

Green Data Center Modernization Market Shares Strategies, and Forecasts, Worldwide, 2010 to 2016

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Abstracts

WinterGreen Research announces that it has a new study on Green Data Center Market Strategy, Market Shares, and Market Forecasts. The 2010 study has 357 pages, 95 tables and figures. Worldwide data center markets are poised to achieve significant growth as the zEnterprise systems from IBM, new storage virtualization from EMC, and Integrity servers from Hewlett Packard converge to make cloud computing a reality.

According to Susan Eustis, the lead author of the study, "the purchase of new zEnterprise 196 servers brings a quantum improvement in data center capability. Data Center Innovation relates to hybrid systems that deal with the complexity inherent in heterogeneous systems."

New product cycles lend renewed vigor to an existing product set. The new zEnterprise 196 from IBM sets a standard for the data center. The new mainframe is faster, better, more energy efficient, and more operationally adept with software integration systems than other mainframes and than other server clusters.

According to Susan Eustis, Sr. Analyst with WinterGreen Research, "The new mainframe from IBM, zEnterprise 196, is game changing for the data center. With a zEnterprise 196 unit, processing is up to 60% faster than with previous systems. There is significant cost reduction." Mainframe computing is often the platform of choice for cloud computing because of the better security, reliability, and manageability.

zEnterprise 196 is encroaching on every aspect of the data center computing environment. The zEnterprise brings major innovation to the data center. It is faster, more efficient, able to manage implementation of mixed workloads, fully able to manage analytics, and driving new Web based Linux workload.

Other vendors have equally exciting announcements for the data center. Hewlett Packard has breakthrough Integrity servers. EMC® Ionix™ storage configuration advisor improves efficiency of storage change processes in virtual data centers. Markets at \$31 billion in 2009 are anticipated to reach \$69.7 billion by 2016.

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Thompson Financial and Global Information GII Info-Shop, Market Research.Com, and Research and Markets.Com.

Companies Profiled

IBM
Hewlett Packard
Fujitsu
Oracle
Google
Microsoft
Novell
Progress Software
Dell
Cisco
EMC
Rackspace
RedHat
Software AG
Symantec
Tibco

Report Methodology

This is the 452nd report in a series of market research reports that provide forecasts in communications, telecommunications, the internet, computer, software, and telephone equipment. The project leaders take direct responsibility for writing and preparing each report. They have significant experience preparing industry studies. Forecasts are based on primary research and proprietary data bases. Forecasts reflect analysis of the

market trends in the segment and related segments. Unit and dollar shipments are analyzed through consideration of dollar volume of each market participation in the segment. Market share analysis includes conversations with key customers of products, industry segment leaders, marketing directors, distributors, leading market participants, and companies seeking to develop measurable market share. Over 200 in-depth interviews are conducted for each report with a broad range of key participants and opinion leaders in the market segment.

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