

**PRESS RELEASE**

**(FOR IMMEDIATE RELEASE)**

## **Data Centers at Home: A New Trend?**

*Positive Momentum, Despite Competitive Headwinds!*

New York, May 19, 2022.

In an imminently released research report on the data center industry, M Capital Group (“MCG”) expects to see demand and the changing evolution of supply, facilitated through institutional investment rotation out of offices and into work from home (“WFH”), while the ever-expanding need for data storage as global internet usage expands, with experts predicting 5.3 billion users by 2023. These market factors will be underpinned by technological changes, such as progressing cloud services and edge sites, allowing the industry to see strong expected annual growth of 13% over the next 4 years.

Whilst competitive headwinds remain, represented through the recent second bankruptcy filing of Sungard, which blames “COVID-19 and other macroeconomic trends including delayed customer spending decisions, insourcing and reductions in IT spending, energy inflation and reduction in demand for certain services”, the industry has seen key adjustments, where MCG believes that engineering cost management and technological innovation will be paramount to success.

MCG reports that the more favorable market conditions expected over the next few years, helped by the winding down of pandemic restrictions and a hybrid working environment will be driving market momentum forward. The continuous injection of capital by alternative investment firms, as well as the growing infrastructural investment from cloud service providers and social media companies, whose revenues are expected to grow over 3.6x larger by value in 2026, will likely help propel center provision and innovation. These factors paint a promising picture for the industry players that offset rising input costs and adapt to new technologies.

According to M Capital Group: “Specifically, the long-term cost saving opportunities available from the rise of remote managing will likely aid value growth for the industry. Through margin optimization and further availability of capital for reinvestment, strong players will maintain their competitive foothold, while weaker players exit the market to balance supply and demand.”

## **About M Capital Group**

*M Capital Group (“MCG”) provides proprietary capital with unique international expertise with local know-how mainly in Merchant Banking, Global Advisory, and Asset Management. MCG acts as partner of choice for corporations, entrepreneurs, management teams, governments, institutional investors and high net worth individuals, across industries and geographies. MCG draws upon long established and exclusive senior relationships in the US, Europe, Middle East, Africa and Asia*

*“Our Word is Our Bond”.*

### HASHTAGS:

#MCG #M Capital Group #datacenters #data #COVID-19 #storage #innovation #technology #tech #PE #privateequity #edge #edgedatacenter #internet #storage #datastorage

### FIND US AT:

Website: <https://www.mcapital-group.com>

LinkedIn: <https://www.linkedin.com/company/m-capital-group/>

Facebook: <https://www.facebook.com/M-Capital-Group-108368137575409>

Twitter: [https://twitter.com/MCapital\\_Group](https://twitter.com/MCapital_Group)

Instagram: <https://www.instagram.com/mcapitalgroup/>

### CONTACT US AT:

Brighton Chen, Email: [bchen@mcapital-group.com](mailto:bchen@mcapital-group.com)