Managed Cloud View

IDC's *Managed Cloud View* consists of a series of reports that cover companies on their views and usage of managed cloud services involving public, private, and hybrid environments. Each report provides in-depth views into the priorities that firms place on using managed cloud services, level of maturity of firms in adopting these services, critical factors that firms consider when utilizing managed cloud services, and expected value and outcomes. Analysis and deliverables for this product are developed with worldwide, regional, and country-level views.

MARKETS AND SUBJECTS ANALYZED

- Full range of managed cloud services involving public, private, and hybrid options and critical services across business and technology operations functions
- Assessment of key operational capabilities in areas such as governance, multicloud management, and delivery platforms
- Examination of different types of technologies that these services need to support, from enterprise and systems applications to datacenter infrastructure
- Newer areas involving artificial intelligence, IoT, blockchain, mobility, containers, open source, DevOps, and analytics

CORE RESEARCH

- Executive Summary (annual)
- Digest of Survey Findings (annual)
- Banner Book with Worldwide and Regional Insights Where Available (annual)
- Readout/Webinar (annual)
- Access to Associated Analysts for Inquiries
- Ability to Request Nonvendor-Related Data for Reprints (additional charges)

Note: In addition to the above research available for the base price, subscribers will be able to access nonvendor-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 nonpublished 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: Managed Cloud View.

KEY QUESTIONS ANSWERED

1. What stage of maturity are buyers in when using managed cloud services?
2. What are the top drivers and inhibitors shaping the consumption of these services?
3. What are critical services that firms require as part of a managed cloud service?
4. For which workloads and technologies would firms use managed cloud services?
5. Which public cloud providers do firms want to use as part of a managed cloud service, and why?
6. What are buyer preferences when it comes to bundling, sourcing, contracting, and pricing?
7. Which modernization approaches do firms prefer in moving to managed cloud services?
8. How are enterprise sourcing strategies for managed cloud services evolving?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of different providers in the managed cloud services market, such as the following:

Accenture, Alibaba, Amazon, Atos, Bespin Global, Blazeclan, CACI, Capgemini, CGI, Claranet, Cognizant, Deloitte, Deutsche Telekom, DXC, Ensono, Equinix, Fujitsu, Google, HCL, Hitachi Vantara, IBM, Infosys, Kyndryl, Leidos, LTIMindtree, Lumen, Microsoft Azure, NEC, NTT DATA, Ollion, Oracle, Orange, OVH, Presidio, Rackspace, Reply, SAP, SEIDOR, Sopra Steria, TCS, Tech Mahindra, Telstra, Tietoevry, Unisys, and Wipro