Data Center Colocation Market by Service Types (Retail, Wholesale), Industry Verticals (Banking & Insurance, IT & Telecom, Healthcare, Government & Public, Energy), End Users (SMEs, Large Enterprises) & by Regions - Global Forecast to 2020

Description: “Growing adoption of cloud computing to drive the data center colocation market”
The data center colocation is estimated to grow from USD 25.70 billion in 2015 to USD 54.13 billion by 2020, at a compound annual growth rate (CAGR) of 16.1%. There is a persistent increase in the demand of data center colocation services, as large enterprises begin to rely heavily on outsourced and managed services, rather than deploying their own IT infrastructure, which cannot be as flexible, dependable, and scalable as outsourced colocation centers.

“Retail Colocation to dominate during the forecast period”
In 2015, retail colocation dominates the data center colocation market, by type, during the forecast period. Small and medium businesses which do not require large space for their equipment and servers generally prefer retail colocation. However, wholesale colocation being more cost efficient, is expected to witness highest growth.

“APAC to witness highest growth during 2015-2020”
North America is projected to dominate the data center colocation market during the forecast period due to technological advancements and early adoption of cloud computing in the region. The Asia-Pacific (APAC) region is expected to grow at the highest CAGR from 2015 to 2020 due to increasing technological adoption and huge opportunities in countries such as China, India, and Japan.

In the process of determining and verifying the market size for several segments and sub-segments gathered through secondary research, extensive primary interviews were conducted with key industry personnel. The break-up of profile of primary discussion participants is given below.
- By Company Type: Tier-1 (35%), Tier-2 (45%), and Tier-3 (20%) companies
- By Designation: C-level (35%), Director Level (25%), and other executive level (40%)
- By Region: North America (45%), Europe (20%), Asia-Pacific (APAC) (30%) and ROW (5%)

The latest trends in data center colocation include the emergence of cloud-based technologies, growth in IT spending, and organizations’ need for reduction of capital expenditure (Capex). Massive acceleration in the production of data has further provided huge opportunities.

The key data center colocation providers profiled in the report are as follows:
1. CenturyLink
2. Digital Realty
3. Equinix
4. NTT Communications
5. Verizon
6. AT&T
7. Interxion
8. Level 3
9. Telecity
10. Coresite

The report will help the market leaders/new entrants in this market in the following ways:
1. This report segments the data center colocation market comprehensively and provides the closest approximations of the revenue numbers for the overall market and the subsegments across different verticals and regions.
2. The report helps the stakeholders understand the pulse of the market and provides them information on key market drivers, restraints, challenges, and opportunities.
3. This report will help the stakeholders to better understand the competitors and gain more insights to better their position in the business. The competitive landscape section includes competitor ecosystem, new product developments, partnerships, mergers, and acquisitions.

Contents:
1 Introduction
   1.1 Objectives of the Report
1.2 Market Definition
1.3 Market Scope
   1.3.1 Markets Covered
   1.3.2 Years Considered in the Report
1.4 Currency
1.5 Limitations
1.6 Stakeholders

2 Research Methodology
   2.1 Introduction
      2.1.1 Secondary Data
         2.1.1.1 Key Data From Secondary Sources
      2.1.2 Primary Data
         2.1.2.1 Key Data From Primary Sources
         2.1.2.2 Key Industry Insights
         2.1.2.3 Breakdown of Primaries
   2.2 Market Size Estimation
      2.2.1 Bottom-Up Approach
      2.2.2 Top-Down Approach
   2.3 Market Breakdown and Data Triangulation
   2.4 Research Assumptions and Limitations
      2.4.1 Assumptions
      2.4.2 Limitations

3 Executive Summary

4 Premium Insights
   4.1 Attractive Market Opportunities
   4.2 Data Center Colocation Software Market, By Region, 2015 vs. 2020
   4.3 Data Center Colocation Market, By Vertical, 2015-2020
   4.4 Market, By Type and By End User, 2015
   4.5 Lifecycle Analysis, By Region
   4.6 Market Investment Scenario

5 Market Overview
   5.1 Introduction
   5.2 Market Segmentation
      5.2.1 By Type
      5.2.2 By End User
      5.2.3 By Vertical
      5.2.4 By Region
   5.3 Market Dynamics
      5.3.1 Drivers
         5.3.1.1 Increasing Adoption of Cloud Computing
         5.3.1.2 Reduction of Capex
         5.3.1.3 Reliability, Efficiency, and Security
         5.3.1.4 Bandwidth Scalability
         5.3.1.5 Improving Disaster Recovery and Business Continuity Capabilities
      5.3.2 Restraints
         5.3.2.1 High Start-Up Costs and Fluctuating Operating Expenditure
         5.3.2.2 Threat to It Organizations
      5.3.3 Opportunities
         5.3.3.1 Adoption of Cloud Computing and Virtualization
         5.3.3.2 Worldwide Increase in It Spending
      5.3.4 Challenges
         5.3.4.1 Non-Availability of Strategic Location of Colocation Data Centers

6 Industry Trends
   6.1 Market Architecture Analysis
   6.2 Porter's Five Forces Analysis
      6.2.1 Threat of New Entrants
      6.2.2 Threat of Substitutes
      6.2.3 Bargaining Power of Suppliers
6.2.4 Bargaining Power of Buyers
6.2.5 Intensity of Competitive Rivalry

6.3 Technological Standards and Benchmark
6.3.1 American National Standards Institute (ANSI)
6.3.2 Telecommunication Industry Association (TIA)
6.3.3 National Electrical Manufacturers Association (NEMA)
6.3.4 Canadian Standards Association (CSA)
6.3.5 Factory Mutual (FM) Approved
6.3.6 Iso 9001:2008
6.3.7 Iso 14001:2004
6.3.8 Ohsas 18001: Occupational Health & Safety Management System Standard
6.3.9 Iso/iec 27001:2005
6.3.10 Pci-Dss Payment Card Industry Data Security Standard

6.4 Strategic Benchmarking

7 Data Center Colocation Market Analysis, By Type
7.1 Introduction
7.2 Retail Colocation
7.3 Wholesale Colocation

8 Market Analysis, By Vertical
8.1 Introduction
8.2 Telecom and IT
8.3 Banking, Financial Services and Insurance
8.4 Government and Public Sector
8.5 Healthcare
8.6 Energy
8.7 Other Verticals

9 Data Center Colocation Market Analysis, By End User
9.1 Introduction
9.2 Small and Medium Enterprises
9.3 Large Enterprises

10 Geographic Analysis
10.1 Introduction
10.2 North America (Na)
10.2.1 United States (U.S.)
10.3 Europe
10.3.1 United Kingdom (U.K.)
10.4 Asia-Pacific
10.5 Middle-East and Africa
10.6 Latin America

11 Competitive Landscape
11.1 Overview
11.2 Competitive Situations and Trends
11.2.1 Business Expansion
11.2.2 Partnerships, Agreements, and Collaborations
11.2.3 Mergers and Acquisitions
11.2.4 New Product Launches

12 Company Profiles
12.1 Introduction
12.2 Centurylink, Inc.
12.2.1 Business Overview
12.2.2 Centurylink, Inc.: Company Snapshot
12.2.3 Services Offered
12.2.4 Recent Developments
12.2.5 MnM View
12.2.5.1 SWOT Analysis
12.2.5.2 Key Strategies
12.3 Digital Realty Trust
13.1 Insight of Industry Experts
13.2 Discussion Guide
13.3 Introducing RT: Real-Time Market Intelligence
13.4 Available Customizations
13.5 Related Reports

List of Tables

Table 1 Data Center Colocation Market Size and Growth, 2015-2020 (USD Billion, Y-O-Y %)
Table 2 Market Size, By Type, 2013-2020 (USD Million)
Table 3 Retail Colocation: Market Size, By Vertical, 2013-2020 (USD Million)
Table 4 Retail Colocation: Market Size, By End User, 2013-2020 (USD Million)
Table 5 Retail Colocation: Market Size, By Region, 2013-2020 (USD Million)
Table 6 Wholesale Colocation: Market Size, By Vertical, 2013-2020 (USD Million)
Table 7 Wholesale Colocation: Market Size, By End User, 2013-2020 (USD Million)
Table 8 Wholesale Colocation: Market Size, By Region, 2013-2020 (USD Million)
Table 9 Data Center Colocation Market Size, By Vertical, 2013-2020 (USD Million)
Table 10 Telecom and IT: Market Size, By Region, 2013-2020 (USD Million)
Table 11 Banking Financial Services and Insurance: Market Size, By Region, 2013-2020 (USD Million)
Table 12 Government and Public Sector: Market Size, By Region, 2013-2020 (USD Million)
Table 13 Healthcare: Market Size, By Region, 2013-2020 (USD Million)
Table 14 Energy: Market Size, By Region, 2013-2020 (USD Million)
Table 15 Other Verticals: Market Size, By Region, 2013-2020 (USD Million)
Table 16 Market Size, By End User, 2013-2020 (USD Million)
Table 17 Small and Medium Enterprises: Market Size, By Region, 2013-2020 (USD Million)
Table 18 Large Enterprises: Market Size, By Region, 2013-2020 (USD Million)
Table 19 Data Center Colocation Market Size, By Region, 2013-2020 (USD Billion)
Table 20 North America: Market Size, By Country, 2013-2020 (USD Million)
Table 21 North America: Market Size, By Type, 2013-2020 (USD Million)
Table 22 North America: Market Size, By Vertical, 2013-2020 (USD Million)
Table 23 North America: Market Size, By End User, 2013-2020 (USD Million)
Table 24 North America: Retail Market Size, By Vertical, 2013-2020 (USD Million)
Table 25 North America: Retail Market Size, By End User, 2013-2020 (USD Million)
Table 26 North America: Wholesale Market Size, By Vertical, 2013-2020 (USD Million)
Table 27 North America: Wholesale Market Size, By End User, 2013-2020 (USD Million)
Table 28 United States: Data Center Colocation Market Size, By Type, 2013-2020 (USD Million)
Table 29 United States: Market Size, By Vertical, 2013-2020 (USD Million)
Table 30 United States: Market Size, By End User, 2013-2020 (USD Million)
Table 31 United States: Retail Market Size, By Vertical, 2013-2020 (USD Million)
Table 32 United States: Retail Market Size, By End User, 2013-2020 (USD Million)
Table 33 United States: Wholesale Market Size, By Vertical, 2013-2020 (USD Million)
Table 34 United States: Wholesale Market Size, By End User, 2013-2020 (USD Million)
Table 35 United Kingdom: Market Size, By Type, 2013-2020 (USD Million)
Table 36 United Kingdom: Market Size, By Vertical, 2013-2020 (USD Million)
Table 37 United Kingdom: Data Center Colocation Market Size, By End User, 2013-2020 (USD Million)
Table 38 United Kingdom: Retail Market Size, By Vertical, 2013-2020 (USD Million)
Table 39 United Kingdom: Wholesale Market Size, By Vertical, 2013-2020 (USD Million)
Table 40 United Kingdom: Wholesale Market Size, By End User, 2013-2020 (USD Million)
Table 41 United Kingdom: Data Center Colocation Market Size, By Type, 2013-2020 (USD Million)
Table 42 United Kingdom: Retail Market Size, By Type, 2013-2020 (USD Million)
Table 43 United Kingdom: Wholesale Market Size, By Type, 2013-2020 (USD Million)
Table 44 United Kingdom: Market Size, By Vertical, 2013-2020 (USD Million)
Table 45 United Kingdom: Data Center Colocation Market Size, By End User, 2013-2020 (USD Million)
Table 46 United Kingdom: Retail Market Size, By End User, 2013-2020 (USD Million)
Table 47 United Kingdom: Wholesale Market Size, By End User, 2013-2020 (USD Million)
Table 48 United Kingdom: Wholesale Market Size, By Vertical, 2013-2020 (USD Million)
Table 49 United Kingdom: Data Center Colocation Market Size, By Vertical, 2013-2020 (USD Million)
Table 50 Asia-Pacific: Data Center Colocation Market Size, By Type, 2013-2020 (USD Million)
Table 51 Asia-Pacific: Market Size, By Vertical, 2013-2020 (USD Million)
Table 52 Asia-Pacific: Market Size, By End User, 2013-2020 (USD Million)
Table 53 Asia-Pacific: Retail Market Size, By Vertical, 2013-2020 (USD Million)
Table 54 Asia-Pacific: Retail Market Size, By End User, 2013-2020 (USD Million)
Table 55 Asia-Pacific: Wholesale Market Size, By Vertical, 2013-2020 (USD Million)
Table 56 Asia-Pacific: Wholesale Market Size, By End User, 2013-2020 (USD Million)
Table 57 Middle East and Africa: Data Center Colocation Market Size, By Type, 2013-2020 (USD Million)
Table 58 Middle-East and Africa: Market Size, By Vertical, 2013-2020 (USD Million)
Table 59 Middle East and Africa: Market Size, By End User, 2013-2020 (USD Million)
Table 60 Middle East and Africa: Retail Market Size, By Vertical, 2013-2020 (USD Million)
Table 61 Middle East and Africa: Retail Market Size, By End User, 2013-2020 (USD Million)
Table 62 Middle East and Africa: Wholesale Market Size, By Vertical, 2013-2020 (USD Million)
Table 63 Middle East and Africa: Wholesale Market Size, By End User, 2013-2020 (USD Million)
Table 64 Latin America: Data Center Colocation Market Size, By Type, 2013-2020 (USD Million)
Table 65 Latin America: Market Size, By Vertical, 2013-2020 (USD Million)
Table 66 Latin America: Market Size, By End User, 2013-2020 (USD Million)
Table 67 Latin America: Retail Market Size, By Vertical, 2013-2020 (USD Million)
Table 68 Latin America: Retail Market Size, By End User, 2013-2020 (USD Million)
Table 69 Latin America: Wholesale Data Center Colocation Market Size, By Vertical, 2013-2020 (USD Million)
Table 70 Latin America: Wholesale Market Size, By End User, 2013-2020 (USD Million)
Table 71 Business Expansion, 2013-2015
Table 72 Partnerships and Collaborations, 2013 - 2015
Table 73 Mergers and Acquisitions, 2013-2015
Table 74 New Product Launches, 2013-2015

List of Figures

Figure 1 Global Data Center Colocation Market: Research Design
Figure 2 Market Size Estimation Methodology: Bottom-Up Approach
Figure 3 Market Size Estimation Methodology: Top-Down Approach
Figure 4 Market Breakdown and Data Triangulation
Figure 5 Data Center Colocation Service Market Expected to Grow Owing to Increasing Cloud Adoption During 2015-2020
Figure 6 Top Three Segments for the Data Center Colocation Market During the Forecast Period
Figure 7 North America is Expected to Hold the Largest Market Share in 2015
Figure 8 Growing Adoption of Cloud Computing is Driving the Market Toward Growth
Figure 9 Asia-Pacific is Expected to Witness the Highest Growth Rate During the Forecast Period
Figure 10 Healthcare Vertical to Grow at the Highest CAGR in the Data Center Colocation Market
Figure 11 Retail Colocation is Expected to Lead the Data Center Colocation Market in Terms of Market Share in 2015
Figure 12 Market Segmentation: By Type
Figure 13 Market Segmentation: By End User
Figure 14 Market Segmentation: By Vertical
Figure 15 Market Segmentation: By Region
Figure 16 Market: Drivers, Restraints, Opportunities, and Challenges
Figure 17 Market Architecture Analysis: Demand for Colocation Space, Power, and Bandwidth is an Important Criteria
Figure 18 Data Center Colocation Market: Porter's Five Forces Analysis
Figure 19 Companies Adopted Different Strategies to Gain Competitive Advantage in the Data Center Colocation Market
Figure 20 Retail Colocation Commands the Data Center Colocation Market
Figure 21 Majority of the Market is Expected to Be Dominated By Telecom & IT Vertical During the Forecast Period
Figure 22 Majority of the Market is Expected to Be Dominated By Large Enterprises During the Forecast Period
Figure 23 Asia-Pacific: an Attractive Destination for the Data Center Colocation Market, 2015-2020
Figure 24 Asia-Pacific has the Highest Growth Rate From 2015 to 2020
Figure 25 North America Market: Snapshot
Figure 26 Asia-Pacific Market: Snapshot
Figure 27 Companies Adopted Business Expansion as the Key Growth Strategy During the Period 2013-2015
Figure 28 Area-Chart Showing Historical Compound Annual Growth Rate of Top 5 Players
Figure 29 Market Evaluation Framework
Figure 30 Battle for Market Share: Business Expansion Was the Key Strategy
Figure 31 Centurylink, Inc.: SWOT Analysis
Figure 32 Digital Realty Trust: SWOT Analysis
Figure 33 Equinix,Inc.: Company Snapshot
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Data Center Colocation Market by Service Types (Retail, Wholesale), Industry Verticals (Banking & Insurance, IT & Telecom, Healthcare, Government & Public, Energy), End Users (SMEs, Large Enterprises) & by Regions - Global Forecast to 2020
Web Address: http://www.researchandmarkets.com/reports/3608028/
Office Code: SCBRAF7

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td></td>
</tr>
<tr>
<td>Single User</td>
<td>USD 7150</td>
</tr>
<tr>
<td>1 - 5 Users</td>
<td>USD 8500</td>
</tr>
<tr>
<td>Site License</td>
<td>USD 9650</td>
</tr>
<tr>
<td>Enterprisewide</td>
<td>USD 11000</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World