

Denmark Report on Global Data Insights Survey 2022

The background features a complex 3D data visualization. It consists of numerous vertical bars of varying heights and widths, rendered in shades of blue and cyan. A line graph with glowing blue circular markers is overlaid on the bars, showing an overall upward trend. The entire scene is set against a dark blue background with a subtle grid pattern, creating a futuristic and data-driven aesthetic.

How Nordic companies
leverage data driven
strategies

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About the Global Data Insights Survey

The Global Data Insights Survey, presented by Digital Realty Trust, Inc. (“Digital Realty”), is an annual report designed to provide insights on how data is becoming a critical agenda topic for all businesses, identify implications driving the need to rethink data strategies and establish the importance of addressing Data Gravity.* The report shares insights collected by a third party from 7,295 C-level executives, business, and technology leaders from 23 countries and nine industries globally who responded to 13 questions designed to facilitate industry dialogue around the business needs of data.

Within the scope of the survey, the Nordic insights were collected from 330 respondents from Denmark and Sweden, divided by 130 Danish and 200 Swedish C-level executives & business leaders from nine diverse industries.

Recently, we have witnessed the emergence of a new megatrend occurring on our platform: the explosion of enterprise data growth globally. All industries are becoming information industries via the need to create,

consume, analyze, store and exchange ever-growing amounts of data.

We conducted research, cracked the code and built a global database, and published the Data Gravity Index™ to share our findings and assist our Enterprise and Service Provider Customers as they shift their strategies to address Data Gravity. Today, we are continuing this mission with the Global Data Insights Survey.

As the largest global provider of multi-tenant data center capacity,¹ Digital Realty has a unique vantage point on how technology infrastructure is built, deployed, and operated. Our 4,000+ customers² continue to solve the most complex hybrid IT infrastructure, connectivity and workload use cases on our platform globally. This includes use cases across network peering, hyperscale, low-latency, high-performance computing, big data, and artificial intelligence. This report presents data we are uniquely qualified to collect and share with our customers, partners, and peers.

* Data Gravity may affect an enterprise's ability to innovate, secure customer experiences, and even deliver results on a global scale.
1) 451 Research, Market Forecast Leased Datacenter Global Providers, 2020. Capacity measured in terms of operational square footage.
2) Digital Realty, 3Q21 Financial Results, October 2021

Unlocking Trapped Value Starts with Data

Today's business and technology leaders must address converging physical and digital worlds, where siloed data is the challenge.

Unlocking the trapped value that data represents starts with:

- Rethinking data strategies at a global, regional & local level
- Understanding where and how data accumulates
- Transforming data into insights and intelligence

Data is becoming ever more important and connectivity is key

Global data generation is powering up at an incredible rate and the volume of business-critical data continues to grow. On this basis, more companies should actively consider how their data is stored, protected, and, not least, connected. Therefore, the choice of a data center

to house your data architecture should empower the right data flow and give you smooth access to the right eco-systems of leading connectivity providers, internet exchanges, and cloud access ports.

“Business leaders are realizing the value of a data-driven strategy, and the same goes for Nordic Enterprises, who we already see demonstrating their ability to advance digital transformation. What is becoming clearer to many Nordic leaders, and amongst our customers, is that placing data and IT infrastructure closest to the customers and partners is required to advance their business agenda. To many of our customers, our data centers have become the new business platform, acting as their centers of data exchange interconnecting technology, partners, and customers.”

Peder Bank

Managing Director, Nordics



Survey Methodology

The Global Data Insights Survey consisted of 13 questions covering data strategy, obstacles, and planning. Digital Realty contracted a third party to conduct research in the field from May through June 2021.

The survey garnered responses from 7,295 C-level executives & business and technology leaders, representing large multi-national enterprises across 23 countries and nine industries, with revenues ranging from \$100 million to more than \$1 billion dollars.

The Nordic insights were collected from 330 respondents, divided by 130 Danish and 200 Swedish C-level executives.



13 Questions



7,295 Participants



23 Countries



9 Industries



Company Size by Revenue
\$100M – \$1B+



Banking & finance



Insurance



Healthcare &
Social assist.



Pharma- &
chemical



Manufact &
Auto



Media & entertain.



Retail



Travel transport



Business &
Proserv

Global Insights

Nordic highlights

It is interesting to see how the biggest Nordic companies have a much more global infrastructure compared to for example the biggest companies in UK or France. Out of the biggest companies with more than 1B dollars in revenue across Europe, Sweden is the country with the highest percentage, meaning 75 percent, that answer that they are present in more than 50 colocation- or data center locations across the globe.

Germany is following right after with 70 percent having more than 50 locations and for big Danish

companies the number is 67 percent that has more than 50 data center locations across the globe – so in terms of being global, the Nordics are in the top 3 across Europe.

“We are already helping a lot of our customers to deploy in other continents like Africa or South America via PlatformDIGITAL™ – so I can recognize that many big Nordic companies are looking for data center locations across the globe – especially in new emerging markets like Africa”.

Peder Bank
Managing Director, Nordics

These are the five most prevalent themes we learned from the Global Data Insight Survey.

Data is pervasive

Data is becoming the business agenda

Data requires aggregation and control

Data is localizing

Data-first strategies win

The Customer in Focus

Data volumes are expected to explode. So is the value data brought to businesses, driving enterprises across all countries and industries to transform how they create and deliver value.

Being customer centric plays an important strategic role for the biggest companies in the Nordics. A large majority of respondents from the 1 billion + companies reported that strategy and value outcomes rely on data-driven insights to attract and retain customers. When it comes to SME, business leaders have further identified data/infrastructure location strategy and revenue/profit growth as top value drivers for data-driven insights.

Although being customer centric is important for many companies in the Nordics, the expected strategic outcome from data driven insights differs depending on the industry. Mitigating risks and reducing cybersecurity breaches are viewed as the main strategic focus within the insurance industry.

Which strategic/value outcome do you expect for your organization from data-driven insights?

- revenue/profit growth
- increasing customer satisfaction and improving experience through customer insights
- data/infrastructure location strategy

Revenue



A Global Presence

As data creation is growing at all business presence in Denmark and Sweden, the need for data distribution and proximity is increasing as well. Within EMEA, the Nordic countries have the highest percentage of 1 billion + companies that deploy more than 50 different locations, when it comes to IT infrastructure, server and data center.

More than 65% of respondents in Denmark and 75% in Sweden regarding the 1 billion + companies answered that their companies deployed more than 50 different locations.

SMEs in the Nordics are not immune to data distribution and are displaying a global mindset, as a

large portion of respondents from the companies within 250m – 1B range have answered that they deploy between 21-50 different locations.

“It is no surprise to me to see that a high percentage of the biggest companies in the Nordics has a presence in more than 50 data centers across the globe – if you want to be a big company in the Nordics, that are small in terms of population, you will need to go global and therefore you will need a global infrastructure to support your global business to tap into new revenue and demands streams”.

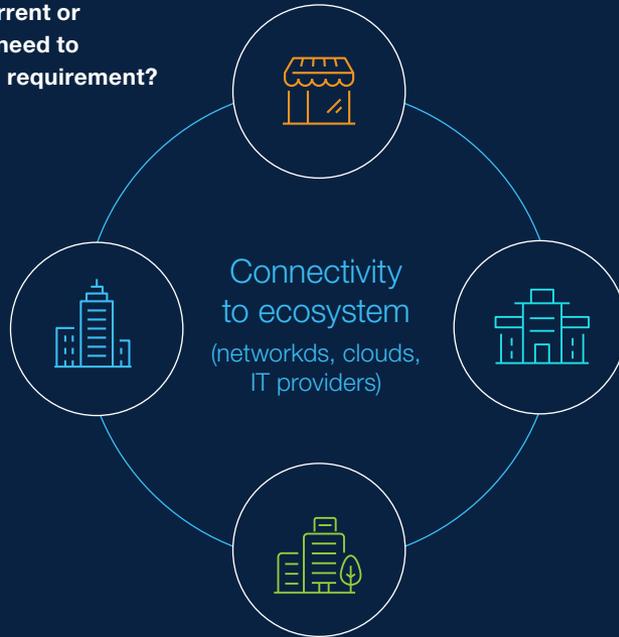
Peder Bank
Managing Director, Nordics

At how many company locations and/or colocation sites globally does your organization currently deploy IT infrastructure (server and/or data center)?



Global Connectivity

How many of your current or planned IT locations need to support the following requirement?



As competition for businesses gets fiercer on a global scale, decision-makers must rethink data strategies to address hybrid business models. The reality is that Enterprises must aggregate data at strategic distribution points, to fully embrace a successful data strategy in the data-driven era. Hence, the importance of being connected to a variety of networks and clouds becomes a necessity.

There is a clear consensus among all the respondents despite the size of the business, that the most important requirement for current or planned IT location is connectivity to an ecosystem of networks, clouds, IT providers

and secure data exchange with ecosystem partners.

Through our global reach and PlatformDIGITAL™, companies have access to:

- 6 Continents
- 26 Countries
- 50 Metro Areas
- 700 + Carriers
- Multiple industries
- All leading cloud platforms

With access to multiple clouds, service partners and much more to support the digital transformation, companies have been able to scale business growth.

Centralized vs Decentralized

The growth in data steers the need for proximity to have infrastructure close to where you do data exchange. Those who understand where the data they exchange with customers and partners accumulate are much further ahead of the game to maximize the value of a data-first strategy and support their business digitally. There is typically a correlation between the number of locations a company is deploying to and whether they follow a centralized or decentralized strategic approach.

50% of the largest companies in both Denmark and Sweden that were surveyed answered that they followed a 'very decentralized approach.' 32% of the 250m-1B range companies in both

Denmark and Sweden answered that they followed a 'somewhat decentralized' strategy. The common trend is that the bigger companies have a global presence, and therefore follow a decentralized approach.

Do you aggregate your organization's data at one point of presence (centralized approach) or keep your data decentralized across all geographic locations?



Industry Trends: Number of locations

When looking at the different industries, it shows that some rely on a centralized approach with one point of presence and some on a somewhat decentralized approach with multiple geographical locations.



About Interxion: A Digital Realty Company

Interxion: A Digital Realty Company, is a leading provider of carrier-and cloud-neutral data centre services across EMEA. With more than 700 connectivity providers in 107 data centres across 13 European countries, Interxion provides communities of connectivity, cloud, and content hubs. As part of Digital Realty, customers now have access to 50 metros across six continents. For more information, please visit interxion.com or follow us on LinkedIn and Twitter.

About Digital Realty

Digital Realty supports the world's leading enterprises and service providers by delivering the full spectrum of data center, colocation, and interconnection solutions. PlatformDIGITAL[™], the company's global data center platform, provides customers a trusted foundation and proven Pervasive Datacenter Architecture (PDX[™]) solution methodology for scaling digital business and efficiently managing Data Gravity challenges. Digital Realty's global data center footprint gives customers access to the connected communities that matter to them with 289 facilities in 50 metros across 26 countries on six continents. For more information, please visit digitalrealty.com or follow us on LinkedIn and Twitter.