

North America Bare Metal Cloud Market Forecast to 2030 - Regional Analysis - by Service Type (Networking Services, Storage & Database Services, Compute Services, Security Services, and Others), Enterprise Size (SMEs and Large Enterprises), and Application (BFSI, Manufacturing, Government, Retail, Healthcare, IT & Telecommunications, and Others)

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Abstracts

The North America bare metal cloud market was valued at US\$ 2,570.39 million in 2022 and is expected to reach US\$ 9,812.15 million by 2030; it is estimated to grow at a CAGR of 18.2% from 2022 to 2030.

Low CAPEX and OPEX Required for Bare Metal Cloud Infrastructure Fuels the North America Bare Metal Cloud Market

The biggest advantage of deploying bare metal cloud models for organizations is reducing the capital expenditure (CAPEX) and operational expenditure (OPEX) for organizations. Bare metal cloud avails the use of hardware and software services only on a subscription basis as per the amount used. The end-user of this service does not have to pay for owning the hardware and software. Third-party vendor owns, maintains, and upgrades the hardware and software. Also, In the deployment of a bare metal cloud-based solution, the need for servers, backups, upgrade complexity, and version control is eliminated. As bare metal cloud deployments are generally low capital intensive, end-use companies can install cheap and consistent IT infrastructure models. Also, they can focus on their core competencies.

Bare metal cloud model offers significant profits for most organizations at an early

stage. The cost savings from the shared infrastructure model are accumulated from:

- Consultant fees
- Data center space
- Electricity
- Cost of hardware such as servers and storage devices
- IT personnel
- Servers
- Software licenses
- Maintenance fees

Bare metal cloud empowers an organization to go for a pay-as-you-go model that could reduce the amount of up-front fees. The fees charged by bare metal cloud vendor is proportional to the usage of bare metal cloud applications. The fee would always be lesser than the installed infrastructure on-premise model. Additionally, concerns regarding maintenance, servicing, and other repairing or downtime due to failure are eliminated in this model. Based on the kind of application deployed, the fee may be significant if multiple integrations are required, and data transfers from old legacy-based systems are required for a smooth transition. These benefits of bare metal cloud solutions drive their demand.

Moreover, the bare metal cloud market players provide their services at low cost to gain a larger customer base. In July 2019, IBM announced that they had reduced the prices of IBM Cloud Bare Metal Servers by 25% for single, dual, quad, and workload-certified bare metal servers. In addition, they increased the standard bandwidth allotments up to 20TB for full bare metal server portfolio and offered the same raw performance, similar premium security, and same customization options of the solutions at significantly lower hourly and monthly operating expenses.

North America Bare Metal Cloud Market Overview

North America is the early adopter of digital technology across the world. In May 2012, the Digital Government Strategy was launched to bring the digital revolution across the region to boost economic growth and technological advancements. In May 2020, the United States Agency for International Development (USAID) released a Digital Strategy for development and humanitarian assistance in the world's rapidly evolving digital landscape. The strategy was built to strengthen various industries, contributing to the region's economic growth. In 2018, Canada's first minister for digital government was appointed by the Prime Minister to strengthen the country's digital economy. In 2021, the government of Canada announced its first digital-government strategy aimed at coordinating digital operations, modernizing its IT systems, advancing technology adoption, and improving service delivery. Digitalization is gaining traction in North America due to factors such as large-scale deployments of remote work, building of digital infrastructure, and growing adoption of digital solutions by organizations for business continuity and enhancement. Increasing digitalization fosters the demand for bare metal cloud services by players as cost-effective and flexible solutions to store their data.

North America holds the largest share of the global bare metal cloud market. High performance of the applications sensitive to performance, security, consistent disk and network I/O performance, and high Quality of Service (QoS) are among the main reasons driving the verticals to adopt bare metal cloud services. The adoption of bare metal cloud service for commercial and government use is expected to grow during 2022-2030. North America comprises the US, Canada, and Mexico. The major demand for bare metal cloud service comes from the US as it is a developed nation with high adoption of modern technology and infrastructure and standard of living. In addition, the Canadian market players are providing bare metal cloud solutions for various industry verticals.

North America Bare Metal Cloud Market Revenue and Forecast to 2030 (US\$ Million)

North America Bare Metal Cloud Market Segmentation

The North America bare metal cloud market is segmented based on service type, enterprise size, application, and country.

Based on service type, the North America bare metal cloud market is segmented into networking services, storage & database services, compute services, security services, and others. The storage & database services segment held the largest North America bare metal cloud market share in 2022.

In terms of enterprise size, the North America bare metal cloud market is bifurcated into SMEs and large enterprises. The large enterprises segment held a larger North America bare metal cloud market share in 2022.

By application, the North America bare metal cloud market is segmented into BFSI, manufacturing, government, retail, healthcare, IT & telecommunications, and others. The IT & telecommunications segment held the largest North America bare metal cloud market share in 2022.

Based on country, the North America bare metal cloud market is categorized into the US, Canada, and Mexico. The US dominated the North America bare metal cloud market in 2022.

Bigstep Inc, Cyxtera Technologies Inc, Equinix Inc, Internap Holding LLC, International Business Machines Corp, Limestone Networks Inc, Lumen Technologies Inc, Oracle Corp, and Rackspace Technology Inc are some of the leading companies operating in the North America bare metal cloud market.

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