Thesis Topics
Customer Segments in Cloud Computing

Description:
Nowadays, cloud computing is a hot topic and market volumes are predicted to rise. To date, companies are slowly adapting Cloud Computing applications. In order to provide best service cloud service providers need to understand requirements of their customers. To effectively develop a service portfolio that bears most value for the customer, it is necessary to understand which customers need what solution(s).

Goal:
The task within this seminar paper to develop customer segments of cloud computing users with regards to their usage profile. Hence, data should be collected (or used) that shows in which domains and under what circumstances cloud computing will be used. Based on basic demographic data (size, industry, etc.) basic customer segments should be developed.

Desirable Background Knowledge:
- Basic statistic skills (factor analysis or cluster analysis)

In case of any questions, please do not hesitate to contact me. If you are interested in this thesis topic, please apply with your CV and a grade summary to:

Christopher Hahn
Mail: christopher.hahn@tu-berlin.de
Tel.: 030 314 27302
Thesis Topics
Development of Cloud Service Portfolios

Description:
Nowadays, cloud computing is a hot topic and market volumes are predicted to rise. To date, companies are slowly adapting Cloud Computing applications. In order to provide best service cloud service providers need to steadily compare their service offerings with market requirements.

Goal:
The task within this seminar paper to develop segments of cloud computing service portfolios by cloud service providers. Therefore, data should be collected (or used) what kind of service the providers offer and which customers they target. Based on basic demographic data (size, industry, etc.) basic service clusters should be developed.

Desirable Background Knowledge:
- Basic statistic skills (factor analysis or cluster analysis)

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Thesis Topics
Requirement definition for an e-business market place selling cloud Services

Description:
Nowadays, cloud computing is a hot topic and market volumes are predicted to rise. To date, companies are slowly adapting Cloud Computing applications. The service model of cloud computing not only promises efficiency gains but also enabling SMEs to use new technology effectively. Currently, cloud offerings are everywhere but little is known about the quality of these offerings. Electronic Markets can help to increase transparency and therefore reduce evaluation efforts of cloud users. For efficient offerings, the requirements of cloud vendors and adopting organizations have to be evaluated.

Goal:
The task within this seminar paper is to analyze current electronic markets for cloud services (among others) with respect to their functionality. Alternatively, customers can be interviewed for their requirements and must-have-features of market places.

Desirable Background Knowledge:
- Basic Cloud Knowledge/ Understanding

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Thesis Topics
Business Models of e-market places/ e-business

Description:
Nowadays, cloud computing is a hot topic and market volumes are predicted to rise. To date, companies are slowly adapting Cloud Computing applications. The service model of cloud computing not only promises efficiency gains but also enabling SMEs to use new technology effectively. Currently, cloud offerings are everywhere but little is known about the quality of these offerings. Electronic Markets can help to increase transparency and therefore reduce evaluation efforts of cloud users. Business Models of current market places vary widely.

Goal:
The task within this seminar paper is to analyze business models (or parts of) of current market places. Business model theory should be applied or tested to gain new insights.

Desirable Background Knowledge:
- Strategic Management/ Entrepreneurship theory
- Basic Cloud Knowledge/ Understanding

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