

# Private/Hybrid Cloud – Data Center Services

A research report comparing provider strengths,  
challenges and competitive differentiators

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### **Cost optimization and GenAI have become core themes of every digital transformation engagement**

Enterprises are gradually recognizing the limitations and challenges of relying solely on public cloud services. As a result, they are shifting toward adopting private and hybrid cloud infrastructure solutions. Various factors, including concerns about data security, compliance requirements, performance optimization and the need for greater control over IT resources drive this transition. By embracing private and hybrid cloud environments, enterprises can enjoy the benefits of cloud computing while addressing specific operational, regulatory and security concerns more effectively. Therefore, ISG has observed that they are increasingly relying on hybrid cloud infrastructure, as it offers the required flexibility, scalability and agility along with the needed control over data residency, security and costs.

In the last four quarters, amid the prevailing economic uncertainties, enterprises have been actively seeking ways to enhance the efficiency and cost-effectiveness of their IT investments. As a result, CTOs find it difficult to justify IT spends. Enterprises are exploring strategies to streamline their IT expenditures, rationalize budgets and maximize returns on technology investments. This entails evaluating existing IT infrastructures, identifying areas for cost optimization and reduction, and adopting innovative approaches such as hybrid cloud computing, automation and outsourcing to achieve greater operational efficiency and financial resilience. They are also maximizing their investments in cloud resources through various methods such as FinOps by placing responsibility on the IT teams for cloud resource consumption.

According to the recent ISG Index™, the Q1 2024 figures for the Americas market saw a slight decline. The combined market (managed services and XaaS) witnessed a 3 percent Y-o-Y decrease, with the ACV reaching \$12.1 billion. We observed a slight uptick of 1 percent in ACV, with spending reaching \$7.1 billion. However,

Enterprises carry out **comprehensive assessments** to evaluate the **costs and benefits** of **GenAI**.



managed services saw a sharp decline of 8 percent, with ACV reaching \$5.1 billion, with a notable decline of 9 percent in new scope contracts and 5 percent in restructured contracts. ISG also observed a rise in contract volume of 2 percent, with 367 contracts in managed services for the quarter. Within managed services, the ACV for the ITO market marginally increased by 1 percent to \$3.4 billion, while the BPO market experienced a 22 percent reduction in ACV to \$1.7 billion. These market trends signify an emphasis on enterprises engaging with service providers on a short-term basis with more contracts signed with smaller ACVs, reducing the value of ACVs even further. ISG's Star of Excellence™ program continues to gain traction and was lauded by several providers for the process and recognition. This program is based on the voice of the customer concept. The providers are rated on six parameters, namely Service Delivery; Governance and Compliance; Collaboration and Transparency; Innovation and Thought Leadership; People and Culture Fit; and Business Continuity. The scores and data come from the Star of Excellence™ study that

measures CX with providers based on direct client feedback. ISG found that North America's average provider CX score for the Private Hybrid Cloud domain was 68.1 in 2023. Some of the top providers with high CX scores are Accenture, TCS, HCLTech, Zensar, NTT DATA, Kyndryl and Rackspace Technology.

Below are some of the trends observed last year:

### **Increased AI and ML technology usage:**

This year, ISG has observed more solutions leveraging AI-based cognitive capabilities and/or ML tools and services to provide high-quality outcomes, speed up service delivery, improve IT efficiency and deliver a superior UX. Providers have developed tools that take data from various sources to predict downtime and implement self-healing measures to prevent such situations. AI for IT operations (AIOps) has also become popular. It can monitor various elements of the entire hybrid environment and provide predictive analytics for incident management to aggregate events, reduce noise, and auto-correlate and identify the probable root cause using ML technology.

### **Shifting dynamics in data center usage:**

Enterprises are undergoing a significant shift in their approach to data center management, characterized by a reduction in the physical footprint of their own data centers. They are increasingly turning to alternatives such as public cloud infrastructure or colocation providers. This strategic shift is driven by various factors, including the desire to optimize costs, enhance scalability and improve operational efficiency. In parallel, colocation providers are ramping up their investments to expand their portfolio of data center facilities. This surge in investment reflects the growing demand for colocation services as enterprises seek reliable, secure and scalable infrastructure solutions to support their evolving IT needs. By leveraging the expertise and infrastructure offered by colocation providers, enterprises can achieve greater flexibility, agility and resilience in managing their IT infrastructure while focusing on core business objectives.

**Commoditizing specialized hardware:** AI and ML applications demand substantial processing power and robust servers. It requires specialized hardware solutions, which were historically

scarce and costly. However, the landscape is evolving as efficient infrastructures equipped with specialized high-performance computing (HPC) equipment emerge. Chip companies such as NVIDIA, Intel and AMD are developing highly efficient hardware. These advancements enable the deployment of AI-based cognitive capabilities and ML tools at scale, empowering organizations to harness the potential of these technologies more effectively. By leveraging these, businesses can overcome previous limitations and drive innovation in AI and ML, unlocking new opportunities for data-driven insights and transformative applications across various industries.

### **Cautious approach toward investing in (generative AI) GenAI capabilities:**

Many enterprises are eager to comprehend the transformative impact of GenAI on business operations. Assessing the costs and benefits of GenAI entails thorough analysis to differentiate between inflated expectations and tangible outcomes. While cost remains a significant consideration, substantial reductions may take time to materialize due to high demand. This surge in demand for GenAI necessitates




increased data center capacity, while GenAI is readily accessible via cloud platforms, with all major hyperscalers offering extensive language models. Over time, GenAI is expected to become more commonplace, but currently, organizations grapple with budget allocation for GenAI initiatives, often falling under IT's purview. The focus of these investments in GenAI was on empowering enterprises with actionable insights, predictive analytics and intelligent automation capabilities. From ML models to analytics solutions and AI-powered operational tools, service providers sought to equip enterprises with the tools and capabilities needed to drive significant business outcomes and foster innovation. Moreover, these efforts aimed to pave the way for creating new revenue models, enabling enterprises to capitalize on the transformative potential of AI technologies.

**The VMware Dilemma:** Following Broadcom's acquisition of VMware in 2023, the company made alterations to VMware's licensing terms and pricing structure, emphasizing a subscription-based model. These changes have had a major impact on nearly all enterprises and service providers that leverage VMware solutions. Some providers are considering transitioning to Red Hat OpenStack technology, as the associated support costs are lower compared to VMware licensing fees, while some are planning for Hyper-V offerings to cater to Microsoft-related solutions or altogether move to hyperconverged infrastructure (HCI) and look at solutions offered from Nutanix and other HCI vendors. ISG will continue to monitor the impact of the VMware market to report the changes in 2024.


Enterprises maintained a cautious approach to outsourcing and implementing GenAI capabilities last year. Service providers seized this opportunity to enhance their offerings and strengthen their partnerships with technology vendors to develop robust infrastructure offerings. They invested in GenAI capabilities and positioned themselves as strategic partners to deliver innovative solutions that drive business growth and unlock new opportunities for enterprises.



 Provider Positioning


	Managed Services — Large Accounts	Managed Services — Midmarket	Managed Hosting	Colocation Services
11:11 Systems	Not In	Contender	Contender	Not In
365 Data Centers	Not In	Not In	Not In	Product Challenger
Accenture / Accenture (Navisite)	Leader	Leader	Product Challenger	Not In
Aspire Systems	Not In	Contender	Not In	Not In
Atos	Product Challenger	Not In	Contender	Not In
Capgemini	Leader	Not In	Not In	Not In
CDNetworks	Not In	Not In	Not In	Contender
CGI	Product Challenger	Not In	Not In	Not In
Codero	Not In	Not In	Contender	Not In
Coforge	Not In	Product Challenger	Not In	Not In
Cogent	Not In	Not In	Not In	Product Challenger
Cognizant	Leader	Not In	Not In	Not In



 Provider Positioning

	Managed Services — Large Accounts	Managed Services — Midmarket	Managed Hosting	Colocation Services
Colocation America	Not In	Not In	Market Challenger	Contender
Cologix	Not In	Not In	Not In	Product Challenger
Computacenter	Not In	Contender	Not In	Not In
CoreSite	Not In	Not In	Not In	Leader
Coretelligent	Not In	Contender	Not In	Not In
CyrusOne	Not In	Not In	Not In	Leader
DataBank	Not In	Not In	Not In	Leader
Digital Realty	Not In	Not In	Not In	Leader
DXC Technology	Leader	Not In	Leader	Not In
Ensono	Not In	Leader	Leader	Not In
Equinix	Not In	Not In	Not In	Leader



 Provider Positioning

	Managed Services — Large Accounts	Managed Services — Midmarket	Managed Hosting	Colocation Services
Evoque (Cyxtera)	Not In	Not In	Not In	Leader
Expedient	Not In	Not In	Not In	Contender
Flexential	Not In	Product Challenger	Product Challenger	Leader
FNTS	Not In	Contender	Not In	Not In
Fujitsu	Not In	Product Challenger	Product Challenger	Not In
GAVS	Not In	Contender	Not In	Not In
HARMAN	Not In	Product Challenger	Not In	Not In
HCLTech	Leader	Not In	Not In	Not In
Hexaware	Contender	Leader	Not In	Not In
Hitachi Digital Services	Product Challenger	Not In	Not In	Not In
Hostway	Not In	Not In	Contender	Not In







## Provider Positioning

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	Managed Services — Large Accounts	Managed Services — Midmarket	Managed Hosting	Colocation Services
HPE	Product Challenger	Not In	Not In	Not In
IBM	Not In	Not In	Contender	Not In
INAP	Not In	Not In	Contender	Not In
Infosys	Leader	Not In	Not In	Not In
InterVision	Contender	Not In	Contender	Not In
Iron Mountain	Not In	Not In	Not In	Contender
Kyndryl	Leader	Not In	Leader	Not In
Liquid Web	Not In	Not In	Contender	Not In
LTIMindtree	Product Challenger	Not In	Not In	Not In
Lumen Technologies	Not In	Contender	Product Challenger	Product Challenger
Microland	Contender	Rising Star ★	Not In	Not In






## Provider Positioning

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	Managed Services — Large Accounts	Managed Services — Midmarket	Managed Hosting	Colocation Services
Mphasis	Product Challenger	Leader	Not In	Not In
NTT DATA	Rising Star ★	Not In	Leader	Not In
NTT GDC	Not In	Not In	Not In	Leader
OneNeck IT	Not In	Contender	Not In	Product Challenger
Orange Business	Not In	Contender	Not In	Not In
Park Place Technologies	Not In	Contender	Not In	Not In
Persistent Systems	Not In	Product Challenger	Not In	Not In
phoenixNAP	Not In	Not In	Not In	Contender
QTS	Not In	Not In	Not In	Leader
Rackspace Technology	Product Challenger	Leader	Leader	Product Challenger
Switch	Not In	Not In	Not In	Contender



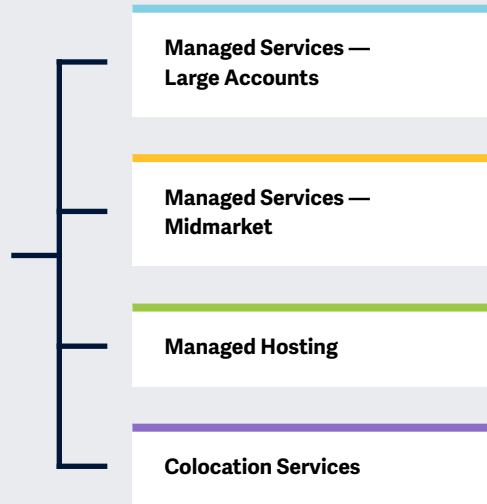
 Provider Positioning

	Managed Services — Large Accounts	Managed Services — Midmarket	Managed Hosting	Colocation Services
TCS	Leader	Not In	Product Challenger	Not In
Tech Mahindra	Product Challenger	Not In	Not In	Not In
TierPoint	Not In	Not In	Product Challenger	Product Challenger
T-Systems	Product Challenger	Product Challenger	Not In	Not In
Unisys	Product Challenger	Leader	Product Challenger	Not In
UnitedLayer	Not In	Product Challenger	Leader	Product Challenger
US Signal	Not In	Not In	Not In	Contender
UST	Not In	Product Challenger	Not In	Not In
Wipro	Leader	Not In	Not In	Not In
Zensar Technologies	Not In	Leader	Not In	Not In
Zones	Not In	Product Challenger	Not In	Not In



This study focuses on what ISG perceives as the most critical aspects of **private/hybrid cloud and data center** outsourcing services in 2024.

Simplified Illustration Source: ISG 2024



**Definition**

This study assesses global and regional providers offering data center outsourcing, including the service providers of managed hosting, colocation facilities and managed services.

Data center outsourcing is the practice of transferring the responsibility of managing data center assets to a third-party provider. It encompasses orchestration, provisioning, integrated monitoring and managing infrastructure components, including computing, storage, database and middleware. The data center may be owned by the enterprise client, service provider or a third-party colocation provider. A private cloud is an extension of a client's computing environment that leverages investments in virtual infrastructure and applications. A hybrid cloud connects the existing on-premises infrastructure services with a private cloud, a public cloud or multicloud arrangements. An enterprise may also leverage colocation and hosting providers, and not necessarily own a data center, to have a hybrid cloud setup.

Enterprises with stringent security and governance requirements, large data volumes and close integration of enterprise applications and workflow needs may prefer an on-premises or a private cloud environment and choose to host in their own facility. Enterprises are also increasingly opting for hybrid cloud setups as they offer a high degree of control and leverage the capabilities of public cloud platforms without the need to offload all their data to a third-party data center. ISG has also observed enterprises demanding the implementation of ESG initiatives by infrastructure services providers. The rapid increase in digital transformation engagements is accompanied by a rise in energy demands, contributing to climate changes, while government regulations are mandating a faster transition to carbon neutrality.



### Scope of the Report

This ISG Provider Lens™ quadrant report covers the following four quadrants for services/solutions: Managed Services — Large Accounts, Managed Services — Midmarket, Managed Hosting and Colocation Services.

This ISG Provider Lens™ study offers IT decision-makers:

- Transparency on the strengths and weaknesses of relevant providers
- A differentiated positioning of providers by segments (quadrants)
- Focus on the regional market

Our study serves as the basis for important decision-making by covering providers' positioning, key relationships and go-to-market considerations. ISG advisors and enterprise clients also use information from these reports to evaluate their existing vendor relationships and potential engagements.

### Provider Classifications

The provider position reflects the suitability of providers for a defined market segment (quadrant). Without further additions, the position always applies to all company sizes classes and industries. In case the service requirements from enterprise customers differ and the spectrum of providers operating in the local market is sufficiently wide, a further differentiation of the providers by performance is made according to the target group for products and services. In doing so, ISG either considers the industry requirements or the number of employees, as well as the corporate structures of customers and positions providers according to their focus area. As a result, ISG differentiates them, if necessary, into two client target groups that are defined as follows:

- **Midmarket:** Companies with 100 to 4,999 employees or revenues between \$20 million and \$999 million with central headquarters in the respective country, usually privately owned.

- **Large Accounts:** Multinational companies with more than 5,000 employees or revenue above \$1 billion, with activities worldwide and globally distributed decision-making structures.

The ISG Provider Lens™ quadrants are created using an evaluation matrix containing four segments (Leader, Product & Market Challenger and Contender), and the providers are positioned accordingly. Each ISG Provider Lens™ quadrant may include a service provider(s) which ISG believes has strong potential to move into the Leader quadrant. This type of provider can be classified as a Rising Star.

- **Number of providers in each quadrant:** ISG rates and positions the most relevant providers according to the scope of the report for each quadrant and limits the maximum of providers per quadrant to 25 (exceptions are possible).





**Provider Classifications: Quadrant Key**

**Product Challengers** offer a product and service portfolio that reflect excellent service and technology stacks. These providers and vendors deliver an unmatched broad and deep range of capabilities. They show evidence of investing to enhance their market presence and competitive strengths.

**Leaders** have a comprehensive product and service offering, a strong market presence and established competitive position. The product portfolios and competitive strategies of Leaders are strongly positioned to win business in the markets covered by the study. The Leaders also represent innovative strength and competitive stability.

**Contenders** offer services and products meeting the evaluation criteria that qualifies them to be included in the IPL quadrant. These promising service providers or vendors show evidence of rapidly investing in products/ services and a follow sensible market approach with a goal of becoming a Product or Market Challenger within 12 to 18 months.

**Market Challengers** have a strong presence in the market and offer a significant edge over other vendors and providers based on competitive strength. Often, Market Challengers are the established and well-known vendors in the regions or vertical markets covered in the study.

★ **Rising Stars** have promising portfolios or the market experience to become a Leader, including the required roadmap and adequate focus on key market trends and customer requirements. Rising Stars also have excellent management and understanding of the local market in the studied region. These vendors and service providers give evidence of significant progress toward their goals in the last 12 months. ISG expects Rising Stars to reach the Leader quadrant within the next 12 to 24 months if they continue their delivery of above-average market impact and strength of innovation.

**Not in** means the service provider or vendor was not included in this quadrant. Among the possible reasons for this designation: ISG could not obtain enough information to position the company; the company does not provide the relevant service or solution as defined for each quadrant of a study; or the company did not meet the eligibility criteria for the study quadrant. Omission from the quadrant does not imply that the service provider or vendor does not offer or plan to offer this service or solution.





# Managed Services — Large Accounts

### Who Should Read This Section

This report is relevant to large enterprises across all U.S. industries for evaluating the providers of private/hybrid cloud and data center managed services.

In this quadrant, ISG defines the current market positioning of managed service providers in the U.S. and how they address the key challenges large enterprises face with their hybrid cloud model.

Many large enterprises in the U.S. have redefined their focus on digital transformation, seeking service providers for comprehensive solutions in complex, multicloud environments. Enterprises are looking for ways to enhance business agility using AI, ML and automation technologies. They are seeking providers delivering AI-driven enhancements for predictive IT environment management.

ISG observed that enterprises across the U.S. face multiple challenges, including managing complex hybrid environments while ensuring compliance with evolving regulations and

integrating sustainable practices. The rapid adoption of AI and automation technologies presents both an opportunity and a challenge, with enterprises relying on service providers to streamline these transitions. Providers are expected to deliver technical solutions and strategic guidance, especially in navigating the complexities of digital transformations and sustainability commitments.

Enterprises expect service providers to offer robust, scalable and secure managed services that support extensive digital and cloud transformations. Additionally, they look for providers offering predictive analytics and detailed insights into operational performance. This year, service providers have significantly invested in enhancing hybrid cloud capabilities and integrating AI-ready solutions.



**IT and infrastructure leaders** should read this report to analyze the modernization and service capabilities of managed service providers and the market advancements impacting hybrid cloud strategies.



**Software development and technology leaders** should read this report to understand providers' positioning, their offerings and their influence on ongoing infrastructure transformation initiatives.



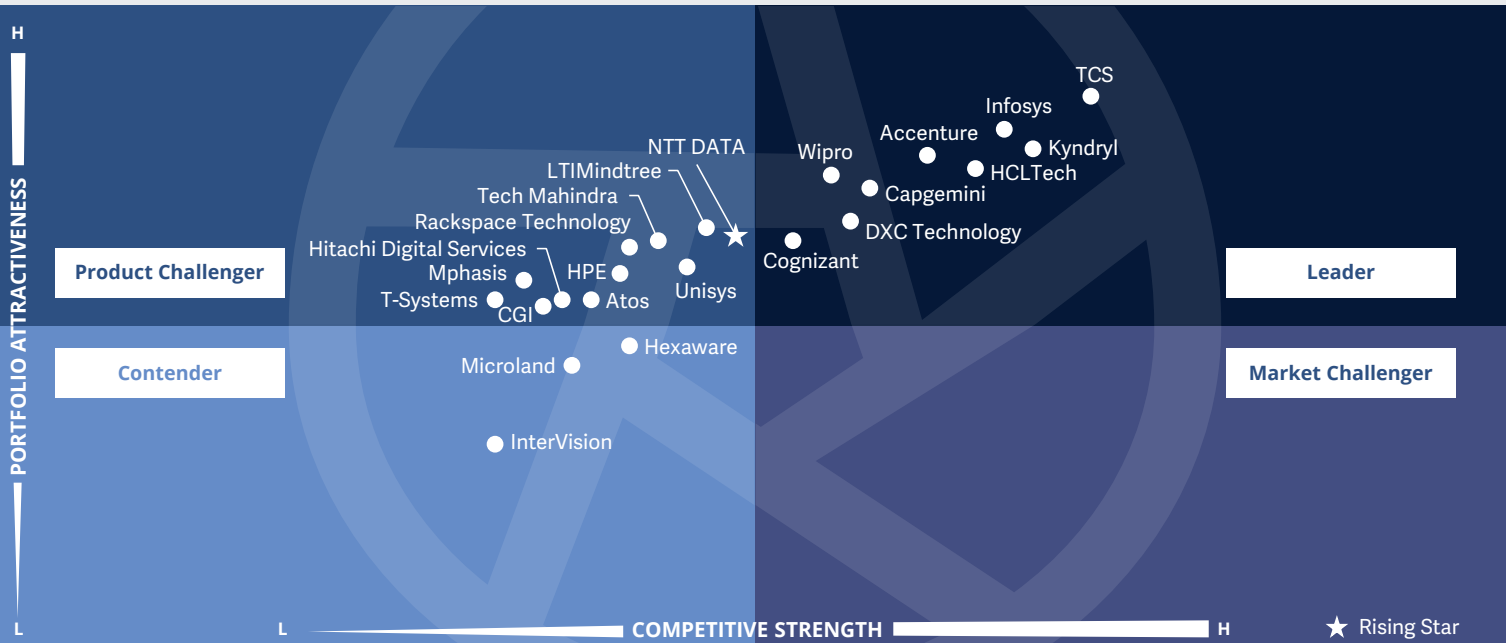
**Sourcing, procurement and vendor management professionals** should read this report to better understand the current landscape and partner ecosystem of managed service providers in the U.S.





**Private/Hybrid Cloud – Data Center Services  
Managed Services – Large Accounts**

U.S. 2024



This quadrant assesses providers offering **managed services** for **private and hybrid clouds** and **traditional data centers** for large enterprises. They offer **transition services**, **manage** daily **operations** and help **optimize** clients' existing IT landscapes.

*Shashank Rajmane*



## Managed Services – Large Accounts

### Definition

This quadrant assesses a provider's ability to offer ongoing management services for private and hybrid clouds and traditional data center infrastructures and platforms to midmarket and large enterprise clients. These services include managing physical and virtual servers, middleware, storage, databases and networking components across various environments, including client data centers, multicloud settings, provider facilities or third-party colocation centers.

Such providers typically offer transition services, guiding clients to optimize their existing IT landscapes. Common projects include large-scale data center consolidation, virtualization, cloud enablement and configuration, and implementation of a software-defined data center (SDDC). These services may also include expanding existing facilities, migrating workloads or creating new private/hybrid clouds.

Managed services involve transferring responsibilities to a service provider and are governed by SLAs with penalties for non-compliance. Key services include provisioning, real-time and predictive analysis, and monitoring and managing operations of a customer's on-premises, private and hybrid cloud environments. These activities aim to maximize workload performance on the cloud, reducing costs and ensuring compliance and security. Providers are expected to adeptly manage both traditional and cloud-native application releases, encompassing continuous integration and delivery processes. They must also leverage advanced AI and ML capabilities to automate operational activities, predict outages and offer actionable insights.

### Eligibility Criteria

1. Offer **services for private and hybrid clouds and data center infrastructure** (servers, middleware, storage and databases) **on their own** without depending on partners
2. Provide services within a client's premises or remotely and preferably through its **shared service centers** (under the remote infrastructure management (RIM) model)
3. Demonstrate experience in **large transition** projects that include **automation, consolidation, virtualization** and **containerization** of data centers and cloud enablement
4. Act as an **extension of clients' IT organization** and get involved in creating blueprints, architecture frameworks and management processes at the client's location
5. Provide services for a **centralized orchestration**/management of hybrid IT infrastructure
6. Showcase **appropriate certifications** to ensure security and compliance at the local level



## Managed Services – Large Accounts

### Observations

The large enterprise market is highly mature in implementing advanced new technologies. Regardless, we saw they were cautious about outsourcing their IT operations last year. There was an increased focus on cost optimization and a cautious approach toward implementing GenAI capabilities in their IT operations. Along with improving their service portfolio and strategic partnership with technology vendors, service providers target these large-scale global enterprises that invest heavily in developing AI and GenAI capabilities. They do this by investing in talent, technologies and partnerships to enhance their AI-driven offerings, from ML models and analytics solutions to AI-powered operational tools. They focus on enabling enterprises with actionable insights, predictive analytics and intelligent automation, driving significant business outcomes and generating new revenue models.

From the 67 companies assessed for this study, 23 qualified for this quadrant, with nine being Leaders and one Rising Star.

### accenture

**Accenture** increasingly focuses on integrating next-generation technologies such as AI, ML and GenAI to transform operations and enhance efficiency across client engagements. It has partnered with VMware, AWS and Microsoft to offer comprehensive solutions to clients in different industries.

### Capgemini

**Capgemini** has invested €2 billion in AI, edge and cloud, opening three labs for 5G/Edge and focusing on quantum technology through its Q Lab. It is enhancing its service delivery by integrating AI and ML technologies and focusing on sustainable practices to help enterprises in the U.S.

### cognizant

**Cognizant** has improved its infrastructure services by focusing on hybrid cloud and sustainability. Its Skygrade™ solution and strategies, such as Neuro™ IT and AI Optimize, have helped improve performance and promote green practices.

### DXC TECHNOLOGY

**DXC Technology** has grown its hybrid cloud offerings and improved its service delivery through strategic partnerships and proprietary solutions such as Platform X, which offers automated incident response across multicloud environments with enhanced security and efficiency.

### HCLTech

**HCLTech** has made advancements in AI-driven automation and security, integrating AI and ML technologies via its DRYiCE™ solutions for operational efficiency and enhanced cybersecurity in its hybrid multicloud services that address sector-specific challenges.

### Infosys

**Infosys** has enhanced its offerings with a platform-driven approach, utilizing AI and automation techniques. It excels in industry-specific services with platforms, such as Finacle, Helix and Equinox, showcasing deep sector expertise and innovative business models.

### kyndryl

**Kyndryl** has refined its managed services to boost operational excellence for U.S. clients. It leverages its Kyndryl Consult offering to help clients with their infrastructure modernization journey and deliver robust transformation services.

### TCS TATA CONSULTANCY SERVICES

**TCS** has invested in improving its hybrid cloud transformations, focusing on scalability and sustainability. With investments in hybrid IT, strategic hyperscaler partnerships and an AI-first strategy via RAISE and TCS Cognix™, TCS is redefining enterprise IT.

### wipro

**Wipro** has significantly grown its focus on cloud-native technologies and AI-ready solutions, guiding U.S. enterprises on hybrid clouds with microservices and containerization by leveraging its DigiExpert.AI platform to enhance IT operations and foster AI innovation.



## Managed Services – Large Accounts



Recognized as a Rising Star, **NTT DATA** focuses on improving its managed services with accelerated IT process automation, robust hybrid cloud security and reliability through site reliability engineering (SRE) principles.





# Managed Services — Midmarket

### Who Should Read This Section

This report is relevant to midsize enterprises across all U.S. industries for evaluating the providers of private/hybrid cloud and data center managed services.

In this quadrant, ISG defines the current market positioning of managed service providers in the U.S. and how they address the key challenges midsize enterprises face with their hybrid cloud model. These providers are adept at managing data center infrastructure for enterprise clients, enabling them to focus on other tasks.

Many midsize enterprises in the U.S. continue to be influenced by the need to modernize legacy systems and streamline IT operations amid rising demand for digital transformation. Midmarket businesses are increasingly turning to managed services to enhance efficiency, agility and competitiveness. The integration of generative AI (GenAI) technologies has been instrumental in redefining service capabilities and enabling midsize enterprises to perform at large corporation-level without the proportional overhead.

Midsize enterprises expect their managed service providers to act as strategic partners that offer more than just operational support. They seek providers that can offer comprehensive insights into their operations, predict potential disruptions, provide strategies to mitigate such risks, rapidly deploy new technologies and seamlessly integrate existing systems.

Service providers have significantly ramped up their investments in AI-driven platforms to enhance operational efficiency and reduce costs. Notable innovations include deploying platforms that leverage GenAI to improve decision-making and automate routine tasks, allowing midmarket enterprises to allocate their resources more strategically.



**IT and infrastructure leaders** should read this report to analyze the modernization and service capabilities of managed service providers and the market advancements influencing hybrid cloud strategies.



**Software development and technology leaders** should read this report to understand providers' positioning, their offerings and their influence on ongoing infrastructure transformation initiatives.

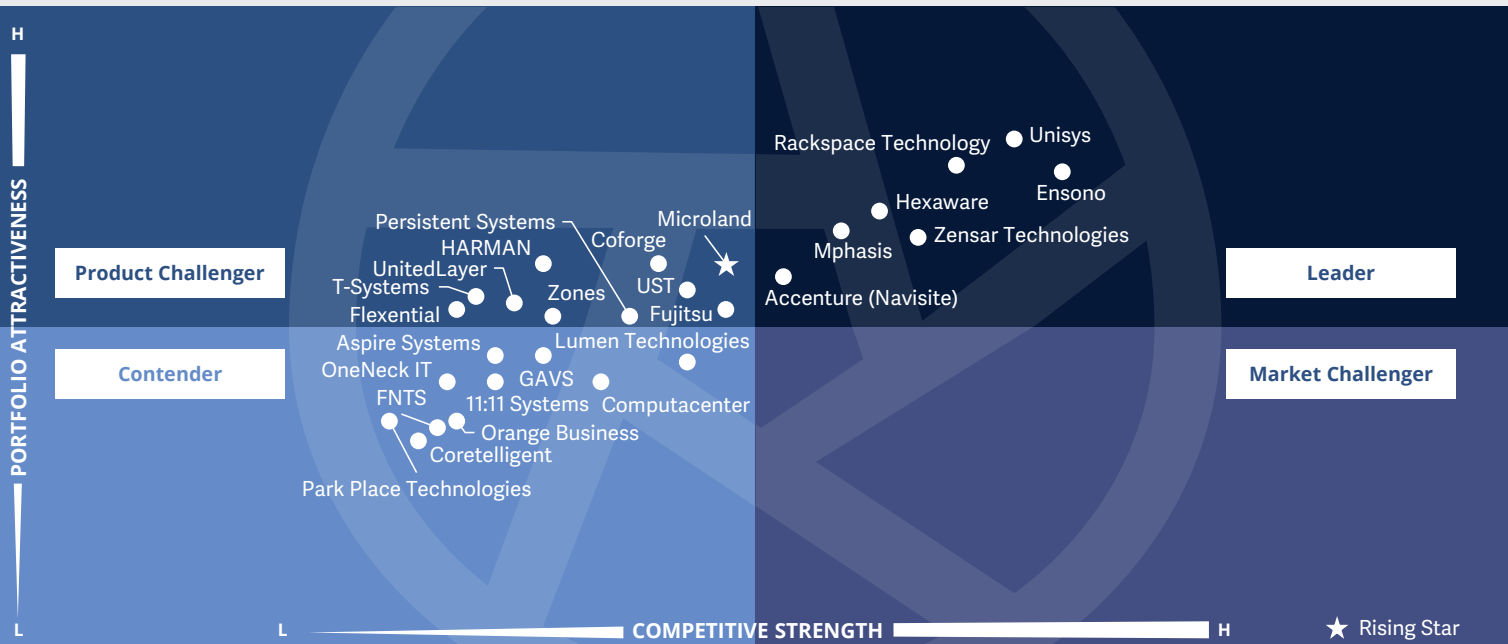


**Sourcing, procurement and vendor management professionals** should read this report to better understand the current landscape and partner ecosystem of managed service providers in the U.S.



Private/Hybrid Cloud – Data Center Services  
Managed Services – Midmarket

U.S. 2024



This quadrant assesses providers that offer **management services** for **private and hybrid clouds** and **traditional data centers** for the midmarket. Providers offer **transition services**, manage daily operations and help **optimize** clients' existing IT landscapes.

*Shashank Rajmane*



## Managed Services – Midmarket

### Definition

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Managed services involve transferring responsibilities to a service provider and are governed by SLAs with penalties for non-compliance. Key services include provisioning, real-time and predictive analysis, and monitoring and managing operations of a customer's on-premises, private and hybrid cloud environments. These activities aim to maximize workload performance on the cloud, reducing costs and ensuring compliance and security. Providers are expected to adeptly manage both traditional and cloud-native application releases, encompassing continuous integration and delivery processes. They must also leverage advanced AI and ML capabilities to automate operational activities, predict outages and offer actionable insights.

### Eligibility Criteria

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2. Provide services within a client's premises or remotely and preferably through its **shared service centers** (under the remote infrastructure management (RIM) model)
3. Demonstrate experience in **large transition** projects that include **automation, consolidation, virtualization and containerization** of data centers and cloud enablement
4. Act as an **extension of clients' IT organization** and get involved in creating blueprints, architecture frameworks and management processes at the client's location
5. Provide services for a **centralized orchestration**/management of hybrid IT infrastructure
6. Showcase **appropriate certifications** to ensure security and compliance at the local level





## Managed Services – Midmarket

### Observations

Midmarket enterprises are experiencing continuous expansion and diversification and are positioning themselves for sustained growth and success in a dynamic business landscape through strategic partnerships and investments in assets and personnel. In contrast, service providers are growing and diversifying their offerings by investing in assets and people and pursuing inorganic growth opportunities, such as strategic partnerships and acquisitions, to strengthen their position and gain a competitive edge within the midmarket segment. This proactive approach underscores their commitment to aggressively target and cater to the unique needs and demands of midsize businesses.

From the 67 companies assessed for this study, 27 qualified for this quadrant, with seven being Leaders and one Rising Star.

### accenture

**Accenture's** 2024 acquisition of Navisite significantly enhances its midmarket capabilities, particularly in modernizing legacy systems and expanding cloud solutions. This acquisition helps address the evolving enterprise needs for integrated and efficient managed services.

### ensono

**Ensono** has strengthened its portfolio of services and solutions to manage and modernize legacy infrastructure for U.S.-based enterprises. This year, Ensono has enhanced its Ensono Envision and Advisor platforms, focusing on AWS mainframe modernization capabilities.

### HEXAWARE

**Hexaware** has integrated GenAI capabilities to enhance IT services with its platforms Amaze® and Tensai™ to achieve improved operational efficiency and reduced cost. It leverages these solutions to provide clients with rapid transformation and actionable insights.

### Mphasis

**Mphasis** has enhanced its hybrid cloud offering through fine-tuning its InfraGenie™ solution, focusing on AI-driven infrastructure management. It has expanded its industry-specific solutions with hyper-personalized services to boost efficiency and reduce costs.

### rackspace technology.

**Rackspace Technology** has integrated advanced AI capabilities into its hybrid cloud services. It has partnered with tech companies such as Dell and AWS to offer sector-specific high-performance computing (HPC) while enhancing its managed cloud services using Fanatical Experience™.

### unisis

**Unisis** strengthens its portfolio of hybrid cloud transformation services for U.S. midmarket clients with CloudForte® and Stealth™, enhancing management, security and compliance while boosting agile cloud deployment and accelerating digital transformation.



## Managed Services – Midmarket

### Zensar

**Zensar** has enhanced its U.S. hybrid cloud services, notably advancing in edge computing for manufacturing and retail sectors. The company focuses on improving its The Vinci™ platform by integrating GenAI capabilities to boost operational efficiency.

### MICROLAND®

**Microland** has been recognized as a Rising Star again in 2024 and has made significant advancements in its Intelligeni® CloudOps platform, offering enhanced operational efficiency and compliance.



# Unisys



“Unisys takes an objective-based and automation-focused approach that works toward improving cost efficiencies and customer satisfaction by leveraging its strong delivery team. Clients seeking traditional and next-generation cloud infrastructure managed services can consider Unisys.”

*Shashank Rajmane*

## Overview

Unisys is headquartered in Pennsylvania, U.S. It has more than 16,200 employees across 57 offices in 27 countries. In FY23 the company generated \$2 billion in revenue, with Enterprise Computing Solutions as its largest segment. The company’s services include cloud transformation for the U.S. midmarket via CloudForte® solutions, offering cloud management that encompasses security, compliance and performance enhancements. It has expanded its services to include AI-driven operations and security solutions such as Stealth™, CloudForte® and Navigator™, aiding clients in agile cloud deployment and governance for rapid digital transformation and multicloud management.

## Strengths

**Strong FinOps practice:** Unisys has helped several U.S. enterprises optimize their cloud spending through its FinOps platform. It is supported by dedicated FinOps professionals that work with clients’ teams to maximize cloud value by identifying and implementing opportunities for cost savings, enabling clients to make data-driven business decisions on cloud spending and helping them to efficiently manage their complex multicloud infrastructures.

**Expertise in lowering touch points:** Unisys is enabling U.S.-based clients to improve their operational efficiencies by reducing touch points while managing their hybrid cloud infrastructure through its Zero Ops approach (with no/one/low interactions). The company leverages hyper-automation capabilities

within the Unisys CloudForte solution, delivering robust security and compliance features for managing the complex cloud ecosystem.

**Growing AIOps-based services:** Unisys is focusing on growing and enhancing its AI-driven offerings, for which it invests in talent, technologies and partnerships. Its CloudForte AIOps solution leverages AI and ML models and analytics to empower this tool. It has enabled customers to gain actionable insights, predictive analytics and intelligent automation, driving significant operational efficiencies and improving CX.

## Caution

Although Unisys’ strategy of helping clients focuses on delivering significant business outcomes, it still needs to scale this approach. The company has delivered less number of outcome-based deals than its peers.





# Managed Hosting

## Managed Hosting

### Who Should Read This Section

This report is relevant to enterprises across all industries in the U.S. for evaluating managed hosting providers.

In this quadrant, ISG defines the current market positioning of managed hosting providers in the U.S. and how they address the key challenges enterprises face in the region.

Many enterprises across all industries in the U.S. have increasingly turned to managed hosting providers to optimize their IT operations while ensuring high reliability and performance. They are looking for providers delivering advanced virtualization technologies for their data center operations that offer enhanced service availability and ultra-low latency connections.

ISG observed that as U.S. based enterprises accelerate their digital transformation, the integration of automation within managed hosting services has become a pivotal focus this year. This automation helps streamline operations and reduce the potential for

human error, enhancing services' overall efficiency and reliability. Providers are expected to deliver intelligent systems that leverage ML algorithms to predict capacity needs and identify potential security threats before they impact business operations.

To address these needs, providers this year have invested in advanced network architectures that offer redundant connectivity and failover solutions that ensure high availability and continuity of service. Additionally, there has been a notable increase in the adoption of green technologies within data center infrastructure, with providers offering more energy-efficient solutions such as cooling technologies and power management systems.



**IT and infrastructure leaders** should read this report to analyze the tool modernization and hosting capabilities of providers and the impact of hosting advances on hybrid cloud strategies.



**Software development and technology leaders** should read this report to understand providers' offerings and their influence on ongoing software development and systems, including applications under development.

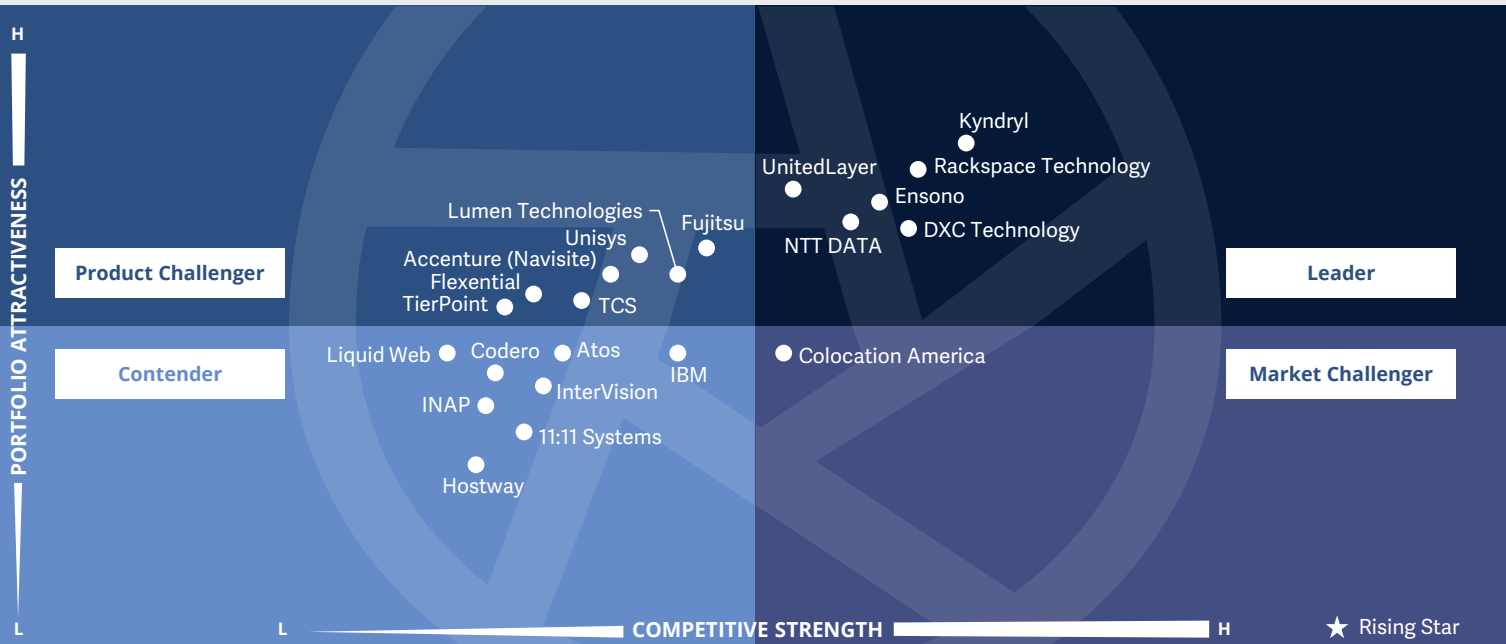


**Sourcing, procurement and vendor management professionals** should read this report to better understand the current landscape and partner ecosystem of managed hosting providers in the U.S.



**Private/Hybrid Cloud – Data Center Services  
Managed Hosting**

U.S. 2024



This quadrant assesses providers offering **enterprise-grade hosting** solutions using their **own** or **third-party** facilities. Providers are responsible for the **daily management** of data center equipment such as servers, storage, operating systems and networking.

*Shashank Rajmane*



## Managed Hosting

### Definition

This quadrant assesses service providers that offer standalone enterprise-grade hosting solutions using their own or third-party facilities to midmarket and large enterprise clients. The providers assessed here are responsible for regularly managing and maintaining data center components such as servers, storage, operating systems and connectivity to the external network. Ideally, clients state their application and operating requirements, and the managed hosting provider takes on the responsibility of provisioning the infrastructure to keep applications running effectively, with optimal performance and security.

The assessment includes providers monitoring IT assets, such as legacy systems and private and public clouds, through hybrid cloud management platforms. However, this evaluation does not include providers solely offering hybrid cloud management tools or platforms. Key service levels considered in this benchmark are data center tiers, multilayered

security, service availability and network (LAN) I/O performance during peak times. The assessment focuses on providers that deliver a comprehensive managed hosting service, ensuring high performance, security and reliability for enterprise clients. Enterprises also expect managed hosting providers to offer automated backup and recovery services that use advanced techniques and hosting applications near the workload to get ultra-low latency capabilities.

### Eligibility Criteria

1. Offer **enterprise-grade hosting** solutions using the provider's infrastructure
2. Offer active-active and active-passive **disaster recovery and backup services**
3. Have **technical** and **financial capacity** to upgrade infrastructure and maintain capacity plans to ensure hosting performance in advance if there is an increase in demand
4. **Can scale and maintain dedicated servers** and storage and shared cloud resources on the same network and management platform
5. Provide at least **five layers** of **data center security**



## Managed Hosting

### Observations

The managed hosting market growth was mainly driven by clients seeking enhanced computing efficiency. Most managed hosting providers offer self-service platforms featuring automated provisioning of virtual machines and databases across Windows and Linux environments. In the U.S., we saw an accelerated migration from public cloud to managed hosting to mitigate operational costs. Many providers have established their hosting platforms utilizing VMware technology, while a few have developed solutions based on Red Hat OpenStack. Most hosting providers offer direct link connections to public cloud services, enabling clients to operate in a hybrid environment. Hosting providers also leveraged colocation data centers to house their hardware, capitalizing on their robust infrastructure, security measures and connectivity to hyperscalers and the internet. A few providers also offered robust bare metal as a service. However, enterprises requiring hosting for legacy technologies, such as IBM mainframes, face limited provider options.

From the 67 companies assessed for this study, 22 qualified for this quadrant, with six being Leaders.

#### **DXC TECHNOLOGY**

**DXC Technology** has enhanced its managed hosting services with a broad range of integrated solutions, delivering 99.999 percent uptime across its expansive data center network and enforcing rigorous security protocols to safeguard enterprise operations.

#### **ensono**

**Ensono** excels in delivering comprehensive managed hosting focusing on private cloud, mainframe expertise and specialized infrastructure. Its approach includes strong technical support, tailored hardware and a secure private cloud for mission-critical applications.

#### **kyndryl**

**Kyndryl** has refined its managed hosting for U.S. enterprises, leveraging its expertise in mainframe services and strong partnerships. It offers secure, tailored solutions for sectors such as manufacturing and healthcare, focusing on modernizing legacy systems and scalable infrastructure.

#### **NTT DATA**

**NTT DATA** has improved its managed hosting services through its robust data center infrastructure and comprehensive security measures. With many high-tier data centers, the company ensures reliable and compliant hosting services tailored for highly regulated industries.

#### **rackspace** technology

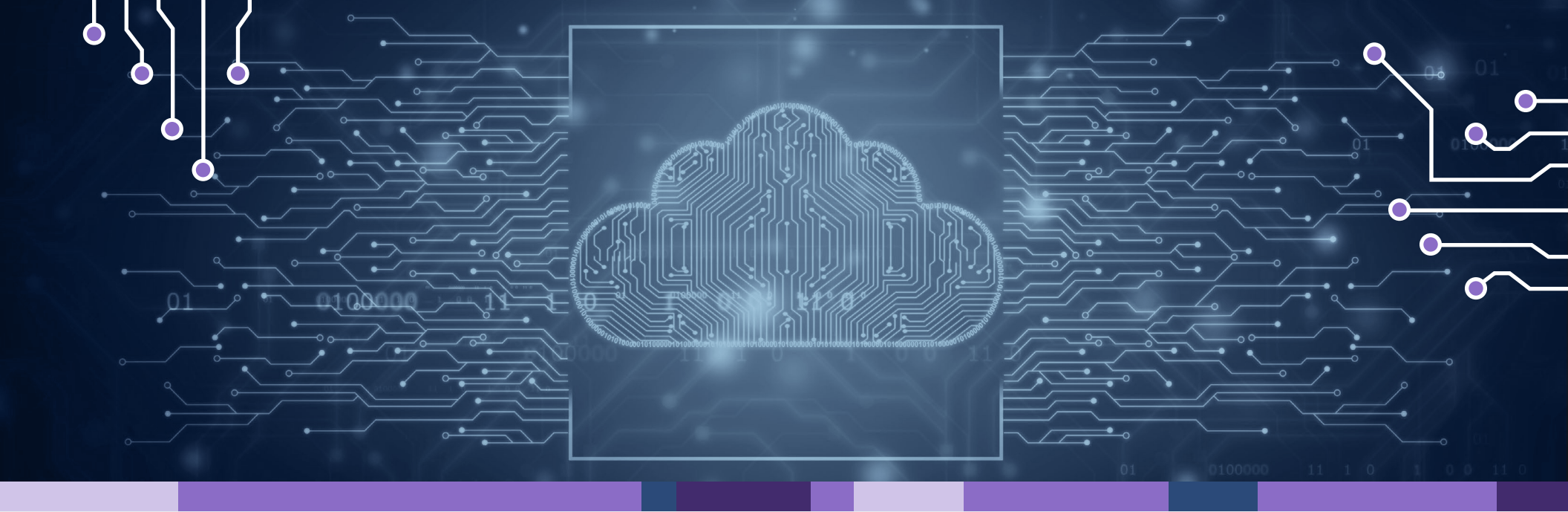
**Rackspace Technology** leverages its flexible hosting solutions and exceptional customer service to meet diverse enterprise needs effectively. Focusing on modular SDDC offerings and tailored cloud solutions, it supports industry-specific requirements, particularly in BFSI and healthcare verticals.

#### **UnitedLayer**

**UnitedLayer** capitalizes on its G3 Private Cloud to offer high-availability, secure and resilient managed hosting services by capitalizing on its G3 Private Cloud to offer tailored, high-availability, secure and resilient hosting solutions tailored for critical sectors such as the healthcare and BFSI. It meets stringent sector-specific requirements for cloud solutions and advanced disaster recovery capabilities.







# Colocation Services

### Who Should Read This Section

In this quadrant, ISG defines the current market positioning of colocation service providers in the U.S. and how they address the key challenges enterprises face in the region.

ISG observed that enterprises across the U.S. have increasingly leveraged colocation services to enhance their IT infrastructure efficiency while mitigating the capital expenditures associated with owning and operating data centers. Enterprises use colocation services to leverage high-quality facilities, enhanced connectivity and stringent security measures, ensuring operational continuity and efficient access to IT resources.

Colocation addresses key challenges of U.S. enterprises such as the need for high-capacity data center management, high availability and disaster recovery standards, and realty costs. Enterprises seek colocation providers to offer resilient infrastructure to support demanding applications requiring high bandwidth and

low latency. Additionally, enterprises expect colocation providers to provide flexible, scalable solutions that adapt to rapid technological changes and varying demands. Preferences lean toward providers offering a range of connectivity options, ensuring optimal network performance and redundancy.

This year, colocation providers focus on expanding their geographic footprint and enhancing their technological capabilities. They have made significant investments in AI and ML to optimize data center operations and energy efficiency. The providers have also innovated cooling technologies and integrated renewable energy sources. Moreover, providers are enhancing their customer service platforms to offer personalized and responsive support, addressing the specific needs of diverse enterprise clients.



**IT and infrastructure leaders** should read this report to analyze the capabilities of colocation providers and the market advancements influencing the management and operation of key workloads.

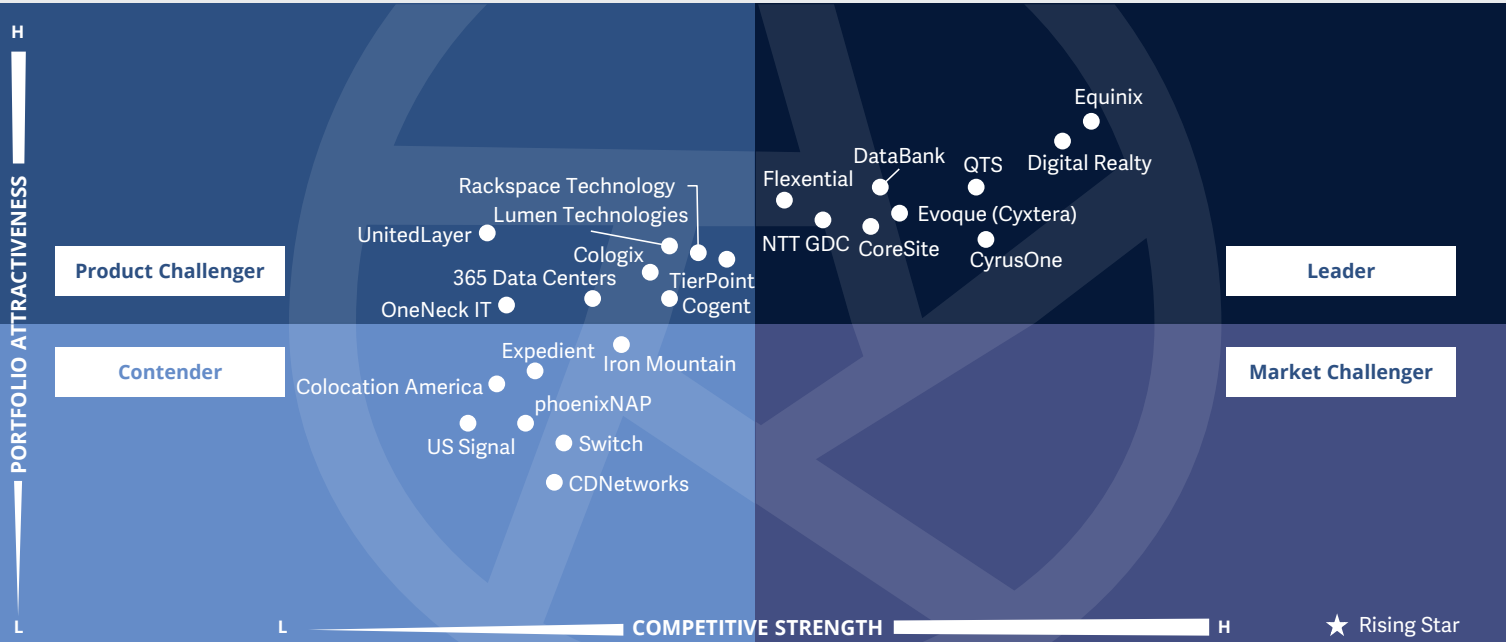


**Software development and technology leaders** should read this report to understand providers' positioning and offerings, along with their influence on ongoing development at an enterprise level.



**Sourcing, procurement and vendor management professionals** should read this report to better understand the current landscape and partner ecosystem of colocation service providers in the U.S.





This quadrant assesses providers that offer standardized **data center operations** as colocation services. These providers offer **sophisticated** and **secure** data center setups, many carrier choices, **interconnectivity, low latency** and **high bandwidth**.

*Shashank Rajmane*



## Colocation Services

### Definition

This quadrant assesses colocation providers offering standardized data center operations for midmarket and large enterprise clients, focusing on renting space for servers and computing hardware in a third-party infrastructure area. Providers offer building, cooling, power and security services, while clients manage their hardware. Key offerings include high-quality data center setups and onboarding services, diverse connectivity with various carriers and telecommunication providers, low latency, high bandwidth for content delivery, scalability and flexibility in services. Security and compliance are paramount, ensuring data and infrastructure protection. These centers also serve as community access points, fostering collaboration among hosting providers, system houses and end users.

Enterprise clients procure colocation services to reduce operating expenditures while balancing quality and affordability, including professional support, remote hands, monitoring and maintenance. They expect a standardized and sophisticated data center setup, several carrier options, low latency and high bandwidth at affordable prices to deliver rich content or critical, latency-sensitive information to users within and outside major metropolitan areas. Colocation providers offer a secure, high-performance environment for critical IT infrastructure by leveraging next-generation AI and ML technologies that are adaptable to changing business needs.

### Eligibility Criteria

1. Own facilities that offer **standardized data center** architecture design for colocation
2. Offer **secure** and high-quality **network** equipment, appliances and connectivity systems
3. Guarantee **power density** to support current and future technologies
4. Provide at least **five layers of data center security**
5. Possess **appropriate certifications** such as SSAE 16, HIPAA, ISO 14001, ISO 22301, ISO 27001, ISO 50001, EN 50600, PCI DSS, NIST2, FISMA and SOC Type 1 and 2
6. Amenable to SLAs related to **hands-and-feet support** and hardware replacement
7. Offer **facilities with traffic exchange points** in proximity to users and hyperscalers
8. Offer **disaster recovery and backup solutions**
9. Leverage **clean energy sources** and solutions to **reduce energy consumption**, including zero carbon emission and **green data center** initiatives



## Colocation Services

### Observations

Colocation providers in the U.S. have been significantly enhancing their operational scope through regional growth and technological upgrades, addressing the increasing enterprise needs. Notably, facilities in tech-centric areas such as Dallas and Seattle are broadening their data center capacities to accommodate rising demands for high-density computing and advanced digital frameworks. This is strategically aimed at boosting service capabilities, particularly in emerging tech hubs to refine network efficacy and minimize latency across various business applications. The U.S. providers are integrating AI technology to improve operational efficiency and curb energy use. Major industry players in the colocation market are executing strategic plans and frameworks to attain advanced energy efficiency and handle operational complexities more effectively. Enterprises are turning to colocation providers for enhanced operational dynamics over traditional on-premises structures, with a preference for nearby facilities to leverage low-latency applications. Aiming for over 90 percent renewable energy

utilization in their operations, colocation firms are improving cooling technologies and focusing on enhancing CX through extensive remote hand services and self-service options. As GenAI requires low latency for immediate data interchange with users, pushing computational processes closer to the edge, the significant power needs of GenAI are leading local providers to integrate renewable energy sources such as solar and wind. Recent investments from colocation and hyperscale operators reflect a commitment to expanding these renewable energy resources to support future GenAI requirements.

From the 67 companies assessed for this study, 24 qualified for this quadrant, with nine being Leaders.

### CoreSite

**CoreSite** has invested extensively in offering robust colocation services and developed a strong partner network with major cloud providers. The firm's interconnection services enhance application performance and cost efficiency, making it a key sourcing associate in digital transformation.

### CyrusOne

**CyrusOne's** strategic moves in 2023 underscore its leadership in innovating Intelliscale™ for data-intensive workloads, backed by a robust colocation architecture. Investments in renewable energy sourcing with clear sustainability goals make it a top choice among enterprises.

### DataBank

**DataBank** continues to expand its regional footprint by adding more capacities in the Southeastern and Southwestern states of the U.S. The firm has procured lands to add new data center campuses in Northern Virginia and Atlanta with its new design concepts and secured set-up.

### Digital Realty

**Digital Realty** has a large data center footprint with 81 colocation facilities across strategic markets in the U.S. The company invested heavily in sustainable infrastructure and launched high-density colocation services to address clients' evolving requirements better.

### Evoque (Cyxtera)

**Evoque (Cyxtera)**, now Centersquare, offers enhanced colocation and digital exchange services to U.S. clients. Through SmartCabs and AOM offerings, it emphasizes adaptability and tailored support as essential for changing enterprise needs, primarily for finance and healthcare sectors.

### Equinix

**Equinix** leads the U.S. colocation market, delivering robust end-to-end digital infrastructure platforms to enterprises across sectors. The company continues to grow its market share by investing in green initiatives and cooling system offerings.

### Flexential

**Flexential** transitioned from a Rising Star to a Leader this year primarily because of improved scalability, service offerings with HPC capabilities and advanced cooling systems, secure and scalable network and edge solutions, and enhanced interconnection services.



## Colocation Services


### NTT GDC

**NTT GDC** expanded its data center infrastructure by partnering with CoreSite and PhoenixNAP in the U.S. to bolster its global IP network and offer secure, customizable colocation solutions. It has invested in innovative smart hands services, enhanced connectivity and customizable options for private suites, cages, racks and power.

### QTS

**QTS** has improved its colocation offerings with customer-centric innovations such as MAPs™ and AI-driven SmartCam solutions. Investments in remote hands services enhance infrastructure control, reflecting a move toward flexible, cost-effective operations tailored to a diverse clientele.





# Star of Excellence

A program, designed by ISG, to collect client feedback about providers' success in demonstrating the highest standards of client service excellence and customer centricity.







# Appendix

The ISG Provider Lens 2024 – Private/Hybrid Cloud – Data Center Services study analyzes the relevant software vendors/service providers in the U.S. market, based on a multiphased research and analysis process and positions these providers based on the ISG Research methodology.

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The research and analysis presented in this report includes research from the ISG Provider Lens program, ongoing ISG Research programs, interviews with ISG advisors, briefings with services providers and analysis of publicly available market information from multiple sources. The data collected for this report represents information that ISG believes to be current as of May 2024, for providers who actively participated as well as for providers who did not. ISG recognizes that many mergers and acquisitions have taken place since that time, but those changes are not reflected in this report.

All revenue references are in U.S. dollars (\$US) unless noted.

The study was divided into the following steps:

1. Definition of Private/Hybrid Cloud – Data Center Services market
2. Use of questionnaire-based surveys of service providers/ vendor across all trend topics
3. Interactive discussions with service providers/vendors on capabilities & use cases
4. Leverage ISG’s internal databases & advisor knowledge & experience (wherever applicable)
5. Use of Star of Excellence CX-Data
6. Detailed analysis & evaluation of services & service documentation based on the facts & figures received from providers & other sources.
7. Use of the following key evaluation criteria:
  - \* Strategy & vision
  - \* Tech Innovation
  - \* Brand awareness and presence in the market
  - \* Sales and partner landscape
  - \* Breadth and depth of portfolio of services offered
  - \* CX and Recommendation



## Author & Editor Biographies

Author



**Shashank Rajmane**  
**Manager and Principal Analyst**

Shashank Rajmane has more than a decade of extensive experience in research and works as a Principal Analyst at ISG. He leads the efforts for ISG Provider Lens™ studies — Public Cloud Services & Solutions and Private/Hybrid Cloud & Data Center Outsourcing Services. He also authors the U.S. and Global reports. Apart from these, Shashank has been part of many consulting engagements and helping ISG's enterprise clients with their cloud strategy, along with selecting the right service providers/vendors based on their IT-related buying requirements.

He has authored several white papers, thought leadership articles, briefing notes, blogs and service provider intelligence reports, especially in the next-generation hybrid cloud and infrastructure services domain. Shashank has also delivered several workshops, webinars and podcasts and has been quoted in IT journals.

Enterprise Context and Overview Analyst



**Yatharth Bharti**  
**Senior Research Analyst**

Yatharth is a Senior Research Analyst at ISG. He is responsible for supporting and co-authoring Provider Lens™ studies on Public Cloud and Private Hybrid Cloud Data Centre Solutions and Services. Yatharth supports the Lead Analysts in the research process on multiple regions and authors the global summary report, and focal points. He also collaborates with the Lead Analysts in the process of rating the providers and building insights around the market trends and drivers.

Yatharth has over 5 years of experience with a strong background in research, data analysis, and business analysis.

In his previous role, Yatharth oversaw custom research and analysis projects to support businesses in better decision-making. Specializing across various industries with Everest Group, Yatharth provided valuable insights and recommendations and led in-depth analyses of enterprises and their operations to provide tailored insights to the clients.



## Author & Editor Biographies



*Study Sponsor*

**Heiko Henkes**  
**Managing Director, ISG Provider Lens™**

Heiko Henkes serves as Director and Principal Analyst at ISG, overseeing the Global ISG Provider Lens™ (IPL) Program for all IT Outsourcing (ITO) studies alongside his pivotal role in the global IPL division as a strategic program manager and thought leader for IPL lead analysts.

Henkes heads Star of Excellence, ISG's global customer experience initiative, steering program design and its integration with IPL and ISG's sourcing practice. His expertise lies in guiding companies through IT-based business model transformations, leveraging his deep understanding of continuous transformation,

IT competencies, sustainable business strategies and change management in a cloud-AI-driven business landscape. Henkes is known for his contributions as a keynote speaker on digital innovation, sharing insights on using technology for business growth and transformation.



*IPL Product Owner*

**Jan Erik Aase**  
**Partner and Global Head – ISG Provider Lens™**

Mr. Aase brings extensive experience in the implementation and research of service integration and management of both IT and business processes. With over 35 years of experience, he is highly skilled at analyzing vendor governance trends and methodologies, identifying inefficiencies in current processes, and advising the industry. Jan Erik has experience on all four sides of the sourcing and vendor governance lifecycle - as a client, an industry analyst, a service provider and an advisor.

Now as a research director, principal analyst and global head of ISG Provider Lens™, he is very well positioned to assess and report on the state of the industry and make recommendations for both enterprises and service provider clients.



### iSG Provider Lens™

The ISG Provider Lens™ Quadrant research series is the only service provider evaluation of its kind to combine empirical, data-driven research and market analysis with the real-world experience and observations of ISG's global advisory team. Enterprises will find a wealth of detailed data and market analysis to help guide their selection of appropriate sourcing partners, while ISG advisors use the reports to validate their own market knowledge and make recommendations to ISG's enterprise clients. The research currently covers providers offering their services across multiple geographies globally.

For more information about ISG Provider Lens™ research, please visit this [webpage](#).

### iSG Research™

ISG Research™ provides subscription research, advisory consulting and executive event services focused on market trends and disruptive technologies driving change in business computing. ISG Research™ delivers guidance that helps businesses accelerate growth and create more value.

ISG offers research specifically about providers to state and local governments (including counties, cities) as well as higher education institutions. Visit: [Public Sector](#).

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### iSG

ISG (Information Services Group) (Nasdaq: III) is a leading global technology research and advisory firm. A trusted business partner to more than 900 clients, including more than 75 of the world's top 100 enterprises, ISG is committed to helping corporations, public sector organizations, and service and technology providers achieve operational excellence and faster growth. The firm specializes in digital transformation services, including AI and automation, cloud and data analytics; sourcing advisory; managed governance and risk services; network carrier services; strategy and operations design; change management; market intelligence and technology research and analysis.

Founded in 2006, and based in Stamford, Conn., ISG employs 1,600 digital-ready professionals operating in more than 20 countries—a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry's most comprehensive marketplace data.

For more information, visit [isg-one.com](http://isg-one.com).



**JUNE, 2024**

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**REPORT: PRIVATE/HYBRID CLOUD – DATA CENTER SERVICES**