Service Provider View

AN IDC SPECIAL INTELLIGENCE SERVICE

IDC's *Service Provider View* is a data-centric yearly survey tracking major shifts in the "long tail" cloud service provider market in the United States. This service measures changing business models, growth in products and services, sell-through opportunities by product type, impacts on IT infrastructure investments, and partnering opportunities in the constantly evolving service provider ecosystem. Further insights are provided into profit margins, uncovering cloud "cash cows" versus new product, and service investments for innovation. Transformations in attitudes to vendor partnerships are also detailed, outlining what aspects of partnering are most valued.

Markets and Subjects Analyzed

- **Providers covered:** ISVs/application developers; SaaS, IaaS, PaaS, and managed service providers; hosting providers; systems integrators; VARs/distributors; cloud brokers; and colocation providers
- **Subjects analyzed:** Cloud service provider business models; growth strategies, operational strategies, development strategies, and investment strategies; shifts in products and services; hosted infrastructure; hosted applications; managed services, including managed services for accelerator markets including IoT, edge computing, and AI/ML; shifts in cloud deployments — hybrid cloud, multicloud, and public and private clouds; market drivers and inhibitors; value of vendor partner programs; impacts on cloud service provider infrastructure; on-premises versus off-premises service deployment — server, storage, and networking impacts — competition, coopetition, and sell with opportunities; program satisfaction, benefits, and challenges; and partner program success factors

Core Research

- Executive summary (annual)
- Digest of survey findings (annual)
- Banner book with worldwide and regional insights where available (annual)
- Readout/webinar (annual)
- Unlimited access to associated analysts for inquiries
- Ability to request non-vendor-related data for reprints (additional charges)

Note: In addition to the aforementioned research available for the base price, subscribers will be able to access non-vendor-related data for reprints. Subscribers also gain the ability to provide input into future surveys. IDC will provide subscribers with the ability to gain country, company size, and other non-published insights via custom market intelligence (CMI) add-ons. Subscribers will also have the option to purchase customized content packages, additional readout sessions, and other bespoke data insights via CMI add-ons.

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: Service Provider View.

Key Questions Answered

1. How are cloud service providers' business models evolving and what are the expectations for growth?
2. To what extent are cloud service providers a bellwether for new and disruptive technology adoption?
3. Which cloud products and services are seeing greatest traction and where will cloud service providers be investing?
4. Which products and services are cash cows versus top investment sectors?
5. What kind of partnerships are service providers finding most successful and which aspects are most important?
6. How will service providers' investments in their own on-premises technology grow relative to using third-party platforms or reselling?
7. What are the drivers and inhibitors of the cloud market from the perspective of the service providers?

Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the U.S. service provider market, including:

Accenture PLC, Capgemini, CenturyLink, Cisco Systems Inc., Cognizant, Dell Technologies Inc., DXC Technology, Hewlett-Packard, Hitachi Ltd., IBM Corp., Infosys Ltd., Iron Mountain, Kyndryl, Lenovo, NTT Communications, Oracle Corp., Rackspace Inc., Salesforce Inc., SAP SE, Tech Mahindra, Unisys Corp., Verizon, VMware Inc., and Wipro Ltd.