

# Cisco Global Cloud Index: Forecast and Methodology, 2016–2021

---

# Contents

<b>What you will learn .....</b>	<b>3</b>
<b>Forecast overview .....</b>	<b>3</b>
<b>Regional cloud readiness .....</b>	<b>5</b>
<b>Top seven data center and cloud networking trends .....</b>	<b>5</b>
<b>Trend 1: Growth of global data center relevance and traffic .....</b>	<b>6</b>
<b>Trend 2: Continued global data center virtualization .....</b>	<b>14</b>
<b>Trend 3: Cloud service trends .....</b>	<b>17</b>
<b>Trend 4: Workloads and compute instances by application.....</b>	<b>19</b>
<b>Trend 5: Data center and cloud storage: capacity and utilization .....</b>	<b>21</b>
<b>Trend 6: Global digitization: Effects of IoT and the advent of the yottabyte era.....</b>	<b>23</b>
<b>Trend 7: Global cloud readiness .....</b>	<b>24</b>
<b>Conclusion .....</b>	<b>38</b>
<b>For more information.....</b>	<b>38</b>

---

## What you will learn

The Cisco® Global Cloud Index (GCI) is an ongoing effort to forecast the growth of global data center and cloud-based IP traffic. The forecast includes trends associated with data center virtualization and cloud computing. This document presents the details of the study and the methodology behind it.

## Forecast overview

### Hyperscale data centers

- Hyperscale data centers will grow from 338 in number at the end of 2016 to 628 by 2021. They will represent 53 percent of all installed data center servers by 2021.
- Traffic within hyperscale data centers will quadruple by 2021. Hyperscale data centers already account for 39 percent of total traffic within all data centers and will account for 55 percent by 2021.

### Global data center traffic

- Annual global data center IP traffic will reach 20.6 Zettabytes (ZB) (1.7 ZB per month) by the end of 2021, up from 6.8 ZB per year (568 exabytes [EB] per month) in 2016.
- Global data center IP traffic will grow 3-fold over the next 5 years. Overall, data center IP traffic will grow at a Compound Annual Growth Rate (CAGR) of 25 percent from 2016 to 2021.

### Data center virtualization and cloud computing growth

- By 2021, 94 percent of workloads and compute instances will be processed by cloud data centers; 6 percent will be processed by traditional data centers.
- Overall data center workloads and compute instances will more than double (2.3-fold) from 2016 to 2021; however, for cloud those will nearly triple (2.7-fold) over the same period.
- The workload and compute instance density (that is, workloads and compute instances per physical server) for cloud data centers was 8.8 in 2016 and will grow to 13.2 by 2021. Comparatively, for traditional data centers, workload and compute instance density was 2.4 in 2016 and will grow to 3.8 by 2021.

### Public vs. private cloud

- By 2021, 73 percent of the cloud workloads and compute instances will be in public cloud data centers, up from 58 percent in 2016 (CAGR of 27.5 percent from 2016 to 2021).
- By 2021, 27 percent of the cloud workloads and compute instances will be in private cloud data centers, down from 42 percent in 2016 (CAGR of 11 percent from 2016 to 2021).

### Global cloud traffic

- Annual global cloud IP traffic will reach 19.5 ZB (1.6 ZB per month) by the end of 2021, up from 6.0 ZB per year (499 EB per month) in 2016.
- Global cloud IP traffic will more than triple (3.3-fold) over the next 5 years. Overall, cloud IP traffic will grow at a CAGR of 27 percent from 2016 to 2021.
- Global cloud IP traffic will account for 95 percent of total data center traffic by 2021.

---

### **Cloud service delivery models**

- By 2021, 75 percent of the total cloud workloads and compute instances will be Software-as-a- Service (SaaS), up from 71 percent in 2016.
- By 2021, 16 percent of the total cloud workloads and compute instances will be Infrastructure-as-a- Service (IaaS), down from 21 percent in 2016.
- By 2021, 9 percent of the total cloud workloads and compute instances will be Platform-as-a- Service (PaaS), up from 8 percent in 2016.

### **Workloads and compute instances by application**

- By 2021, enterprise workloads and compute instances will account for 73 percent of total data center workloads and compute instances, down from 76 percent in 2016.
- By 2021, consumer workloads and compute instances will account for 27 percent of total data center workloads and compute instances, up from 24 percent in 2016.
- Within the enterprise segment, compute (24 percent of enterprise workloads and compute instances by 2021) and collaboration (23 percent of enterprise workloads and compute instances by 2021) are the two main contributors.
- Within the consumer segment, video streaming (34 percent of consumer workloads and compute instances by 2021) and social networking (25 percent of consumer workloads and compute instances by 2021) are the two main contributors.
- Within the enterprise segment, database/analytics and IoT will be the fastest growing applications, with 21 percent CAGR from 2016 to 2021, or 2.6-fold growth.
- Within the consumer segment, social networking (26% CAGR from 2016 to 2021) and video streaming (24 percent CAGR from 2016 to 2021) will be the fastest growing applications.

### **Data center storage**

- By 2021, data center storage installed capacity will grow to 2.6 ZB, up from 663 EB in 2016, nearly a 4-fold growth.

### **Data in data centers, big data, and IoT**

- Globally, the data stored in data centers will nearly quintuple by 2021 to reach 1.3 ZB by 2021, up 4.6-fold (a CAGR of 36%) from 286 EB in 2016.
- Big data will reach 403 EB by 2021, up almost 8-fold from 25 EB in 2016. Big data alone will represent 30 percent of data stored in data centers by 2021, up from 18 percent in 2016.
- The amount of data stored on devices will be 4.5 times higher than data stored in data centers, at 5.9 ZB by 2021.
- Driven by the Internet of Things, the total amount of data created (and not necessarily stored) by any device will reach 847 ZB per year by 2021, up from 218 ZB per year in 2016. Data created is two orders of magnitude higher than data stored.

---

## Regional cloud readiness

### Network speeds and latency

- Asia Pacific leads all regions with an average fixed download speed of 46.2 Mbps. North America follows with an average fixed download speed of 43.2 Mbps. Asia Pacific and Central and Eastern Europe lead all regions in average fixed upload speeds with 22.1 Mbps and 18.8 Mbps, respectively.
- Asia Pacific leads all regions in average fixed network latency with 21 ms, followed by Western Europe with 27 ms.
- North America leads all regions with an average mobile download speed of 34.3 Mbps. Western Europe follows with an average mobile download speed of 26.2 Mbps. North America and Western Europe also lead all regions in average mobile upload speeds with 15.5 Mbps and 10.4 Mbps, respectively.
- Western Europe and Central and Eastern Europe lead all regions in average mobile network latency with 46 ms and 49 ms, respectively.

## Top seven data center and cloud networking trends

Over the last few years, the telecommunications industry has seen cloud adoption evolve from an emerging technology to an established networking solution that is gaining widespread acceptance and deployment. Enterprise and government organizations are moving from test environments to placing more of their mission-critical workloads and compute instances into the cloud. For consumers, cloud services offer ubiquitous access to content and services, on multiple devices, delivered to almost anywhere network users are located.

The following sections identify seven important trends in data center and cloud networking that are accelerating traffic growth, changing the end-user experience, and placing new requirements and demands on data center and cloud-based infrastructures.

1. Growth of global data center relevance and traffic
  - Growth of hyperscale data centers
  - Global data center ip traffic: three-fold increase by 2021
  - Data center traffic destinations: Most traffic remains within the data center
  - Global data center and cloud ip traffic growth
  - SDN/NFV architecture effects: Wild car
2. Continued global data center virtualization
  - Public vs. Private cloud
3. Cloud service trends
4. Workloads and compute instances by application
5. Data center and cloud storage: Capacity and utilization
6. Global digitization: Impact of IoT
  - Potential effect of IoT on global data centers
7. Global cloud readiness
  - Security: Imperative for cloud growth
  - Network speeds and latency analysis

---

## Trend 1: Growth of global data center relevance and traffic

From server closets to large hyperscale deployments, data centers are at the crux of delivering IT services and providing storage, communications, and networking to the growing number of networked devices, users, and business processes in general. The growing importance of data analytics—the result of big data coming from ubiquitously networked end-user devices and IoT alike—has added to the value and growth of data centers. They touch nearly every aspect of an enterprise, whether internal/employee-related data, communication or processes, or partner-and customer-facing information and services. The efficient and effective use of data center technology such as virtualization, new software-based architectures, and management tools and use of public vs. private resources and so on can all add to the agility, success, and competitive differentiation of a business.

The increased focus on business agility and cost optimization has led to the rise and growth of cloud data centers. Cloud data centers have five essential characteristics of cloud computing as listed by National Institute of Technology (NIST). These five characteristics are on-demand self-service, broad network access, resource pooling, rapid elasticity or expansion, and measured service. For more details, refer to Appendix E. Cloud adoption enables faster delivery of services and data, increased application performance, and improved operational efficiencies.

Although security and integration with existing IT environments continue to represent concerns for some potential cloud-based applications, a growing range of consumer and business cloud services are currently available. Today's cloud services address varying customer requirements (for example, privacy, mobility, and multiple device access) and support near-term opportunities as well as long-term strategic priorities for network operators, both public and private.

### Hyperscale data center growth

The increasing need for data center and cloud resources from both the business and consumer service perspective has led to the development of large-scale public cloud data centers called hyperscale data centers. Hyperscale cloud operators are increasingly dominating the cloud landscape.

To be a hyperscale cloud operator, a company must meet the following criteria defined in terms of annual revenues:

- More than US\$1 billion in annual revenue from Infrastructure as a Service (IaaS), Platform as a Service (PaaS), or infrastructure hosting services (for example, Amazon/AWS, Rackspace, Google)
- More than US\$2 billion in annual revenue from Software as a Service (SaaS) (for example, Salesforce, ADP, Google)
- More than US\$4 billion in annual revenue from Internet, search, and social networking (for example, Facebook, Yahoo, Apple)
- More than US\$8 billion in annual revenue from e-commerce/payment processing (for example, Amazon, Alibaba, eBay)

Twenty-four hyperscale operators were identified using the preceding criteria. The data centers operated by these companies are what we consider as hyperscale. The hyperscale operator might own the data center facility, or it might lease it from a colocation/wholesale data center provider.

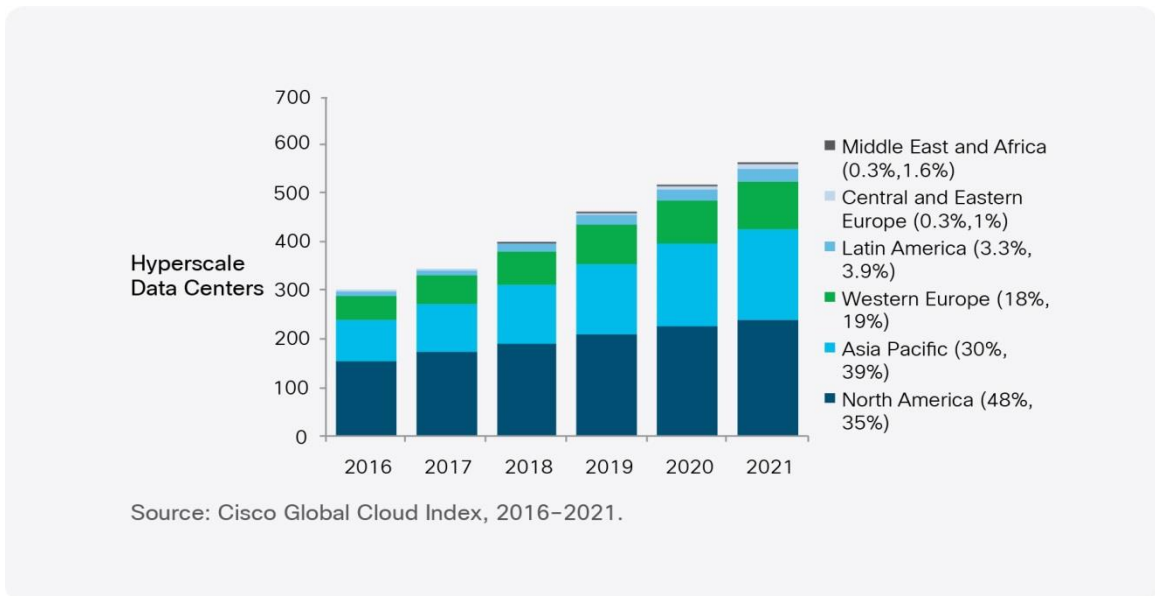
**Figure 1.** Global hyperscale data center growth



These hyperscale data centers will grow from 338 in number at the end of 2016 to 628 by 2021. They will represent 53 percent of all installed data center servers by 2021. In other words, they will account for 85 percent of the public cloud server installed base in 2021 and 87 percent of public cloud workloads and compute instances.

While only seven of these 24 companies are headquartered outside of the United States, their data center footprint is much more geographically diverse.

**Figure 2.** Hyperscale data center growth: Regional view



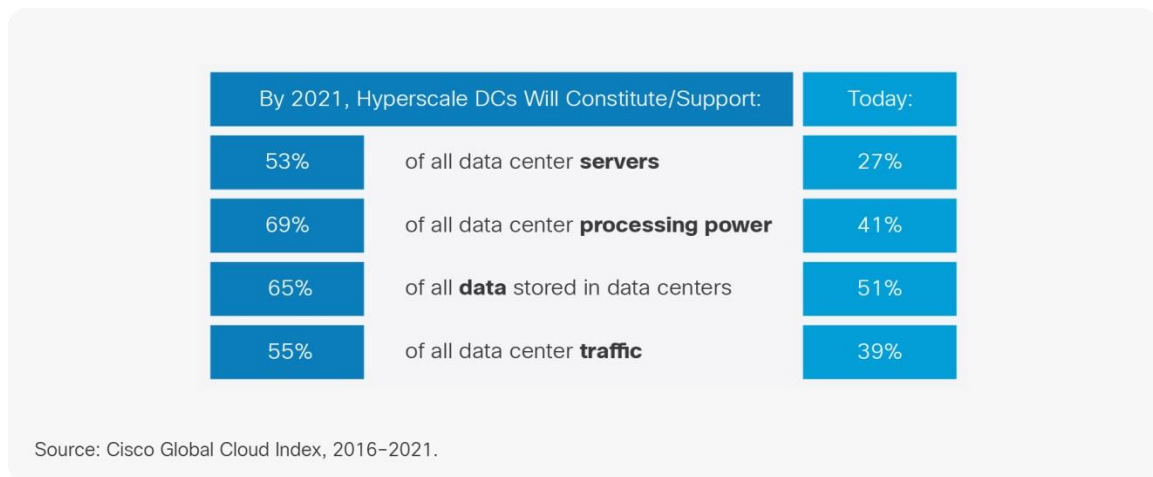
**Note:** Percentages within parentheses refer to relative share for 2016 and 2021.

At the end of 2017, these 24 hyperscale operators will in aggregate have 386 data centers, with North America having the largest share, at 46 percent, followed by Asia Pacific, with 30 percent, Western Europe, with 19 percent, and Latin America, with 4 percent.

Asia Pacific has been the fastest growing region in terms of hyperscale data center location and will continue to grow more rapidly over the next five years, taking over the lead from North America, accounting for 39 percent of hyperscale data centers by the end of 2021.

As with servers, hyperscale data centers represent a large portion of overall data, traffic, and processing power in data centers. Traffic within hyperscale data centers will quadruple by 2021. Hyperscale data centers already account for 39 percent of total traffic within all data centers and will account for 55 percent by 2021. Hyperscale data centers will also represent 65 percent of all data stored in data centers and 69 percent of total data center processing power.

**Figure 3.** The scale of hyperscale data centers



### Global data center IP traffic: Threefold increase by 2021

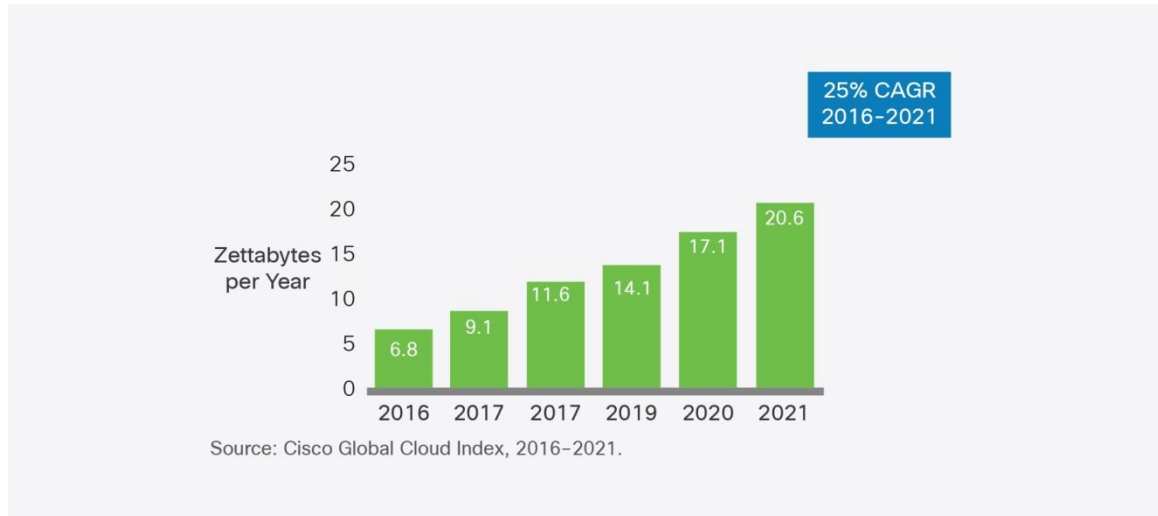
Most Internet traffic has originated or terminated in a data center since 2008, when peer-to-peer traffic (which does not originate from a data center but instead is transmitted directly from device to device) ceased to dominate the Internet application mix. Data center traffic will continue to dominate Internet traffic for the foreseeable future, but the nature of data center traffic is undergoing a fundamental transformation brought about by cloud applications, services, and infrastructure. The importance and relevance of the global cloud evolution are highlighted by one of the top-line projections from this updated forecast: by 2021 more than 95 percent of data center traffic will be cloud traffic.

The following sections summarize not only the volume and growth of traffic entering and exiting the data center, but also the traffic carried between different functional units within the data center, cloud versus traditional data center segments, and business versus consumer cloud segments.



Figure 4 summarizes the forecast for data center IP traffic growth from 2016 to 2021.

**Figure 4.** Global data center IP traffic growth



Although the amount of global traffic crossing the Internet and IP WAN networks is projected to reach 3.3 ZB per year by 2021<sup>1</sup>, the amount of annual global data center traffic in 2016 is already estimated to be 6.8 ZB and by 2021 will triple to reach 20.6 ZB per year. This increase represents a 25 percent CAGR. The higher volume of data center traffic is due to the inclusion of traffic inside the data center (typically, definitions of Internet and WAN traffic stop at the boundary of the data center).

The global data center traffic forecast, a major component of the Cisco GCI report, covers network data centers worldwide operated by service providers as well as enterprises. Refer to **Appendix A** for more details about the methodology of the data center and cloud traffic forecasts and **Appendix B** for the positioning of the GCI Forecast relative to the Cisco VNI Global IP Traffic Forecast.

<sup>1</sup> Refer to **Cisco Visual Networking Index: Forecast and Methodology, 2016–2021**.

Table 1 provides details for global data center traffic growth rates.

**Table 1.** Global data center traffic, 2016–2021

Category or function							
	2016	2017	2018	2019	2020	2021	CAGR 2016-2021
<b>By Type (EB per Year)</b>							
Data center to user	998	1,280	1,609	2,017	2,500	3,064	25.2%
Data center to data	679	976	1,347	1,746	2,245	2,796	32.7%
Within data center	5,143	6,831	8,601	10,362	12,371	14,695	23.4%
<b>By Segment (EB per Year)</b>							
Consumer	4,501	6,156	8,052	10,054	12,401	15,107	27.4%
Business	2,319	2,931	3,505	4,070	4,716	5,449	18.6%

Category or function							
	2016	2017	2018	2019	2020	2021	CAGR 2016-2021
<b>By Type (EB per Year)</b>							
Cloud data center	5,991	8,190	10,606	13,127	16,086	19,509	26.6%
Traditional data center	828	897	952	997	1,030	1,046	4.8%
<b>Total (EB per Year)</b>							
Total data center	6,819	9,087	11,557	14,124	17,116	20,555	24.7%

Definitions:

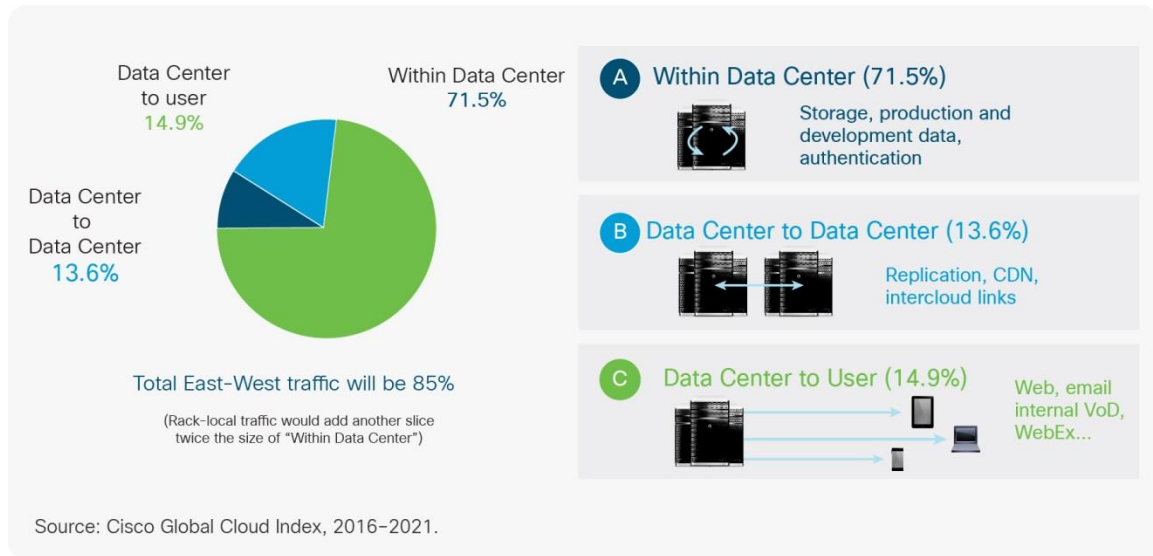
- Data center to user: Traffic that flows from the data center to end users through the Internet or IP WAN
- Data center to data center: Traffic that flows from data center to data center
- Within data center: Traffic that remains within the data center, excludes traffic within the rack
- Consumer: Traffic originating with or destined for consumer end users
- Business: Traffic originating with or destined for business end users
- Cloud data center: Traffic associated with cloud data centers
- Traditional data center: Traffic associated with noncloud data centers

Data Center Traffic Destinations: Most Traffic Remains Within the Data Center

Consumer and business traffic flowing through data centers can be broadly categorized into three main areas (Figure 5):

- Traffic that remains within the data center: For example, moving data from a development environment to a production environment within a data center, or writing data to a storage array
- Traffic that flows from data center to data center: For example, moving data between clouds, or copying content to multiple data centers as part of a content distribution network
- Traffic that flows from the data center to end users through the Internet or IP WAN: For example, streaming video to a mobile device or PC

**Figure 5.** Global data center traffic by destination in 2021



The portion of traffic residing within the data center will decline slightly over the forecast period, accounting for 75.4 percent of data center traffic in 2016 and 71.5 percent by 2021. The totals for within the data center do not include rack-local traffic (traffic that remains within a given server rack). Rack-local traffic is approximately twice the size of the “within data center” volumes shown in the forecast. The inclusion of rack-local traffic would change our traffic distribution to show more than 90 percent of traffic remaining local to the data center.

Big data is a significant driver of traffic within the data center. While much of big data traffic is rack-local, enough exits the rack that big data will be responsible for 20 percent of all traffic within the data center by 2021, up from 12 percent in 2016. Video does not drive a large volume of traffic within the data center, since minimal processing is done on the video relative to the large size of the video stream.

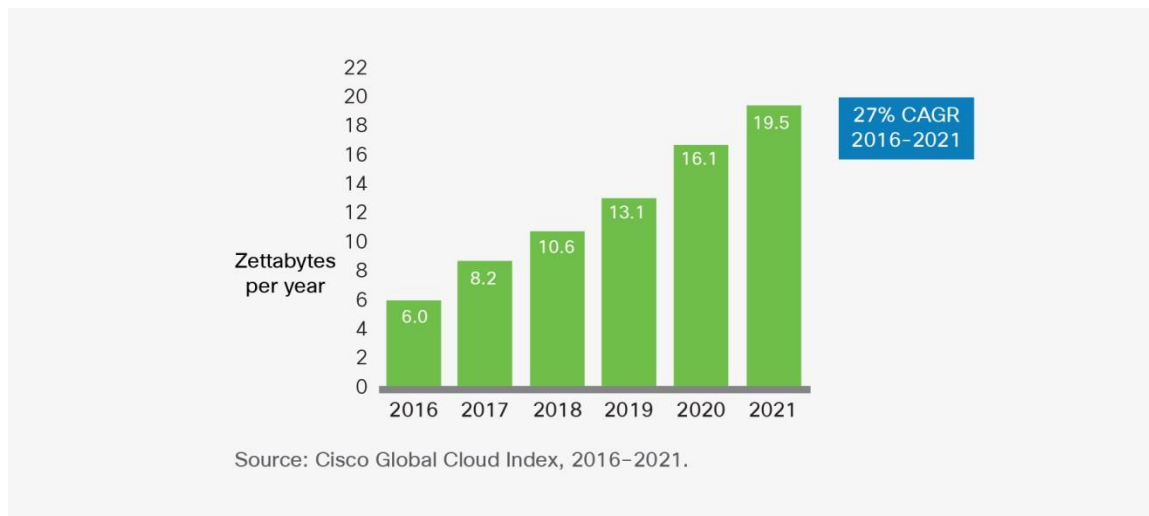
Traffic between data centers is growing faster than either traffic to end users or traffic within the data center, and by 2021, traffic between data centers will account for almost 14 percent of total data center traffic, up from 10 percent at the end of 2016. The high growth of this segment is due to the increasing prevalence of content distribution networks, the proliferation of cloud services and the need to shuttle data between clouds, and the growing volume of data that needs to be replicated across data centers.

Overall, east-west traffic (traffic within the data center and traffic between data centers) will represent 85 percent of total data center by 2021, and north-south traffic (traffic exiting the data center to the Internet or WAN) will be only 15 percent of traffic associated with data centers.

**Global data center and cloud IP traffic growth**

Data center traffic on a global scale will grow at a 25 percent CAGR (Figure 4), but cloud data center traffic will grow at a slightly faster rate (27 percent CAGR) or 3.3-fold growth from 2016 to 2021 (Figure 6).

**Figure 6.** Cloud data center traffic growth



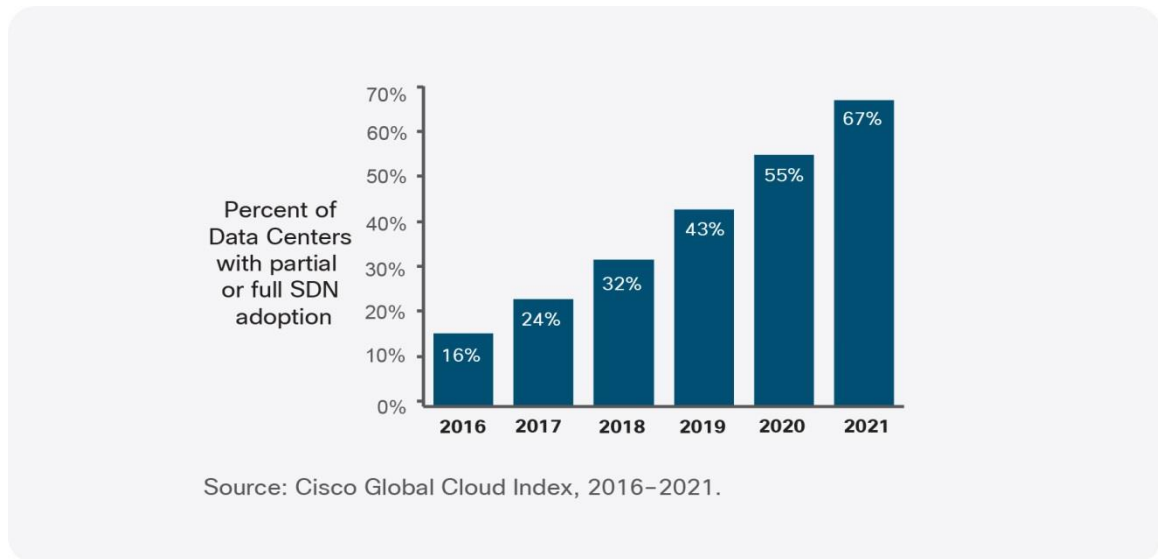
Cloud will represent more than 95 percent of all data center traffic will be based in the cloud. (For regional cloud traffic trends, refer to **Appendix C**) Significant promoters of cloud traffic growth include the rapid adoption of and migration to cloud architectures and the ability of cloud data centers to handle significantly higher traffic loads. Cloud data centers support increased virtualization, standardization, and automation. These factors lead to better performance as well as higher capacity and throughput.

**The evolution of data center architecture: SDN/NFV**

Three technology trends are transforming the data center: leaf-spine architectures (which flatten the tiered architecture of the data center), software-defined networks (SDNs, which separate the control and forwarding of data center traffic), and network function virtualization (NFV, which virtualizes a variety of network elements).

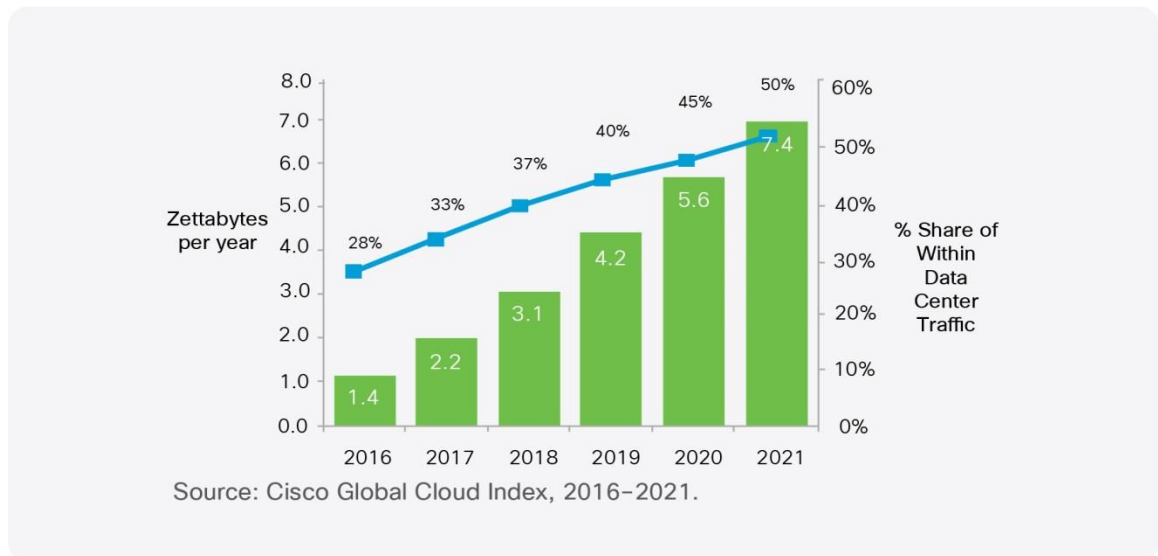
Most major hyperscale data centers already employ flat architectures and software-defined network and storage management, and adoption of SDN/ NFV within large-scale enterprise data centers has been rapid. Over two-thirds of data centers will adopt SDN either fully or in a partial deployment by 2021 (Figure 7).

**Figure 7.** Cloud data center traffic growth



As a portion of traffic within the data center, SDN/NFV is already transporting 23 percent, growing to 44 percent by 2021 (Figure 8).

**Figure 8.** SDN/NFV traffic within the data center



SDN and NFV, along with flat architectures, might streamline traffic flows with the data center such that traffic is routed more efficiently in the future than it is routed today. In theory, SDN allows for traffic handling policies to follow virtual machines and containers, so that those elements can be moved within a data center in order to minimize traffic in response to bandwidth bottlenecks. However, there are also ways in which SDN/NFV can lead to an increase in both data center traffic and in general Internet traffic:

Big data: Traffic engineering enabled by SDN/ NFV supports “elephant”<sup>2</sup> data flows without compromising “mouse”<sup>3</sup> data flows, making it safe to transport large amounts of data to and from big data clusters.

- Video bitrates: SDN will allow video bitrates to increase, because SDN can seek out highest bandwidth available even midstream, instead of lowering the bitrate according the available bandwidth for the duration of the video, as is done today.
- Cloud gaming: SDN can decrease latency within the data center, decreasing delay experiences by end-users in cloud gaming applications, which might help increase cloud gaming adoption by both content providers and end users.

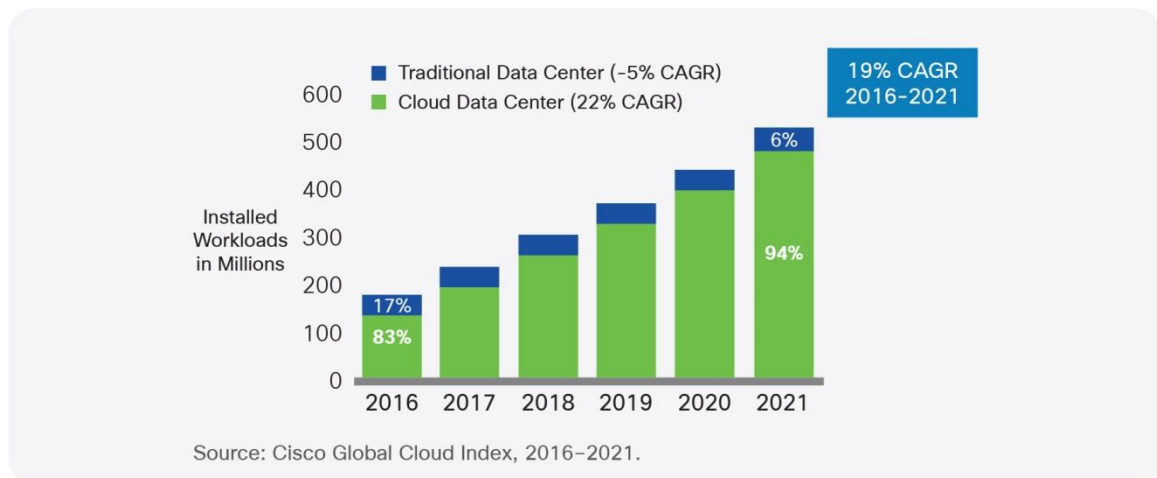
## Trend 2: Continued global data center virtualization

A server workload and compute instance is defined as a virtual or physical set of computer resources, including storage, that are assigned to run a specific application or provide computing services for one to many users. A workload and compute instance is a general measurement used to describe many different applications, from a small lightweight SaaS application to a large computational private cloud database application. For the purposes of quantification, we consider each workload and compute instance being equal to a virtual machine or a container. In fact, containers are one of the factors enabling a steady increase in the number of workloads and compute instances per server deployed. The Cisco Global Cloud Index forecasts the continued transition of workloads and compute instances from traditional data centers to cloud data centers. By 2021, 94 percent of all workloads and compute instances will be processed in cloud data centers (Figure 9). For regional distributions of workloads and compute instances, refer to **Appendix D**.

<sup>2</sup> Elephant flows have varying definitions in the industry, but refer to flows of traffic that carry a disproportionate amount of traffic in terms of bytes, usually greater than 1% of total traffic in a time period.

<sup>3</sup> Mouse flows generate average or below traffic, but might have strict requirements in terms of latency.

**Figure 9.** Workload and compute instance distribution: 2016–2021



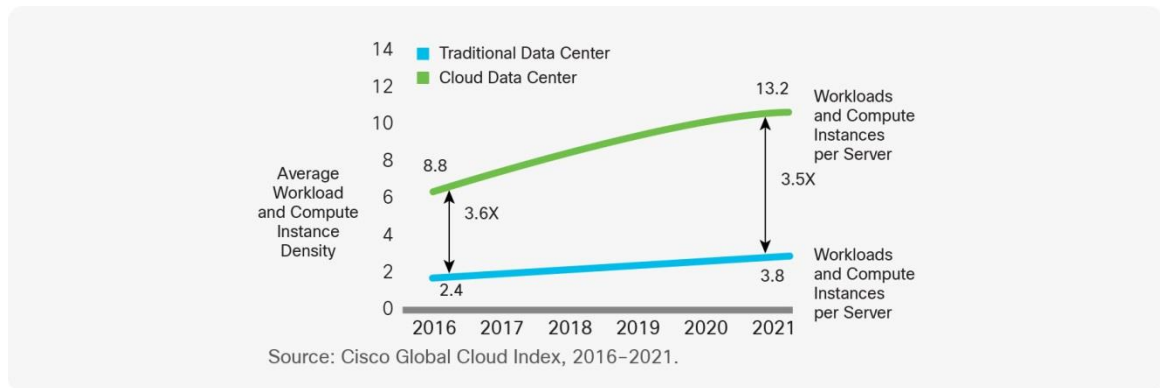
Cloud workloads and compute instances are expected to nearly triple (grow 2.7-fold) from 2016 to 2021, whereas traditional data center workloads and compute instances are expected to see a global decline, at a negative 5 percent CAGR from 2016 to 2021. Traditionally, one server carried one workload and compute instance. However, with increasing server computing capacity and virtualization, multiple workloads and compute instances per physical server are common in cloud architectures. Cloud economics, including server cost, resiliency, scalability, and product lifespan, along with enhancements in cloud security, are promoting migration of workloads and compute instances across servers, both inside the data center and across data centers (even data centers in different geographic areas). Often an end-user application can be supported by several workloads and compute instances distributed across servers. Table 2 provides details about the shift of workloads from traditional data centers to cloud data centers.

**Table 2.** Workload and compute instance shift from traditional data centers to cloud data centers

Global data center workloads and compute instances in millions							
	2016	2017	2018	2019	2020	2021	CAGR 2016-2021
<b>Traditional data center workloads and compute instances</b>	42.1	41.4	40.8	39.1	36.2	32.9	-5%
<b>Cloud data center workloads and compute instances</b>	199.4	262.4	331.0	393.3	459.2	533.7	22%
<b>Total data center workloads and compute instances</b>	241.5	303.8	371.8	432.4	495.4	566.7	19%
<b>Cloud workloads and compute instances as a percentage of total data center workloads and compute instances</b>	83%	86%	89%	91%	93%	94%	-
<b>Traditional workloads and compute instances as a percentage of total data center workloads and compute instances</b>	17%	14%	11%	9%	7%	6%	-

One of the main factors prompting the migration of workloads and compute instances from traditional data centers to cloud data centers is the greater degree of virtualization (Figure 10) in the cloud space, which allows dynamic deployment of workloads and compute instances in the cloud to meet the dynamic demand of cloud services. This greater degree of virtualization in cloud data centers can be expressed as workload and compute instance density.<sup>4</sup> Workload and compute instance density measures average number of workloads and compute instances per physical server. The workload and compute instance density for cloud servers will grow from 8.8 in 2016 to 13.2 by 2021. In comparison, the workload and compute instance density in traditional data center servers will grow from 2.4 in 2016 to 3.8 by 2021.

**Figure 10.** Increasing cloud virtualization



### Public vs. private cloud<sup>5</sup>

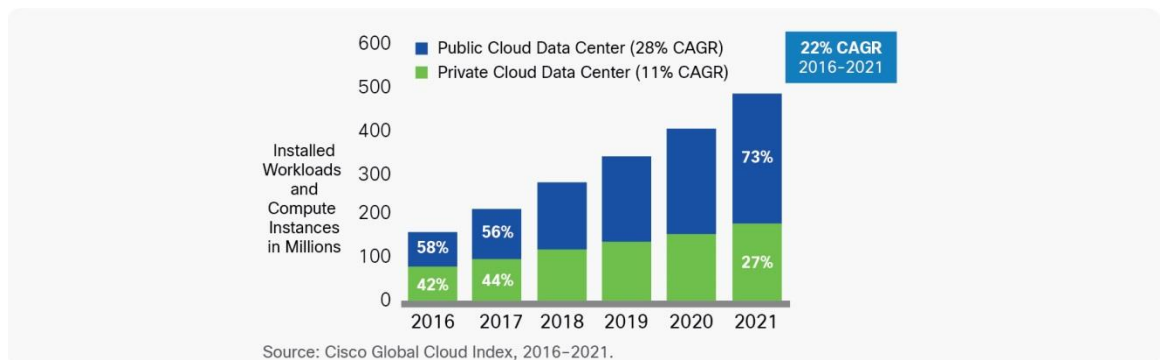
We look into the growth of public cloud vs. private cloud through workload and compute instance analysis. Public cloud, as indicated by the workloads and compute instances growth, is growing faster than the private cloud. As the business sensitivity to costs associated with dedicated IT resources grows along with demand for agility, we can see a greater adoption of public cloud by the businesses, especially with strengthening of public cloud security. Although many mission-critical workloads and compute instances might continue to be retained in the traditional data centers or private cloud, the public cloud adoption is increasing along with the gain in trust in public cloud. Some enterprises might adopt a hybrid approach to cloud. In a hybrid cloud environment, some of the cloud computing resources are managed in-house by an enterprise and some are provided by an external provider. Cloud bursting is an example of hybrid cloud where daily computing requirements are handled by a private cloud, but for sudden spurts of demand the additional traffic demand (bursting) is handled by a public cloud.

While the overall cloud workloads and compute instances are growing at a CAGR of 26 percent from 2016 to 2021 (Figure 11), the public cloud workloads and compute instances are going to grow at 28 percent CAGR from 2016 to 2021, and private cloud workloads and compute instances will grow at a slower pace of 11 percent CAGR from 2016 to 2021. By 2021, there will continue to be more workloads and compute instances (73 percent) in the public cloud as compared to private cloud (27 percent).

<sup>4</sup> Average Workload and Compute Instance Density = (Total Physical Servers \* Virtualization Rate (% of Physical servers are virtualized) \* VM density (Average VMs per virtualized physical server)) + Non-virtualized Physical Servers / Total Physical Servers.

<sup>5</sup> For definition of public and private cloud, refer to **Appendix E**.

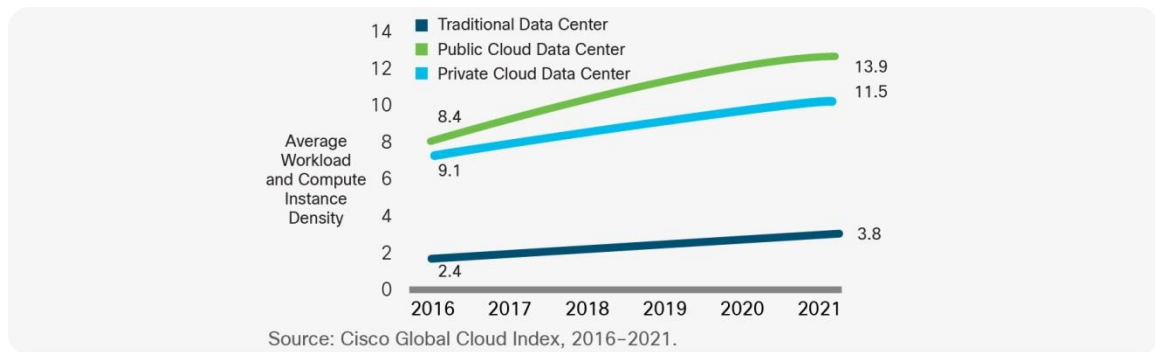
**Figure 11.** Public vs. private cloud growth





This growth of workloads and compute instances in the public cloud space is also reflected in the growth of virtualization, as shown in Figure 12. The workload and compute instance density in public cloud data centers is higher than that in private cloud data centers. Private cloud workload and compute instance volume had historically been much bigger than public cloud because the biggest factor driving workload and compute instance numbers was the amount of virtualization being assumed. In 2015, however, public cloud workload and compute instance volume surpassed private cloud workloads and compute instances because of a big increase in public cloud server installed base and higher workload and compute instance VM densities.

**Figure 12.** Public cloud virtualization gaining momentum



### Trend 3: Cloud service trends

This section reviews the growth of the three different cloud service categories: IaaS, PaaS, and SaaS. Although numerous other service categories have emerged over time, they can be aligned within the IaaS, PaaS, and SaaS<sup>6</sup> categorization. For example, Business Process as a Service (BPaaS) is considered part of SaaS. For simplicity, we can think of these three service models as different layers of cloud with infrastructure at the bottom, the platform next, and finally software at the top.

GCI categorizes a cloud workload and compute instance as IaaS, PaaS, or SaaS based upon how the user ultimately uses the service, regardless of other cloud services types that might be involved in the final delivery of the service. As an example, if a cloud service is a SaaS type but it also depends on some aspects of other cloud services such as PaaS or IaaS, such a workload and compute instance is counted as SaaS only. As another example, if a PaaS workload and compute instance operates on top of an IaaS service, such a workload and compute instance is counted as PaaS only.

At the aggregate cloud level, we find that SaaS workloads and compute instances maintain majority share throughout the forecast years, and by 2021 will have 75 percent share of all cloud workloads, growing at 23 percent CAGR from 2016 to 2021 (Figure 13). PaaS will have the equally fast growth, although it will gain a single percentage point in the share of total cloud workloads and compute instances from 8 percent in 2016 to 9 percent by 2021.

**Figure 13.** SaaS most highly deployed global cloud service from 2016 to 2021



In order to understand the reasons behind this trend, we have to analyze the public and private cloud segments a bit more deeply. In the private cloud, initial deployments were predominantly IaaS. Test and development types of cloud services were the first to be used in the enterprise; cloud was a radical change in deploying IT services, and this use was a safe and practical initial use of private cloud for enterprises. It was limited, and it did not pose a risk of disrupting the workings of IT resources in the enterprise. As trust in adoption of SaaS or mission-critical applications builds over time with technology enablement in processing power, storage advancements, memory advancements, and networking advancements, we foresee the adoption of SaaS type applications to accelerate over the forecast period (Figure 14), while shares of IaaS and PaaS workloads and compute instances decline.

<sup>6</sup> For definitions of IaaS, PaaS, and SaaS, refer to Appendix E.

**Figure 14.** SaaS gains momentum in private cloud



In the public cloud segment the first cloud services to be deployed were SaaS. SaaS services offered in the public cloud were often a low-risk and easy-to-adopt proposition, with some clear financial and flexibility benefits to users. The first users of SaaS were the consumer segment, followed by some small and medium-sized businesses. As public SaaS solutions become more sophisticated and robust, larger enterprises are adopting these services as well, beginning with less-critical services. Enterprises, especially large ones, will be carefully weighing the benefits (scalability, consistency, cost optimization, and so on) of adopting public cloud services against the risks (security, data integrity, business continuity, and so on) of adopting such services.

As shown in Figure 15, IaaS and PaaS have gone beyond the initial stages of deployment in the public cloud. Spend on public IaaS and PaaS is still small compared with spend on enterprise data center equipment, data center facilities, and associated operating expenses. These cloud services will gain momentum over the forecast

period as more competitive offers come to the market and continue to build enterprise trust for outsourcing these more technical and fundamental services.

**Figure 15.** IaaS and PaaS gain public cloud share of workloads and compute instances



#### Trend 4: Workloads and compute instances by application

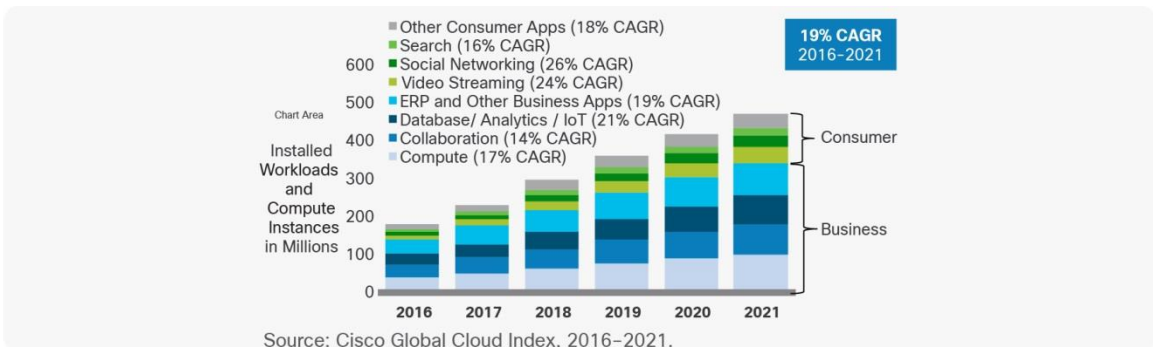
We estimate that in 2016 enterprises (including SMB, government, and public sector) accounted for 76 percent of workloads and compute instances and consumers 24 percent. Consumer share of the total will grow to 27 percent by 2021, while enterprise sector share will decline to 73 percent (Figure 16).

**Figure 16.** Global data center workloads and compute instances: Consumer vs. enterprise applications



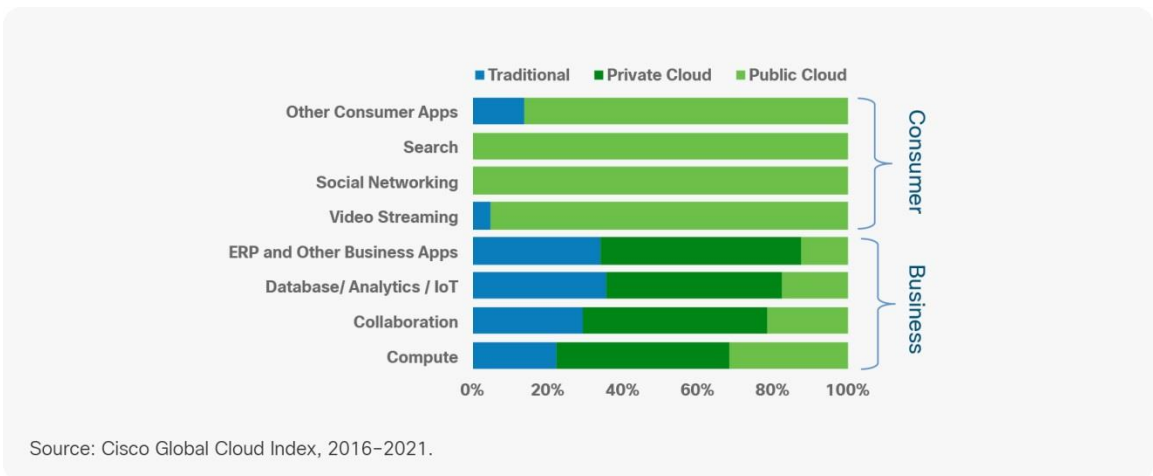
Within enterprise, compute/IaaS and collaboration are the two main contributors to workload and compute instance totals, while on the consumer side video/media streaming is the biggest contributor. While the percentage mix will change, those will remain the biggest contributors to workload and compute instance totals over the next five years (Figure 17). For definitions of the applications, see **Appendix F**.

**Figure 17.** Global data center workloads and compute instances by applications



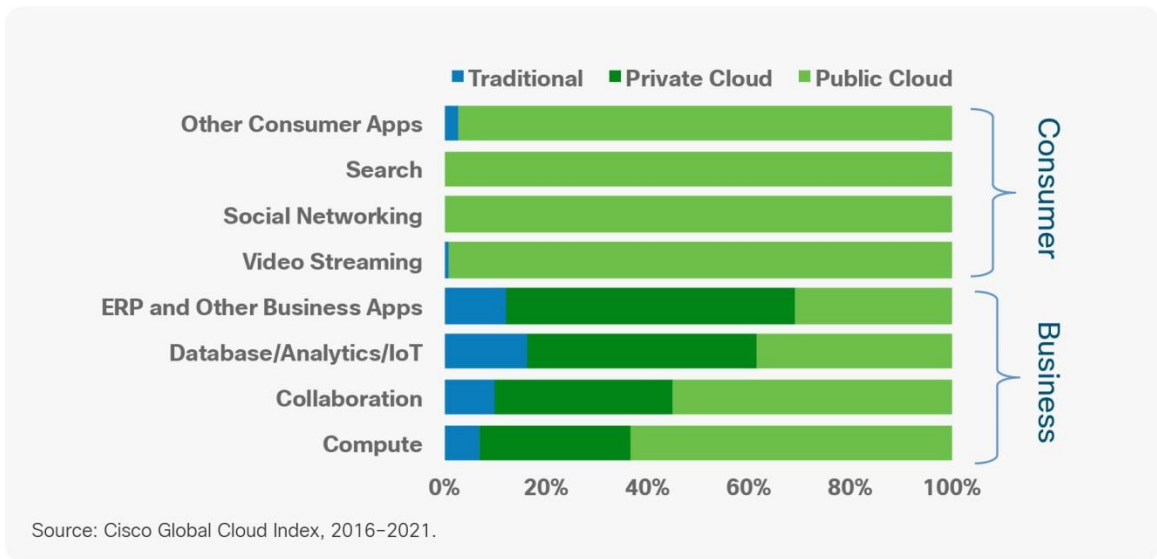
If we look at the application split of workloads and compute instances across traditional, public, and private cloud data centers, then we find that public cloud data centers have the largest share of consumer application workloads and compute instances, while traditional and private cloud data centers have a larger share in the business/enterprise segment (Figure 18).

**Figure 18.** Global data center workloads and compute instances by applications: Traditional vs. cloud (2016)



However, by 2021, traditional and private cloud data centers will lose share to public clouds across all applications (Figure 19).

**Figure 19.** Global data center workloads and compute instances by applications: Traditional vs. cloud (2021)

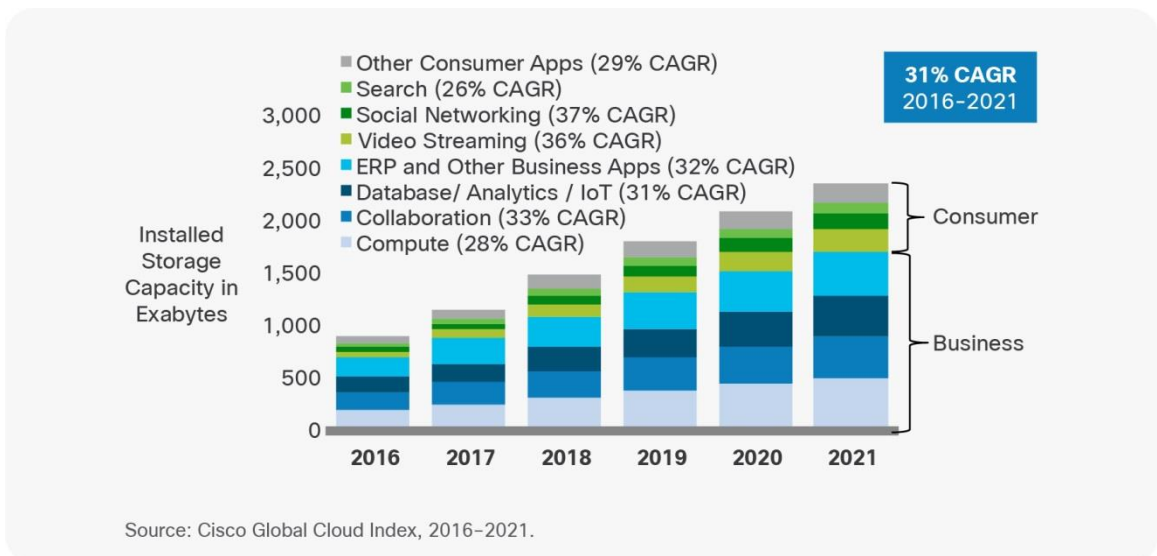


### Trend 5: Data center and cloud storage: capacity and utilization

#### Global data center storage installed capacity

In this section, we have looked at the installed storage capacity in global data centers. We estimate that total data center storage capacity will grow nearly 4-fold from 2016 to 2021, growing from 663 EB in 2016 to 2.6 ZB by 2021. Business application workloads and compute instances will have the highest share of installed storage throughout the forecast, while social networking and media streaming will have the fastest growth (Figure 20).

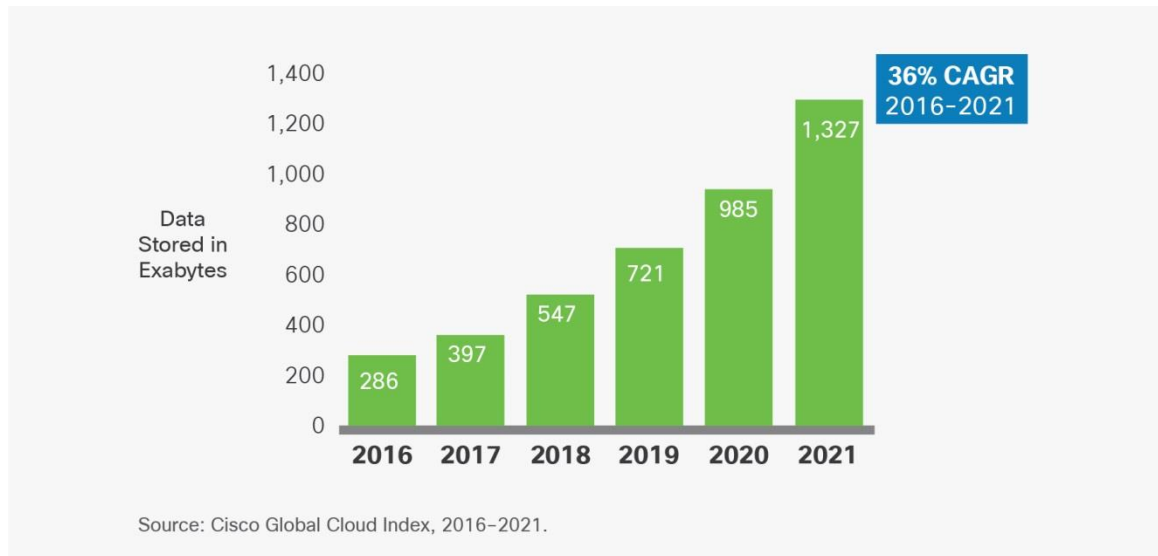
**Figure 20.** Global data center storage capacity



### Global data center storage utilization

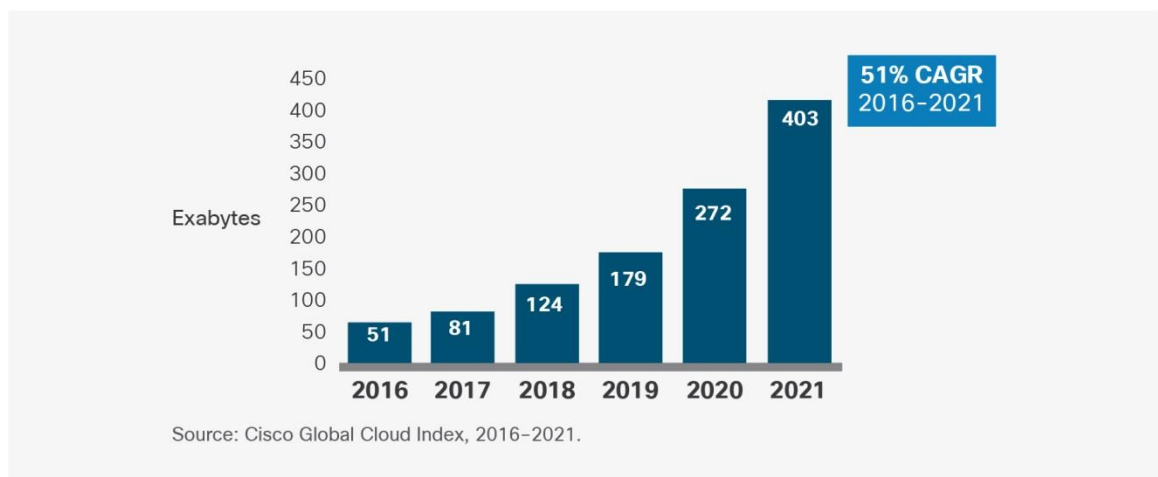
Storage utilization varies by type of storage and generally ranges from 30 to 70 percent, especially given that deployments of additional capacity are growing quickly. Globally, the data stored in data centers will grow 4.6-fold by 2021 to reach 1.3 ZB by 2021, up from 286 EB in 2016 (Figure 21).

**Figure 21.** Actual data stored in data centers



Big data is a key driver of overall growth in stored data. Big data will reach 403 EB by 2021, up almost 8-fold from 51 EB in 2016. Big data alone will represent 30 percent of data stored in data centers by 2021, up from 18 percent in 2016 (Figure 22).

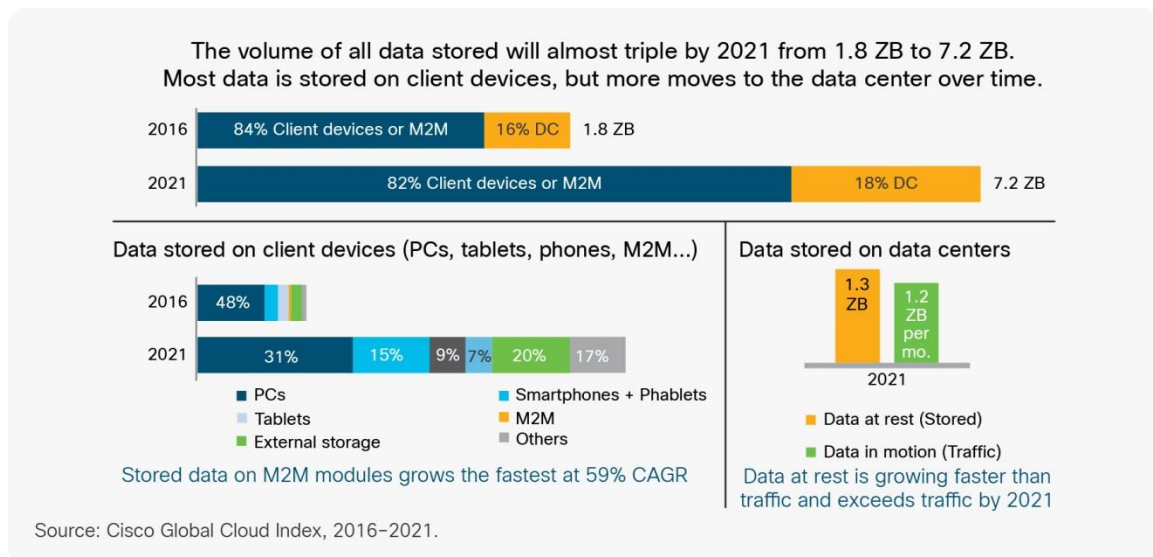
**Figure 22.** Big data volumes



Big data is defined here as data deployed in a distributed processing and storage environment (such as Hadoop). Generally speaking, distributed processing is chosen as a data architecture when the data is big in volume (more than 100 terabytes), velocity (coming in or going out at more than 10 gigabytes per second), or variety (combining data from a dozen or more sources). Big data is sometimes used interchangeably with data analytics or data science, but data science techniques can be used on data of any size, and the quality of insights achieved with data science is not related to the size of the underlying data.

As large as the data stored in data centers will be (1.3 zettabyte by 2021), the amount of data stored on devices will be 4.5 times higher: 5.9 ZB by 2021. Out of the combined 7.2 ZB of stored data in the world, most stored data will continue to reside in client devices, as it does today. Today, only 16 percent of total stored data is stored in the data center, but more data will move to the data center over time (Figure 23). In addition to larger volumes of stored data, the stored data will be coming from a wider range of devices by 2021. Currently, 48 percent of data stored on client devices resides on PCs. By 2021, stored data on PCs will reduce to 31 percent, with a greater portion of data on smartphones, tablets, and Machine-to-Machine (M2M) modules. Stored data associated with M2M grows at a faster rate than any other device category.

**Figure 23.** Data center storage analysis



Over time, cloud-based services will enable consumers and businesses alike to move more of their stored data to a central repository that can provide ubiquitous access to content and applications through any device at any location.

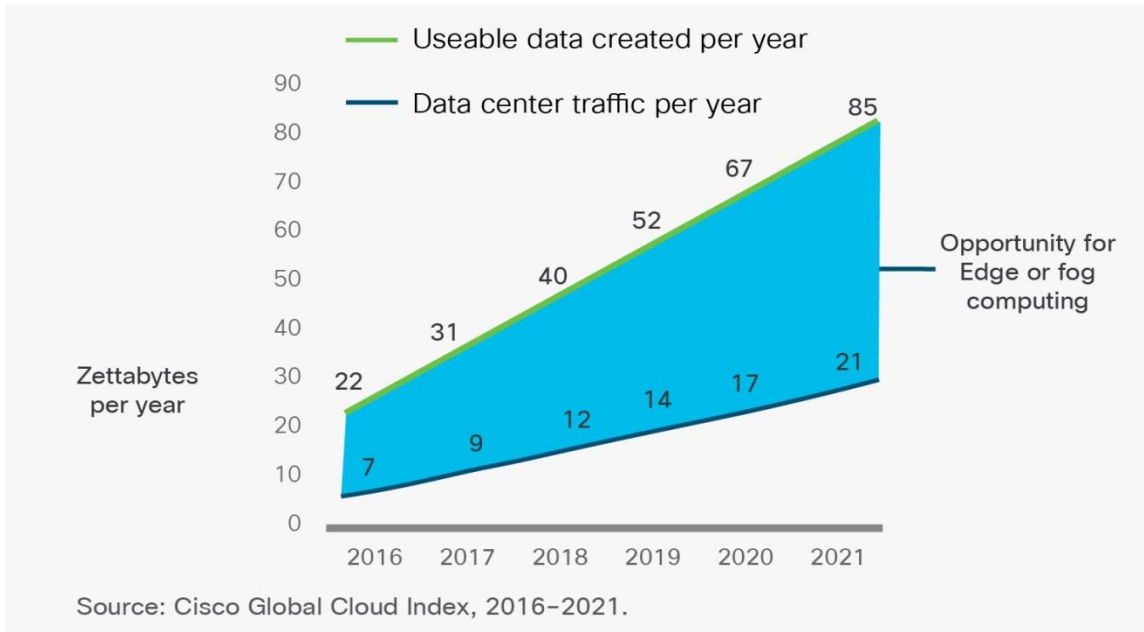
## Trend 6: Global digitization: Effects of IoT and the advent of the yottabyte era

### Potential effects of IoT on global data centers

Cloud services are accelerated in part by the unprecedented amounts of data being generated by not only people but also machines and things. Cisco GCI estimates that nearly 850 ZB will be generated by all people, machines, and things by 2021, up from 220 ZB generated in 2016.

Most of the more than 850 ZB that will be generated by 2021 will be ephemeral in nature and will be neither saved nor stored. Much of this ephemeral data is not useful to save, but we estimate that approximately 10 percent is useful, which means that there will be 10 times more useful data being created (85 ZB, 10 percent of the 850 total) than will be stored or used (7.2 ZB) in 2021. Useful data also exceeds data center traffic (21 ZB per year) by a factor of four. Edge or fog computing might help bridge this gap (Figure 24).

**Figure 24.** Smart city: Multiple applications create big data



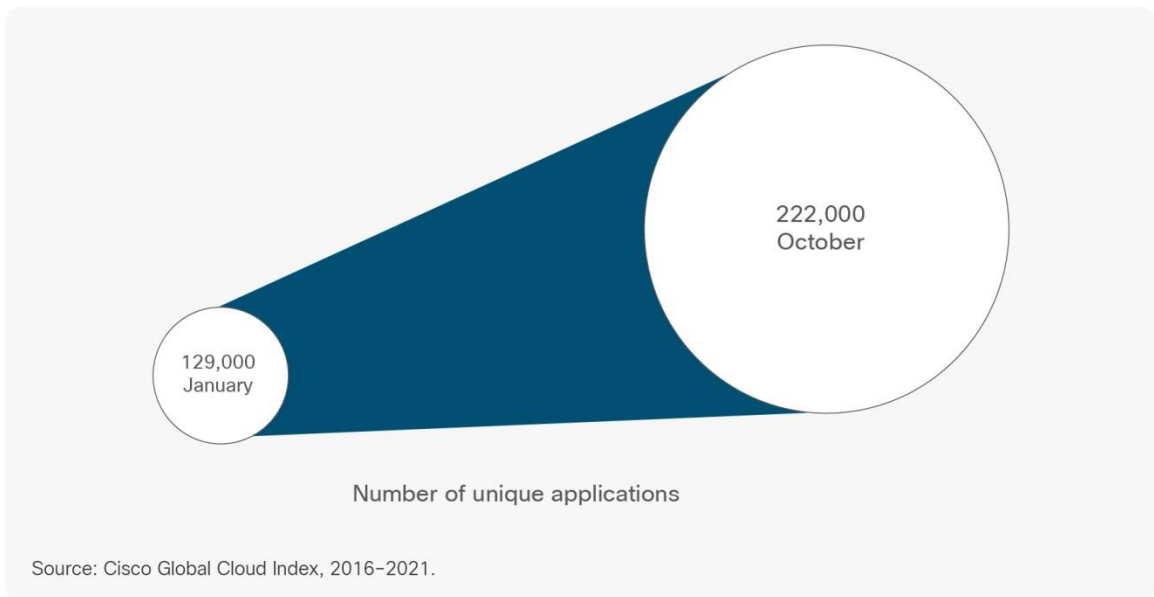
### Trend 7: Global cloud readiness

#### Broad cloud adoption: Enabled by the growth in applications

When enterprises shift to the cloud, their security perimeter extends into the virtual realm. However, that security perimeter quickly dissipates with each connected third-party cloud application that employees introduce into the environment, according to the 2017 Cisco Annual Cybersecurity Report (ACR). The cloud security provider CloudLock, now part of Cisco, has been tracking the growth of connected third-party cloud applications across a sample group of 900 organizations representing a range of industries. As Figure 25 shows, there were about 129,000 unique applications observed at the beginning of 2016. By the end of October, that number had grown to 222,000.

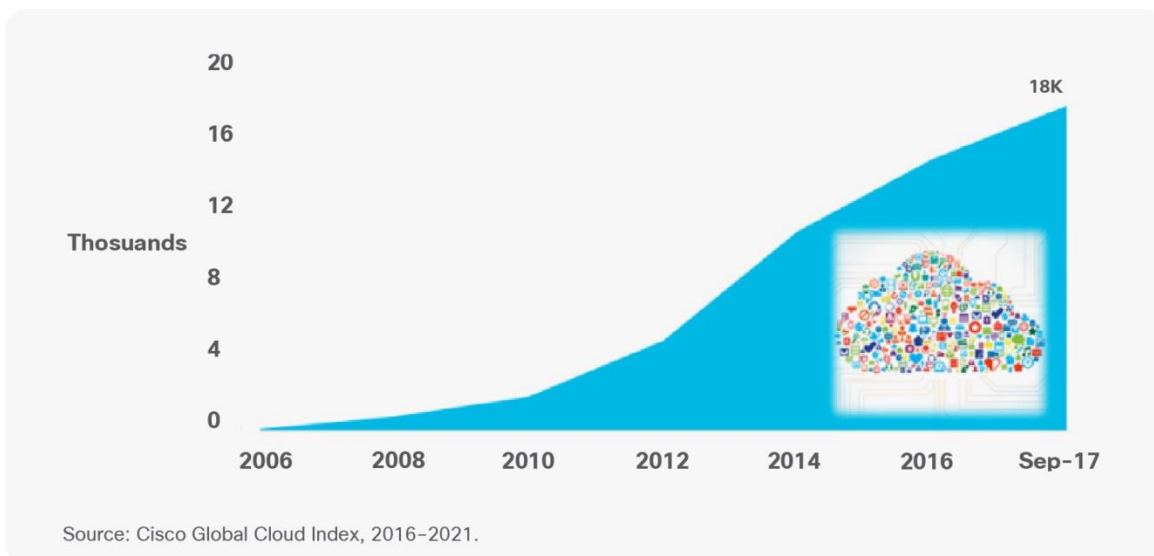


**Figure 25.** Proliferation of connected third-party cloud applications, 2016



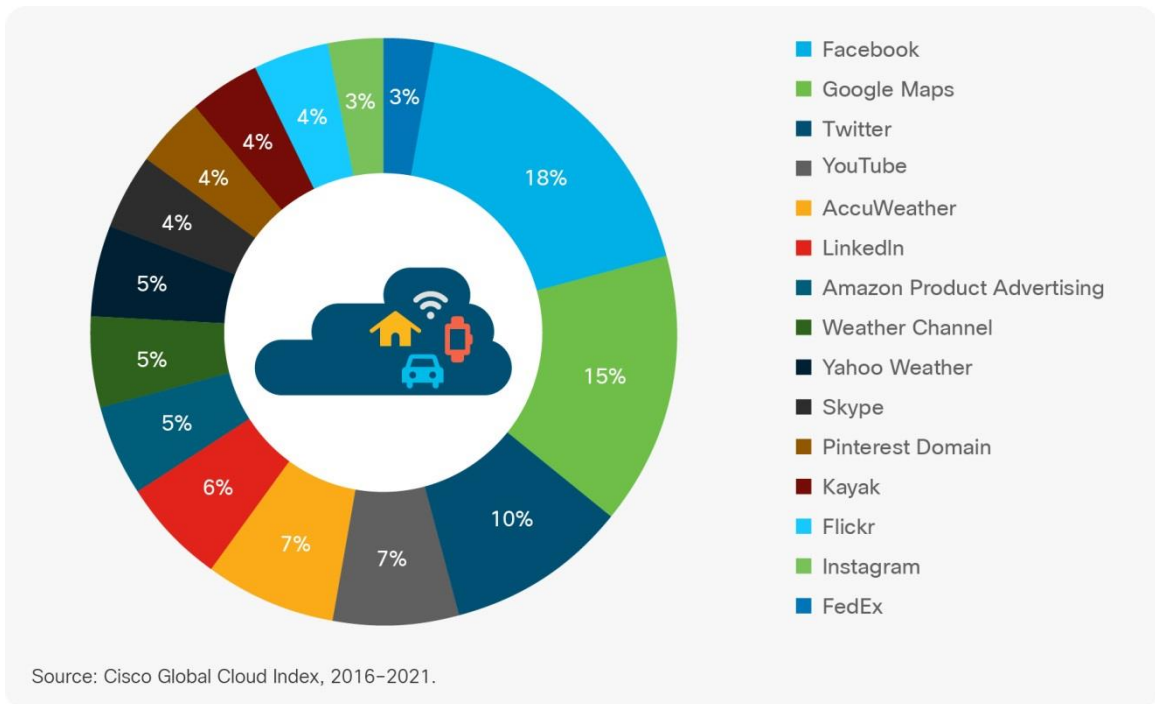
Looking deeper into the cloud, a key component of providing cloud services is the web API. An application programming interface, or API, is an interface for software. APIs are used by software applications in much the same way that interfaces for apps and other software are used by humans. Since 2005, APIs have grown from a curiosity to a trend and now to the point where they are core to many businesses. APIs have provided tremendous value to countless organizations and developers, enabling a richer SaaS environment, which is reflected in their continued growth.

**Figure 26.** Web APIs unlock the full potential of the cloud; remarkable growth in number since 2005



The most popular web APIs of all time are all cloud based, as seen in Figure 27.

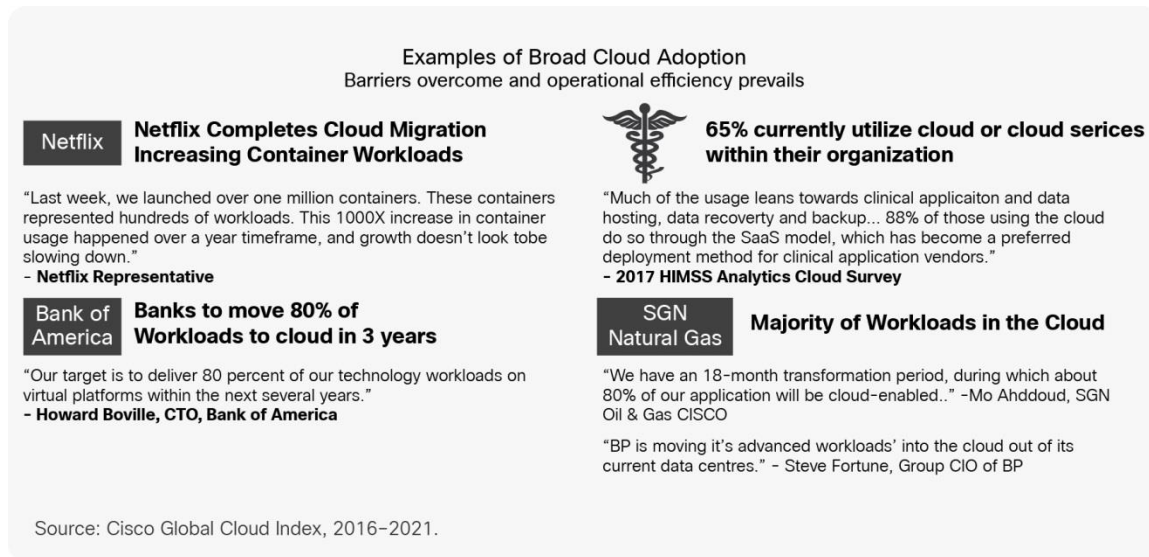
**Figure 27.** APIs that most interest developers and users



Source: Programmable Hub, September 2017, Cisco GCI, 2017.

The move to the cloud is imminent. In just the past year, a variety of businesses and organizations have reported their plans for cloud migration or adoption. For example, Netflix announced plans to shut down the last of its traditional data centers during 2016, a step that made it one of the first big companies to run all of its IT in the public cloud. Netflix is also making strides in container-based workloads and compute instances. In December 2015, it launched a few thousand containers per week across a handful of workloads and compute instances. By April 2017, it had launched more than one million containers. These containers represent hundreds of workloads and compute instances. This thousandfold increase in container usage happened over a year time frame, and growth doesn't look to be slowing down.<sup>6</sup> Several additional cloud adoption examples across the industries are provided in Figure 28.

**Figure 28.** Examples of broad cloud adoption



<sup>6</sup> <https://medium.com/netflix-techblog/the-evolution-of-container-usage-at-netflix-3abfc096781b>.

Scalability and allocation of resources are the major advantages of virtualization (refer to the section “Trend 2: Continued Global Data Center Virtualization”) and cloud computing. Administrators can bring up Virtual Machines (VMs) and servers quickly without having the overhead of ordering or provisioning new hardware. Hardware resources can be reassigned quickly, and extra processing power can be consumed by other services for maximum efficiency. By taking advantage of all the available processing power and untethering the hardware from a single server model, cost efficiencies are being realized in both private and public clouds.

**Security: Imperative for cloud growth**

According to the National Institute of Technology (NIST), cloud computing can be divided into three main service types (refer to the section “Trend 3: Cloud Service Trends”): Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS), and each affects data control and governance a little differently. With IaaS, the customer might have full control of the actual server configuration, granting them more risk management control over the environment and data. In PaaS, the provider manages the hardware and underlying operating system, limiting enterprise risk management capabilities on those components. With SaaS, both the platform and the infrastructure are fully managed by the cloud provider, meaning if the underlying operating system or service isn't configured appropriately the data in the higher layer application might be at risk.

Cybercrime damages will cost the world \$6 trillion annually by 2021.<sup>7</sup> The cybercrime costs prediction includes damage and destruction of data, stolen money, lost productivity, theft of intellectual property, theft of personal and financial data, embezzlement, fraud, postattack disruption to the normal course of business, forensic investigation, restoration and deletion of hacked data and systems, and reputational harm. Cyberthreats have evolved from targeting and harming computers, networks, and smartphones to people, cars, railways, planes, power grids, and anything with a heartbeat or an electronic pulse, all powered by the cloud. The last several years have undoubtedly been the most eventful period from a cloud security threat perspective, with various instances of massive breaches and escalating Distributed Denial-of-Service (DDoS) amplification attacks.

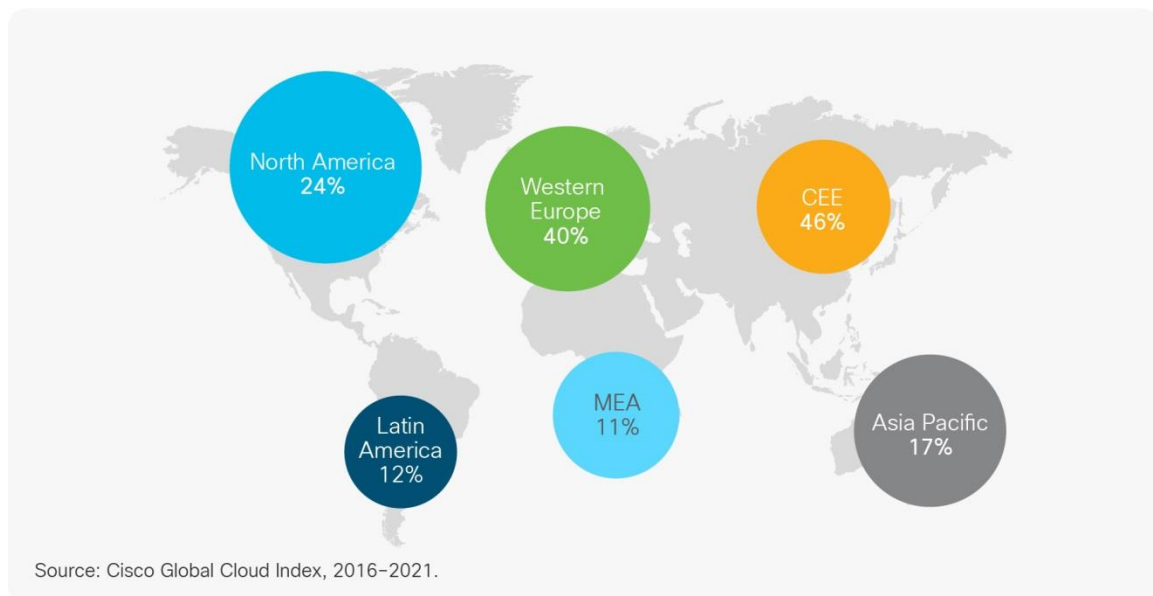
The Cisco 2017 Security Capabilities Benchmark Study also found that nearly a quarter of the organizations that have suffered an attack lost business opportunities. Four in 10 said those losses are substantial. One in five organizations lost customers due to an attack, and nearly 30 percent lost revenue.

Every 40 seconds, a business falls victim to a ransomware attack. The world's largest shipping companies reported losses in the order of \$300M each from the NoPetya ransomware attack in June 2017. DDoS attacks are amplification-based attacks when multiple systems flood the bandwidth or resources of a targeted system, usually one or more web servers. In October 2017, a DDoS attack crashed the IT system that monitors train locations in Sweden. It also took down the federal agencies' email system, website, and road traffic maps. According to WhiteHat's 2017 Application Security Statistics Report, 30 percent of reported breaches in 2016 involved attacks on web/cloud applications.

Users expect their online experiences to be always available and always secure—and their personal and business assets to be safe. As more data, business processes, and services move to the cloud, organizations are challenged to protect websites and infrastructure without sacrificing performance for security. To help meet user expectations, more secure Internet servers are being deployed worldwide. This situation creates a growing infrastructure footprint that provides more stringent authorization and authentication processes and better serves end users with secure transactions and communication. The percentage of secure Internet servers that conduct encrypted transactions over the Internet using a Secure Sockets Layer (SSL) to the total number of web facing servers is shown in Figure 29. In the past year, North America and Western Europe led with the percentage of secure Internet servers compared to web-facing Internet servers.

<sup>7</sup> <https://cybersecurityventures.com/hackerpocalypse-cybercrime-report-2016>.

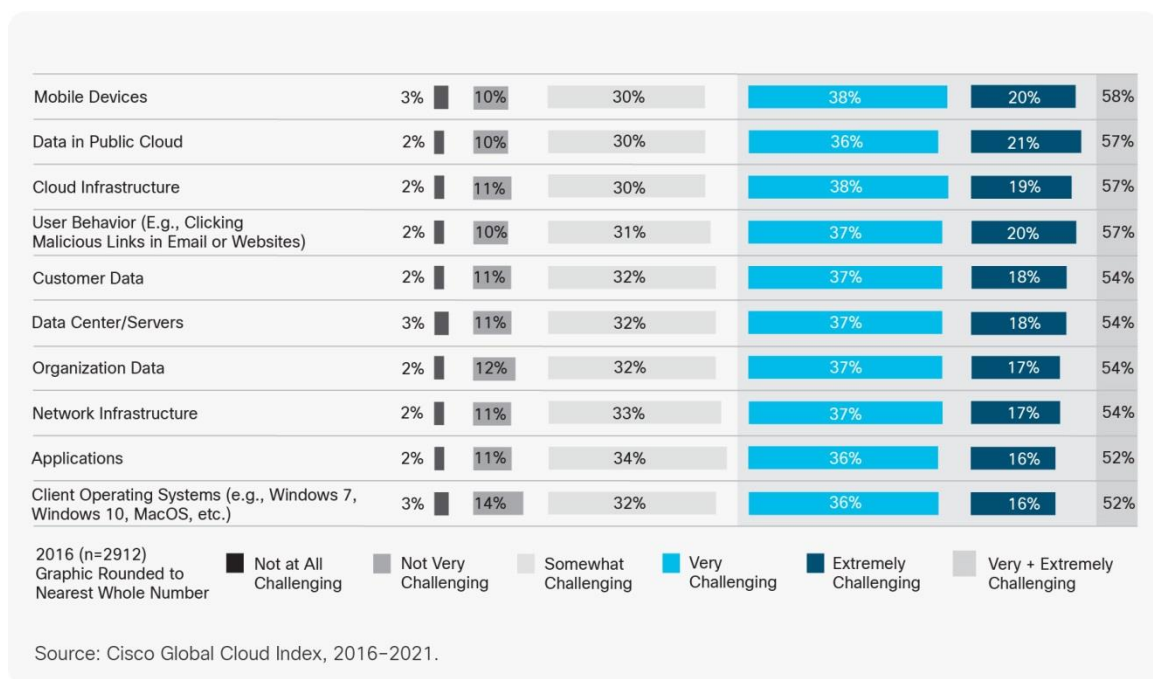
**Figure 29.** Enabling authentication and secure Internet; percentage of secure Internet servers to all web-facing servers, 2017



One of the most significant data breaches that has affected end users in 2017 has been the successful theft of 143 million customer records from Equifax (a consumer credit reporting agency), a cybercrime with devastating consequences because of the type of personally identifiable information stolen. Information theft of this type remains the most expensive consequence of a cybercrime. The massive breach at Equifax illustrates how data thefts often stem from the failure to keep up with software updates<sup>8</sup>.

Although end-user security concerns exist, the time of amateur hackers is long over, and hacking is now an organized crime or state-sponsored event. DDoS attacks against customers remain a major operational threat to service providers. Attacks against infrastructure continue to grow in prominence. Phishing and malware threats occur on a daily basis. According to the **Cisco 2017 Annual Security report**, security professionals have many sources of concern in relation to cyberattacks, as seen in Figure 30.

**Figure 30.** Security professionals' biggest sources of concern related to cyberattacks, 2016



<sup>8</sup> <https://blogs.wsj.com/cio/2017/09/18/scourge-of-outdated-software-creates-massive-cyber-risk?mg=prod/accounts-wsj>.

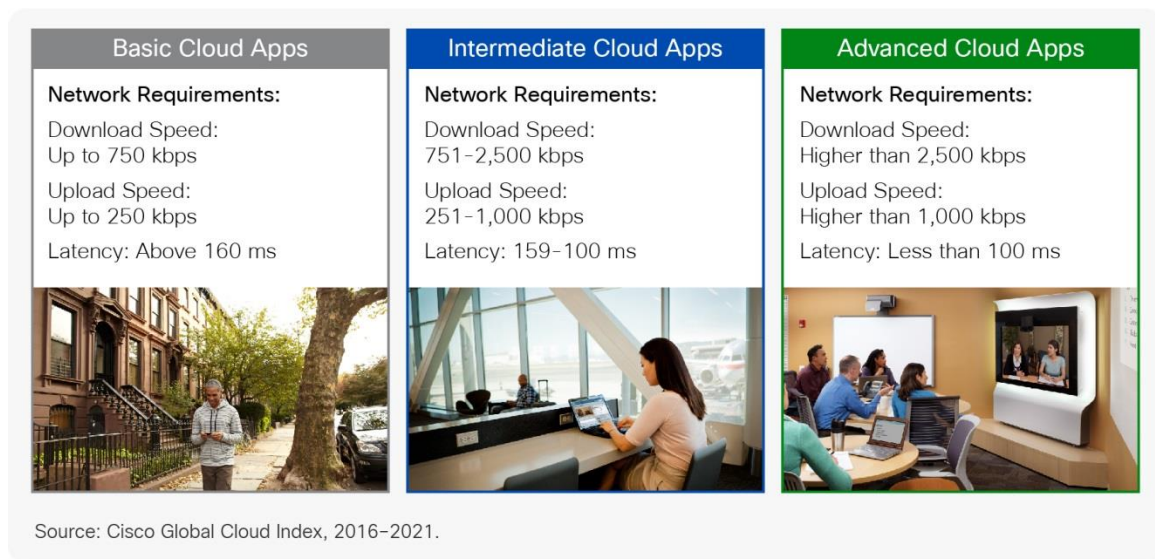
IoT and big data requirements are starting a new wave of security discussions and technology convergence. As enterprises and service providers move to public and private clouds and modernize data centers with SDN or consume IT as a Service (ITaaS), security becomes an even more complex concern. Besides hardware appliances, virtual machines, and server software, innovative services that use SDN and NFV will help to improve the data integrity and security of cloud infrastructures.

## Network speeds and latency analysis

The cloud-readiness study offers a regional view of the requirements for broadband and mobile networks to deliver next-generation cloud services. The enhancements and reliability of these networks will support the increased adoption of cloud computing solutions that deliver basic as well as advanced application services. For example, consumers expect to be able to communicate with friends as well as stream music and videos at any time, any place. Business users require reliable access to business communications along with mobile solutions for video conferencing and mission-critical customer and operational management systems.

The study also explores the ability of each global region (Asia Pacific, Central and Eastern Europe, Latin America, Middle East and Africa, North America, and Western Europe) to support a sample set of basic, intermediate, and advanced business and consumer cloud applications. Each region's cloud readiness is assessed with relation to the sample services based on download and upload fixed and mobile network speeds as well as associated network latencies (segmented by business and consumer connections). Download and upload speeds as well as latencies are essential measures to assess network capabilities for cloud readiness. Figure 31 provides the business and consumer cloud service categories and the corresponding network requirements used for this study. Tables 3 through 5 describe the requirements and define a sample set of applications from each of the readiness categories. Note that the concurrent use of applications can further influence the user experience and cloud accessibility.

**Figure 31.** Sample business and consumer cloud service categories



**Table 3.** Sample basic applications

<b>Apps</b>	<b>Definitions</b>	<b>Download</b>	<b>Upload</b>	<b>Latency</b>
<b>Stream basic video and music</b>	Deliver sound and video without the need to download files of different audio or video formats using computer servers connected to the Internet to access information.	High	Low	Medium
<b>Text communications (email and instant messaging)</b>	A cross-platform messaging application that allows the exchange of messages without having to pay for Short Message Service (SMS), using an Internet data plan.	Low	Low	Medium
<b>Voice over IP (VoIP) (Internet telephony)</b>	A broad range of services transmitting voice over the Internet.	Low	Low	Medium
<b>Web browsing</b>	Accelerate web experiences and searching through cloud computing using technology to shift the workload to the cloud servers.	Low	Low	Medium
<b>Web conferencing</b>	A cloud application used to interact with other participants and have that live and in-person feeling for attendees; it offers services such as collaborative web browsing and application sharing.	Medium	Medium	Medium
<b>Cloud-based learning management system</b>	This app provides the user with the flexibility of being able to access and collaborate with others in a centralized environment. With information housed in a virtual storage environment, it allows work to be completed outside the boundaries of the formal learning or work institutions.	High	High	Medium

**Table 4.** Sample intermediate applications

<b>Apps</b>	<b>Definitions</b>	<b>Download</b>	<b>Upload</b>	<b>Latency</b>
<b>Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM)</b>	ERP and CRM systems allow businesses to manage their business and business relationships and the data and information associated with them.	Medium	Low	Medium
<b>High-Definition (HD) video streaming</b>	Deliver HD video without the need to download files of HD video formats using computer servers connected to the Internet to access information.	High	Low	Low

Apps	Definitions	Download	Upload	Latency
<b>Augmented Reality (AR) gaming applications</b>	Augmented Reality (AR) games involve a live direct or indirect view of a physical, real-world environment whose elements are augmented (or supplemented) by computer-generated sensory input such as sound, video, graphics, or GPS data.	High	Medium	Low
<b>Web Electronic Health Records (EHRs)</b>	EHRs are designed to contain and share information from all providers involved in a patient's care in a structured format allowing patient information to be easily retrieved and transferred in ways that can aid patient care.	Medium	High	Low
<b>Voice over LTE (VoLTE)</b>	This standardized system allows for transferring traffic for VoLTE.	Low	Low	Low
<b>Personal content locker</b>	Asynchronous storage enables applications that use compound files to efficiently render their content when accessed by means of existing Internet protocols, with a single request to a server triggering the download of nested objects contained within a webpage, eliminating the need to separately request each object.	High	High	Low

**Table 5.** Sample advanced applications

Apps	Definitions	Download	Upload	Latency
<b>Telemedicine</b>	Telemedicine is the use of medical information exchanged from one site to another through electronic communications to improve a patient's clinical health status and includes using two-way video, email, smartphones, wireless tools, and other forms of telecommunications technology.	Medium	Medium	Low
<b>HD video conferencing</b>	Two-way interactive HD video communication is delivered using Internet technologies that allow people at different locations to come together for a meeting.	High	High	Low
<b>Ultra HD video streaming</b>	This app delivers Ultra HD video without the need to download files of different video formats using computer servers connected to the Internet to access information.	High	High	Low



Apps	Definitions	Download	Upload	Latency
<b>Virtual Reality (VR) streaming</b>	Streaming of realistic and immersive simulation of a three-dimensional environment, created using interactive software and hardware, and experienced or controlled by movement of the body or as an immersive, interactive experience generated by a computer.	High	High	Low
<b>High-frequency stock trading</b>	These apps support the rapid turnover of positions through the use of sophisticated trading algorithms, which process hundreds of trades in fractions of a second on the basis of changing market conditions.	Low	Low	Low
<b>Connected vehicles safety applications</b>	These apps involve the development and deployment of a fully connected transportation system that makes the most of multimodal, transformational applications requiring a combination of well-defined technologies, interfaces, and processes that, combined, help ensure safe, stable, interoperable, reliable system operations that minimize risk and maximize opportunities.	Low	Low	Low

Regional network performance statistics were ranked by their ability to support these three cloud service categories. More than 300 million records from Ookla's Speedtest<sup>10</sup> along with data from Ovum-Infoma, Synergy Research, Point Topic, United Nations (UN), World Bank, NetCraft, International Telecommunication Union (ITU), International Labor Organization (ILO), and other sources were analyzed from more than 200 countries to understand cloud readiness. The regional averages of these measures are included as follows and in **Appendix G**.

<sup>10</sup> Measured by **Speedtest.net**, small binary files are downloaded and uploaded between the web server and the client to estimate the connection speed in kilobits per second (kbps).

The cloud readiness characteristics follow.

### Network access

Internet ubiquity: This indicator measures fixed and mobile Internet penetration while considering population demographics to understand the pervasiveness and expected connectivity in various regions.

### Network performance

- Download speed: With increased adoption of mobile and fixed bandwidth-intensive applications, end-user download speed is an important characteristic. This indicator will continue to be critical for the quality of service delivered to virtual machines, CRM, and ERP cloud platforms for businesses, video download, and content-retrieval cloud services for consumers.

- 
- Upload speed: With the increased adoption of virtual machines, tablets, and video conferencing in enterprises as well as by consumers on both fixed and mobile networks, upload speeds are especially critical for delivery of content to the cloud. The importance of upload speeds will continue to increase over time, promoted by the dominance of cloud computing and data center virtualization, the need to transmit many millions of software updates and patches, the distribution of large files in virtual file systems, and the demand for consumer cloud game services and backup storage.
  - Network latency: Delays experienced with VoIP, viewing and uploading videos, online banking on mobile broadband, or viewing hospital records in a healthcare setting are due to high latencies (usually reported in milliseconds). Reducing delay in delivering packets to and from the cloud is crucial to delivering today's advanced services (and making sure of a high-quality end-user experience).

### **Global average download and upload speed overview (2017)**

Download and upload speeds as well as latencies are important measures to assess network capabilities for cloud readiness. **The Cisco GCI Supplement** provides additional country-level details for download speeds, upload speeds, and latencies. To support cloud services and applications, the quality of the broadband connection is critical. Although theoretical speeds offered by fixed and mobile operators can seem adequate, many extraneous factors are involved in the actual network measurements. Speeds and latencies vary within each country and region, based on urban and rural deployment of fixed and mobile broadband technology, proximity to traditional and cloud data centers, and the quality of Customer Premises Equipment (CPE).

Lesser variability in download speeds, upload speeds, and latency will allow consumers to access advanced cloud applications consistently throughout the country. To measure this variability, we have also included the median download speeds and median upload speeds, along with the update to the mean or average download speeds and upload speeds, all measured and typically represented in kilobits per second (kbps) or Megabits per second (Mbps).

### **Key results**

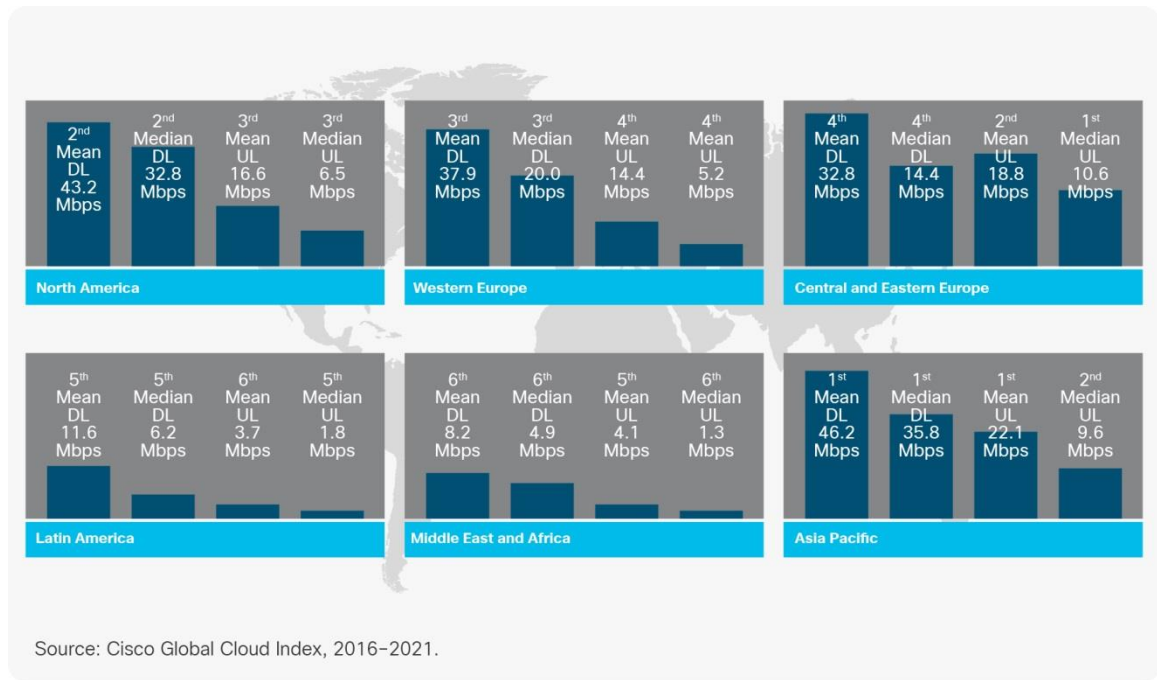
- The global average fixed download speed is 38.9 Mbps, and the global median fixed download speed is 22.6 Mbps.
- The global average fixed upload speed is 14.9 Mbps, and the global median upload speed is 6.5 Mbps.
- The global average mobile download speed is 18.0 Mbps, and the global median mobile download speed is 13.2 Mbps.
- The global average mobile upload speed is 9.6 Mbps, and the global median mobile upload speed is 5.2 Mbps.

### **Regional fixed download and upload speeds**

- Average fixed download speeds: Asia Pacific leads with 46.2 Mbps, and North America follows with 43.2 Mbps.
- Average fixed upload speeds: Asia Pacific leads with 22.1 Mbps, and Central and Eastern Europe follows with 18.8 Mbps (Figure 32). For further details, refer to **Appendix G** and the **Cisco GCI Supplement**.
- Median fixed download and upload speeds: Median speeds are lower than the average/mean speeds, as shown in Figure 33, because of a higher distribution of speeds in the region that are lower than the mean. Besides the required network characteristics for advanced cloud application, for an optimal end-user experience in larger user bases with cloud services, the majority of speeds must also be closer to the mean.

This factor is a critical factor. To understand speed distribution patterns in detail for a select list of countries, refer to the **Cisco GCI Supplement**.

**Figure 32.** Regional average fixed speeds, 2017



### Regional average mobile download and upload speeds

- Average mobile download speeds: North America leads with 34.3 Mbps, and Western Europe follows with 26.2.2 Mbps.
- Average mobile upload speeds: North America leads with 15.5 Mbps, and Western Europe follows with 10.4 Mbps (Figure 33). For further details, refer to **Appendix G** and the **Cisco GCI Supplement**.
- Median mobile download and upload speeds: Median speeds are lower than mean mobile speeds within all regions, with the distribution of speeds in the regional population tending to be lower than the average.

**Figure 33.** Regional average mobile speeds, 2017

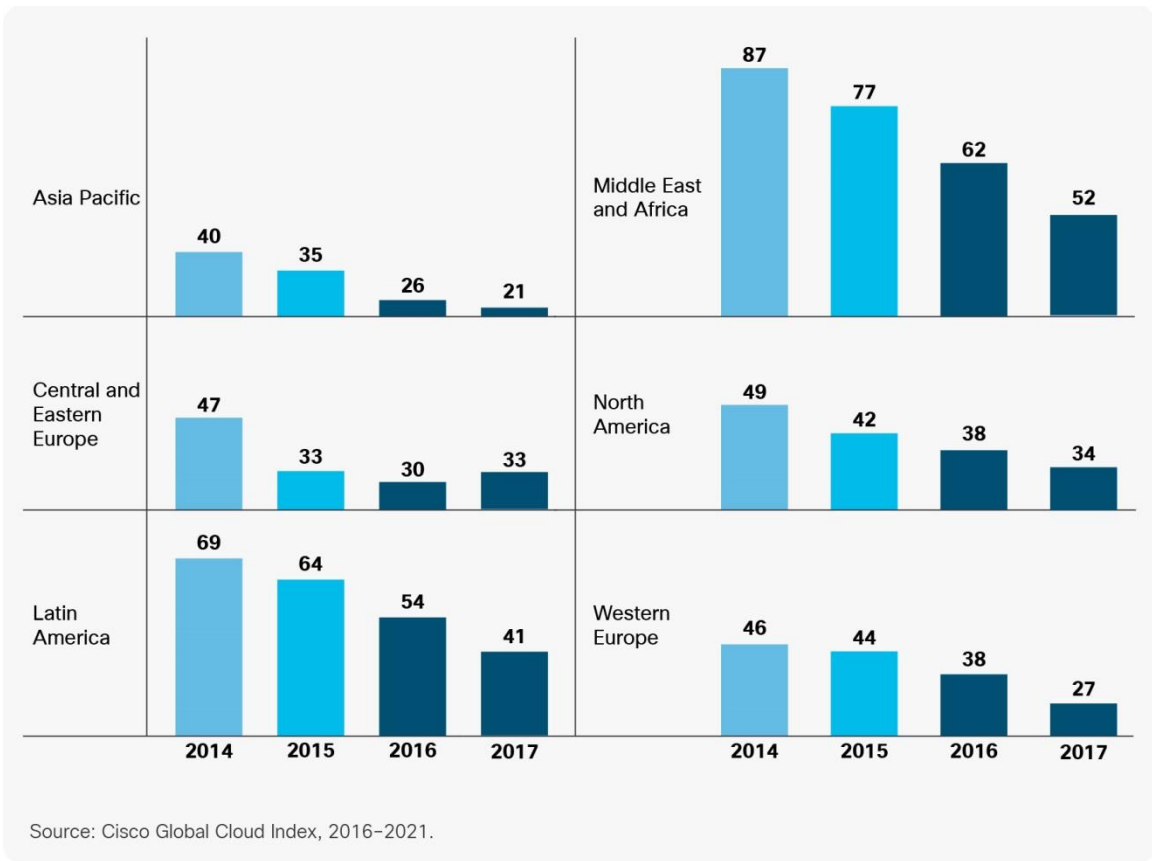


### Network latency

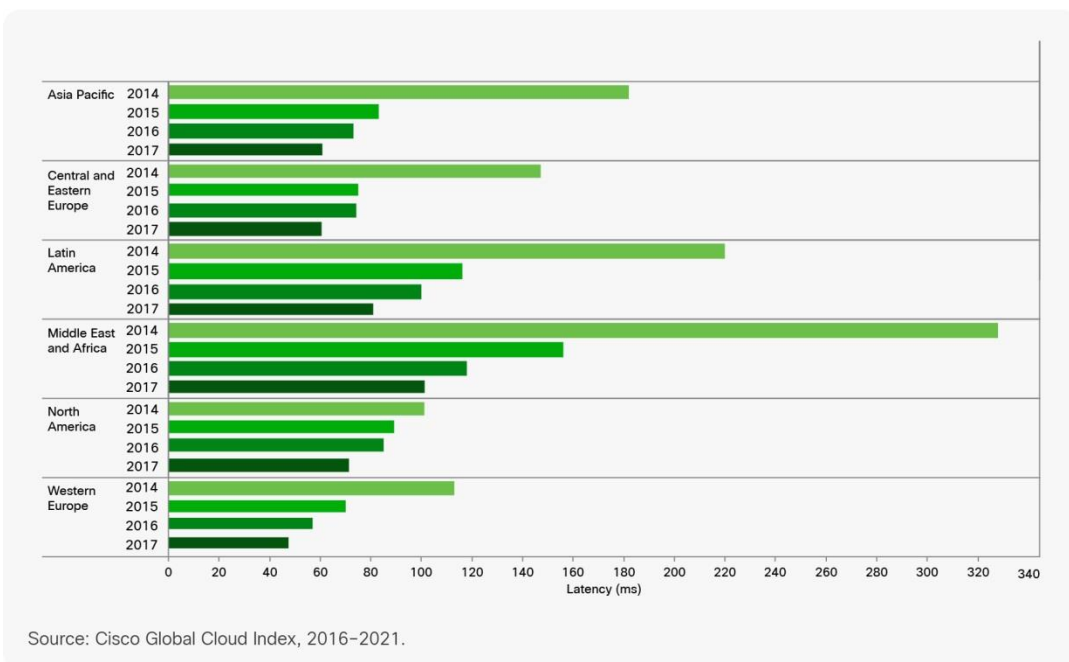
- Global average fixed latency is 31 ms.
- Asia Pacific leads in average fixed latency with 21 ms, followed by Western Europe with 27 ms.
- Global average mobile latency is 55 ms.
- Western Europe leads in average mobile latency with 46 ms, followed by Central and Eastern Europe with 49 ms.

As cloud data centers are built and distributed around the world and content is closer to the user, the length of the time it takes for a small packet of data to be sent and received will get lesser. The other factor that can also affect latency is congestion, which leads to a lower throughput. Latency has significantly improved in both fixed and mobile networks. Figures 34 and 35 show the latency improvements from 2015 through 2017 in average fixed latency in ms as well as average mobile latency in ms by region.

**Figure 34.** Improvements in average fixed latency in ms, 2014–2017



**Figure 35.** Improvements in average mobile latency in ms, 2014–2017



---

For further details, refer to **Appendix G** and the **Cisco GCI Supplement**.

## Conclusion

In summary, we can draw several main conclusions from the updated Cisco GCI 2016–2021 report.

Global data center traffic is firmly in the zettabyte era and will more than triple from 2016 to reach 20.6 ZB annually by 2021. Not only is the data center traffic growing, but it is also getting streamlined with architectural innovations such as SDN and NFV, which offer new levels of optimization for data centers. A rapidly growing segment of data center traffic is cloud traffic, which will more than triple over the forecast period and represent 95 percent of all data center traffic by 2021. An important traffic enabler in the rapid expansion of cloud computing is increasing data center virtualization, which provides services that are flexible, fast-to-deploy, and efficient. By 2021, 94 percent of all workloads and compute instances will be processed in the cloud.

Within the cloud segment public cloud will grow faster than the private cloud over the forecast period, and by 2017 the majority share of workloads and compute instances will transition to public cloud. This will also be depicted in the degree of virtualization: the workload and compute instance density in public cloud will outpace that in private cloud by 2017 as well. As the business sensitivity to costs associated with dedicated IT resources grows along with demand for agility, we can see a greater adoption of public cloud by the businesses, especially with strengthening of public cloud security. Many enterprises will adopt a hybrid approach to cloud as they transition some workloads and compute instances from internally managed private clouds to externally managed public clouds. All three types of cloud service delivery models—IaaS, PaaS, and SaaS—will continue to grow as more and more businesses realize the benefits of moving to a cloud environment.

Additional trends influencing the growth of data center and cloud computing include increasing digitization, the widespread adoption of multiple devices and connections or the IoT phenomenon, and the growth of mobility. An extraordinary amount of data is being generated by IoT applications—to the tune of 847 ZB by 2021. However, only a relatively very small portion of that content (about 7.2 ZB), will be stored. Over time, more and more of the data resident on client devices will move to the data center. Total data center storage capacity will grow nearly 4-fold from 2016 to 2021, growing from 663 EB in 2016 to 2.6 ZB by 2021.

This study also considers the importance of cloud readiness. Based on the analysis of regional average download and upload speeds and latencies for business and consumer mobile and fixed networks, all regions have made significant strides to reach a capable level of supporting basic and intermediate cloud services. The focus now turns to continuing to improve network capabilities to support the advanced cloud applications that organizations and end users expect and rely upon.

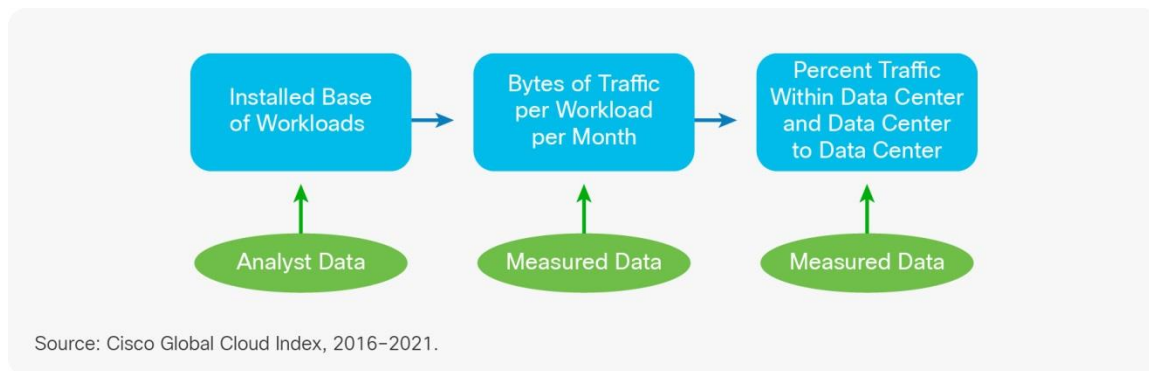
## For more information

For more information, visit <https://www.cisco.com/go/cloudindex>.

## Appendix A: Data center traffic forecast methodology

Figure 36 outlines the methodology used to forecast data center and cloud traffic. The methodology begins with the installed base of workloads and compute instances categorized by workload and compute instance type and implementation and then applies the volume of bytes per workload and compute instance per month to obtain the traffic for current and future years.

**Figure 36.** Data center traffic forecast methodology



### Analyst data

Data from several analyst firms and international agencies (including Gartner, IDC, Juniper Research, Ovum, Synergy, ITU, and the United Nations) was used as inputs to the Global Cloud Index analysis. For example, analyst data was considered to calculate an installed base of workloads and compute instances by type and implementation (cloud or noncloud). The analyst input consisted of server shipments with specified workload and compute instance types and implementations. Cisco then estimated the installed base of servers and the number of workloads and compute instances per server to obtain an installed base of workloads and compute instances.

### Measured data

Network data was collected from a variety of enterprise and Internet centers. The architectures of the data centers analyzed vary, with some having a three-tiered and others a two-tiered architecture. For three-tiered data centers, data was collected from four points: the link from the access routers to the aggregation routers, the link from the aggregation switches or routers to the site or regional backbone router, the WAN gateway, and the Internet gateway. For two-tiered data centers, data was collected from three points: the link from the access routers to the aggregation routers, the WAN gateway, and the Internet gateway.

For enterprise data centers, any traffic measured northbound of the aggregation also carries non–data center traffic to and from the local business campus. For this reason, to obtain ratios of the volume of traffic carried at each tier, it was necessary to measure the traffic by conversations between hosts rather than traffic between interfaces, so that the non–data center conversations could be eliminated.

The hosts at either end of the conversation were identified and categorized by location and type. To be considered data center traffic, at least one of the conversation pairs had to be identified as appearing in the link between the data center aggregation switch or router and the access switch or router.

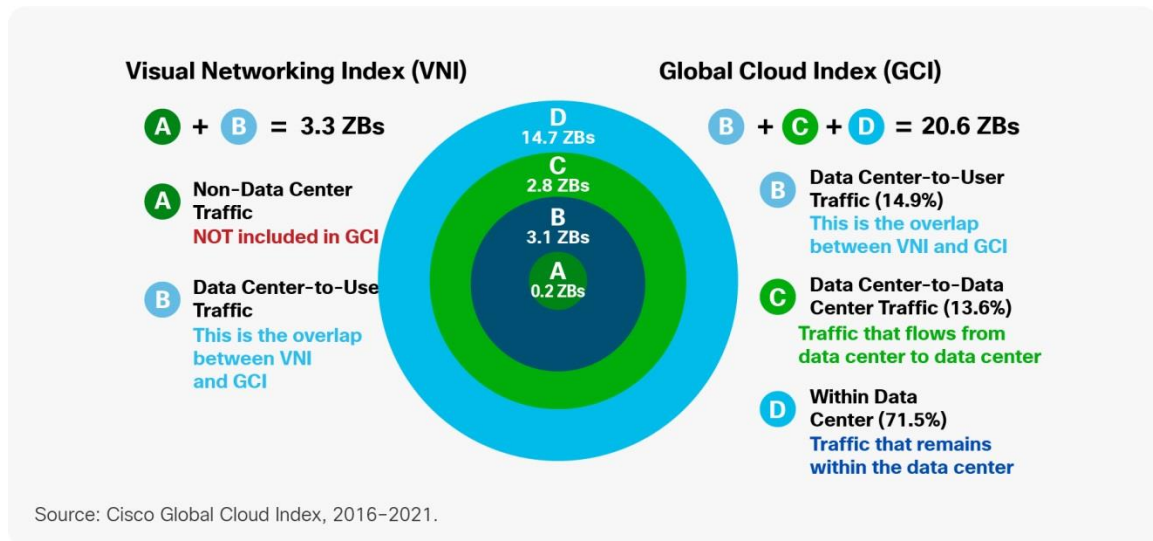
In addition, as noted in this paper, the methodology for the estimation of cloud data center traffic has changed since the last release of the Cisco Global Cloud Index. The previous methodology included all storage traffic in the noncloud traffic category. The updated methodology includes storage traffic associated with cloud workloads and compute instances in the cloud traffic category. For example, storage traffic associated with cloud application development would be counted as cloud traffic in the updated methodology, but would have been excluded in the previous methodology.

## Appendix B: Global Cloud Index and Visual Networking Index

The Cisco Global Cloud Index (GCI) and Cisco Visual Networking Index (VNI) are distinct forecasts that have an area of overlap. The Cisco VNI forecasts the amount of traffic crossing the Internet and IP WAN networks, whereas the Cisco GCI forecasts traffic within the data center, from data center to data center, and from data center to user. The Cisco VNI forecast consists of data center-to-user traffic, along with non-data center traffic not included in the Cisco GCI (various types of peer-to-peer traffic).

The Cisco GCI includes data-center-to-user traffic (this area is the overlap with the Cisco VNI) data-center-to-data center traffic, and traffic within the data center. The Cisco VNI forecasts the amount of traffic crossing the Internet and IP WAN networks (Figure 37).

**Figure 37.** Cisco VNI and Global Cloud Index



## Appendix C: Regional cloud traffic trends

The Cisco Global Cloud Index includes regional forecast data for cloud traffic growth (Table 6).

- In 2016, North America generated the most cloud traffic (1,891 EB annually), followed by Asia Pacific (908 EB annually) and Western Europe (718 EB annually).
- By 2021, North America will generate the most cloud traffic (3.6 ZB annually), closely followed by Asia Pacific (2.3 ZB annually) and Western Europe (1.5 ZB annually).
- From 2016 to 2021, the Middle East and Africa is expected to have the highest cloud traffic growth rate (41 percent CAGR), followed by Central and Eastern Europe (38 percent CAGR) and North America (33 percent CAGR).

**Table 6.** Cloud traffic growth by region, in EB

Region	2016	2017	2018	2019	2020	2021	CAGR 2016–20
Asia Pacific	908	1,367	1,871	2,387	2,923	3,469	Low
Central and Eastern Europe	124	168	221	291	379	485	Low
Latin America	140	190	242	304	371	448	Low
Middle East and Africa	69	105	145	191	242	304	Low



Region	2016	2017	2018	2019	2020	2021	CAGR 2016–20
North America	1,891	2,771	3,838	4,860	5,779	6,844	Low
Western Europe	718	1,035	1,395	1,768	2,157	2,528	Low

Source: Cisco Global Cloud Index, 2016–2021.

## Appendix D: Workload and compute instance distribution by region

Tables 7, 8, and 9 summarize data center workloads and compute instances by type and region.

**Table 7.** Regional distribution of total data center workloads and compute instances, in millions

Total data center workloads and compute instances in millions							
	2016	2017	2018	2019	2020	2021	CAGR 2016–2021
Asia Pacific	71.5	95.4	122.6	149.2	177.1	208.8	24%
Central and Eastern Europe	7.1	8.7	10.4	11.9	13.5	15.4	17%
Latin America	8.3	9.8	11.6	13.0	15.1	17.6	16%
Middle East and Africa	6.0	7.4	8.8	10.1	11.5	13.0	17%
North America	100.9	124.1	148.1	167.5	186.5	207.0	15%
Western Europe	47.8	58.4	70.2	80.7	91.8	104.8	17%

Source: Cisco Global Cloud Index, 2016–2021.

**Table 8.** Regional distribution of cloud workloads and compute instances, in millions

Cloud data center workloads and compute instances in million							
	2016	2017	2018	2019	2020	2021	CAGR 2016–2021
Asia Pacific	61.1	84.7	111.7	138.6	167.6	200.5	27%
Central and Eastern Europe	6.0	7.7	9.4	11.0	12.7	14.6	20%
Latin America	7.2	9.0	10.8	12.3	14.4	17.0	19%
Middle East and Africa	5.1	6.5	8.0	9.4	10.8	12.4	20%
North America	81.0	104.6	129.1	149.5	169.9	192.1	19%
Western Europe	39.0	49.9	61.8	72.5	83.8	97.1	20%

Source: Cisco Global Cloud Index, 2016–2021.

**Table 9.** Regional distribution of traditional data center workloads and compute instances, in millions

Traditional data center workloads and compute instances in millions							
	2016	2017	2018	2019	2020	2021	CAGR 2016–2021
Asia Pacific	42.1	41.4	40.8	39.1	36.2	32.9	27%
Central and Eastern Europe	10.4	10.7	10.9	10.6	9.5	8.4	20%
Latin America	1.1	1.0	0.9	0.9	0.8	0.8	19%
Middle East and Africa	1.1	0.9	0.8	0.7	0.7	0.7	20%
North America	0.9	0.8	0.8	0.7	0.7	0.6	19%
Western Europe	19.9	19.5	19.0	18.0	16.6	14.9	20%

Source: Cisco Global Cloud Index, 2016–2021.

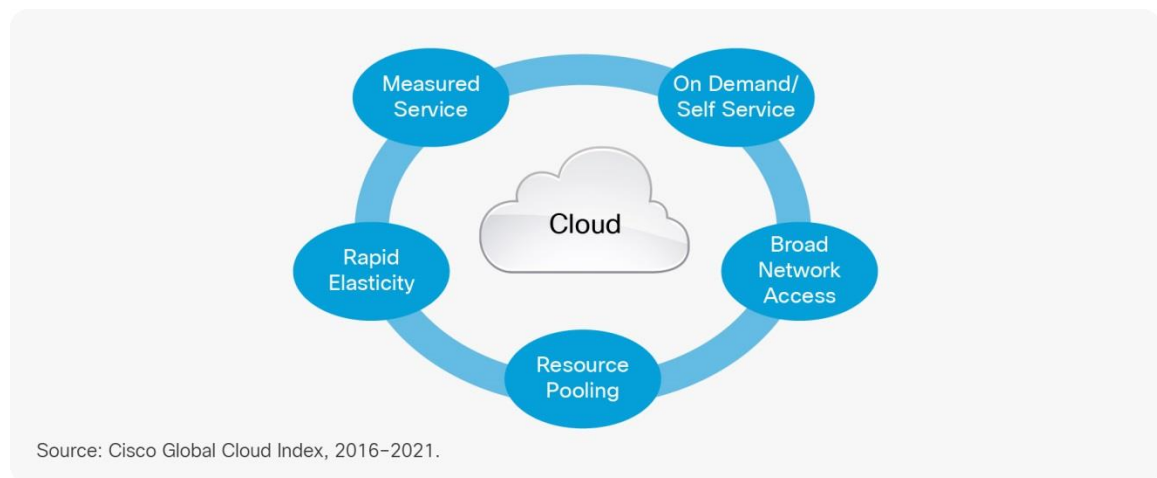
## Appendix E: Cloud definitions

### Cloud definition

The Cisco GCI aligns with the industry-standard cloud computing definition from the National Institute of Technology (NIST). The **NIST definition** lists five essential characteristics of cloud computing (Figure 38):

- On-demand self-service
- Broad network access
- Resource pooling
- Rapid elasticity or expansion
- Measured service

**Figure 38.** Essential characteristics of cloud

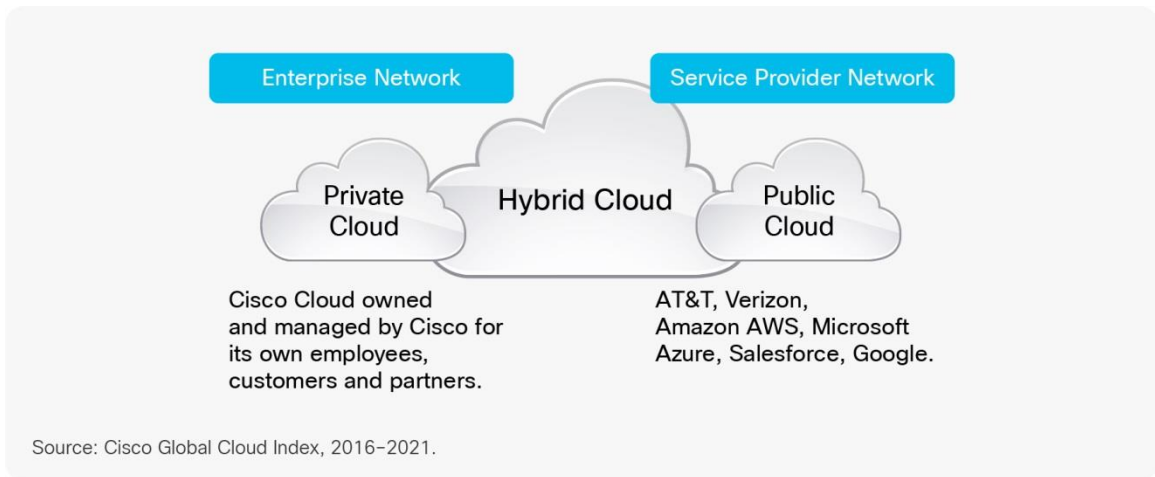


### Cloud deployment models

Cloud deployment models include private, public, and hybrid clouds (or a combination of them). These distinct forms of cloud computing enable a variety of software, platform, and infrastructure services. Cloud data centers can be operated by service providers as well as private enterprises.

However, there is a slight variation from the NIST definition on how we classify private and public clouds. A cloud service could be public or private, depending on the demarcation line—the physical or virtual demarcation—between the public telecommunications network (WAN) and the private network of an organization (LAN) (Figure 39).

**Figure 39.** Cloud deployment models



If the cloud assets lie on the service provider side of the demarcation line, then it would be considered a public cloud service. Virtual Private Cloud (VPC) falls in this category. Also the multitenant consumer cloud services would fall in this category.

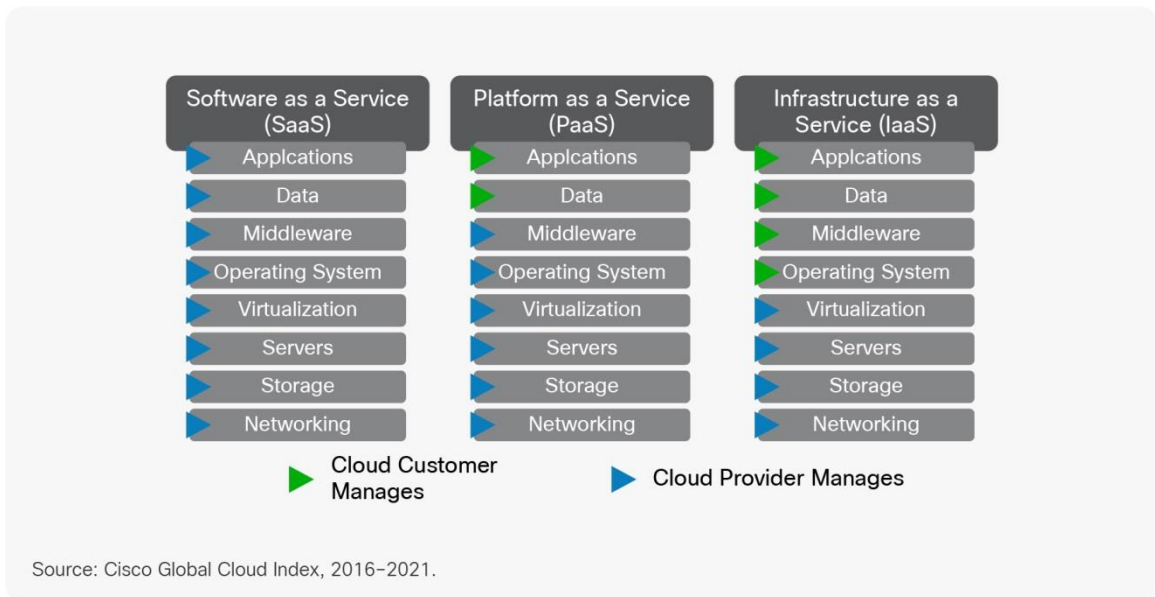
If the cloud assets lie on the organization side of the demarcation line, then the service would be considered a private cloud service. In general, a dedicated cloud owned and managed by an organization's IT would be considered a private cloud.

Hybrid cloud, as the name suggests, is a combination of public and private clouds. In a hybrid cloud environment, some of the cloud computing resources are managed in-house by an enterprise and some are managed by an external provider. We define private and public as distinct categories; we do not separately break out the hybrid cloud because it is simply a superset of the private and public clouds in varying degrees.

#### **Cloud service models (IaaS, PaaS, and SaaS)**

The Cisco GCI forecast for cloud workload and compute instance splits across the three main cloud services models: SaaS, PaaS, and IaaS (Figure 40). They are defined in line with NIST's definitions.

**Figure 40.** Cloud service models: IaaS, PaaS, and SaaS



## SaaS

The capability provided to the consumer is to use the provider's applications running on a cloud infrastructure. The applications are accessible from various client devices through either a thin-client interface, such as a web browser (for example, web-based email) or a program interface. The consumer neither manages nor controls the underlying cloud infrastructure, including networks, servers, operating systems, storage, or even individual application capabilities, with the possible exception of limited user-specific application configuration settings.

## PaaS

The capability provided to the consumer is to deploy onto the cloud infrastructure consumer-created or -acquired applications created using programming languages, libraries, services, and tools supported by the provider. The consumer neither manages nor controls the underlying cloud infrastructure, including network, servers, operating systems, or storage, but has control over the deployed applications and possibly configuration settings for the application-hosting environment.

## IaaS

The capability provided to the consumer is to provision processing, storage, networks, and other fundamental computing resources where the consumer is able to deploy and run arbitrary software, which can include operating systems and applications. The consumer neither manages nor controls the underlying cloud infrastructure but has control over operating systems, storage, and deployed applications; and possibly limited control of select networking components (for example, host firewalls).

## Appendix F: Workload and compute instance application definitions

Following is the list of application definitions used for segmenting workloads and compute instances in trend 4:

### Enterprise workload and compute instance applications

- Compute: mainly covers cloud IaaS
- Collaboration: email, conferencing, enterprise social networking, file sharing, content management
- Database/analytics/IoT: on-premises database apps, big data apps, business intelligence, data-oriented PaaS services
- Other ERP and enterprise apps: CRM, HCM, finance apps, storage, service/systems/ operations management, and so on

### Consumer workload and compute instance applications

- Search: search
- Social Networking: Facebook, Twitter, Tencent, LinkedIn, Google+, Snapchat, and so on
- Video/streaming media: video sharing and video streaming services
- Other consumer apps: email, messaging, storage, file sharing, music services, e-commerce, news, and so on

## Appendix G: Regional cloud readiness summary

Table 10 summarizes cloud readiness for businesses and consumers by region, considering download and upload speeds, and latency. For more details, refer to the **Cisco GCI Supplement**.

**Table 10.** Regional cloud readiness

Network	Region	Average download	Average upload speeds	Average latency (ms)
<b>Fixed</b>	Asia Pacific	46.2	22.1	21
	Central and Eastern Europe	32.8	18.8	33
	Latin America	11.6	3.7	41
	Middle East and Africa	8.2	4.1	52
	North America	43.2	16.6	34
	Western Europe	37.9	14.4	27
<b>Mobile</b>	Asia Pacific	20.8	10.1	55
	Central and Eastern Europe	14.7	7.1	49
	Latin America	10.0	6.0	70
	Middle East and Africa	7.4	3.9	80
	North America	34.3	15.5	67
	Western Europe	26.2	10.4	46

Source: Cisco Global Cloud Index, 2016–2021.




---

**Americas Headquarters**  
Cisco Systems, Inc.  
San Jose, CA

**Asia Pacific Headquarters**  
Cisco Systems (USA) Pte. Ltd.  
Singapore

**Europe Headquarters**  
Cisco Systems International BV Amsterdam,  
The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at <https://www.cisco.com/go/offices>.

 Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, go to this URL: <https://www.cisco.com/go/trademarks>. Third-party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1110R)