

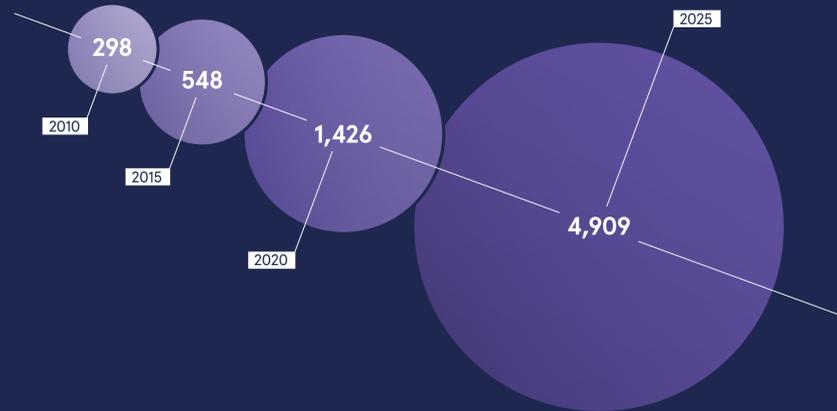
THE GROWING DATASPHERE

As the world becomes ever-more connected and our lives are transformed by smart devices and the ability to instantaneously access images, videos and information, the demand for cloud storage has soared. And, as evidenced by businesses' increased use of cloud computing over recent months to communicate and access work remotely, the reliance on public cloud datacentres will continue to grow

DAILY CONNECTED INTERACTIONS

Average data interactions per connected person each day

IDC 2018



5.3bn

estimated number of internet users worldwide by 2023, up from 4.2 billion in 2019

Cisco 2020

49%

of the world's stored data will reside in public cloud environments by 2025

IDC 2018

175ZB

estimated size of the global datasphere in 2025, up from 33 zettabytes in 2018

IDC 2018

47%

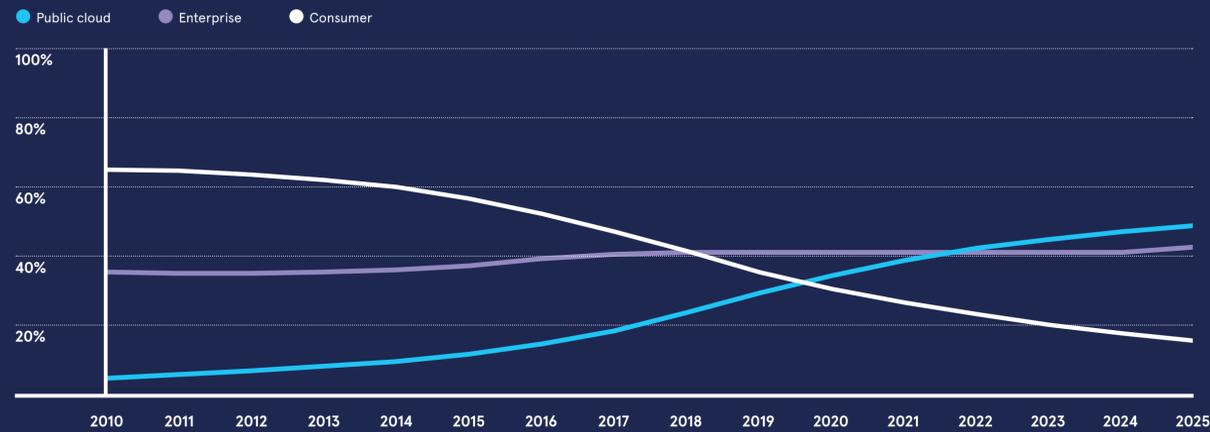
expected increase in public cloud spend by organisations in 2020

Flexera 2020

WHERE DATA IS STORED

Average data interactions per connected person each day

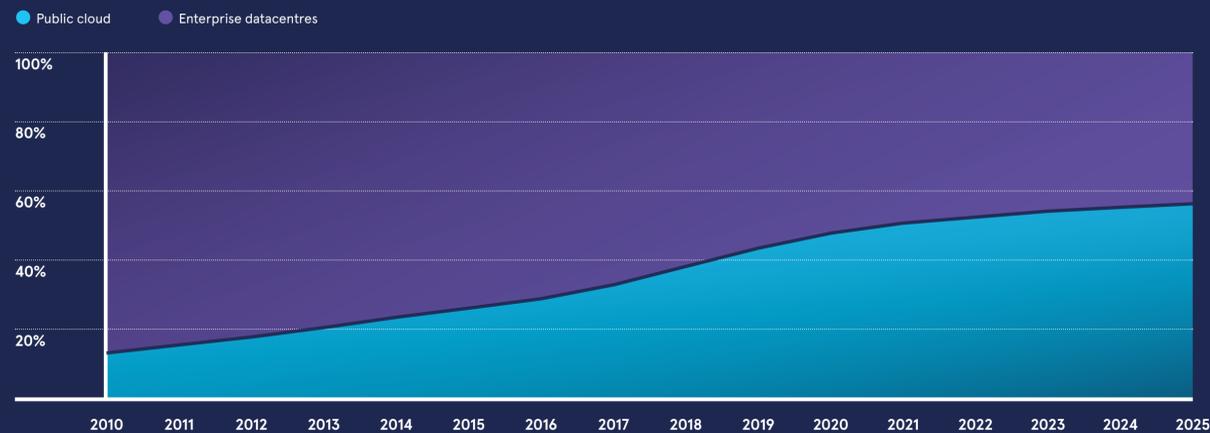
IDC 2018



THE PRIVATE-TO-PUBLIC SHIFT

Estimated share of global data volumes stored in public clouds and traditional datacentres

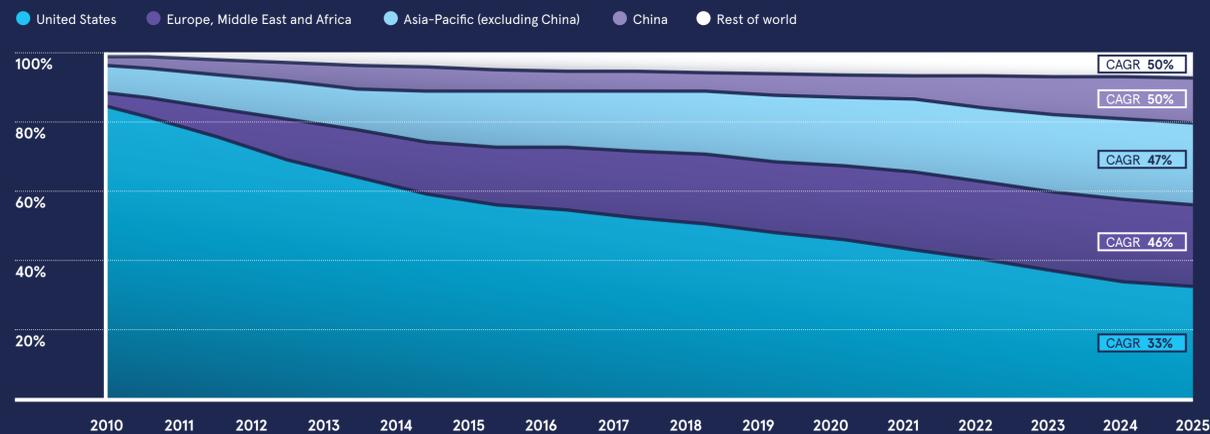
IDC 2018



WHO NEEDS THE CLOUD THE MOST?

Global share of cloud storage by region, and compound annual growth rate between 2015 and 2025

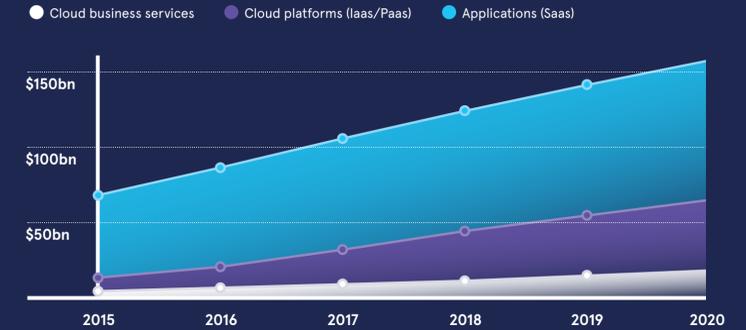
IDC 2018



WHERE PUBLIC CLOUD BUDGETS GO

Global public cloud services revenue (\$bn)

Forrester 2019



SUPPLY AND DEMAND FOR DATACENTRES

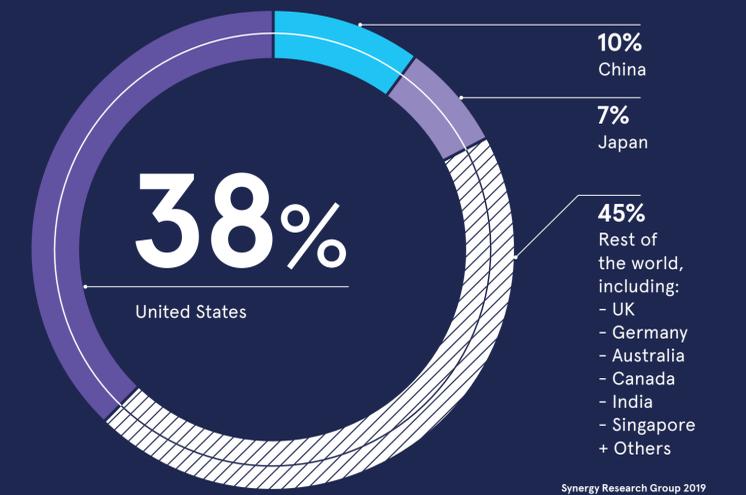
Global footprint of multi-tenant datacentres (million square footage)

Forrester 2019



WHERE THE HYPERSCALE DATACENTRES ARE LOCATE

Hyperscale plants are large-scale datacentres owned and operated by a mega cloud provider, such as Amazon or Microsoft; these figures were based on an analysis of the datacentre footprint of 20 of the world's major cloud and internet service firms in the third quarter of 2019



Synergy Research Group 2019