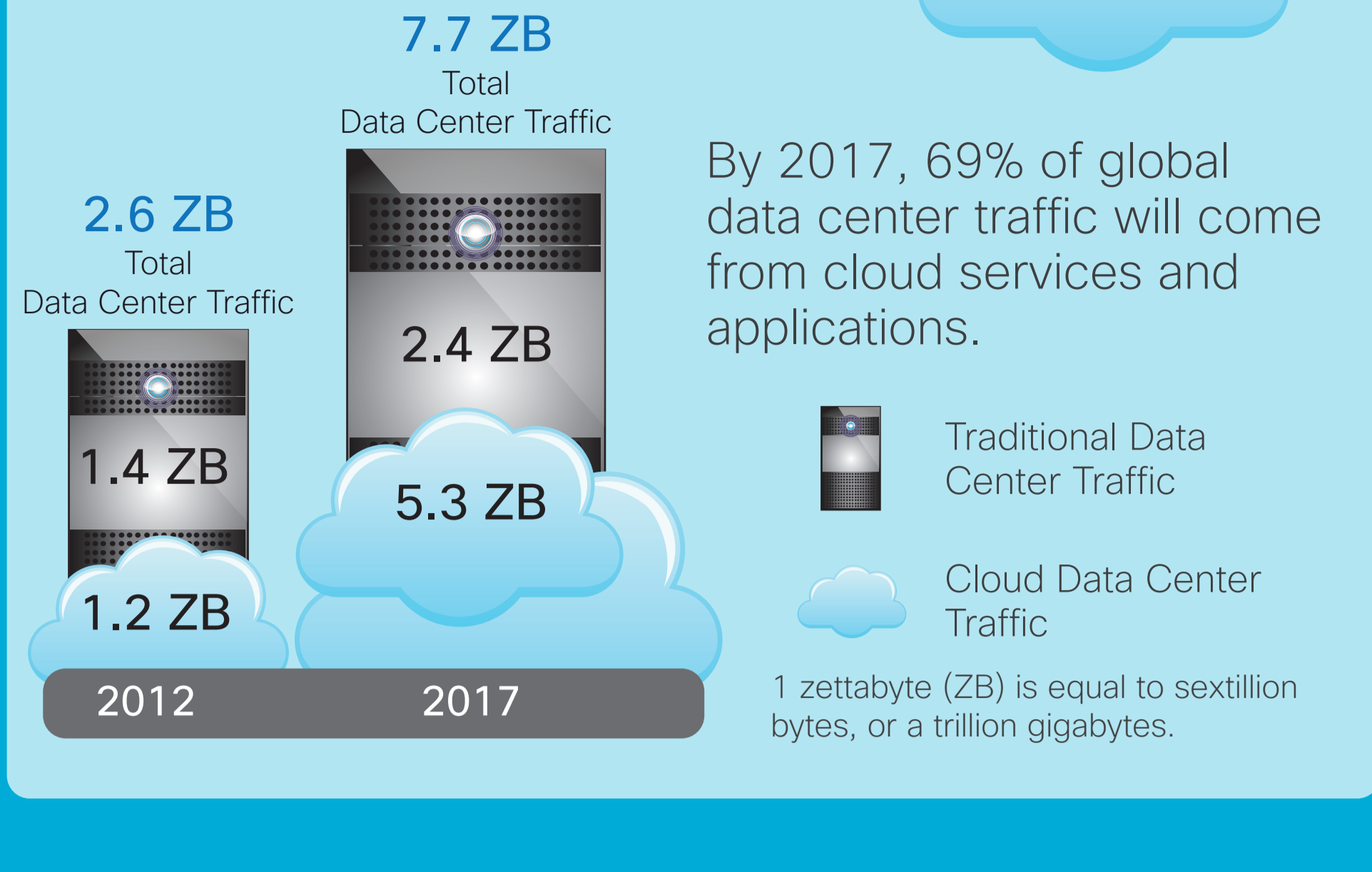
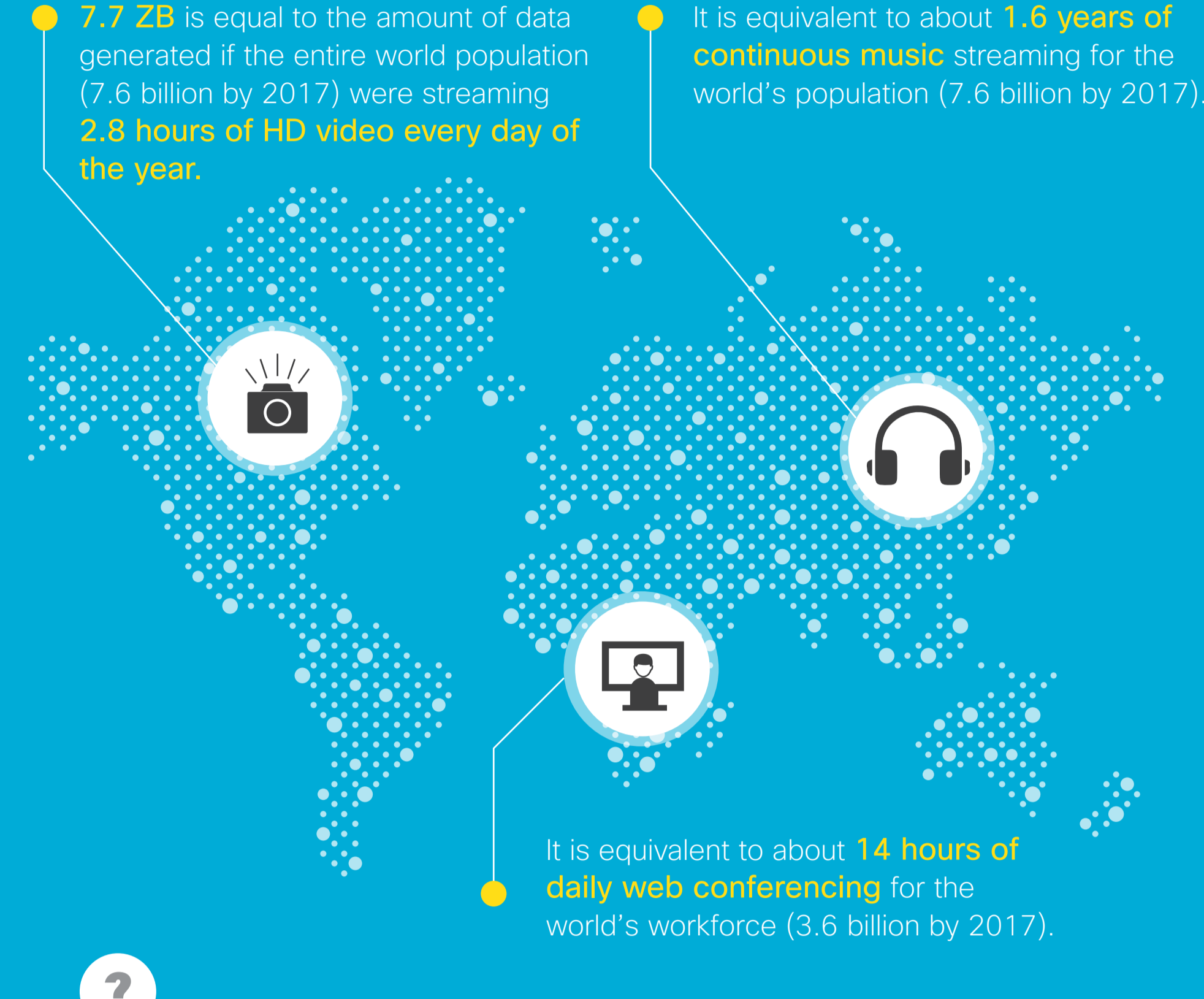


GROWTH IN THE CLOUD

Global data center traffic is projected to triple between 2012 and 2017, with data center traffic specifically in the cloud forecast to grow nearly fivefold during that period.

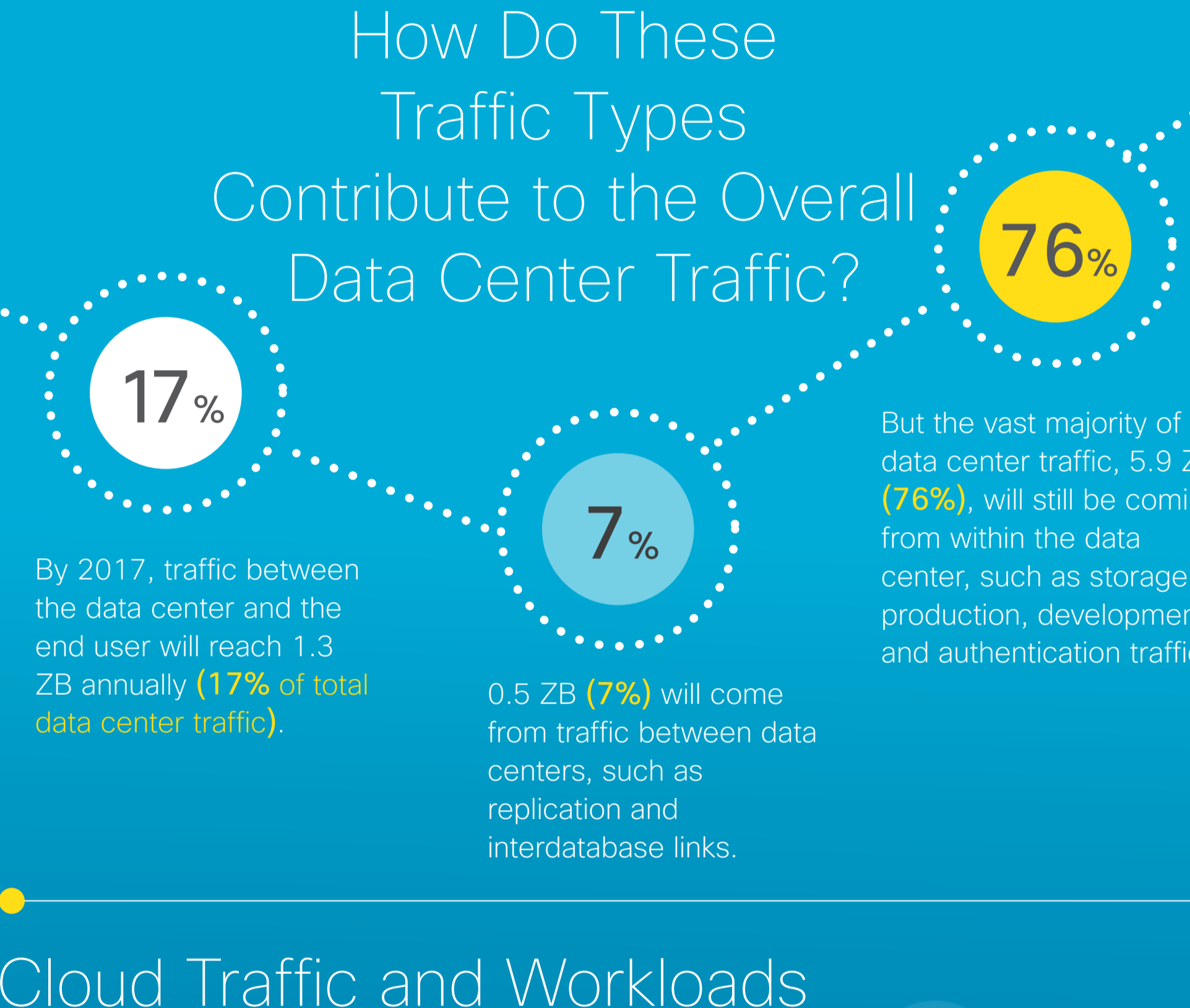


How Much Data Is 7.7 Zettabytes?

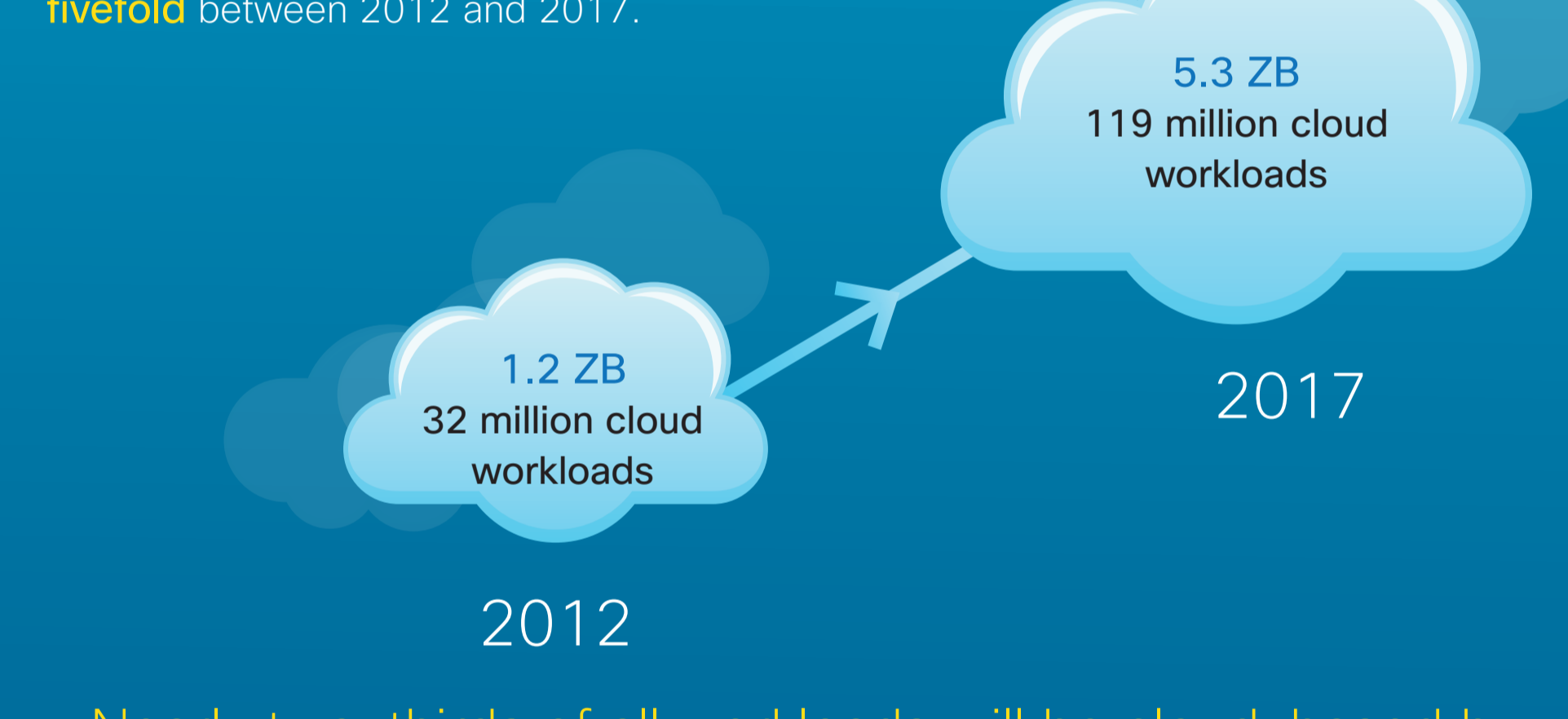


Where Is the Origin of This Data Center Traffic?

Some traffic flows between the data center and end users, some traffic flows between data centers, and some traffic stays within the data center.



Cloud Traffic and Workloads



Nearly two-thirds of all workloads will be cloud-based by 2017. Cloud workloads (30% compound annual growth rate [CAGR]) will grow five times faster than traditional data center workloads (6% CAGR).

Differences in regional network behavior and resources influence data growth. Broadband ubiquity varies by region.

Fixed Compared to Mobile

The regions with the highest projected **fixed broadband adoption** as a percentage of population by 2017 are:

North America	→	76%
Western Europe	→	67%
Central and Eastern Europe	→	50%

The regions with the largest projected growth in **fixed broadband adoption** between 2012 and 2017 are:

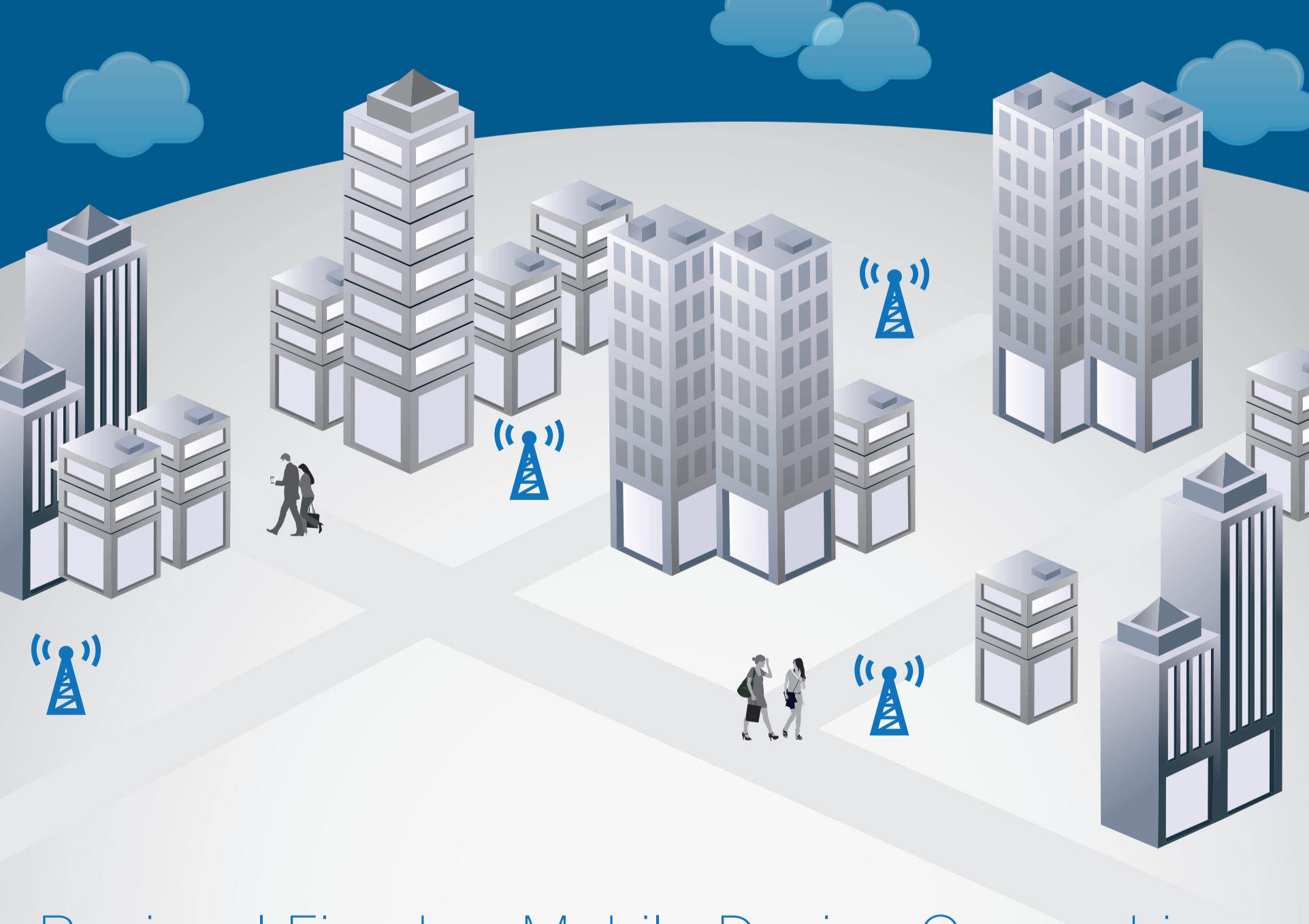
Central and Eastern Europe	→	18% increase
North America	→	10% increase
Asia Pacific	→	8% increase

The regions with the highest projected **mobile broadband adoption** as a percentage of population by 2017 are:

North America	→	79%
Western Europe	→	77%
Central and Eastern Europe	→	67%

The regions with the largest growth in **mobile broadband adoption** between 2012 and 2017 are:

Central and Eastern Europe	→	40% increase
Western Europe	→	35% increase
North America	→	32% increase



Regional Fixed or Mobile Device Ownership and Connections Influence Cloud Readiness

The regions with the **largest average number of fixed devices** and machine-to-machine (M2M) connections per user in 2012 were:

North America	→	5.18
Western Europe	→	3.36
Central and Eastern Europe	→	2.01
Latin America	→	2.00

The regions with the **largest average number of fixed devices** and M2M connections per user in 2017 will be:

North America	→	7.34
Western Europe	→	5.23
Asia Pacific	→	2.99
Latin America	→	2.96

The regions with the **largest average number of mobile devices** and M2M connections per user in 2012 were:

Central and Eastern Europe	→	1.85
Middle East and Africa	→	1.69
Western Europe	→	1.66

The regions with the **largest average number of mobile devices** and M2M connections per user in 2017 will be:

North America	→	2.67
Western Europe	→	2.51
Central and Eastern Europe	→	2.30