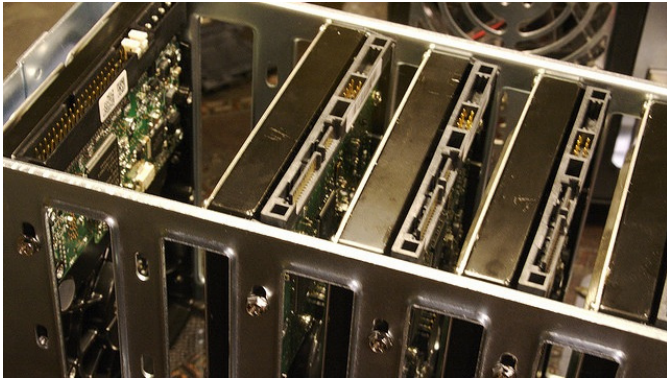


IHS: Customisation Drives Enclosures

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According to IHS custom IT enclosure demand maintains 2013 market revenue despite shipment declines, as custom racks should account for around 10% of 2013 shipments while boosting average unit prices.



The analyst forecasts WW 2013 enclosure revenues will reach \$1.4 billion.

Custom enclosure requests come in two types-- pre-configuration (helps suppliers add-on products such as rack PDUs or shelves customers might not otherwise purchase) and design changes (specialty colours, custom branding, holes for cabling drop-in or special dimensions).

Large data centres, especially colocation facilities, tend to order high volume orders of custom enclosures.

In shipment terms the 2013 market should contract slightly (like 2012 before it), as poor economic conditions in W. Europe and elsewhere continue dragging on growth. Virtualisation and server consolidation also have a slight inhibiting effect on short-term growth.

However IHS believes improved economic conditions, increasing digitisation demand and computing capacity can offset the negative effects of consolidation, even if in the meantime suppliers should focus on customisation in order to keep revenue flowing.

Go [IHS World Market for IT Racks and Enclosures 2013 Edition](#)