More than a decade after pioneering the cloud market, AWS remains the undeniable leader of the public cloud. AWS is the go-to cloud for most types of organizations and is considered a thought leader for integrated IaaS and PaaS.

**Pros**

- The most mature and enterprise-ready cloud provider
- Global cloud infrastructure (44 availability zones in 16 regions)
- Continually adding new services, functions and DevOps tools

**Cons**

- Requires more specialized skills to use and manage
- Optimizing for performance and cost is complex
- Less efficient management tools
- Less enterprise-ready

Ideal for companies who want to run primarily Microsoft-based workloads in the cloud

Extensive feature set

Ranks first in development and testing tools

Microsoft is attracting more enterprise customers to Azure, thanks to its adoption of Linux and open source technologies combined with its Azure Stack software. Azure boasts a broad set of cloud features and services that integrate seamlessly with Microsoft environments.

**Pros**

- Open source support and portability
- Discounts and flexible contracts
- Designed for cloud-based businesses

**Cons**

- Late market entry; has fewer professional services partners
- Fewer data centers across the world

Google is the most recent cloud provider to break into the top three. Google Cloud differentiates itself from the competition with its deep investments in analytics, AI and machine learning.

**Pros**

- Comparing the Top 3 Public Cloud Providers

**Cons**

- Multi-Cloud Adoption
- AI and Machine Learning
- Increasing Cloud Spend
- The State of the Cloud Market

Considerations When Choosing a Cloud Provider

- The range of services and capabilities they offer
- Reliability and performance
- Their vendor relationships and partner ecosystem
- Pricing, contract terms and SLAs
- The level of migration assistance and ongoing support you need
- AI, machine learning and big data capabilities

Sources: