

# Hosting and Colocation Services

IDC's *Hosting and Colocation Services* examines the dynamics of the rapidly evolving hosting and datacenter/colocation services market. Managed hosting and cloud infrastructure services are converging as businesses incorporate hybrid IT architecture. Managed hosting and neutral colocation services provide a more flexible and optimization-oriented approach to the strategic and practical issues of establishing such as digital and ecommerce/web presence and leveraging distributed cloud applications. IDC's *Hosting and Colocation Services* explores end users' evolution from standalone hosting and toward hybrid IT environments, analyzes market trends related to hybrid cloud and multicloud access, and tracks shifts in the service provider landscape, including partnerships between "traditional" hosting providers and the hyperscale IaaS giants.

## MARKETS AND SUBJECTS ANALYZED

- Colocation and digital datacenter services
- Managed hosting and dedicated hosted services
- Service provider cloud access
- Datacenter interconnection services

## CORE RESEARCH

- U.S. Hosting Infrastructure Services Forecast and Analysis
- Enterprise Communications Survey: Managed Hosting and Colocation Services Adoption and Implementation
- Enterprise Cloud Connectivity, Cloud Service Provider Ecosystems, and Hybrid Cloud
- Datacenter Services IDC MarketScape
- Service Provider Strategies: Technology, Services, and Go to Market
- Worldwide Colocation Services: Forecast and Analysis
- Worldwide Interconnection Market Shares
- Worldwide Colocation Market Shares

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Hosting and Colocation Services](#).

## KEY QUESTIONS ANSWERED

1. How is the market for datacenter services evolving?
2. How is the competitive landscape changing, and who are the market leaders?
3. The impact of AI on colocation facilities
4. How will the different hosting services delivery models compete for end-user dollars?
5. What are the end-user requirements of hosting and colocation providers?

## COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the hosting and colocation market, including:

AWS, CoreSite, CyrusOne, Dell, Digital Realty Trust, EIG, Equinix, IBM, Iron Mountain, Lumen, Microsoft, NTT Data Centers, QTS, Flexential, Databank, Go Daddy, Google, Hewlett Packard Enterprise, Rackspace, KDDI/Telehouse, and Vantage Data Centers.