

# **North America 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 North America Proactive Services Market would witness market growth of 18% CAGR during the forecast period (2020-2026).

Proactive customer services take action to help the customers resolve problems before they occur. This is, you fix the customer's concern well when they fall into it, by noticing or predicting the question in advance, and by providing assistance to overcome it. Amazon, for example, anticipates concerns about delivery dates and times. So instead of waiting for people to call out to complain for their missed orders, they let the consumer exactly when the next arrival date will be. Unless the customer is an Amazon Prime user, Amazon will also reward them with this hassle with one month's service free of charge, even without the consumer ever making a request. It is in comparison to

reactive customer service, where the client can actually get in contact with the support staff when they find a issue. Around this point, customers typically have a dilemma that isn't easy to solve without guidance, and they have to wait for the support.

COVID-19 also raised concerns among consumers, such as insecurities over the location of the store or the purchase of the product, on-time distribution of the products, delays in delivery of the product, and a lack of engagement on the part of the customer. Concerns such as these will increase the number of requests, burden the company's personnel and increase costs. Organizations have to offer innovative services that resolve customer concerns and will continue to create confidence and relationships. The importance of these programs is even more critical than ever, because consumer sensitivities and expectations are quite high. As a result, the proactive services market is projected to experience significant growth across the pandemic as companies adopt such programs to secure customers and proactively address their issues.

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 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 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

US

Canada

Mexico

Rest of North America

#### 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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## Contents

### **CHAPTER 1. MARKET SCOPE & METHODOLOGY**

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
  - 1.4.1 North America Proactive Services Market, by Type
  - 1.4.2 North America Proactive Services Market, by Technology
  - 1.4.3 North America Proactive Services Market, by Enterprise Size
  - 1.4.4 North America Proactive Services Market, by Application
  - 1.4.5 North America Proactive Services Market, by Industry Vertical
  - 1.4.6 North America Proactive Services Market, by Country
- 1.5 Methodology for the research

### **CHAPTER 2. MARKET OVERVIEW**

- 2.1 Introduction
  - 2.1.1 Overview
  - 2.1.2 Executive Summary
  - 2.1.3 Market Composition and Scenario
- 2.2 Key Factors Impacting the Market
  - 2.2.1 Market Drivers
  - 2.2.2 Market Restraints

### **CHAPTER 3. COMPETITION ANALYSIS - GLOBAL**

- 3.1 KBV Cardinal Matrix
- 3.2 Recent Industry Wide Strategic Developments
  - 3.2.1 Partnerships, Collaborations and Agreements
  - 3.2.2 Product Launches and Product Expansions
  - 3.2.3 Geographical Expansions
  - 3.2.4 Mergers & Acquisitions
- 3.3 Top Winning Strategies
  - 3.3.1 Key Leading Strategies: Percentage Distribution (2016-2020)
  - 3.3.2 Key Strategic Move: (Partnerships, Collaborations, and Agreements : 2016, Mar – 2020, Jun) Leading Players

## **CHAPTER 4. NORTH AMERICA PROACTIVE SERVICES MARKET BY ENTERPRISE SIZE**

- 4.1 North America Proactive Services Large Enterprise Market by Country
- 4.2 North America Proactive Services Small & Medium Enterprise Market by Country

## **CHAPTER 5. NORTH AMERICA PROACTIVE SERVICES MARKET BY INDUSTRY VERTICAL**

- 5.1 North America BFSI Proactive Services Market by Country
- 5.2 North America IT & Telecom Proactive Services Market by Country
- 5.3 North America Healthcare Proactive Services Market by Country
- 5.4 North America Retail & eCommerce Proactive Services Market by Country
- 5.5 North America Government & Defense Proactive Services Market by Country
- 5.6 North America Media & Entertainment Proactive Services Market by Country
- 5.7 North America Manufacturing Proactive Services Market by Country
- 5.8 North America Other Industry Vertical Proactive Services Market by Country

## **CHAPTER 6. NORTH AMERICA PROACTIVE SERVICES MARKET BY TYPE**

- 6.1 North America Proactive Services Managed Services Market by Country
- 6.2 North America Proactive Services Design & Consulting Market by Country
- 6.3 North America Proactive Services Technical Support Market by Country

## **CHAPTER 7. NORTH AMERICA PROACTIVE SERVICES MARKET BY TECHNOLOGY**

- 7.1 North America Analytics Proactive Services Market by Country
- 7.2 North America AI & Others Proactive Services Market by Country

## **CHAPTER 8. NORTH AMERICA PROACTIVE SERVICES MARKET BY APPLICATION**

- 8.1 North America Customer Experience Management Proactive Services Market by Country
- 8.2 North America Cloud Management Proactive Services Market by Country
- 8.3 North America End-point Management Proactive Services Market by Country
- 8.4 North America Data Center Management Proactive Services Market by Country
- 8.5 North America Network Management Proactive Services Market by Country

## 8.6 North America Others Proactive Services Market by Country

### **CHAPTER 9. NORTH AMERICA PROACTIVE SERVICES MARKET BY COUNTRY**

#### 9.1 US Proactive Services Market

- 9.1.1 US Proactive Services Market by Enterprise Size
- 9.1.2 US Proactive Services Market by Industry Vertical
- 9.1.3 US Proactive Services Market by Type
- 9.1.4 US Proactive Services Market by Technology
- 9.1.5 US Proactive Services Market by Application

#### 9.2 Canada Proactive Services Market

- 9.2.1 Canada Proactive Services Market by Enterprise Size
- 9.2.2 Canada Proactive Services Market by Industry Vertical
- 9.2.3 Canada Proactive Services Market by Type
- 9.2.4 Canada Proactive Services Market by Technology
- 9.2.5 Canada Proactive Services Market by Application

#### 9.3 Mexico Proactive Services Market

- 9.3.1 Mexico Proactive Services Market by Enterprise Size
- 9.3.2 Mexico Proactive Services Market by Industry Vertical
- 9.3.3 Mexico Proactive Services Market by Type
- 9.3.4 Mexico Proactive Services Market by Technology
- 9.3.5 Mexico Proactive Services Market by Application

#### 9.4 Rest of North America Proactive Services Market

- 9.4.1 Rest of North America Proactive Services Market by Enterprise Size
- 9.4.2 Rest of North America Proactive Services Market by Industry Vertical
- 9.4.3 Rest of North America Proactive Services Market by Type
- 9.4.4 Rest of North America Proactive Services Market by Technology
- 9.4.5 Rest of North America Proactive Services Market by Application

### **CHAPTER 10. COMPANY PROFILES**

#### 10.1 Microsoft Corporation

- 10.1.1 Company Overview
- 10.1.2 Financial Analysis
- 10.1.3 Segmental and Regional Analysis
- 10.1.4 Research & Development Expenses
- 10.1.5 Recent strategies and developments:
  - 10.1.5.1 Partnerships, Collaborations, and Agreements:
  - 10.1.5.2 Product Launches and Product Expansions:



- 10.1.6 SWOT Analysis
- 10.2 Fortinet, Inc.
  - 10.2.1 Company Overview
  - 10.2.2 Financial Analysis
  - 10.2.3 Regional Analysis
  - 10.2.4 Research & Development Expense
  - 10.2.5 Recent strategies and developments:
    - 10.2.5.1 Partnerships, Collaborations, and Agreements:
    - 10.2.5.2 Acquisition and Mergers:
    - 10.2.5.3 Product Launches and Product Expansions:
- 10.3 Juniper Networks, Inc.
  - 10.3.1 Company Overview
  - 10.3.2 Financial Analysis
  - 10.3.3 Regional Analysis
  - 10.3.4 Research & Development Expense
  - 10.3.5 Recent strategies and developments:
    - 10.3.5.1 Partnerships, Collaborations, and Agreements:
    - 10.3.5.2 Product Launches and Product Expansions:
  - 10.3.6 SWOT Analysis
- 10.4 NortonLifeLock, Inc.
  - 10.4.1 Company Overview
  - 10.4.2 Financial Analysis
  - 10.4.3 Segmental and Regional Analysis
  - 10.4.4 Research & Development Expense
  - 10.4.5 Recent strategies and developments:
    - 10.4.5.1 Partnerships, Collaborations, and Agreements:
  - 10.4.6 SWOT Analysis
- 10.5 Avaya Holdings Corporation
  - 10.5.1 Company Overview
  - 10.5.2 Financial Analysis
  - 10.5.3 Segmental and Regional Analysis
  - 10.5.4 Research & Development Expense
  - 10.5.5 Recent strategies and developments:
    - 10.5.5.1 Partnerships, Collaborations, and Agreements:
- 10.6 Hewlett Packard Enterprise Company
  - 10.6.1 Company Overview
  - 10.6.2 Financial Analysis
  - 10.6.3 Segmental Analysis
  - 10.6.4 Research & Development Expense

- 10.6.5 Recent strategies and developments:
  - 10.6.5.1 Acquisition and Mergers:
- 10.6.6 SWOT Analysis
- 10.7 Huawei Technologies Co., Ltd. (Huawei Investment & Holding Co., Ltd.)
  - 10.7.1 Company Overview
  - 10.7.2 Financial Analysis
  - 10.7.3 Segmental and Regional Analysis
  - 10.7.4 Research & Development Expense
  - 10.7.5 Recent strategies and developments:
    - 10.7.5.1 Partnerships, Collaborations, and Agreements:
    - 10.7.5.2 Product Launches and Product Expansions:
- 10.8 DXC Technology Company
  - 10.8.1 Company Overview
  - 10.8.2 Financial Analysis
  - 10.8.3 Segmental and Regional Analysis
  - 10.8.4 Recent strategies and developments:
    - 10.8.4.1 Product Launches and Product Expansions:
    - 10.8.4.2 Geographical Expansions:
- 10.9 IBM Corporation
  - 10.9.1 Company Overview
  - 10.9.2 Financial Analysis
  - 10.9.3 Regional & Segmental Analysis
  - 10.9.4 Research & Development Expenses
  - 10.9.5 Recent strategies and developments:
    - 10.9.5.1 Partnerships, Collaborations, and Agreements:
    - 10.9.5.2 Acquisition and Mergers:
  - 10.9.6 SWOT Analysis
- 10.1 Cisco Systems, Inc.
  - 10.10.1 Company Overview
  - 10.10.2 Financial Analysis
  - 10.10.3 Segmental and Regional Analysis
  - 10.10.4 Research & Development Expense
  - 10.10.5 Recent strategies and developments:
    - 10.10.5.1 Partnerships, Collaborations, and Agreements:
    - 10.10.5.2 Product Launches and Product Expansions:
  - 10.10.6 SWOT Analysis

## List Of Tables

### LIST OF TABLES

TABLE 1 NORTH AMERICA PROACTIVE SERVICES MARKET, 2016 - 2019, USD MILLION

TABLE 2 NORTH AMERICA PROACTIVE SERVICES MARKET, 2020 - 2026, USD MILLION

TABLE 3 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS– PROACTIVE SERVICES MARKET

TABLE 4 PRODUCT LAUNCHES AND PRODUCT EXPANSIONS– PROACTIVE SERVICES MARKET

TABLE 5 GEOGRAPHICAL EXPANSIONS– PROACTIVE SERVICES MARKET

TABLE 6 MERGERS & ACQUISITIONS – PROACTIVE SERVICES MARKET

TABLE 7 NORTH AMERICA PROACTIVE SERVICES MARKET BY ENTERPRISE SIZE, 2016 - 2019, USD MILLION

TABLE 8 NORTH AMERICA PROACTIVE SERVICES MARKET BY ENTERPRISE SIZE, 2020 - 2026, USD MILLION

TABLE 9 NORTH AMERICA PROACTIVE SERVICES LARGE ENTERPRISE MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 10 NORTH AMERICA PROACTIVE SERVICES LARGE ENTERPRISE MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 11 NORTH AMERICA PROACTIVE SERVICES SMALL & MEDIUM ENTERPRISE MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 12 NORTH AMERICA PROACTIVE SERVICES SMALL & MEDIUM ENTERPRISE MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 13 NORTH AMERICA PROACTIVE SERVICES MARKET BY INDUSTRY VERTICAL, 2016 - 2019, USD MILLION

TABLE 14 NORTH AMERICA PROACTIVE SERVICES MARKET BY INDUSTRY VERTICAL, 2020 - 2026, USD MILLION

TABLE 15 NORTH AMERICA BFSI PROACTIVE SERVICES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 16 NORTH AMERICA BFSI PROACTIVE SERVICES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 17 NORTH AMERICA IT & TELECOM PROACTIVE SERVICES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 18 NORTH AMERICA IT & TELECOM PROACTIVE SERVICES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 19 NORTH AMERICA HEALTHCARE PROACTIVE SERVICES MARKET BY

COUNTRY, 2016 - 2019, USD MILLION

TABLE 20 NORTH AMERICA HEALTHCARE PROACTIVE SERVICES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 21 NORTH AMERICA RETAIL & ECOMMERCE PROACTIVE SERVICES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 22 NORTH AMERICA RETAIL & ECOMMERCE PROACTIVE SERVICES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 23 NORTH AMERICA GOVERNMENT & DEFENSE PROACTIVE SERVICES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 24 NORTH AMERICA GOVERNMENT & DEFENSE PROACTIVE SERVICES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 25 NORTH AMERICA MEDIA & ENTERTAINMENT PROACTIVE SERVICES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 26 NORTH AMERICA MEDIA & ENTERTAINMENT PROACTIVE SERVICES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 27 NORTH AMERICA MANUFACTURING PROACTIVE SERVICES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 28 NORTH AMERICA MANUFACTURING PROACTIVE SERVICES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 29 NORTH AMERICA OTHER INDUSTRY VERTICAL PROACTIVE SERVICES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 30 NORTH AMERICA OTHER INDUSTRY VERTICAL PROACTIVE SERVICES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 31 NORTH AMERICA PROACTIVE SERVICES MARKET BY TYPE, 2016 - 2019, USD MILLION

TABLE 32 NORTH AMERICA PROACTIVE SERVICES MARKET BY TYPE, 2020 - 2026, USD MILLION

TABLE 33 NORTH AMERICA PROACTIVE SERVICES MANAGED SERVICES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 34 NORTH AMERICA PROACTIVE SERVICES MANAGED SERVICES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 35 NORTH AMERICA PROACTIVE SERVICES DESIGN & CONSULTING MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 36 NORTH AMERICA PROACTIVE SERVICES DESIGN & CONSULTING MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 37 NORTH AMERICA PROACTIVE SERVICES TECHNICAL SUPPORT MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 38 NORTH AMERICA PROACTIVE SERVICES TECHNICAL SUPPORT MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 39 NORTH AMERICA PROACTIVE SERVICES MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 40 NORTH AMERICA PROACTIVE SERVICES MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 41 NORTH AMERICA ANALYTICS PROACTIVE SERVICES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 42 NORTH AMERICA ANALYTICS PROACTIVE SERVICES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 43 NORTH AMERICA AI & OTHERS PROACTIVE SERVICES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 44 NORTH AMERICA AI & OTHERS PROACTIVE SERVICES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 45 NORTH AMERICA PROACTIVE SERVICES MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 46 NORTH AMERICA PROACTIVE SERVICES MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 47 NORTH AMERICA CUSTOMER EXPERIENCE MANAGEMENT PROACTIVE SERVICES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 48 NORTH AMERICA CUSTOMER EXPERIENCE MANAGEMENT PROACTIVE SERVICES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 49 NORTH AMERICA CLOUD MANAGEMENT PROACTIVE SERVICES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 50 NORTH AMERICA CLOUD MANAGEMENT PROACTIVE SERVICES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 51 NORTH AMERICA END-POINT MANAGEMENT PROACTIVE SERVICES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 52 NORTH AMERICA END-POINT MANAGEMENT PROACTIVE SERVICES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 53 NORTH AMERICA DATA CENTER MANAGEMENT PROACTIVE SERVICES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 54 NORTH AMERICA DATA CENTER MANAGEMENT PROACTIVE SERVICES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 55 NORTH AMERICA NETWORK MANAGEMENT PROACTIVE SERVICES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 56 NORTH AMERICA NETWORK MANAGEMENT PROACTIVE SERVICES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 57 NORTH AMERICA OTHERS PROACTIVE SERVICES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 58 NORTH AMERICA OTHERS PROACTIVE SERVICES MARKET BY

COUNTRY, 2020 - 2026, USD MILLION

TABLE 59 NORTH AMERICA PROACTIVE SERVICES MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 60 NORTH AMERICA PROACTIVE SERVICES MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 61 US PROACTIVE SERVICES MARKET, 2016 - 2019, USD MILLION

TABLE 62 US PROACTIVE SERVICES MARKET, 2020 - 2026, USD MILLION

TABLE 63 US PROACTIVE SERVICES MARKET BY ENTERPRISE SIZE, 2016 - 2019, USD MILLION

TABLE 64 US PROACTIVE SERVICES MARKET BY ENTERPRISE SIZE, 2020 - 2026, USD MILLION

TABLE 65 US PROACTIVE SERVICES MARKET BY INDUSTRY VERTICAL, 2016 - 2019, USD MILLION

TABLE 66 US PROACTIVE SERVICES MARKET BY INDUSTRY VERTICAL, 2020 - 2026, USD MILLION

TABLE 67 US PROACTIVE SERVICES MARKET BY TYPE, 2016 - 2019, USD MILLION

TABLE 68 US PROACTIVE SERVICES MARKET BY TYPE, 2020 - 2026, USD MILLION

TABLE 69 US PROACTIVE SERVICES MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 70 US PROACTIVE SERVICES MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 71 US PROACTIVE SERVICES MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 72 US PROACTIVE SERVICES MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 73 CANADA PROACTIVE SERVICES MARKET, 2016 - 2019, USD MILLION

TABLE 74 CANADA PROACTIVE SERVICES MARKET, 2020 - 2026, USD MILLION

TABLE 75 CANADA PROACTIVE SERVICES MARKET BY ENTERPRISE SIZE, 2016 - 2019, USD MILLION

TABLE 76 CANADA PROACTIVE SERVICES MARKET BY ENTERPRISE SIZE, 2020 - 2026, USD MILLION

TABLE 77 CANADA PROACTIVE SERVICES MARKET BY INDUSTRY VERTICAL, 2016 - 2019, USD MILLION

TABLE 78 CANADA PROACTIVE SERVICES MARKET BY INDUSTRY VERTICAL, 2020 - 2026, USD MILLION

TABLE 79 CANADA PROACTIVE SERVICES MARKET BY TYPE, 2016 - 2019, USD MILLION



TABLE 80 CANADA PROACTIVE SERVICES MARKET BY TYPE, 2020 - 2026, USD MILLION

TABLE 81 CANADA PROACTIVE SERVICES MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 82 CANADA PROACTIVE SERVICES MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 83 CANADA PROACTIVE SERVICES MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 84 CANADA PROACTIVE SERVICES MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 85 MEXICO PROACTIVE SERVICES MARKET, 2016 - 2019, USD MILLION

TABLE 86 MEXICO PROACTIVE SERVICES MARKET, 2020 - 2026, USD MILLION

TABLE 87 MEXICO PROACTIVE SERVICES MARKET BY ENTERPRISE SIZE, 2016 - 2019, USD MILLION

TABLE 88 MEXICO PROACTIVE SERVICES MARKET BY ENTERPRISE SIZE, 2020 - 2026, USD MILLION

TABLE 89 MEXICO PROACTIVE SERVICES MARKET BY INDUSTRY VERTICAL, 2016 - 2019, USD MILLION

TABLE 90 MEXICO PROACTIVE SERVICES MARKET BY INDUSTRY VERTICAL, 2020 - 2026, USD MILLION

TABLE 91 MEXICO PROACTIVE SERVICES MARKET BY TYPE, 2016 - 2019, USD MILLION

TABLE 92 MEXICO PROACTIVE SERVICES MARKET BY TYPE, 2020 - 2026, USD MILLION

TABLE 93 MEXICO PROACTIVE SERVICES MARKET BY TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 94 MEXICO PROACTIVE SERVICES MARKET BY TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 95 MEXICO PROACTIVE SERVICES MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 96 MEXICO PROACTIVE SERVICES MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 97 REST OF NORTH AMERICA PROACTIVE SERVICES MARKET, 2016 - 2019, USD MILLION

TABLE 98 REST OF NORTH AMERICA PROACTIVE SERVICES MARKET, 2020 - 2026, USD MILLION

TABLE 99 REST OF NORTH AMERICA PROACTIVE SERVICES MARKET BY ENTERPRISE SIZE, 2016 - 2019, USD MILLION

TABLE 100 REST OF NORTH AMERICA PROACTIVE SERVICES MARKET BY

ENTERPRISE SIZE, 2020 - 2026, USD MILLION

TABLE 101 REST OF NORTH AMERICA PROACTIVE SERVICES MARKET BY  
INDUSTRY VERTICAL, 2016 - 2019, USD MILLION

TABLE 102 REST OF NORTH AMERICA PROACTIVE SERVICES MARKET BY  
INDUSTRY VERTICAL, 2020 - 2026, USD MILLION

TABLE 103 REST OF NORTH AMERICA PROACTIVE SERVICES MARKET BY  
TYPE, 2016 - 2019, USD MILLION

TABLE 104 REST OF NORTH AMERICA PROACTIVE SERVICES MARKET BY  
TYPE, 2020 - 2026, USD MILLION

TABLE 105 REST OF NORTH AMERICA PROACTIVE SERVICES MARKET BY  
TECHNOLOGY, 2016 - 2019, USD MILLION

TABLE 106 REST OF NORTH AMERICA PROACTIVE SERVICES MARKET BY  
TECHNOLOGY, 2020 - 2026, USD MILLION

TABLE 107 REST OF NORTH AMERICA PROACTIVE SERVICES MARKET BY  
APPLICATION, 2016 - 2019, USD MILLION

TABLE 108 REST OF NORTH AMERICA PROACTIVE SERVICES MARKET BY  
APPLICATION, 2020 - 2026, USD MILLION

TABLE 109 KEY INFORMATION – MICROSOFT CORPORATION

TABLE 110 KEY INFORMATION – FORTINET, INC.

TABLE 111 KEY INFORMATION – JUNIPER NETWORKS, INC.

TABLE 112 KEY INFORMATION – NORTONLIFELOCK, INC.

TABLE 113 KEY INFORMATION – AVAYA HOLDINGS CORPORATION

TABLE 114 KEY INFORMATION – HEWLETT PACKARD ENTERPRISE COMPANY

TABLE 115 KEY INFORMATION – HUAWEI TECHNOLOGIES CO., LTD.

TABLE 116 KEY INFORMATION – DXC TECHNOLOGY COMPANY

TABLE 117 KEY INFORMATION – IBM CORPORATION

TABLE 118 KEY INFORMATION – CISCO SYSTEMS, INC.



## List Of Figures

### LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

FIG 2 KBV CARDINAL MATRIX

FIG 3 KEY LEADING STRATEGIES: PERCENTAGE DISTRIBUTION (2016-2020)

FIG 4 KEY STRATEGIC MOVE: (PARTNERSHIPS, COLLABORATIONS, AND AGREEMENTS : 2016, MAR – 2020, JUN) LEADING PLAYERS

FIG 5 RECENT STRATEGIES AND DEVELOPMENTS: MICROSOFT CORPORATION

FIG 6 SWOT ANALYSIS: MICROSOFT CORPORATION

FIG 7 RECENT STRATEGIES AND DEVELOPMENTS: FORTINET, INC.

FIG 8 RECENT STRATEGIES AND DEVELOPMENTS: JUNIPER NETWORKS, INC.

FIG 9 SWOT ANALYSIS: JUNIPER NETWORKS, INC.

FIG 10 SWOT ANALYSIS: NORTONLIFELOCK, INC.

FIG 11 SWOT ANALYSIS: HEWLETT-PACKARD ENTERPRISE COMPANY

FIG 12 RECENT STRATEGIES AND DEVELOPMENTS: HUAWEI TECHNOLOGIES CO., LTD.

FIG 13 RECENT STRATEGIES AND DEVELOPMENTS: DXC TECHNOLOGY COMPANY

FIG 14 RECENT STRATEGIES AND DEVELOPMENTS: IBM CORPORATION

FIG 15 SWOT ANALYSIS: IBM CORPORATION

FIG 16 RECENT STRATEGIES AND DEVELOPMENTS: CISCO SYSTEMS, INC.

FIG 17 SWOT ANALYSIS: CISCO SYSTEMS, INC.

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