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Network Automation Market Report by Component (Solution, Services), Deployment Mode (On-premises, Cloud-based), Organization Size (Large Enterprises, Small and Medium-size Enterprises), Network Type (Physical, Virtual, Hybrid), End Use Industry (IT and Telecom, Manufacturing, Energy and Utility, Banking and Financial Services, Education, and Others), and Region 2024-2032

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Abstracts

The global network automation market size reached US$ 20.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US$ 90.3 Billion by 2032, exhibiting a growth rate (CAGR) of 17.6% during 2024-2032. There are various factors that are driving the market, which include increasing network complexity, rapid digital transformation, integration of artificial intelligence (AI) and machine learning (ML) technologies, rising adoption of smart connected devices, and exponential growth in data usage.

Network Automation Market Analysis:
Major Market Drivers: One of the key market drivers include a rise in the focus on enhanced user experience. Moreover, increasing security concerns are acting as a growth-inducing factor.
Key Market Trends: The rising network complexity, rapid digital transformation, and the integration of artificial intelligence (AI) and machine learning (ML) technologies are some main trends in the market.
Geographical Trends: As per the report, North America exhibits a clear dominance, accounting for the biggest market share due to the robust digital infrastructure and high

adoption of emerging technologies.
Competitive Landscape: Various market players in the network automation industry are AppViewX Inc., BMC Software Inc., Cisco Systems Inc., Extreme Networks Inc., Fujitsu Limited, Hewlett Packard Enterprise Development LP, International Business Machines Corporation, Juniper Networks Inc., Micro Focus International PLC, Netbrain Technologies Inc., Solarwinds Corporation, Vmware Inc., among many others.
Challenges and Opportunities: Legacy infrastructure compatibility and security and compliance concerns are key market challenges. Nonetheless, the continuous evolution of networking technologies such as software-defined networking (SDN), network functions virtualization (NFV), intent-based networking (IBN), and fifth generation (5G), along with the rising adoption of cloud services, represent major recent opportunities in the market.

Network Automation Market Trends:
Increasing Network Complexity

The rising network complexity on account of huge data generated, increased network traffic, and the utilization of smart devices among the masses is impelling the market growth. In addition, as organizations adopt hybrid and multi-cloud strategies, managing interconnections between diverse systems and applications is becoming a challenging task. This increasing complexity requires solutions that enable information technology (IT) teams to manage complicated tasks more efficiently by providing capabilities such as automated configuration, troubleshooting, and optimization, thereby catalyzing the network automation demand. By implementing automation, organizations can navigate through modern network architectures, improve system interoperability, and maintain seamless data flow. Furthermore, various companies are focusing on enhancing their solutions to cater to the demands of organizations in diverse niches. For instance, Hewlett Packard Enterprise announced the establishment of its automated network architecture including intelligent wireless local area network (LAN) infrastructure from HPE Aruba Networking on 28 August 2023. This is done to create a state-of-the-art logistics system for Korea's leading retail technology company, Kurly, for simpler, highly automated, and more reliable operations and logistics.

The rapid digital transformation

On 24 October 2023, OMRON, a global leader in industrial automation, announced that Edzcom, a European leader in fourth generation (4G) and 5G private networks, joined the OMRON Innovation Network as an Alliance Partner. OMRON's innovation network is dedicated to developing comprehensive solutions that accelerate industry

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digitalization through automation and reliable connectivity. Digital transformation is becoming imperative for organizations worldwide as companies are increasingly shifting their operations to digital platforms and cloud environments, requiring efficient and reliable network infrastructures, which in turn impels the network automation market growth. In line with this, network automation ensures the availability, reliability, and security of networks, critical elements in the success of any digital transformation initiative. Furthermore, it enables organizations to adapt to rapidly changing business environments, launch new services promptly, and provide a better user experience, thus enhancing company's competitive position in the market. With digital transformation trends expected to persist, the role of network automation in ensuring operational efficiency, service quality, and innovation is further expected to drive market growth in the forthcoming years.

Increasing utilization of AI and ML

The rising adoption of ML and AI in network automation is bolstering the market growth. AI and ML enable intelligent automation by learning from historical network data, identifying patterns, and making informed predictions. This intelligence can be used to ensure quick response to network anomalies, automate difficult activities, and carry out preventive maintenance. Increased network performance, security, and dependability can result from more effective and efficient network operations, which can be achieved through AI-powered network automation. Because of this, businesses all over the world are concentrating on combining AI and ML, which is offering a favorable network automation market outlook. This fusion enables a shift from reactive to proactive network management and allows organizations to leverage predictive analytics, driving strategic business decisions and future-proofing their network infrastructure. On 31 August 2023, Juniper Networks, a leader in secure, AI-driven networks, announced that Savant Systems, a global leader in smart home and energy solutions, selected Juniper's AI-driven enterprise solutions including wireless access to help revolutionize the home automation experience by bringing intelligent controls to millions of homes.

Network Automation Market Segmentation:
IMARC Group provides an analysis of the key trends in each segment of the market, along with network automation market forecast at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on component, deployment mode, organization size, network type, and end use industry.

Breakup by Component:

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Solution
Network Automation Tools
SD-WAN and Network
Virtualization
Internet-Based Networking
Services
Professional Service
Managed Service

Solution accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the component. This includes solution (network automation tools, SD-WAN and network, virtualization, and internet-based networking) and services (professional service and managed service). According to the report, solution represented the largest market segment.

Solution allows the implementation of automation within a network infrastructure. Network configuration, performance management, fault management, and security management are just a few of the many applications it covers. Solution assists in improving network performance, reliability, and security. It also facilitates operational efficiency by automating routine and repetitive tasks while minimizing the scope for manual errors. In addition, organizations are concentrating on launching products that provide improved operational effectiveness. For instance, on 23 February 2023, Telef?nica Germany received assistance from Tech Mahindra, a top supplier of IT, network, digital transformation, consulting, and engineering services, in achieving greater levels of efficiency in network operations through the deployment of netOps.ai, a cutting-edge network automation platform.

Breakup by Deployment Mode:

On-premises
Cloud-based

On-premises hold the largest share of the industry

A detailed breakup and analysis of the market based on the deployment mode have also been provided in the report. This includes on-premises and cloud-based. According to the report, on-premises represented the largest market segment.

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Higher levels of data security and privacy are made possible by on-premises implementation, which is essential in industries handling sensitive data, like finance and healthcare. It helps organizations keep total control over their information and reduces the chances of data breaches by assisting with internal data retention. Additionally, on-premises network automation provides more customization options to meet individual demands and customize network automation solutions to meet unique business requirements. Furthermore, enterprises can have complete control over their infrastructure with on-premises solutions. This control extends to system configuration, data management, and upgrade schedules, which can be important for companies with complex network infrastructures.

Breakup by Organization Size:

Large Enterprises
Small and Medium-size Enterprises

Large enterprises represent the leading market segment

The report has provided a detailed breakup and analysis of the market based on the organization size. This includes large enterprises and small and medium-size enterprises. According to the report, large enterprises represented the largest market segment

Large enterprises have more complex and extensive network infrastructures to support operations, often spread across multiple locations or even countries. Network automation is crucial in effectively managing this complexity, prompting a higher adoption rate. In addition, automating tasks in large enterprises helps to improve operational efficiency, reduce human errors, and enable IT staff to focus on strategy on account of the increasing volume of network-related tasks.

Breakup by Network Type:

Physical
Virtual
Hybrid

Physical exhibits a clear dominance in the market

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A detailed breakup and analysis of the market based on the network type have also been provided in the report. This includes physical, virtual, and hybrid. According to the report, physical represented the largest market segment.

Physical networks provide a greater degree of control over the network architecture because the hardware is easily accessible and managed. Since data is only transferred within the physical network and not over potentially weak internet connections, there is a perceived enhancement in security. Apart from this, they offer greater performance in terms of speed and reliability, primarily because they do not rely on internet connections, thereby impelling the market growth.

Breakup by End Use Industry:

IT and Telecom
Manufacturing
Energy and Utility
Banking and Financial Services
Education
Others

IT and telecom dominate the market

The report has provided a detailed breakup and analysis of the market based on the end use industry. This includes IT and telecom, manufacturing, energy and utility, banking and financial services, education, and others. According to the report, IT and telecom represented the largest market segment.

IT and telecom manage complex networks with diverse interconnected systems, devices, and services. Network automation helps handle this complexity, making it an essential tool for these sectors. IT and telecom sectors deal with massive volumes of data traffic, which is increasing the need to deliver services rapidly and reliably. Network automation can enhance network security by reducing human errors, implementing consistent security policies, and enabling rapid detection and response to threats. On 18 May 2023, Juniper Networks, a leader in secure, AI-driven networks, and ServiceNow, the leading digital workflow company, announced a partnership to deliver end-to-end automation for managed service providers and enterprises. With this newly formed collaboration leveraging Juniper Mist Cloud and ServiceNow Telecom Service Management and Order Management for Telecom, joint clients can eliminate multi-layer, multivendor solutions, thereby enhancing network deployment and operational

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efficiencies while reducing costs.

Breakup by Region:

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

North America leads the market, accounting for the largest network automation market share

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 represents the largest regional market for network automation.

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Robust digital infrastructure and high adoption of emerging technologies are propelling the market growth in the North America region. Furthermore, the presence of large enterprises that have complex network systems and the resources to invest in network automation solutions is bolstering the market growth. Additionally, the region has a strong presence of several leading technology and network solution providers. This fosters a conducive environment for technological advancement and innovation in the field of network automation. Moreover, the increasing demand for network automation, as it benefits in safeguarding against cyber threats by providing capabilities such as automated threat detection and response is supporting the market growth. On 26 April 2023, Extreme Networks, Inc., an American networking company based in Morrisville, North Carolina, announced that it will help drive impactful and engaging in-store experiences and streamline store operations for Kroger. Extreme plans to deploy ExtremeCloud™ IQ cloud management and Wi-Fi 6E access points across Kroger locations. Additionally, ExtremeCloud IQ provides Kroger with a single view into its entire network, making it easy to manage, automate, and understand ongoing performance and operations.

Competitive Landscape:
The market research report has also provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the major market players in the network automation industry include AppViewX Inc., BMC Software Inc., Cisco Systems Inc., Extreme Networks Inc., Fujitsu Limited, Hewlett Packard Enterprise Development LP, International Business Machines Corporation, Juniper Networks Inc., Micro Focus International PLC, Netbrain Technologies Inc., Solarwinds Corporation, and Vmware Inc.

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

Top companies are investing in research and development (R&D) efforts to bring forward advanced network automation solutions. They are focusing on improving user experience by creating intuitive and easy-to-use interfaces as to increase their network automation market revenue. They are also offering training and support to help users seamlessly transition to automated networks. Several key players are incorporating cutting-edge technologies such as AI and ML, which automate decision-making and enhance the effectiveness of network automation solutions. Furthermore, they are tailoring solutions to cater to specific industry needs and regulatory requirements. On 29 June 2023, Network to Code, the global leader in Network Automation services and solutions, unveiled the availability of Nautobot Cloud, a software as a service

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(SaaS)-based automation solution that drastically simplifies the overhead required to deploy and manage data-driven network automation.

Network Automation Market Recent Developments:
21 February 2023: Cisco and NEC Corporation announced plans to expand areas of collaboration under their Global Systems Integrator Agreement (GSIA) with augmented solutions for scalable 5G xHaul transport networks such as enhanced capabilities for end-to-end automation and routed optical networking to support operators' monetization of 5G.
27 February 2023: Samsung Electronics Co., Ltd. and Vodafone announced their plans to accelerate 5G open radio access networks (RAN) expansion across Europe, beginning new open network initiatives in Germany and Spain, while enhancing Vodafone's 5G network in the U.K.
12 December 2023: Juniper Networks®, a leader in secure, AI-driven networks, and NEC Corporation, a leading global IT and network transformation services provider, announced that DNA, part of Telenor Group and one of Finland's leading mobile and fixed communications service providers, deployed an intent-based networking data center fabric based on Juniper's innovative automation software plus high-performance hardware and utilizing NEC's advanced systems integration expertise.

Key Questions Answered in This Report

1. What was the size of the global network automation market in 2023?
2. What is the expected growth rate of the global network automation market during 2024-2032?
3. What are the key factors driving the global network automation market?
4. What has been the impact of COVID-19 on the global network automation market?
5. What is the breakup of the global network automation market based on the component?
6. What is the breakup of the global network automation market based on the deployment mode?
7. What is the breakup of the global network automation market based on the organization size?
8. What is the breakup of the global network automation market based on the network type?
9. What is the breakup of the global network automation market based on the end use industry?
10. What are the key regions in the global network automation market?
11. Who are the key players/companies in the global network automation market?

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