

Cloud Services Brokerage Market

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Abstracts

Summary

A cloud service is a bundle of services made available to the user, on-demand, over the internet, from a cloud computing provider's server. Cloud services brokerage is a business model, in which, a third-party entity adds value to one or more cloud services (on behalf of one or more customers of that service). This is done through aggregation, integration and arbitrage services. Cloud services brokers act as intermediaries between cloud services companies and end users needing such services at lower cost. This system allows end users to manage multiple platforms from a single place with more flexibility.

As cloud computing evolves, integration of cloud services becomes too complex for cloud consumers to handle. A cloud customer requires local assistance rather than international assistance. Because of this, cloud brokers became an alternative and better option than cloud companies. A cloud broker is an entity that manages performance, usability and delivery of cloud services and establishes a seamless relationship between the cloud provider and cloud consumer. As mentioned above, cloud services brokers manage cloud services in three modes

Service intermediation: Firms directly dealing with established cloud service dealers, face service issues in remote area setups or between manual faults. In this situation entities contact cloud services brokers for internal maintenance. Cloud services brokers manage identity, access to cloud services, performance reporting and enhanced security on behalf of direct dealers.

Service aggregation: In the present business scenario, cloud services companies merge or acquire local cloud services providers or brokers. This helps established companies to provide services through local platforms and

gain trust in local markets.

Service arbitrage: A brokerage company provides different options to the client pertaining to servers and features.

At the end of 2020, global spending on cloud computing and related IT services is expected to reach approximately \$REDACTED billion. Organizations across geographies are shifting towards newer technology platforms and migrating old, physical IT frameworks to cloud servers. However, some enterprises still have concern about the security of cloud software packages. The use of cloud services is transforming business.

Contents

CHAPTER 1 INTRODUCTION

Study Goals and Objectives
Reasons for Doing This Study
Scope of Report
Research Methodology
Intended Audience
Information Sources
Regional Breakdown
Analyst's Credentials
BCC Custom Research
Related BCC Research Reports

CHAPTER 2 SUMMARY AND HIGHLIGHTS

CHAPTER 3 MARKET AND TECHNOLOGY BACKGROUND

Market Dynamics
Drivers
Restraints
Opportunities

CHAPTER 4 MARKET BREAKDOWN BY DEPLOYMENT TYPE

Introduction
Public Cloud
SaaS
PaaS
IaaS
Private Cloud
Hybrid Cloud

CHAPTER 5 MARKET BREAKDOWN BY PLATFORM

Introduction
Internal Brokerage Enablement
External Brokerage Enablement

CHAPTER 6 MARKET BREAKDOWN BY SERVICE TYPE

Introduction

Cost and Asset Management

Benefits of Using a Cloud Services Brokerage

Managed Infrastructure Services

Benefits of a Cloud Infrastructure Service

Workload Planning

Benefits of Cloud-Based Workload Planning and Migration

Supply Chain Management

Benefits of Supply Chain Management Solutions

Security and Surveillance Management

Benefits of a Cloud-Based Security and Surveillance Management Service

Software and Mobile Applications Management

Others

CHAPTER 7 MARKET BREAKDOWN BY VERTICAL

Introduction

Telecommunications and IT

Benefits of Adopting the Cloud in the IT Industry

BFSI

Benefits of Cloud Services Brokerage in BFSI

Manufacturing

Cloud Computing Can Drive Growth in Manufacturing Industry

Healthcare and Life Sciences

Benefits of Cloud Services

Government and Public Sector

Benefits of Cloud Services

Others

CHAPTER 8 MARKET BREAKDOWN BY ORGANIZATION SIZE

Introduction

Small-Sized Enterprises

Advantages of Cloud Services Brokerage

Medium-Sized Enterprises

Advantages of Cloud Services Brokerage

Large Enterprises

CHAPTER 9 MARKET BREAKDOWN BY REGION

Introduction

North America

Europe

Asia-Pacific

Rest of the World

CHAPTER 10 COMPANY PROFILES

ACCENTURE PLC

AMAZON WEB SERVICES

ARROW ELECTRONICS INC.

ATOS SE

CAPGEMINI SE

CLOUDFX PTE LTD.

CLOUDREACH

COGNIZANT TECHNOLOGY SOLUTIONS CORP.

DELL TECHNOLOGIES INC.

DOUBLEHORN

DXC TECHNOLOGY

FLEXERA SOFTWARE INC.

FUJITSU LTD.

HEWLETT PACKARD ENTERPRISE CO.

INTERNATIONAL BUSINESS MACHINES CORP. (IBM)

INFOSYS LTD.

JAMCRACKER INC.

NEPHOS TECHNOLOGIES

NTT DATA CORP.

OPENTEXT CORP.

PROXIMITUM LTD.

TECH MAHINDRA LTD.

WIPRO LTD. List of Tables

Summary Table : Global Cloud Services Brokerage Market, by Service Type, Through 2024

Table 1 : Global Cloud Services Brokerage Market, by Deployment Type, Through 2024

Table 2 : Global Public Cloud Services Brokerage Market, by Vertical, Through 2024

Table 3 : Global Public Cloud Services Brokerage Market, by Service Type, Through 2024

Table 4 : Global Public Cloud Services Brokerage Market, by Platform Through 2024

Table 5 : Global Public Cloud Services Brokerage Market, by Organization Size, Through 2024

Table 6 : Global Private Cloud Services Brokerage Market, by Vertical, Through 2024

Table 7 : Global Private Cloud Services Brokerage Market, by Service Type, Through 2024

Table 8 : Global Private Cloud Services Brokerage Market, by Platform, Through 2024

Table 9 : Global Private Cloud Services Brokerage Market, by Organization Size, Through 2024

Table 10 : Global Hybrid Cloud Services Brokerage Market, by Vertical, Through 2024

Table 11 : Global Hybrid Cloud Services Brokerage Market, by Service Type, Through 2024

Table 12 : Global Hybrid Cloud Services Brokerage Market, by Platform, Through 2024

Table 13 : Global Hybrid Cloud Services Brokerage Market, by Organization Size, Through 2024

Table 14 : Global Cloud Services Brokerage Market, by Platform, Through 2024

Table 15 : Global Market for Internal Brokerage Enablement of Cloud Services, by Vertical, Through 2024

Table 16 : Global Market for Internal Brokerage Enablement of Cloud Services, by Service Type, Through 2024

Table 17 : Global Market for Internal Brokerage Enablement of Cloud Services, by Deployment Type, Through 2024

Table 18 : Global Market for Internal Brokerage Enablement of Cloud Services, by Organization Size, Through 2024

Table 19 : Global Market for External Brokerage Enablement of Cloud Services, by Vertical, Through 2024

Table 20 : Global Market for External Brokerage Enablement of Cloud Services, by Service Type, Through 2024

Table 21 : Global Market for External Brokerage Enablement of Cloud Services, by Deployment Type, Through 2024

Table 22 : Global Market for External Brokerage Enablement of Cloud Services, by Organization Size, Through 2024

Table 23 : Global Market for Cloud Services Brokerage of Cost and Asset Management, by Deployment Type, Through 2024

Table 24 : Global Market for Cloud Services Brokerage of Cost and Asset Management, by Platform, Through 2024

Table 25 : Global Market for Cloud Services Brokerage of Managed Infrastructure

Services, by Deployment Type, Through 2024

Table 26 : Global Market for Cloud Services Brokerage of Managed Infrastructure Services, by Platform, Through 2024

Table 27 : Global Market for Cloud Services Brokerage of Workload Planning, by Deployment Type, Through 2024

Table 28 : Global Market for Cloud Services Brokerage of Workload Planning, by Platform, Through 2024

Table 29 : Global Market for Cloud Services Brokerage of Supply Chain Management, by Deployment Type, Through 2024

Table 30 : Global Market for Cloud Services Brokerage of Supply Chain Management, by Platform, Through 2024

Table 31 : Global Market for Cloud Services Brokerage of Security and Surveillance Management, by Deployment Type, Through 2024

Table 32 : Global Market for Cloud Services Brokerage of Security and Surveillance Management, by Platform, Through 2024

Table 33 : Global Market for Cloud Services Brokerage of Software and Mobile Applications Management, by Deployment Type, Through 2024

Table 34 : Global Market for Cloud Services Brokerage of Software and Mobile Applications Management, by Platform, Through 2024

Table 35 : Global Market for Cloud Services Brokerage of Other Types of Services, by Deployment Type, Through 2024

Table 36 : Global Market for Cloud Services Brokerage of Other Types of Services, by Platform, Through 2024

Table 37 : Global Market for Cloud Services Brokerage in Telecommunications and IT, by Deployment Type, Through 2024

Table 38 : Global Market for Cloud Services Brokerage in Telecommunications and IT, by Platform, Through 2024

Table 39 : Global Market for Cloud Services Brokerage in Telecommunications and IT, by Organization Size, Through 2024

Table 40 : Global Market for Cloud Services Brokerage in BFSI, by Deployment Type, Through 2024

Table 41 : Global Market for Cloud Services Brokerage in BFSI, by Platform, Through 2024

Table 42 : Global Market for Cloud Services Brokerage in BFSI, by Organization Size, Through 2024

Table 43 : Global Market for Cloud Services Brokerage in Manufacturing, by Deployment Type, Through 2024

Table 44 : Global Market for Cloud Services Brokerage in Manufacturing, by Platform, Through 2024

- Table 45 : Global Market for Cloud Services Brokerage in Manufacturing, by Organization Size, Through 2024
- Table 46 : Global Market for Cloud Services Brokerage in Healthcare and Life Sciences, by Deployment Type, Through 2024
- Table 47 : Global Market for Cloud Services Brokerage in Healthcare and Life Sciences, by Platform, Through 2024
- Table 48 : Global Market for Cloud Services Brokerage in Healthcare and Life Sciences, by Organization Size, Through 2024
- Table 49 : Global Market for Cloud Services Brokerage in the Government and Public Sector, by Deployment Type, Through 2024
- Table 50 : Global Market for Cloud Services Brokerage in the Government and Public Sector, by Platform, Through 2024
- Table 51 : Global Market for Cloud Services Brokerage in the Government and Public Sector, by Organization Size, Through 2024
- Table 52 : Global Market for Cloud Services Brokerage in Other Verticals, by Deployment Type, Through 2024
- Table 53 : Global Market for Cloud Services Brokerage in Other Verticals, by Platform, Through 2024
- Table 54 : Global Market for Cloud Services Brokerage in Other Verticals, by Organization Size, Through 2024
- Table 55 : Global Market for Cloud Services Brokerage for Small-Sized Enterprises, by Deployment Type, Through 2024
- Table 56 : Global Market for Cloud Services Brokerage for Small-Sized Enterprises, by Platform, Through 2024
- Table 57 : Global Market for Cloud Services Brokerage for Small-Sized Enterprises, by Vertical, Through 2024
- Table 58 : Global Market for Cloud Services Brokerage for Medium-Sized Enterprises, by Deployment Type, Through 2024
- Table 59 : Global Market for Cloud Services Brokerage for Medium-Sized Enterprises, by Platform, Through 2024
- Table 60 : Global Market for Cloud Services Brokerage for Medium-Sized Enterprises, by Vertical, Through 2024
- Table 61 : Global Market for Cloud Services Brokerage for Large Enterprises, by Deployment Type, Through 2024
- Table 62 : Global Market for Cloud Services Brokerage for Large Enterprises, by Platform, Through 2024
- Table 63 : Global Market for Cloud Services Brokerage for Large Enterprises, by Vertical, Through 2024
- Table 64 : Global Cloud Services Brokerage Market, by Region, Through 2024

Table 65 : North American Cloud Services Brokerage Market, by Country, Through 2024

Table 66 : North American Cloud Services Brokerage Market, by Deployment Type, Through 2024

Table 67 : North American Cloud Services Brokerage Market, by Service Type, Through 2024

Table 68 : North American Cloud Services Brokerage Market, by Platform, Through 2024

Table 69 : North American Cloud Services Brokerage Market, by Vertical, Through 2024

Table 70 : North American Cloud Services Brokerage Market, by Organization Size, Through 2024

Table 71 : European Cloud Services Brokerage Market, by Country, Through 2024

Table 72 : European Cloud Services Brokerage Market, by Deployment Type, Through 2024

Table 73 : European Cloud Services Brokerage Market, by Service Type, Through 2024

Table 74 : European Cloud Services Brokerage Market, by Platform, Through 2024

Table 75 : European Cloud Services Brokerage Market, by Vertical, Through 2024

Table 76 : European Cloud Services Brokerage Market, by Organization Size, Through 2024

Table 77 : Asia-Pacific Cloud Services Brokerage Market, by Country, Through 2024

Table 78 : Asia-Pacific Cloud Services Brokerage Market, by Deployment Type, Through 2024

Table 79 : Asia-Pacific Cloud Services Brokerage Market, by Service Type, Through 2024

Table 80 : Asia-Pacific Cloud Services Brokerage Market, by Platform, Through 2024

Table 81 : Asia-Pacific Cloud Service Brokerage Market, by Vertical, Through 2024

Table 82 : Asia-Pacific Cloud Services Brokerage Market, by Organization Size, Through 2024

Table 83 : Rest of the World Cloud Services Brokerage Market, by Country, Through 2024

Table 84 : Rest of the World Cloud Services Brokerage Market, by Deployment Type, Through 2024

Table 85 : Rest of the World Cloud Services Brokerage Market, by Service Type, Through 2024

Table 86 : Rest of the World Cloud Services Brokerage Market, by Platform, Through 2024

Table 87 : Rest of the World Cloud Services Brokerage Market, by Vertical, Through 2024

Table 88 : Rest of the World Cloud Services Brokerage Market, by Organization Size,

Through 2024

Table 89 : Accenture PLC: Revenue, 2016-2018

Table 90 : Arrow Electronics Ltd: Revenue, 2016-2018

Table 91 : Atos SE: Revenue, 2016-2018

Table 92 : Capgemini SE: Revenue, 2016-2018

Table 93 : Cognizant Technology Solutions Corp.: Revenue, 2016-2018

Table 94 : Dell Technologies Inc.: Revenue, 2016-2018

Table 95 : DXC Technology: Revenue, 2016-2018

Table 96 : Fujitsu Ltd.: Revenue, 2016-2018

Table 97 : Hewlett Packard Enterprise: Revenue, 2016-2018

Table 98 : IBM: Revenue, 2016-2018

Table 99 : Infosys Ltd.: Revenue, 2016-2018

Table 100 : NTT Data Corp.: Revenue, 2016-2018

Table 101 : OpenText Corp.: Revenue, 2016-2018

Table 102 : Tech Mahindra Ltd.: Revenue, 2016-2018

Table 103 : Wipro Ltd.: Revenue, 2016-2018

List of Figures
Summary Figure : Global Cloud Services Brokerage Market, by Service Type, 2018-2024

Figure 1 : Global Cloud Services Brokerage Market, by Deployment Type, 2018-2024

Figure 2 : Global Public Cloud Services Brokerage Market, by Vertical, 2018-2024

Figure 3 : Global Public Cloud Services Brokerage Market, by Service Type, 2018-2024

Figure 4 : Global Public Cloud Services Brokerage Market, by Platform, 2018-2024

Figure 5 : Global Public Cloud Services Brokerage Market, by Organization Size, 2018-2024

Figure 6 : Global Private Cloud Services Brokerage Market, by Vertical, 2018-2024

Figure 7 : Global Private Cloud Services Brokerage Market, by Service Type, 2018-2024

Figure 8 : Global Private Cloud Services Brokerage Market, by Platform, 2018-2024

Figure 9 : Global Private Cloud Services Brokerage Market, by Organization Size, 2018-2024

Figure 10 : Global Hybrid Cloud Services Brokerage Market, by Vertical, 2018-2024

Figure 11 : Global Hybrid Cloud Services Brokerage Market, by Service Type, 2018-2024

Figure 12 : Global Public Cloud Services Brokerage Market, by Platform, 2018-2024

Figure 13 : Global Hybrid Cloud Services Brokerage Market, by Organization Size, 2018-2024

Figure 14 : Global Cloud Services Brokerage Market, by Platform, 2018-2024

Figure 15 : Global Market for Internal Brokerage Enablement of Cloud Services, by Vertical, 2018-2024

Figure 16 : Global Market for Internal Brokerage Enablement of Cloud Services, by Service Type, 2018-2024

Figure 17 : Global Market for Internal Brokerage Enablement of Cloud Services, by Deployment Type, 2018-2024

Figure 18 : Global Market for Internal Brokerage Enablement of Cloud Services, by Organization Size, 2018-2024

Figure 19 : Global Market for External Brokerage Enablement of Cloud Services, by Vertical, 2018-2024

Figure 20 : Global Market for External Brokerage Enablement of Cloud Services, by Service Type, 2018-2024

Figure 21 : Global Market for External Brokerage Enablement of Cloud Services, by Deployment Type, 2018-2024

Figure 22 : Global Market for External Brokerage Enablement of Cloud Services, by Organization Size, 2018-2024

Figure 23 : Global Market for Cloud Services Brokerage of Cost and Asset Management, by Deployment Type, 2018-2024

Figure 24 : Global Cloud Services Brokerage Market: Cost and Asset Management, by Platform, 2018-2024

Figure 25 : Global Market for Cloud Services Brokerage of Managed Infrastructure Services, by Deployment Type, 2018-2024

Figure 26 : Global Market for Cloud Services Brokerage of Managed Infrastructure Services, by Platform, 2018-2024

Figure 27 : Global Market for Cloud Services Brokerage of Workload Planning, by Deployment Type, 2018-2024

Figure 28 : Global Market for Cloud Services Brokerage of Workload Planning, by Platform, 2018-2024

Figure 29 : Global Market for Cloud Services Brokerage of Supply Chain Management, by Deployment Type, 2018-2024

Figure 30 : Global Market for Cloud Services Brokerage of Supply Chain Management, by Platform, 2018-2024

Figure 31 : Global Market for Cloud Services Brokerage of Security and Surveillance Management, by Deployment Type, 2018-2024

Figure 32 : Global Market for Cloud Services Brokerage of Security and Surveillance Management, by Platform, 2018-2024

Figure 33 : Global Market for Cloud Services Brokerage of Software and Mobile Applications Management, by Deployment Type, 2018-2024

Figure 34 : Global Market for Cloud Services Brokerage of Software and Mobile Applications Management, by Platform, 2018-2024

Figure 35 : Global Market for Cloud Services Brokerage of Other Types of Services, by

Deployment Type, 2018-2024

Figure 36 : Global Market for Cloud Services Brokerage of Other Types of Services, by Platform, 2018-2024

Figure 37 : Global Market for Cloud Services Brokerage in Telecommunications and IT, by Deployment Type, 2018-2024

Figure 38 : Global Market for Cloud Services Brokerage in Telecommunications and IT, by Platform, 2018-2024

Figure 39 : Global Market for Cloud Services Brokerage in Telecommunications and IT, by Organization Size, 2018-2024

Figure 40 : Global Market for Cloud Services Brokerage in BFSI, by Deployment Type, 2018-2024

Figure 41 : Global Market for Cloud Services Brokerage in BFSI, by Platform, 2018-2024

Figure 42 : Global Market for Cloud Services Brokerage in BFSI, by Organization Size, 2018-2024

Figure 43 : Global Market for Cloud Services Brokerage in Manufacturing, by Deployment Type, 2018-2024

Figure 44 : Global Market for Cloud Services Brokerage in Manufacturing, by Platform, 2018-2024

Figure 45 : Global Market for Cloud Services Brokerage in Manufacturing, by Organization Size, 2018-2024

Figure 46 : Global Market for Cloud Services Brokerage in Healthcare and Life Sciences, by Deployment Type, 2018-2024

Figure 47 : Global Market for Cloud Services Brokerage in Healthcare and Life Sciences, by Platform, 2018-2024

Figure 48 : Global Market for Cloud Services Brokerage in Healthcare and Life Sciences, by Organization Size, 2018-2024

Figure 49 : Global Market for Cloud Services Brokerage in the Government and Public Sector, by Deployment Type, 2018-2024

Figure 50 : Global Market for Cloud Services Brokerage in the Government and Public Sector, by Platform 2018-2024

Figure 51 : Global Market for Cloud Services Brokerage in the Government and Public Sector, by Organization Size, 2018-2024

Figure 52 : Global Market for Cloud Services Brokerage in Other Verticals, by Deployment Type, 2018-2024

Figure 53 : Global Market for Cloud Services Brokerage in Other Verticals, by Platform, 2018-2024

Figure 54 : Global Market for Cloud Services Brokerage in Other Verticals, by Organization Size, 2018-2024

Figure 55 : Global Market for Cloud Services Brokerage for Small-Sized Enterprises, by Deployment Type, 2018-2024

Figure 56 : Global Market for Cloud Services Brokerage for Small-Sized Enterprises, by Platform, 2018-2024

Figure 57 : Global Market for Cloud Services Brokerage for Small-Sized Enterprises, by Vertical, 2018-2024

Figure 58 : Global Market for Cloud Services Brokerage for Medium-Sized Enterprises, by Deployment Type, 2018-2024

Figure 59 : Global Market for Cloud Services Brokerage for Medium-Sized Enterprises, by Platform, 2018-2024

Figure 60 : Global Market for Cloud Services Brokerage for Medium-Sized Enterprises, by Vertical, 2018-2024

Figure 61 : Global Market for Cloud Services Brokerage for Large Enterprises, by Deployment Type, 2018-2024

Figure 62 : Global Market for Cloud Services Brokerage for Large Enterprises, by Platform, 2018-2024

Figure 63 : Global Market for Cloud Services Brokerage for Large Enterprises, by Vertical, 2018-2024

Figure 64 : Global Cloud Services Brokerage Market, by Region, 2018-2024

Figure 65 : North American Cloud Services Brokerage Market, by Country, 2018-2024

Figure 66 : North American Cloud Services Brokerage Market, by Deployment Type, 2018-2024

Figure 67 : North American Cloud Services Brokerage Market, by Service Type, 2018-2024

Figure 68 : North American Cloud Services Brokerage Market, by Platform, 2018-2024

Figure 69 : North American Cloud Services Brokerage Market, by Vertical, 2018-2024

Figure 70 : North American Cloud Services Brokerage Market, by Organization Size, 2018-2024

Figure 71 : European Cloud Services Brokerage Market, by Country, 2018-2024

Figure 72 : European Cloud Services Brokerage Market, by Deployment Type, 2018-2024

Figure 73 : European Cloud Services Brokerage Market, by Service Type, 2018-2024

Figure 74 : European Cloud Services Brokerage Market, by Platform, 2018-2024

Figure 75 : European Cloud Services Brokerage Market, by Vertical, 2018-2024

Figure 76 : European Cloud Services Brokerage Market, by Organization Size, 2018-2024

Figure 77 : Asia-Pacific Cloud Services Brokerage Market, by Country, 2018-2024

Figure 78 : Asia-Pacific Cloud Services Brokerage Market, by Deployment Type, 2018-2024

Figure 79 : Asia-Pacific Cloud Services Brokerage Market, by Service Type, 2018-2024

Figure 80 : Asia-Pacific Cloud Services Brokerage Market, by Platform, 2018-2024

Figure 81 : Asia-Pacific Cloud Services Brokerage Market, by Vertical, 2018-2024

Figure 82 : Asia-Pacific Cloud Service Brokerage Market, by Organization Size, 2018-2024

Figure 83 : Rest of the World Cloud Services Brokerage Market, by Country, 2018-2024

Figure 84 : Rest of the World Cloud Services Brokerage Market, by Deployment Type, 2018-2024

Figure 85 : Rest of the World Cloud Services Brokerage Market, by Service Type, 2018-2024

Figure 86 : Rest of the World Cloud Services Brokerage Market, by Platform, 2018-2024

Figure 87 : Rest of the World Cloud Services Brokerage Market, by Vertical, 2018-2024

Figure 88 : Rest of the World Cloud Services Brokerage Market, by Organization Size, 2018-2024

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