Advantage to fast adopters

The existing representatives in the computing industry use their strength in the creation of cloud computing offerings, which are coupled with other generations of organizations that are generally not used to dealing with the suppliers. Companies like Amazon and Google are regarded as firms, not experienced in the enterprise of cloud computing. Though there appear to be no other new members in the industry to compete with the big firms, it is out of question that, given the opportunity from the investment standpoint, there will be new and well funded cloud start-ups that lack the burden of existing large companies. Thus, they will act quickly to bring new sensibility of radical openness and transparency into new technologies and web focus that are often needed without the cloud computing. Even before the end of the downturn, the landscape of the industry will be rebuilt by the means of cloud computing, as it is one of the few and new IT developments, which will vary broadly when adopted in the next several years.

Self-service IT from the Business Side

Most ompanies implementing the cloud computing will require less and less involvement from the department of IT, as they are particularly related to the SaaS. The business users will be able to adopt many features of the cloud computing solutions that entirely use the self-service. This will also herald that such scenarios will be significantly smaller and increasingly numerous to tapping in the long chain of IT demands.

Tolerance for Innovation and Experimentation from Businesses

The decrease of technical and economic barriers in creating new ways that improve businesses in marketing, sales, customer service, IT and horizontal

services, and the cloud computing will enhance the prototyping and validation of the market to new approaches in a much faster and less expensive way than it was before cloud computing. The legal branding and compliance will often have to struggle hard to keep to the pace with the rest of the organizations and, thus, to thaw the glacial pace of change due to the business possibilities becoming more possible to the world of cloud computing. The broken innovations mechanissms in businesses will not be fixed, but the cloud computing will be accessible to many new internal enterprises that will use the tools to come up with new solutions.

There will be the demise of the traditional companies that are slow in adaption of technology and cultural changes. This is due to the advancement that the process of competing will be more complicated in the modern business world. Thus, the slow adaptors to the benefits will be facing risks, and there will be the likelihood of facing serious economic downfalls and business disadvantages.

Organizations, which operate in the short term, have apparent potential of the changes. Though, such changes solely will not always be sufficient to enhance the transformation to the cloud computing. This happens due to this method being new in the market and, hence, the new and major representatives have yet to arrive in full force. The transformation to cloud computing will ultimately require the piloting and building of skills, which will serve the company well and, in the process, position the company's future IT landscape.