

Size is Might in Data Centre Industry

Written by Marco Attard
13 October 2011

Global data centre hardware (covering servers, storage and enterprise data center networking equipment) spending will grow by 12.7% Y-o-Y in 2011, reaching \$98.9BN according to Gartner-- up from \$87.8BN in 2010.



The analyst also forecasts spending will reach \$106.4BN in 2012, before surpassing \$126.2BN by 2015.

However W. European spending will remain weak in comparison to pre-downturn levels, even if WW spending will reach (and surpass) 2008 levels due to growth from BRIC countries and other emerging regions.

Gartner says storage will be the main growth driver for the industry, with "almost half of the growth in spending" coming from the sector.

The very largest size category of data centres (with over 500 racks of equipment) will increase in spending share-- from 20% in 2010 to 26% in 2015, as cloud adoption drives the shift from internal data centre provision to external.

According to Gartner, 2% of data centres contained 52% of total data centre floorspace and accounted for 63% of hardware spending in 2010-- a total to grow to 2% of data centres

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containing 60% of floorspace and accounting for 71% of spending.

Gartner says "Traditional in-house enterprise data centres are under attack from three sides"--virtualisation technologies (inhibiting overall system growth by helping companies using infrastructures more effectively), increasing data center efficiency (leading to higher system deployment densities) and the shift towards consolidated 3rd-party data centers (reducing the number of midsize data centers).

Meanwhile the largest and mightiest will reap the benefits from cloud computing adoption--getting the majority of spending, of course.

Go [Gartner Forecast: Data Centers 2010-2015](#)