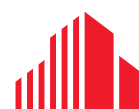


GLOBAL CLOUD REPORT

State of the Cloud
Summer 2020



CUSHMAN &
WAKEFIELD

MAJOR PLATFORMS

AMAZON

Corporate net sales for Amazon were up 40% year-on-year (YoY), driven by increased shopping interest on the global platform as people remained quarantine due to COVID-19. AWS more than held its own, with revenue up 29% YoY, with quarterly revenue surpassing \$10 billion for the first time. Several new US sites were acquired in the first half in Northern Virginia and Columbus, and the big site acquired for Amazon in Santa Clara is already under construction. Three new regions are coming soon, with intriguing secondary markets Jakarta, Madrid, and Osaka underway, and the continued rollout of AWS Outposts securing the edge environment.

MICROSOFT

Microsoft enjoyed a positive second quarter, with overall revenue up 13% YoY led by Azure storming to a 47% increase as companies rapidly moved their platforms to the cloud due to their newly distributed workforces. A new campus is under construction in Northern Virginia, and the company secured a new site in the Chicago suburb of Elk Grove Village early in the year. Seven new regions are underway globally, with comprehensive investment and educational plans in Warsaw, Queretaro, and Milan going beyond a mere data center roll-out. Azure signed big client wins in July with Halliburton and Fonterra, the latter spurred by a new region in Auckland.

GOOGLE

Google parent company Alphabet had a bumpier second quarter due to a drop-off in online advertising income, with revenue down 2% YoY, a number that would have been lower were it not for the 43% increase in Google Cloud revenue over the same period. Google is adding another nine regions for Cloud, with optimization coming in all data centers thanks to advances in artificial intelligence that will distribute non-immediate workloads to their most cost-effective deployment times. The company enjoyed several major recent wins, with Renault, Orange, and Deutsche Bank all signing on for Google Cloud services.

GAINING & GROWING



As work from home regulations swept the globe early in springtime, usage of teleconferencing services skyrocketed, led by **Zoom** that grew from ten million to 300 million daily users. In response to security concerns, the company has just acquired Keybase for video encryption services and deployed on Oracle Cloud for the extreme scalability now required.



In other **Oracle** Cloud news, the company announced newly opened regions in Montreal, Amsterdam, Osaka, Melbourne, and Jeddah, with San Jose, Newport, Singapore, Hyderabad, Santiago, Belo Horizonte, Chuncheon in South Korea, two regions in South Africa, additional capacity in Saudi Arabia, and a new region in Israel solely for use by the Israeli government all coming soon. Despite original speculation to the contrary, Oracle has chosen to utilize colocation facilities for speed of rollout.



Alibaba announced plans to spend \$28 billion on cloud infrastructure in the coming three years as the platform aims for growth outside of China and builds out a truly global platform that surpasses its current 63 availability zones. It is expected that colocation in already-constructed facilities will represent a large portion of this expenditure for reasons of cost and timeliness.

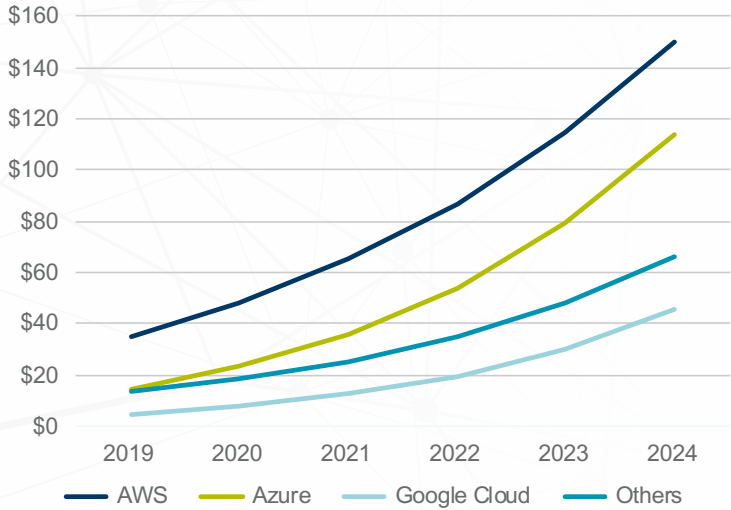


In an intriguing benefit for market watchers, **NASDAQ** has launched its NASDAQ Cloud Data Service, providing real-time data and index information that can be accessed via APIs for ease of data integration. The platform operates on AWS and included a variety of products.

Unusual circumstances led millions to work from home and utilize many cloud services for the first time, with a corresponding increase in revenues for major providers.

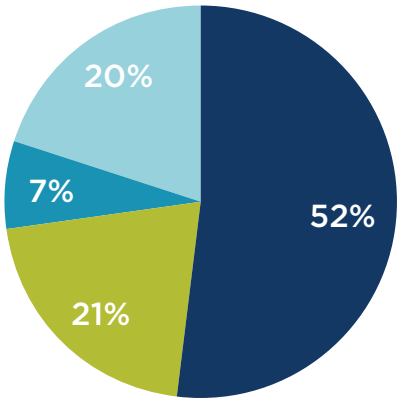
CLOUD SERVICE REVENUE

REVENUE PROJECTIONS (\$B)



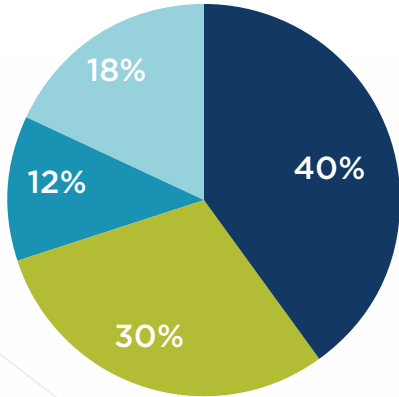
MARKET SHARE (2019)

■ AWS ■ Azure ■ Google Cloud ■ Others



PROJECTED MARKET SHARE (2024)

■ AWS ■ Azure ■ Google Cloud ■ Others



RECENT MAJOR CLOUD DEALS

Company	Cloud Service
HSBC	AWS
Zoom	Oracle
Halliburton	Microsoft
Renault	Google
Deutsche Bank	Google

INNOVATION GEOGRAPHY EDGE

MAJOR CLOUD SERVICE AVAILABILITY



AWS REGION MAP

New regions: Jakarta, Madrid, Osaka

24 REGIONS | 76 AVAILABILITY ZONES

AZURE REGION MAP

New regions: Queretaro, Madrid, Tel Aviv, Doha, Milan, Warsaw, Auckland

54 REGIONS | 10 AVAILABILITY ZONES



GOOGLE CLOUD REGION MAP

New regions: Warsaw, Doha, Toronto, Melbourne, Delhi, Paris, Milan, Santiago, Madrid

24 REGIONS | 73 AVAILABILITY ZONES



Maps courtesy of Structure Research

Global Data Center Advisory Group

Cushman & Wakefield's Data Center Advisory Group is a global team of elite professionals delivering specialized real estate solutions for mission critical users, owners, and environments. With scalability, reliability, and security as a driving force, our highly knowledgeable and responsive professionals guide clients to make effective financial decisions. Our expertise ranges includes colocation facilities, control centers, greenfields, powered shell, and trading floors. We lend additional value through our understanding of global dynamics and their impact on local markets.

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