

Colocation Market by Type (Retail Colocation and Wholesale Colocation), End-User (Large Enterprises and Small and Medium Enterprises) and Industry Vertical (BFSI, Government & Public sector, Telecom & IT, Healthcare & Life sciences, Energy) - Global Opportunity Analysis and Industry Forecast, 2014 - 2020

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Abstracts

Colocation facility is the administration that allows small and large organizations to set up their servers (or contract a server on rent) at the location of data center suppliers. This permits the companies to concentrate on their core business activities. The global colocation market is expected to grow at a CAGR of 12.4% during the forecast period, 2015–2020. Colocation facility provides cost effective solutions for organizations as against the installation of servers at their own premises. It eliminates the prerequisite requirements of space and reduces the operating cost incurred for cooling and heating systems. In addition, handling the operation of data centers requires IT expertise for the company, which can be handled by colocation facilities. Moreover, the growing awareness towards reduction of carbon footprints is has boosted the growth of the market. However, due to limited network bandwidths available in colocation, some organizations prefer in-house LAN connected data center facilities to colocation. In any case, high start-up capital expenditure and continually fluctuating operational expenses act as restraints for the market, as these factors do not permit the organizations to keep control over their expenses. Colocation data centers supplemented with cloud computing permits adaptability and enhanced networking capabilities, thus, promoting opportunities for the growth of the market.

The market is segmented on the basis of retail solution and wholesale solution for

colocation hosting. The retail solution consists of shared rack space, which is generally preferred by small and medium enterprises (SMEs). The wholesale solution allows companies to have a dedicated rack space or floor space to host their servers. The retail colocation holds the highest market share in the colocation market. However, the wholesale colocation segment would exhibit the highest growth rate during the forecast period.

The end-user market is segmented into SMEs and large organizations. Large organizations are further segmented into Banking, Financial Services and Insurance (BFSI), government and public sector utilities, telecommunication & IT and healthcare and life sciences. The share of large organizations is more as they opt for colocation services on a larger scale. However, it is expected that the SMEs would have a better growth potential as more small businesses would prefer retail colocation services. Geographically, the market is segmented into North America, Europe, Asia-Pacific and LAMEA. North America is anticipated to be the largest market for colocation. The Asia-Pacific market for colocation had accounted for 24.9% of the overall colocation market and expected to grow at a higher CAGR of 14.3% during 2015–2020. The economic growth rate of the developing countries in the Asia-Pacific region would promote more organizations to opt for colocation hosting. Therefore, this region is likely to have the highest growth rate, whereas LAMEA is expected to grow at a decent pace. The principal strategies adopted by key companies of the market are partnerships and collaborations. This facilitates the provision of strategic location services to Equinix, Inc, Interxion Holding NV, SunGuard Availability Services, CenturyLINK Technology Solutions, Verizon Communication Ltd, KDDI Telehouse Corporation, NTT data Corporation, American Telephone & Telegraph, Inc., Telecity Group, Global Switch Corporation, DuPont Fabros Technology, Inc., Digital Reality, Rackspace and Navisite, Inc.

POTENTIAL BENEFITS FOR STAKEHOLDERS:

This report forecast the prospects of the global colocation market based on market trends of 2014.

The report provides a competitive scenario of the global colocation markets with current and future growth trends, structure, driving factors, scope, opportunities and challenges.

The report includes comprehensive analysis of market segments to provide insights about market dynamics.

Porter's five forces model analysis provides inputs on the buyer and supplier potential and highlights the competitive structure of the market that would enable market players to devise effective plans and facilitate better decision making.

Value chain analysis provides key inputs on the role of all stakeholders in the market.

SWOT analysis of key players of market draw out the essential strengths and potential opportunities in the market.

KEY MARKET SEGMENTS:

The global colocation market segmentation is illustrated below:

Global Colocation Market—By Type

Retail Colocation

Wholesale Colocation

Global Colocation Market—By End User

Small-Medium Enterprises

Large Enterprises

Global Colocation Market—By Industry Vertical

Banking, Financial and Insurance Sector

Government & Public sector

Telecom & IT Sector

Healthcare & Life sciences Sector

Energy Sector

Other Sectors

Global Colocation Market—By Geography

North America

Europe

Asia-Pacific

LAMEA

KEY PLAYERS

Equinix, Inc

Interxion Holding NV

SunGuard Availability Services

CenturyLINK Technology Solutions

Verizon Communication Ltd.

KDDI Telehouse Corporation

NTT data Corporation

American Telephone & Telegraph, Inc.

Telecity Group

Global Switch Corporation

DuPont Fabros Technology

Digital Reality

Rackspace

Navisite, Inc.

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