



## **Understanding Data Center's Evolution: Cloud, Colocation, and Managed Services, with PGR**

By Justin Lee, July 21, 2010

(WEB HOST INDUSTRY REVIEW) -- In the first data center track session of day three at HostingCon 2010, Primary Global Research's Unni Narayanan explained how investors view the opportunities in the data center sector.

As Narayanan explained, Primary Global Research is a fundamental research provider that provides clients with information on a range of industry sectors, including data centers.

The presentation, "Understanding Data Center's Evolution: Cloud, Colocation, and Managed Services", was a comprehensive overview of where the data center industry is heading.

Narayanan argued that individuals, not the enterprise, will drive innovation in data center design, including the areas of power management, network design, data center development, and cloud computing.

He noted that whenever a figure is projected in terms of technological demand, it is almost always exceeded.

It is this very demand that is the reason why the industry is headed towards a data center crisis, said Narayanan.

He stressed that ideas that address and support dynamic resource allocation will receive funding.

He split these innovations into two categories: technical, which includes network, server and storage solutions; and business model, which includes power distribution, SLAs and availability, price point, and stack management.