European Cloud Strategies

Cloud is a foundation of 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, providing a high-level overview of the cloud market in the region. It spans the cloud market in its entirety and looks at attitudes to cloud, cloud security concerns, and topics such as digital sovereignty. The service focuses on how the opportunity for cloud is progressing within Europe and the specific challenges of 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 cloud's impact on individual ICT industry sectors.

MARKETS AND SUBJECTS ANALYZED

- Private and public cloud services market size and forecast
- Cloud in Europe — the EU's view of cloud, digital sovereignty, and Gaia-X
- Workloads typically moving to cloud — enterprise application migration strategies and SAP S/4 HANA
- Cloud-intensive use-case investment targets — IoT, AI, and digital transformation
- Cloud and sustainability — cloud provider sustainability initiatives
- Why customers want a local cloud datacenter in their country
- The changing competitive landscape of ICT hardware, software, and service providers in a cloud-centric market (based on IDC's Public Cloud Tracker)

CORE RESEARCH

- Market Analysis Perspective: European Cloud
- IDC FutureScape: Worldwide Cloud Predictions — European Implications
- Why Cloud Adoption Is Different in Europe
- European Private and Public Cloud Market Forecast
- Application Migration to Public Cloud: Challenges and Successes
- Cloud-Intensive Use Cases in IoT, Digital Transformation, and AI
- The Impact of Digital Sovereignty 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 being moved to the cloud and at what rate?
3. What use cases are being run from/in the cloud?
4. How much will users spend on cloud?
5. What is the cloud business opportunity for hardware, software, and IT services?
6. How do cloud security, data privacy, and codes of conduct need to evolve to keep up with cloud developments?

COMPANIES ANALYZED

IDC's *European Cloud Strategies* service reviews the strategies, market positionings, and future directions 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, and Vodafone.