

# Global Cloud-based Supply Chain Control Tower Market 2024 by Company, Regions, Type and Application, Forecast to 2030

<https://marketpublishers.com/r/GE58935F8A56EN.html>

Date: March 2024

Pages: 121

Price: US\$ 3,480.00 (Single User License)

ID: GE58935F8A56EN

## Abstracts

According to our (Global Info Research) latest study, the global Cloud-based Supply Chain Control Tower market size was valued at USD million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of % during review period.

Control Tower in supply chain is a cloud-based platform that uses advanced technologies such as the Internet of Things (IoT), Artificial Intelligence (AI), and Machine Learning (ML) to provide real-time insights and helps in managing supply chains proactively.

It offers real-time end-to-end visibility across a network of an entire organization. This network may include suppliers, manufacturers, and business partners. They allow planners to manage what they cannot see, create planning for unknown variations, and plan for mitigation of risks and disruption before they cause any problems. Traditional ways of demand planning and supply change management using historical data can no longer give accurate demand forecasts and disruption because of factors such as extreme weather trade wars and blockages of transportation channels. Today, businesses need to make their supply chains agile and resilient with better visibility and access to real-time information.

The most important component of any control tower is the data. These analysis systems collect huge amounts of real-time data from different nodes of supply chains which provides a 360-degree view of anything happening across the supply chain in real time. The data collected from the supply chain is used for simulating 'What If' analysis and comparing scenarios. It also runs simulations of changes in demand and supply. With the help of this data, control towers can identify customer alert issues and address them

rapidly. It allows them to collaborate with partners across the supply chain and automate exception flagging and handling.

As there has been advancement in technology, the supply chain control towers have eliminated the silos and allowed businesses to stay connected with their entire supply chain.

The market for Cloud-based Supply Chain Control Towers has been steadily growing, reflecting the increasing recognition of their pivotal role in supply chain management. The market status indicates a rising adoption of these solutions, driven by the need for real-time visibility, collaboration, and data-driven decision-making across complex and global supply chain networks. Market drivers include the growing complexity of supply chain operations, increasing customer expectations for transparency, and the desire to mitigate risks and disruptions effectively. Future development trends in the Cloud-based Supply Chain Control Tower market are anticipated to focus on further integration of advanced analytics, artificial intelligence, and machine learning capabilities. Enhanced predictive analytics, demand forecasting accuracy, and real-time monitoring functionalities may become key areas of innovation. The market may also witness developments in the integration of Internet of Things (IoT) data for improved visibility into the physical supply chain. However, potential inhibitors may include concerns related to data security, integration challenges with existing systems, and the need for organizational change management. The overall trajectory suggests continued growth as businesses seek to enhance supply chain resilience, agility, and responsiveness in an increasingly dynamic and interconnected global landscape.

The Global Info Research report includes an overview of the development of the Cloud-based Supply Chain Control Tower industry chain, the market status of SMEs (Logistics and Transportation, Fulfillment), Large Enterprises (Logistics and Transportation, Fulfillment), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Cloud-based Supply Chain Control Tower.

Regionally, the report analyzes the Cloud-based Supply Chain Control Tower markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Cloud-based Supply Chain Control Tower market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Cloud-based Supply Chain Control Tower market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Cloud-based Supply Chain Control Tower industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Logistics and Transportation, Fulfillment).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Cloud-based Supply Chain Control Tower market.

**Regional Analysis:** The report involves examining the Cloud-based Supply Chain Control Tower market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Cloud-based Supply Chain Control Tower market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Cloud-based Supply Chain Control Tower:

**Company Analysis:** Report covers individual Cloud-based Supply Chain Control Tower players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Cloud-based Supply Chain Control Tower This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application

(SMEs, Large Enterprises).

**Technology Analysis:** Report covers specific technologies relevant to Cloud-based Supply Chain Control Tower. It assesses the current state, advancements, and potential future developments in Cloud-based Supply Chain Control Tower areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Cloud-based Supply Chain Control Tower market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Cloud-based Supply Chain Control Tower market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

### Market segment by Type

Logistics and Transportation

Fulfillment

Inventory Control

Supply Assurance

End-to-end SCCT

Others

### Market segment by Application

SMEs

## Large Enterprises

Market segment by players, this report covers

SAP

AWS Solutions

IBM

Accenture

Blue Yonder

E2open

LLamasoft

Quantum

Cloudlink

One Network

Agility Insights

Elementum

Infor

Kinaxis

Viewlocity Technologies

o9 Solutions

GEP

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Cloud-based Supply Chain Control Tower product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Cloud-based Supply Chain Control Tower, with revenue, gross margin and global market share of Cloud-based Supply Chain Control Tower from 2019 to 2024.

Chapter 3, the Cloud-based Supply Chain Control Tower competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Cloud-based Supply Chain Control Tower market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Cloud-based

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Chapter 13, to describe Cloud-based Supply Chain Control Tower research findings and conclusion.

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