IDC MarketScape

IDC MarketScape: Worldwide Public Cloud Infrastructure as a Service 2025 Vendor Assessment

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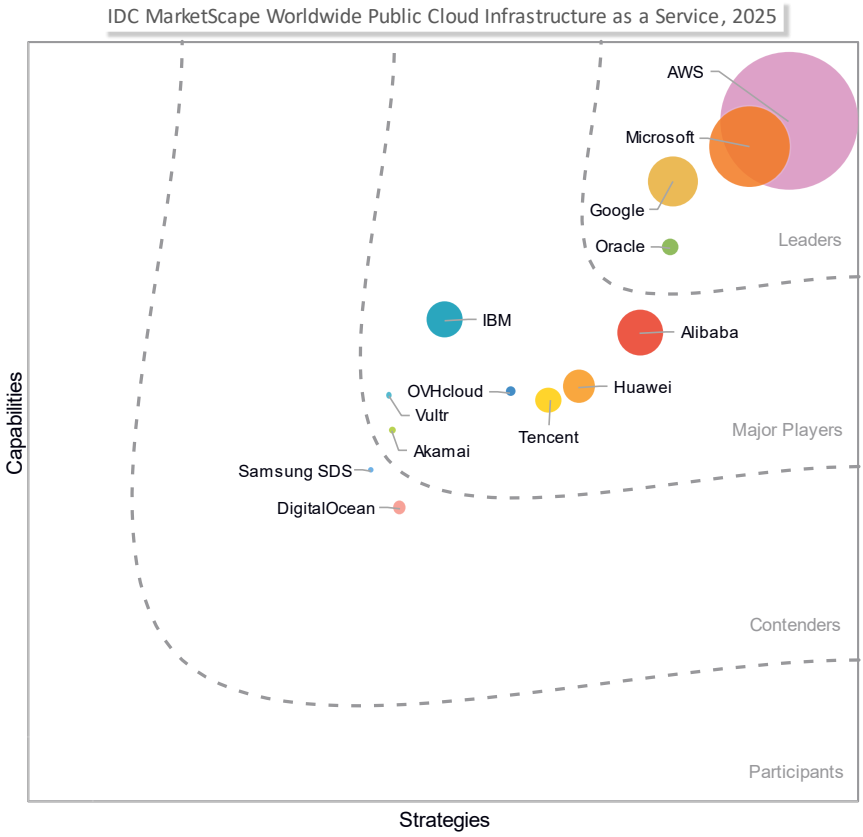
THIS EXCERPT FEATURES AKAMAI AS A MAJOR PLAYER

IDC MARKETSCAPE FIGURE

FIGURE 1

IDC MarketScape Worldwide Public Cloud Infrastructure as a Service Vendor Assessment



Source: IDC, 2025

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See the Appendix for detailed methodology, market definition, and scoring criteria.

ABOUT THIS EXCERPT

The content for this excerpt was taken directly from IDC MarketScape: Worldwide Public Cloud Infrastructure as a Service 2025 Vendor Assessment (Doc # US51813824).

IDC OPINION

Public cloud infrastructure as a service (IaaS) continues to see rapid growth as organizations move additional workloads to the cloud and create new cloud-native applications. IDC expects the overall IaaS market to reach $188 billion in 2025.

Artificial intelligence (AI) is significantly reshaping the cloud infrastructure market in several ways:

- **Hardware investments:** AI workloads demand specialized hardware such as GPUs, tensor processing units (TPUs), and FPGAs. This necessitates substantial investments in these resources to offer them as on-demand services, creating a competitive race to provide the most powerful and efficient hardware.
- **Automation and efficiency:** AI is used to automate various aspects of infrastructure management, including provisioning, load balancing, and maintenance. This leads to increased efficiency, reduced operational costs, and improved scalability, allowing providers to handle growing demand more effectively.
- **Enhanced security offerings:** AI-powered security tools are crucial for detecting and responding to increasingly sophisticated threats in real time. This drives providers to invest in and offer advanced security solutions, such as anomaly detection, intrusion prevention, and vulnerability scanning, as key differentiators.
- **Resource optimization:** AI algorithms analyze usage patterns and predict future demand, enabling providers to optimize resource allocation and minimize waste. This leads to better utilization of hardware, reduced energy consumption, and ultimately, improved profitability.
- **New AI-driven services:** Providers are developing and offering a range of AI-powered services, such as natural language processing, image recognition, and predictive analytics. This expands their service offerings and attracts new customers seeking to leverage AI in their applications.

There is also an increased emphasis on a distributed approach to cloud infrastructure that spans hyperscale datacenters, private facilities, telco networks, and edge locations.

When combined with the previous trends of hybrid and multicloud architectures, cloud has become the ubiquitous platform for innovation regardless of where it is deployed.

IDC MARKETSCAPE VENDOR INCLUSION CRITERIA

This IDC MarketScape is an evaluation of global public cloud IaaS providers. IDC's Worldwide Semiannual Public Cloud Services Tracker covers more than 30 global and regional cloud providers with IaaS. However, many of these companies are focused on specific regions or have not reached a material revenue scale. This IDC MarketScape focuses on providers that have reached a certain threshold of revenue and have a presence in all global regions. IDC uses the following inclusion criteria for service providers (SPs) included in this IDC MarketScape:

- The service provider offered IaaS compute and storage services for at least two years as of the end of 2023.
- The service provider generated over $100 million in IaaS business in 2023.
- The service provider has active operations in all three global regions — Americas; Europe, the Middle East, and Africa; and Asia/Pacific.

IDC opted to exclude service providers with public cloud services that were either no longer a strategic business focus or were in the process of undergoing a major transformation since the evaluation would not be an accurate reflection of the service.

ADVICE FOR TECHNOLOGY BUYERS

For technology buyers navigating the cloud landscape, a strategic, holistic approach is paramount. While public cloud IaaS continues its robust growth trajectory, a portion of workloads will remain on premises due to critical factors like latency sensitivity, stringent privacy regulations, and specific security requirements. Furthermore, established, stable legacy applications often perform adequately on existing infrastructure, rendering a wholesale "lift and shift" to the public cloud unnecessary or even counterproductive.

Therefore, IDC advises clients to adopt a "cloud operating model" perspective. This encompasses a spectrum of deployment options, from hyperscale public cloud datacenters to edge deployments, private datacenters, and colocation facilities. The convergence of infrastructure software such as Kubernetes and VMware, coupled with vendor investments in hybrid cloud management tools, is creating a more unified cloud experience across these diverse environments.

The breadth of choice can be daunting, but buyers should view this as an advantage, not a paralyzing dilemma. Workload placement decisions must extend beyond simple

cost considerations. Factors such as service adjacency (proximity to other required services), the provider's broader ecosystem (including partner networks and available integrations), and their commitment to interoperability and open standards are crucial. Increasingly, the integration of AI capabilities into cloud infrastructure is also a key differentiator. Buyers should evaluate how providers are leveraging AI to enhance areas like infrastructure automation, security, and cost optimization.

It's important to recognize that cloud spending may shift toward services outside the traditional public IaaS category, such as dedicated cloud infrastructure offerings. This reflects a growing demand for consistent infrastructure and operational models across different deployment locations.

Cloud security and management remain significant challenges. IDC recommends prioritizing providers that offer robust out-of-the-box security features and a comprehensive approach to system observability. This goes beyond basic monitoring and provides deeper insights into system behavior, which is essential in complex multicloud and hybrid cloud environments. AI-driven security solutions offered by cloud providers are becoming increasingly vital for threat detection and response in these complex environments.

The current market presents significant opportunities for technology buyers. Emerging cloud providers are actively competing for market share, often offering attractive terms and incentives. The increasing maturity of interoperability standards and partnerships between providers further benefit customers. And with the rise of edge computing and distributed cloud architectures, the cloud is truly becoming ubiquitous. By adopting a strategic, holistic approach that considers workload characteristics, ecosystem alignment, and the growing influence of AI, organizations can maximize the value and minimize the risks of their cloud investments.

VENDOR SUMMARY PROFILE

This section briefly explains IDC's key observations resulting in a vendor's position in the IDC MarketScape. While every vendor is evaluated against each of the criteria outlined in the Appendix, the description here provides a summary of each vendor's strengths and challenges. (Companies are profiled in alphabetical order. It does not reflect standing in IDC MarketScape assessment placement, revenue, or any other factors.)

Akamai

Akamai is positioned in the Major Players category in this 2025 IDC MarketScape for worldwide public cloud infrastructure as a service.

Since its acquisition of Linode in 2022, Akamai has accelerated its journey into the public cloud IaaS space, transforming from a pure-play CDN provider into a formidable public cloud competitor. Akamai has leveraged Linode's developer-focused offerings and coupled them with Akamai's global scale, security expertise, and an expansive edge delivery network. In 2023, Akamai launched its "Akamai Connected Cloud" initiative, which strategically integrates its cloud infrastructure and edge network, targeting a broader range of enterprise workloads, content delivery, and edge applications.

Akamai has expanded its datacenter footprint considerably. By mid-2024, Akamai has a total of 26 active datacenters across 15 countries in the Americas, Europe, and the Asia/Pacific region, with locations specifically selected to reduce latency for end users and enhance data sovereignty for enterprise clients. Akamai added 13 of these datacenters in 2023 and 2 in 2024. The expansion aligns with Akamai's goal of bringing cloud capabilities closer to where data is generated and consumed, supporting edge use cases and low-latency applications.

Akamai has focused on enhancing its global distributed cloud infrastructure to support modern applications that require high performance, low latency, and scalability. Customers can deploy an application in a single site or across multiple core and distributed sites globally. Akamai is extending its capabilities to support AI workloads by offering an increasing range of GPU capabilities. By integrating AI processing with its distributed cloud infrastructure, Akamai positions itself to address latency-sensitive and high-performance AI requirements as more workloads are processed closer to the edge. In 2024, Akamai modernized all of Linode's previously existing datacenters and deployed new datacenters in high concentration regions. This approach is part of Akamai's multi-year strategy to become a key platform in enterprise multicloud environments and is another step in taking cloud computing to the edge.

Akamai's competitive advantage lies in the company's robust CDN and security services seamlessly integrated into its cloud offerings. The Akamai Connected Cloud initiative allows Akamai to unify its cloud, delivery, and security resources, providing a comprehensive platform optimized for secure and reliable content delivery, especially for latency-sensitive and high-security applications. Akamai continues to focus on open source friendliness, fostering a developer-first environment by supporting popular open source tools and technologies, which appeals to small and medium-sized businesses (SMB) and developers needing flexibility.

Akamai leverages its expansive network of over 4,100 points of presence in more than 130 countries to deliver low-latency edge services. This infrastructure is particularly beneficial for IoT applications, real-time analytics, and interactive content experiences. The company has bolstered its security services with advanced DDoS protection, zero

trust security, and data encryption, appealing to industries such as finance and healthcare where compliance is critical.

In February 2024, Akamai launched its Gecko initiative, with 10 locations in production and others in plan to be launched later. Akamai focuses on bolstering its distributed cloud strategy with Gecko by offering companies the option to deliver better workload-running experience closer to users, devices, and sources of data. This initiative underscores Akamai's commitment to provide developers with a more responsive infrastructure delivering consistent user experience whether their applications run in central cloud regions or at geographically distributed edge locations.

Akamai has expanded its partner ecosystem through the Akamai Qualified Compute Partner (QCP) program, focusing on industry-specific customer use cases. This initiative enables collaboration with integrated software vendors to deliver tailored solutions. The program is designed to make solution-based services that are interoperable with Akamai cloud computing services easily accessible to Akamai customers. Partners cover a wide range of use cases including media, cloud and edge native, emerging verticals, and edge delivery/API adjacent.

Strengths

Akamai's deep-rooted expertise in CDN and security gives the company a unique edge in handling the complexities of global, high-performance content delivery. Its growing cloud platform is gaining traction, indicating sustained growth from Linode's loyal user base and an increasing interest from enterprises. The company's commitment to datacenter expansion, security innovation, and low-latency application access underscores its credibility as a trusted partner for cloud transformation.

Akamai provides extensive global support to its customers, leveraging a range of programs and resources to help educate, onboard, support, and manage trust and safety issues and provide advanced solution engineering. Akamai has a dedicated support team of cloud engineers, which is part of its 2,500 global services organization. The firm also has a global team of cloud solution architects, extensive developer content, and Akamai TechDocs for technical documentation.

Challenges

As Akamai scales up its cloud infrastructure, it faces intense competition. While its CDN and security services are strong differentiators, Akamai will need to invest continuously in cloud-native services to keep pace with customer expectations and retain Linode's developer base. Ensuring the right balance between a developer-friendly culture and enterprise-grade solutions remains a critical challenge as Akamai aims to go upmarket and attract larger enterprise clients.

Consider Akamai When

Consider Akamai when architecting a distributed approach to cloud infrastructure by leveraging its extensive network of core and edge regions.

APPENDIX

Reading an IDC MarketScape Graph

For the purposes of this analysis, IDC divided potential key measures for success into two primary categories: capabilities and strategies.

Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well aligned the vendor is to customer needs. The capabilities category focuses on the capabilities of the company and product today, here and now. Under this category, IDC analysts will look at how well a vendor is building/delivering capabilities that enable it to execute its chosen strategy in the market.

Positioning on the x-axis, or strategies axis, indicates how well the vendor's future strategy aligns with what customers will require in three to five years. The strategies category focuses on high-level decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years.

The size of the individual vendor markers in the IDC MarketScape represents the market share of each individual vendor within the specific market segment being assessed.

IDC MarketScape Methodology

IDC MarketScape criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the range of standard characteristics by which vendors are measured through structured discussions, surveys, and interviews with market leaders, participants, and end users. Market weightings are based on user interviews, buyer surveys, and the input of IDC experts in each market. IDC analysts base individual vendor scores, and ultimately vendor positions on the IDC MarketScape, on detailed surveys and interviews with the vendors, publicly available information, and end-user experiences in an effort to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capability.

Market Definition

The public cloud infrastructure as a service market is defined in detail in the sections that follow, which describes the infrastructure as a service functional market and public cloud service deployment model.

Infrastructure as a Service

IDC defines public cloud infrastructure as a service as the aggregate of compute, raw storage capacity, and the associated networking capability, delivered through a cloud deployment model.

Note that client functionality delivered as cloud services is categorized as virtual cloud client computing (including "desktop as a service" offerings, such as those from Amazon, Microsoft, and VMware). This fits within the software-as-a-service system infrastructure software market and is not part of the IaaS market.

Cloud Deployment Models

Cloud deployment models describe how a cloud IT service is built and delivered to consumers of the service. The factors that determine the cloud deployment model are:

- The physical location of the hardware infrastructure systems on which the service is running
- Whether or not the service is dedicated to one organization or shared across multiple independent organizations
- The owner of the hardware infrastructure systems on which the service is running

At the broadest level, the types of deployment models for cloud services are public and dedicated:

- Public cloud services are shared among unrelated enterprises and/or consumers, open to a largely unrestricted universe of potential users, and designed for a market, not a single enterprise.
- Dedicated cloud services are shared within a single enterprise or an extended enterprise, with restrictions on access and level of resource dedication, and defined/controlled by the enterprise beyond the control available in public cloud offerings.

Attributes That Define an IT Cloud Service

IDC defines cloud services through a checklist of key attributes that an offering must manifest to end users of the service (see Table 1). To qualify as a "cloud service," as defined by IDC, an offering must support all six attributes listed in Table 1. These

attributes apply to all cloud services — in all public and dedicated cloud service deployment models — although the specifics of how each attribute applies may vary slightly among these deployment models.

TABLE 1

Six Attributes of IT Cloud Services

Attribute	Remarks
Shared, standard offering	Built for massive-scale, automated deployment
Delivered as an all-inclusive service	Pre-integrated and manages/updates all required resources
Elastic scaling	Dynamic, rapid, and fine grained
Elastic pricing capability	Tied to resource consumption or number of users
Self-service	Self-service provisioning and administration options
API/published service interface	Programmable access via open/published API

Source: IDC, 2025

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Related Research

- *Worldwide Public Cloud Infrastructure as a Service Market Shares, 2023: High-Performance Computing and Cloud Synergies Address Market Demands* (IDC #US50402723, September 2024)
- *Worldwide Public Cloud Infrastructure as a Service Forecast, 2024–2028* (IDC #US50402523, August 2024)
- *IDC's Worldwide Public Cloud Infrastructure as a Service Taxonomy, 2024* (IDC #US51735424, June 2024)

Synopsis

This IDC study provides an assessment of global public cloud infrastructure as a service (IaaS) providers through the IDC MarketScape model.

"AI is no longer a peripheral technology but a core driver of cloud infrastructure demand. The need for specialized hardware, massive compute capacity, and AI-optimized services is reshaping the cloud landscape," said Dave McCarthy, research vice president, Cloud and Edge Services. "Providers that invest aggressively in AI infrastructure and offer comprehensive AI platforms will be the clear leaders in the next phase of cloud evolution."

ABOUT IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology, IT benchmarking and sourcing, and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly owned subsidiary of International Data Group (IDG, Inc.).

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