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An Analysis on Economic Value and Consumer Needs of Cloud Services

You-Jin Kim · Jin-Bo Sim

IT	가	가	H/W	S/W	IT	가
58	, 가가	, 가	, FGI	, 30	, 2011~2020	, 55
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According to the expansion of demand for IT cost reduction and user convenience, cloud computing has been highlighted as the mega trend to change the IT paradigm. This means the advent of age for cloud services which provide H/W and S/W as the amount that the user wants as the type of utility services. Under this background, this study uses Input-Output analysis and FGI in order to analyze the cloud service's economic value and consumer needs. According to the result of the research, cloud services from 2011 till 2020 are expected to show about 58 trillion won as the total production inducement, about 30 trillion won as the total value added inducement, and about 550 thousand people as the total employment inducement. It is also expected that the forward-backward linkage effects of cloud services will increase constantly. Meanwhile, according to the result of analyzing consumer needs for cloud services, it is expected that cost reduction, user convenience, and information accessibility will be the stimulative factors for acceptance and expansion. In addition, it has been found that the chief concerning and hindrance factors affecting the cloud service's market diffusion negatively are the possibility of information leak and uncertainty of performance anticipation.

Keywords: Cloud service, Economic impact, Forward-backward linkage effect, Consumer needs, Concerning factors

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Frost & Sullivan社(2010)

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69%

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(Pew Internet, 2008).

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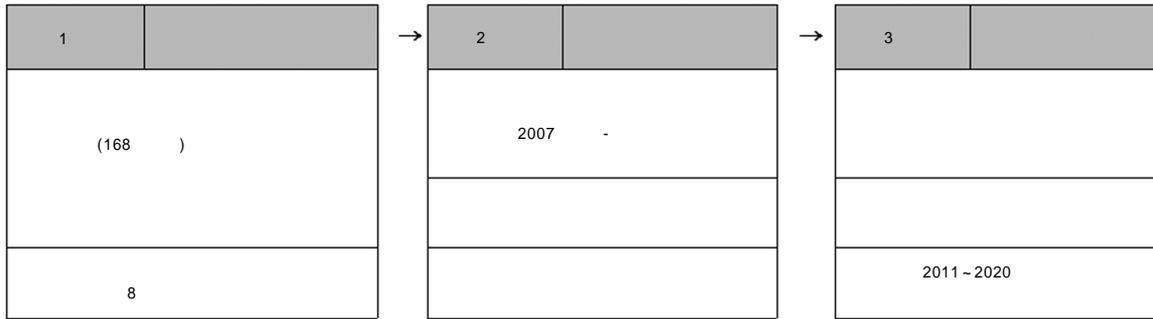
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1.

2020 12 30.4%
 (1).
 (2011~2010)
 SaaS 61%, IaaS 31%, PaaS 8%

0.5~0.8%
 SaaS가 60%
 가 2011
 1524 2015 4609 , 2020 2
 155 33.9%
 (2).

1. 2009) 2 2007 (,
 , 가가 ,
 3 가

3
 2.

가가
 가 2007
 (168)
 가

3.

	가 1 가	= x
가가	가가 가 1 가 가가	가가 = 가가 x
	(10)	= 가 x

4.

	1)	가가 2)	3)
	1.1550	0.5994	10.925
1:	$(I-A^d)^{-1}$		
2: 가가	()		
3:	(168)		

5.

	2000	2005	2007
1)	0.708	0.899	0.919
2)	0.460	0.545	0.595
1)			
2)			

8 10.925 가 10.9

3. 가 (, 2009; 2007)

2007 -

(Leontief, W, 1970; , 2003)

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1.1550 가 1 1

가가 1.150 , 가 1

가가 0.5994 , 가 1

가가 0.5994 (5).

6. (: 10 ,)

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	
	1,506	1,877	2,256	2,933	3,824	4,985	6,500	8,475	11,050	14,408	57,814
가	782	974	1,171	1,522	1,984	2,587	3,374	4,399	5,735	7,478	30,006
	14,246	17,753	21,341	27,739	36,166	47,155	61,483	80,164	104,523	136,284	546,855

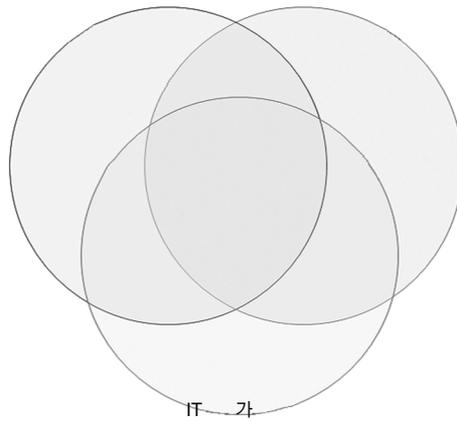
7. FGI 가

Group			
Group 1	IT 가 ()		8
Group 2	IT 가 ()		7
Group 3	.		9
Group 4	25 ~ 35		8
Group 5	36 ~ 45		8
Group 6	46 ~ 55		8
Group 7	.		8

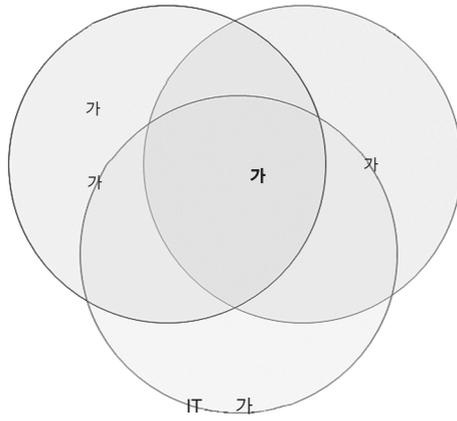
8.

	()
Group 1-2(IT 가)	1. 가 2. SaaS 3. SNS &
Group 3-6()	1. 2. SNS 3.
Group 7()	1. 2. SW 3.

가 2020 14 4,080 가
가 가 2011 7,820 2020
7 4,780 (/10
) 2010 14,246 2020 136,284
가 .
가 2011 ~
가 2020 58 가
가 30 .
2011 ~ 2020
4. 55 .
가 가
6 .
가 가
2011 1 5,060



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IV.

2. FGI

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Interview) 7 가 15 , 33 , 7

IT 가 FGI(Focus Group Interview) 2011 1~2 가 56 (IT 가 8)

IT 가 , 가) 가 8 (가 ,

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FGI IT 가

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(Jin-Bo Sim)

2006:

2006 ~ :

E-mail: jbsim@etri.re.kr

Tel: +82-42-860-6213

Fax: +82-42-860-6504



(You-Jin Kim)

2009:

2007 ~ :

E-mail: prettyyj@etri.re.kr

Tel: +82-42-860-5767

Fax: +82-42-860-6504