ⁱSG Provider Lens™

Next-Gen Private/Hybrid Cloud– Data Center Solutions & Services

A research report comparing provider strengths, challenges and competitive differentiators

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G green

QUADRANT REPORT | JUNE 2022 | SWITZERLAND

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Executive Summary

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Demand for cloud services is at the highest level

While the infrastructure outsourcing market continues to grow, pricing of services has been falling significantly across the globe. Most service providers are using automation to compensate for this decline and the increase in employee turnover and employee costs. At the same time, the market is threatened by the rise in cybersecurity threats and the growing complexity of the controlled cloud landscapes.

The IT and business services market in Europe remains robust, demonstrating a stable performance in the managed services segment during the first quarter of 2022. During this period, the volume of the overall market, which includes as-a-service and managed services, increased by 24 percent year on year. ISG attributes this to the high growth in the IT and business process outsourcing, particularly across the U.K., France, Germany, Austria and Switzerland. In the IT outsourcing environment, the main contributors were application development and maintenance (ADM) services, along with infrastructure services.

The high demand for IT outsourcing and cloud services is driven by the increase in digitization, combined with the need for resilience and agility in modern enterprises. Most enterprises have adopted cloud technologies in data centers and hosting and colocation facilities to enable rapid deployment of new services in a suitable infrastructure. They require more service support, because the handling of such architectures and technologies is complex

Digitalization gives a boost to managed services and hosting market

and can't be handled in most cases by in-house staff. User companies are investing less in their own hardware and relying on the flexibility and scalability of cloud providers to reduce capital expenditures. Because most service providers offer both managed services and managed hosting, the offerings are fluid and overlap. For the customer, it is important to select the right provider that offers comprehensive support in planning, implementation and operation of clouds.

Managed hosting providers that used to own and operate data centers are becoming more reliant on colocation services. As a result, the need for additional colocation data centers is increasing. Clients in this space include integrators, companies that are downsizing or closing their data centers, and public cloud providers, some of which are no longer building their own data

centers but using the space and services of colocation providers.

More than 1,000 managed service and hosting providers in Germany, Austria and Switzerland have access to around 100 million residents and over 5 million mid-sized companies and corporations. Cloud-native applications are designed to use APIs and microservices to share data quickly. Legacy applications that reside outside the cloud infrastructure require low-latency networks to maintain a consistent speed in these data transfers. Hosting and colocation providers offer better networks than what customers can configure on premises. Low-latency networks are essential for high-quality services over long distances. There is a growing number of user companies that require a maximum latency of 35 milliseconds or even less. The number of these companies will continue to rise due to ongoing digitization projects.

Managed Services

Managing hybrid infrastructures requires tools for integrated infrastructure operations. In most cases, VMware and ServiceNow serve as the foundation for service providers to run machine learning for automation development. Their advanced service platforms can automate incident analysis and resolution while suggesting possible root causes and providing more contextual information, leading to reduced mean time to detection (MTTD) and mean time to repair (MTTR).

From a customer perspective, midmarket companies seek to simplify infrastructure management and reduce their operational risk. Large enterprises, on the other hand, want to reduce service disruptions to improve their service quality. Leading players in the space are a step ahead of competitors, offering a range of robust

automation capabilities to improve quality and simplify management.

Managed services have long evolved to support various multicloud and multi-platform landscapes. In some cases, mainframe services are also integrated. As a result, management has become more complex.

Managed service providers are prepared for the challenges and have an adequate number of experts with appropriate certifications in the service, product and partner sector, including hyperscalers. Relevant providers maintain partnerships with several hyperscalers, maintaining at least one such as AWS or Microsoft Azure. They have extended their machine learning models to provide customers with usage analytics and insights to optimize infrastructure through consolidation and right sizing.

Large enterprises have scope to tap the services of multiple public clouds as they offer different capabilities. This possibility not only enables differentiation but is also seen as a second pillar of top service. The services are becoming more refined and are mainly distinguished by automation and intelligence to improve management quality, speed up production and improve security, while also ensuring proactive management and self-healing in case of failure.

Focus is on offering industry specific solutions with efficient infrastructure.

In Switzerland, leading providers for large customers are Accenture, Atos, BitHawk, Kyndryl, Swisscom, T-Systems, ti&m, Trivadis and UMB. Leading providers for SMEs are Aveniq, Axians, Bechtle, ELCA, EveryWare, MTF, Netcloud and Swisscom.

Managed Hosting

The study found more competitors in the managed hosting market in 2021. This market, once threatened by the emergence of public cloud hyperscalers, is now being brought to life by new technologies. Hosting providers are offering automated self-service platforms that mimic the public cloud services portfolio. Their platforms are integrated with cloud providers through hyper connectivity. High-end infrastructure technology makes hosting services a suitable option for running stable applications that will not benefit from cloud services such as auto scaling. More hosting providers are offering bare metal servers on a pay-per-use basis to support custom requirements.

The asset-heavy nature of the business has widened the gap between large established providers and newer or smaller providers. This section focuses on private cloud hosting resources and their integration into hybrid operating models. Providers in this space have been developing hybrid cloud services that can be combined in any way and are operated on a single platform.

The market growth of traditional managed hosting services has been stagnant for several years. However, they are a necessary component to be integrated into any type of modern cloud architecture. Managed hosting providers offer significant differentiation potential from those that deal exclusively or predominantly with the public cloud platform market. This study thus focuses on private cloud hosting resources and their integration into hybrid operating models.

Enterprises in Switzerland attach high importance to the data center location of their IT service providers. The offerings are typically modular, transparent and flexible. When providers are maintaining the physical infrastructure from a data protection perspective, easy integration into existing legacy systems is just as important as pragmatic hybrid solutions. Given the strong focus on compliance, the provision of local data centers with a high level of certification is the minimum standard that providers should offer to customers.

The public cloud, along with its innovative application-level opportunities in areas such as AI, machine learning and IoT, still stands as the main focus for most IT departments. Migration projects or the option of the individual platform combination model are at the heart of decisions, which usually boil down to a hybrid or multicloud approach.

As a result, leading providers have massively expanded their portfolios and offer platform services in various combinations on a single stack. Many offer self-developed private cloud stacks with a high level of functionality, some of which are intelligently automated and have a self-service portal. Most IT providers maintain several certified partnerships with large public cloud providers, primarily Microsoft Azure. The use of Google, Oracle and Alibaba is also on the rise. Leading providers have more certified experts to provide a comprehensive approach to operations in all cloud environments or deliver a cloud-agnostic strategy.

In the large enterprise segment, managed hosting services typically cover data center security, redundancy and certifications. The focus has been shifted toward the competencies of IT providers to implement successful transitions and the commissioning of individual cloud

models with standardized end-to-end frameworks, tool modernization and solutions. IT service providers that provide meaningful advice and support for next-generation infrastructure implementation ensure a high level of satisfaction.

Mid-sized companies are looking for operational reliability with pragmatic and modular service components in managed hosting. The distinguishing factors are the different service packages and self-service portals. Apart from the right architectural design by the IT specialist, the focus is on the possibility of independently using and combining different services and functionalities in readymade solutions.

In both segments, there is a clear trend towards adopting modular as-a-service offerings in the security sector, allowing for the use and optimization of cost-effective security offerings across all platforms.

Leading providers for large customers and corporations are Aveniq, Atos, EveryWare, ti&m, T-Systems and Swisscom.

Leading providers for Swiss SMEs are Bechtle, ELCA, MTF and Swisscom.

Colocation Services

A large and increasing portion of data center capacity in Switzerland is taken up by cloud computing. Several studies predict that cloud data centers will represent the majority by 2025. This favors the expansion of digital networks and advancing digitization of Switzerland, clearly reflected in the data throughput of the SwissIX node in Zurich. The node connects about 230 customers and has reached peak traffic of up to 840 Gbit/s in 2021, with an upward trend. Topics such as integration and security have been successfully mastered and reached a new standard. Last year's developments were therefore aimed at increasing

usability to enable easier handling of the booked services.

The high demand combined with the continuing shortage of resources has led to a new economic awareness in data centers built in recent years. In 2020, the average power user effectiveness (PUE) value was still 1.7. Currently, the average PUE value of each new data center is falling to 1.3 and below. In contrast, the number of installed workloads per kilowatt hour of electricity has increased fivefold since 2010. Data centers in Switzerland have a high energy demand and are responsible for about 3.6 percent of electricity consumption in the country. To achieve a favorable PUE value, modern cooling and passive concepts were developed, and technical innovations are not limited to the temperature. Within the racks, the focus is on optimal hardware interoperability which help increase the power density in the available space.

Executive Summary

Investments in data centers below 40 kW are no longer profitable, and the era of large data centers with more than 1 MW has begun. There are now about 10 of them in Switzerland, providing a total connected load of 70 MW.

Leading providers in the large accounts segment are EveryWare, Equinix, Green, Interxion, NTT GDC NTS, Safe Host and Swisscom; hosttech has been nominated as a Rising Star.

Provider Positioning

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	Managed Services for Large Accounts	Managed Services for Midmarket	Managed Hosting for Large Accounts	Managed Hosting for Midmarket	Colocation Services
*um (Orange)	Contender	Not In	Not In	Not In	Not In
Abraxas	Not In	Not In	Market Challenger	Not In	Not In
Accenture	Leader	Not In	Not In	Not In	Not In
ACP	Not In	Product Challenger	Not In	Not In	Not In
All for One Group	Not In	Product Challenger	Not In	Not In	Not In
alphosting	Not In	Not In	Contender	Not In	Not In
Anexia	Not In	Not In	Not In	Market Challenger	Not In
Aspectra	Not In	Not In	Not In	Contender	Not In
AtlasEdge	Not In	Not In	Not In	Not In	Product Challenger

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	Managed Services for Large Accounts	Managed Services for Midmarket	Managed Hosting for Large Accounts	Managed Hosting for Midmarket	Colocation Services
Atos	Leader	Not In	Leader	Not In	Not In
Aveniq (Avectris)	Not In	Leader	Leader	Not In	Not In
Axians	Not In	Leader	Not In	Not In	Not In
Bancadati	Not In	Not In	Not In	Not In	Contender
Bechtle	Not In	Leader	Not In	Leader	Not In
Bedag Informatik	Not In	Not In	Contender	Not In	Not In
BitHawk	Leader	Not In	Not In	Not In	Not In
BrainServe	Not In	Not In	Not In	Not In	Product Challenger
BT	Contender	Not In	Contender	Not In	Not In

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Provider Positioning

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	Managed Services for Large Accounts	Managed Services for Midmarket	Managed Hosting for Large Accounts	Managed Hosting for Midmarket	Colocation Services
CANCOM	Not In	Product Challenger	Not In	Not In	Not In
Capgemini	Product Challenger	Not In	Not In	Not In	Not In
CGI	Contender	Not In	Not In	Not In	Not In
CKW	Not In	Not In	Not In	Contender	Contender
Cognizant	Product Challenger	Not In	Not In	Not In	Not In
ColoBâle	Not In	Not In	Not In	Not In	Contender
Controlware	Not In	Product Challenger	Not In	Not In	Not In
Data11	Not In	Not In	Not In	Not In	Contender
Datacenter ZUG/ acdalis	Not In	Not In	Not In	Not In	Contender

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	Managed Services for Large Accounts	Managed Services for Midmarket	Managed Hosting for Large Accounts	Managed Hosting for Midmarket	Colocation Services
Datasource	Not In	Not In	Not In	Not In	Contender
DevoteamIAlegri	Market Challenger	Market Challenger	Not In	Not In	Not In
DXC	Product Challenger	Not In	Not In	Not In	Not In
Econis	Not In	Contender	Product Challenger	Not In	Not In
ELCA	Not In	Leader	Not In	Leader	Not In
eqipe	Not In	Not In	Not In	Contender	Not In
Equinix	Not In	Not In	Not In	Not In	Leader
EveryWare	Not In	Leader	Leader	Not In	Leader
exasys	Not In	Not In	Not In	Not In	Market Challenger

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	Managed Services for Large Accounts	Managed Services for Midmarket	Managed Hosting for Large Accounts	Managed Hosting for Midmarket	Colocation Services
Fujitsu	Product Challenger	Not In	Product Challenger	Not In	Not In
Green	Not In	Contender	Not In	Contender	Leader
gridscale	Not In	Not In	Not In	Product Challenger	Not In
gtt	Not In	Not In	Not In	Not In	Contender
HCL	Product Challenger	Not In	Not In	Not In	Not In
Hexaware	Contender	Not In	Not In	Not In	Not In
hosttech	Not In	Not In	Not In	Contender	Rising Star ★
Infomaniak	Not In	Not In	Product Challenger	Not In	Product Challenger
Interxion (Digital Realty)	Not In	Not In	Not In	Not In	Leader

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	Managed Services for Large Accounts	Managed Services for Midmarket	Managed Hosting for Large Accounts	Managed Hosting for Midmarket	Colocation Services
ITpoint	Not In	Contender	Not In	Product Challenger	Not In
Itris One	Not In	Not In	Not In	Market Challenger	Not In
IWB	Not In	Not In	Not In	Not In	Product Challenger
JMC	Not In	Product Challenger	Not In	Market Challenger	Not In
Kyndryl	Leader	Not In	Leader	Not In	Not In
Lake Solution	Not In	Contender	Not In	Not In	Not In
Leuchter IT	Not In	Not In	Not In	Market Challenger	Not In
Levantis	Not In	Not In	Not In	Not In	Contender
MTF	Not In	Leader	Not In	Leader	Not In

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	Managed Services for Large Accounts	Managed Services for Midmarket	Managed Hosting for Large Accounts	Managed Hosting for Midmarket	Colocation Services
Netcloud	Not In	Leader	Not In	Not In	Not In
Netskin	Not In	Not In	Not In	Contender	Contender
nexellent	Not In	Not In	Contender	Not In	Not In
nine	Not In	Not In	Not In	Product Challenger	Not In
NorthC	Not In	Not In	Not In	Not In	Product Challenger
Novatrend	Not In	Not In	Contender	Not In	Not In
NTS Workspace	Not In	Not In	Not In	Not In	Leader
NTT DATA	Product Challenger	Not In	Product Challenger	Not In	Not In
NTT GDC	Not In	Not In	Not In	Not In	Leader

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Provider Positioning

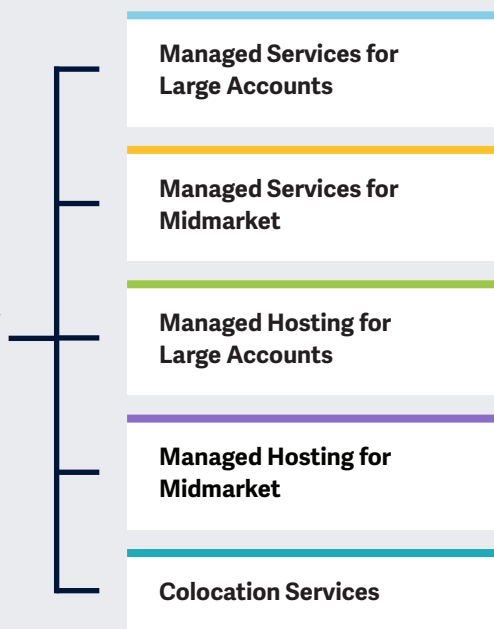|	Managed Services for Large Accounts	Managed Services for Midmarket	Managed Hosting for Large Accounts	Managed Hosting for Midmarket	Colocation Services
Orange Business Services	Not In	Not In	Product Challenger	Not In	Not In
procloud	Not In	Not In	Not In	Product Challenger	Not In
Rackspace Technology	Product Challenger	Not In	Product Challenger	Not In	Not In
Safe Swiss Cloud	Not In	Not In	Not In	Product Challenger	Not In
Safe Host	Not In	Not In	Not In	Not In	Leader
Servertown	Not In	Not In	Not In	Contender	Not In
Smart IT	Not In	Not In	Not In	Product Challenger	Not In
Sopra Steria	Product Challenger	Not In	Contender	Not In	Not In
Swisscom	Leader	Leader	Leader	Leader	Leader

Provider Positioning

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	Managed Services for Large Accounts	Managed Services for Midmarket	Managed Hosting for Large Accounts	Managed Hosting for Midmarket	Colocation Services
TCS	Product Challenger	Not In	Product Challenger	Not In	Not In
ti&m	Leader	Not In	Leader	Not In	Not In
Trivadis (Accenture)	Leader	Not In	Not In	Not In	Not In
T-Systems	Leader	Not In	Leader	Not In	Not In
UMB	Leader	Not In	Not In	Not In	Not In
Unisys	Contender	Not In	Not In	Not In	Not In
VSHN	Product Challenger	Product Challenger	Not In	Not In	Not In
Wipro	Product Challenger	Not In	Not In	Not In	Not In
Xelon	Not In	Not In	Not In	Contender	Not In

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This study focuses on what ISG perceives as most critical in 2022 for **Private/ hybrid cloud and data center outsourcing**

Simplified Illustration Source: ISG 2022

Managed Services for Large Accounts

Managed Services for Midmarket

Managed Hosting for Large Accounts

Managed Hosting for Midmarket

Colocation Services

Definition

Data center outsourcing is the process of outsourcing the management responsibility for the entire data center facility to a third-party provider. It includes orchestration, integrated monitoring, and management of compute, storage, database, middleware and other infrastructure resources. The data center may be owned by the enterprise, service provider or colocation provider. Integrated monitoring and management services are typically delivered from the provider's site via an offshore, onshore or nearshore shared service center or dedicated delivery center model. They are classified as remote infrastructure management, or RIM, services.

A private cloud is an extension of an organization's existing computing environment, using investments already made in virtual infrastructure and applications. Companies with strict security and governance requirements that need to process large volumes of data while ensuring tight integration of business applications and workflows may prefer an on-premises or private cloud, with hardware hosted on site at the customer's premises. IT service providers can build private clouds by using scalable virtual computing, networking and storage resources running in their data centers or over shared infrastructure, but in an adequately configured and isolated environment.

A hybrid cloud combines existing on-premises infrastructure services with a private or public cloud or even both. The goal is to combine services and data from different cloud models and set up a unified, automated and well-managed computing environment. One of the fundamental benefits of hybrid cloud deployment is the high level of control

offered to the enterprise. Hybrid clouds allow enterprises to use the capabilities of public cloud platform providers without having to outsource all their data to a third-party data center. As a result, they benefit from greater flexibility while still being able to operate key components within their own firewalls.

Scope of the Report

In this ISG Provider Lens™ quadrant study, ISG includes the following five quadrants Managed Services for Large Accounts, Managed Services for Midmarket, Managed Hosting for Large Accounts, Managed Hosting for Midmarket and Colocation Services.

The ISG Provider Lens ™ study offers IT decision makers the following advantages:

- A differentiated provider positioning based on competitive strengths and portfolio attractiveness

- Various market focus areas, including the U.S., the U.K., U.S. public sector, Germany, Switzerland, the Nordic countries, Brazil, Australia, the Benelux countries, France, Malaysia and Singapore

ISG studies provide an essential decision-making basis for positioning, partnership and go-to-market considerations.

ISG Advisors and corporate customers also use information from these reports to evaluate their current and potential new supplier relationships.

Provider Classifications

Provider positioning reflects the suitability of the respective IT providers for a defined market segment or quadrant. Unless otherwise stated, the positioning applies to all company sizes and industries. If the IT service requirements of large enterprises and SMEs differ and the range

of IT providers operating in the local market is large enough, IT providers will be further differentiated by service according to the target group for products and services. Either industry requirements or the number of employees, as well as the corporate structures of the customers, are considered, and the IT providers are placed based on their focus. As a result, a distinction is made between two customer groups, which are defined as follows:

Midmarket: Companies with 100 to 4,999 employees or sales between $20 million and $999 million, headquartered in the respective country, mostly privately held.

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

The ISG Provider Lens™ quadrants are created based on a scoring matrix and contain four fields of provider classifications: Leader, Product Challenger, Market Challenger and contender. Each quadrant of an ISG Provider Lens™ study may also include a provider that ISG believes has great potential to achieve a Leader position. Those providers may be classified as Rising Stars.

Number of providers per quadrant: ISG evaluates and places key providers according to the scope of consideration for each study; the number of providers per quadrant is limited to 25, but exceptions may apply.

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.

★ **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.

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.

Managed Services
for Large Accounts

Managed Services for Large Accounts

Who Should Read This

This report is relevant to enterprises across all industries in Switzerland for evaluating hybrid cloud managed service providers.

In this quadrant report, ISG defines the current market positioning of managed service providers in Switzerland, and how they address the key challenges faced by large enterprises in the region.

To make optimum use of resources for data center infrastructure management, appropriate services are needed. Managed service providers offers advanced data-based workload assessment, transformation roadmaps and advisory on workload migration. They also help enterprises re-architecture legacy applications, integrate automation capabilities, adhere to the latest security requirements and optimize cloud governance.

The shift to cloud environments is making slow but noticeable progress in Switzerland. Hybrid cloud service providers require cutting-edge software and hardware technologies to address challenges associated with interoperability and accommodation of public cloud solutions and meet security requirements concerning core applications and sensitive data, which involves setting up integration architectures including IoT, AI, autonomous IT and Industry 4.0. The data center architecture reflects the presence of interoperative hardware and an underlying efficient setup, where there is synergy between technical requirement and user experience.

In 2021, many providers took advantage of advances in digitalization in the region. Lift-and-shift approaches have been replaced by holistic and sustainable futuristic solutions.

Enterprise clients are ensuring scalability and interoperability of all systems, while reducing expenses.

IT and infrastructure leaders should read this report to better understand the relative strengths and weaknesses, along with the modernization and service capabilities, of managed service providers, and how the advancements in the market impact enterprises' hybrid cloud strategies.
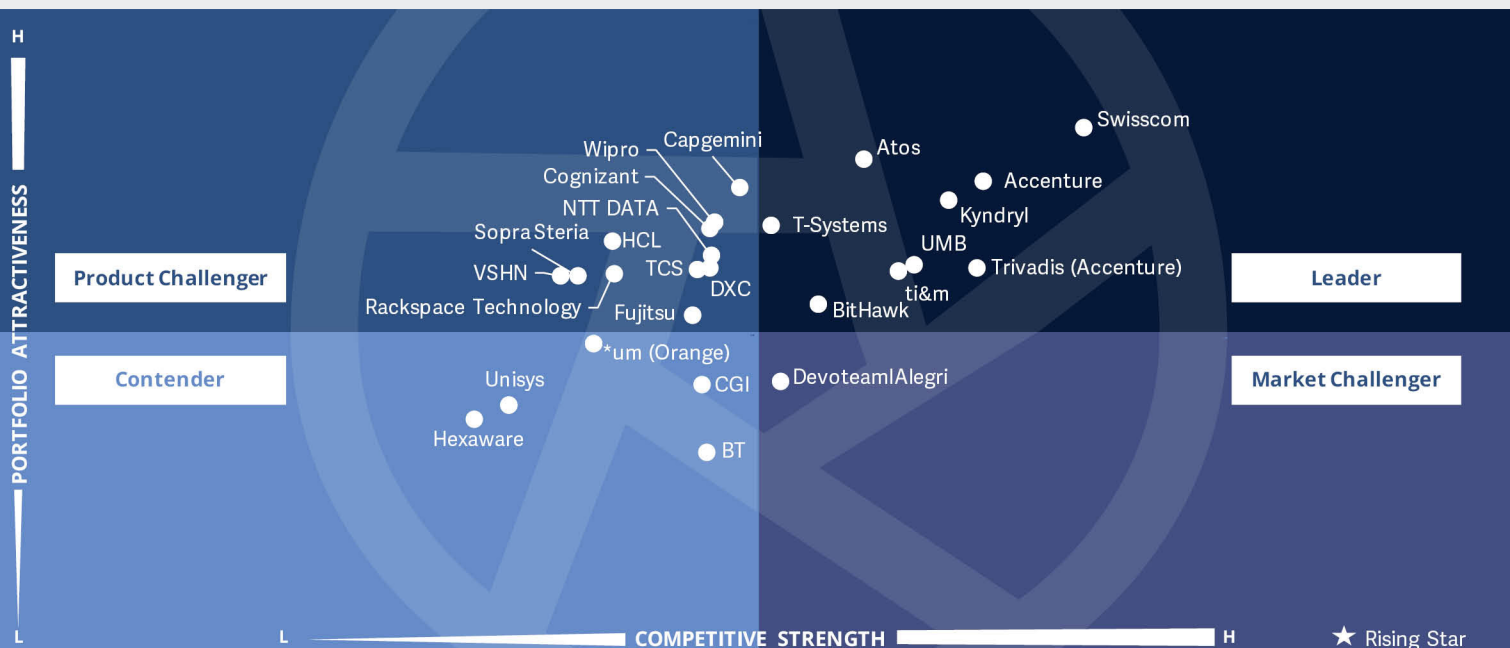
Sourcing, procurement and vendor management professionals should read this report to better understand the current landscape and partner ecosystem of managed service providers in Switzerland.

Software development and technology leaders should read this report to understand providers' positioning, their offerings, and their impact on the ongoing infrastructure transformation initiatives, along with the availability and scalability of developed applications, tools, etc., within an enterprise.

ISG Provider Lens™

Next-Gen Private/Hybrid Cloud – Data Center Solutions & Services
Managed Services for Large Accounts

Source: ISG RESEARCH

Switzerland 2022

H

PORTFOLIO ATTRACTIVENESS

Product Challenger

Contender

Wipro — Capgemini
Cognizant —
NTT DATA —
Sopra Steria — HCL
VSHN — TCS
Rackspace Technology — DXC
Fujitsu
*um (Orange)
Unisys
Hexaware — CGI
BT

Atos — Swisscom
Accenture
T-Systems — Kyndryl
UMB — Trivadis (Accenture)
ti&m
BitHawk
Devoteam|Alegri

Leader

Market Challenger

L

L — COMPETITIVE STRENGTH — H

★ Rising Star

This quadrant evaluates providers that offer **managed services** for **large enterprise** customers. Capabilities range from building flexible workflows to carrying out **professional end-to-end responsibility**.

Ulrich Meister, Wolfgang Heinhaus

Managed Services for Large Accounts

Definition

This quadrant evaluates providers' ability to provide ongoing management services for private and hybrid clouds, including traditional data center infrastructures and platforms that include physical and virtual servers, middleware, storage, databases and networking components. The IT infrastructure is in the customer's or service provider's data center or provided by a third party as a colocation service.

The participating providers usually take over the transition services and accompany customers in optimizing their existing IT landscape as part of this changeover. Typical projects include the consolidation of large data centers, virtualization, cloud enablement, and the configuration or implementation of a software-defined data center (SDDC). Transition services also include the expansion of existing facilities, the relocation of new workloads or the

creation of new private clouds. Managed services are characterized by the transfer of responsibility to a service provider and are governed by SLAs and penalties in case of non-compliance. On a broad scale, these services include deployment, real-time and predictive analytics, monitoring and operational management of the customer's on-premises, private and hybrid cloud environments. The goal is to maximize workload performance in the cloud, reduce costs, and ensure compliance and security. The participant should be able to manage both traditional and cloud-native application releases that include continuous integration and delivery processes.

Eligibility Criteria

1. Provide in-house services for private and hybrid clouds and data center infrastructure, such as servers, middleware, storage and databases without relying on partners

2. Provide services on the customer's premises or remotely and, if possible, as part of a shared service center

3. Established or emerging basic or standard relation with one of the major hyperscalers, such as AWS, Microsoft, Google or IBM

4. Experience with large transition projects, including automation, consolidation,

virtualization and cloud enablement

5. Ability to act as an extended arm of the customer company and participate in the design of blueprints, architecture frameworks and management flowcharts at the customer site

6. Provide centralized orchestration or management of hybrid IT infrastructure

7. Experience with business continuity planning, specifically remote management of a client's hybrid infrastructure

8. Relevant certifications to ensure compliance locally

Observations

The demand for managed cloud services market continues to grow and was further accelerated by the COVID-19 pandemic as enterprises transitioned to remote work to address urgent business needs. Hybrid and multicloud have become standard delivery models for modern infrastructures that require new technologies to ensure efficient and smooth operations.

The key driver for the use of managed services is the exponential increase in technology advancements and the complexity of business requirements for digitization. There is also a need to control transformation costs through increased automation by using intelligent operational processes and tools.

To address the increased demand for multiple public cloud services, providers should strengthen their public cloud partnerships and overcome their reliance

of working in silos. Therefore, existing core systems should be brought together with public cloud services.

Enterprises, especially large and globally active customers, face challenges in implementing these solutions due to the shortage of skilled workers for the necessary scaling, new business ideas and economic factors. This is where managed service providers act as supporting partners to build flexible workflows and provide the necessary scaling and professional end-to-end accountability.

The services come with more industry specific aspects. Managed services providers are adapting and evolving their offerings but are yet to reach their full potential.

The demand for increased transparency and control from customers is increasing. Providers can identify every aspect of the

systems and resource utilization, while deciding on the right set of resources based on customer demand.

Of the 81 service providers assessed for this study, 26 have qualified for this quadrant, nine were identified as Leaders.

accenture

Accenture continues to consolidate its position as a market leader with an attractive and compelling portfolio along with many clients. Customers benefit from the Accenture Cloud Platform (ACP) and its ability to manage any solution in as-a-service mode.

Atos

Atos has been optimizing its managed services portfolio with competencies in edge, analytics, security and cloud orchestration. These are offered as a

profitable and complete solution for customers and are scaled at the same time.

BitHawk

BitHawk continues to strengthen its position and service offering for the external market and scale it with its diverse portfolio.

Kyndryl

Kyndryl enjoys a stable position due to its strong understanding of security and cost, backed by a complete, innovative and cloud-independent portfolio.

Swisscom

Swisscom has strong capabilities in modernizing and transforming data centers with a high level of security. It ensures excellent operational and strategic performance to customers.

Managed Services for Large Accounts

T-Systems

T-Systems maintains a strong position at all levels, offering customers first-class platform management and new types of contracts that are considered innovative.

ti&m

ti&m offers industrialized processes and a broad portfolio of hybrid and multicloud solutions. It has many strategic partnerships to provide expertise in the container market.

Trivadis

Trivadis continues to report strong growth and effectively brings more core disciplines into the managed cloud business, combining them with a profound consulting approach.

UMB

UMB continues to improve its offering and provides roadmaps for future cloud structures and managed hosting services. All the services from its extensive portfolio are modular and can be flexibly expanded.
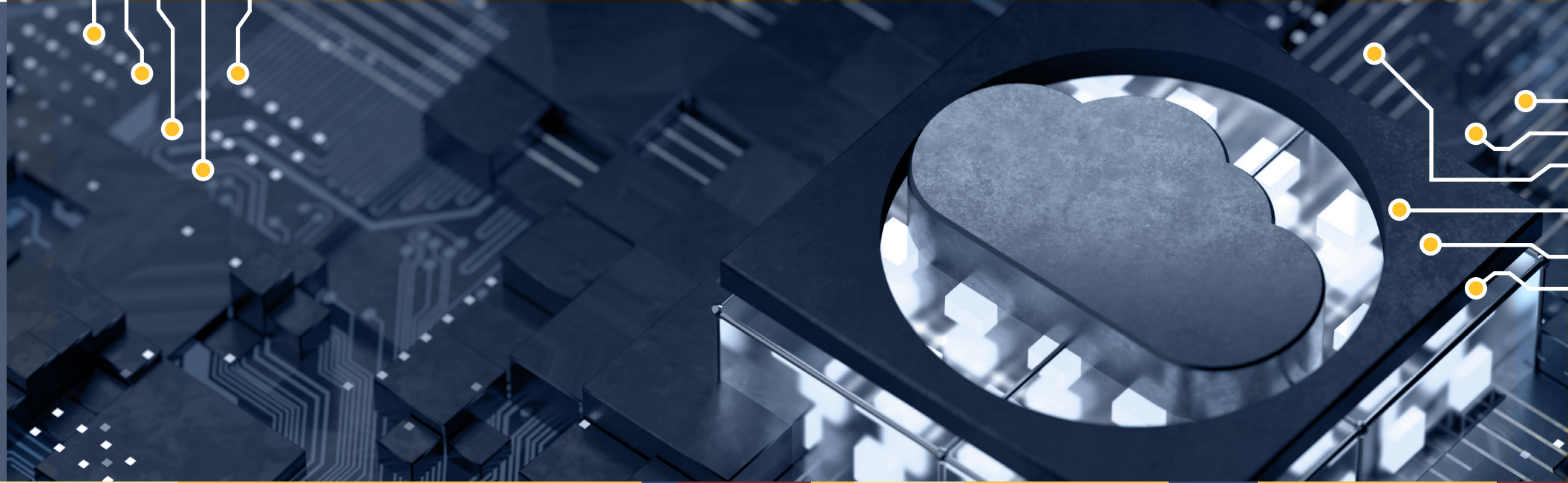
Managed Services
for Midmarket

Who Should Read This

This report is relevant to enterprises across all industries in Switzerland for evaluating hybrid cloud managed service providers.

In this quadrant report, ISG defines the current market positioning of managed service providers in Switzerland, and how they address the key challenges faced by large enterprises in the region.

To make optimum use of resources for data center infrastructure management, appropriate services are needed. Managed service providers offers advanced data-based workload assessment, transformation roadmaps and advisory on workload migration. They also assist enterprises re-architecture legacy applications, integrate automation capabilities, adhere to the latest security requirements and optimize cloud governance.

The shift to cloud environments is making slow but noticeable progress in Switzerland. Hybrid cloud service providers require cutting-edge software and hardware technologies to address challenges associated with interoperability and meet security requirements concerning core applications and sensitive data. This involves setting up architectural integration that considers future requirements such as IoT, AI, autonomous IT and Industry 4.0. The data center architecture reflects the presence of interoperative hardware and an underlying efficient setup, where there is synergy between technical requirement and user experience.

In 2021, many providers took advantage of advances in digitalization in the region. Lift-and-shift approaches have been replaced by holistic and sustainable futuristic solutions. Enterprise clients are ensuring scalability and interoperability of all systems, while reducing expenses. They prefer local providers that are aware of the rules and regulations of the country.

IT and infrastructure leaders should read this report to better understand the relative strengths and weaknesses, along with the modernization and service capabilities, of managed service providers, and how the advancements in the market impact enterprises' hybrid cloud strategies.
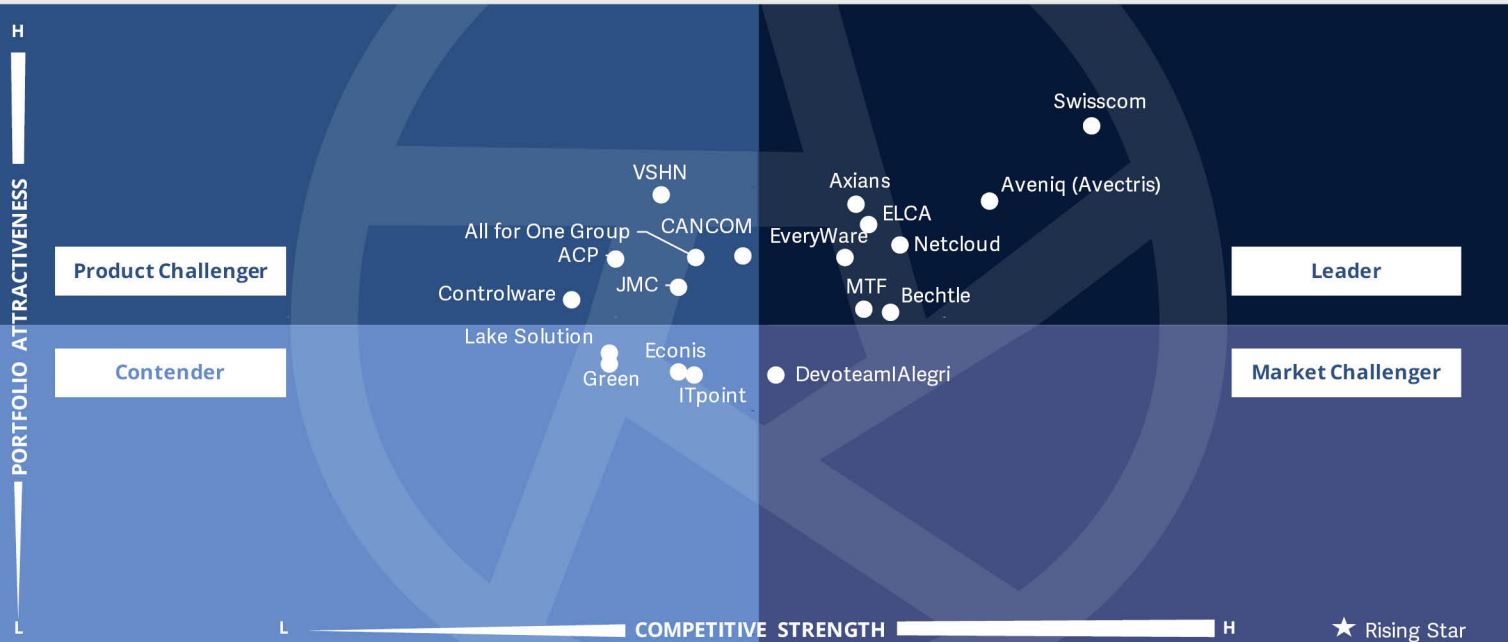
Software development and technology leaders should read this report to understand providers' positioning, their offerings and their impact on the ongoing infrastructure transformation initiatives, along with the availability and scalability of developed applications, tools, etc., within an enterprise.

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

ISG Provider Lens™

Next-Gen Private/Hybrid Cloud – Data Center Solutions & Services
Managed Services for Midmarket

Switzerland 2022

Source: ISG RESEARCH

This quadrant evaluates providers that offer **managed services** for **midmarket enterprise** customers. Capabilities range from building flexible workflows to taking **end-to-end responsibility**.

Ulrich Meister, Wolfgang Heinhaus

Managed Services for Midmarket

Definition

This quadrant evaluates providers' ability to provide ongoing management services for private and hybrid clouds, including traditional data center infrastructures and platforms that include physical and virtual servers, middleware, storage, databases and networking components. The IT infrastructure is in the customer's or service provider's data center or provided by a third party as a colocation service.

The participating providers usually take over the transition services and accompany customers in optimizing their existing IT landscapes as part of this changeover. Typical projects include the consolidation of large data centers, virtualization, cloud enablement, and the configuration or implementation of a software-defined data center (SDDC). Transition services also include the expansion of existing facilities, the relocation of new workloads or the creation of new private clouds. Managed services are characterized by the transfer of responsibility to a service provider and are governed by SLAs and penalties in case of non-compliance. On a broad scale, these services include deployment, real-time and predictive analytics, monitoring and operational management of the customer's on-premises, private and hybrid cloud environments. The goal is to maximize workload performance in the cloud, reduce costs, and ensure compliance and security. The participant should be able to manage both traditional and cloud-native application releases that include continuous integration and delivery processes.

Eligibility Criteria

1. Provide in-house services for private and hybrid clouds, and data center infrastructure, such as servers, middleware, storage and databases, without relying on partners

2. Provide services on the customer's premises or remotely and, if possible, as part of a shared service center

3. Established or emerging basic or standard relation with one of the major hyperscalers namely AWS, Microsoft, Google or IBM

4. Experience with large transition projects, including automation, consolidation, virtualization and cloud enablement

5. Act as an extended arm of the customer company and participate in the design of blueprints, architecture frameworks and management flowcharts at the customer site

6. Provide centralized orchestration or management of hybrid IT infrastructure

7. Experience with business continuity planning, specifically remote management of a client's hybrid infrastructure

8. Relevant certifications to ensure compliance locally

Observations

The demand for managed cloud services offerings has increased exponentially in the recent past, with the largest spike witnessed last year. Established companies were able to benefit from the trust and relationships with existing customers. Startups or scaleup companies, on the other hand, faced challenges in building new customer relationships and winning projects.

The pressure to start migrating to the cloud is increasing. Mid-size users are not fully prepared for this and seek support from managed service providers.

The increased complexity due to rapidly changing requirements and techniques is the main reason for enterprises to adopt managed services for private or hybrid clouds. The use of private cloud solutions is no longer the preferred choice in this segment; as a result, the public cloud

continues to be on the rise and must be managed in addition to established system landscapes. The result is a hybrid or multicloud solution that requires significant expertise and often places high pressure demands on the SME providers.

The current focus of many companies to adequately source workloads according to their IT requirements has become more important. There is also a demand for greater automation through smart and intelligent operational processes and tools.

Mid-size customers, in particular, are concerned about losing control during the transformation, leading them to seek dashboard-driven management. This allows them to focus entirely on the product user experience and all business-related responsibilities.

Of the 81 service providers assessed for this study, 19 have qualified for this quadrant, and eight were identified as Leaders.

Aveniq

Aveniq offers a competitive portfolio that is specifically tailored to SAP and Microsoft solutions and can be easily adapted to the customer's individual needs.

Axians

Axians comes from the infrastructure modernization sector with an extensive portfolio and has already successfully implemented numerous solutions for customers.

Bechtle

Bechtle has been one of the most successful service providers and solution integrators. It has a strong ability to meet all enterprise requirements, resulting in a high customer satisfaction rate.

ELCA

ELCA has a strong understanding of current customer challenges in hybrid and multicloud or cloud-native projects environment. The company uses its proximity to hyperscalers to develop cloud scenarios for customers.

EveryWare

EveryWare stands out for its comprehensive managed services portfolio, backed by the professionalism of its consultants and experts.

MTF

MTF is a leader in managed private cloud solutions, backed by an excellent understanding of IT service requirements.

Netcloud

Netcloud convinces numerous customers in many industries with its service expertise.

Swisscom

Swisscom is one of the successful managed services providers for SMEs and is actively involved in shaping the market demand.

Managed Hosting
for Large Accounts

Who Should Read This

This report is relevant to large enterprises across all industries in Switzerland for evaluating managed hosting providers.

In this quadrant report, ISG defines the current market positioning of managed hosting providers in Switzerland, and how they address the key challenges faced by enterprises.

The highest priority is the integration of hosted resources into a hybrid cloud environment to ensure smooth operation of technical infrastructures across public and private clouds.

Managed hosting services are used by enterprises in Switzerland to accommodate a multitude of data protection and data residency requirements. The technical expertise of various vendors are illustrated in the range of different proprietary stack

developments, depending on the maturity level include intelligent, automated services based on AI in self-service mode and help companies to use the latest technology. In this way, the managed hosting operators integrate services of major hyperscalers, with most of which they maintain certified partnerships.

In Switzerland, security is still the major topic of discussion. Customers not only focus on topics such as data center security, redundancy and certifications, but also on the competence of their service provider to support them in the planning and transformation of their individual combination of different platforms and to make them sustainable.

IT and infrastructure leaders should read this report to better understand the relative strengths and weaknesses, along with the modernization and service capabilities, of hosting service providers, and how the advancements in the market would impact enterprises' hybrid cloud strategies.
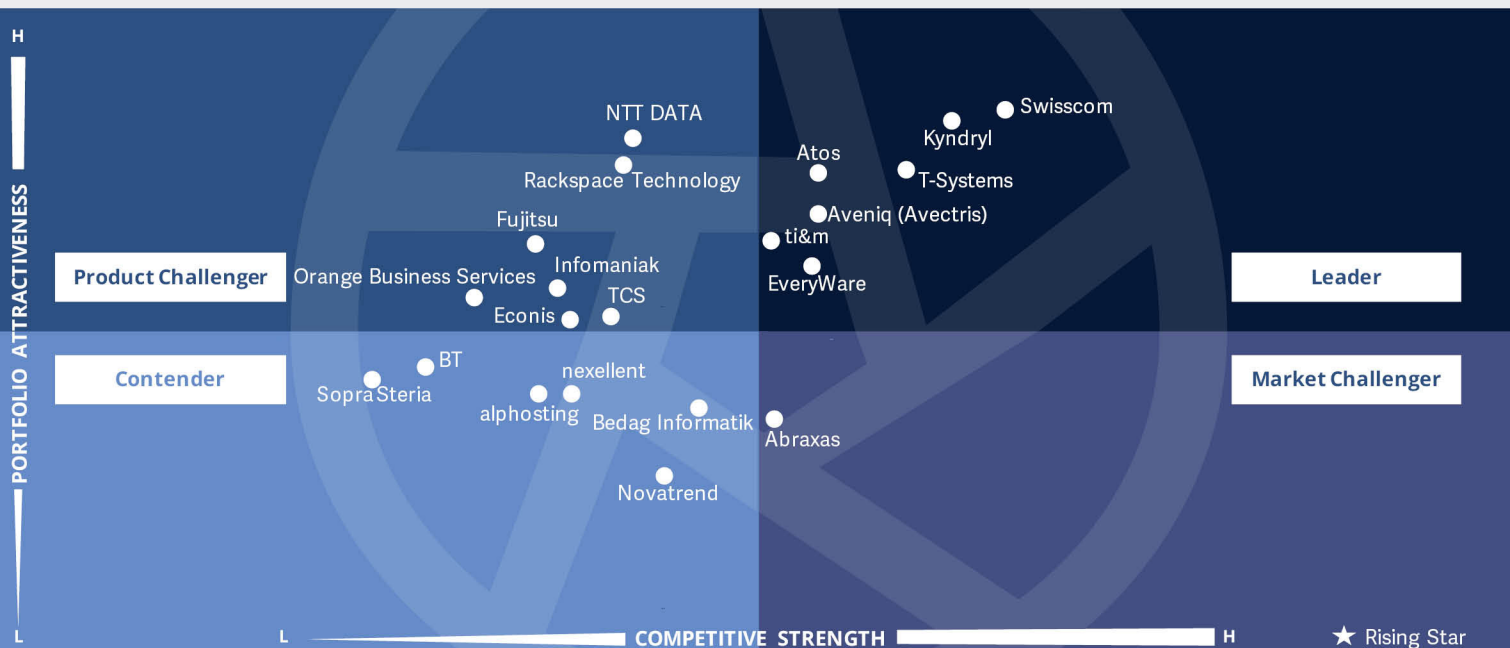
Software development and technology leaders should read this report to understand providers' positioning and their offerings. It also helps understand their impact on the ongoing infrastructure transformation initiatives, along with the availability and scalability

of developed applications, tools, etc., within an enterprise.

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

ISG Provider Lens™
Next-Gen Private/Hybrid Cloud – Data Center Solutions & Services
Managed Hosting for Large Accounts

Source: ISG RESEARCH

Switzerland 2022

PORTFOLIO ATTRACTIVENESS

H

Product Challenger

NTT DATA

Rackspace Technology

Fujitsu

Orange Business Services

Infomaniak

Econis

TCS

Atos

Swisscom

Kyndryl

T-Systems

Aveniq (Avectris)

ti&m

EveryWare

Leader

Contender

BT

nexellent

Sopra Steria

alphosting

Bedag Informatik

Abraxas

Market Challenger

Novatrend

L

L

COMPETITIVE STRENGTH

H

★ Rising Star

This quadrant evaluates providers that offer **managed hosting services** to large enterprise customers. The services offerings range from **hosting virtual servers** to flexible and **hybrid solutions**.

Ulrich Meister, Wolfgang Heinhaus

Managed Hosting for Large Accounts

Definition

This quadrant evaluates service providers that offer enterprise-level standalone hosting solutions, either from their own data centers and based on their own infrastructure, or via a third-party provider's data center or infrastructure. The providers evaluated here are responsible for the day-to-day management and maintenance of data center components such as servers, storage, operating systems and connectivity to the external network. Ideally, customers specify their application and operational requirements, while the managed hosting provider takes responsibility for delivering the infrastructure to keep applications running with the desired performance and security.

A provider can use a hybrid cloud management platform to monitor different IT assets such as legacy systems and private and public clouds. However, hybrid cloud management was not evaluated in this quadrant. Typically, managed hosting services are evaluated based on service levels such as data center tier, tiered security, service availability, network or LAN I/O performance at peak times.

Eligibility Criteria

1. Offer hosting solutions at the enterprise level using the company's infrastructure

2. Offer on active-active and active-passive disaster recovery and backup services

3. Technical and financial capabilities to upgrade infrastructure and maintain the planned capacity to ensure hosting performance ahead of potential increased demand

4. Ability to scale and maintain dedicated servers and storage, including shared cloud resources on the same network and management platform

5. Offer at least five layers of physical security in the data center

Managed Hosting for Large Accounts

Observations

Over the past few years, IT service providers are moving away from commissioning pure physical infrastructure hosting services in their own data center or from a colocation operator to a variety of service offerings for hosting virtual servers or flexible and hybrid solutions. This shift is driven by the need for innovation and adopting agile business processes by companies of almost all sizes and across industries. The customer focus is no longer exclusive to topics such as data center security, redundancy and certifications of Swiss data centers. They are increasingly seeking effective support for the planning and transformation of a combination of different platforms to make them fit for the future.

More providers are developing end-to-end frameworks, tools and approaches to migrate and modernize mainframes and data centers. They provide hybrid cloud models in various forms along with different in-house technology stacks. Depending on the maturity level, the offerings cover intelligent, automated services based on AI in a self-service mode, helping companies to use the latest technology while avoiding investment costs. Managed hosting operators also incorporate services from major hyperscalers and generally maintain certified partnerships with them. They take full responsibility for operations and seamless security while providing complete backup services in the cloud.

The security sector is increasingly adopting modular service offerings to optimize protection across all platforms. Enterprises in the processing sector are leveraging AI to modernize their workflows, allowing them to identify, analyze and fix issues automatically at an early stage. New collaboration models such as shared risk or gain share are also being adopted.

Of the 81 service providers assessed for this study, 21 have qualified for this quadrant, and seven were identified as Leaders.

Atos

Atos is one of the top managed hosting service providers in the market and stands out for its large cross platform and cross technology offering. In the mainframe, data center transformation and cybersecurity areas, the company has a large pool of experts to support end-to-end conceptual designs.

Aveniq

Aveniq is one of the leading managed hosting providers in Switzerland and is continuously expanding its competencies. It operates four data centers in Switzerland. Microsoft Azure is the preferred cloud partner. Aveniq also offers certified consulting in transformation, architecture and digital technologies.

EveryWare

EveryWare is a well-known provider in the managed hosting segment with a comprehensive portfolio for a wide range of requirements. It is considered a reliable partner that works economically, efficiently and securely in the interests of its customers. EveryWare operates two secure data centers with high availability in the greater Zurich area.

Managed Hosting for Large Accounts

Kyndryl

Kyndryl is an experienced data center operator and one of the few market players that grow together with its globally operating customers. The provider is known for its comprehensive hardware portfolio and worldwide data center offerings, three of which are available in Germany alone. In-house products, such as Cloud Pak for Security as a Service, simplify the implementation of a zero-trust architecture across the enterprise.

Swisscom

Swisscom is the market leader among managed hosting providers and serves local and international customers from its eight Tier-4 data centers. The company offers certified infrastructure experts for common technologies from Cisco, Dell Technologies and VMware, among others.

ti&m

ti&m has been a successful hosting provider for years and has a strong focus on innovation with its comprehensive portfolio. The company offers a comprehensive and complete package of traditional and cloud enabled managed hosting services across all tiers. Operations are carried out via co-location data centers.

T-Systems

T-Systems has a strong focus on managed hosting services offerings. It offers an extensive portfolio that is modular and can be flexibly expanded. The company offers customized cloud environments for all companies that want to migrate their legacy IT.
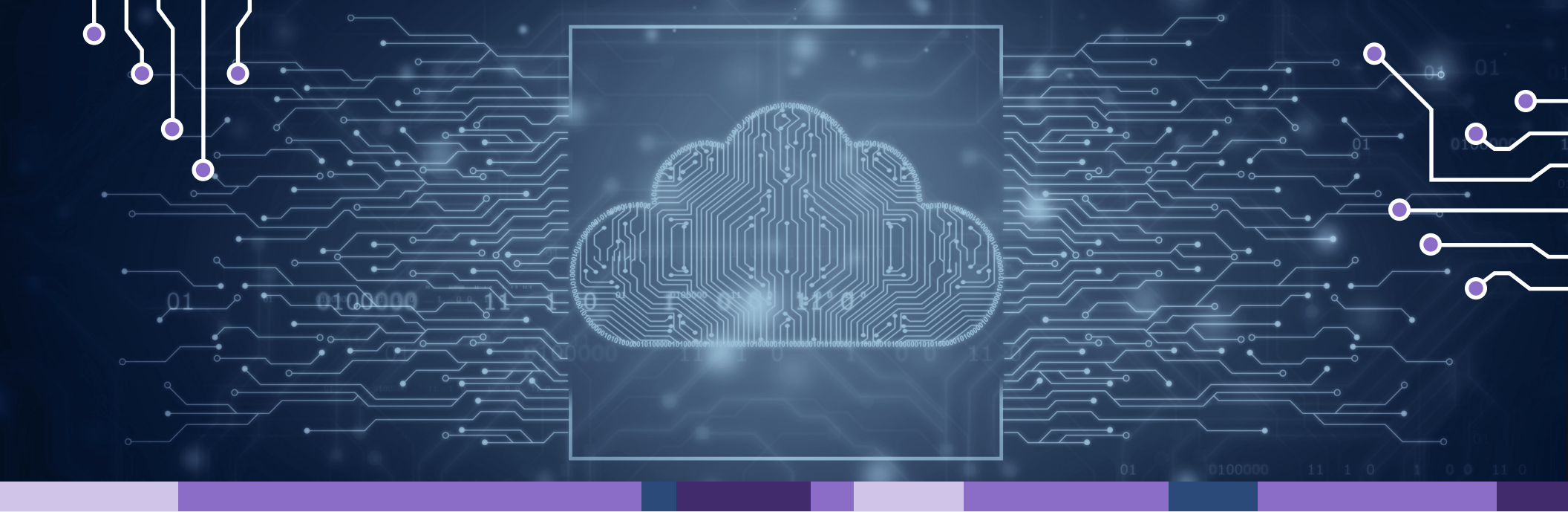
Managed Hosting
for Midmarket

Who Should Read This

This report is relevant to midsize enterprises across all industries in Switzerland for evaluating managed hosting providers.

In this quadrant report, ISG defines the current market positioning of managed hosting providers in Switzerland, and how they address the key challenges faced by enterprises.

The highest priority is the integration of hosted resources into a hybrid cloud environment to ensure smooth operation of technical infrastructures across public and private clouds.

Managed hosting services are used by Switzerland companies to be able to accommodate the multitude of data protection and data residency requirements satisfactorily. to accommodate a multitude of data

protection and data residency requirements. The technical expertise of various providers are demonstrated in the range of different proprietary stack developments, depending on the maturity level include intelligent, automated services based on AI in self-service mode and help companies to use the latest technology. In this way, the managed hosting operators integrate services of major hyperscalers, with most of which they maintain certified partnerships.

In Switzerland, security is still the major topic of discussion. Customers not only focus on topics such as data center security, redundancy and certifications, but also on the competence of their service provider to support them in the planning and transformation of their individual combination of different platforms and to make them sustainable.

IT and infrastructure leaders should read this report to better understand the relative strengths and weaknesses, along with the modernization and service capabilities, of managed hosting providers, and how the advancements in the market would impact enterprises' hybrid cloud strategies.

Software development and technology leaders should read this report to understand providers' positioning and their offerings. It also helps understand their impact on the ongoing infrastructure transformation initiatives, along with the availability
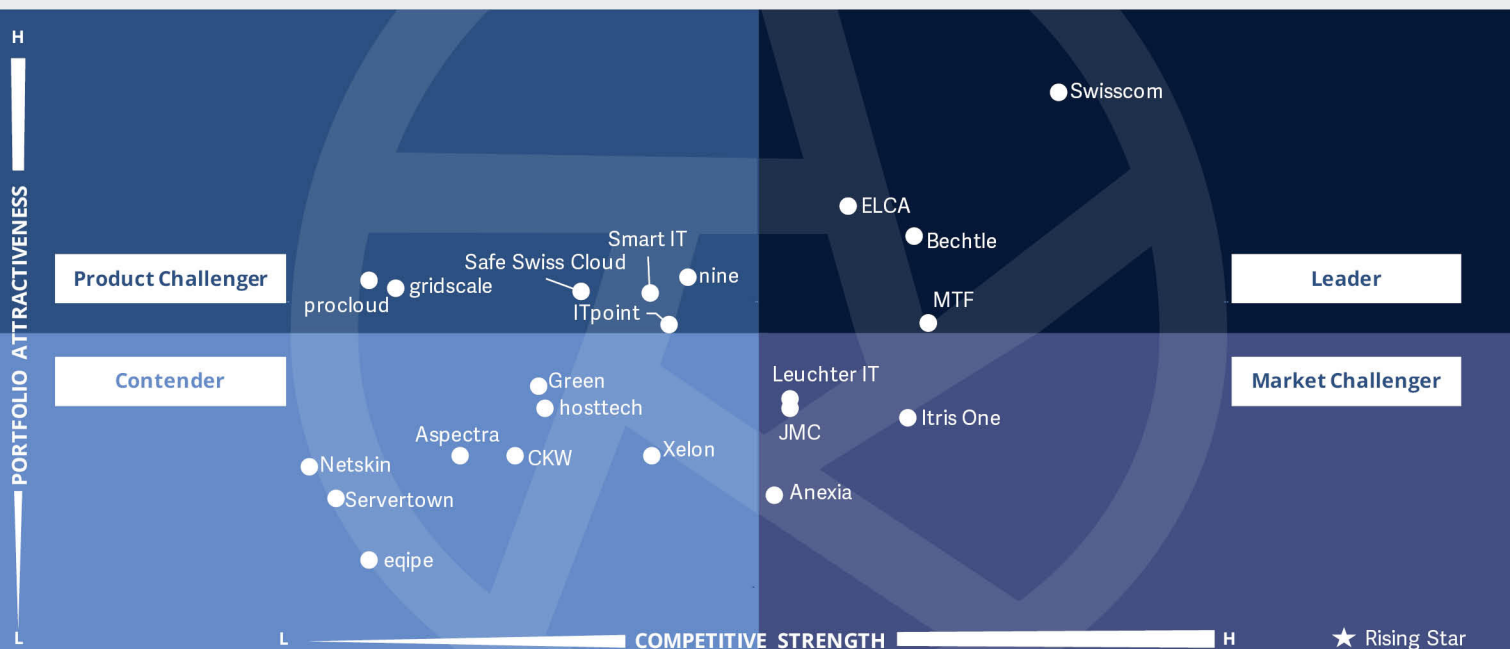
and scalability of developed applications, tools, etc., within an enterprise.

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

ISG Provider Lens™
Source: ISG RESEARCH

Next-Gen Private/Hybrid Cloud – Data Center Solutions & Services
Managed Hosting for Midmarket

Switzerland 2022

This quadrant evaluates providers that offer **managed hosting services** to **midmarket customers**. The services offerings range from **hosting virtual servers** to flexible and **hybrid solutions**.

Ulrich Meister, Wolfgang Heinhaus

Managed Hosting for Midmarket

Definition

This quadrant evaluates service providers that offer enterprise-level standalone hosting solutions, either from their own data centers and based on their own infrastructure, or via a third-party provider's data center or infrastructure. The providers evaluated here are responsible for the day-to-day management and maintenance of data center components such as servers, storage, operating systems and connectivity to the external network. Ideally, customers specify their application and operational requirements, while the managed hosting provider takes responsibility for delivering the infrastructure to keep applications running with the desired performance and security.

A provider can use a hybrid cloud management platform to monitor different IT assets, such as legacy systems, and private and public clouds. However, hybrid cloud management was not evaluated in this quadrant. Typically, managed hosting services are evaluated based on service levels such as data center tier, tiered security, service availability, network or LAN I/O performance at peak times.

Eligibility Criteria

1. Hosting solutions offering at the enterprise level using the company's infrastructure

2. Offering on active-active and active-passive disaster recovery and backup services

3. Technical and financial capabilities to upgrade its infrastructure and maintain the planned capacity to ensure hosting performance ahead of potential increased demand

4. Ability to scale and maintain dedicated servers and storage, including shared cloud resources on the same network and management platform

5. Availability of at least five layers of physical security in the data center

Managed Hosting for Midmarket

Observations

IT service providers are experiencing a continuation of the market trend from the past couple of years. They are shifting away from commissioning pure physical infrastructure hosting services in their own data centers or from a colocation operator to a variety of service offerings for hosting virtual servers, or flexible and hybrid solutions. The reason is that companies of almost all sizes and industries are forced to innovate and adapt agile business processes. The customer focus is no longer exclusive to topics such as data center security, redundancy and certifications of Swiss data centers. They are increasingly seeking effective support for the planning and transformation of a combination of different platforms to make them fit for the future.

More providers are developing end-to-end frameworks, tools and approaches to migrate and modernize mainframes and data centers. They provide hybrid cloud models in various forms along with different in-house technology stacks. Depending on the maturity level, the offerings cover intelligent, automated services based on AI in a self-service mode, helping companies to use the latest technology while avoiding investment costs. Managed hosting operators also incorporate services from major hyperscalers and generally maintain certified partnerships with them. They take full responsibility for operations and seamless security while providing complete backup services in the cloud.

The security sector is increasingly adopting modular service offerings to optimize protection across all platforms. Enterprises in the processing sector are leveraging AI to modernize their workflows, allowing them to identify, analyze and fix issues automatically at an early stage. New collaboration models such as shared risk or pain gain share are also being adopted.

Of the 81 service providers assessed for this study, 22 have qualified for this quadrant, and four were identified as Leaders.

Bechtle

Bechtle continues to report growth due to the presence of many data storage facilities in Switzerland. These facilities favor customers of all sizes, especially SMEs. With its 360-degree data center approach and modular expertise, the company achieves high customer satisfaction ratings. It offers a hyper converged IT infrastructure platform through Kameleon, especially for SMEs.

ELCA

ELCA was positioned as a leader in the managed hosting segment for the second year in a row. It offers a comprehensive portfolio, which is reflected in its customer base and trust. As an Azure Gold Partner and Amazon Web Services certified partner, ELCA ensures independence and offers cloud-agnostic consulting.

MTF

MTF is a Swiss system house provider with a comprehensive cloud environment comprising private and public cloud elements for the SME segment. With MTF Business Cloud, customers that have their entire infrastructure in Switzerland can outsource it. MTF operates two fully geo redundant data centers in the region.

Managed Hosting for Midmarket

Swisscom

Swisscom is a market leader among managed hosting providers, serving SMEs and large enterprises from its eight Tier 4 data centers. The company offers certified infrastructure experts from well-known technology partners such as Cisco, Dell Technologies and VMware.

Colocation Services

Who Should Read This

This quadrant is relevant to enterprises of all sizes in Switzerland, for evaluating colocation service providers.

In this quadrant report, ISG defines the current market positioning of colocation service providers in Switzerland, and how they address key challenged faced by enterprises in the region.

Data sensitivity of some applications necessitates the use of dynamic private hybrid cloud solutions. A clear benefit of outsourcing infrastructure management is the freeing up of technical resources to focus on urgent business issues, especially for mission-critical mainframe applications that are difficult to migrate.

The demand for colocation and connectivity services in Switzerland continues to increase. Factors such as security, connectivity services that can be set up at short notice, high availability and adherence to compliance guidelines are driving this demand.

Data center operators are striving to deploy high-efficiency cooling and UPS systems to minimize electricity costs and CO_2 emissions and achieve a power usage effectiveness (PUE) value of 1.3 and below. Colocation providers are also able to deliver services in proximity to key client locations, which can be beneficial for applications that are highly sensitive to latency.

IT and infrastructure leaders should read this report to better understand the relative strengths and weaknesses, along with the modernization and service capabilities, of colocation service providers, and how the advancements in the market impact enterprises' hybrid cloud strategies.
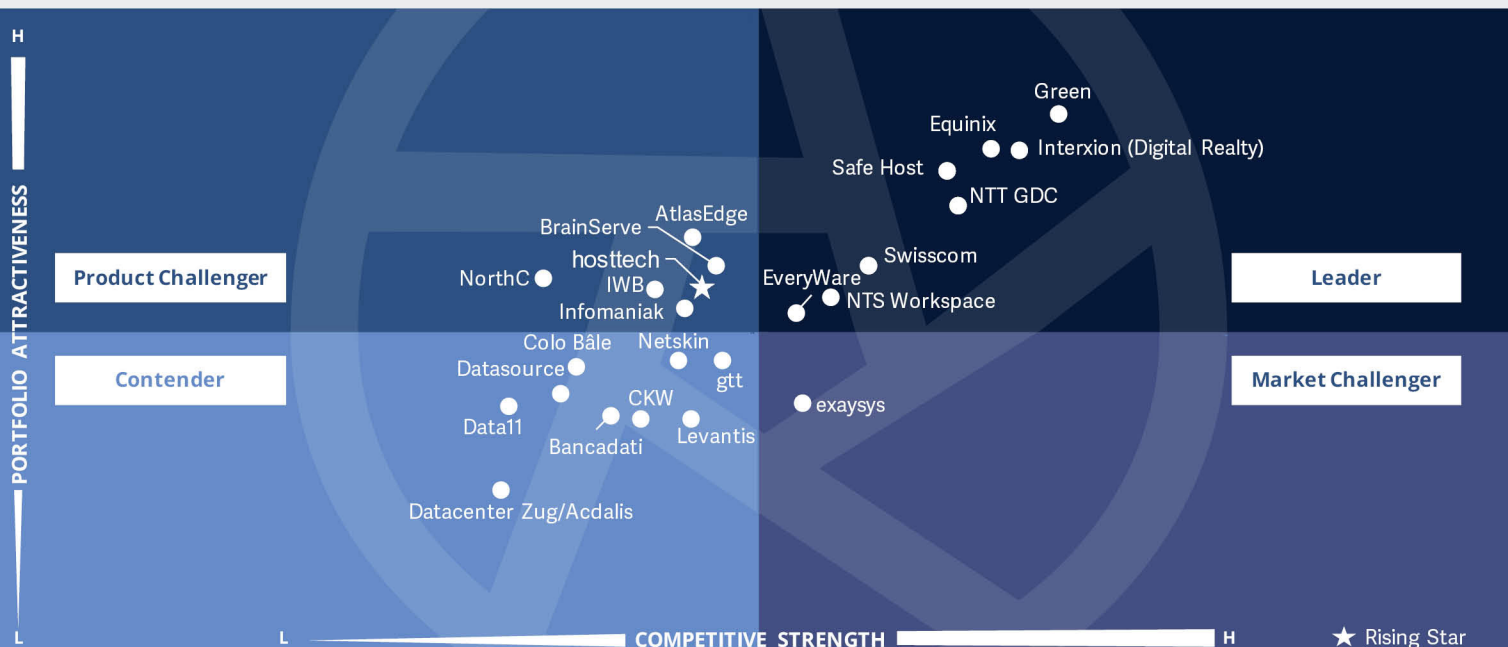
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Sourcing, procurement and vendor management professionals should read this report to better understand the current landscape and partner ecosystem of colocation services providers in Switzerland.

ISG Provider Lens™

Next-Gen Private/Hybrid Cloud – Data Center Solutions & Services
Colocation Services

Switzerland 2022

Source: ISG RESEARCH

This quadrant evaluates **colocation service providers** that **operate data centers** both **nationally** and **internationally**, some with large footprints and offering a **broad range of services** for companies and service providers operating in Switzerland and worldwide.

Ulrich Meister, Wolfgang Heinhaus

Colocation Services

Definition

This quadrant evaluates providers that offer colocation services to mid-size and large enterprise customers, including the public sector, in standardized data center operations. Participating companies offer community access points for hosting providers, software developers, carriers, cloud and telecommunications providers and end users. Enterprise customers that choose colocation services expect data centers inside and outside metropolitan areas to have a standardized and sophisticated data center facility, numerous carrier options, low latency and high bandwidth at affordable prices.

Eligibility Criteria

1. In-house facilities that offer a standardized data center architecture design for colocation

2. Deployment of high-quality data networking technology, appliances and connectivity systems

3. Guaranteed power density, designed for current and future technologies

4. Provide at least five layers of physical security measures on premises

5. Hold relevant certifications, such as SSAE 16, HIPAA, ISO 14001, ISO 22301, ISO 27001, ISO 50001, EN 50600, PCI DSS, NIST, FISMA, and security operation center Type I and II

6. Can securely manage and maintain all data center appliances and technology stacks

7. Ensure SLA availability related to hands-and-feet support and hardware replacement

8. Availability of facilities with Internet exchange points close to users and the cloud

9. Disaster recovery and backup solution offerings

10. Use of clean energy sources and solutions to reduce energy consumption, including zero-carbon emissions and green data center initiatives

Observations

The demand for colocation services remains high in the Swiss market. According to real estate services provider CBRE, Switzerland has the second highest data center density per capita in Europe. More data centers are in the planning stage, and some will go into operation this year.

Companies, integrators, service and cloud providers are looking for suitable colocation providers. Land is becoming scarce in Zurich, the location of the SwissIX Internet exchange node, with more than 840 gigabits per second on peak traffic. Many colocation providers have now turned their attention to this area. It is important that sufficient power is available and that low- latency connections to the SwissIX Internet node can be established.

Providers and investors with challenges in finding real estate and developing the infrastructure on time are looking for opportunities to acquire existing data centers that they can take over immediately. For example, British colocation provider AtlasEdge acquired the Colt data center in Zurich, and Netrics acquired the Nexellent and Bieler Hub data centers, which were resold to the Dutch colocation provider NorthC Group in April 2022.

The providers are improving the portfolio and addressing the increase in customer demands. Users expect a wide range of low-latency connectivity capabilities that can be provided quickly. They also seek comprehensive smart hands services, colocation offerings, managed hosting services and infrastructure deployment, primarily virtual machines, as well as

bare metal servers and high-performance computing solutions. With energy efficiency in focus, providers have planned to set up climate neutral data centers in the next few years.

Of the 24 service providers that qualified for this quadrant, eight were named Leaders and one as a Rising Star.

EveryWare

EveryWare operates four highly secure data centers in Zurich with around 3,500 square meters of colocation space. It serves customers primarily from the banking, insurance and healthcare sectors, which demand high levels of security for sensitive data.

Equinix

Equinix is the world's largest provider of colocation data centers. In Switzerland, it operates five modern data centers in Zurich and Geneva with a wide range of connectivity to provide immediate low-latency line connections worldwide.

Green

Green has a wide range of colocation services in well-equipped data centers and attracts new customers. These centers offer high availability and security with numerous certifications, including the strict M&O rating from the Uptime Institute in Switzerland, which demonstrates its high level of compliance security.

Interxion

Interxion (a Digital Realty Company) is a high-performance colocation service provider and is one of the leading successful providers in Switzerland. A second data center was built on the Zurich campus and was completed last year; a third is already under construction.

NTT GDC

NTT GDC is the world's third-largest data center provider with around 500,000 square meters of colocation space. In Switzerland, it runs a data center in Zurich, which was expanded to 7,000 square meters last year and offers a broad service and connectivity portfolio.

NTS Workplace

NTS Workplace offers comprehensive colocation services and operates three data centers in Bern, with 8,400 square meters of colocation space, and another one in Zurich, with 1,250 square meters Sustainability is an important issue; only systems that consume little energy are used. The annual average PUE value is 1.2.

Safe Host

Safe Host offers comprehensive and attractive services. It is one of the largest colocation service provider with modern data centers in Switzerland. In recent months, it set up two new data centers in Gland and Rafz near Zurich, and a further expansion in Gland is already in progress. The company has also submitted a building application for the fifth data center in Beringen, near Schaffhausen.

Swisscom

Swisscom offers a broad colocation services portfolio and operates eight highly secure data centers at various locations in Switzerland. It has a strong focus on energy efficiency and constantly keeps on improving the efficiency. In its latest data center in Wankdorf, Swisscom achieved a PUE value of 1.2. It uses 100 percent renewable energy.

hosttech

hosttech, a Rising Star in this quadrant, runs two data centers for colocation services, one each in Wändeswil and Nottwil, in Switzerland. The Nottwil center is housed in a bunker inside a former military hospital and offers a high 5rf14security standard.

Green

"Green offers the highest operational security for hyperscalers, enterprises and integrators."

Ulrich Meister, Wolfgang Heinhaus

Overview

Green is the leading colocation service provider in Switzerland and operates five modern and multi-certified data centers in Zurich. At the Metro Campus in Zurich, three more high-performance data centers are being constructed. The first one will be occupied by major customers in August 2022, increasing the colocation area to 32,000 square meters. It provides first-class equipment and services to over 400 customers, including cloud providers, IT integrators and companies from the finance, insurance, healthcare and industrial sectors.

Strengths

Efficient data centers: Green offers geo redundant solutions at four locations in the greater Zurich area, and two of them are hyperscale sites with high-density offerings. Green is investing in new data center buildings, and also invests in new technologies and sustainable concepts, such as waste heat recovery, photovoltaic systems and continuous optimization of energy efficiency in operations.

Extensive connectivity: Green enables secure connections to more than 700 data centers worldwide, over 50 carriers and the SwissIX Internet Exchange Node. It also offers direct connections to all leading cloud providers - AWS, Google and Microsoft. Customer can transmit their data over dedicated lines with end-to-end encryption.

Cloud ecosystem: Green has helped several customers in their cloud journey by leveraging technology companies, service integrators, consultants and cloud providers. In addition to housing services, it offers a wide range of dedicated and virtual server environments as IaaS and PaaS solutions, which are available as managed services.

Caution

Green is the leading Swiss colocation provider and convinces with high-performance and sustainable data centers at four Swiss locations.

Appendix

Methodology & Team

The ISG Provider Lens™ 2022 – Next-Gen Private/Hybrid Cloud– Data Center Solutions & Services research study analyzes the relevant software vendors/ service providers in the Switzerland market, based on a multi-phased 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 2022, 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 Next-Gen Private/ Hybrid Cloud– Data Center Solutions & Services

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

Ulrich Meister
Lead Analyst

Ulrich is closely involved with the ISG Provider Lens™ quadrant studies. He primarily writes around digital technology, IT services and cloud technology. His research agenda covers assessing impact of digital transformation, analysing market dynamics, provider positioning in the market, writing POV's, tracking software market and identifying opportunities for enterprises.

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Wolfgang Heinhaus
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Wolfgang Heinhaus has more than 25 years of IT infrastructure experience and was in a managerial role in a global food company. He has more than 8 years of extensive research experience in the fields of colocation services, IT infrastructure, IT security and cloud computing. He has written several IPL studies for the German and Swiss markets and also advises customers on these topics.

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Katharina Kummer
Research Analyst

Katharina Kummer is a research analyst at ISG and is responsible for supporting and co-authoring Provider Lens™ studies on Public Cloud Transformational Services, Private Hybrid Cloud Data Centre, Data Analytics, Microsoft Ecosystem and Cloud Native – Container Services. Her areas of expertise lie in cloud, data center, cloud native services, digital linguistics and NLP. Katharina develops content from an enterprise perspective and author the global summary report. Along with this, she supports the lead analysts in the research process and ad-hoc research assignments and writes articles about niche technologies, market trends and insights.

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.

About Our Company & Research

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™

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Founded in 2006, and based in Stamford, Conn., ISG employs more than 1,300 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 www.isg-one.com.

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