

Cloud & Colocation Intelligence Service

Part of the Cloud & Data Center Service Area Package

Comprehensive insight and analysis of the off-premises cloud and colocation services markets.

**PRODUCT OVERVIEW | Cloud & Colocation
Intelligence Service**

The logo for VICIA, featuring the letters 'VICIA' in a bold, black, sans-serif font. The letter 'V' is stylized with a dot at its top left corner. The logo is positioned in the bottom right area of the slide, with decorative dotted patterns in the background.

“ The monumental growth of cloud services is driving unprecedented expansion of both cloud and colocation data centers and network services. It’s an exciting time to be tracking these markets. ”

Alan Howard
Principal Analyst

Cloud & Colocation Intelligence Service

Part of the Cloud & Data Center Service Area Package

HOW OMDIA HELPS YOU

- Understand the value chain that has formed in the cloud and colocation services industry
- Plan strategy with knowledge of cloud and colocation provider investment and expansion plans
- Double click on investment areas (physical infrastructure, IT equipment, etc.)
- Understand key service provider selection criteria for enterprises buying cloud and colocation services
- Get perspective on migration of IT budgets, physical servers and workloads to cloud and colocation SPs

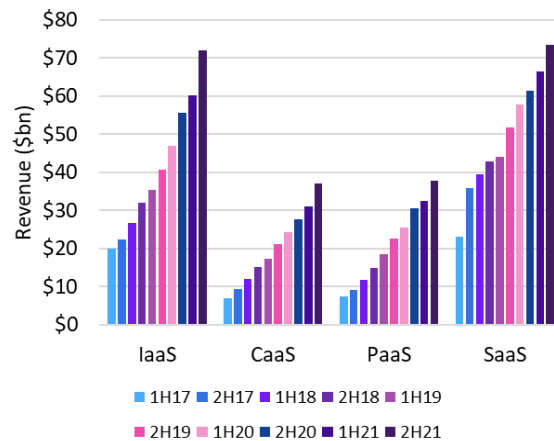
KEY QUESTIONS ADDRESSED

- How big are the individual cloud and colocation services markets? Where is the demand coming from?
- Who are the biggest cloud services providers (SPs)? How much money are they making and how?
- How much and why are cloud and colocation SPs going to spend on expansion in the next five years?
- Where are their data centers located? How big are they?

NEW ENHANCEMENTS

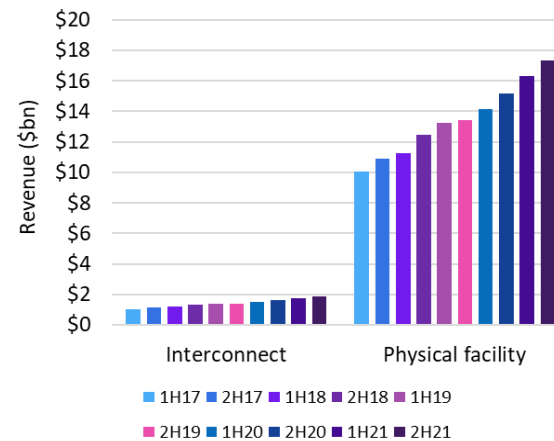
- Deeper coverage of infrastructure cloud services with a new dedicated report covering more of the leading vendors
- Expanding the breadth of the software-as-a-service research with a new dedicated tracker and companies covered
- New reports with country/regional trends focus
- Increasing the number of service providers covered in the data center building and CAPEX trackers

Cloud services revenue growth



Source: OMDIA

Colocation Services Revenue Growth



© OMDIA

Cloud & Colocation: Our Expert Analysts



Alan Howard
Principal Analyst
Colocation Services



Dominika Koncewicz
Senior Analyst
Cloud & Data Center



Vlad Galabov
Research Director
Cloud & Data Center

Cloud and Data Center: Deliverables



MARKET TRACKING

- Data Center Building Tracker
- Data Center Capex Tracker



REPORTS

- Infrastructure Cloud Services Tracker and Report
- Software-as-a-Service Tracker and Report
- Colocation Services Tracker and Report
- Market Radar: Colocation Services
- Cloud Services End-user Survey
- Data Center Building Report
- Data Center CAPEX Report
- Country and Regional Profiles



BRIEFINGS

Biannual scheduled briefings with analysts on research highlights from all aspects of the market.



ANALYST INSIGHTS

Analyst commentary on market shifts, technology and regional developments, vendors, events, and more.



ANALYST ACCESS

Prompt responses from Omdia's regional analyst team to urgent and unique questions.

Quantitative Research Overview (1/3)

Data Center Building Tracker

Country- and metro-level coverage of the data centers operated by the top cloud & colocation service providers, consumer cloud and internet content services providers. Installed data center capacity (space and critical load) is reported by company and location. New construction and planned expansions listed by major region. Accompanied by an annual report analyzing key trends and market drivers.

DETAILS

Frequency: Semi-annual

Measures

- Capacity (sq. ft.)
- Critical load (kW)
- Number of buildings

Regions

- North America (US and Canada)
- Europe, the Middle East, and Africa
- Asia and Oceania (including Japan and Australia)
- Caribbean and Latin America (including Mexico)

Countries include

- ≥ 50 countries

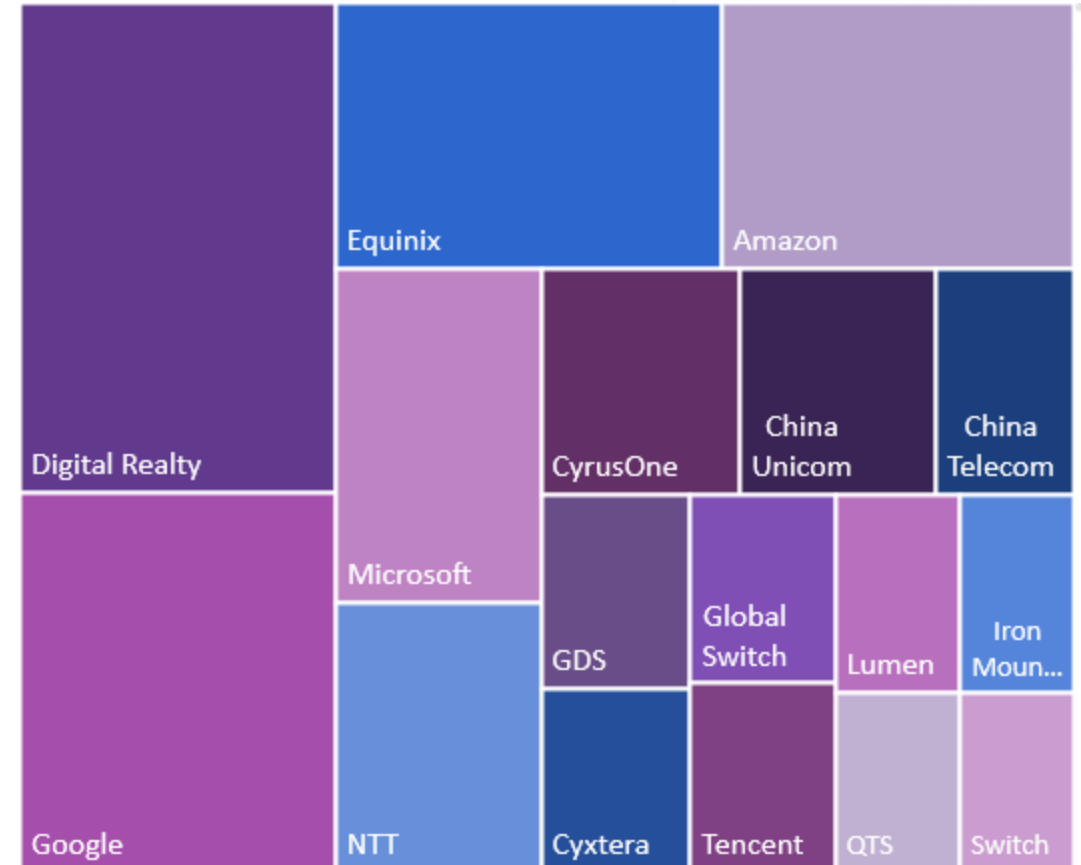
Metro

- ≥ 90 metros

Coverage

- 40 cloud, colocation and internet content services providers including but not limited to:
 - Amazon, Microsoft, Google, Oracle, IBM, Salesforce, SAP, Salesforce, Workday, Cisco, Deutsche Telekom, NTT, BT
 - Alibaba, Baidu, Tencent, China Telecom, China Unicom and China Mobile (Huawei, new addition in 2023)
 - Facebook, Apple (Uber, new addition in 2023)
 - Equinix, Digital Realty, GDS, Global Switch, Iron Mountain
- Deployed data center capacity by company:
 - Data center owner
 - Physical infrastructure operator
 - IT infrastructure operator
- Announced future data center capacity expansion by region down to the city level

Top 20 Physical Infrastructure Operators Share of Square Feet



Source: OMDIA

©OMDIA

Quantitative Research Overview (2/3)

Data Center Capex Tracker

Data center capital expenditures of cloud and colocation service providers, as well as large consumer cloud providers and internet content services like Facebook and Apple. CAPEX is segmented by type of data center physical infrastructure and IT equipment and includes a five-year forecast. Accompanied by an annual report analyzing key trends and market drivers.

DETAILS

Frequency: Semi-annual

Measures

- Capital expenditures

Regions

- North America (US and Canada)
- Europe, the Middle East, and Africa
- Asia and Oceania (including Japan and Australia)
- Caribbean and Latin America (including Mexico)

Coverage

- 23 cloud, colocation and internet content services providers:
- Amazon, Microsoft, Google, Oracle, IBM, Salesforce, SAP, Salesforce,
- Alibaba, Tencent, China Telecom, China Unicom, China Mobile, Deutsche Telekom
- Facebook, Apple
- Equinix, Digital Realty, GDS, Switch, QTS, Coresite, CyrusOne
- Equipment categories:
- IT infrastructure equipment: servers, Ethernet networking, storage and other IT infrastructure
- Physical infrastructure equipment: PDUs, UPS, Racks, Cooling systems, KVM switches and other equipment
- Land and building

Colocation Services Tracker and Report

Worldwide and regional market size, share, five-year forecast analysis, and trends colocation services. Accompanied by an annual report analyzing key trends and market drivers.

DETAILS

- Colocation services

- Interconnect
- Physical facility

Frequency: Annual

Measures

- Revenues

Regions

- North America (US and Canada)
- Europe, the Middle East, and Africa
- Asia and Oceania (including Japan and Australia)
- Caribbean and Latin America (including Mexico)

Coverage

20 colocation services providers:

- 21Vianet, China Telecom, China Unicom
- Coresite, CyrusOne, Cyxtera
- Digital Realty, Equinix, GDS
- Flexential, Global Switch, Interxion
- Iron Mountain, Keppel, Next DC
- NTT, QTS, Switch, Telehouse, Zayo

Quantitative Research Overview (3/3)

Infrastructure Cloud Services Tracker

Worldwide and regional market size, share, five-year forecast analysis, and trends in infrastructure as-a-service (IaaS), platform-as-a-service (PaaS), containers-as-a-service (CaaS), and bare metal-as-a-service (BMaaS) services. Accompanied by an annual report.

DETAILS

Frequency: Annual

Measures: Revenue

Regions: North America, EMEA, Asia and Oceania, Caribbean and Latin America

Coverage

- IaaS, PaaS, CaaS, BMaaS
- Top 20 cloud service providers including but not limited to:
 - Amazon, Microsoft, Google, Oracle
 - Alibaba, Tencent, IBM, SAP

Software-as-a-Service Tracker

DETAILS

Frequency: Annual

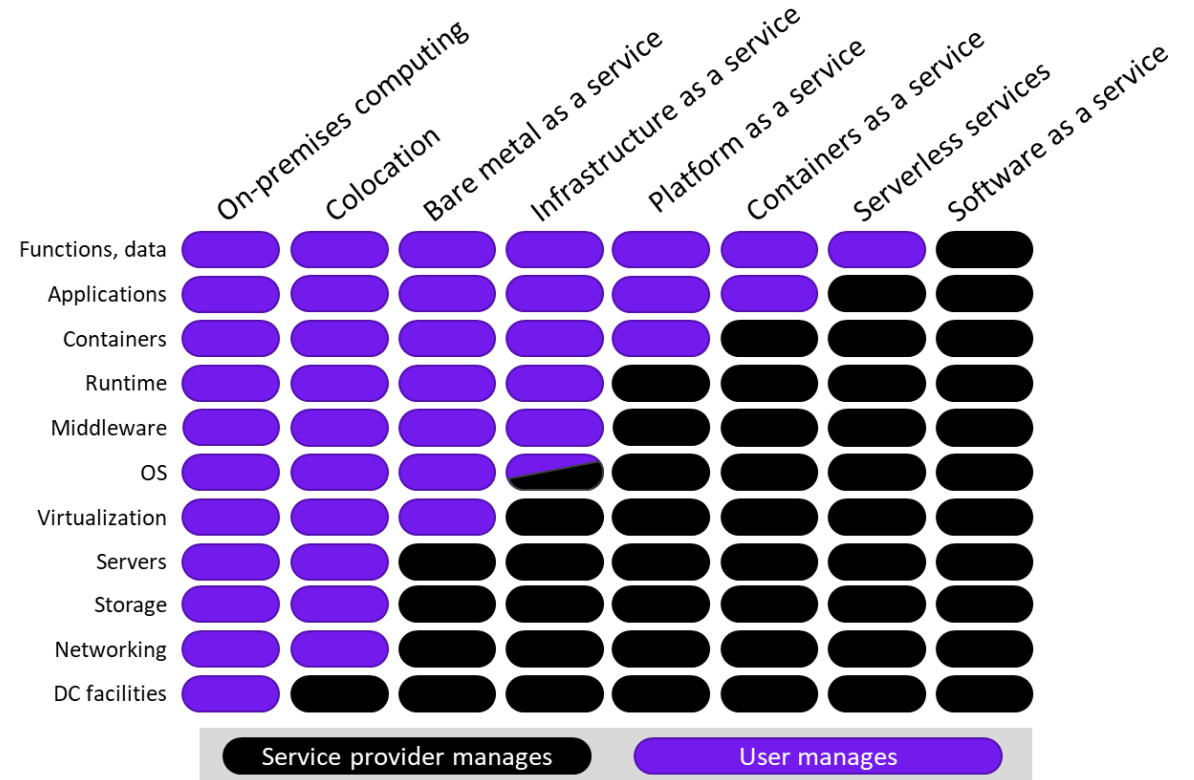
Measures: Revenue

Regions: North America, EMEA, Asia and Oceania, Caribbean and Latin America

Coverage

- SaaS
- Top 20 cloud service providers including but not limited to:
 - IBM, Microsoft, Salesforce, Oracle
 - Workday, Zoom, SAP, Cisco, Amazon
 - Google, Alibaba, Tencent
 - Adobe, Snowflake, Slack, ServiceNow

Data center and cloud services taxonomy



Source: Omdia

© 2022 Omdia

Overview of All Cloud and Data Center Subscription Services

RESEARCH COVERAGE

Software, Services and Investment

IT Operations

Software Market Forecast

Omdia Universe: Selecting a Cloud Service Provider

Omdia Universe: Selecting an AIOps Solution

Disrupters

Cloud & Colocation

Infrastructure Cloud Services (IaaS, PaaS, CaaS)

Software-as-a-Service

Colocation Services

Data Center CAPEX

Data Center Buildout

Cloud Native Computing

Container Management

Dev Ops Release Management

Omdia Universe: Serverless

WebAssembly Market Landscape

IT Equipment

Data Center Compute

Servers (device & silicon)

Server Connectivity and Infrastructure Processing (SmartNIC/DPU/IPU)

Workload-level Analysis

High Performance Compute

On-premises IaaS

Data Center Networks

Ethernet Switches by Speed

Switch Silicon Development

SD-WAN Platforms and End-user Strategies

Data Center Storage

Storage Arrays and JBOD

Software-defined Storage

Memory Innovation, DataOps & Data Fabric

Physical Infrastructure

Data Center Thermal Management & Sustainability

Liquid Cooling Market Radar and Market Forecast

Microgrids

Energy Storage Innovation

Smart-grid Ready UPS

Uninterruptible Power Supplies

UPS Hardware & Services

Modular UPS

Industrial UPS

End-user Strategies

Modular and Micro Data Centers

Rack Enclosures

Rack Power Distribution

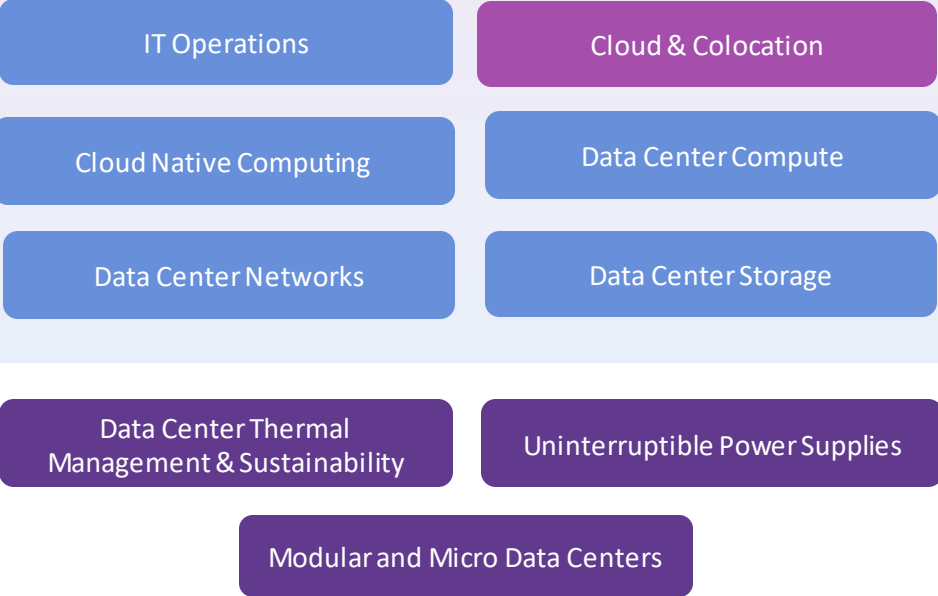
Modular Data Centers

Micro Data Centers

Related Content: Cloud and Data Center Area Coverage



Service Area Package: **Cloud and Data Center**



About Omdia’s Cloud and Data Center Services

Omdia provides expert analysis and data on service providers, their markets, and the strategies for success. We can help you assess which markets and services will drive future growth, understand the changing digital landscape, navigate market regulation, benchmark competitors, and select the appropriate partnerships and business models to exploit new technologies, services and segments.

Our global team of domain and local market experts, leveraging the most comprehensive industry dataset available, will help you unlock value in entirely new and profound ways.

Custom Solutions

Omdia’s consulting services offer a true end-to-end service capability across all aspects of your product lifecycle, from concept and product development, to go-to-market and sales effectiveness. **Contact us** if you have a project that you would like to discuss with a member of the team.



Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

Draw on our expertise

- Make the right decisions
- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:




Shelley Hunter
*Customer Success
Manager*



Kâren Dyer
*Customer Success
Manager*



Get in touch!

 customersuccess@omdia.com

 [@Omdia](https://www.linkedin.com/company/omdia)

 [@OmdiaHQ](https://twitter.com/OmdiaHQ)

 OMDIA

Thank you

Disclaimer

The Omdia research, data and information referenced herein (the “Omdia Materials”) are the copyrighted property of Informa Tech and its subsidiaries or affiliates (together “Informa Tech”) or its third party data providers and represent data, research, opinions, or viewpoints published by Informa Tech, and are not representations of fact.

The Omdia Materials reflect information and opinions from the original publication date and not from the date of this document. The information and opinions expressed in the Omdia Materials are subject to change without notice and Informa Tech does not have any duty or responsibility to update the Omdia Materials or this publication as a result.

Omdia Materials are delivered on an “as-is” and “as-available” basis. No representation or warranty, express or implied, is made as to the fairness, accuracy, completeness, or correctness of the information, opinions, and conclusions contained in Omdia Materials.

To the maximum extent permitted by law, Informa Tech and its affiliates, officers, directors, employees, agents, and third party data providers disclaim any liability (including, without limitation, any liability arising from fault or negligence) as to the accuracy or completeness or use of the Omdia Materials. Informa Tech will not, under any circumstance whatsoever, be liable for any trading, investment, commercial, or other decisions based on or made in reliance of the Omdia Materials.

Get in touch!



customersuccess@omdia.com

 @Omdia



@OmdiaHQ