

CLOUD & STORAGE SAMPLE REPORT

This report explores current Cloud & Storage Market trends, covering market dynamics such as key growth drivers, challenges, competitive landscape, and insights from Jabil to provide a comprehensive view of the industry's future.



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1. Introduction

The 2024 market intelligence report provides an in-depth analysis of the rapidly evolving Cloud and Storage sector. Understanding the factors driving growth and the challenges impeding progress is crucial for informed decision-making and strategic planning in this dynamic environment.

The cloud and storage industry is experiencing significant expansion, driven by the widespread adoption of Internet-connected devices and the increased use of Big Data and real-time analytics. These elements create a fertile ground for innovation and growth.

Businesses increasingly incorporate cloud and storage into their modernization strategies to enhance agility, scalability, and operational efficiency. Integrating Artificial Intelligence (AI) and Machine Learning (ML) further enhances these capabilities, creating new growth opportunities and value.

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2. Market Dynamics

2.1 Market Overview

The Cloud & Storage industry is rapidly evolving, and it is crucial to understand the factors that drive growth or hinder progress. Growth enablers include the increasing digital transformation across businesses, the growing adoption of Internet-connected devices worldwide, the increasing use of Big Data, Edge Computing, 5G, and real-time analytics driven by AI/ML, and finally, what we call "Adjacencies"—adjacent areas within the market that present opportunities for expansion, diversification, or strategic partnerships.



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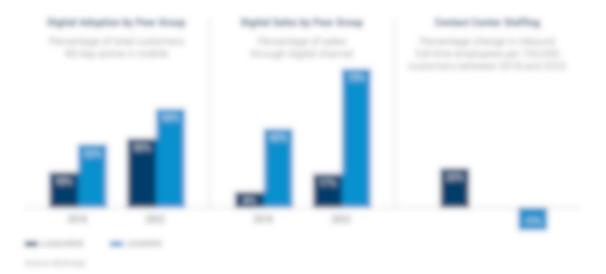
2.2 Opportunities for Growth

The key drivers behind the Cloud & Storage Market's continuing expansion include digital transformation, the ever-increasing utilization of Internet-connected devices, the growing reliance on Big Data and real-time analytics, and related adjacencies.

2.2.1 Increasing Digital & Al Transformation Across Businesses

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2.2.2 Growing Internet and Mobile Device Adoption Across the Globe

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2.2.3 Increasing Use of Big Data and Real-Time Analytics

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2.2.4 Implementation of IoT, Edge Computing, 5G, and Real-Time Analytics

With the rise of Internet-connected devices, there is a growing trend toward edge computing, where data processing and analysis occur closer to the source of data generation. Cloud computing providers are incorporating edge computing capabilities into their services to support the efficient data processing from these devices, thereby further driving the adoption of cloud services.

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Countries with 5G Infrastructure





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LIST OF COUNTRIES THAT DEPLOYED 5G INFRASTRUCTURE POST-DECEMBER 2022

2.2.5 Adjacencies

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2.3 Challenges to Growth

The primary challenges to growth in the Cloud Computing Market include intense competition and the complexities of forming strategic partnerships, heightened concerns regarding security, environmental considerations, and sustainability, and navigating regulatory impacts and compliance requirements.

2.3.1 Challenges: Competition and the Need for Partnership

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2.3.2 Challenges: Security

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2.3.3 Challenges: Environmental Concerns

2.3.3.1 Energy

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2.4 Use Case Analysis

List of Some of the top use cases for Cloud & Storage in prominent industries

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2.5 Government Initiatives

LATEST GOVERNMENT INITIATIVES THAT PROMOTE CLOUD & STORAGE INFRASTRUCTURE

-	Aprentia (2



3. Technology Evolution

In this new digital era, companies are aiming to become agile with the integration of new technologies. This is mainly accomplished by moving to a cloud environment. Being in the cloud entails obtaining embedded connections and intelligence, enabling the interoperability of smart operations, and developing a solid foundation for digital services linked to the cloud.

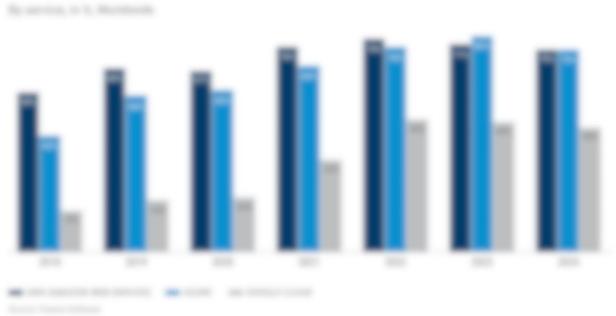
3.1 Corporate Digital & Al Transformation Reshaping Business Paradigms

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3.2.1 Public Cloud Hyperscalers

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Growth is enterprise edge infrastructure spending it for pulpacing providual returns appropriate and overall if spending.





3.2.2 Communication Service Providers (CSPs)

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3.2.3 Edge Cloud Management Platforms

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3.2.4 Edge Computing Takeaways

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3.2.5 Serverless Computing

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3.2.6 Quantum Computing as a Service (QCaaS)

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3.2.7 Cloud-based Digital Twins

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3.2.8 Blockchain as a Service (BaaS)

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4. Competitive Landscape

The Cloud Computing Market is a dynamic landscape, with three significant providers at the forefront. However, it is highly fragmented, with a multitude of players, including SaaS companies, consistently pushing the boundaries. These companies are not only advancing but also collaborating and expanding their presence in developing regions to fortify their positions. Notable instances of this dynamic environment include Oracle's establishment of a new Oracle Interconnect for the Microsoft Azure site in Johannesburg, South Africa, and Google Cloud's introduction of enhancements in its infrastructure and productivity solutions.



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4.1 Leading Players in the Market

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5. Supply Chain

5.1 Navigating Disruptions: Challenges and Innovations in the Cloud Storage and Data Center Supply Chain

The cloud storage industry is experiencing a perfect storm. A confluence of supply chain disruptions impacts critical aspects like cost structure, capacity availability, and innovation potential. The Supply Chain section outlines the key challenges and explores strategies to ensure continued industry growth and resilience.

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5.1.1 Capacity Concerns and Diversification Strategies

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5.1.2 Network Infrastructure Challenges and Security Considerations

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5.1.3 The Global Chip Shortage's Impact

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5.1.4 Rare Earth Minerals: A Geopolitical Consideration

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5.1.5 Impact on Cloud Storage and the Path Forward

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5.1.6 Building Resilience: The China+1 Strategy

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5.1.7 Near-Shoring

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5.1.8 Beyond Cost Considerations

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6. Jabil Insights on Cloud

The cloud market is witnessing a clear shift in customer behavior. Cost optimization remains paramount, with the adoption of ARM servers offering a compelling alternative for running specific workloads. Enterprises are increasingly moving away from traditional hardware ownership and embracing the flexibility and scalability of "as-a-service" (aaS) models. This trend has significant implications for supply chain strategies and fleet management practices, requiring cloud providers to adapt their approach to optimize utilization and capacity planning.

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6.1 Key Takeaways

6.1.1 Sustainability: A Growing Imperative

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6.1.2 The Rise of AI/ML and the Evolving Role of Hyperscalers

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6.1.3 Security: A Constant Vigilance

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6.1.4 Government Incentives

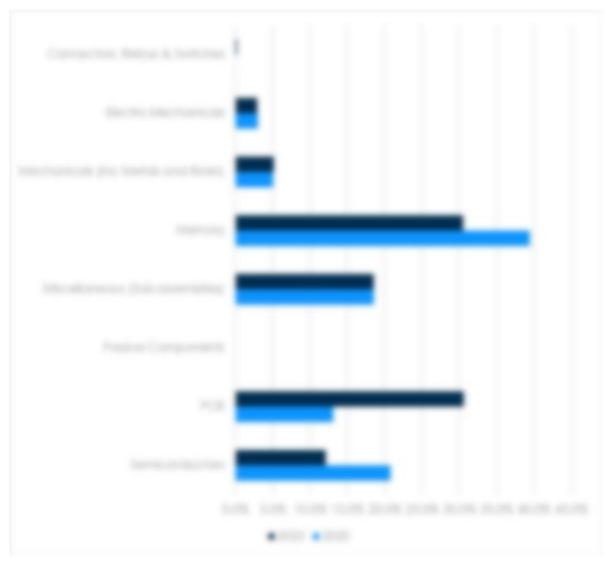
We prove home reprise in North America is the activity to reducity, focusing an actual or construction area or discussion, and accurity the region locality optimizant atriates in integrating & and once controls, primarily through decises the American's first and finings forms, which have become focusities display. The advancement is properties to construct the construction of prior from compatibility tetrace difference devices and spectrum, among for a second comptitions experiments. Despite to advance, the member controls to test increased chartenges increase to privacy concerns and the comptionly of device eating, which regions a content test of the second to privacy concerns and the comption of device eating, which regions a content test and if any second test increases and the comption of device eating, which regions a content test and if any second test in the comption of device eating.

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6.2 Jabil Spend Analysis

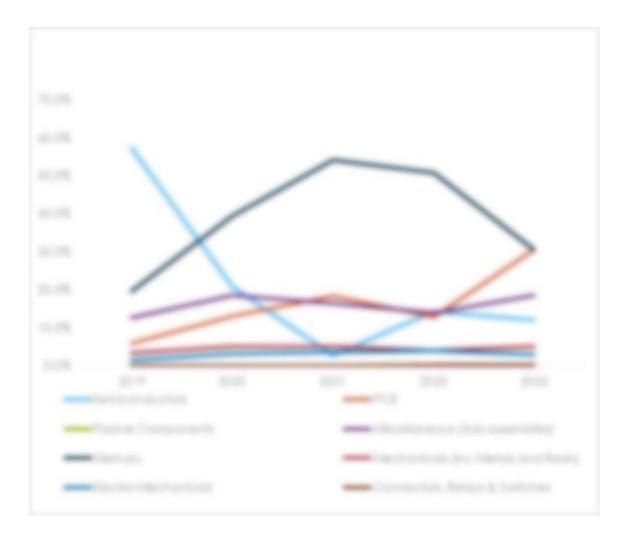
Jabil Spend on the Cloud Sector by Category (2020 vs. 2023)



Data based on Jabil's historical spending data for the Cloud Customer Segment



Jabil Spend on Categories YoY (%)



Data based on Jabil's historical spending data for the Cloud Customer Segment



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