastructure.*
- *Communications operators, urban and rural alike, have a distinct advantage when entering the cloud services market, because they already own and operate much, if not all, of the network required by cloud technologies.*
- *Communications providers had better sharpen their strategic and entrepreneurial skills and remain nimble, because the emergence of cloud services will also amp up competition among those providers.*
- *The rise of the cloud has demoted the PC to a non-essential device, as consumers switch to the cloud as their computing and communications hub.*

## Sunset of the PC

In March 2012, analysts at Gartner Inc., a research consultancy, predicted that the personal cloud would replace the personal computer (PC) by 2014. Although this statement brings forth visions of individuals tossing their laptops into the nearest dumpsters, this is not what the analysts had in mind. A more accurate headline would have highlighted the demotion of the PC to just another device, as consumers switch to the personal cloud as their computing hub. Gartner's timeline for this revolutionary move might seem bold, but the trends have been evolving