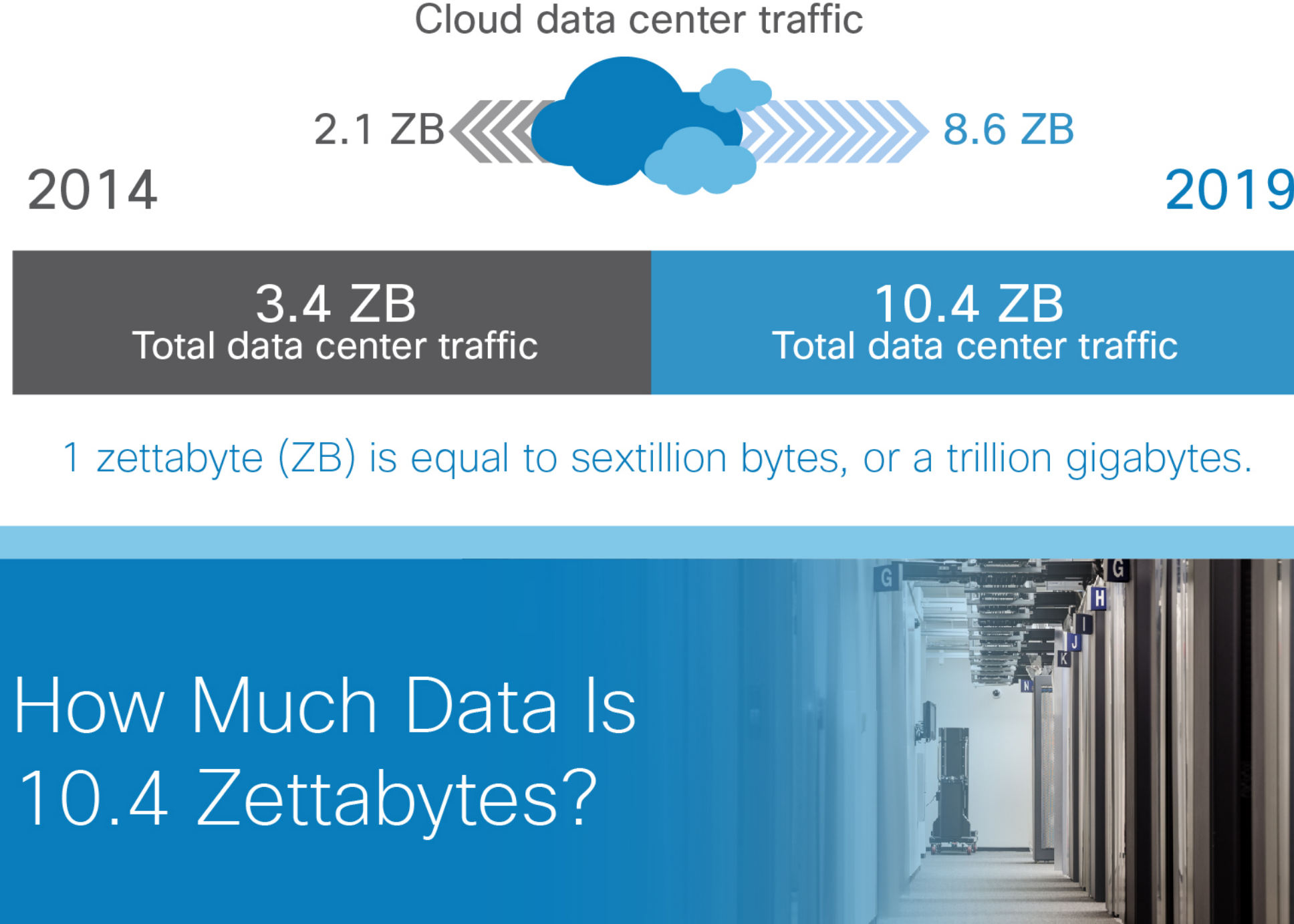




# Growth In The Cloud

Global data center traffic is projected to triple between 2014 and 2019, with cloud traffic within data centers forecast to quadruple during that period.

By 2019, 83% of global data center traffic will come from cloud services and applications.



1 zettabyte (ZB) is equal to sextillion bytes, or a trillion gigabytes.

## How Much Data Is 10.4 Zettabytes?

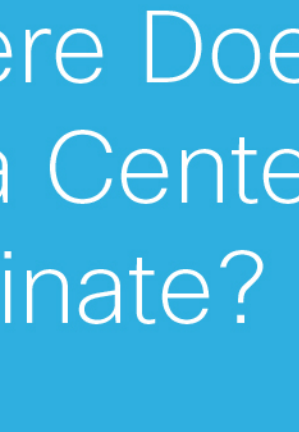


1.2 Trillion

1.2 trillion hours of ultra-high definition (UHD) video streaming  
Equivalent to about 25 minutes of daily streamed UHD video for every member of the world's population in 2019 (7.6B people)

144 trillion hours of streaming music  
Equivalent to about 26 months of continuous music streaming for every member of the world's population in 2019

144 Trillion



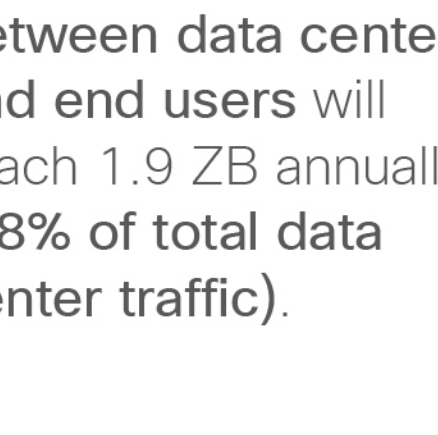
26 Trillion

26 trillion hours of business web conferencing with a webcam  
Equivalent to about 21 hours of daily web conferencing for every member of the world's workforce in 2019

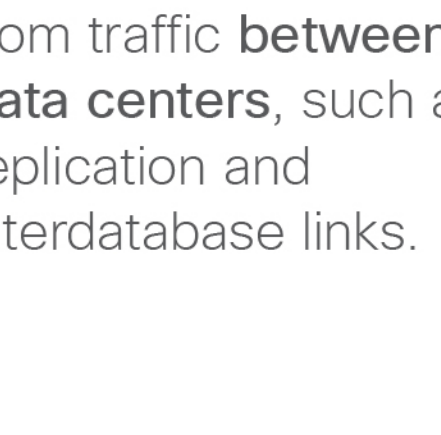
## Where Does This Data Center Traffic Originate?

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

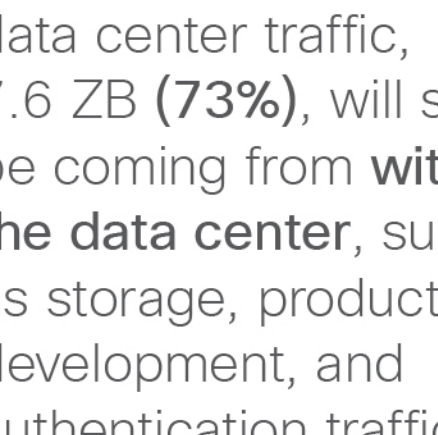
## How Do These Traffic Types Contribute to the Overall Data Center Traffic?



By 2019, traffic between data centers and end users will reach 1.9 ZB annually (18% of total data center traffic).



0.9 ZB (9%) will come from traffic between data centers, such as replication and interdatabase links.



But the vast majority of data center traffic, 7.6 ZB (73%), will still be coming from within the data center, such as storage, production, development, and authentication traffic.

## Cloud Traffic and Workloads

Cloud traffic will quadruple between 2014 and 2019

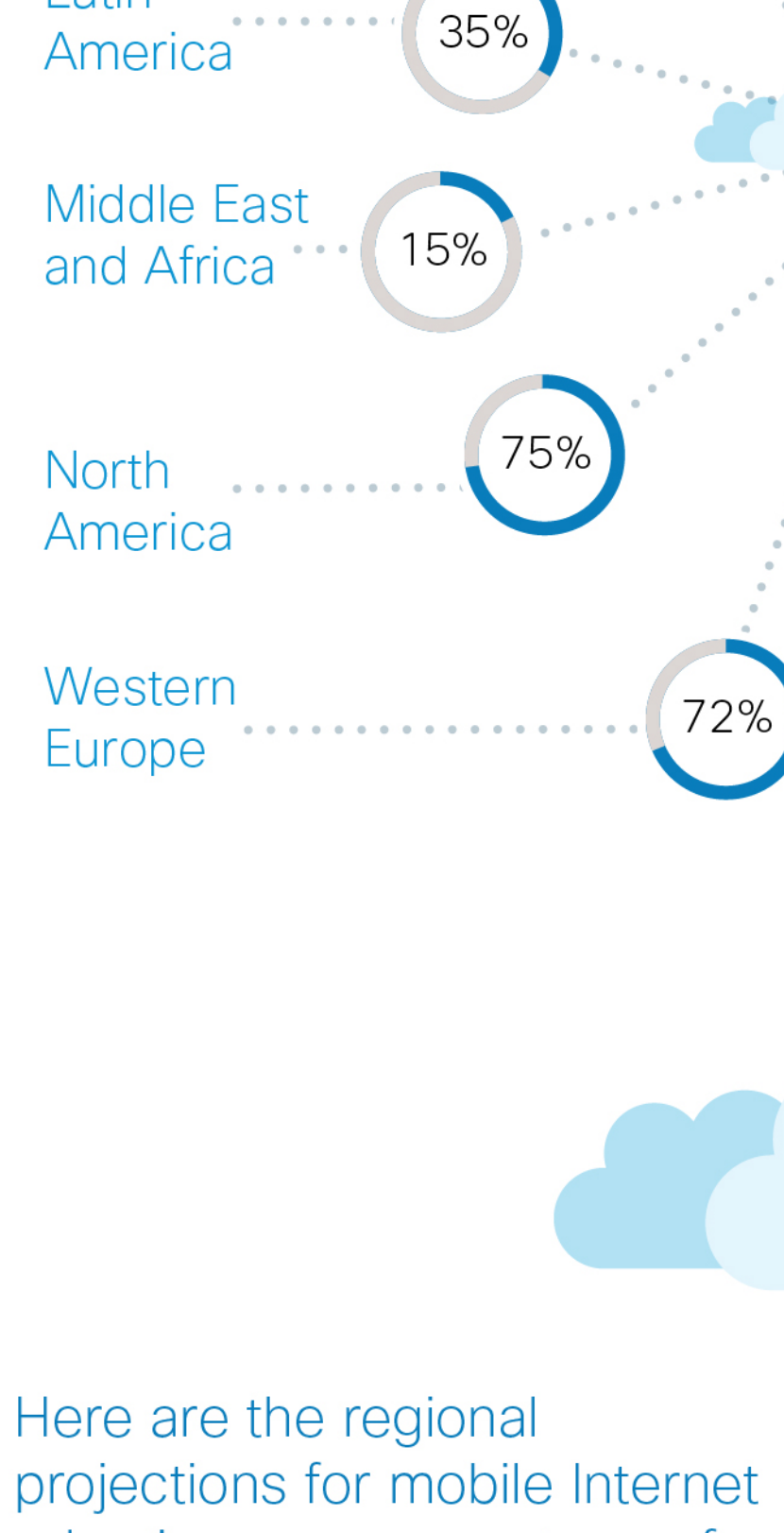


About 86% of all workloads will be cloud based by 2019. Cloud workloads are growing significantly (27% compound annual growth rate [CAGR]), while traditional data center workloads are declining (-0.7% CAGR).

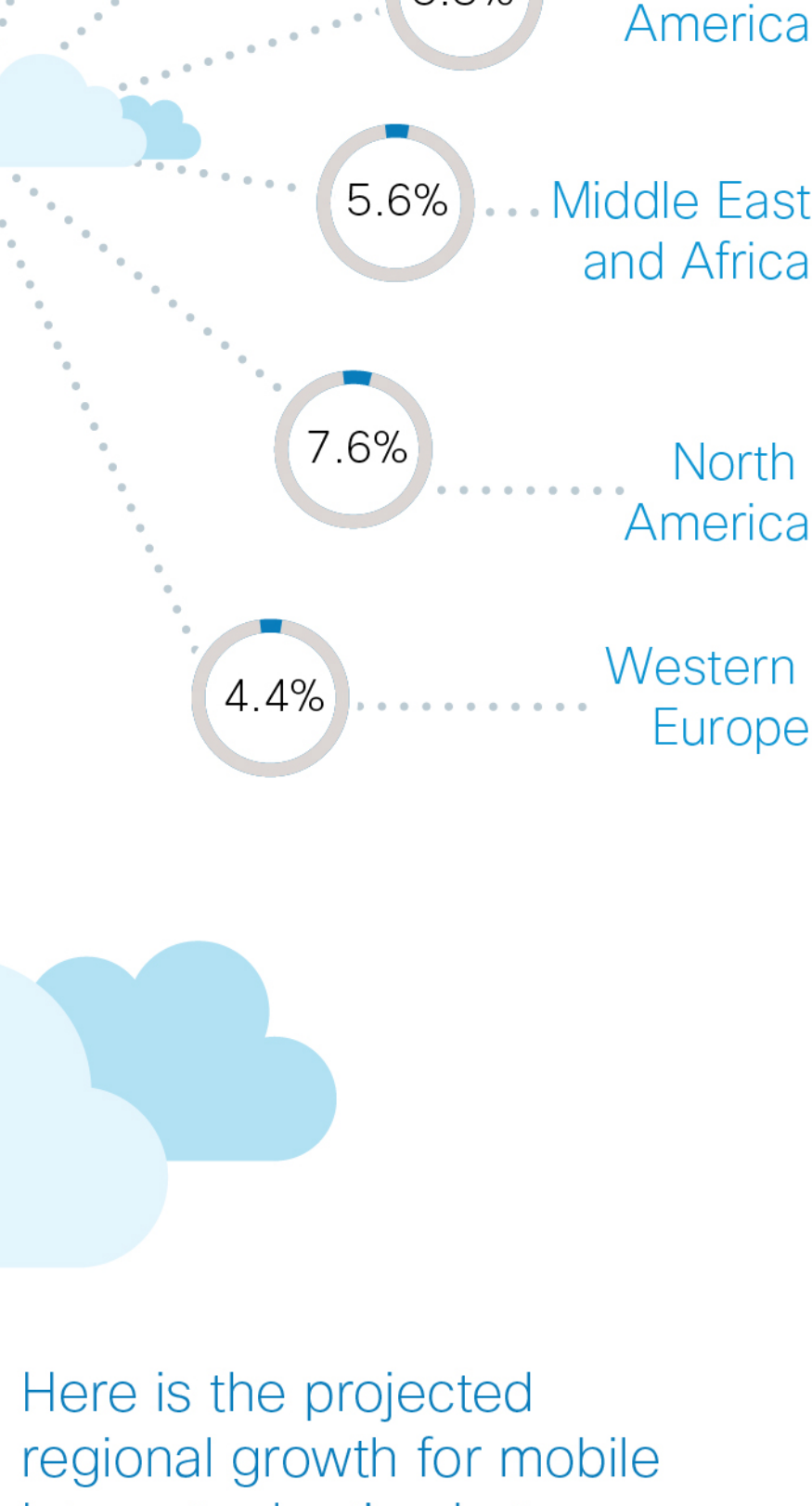
## Differences In Regional Network Behavior and Resources Influence Data Growth. Internet Ubiquity Varies By Region.

### Fixed Compared to Mobile

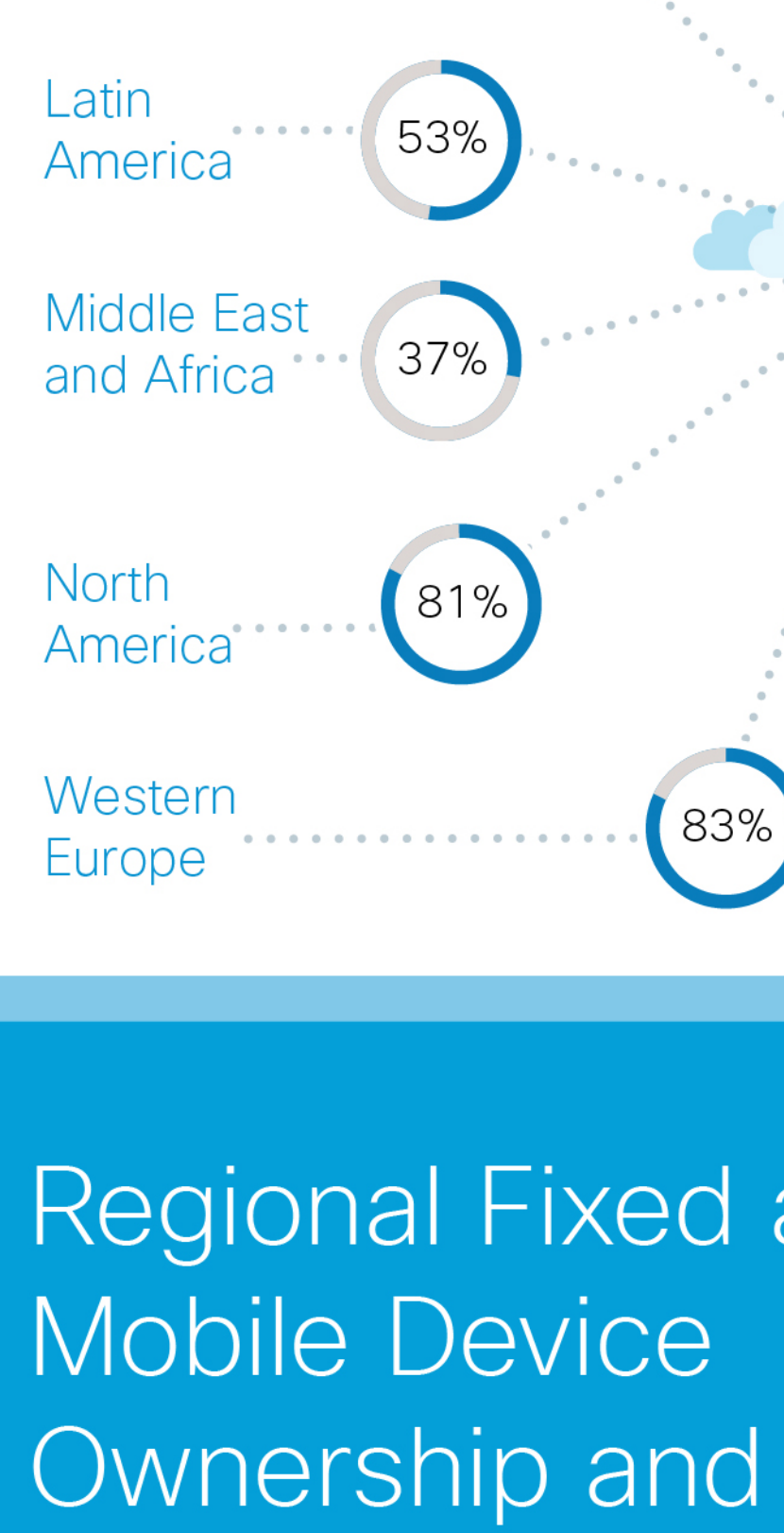
Here are the regional projections for fixed Internet adoption as a percentage of the population by 2019:



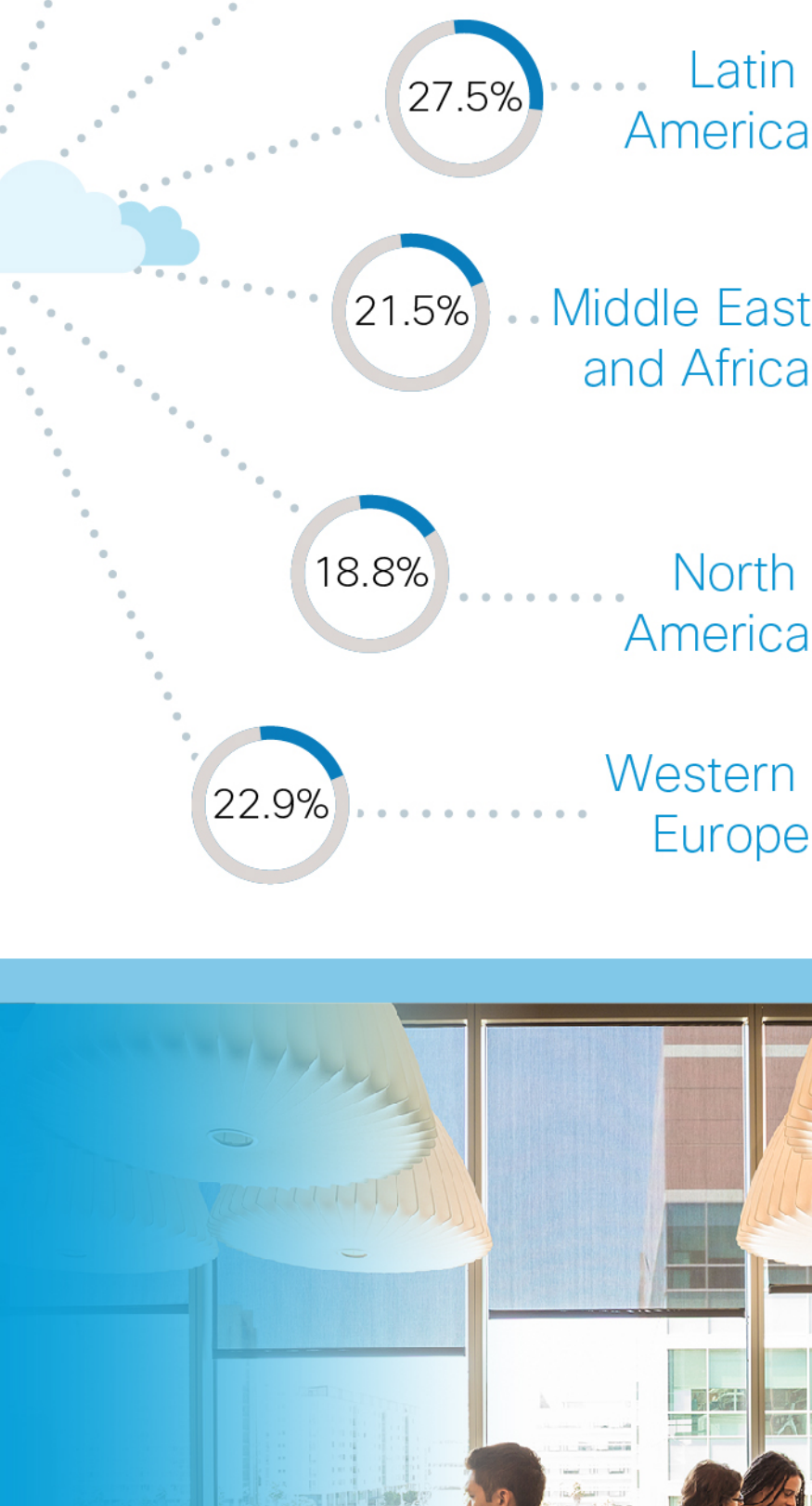
Here is the projected regional growth for fixed Internet adoption between 2014 and 2019:



Here are the regional projections for mobile Internet adoption as a percentage of the population by 2019:



Here is the projected regional growth for mobile Internet adoption between 2014 and 2019:

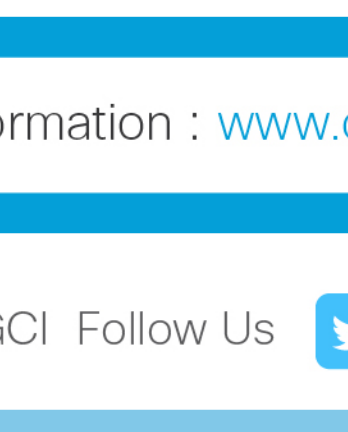
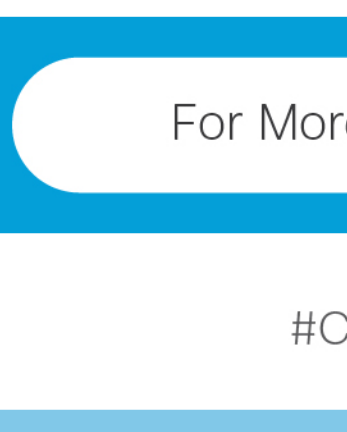
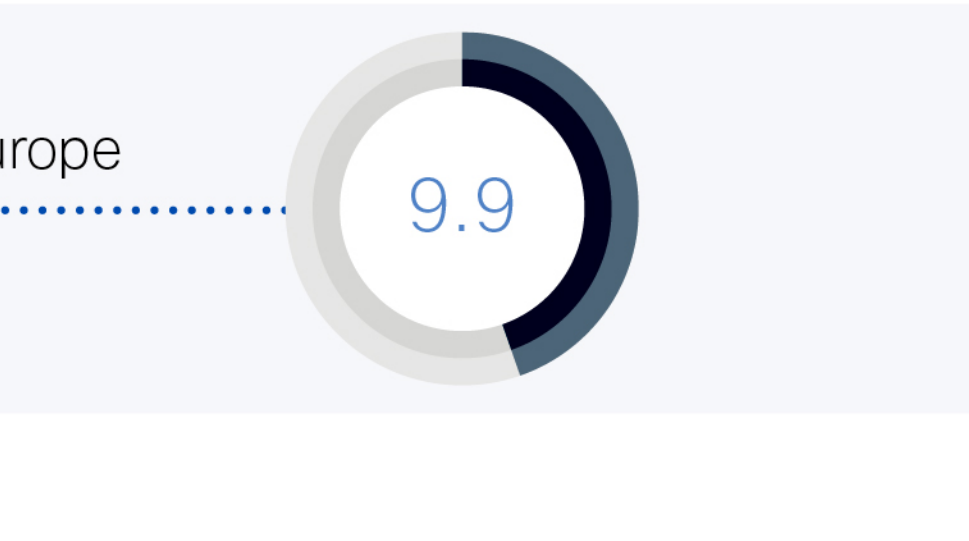


## Regional Fixed and Mobile Device Ownership and Connections Influence Cloud Readiness

Here are the regions that had the largest average number of fixed and mobile devices and machine-to-machine (M2M) connections per Internet user in 2014:



Here are regions projected to have the largest average number of fixed and mobile devices and M2M connections per Internet user by 2019:



Source: Cisco® Global Cloud Index, 2015

For More Information : [www.cisco.com/go/cloudindex](http://www.cisco.com/go/cloudindex)