Market Insight

Concise and ongoing daily analysis of the impact of innovation, disruption and change in the enterprise IT marketplace and vendor ecosystem

Market Insight is your radar for the business of IT innovation – a daily digest of exactly what you need to know to stay informed and competitive on key market developments and issues. Our market experts engage with thousands of companies each year, then synthesize analysis, data and insights across our research topics in these reports. Whether it’s identifying the next tech ‘unicorn,’ planning an acquisition, securing a new round of funding, or finessing a product and messaging strategy, IT professionals worldwide rely on Market Insight and ‘The Take’ as their daily dose of market intelligence.

We know our clients don’t have time to waste. As new market trends emerge, 451 Research analysts write concisely about timely topics, focusing on the salient points. In this case, less is more. The thousands of succinct Market Insight reports we publish annually are backed by millions of data points – gathered quarterly and built on a proven and transparent methodology – to validate and enhance our thought leadership. With proactive research alerts, a variety of report formats that offer company-, segment- and market-specific perspectives, and ‘anytime’ access to our entire team of analysts, we can help you quickly master almost any IT market issue.

451 Research’s Market Insight Report: Cloudera sets a positive tone for 2022 with hybrid data cloud vision

Being a private entity may help the company reset its priorities, investing in areas that deliver on its hybrid data cloud vision. While solidifying its brand recognition in the telecom sector, it has made good efforts to grow beyond the nontelecom segments, and having strong ties with cloud hyperscalers certainly helps. With a SaaS model, it can innovate and enhance platform capabilities on the fly at an accelerated pace while broadening its service appeal to companies seeking to offload infrastructure management responsibility to service providers. The strategic partnership with Alibaba Cloud in China will be an interesting one to watch. Nevertheless, the company will need to formulate a well-orchestrated OEM strategy sooner rather than later if it is serious about getting into the minds and hearts of local businesses in the region.

THE TAKE

Strengths
The company has a focused strategy and is committed to investing in technology innovation. Its growth strategy in Asia-Pacific seems to be paying off in key vertical segments and Asian economies.

Weaknesses
As Cloudera continues to strengthen its footprint in Asia-Pacific, localization requirements are unavoidable. The company may want to formulate a well-orchestrated OEM strategy sooner rather than later.

Opportunities
As businesses continue to look for ways to monetize insight, ML/AI itself has huge potential as a foundational technology to support a wide variety of use cases.

Threats
The company is competing against bigger rivals that have made substantial investments in R&D to better serve customers. While it has gained ground in Asia, its rivals are unlikely to sit on the sidelines.

Get informed fast about disruption in your market

We know our clients don’t have time to waste. As new market trends emerge, 451 Research analysts write concisely about timely topics, focusing on the salient points. In this case, less is more. The thousands of succinct Market Insight reports we publish annually are backed by millions of data points – gathered quarterly and built on a proven and transparent methodology – to validate and enhance our thought leadership. With proactive research alerts, a variety of report formats that offer company-, segment- and market-specific perspectives, and ‘anytime’ access to our entire team of analysts, we can help you quickly master almost any IT market issue.

Topic areas covered

- 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

451 Research
S&P Global
Market Intelligence
### Types of Market Insight Analysis

<table>
<thead>
<tr>
<th><strong>Impact Reports</strong></th>
<th><strong>Briefing-driven analysis of a specific vendor</strong>, covering the impact its business model, services, technologies and go-to-market strategy will have on the market. A company SWOT analysis is included in every report.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Spotlight Reports</strong></td>
<td><strong>Analysis of new developments in a market sector or technology area</strong> that builds on previously published analysis to provide context and real-time updates on innovation and disruption as it happens.</td>
</tr>
<tr>
<td><strong>Analyst Notes</strong></td>
<td><strong>Concise research notes</strong> that highlight and contextualize a recent market or vendor development.</td>
</tr>
<tr>
<td><strong>Deal Analyses</strong></td>
<td><strong>Event-driven analysis of a tech acquisition</strong>, including the deal rationale and an examination of its broader impact on competitors, adjacent players and the overall market.</td>
</tr>
<tr>
<td><strong>IQ Reports</strong></td>
<td>Sector IQ, Acquirer IQ, Target IQ and Debut IQ reports provide <strong>anticipatory analysis of potential M&amp;A activity or consolidation trends</strong>. Analysis is focused on a specific sector or company likely to acquire, likely to be acquired, or that has just completed an IPO.</td>
</tr>
<tr>
<td><strong>User Deployment Reports</strong></td>
<td>Accounts and analysis of real-world end-user deployment experiences with new, innovative technologies, products and services, providing a ‘sanity check’ on what vendors and VCs are telling our analysts.</td>
</tr>
</tbody>
</table>

### Service Components

A subscription to our Market Insight service includes:

- **Real-time insight, delivered daily**
  - Daily reports on the most relevant developments in all the markets we cover
  - Email delivery of our newly published Market Insight reports

- **Industry-leading online research platform**
  - Interactive online platform for research and discovery
  - Tools that enable clients to easily excerpt, download and share our research

- **Ready access to industry experts**
  - Access to analyst webinars and industry events
  - Ability to leverage analysis and data to support your internal and external marketing initiatives

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**.

© 2022 S&P Global Market Intelligence. All rights reserved.

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