

Web Hosting Data Center-Application Services

Market Strategies and Forecasts, 2000-2005

(PICTURE)

CHECK OUT THESE KEY TOPICS

- WEB HOSTING MARKET DESCRIPTION-*
- THE INTERNET AND DATA CENTERS AS A MARKET FORCE IN WEB HOSTING-*
- WEB HOSTING MARKET FORECASTS-*
- WEB HOSTING-*
- COMPANY PROFILES IN THE INTERNET WEB HOST INDUSTRY-*
- WEB HOSTING STRATEGIC POSITIONING-*

REPORT METHODOLOGY

THIS IS THE FORTY-FOURTH REPORT IN A SERIES OF MARKET FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, AND COMPUTER AND TELEPHONE EQUIPMENT. THE PROJECT LEADERS HAVE SIGNIFICANT EXPERIENCE PREPARING INDUSTRY STUDIES. FORECASTS ARE BASED ON PRIMARY RESEARCH AND PROPRIETARY DATA BASES. IN DEPTH INTERVIEWS ARE CONDUCTED WITH A BROAD RANGE OF KEY PARTICIPANTS AND OPINION LEADERS IN THE MARKET.

WHAT'S UP FOR WEB HOSTING THIS MILLENNIUM??? FIND OUT!!!

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WEB HOSTING MARKET DESCRIPTION

- | | | |
|---------------------------|---|-------------------------------|
| -Internet Offerings | -Web Hosting Business Issues | -Web Hosting Networks |
| -Internet Data Centers | -Automation of Business Processes | -Managed Services Positioning |
| -Web Hosting Architecture | -Shifts in Channel Product Representation | -Internet Access Services |
| -Network Systems | -Web Hosting and Co-Location | -ISP Market Segmentation |
| -Network Interconnections | -Mission-Critical Functionality | |
| -Internet | | |

THE INTERNET AND DATA CENTERS AS A MARKET FORCE IN WEB HOSTING

- | | | |
|--|--|----------------------------|
| -Global Economy | -ATM Applications | -ISP Market |
| -Business Forces Driving Change | -Internet Protocol (IP) Mission Critical Functionality | -Internet |
| -Circuit Networks vs. Packet Networks | -E-Services | -Internet Users |
| -Convergence of Voice and Data | -Web Based Supply Chain Exchanges | -Online Services |
| -Content Hosting | -Exchange Infrastructure Functionality | -Server Markets |
| -Building Brand Loyalty | -Selected Competitive Positioning with Infrastructure to Serve the Exchanges | -Internet Hosts |
| -End-To-End Internet Solutions | -Examples of How Exchanges Work | -ATM Impact |
| -Rapid, Flexible Deployments | | -ISP |
| -Need for Web Hosting and Data Centers | | -Carrier Business Strategy |

WEB HOSTING MARKET FORECAST

- | | | |
|---------------------------------------|--|---------------------------------------|
| -Web Hosting Market Shares | -Data Center Market Driving Forces | -Regional Analysis |
| -Web Hosting Competitive Forces | -Key Features of Server Hosting Services | -Web Hosting Market Partnering Issues |
| -Web Hosting Market Driving Forces | -Web Hosting Market Forecasts | |
| -Application Service Providers (ASPs) | -ISPS | |

WEB HOSTING

- | | | |
|---|---------------------|------------------|
| -Impact of E-Commerce | -EMC Web Hosting | -Globix |
| -Exodus Web Hosting Solution Portfolios | -Web Hosting/PSINet | -Verio |
| -Digix | -KPN/Qwest | -Global Crossing |
| | -Uninet | |

COMPANY PROFILES IN THE INTERNET WEB HOST INDUSTRY

- | | | |
|--------------------------|---------------------------|-----------------|
| -Competitive Forces | -Globix | -PSINet |
| -Abovenet Communications | -GTE Data Services | -Qwest |
| -Applicast | -Interpath | -RCN |
| -Concentric Network | -Level 3 Communications | -SAP |
| -Convergys | -MCI WorldCom | -SBC |
| -Digix | -Netcom | -Siebel Systems |
| -Equinix | -NTT | -USI |
| -Exodus Communications | -Omnipoint Communications | -Verio |
| -Global Crossing | -Onvoy | -Wish |

WEB HOSTING STRATEGIC POSITIONING

- | | | |
|---|---|---|
| -Web Hosting Acquisitions Strategy | Loyalty | -Particular Company Strategic Positioning |
| -Web Hosting Infrastructure Strategic Positioning | -Network Management Solutions | -Exodus Strategic Positioning |
| -Sales Force Strategy | -Stimulate Growth Through Multiple Sales Channels | -PSINet Strategy |
| -Channel Program | -Capture Economies of Scale by Integrating Operations | -Verio |
| -Marketing | -Increase Sales of Value-Added Services and Products | -Globix |
| -Building Strong Customer | | |

MANY OF THESE KEY TOPICS HAVE PHENOMENAL SUBCATEGORIES

KEY TABLES AND FIGURES

- WEB HOSTING SYSTEM ARCHITECTURE
- AUTOMATION OF BUSINESS PROCESSES
- WEB HOSTING EFFICIENCIES OF SCALE IMPACTING MARKETING
- WEB HOSTING SOLUTIONS POSITIONING
- WEB HOSTING AND CO-LOCATION SITE PROVISIONING
- MANAGED SERVICES FOUNDATIONS/POSITIONING
- MARKET FORCES FOR GLOBAL ECONOMY
- FACTORS IMPACTING THE LEVEL OF PRICE AND PRODUCT COMPETITION
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- WEB HOSTING SALES FORCE

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-CHANNEL PROGRAM SYSTEM INTEGRATOR PARTNERS
-TYPES OF CHANNEL PROGRAM PARTNER

-EXODUS STRATEGIC POSITIONING
-PSINET WEB HOSTING STRATEGY/ENHANCED NETWORK

ABOUT THE COMPANY

WinterGreen Research, founded in 1985, provides strategic market assessments in telecommunications, communications equipment, health care, and advanced computer technology. Industry reports focus on opportunities that will expand existing markets or develop major new markets. The reports assess new product and service positioning strategies, new and evolving technologies, and technological impact on products, services, and markets. Market shares are provided. Leading market participants are profiled, and their marketing strategies, acquisitions, and strategic alliances are discussed. The principals of WinterGreen Research have been involved in analysis and forecasting of international business opportunities in telecommunications and advanced computer technology markets for over 30 years.

ABOUT THE PRINCIPAL AUTHORS

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Susan Eustis, President, co-founder of WinterGreen Research, has done research in communications and computer markets and applications. She holds several patents in microcomputing and parallel processing. She is the author of recent studies of the Regional Bell Operating Companies' marketing strategies, Internet equipment, and of a study of Internet and Intranet markets. Ms. Eustis is a graduate of Barnard College.

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