

# **Cloud Orchestration Market by Solution (Configuration, Managed Support, Portable Service, and Others), Deployment Model (Private, Public, and Hybrid), User Type (SMEs and Large Enterprises), and Industry Vertical (BFSI, Government & Education, Healthcare, Telecommunication & IT, Retail, Manufacturing, Media & Entertainment, and Others) - Global Opportunity Analysis and Industry Forecast, 2017-2023**

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## **Abstracts**

Cloud Orchestration Market is a complete solution package offered by cloud solution providers, to host, manage, and maintain business process setup with cloud computing solutions, such as dashboard composing, structure allotment, platform architecting, and others, to all user types including large and small & medium enterprises.

Growth in cloud adoption among enterprises and extensive need to optimize business processes have contributed to the growth of the cloud orchestration in the North America, Europe, and Asia-Pacific. In addition, LAMEA is expected to hold least market share in cloud orchestration as compared to other regions. Middle East and Africa are expected to gain traction, but the growth is expected to be stable during the forecast period.

### **Global Cloud Orchestration Market Segmentation**

The global cloud orchestration market is segmented on basis of solution, deployment model, user type, industry vertical, and geography. Based on solution, it is classified into configuration, managed support, portable service, and others (monitoring & security). By deployment model, it is categorized into private, public, and hybrid models. On basis of user type, it is bifurcated into small medium enterprises (SMEs) and large enterprises.

By industry vertical, it is divided into banking, financial services, and insurance (BFSI); government & education; healthcare; telecom & IT; retail; manufacturing; media & entertainment; and others (business service providers, energy & utility, and transportation). Geographically, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA, including country-level analysis for each region.

The global cloud orchestration market was valued at \$3,496 million in 2016, and is estimated to reach at \$13,633 million by 2023, growing at a CAGR of 21.8% from 2017 to 2023. The global cloud orchestration market is expected to witness a high growth rate, due to the rise in ICT expenditure by governments in several developed and the developing regions, including North America, Europe, and Asia-Pacific.

Asia-Pacific is expected to register highest CAGR in the near future and countries, such as China, Japan, and South Korea, are emerging region for the vendors in the cloud orchestration market. Industry participants have realized the importance of strengthening the overall orchestration process to schedule, execute, and automate task frame works.

The key players profiled in the report are IBM Corporation, Oracle Corporation, Amazon Web Services, Inc., Rackspace U.S., Inc., Hewlett Packard Enterprise Development LP, VMware, Inc., Cisco Systems, Inc., Red Hat, Inc., BMC Software, Inc., and FlexiScale Technologies Limited. The report discusses the key strategies adopted by these companies in addition to the current trends, upcoming opportunities, and restraints in the cloud orchestration market growth, with detailed information about their impacts.

#### Top Impacting Factors

##### Demand for Low-cost Cloud Optimization and Management Solution

Small and medium enterprises are adopting cloud orchestration solution at a rapid pace due to growth in demand for efficient process optimizers and long-term need of low-cost business framework monitoring, which is anticipated to drive the cloud orchestration market growth.

##### Increase in Cloud Adoption Across Several Industry Verticals

BFSI; retail; healthcare; manufacturing; telecommunication & IT; media & entertainment; and others have adopted cloud services at a rapid pace.

##### Significant Shift to Hybrid Cloud as Primary Deployment Model

Low switching cost between private and public cloud models stimulates the demand for hybrid cloud model across several user types, which is anticipated to fuel the cloud orchestration market growth in the coming years.

##### Lack of it Infrastructure in the Underdeveloped Nations

Countries in Asia-Pacific, Latin America, Middle East, and Africa are yet to transform to technologically advanced hubs with rich IT infrastructure and digital content, which is expected to hinder the cloud orchestration market growth in the near future.

##### Rise in Adoption of Cloud Among Smes

Cloud adoption has increased among SMEs, owing to advantages such as enhanced uptime, reliability, enriched IT service, increased flexibility automation framework, and operational speed.

#### Key Benefits

In-depth analysis of the global cloud orchestration market and its dynamics is provided to understand the market scenario.

Quantitative analysis of the current trends and future estimations from 2017 to 2023 is provided to assist strategists and stakeholders to capitalize on the prevailing opportunities.

Porters Five Forces analysis examines the competitive structure of the cloud orchestration market and provides a clear understanding of the factors that influence the market entry and expansion.

A detailed analysis of the geographical segments enables identification of profitable segments for market players.

Comprehensive analysis of the trends, sub-segments, and key revenue pockets is provided.

#### Cloud Orchestration Market Key Segments:

##### By Solution

Configuration

Managed Support

Portable Service

Others (Monitoring and Security)

##### By Deployment Model

Private

Public

Hybrid

#### By User Type

SMEs

Large Enterprise

#### By Industry Vertical

Banking, Financial Services, and Insurance (BFSI)

Government & Education

Healthcare

Telecom & IT

Retail

Manufacturing

Media & Entertainment

Others (Business Service Providers, Energy & Utility, and Transportation)

#### By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Rest of Europe

Asia-Pacific

China

India

Japan

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

Key Market Players

Amazon Web Services, Inc.

BMC Software, Inc.

Cisco Systems, Inc.

FlexiScale Technologies Limited

Hewlett Packard Enterprise Development LP

IBM Corporation

Oracle Corporation

Rackspace US, Inc.

Red Hat, Inc.

VMware, Inc.

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