SINGAPORE, November 20th, 2020 – According to the IDC MarketScape: Asia/Pacific (Excluding Japan) Datacenter Operations and Management 2020 Vendor Assessment, China Telecom Global, Equinix, Keppel Data Centres, and NTT Ltd. are identified (in alphabetical order) as “Leaders” of the datacenter operations and management services providers. These service providers demonstrated leadership in the provision of capabilities and strategies amongst vendors delivering datacenter services capabilities to enterprises and multi-national corporations (MNCs) across the region. These service providers assist in the development of strategic datacenter capabilities and the implementation of technologies – secure and reliable facility, network connectivity, cloud connectivity and industry ecosystems – to support businesses digitally transform and provide a digital platform for servicing customers throughout the region.

The scope of this IDC MarketScape included service providers that offer datacenter services to the broader APeJ market, addressing the retail needs of organizations of all sizes. The study utilized the IDC MarketScape framework to assess the major datacenter service providers that operate datacenters across four or more countries in APeJ to provide customers with multi-tenant datacenter services external to their captive datacenters. In this study, IDC identified four such service providers as “Leaders” based on the IDC MarketScape vendor analysis model that are closely followed by “Major Players” in the market namely (in alphabetical order) AIMS, Fujitsu, KDDI, and ST Telemedia Global Data Centres.

"The APeJ region has become an attractive market and investment opportunity for local businesses and businesses from outside the region. A large part of this opportunity is being driven by the new digital economy of mobile phone
and edge IoT sensor applications. The third-party colocation datacenter is becoming the backbone for digital services. Enterprises and MNCs with a regional focus must think carefully about a range of considerations for their datacenter deployment, including the type of datacenter (captive, third-party colocation, hosting, cloud). When assessing datacenter vendors, technology buyers should consider factors such as the facility, connectivity, value added services as well as the providers' geographic footprint – in order to minimize latency and provide the best customer experience," says Dr. Glen Duncan, Associate Research Director for Datacenter at IDC Asia/Pacific.

This IDC study uses the IDC MarketScape model to conduct a review, analysis, and assessment of vendors in the Asia/Pacific* datacenter services market. The research employed quantitative and qualitative methods to evaluate the strategies and capabilities of vendors to address the needs of technology buyers as they consider sourcing datacenter operations and management services. This evaluation is based on a comprehensive set of parameters important to meeting the technology buyer's current and future needs. Specifically the study investigated 31 scoring elements which covers delivery, financial/funding, functionality or
offering strategy, growth, portfolio strategy, customer satisfaction, portfolio benefits, pricing model or structure of product/offering, range of services, scale and geographic reach, and total cost of ownership of product/offering to IT buyer/user.

IDC’s Asia/Pacific Datacenter Markets: Infrastructure and IT Services provides insights into the dynamics of the datacenter market, covering hardware, software, and facilities in the Asia/Pacific (excluding Japan) (APEJ) region to help vendors gain a better understanding of the fast-moving landscape. This service encapsulates the characteristics of the entire datacenter infrastructure market through rigorous research into three broad topics — facilities, infrastructure, and the impact of cloud architectures. To learn more, contact Glen Duncan at glenduncan@idc.com or click HERE.

For more information on this IDC MarketScape document, Glen Duncan at glenduncan@idc.com. For media inquiries, please contact Theresa Rago at trago@idc.com or Alvin Afuang at aafuang@idc.com.

*Asia/Pacific excluding Japan

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About IDC MarketScape
**IDC MarketScape** vendor analysis model is designed to provide an overview of the competitive fitness of IT, telecommunications, or industry-specific suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor’s position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT, telecommunications, or industry-specific vendors can be meaningfully compared. The framework also provides technology buyers with a transparent foundation to allow companies to independently compare the strengths and weaknesses of current and prospective vendors.

For more information about IDC MarketScape, please contact Karen Moser at kmoser@idc.com.

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,100 analysts worldwide, IDC offers global,
regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly-owned subsidiary of International Data Group (IDG), the world's leading tech media, data and marketing services company. To learn more about IDC, please visit www.idc.com. Follow IDC on Twitter at @IDC and LinkedIn. Subscribe to the IDC Blog for industry news and insights: http://bit.ly/IDCBlog_Subscribe.

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For more information contact:
Theresa Rago
trago@idc.com
+65 9159 3053
Alvin Afuang
aafuang@idc.com
+63917 7974586
Glen Duncan
glenduncan@idc.com
+65-6226-0330
Rajnish Arora
rarora@idc.com
+65-6226-0330