Worldwide Bare Metal Cloud Market by Segments [Hardware (Bare Metal Servers, Bare Metal Storage, Bare Metal Networking), Software, Services (Hosted, On-Premise)]: Market Size, Forecasts, Analysis, Insights and Opportunities (2016-2021)

Description: The 2016 Market Analysis and Forecasting Report on Bare Metal Cloud covers the market dynamics, ecosystem, segments, sizes and forecasts of components within the Bare Metal ecosystem from the period 2016-2021.

This report is an elaborate analysis of the Bare Metal Cloud market, and covers market size, forecasts and analysis of sub-markets in the ecosystem. It also provide insights from market trends, competitive landscape and product technology trends.

The market report on Bare Metal Cloud covers insights into key market requirements gathered from enterprises and businesses, their preferences, priorities and perception of bare metal infrastructure in the larger goal towards big data and private cloud adoption.

The study also covers key adoption factors such as user preferences on private cloud and virtualization, security, hardware expectations, and the emerging world of cloud services from a bare metal setup. The study also provides a brief overview on a few market players that includes SoftLayer Technologies (IBM), Internap, Rackspace, CenturyLink, Packet, OVH, Servers.com, and Peer1 (Cogeco)

The analysis in the report will help both cloud market participants and enterprise IT companies to develop strategies, marketing goals and business decisions based on the actionable market intelligence from this report.

The market for bare metal cloud is segmented into three categories - Segments, Verticals and Regions. Each of these categories are further segmented by types.

By Segments - the market size and forecasts for bare metal cloud is provided by Hardware, Software and Services.

- Hardware - by Bare Metal Servers, Bare Metal Storage and Bare Metal Networking by Deployment and Regions.
- Software - by Regions
- Services - By Hosted Bare Metal Cloud Services (Dedicated and On-Demand) and On-Premise Services by Regions

By Verticals - the market size and forecasts are provided for 7 verticals - Aerospace and Defense, Automotive and Transportation, Banking, Financial Services and Insurance, Chemicals, Materials, Food & Beverage, Agriculture, Construction and Manufacturing, Energy, Power and Utilities, Healthcare and Life Sciences, Public Sector and Government, Telecom, Technology and Media, and Others (Travel, Hospitality, Tourism etc.).

By Regions - the market size and forecasts are provided for 5 regions - North America, Europe, Middle-East & Africa, Central/Latin America and Asia-Pacific.

The 2016 syndicated study report on Bare Metal Cloud is part of an ongoing series of market reports that focus on micro emerging trends in the cloud and enterprise IT markets across multiple regions and countries.

Market Definition

Bare Metal Cloud is a cloud environment that is built on dedicated hardware servers that are run on an on-premise or hosted or colocation setup that specifically does not run a hypervisor and therefore is not...
virtualized, yet can also be delivered in a cloud-like service model. Bare Metal Cloud, for the purpose of the study, is sub-categorized by hardware (bare metal server, bare metal storage, bare metal networking), by Software and by Services (Hosted - Dedicated/on-Demand and On-Premise covering design, professional, and implementation services).

Research Methodology

One of the most challenging aspects of sizing the Bare Metal Cloud market was to objectively encompass the hosted and on premise cloud hardware, software and services scenario across several countries. The data engineering itself comes with the backing of multi-tiered scenario based analysis.

Three levels of adoption were considered and the most balanced and neutral perspective has been employed as the base for the data model. This enables the research to be a straight-up non-biased evaluation. The standard top-down and bottom-up methodologies were followed to build more robustness to the market estimates. With STP analysis being the base for the top down approach, the addressable and available market estimates were identified from top-level data points.

The bottom up approach was used to qualitatively assess large volumes of customer groups (enterprises, small and medium businesses, resellers, service providers, system integrators etc.) that represent the target market segment, across different geographies. These customer groups act like the sample of the overall market and were employed to identify buying behavior and initial customers.

A custom data layer was designed and embedded along with the bottom-up approach towards verifying and authenticating buyer decisions and preferences from a number perspective as well. These quantitative validations form the backbone of customer intelligence, by supporting our derived intelligence on the buyer market and customer preferences.
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