How to cope with large data flows, real-time workloads, security risks, and higher scalability demands

**SERVICE PROVIDERS**

Service providers increase their datacenter investments in Europe

- $47 billion spending on public cloud services in 2019
- Expected to reach nearly $33 billion in 2023.

**PUBLIC CLOUD END USERS**

- 50% of software will be deployed by personal and consumer services and retail entities in cloud.

**TOP 3 SPENDING VERTICALS**

- Banking
- Retail
- Manufacturing

**THE EDGE**

Intermediate tier between data endpoints and cloud for complementing the cloud in use cases with specific requirements:

- Low to very-low latency
- Difficulty of transferring large data to the cloud
- AI inferencing on site

**OPEN NEW BUSINESS OPPORTUNITIES**

- Expand the customer relationship
- Become the focal point for innovation

**2023**

- Service providers account for nearly 53% of the core infrastructure technology spending in Europe in 2019.

**28% of total workload shifting from on-premises to public cloud**

- 2019
- 44% of total workload shifting from on-premises to public cloud
- 2023

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**2023 European IoT Edge Infrastructure Spending**

- $1.2B

**THE EDGE**

- By 2022, over 50% of organizations’ cloud deployments will include edge computing

**BENEFITS TO SERVICE PROVIDERS**

- Reducing network bandwidth costs and central storage requirements
- Supporting their next wave of innovation (e.g., 5G)

**2019**

- $47 billion spending on public cloud services in 2019

**2023**

- $101 billion expected in 2023

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- Banking
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**Wholesalers and utilities**

- Will shift more than 70% of infrastructure to IaaS.

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