

# **LAMEA 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 Latin America, Middle East and Africa Proactive Services Market would witness market growth of 23.4% CAGR during the forecast period (2020-2026).

Growing adoption of machine learning, artificial intelligence (AI), data analytics and Internet of Things (IoT) is expected to fuel market growth. Through the introduction of these innovations, businesses can predict the potential behavior of their consumers based on the data they collect. Well-established corporations such as Microsoft, Google and Amazon are increasing their resources to consider the needs and habits of their users in these technologies. In addition, the increasing use of slack bots has a positive impact on the market, helping to determine the success rate of content or advertisements posted on various media sites, by comparing them with similar posts.

Retail is one of the vertical developments in the implementation of the new emerging technologies, such as analytics, DevOps, artificial intelligence, cloud computing, and digital stores. Such new technologies help businesses anticipate the buying habits of their customers based on the data they collect. Organizations such as Amazon are expanding their investment in these technologies to understand the tastes and behaviors of their customers and proactively target goods. The increasing importance of consumer loyalty and customer retention is pushing the retail market further.

Proactive cloud management systems eliminate the human effort needed by conventional approaches for managing and tracking resources and applications. Cloud management offers an effective proactive service to track the health and status of the entire IT network from a single platform through various third parties to warn, troubleshoot and fix problems before they impact end-users. The ability to provide global visibility is rising the adoption of cloud management and, as a result, the segment is showing remarkable growth.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

#### 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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