

# **Global WAN Optimization Market Size study with COVID-19 Impact, by Component (Solution and Services), by Deployment Mode (On-Premises and Cloud), by End-User (Large Enterprises and Small and Medium-Sized Enterprises), by Solution (Traditional Wide Area Network and Software-Defined Wide Area Network), by Services (Professional Services and Managed Services), by Vertical (Banking, Financial Services, and Insurance, Manufacturing, Healthcare, Telecom And IT, Media and Entertainment, Retail, Energy, Education and Others) and Regional Forecasts 2020-2027**

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## **Abstracts**

Global WAN Optimization Market is valued approximately USD 0.9 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 6.7 % over the forecast period 2020-2027. Wide Area Networking (WAN) optimization technology used to carry out projects and new application rollouts, also enables heavy transfer of data across network without bandwidth. This technology includes data security, data center consolidation, maximizing of regulatory compliance, transparency of application data flow and backup infrastructure among others. It also handles real-time applications that includes streamlining of video, Voice over Internet Protocol (VoIP) and pre-population of on-demand video among other features substantially which in turn reduces the demand of networks. The global WAN Optimization is being highly demanded due to the coronavirus pandemic as employees are asked to work from home and organizations

are temporary shutdown. So various companies are adapting WAN Optimization for operating their business efficiently. Also, enterprises are focusing on WAN optimization technologies with an objective to maintain network infrastructure, aiming at deriving maximum benefits in terms of bandwidth optimization, increased throughput, scalability and network acceleration. Furthermore, the introduction of products and services and other strategic alliance by market key players will create a lucrative demand for this market. For instance: on 16th February 2017, Infovista launched Ipanema 9.1, is an update to its Application-Aware SD-WAN solution. Ipanema 9.1 simplifies enterprise SD-WAN implementations and enables enterprises to deliver a greater user experience for business-critical applications. However, impact of latency of network for video content and VoIP is the major factor restraining the growth of global WAN Optimization market during the forecast period.

The regional analysis of global WAN Optimization Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of market share owing to the rising demand for the next-generation 5G network. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027.

Major market player included in this report are:

Cisco

Thoma Bravo (Riverbed)

Citrix

Infovista

Silver Peak

Array Networks

Aryaka Network

Circadence

Fat Pipe

Oracle

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 Component:

Solutions

Services

Deployment Mode:

On-Premises

Cloud

By End-User:

Large Enterprises

Small and Medium-Sized Enterprises

By Solution:

Traditional Wide Area Network

Software-Defined Wide Area Network (SD-WAN)

By Services:

Professional Services

Managed Services

By Vertical:

Banking, Financial Services, and Insurance

Manufacturing

Healthcare

Telecom And IT

Media and Entertainment

Retail

Energy

Education

Others

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 – 2017, 2018  
Base year – 2019  
Forecast period – 2020 to 2027

Target Audience of the Global WAN Optimization 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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