

# **Asia Pacific Proactive Services Market By Type (Managed Services, Design & Consulting and Technical Support), By Technology (Analytics and AI & Others), By Enterprise Size (Large Enterprise and Small & Medium Enterprise), By Application (Customer Experience Management, Cloud Management, End-point Management, Data Center Management, Network Management and Others), By Industry Vertical (BFSI, IT & Telecom, Healthcare, Retail & eCommerce, Government & Defense, Media & Entertainment, Manufacturing and Others), By Country, Industry Analysis and Forecast, 2020 - 2026**

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## **Abstracts**

The Asia Pacific Proactive Services Market would witness market growth of 21.6% CAGR during the forecast period (2020-2026).

Proactive customer service ensures that the customer is contacted until he or she is conscious of the failure. While this may not be possible in every situation, when potential failures might be noticed and notified to the customer, companies can deliver an impressive level of customer service, build confidence and confirm that the customer has made the right decision to do business with you and your company. The main drivers of the growth are the huge costs incurred due to unplanned IT outages, increasing the size of your business. Proactive services help businesses recognize and address problems before they occur.

Organizations are providing self-service alternative with integrated knowledge as a part of their proactive strategy. This helps to reduce the time to resolve problems. These programs also aim to minimize expenses as they reduce the operational expenses of the working contact centres. For example, live chat facilities, as part of responsive offerings, serve as an efficient contact platform for current and future customers of the organization. This also resulted in increased sales and enhanced consumer service.

The global rise in urbanization and digitization has prompted companies to turn to technology-driven approaches to achieve accelerated business growth. The use of cloud technologies helps numerous small and medium-sized businesses to introduce new solutions at affordable costs without the need to update or modify applications frequently. In addition, factors such as increasing organizational flexibility and improving consumer service fuel market growth coupled with the discovery of new sources of revenue.

Based on Type, the market is segmented into Managed Services, Design & Consulting and Technical Support. Based on Technology, the market is segmented into Analytics and AI & Others. Based on Enterprise Size, the market is segmented into Large Enterprise and Small & Medium Enterprise. Based on Application, the market is segmented into Customer Experience Management, Cloud Management, End-point Management, Data Center Management, Network Management and Others. Based on Industry Vertical, the market is segmented into BFSI, IT & Telecom, Healthcare, Retail & eCommerce, Government & Defense, Media & Entertainment, Manufacturing and Others. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Microsoft Corporation, Fortinet, Inc., Juniper Networks, Inc., NortonLifeLock, Inc., Avaya Holdings Corporation, Hewlett Packard Enterprise Company, Huawei Technologies Co., Ltd., DXC Technology Company, IBM Corporation, and Cisco Systems, Inc.

Scope of the Study

Market Segmentation:

By Type

Managed Services

Design & Consulting

Technical Support

#### By Technology

Analytics

AI & Others

#### By Enterprise Size

Large Enterprise

Small & Medium Enterprise

#### By Application

Customer Experience Management

Cloud Management

End-point Management

Data Center Management

Network Management

Others

#### By Industry Vertical

BFSI

IT & Telecom

Healthcare

Retail & eCommerce

Government & Defense

Media & Entertainment

Manufacturing

Others

#### By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

#### Companies Profiled

Microsoft Corporation

Fortinet, Inc.

Juniper Networks, Inc.

NortonLifeLock, Inc.

Avaya Holdings Corporation

Hewlett Packard Enterprise Company

Huawei Technologies Co., Ltd.

DXC Technology Company

IBM Corporation

Cisco Systems, Inc.

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