

# Cloud IT Services Research

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## Introduction

Vault.com, the career website, has released a ranking of the most prestigious consulting firms. A little like the Oscars, which turns to the movie industry to tally its votes, Vault's list comes from a survey of consultants who are asked to rank their peers and competitors. Vault ran its survey for six weeks in March and April and gathered votes from 9,000 consultants at 65 North American firms.

Vault does a number of other consulting firm rankings (best firms for work/life balance, for benefits, for compensation) , where it gives questionnaires to people in management positions and those managers distribute the questionnaires to employees.

For the prestige ranking, consultants were not allowed to vote for their own firms, and they were asked only to rate firms with which they were familiar. They rated each firm on a scale of 1 (least prestigious) to 10. Vault has been running the survey for 14 years, and every year McKinsey has come out on top. In fact, the top four are unchanged from last year: McKinsey, Boston Consulting Group, Bain and Deloitte Consulting.

Fifth place shifted this year. In 2014 Booz & Company was in that slot, but in the spring of last year, accounting giant PricewaterhouseCoopers bought it and gave it the infelicitous name "Strategy&." Suddenly the firm lost its name recognition, says Vault's Phil Stott, who's in charge of the ranking. The Booz name was confusing even before the acquisition. In 1914 Booz & Company was founded and grew into government consulting firm Booz Allen Hamilton (where Edward Snowden was doing contract work for the NSA before he leaked classified data). In 2008 its corporate consulting business, Booz & Company, spun off and in 2008, the Carlyle Group acquired it. Confused yet? In fifth place this year: Booz Allen Hamilton, up from sixth last year. Strategy& sank to 19<sup>th</sup>.

Why is prestige important in the consulting business? For job seekers, having McKinsey or Boston Consulting on a résumé can open up opportunities, as The New York Times or The Wall Street Journal would on a journalist's CV. Also people simply care about prestige. Says Stott, "For many people, their career defines them," says Stott. "They want to work for the most prestigious firms because of that."

The list is dominated by huge firms with workforces in the thousands and multiple worldwide offices. An exception: the Bridgespan Group, located on Boston's Copley Place. The firm has 158 employees and its focus is the nonprofit sector. It spun off from Bain in 1999 but kept its ties to the firm. Bain consultants can take a leave and work six to 12 months at Bridgespan.

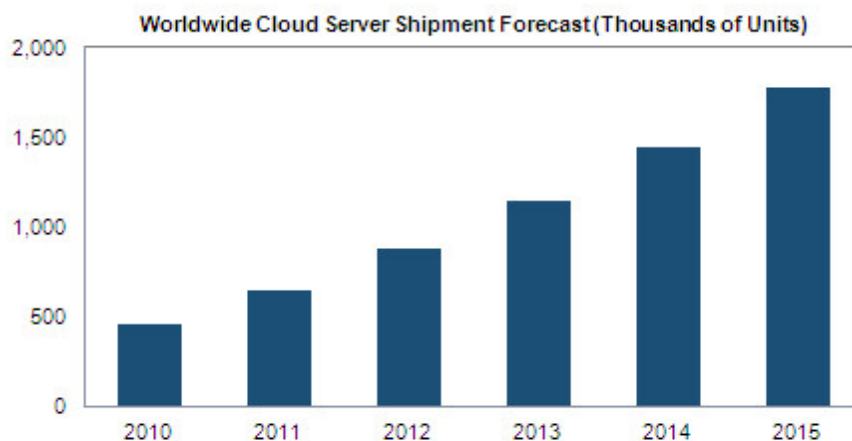
Here are the top 10 most prestigious firms according to Vault:

1. McKinsey & Company
2. The Boston Consulting Group
3. Bain & Company
4. Deloitte Consulting
5. Booz Allen Hamilton
6. PricewaterhouseCoopers Advisory Services LLC
7. EY LLP Consulting Practice
8. Accenture
9. KPMG LLG (Consulting Practice)
10. IBM Global Business Services

## Market overview

### Cloud Server Market to Rise Further

As online storage service use continues to grow, IHS iSuppli predicts the WW cloud server market will "enjoy robust prospects," projecting 2012 shipments will grow by 35% Y-o-Y to reach 874000 units.



Source: IHS iSuppli Research, January 2012

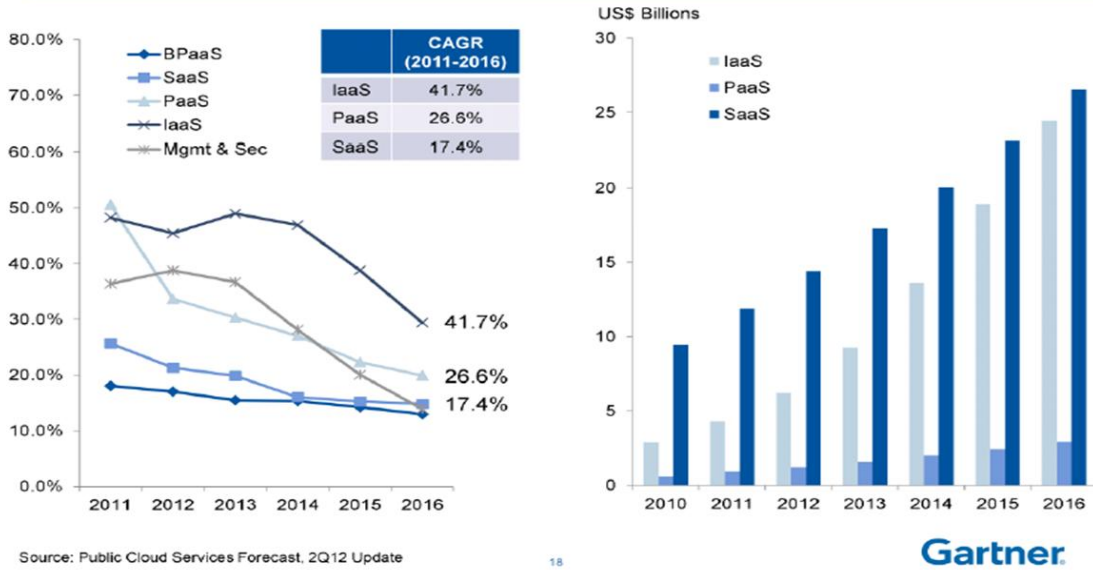
In comparison the analyst says 2010 cloud server shipments total 460000 units, while 2011 shipments amount to 647000.

iSuppli predicts high growth rates (23-30% Y-o-Y) for each of the next 3 years until 2015, when cloud server shipments will reach around 1.8 million units with a CAGR of 31% (for the 2010-2015 period).

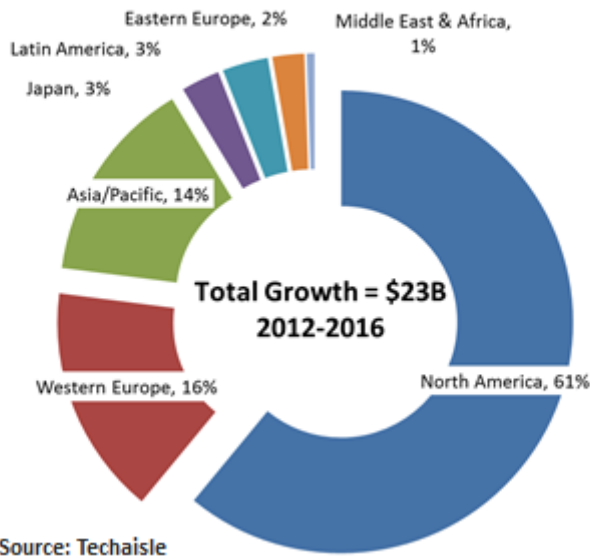
Cloud servers will also make a growing part of total server shipments-- from 5% in 2010 to over 15% in 2015.

Cloud computing is a growing market, most of its growth is concentrated in the **IaaS (Infrastructure as a Service)** paradigm and in 2012 Gartner has estimated a market of more than 100 billions dollars worldwide, very very huge. Cloud Computing is no more a marketing term, it's something concrete used by tons of people, startups and enterprises; public cloud computing is the biggest part of this market and Amazon Web Services is the leader in this field.

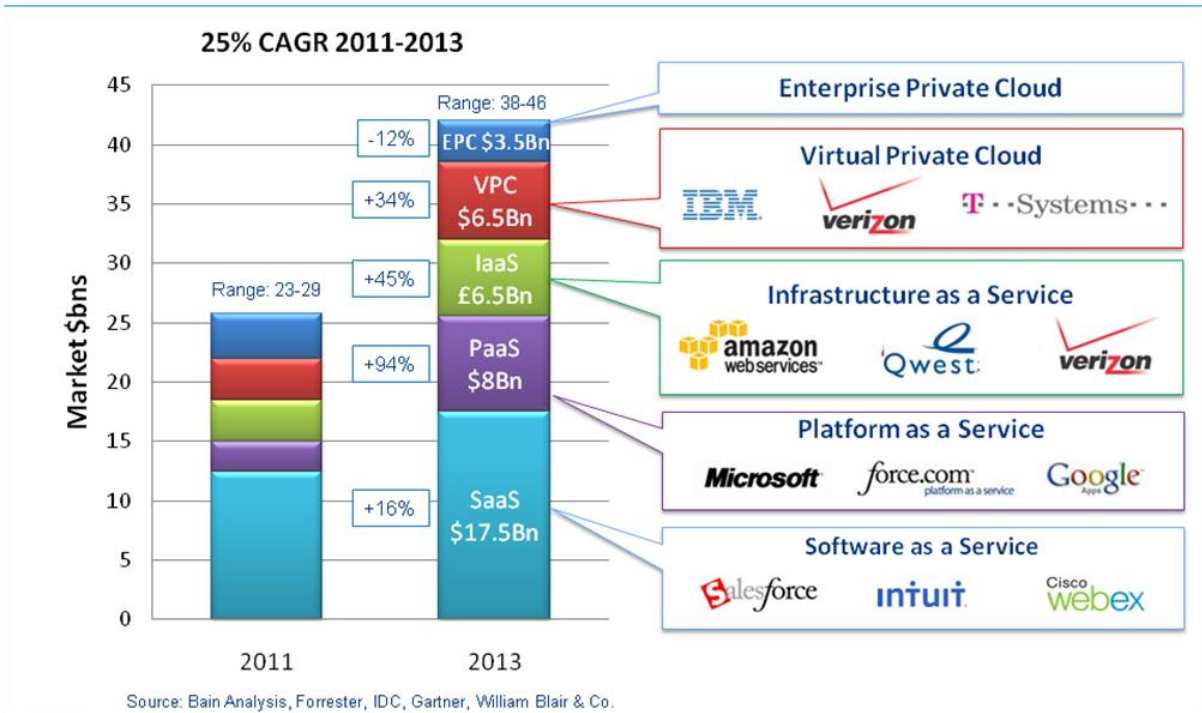
## High Growth Expected in Cloud Infrastructure Services



## Regional Share of Global Growth in Cloud Computing



# Cloud services: market forecast and current players



- Global spending on public cloud services is expected to grow 18.6% in 2012 to \$110.3B, achieving a CAGR of 17.7% from 2011 through 2016.** The total market is expected to grow from \$76.9B in 2010 to \$210B in 2016. The following is an analysis of the public cloud services market size and annual growth rates:

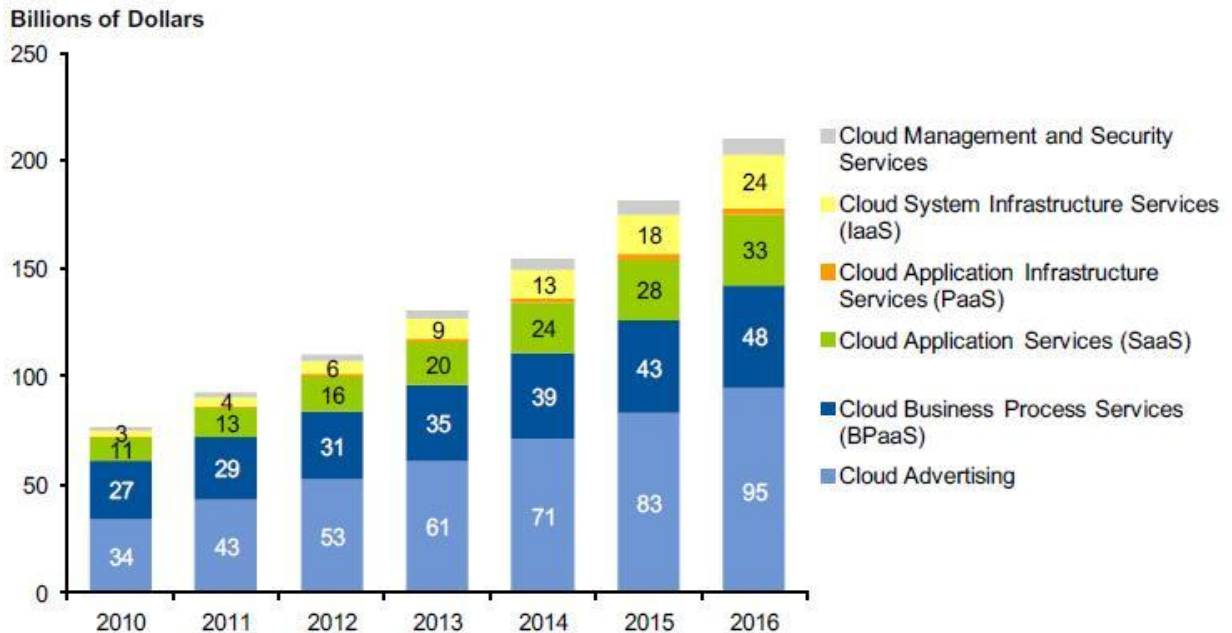
### Public Cloud Services Market and Annual Growth Rate, 2010-2016



Source: Gartner (February 2013)

- Gartner predicts that Infrastructure-as-a-Service (IaaS) will achieve a compound annual growth rate (CAGR) of 41.3% through 2016, the fastest growing area of public cloud computing the research firm tracks.** The following graphic provides insights into relative market size by each public cloud services market segment:

### Public Cloud Services Market by Segment, 2010-2016

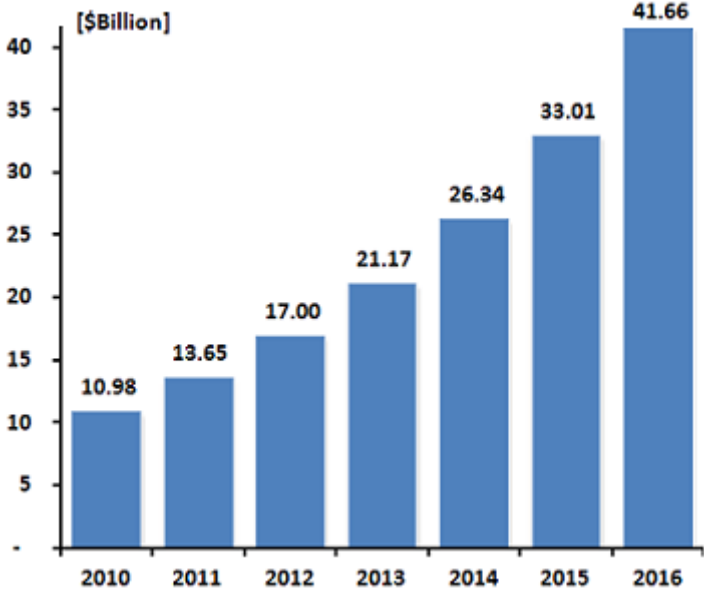


Source: Gartner (February 2013)



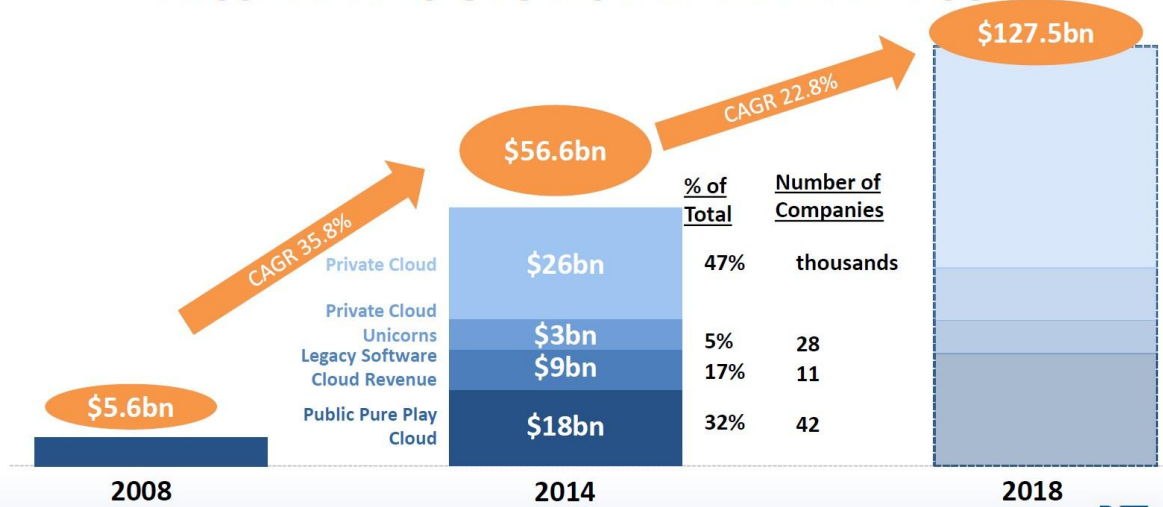
Will Cloud Computing overtake “on-premise” computing in five years? IT pros who participated in an IBM survey think it’s possible, but we at Market Info Group think it’s unlikely. While the Public Clouds Market is forecasted to grow by 15.3% CAGR over 2010 – 2016 period, aggregating \$10.1 Billion; the Private Cloud Market, which includes “on premise,” is forecasted to aggregate \$43.5 Billion over the same period.

**US Cloud Computing Market Forecast by [\$Billion] – 2010-2016**



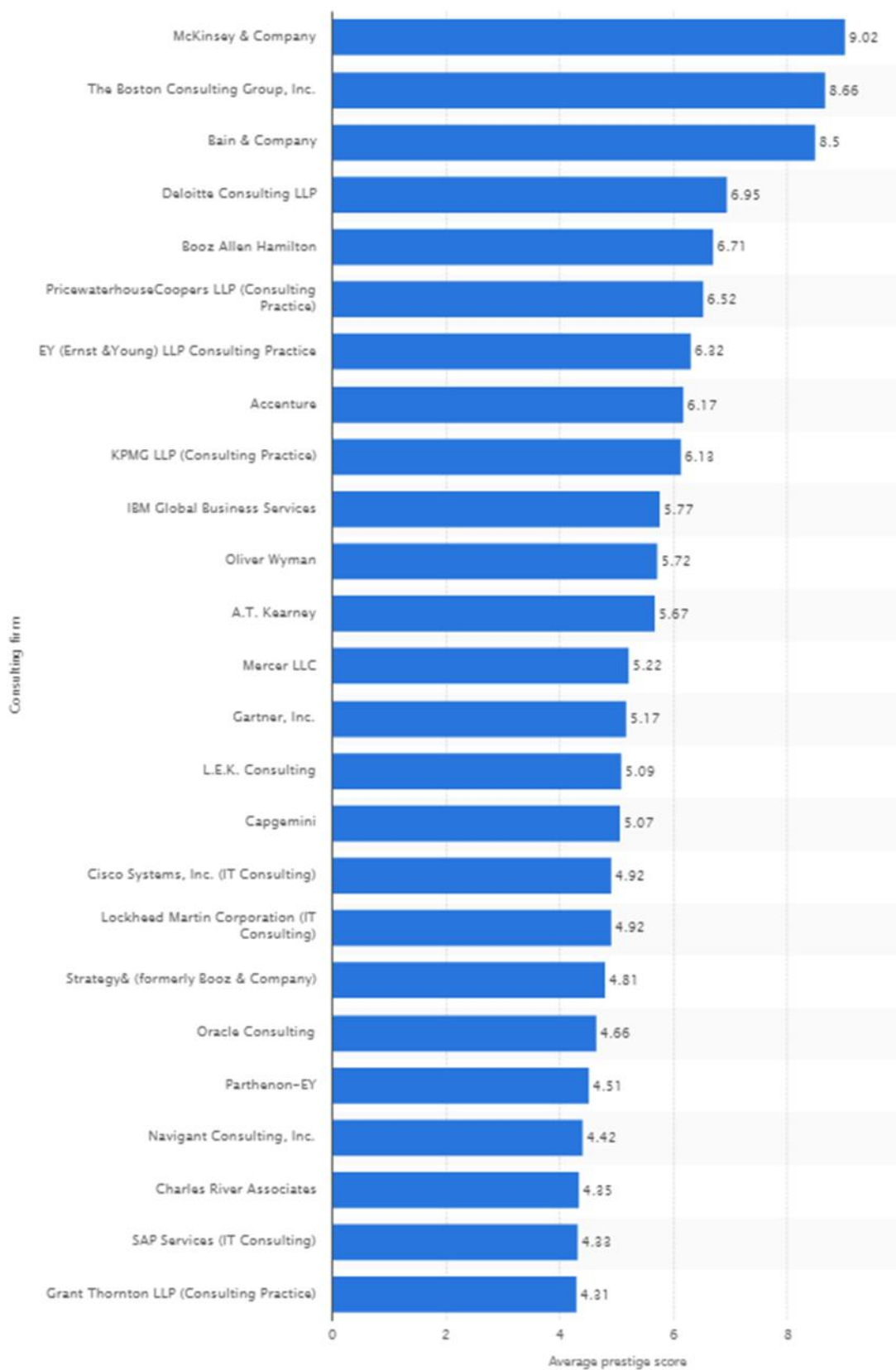
In 2014, the cloud computing market was \$56.6B, with the largest amount on spent on private cloud (\$26B).

## CLOUD REVENUE UP 10X IN LAST SIX YEARS PROJECTED TO GROW OVER 2X IN NEXT FOUR



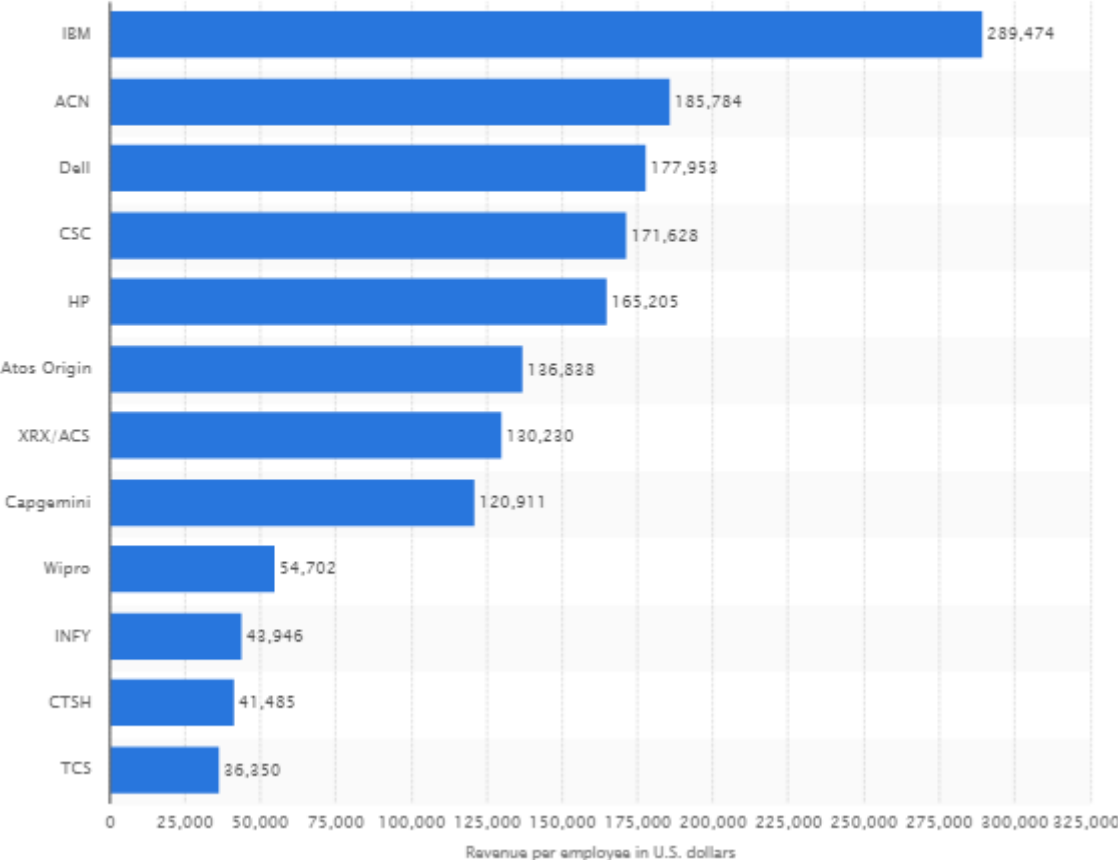
Source: Market size IDC, 2014. Public company data per CapIQ. Legacy software cloud revenue per AppsRunTheCloud survey on 2013 revenue and assumed half'd growth for 2014. Private cloud unicorn data assuming average 20x rev multiple. 2008 market size from Forrester.

- SaaS is rapidly accelerating as a percentage of total application spend.** 30% of all application spending is for SaaS-based applications, projected to grow at a CAGR of 17.6% from 2013 to 2018. On-premise software spending is projected to decline at a 2.8% CAGR in the forecast period.



### Revenue per employee of major IT services vendors worldwide (in U.S. dollars)

The ranking shows the revenue per employee of major IT services vendors worldwide. As an example, Wipro had a revenue per employee of 54,702 U.S. dollars.



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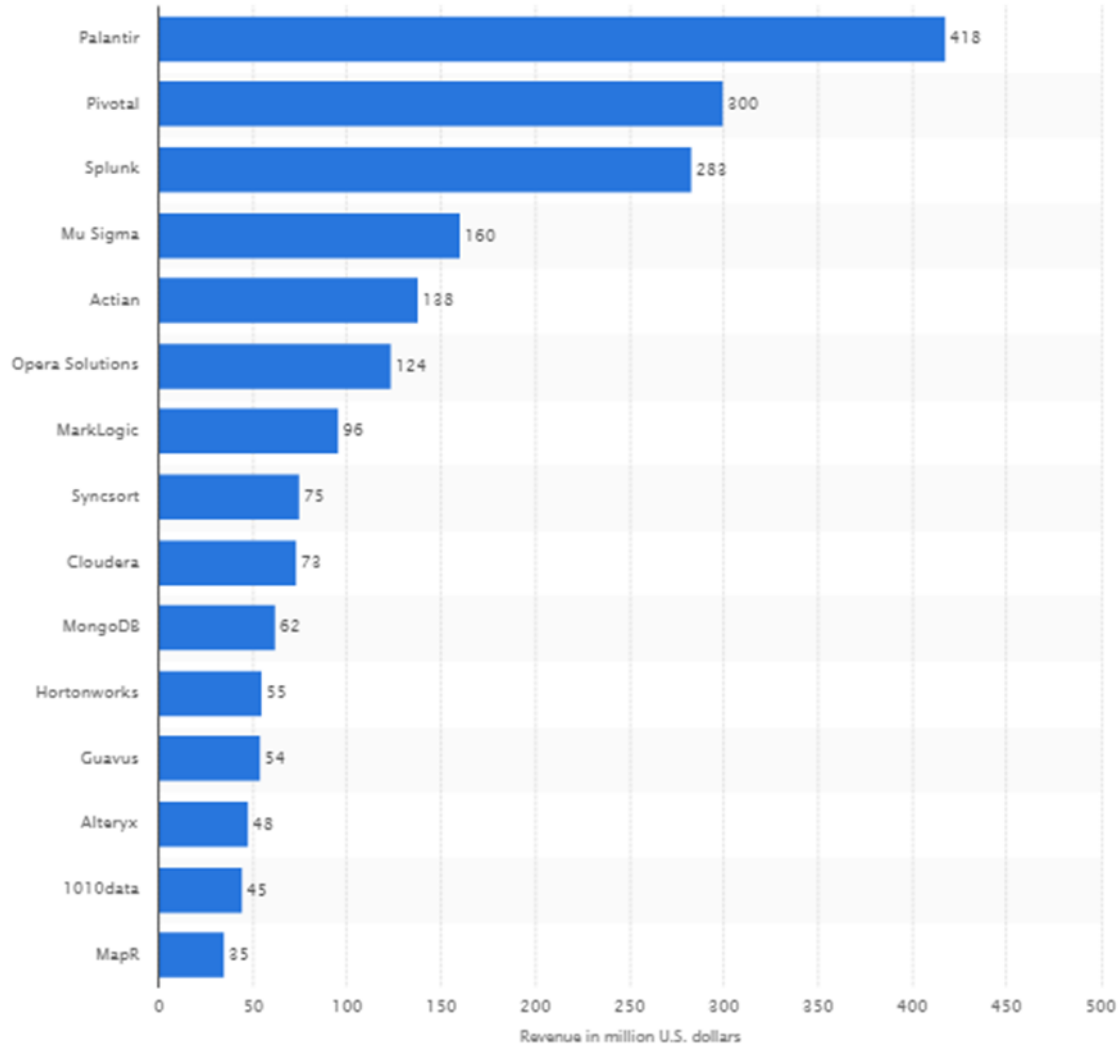
## Facts on Cloud Computing



Market Overview	Values	Statistic
Market growth forecast for public IT cloud services worldwide	16.5%	Details →
Global consumer cloud IP traffic	1,923EB/yr	Details →
Global revenue generated from public cloud computing services	\$175.0bn	Details →
Global cloud service revenue from storage services	\$2.35bn	Details →
Worldwide Software as a Service (SaaS) revenue	\$23.72bn	Details →
Global cloud service revenue from the e-commerce enablement segment	\$7.33bn	Details →

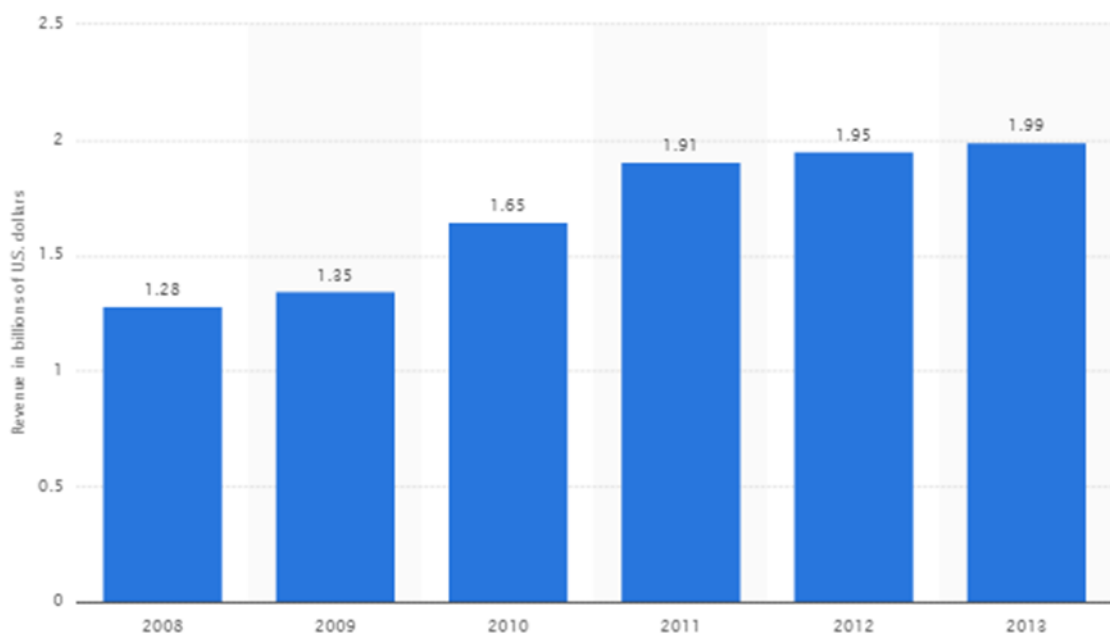
## Leading pure-play\* big data vendors' revenue in 2013 (in million U.S. dollars)

Here you can see the amount of revenue generated by the leading big data pure-play vendors around the world in 2013. In that year, data analysis specialist Palantir achieved revenues of approximately 418 million U.S. dollars.



## Oracle's revenue from Business Intelligence & analytics software sales worldwide from 2008 to 2013

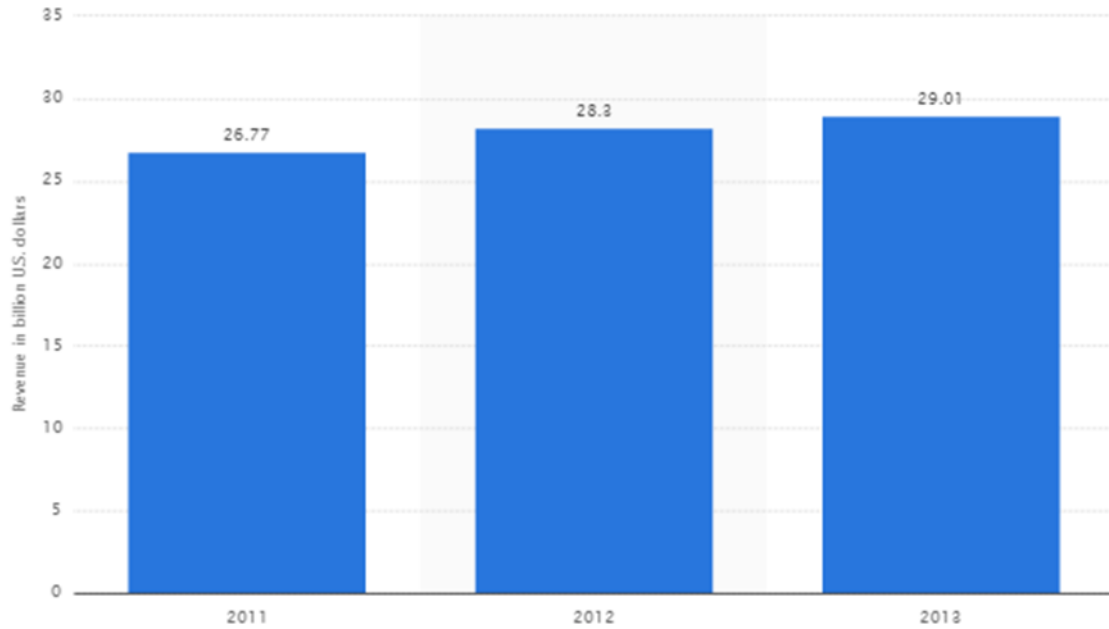
The statistic depicts the revenue Oracle generated through the sale of Business Intelligence and analytics software worldwide from 2008 to 2013. In 2012, Oracle generated 1.95 billion U.S. dollars from the business.



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### Oracle's revenue from software worldwide from 2011 to 2013 (in billion U.S. dollars)

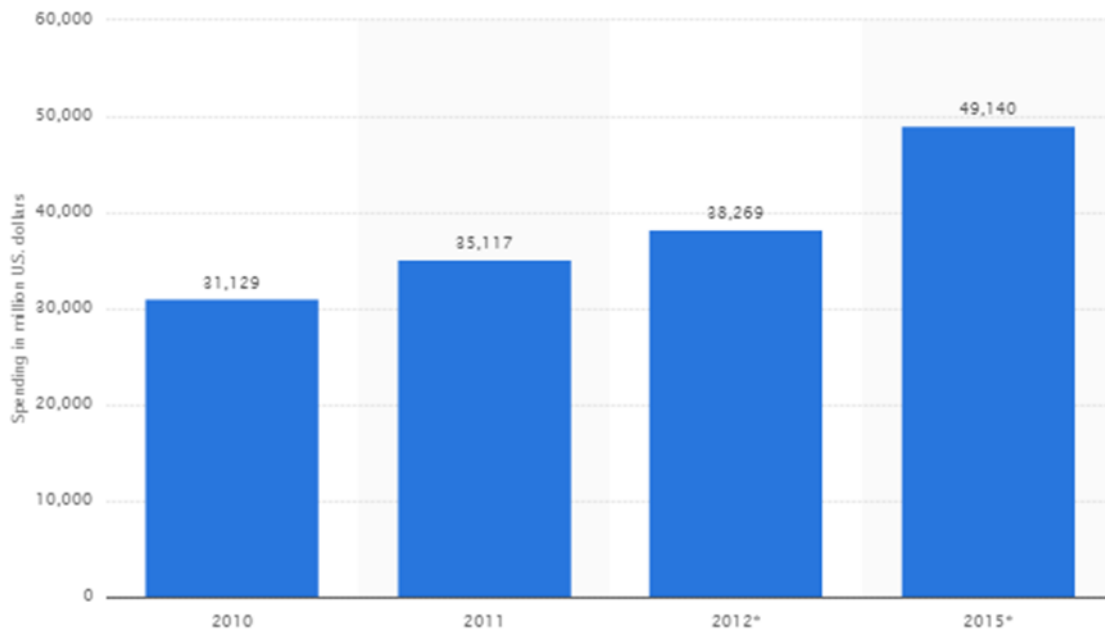
The statistic shows the global revenue of Oracle from the sale of software from 2011 to 2013. In 2012, Oracle generated more than 28 billion U.S. dollars in revenue from software.



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### Worldwide IT security service spending from 2010 to 2015 (in million U.S. dollars)

The statistic depicts the worldwide IT security service spending from 2010 to 2015. In 2015, the security service spending is projected to amount to 49,140 million U.S. dollars worldwide. In 2015, the [security service spending in the consulting segment](#) is projected to amount to 12,152 million U.S. dollars worldwide.

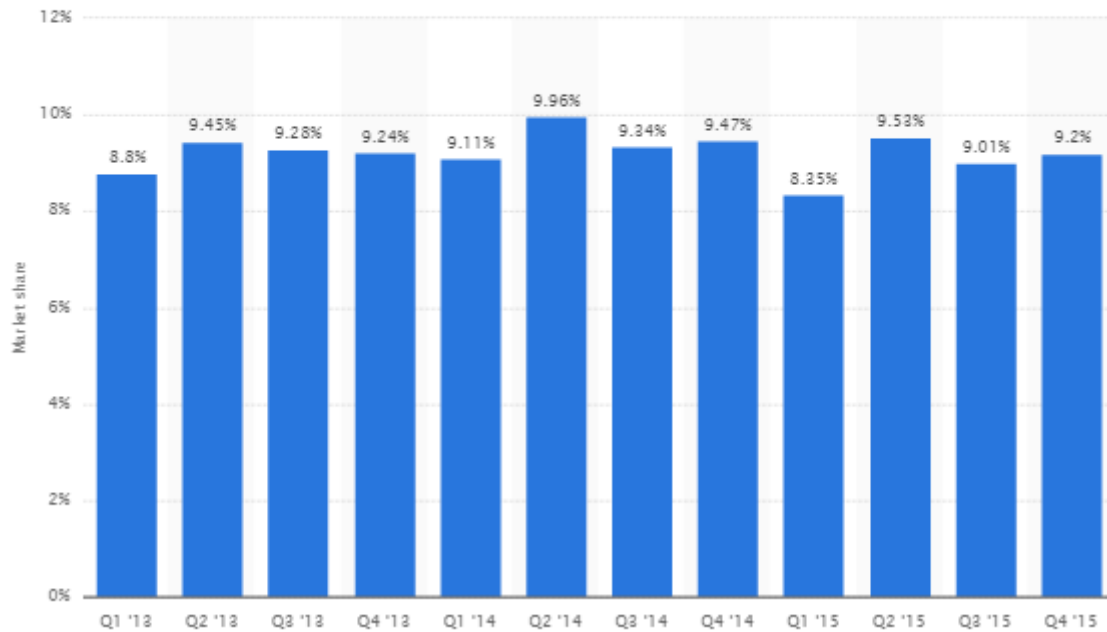


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## Market share held by Hewlett Packard Enterprise in the global Ethernet switch market from 2013 to 2015, by quarter

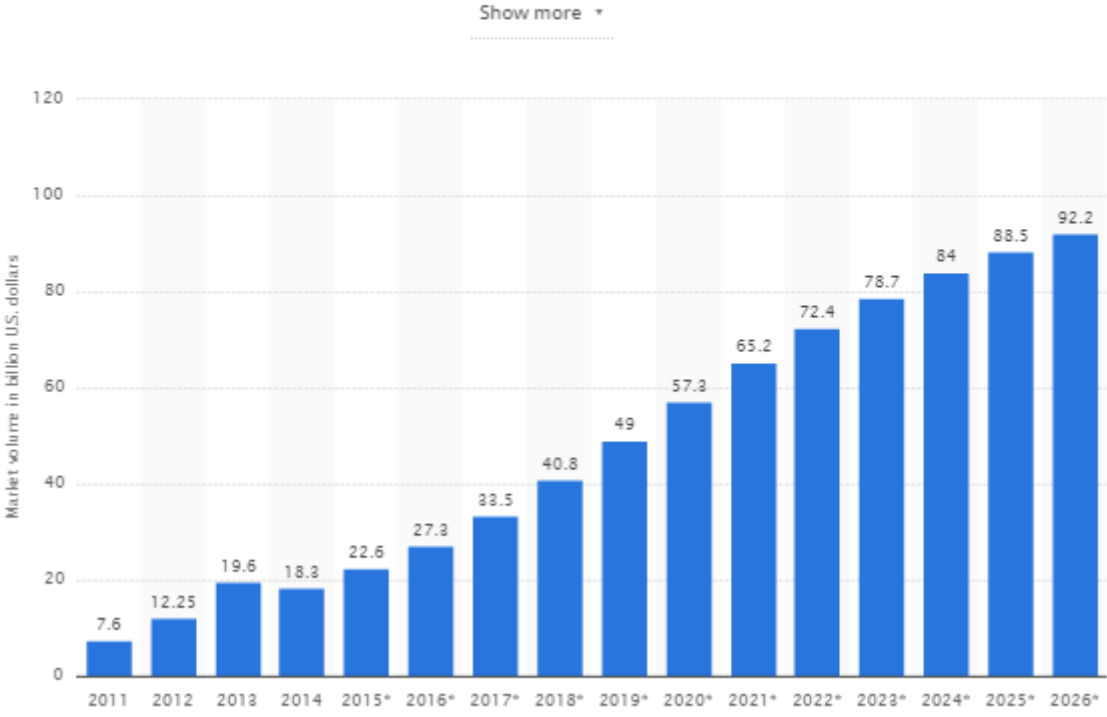
This statistic illustrates the market share held by Hewlett Packard Enterprise in the global Ethernet switch market from the first quarter of 2013 to the latest quarter. In the fourth quarter of 2013, HPE had a global market share of 9.24 percent. The largest provider of Ethernet switches, Cisco, held a share of around 62 percent in the [global Ethernet switch market](#), as of the third quarter of 2015.



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### Big data market size revenue forecast worldwide from 2011 to 2026 (in billion U.S. dollars)

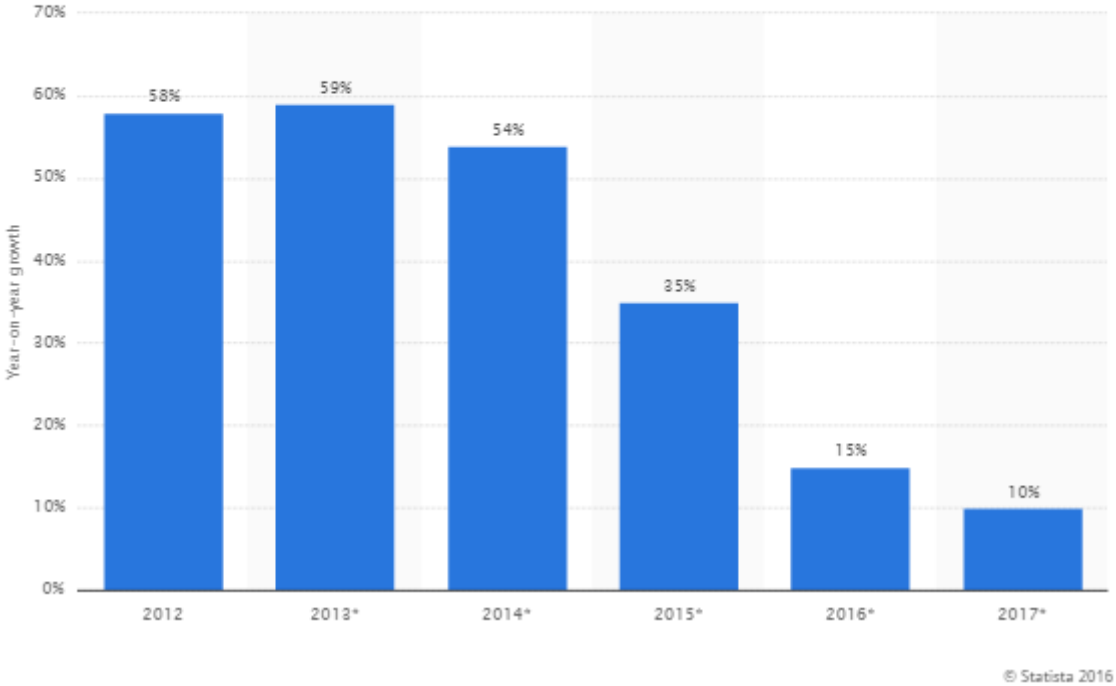
The statistic shows a revenue forecast for the global big data industry from 2011 to 2026. For 2016, the source projects the global big data market size to grow to just under 38 billion U.S. dollars in revenue.



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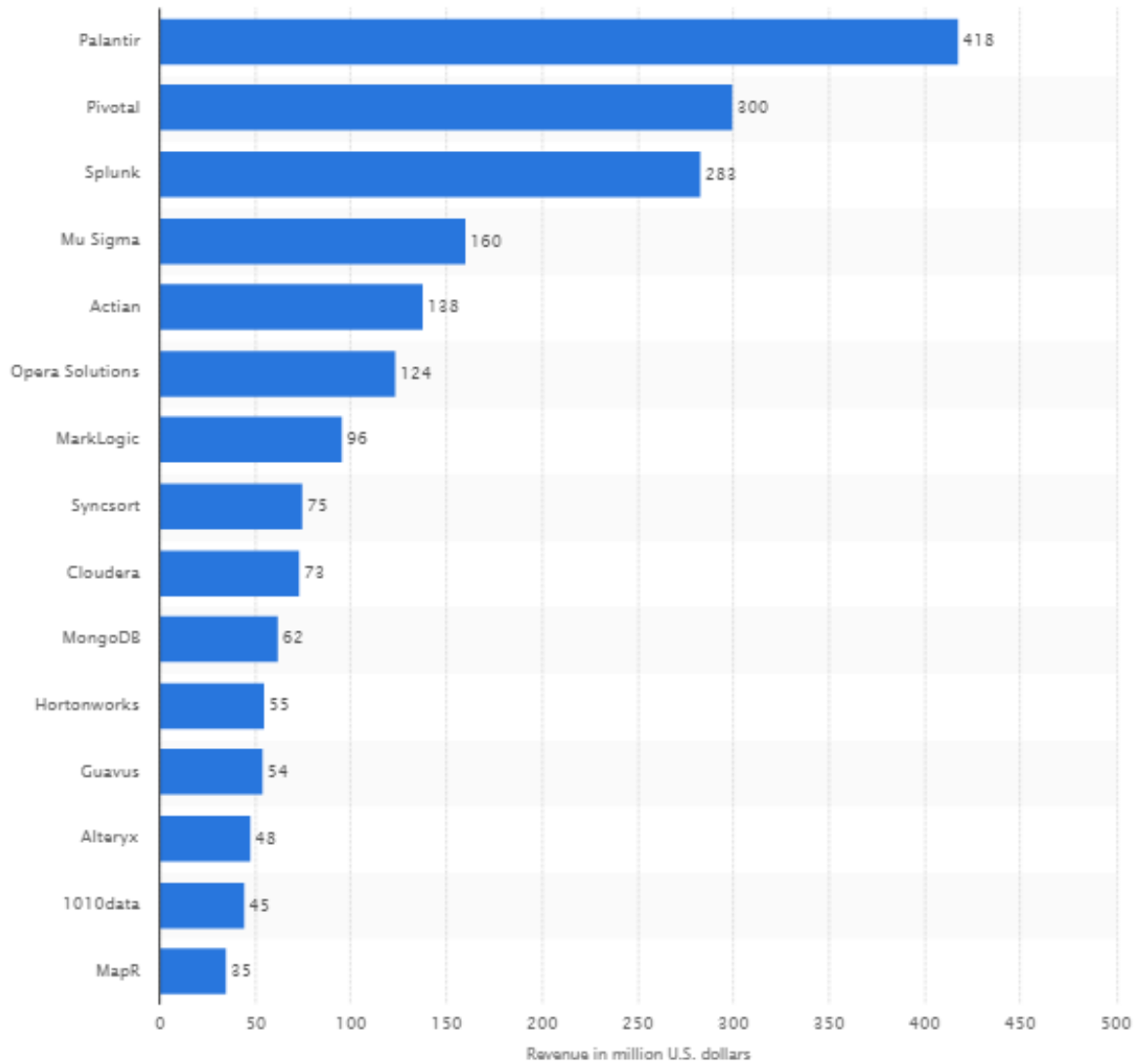
**Global big data market year-on-year growth forecast from 2012 to 2017 (in billion U.S. dollars)**

The big data market is an industry that is expected to grow steadily into the future and offer businesses great potential. This source estimates that from 2012 to 2014 this industry will more than double in size and revenue takings each year when compared to the previous year.



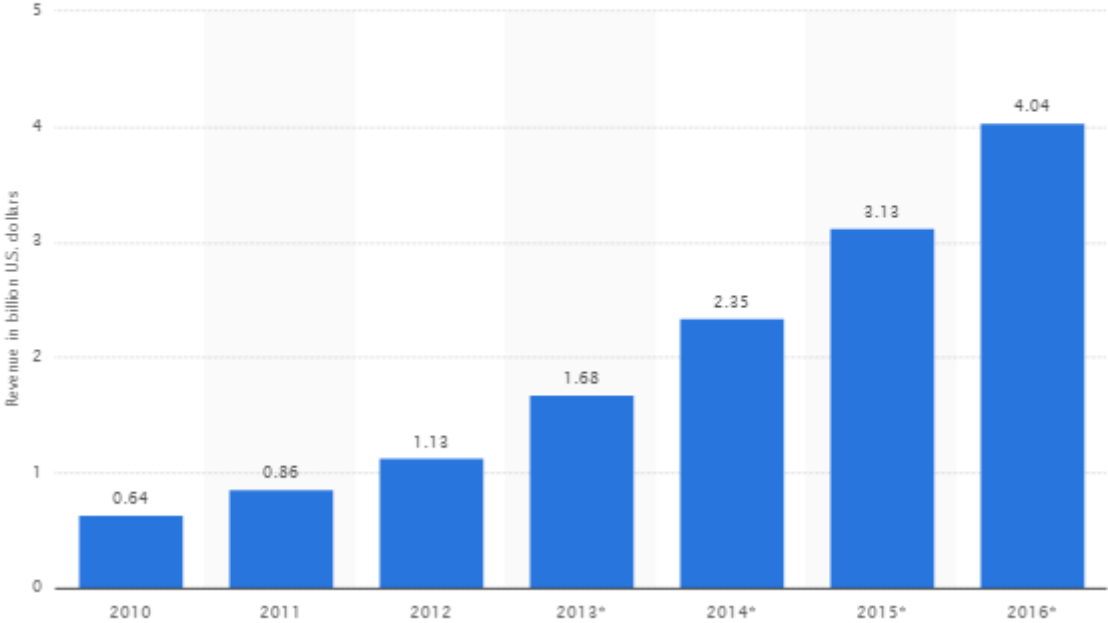
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Here you can see the amount of revenue generated by the leading big data pure-play vendors around the world in 2013. In that year, data analysis specialist Palantir achieved revenues of approximately 418 million U.S. dollars.



### Global cloud service revenue from storage services from 2010 to 2016 (in billion U.S. dollars)

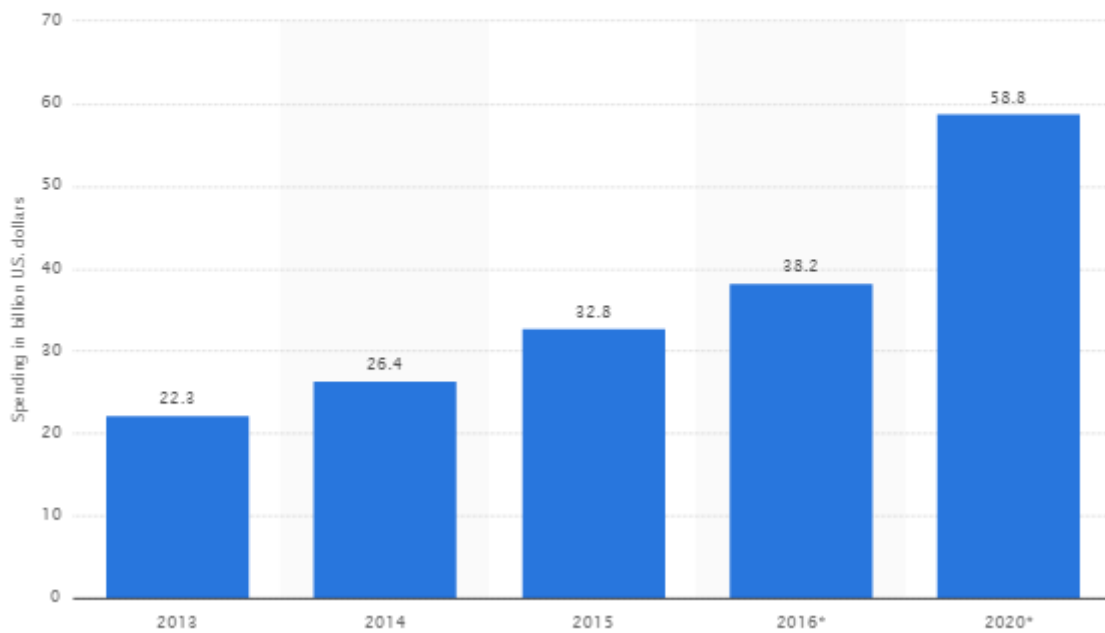
This forecast shows global cloud computing service revenue in the storage service segment from 2010 to 2016. The source estimates that by 2016 storage service revenue will have climbed over 4 billion U.S. dollars.



© Statista 2016

## Spending on cloud IT infrastructure worldwide from 2013 to 2016 (in billion U.S. dollars)

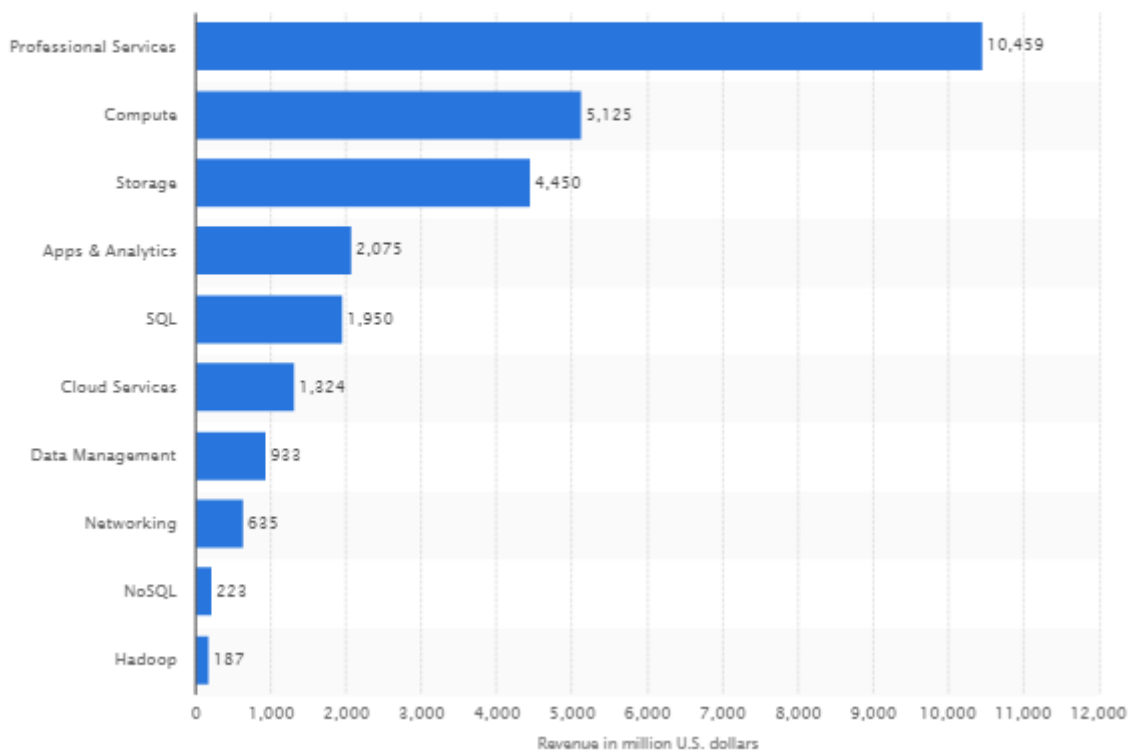
This statistic displays spending on cloud IT infrastructure from 2013 to 2016. In 2016, cloud IT infrastructure spending is expected to reach some 38.2 billion U.S. dollars.



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## Global big data revenue by segment in 2014 (in million U.S. dollars)

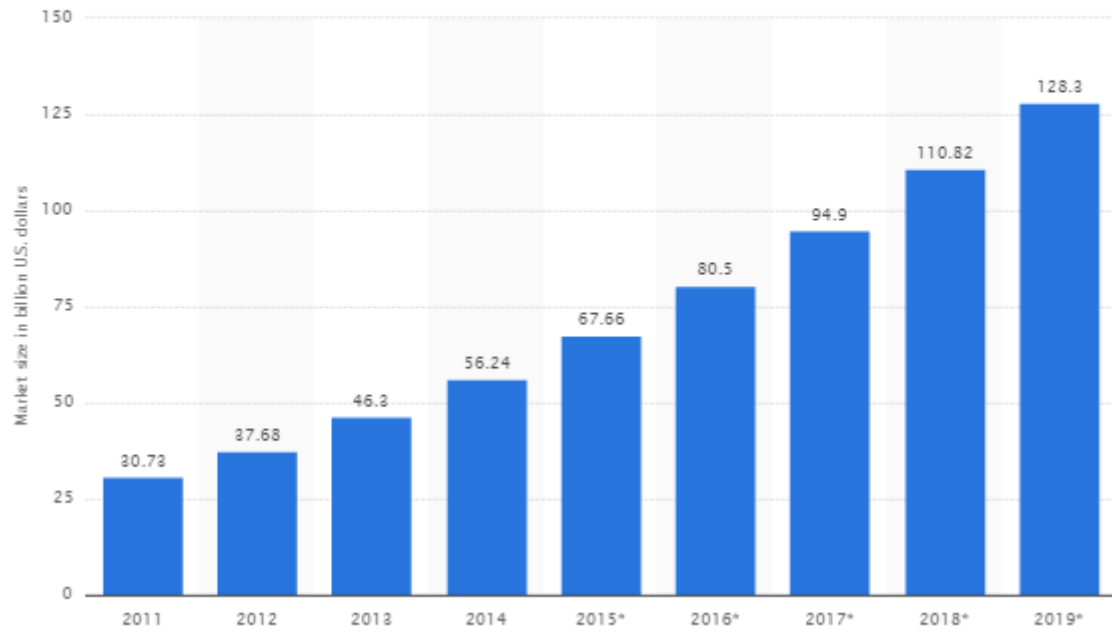
The statistic depicts a breakdown of the worldwide big data revenue by segment in 2013. More than six billion U.S. dollars in big data revenue worldwide was generated through the professional services segment.



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## Size of the cloud computing and hosting market worldwide from 2011 to 2019 (in billion U.S. dollars)\*\*

The statistic shows the size of the hosting and cloud computing market from 2011 to 2019. In 2016, the market for cloud computing and hosting services is predicted to be worth 80.5 billion U.S. dollars worldwide.

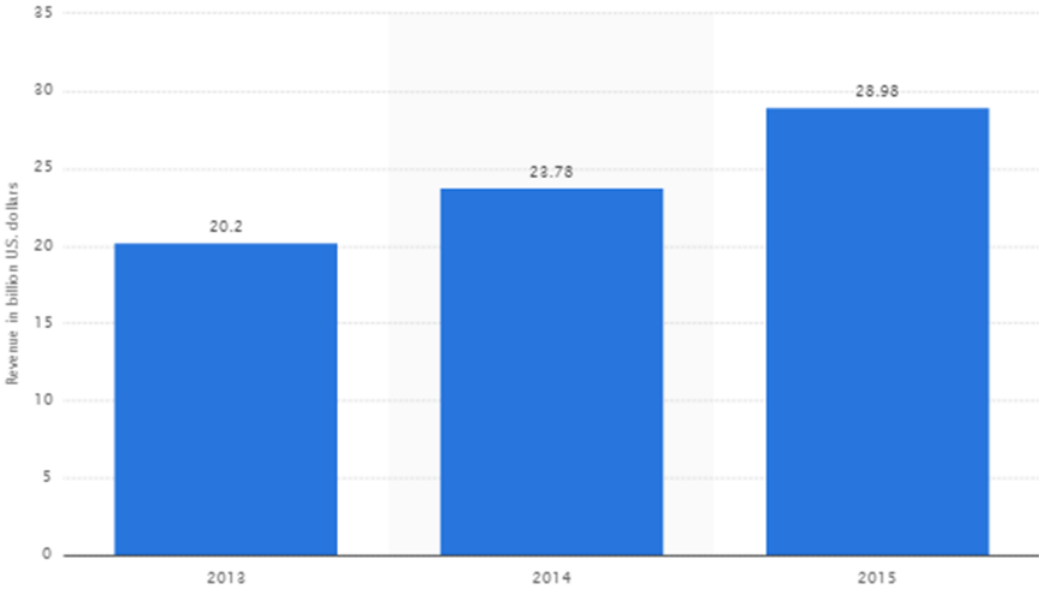


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**Vendor revenue of worldwide cloud IT infrastructure from 2013 to 2015 (in billion U.S. dollars)**

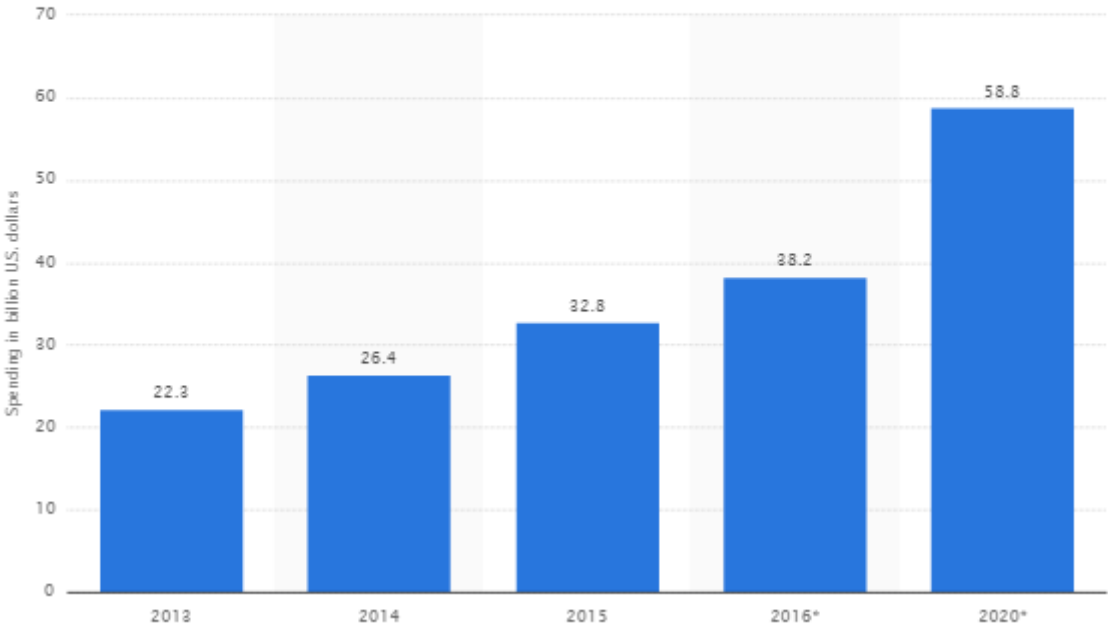
This statistic displays the revenue from cloud IT infrastructure from 2013 to 2015. In 2013, the vendor revenue for cloud IT infrastructure reached some 20.2 billion U.S. dollars. Public cloud infrastructure continues to expand and is a large driver of IT spending.



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### Spending on cloud IT infrastructure worldwide from 2013 to 2016 (in billion U.S. dollars)

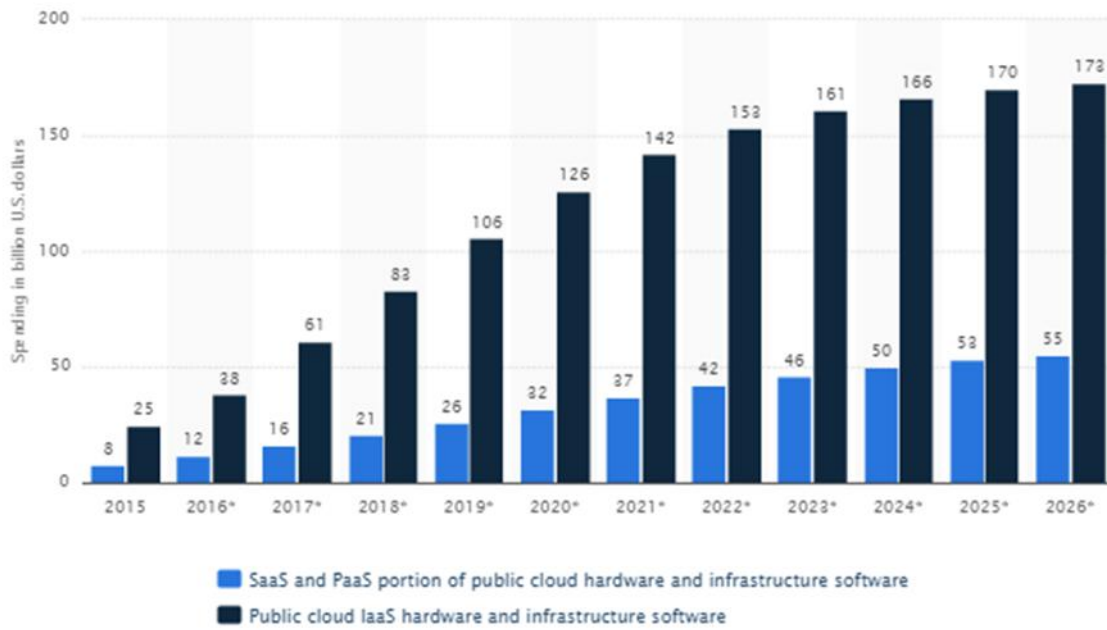
This statistic displays spending on cloud IT infrastructure from 2013 to 2016. In 2016, cloud IT infrastructure spending is expected to reach some 38.2 billion U.S. dollars.



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## Public cloud Infrastructure as a Service (IaaS) hardware and software spending from 2015 to 2026, by segment (in billion U.S. dollars)

The statistic shows the level of spending on public cloud infrastructure worldwide, both hardware and software, by segment, from 2015 to 2026. In 2016, spending on public cloud Infrastructure as a Service hardware and software is forecast to reach 38 billion U.S. dollars worldwide. Amazon holds the largest [IaaS market share](#) among vendors, with 27.2 percent of the market as of the first half of 2015.



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Company Financials	Values	Statistic
IBM's global revenue	\$81.7bn	Details →
IBM's net income	\$16.48bn	Details →
Most of IBM's income comes from global technology services	\$38.55bn	Details →
IBM's expenditure on research and development	\$5.2bn	Details →

Market Share	Values	Statistic
IBM's market share of server system vendors	13%	Details →
IBM's market share of business intelligence and analytics software	12.7%	Details →

Global Standing	Values	Statistic
In terms of market value, IBM comes in 38th worldwide	\$158,642m	Details →
In terms of brand value, IBM comes in 3rd in North America	\$115,985m	Details →

## Consumers:

### Survey Sample

Total Respondents	1,672
Margin of Error	+/- 2.7
Audience Base	CIO, Computerworld, CSO, InfoWorld, ITworld, Network World and TechWorld sites –plus IDG UK, IDG Sweden, email, and LinkedIn forums.

### Survey Method

Collection	Online Questionnaire
Number of Questions	47 (incl. demographics)

### Survey Goal

To measure cloud computing trends among technology decision-makers including usage and plans across various cloud service and deployment models, investments, business drivers and impact on business strategy and plans.



## Organizations Continue to Explore Cloud Opportunities

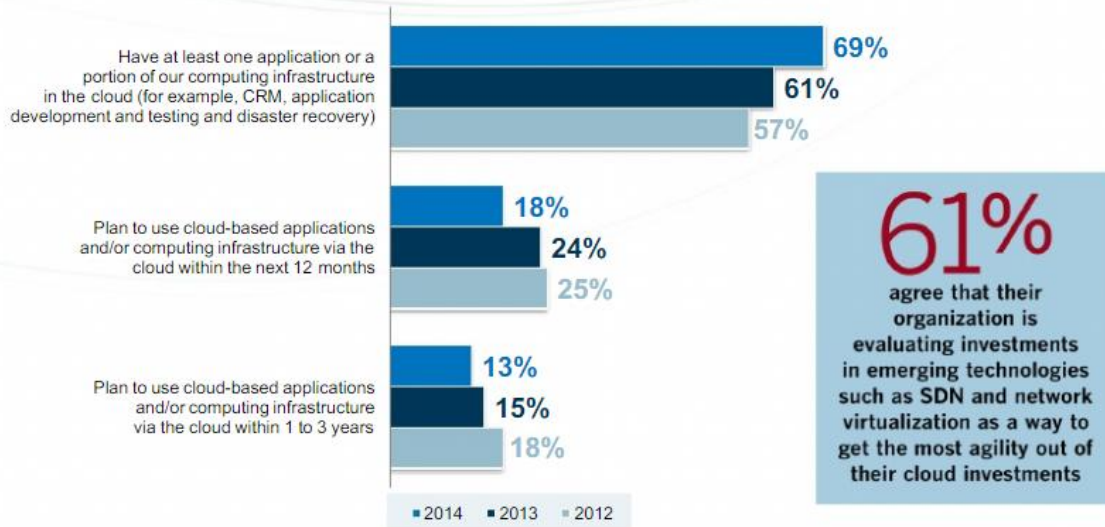


**We are still identifying IT operations that are candidates for cloud hosting**



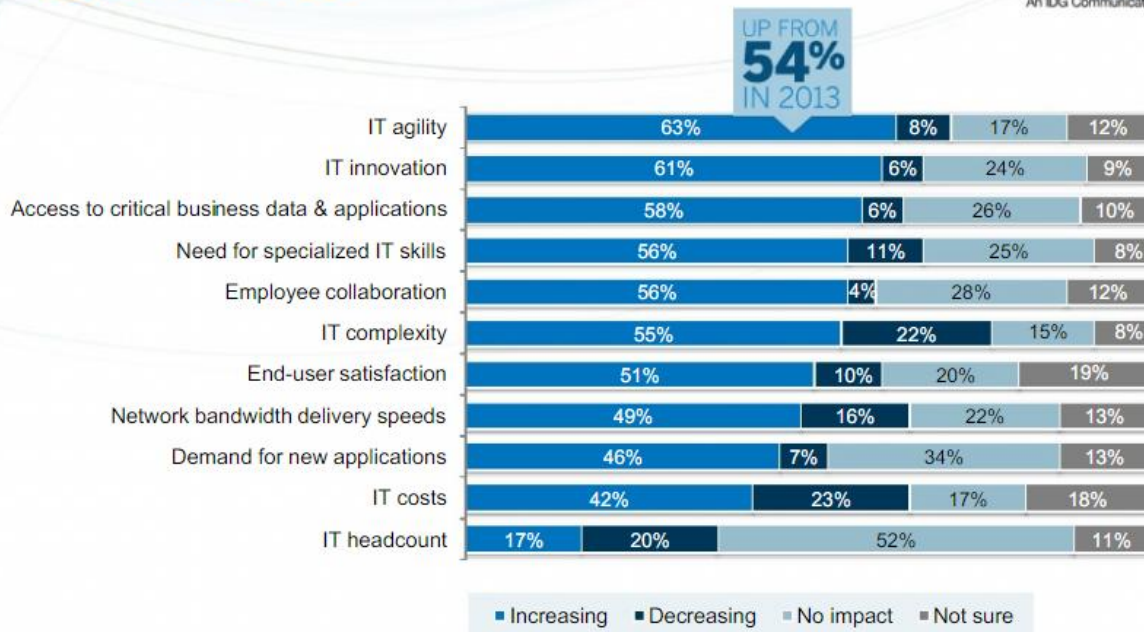
**We have identified all IT operations we are comfortable hosting in the cloud given the state of the current cloud offerings**

# Cloud Adoption Grows as a Business Staple



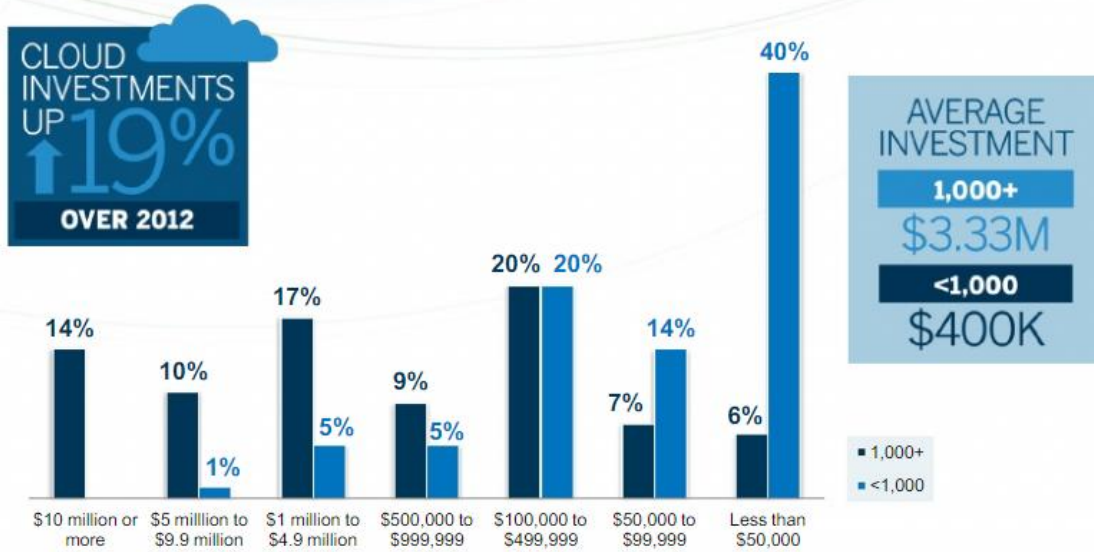
Q. What are your organization's plans with regard to utilizing computing infrastructure or applications via the cloud? AND Q. Please rate your level of agreement with the following statement: My organization is evaluating investments in emerging technologies such as software defined networking (SDN) and network virtualization as a way to get the most agility out of its cloud investments.

# Cloud Drives Innovation, Collaboration and Responsiveness



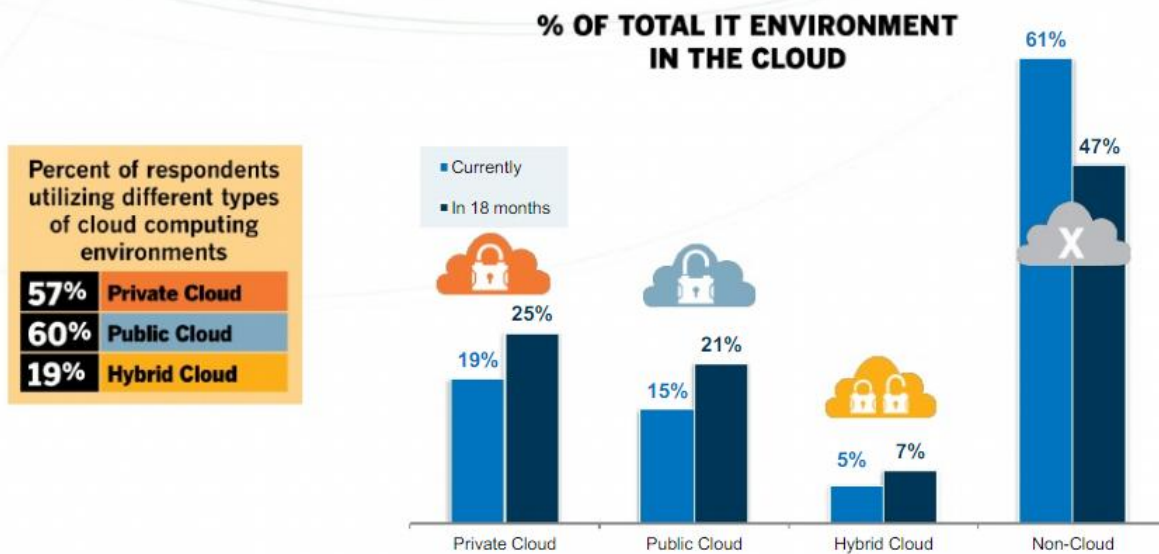
Q. How is the use of cloud computing technology impacting the following at your organization?

# Large Gap in Cloud Spending Between Enterprise and SMB Organizations



Q. Approximately how much will your organization invest in cloud-based services computing (including software, services, training and other related costs) in the next 12 months?

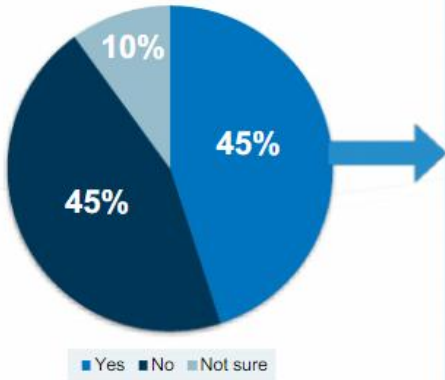
# IT Environments Quickly Move to the Cloud



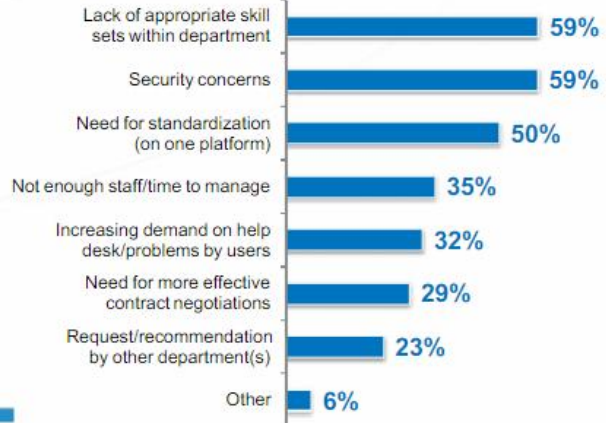
Q. Approximately, what percent of your organization's total IT environment (data, applications, infrastructure, etc.) presently resides in each of the following, and will in 18 months?

# Many External Cloud Projects Return to IT

## Do Cloud-Related Projects Come Back into IT Ownership?



## Factors Driving Projects Back



Q. Have you encountered instances where a cloud-related project(s) originally initiated outside of the IT organization (i.e., from other areas of your business) come back into IT ownership? Q. What are the main factors that drove the project(s) back into IT ownership? BASE: Encountered instances where cloud-related project(s) that originated outside the IT organization come back into IT ownership

# Majority Confident in Own Information Security



**Confidence in Security of Information Assets in the Cloud**



**74%**

VERY/  
SOMEWHAT  
CONFIDENT



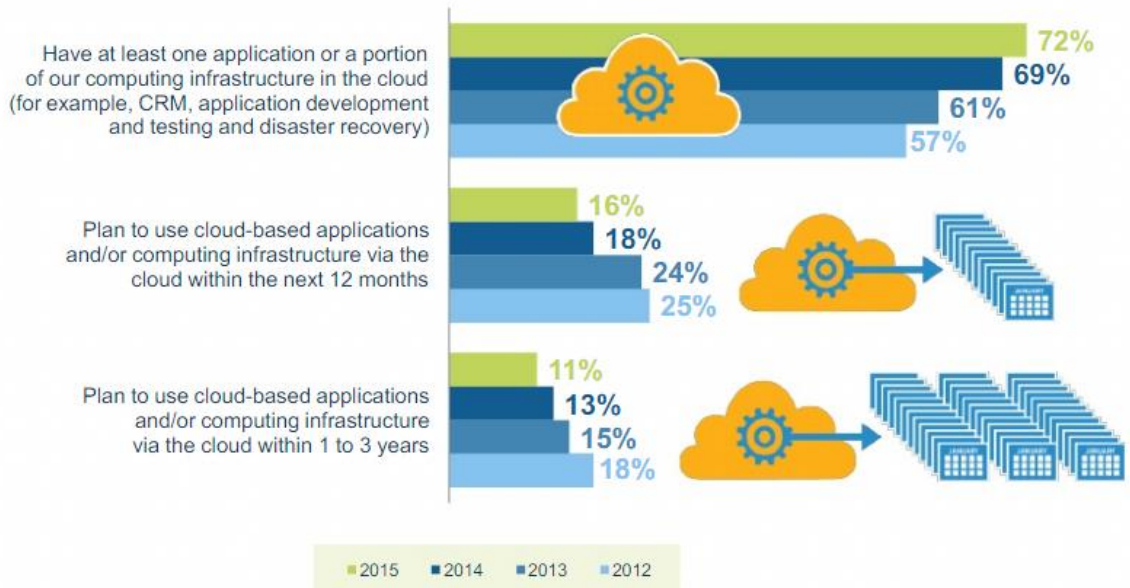
**19%**

NOT VERY/  
NOT AT ALL  
CONFIDENT

Q. Considering the current policies and security measures in place at your organization, how confident are you in the security of the information assets your organization has placed in the cloud?



## Steady Increase in Cloud Utilization



## Relinquishing Control of Cloud Solutions Keeps Security a Top Challenge

CHALLENGES TO IMPLEMENTING A CLOUD STRATEGY	2015		ENTERPRISE	SMB	
	2015	2014			
Concerns about the security of cloud computing solutions (risk of unauthorized access, data integrity and protection)	67%	61% <small>UP FROM IN 2014</small>	64% <b>1</b>	69% <b>1</b>	<b>78%</b> FINANCE
Concerns surrounding integration (making information available to applications outside the cloud preserving a uniform set of access privileges)	43%	46% <small>DOWN FROM IN 2014</small>	41% <b>3</b>	45% <b>2</b>	
Concerns about the ability of cloud computing solutions to meet enterprise and/or industry standards	35%	27% <small>UP FROM IN 2014</small>	42% <b>2</b>	30% <b>3</b>	<b>54%</b> HEALTHCARE
Concerns about information governance (eDiscovery and other information management requirements)	30%	35% <small>DOWN FROM IN 2014</small>	38%	24%	
Difficulty measuring ROI/determining accurate economic value of cloud solutions	27%	30% <small>DOWN FROM IN 2014</small>	27%	27%	
Lack of clear strategy or help from key vendors in adapting their applications to cloud computing platforms	16%	20% <small>DOWN FROM IN 2014</small>	16%	15%	
Business leaders are not receptive to cloud computing solutions	15%	11% <small>UP FROM IN 2014</small>	14%	16%	
Employees are not receptive to cloud computing solutions	10%	REMAINED THE SAME	12%	9%	

# Cloud COST Breakdown\*

	Private Cloud	Public Cloud
Management	\$ 167	<b>\$ 418</b>
Development Staff	\$334	\$334
Operational Staff	<b>\$89</b>	\$76
Help Desk	\$67	\$67
Outsourcing	\$22	<b>\$609</b>
Application Software	\$134	\$134
Infrastructure Software	<b>\$100</b>	\$10
Network Infrastructure & Management	\$45	<b>\$89</b>
Storage Infrastructure Hardware, Maintenance, Facilities Etc.	<b>\$45</b>	\$4
Server Infrastructure Hardware, Maintenance, Facilities, Etc.	<b>\$111</b>	\$11
<b>Total</b>	<b>\$1,114</b>	<b>\$1,752</b>

## BENEFITS OF THE MOBILE CLOUD

**87%** of enterprise IT leaders find the mobile cloud increases productivity



**51%** are increasing investment in the mobile cloud for this reason



Workers are not tied to desks—mobile work becomes much simpler

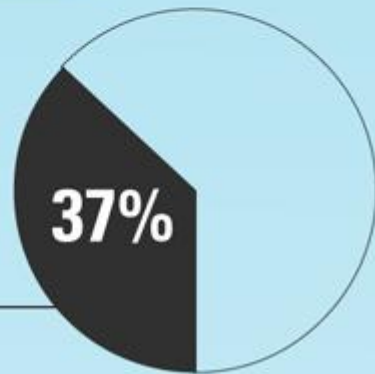
**73%** of enterprise workers will be mobile in 2012



That's about 1.3 billion by 2015:

**1,300,000,000**

**37% of the total world workforce**



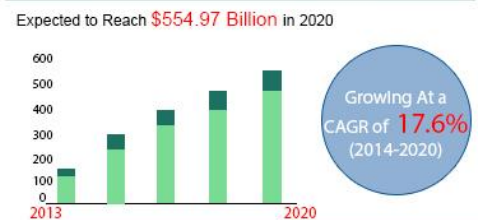
**42%** of workers leave business laptops at work, taking smartphones/tablets home

# Global Cloud Services Market

Size & Forecast, (2013-2020)

For More Details See Table Of Contents

## GLOBAL CLOUD SERVICES MARKET



## GLOBAL CLOUD SERVICES MARKET BY TYPE



## GLOBAL CLOUD SERVICES MARKET BY SERVICES

- Infrastructure as a Service
- Platform as a Service
- Business process as a Service
- Cloud management and security Services
- Cloud advertisement
- Software as a Service

## GLOBAL CLOUD SERVICES MARKET BY APPLICATION

- Government
- Academics and education
- Supply chain management
- Private organizations
- Banking, Financial services and Insurance
- Health Care
- Others

## GLOBAL CLOUD SERVICES MARKET BY DYNAMIC

- Drivers**
- Economic benefits
  - Functional capability and any where access
  - Increase in small and medium enterprises
  - Elevated business performance
- Restraints**
- Data security and protection
  - Data location and administration
  - Insecure interfaces and API's

## GLOBAL CLOUD SERVICES MARKET BY GEOGRAPHY

EUROPE, ASIA PACIFIC, LAMEA

Highest Revenue Generating Geography **193.76 Billion** by 2020

# Organizations' Cloud Growth

**69% HAVE AT LEAST ONE APPLICATION IN THE CLOUD**

**Plans to use cloud-based applications and/or computing infrastructure**

- 18% WITHIN 12 MONTHS**
- 13% WITHIN 1 TO 3 YEARS**



**ENTERPRISE**  
1,000+ EMPLOYEES

# Who's Involved in the Cloud Purchase Process?



**SMB**  
<1,000 EMPLOYEES



CIO OR  
TOP IT  
EXECUTIVE



IT/  
NETWORK  
MGMT



IT/  
NETWORK  
STAFF



CEO



CIO OR  
TOP IT  
EXECUTIVE



CFO



SINCE CLOUD INVESTMENTS,  
ORGANIZATIONS HAVE SEEN  
AN INCREASE IN...

IT agility	63%
IT innovation	62%
Access to critical business data and applications	58%

52%

say there will be no impact on IT headcount



## Percentage of IT Budget Allocation to Cloud in 2015



# Choosing the Right Model

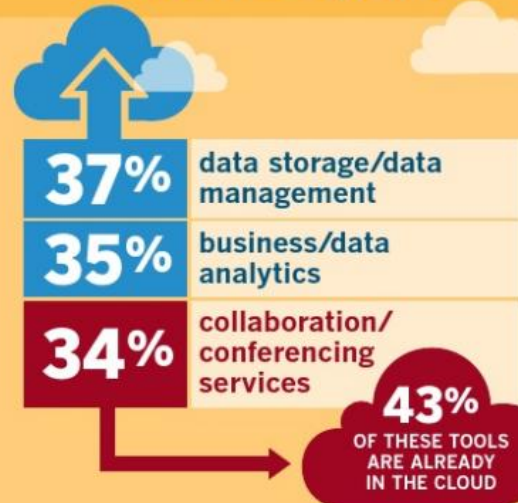
Which cloud models are currently being used?

60%  PUBLIC CLOUD

57%  PRIVATE CLOUD

19%  HYBRID CLOUD

What will move to the cloud in 1-3 years?



## What influences implementation?



**BUT SECURITY IS A CONCERN**   
56% say they need to ensure that cloud service providers can meet their security compliance requirements

## WHERE DOES CLOUD SPENDING COME FROM?

**28%**

OF CLOUD SPENDING WILL BE OUTSIDE OF IT IN 3 YEARS



**BUT**



**70%**

of CIOs/IT Execs are still involved in the cloud purchase decision



**45%**

of cloud related projects return back to IT ownership

## Top Challenges for Public Cloud

UNCERTAIN ABILITY TO ENFORCE SECURITY POLICIES AT A PROVIDER SITE

ACCESS ACROSS AN UNTRUSTED NETWORK

UNCERTAIN ABILITY TO AUDIT PROVIDER

**2013**



**2014**



**2013**



**2014**



**2013**



**2014**



## Enterprise strategies to manage data security in the cloud

**63%**

implement identity/access management controls

**59%**

extend corporate security policies into the cloud

**49%**

develop IT security talent/increase training investments

**80%**

of organizations have created, or plan to create a governance policy

## They want the benefits of Cloud Computing

The 2011 Cloud Computing Outlook Survey asked 521 IT professionals what they viewed as the main benefits to Cloud Computing, the results showed...

 **61% said - Scalability**



Cloud services can grow or shrink instantly as you need them to, allowing businesses to easily adapt to changes in IT demand.

 **54% said - Cost Saving**



With less hardware and cheaper upgrade costs, overall IT expenditure is lower for businesses that adopt Cloud Computing services.

 **53% said - Easier Management**



With Cloud Computing you eliminate IT management headaches because you're not managing hardware and software - that's the responsibility of the vendor.



IBM state that Cloud Computing reduces IT labour costs by 50%



According to Netmetix, small business energy costs could be reduced 90%.

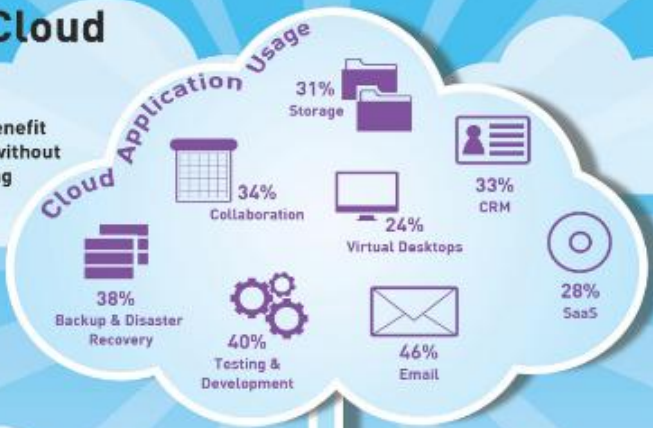


Overall IT running costs reduced 29%



# Business & Cloud Computing

The cloud lets businesses benefit from advanced IT services, without major investment. Computing resources are utilised as services scaling to suit demand, always available and with the latest upgrades and security.



72% of companies already using cloud computing solutions are planning on moving additional applications to the cloud in the next 12 months

Lower Costs

37% of companies are already using cloud infrastructure to run their IT operations

58% agree that being on the cloud has given them better control of their data

Increased Performance

63% of those using the cloud are already seeing benefits from cloud deployments

Scalability

82% of all companies saved money on their last cloud adoption project

Rapid Development

60% of SMEs view improving collaboration as important

Increased Mobility

42% of SMEs reduced their IT work load

Virtualised Environment

46% of SMEs increased their IT efficiency



# Cloud Computing: SMBs' Secret Weapon

The move to the cloud represents a major opportunity for service providers, and partnering with Microsoft offers the most complete set of cloud-based solutions to meet SMB needs.



## TODAY'S SMBs

They believe in themselves.

**76%** agree that SMBs are the backbone of the economy.



They are growing.



**53%** expect sales growth within the next 12-18 months.

They want to have more fun at work.

**79%** believe that technology can make work more enjoyable.



## POTENTIAL FOR SUCCESS

They are increasingly moving to the cloud.

The number of very small companies (2-10 employees) using paid cloud services will triple in the next three years.



They are growing more comfortable with cloud services.



**65%** expect to be using cloud email services in the next 2-3 years.

They think the cloud is important.

**50%** agree that cloud computing is going to become more important for businesses such as theirs.



## CLOUD CONCERNS

They see security as a priority.



**70%** want to know where their data is located.

**30%** want it kept in their country.

On-premise versus cloud

Only about 20% believe that data is less secure in the cloud than it is in their on-premise system.



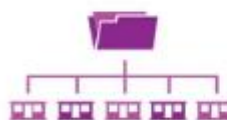
Opportunities for service providers



**60%** don't have resources to implement new technologies and applications.

## MULTIPLE SERVICES, ONE VENDOR

They want one source for services.



**56%** prefer a single source for their IT, and many want a mix of applications and infrastructure sources.

They plan to use more cloud services.

Current cloud users report purchasing an average of 4 services in the cloud now and expect to use 6 in the future.

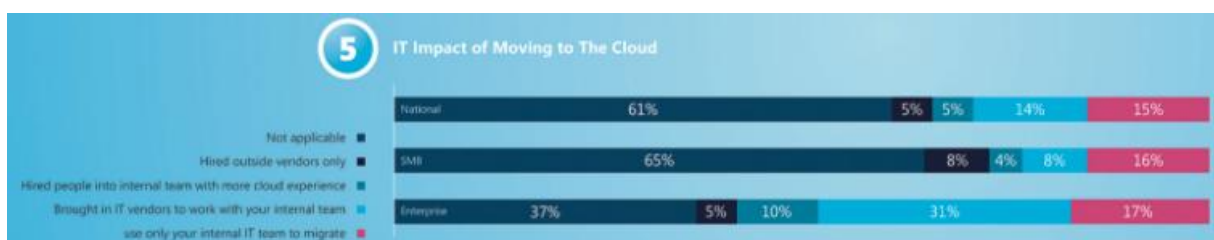
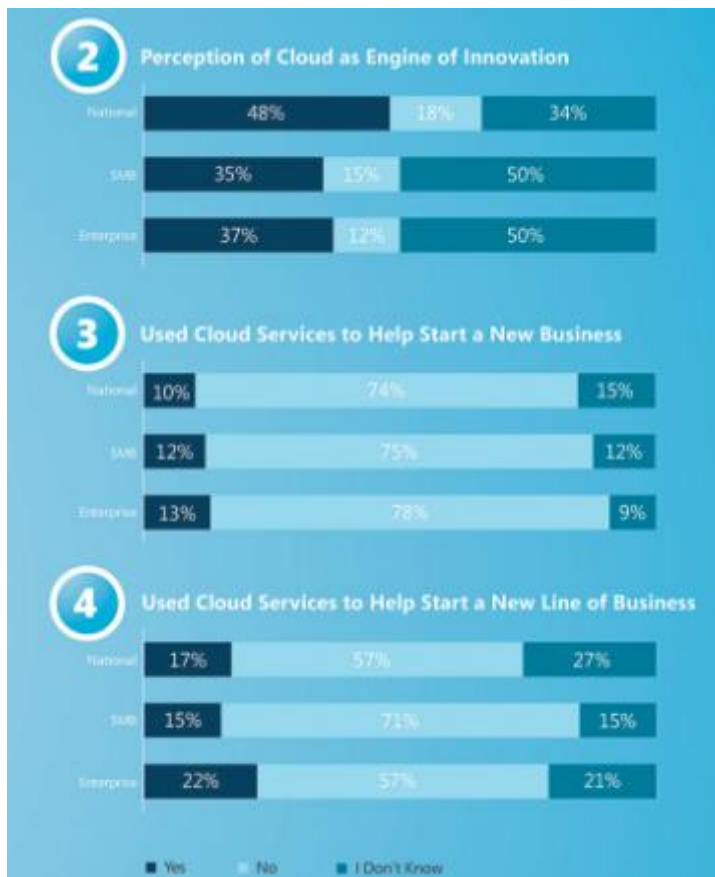
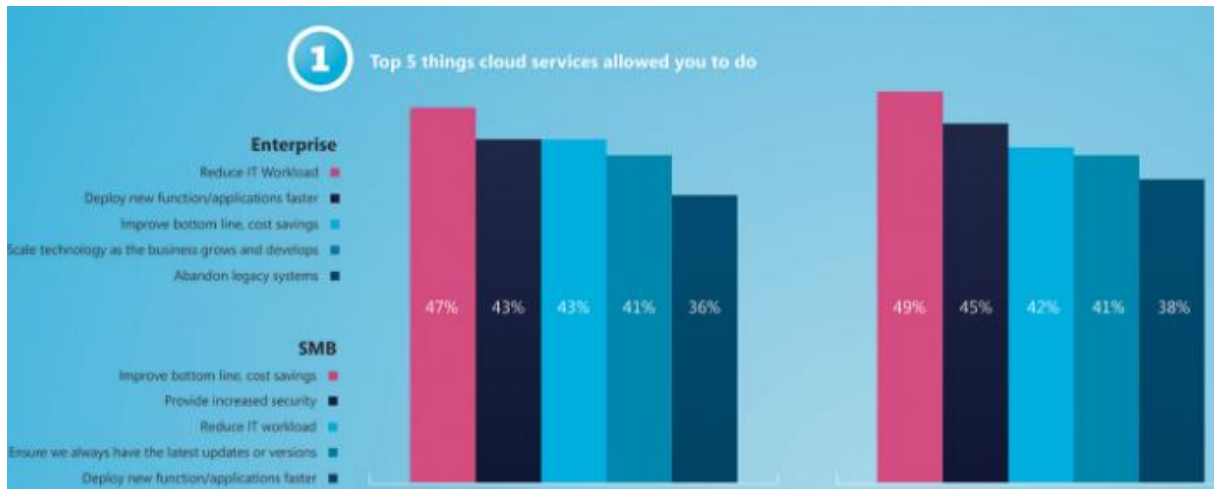


They want to be more mobile.

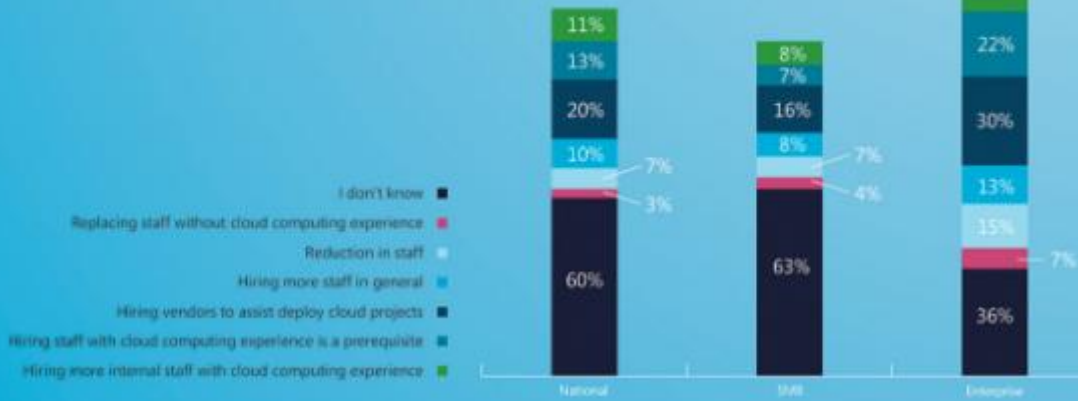


**71%** require technology that enables their staff to work anywhere at any time.

# CLOUD COMPUTING AS AN ENGINE OF GROWTH: TOP U.S. CITIES



## 6 Hiring as a Result of Cloud Services



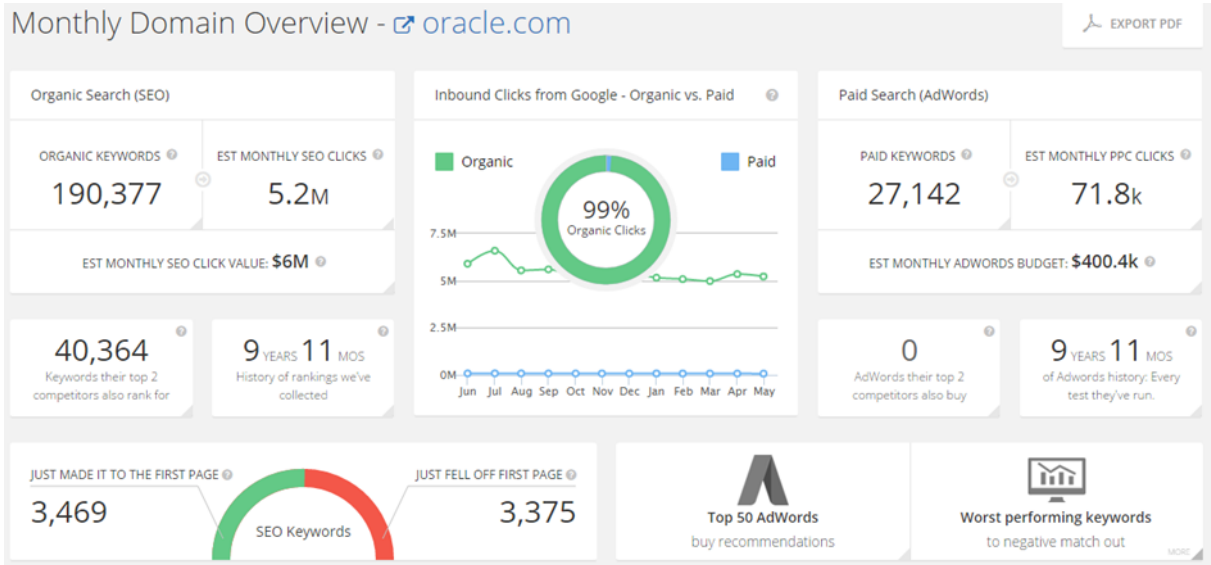
### Enterprise-size Company Ranking

Rank	City	Index
1	Boston	128.1
2	New York	127.2
3	Dallas	122.7
4	San Francisco	121.5
5	Atlanta	120.9
6	Washington D.C.	120.8
7	Philadelphia	116.8
8	Los Angeles/Orange County	112.8
9	Chicago	108.9
10	Detroit	105.1

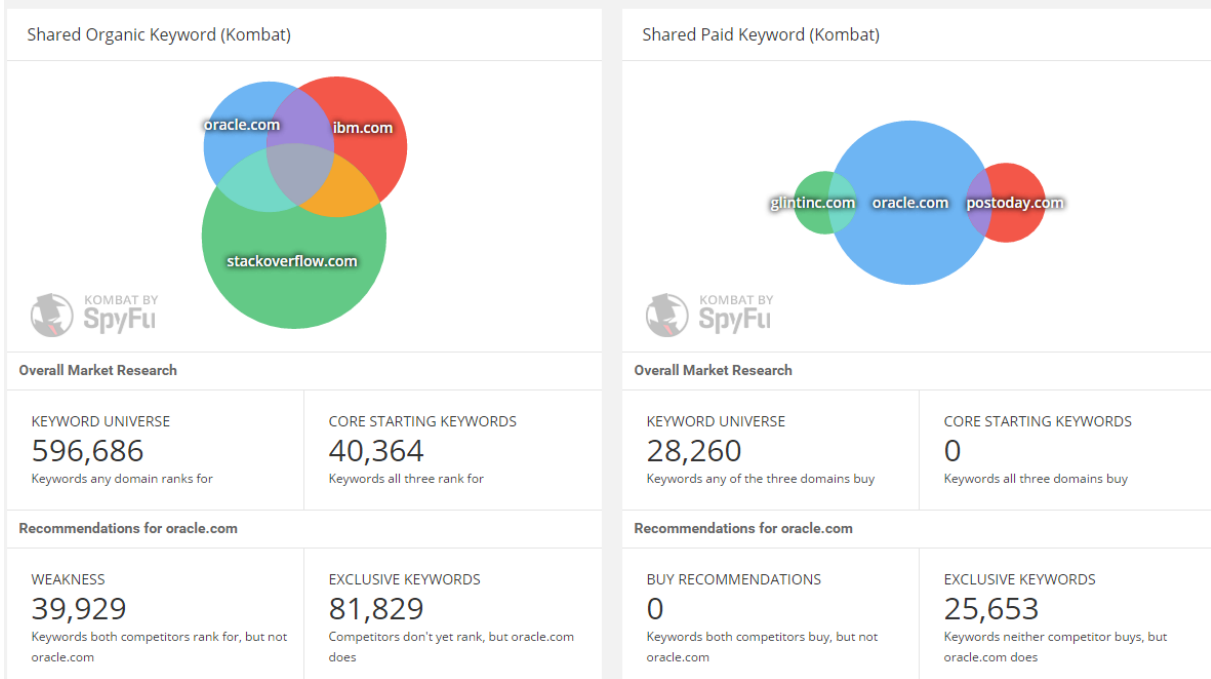
### SMB Company Ranking

Rank	City	Index
1	Washington D.C.	94.6
2	San Francisco	93.7
3	Philadelphia	88.4
4	Los Angeles/Orange County	83.6
5	Boston	82.2
6	Dallas	81.8
7	Atlanta	80.9
8	Detroit	80.4
9	Chicago	75.2
10	New York	69.9

## Competition:



## Competitor Shared Keywords



# Competition

## Top Organic Competitors

1	ibm.com
2	stackoverflow.com
3	apache.org
4	coderanch.com
5	techtarget.com

## Top Paid Competitors

1	postoday.com
2	glintinc.com
3	lightspeedhq.com
4	harddrivelabs.com
5	revelsystems.com

## Monthly Domain Overview - [www.hpe.com](http://www.hpe.com)

EXPORT PDF

### Organic Search (SEO)

ORGANIC KEYWORDS: **40,505**

EST MONTHLY SEO CLICKS: **199.2k**

EST MONTHLY SEO CLICK VALUE: **\$222k**

**6,421** Keywords their top 2 competitors also rank for

**9 YEARS 11 MOS** History of rankings we've collected

### Inbound Clicks from Google - Organic vs. Paid

83% Organic Clicks

### Paid Search (AdWords)

PAID KEYWORDS: **13,131**

EST MONTHLY PPC CLICKS: **41.6k**

EST MONTHLY ADWORDS BUDGET: **\$280.9k**

**366** AdWords their top 2 competitors also buy

**0 YEARS 6 MOS** of Adwords history. Every test they've run.

JUST MADE IT TO THE FIRST PAGE: **993** SEO Keywords

JUST FELL OFF FIRST PAGE: **654**

**Top 50 AdWords** buy recommendations

**Worst performing keywords** to negative match out

## Competitor Shared Keywords

Shared Organic Keyword (Kombat)		Shared Paid Keyword (Kombat)					
<p><b>Overall Market Research</b></p> <table border="1"> <tr> <td> <b>KEYWORD UNIVERSE</b>  <b>429,447</b>  <small>Keywords any domain ranks for</small> </td> <td> <b>CORE STARTING KEYWORDS</b>  <b>6,421</b>  <small>Keywords all three rank for</small> </td> </tr> </table>		<b>KEYWORD UNIVERSE</b> <b>429,447</b> <small>Keywords any domain ranks for</small>	<b>CORE STARTING KEYWORDS</b> <b>6,421</b> <small>Keywords all three rank for</small>	<p><b>Overall Market Research</b></p> <table border="1"> <tr> <td> <b>KEYWORD UNIVERSE</b>  <b>32,577</b>  <small>Keywords any of the three domains buy</small> </td> <td> <b>CORE STARTING KEYWORDS</b>  <b>366</b>  <small>Keywords all three domains buy</small> </td> </tr> </table>		<b>KEYWORD UNIVERSE</b> <b>32,577</b> <small>Keywords any of the three domains buy</small>	<b>CORE STARTING KEYWORDS</b> <b>366</b> <small>Keywords all three domains buy</small>
<b>KEYWORD UNIVERSE</b> <b>429,447</b> <small>Keywords any domain ranks for</small>	<b>CORE STARTING KEYWORDS</b> <b>6,421</b> <small>Keywords all three rank for</small>						
<b>KEYWORD UNIVERSE</b> <b>32,577</b> <small>Keywords any of the three domains buy</small>	<b>CORE STARTING KEYWORDS</b> <b>366</b> <small>Keywords all three domains buy</small>						
<p><b>Recommendations for www.hpe.com</b></p> <table border="1"> <tr> <td> <b>WEAKNESS</b>  <b>18,549</b>  <small>Keywords both competitors rank for, but not www.hpe.com</small> </td> <td> <b>EXCLUSIVE KEYWORDS</b>  <b>13,614</b>  <small>Competitors don't yet rank, but www.hpe.com does</small> </td> </tr> </table>		<b>WEAKNESS</b> <b>18,549</b> <small>Keywords both competitors rank for, but not www.hpe.com</small>	<b>EXCLUSIVE KEYWORDS</b> <b>13,614</b> <small>Competitors don't yet rank, but www.hpe.com does</small>	<p><b>Recommendations for www.hpe.com</b></p> <table border="1"> <tr> <td> <b>BUY RECOMMENDATIONS</b>  <b>223</b>  <small>Keywords both competitors buy, but not www.hpe.com</small> </td> <td> <b>EXCLUSIVE KEYWORDS</b>  <b>10,180</b>  <small>Keywords neither competitor buys, but www.hpe.com does</small> </td> </tr> </table>		<b>BUY RECOMMENDATIONS</b> <b>223</b> <small>Keywords both competitors buy, but not www.hpe.com</small>	<b>EXCLUSIVE KEYWORDS</b> <b>10,180</b> <small>Keywords neither competitor buys, but www.hpe.com does</small>
<b>WEAKNESS</b> <b>18,549</b> <small>Keywords both competitors rank for, but not www.hpe.com</small>	<b>EXCLUSIVE KEYWORDS</b> <b>13,614</b> <small>Competitors don't yet rank, but www.hpe.com does</small>						
<b>BUY RECOMMENDATIONS</b> <b>223</b> <small>Keywords both competitors buy, but not www.hpe.com</small>	<b>EXCLUSIVE KEYWORDS</b> <b>10,180</b> <small>Keywords neither competitor buys, but www.hpe.com does</small>						

## Competition

Top Organic Competitors	Top Paid Competitors
<ol style="list-style-type: none"> <li>hp.com</li> <li>ibm.com</li> <li>serverfault.com</li> <li>vmware.com</li> <li>harddrivesdirect.com</li> </ol>	<ol style="list-style-type: none"> <li>navisite.com</li> <li>cisco.com</li> <li>rackmountsolutions.net</li> <li>bmc.com</li> <li>freshservice.com</li> </ol>

# Monthly Domain Overview - <https://www.capgemini.com/>

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<b>Organic Search (SEO)</b> ORGANIC KEYWORDS: <b>4,145</b> EST MONTHLY SEO CLICKS: <b>57.4k</b> EST MONTHLY SEO CLICK VALUE: <b>\$40k</b>		<b>Inbound Clicks from Google - Organic vs. Paid</b> 		<b>Paid Search (AdWords)</b> PAID KEYWORDS: <b>10,144</b> EST MONTHLY PPC CLICKS: <b>20.2k</b> EST MONTHLY ADWORDS BUDGET: <b>\$103.9k</b>	
<b>75</b> Keywords their top 2 competitors also rank for	<b>9 YEARS 11 MOS</b> History of rankings we've collected			<b>0</b> AdWords their top 2 competitors also buy	<b>9 YEARS 6 MOS</b> of Adwords history. Every test they've run.
<b>78</b> JUST MADE IT TO THE FIRST PAGE SEO Keywords		<b>150</b> JUST FELL OFF FIRST PAGE		<b>Top 50 AdWords</b> buy recommendations	
				<b>Worst performing keywords</b> to negative match out	

### Shared Organic Keyword (Kombat)

**Overall Market Research**

KEYWORD UNIVERSE <b>23,838</b> Keywords any domain ranks for	CORE STARTING KEYWORDS <b>75</b> Keywords all three rank for
--	--

**Recommendations for https://www.capgemini.com/**

WEAKNESS <b>114</b> Keywords both competitors rank for, but not https://www....	EXCLUSIVE KEYWORDS <b>3,141</b> Competitors don't yet rank, but https://www.... does
---	--

### Shared Paid Keyword (Kombat)

**Overall Market Research**

KEYWORD UNIVERSE <b>10,886</b> Keywords any of the three domains buy	CORE STARTING KEYWORDS <b>0</b> Keywords all three domains buy
--	--

**Recommendations for https://www.capgemini.com/**

BUY RECOMMENDATIONS <b>0</b> Keywords both competitors buy, but not https://www....	EXCLUSIVE KEYWORDS <b>9,532</b> Keywords neither competitor buys, but https://www.... does
---	--

## Competition

### Top Organic Competitors

1	capgemini-consulting.com
2	accenture.com
3	wipro.com
4	cognizant.com
5	hcltech.com

### Top Paid Competitors

1	whitecryptio.com
2	intelligence2day.com
3	havenondemand.com
4	procureitfast.com
5	bizzub.com



# Monthly Domain Overview - [www.syntelinc.com](http://www.syntelinc.com)

EXPORT PDF

### Organic Search (SEO)

ORGANIC KEYWORDS: **409**  
EST MONTHLY SEO CLICKS: **9.4k**  
EST MONTHLY SEO CLICK VALUE: **\$20k**

0 Keywords their top 2 competitors also rank for  
9 YEARS 11 MOS History of rankings we've collected

### Inbound Clicks from Google - Organic vs. Paid

100% Organic Clicks

Month	Organic	Paid
Jun	5k	0
Jul	10k	0
Aug	10k	0
Sep	10k	0
Oct	10k	0
Nov	10k	0
Dec	10k	0
Jan	10k	0
Feb	10k	0
Mar	10k	0
Apr	10k	0
May	10k	0

### Paid Search (AdWords)

PAID KEYWORDS: **0**  
EST MONTHLY PPC CLICKS: **0**  
EST MONTHLY ADWORDS BUDGET: **\$0**

0 AdWords their top 2 competitors also buy  
8 YEARS 1 MOS of Adwords history: Every test they've run.

JUST MADE IT TO THE FIRST PAGE: **7** SEO Keywords JUST FELL OFF FIRST PAGE: **7**

Top 50 AdWords buy recommendations

Worst performing keywords to negative match out

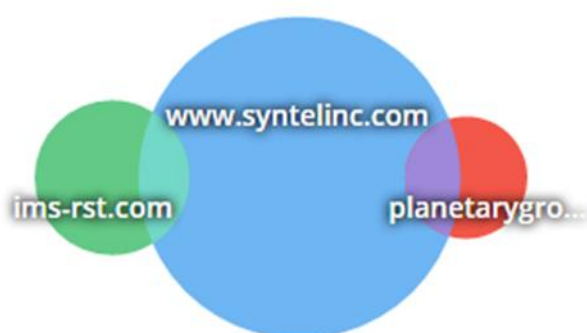
## Competition

### Top Organic Competitors

- 1 planetarygrowth.com
- 2 ims-rst.com
- 3 offshoringtransparency.org
- 4 pharmakpo.com
- 5 redtechsoft.com

# Competitor Shared Keywords

Shared Organic Keyword (Kombat)



## Overall Market Research

KEYWORD UNIVERSE

422

Keywords any domain ranks for

CORE STARTING KEYWORDS

0

Keywords all three rank for

## Recommendations for www.syntelinc.com

WEAKNESS

0

Keywords both competitors rank for, but not www.syntelin...

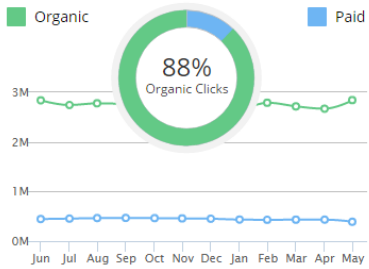
EXCLUSIVE KEYWORDS

392

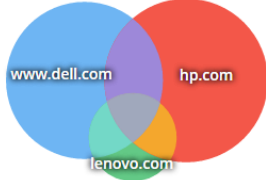
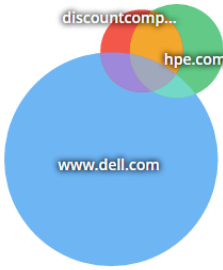
Competitors don't yet rank, but www.syntelin... does

# Monthly Domain Overview - [www.dell.com](http://www.dell.com)

EXPORT PDF

<b>Organic Search (SEO)</b> ORGANIC KEYWORDS: <b>209,022</b> EST MONTHLY SEO CLICKS: <b>2.8M</b> EST MONTHLY SEO CLICK VALUE: <b>\$1M</b>		<b>Inbound Clicks from Google - Organic vs. Paid</b> 		<b>Paid Search (AdWords)</b> PAID KEYWORDS: <b>145,692</b> EST MONTHLY PPC CLICKS: <b>390.7k</b> EST MONTHLY ADWORDS BUDGET: <b>\$1.1M</b>	
<b>21,245</b> Keywords their top 2 competitors also rank for	<b>9 YEARS 11 MOS</b> History of rankings we've collected	<b>9</b> AdWords their top 2 competitors also buy	<b>9 YEARS 11 MOS</b> of Adwords history. Every test they've run.		
<b>3,875</b> JUST MADE IT TO THE FIRST PAGE SEO Keywords		<b>3,775</b> JUST FELL OFF FIRST PAGE		<b>Top 50 AdWords</b> buy recommendations	
				<b>Worst performing keywords</b> to negative match out	

## Competitor Shared Keywords

<b>Shared Organic Keyword (Kombat)</b> 		<b>Shared Paid Keyword (Kombat)</b> 	
<b>Overall Market Research</b> KEYWORD UNIVERSE: <b>394,021</b> CORE STARTING KEYWORDS: <b>21,245</b>		<b>Overall Market Research</b> KEYWORD UNIVERSE: <b>156,780</b> CORE STARTING KEYWORDS: <b>9</b>	
<b>Recommendations for www.dell.com</b> WEAKNESS: <b>6,908</b> EXCLUSIVE KEYWORDS: <b>133,258</b>		<b>Recommendations for www.dell.com</b> BUY RECOMMENDATIONS: <b>22</b> EXCLUSIVE KEYWORDS: <b>137,053</b>	

# Competition

## Top Organic Competitors

1	hp.com
2	lenovo.com
3	tomshardware.com
4	microsoft.com
5	cdw.com

## Top Paid Competitors

1	discountcomputerdepot.com
2	hpe.com
3	vividsites.com
4	interconnection.org
5	lenovo.com

# Monthly Domain Overview - [saic.com](#)

EXPORT PDF

### Organic Search (SEO)

ORGANIC KEYWORDS: **2,141**

EST MONTHLY SEO CLICKS: **28.7k**

EST MONTHLY SEO CLICK VALUE: **\$13k**

**225** Keywords their top 2 competitors also rank for

**9 YEARS 11 MOS** History of rankings we've collected

### Inbound Clicks from Google - Organic vs. Paid

100% Organic Clicks

### Paid Search (AdWords)

PAID KEYWORDS: **0**

EST MONTHLY PPC CLICKS: **0**

EST MONTHLY ADWORDS BUDGET: **\$0**

**0** AdWords their top 2 competitors also buy

**9 YEARS 6 MOS** of Adwords history. Every test they've run.

JUST MADE IT TO THE FIRST PAGE: **20**

JUST FELL OFF FIRST PAGE: **51**

SEO Keywords

**Top 50 AdWords**  
buy recommendations

**Worst performing keywords**  
to negative match out

## Top Organic Competitors



---

1	caci.com
2	clearancejobs.com
3	tsskills.com
4	boozallen.com
5	sodexhomail.com

# Competitor Shared Keywords

Shared Organic Keyword (Kombat)



## Overall Market Research

KEYWORD UNIVERSE

10,938

Keywords any domain ranks for

CORE STARTING KEYWORDS

225

Keywords all three rank for

## Recommendations for saic.com

WEAKNESS

415

Keywords both competitors rank for, but not saic.com

EXCLUSIVE KEYWORDS

1,568

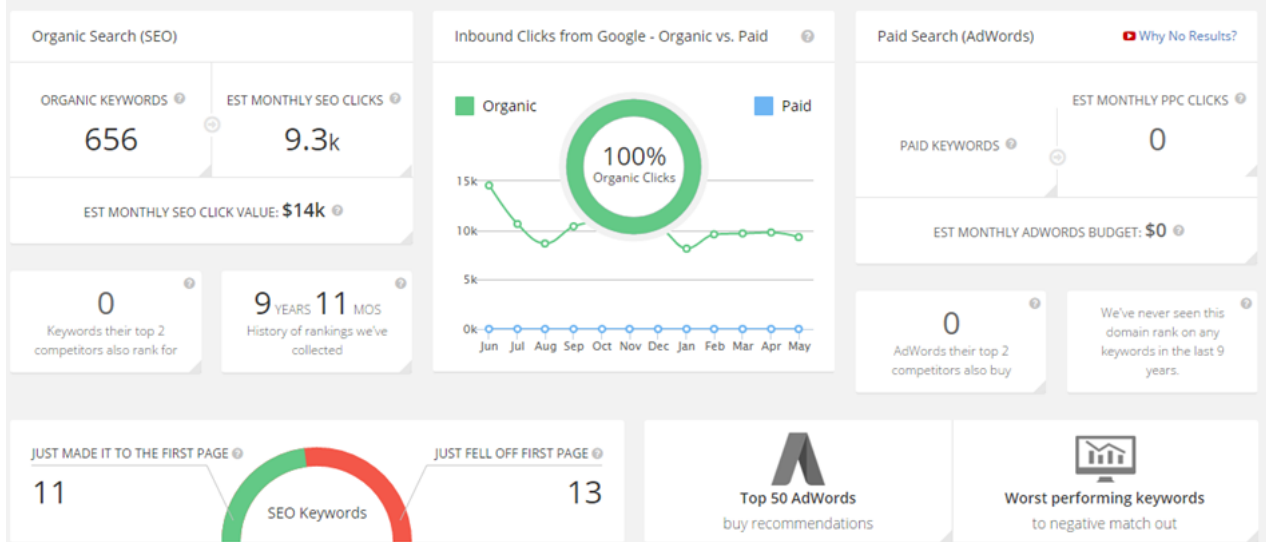
Competitors don't yet rank, but saic.com does

## Top Keywords

Rank	Organic Keywords	SEO Clicks Per Month	Paid Keywords	Cost Per Click	Daily Cost
15	weather	234k	cloud	\$10.77	\$823
41	map of us	899	software company	\$9.92	\$23.33
1	unisys corporation	164	outsourcing company	\$17.76	\$24.38
1	weather models	722	it software companies	\$1.64	\$0.19
37	hurricane	993	payroll software companies	\$18.95	\$0.74

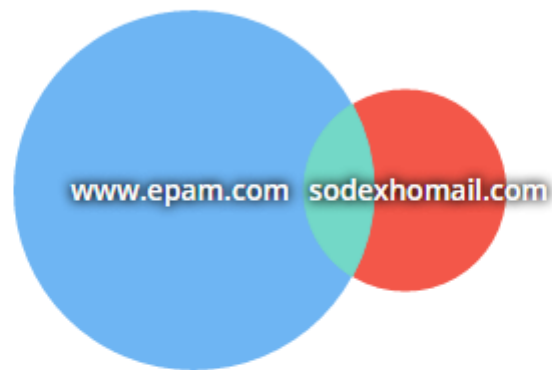
## Monthly Domain Overview - [www.epam.com](http://www.epam.com)

EXPORT PDF



# Competitor Shared Keywords

Shared Organic Keyword (Kombat)



## Overall Market Research

KEYWORD UNIVERSE

698

Keywords either domain ranks for

CORE STARTING KEYWORDS

25

Keywords both domains rank for

## Exclusive Keywords

WWW.EPAM.COM

631

Exclusive to www.epam.com

SODEXHOMAIL.COM

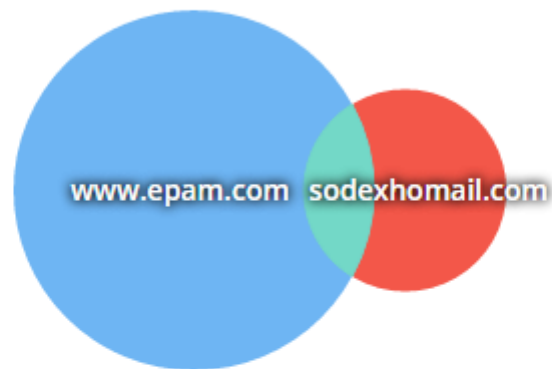
42

Exclusive to sodexhomail.com



# Competitor Shared Keywords

Shared Organic Keyword (Kombat)



## Overall Market Research

KEYWORD UNIVERSE

698

Keywords either domain ranks for

CORE STARTING KEYWORDS

25

Keywords both domains rank for

## Exclusive Keywords

WWW.EPAM.COM

631

Exclusive to www.epam.com

SODEXHOMAIL.COM

42

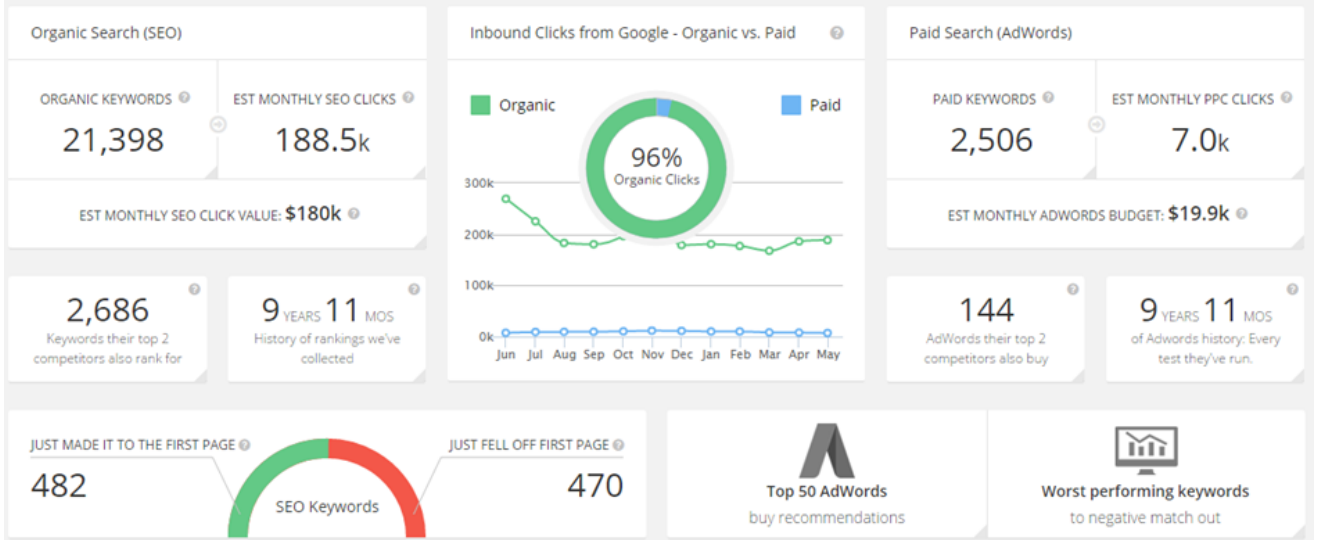
Exclusive to sodexhomail.com

# Competition

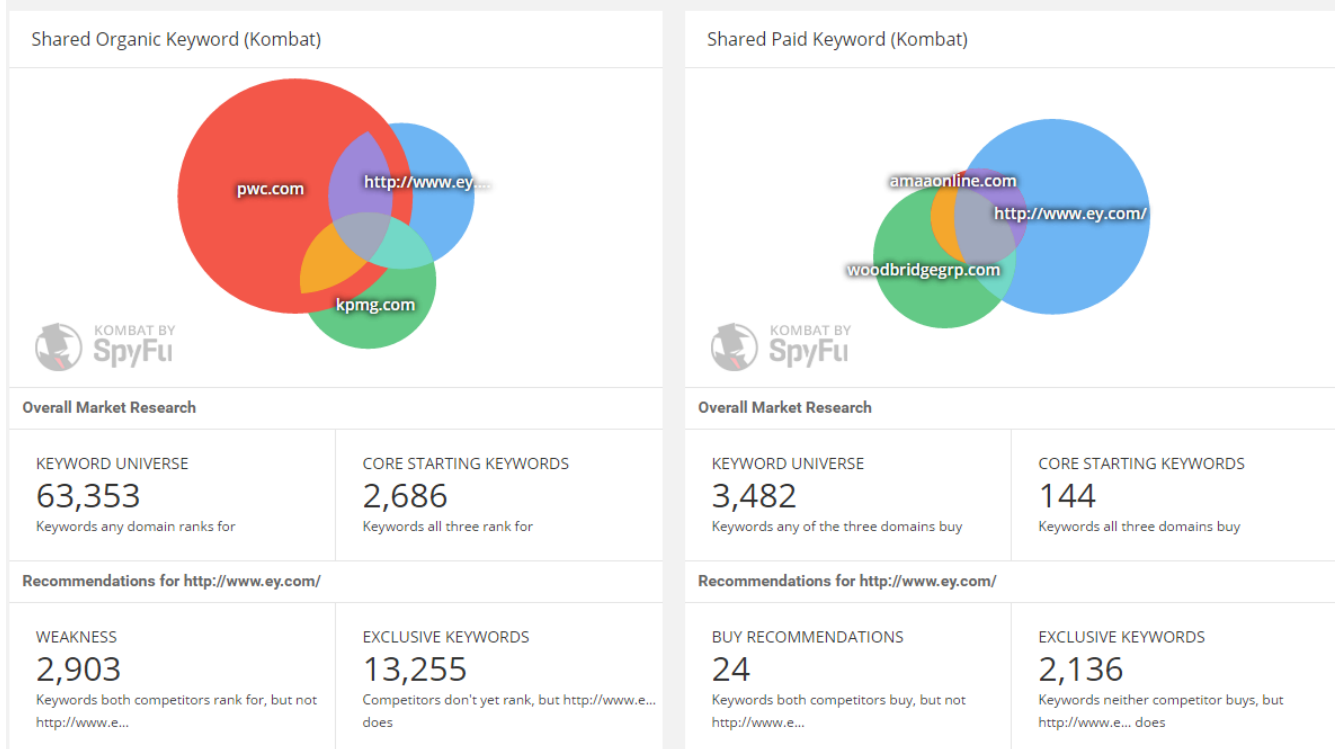
## Top Organic Competitors



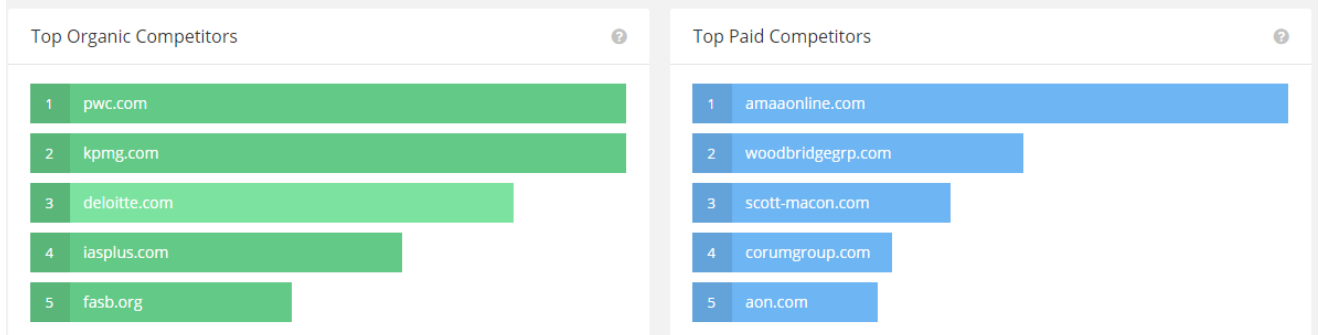
1	sfhhc.org
2	sodexhomail.com
3	jegmail.com
4	blandware.com
5	inhs.org



## Competitor Shared Keywords

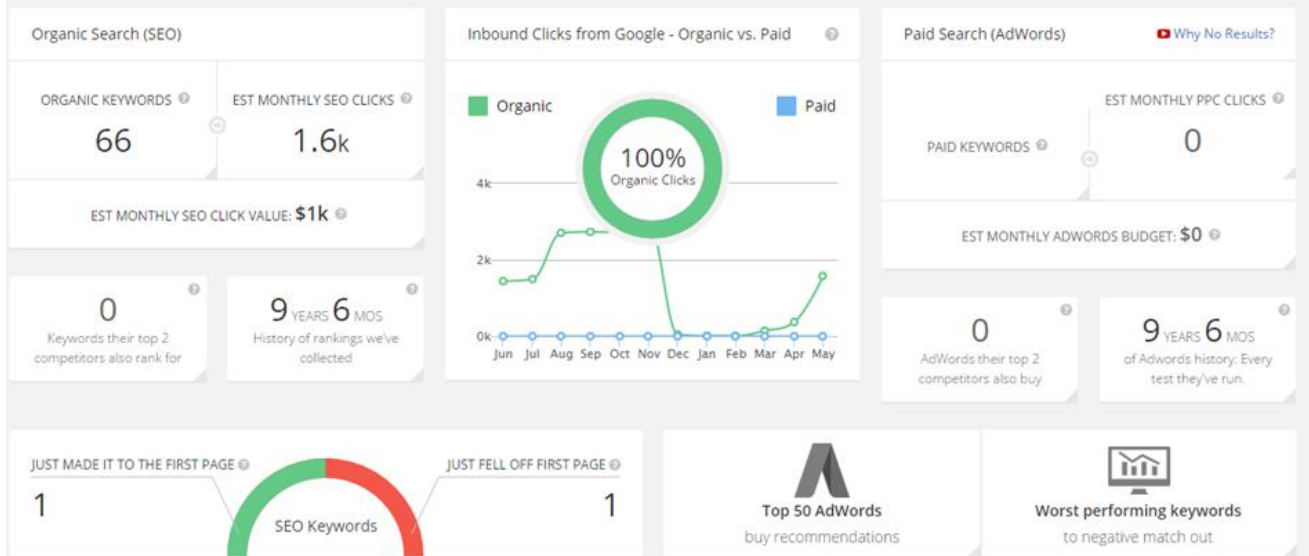


## Competition



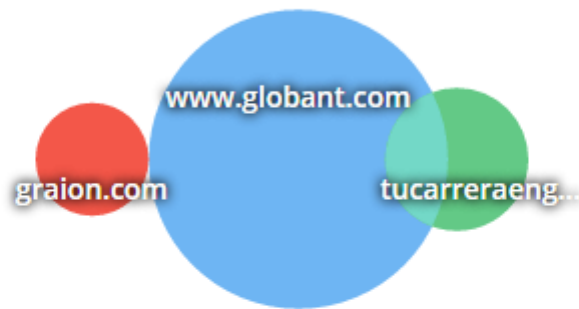
Monthly Domain Overview - [www.globant.com](http://www.globant.com)

EXPORT PDF



# Competitor Shared Keywords

Shared Organic Keyword (Kombat)



## Overall Market Research

KEYWORD UNIVERSE

67

Keywords any domain ranks for

CORE STARTING KEYWORDS

0

Keywords all three rank for

## Recommendations for www.globant.com

WEAKNESS

0

Keywords both competitors rank for, but not www.globant.com

EXCLUSIVE KEYWORDS

64

Competitors don't yet rank, but www.globant.com does

# Competition

## Top Organic Competitors

1	graion.com
2	tucarreraenglobant.com
3	pproyectos.com
4	lupacorp.com
5	theliveads.com

## Monthly URL Overview - <http://www.unisys.com/>

EXPORT PDF

Organic Search (SEO)

ORGANIC KEYWORDS: 3k

EST MONTHLY SEO CLICKS: 628k

EST MONTHLY SEO CLICK VALUE: \$57.2k

Inbound Clicks from Google - Organic vs. Paid

98% Organic Clicks

Paid Search (AdWords)

PAID KEYWORDS: 2k

EST MONTHLY PPC CLICKS: 6.91k

EST MONTHLY PPC CLICK VALUE: \$66.8k

Facebook Shares: 381

Facebook Likes: 633

Google Plus +1's: 7

Pinterest Pins: 1

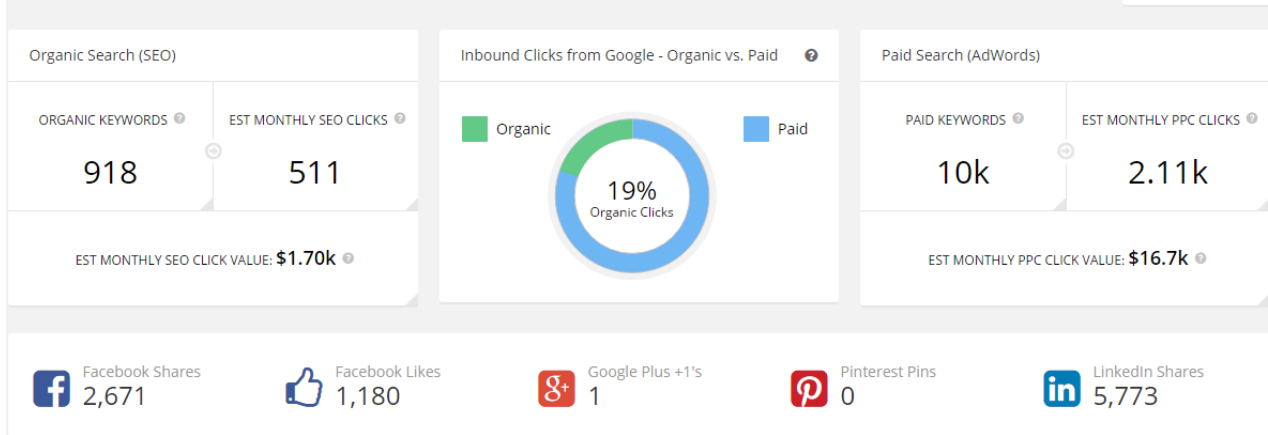
LinkedIn Shares: 30

## Top Keywords

Rank	Organic Keywords	SEO Clicks Per Month	Paid Keywords	Cost Per Click	Daily Cost
15	weather	234k	cloud	\$10.77	\$823
41	map of us	899	software company	\$9.92	\$23.33
1	unisys corporation	164	outsourcing company	\$17.76	\$24.38
1	weather models	722	it software companies	\$1.64	\$0.19
37	hurricane	993	payroll software companies	\$18.95	\$0.74

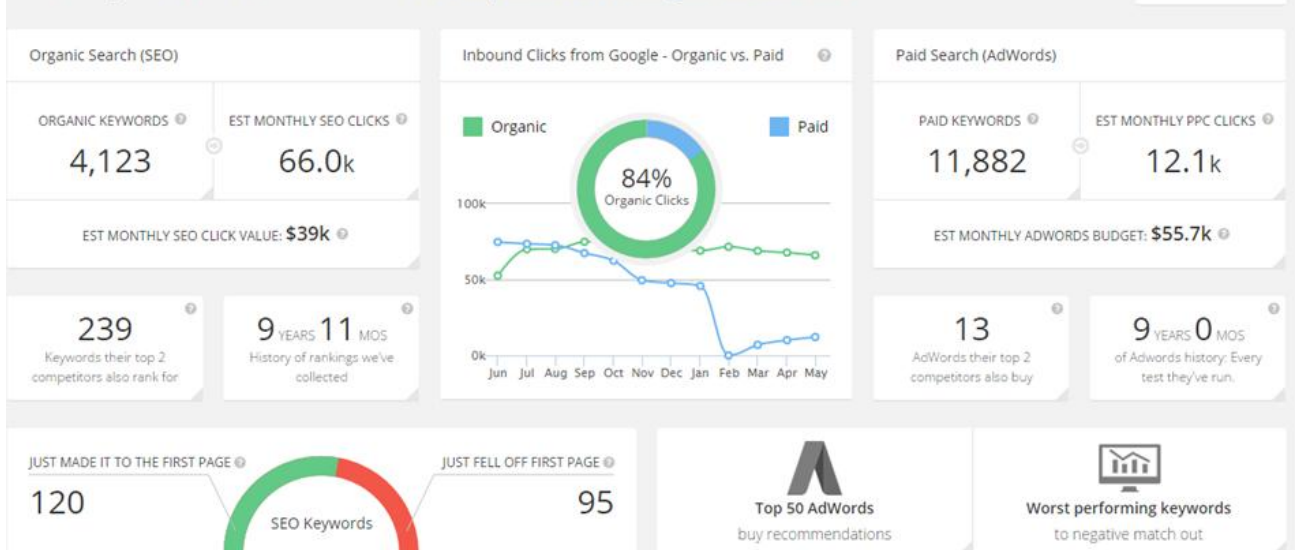
## Monthly URL Overview - <http://www-935.ibm.com>

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## Monthly Domain Overview - <https://www.cognizant.com/>

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## Competition

Top Organic Competitors	Top Paid Competitors
1 wipro.com	1 blueworkslive.com
2 hcltech.com	2 ibmserviceengage.com
3 tcs.com	3 promapp.com
4 infosys.com	4 navint.com
5 capgemini.com	5 bizagi.com



## Competitor Shared Keywords

Shared Organic Keyword (Kombat)		Shared Paid Keyword (Kombat)	
<b>Overall Market Research</b> KEYWORD UNIVERSE <b>15,733</b> <small>Keywords any domain ranks for</small>		<b>Overall Market Research</b> KEYWORD UNIVERSE <b>19,872</b> <small>Keywords any of the three domains buy</small>	
CORE STARTING KEYWORDS <b>239</b> <small>Keywords all three rank for</small>		CORE STARTING KEYWORDS <b>13</b> <small>Keywords all three domains buy</small>	
<b>Recommendations for https://www.cognizant.com/</b> WEAKNESS <b>801</b> <small>Keywords both competitors rank for, but not https://www....</small>		<b>Recommendations for https://www.cognizant.com/</b> BUY RECOMMENDATIONS <b>17</b> <small>Keywords both competitors buy, but not https://www....</small>	
EXCLUSIVE KEYWORDS <b>3,130</b> <small>Competitors don't yet rank, but https://www.... does</small>		EXCLUSIVE KEYWORDS <b>10,111</b> <small>Keywords neither competitor buys, but https://www.... does</small>	

## Monthly Domain Overview - <http://www.csc.com/>

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<b>Organic Search (SEO)</b> ORGANIC KEYWORDS <b>6,726</b> EST MONTHLY SEO CLICKS <b>78.1k</b> EST MONTHLY SEO CLICK VALUE: <b>\$77k</b>		<b>Inbound Clicks from Google - Organic vs. Paid</b> 		<b>Paid Search (AdWords)</b> PAID KEYWORDS <b>294</b> EST MONTHLY PPC CLICKS <b>1.3k</b> EST MONTHLY ADWORDS BUDGET: <b>\$3.7k</b>	
<b>285</b> <small>Keywords their top 2 competitors also rank for</small>	<b>9 YEARS 11 MOS</b> <small>History of rankings we've collected</small>			<b>6</b> <small>AdWords their top 2 competitors also buy</small>	<b>9 YEARS 11 MOS</b> <small>of Adwords history: Every test they've run.</small>
JUST MADE IT TO THE FIRST PAGE <b>175</b>		JUST FELL OFF FIRST PAGE <b>119</b>		<b>Top 50 AdWords</b> buy recommendations	
				<b>Worst performing keywords</b> to negative match out	

## Competition

Top Organic Competitors		Top Paid Competitors	
1	hcltech.com	1	intelligencecareers.gov
2	accenture.com	2	nclav.com
3	wipro.com	3	stoutsystems.com
4	fineos.com	4	stanfordhealthcarecareers.com
5	majesco.com	5	computeraptitude.com

## Competitor Shared Keywords

Shared Organic Keyword (Kombat)		Shared Paid Keyword (Kombat)					
<p><b>Overall Market Research</b></p> <table border="1"> <tr> <td>KEYWORD UNIVERSE <b>6,579</b> <small>Keywords any domain ranks for</small></td> <td>CORE STARTING KEYWORDS <b>1</b> <small>Keywords all three rank for</small></td> </tr> </table>		KEYWORD UNIVERSE <b>6,579</b> <small>Keywords any domain ranks for</small>	CORE STARTING KEYWORDS <b>1</b> <small>Keywords all three rank for</small>	<p><b>Overall Market Research</b></p> <table border="1"> <tr> <td>KEYWORD UNIVERSE <b>795</b> <small>Keywords any of the three domains buy</small></td> <td>CORE STARTING KEYWORDS <b>60</b> <small>Keywords all three domains buy</small></td> </tr> </table>		KEYWORD UNIVERSE <b>795</b> <small>Keywords any of the three domains buy</small>	CORE STARTING KEYWORDS <b>60</b> <small>Keywords all three domains buy</small>
KEYWORD UNIVERSE <b>6,579</b> <small>Keywords any domain ranks for</small>	CORE STARTING KEYWORDS <b>1</b> <small>Keywords all three rank for</small>						
KEYWORD UNIVERSE <b>795</b> <small>Keywords any of the three domains buy</small>	CORE STARTING KEYWORDS <b>60</b> <small>Keywords all three domains buy</small>						
<p><b>Recommendations for boozallen.com</b></p> <table border="1"> <tr> <td>WEAKNESS <b>0</b> <small>Keywords both competitors rank for, but not boozallen.com</small></td> <td>EXCLUSIVE KEYWORDS <b>3,402</b> <small>Competitors don't yet rank, but boozallen.com does</small></td> </tr> </table>		WEAKNESS <b>0</b> <small>Keywords both competitors rank for, but not boozallen.com</small>	EXCLUSIVE KEYWORDS <b>3,402</b> <small>Competitors don't yet rank, but boozallen.com does</small>	<p><b>Recommendations for boozallen.com</b></p> <table border="1"> <tr> <td>BUY RECOMMENDATIONS <b>138</b> <small>Keywords both competitors buy, but not boozallen.com</small></td> <td>EXCLUSIVE KEYWORDS <b>150</b> <small>Keywords neither competitor buys, but boozallen.com does</small></td> </tr> </table>		BUY RECOMMENDATIONS <b>138</b> <small>Keywords both competitors buy, but not boozallen.com</small>	EXCLUSIVE KEYWORDS <b>150</b> <small>Keywords neither competitor buys, but boozallen.com does</small>
WEAKNESS <b>0</b> <small>Keywords both competitors rank for, but not boozallen.com</small>	EXCLUSIVE KEYWORDS <b>3,402</b> <small>Competitors don't yet rank, but boozallen.com does</small>						
BUY RECOMMENDATIONS <b>138</b> <small>Keywords both competitors buy, but not boozallen.com</small>	EXCLUSIVE KEYWORDS <b>150</b> <small>Keywords neither competitor buys, but boozallen.com does</small>						

# Monthly Domain Overview - [nettology.net](https://www.nettology.net)

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### Organic Search (SEO)

ORGANIC KEYWORDS	EST MONTHLY SEO CLICKS
34	1
EST MONTHLY SEO CLICK VALUE: \$5	

0 Keywords their top 2 competitors also rank for	6 YEARS 8 MOS Ranking history - back to their first result in Google.
---	--

### Inbound Clicks from Google - Organic vs. Paid

Legend: Organic (Green), Paid (Blue)

### Paid Search (AdWords)

PAID KEYWORDS	EST MONTHLY PPC CLICKS
191	178
EST MONTHLY ADWORDS BUDGET: \$497	

0 AdWords their top 2 competitors also buy	6 YEARS 5 MOS of AdWords history: Every test they've run.
---	--

JUST MADE IT TO THE FIRST PAGE

1

SEO Keywords

JUST FELL OFF FIRST PAGE

0

**Top 50 AdWords**  
buy recommendations

**Worst performing keywords**  
to negative match out

## Competition

### Top Organic Competitors

1	connectechs.net
2	consultechit.com
3	theitp.net
4	unleashed.com.au
5	opima.pro

### Top Paid Competitors

1	xitx.com
2	copyquality.com
3	zoginc.com
4	llbgrouptechsolutions.com
5	xpertechs.com

# Monthly Domain Overview - [boozallen.com](#)

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<b>Organic Search (SEO)</b> ORGANIC KEYWORDS: <b>3,657</b> EST MONTHLY SEO CLICKS: <b>38.6k</b> EST MONTHLY SEO CLICK VALUE: <b>\$48k</b>		<b>Inbound Clicks from Google - Organic vs. Paid</b> 		<b>Paid Search (AdWords)</b> PAID KEYWORDS: <b>224</b> EST MONTHLY PPC CLICKS: <b>886</b> EST MONTHLY ADWORDS BUDGET: <b>\$7.4k</b>	
<b>1</b> Keywords their top 2 competitors also rank for	<b>9 YEARS 11 MOS</b> History of rankings we've collected			<b>60</b> AdWords their top 2 competitors also buy	<b>9 YEARS 11 MOS</b> of AdWords history: Every test they've run.
<b>70</b> JUST MADE IT TO THE FIRST PAGE SEO Keywords		<b>57</b> JUST FELL OFF FIRST PAGE		<b>Top 50 AdWords</b> buy recommendations	
				<b>Worst performing keywords</b> to negative match out	

## Competitor Shared Keywords

<b>Shared Organic Keyword (Kombat)</b> 		<b>Shared Paid Keyword (Kombat)</b> 	
<b>Overall Market Research</b> KEYWORD UNIVERSE: <b>40</b> CORE STARTING KEYWORDS: <b>0</b>		<b>Overall Market Research</b> KEYWORD UNIVERSE: <b>528</b> CORE STARTING KEYWORDS: <b>0</b>	
<b>Recommendations for nettology.net</b> WEAKNESS: <b>0</b> EXCLUSIVE KEYWORDS: <b>29</b>		<b>Recommendations for nettology.net</b> BUY RECOMMENDATIONS: <b>0</b> EXCLUSIVE KEYWORDS: <b>106</b>	

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