

# Service Provider Pulse 2020: Gold

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IDC's *Service Provider Pulse 2020: Gold* provides quarterly, worldwide insights into the requirements of tier 2 and tier 3 cloud service providers, focusing on evolving business models, emerging product and service offerings, and providers' own investments in technology and helping subscribers target the market more effectively, develop new solutions, and improve sales strategies and messaging so that they can grow their revenue and market share.

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## Markets and Subjects Analyzed

- Impacts on infrastructure/IT investments
  - Partnering opportunities
  - Product and service offerings
  - Cloud service provider customer needs and wants
  - Cloud service provider business goals and plans
  - Profit pools
  - Business metrics
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## Core Research

- Quarterly Survey Findings
  - Quarterly Banner Book
  - Service Provider Pulse 2019 Trends Report
  - Client Summary and Webinar (One to Many)
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In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Service Provider Pulse 2020: Gold](#).

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## Key Questions Answered

1. How is business success measured?
  2. Which infrastructure, application, and managed services are driving revenue, now and in the future?
  3. Which vendors are most crucial for achieving business goals?
  4. Which operational areas are being invested in more (and less) over the next two years?
  5. Where are businesses investing for growth?
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## Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the cloud services market, including:

Cloud technology providers (IaaS, SaaS, and PaaS), cloud service providers (colocation, hosting, managed services, outsourcers/systems integrators, telcos, and cloud service specialists), and cloud resale partners (distributors, cloud service brokers, direct market resellers, and VARs).