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Microserver Market by Solution (Hardware, Software and Service), by Processor (Intel, ARM and Others), by Application (Media storage, Data center, Data analytics, Cloud computing and others), by End User and by Region - Global Forecast to 2019

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Abstracts

The total microserver market is expected to grow from $1.92 billion in 2014 to $16.31 billion by 2019, at an estimated Compound Annual Growth Rate (CAGR) of 53.4% from 2014 to 2019. Although the technologically advanced markets such as the NA and the Europe hold larger share in the microserver market, the Asia-Pacific region is expected to grow at the highest CAGR of 58.4% during the forecast period. The pressure to support billions of devices and users is changing the composition of data centers. Vendors are focusing on innovating new technologies for providing compact hardware solution that original equipment manufacturers require to build microservers. The processor providers such as Intel and ARM are focusing on creating new technologies such as integrated Gigabit Ethernet and new controllers to reduce power consumption of the servers running on them.

In this report, the global microserver market is segmented into different solutions and services, across various geographical regions such as NA, EU, APAC, MEA, and LA. Also, the market has been segmented by application as media storage, data center, data analytics, cloud computing, and others. In terms of end users, the microservers market is segmented into small, medium, and large enterprises.

Geographically, North America (comprising the U.S. and Canada) is estimated to command the largest share of 40.5% of the global microserver market in 2014, followed by Europe. The major reason of market growth in NA is growing adoption of efficient computing solutions to reduce power consumption. APAC is the fastest growing

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segment in the microserver market due to the significant rise in data traffic due to increasing number of mobile and tablet users.

The market players are incorporating new power-efficient technologies for competing in the microserver market. Microservers also enable customers to increase server density, providing new ways to improve the use of existing rack and power infrastructure. The Tier 1 companies such as Hewlett Packard (U.S.), Dell (U.S.), Fujitsu (Japan), Hitachi (Japan), NEC (Japan), and IBM (U.S.) are offering microservers by integrating their solutions with third-party processors. The major microserver vendors such as Quanta (Taiwan), AMD (U.S.), and Tyan (Taiwan) have made this market space highly competitive with their innovative approach to microservers. New product launches, partnerships, agreements, collaborations, and acquisition are the major strategies adopted by most market players to achieve growth in the microserver 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, value chain analysis, and company profiles, which together comprise and discuss the basic views on the competitive landscape, emerging and high-growth segments of the microserver 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 microserver offered by the top 10 players in the microserver market

Product Development/Innovation: Detailed insights on upcoming technologies, research and development (R&D) activities, and new product launches in the microserver market

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Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the markets for microserver solutions across various regions

Market Diversification: Exhaustive information about new products, untapped regions, recent developments, and investments in the microserver market

Competitive Assessment: In-depth assessment of market shares, strategies, products, and capabilities of leading players in the microserver market

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