

# **Data Center Security Market by Solution (Logical Security, Physical Security), by Services (Consulting Services, Managed Services and Professional Services ), by Data Center Types (Mid-Size, Enterprise and Large) and by Region (NA, Europe, APAC, MEA and LA) - Global Forecast to 2020**

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## **Abstracts**

The global data center security market is estimated to grow at a CAGR of 11.4% from 2015 to 2020. Although the mature markets (such as the U.S. and the U.K.) hold larger shares in the data center security market, the Asia-Pacific region is expected to grow at the highest CAGR of 16.6% during the forecast period. The growth of the data center security market is driven by factors such as high usage of cloud computing, virtualization and increasing security concern of curtail business and personal data. However, factors such as availability of low cost, substitute software solutions and, low awareness of solutions and its benefits, are the factors that are restraining the growth of this market. Moreover, emerging economies such as India, Brazil, Singapore, and China are creating growth opportunities for the data center security market in these regions.

In this report, the global data center security market has been broadly classified into Solutions, i.e. Logical Security Solutions, Physical Security Solutions. The Services segment is further categorized into Security consulting services, Managed security services and Professional Services. The data center security market has been broadly classified by types of datacenters. The Mid-Size data centers market segment is estimated to grow at the high CAGR from 2015 to 2020. Factors such as high technological adoption rate, increasing data security concern, and efficient data access, control and monitoring needs are driving the growth of this market.

Geographically, North America (comprising the U.S. and Canada) is estimated to command the largest share of 37.05 % of the global data center security market in 2015, followed by Asia Pacific. The data center security market in North America is primarily driven by factors such as increasing governmental initiative of data privacy and security, high technological advancements in data centers, and high numbers in usage of cloud and virtualization. However, high availability of low cost, substitute software solutions, low awareness, and budgetary constraints are some of the main issues which are hampering the growth of the data center security market in this region. The Asia-Pacific region is estimated to grow at the highest CAGR of 16.6% from 2015 to 2020. Factors such as increasing numbers of new datacenter, high technological adoption rates, and increasing requirement and needs of data security in various business verticals are propelling the growth of the data center security market in the Asia-Pacific region.

The global data center security market is a competitive market with a number of new and established market players with niche technologies. As of 2015, the global data center security market is estimated to be dominated by market players such as Cisco (U.S.), IBM (U.S.) and McAfee (Intel Security) (U.S.) etc. New solution launches and partnerships, agreements, collaborations, and joint ventures are the major strategies adopted by most market players to achieve growth in the data center security market.

#### 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 data center security 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:

**Market Penetration:** Comprehensive information on data center security solutions and services offered by the top 10 players in the data center security market

**Product Development/Innovation:** Detailed insights on upcoming technologies, Research and Development (R&D) activities, and new product launches in the data center security market

**Market Development:** Comprehensive information about lucrative emerging markets. The report analyzes the markets for data center security solutions and services across various regions

**Market Diversification:** Exhaustive information about new products, untapped regions, recent developments, and investments in the data center security market

**Competitive Assessment:** In-depth assessment of market shares, strategies, products, and capabilities of leading players in the data center security market.

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