IDC reports Q1 2015 EMEA IT infrastructure (server, storage and ethernet switch) revenues for public and private clouds is up by 16% Y-o-Y to reach $1.01 billion, as the cloud-related share of total EMEA infrastructure spending grows to 19%.

The analyst adds the cloud represents 33% of total EMEA storage capacity, a 45% Y-o-Y increase.

EMEA Cloud IT Infrastructure Revenue, 1Q15 (Value in $M)

Deployment	1Q15	1Q15 Segment Shares	1Q14	1Q14 Segment Shares	2015 YoY Growth
Private cloud	$596.71	11%	$523.80	10%	14%
Public cloud	$417.26	8%	$351.76	7%	19%
Traditional IT	$4,315.37	81%	$4,287.04	83%	1%
Grand total	**$5,329.33**	**100%**	**$5,162.60**	**100%**	**3%**

Interestingly, the unstable macroeconomic conditions hitting traditional IT deployments appear to only "marginally" affect cloud adoption, which still shows growth if at a slower rate. Driving said growth is the increasing popularity of cloud service providers and hybrid cloud adoption at enterprise level.

Fueling W. European cloud expenditure is the public cloud-- IDC says the impact of hyperscale datacentre installations across the region leads to spending growing by 30% Y-o-Y. Private cloud spending grows at a slower pace, as customers assess storage, as well as integrated and hyperconverged system, strategies, but once such decisions are made IDC forecasts another

push in the forthcoming period.

The emerging CEMA markets make 14% of EMEA Q1 2015 investments-- a decrease from the 17% of Q1 2014 caused by challenging conditions in Russia and weaker public cloud investments. CEMA cloud infrastructure spending makes 11% of the total server, storage and networking hardware market, with public cloud accounting for about 40%.

"IDC expects cloud-related infrastructure spending to reach a yearly value close to $12bn in EMEA by 2019, or 43% of the total market expenditure, making it an area of tremendous growth for the European infrastructure sector compared with the expectation of a stagnant, if not declining, traditional market," the analyst concludes.

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