

# VIRTUALIZATION SOFTWARE SEGMENT FOCUS: APPLICATION DEPLOYMENT Report VIII, June 2010

## 451 MARKET MONITOR

### *Market Sizing and Forecasts*

#### ABOUT THIS REPORT

The term application deployment describes a set of tools for simplifying and managing application stacks to lower the complexity and cost of deploying applications throughout an organization. The companies included in our analysis are six vendors we have identified with a stand-alone application deployment capability.

Deploying applications has always been a labor-intensive and complicated chore. Add the complexities of virtualization and cloud computing infrastructures underpinning large multi-tier agile Web applications, and deployment emerges as a significant performance bottleneck and creates a material challenge for IT staff.

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## ABOUT THE 451 GROUP

The 451 Group is a technology analyst company. We publish market analysis focused on innovation in enterprise IT, and support our clients through a range of syndicated research and advisory services. Clients of the company — at vendor, investor, service-provider and end-user organizations — rely on 451 insights to do business better.

## ABOUT TIER1 RESEARCH

Tier1 Research covers consumer, enterprise and carrier IT services, particularly hosting, colocation, content delivery, Internet services, software-as-a-service and enterprise services. Tier1's focus is on the movement of services to the Internet — what they are, how they are delivered and where they are going.

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## ABOUT MARKET MONITOR

The **Market Monitor** product line is a market-sizing research service from The 451 Group and Tier1 Research, offering five-year, bottom-up market size, share and growth forecasts for key segments of the enterprise technology marketplace.

### Current Offerings Include:

#### **MARKET MONITOR: VIRTUALIZATION SOFTWARE**

100+ vendors in 14 market segments

#### **MARKET MONITOR: CLOUD COMPUTING**

200+ vendors in 17 market segments

## ABOUT MARKET MONITOR: VIRTUALIZATION SOFTWARE

**Market Monitor: Virtualization Software** is a quantitative research service that tracks and forecasts over a five-year horizon the size and growth of the rapidly evolving server and desktop virtualization marketplace. More than six experienced industry analysts contribute to the Monitor, which uses a bottom-up approach to track and project revenues for more than 110 software vendors operating in 14 segments of this market.

### Core Components of the Service:

**Market Overview Reports** – *Twice-yearly* long-form reports showing overall market size and growth for the 14 segments covered in the service.

**Segment Focus Snapshots** – Focused *monthly* insight reports providing more granular detail and market-share data for one or more of the market segments.

**Forecasts** – Five-year market-size and growth projections for all market segments and companies.

**Access to Data** – Excel spreadsheets providing data contained within reports.

**‘Spot’ Access to Analysts** – Unlimited quick inquiry by email or phone to Market Monitor analysts.

**In-Depth Access to Analysts** – Structured consultation with Market Monitor analysts.

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