

# Software Defined Storage (SDS) Market by Component (Storage Hypervisor, Storage Virtualization Software, Control Planes, Data Services), & by Company Size (Small Businesses, Medium Businesses, Enterprises, Large Enterprises) – Global Forecast to 2019

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## Abstracts

The software defined storage market has gained major importance due to the explosion of data center services. The software defined storage includes storage hypervisors, storage virtualization software, control plane, and data services. The enterprises are continuously trying to run data centers in an efficient and cost-effective way. In order to use less energy and infrastructure from their end, SME's are seeking storage virtualization facilities to minimize their ICT expending. Enterprises of all sizes are showing an increased interest in outsourcing their expensive in-house data storage services to the third party SDS providers.

Software Defined storage is playing vital role in various industry verticals as to cater their IT needs efficiently. It helps organizations to meet regulatory norms and attain efficiency in the data center operations. The storage virtualization is increasing at a higher pace. The financial services, healthcare, and manufacturing vertical is expected to hold the highest market share of the software defined storage market throughout the forecast period of 2014 to 2019 followed by government, education, and defence & aerospace verticals. There are huge business opportunities in the Asia-Pacific region, due to presence of rising economies in this region.

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 software defined storage 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

Software defined storage is defined as set of software components that seek to virtualize and federate physical storage capacity from multiple locations/technologies. Software defined storage offers a full suite of storage services such as de-duplication, replication, thin provisioning, snapshots and backup. The crucial benefits of software-defined storage over traditional storage are increased flexibility, automated management and cost efficiency. In terms of competition, established blue chip vendors compete with freshly minted startups in the SDS sector. Some of the examples of Software defined storage are HP's StoreVirtual, IBM's SCV, VMware's vSphere Storage Appliance, NetApp's Data ONTAP and Maxta Storage Platform (MxSP).

In this report, SDS solutions cover the perspective of a wide range of applications across verticals. SDS plays an important role in managing disk and servers dynamically. The highest adoption rate of SDS is in financial services, healthcare, and manufacturing. These verticals are covering almost XX% of overall SDS market. The broad level of this report is to segment this market in the best possible manner, covering the market comprehensively, to provide the closest approximation of the revenue number for the different subsegments, and to allow the readers to have a clear understanding of the market.

The market study covers SDS, by vertical, including financial services, healthcare, manufacturing, government, telecom and IT, defense and aerospace, other verticals (education and research)

The market study covers SDS, by organization size, such as small businesses, medium businesses, enterprises, and large enterprises

The market study covers SDS, by component, such as hypervisors, storage virtualization software, control plane, and data services

The market has also been covered by region, such as North America (NA), Europe, Latin America (LA), and Middle East and Africa (MEA)

SDS solution is being widely accepted and leading vendors are showing interest through mergers and acquisitions. SDS basic segments include hypervisors, storage virtualizing software, control planes, and data services Emerging vendors, such as

EMC, IBM, Nexenta, HP, VMware, Microsoft, and Hitachi Data System, are providing SDS solutions based on public and private cloud. Thus, companies not require any storage hardware because SDS provides virtualized storage.. The scope of this research report includes market estimation by vertical, region, component, and organization size.

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