

North America Digital Workplace Market By Component (Solutions and Services) By Organization Size (Large Enterprises and Small & Medium Enterprises) By End User (Telecom & ITeS, BFSI, Retail & Consumer Goods, Government, Healthcare and Others) By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The North America Digital Workplace Market would witness market growth of 20.1% CAGR during the forecast period (2020-2026).

North America is the most developed market for emerging technologies and services in the workplace. Since the region is home to a vast range of businesses and has a variety of technological knowledge, innovative workforce technologies and services are implemented to support organizations with specialized IT infrastructures. Many of the reasons behind the growth of technologies and software for modern workplaces in North America include advances in cloud computing, big data, analytics, the Internet of Things (IoT) and machine learning.

There is a high rate of acceptance for digital workplace technologies and services in the area, especially in telecommunications and ITES, banking, financial services and insurance (BFSI) and retail verticals. As the advantages of cloud technologies are becoming evident, along with the need to deliver improved information functionality and protection, satisfy regulatory standards and avoid risks, businesses are increasingly embracing applications and services in the modern workforce. The US and Canada are the leading countries to contribute to the market in North America.

The adoption of digital solutions and services in the workplace is higher in the segment of large enterprises and the growth is projected to continue during the forecast period. With digital transformation technologies combined with big data, social media and smart apps, major businesses are gradually opting for these technologies to enhance their business operation model and raise their sales. Large companies are making significant investments in tactical marketing techniques to maintain their position in highly competitive markets. Businesses are increasingly implementing technology and facilities for automated workplaces by incorporating other emerging innovations such as facial recognition apps, internet applications and radio frequency detection.

Based on Component, the market is segmented into Solutions and Services. Services segment is further bifurcated across Professional Services, Virtual Desktop Infrastructure Services, Unified Communications as a Service, Enterprise Mobility Management Services and Others. Based on Organization Size, the market is segmented into Large Enterprises and Small & Medium Enterprises. Based on End User, the market is segmented into Telecom & ITeS, BFSI, Retail & Consumer Goods, Government, Healthcare and Others. Based on countries, the market is segmented into U.S., Mexico, Canada, and Rest of North America.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Atos Group, Wipro Limited, HCL Technologies Ltd. (HCL Enterprises), IBM Corporation, DXC Technology Company, NTT Data Corporation, Citrix Systems, Inc., Unisys Corporation, Accenture PLC, and Cognizant Technology Solutions Corporation.

Scope of the Study

Market Segmentation:

By Component

Solutions

Services

Professional Services

Virtual Desktop Infrastructure Services

Unified Communications as a Service

Enterprise Mobility Management Services

Others

By Organization Size

Large Enterprises

Small & Medium Enterprises

By End User

Telecom & ITeS

BFSI

Retail & Consumer Goods

Government

Healthcare

Others

By Country

US

Canada

Mexico

Rest of North America

Companies Profiled

Atos Group

Wipro Limited

HCL Technologies Ltd. (HCL Enterprises)

IBM Corporation

DXC Technology Company

NTT Data Corporation

Citrix Systems, Inc.

Unisys Corporation

Accenture PLC

Cognizant Technology Solutions Corporation

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