

# **Global Proactive Services Market Size study, by Service (Design & Consulting, Managed Services, Technical Support) by Technology (Analytics, Artificial intelligence, Others), by application (Cloud Management, Customer Experience Management, Data Center Management, End-Point Management, Network Management, Others), by Enterprise (small & Medium Enterprises, Large enterprise), by End Use (BFSI, Government, Healthcare, Manufacturing, Media & Communications, Retail and other)and Regional Forecasts 2022-2028**

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## **Abstracts**

Global Proactive Services Market is valued approximately USD 3.54 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 21.5% over the forecast period 2022-2028. Proactive customer service is anticipating the customer needs as well as actively reaching out with solution, whether that is by communicating a potential problem which is cropped up, or by allowing customers to self-service issue. High costs incurred by unplanned outages, increasing focus on delivering enhanced customer experience and growing number of cyber threats has led the adoption of Proactive Services across the forecast period. For Instance: in November 2021, according to Palo Alto Networks, enterprise software manufacturer Zoho was targeted by hackers, possibly of Chinese origin, who exploited a vulnerability in its self-serve password management tool ManageEngine from late September to early October. Similarly, in May 2019, the confidential details of 885 million people, including bank account records, social security numbers, wire transactions, and other mortgage documentation, were

apparently exposed by First American Financial Corporation. Also, Ai-Based Proactive Services and Partnerships and Affective Ecosystems increases the adoption & demand for Proactive Services which is likely to increase the market growth during the forecast period. However, managing security with multiple customer touchpoints, and lack of skilled professionals impedes the growth of the market over the forecast period of 2021-2027.

The key regions considered for the global Proactive Services Market study includes Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading region across the world in terms of market share owing to the growth in investment by various government authorities into various technologies such as Artificial Intelligence (AI), Machine Learning (ML) and , advanced data analytics. Whereas, Asia-Pacific is anticipated to exhibit highest growth rate over the forecast period 2021-2027 due to factors such as expanding service sector and rising number of startups.

Major market player included in this report are:

Microsoft Corporation

Symantec Corporation

Fortinet, Inc.

Juniper Network, Inc.

Avaya Inc.

DXC Technology

Hewlett Packard Enterprise Company

Huawei Technologies Co., Ltd

International Business Machines Corporation

Cisco Systems, Inc

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

By Service:

Design & Consulting

Managed Services

Technical Support

By Technology:

Analytics

Artificial Intelligence

Others

By Application

Cloud Management

Customer Experience Management

Data Center Management

End-Point Management

Network Management

Others

By Enterprise

Small & Medium Enterprises

Large Enterprise

By End Use

BFSI

Government

Healthcare

Manufacturing

Media & Communications

Retail And Other

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Proactive Services Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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