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Server Storage Area Network (SAN) Market by Solution (Software and Hardware), Service (System Integration and Professional), Type (Hyperscale and Enterprise), End User (SMB and Large Business), and Region - Global Forecast to 2020

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Abstracts

The global server Storage Area Network (SAN) market is expected to be $3, 150.0 million in 2015 and is estimated to grow at a Compound Annual Growth Rate (CAGR) of 51.3% during the forecast period of 2015–2020.

Server SAN is a software-led storage architecture that is built on commodity servers with the concept of directly attached storage. Server SAN offers higher performance than the traditional NAS and SAN technologies. The increasing number of data centers and the requirement for improved data storage management are driving the growth of the global server SAN market. The other factors fueling the growth of the server SAN market include reduction of additional data center infrastructure costs, highly scalable storage, and improved data access and storage management. With the advent of cloud computing, service providers, and enterprises, the number of data centers is growing at a fast rate. The increase in the number of data centers is due to the massive proportion of data created daily and demand for storage space for this data locally and internationally. Server SAN has great potential and increased flexibility of storage that is mapped to the applications.

This report gives detailed insights into the global server SAN market split across various regions. The report broadly comprises server SAN by solution: hardware and software; by service: system integration and professional: by type: hyperscale and enterprise; and by end user: Small and Medium Business (SMB) and large business. The report is also segmented into regional markets covering major countries in these regions. The report

emphasizes on key adoption trends, evolution of data centers, future opportunities, and business cases in this innovative market. MarketsandMarkets expects an increasing adoption of server SAN solutions, as major vendors are aggressively investing and rigorously working towards building cost-effective solutions in an effort to reduce the overall cost incurred by organizations for storage.

North America (comprising the U.S. and Canada) is expected to command the largest share (38%) of the global server SAN market in 2015, followed by APAC. The trend of adoption of server SAN in this region is mainly driven by the reduction of operating expenses and the simplification of IT management. The large business organizations are increasingly implementing software-defined solutions or planning to adopt it in the coming 5 years. APAC is also one of the major growing regions in the server SAN market due to the rising storage demand in this region.

The global server SAN vendors include big market players such as HP, EMC, Citrix Systems, DataCore, Nutanix, Simplivity, Scale Computing, Hitachi, and StorMagic. New product launches, partnerships, agreements, collaborations, and acquisition are the major strategies adopted by most market players to achieve growth in the server SAN 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 server SAN market, high-growth regions, drivers, restraints, and opportunities.

The report will enable both established firms as well as new entrants/smaller firms to gauge the pulse of the server SAN market, which in turn will help the firms penetrate into the 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 server SAN solutions offered

by the top 10 players in the server SAN market

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

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

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

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

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