

AN IDC MULTICLIENT STUDY

Web 2.0 Infrastructure: Opportunities for Systems Vendors

OBJECTIVE	The success of Google and online communities, such as MySpace and YouTube are spawning a whole new set of businesses. In turn, the infrastructure needed to support such a businesses is a new opportunity for hardware vendors. This study looks at the deployment of systems to support the hosting of next generation web services such as Google, Microsoft Live, Yahoo, YouTube, mySpace, and others. The study will look at how these companies are making their build vs. buy infrastructure decisions as well as sizing the opportunity in this space.	
KEY QUESTIONS ANSWERED	<ul style="list-style-type: none"> • What percent of servers are consumed by Internet hosting companies and Internet datacenters? • How big is the white box market and the self-built market? • How will future server workloads impact the overall server market place? • How does the build vs. buy decision get made? • What role will blades, multicore processors and virtualization play in Internet hosting centers? • How will power and cooling requirements change the buying behavior for Internet servers? 	
VALUE FOR SUBSCRIBER	<ul style="list-style-type: none"> • Create more effective marketing messages • Target new product development • Provide more effective product positioning and packaging through an in-depth understanding of customer purchasing patterns 	
METHODOLOGY	<ul style="list-style-type: none"> • Interview 10 new media companies and 4 infrastructure vendors • 350 surveys with enterprise, new media and internet hosting companies regarding their web infrastructure purchases, intentions and challenges. 	
DELIVERABLES	<p>Interview Summary Report Summary of findings from interviews/focus groups with 10 new media internet companies and 4 infrastructure vendors</p> <p>End-User Summary Report 350 surveys with enterprise, new media and internet hosting companies regarding their web infrastructure purchases, intentions and challenges.</p> <p>Internet Infrastructure Forecast Report, 2006-2011 In-depth revenue and shipment forecast of the Internet Infrastructure opportunity</p>	
PRICE	<p>\$45,000 – Primary Sponsorship, before July 31, 2007</p> <p>\$50,000 – Secondary Sponsorship, after July 31, 2007</p>	
PROJECT SCHEDULE	<p>Primary Sponsorship Deadline</p> <p>Interview Process Begins</p> <p>Interview Summary Report</p> <p>End-User Summary Report</p> <p>Internet Infrastructure Forecast Report</p>	<p>July 31, 2007</p> <p>August 15, 2007</p> <p>October 15, 2007</p> <p>November 30, 2007</p> <p>January 31, 2008</p>
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