The Business Perspective of Cloud Computing: Actors, Roles, and Value Networks

Abstract:
With the rise of a ubiquitous provision of computing resources over the past years, cloud computing has been established as a prominent research topic. Many researchers, however, focus exclusively on the technical aspects of cloud computing, thereby neglecting the business opportunities and potentials cloud computing can offer. Enabled through this technology, new market players and business value networks arise and break up the traditional value chain of service provision. The focus of this paper therefore lies on the business aspects of cloud computing. Its main contribution - besides elaborating on a comprehensive definition of cloud computing - is the compilation of cloud actors and their roles within a new cloud computing value network and a conceptual development of a generic value network of different actors in cloud computing. Extending the prevailing technical perspective of cloud computing, this paper shifts the focus from an exclusive technological perspective to a broader understanding of business opportunities and
business value.

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