

Data centre wholesale strategies

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Abstracts

Wholesale data centre providers are enjoying strong demand for their services. They provide the physical environment for a wide range of virtual (or cloud) services including content creation and distribution, massively multi-player online games, internal IT processes and other latency-sensitive services that have geographically disparate users. This market continues to grow despite the current economic downturn. That dynamic will drive increased competition and consolidation.

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IN A NUTSHELL

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KEY MESSAGES

DATA CENTRES HAVE EVOLVED FROM REAL ESTATE TO OFFER MANAGED IT AND TELECOMS SERVICES

MOST DATA CENTRES ARE WHOLESALERS EVEN THOUGH THEY CONSIDER THEMSELVES RETAILERS

DATA CENTRE PROVIDERS NEED TO DEVELOP STRATEGIES, SERVICES AND MARKETING MESSAGES FOR EACH TARGET CUSTOMER SEGMENT

**ECONOMIC FLUCTUATIONS CAN POSITIVELY INFLUENCE BUSINESS GROWTH
SIS CAN REPRESENT AS MUCH AS 15% OF A DATA CENTRE'S REVENUES**

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