Data Center Power Market by Solution (Power Distribution & Measurement, Power Backup, Cabling Infrastructure), Service (System Integration, Training & Consulting, Support & Maintenance), End-User Type, Vertical, and Region - Global Forecast to 2021

Description: “Factors such as growing concern to optimize operational cost, increase in demand for data storage, and the requirement of efficient power management to minimize the high consumption of energy are anticipated to boost the data center power market during the forecast”

The market is driven by factors, such as the need for cost-effective power consumption, reliable & efficient power supply, scalability, rising awareness about increasing operational cost due to rise in power cost among enterprises globally, and reduced cost of ownership. However, enterprises face some hindrance while adopting data center power solutions, such as complexities involved in application interoperability, high initial cost of investment, and rise in adoption of containerized data center.

“Power distribution and measurement segment is expected to have the highest growth rate during the forecast period”

The power distribution and measurement segment is expected to have the highest growth rate due to the rise in growing concern about the increasing cost of energy, which made the enterprises to adopt intelligent Power Distribution Units (iPDU) and measurement solutions to monitor data center power consumption. These benefits increased the unit shipments of power distribution and measurement components by the data center providers globally.

“System integration segment is expected to contribute to the largest market share”

The system integration segment is expected to have the largest market share, owing to its special integration service of data center equipment to achieve high performance infrastructure and data center efficiency. The integration of the overall system is very important for successful business outcomes. There are many companies providing system integration services that provide additional features and functionalities and provide a reliable environment required for the installation of highly efficient power facility in data centers.

“Asia-Pacific projected to grow at the highest CAGR”

North America is expected to hold the largest market share in 2016, while Asia-Pacific (APAC) is the fastest growing region in terms of CAGR. The APAC region witnessed huge investments in the data center power market. The major factors such as rising internet penetration, cloud computing, growing economy, and infrastructure development have attributed to the growth of data center power market in the APAC region.

The break-up profile of the primary participants is given below:

- By Company: Tier 1: 33%, Tier 2: 41%, and Tier 3: 26%
- By Designation: C-Level: 47%, Director level: 35%, and Others: 18%
- By Region: North America: 49%, Europe: 29%, APAC: 17%, and Rest of World (RoW): 5%

Various key data center power providers profiled in the report are as follows:

- ABB (Zurich, Switzerland)
- Emerson Electric Company (Missouri, U.S.)
- Schneider Electric (Rueil-Malmaison Cedex, France)
- General Electric (New York, U.S.)
- Eaton (Dublin, Republic of Ireland)
- Delta Power Solutions(Taipei, Taiwan)
- Raritan Inc. (New Jersey, U.S.)
- Rittal GmbH & Co. KG (Illinois, U.S.)
Research Coverage:

The data center power market has been segmented by solution, service, end-user type, vertical, and region. A detailed analysis of the key industry players has been done to provide key insights into their business overview; products & services; key strategies; new product launches; partnerships, agreements, and collaborations; business expansions; and competitive landscape associated with the data center power market.

The report is expected to help the market leaders/new entrants in this market in the following ways:

- This report segments the data center power market comprehensively and provides the closest approximations of the revenue numbers for the overall market and the subsegments across different verticals and regions.
- This report helps stakeholders to understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.
- This report helps 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 & acquisitions.

Contents:

1 Introduction
   1.1 Objectives of the Study
   1.2 Market Definition
   1.3 Study Scope
      1.3.1 Markets Covered
      1.3.2 Years Considered in the Report
   1.4 Currency
   1.5 Limitations
   1.6 Stakeholders

2 Research Methodology
   2.1 Research Data
      2.1.1 Secondary Data
         2.1.1.1 Key Data from Secondary Sources
      2.1.2 Primary Data
         2.1.2.1 Key Data from Primary Sources
         2.1.2.2 Key Industry Insights
         2.1.2.3 Breakdown of Primaries
      2.2 Market Size Estimation
      2.3 Market Breakdown and Data Triangulation
      2.4 Vendor Analysis Methodology
      2.5 Research Assumptions

3 Executive Summary

4 Premium Insights
   4.1 Attractive Market Opportunities in the Data Center Power Market
   4.2 Data Center Power Market: Market Share of Top Three Solutions and Regions, 2016
   4.3 Lifecycle Analysis, by Region
   4.4 Market Investment Scenario
   4.5 Data Center Power Market: by Top Three Verticals, 2016-2021

5 Market Overview
   5.1 Introduction
   5.2 Market Segmentation
      5.2.1 by Solution
11.4 Government and Defense
11.5 Healthcare
11.6 Manufacturing
11.7 Research and Academia
11.8 Retail
11.9 Telecommunications and IT
11.10 Others

12 Geographic Analysis
12.1 Introduction
12.2 North America
12.3 Europe
12.4 Asia-Pacific
12.5 Middle East and Africa
12.6 Latin America

13 Competitive Landscape
13.1 Overview
13.2 Data Center Power Market: Vendor Comparison
13.3 Growth Strategies (2013-2016)
13.4 Competitive Situation and Trends
13.4.1 New Product Launches
13.4.2 Partnerships, Agreements, and Collaborations
13.4.3 Mergers and Acquisitions
13.4.4 Expansions

14 Company Profiles
14.1 Introduction
14.2 ABB Group
14.3 Schneider Electric
14.4 General Electric
14.5 Eaton Corporation
14.6 Delta Electronic Inc.
14.7 Raritan Inc.
14.8 Rittal Corporation
14.9 Server Technology Inc.
14.10 Tripp Lite
14.11 Black Box Corporation
14.12 Hewlett Packard Enterprise Company

List of Tables
Table 1 Data Center Power Market Size and Growth Rate, 2014-2021 (USD Billion)
Table 2 Data Center Power Market Size, by Type, 2014-2021 (USD Million)
Table 3 Data Center Power Market Size, by Solution, 2014-2021 (USD Million)
Table 4 Power Distribution and Measurement: Data Center Power Market Size, by Region, 2014-2021 (USD Million)
Table 5 Power Distribution Units Market Size, by Region, 2014-2021 (USD Million)
Table 6 Intelligent Power Distribution Units Market Size, by Region, 2014-2021 (USD Million)
Table 7 Non-Intelligent Power Distribution Units Market Size, by Region, 2014-2021 (USD Million)
Table 8 Monitoring Software Market Size, by Region, 2014-2021 (USD Million)
Table 9 Other Power Distribution Units Market Size, by Region, 2014-2021 (USD Million)
Table 10 Power Backup: Data Center Power Market Size, by Region, 2014-2021 (USD Million)
Table 11 Uninterruptible Power Supply Market Size, by Region, 2014-2021 (USD Million)
Table 12 Traditional Uninterruptible Power Supply Market Size, by Region, 2014-2021 (USD Million)
Table 13 Modular Uninterruptible Power Supply Market Size, by Region, 2014-2021 (USD Million)
Table 14 Generators Market Size, by Region, 2014-2021 (USD Million)
Table 15 Other Power Backup Market Size, by Region, 2014-2021 (USD Million)
Table 16 Cabling Infrastructure: Data Center Power Market Size, by Region, 2014-2021 (USD Million)
Table 17 Data Center Power Market Size, by Service, 2014-2021 (USD Million)
Table 18 Training and Consulting: Data Center Power Market Size, by Region, 2014-2021 (USD Million)
Table 19 System Integration: Data Center Power Market Size, by Region, 2014-2021 (USD Million)
Table 20 Support and Maintenance: Data Center Power Market Size, by Region, 2014-2021 (USD Million)
Table 21 Data Center Power Market Size, by Data Center Type, 2014-2021 (USD Million)
Table 22 Mid-Sized Data Centers: Data Center Power Market Size, by Region, 2014-2021 (USD Million)
Table 23 Enterprise Data Centers: Data Center Power Market Size, by Region, 2014-2021 (USD Million)
Table 24 Large Data Center Type: Data Center Power Market Size, by Region, 2014-2021 (USD Million)
Table 25 Data Center Power Market Size, by Vertical, 2014-2021 (USD Million)
Table 26 Banking, Financial Services, and Insurance: Data Center Power Market Size, by Region, 2014-2021 (USD Million)
Table 27 Energy: Data Center Power Market Size, by Region, 2014-2021 (USD Million)
Table 28 Government and Defense: Data Center Power Market Size, by Region, 2014-2021 (USD Million)
Table 29 Healthcare: Data Center Power Market Size, by Region, 2014-2021 (USD Million)
Table 30 Manufacturing: Data Center Power Market Size, by Region, 2014-2021 (USD Million)
Table 31 Research and Academia: Data Center Power Market Size, by Region, 2014-2021 (USD Million)
Table 32 Retail: Data Center Power Market Size, by Vertical, 2014-2021 (USD Million)
Table 33 Telecommunications and IT: Data Center Power Market Size, by Vertical, 2014-2021 (USD Million)
Table 34 Others: Data Center Power Market Size, by Region, 2014-2021 (USD Million)
Table 35 Data Center Power Market Size, by Region, 2014-2021 (USD Million)
Table 36 North America: Data Center Power Market Size, by Solution, 2014-2021 (USD Million)
Table 37 North America: Data Center Power Solution Market Size, by Power Distribution and Measurement Solution Type, 2014-2021 (USD Million)
Table 38 North America: Data Center Power Solution Market Size, by Power Distribution Unit Solution Type, 2014-2021 (USD Million)
Table 39 North America: Data Center Power Solution Market Size, by Power Backup Solution Type, 2014-2021 (USD Million)
Table 40 North America: Data Center Power Solution Market Size, by Uninterruptible Power Supply Solution Type, 2014-2021 (USD Million)
Table 41 North America: Data Center Power Market Size, by Service, 2014-2021 (USD Million)
Table 42 North America: Data Center Power Market Size, by End User Type, 2014-2021 (USD Million)
Table 43 North America: Data Center Power Market Size, by Vertical, 2014-2021 (USD Million)
Table 44 Europe: Data Center Power Market Size, by Solution, 2014-2021 (USD Million)
Table 45 Europe: Data Center Power Solution Market Size, by Power Distribution and Measurement Solution Type, 2014-2021 (USD Million)
Table 46 Europe: Data Center Power Solution Market Size, by Power Distribution Unit Solution Type, 2014-2021 (USD Million)
Table 47 Europe: Data Center Power Solution Market Size, by Power Backup Solution Type, 2014-2021 (USD Million)
Table 48 Europe: Data Center Power Solution Market Size, by Uninterruptible Power Supply Solution Type, 2014-2021 (USD Million)
Table 49 Europe: Data Center Power Market Size, by Service, 2014-2021 (USD Million)
Table 50 Europe: Data Center Power Market Size, by End User Type, 2014-2021 (USD Million)
Table 51 Europe: Data Center Power Market Size, by Vertical, 2014-2021 (USD Million)
Table 52 Asia-Pacific: Data Center Power Market Size, by Solution, 2014-2021 (USD Million)
Table 53 Asia-Pacific: Data Center Power Solution Market Size, by Power Distribution and Measurement Solution Type, 2014-2021 (USD Million)
Table 54 Asia-Pacific: Data Center Power Solution Market Size, by Power Distribution Unit Solution Type, 2014-2021 (USD Million)
Table 55 Asia-Pacific: Data Center Power Solution Market Size, by Power Backup Solution Type, 2014-2021 (USD Million)
Table 56 Asia-Pacific: Data Center Power Solution Market Size, by Uninterruptible Power Supply Solution Type, 2014-2021 (USD Million)
Table 57 Asia-Pacific: Data Center Power Market Size, by Service, 2014-2021 (USD Million)
Table 58 Asia-Pacific: Data Center Power Market Size, by End User Type, 2014-2021 (USD Million)
Table 59 Asia-Pacific: Data Center Power Market Size, by Vertical, 2014-2021 (USD Million)
Table 60 Middle East and Africa: Data Center Power Market Size, by Solution, 2014-2021 (USD Million)
Table 61 Middle East and Africa: Data Center Power Solution Market Size, by Power Distribution and Measurement Solution Type, 2014-2021 (USD Million)
Table 62 Middle East and Africa: Data Center Power Solution Market Size, by Power Distribution Unit Solution Type, 2014-2021 (USD Million)
Table 63 Middle East and Africa: Data Center Power Solution Market Size, by Power Backup Solution Type, 2014-2021 (USD Million)
Table 64 Middle East and Africa: Data Center Power Solution Market Size, by Uninterruptible Power Supply Solution Type, 2014-2021 (USD Million)
Table 65 Middle East and Africa: Data Center Power Market Size, by Service, 2014-2021 (USD Million)
Table 66 Middle East and Africa: Data Center Power Market Size, by End User Type, 2014-2021 (USD Million)
Table 67 Middle East and Africa: Data Center Power Market Size, by Vertical, 2014-2021 (USD Million)
Table 68 Latin America: Data Center Power Market Size, by Solution, 2014-2021 (USD Million)
Table 69 Latin America: Data Center Power Solution Market Size, by Power Distribution and Measurement Solution Type, 2014-2021 (USD Million)
Table 70 Latin America: Data Center Power Solution Market Size, by Power Distribution Unit Solution Type, 2014-2021 (USD Million)
Table 71 Latin America: Data Center Power Solution Market Size, by Power Backup Solution Type, 2014-2021 (USD Million)
Table 72 Latin America: Data Center Power Solution Market Size, by Uninterruptible Power Supply Solution Type, 2014-2021 (USD Million)
Table 73 Latin America: Data Center Power Market Size, by Service, 2014-2021 (USD Million)
Table 74 Latin America: Data Center Power Market Size, by End User Type, 2014-2021 (USD Million)
Table 76 New Product Launches, 2016
Table 77 Partnerships, Agreements, and Collaborations, 2015-2016
Table 78 Mergers and Acquisitions, 2015-2016
Table 79 Expansions, 2015-2016
List of Figures
Figure 1 Data Center Power Market: Market Segmentation
Figure 2 Data Center Power Market: Research Design
Figure 3 Breakdown of Primary Interviews: by Company, Designation, and Region
Figure 4 Market Size Estimation Methodology: Bottom-Up Approach
Figure 5 Market Size Estimation Methodology: Top-Down Approach
Figure 6 Data Triangulation
Figure 7 Vendor Analysis: Criteria Weightage
Figure 8 Data Center Power Market: Assumptions
Figure 9 Data Center Power Market, by Solution (2016 Vs. 2021)
Figure 10 Data Center Power Market, by End User Type (2016 Vs. 2021)
Figure 11 North America is Expected to Hold the Largest Market Share in 2016
Figure 12 Top Three Revenue Segments in the Data Center Power Market, 2016
Figure 13 Growth Trend of the Data Center Power Market (2016-2021)
Figure 14 Power Backup Solution and North America Region are Expected to Have the Largest Market Shares in 2016
Figure 15 Regional Lifecycle Analysis: Asia-Pacific is Expected to Grow Exponentially During the Forecast Period
Figure 16 Market Investment Scenario: Asia-Pacific Would Emerge As the Best Market for Investment in the Next Five Years
Figure 17 Telecommunication and IT Vertical is Expected to Have the Largest Market Size During the Forecast Period
Figure 18 Data Center Power Market Segmentation: by Solution
Figure 19 Data Center Power Market Segmentation: by Service
Figure 20 Data Center Power Market Segmentation: by End User Type
Figure 21 Data Center Power Market Segmentation: by Vertical
Figure 22 Data Center Power Market Segmentation: by Region
Figure 23 Data Center Power Market: Drivers, Restraints, Opportunities, and Challenges
Figure 24 Data Center Power Market: Value Chain Analysis
Figure 25 Data Center Power Ecosystem
Figure 26 Data Center Power Market: Strategic Benchmarking
Figure 27 Power Backup Solution Segment is Expected to Have the Largest Market Size in 2016
Figure 28 System Integration Services Segment is Expected to Have the Largest Market Size During the Forecast Period
Figure 29 Large Data Center Segment is Expected to Have the Largest Market Size in 2016
Figure 30 Telecommunications and IT Vertical is Expected to Have the Largest Market Size in 2016
Figure 31 North America is Expected to Have the Largest Market Size During the Forecast Period
Figure 32 North America to Dominate the Data Center Power Market During the Forecast Period
Figure 33 Asia-Pacific Market Snapshot
Figure 34 Business Strategy Comparison
Figure 35 Business Offerings Comparison
Figure 36 Companies Adopted New Product Launch as the Key Growth Strategy
Figure 37 Product Portfolio Comparison of the Top Five Companies
Figure 38 Market Evaluation Framework
Figure 39 Battle for Market Share: New Product Launch is the Key Strategy
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