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Global Automation-as-a-Service Market Size study & Forecast, by Component (Solution and Services), by Type (Rule-Based and Knowledge-Based), by Business Function, by Deployment Model (Public Cloud, Private Cloud, and Hybrid Cloud), by Organization Size, by Industry and Regional Forecasts 2025-2035

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Abstracts

The Global Automation-as-a-Service Market is valued at approximately USD 11.31 billion in 2024 and is poised to expand at an impressive CAGR of 28.10% during the forecast period of 2025-2035. Automation-as-a-Service (AaaS) refers to the delivery of automation platforms and tools via cloud-based or hybrid infrastructure, enabling enterprises to streamline workflows, optimize decision-making, and eliminate repetitive manual tasks. By embedding automation into business functions such as HR, finance, operations, and customer service, organizations are not only driving operational efficiency but also creating data-driven insights that fuel innovation. The market's growth is anchored in the rising appetite for digital transformation, increased cloud adoption, and the need for agile solutions that can adapt to evolving business environments. Enterprises under pressure to reduce costs while improving productivity are finding AaaS a highly scalable and flexible solution.

The surge in enterprise-wide digital initiatives and the growing complexity of IT ecosystems have accelerated the deployment of automation-as-a-service platforms. From small firms aspiring to digitize back-office operations to global conglomerates re-engineering supply chains, the adoption curve continues to rise steeply. According to Gartner, by 2025, nearly 70% of enterprises will implement automation to optimize IT and business processes, up from just 20% in 2021. This massive acceleration is

creating fertile ground for providers offering customizable automation services. Meanwhile, the proliferation of artificial intelligence, machine learning, and natural language processing has amplified the potential of AaaS, unlocking capabilities in predictive analytics, cognitive process automation, and intelligent customer engagement. However, issues related to data security, integration complexities, and high initial implementation costs remain hurdles that could slightly temper growth over the forecast horizon.

The detailed segments and sub-segments included in the report are:

By Component:

- Solution
- Services

By Type:

- Rule-Based
- Knowledge-Based

By Business Function:

- Information Technology
- Sales & Marketing
- Operations & Supply Chain
- Finance & Accounting
- Human Resources
- Customer Service
- Others

By Deployment Model:

- Public Cloud
- Private Cloud
- Hybrid Cloud

By Organization Size:

- Small & Medium Enterprises (SMEs)
- Large Enterprises

By Industry:

- BFSI
- Healthcare & Life Sciences
- Retail & Consumer Goods
- Telecom & IT
- Manufacturing
- Government & Defense
- Energy & Utilities
- Others

By Region:

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North America

- U.S.
- Canada

Europe

- UK
- Germany
- France
- Spain
- Italy
- Rest of Europe

Asia Pacific

- China
- India
- Japan
- Australia
- South Korea
- Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Among the business functions, Information Technology is expected to dominate the market over the forecast period. IT departments across industries are under pressure to modernize legacy systems, reduce downtime, and deliver seamless services to internal stakeholders. By adopting AaaS, enterprises are standardizing IT processes, automating system monitoring, and fortifying cybersecurity. This rising adoption is driven by the demand to manage increasingly complex IT infrastructures, the integration of hybrid and multi-cloud systems, and the urgent need for resilience in digital-first enterprises. Additionally, finance and accounting functions are also showing strong traction, as organizations leverage automation to eliminate bottlenecks in compliance reporting and transaction processing.

From a deployment model perspective, Public Cloud currently accounts for the largest revenue share in the Automation-as-a-Service Market. Public cloud offerings dominate due to their cost efficiency, scalability, and faster deployment cycles, making them the preferred choice for organizations across multiple industries. Enterprises, especially SMEs, are migrating towards public cloud services to avoid heavy upfront investments in infrastructure. However, Hybrid Cloud models are anticipated to be the fastest-growing segment throughout the forecast period. The hybrid model allows businesses to combine the agility of the public cloud with the security and customization of private environments, striking a balance that appeals strongly to industries handling sensitive data such as BFSI and healthcare.

Regionally, North America continues to dominate the market and is projected to retain

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the largest share by 2035. This leadership stems from the region's early adoption of advanced digital technologies, strong ecosystem of AaaS providers, and the high penetration of cloud computing. U.S.-based enterprises are investing aggressively in cognitive automation and AI-driven platforms to gain a competitive edge. Meanwhile, the Asia Pacific region is expected to exhibit the fastest growth rate during the forecast period, propelled by rapid industrialization, strong government-backed digital initiatives, and massive adoption of cloud services across countries like China, India, and Japan. The growing presence of tech startups in APAC, coupled with expanding IT service exports, further strengthens its trajectory in the AaaS landscape.

Major market players included in this report are:

- IBM Corporation
- Microsoft Corporation
- Google LLC
- Amazon Web Services, Inc.
- Hewlett Packard Enterprise
- Salesforce, Inc.
- Oracle Corporation
- Automation Anywhere, Inc.
- UiPath Inc.
- Blue Prism Group PLC
- Pegasystems Inc.
- WorkFusion, Inc.
- HCL Technologies Limited
- Infosys Limited

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Cognizant Technology Solutions Corporation

Global Automation-as-a-Service Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period - 2025-2035

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent to up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained below:

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional-level analysis for each market segment.

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Detailed analysis of the geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of the competitive structure of the market.

Demand side and supply side analysis of the market.

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Contents

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CHAPTER 11. GLOBAL AUTOMATION-AS-A-SERVICE MARKET SIZE & FORECASTS BY REGION 2025–2035

+357 96 030922
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CHAPTER 12. COMPETITIVE INTELLIGENCE

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List Of Tables

LIST OF TABLES

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List Of Figures

LIST OF FIGURES

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