

Datacentre Europe study identifies future vertical demand

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International Consulting firm BroadGroup is launching the 5th edition of DataCentres Europe (<http://www.broad-group.com/report/dce5>), its much acclaimed definitive market study.

In this update of the 2012 report, a new analysis of data centre markets across 18 Western European countries will feature key suppliers and industry issues. The new edition will for the first time include Iceland.

The report, DCE5, analyses in detail the profiles of 10 pan-European players with both metrics and SWOT analyses. Sectors such as telcos and triple play providers are also assessed as are other key data centre operators and investors in the region, including Microsoft, Google and Amazon.

Individual country reports are included in the study with metrics covering space and power.

Competitive strategies in the market, and critical success factors both for new and existing players provide a valuable counterpoint to the data presented.

While there is comprehensive analysis of current and future supply, the report also looks in great depth at demand issues. Cloud and its critical impact on the market, for example and the opportunities and threats it presents are included. The report highlights the changing needs of vertical groups and how to provide a solution to embrace their migration to cloud.

“The new report will tell us where demand is coming from, which vertical sectors are most important, and how this will change in 2015,” commented Steve Wallage, managing director of BroadGroup Consulting.

Overall the report is invaluable for companies engaged in the data centre sector and will provide forecast data to 2018 for 18 European countries, broken down by segment, key current and expected future build. It also provides a unique comparison and rating of key data centre suppliers across a range of criteria.

BroadGroup is focused on providing excellent, impartial advice and analysis on colocation, data centre and cloud markets globally.

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