



How can Google make Google Cloud Platform more competitive as a cloud computing service?

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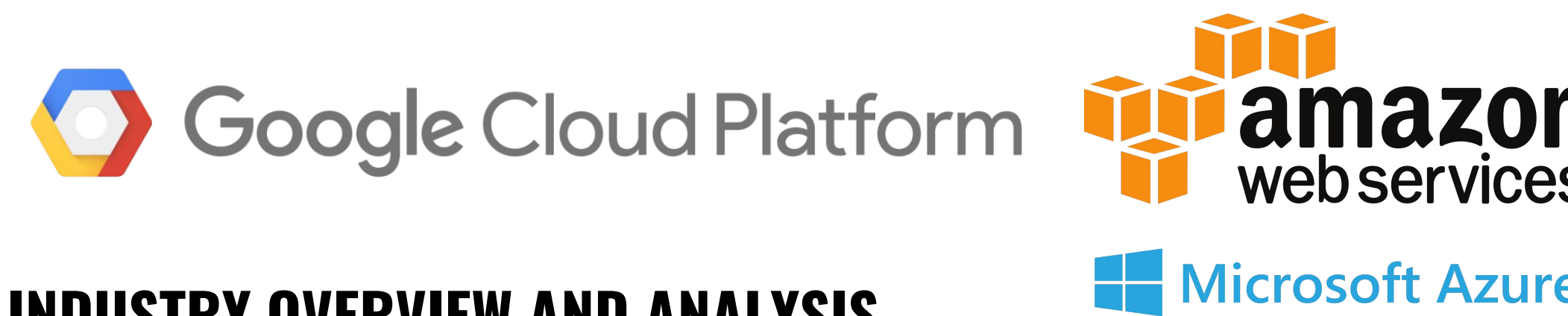
INTRODUCTION

This study compared Google Cloud Platform to its top competitors, Microsoft Azure and Amazon Web Services by creating a strategic analysis for Google Cloud Platform. The strategic analysis outlines the cloud computing market and industry, and includes Porter’s Five Forces, SWOT, and key strategies analyses. Concluding the analysis are recommendations for Google Cloud Platform based on the compiled data.

BACKGROUND AND SIGNIFICANCE

Cloud computing services provide users with the ability to store and access data from the Internet. Cloud computing has revolutionized data storage for enterprises, as it not only eliminates the need to personally manage server and data center hardware but also allows these companies the ability to rapidly scale up and down storage plans according to usage. Customer spending on public cloud computing services are projected to add up to over \$141 billion in 2019 (Forbes, 2016).

Google has been looking to ways to make itself more competitive in the cloud computing industry.



INDUSTRY OVERVIEW AND ANALYSIS

The cloud computing industry is still fairly new, and is experiencing rapid growth; spending on cloud computing is projected to reach up to 141 billion USD in 2019 (Forbes, 2016). The industry took off in the mid-2000’s when Amazon.com Incorporated launched Amazon Web Services (AWS) in 2006, followed by Microsoft Corporation’s Azure in 2008. Google Cloud Platform was established in 2010 as “Google Storage,” making it the newest service of the three. The rivalry between AWS, Azure, and Google Cloud Platform is referred to as the “cloud wars.”



Google data center in Council Bluffs, Iowa. (Google)

RESEARCH METHODOLOGIES

The research conducted in this project is applied observational. The population being studied are Google Cloud Platform and its competitors. Sample selection is based on a quick market assessment of similar companies to Google that offer cloud computing services. Data collected is qualitative, measuring the effectiveness of enterprise sales methods through studying competing companies.

The research will be broken up into two parts. The first phase will be primarily background and significant research, defining the cloud computing market, identifying key players, and looking at the industry’s projected growth. Google Cloud Platform, AWS, and Azure user experiences will be compared and contrasted against one another through matching tutorials across the three platforms.

The second phase is spent compiling a strategic analysis on Google Cloud Platform, assessing both the external environment of the market for cloud computing services and comparing competing company strategies. Data will be compiled for a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis and a Porter’s Five Forces analysis for Google Cloud Platform. The strategic analysis will conclude with an outline of key strategies Google has employed thus far, and recommendations for the company moving forward in order to remain competitive in the industry.

CLOUD COMPUTING MARKET PLAYERS

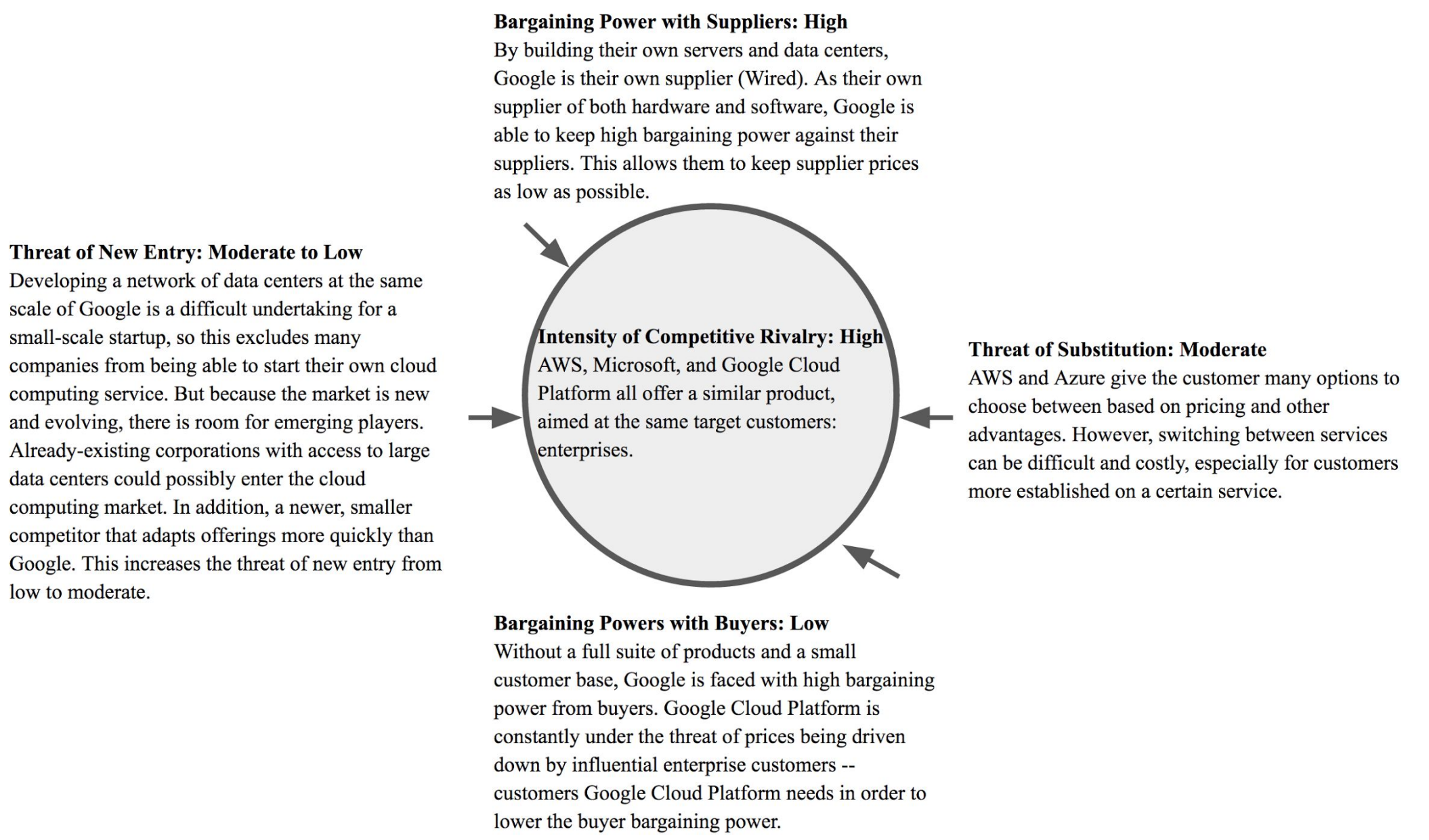
Google Cloud Platform: Key strengths include experience with large-scale business apps, an expertise in AI/machine learning infrastructure and deep learning platforms. Google manages and runs the whole stack, meaning that they develop and build their own servers and the software to manage the servers. Google’s core weakness, other than a lack of corporate developers, is having the least experience dealing with enterprise customers.

Amazon Web Services: AWS’s strengths include having the largest enterprise developer base of the three. As of 2017, AWS also offers the most comprehensive services. A threat to AWS is that many of Amazon’s competitors use AWS, and that allows Amazon access to see the traffic data and analysis. For example, Netflix uses AWS, but it competes with Amazon Prime Video. This could potentially encourage Netflix to switch cloud computing services.

Microsoft Azure: Microsoft’s strengths involve having over 30 years of experience with customer service, enterprise sales, and recruiting developers to build on their platform. Weaknesses include the Microsoft brand, and historically banning the use of open-source software, forcing customers to use proprietary software, such as Windows NT and .net programming languages.

DATA ANALYSIS AND RESULTS

Porter’s Five Forces Analysis



Recommendations

- Leverage assets on Google Apps to acquire more customers via cross-sell: Tap into existing G Suite customer base in order to reach out to established enterprise customers and increase sales.
- Better customer service: Regularly reach out via email and phone to update and connect with customers. This will not only engage current customers, but help Google learn and adapt with the user experience data.
- Capitalize on AI/machine learning expertise: Google is the current leader in machine learning. They can use this to their advantage during sales.
- Emphasize networking speeds: Google’s software-defined network (Google, 2017), the special code it uses to control traffic in and among its data centers, makes GCP one of the fastest options.
- More advertisements/media coverage: Familiarize general public with Google Cloud Platform, and emphasize benefits of GCP versus alternatives.

ACKNOWLEDGEMENTS / REFERENCES

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