

The Future of Data Centre Pricing

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Abstracts

Datacentre pricing herein provides an insight into data centre pricing adopted across the globe and the key trends to the Future of Data Centre Pricing. The report quantifies the 10 key trends taking place in Data Centre Pricing worldwide. One of the trends identified is that Data Centre Providers are seeking to charge more for their ancillary services – Ancillary services are providing a useful source of additional revenue to colocation services and Data Centre Providers are making substantial new investments in DCIM services and cloud fabric services. Reported Data Centre financial results however seem to indicate that there is only a gradual increase in non-colocation services, as shown with an example.

The report also looks at Remote hands services which are being offered with a range of different pricing.

Datacentre pricing concludes that Inflationary conditions are likely to persist and pricing for rack space rentals are increasing in most markets by an average of around 2 per cent per annum. There has been an increase in rentals in selected Tier 2 markets in particular driven by the introduction of wholesale capacity from cloud and hyperscale users. The launch of new capacity increases price levels over time. Cloud Service Providers (CSPs) are building new Availability Zones (AZ's) in Tier 2 markets including Athens, Israel, Madrid, Milan, Oslo, Stockholm, Turin, Vienna & Warsaw as part of a programme of deploying cloud services in new markets (partly to generate new users and to allay data sovereignty concerns).

The main pricing increase has been in power costs – Although energy costs are typically “passed through” power usage applied by a Data Centre Provider typically are applied with an extra margin to cover facility costs (with the exception of the USA market where Data Centres are prohibited from adding any additional power charge unless they are a registered utility). The power costs applied vary by Data Centre

Provider. The per kW rental rate applied is also increased by a factor to cover the facility operational cost, typically multiplied by a PUE (Performance Usage Effectiveness) factor of up to 1.5 times allowing an additional rental cost.

Contents

METHODOLOGY

EXECUTIVE SUMMARY

PART ONE – AN INTRODUCTION TO DATA CENTRE PRICING

Introduction

The factors that influence Data Centre Pricing

The elements of Data Centre Pricing

The different models for Data Centre Pricing

The changes in Data Centre Pricing

Summary

PART TWO – THE FUTURE OF DATA CENTRE PRICING

Introduction

The Future of Data Centre Pricing

Data Centre Pricing around the world

New types of Data Centre Pricing

Summary

PART THREE – KEY TRENDS & CONCLUSIONS IN THE FUTURE OF DATA CENTRE PRICING

Introduction

The 10 Key Trends in Data Centre Pricing

Data Centre Pricing in the next 5 years – from the end of 2022 to the end of 2027

Conclusions to the Future of Data Centre Pricing

Summary

APPENDICES

Appendix One – The companies mentioned in the Future of Data Centre Pricing report

List Of Figures

LIST OF FIGURES – THE FUTURE OF DATA CENTRE PRICING REPORT

- Figure 1 – The distinction between retail and wholesale Data Centre facilities
- Figure 2 – A schematic showing the Aruba Cloud campus Data Centre layout
- Figure 3 – A schematic showing the pricing models used for colocation services versus the public cloud
- Figure 4 – A table showing examples of Data Centre web-based portal functionality
- Figure 5 – A schematic showing the DCIM software components that are available
- Figure 6 – A photograph of a cabinet for a 19” rack with 42U server capacity
- Figure 7 – A schematic showing the different layout available in a Data Centre facility
- Figure 8 – A picture showing the factors that impact Data Centre Pricing
- Figure 9 – A table showing the types of wholesale Data Centre contracts available
- Figure 10 – A picture showing a picture as an example of a wholesale Data Centre
- Figure 11 – A schematic showing a plan of a Data Centre with multiple data halls for different users
- Figure 12 – A table showing the types of Data Centres being offered worldwide
- Figure 13 – A table and chart showing the range of Data Centre pricing per region and by country market
- Figure 14 – A table showing the key country & metro market rental rates in Europe (in Euro per month)
- Figure 14 – A picture showing the proposed 3rd Google hyperscale Data Centre facility in Singapore
- Figure 15 – A picture showing the Hyperscale Data Centre being developed by Hines & Compass Datacenters near Milan, Italy
- Figure 16 – A chart showing the trend in power costs as a proportion of total Data Centre costs – in per cent
- Figure 17 – A chart showing the bundled power model
- Figure 18 – A chart showing the space plus PUE rental model
- Figure 19 – A chart showing the components of the metered power model
- Figure 20 – A chart showing the metered power model plus Price Escalator
- Figure 21 – A chart showing the key factors that influence Data Centre Pricing
- Figure 22 – A schematic showing the components of an established Data Centre ecosystem
- Figure 23 – A schematic showing the Equinix IBX SmartView service
- Figure 24 – A table showing the itemized construction costs for a low-cost & a high-cost Data Centre facility – with examples
- Figure 25 – A chart showing a comparison of the utility power costs and the kWh Data

Centre power costs in Euro

Figure 26 – A chart showing the rack space rentals that can be applied by a Data Centre Provider

Figure 27 – A chart showing the calculation of the PUE (Performance Usage Effectiveness)

Figure 28 – A table showing the metered power costs in kWh in USD

Figure 29 – A schematic showing the examples of the types of cross connects provided by a Data Centre Provider

Figure 30 – A table showing the other types of connectivity services being offered by the Data Centre Provider

Figure 31 – A schematic showing the range of connectivity types offered by a Data Centre Provider

Figure 32 – A table showing examples of rack space rental pricing from selected Data Centre Providers in Europe

Figure 33 – A table showing the average rack space rentals in selected European metro markets 2019 vs. 2022 (shown in Euro per month)

Figure 34 – A table showing average rack space rentals in selected Tier 2 European metro markets (in Euro per month) from 2019 to 2022

Figure 35 – A table showing the average rental rack space pricing per metro market in Euro per month

Figure 36 – A chart showing the construction cost of Data Centres worldwide in USD per kW

Figure 37 – A chart showing a comparison of the forecast growth rates for retail Data Centre and wholesale Data Centre Providers in per cent from 2022 to 2027

Figure 38 – A bar chart showing the difference in average rack space rentals between developed and developing markets in USD per month

Figure 39 – A table showing the examples of the non-colocation services being provided by Data Centres worldwide

Figure 40 – A pie chart showing the range of non-colocation services offered by Data Centres worldwide as a percentage

Figure 41 – A table showing the examples of new types of connectivity services being offered by a Data Centre

Figure 42 – A table showing examples of Data Centres as a Content Data Centre Hub

Figure 43 – A map showing the subsea cable systems connecting in the Marseille region

Figure 44 – A picture showing the Equinix Data Centre locations with connectivity to subsea cable systems worldwide

Figure 45 – A table showing examples of the annual price escalators provided by Data Centre Providers

Figure 46 – A table showing the increase in forecast European utility costs in kWh (Euro cents)

Figure 47 – A chart showing the average Data Centre rack space rental in USD/month for selected North American metro markets

Figure 48 – A chart showing the average Data Centre rack space rental in USD/month for selected South American metro markets

Figure 49 – A chart showing the average Data Centre rack space rental in USD/month for selected Asia Pacific metro markets

Figure 50 – A chart showing the average Data Centre rack space rental in Euro/month for selected European metro markets

Figure 51 – A chart showing the average Data Centre rack space rental in USD/month for selected India & Oceania metro markets

Figure 52 – A chart showing the different Data Centre rack space rentals by region in USD per month

Figure 53 – A chart showing the change in Equinix colocation & non-colocation revenues as a percentage of the total – from Q2 2017 to Q2 2022

Figure 54 – A chart showing the Data Centre rentals by region in USD per month

Figure 55 – A table showing the companies that are included in the Future of Data Centre Pricing report

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