

Data Center Rack Systems Intelligence Service

Part of the Cloud & Data Center Service Area Package

Complete coverage of the rack power distribution unit (PDU) and IT rack enclosure markets, including vendor revenue, the technologies and trends relevant to the wider data center industry

“ We’re optimistic about the rack PDU market in 2021. Enterprise demand is returning to pre-pandemic levels and cloud service providers continue to build in new data centers. ”

Vijendra Krishnamurthy
Sr. Analyst

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KEY QUESTIONS ADDRESSED

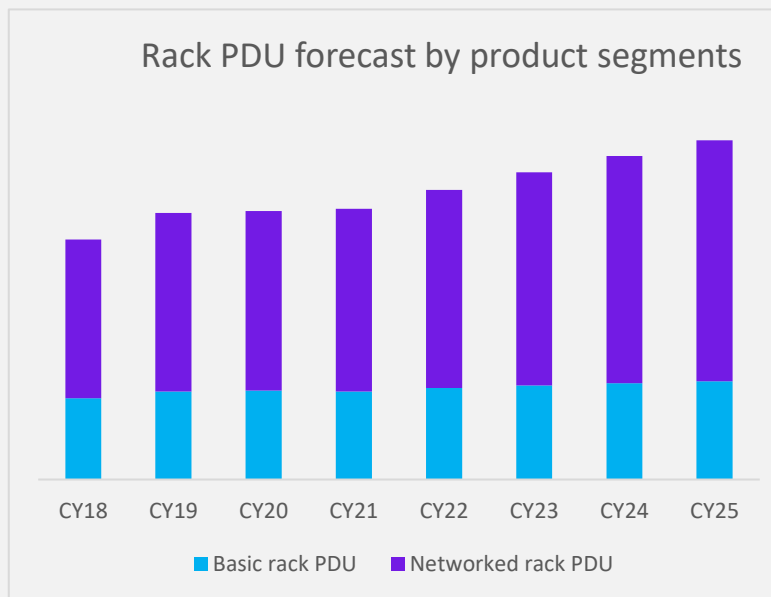
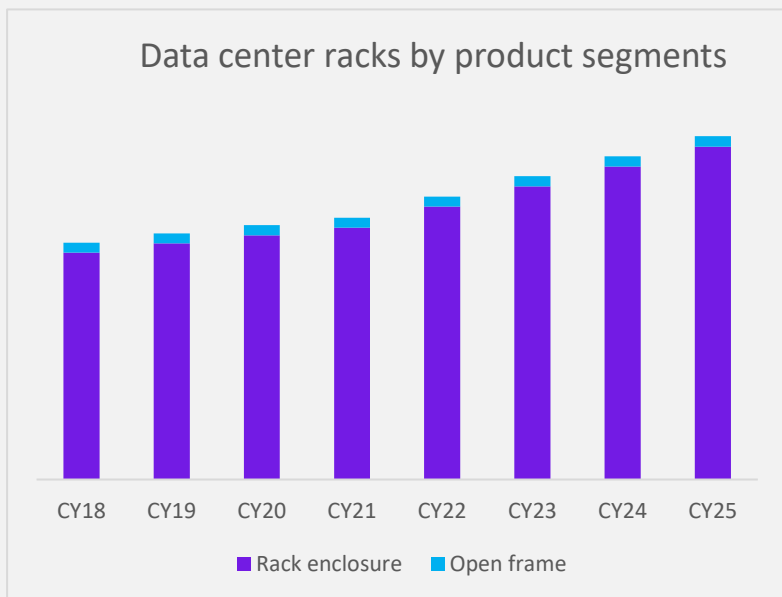
- Which vendor is winning in the rPDU market and where?
- How do investment priorities differ amongst cloud, colocation, communication service providers, and enterprise?
- What impact does product customization, alternative types of power distribution, and open infrastructure designs have on rack PDU and IT rack enclosure markets?

HOW OMDIA HELPS YOU

- Understand the product transitions influenced by the growth in cloud and colocation data centers and emerging edge applications
- Recognize the differing adoption trends across data centers of different sized and geographies
- Identify new edge use cases for wall box units
- Keep on top of increasing complex supply chains
- Understand the impact that increasing rack power densities have on product design

NEW ENHANCEMENTS

- Quarterly market updates
- Annual end-user survey
- New report on Micro data centers
- New report on Prefabricated modular data centers
- New “Trends to Watch” report



Data Center Rack Systems: 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 center

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

Data Center Rack Systems: Deliverables



MARKET TRACKERS

—Annual—

- Data Center Racks Market Tracker
- Data Center Rack PDU Market Tracker
- Prefabricated Modular Data Centers Market Tracker
- Micro Data Centers and Enclosures Market Tracker



New

MARKET TRACKERS

—Quarterly—

- Data Center Rack PDU Market Update



New

SURVEYS & REPORTS

—Annual—

- Open Rack Infrastructure Report
- Data Center Rack System Strategies— End-user Survey
 - “Trends to Watch” Report



ANALYST INSIGHTS

—Ongoing—

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



PRESENTATIONS

—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.

Data Center Rack Systems: Market Trackers

Data Center Rack PDU Market Tracker

Provides a comprehensive overview of the global rack PDU market, segmented by region, product type, power rating, form factor, input phase, sales channel, application and vertical market; accompanied by written analysis.

DETAILS

Frequency: Quarterly

Measures

- Revenue
- Units shipped
- Average Selling Price

Regions

- North America
- Latin America & the Caribbean
- Western Europe
- Rest of Europe, Middle East and Africa
- Asia and Oceania
- And 56 country and minor regions

COVERAGE

Rack PDU products

- Basic
- Monitored
- Metered outlet
- Metered
- Switched
- Switched with outlet metering
- Rack transfer switch
- Accessories

Rack PDUs also segmented by:

- Networked
- Not-networked
- Power rating
- Input phase
- Form factor
- Application

Vertical markets

- Cloud Service Providers
- Colocation Service Providers
- Communication Service Providers

- Media and entertainment
 - Energy and utilities
 - Financial services
 - Government
 - Education
 - Healthcare
 - Retail and wholesale
 - Manufacturing
 - Transportation and logistics
 - Other
- Sales Channel**
- Distributor (Datacom/Electrical /IT)
 - Contractor/Engineering firm
 - Direct to end-user
 - System integrator/OEM
 - Other

Data Center Racks Market Tracker

Provides a comprehensive overview of the global rack/enclosure markets by region, product type, dimension, application, vertical market, and sales channel; accompanied by written analysis.

DETAILS

Frequency: Annual

Measures

- Revenue
- Units shipped
- Average Selling Price

Regions

- North America
- Latin America & the Caribbean
- Western Europe
- Rest of Europe, Middle East and Africa
- Asia and Oceania
- And 56 country and minor regions

COVERAGE

IT rack and enclosure

- Enclosure
- 4-post open frame
- 2-post open frame
- Accessories

IT racks & enclosures also segmented by:

- Height
- Width
- Depth
- Application
- Wall boxes

Vertical markets

- Cloud Service Providers
- Colocation Service Providers
- Communication Service Providers
- Media and entertainment
- Energy and utilities
- Financial services
- Government

- Education
- Healthcare
- Retail and wholesale
- Manufacturing
- Transportation and logistics
- Other

Sales Channel

- Distributor (Datacom/Electrical /IT)
- Contractor/Engineering firm
- Direct to end-user
- System integrator/OEM
- Other

Data Center Rack Systems: New Reports and Trackers

Prefabricated Modular Data Centers Market Tracker

Omdia's research into the prefabricated modular data center market dates back to 2014. Apart from providing an updated market size and forecast, we will discuss what share of the total IT load capacity is currently managed in a prefabricated modular data center, which regions offer the greatest opportunity for vendors and which vertical segments are the most likely to adopt this technology.

Micro Data Centers and Enclosures Market Tracker

New latency sensitive applications like real-time analytics and AI, and enterprises adoption connected IoT devices has created a requirement for computing to move to the edge. This has created a market for even small prefabricated, pre-installed, self-contained enclosures or single racks, containing servers, storage, networking, UPS, cooling and power distribution units, with enabled remote monitoring and management. This report will capture the trends driving micro data centers including latency requirements, security regulations and speed of deployment. An interesting aspect of the market is high performance computing in remote locations, for example. We have even seen micro data centers on wheels that can be deployed at a new location in seconds and wheeled out when the need for local computing disappears.

Data Center Rack System Strategies– End-user Survey

Interviews with at least 150 purchase-decision makers at companies who operate their own data centers in at least two major countries. Survey explores investment drivers, barriers, purchasing strategies and top use cases for data center racks and rack PDUs.

“Trends to Watch” Report

Our experts summarize what the industry should be looking out for in the next year.

Related Content: Cloud & Data Center Service Area



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

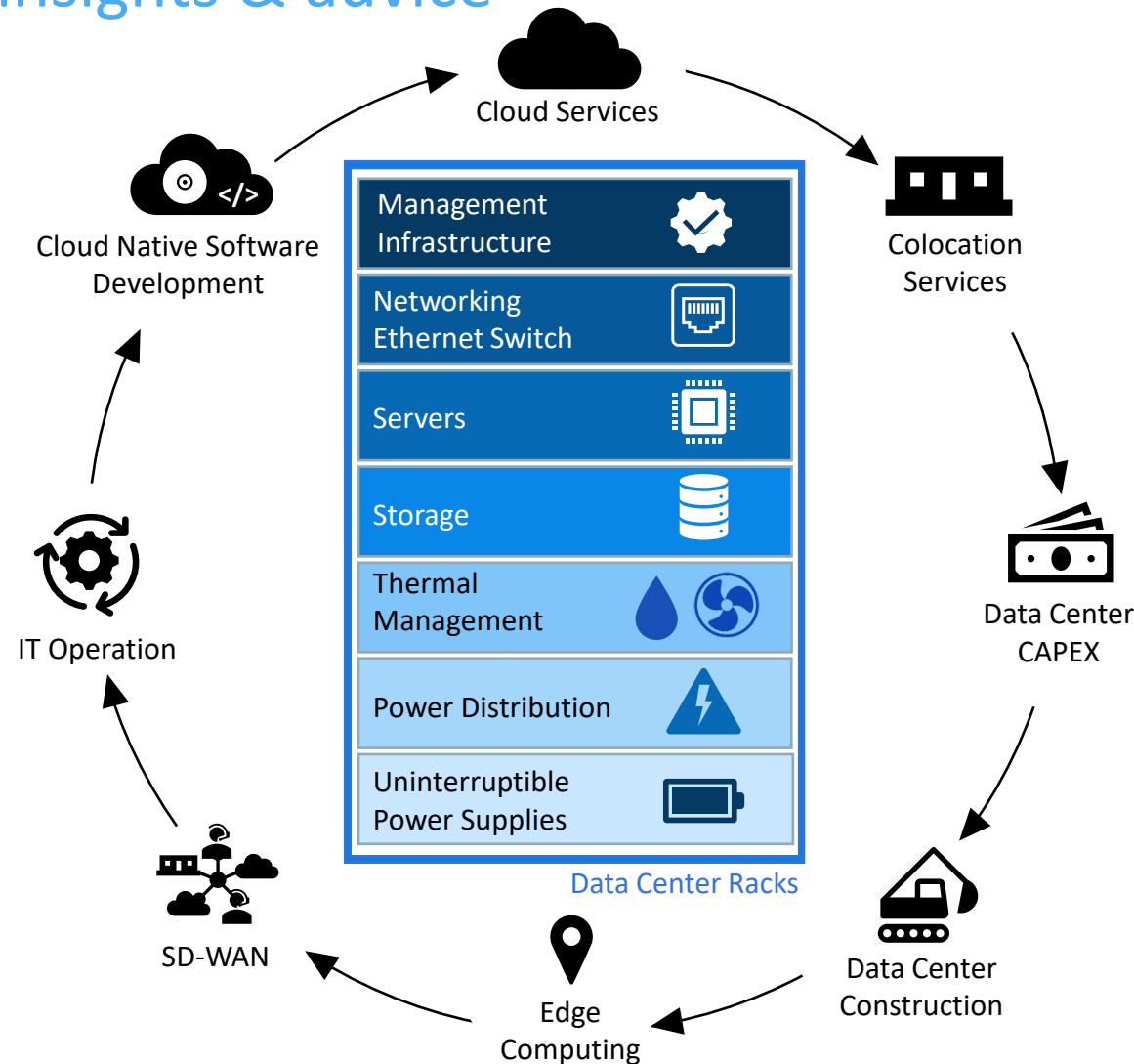
Server Workload Forecast

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:



Tom Coate
Customer Success
Manager



Kâren Dyer
Customer Success
Manager



CONNECT WITH US

 @OmdiaHQ | [omnia.com](https://www.omnia.com)

Customer Success

E: customersuccess@omnia.com

SALES

US: +1 (212) 652 5335

APAC: +61 (0)396 016 700

EMEA: +44 (0)7771 980 316

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.