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Serverless Architecture Market by Deployment Model (Public Cloud and Private Cloud), Application (Real-time File/Stream Processing, Web Application Development, IoT Backend, and Others), Organization Size (Large Enterprises and SMEs), and Industry Vertical (BFSI, IT & Telecom, Healthcare, Manufacturing, Media & Entertainment, Public Sector, Retail & E-Commerce, and Others): Global Opportunity Analysis and Industry Forecast, 2018–2025

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Abstracts

Serverless architecture is an event-driven cloud computing model in which computing resources are provided as scalable cloud services. A fixed and recurring cost was charged for the server’s computing resources in traditional computing regardless of the amount of computing work performed by the server. However, serverless computing deployment has overcome this shortcoming, as it allows customers to pay only for service usage, and there is no hidden cost charged associated with idle, down-time. The serverless architecture relies on functions, where developers further segment their applications into small and stateless chunks, which they can execute without any context regarding the underlying server.

Rapid growth of the app development market along with shift from DevOps toward serverless computing and rise in need to eliminate server management are some major drives of the market. Several benefits of serverless computing such as enhanced scalability, reduced costs, more flexibility, and quicker time to release boost the

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adoption of this technology among organizations. However, certain issues associated with third-party APIs such as security & compliance concerns, lock-in problems, and other architectural complexities are expected to hinder the growth of the market. On the contrary, rise in IoT-based devices adoption and high growth of cloud-based services are expected to present major opportunities for the market growth during the forecast period.

The global serverless architecture market is segmented based on deployment model, application, organization size, industry vertical, and region. Depending on deployment model, the market is divided into public cloud and private cloud. Based on application, it is segmented into real-time file/stream processing, web application development, IoT backend, and others. On the basis of organization size, it is bifurcated into large enterprises and SMEs. By industry vertical, it is classified into, BFSI, IT & telecom, healthcare, manufacturing, media & entertainment, public sector, retail & e-commerce, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The report analyzes the profiles of key players operating in the market, including Alibaba Group, Amazon Web Services, Google LLC, IBM Corporation, Microsoft Corporation, Oracle Corporation, Platform9 Systems, Inc., Rackspace Inc., Tibco Software, and Twilio. These players have adopted various strategies to increase their market penetration and strengthen their position in the industry.

KEY BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of the global serverless architecture market along with the current & future trends to elucidate the imminent investment pockets.

Information about key drivers, restrains, and opportunities and their impact analyses on the market size is provided in the report.

Porter’s five forces analysis illustrates the potency of buyers and suppliers operating in the industry.

The quantitative analysis of the global serverless architecture market from 2017 to 2025 is provided to determine the market potential.

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KEY MARKET SEGMENTS

BY Deployment Model

- Private Cloud
- Public Cloud

By Application

- Real-time file/stream processing
- Web Application Development
- IoT Backend
- Others

By Organization Size

- Large Enterprises
- SMEs

By Industry Vertical

- BFSI
- IT & telecom
- Healthcare
- Manufacturing
- Media & entertainment

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- Public sector
- Retail & e-commerce
- Others

BY REGION

- North America
  - U.S.
  - Canada
- Europe
  - UK
  - Germany
  - France
  - Italy
  - Rest of Europe
- Asia-Pacific
  - China
  - India
  - Japan
  - South Korea
  - Rest of Asia-Pacific

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LAMEA

Latin America

Middle East

Africa

KEY MARKET PLAYERS

Alibaba Group

Amazon Web Services

Google LLC

IBM Corporation

Microsoft Corporation

Oracle Corporation

Platform9 Systems, Inc.

Rackspace Inc.

Tibco Software

Twilio

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