

Enterprise Infrastructure Pulse

AN IDC SPECIAL INTELLIGENCE SERVICE

IDC's *Enterprise Infrastructure Pulse* draws upon in-depth insights gathered from a quarterly survey of experts responsible for purchasing IT infrastructure. Taking the pulse of the enterprise IT market, it offers valuable analyst insights into infrastructure adoption and trends. *Enterprise Infrastructure Pulse* covers IT customers' current and future infrastructure investments in storage and computing systems, platforms, technologies, and services for enterprise and emerging (cloud-native) workloads. Delivered quarterly, this product is focused on better understanding what drives customer behavior for enterprise IT infrastructure procurement on a worldwide basis across different buyer personas. *Enterprise Infrastructure Pulse* is a companion product to the Infrastructure Trends and Strategies: Enterprise Workloads CIS.

Markets and Subjects Analyzed

- Compute and storage infrastructure adoption in enterprise IT
- Spending and investments by technology domains
- Macroeconomic impacts on IT infrastructure spend — supply chain, sustainability, economics, and regulation
- Applications and data requirements, migrations, and use cases
- Vendor strategies
- Pricing, billing, and product bundling
- Customer playbooks and journey
- IT infrastructure economics, ROI, churn, and customer lifetime value
- IT staff skills and reskilling
- IT infrastructure management
- Security and other infrastructure requirements

Core Research

- Worldwide Executive Summary (Quarterly)
- Digest of Survey Findings (Quarterly)
- Banner Book with Worldwide and Regional Insights Where Available (Quarterly)
- Readout/Webinar (Quarterly)
- Unlimited Access to Associated Analysts for Inquiries

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 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: [Enterprise Infrastructure Pulse](#).

Key Questions Answered

1. How do technology buyers plan to allocate their IT budget spending in the current quarter?
2. What types of systems are they planning to purchase ("traditional," HCI, software defined, etc.)?
3. Where do technology buyers plan to deploy IT infrastructure this quarter (datacenter versus edge)?
4. From which vendors will they buy and why?
5. What types of projects are driving spending this quarter?
6. What are the requirements for technical support?
7. What new compute and storage technologies are buyers looking at?

Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the enterprise infrastructure pulse market, including:

Alibaba Group Holding Ltd., Amazon.com Inc., Baidu Inc., Cisco Systems Inc., Dell Technologies Inc., Google LLC, Hewlett Packard Enterprise, Huawei Technologies Co. Ltd., IBM, Intel Corp., Lenovo,

Microsoft Corp., Oracle Corp., Rackspace Technology Global Inc., Red Hat Inc., SAP SE, Tencent Holdings Ltd., and VMware, Inc.