

Market Sizing and Strategic Insights Drive EC-NaaS Market Growth for Global IT and Network Infrastructure Vendors

Navigating the complexities of a rapidly evolving technology landscape requires precise market intelligence that facilitates informed decision-making and strategic positioning.

The Situation

A leading global network infrastructure vendor sought comprehensive insights to identify and capitalize on emerging opportunities within the Elastic Cloud Network-as-a-Service (EC-NaaS) segment. The vendor needed to understand customer use cases for high-speed, on-demand cloud connectivity, assess ecosystem readiness and customer adoption levels, and forecast the addressable market opportunity across various geographies including Europe. Additionally, the client required strategic advice on how to stimulate and develop the EC-NaaS market ecosystem, given the complexities involved in this evolving landscape.

The Solution

- IDC initiated the engagement by formulating a preliminary hypothesis regarding EC-NaaS adoption, which encompassed anticipated use cases, enterprise demand, and the ecosystem's position within the market. To validate and refine these hypotheses, IDC conducted 20 in-depth interviews with senior C-level executives from large multinational corporations, garnering insights directly from industry leaders.
- The findings from these in-depth interviews contributed to a strategic insight report that validated key enterprise requirements, the overall size and growth of the EC-NaaS market, and potential customer pain points. Furthermore, IDC created two external assets designed to assist the client in engaging their ecosystem of telecommunications and vendor partners, enhancing collaboration around the identified market opportunities.

The Results

Actionable insights and recommendations to this client on ways to overcome critical barriers to enterprise adoption of EC-NaaS and to leverage strengths among ecosystem players to accelerate market growth

A quantified assessment of the addressable market size and forecast for EC-NaaS, segmented by geography

Strategic guidance on specific areas for the client to engage in the EC-NaaS market based on identified enterprise use cases, geographic opportunities, and targeted industry verticals

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