

# **Information Technology as a Service (ITaaS) Market Report by Type (Technical Infrastructure and Architecture, IT Management Framework, Service Management, Application Management), Application (BFSI, Telecom, Retail, Healthcare, Energy and Utilities), and Region 2023-2028**

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## **Abstracts**

### Market Overview:

The global information technology as a service (ITaaS) market size reached US\$ 53.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 177.59 Billion by 2028, exhibiting a growth rate (CAGR) of 21.58% during 2023-2028. The increasing adoption of cloud computing and its associated services, growing demand for cost-effective and efficient IT infrastructure and services, the rising need for digital transformation initiatives, and the surging complexity and volume of data generated by organizations represent some of the key factors driving the market.

Information technology as a service (ITaaS) is a cloud-based service model that delivers technology resources and capabilities to organizations. It offers umpteen advantages, including flexibility, scalability, and reduced capital expenditures. It includes a wide range of IT services, such as hardware, software, networking, storage, security, and support. ITaaS provides several benefits to organizations, including cost savings, increased agility, access to advanced technology, reduced IT complexity, and improved focus on core business activities. It also offers helpdesk support to assist organizations and employees with technical issues and inquiries and provides robust security services to protect against cyber threats and ensure data privacy.

### Information Technology as a Service (ITaaS) Market Trends:

The global information technology as a service (ITaaS) market is accelerated by various factors, including the increasing adoption of cloud computing and its associated services. Cloud computing offers the infrastructure, platform, and software services needed to deliver ITaaS. Moreover, the growing demand for cost-effective and efficient IT infrastructure and services and the rising need for digital transformation initiatives are providing an impetus to the market growth. Apart from this, the widespread software adoption as it offers robust security measures, data protection, and compliance capabilities, owing to the rising cyber threats and attacks, is acting as another growth-inducing factor. Furthermore, the increasing complexity and volume of data generated by organizations and the emergence of remote work and distributed workforce models, accelerated by the COVID-19 pandemic, are influencing the market growth. Besides this, the shifting focus on cybersecurity and data protection and the proliferation of Internet of Things (IoT) devices are providing an impetus to the market growth. Other factors, such as the rapid growth of the healthcare sector, the need for secure and efficient healthcare IT systems, and the influence of regulatory compliance requirements, particularly in highly regulated industries such as finance and healthcare, are augmenting the market growth.

### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global information technology as a service (ITaaS) market, along with forecasts at the global, regional and country levels from 2023-2028. Our report has categorized the market based on type and application.

### Type Insights:

Technical Infrastructure and Architecture

IT Management Framework

Service Management

Application Management

The report has provided a detailed breakup and analysis of the information technology as a service (ITaaS) market based on the type. This includes technical infrastructure and architecture, IT management, framework service management, and application management. According to the report, technical infrastructure and architecture represented the largest segment.

### Application Insights:

BFSI  
Telecom  
Retail  
Healthcare  
Energy and Utilities

A detailed breakup and analysis of the information technology as a service (ITaaS) market based on the application has also been provided in the report. This includes BFSI, telecom, retail, healthcare, and energy and utilities. According to the report, BFSI accounted for the largest market share.

#### Regional Insights:

North America  
United States  
Canada  
Asia Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America was the largest market for information technology as a service (ITaaS). Some of the factors driving the North America information technology as a service (ITaaS) market included the integration of emerging technologies, the focus on sustainability and environmental responsibility, and the increasing focus on customer-centricity and personalized experiences.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global information technology as a service (ITaaS) market. Detailed profiles of all major companies have been provided. Some of the companies covered include Accenture plc, BMC Software Inc., Broadcom Inc., Cisco Systems Inc., Dell Technologies Inc., OpenText Corporation, ServiceNow Inc., etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report:

How has the global information technology as a service (ITaaS) market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global information technology as a service (ITaaS) market?

What is the impact of each driver, restraint, and opportunity on the global information technology as a service (ITaaS) market?

What are the key regional markets?

Which countries represent the most attractive information technology as a service (ITaaS) market?

What is the breakup of the market based on the type?

Which is the most attractive type in the information technology as a service (ITaaS) market?

What is the breakup of the market based on the application?

Which is the most attractive application in the information technology as a service (ITaaS) market?

What is the competitive structure of the global information technology as a service (ITaaS) market?

Who are the key players/companies in the global information technology as a service

(ITaaS) market?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL INFORMATION TECHNOLOGY AS A SERVICE (ITAAS) MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY TYPE**

- 6.1 Technical Infrastructure and Architecture
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 IT Management Framework
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast
- 6.3 Service Management

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Application Management
  - 6.4.1 Market Trends
  - 6.4.2 Market Forecast

## **7 MARKET BREAKUP BY APPLICATION**

- 7.1 BFSI
  - 7.1.1 Market Trends
  - 7.1.2 Market Forecast
- 7.2 Telecom
  - 7.2.1 Market Trends
  - 7.2.2 Market Forecast
- 7.3 Retail
  - 7.3.1 Market Trends
  - 7.3.2 Market Forecast
- 7.4 Healthcare
  - 7.4.1 Market Trends
  - 7.4.2 Market Forecast
- 7.5 Energy and Utilities
  - 7.5.1 Market Trends
  - 7.5.2 Market Forecast

## **8 MARKET BREAKUP BY REGION**

- 8.1 North America
  - 8.1.1 United States
    - 8.1.1.1 Market Trends
    - 8.1.1.2 Market Forecast
  - 8.1.2 Canada
    - 8.1.2.1 Market Trends
    - 8.1.2.2 Market Forecast
- 8.2 Asia-Pacific
  - 8.2.1 China
    - 8.2.1.1 Market Trends
    - 8.2.1.2 Market Forecast
  - 8.2.2 Japan
    - 8.2.2.1 Market Trends

- 8.2.2.2 Market Forecast
- 8.2.3 India
  - 8.2.3.1 Market Trends
  - 8.2.3.2 Market Forecast
- 8.2.4 South Korea
  - 8.2.4.1 Market Trends
  - 8.2.4.2 Market Forecast
- 8.2.5 Australia
  - 8.2.5.1 Market Trends
  - 8.2.5.2 Market Forecast
- 8.2.6 Indonesia
  - 8.2.6.1 Market Trends
  - 8.2.6.2 Market Forecast
- 8.2.7 Others
  - 8.2.7.1 Market Trends
  - 8.2.7.2 Market Forecast
- 8.3 Europe
  - 8.3.1 Germany
    - 8.3.1.1 Market Trends
    - 8.3.1.2 Market Forecast
  - 8.3.2 France
    - 8.3.2.1 Market Trends
    - 8.3.2.2 Market Forecast
  - 8.3.3 United Kingdom
    - 8.3.3.1 Market Trends
    - 8.3.3.2 Market Forecast
  - 8.3.4 Italy
    - 8.3.4.1 Market Trends
    - 8.3.4.2 Market Forecast
  - 8.3.5 Spain
    - 8.3.5.1 Market Trends
    - 8.3.5.2 Market Forecast
  - 8.3.6 Russia
    - 8.3.6.1 Market Trends
    - 8.3.6.2 Market Forecast
  - 8.3.7 Others
    - 8.3.7.1 Market Trends
    - 8.3.7.2 Market Forecast
- 8.4 Latin America



#### 8.4.1 Brazil

##### 8.4.1.1 Market Trends

##### 8.4.1.2 Market Forecast

#### 8.4.2 Mexico

##### 8.4.2.1 Market Trends

##### 8.4.2.2 Market Forecast

#### 8.4.3 Others

##### 8.4.3.1 Market Trends

##### 8.4.3.2 Market Forecast

#### 8.5 Middle East and Africa

##### 8.5.1 Market Trends

##### 8.5.2 Market Breakup by Country

##### 8.5.3 Market Forecast

### **9 DRIVERS, RESTRAINTS, AND OPPORTUNITIES**

#### 9.1 Overview

#### 9.2 Drivers

#### 9.3 Restraints

#### 9.4 Opportunities

### **10 VALUE CHAIN ANALYSIS**

### **11 PORTERS FIVE FORCES ANALYSIS**

#### 11.1 Overview

#### 11.2 Bargaining Power of Buyers

#### 11.3 Bargaining Power of Suppliers

#### 11.4 Degree of Competition

#### 11.5 Threat of New Entrants

#### 11.6 Threat of Substitutes

### **12 PRICE ANALYSIS**

### **13 COMPETITIVE LANDSCAPE**

#### 13.1 Market Structure

#### 13.2 Key Players

#### 13.3 Profiles of Key Players

- 13.3.1 Accenture plc
  - 13.3.1.1 Company Overview
  - 13.3.1.2 Product Portfolio
  - 13.3.1.3 Financials
  - 13.3.1.4 SWOT Analysis
- 13.3.2 BMC Software Inc.
  - 13.3.2.1 Company Overview
  - 13.3.2.2 Product Portfolio
  - 13.3.2.3 SWOT Analysis
- 13.3.3 Broadcom Inc.
  - 13.3.3.1 Company Overview
  - 13.3.3.2 Product Portfolio
  - 13.3.3.3 Financials
  - 13.3.3.4 SWOT Analysis
- 13.3.4 Cisco Systems Inc.
  - 13.3.4.1 Company Overview
  - 13.3.4.2 Product Portfolio
  - 13.3.4.3 Financials
  - 13.3.4.4 SWOT Analysis
- 13.3.5 Dell Technologies Inc.
  - 13.3.5.1 Company Overview
  - 13.3.5.2 Product Portfolio
  - 13.3.5.3 Financials
  - 13.3.5.4 SWOT Analysis
- 13.3.6 OpenText Corporation
  - 13.3.6.1 Company Overview
  - 13.3.6.2 Product Portfolio
  - 13.3.6.3 Financials
  - 13.3.6.4 SWOT Analysis
- 13.3.7 ServiceNow Inc.
  - 13.3.7.1 Company Overview
  - 13.3.7.2 Product Portfolio
  - 13.3.7.3 Financials
  - 13.3.7.4 SWOT Analysis

## List Of Tables

### LIST OF TABLES

Table 1: Global: Information Technology as a Service Market: Key Industry Highlights, 2022 & 2028

Table 2: Global: Information Technology as a Service Market Forecast: Breakup by Type (in Million US\$), 2023-2028

Table 3: Global: Information Technology as a Service Market Forecast: Breakup by Application (in Million US\$), 2023-2028

Table 4: Global: Information Technology as a Service Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 5: Global: Information Technology as a Service Market: Competitive Structure

Table 6: Global: Information Technology as a Service Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Information Technology as a Service Market: Major Drivers and Challenges

Figure 2: Global: Information Technology as a Service Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Information Technology as a Service Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 4: Global: Information Technology as a Service Market: Breakup by Type (in %), 2022

Figure 5: Global: Information Technology as a Service Market: Breakup by Application (in %), 2022

Figure 6: Global: Information Technology as a Service Market: Breakup by Region (in %), 2022

Figure 7: Global: Information Technology as a Service (Technical Infrastructure and Architecture) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 8: Global: Information Technology as a Service (Technical Infrastructure and Architecture) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 9: Global: Information Technology as a Service (IT Management Framework) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 10: Global: Information Technology as a Service (IT Management Framework) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 11: Global: Information Technology as a Service (Service Management) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 12: Global: Information Technology as a Service (Service Management) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 13: Global: Information Technology as a Service (Application Management) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 14: Global: Information Technology as a Service (Application Management) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 15: Global: Information Technology as a Service (BFSI) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 16: Global: Information Technology as a Service (BFSI) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 17: Global: Information Technology as a Service (Telecom) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 18: Global: Information Technology as a Service (Telecom) Market Forecast:

Sales Value (in Million US\$), 2023-2028

Figure 19: Global: Information Technology as a Service (Retail) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 20: Global: Information Technology as a Service (Retail) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 21: Global: Information Technology as a Service (Healthcare) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 22: Global: Information Technology as a Service (Healthcare) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 23: Global: Information Technology as a Service (Energy and Utilities) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 24: Global: Information Technology as a Service (Energy and Utilities) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 25: North America: Information Technology as a Service Market: Sales Value (in Million US\$), 2017 & 2022

Figure 26: North America: Information Technology as a Service Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 27: United States: Information Technology as a Service Market: Sales Value (in Million US\$), 2017 & 2022

Figure 28: United States: Information Technology as a Service Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: Canada: Information Technology as a Service Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: Canada: Information Technology as a Service Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 31: Asia-Pacific: Information Technology as a Service Market: Sales Value (in Million US\$), 2017 & 2022

Figure 32: Asia-Pacific: Information Technology as a Service Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 33: China: Information Technology as a Service Market: Sales Value (in Million US\$), 2017 & 2022

Figure 34: China: Information Technology as a Service Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 35: Japan: Information Technology as a Service Market: Sales Value (in Million US\$), 2017 & 2022

Figure 36: Japan: Information Technology as a Service Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 37: India: Information Technology as a Service Market: Sales Value (in Million US\$), 2017 & 2022

Figure 38: India: Information Technology as a Service Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 39: South Korea: Information Technology as a Service Market: Sales Value (in Million US\$), 2017 & 2022

Figure 40: South Korea: Information Technology as a Service Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 41: Australia: Information Technology as a Service Market: Sales Value (in Million US\$), 2017 & 2022

Figure 42: Australia: Information Technology as a Service Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 43: Indonesia: Information Technology as a Service Market: Sales Value (in Million US\$), 2017 & 2022

Figure 44: Indonesia: Information Technology as a Service Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: Others: Information Technology as a Service Market: Sales Value (in Million US\$), 2017 & 2022

Figure 46: Others: Information Technology as a Service Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 47: Europe: Information Technology as a Service Market: Sales Value (in Million US\$), 2017 & 2022

Figure 48: Europe: Information Technology as a Service Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 49: Germany: Information Technology as a Service Market: Sales Value (in Million US\$), 2017 & 2022

Figure 50: Germany: Information Technology as a Service Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 51: France: Information Technology as a Service Market: Sales Value (in Million US\$), 2017 & 2022

Figure 52: France: Information Technology as a Service Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 53: United Kingdom: Information Technology as a Service Market: Sales Value (in Million US\$), 2017 & 2022

Figure 54: United Kingdom: Information Technology as a Service Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 55: Italy: Information Technology as a Service Market: Sales Value (in Million US\$), 2017 & 2022

Figure 56: Italy: Information Technology as a Service Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 57: Spain: Information Technology as a Service Market: Sales Value (in Million

US\$), 2017 & 2022

Figure 58: Spain: Information Technology as a Service Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 59: Russia: Information Technology as a Service Market: Sales Value (in Million US\$), 2017 & 2022

Figure 60: Russia: Information Technology as a Service Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 61: Others: Information Technology as a Service Market: Sales Value (in Million US\$), 2017 & 2022

Figure 62: Others: Information Technology as a Service Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 63: Latin America: Information Technology as a Service Market: Sales Value (in Million US\$), 2017 & 2022

Figure 64: Latin America: Information Technology as a Service Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 65: Brazil: Information Technology as a Service Market: Sales Value (in Million US\$), 2017 & 2022

Figure 66: Brazil: Information Technology as a Service Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 67: Mexico: Information Technology as a Service Market: Sales Value (in Million US\$), 2017 & 2022

Figure 68: Mexico: Information Technology as a Service Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 69: Others: Information Technology as a Service Market: Sales Value (in Million US\$), 2017 & 2022

Figure 70: Others: Information Technology as a Service Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 71: Middle East and Africa: Information Technology as a Service Market: Sales Value (in Million US\$), 2017 & 2022

Figure 72: Middle East and Africa: Information Technology as a Service Market: Breakup by Country (in %), 2022

Figure 73: Middle East and Africa: Information Technology as a Service Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 74: Global: Information Technology as a Service Industry: Drivers, Restraints, and Opportunities

Figure 75: Global: Information Technology as a Service Industry: Value Chain Analysis

Figure 76: Global: Information Technology as a Service Industry: Porter's Five Forces Analysis

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