

# **Data Center Automation Market by Solution (Server, Network, Storage Automation), by Services (Consulting, Installation and Support Services), & by End User (Enterprises, Cloud Service Providers, Colocation Service Providers) – Global Forecast to 2019**

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## **Abstracts**

The organizations are increasing their data center capacity by building new or expanding existing data center, creating direct impact on the data center automation solutions and services market. The market for data center automation is continuously changing with technological advancements in IT equipment used in data centers. Nowadays, data centers are adopting high density computing technology to cater rising data traffic. The infrastructure support and automation play huge role in extracting full benefits out of these new advanced technologies. These solutions ensure reliable data center operation increasing profitability and managing cost and infrastructure.

Data center automation solutions and services are playing vital role in various industry verticals as it provides effective management IT equipment. These solution help organizations to attain best possible profitability, efficiency and reputation in the data center space. The Telecom and Information Technology (IT) vertical is expected to hold the largest market share of the total data center automation market throughout the forecast period of 2014 to 2019 followed by Banking, Financial Services and Insurance (BFSI) vertical. There are huge business opportunities in the Asia-Pacific region, due to presence of emerging economies in this region. However, there is growing trend of providing automation solutions by vendors in this market.

There are various assumptions that we have taken into consideration for market sizing

and forecast exercise. A Few of the assumptions include political, economic, social, technological and economic factors. For instance, exchange rates, one of the economic factors, are expected to have a moderate rating of impact on this market. Therefore, dollar fluctuations are expected to not seriously affect the forecasts in the emerging APAC regions.

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

–

1. This report covers the data center automation market comprehensively by providing the closest approximations of the revenue numbers for the overall market and the sub-segments. The market numbers are further split across the different verticals and regions.
2. This report will help them better understand the competitor and gain more insights to better position their business. There is a separate section on competitive landscape, including competitor ecosystem and competitor portfolio comparison. Besides, there are company profiles of 10 key players in this market. In this section, market internals are provided that can put them ahead of the competitors.
3. The report helps them understand the pulse of the market. The report provides information on key market drivers, restraints, challenges, and opportunities.

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## About

Increasing usage of Internet and networking globally has significantly augmented the demand for more storage space, computing power, and complex networking. This demand has given rise to the scaling of infrastructure in the existing data centers, thus increasing the Capital Expenditure (CAPEX) and operating expenditure for data centers and enterprises. This scaling up has also increased the complexity in networking, unification, and pooling of resources in the data centers.

To overcome these issues of rising demand for resource pooling, simplification in networking, and overall management of data centers, innovators have come up with the sophisticated concept of data center automation which is also known as Software Defined Data Centers (SDDCs). This concept helps traditional data center users to scale up their existing infrastructure seamlessly, thereby resulting in reduced overheads.

It also helps in unification of server storage and networking, along with simplified management of all resources. Data center automation helps to overcome the obstacles of scalability, flexibility, manageability, and reduced costs, which is in turn helping enterprises and service providers in managing their existing data centers and networks.

Another major driver for data center automation is its inherent capability of interoperability, which enables solutions to get implemented on any hardware irrespective of the vendor or manufacturer, with an added advantage of multi-tenancy support. The future adoption of automation technology is expected to be in heterogeneous environments and hybrid clouds, with more focus on software-defined security. The data center automation market research report analyses market dynamics, future roadmaps and global trends, and also provides competitive intelligence and forecasts over the next five years.

The report broadly comprises the data center automation market by solutions: server, network, and storage; by services: installation services, consulting services, and support services; by end users: SME and large enterprise; by regions: NA, APAC, Europe, MEA, and LA.

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