Description:
“Critical need for reliable load balancing of data-intensive and latency-sensitive operations is driving the bare metal cloud market”

The technological advancements and the proliferation in smart devices and complex customer data are driving the need for reliable balancing of data-intensive and latency-sensitive computing operations in the commercial enterprises. These multifaceted operations create heavy load on the traditional storage devices causing latency and thereby resulting in a low throughput. Moreover, it becomes critical to manage and cope with the associated computing, networking, and database needs required for processing the heavy workloads on a Software-as-a-Service (SaaS)-based model. Load balancing improves the distribution of additional workloads across the bare metal cloud servers to enable smooth functioning and allocation of resources to multiple processes. In these scenarios, it is critical to manage load balancing on cloud for its smooth operations, and to enhance enterprises' business operations and to boost revenue growth.

“Implementation services to gain maximum traction during the forecast period”

Implementation of bare metal cloud servers is a critical process, as these servers are powerful, high performing, and complex in nature. It plays the vital role of offering various associated services such as compute, database, and networking to the commercial customers in the bare metal cloud. Implementation services initiate with the process of critical examination of business requirements and end with monitoring or maintaining of the deployed services or solutions.

“Asia-Pacific is projected to grow at the highest rate during the forecast period”

North America is expected to hold the largest market share during the forecast period. The major bare metal cloud vendors in this region, such as IBM Corporation, Oracle Corporation, CenturyLink, Inc., Internap Corporation, and Rackspace Hosting, Inc., offer a number of reliable and enhanced bare metal services to cater to the various needs of the enterprises and their commercial clients. Asia-Pacific (APAC) is expected to witness an exponential growth and is projected to be the fastest-growing region for the bare metal cloud market. The region has a competitive advantage over other regions with many players providing local cost-efficient solutions, easy availability of trained labors, and flexible regulations & policies. In addition, these countries are taking aggressive initiatives to upsurge the IT infrastructure, thus enabling the commercial users to adopt the cutting-edge technology. The growing adoption of trending technologies such as SaaS-based application, rising demand for fabric virtualization & DevOps application, and the critical need for reliable load balancing of data-intensive and latency-sensitive operations in this region is also promoting the bare metal cloud market.

In the process of determining and verifying the market size for several segments and subsegments gathered through secondary research, extensive primary interviews were conducted with key people.

The break-up profile of the primary participants is as follows:
- By Company: Tier 1 - 30%, Tier 2 - 40%, and Tier 3 - 30%
- By Designation: C level - 72%, Director level - 14%, Others - 14%
- By Region: North America - 57%, Europe - 14%, APAC - 29%

The bare metal cloud ecosystem comprises major vendors such as IBM Corporation (U.S.), Oracle Corporation (U.S.), CenturyLink, Inc. (U.S.), Internap Corporation (U.S.), Rackspace Hosting, Inc. (U.S.), Packet (U.S.), Bigstep (U.K.), Dell Technologies, Inc. (U.S.), Scaleway Corporation (France), Spotinst (Israel), Joyent Corporation (U.S.), and Strom (U.S.).

Research Coverage:
The report analyzes the opportunities in the market and the details of the competitive landscape for stakeholders and market leaders. In addition, the research study analyzes competitive developments, such as mergers & acquisitions, new partnerships, new contracts, key strategies, and new product developments in the bare metal cloud market. The research report segments the bare metal cloud market by service type, organization type, vertical, and region.

The bare metal cloud market has been segmented on the basis of:

- Service Type
- Professional Service Type
- Organization Type
- Vertical
- Region

The report will help the market leaders/new entrants in this market in the following ways:

- The overall bare metal cloud market in this report has been defined as the market size for multiple bare metal cloud services offered by bare metal cloud service vendors, inclusive of professional and managed bare metal cloud services. The report provides the closest approximations of the revenue numbers for the overall market and the subsegments. The market numbers are further split into regions.
- The report helps the stakeholders understand the pulse of the market and provides them information on key market drivers, restraints, challenges, and opportunities.
- This report will help the stakeholders to better understand the competitors and gain more insights to better their position in the business. The competitive landscape section includes competitor ecosystem, new product developments, partnerships, and mergers & acquisition.

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