

## **6. Conclusion.**

It was identified at an early stage that the market for data centers; depend on few factors. These are awareness, Quality, security, and Reach-ability to the data center. After the analysis from the questionnaire the results gained also express the same information. We can see that Sri Lankan businesses are also keen about Security, Cost, Quality and also Reach-ability to the data. In the study as per the information received there is quite a big awareness about the data center business in the private sector.

Prior to the study a very low awareness was assumed about the data centers among customers. One reason may be the sample population selected have a good knowledge about the data centers. Anyway it should be noted that there is a quite a big demand created with the awareness about the data centers.

The demand variables are based on the other data centers around the world and with the study we can see that same variables matter with the demand in Sri Lanka too.

The next step for this research would be to find out whether there is any co-relation between the demand variables. In this way we can see that the existing relations ships between the demands variables.

The information from the data center world conference helps a lot with fine-tuning the strategies to market the data centers.

### **Completion of Research Objectives**

The Data center demand variables are identified and the applicability of these variables is measured with the Likert scale. By calculating mean values of these variables the applicability of them is measured.

Analyzing the market for data centers in Sri Lanka was the main research objective and it is achieved. Also finalizing the suitable product packages and identifying strategies is achieved mainly through the knowledge gained throughout the MBA lectures and the inputs received at the Data Center world Conference that held in Chicago, USA.

Hence an over all the research objectives are achieved.

## **Direction for Future Research**

The research, while uncovering some issues, leads to a requirement of further research in different directions. To answer some of the questions that have arisen on the way the market should be analysed with some other samples.

For example how will be the demand for the data centers if the sample companies are from the foreign companies that are operating in Sri Lanka. Most probably the awareness of these companies could be higher than Sri Lankan native company.

Also it is a good research to find the demand for a Sri Lankan data centre in other countries. Mainly India has couple of data centres and most businesses are moving to India due to their high infrastructure facilities. At the same time there are many USA based data centers used by people around the world because of the low cost factor. It is another good research to find about the strategies they adapt to give the facilities at low rate.



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## 8. Appendix: Questionnaires

### A. Questionnaire for Market Demand Analysis.

#### QUESTIONNAIRE

Data Center is a place where you can rent or lease your IT requirements. Mainly you can.

01. Rent the hardware to host your applications.
02. Housing facility for your IT requirements.
03. Necessary Internet bandwidth & other connectivity.

All above will be situated in a highly sophisticated state of the art environment.

These include,

01. High Security to enter the center.
02. Raised floor
03. Precision air conditioners with humidity control.
04. Automated fire detection and suppression system.
05. Surveillance cameras to monitor the security.
06. Building management system to monitor the access & power.
07. UPS & Generator Power.
08. Storage Redundancy.

Please fill up the below details & the questions by ticking most appropriate answer.

- 1). Name .....
- 2). Designation .....
- 3). Name of the Company .....
- 4). Type of Business the company is engaged in. ....

**Please read the statements and mark the best answers.**

- (a) Strongly agree
- (b) Agree
- (c) Disagree
- (d) Strongly disagree

### **Awareness Questions**

- 1). You have a fair knowledge about data centers  
(a), (b) , (c) , (d)
  
- 2). Advertisements on mass media can boost the awareness about data centers.  
(a) , (b) , (c) , (d)

### **Quality Questions**

- 1). If you are to house or host your data outside your office you would think about *world-class standards*.  
(a) , (b) , (c) , (d)
  
- 2). You will always look for a good *brand name* before choosing a data center.  
(a) , (b) , (c) , (d)
  
- 3). If you were to move to a data center you would always look for *flexible terms & conditions*.  
(a) , (b) , (c) , (d)
  
- 4). You would always check on *high service levels*.  
(a) , (b) , (c) , (d)
  
- 5). You would concern about the *reliability of the hardware* in a data center.  
(a) , (b) , (c) , (d)



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### Security questions

- 1). If you are to come to data center your will worry bout *physical security*.  
(a) , (b) , (c) , (d)
- 2). If you are to come to data center your will worry about the *network or data security*.  
(a) , (b) , (c) , (d)
- 3). “ Can I *trust the data center staff?*” is a question if you are to place your data in a data center.  
(a) , (b) , (c) , (d)

### Cost Questions

- 1). *Low capital expenditure* is a main reason to think about a data center.  
(a) , (b) , (c) , (d)
- 2). *Speed of starting a business* is a main reason to think about a data center.  
(a) , (b) , (c) , (d)
- 3). Ability to *access high speed Internet* is a main reason to think of a data center.  
(a) , (b) , (c) , (d)
- 4). *Scalability (ability to grow)* is a main reason to think about a data center.  
(a) , (b) , (c) , (d)

### Reach ability Questions

- 1). “How am I going to *access my data* “ is a big matter for a your company, if you are in a data center.  
(a) , (b) , (c) , (d)
- 2). You will worry about *physical access facilities* such as vehicle parking to the data center.  
(a) , (b) , (c) , (d)

- 3). You would concern more about the *reliability of the access links*.  
(a) , (b) , (c) , (d)
- 4). You would always go to a data center that is *accessible 24 x 7 x 365*  
(a) , (b) , (c) , (d)
- 5). *Single point of contact* is a must in case you are moving to a data center.  
(a) , (b) , (c) , (d)

### Other Questions

- 1). Please write why you would move to a data center than having your data inside your office.



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- 2). Please write what products and packages you would like to get from a data Center.



## B. Questionnaire for Packages and Strategies

### Questionnaire

Name -----

Country -----

Company -----

1. What are the existing Collocation packages you are using in your data center?

2. What hosting packages you are using at your data center?



3. What other packages you are using at your data center other than Collocation and Hosting?

4. What media are you advertise your data center products?

5. How do you promote your data center to customers?



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C. Tables of Data Analysis

Concept	Variable	Indicator	Section	Question				Weight	St.			Average mean	Average St. Deviation	
				No.	Measure	4	3		2	1	Mean			Deviation
<b>Market Demand of Data Centers</b>	Awareness	Fair Knowledge	Awareness Questions	1	Likert scale	1	10	26	4	0	3.15	0.579567	3.15	0.5795666
	Quality	world-class standards	Quality Questions	1	Likert scale	0.3	16	21	3	0	3.325	0.615505	3.4525	0.5595535
		Brand name		2	Likert scale	0.2	12	24	4	0	3.2	0.607644		
		Flexible terms & conditions.		3	Likert scale	0.1	19	19	2	0	3.425	0.594311		
		high service levels		4	Likert scale	0.3	27	13	0	0	3.675	0.474342		
		reliability of the hardware		5	Likert scale	0.1	29	10	1	0	3.7	0.516398		
	Security	physical security	Security Questions	1	Likert scale	0.4	21	14	5	0	3.4	0.708918	3.4	0.6591389
		Network or data security.		2	Likert scale	0.4	22	17	1	0	3.525	0.554122		
		trust the data center staff		3	Likert scale	0.2	15	16	9	0	3.15	0.769615		
	Cost	Low capital expenditure	Cost Questions	1	Likert scale	0.5	12	18	10	0	3.05	0.749359	3.02	0.7534681
		Speed of starting a business		2	Likert scale	0.1	6	26	8	0	2.95	0.597001		
		access high speed Internet		3	Likert scale	0.3	14	14	9	3	2.975	0.946993		
		Scalability (ability to grow)		4	Likert scale	0.1	4	35	1	0	3.075	0.349908		
	Reach ability	Access my data	Reach ability Questions	1	Likert scale	0.1	4	19	15	2	2.625	0.740322	3.275	0.6007626
		Physical access facilities		2	Likert scale	0.1	7	20	11	2	2.8	0.790975		
Reliability of the access links		3		Likert scale	0.3	13	25	2	0	3.275	0.554122			
Accessible 24 x 7 x 365		4		Likert scale	0.4	25	14	1	0	3.6	0.545377			
Single point of contact		5		Likert scale	0.1	10	24	6	0	3.1	0.632456			

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