

# ONE Package

451 Research has a comprehensive set of products designed to answer your business questions and provide a **holistic view of innovation** across the entire enterprise IT landscape.

By subscribing to 45ONE, you gain access to all of 451 Research's products that your teams can use to develop business cases, create strategic plans, target potential partners and customers and execute on a number of other key tasks. With the right mix of quantitative and qualitative insight and research products at your disposal, you will get one vision for optimizing your business today and for years to come.

Our coverage is organized across nine 'Channels' that align with the prevailing issues driving IT innovation, helping clients implement, invent and invest in digital infrastructure.



Applied Infrastructure & DevOps



Cloud & Managed Services Transformation



Cloud Native



Customer Experience & Commerce



Data, AI & Analytics



Datacenter Services & Infrastructure



Information Security



Internet of Things



Workforce Productivity & Collaboration

## You Have Questions. 451 Has Answers.

By covering all phases of technology innovation from investment to adoption through a variety of research techniques, we provide a holistic view of the enterprise IT landscape to our clients who use our insight and data to develop business cases, create strategic plans and execute on other key tasks.

**Technology Vendors:** Engage customers with insight into buyer behaviors, competitive landscape and market opportunities.

**Service Providers:** Maximize business value with insight into innovative technologies, business models and market dynamics driving your industry.

**IT Leaders:** Use proprietary market and deal data to make investment, alliance and acquisition decisions confidently.

**Financial Professionals:** Make informed decisions about the technologies and companies enabling IT transformation.

451 Research

**S&P Global**

Market Intelligence

## 45ONE Use Cases

Product	Use Cases
Market Insight	<ul style="list-style-type: none"> <li>• Private company profiles</li> <li>• M&amp;A deal analysis</li> <li>• Technology trends</li> </ul>
Technology & Business Insight	<ul style="list-style-type: none"> <li>• Competitor mapping</li> <li>• Technology overviews</li> </ul>
Market Monitor	<ul style="list-style-type: none"> <li>• Market sizing</li> <li>• Market share segmentation</li> </ul>
Voice of the Customer	<ul style="list-style-type: none"> <li>• Technology adoption rates</li> <li>• IT spend forecast</li> <li>• Vendor due diligence</li> </ul>
M&A KnowledgeBase	<ul style="list-style-type: none"> <li>• Proprietary M&amp;A valuations</li> <li>• 650-node tech taxonomy</li> </ul>
Datacenter KnowledgeBase	<ul style="list-style-type: none"> <li>• Site-level supply and utilization metrics for 7,100+ MTDC facilities</li> <li>• 1,800+ providers across 112 countries and 349 markets</li> </ul>
Cloud Price Index	Accurately plan, target and justify cloud pricing and value

## Service Components

### Data usage\*

Unlimited use of data in your internal presentations and external communications.

\*Citation approval required for external communications.

### Analyst inquiry

Quick access to our team of 100+ analysts and data scientists to answer questions about the data and industry insights in your business context.

### Custom services

Work with 451 Research's Advisory and Go 2 Market teams to receive co-branded reports, video briefs, webinars, infographics, event sponsorships, analyst speaking engagements, commissioned reports and other custom services.

**451 Research uniquely covers all phases of innovation, from investment to innovation to adoption.** Through a variety of research techniques – including face-to-face briefings, end-user surveys, forecast modeling, revenue tracking, in-depth interviews and acquisition tracking – 451 Research provides compelling and comprehensive coverage of IT innovation.

**Our research and data products provide the right mix of quantitative and qualitative insight to **impact your critical business decisions.****

To learn more about subscription packages, contact your account manager or [451sales451@spglobal.com](mailto:451sales451@spglobal.com).

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To learn more, visit [www.spglobal.com/451-research](http://www.spglobal.com/451-research).



## Research Products & Services Included in ONE

### MARKET SENSING & SURVEYS

Voice of the Connected User Landscape  
Voice of the Enterprise  
Voice of the Service Provider  
Macroeconomic Outlook

### MARKET SIZING & FORECAST

Applied Infrastructure & DevOps  
Cloud Computing  
Cloud Native  
Data, AI & Analytics  
Datacenters  
Global Unified Commerce  
Hosting, Cloud & Managed Services  
Information Security  
Internet of Things  
Workforce Productivity & Collaboration

### MARKET ECONOMICS

Cloud Price Index

### MARKET INVESTMENT & DEAL ANALYSIS

Datacenter KnowledgeBase  
Datacenter Monitor  
M&A KnowledgeBase

### MARKET & TECHNOLOGY INSIGHT

Applied Infrastructure & DevOps  
Cloud & Managed Services Transformation  
Cloud Native  
Customer Experience & Commerce  
Data, AI & Analytics  
Datacenter Services & Infrastructure  
Information Security  
Internet of Things  
Workforce Productivity & Collaboration