

# Data centers: Demand, Sales, Competitor and Forecast 2016 – 2021

*Data centers Global Market 2016 Analysis and Forecast to 2021*

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## Summary

[Data Centers](#) in Sub-Saharan Africa: A Growing Opportunity for Telcos' an

Insider report by Pyramid Research offers a thorough study of the data center market in Sub-Saharan Africa. The report analyses the data center market and the role of market participants such as MNOs, dedicated data center providers and governments

## Key Findings

- Telcos are increasingly investing in launching and expanding their data centers as part of a strategic effort to offer IT services.
- Increasing fixed broadband coverage and submarine cables providing improved wholesale and international connectivity are two key drivers of data center services in sub-Saharan Africa.
- The region is characterised by unreliable power supply, making it a key inhibitor of data center services.
- Technical features are the key method providers use to differentiate their data center services. These include access to submarine cables, being carrier neutral and access to reliable power supplies.

## Synopsis

The report consists of the following sections:

- Introduction: Data center Market Context- This section briefly describes the main types of data center services offered in the region as well as an overview of key players in the market.
- Data Center Commercial Strategies: Drivers and Challenges - This section includes an in-depth

examination of the key data center commercial strategies as well as the factors driving and inhibiting adoption of data center services.

- Market detail: Case studies - Three case studies are presented, analysing the data center services provided by MTN Ghana, Tigo Tanzania and Teraco South Africa.

- Key findings and recommendations - Consists of a summary of key findings and a set of recommendations for providers of data center services.

## Reasons to Buy

- This Telecom Insider helps executives build proactive, profitable strategies by offering comprehensive, relevant analysis of the data center market in sub-Saharan Africa based on insights directly from local market players.

- The report is designed for an executive-level audience, boasting presentation quality that allows it to be turned into presentable material immediately.

- The broad but detailed perspective will help operators, dedicated data center providers and other telecom industry players to succeed in the data center market.

- The competitive landscape and the major players are given extra attention, enabling local players or prospective market entrants to gain the insight they need.

- The report brings several case studies that showcase the business model that operators are implementing regarding data center services.

## Table of Contents

Introduction: Data Center Market Context

Data Center Commercial Strategies: Drivers and Challenges

Market Detail: Case Studies

MTN Ghana

Tigo Tanzania

Teraco Data Environments

Key Findings and Recommendations

## List of Tables

Exhibit 1: Data Center Tier Classification

Exhibit 2: Data Center Services Definitions

Exhibit 3: Enterprise Services Framework And The Role Of The Telco

Exhibit 4: Data Center Service Provider Types

Exhibit 5: Select Data Center Investments And Expansions In Sub-saharan Africa

## List of Figures

Exhibit 1: Data Center Tier Classification

Exhibit 2: Data Center Services Definitions

Exhibit 3: Enterprise Services Framework And The Role Of The Telco

Exhibit 4: Data Center Service Provider Types

Exhibit 5: Select Data Center Investments And Expansions In Sub-saharan Africa

Exhibit 6: Enterprise Broadband Lines

...Continued

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