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

“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
KEY QUESTIONS ANSWERED

• 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?

HOW OMDIA HELPS YOU

• Understand cloud services & colocation market growth
• 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
• Follow key trends like hybrid and multi-cloud adoption by enterprise

NEW ENHANCEMENTS

• Increasing the number of service providers covered in each tracker
• Adding large providers of consumer cloud and internet content services like Facebook and Apple to the data center building and capex trackers
• A comparison report on colocation services
• New “Trends to Watch” report
Cloud & Colocation Intelligence Service: Our Experts

- **Vlad Galabov**
  - Research Director
  - Open computing
  - Hyperscale cloud service providers
  - Semiconductor development

- **Roy Illsley**
  - Chief Analyst
  - IT operations
  - Application delivery
  - Disruptive software technologies

- **Moises Levy**
  - Principal Analyst
  - Power and cooling
  - Energy efficiency
  - Data center sustainability

- **Alan Howard**
  - Principal Analyst
  - Colocation services
  - Data center investment
  - Location & construction strategies

- **Manoj Sukumaran**
  - Principal Analyst
  - Compute systems
  - Data center networks
  - Disruptive hardware technologies

- **Dennis Hahn**
  - Principal Analyst
  - Storage systems
  - Data management
  - Software-defined storage

- **Vijendra Krishnamurthy**
  - Senior Analyst
  - Data center racks
  - Rack power distribution
  - Micro data centers

- **Dominika Koncewicz**
  - Senior Analyst
  - SD-WAN platforms
  - SASE & SD-WAN aaaS
  - Network service consolidation

- **Nicole Tuggle**
  - Research Analyst
  - rPDU vendor share
  - UPS hardware & service vendor share

- **Keith Kirkpatrick**
  - Principal Analyst
  - Quantum computing
  - High performance computing

- **Currently Recruiting**
  - Principal Analyst
  - Kubernetes
  - Cloud native software development

- **Currently Recruiting**
  - Senior Analyst
  - Cloud services
  - Data center buildout
Cloud & Colocation: Deliverables

MARKET TRACKERS —Biannual—
- Cloud & Colocation Services Tracker
- Data Center Building Tracker
- Data Center Capex Tracker

SURVEYS & REPORTS —Annual—
- Cloud Service Strategies & Leadership: North American Enterprise Survey
- Colocation Services Strategies & Leadership: North American Enterprise Survey
- Trends to Watch: Cloud Computing and Colocation Services
- Global Data Center Capacity Forecast
- Colocation Services Comparison

ANALYST INSIGHTS —Ongoing—
Analyst commentary on market shifts, technology and regional developments, vendors, events, and more.

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

ANALYST ACCESS —Ongoing—
For prompt responses to urgent and unique questions.
Cloud & Colocation: Market Trackers

Cloud & Colocation Services for IT Infrastructure & Applications Market Tracker

Worldwide and regional market size, share, five-year forecast analysis, and trends for infrastructure as a service (IaaS), platform as a service (PaaS), software as a service (SaaS), and colocation.

**DETAILS**
- **Frequency:** Semi-Annual
- **Measures:**
  - Revenues
  - Regions
    - Worldwide
    - North America (US and Canada)
    - Europe, the Middle East, and Africa
    - Asia Pacific (including Japan and Australia)
    - Caribbean and Latin America (including Mexico)

**COVERAGE**
- Infrastructure as a service (IaaS)
- Cloud as a service (CaaS)
- Platform as a service (PaaS)
- Software as a service (SaaS)
  - Collaboration – SaaS
  - Virtual desktops – SaaS
  - Security – SaaS
  - Business Analytics – SaaS
  - Other – SaaS
- Colocation services
  - Interconnect
  - Physical facility

Data Center Building Tracker

Worldwide, regional, country- and metro-level coverage of the data centers operated by the top cloud & colocation service providers, as well as large providers of consumer cloud and internet content services like Facebook and Apple. Data center capacity is reported by company, geography, data center space, and critical load, with new construction and planned expansions listed by major region.

**DETAILS**
- **Frequency:** Semi-Annual
- **Measures:**
  - Capacity (sq. ft.), critical load (kW), number of buildings
  - Deployed data center capacity by company data center owner, physical infrastructure operator, and IT infrastructure operator
- **Regions:**
  - Worldwide
  - North America (US and Canada)
  - Europe, the Middle East, and Africa
  - Asia Pacific (including Japan and Australia)
  - Caribbean and Latin America (including Mexico)

**Countries Include**
- ≥ 50 countries

**Metro**
- ≥ 90 metros
Data Center Capex Tracker

Data center capital expenditures of cloud and colocation service providers, as well as large providers of consumer cloud 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 forecasts.

DETAILS

Frequency: Semi-Annual

Measures

• Capital expenditures

Regions

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

COVERAGE

• Compute equipment
• Network equipment
• Storage equipment
• UPS
• rPDU
• Racks
• Cooling equipment
• 3Phase PDU
• Market segment (cloud, colocation, telco)
# Cloud & Colocation: End-user Surveys

## Cloud Service Strategies & Leadership: North American Enterprise Survey
Analyzes the trends and assesses the needs of enterprises using cloud services.

### DETAILS

**Frequency:** Annual

Survey of ~150 US and Canadian businesses about cloud adoption and deployment strategies, types of cloud services, impact on IT infrastructure, security considerations, ratings of top providers, cloud service provider selection criteria, and more

*Delivered in PDF*

## Colocation Services Strategies & Leadership: North American Enterprise Survey
Analyzes the trends and assesses the needs of enterprises using colocation services.

### DETAILS

**Frequency:** Annual

Survey of ~150 US and Canadian businesses about colocation adoption and deployment strategies, drivers and barriers, perceptions on edge adoption, top providers, colocation service provider selection criteria, and more

*Delivered in PDF*
Related Content: Cloud & Data Center Service Area Coverage

About Omdia’s Cloud & Data Center Research

Omdia provides deep analysis of worldwide compute technologies – from cloud to the edge. Detailed and data-rich intelligence services cover all aspects of data center IT and physical infrastructure, cloud & colocation services, and the strategies required to manage the entire IT ecosystem.

Omdia’s expert team of cloud and data center analysts provide strategic guidance, steeped in a robust foundation of data, to both vendors and technology decision makers. Omdia has consistently been 1st to market capturing market disruptions and technology transitions, helping IT decision makers and their vendors succeed in navigating these transitions. For technology decision makers, Omdia also provides guidance on vendor selection and best practices for management of IT operations.

The Cloud & Data Center team provides market analysis in the form of quarterly datasets with size, share and forecasts, end-user surveys, vendor assessments and personalized consulting.
Comprehensive data, insights & advice

New in 2022
- Cloud Native Software Development
- Worldwide Data Growth Forecast
- High Performance Computing

New in 2021
- Server Workload Forecast
- Data Center Sustainability
- Smart Grid UPS
- Infrastructure Management
- Cloud Storage

Old but Gold
- Hyperscale Cloud Service Providers
- Server CPU transitions
- Heterogeneous Compute SmartNICs, AI Accelerators, GPUs
- Open Computing
- Servers in the telecom network
- AI Ops and Cloud Ops
- SD-WAN
- Data Center Buildings Tracker
- UPS Markets and Architectures
- Edge computing and micro DCs
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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.

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- **Tom Coate**
  Customer Success Manager

- **Kāren Dyer**
  Customer Success Manager

96% of our customers rate our service as Excellent or Very Good
ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today’s constantly evolving technology environment and empower them to improve their businesses–today and tomorrow.

* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.