

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

Cloud & Colocation Intelligence Service

Part of the Cloud & Data Center Service Area Package

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?

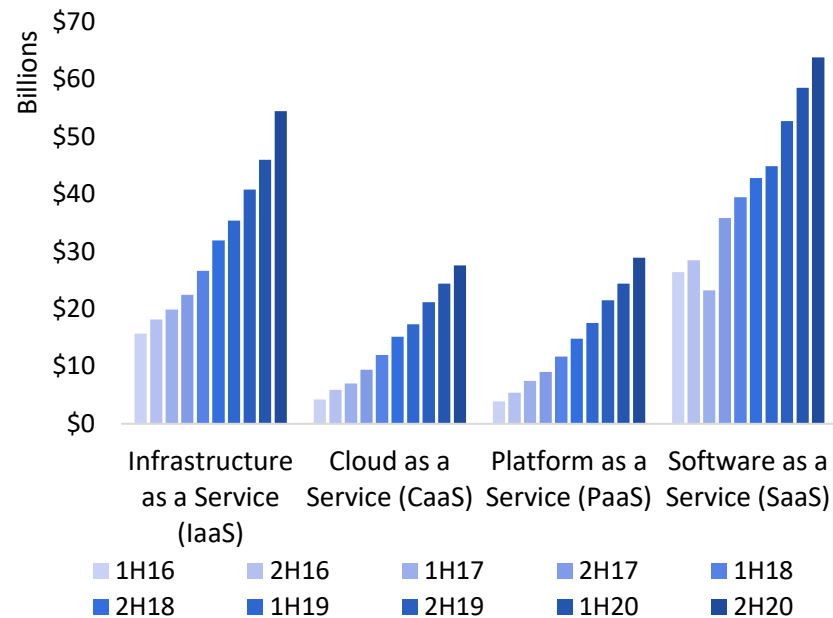
HOW OMDIA HELPS YOU

- 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

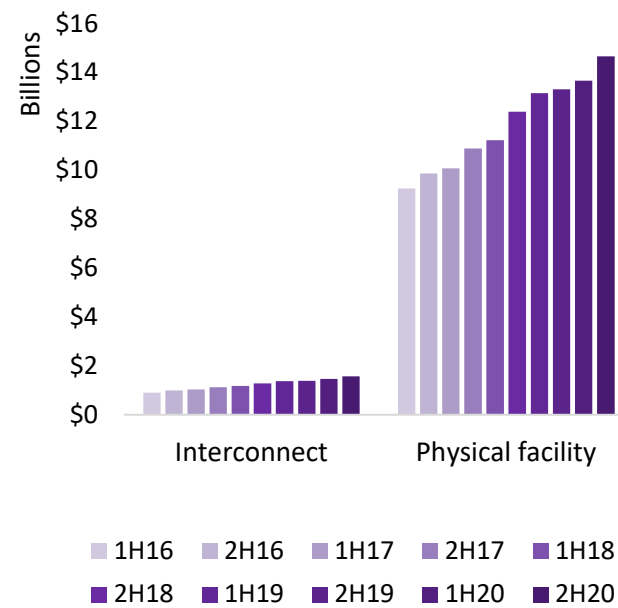
NEW ENHANCEMENTS

- 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 Services Revenue Growth



Colocation Services Revenue Growth



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-WANaaS
- 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 Me

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

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

COVERAGE

- Deployed data center capacity by company data center owner, physical infrastructure operator, and IT infrastructure operator
- Provider announced future planned data center capacity by region down to the city level
- Five-year capacity growth forecast (shipped in a standalone report)

Cloud & Colocation: Market Tracker

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



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

Cloud & Colocation
Intelligence Service

IT Ecosystem & Operations
Intelligence Service

Data Center Compute
Intelligence Service

Data Center Rack Systems
Intelligence Service

Data Center Networks & Automation
Intelligence Service

Uninterruptible Power Supply
Intelligence Service

Data Center Storage
Intelligence Service

Data Center Thermal Mgmt
Intelligence Service

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

Data Center Sustainability Framework, Strategies, Incentives and Investment

Thermal Management Strategies

New in 2021

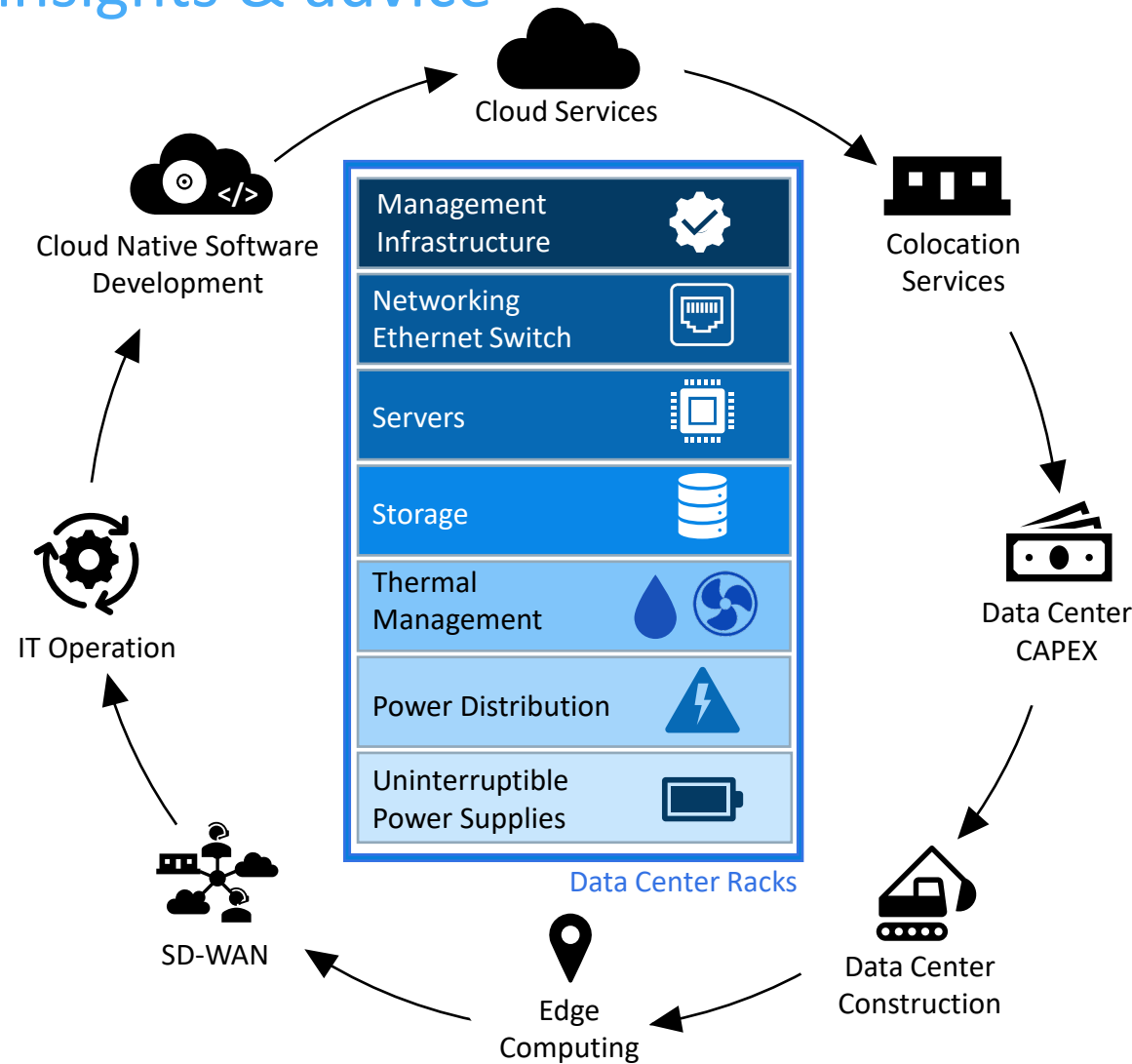
Server Workload Forecast

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

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:



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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.