

Storage as a Service Market By Type (Cloud NAS, Cloud SAN, Cloud Backup, Cloud Archiving), By Enterprise Size (Large Enterprises, Small and Medium-sized Enterprises), By Application (IT and Telecom, BFSI, Retail and E-commerce, Healthcare, Government, Media and Entertainment, Others): Global Opportunity Analysis and Industry Forecast, 2023-2032

Market Report | 2023-10-01 | 251 pages | Allied Market Research

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Report description:

Storage as a service (STaaS) is a managed service in which the provider supplies the customer with access to a data storage platform. The service can be delivered on premises from infrastructure that is dedicated to a single customer, or it can be delivered from the public cloud as a shared service that's purchased by subscription and is billed according to one or more usage metrics.

STaaS customers access individual storage services through standard system interface protocols or application program interfaces (APIs). Typical offerings include bare-metal storage capacity; raw storage volumes; network file systems; storage objects; and storage applications that support file sharing and backup lifecycle management. Moreover, STaaS was originally seen as a cost-effective way for small and mid-size businesses that lacked the technical personnel and capital budget to implement and maintain their own storage infrastructure. Hence, companies of all sizes use storage as a service.

The key drivers for storage as a market are the need to orchestrate cloud-based storage systems, the need to gather, manage and extract value from big data, the increased need for data archiving and government requirements. However, cloud data security concern, bandwidth limitations, and interoperability issues are restricting the growth of the storage as a service market. Moreover, increasing availability of digital infrastructure and the growing usage of mobile devices are anticipated to propel the growth of global storage as a service market during the forecast period. In addition, the surge in technological advancements, which in turn is expected to create numerous opportunities for the market growth in the upcoming years. Furthermore, increasing demand of digital solution and rise in integration of industry 4.0, which creates lucrative opportunities for storage as a service

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during the forecast period.

The storage as a service market is segmented on the basis of type, organization size, application and region. According to the type, the market is classified into cloud NAS, cloud SAN, cloud backup and cloud archiving. Based on the organization size, the market is classified into small and medium-sized enterprises and large enterprises. On the basis of application, the market is classified into BFSI, IT and telecom, retail & e-commerce, healthcare, government, media entertainment and others. In addition, it analyzes the current market trends across different regions such as North America, Europe, Asia-Pacific, and LAMEA.

The market players operating in the storage as a service market are IBM Corporation, Microsoft Corporation, AWS Inc., HPE, Google LLC, Dell Technologies, Rackspace Inc., AT&T, Quantum Corporation, and Cloudian, Inc. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships, which help to drive the growth of the storage as a service market globally.

Key Benefits for Stakeholders

- The study provides an in-depth analysis of the global storage as a service market forecast along with the current & future trends to explain the imminent investment pockets.
- Information about key drivers, restraints, & opportunities and their impact analysis on global storage as a service market trends is provided in the report.
- Porter's five forces analysis illustrates the potency of the buyers and suppliers operating in the industry.
- The quantitative analysis of the market from 2022 to 2032 is provided to determine the market potential.

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- Investment Opportunities
- Technology Trend Analysis
- Regulatory Guidelines
- Strategic Recommendations
- SWOT Analysis

Key Market Segments

By Type

- Cloud NAS
- Cloud SAN
- Cloud Backup
- Cloud Archiving

By Enterprise Size

- Large Enterprises
- Small and Medium-sized Enterprises

By Application

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- IT and Telecom
- BFSI
- Retail and E-commerce
- Healthcare
- Government
- Media and Entertainment
- Others

By Region

- North America
- U.S.
- Canada
- Europe
- UK
- Germany
- France
- Italy
- Spain
- Rest of Europe
- Asia-Pacific
- China
- Japan
- India
- Australia
- South Korea
- Rest of Asia-Pacific
- LAMEA
- Latin America
- Middle East
- Africa
- Key Market Players
- Cloudian, Inc.
- IBM Corporation
- Amazon Web Services, Inc.
- Quantum Corporation
- AT&T
- Microsoft Corporation
- Google LLC (Alphabet Inc.)
- Dell Technologies
- Hewlett Packard Enterprise Development LP
- Rackspace Technology

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