

Canadian Datacenter Infrastructure: Sales Accelerator

AN IDC SPECIAL INTELLIGENCE SERVICE

IDC's *Canadian Datacenter Infrastructure: Sales Accelerator* research program looks at trends, end-user adoption, vendor performance, and future developments within the datacenter (DC) infrastructure market in Canada. Designed to provide intelligence and strategic frameworks to technology sales professionals, field marketing teams, and channel managers to take action on key responsibilities related to the sales cycle, this service provides market sizing, vendor performance, forecasts, and market opportunities as well as a variety of adjacent markets and segmentations from a quantitative standpoint. This advisory service will allow subscribers to identify opportunities tied to the future of infrastructure, tailoring go-to-market strategies as well as product and services road maps to meet the growing demand of end users for infrastructure solutions. At the same time, it looks at vendors, partners, and customers from a qualitative standpoint, concerning needs and requirements, pain points and buying intentions, maturity levels, and adoption in and of new technologies.

Markets and Subjects Analyzed

- DC technologies (including software defined), server and storage, and converged systems
- DC budget trends and dynamics and vendor selection/buying criteria
- Infrastructure ecosystem including partners and channels
- Technology investment expectations for legacy and next-gen DC infrastructure

In addition to the core research documents, clients will receive briefings and concise sales executive email alerts throughout the year. Every client will have a Sales Accelerator service launch integration meeting to kick-off the program.

Core Research

- Brand Perceptions on Enterprise Storage and Service Vendors
- Infrastructure Ecosystem Barometer
- Market Performance and Growth
- Executive Market Insights
- Vendor Dashboard: Market Shares

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: [Canadian Datacenter Infrastructure: Sales Accelerator](#).

Key Questions Answered

1. What is the competitive landscape of technology providers and their products and solutions in the DC infrastructure ecosystem?
2. How can DC infrastructure companies assist digital transformation strategies, react to drivers of change, and meet business objectives?
3. What technologies are key to the success of vendors and operators of Canadian datacenters?
4. Which technology pillars and innovation accelerators will have the greatest impact on DC infrastructure buyers and vendors?
5. What are the key challenges and pain points of DC operators, and how can vendors best address them?

Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the datacenter infrastructure market, including: Check Point, Cisco, Dell Technologies, Forcepoint, Fortinet, HPE, IBM, Juniper, Lenovo, NetApp, Nokia, Oracle, Palo Alto Networks, Pure Storage, Symantec, and Trend Micro.