



Phase II Consulting

Dear: Industry Players

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Who interest in Japanese High Tech Market

Market Update in Japan

Cloud Computing is growing, but

As reported last Market Update, Cloud Computing is one of the most growing segment, which is 24% growth, in Japanese market. In 2011 the Cloud market is become more realistic and many new success stories are expected from vender and users.

Driving force are the mind shift from “Own to Use”, and several successful case has been reported in market, such as Government driven project for Eco-Point program that return 10% worth of purchase amount for Eco appliance sales, are developed by Salesforce in very very short time that never be achieved by existing approach. Successful endorsement by government project reflects real impact on market to show up how effectively Cloud solution works.

On the other hand, several problems and concern appears from market and users. The security, 39% of user’s concern, is one of issues, but more concern is related to Cloud Storage system, 81% of them are mentioned.

Either user who build Private Cloud or use Public Cloud, employ for Storage System in the Cloud provided. According to market survey, we see common issues about Cloud Storages which come from fundamental system architecture of Cloud systems.

Because it shares the resources in Cloud, so that where or which Server or Storage you may be allocated, but you never know.

Venders never tell where it is, how data stored and what guarantee for response time. All behind Vender’s security reason or business reason.

Often user realized slow or inconsistent database access, slow back up process and limited expandability, even after using Cloud environment.

We expect continuous and strong growth in Cloud related segment in 2011 and many new players in these segments are competing to get limited seats.

Phase 2 see the Market opportunities are these segments;

- On Line Storage and Management Software
- Security and Back up system in Cloud environment
- Consultation to choose right combination of Cloud services

About us

Phase 2 Consulting Ltd. (Ph2) is specialized on high tech IT business in Japan and Asia. Ph2 offers unique service for clients not only for provide analytical information, Strategy and Implementation plan, but also execute Plan till mission is completed. Ph2 initiate project as “Free of Charge” until certain view becomes on visible for client.

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