

Data Center Asset Management Market by Component Type (Software, Service, & Hardware), Deployment Type (On-Premise, & Cloud), Service (Consulting, Installation & Support, & Professional), Data Center Type, Vertical and Region - Global Forecast to 2020

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Abstracts

“Real-time monitoring, control, and management drive the data center asset management market”

The data center asset management market is expected to grow at a CAGR of 30.8% during 2015-2020. Factors such as growth in mobile data, increasing use of smart devices, rich connectivity of internet and data storage in various industries is surging the growth of data centers. The requirement for storage space increases the associated data center assets and demands for effective data center asset management solutions. The data centers are witnessing rapid change and even the organizations implement equipment refresh cycle by adding or removing assets due to the technological advancements. Data center asset management solutions simplify the management process by providing real-time monitoring, controlling, and management of the assets.

“Asia-Pacific is expected to witness the highest market growth”

The market in APAC is in the growth phase and is the fastest-growing region for the global data center asset management market. This is mainly attributed to the growing focus of the market players to address the demands of data center asset management in this region. On the other hand, the MEA region is still in the introductory phase in terms of adoption of data center asset management solutions.

“Data center asset management software solutions to gain maximum traction during the

forecast period”

Data center asset management software solution is estimated to contribute the largest market share in terms of component type. The software solutions provide real-time monitoring, controlling, and ease of management of data center assets that is encouraging enterprises to deploy these solutions. Moreover, the service market is estimated with great opportunities and projected to grow at high CAGR in the next five years.

Breakdown of primary research interactions:

To determine and verify the market size for several segments and sub-segments gathered through secondary research, extensive primary interviews were conducted with key people and below are the details:

By Company Type - Tier 1 (23%), Tier 2 (35%) and Tier 3 (42%)

By Designation - C-level (30%), Director level (55%) and other executives (15%)

By Region - North America (65%), Europe (20%), and Asia Pacific (15%)

Major players in the data center asset management market are Schneider Electric, IBM, Emerson Network Power, Raritan, CA Technologies, Fieldview Solutions, BMC Software, INC., HP, and Huawei among various others. Companies offer high-performance data center asset management solutions in order to increase system availability, reduce energy costs, ramp up efficiency, and provide real value to the data centers for their users.

Reasons to Buy the Report:

From an insight perspective, this research report has focused on various levels of analysis—industry analysis (industry trends, and Porter analysis), analysis of top players, their offered products and services, supply chain analysis, and company profiles, which together comprise and discuss the basic views on the competitive landscape, emerging and high-growth segments of the network analytics market, high-growth regions, drivers, restraints, and opportunities.

The report will enrich both established firms as well as new entrants/smaller firms to

gauge the pulse of the market, which in turn will help the firms in garnering a greater market, share. Firms purchasing the report could use any one or combination of the below mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market share.

The report provides insights on the following pointers:

1. **Market Penetration:** Comprehensive information on micro data center solutions offered by the top 10 players in the data center asset management market
2. **Product Development/Innovation:** Detailed insights on upcoming technologies, research and development (R&D) activities, and new product launches in the data center asset management market
3. **Market Development:** Comprehensive information about lucrative emerging markets. The report analyzes the markets for data center asset management across various regions
4. **Market Diversification:** Exhaustive information about new products, untapped regions, recent developments, and investments in the data center asset management market
5. **Competitive Assessment:** In-depth assessment of market shares, strategies, products, and capabilities of leading players in the data center asset management market.

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About

Data center asset management solutions consist of data center energy, cooling, space and environmental monitoring, control and optimization software and tools, and various data center servers, storage and network optimization solutions such as Data Center Infrastructure Management (DCIM) software, sensors, barcode, dashboards, and various data center services (installation and support and management) helping data center managers to meet the ultimate objective of optimum energy utilization and improved manageability.

Objectives Of The Study

To define, describe, and forecast the global data center asset management market on the basis of components, services, deployment types, and data center types

To provide a detailed information regarding the major factors influencing the growth of the market (drivers, restraints, opportunities, industry-specific challenges, winning imperatives, and burning issues)

To strategically analyze micro markets with respect to individual growth trends, future prospects, and contribution to the total market

To analyze the opportunities in the market for stakeholders and details of a competitive landscape for market leaders

To forecast the market size with respect to five main regions namely, North America (NA), Europe, Asia-Pacific (APAC), Middle East and Africa (MEA), and Latin America (LA)

To strategically profile key players and comprehensively analyze their market shares and core competencies

To track and analyze competitive developments such as joint ventures, Mergers and Acquisitions (M&A), new product developments, and Research and Development (R&D) in the data center asset management market

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