

# European Cloud Strategies

AN IDC CONTINUOUS INTELLIGENCE SERVICE

Cloud is the foundation for digital transformation, the digital platform and ecosystem-based innovation. IDC's *European Cloud Strategies* service acts as a focal point for all European cloud research to provide a high-level overview for the region. It spans cloud in its entirety, including public and private cloud and looks at cloud attitudes, cloud security concerns and topics like digital sovereignty. The service focuses on how the cloud opportunity is progressing across Europe and the specific challenges faced by end-user organizations and providers in the region. The product examines the total market opportunity for cloud, investigating new solutions and approaches, emerging business models and vendors, and its impact on individual ICT industry sectors.

## Markets and Subjects Analyzed

- Private and public cloud services market size and forecast
- Cloud in Europe. How does the EU view cloud? Focus on Digital Sovereignty and Gaia-X
- Which workloads are moving to the cloud? Focus on enterprise application migration strategies and SAP S/4 HANA
- Which cloud-intensive use cases will customers invest in? Focus on IoT, AI and DX
- Cloud and sustainability: Focus on cloud provider sustainability initiatives
- Why customers want a local cloud datacenter in their country
- Changing competitive landscape for ICT hardware, software, and service providers in a cloud-centric market, based on IDC's public cloud tracker

## Core Research

- European Cloud Market Analysis Perspective (MAP)
- Cloud IDC FutureScape: European Implications, 2022
- Why cloud adoption is different in Europe
- European Private and Public Cloud 2021 Market Analysis and Forecast, 2022–2026
- Application migration plans into the Public Cloud: challenges and successes
- Cloud-intensive use cases in IoT, DX, AI
- Impact of Digital Sovereignty movement on the European cloud market

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: [European Cloud Strategies](#).

## Key Questions Answered

1. How is cloud adoption different in Europe? What are the drivers?
2. Which applications are moving to the cloud and at which rate?
3. Which use cases are running on the cloud?
4. How much will users spend on cloud? What is the cloud business opportunity for hardware, software, and IT services for the cloud?
5. How do cloud security, data privacy and code of conducts need to evolve to keep up with cloud developments?

## Companies Analyzed

IDC's *European Cloud Strategies* service reviews the strategies, market positioning, and future direction of providers in the European cloud services market, including:

1&1 Ionos, A1 Digital, Accenture, Amazon Web Services, Apptio, AT&T, BMC, Box, Broadcom, BT, Canonical, Cegedim, CenturyLink, Cherwell, Cisco, Citrix, Citynetworks, Cloudera, Cloudreach, Colt, Dell EMC, Devoteam, Deutsche Telekom, Digital Realty (Interxion), Dimension Data (NTT), Dropbox, Dynatrace, Equinix, Flexera, Google, Hewlett Packard Enterprise, Hitachi Vantara, IBM, Microsoft, NetApp, New Relic, Open Text, Oracle, Orange Business Services, OVHcloud, Parallels, Rackspace, Red Hat, Salesforce.com, SAP, Scaleway, ServiceNow, Symantec, TCS, Telefónica, T-Systems, Unit4, Veeva Systems, Verizon, Visma, VMware, Vodafone.