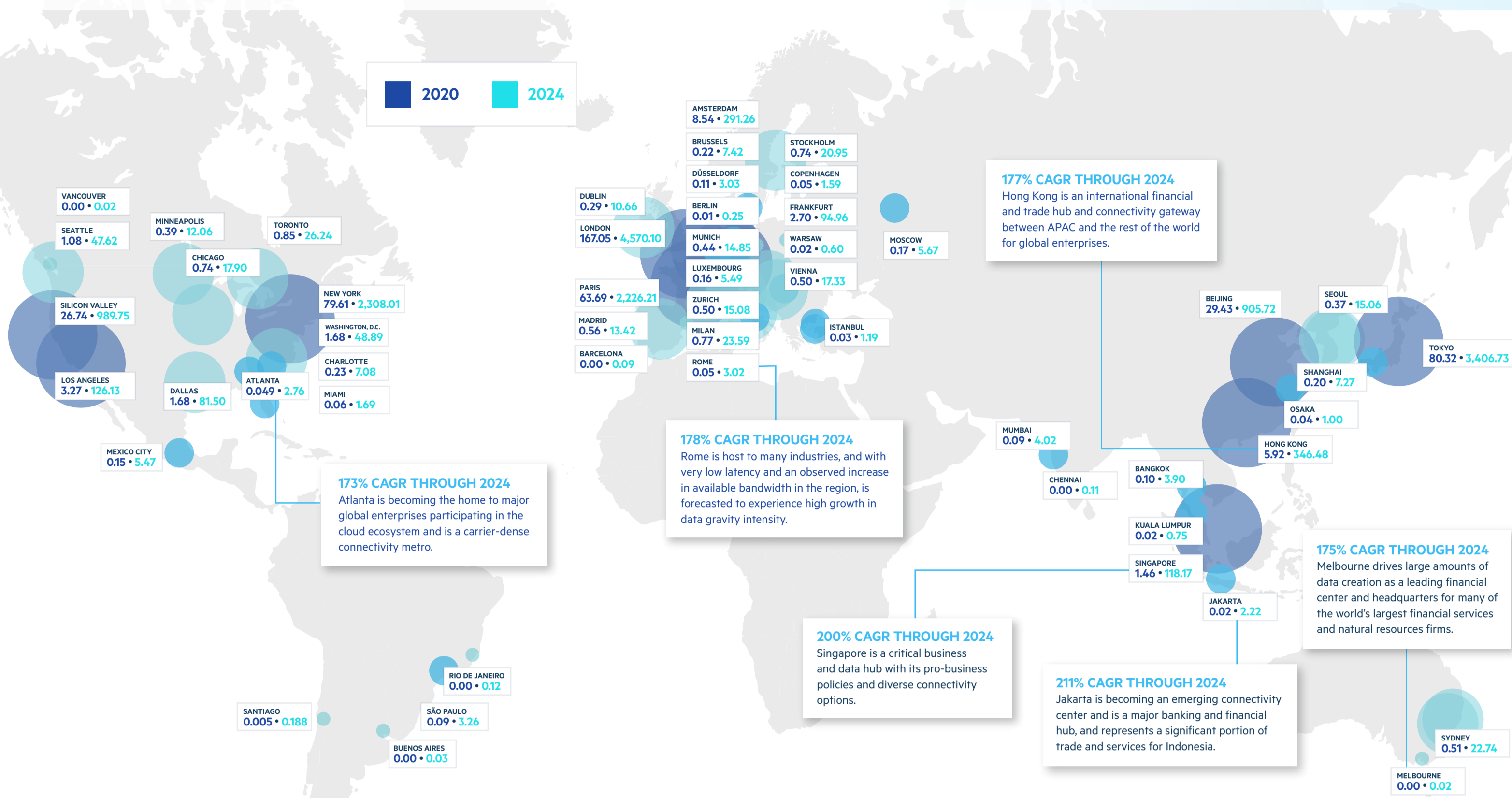


How does Data Gravity stack up globally?

EXPLORE KEY FINDINGS FOR THE FORBES GLOBAL 2000 ENTERPRISES ACROSS 53 METROS

The Data Gravity Index™ v1.5 is a global forecast that measures the intensity and gravitational force of enterprise data growth for 53 metros and 23 industries.



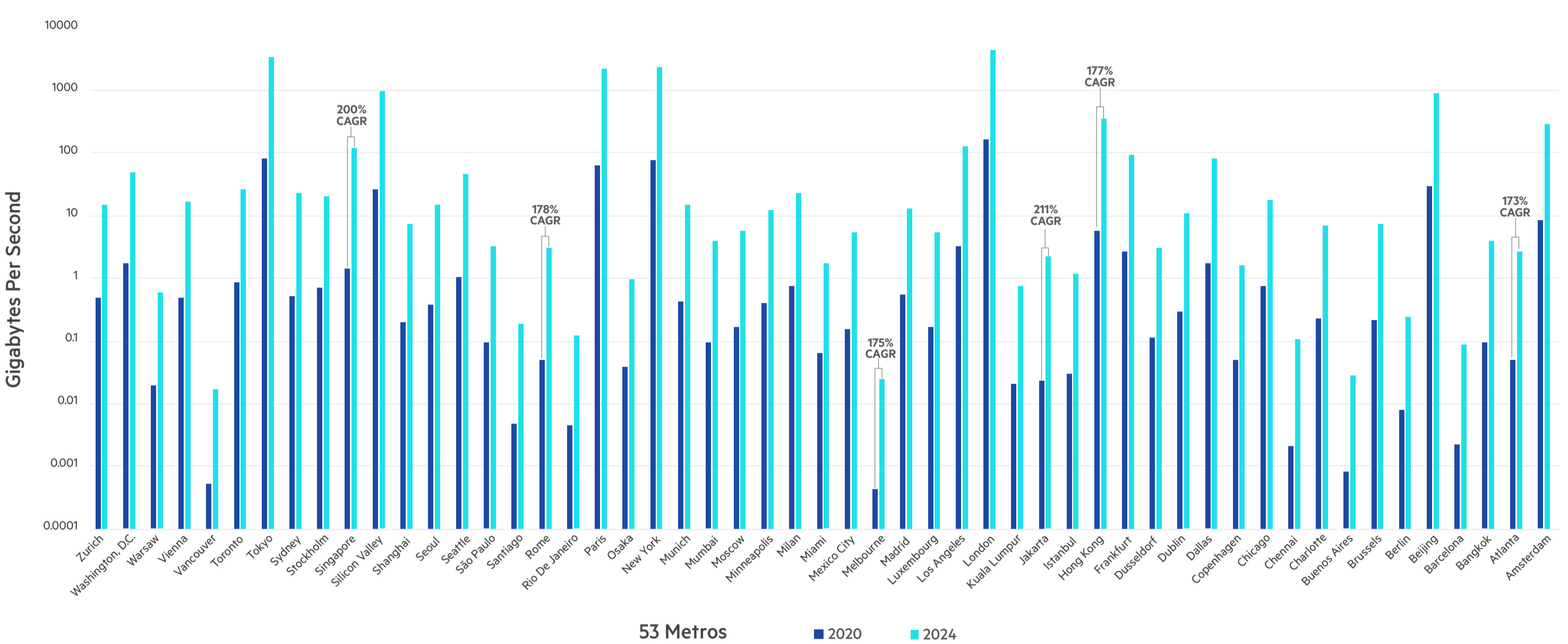
The **intensity of Data Gravity** and its **gravitational force** inhibits workflow performance, raises security concerns, and increases costs, all complicated by regulatory requirements and other artificial constraints.

METRO FORECAST

From 2020 to 2024, the top 6 metros with the highest CAGR (in descending order) are:

JAKARTA | SINGAPORE | ROME | HONG KONG | MELBOURNE | ATLANTA

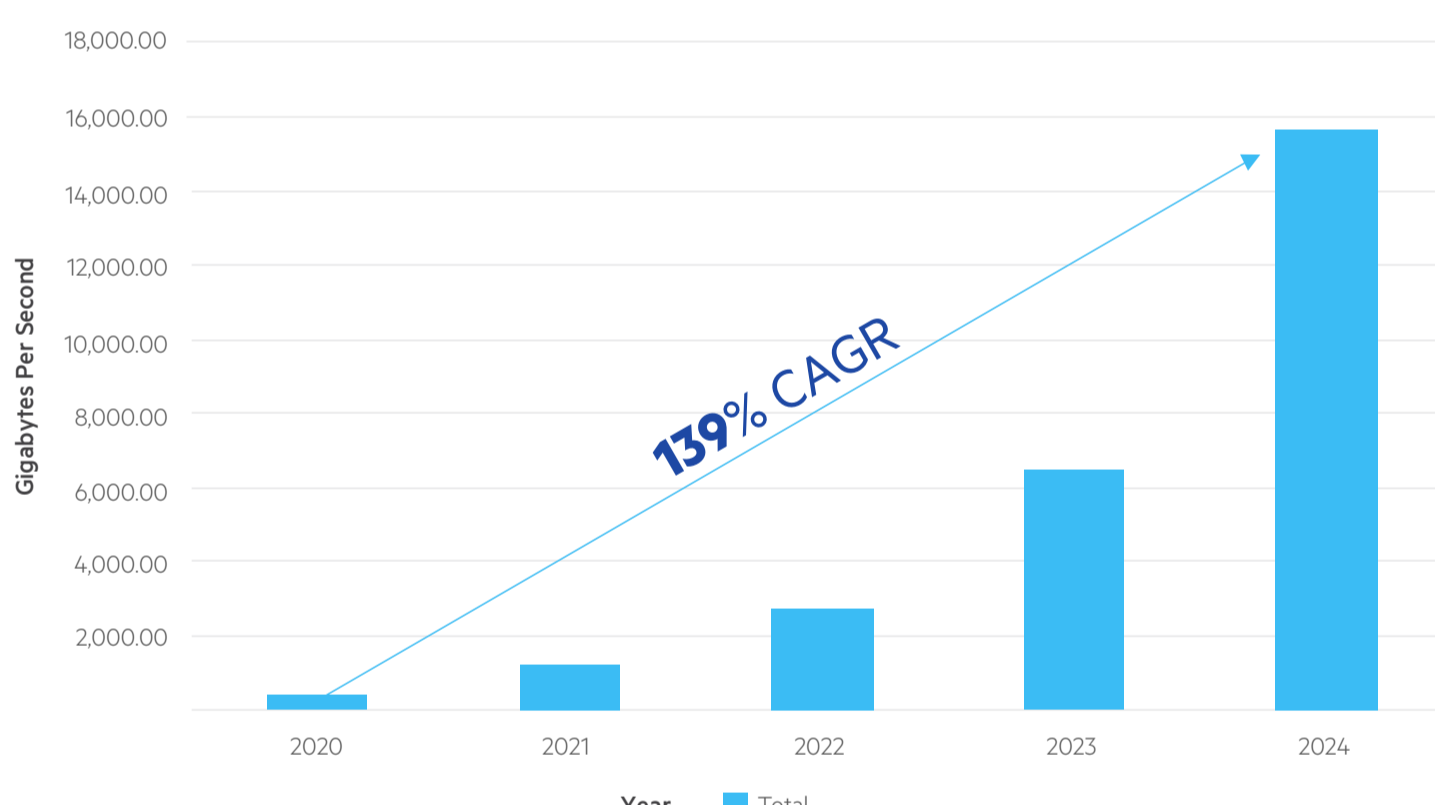
Data Gravity Intensity Metro Forecast^{1,2}



GLOBAL FORECAST

Data Gravity Intensity, as measured in gigabytes per second, is expected to **grow across 53 metros by a compound annual growth rate of 139% globally through 2024** as data stewardship drives global enterprises to increase their digital infrastructure capacity to aggregate, store and manage the majority of the world's data.

Data Gravity Intensity Global Forecast^{1,2}

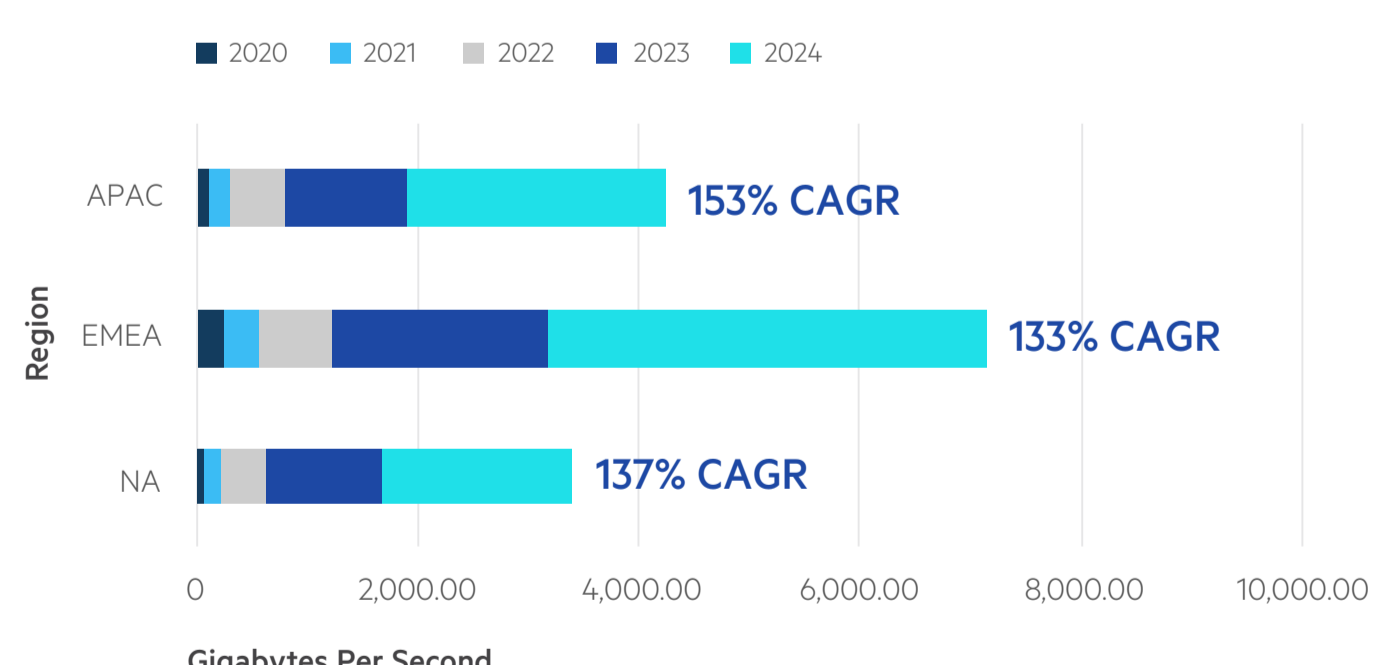


1. Data Gravity Intensity is calculated across 53 metros using the Gravity Index Formula: $(DM \times DA \times BW) / L2$
2. Data Gravity Intensity is defined by the Data Gravity Index Score. See Methodology for scoring and data.

REGIONAL FORECAST

Data growth is accelerating across all regions. Data Gravity Intensity, as measured in gigabytes per second, is expected to grow by a **compound annual growth rate of 133% or higher in each region through 2024**.

Data Gravity Intensity Regional Forecast^{1,2}



1. Data Gravity Intensity is calculated across 53 metros using the Data Gravity Index Formula: $(DM \times DA \times BW) / L2$
2. Data Gravity Intensity is defined by the Data Gravity Index Score. See Methodology for scoring and data.

FORECAST HIGHLIGHTS

Through 2024, **EMEA is expected to remain the home to the greatest intensity of Data Gravity across the 53 metros.**

Across the 53 metros, **EMEA and APAC Data Gravity Intensity are increasing** at faster rates than North America.

EMEA Data Gravity Intensity will exit 2024 at almost double the rate of North America.

With Data Gravity, the laws of physics and IT intersect to provide a proxy for a new age of business architectures that Enterprises will be driven to adopt and Service Providers will be pressed to support.

Access the Data Gravity Index™ 1.5 Report for a cause and effect study and unique patent-pending formula that measures, quantifies and determines the implications of the explosion of enterprise data growth.



DOWNLOAD