

ABSTRACT

This project intends to survey Thai entrepreneurs' attitude and expectation toward business and concept Data Center Outsourcing. The survey related to whether the entrepreneurs are accepted, agreed, or satisfied with the concept and standard of IT Outsourcing, Data Center Outsourcing, Data Center Outsourcing Providers in Thailand, including with finding out the factor(s) of failure for this business in Thailand.

Regarding the gathering of information, the survey is used as research tool with 200 sampling population, entrepreneurial respondents from public companies by surveying the respondents with designed questionnaire in the form of Close-ended questions. The researcher uses the SPSS (the Statistical Package for Social Sciences) version 11.0 for Windows, to analyze and deliver the survey result. The survey results were presented in form of tables and graphs.

From the survey result, it can be concluded that currently the attitude towards these concepts is still being in moderate (to satisfied) level, but for the providers, the attitude towards them are not meet the standard yet. The providers must be improved, especially for security and assurance (both physical and technical). The main key factors of the industry failure (cultural factor, poor market and service education, and service charges) are challenging all Data Center Outsourcing providers. Comparing to the concept of PLC (Product Life Cycle), it seems just to be in the early introduction stage. It will be successful to break the culture barrier with more market education and smart pricing.