

# AWS and Azure dominate the cloud world, above all, no one wins

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Closing the AWS re: Invent 2017 conference, everyone is well aware that there are two cloud ecosystems: AWS (Amazon Web Services) and Microsoft Azure. Although there are other names in the market, such as Google or IBM, most still focus on the Public Cloud of AWS and Azure.

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Even large technology companies realize that they have to focus on bringing in technologies that can complement AWS and / or Azure. They cannot go into the cloud market on their own but have to follow big suppliers.



*Should not be too dependent on a single cloud service*

Many businesses fear that these two cloud service providers have too much control. Or worse, one of them will take the monopoly.

In fact, the cloud technology world with these two big guys and some other small names is still very good. But businesses should consider carefully when choosing to stick with only one of them.

The world becomes 'multi-cloud', businesses should use at least two large public clouds, along with specialized cloud services like SaaS (such as Workday or Salesforce) or geographic providers. (like Alibaba)

When many businesses put it all into a cloud service provider, a single cloud ecosystem, which can lead to a dominant service or to an ecosystem that is fragmented, incompatible with together. Anyway, at that time, the business will only have one option.

So, more importantly, businesses need to spend time looking carefully at the technological requirements that their businesses need, then selecting one or more cloud service providers to meet that requirement.

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