

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

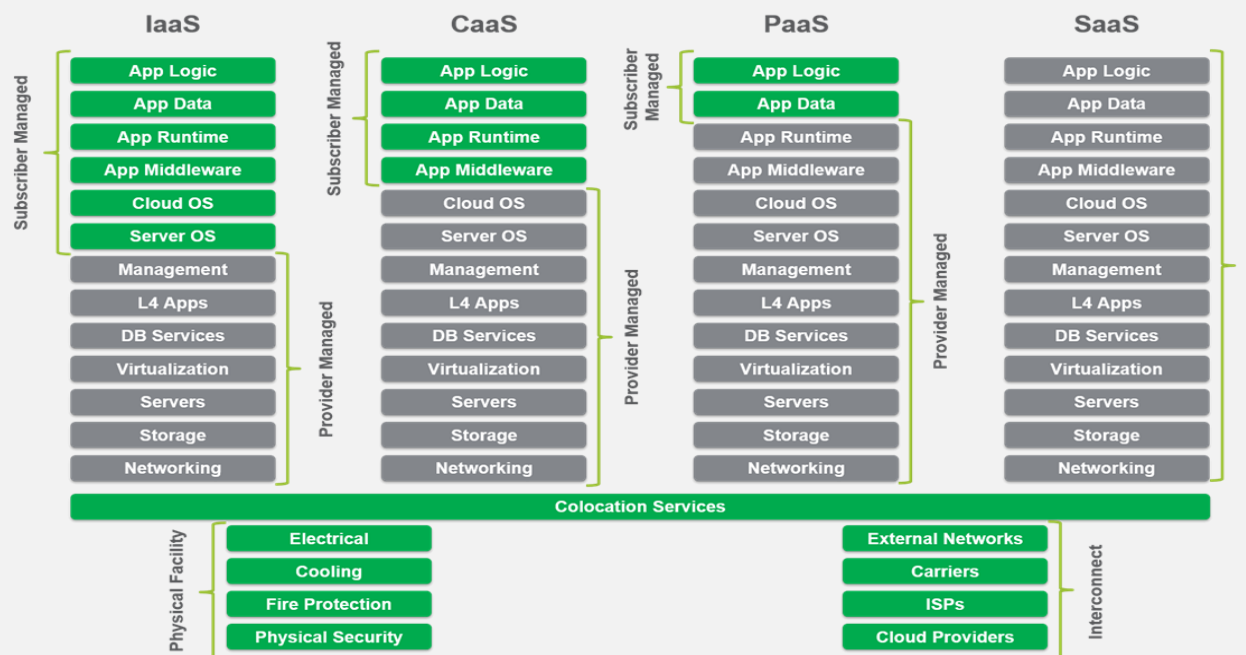
“Cloud and colocation service providers are introducing numerous solutions to help customers live life on the edge.”

Devan Adams
Principal Analyst

Cloud & Colocation Intelligence Service

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Cloud & Colocation services market overview

















KEY QUESTIONS ANSWERED

- What are the size, share, and forecasts for the cloud and colocation services markets?
- How are cloud and colocation data center building expansions progressing?
- Where is cloud and colocation data center capital (Capex) being expensed?

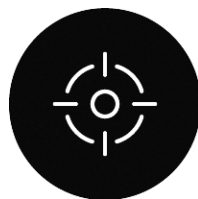
HOW OMDIA HELPS YOU

- Understand Off-premises cloud services and colocation market revenue growth
- Plan strategy with knowledge of cloud and colocation provider plans for data center expansions
- Obtain perspective on actual and forecast CSP DC IT equipment purchases
- Follow progression of services performed at centralized DCs to the edge
- Highlight key selection criteria for cloud and colocation service providers
- Get perspective on migration of IT budgets, physical servers and workloads to colocation and CSP DCs
- Understand transitions between cloud services architectures: public, private and hybrid cloud
- Follow key trends like hybrid and multi-cloud adoption by enterprise
- Understand CSP DC build and equipment purchase behaviors
- Identifies impact from key market segments like hyperscalers, Tier 2 and telco providers

Cloud & Data Center: Our Expert Analysts

<p>Vlad Galabov</p> <p>Research Director Cloud & Data Center</p> 	<p>Roy Illsley</p> <p>Chief Analyst IT Strategies & Technologies</p> 	<p>Moises Levy</p> <p>Principal Analyst DC Power and Cooling</p> 	<p>Dominika Koncewicz</p> <p>Senior Analyst Cloud and Data Center IT</p> 
<p>Liz Cruz</p> <p>Senior Product Manager Cloud & Data Center</p> 	<p>Manoj Sukumaran</p> <p>Principal Analyst DC Compute & Networking</p> 	<p>Greg Cline</p> <p>Principal Analyst SD-WAN and DC Disruption</p> 	<p>Penang Research Team</p> <p>Cross-topic Research</p> 
<p>Alan Howard</p> <p>Principal Analyst Cloud & Colocation</p> 	<p>Vijendra Krishnamurthy</p> <p>Senior Analyst Data Center Rack Systems</p> 	<p>Primary Research Team</p> <p>Dedicated End-user Survey Expertise</p> 	
<p>Dennis Hahn</p> <p>Principal Analyst Data Center Storage</p> 	<p>Nicole Tuggle</p> <p>Senior Analyst DC Physical Infrastructure</p> 	<p>Data Modelling Team</p> <p>Forecast and report improvement and automation</p> 	

Cloud & Colocation: Deliverables



MARKET TRACKERS

—Biannual—

- Cloud & Colocation Services for IT Infrastructure & Applications Tracker
 - Cloud & Colocation Data Center Building Tracker
 - Cloud & Colocation Data Center Capex Tracker



SURVEYS & REPORTS

—Annual—

- Cloud Service Strategies & Leadership: North American Enterprise Survey
- Colocation Services Strategies & Leadership: North American Enterprise Survey



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), cloud as a service (CaaS), 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
- Market segment (hyperscale, tier 2, telco)
- Colocation services

Cloud & Colocation Data Center Building Tracker

Worldwide and regional coverage of the data center portfolios of top cloud & colocation service providers covered in the Cloud & Colocation Services market tracker. Data center capacity is reported by company, geography, data center space, and critical load, with new construction and planned expansions listed by major region. Geographic segments available down to the major metro level.

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)

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
- Market segment (cloud, colocation, telco)

Cloud & Colocation: Market Tracker

Cloud & Colocation Data Center Capex Tracker

Data center capital expenditures of cloud and colocation service providers segmented by type of data center physical infrastructure and IT equipment with five-year forecasts presented by major region and spend category (UPS, racks, servers, storage, networking).

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: Surveys and Reports

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.

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.