

# European Data Infrastructure, Services and Strategies

AN IDC CONTINUOUS INTELLIGENCE SERVICE

The *European Data Infrastructure, Services and Strategies* and Strategies service analyzes and assesses the technologies, services, solutions, and strategies used to derive value from data. The research focuses on the data strategies of end users as well as technology providers aimed at protecting, managing, and monetizing data in the digital world.

## Markets and Subjects Analyzed

- Storage Technologies: Storage appliances, platforms, SaaS, software-defined storage, data infrastructures, hyperconvergence
- Data Management: Data protection, data security, data services, data mobility, analytics, data monetization, and full data lifecycle topics. Also includes European regulatory landscape and data dynamics such as growing volumes and fragmentation
- Cloud data and storage services: DPaaS, DRaaS, cloud storage, object storage, cloud tiering, cloud backup, cloud gateways
- Market Shares: Forecast and competitive analysis of storage and data management technologies; data services forecast
- End-User Trends: Data-related challenges, investment plans, and strategies to turn data into insights; cloud storage trends
- Data Infrastructure for Digital Transformation: Data enabling platforms, data access, orchestration and integrity for platform technologies such as containers and PaaS

## Core Research

- Storage and Data Services for Containers
- Data Services End User Challenges
- Data Management Challenges
- European Data Protection Competitive Analysis
- GDPR Storage Forecast — 2020–2024
- European Storage Software Forecast, 2020–2024
- European Public Cloud Storage Forecast, 2020–2024
- Data Infrastructure Trends: Turning data management investment from cost center to revenue source
- Assessment of New Technologies and Vendor Strategies (NVMe, SDS, cloud tiering, data integrity)
- Trends in Storage Channel Communities

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 Data Infrastructure, Services and Strategies](#).

## Key Questions Answered

1. How to become a data-driven company and attach KPIs to measuring the value of data in tangible terms.
2. Key requirements to build a data strategy: Exploring cultural, technology, data management, and talent dimensions.
3. Which storage technologies are offering the foundation to become data-driven?
4. What are the data lifecycle management challenges and how to overcome them?
5. What are data services and what services are available to manage data across multicloud and hybrid cloud environments?
6. What is the impact of regulations such as GDPR and how to develop a compliance strategy while progressing in data analytics and monetization strategies?
7. What new storage, data infrastructure, or management technologies are introduced in the market and what impact are they having.
8. How will the data infrastructure, management, and services market evolve?
9. What are the trends around cloud storage and how to develop a hybrid cloud data strategy?
10. How are DevOps, IoT, cloud-native applications and digital transformation influencing storage and data management purchases?
11. What is the role of AI/ML in building a competitive data infrastructure?

## Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the Storage, Data Protection, backup, cloud tiering, cloud storage, containers, DR, Data Management, Data Infrastructure, Data Services and Data Analytics markets, including:

Acronis, Anonos, Actifio, Adaptec, arcserve, ASG, Atlantis Computing, AWS, Barracuda, BMC, Cassandra, Cohesity, CommVault, CTERA, Cloudian, CloudFoundry, Data Global (formerly GFT Inbox), DataCore Software, Datadobi, Dell EMC, Delphix, Dot Hill, Druva, DDN, Evault, E8, Exagrid, E8, Falconstor Software, Fujitsu, Google, Hadoop, Hitachi Vantara, HPE, Huawei, IBM, Infinidat, InfiniTelIO, iland, Kaminario, Komprise, Microsoft, MicroFocus, Mimecast, MongoDB, NetApp, Nexenta, Nutanix, Novastor, OpenText, Oracle, Overland, Panasas, PureStorage, Protegrity, Pivotal, Quantum, Quobyte, Qumulo, Rackspace, Red Hat, Redstor, Rubrik, Scality, Sony, Super Micro, StorPool, StorageOS, Splunk, Symantec, Syncsort, SEC, Tegile, Terradata Veeam, Veritas, vScalr, Virtual Instruments, VMware, WekaIO, Zadara, Zerto