

MATHEMATICAL METHODS, MODELS AND INFORMATION TECHNOLOGIES IN ECONOMY

CLOUD TECHNOLOGIES AS A FACTOR OF AN ENTERPRISE COMPETITIVENESS

Galchynsky L.Y.

Candidate of Technical Sciences, Associate Professor,
National Technical University of Ukraine
“Igor Sikorsky Kyiv Polytechnic Institute”

Shkarabura I.M.

Graduate Student,
National Technical University of Ukraine
“Igor Sikorsky Kyiv Polytechnic Institute”

In recent years, information technologies are developing quite rapidly. One of new trends that can significantly affect not only the business processes within a company, but the whole market, or even the general principles of doing business – is the emergence of cloud technologies. Given the driving force of the cloud technologies, we need to understand the capabilities of such technologies as a factor of competitiveness for the company.

In the current market conditions for individual companies it is becoming increasingly difficult not only to change a competitive situation in their favour, but even keep the existing market condition. Traditional methods of competition are already out of date. For example, the price war is long and dangerous process. And the way of extensive increase of production volumes has exhausted itself, or may not apply to certain industries. One of such industries is the development of soft-

ware based on the principles of SaaS (Software as a Service). Companies need some new ways of development, new directions. One of such possible ways could be cloud technologies. A migration to such technologies may not only affect the fundamental both quantitative and qualitative performance of the company, but also change the fundamentals of business.

This paper studies the problem of the role of cloud technologies as a factor, which could affect the company's competitiveness in an oligopolistic market. Analyzed the relationship between the companies representing their SaaS products, and studied the impact of the cloud on demand and cost of the product. Analyzed the structure of the market, its behaviour using the apparatus of game theory. Studied the model that was built for the problem and program solution based on statistical data.