

Market Summary Report

Cloud and IT Infrastructure

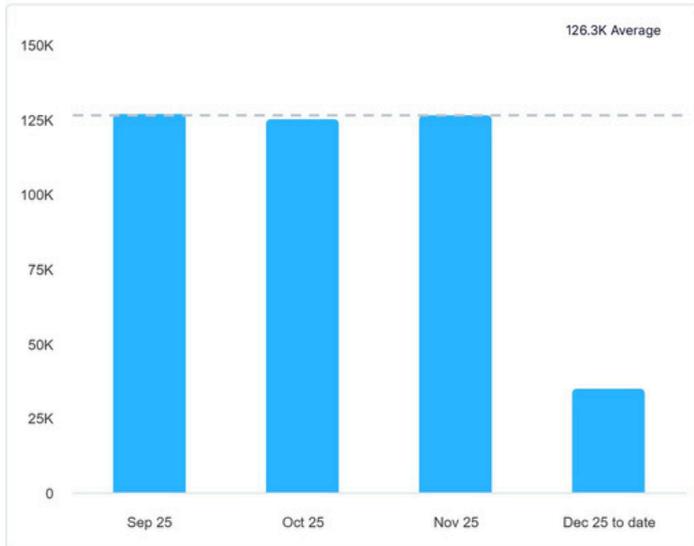


Executive Summary

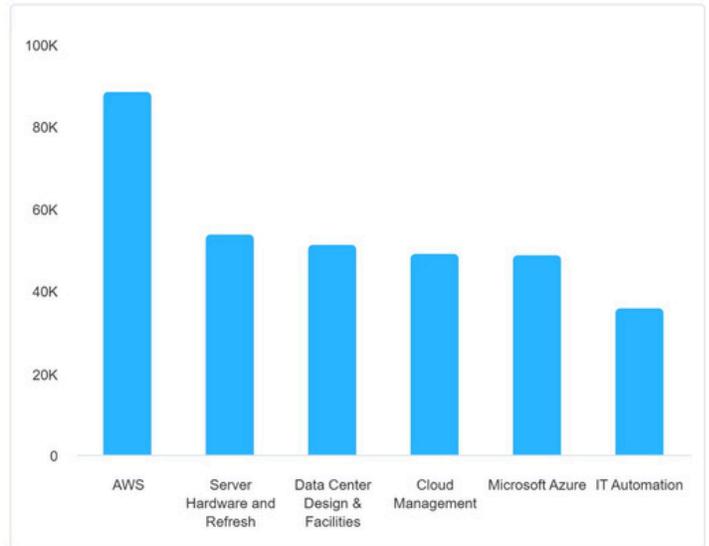
Key Metrics



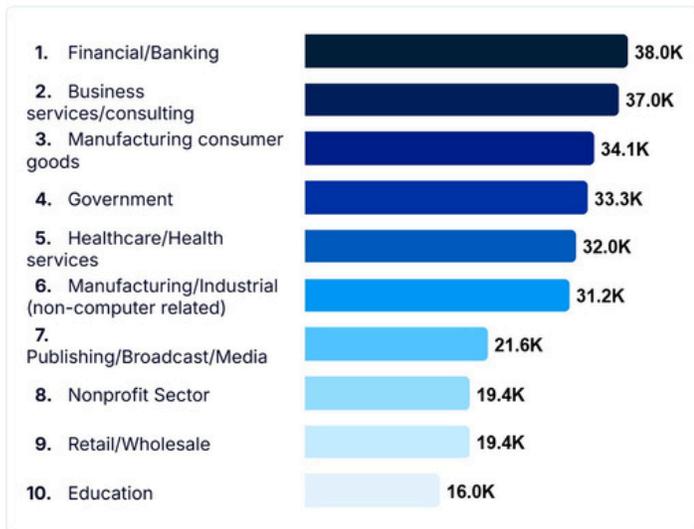
Buyer Activity Over Last 90 Days



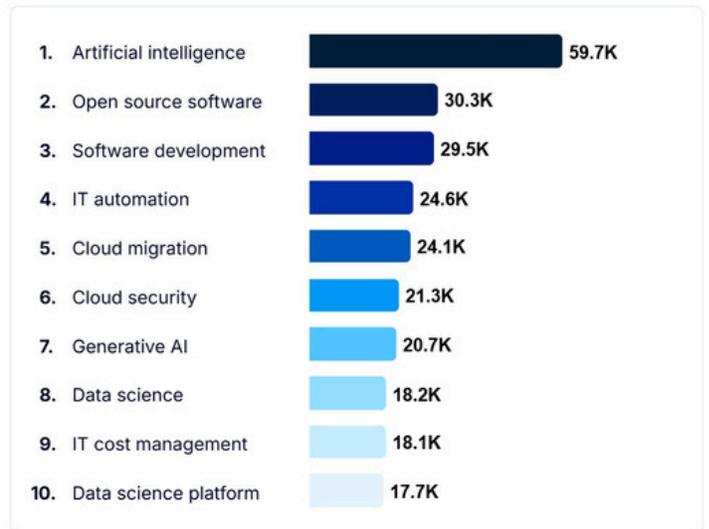
Most Active Submarkets by Activity



Buyer Activity By Industry



Topics Driving the Most Buyer Activity

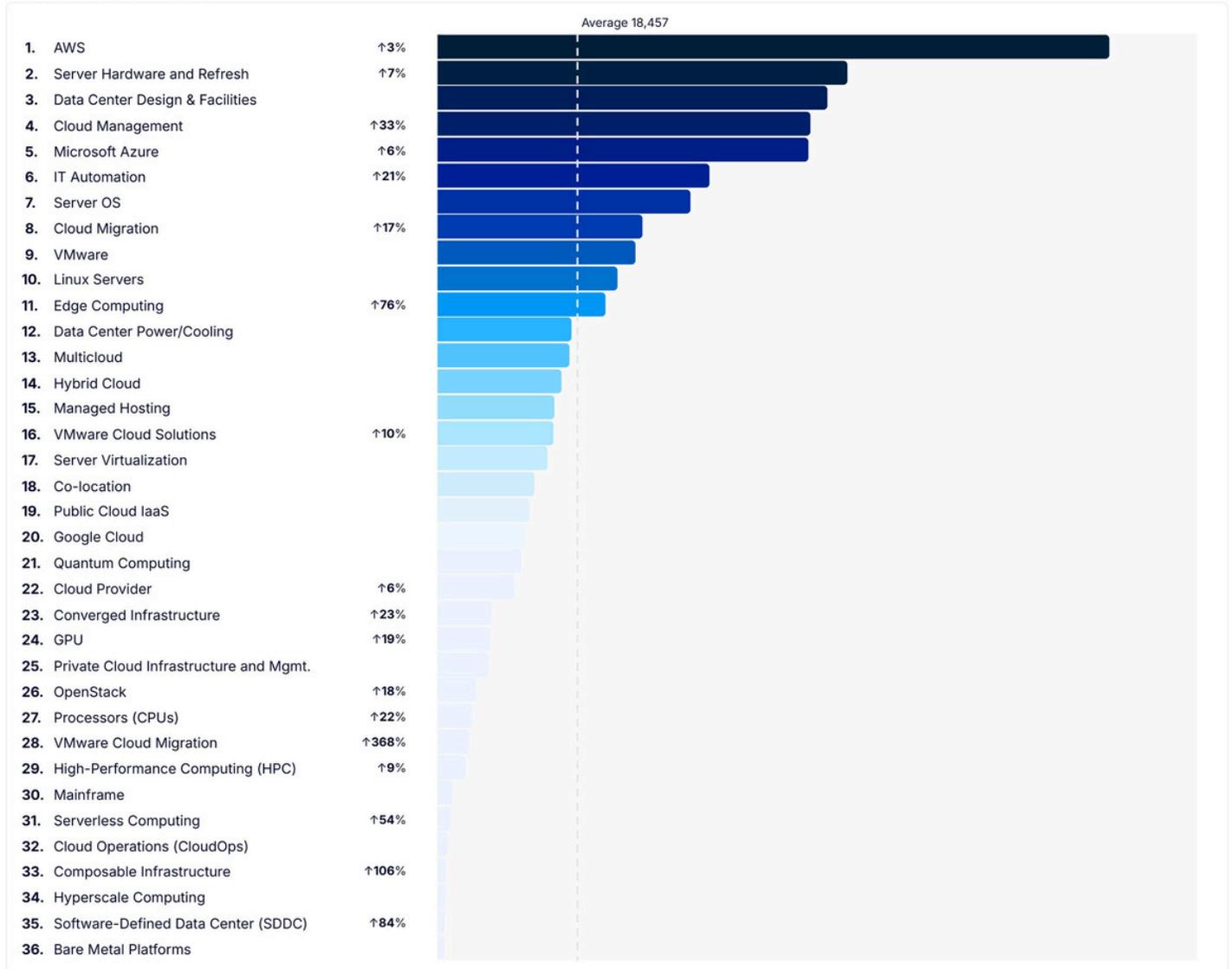


Source: Informa TechTarget Buyer Intent Data

Filtered By: Market = Cloud and IT Infrastructure; Industries = Aerospace, Agriculture/Forestry, Automotive, Business services/consulting, Communications/Telecom supplier, Education, Electronics, Financial/Banking, Government, Healthcare/Health services, Hospitality, Insurance (non-Healthcare), Inter... Submarkets = All Region = Global; Employees = All; N = 54,137 Accounts; Timeframe = 9/8/25 - 12/6/25;

Submarket Activity

Total Market Activity = 390,832

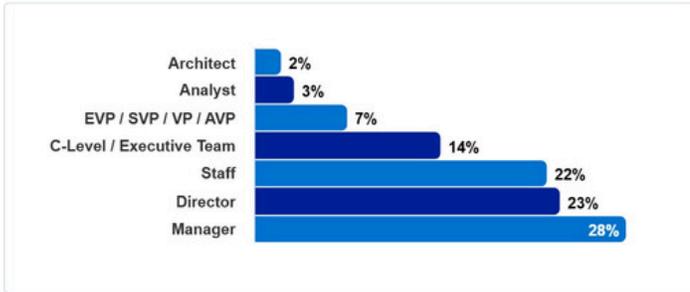


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Buyer Profile

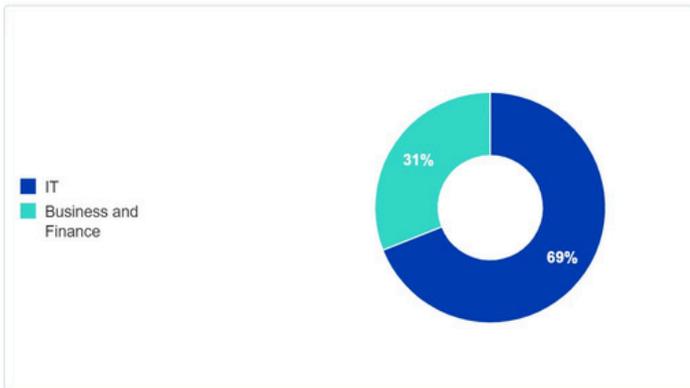
Research Activity by Seniority



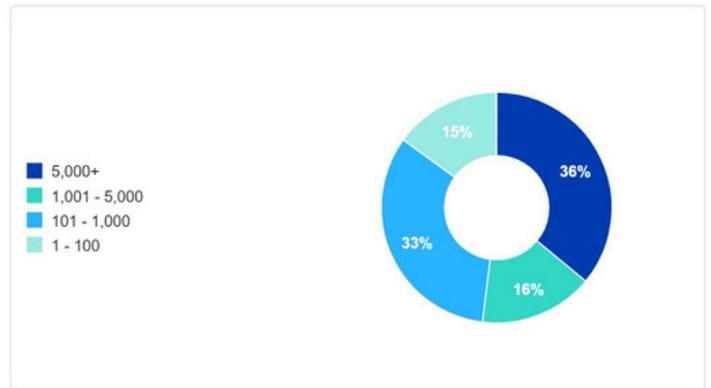
Research Activity by Region



Research Activity by Job Function Category



Research Activity by Number of Employees



Most Active Job Functions

Name	Percent Change
1. IT Systems management	↑ 4%
2. IT Infrastructure and Cloud Operations	↓ 2%
3. Security Systems	↑ 7%
4. Application / Software Development	↓ 16%
5. Chief Information Officer	↑ 139%
6. Finance / Accounting	↑ 47%
7. Other Business Professionals	↓ 38%
8. BI / Analytics / AI / Machine Learning and Data Science	↑ 36%
9. Engineering: Non-Data Center / IT	↓ 30%
10. Chief Technology Officer	↑ 79%

Most Active Industries

Name	Percent Change
1. Financial/Banking	↑ 19%
2. Business services/consulting	↓ 15%
3. Manufacturing consumer goods	↑ 2%
4. Government	↓ 9%
5. Healthcare/Health services	↑ 22%
6. Manufacturing/Industrial (non-computer related)	↑ 14%
7. Publishing/Broadcast/Media	↑ 7%
8. Nonprofit Sector	↓ 3%
9. Retail/Wholesale	↑ 4%
10. Education	↓ 24%

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Topics

Most Researched Topics

1. Artificial intelligence	21. Containers
2. Open source software	22. Cloud cost management
3. Software development	23. Operating systems
4. IT automation	24. Agentic AI
5. Cloud migration	25. AI/ML models
6. Cloud security	26. Application performance mgmt
7. Generative AI	27. Customer experience
8. Data science	28. Data center management
9. IT cost management	29. Public clouds
10. Data science platform	30. AIOps
11. Multicloud	31. Data security
12. Hybrid clouds	32. Managed detection & response (MDR)
13. Security risk management	33. Observability
14. IT operations	34. Machine learning
15. Virtual machines	35. GPU
16. Edge computing	36. AI agent
17. Cloud infrastructure	37. IT Infrastructure
18. Compliance	38. Digital transformation
19. Infrastructure modernization	39. Cloud native apps
20. Quantum computing	40. Cloud provider

Trending Topics

1. Application acceleration	+4014%
2. Application virtualization	+2504%
3. Edge intelligence	+1115%
4. AI-powered threat detection	+1040%
5. Version control systems	+742%
6. Prompt engineering	+741%
7. Systems mgmt tools	+625%
8. Converged network	+523%
9. Data Security Posture Management (DSPM)	+511%
10. Machine learning operations (MLOps)	+499%
11. Managing development teams	+499%
12. Storage Backup	+489%
13. IT business innovation	+478%
14. Continuity management	+448%
15. Copper cable	+437%
16. Shadow AI	+419%
17. Compliance audits	+384%
18. SRM	+357%
19. Development teams	+352%
20. Endpoint security suite	+351%

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Content

Key Metrics

<p>TOTAL EDITORIAL ARTICLES READ</p> <p>6,002 ↓7%</p>	<p>TOTAL VENDOR PDFs DOWNLOADED</p> <p>1,583 ↑2%</p>	<p>TOTAL WEBINARS VIEWED</p> <p>2,304 ↓7%</p>
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Top Expert Features, Tutorials, and Tips 📌

1. How Kaiser Permanente consolidated its EHR in California
2. Top 21 Kali Linux tools and how to use them
3. How to design and build a data center
4. Risk assessment matrix: Free template and usage guide
5. Unbuckling of the green belt
6. How Factories Can Capture and Reuse Waste Heat
7. Ein in Inplace-Upgrade zu Windows Server 2025 durchführen
8. Server hardware guide: Architecture, products and management
9. AWS cloud outage reveals vendor concentration risk
10. How to prepare for post-quantum computing security

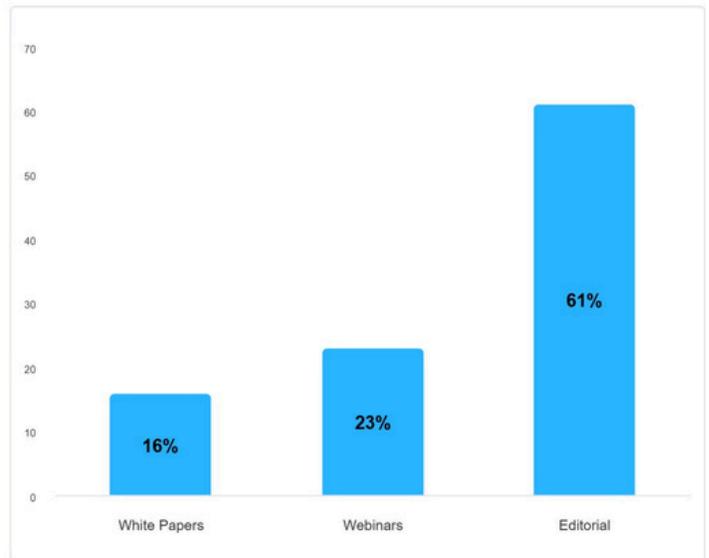
Top Vendor PDFs and White Papers 📌

1. A leader's guide to Agentic AI
2. A leader's guide to Agentic AI
3. Why upstream Ansible is powerful, but isn't "no-cost"
4. Why Laptops and Other Edge Devices are Being AI-Enabled
5. Learn Linux in 5 Days
6. Multicloud Container Platforms: Red Hat vs. Nutanix vs. SUSE
7. Scaling Physical AI
8. Gain the Flexibility that Diverse Modern Workloads Demand with Dell PowerStore
9. Discover what's needed for successful generative AI implementation
10. Aerospace & Satellite Unlocking Generative AI's Potential With Data

Top Webinars and Videos 📌

1. Runtime Observability: The Missing Link in Modern Cloud Security
2. Seamless VMware Migration with Wind River Cloud Platform: Accelerate Your Cloud-Native Journey
3. Inside the First 24 Hours: How MDR Stops Cyberattacks in Their Tracks
4. 5 QRadar Migration Myths Debunked: Why You Should Move to a Cloud-Native, AI-Driven SOC
5. Critical Decisions in Data Center Design That Shape Long-Term Operational Resiliency
6. Managing Active Directory Like It's 2003 Leaves You Exposed in 2025
7. AI-Driven Cyber Resilience: Transforming SOC Operations for Modern Enterprises and MSSPs
8. The Virtual Private Cloud Trend
9. Best Practices for Cloud Detection and Response: Real-World Lessons from Multi-Cloud Attacks
10. Exploring the Power of AI and Observability with Dynatrace and AWS

Content Mix: Assets Consumed by Type



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Vendors Influencing

Key Metrics

TOTAL VENDORS INFLUENCING 419 ↑ 3%	UNIQUE VENDOR ASSETS CONSUMED 3,606 ↓ 5%	ACTIVITY ON VENDOR CONTENT 131,184 ↑ 24%
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Trending Influencers ⓘ

This list highlights some vendors that are currently popular with buyers. For each vendor, learn what specific topics are being researched by potential customers (what they're interested in learning about) and which topics are capturing their attention.

Schneider Electric <hr/> Trending Topic Areas <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Liquid cooling systems <input checked="" type="checkbox"/> AI infrastructure <input checked="" type="checkbox"/> Sustainability <input checked="" type="checkbox"/> GPU <input checked="" type="checkbox"/> Data center servers <input checked="" type="checkbox"/> AI for the data center 	Supermicro <hr/> Trending Topic Areas <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Liquid cooling systems <input checked="" type="checkbox"/> AI for the data center <input checked="" type="checkbox"/> AI workloads <input checked="" type="checkbox"/> AI infrastructure <input checked="" type="checkbox"/> Edge AI <input checked="" type="checkbox"/> IT cost management
Amazon Web Services <hr/> Trending Topic Areas <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Generative AI <input checked="" type="checkbox"/> Agentic AI <input checked="" type="checkbox"/> Artificial intelligence <input checked="" type="checkbox"/> Cloud migration <input checked="" type="checkbox"/> AI agent <input checked="" type="checkbox"/> Customer experience 	Dell <hr/> Trending Topic Areas <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Data center servers <input checked="" type="checkbox"/> IT cost management <input checked="" type="checkbox"/> Server processors <input checked="" type="checkbox"/> Artificial intelligence <input checked="" type="checkbox"/> Hybrid clouds <input checked="" type="checkbox"/> GPU
Broadcom <hr/> Trending Topic Areas <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Private clouds <input checked="" type="checkbox"/> Cloud infrastructure <input checked="" type="checkbox"/> Cloud computing stack <input checked="" type="checkbox"/> Virtual private clouds <input checked="" type="checkbox"/> Cloud operations (CloudOps) <input checked="" type="checkbox"/> Cloud based application deployment 	Hewlett Packard <hr/> Trending Topic Areas <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Server processors <input checked="" type="checkbox"/> Performance management <input checked="" type="checkbox"/> Private clouds <input checked="" type="checkbox"/> Artificial intelligence <input checked="" type="checkbox"/> Hybrid clouds <input checked="" type="checkbox"/> Zero-trust access
VMware <hr/> Trending Topic Areas <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Cloud infrastructure management <input checked="" type="checkbox"/> Cloud cost management <input checked="" type="checkbox"/> Cloud visibility <input checked="" type="checkbox"/> Private clouds <input checked="" type="checkbox"/> Cloud computing stack <input checked="" type="checkbox"/> Software-defined data center (SDDC) 	Lumen <hr/> Trending Topic Areas <ul style="list-style-type: none"> <input checked="" type="checkbox"/> NaaS (Network as a Service) <input checked="" type="checkbox"/> Multicloud <input checked="" type="checkbox"/> Application performance mgmt <input checked="" type="checkbox"/> Customer satisfaction <input checked="" type="checkbox"/> Cloud management <input checked="" type="checkbox"/> Low latency networking
Cisco <hr/> Trending Topic Areas <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Artificial intelligence <input checked="" type="checkbox"/> DC physical security <input checked="" type="checkbox"/> Network security <input checked="" type="checkbox"/> NetOps <input checked="" type="checkbox"/> Extended Detection and Response (XDR) <input checked="" type="checkbox"/> Security operations center (SOC) 	Red Hat <hr/> Trending Topic Areas <ul style="list-style-type: none"> <input checked="" type="checkbox"/> IT operations <input checked="" type="checkbox"/> AI/ML models <input checked="" type="checkbox"/> Application acceleration <input checked="" type="checkbox"/> Infrastructure modernization <input checked="" type="checkbox"/> Security risk management <input checked="" type="checkbox"/> Multicloud

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About Intent Data and Market Monitor

The data in this report is powered by Informa TechTarget's Market Monitor. Market Monitor is an online market intelligence application that provides access to purchase intent trends and buyer behavioral insights across 240+ technology submarkets. Informa TechTarget monitors buyer intent data from the millions of daily activities of in-market organizations who conduct B2B tech research using buy-cycle content on our gated sites, as well as vendor resources and content. Activities include editorial page views across the Informa TechTarget network, downloads of sponsored vendor white papers and PDF assets, video, and webinar views on Informa TechTarget's BrightTALK, and page views of vendor resources and content. Percent change shown throughout the data sets represents a comparison of the selected timeframe to the previous timeframe of the same length.

Not all intent data is created equal—much of what other intent sources provide comes from third-party cookies tied to content that is unrelated to B2B tech purchasing. Informa TechTarget removes data that doesn't provide the strongest, most relevant signals of purchase intent. Thousands of technology vendors rely on and trust the active intelligence and insights from Informa TechTarget.

How to Leverage Our Intent Data

Intent data can help you understand which types of accounts and personas are in market, which vendors they're engaging with, what content they're consuming, and which topics are trending. These analytics, in conjunction with Informa TechTarget's analyst-led research, can help you validate and optimize go-to-market strategies, improve positioning and targeting, better align internal teams, and manage change in real time.

How to Source

All citations must include the following attribution. For market, submarkets, and other filters, please use the sourcing provided at the bottom of each interior page of this report.

Informa TechTarget Buyer Intent Data, Market, Submarket(s), filter(s), timeframe

How to Customize This Report

This point-in-time report is based on aggregated purchase-intent data from a predetermined demographic of in-market buyers conducting research on the technology market(s) described within. You can dig deeper with the Market Monitor feature within the Informa TechTarget Portal by selecting your own custom filters—including Market, Submarket, Region, Employee Count, and Timeframe—in order to analyze specific segments of buyer behavior.

About Informa TechTarget

Informa TechTarget (Nasdaq: TTGT) informs, influences and connects the world's technology buyers and sellers, to accelerate growth from R&D to ROI. With unique insight into the tech market, we offer expert-led, data-driven, digitally enabled services for measurable impact. Informa TechTarget is headquartered in Boston, MA and has offices in 19 global locations. For more information, visit informatechtarget.com and follow us on LinkedIn.

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