The Cloud Computing – Application Acceleration Connection

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Like peanut-butter and jelly, cloud computing and application acceleration are just better together.

Ann Bednarz of Network World waxes predictive regarding 2010 trends in application delivery and WAN optimization in WAN optimization in 2010. One of the interesting tidbits she offers from research firm Gartner is growth in the application acceleration market:

> ❝ Second, the research firm is predicting a return to modest growth for the application acceleration market in 2010. Gartner is forecasting a compound annual growth rate of 12.22%, with 2014 revenue of $4.27 billion.

This, when viewed alongside the predictions that cloud computing – both public and private –will see significant growth in 2010, should be no surprise.

> "The build out of "enterprise class" cloud computing service will continue to major growth area. IDC stated "The emergence of enterprise-grade cloud services will be a unifying theme in this area, with a battle unfolding in cloud application platforms -- the most strategic real estate in the cloud for the next 20 years." The overall growth in the IT industry for major categories of hardware, software and services are expected to have a 2 to 4% growth rate.

It shouldn't be a surprise, but perhaps the connection isn't as obvious as it first appears. Organizations are global, yes, but for many businesses – especially those that are most likely to take advantage of cloud computing and its cost reducing benefits, i.e. mid-sized and smaller organizations – they often focus on a fairly localized market. Larger organizations have no doubt undergone the exercise in the past of determining where, from a performance standpoint, it is best to deploy second and even tertiary data centers. Public cloud computing, however, changes the impact of location on performance and opens up a potentially increasing need for application acceleration solutions to combat longer distances and the impact of changing the delivery epicenter of their most critical, customer and end-user facing applications.