MBA07

A Market Insight Visibility Application for Data Center Colocation

Pegah Mavaie, Malarvizhi Sankaranarayanasamy, Neda Zarayeneh, Prasun Singh, Ravigopal Vennelakanti
Hitachi America Ltd., Santa Clara, CA, USA

Abstract

Colocation data centers are vital infrastructure in the digital economy, supporting businesses across various industries. The global data center construction market, valued at $218.88 billion in 2021, continues to grow rapidly. However, traditional methods for forecasting supply-side demand in the industry remain inefficient, relying on manual processes that introduce delays and inaccuracies. These challenges underscore the need for enhanced market visibility and forecasting tools that can integrate diverse data sources. This paper proposes the development of a Market Insight Visibility Application specifically designed for the data center colocation sector.

Conference Track

MIS and Business Analytics