

Cloud Services Brokerage Market by Service Type (Integration & Support, Migration & Customization, and Automation & Orchestration), Platform, Deployment Model, Organization Size, Vertical, and Region, - Global Forecast to 2025

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Abstracts

The global CSB market size is expected to grow from USD 5.9 billion in 2020 to USD 12.9 billion by 2025, at a Compound Annual Growth Rate (CAGR) of 16.8% during the forecast period. COVID-19 has globally changed the dynamics of business operations. Though the COVID-19 outbreak has thrown light on weaknesses in business models across sectors, it has offered several opportunities to CSB vendors to expand their business across enterprises as the adoption of cloud has increased in lockdown caused due to COVID-19. Amidst lockdown, many companies are reducing their IT spending in 2020. They are strategically reconsidering their Capital Expenditure (CAPEX) spending. According to one of the primary respondents, companies are showing a keen interest in investing in CAPEX models if they are persistently needed; otherwise, they are opting for Operating Expenditure (OPEX) models. To achieve these strategies and avoid capital spending in these difficult financial times, organizations are moving to public cloud for backup and CSB.

Migration and customization services to help enterprises in achieving flexibility in business operations

Cloud migration services have gained popularity as enterprises across the globe continue to migrate workloads from on-premises infrastructure to cloud environments for better operational efficiency and cost savings. The demand for cloud services has surged in recent times due to COVID-19, and many enterprises across the regions have shifted enterprise workloads on cloud environment. Therefore, CSB vendors

specializing in migration and customization services are in high demand. Cloud brokers offer customization services to the customers as per business needs, which provides better-bundled offerings facilitating higher returns on cloud investments.

Retail and consumer goods vertical to grow at the highest rate during the forecast period

The retail and consumer goods vertical is witnessing a significant transformation due to consumers' rising purchasing power, the availability of digital stores, and enhanced customer experience with the emergence of new-generation offerings for retailers. With the proliferation of the online market, retailers are adopting innovative technologies, such as cloud computing, big data analytics, digital stores, and social media networks. These advancements further invite greater employment in this sector and an increased amount of customer data to exploit. With the advent of eCommerce and online retailers, the retail industry has faced tremendous changes in recent years and has readjusted itself to the new business environment. Shop retailers are adopting more innovative technologies, such as cloud computing and big data analytics, to survive and thrive. Vendors need a comprehensive cloud-computing environment to offer their respective product and service portfolios to customers. Managing the instability and change in demand for various products due to strong competition is a definite challenge. Shop retailers are adopting cloud services brokerage to manage cloud environments, cross-channel shipping options, and inventory to sustain tough competition.

North America to hold the largest market size and Asia Pacific (APAC) to grow at the highest rate during the forecast period

North America is the most mature market in terms of CSB solutions adoption, due to several factors, such as the presence of many enterprises with advanced IT infrastructure, and availability of technical expertise. APAC is expected to offer significant growth opportunities for CSB solutions vendors during the forecast period. Rapid advancements in emerging technologies, IT infrastructure services, and the Internet of Things (IoT) have led many organizations to adopt CSB solutions.

In the process of determining and verifying the market size for several segments and subsegments gathered through secondary research, extensive primary interviews were conducted with the key people. The breakup of the profiles of the primary participants as follows:

By Company Type: Tier I: 37%, Tier II: 34%, and Tier III: 25%

By Designation: C-Level: 31%, D-Level: 34%, and Others: 35%

By Region: North America: 46%, Europe: 28%, APAC: 18%, and RoW: 8%

The report profiles the following key vendors:

1. Accenture (Ireland)
2. IBM (US)
3. VMware (US)
4. Jamcracker (US)
5. ActivePlatform (Belarus)
6. Arrow Electronics (US)
7. Cloudmore (Sweden)
8. Wipro (India)
9. DXC Technology (US)
10. iPortalis (UK)
11. Cognizant (US)
12. InContinuum (Netherlands)
13. Flexera (US)
14. BitTitan (US)
15. OpenText (Canada)
16. CloudFX (Singapore)
17. Proximitum (UK)
18. Eshgro (Netherlands)
19. NEC (Japan)
20. AWS (US)
21. CloudSME (Germany)
22. Shivaami (India)
23. NTT Data (US)
24. Infosys (India)
25. TCS (India)
26. Pax8 (US)
27. Oracle (US)
28. Fujitsu (Japan)
29. Microsoft (US)
30. Capgemini (France)
31. Doublehorn (US)

Research Coverage

The report segments the global CSB market by service type, the CSB market has been segmented into integration and support, automation and orchestration, billing and provisioning, migration and customization, security and compliance and other services. By platform, the CSB market has been segmented into internal brokerage enablement and external brokerage enablement. By the deployment model, the CSB market has been segmented into public cloud and private cloud. Based on organization size, the market has been classified into Small and Medium-sized Enterprises (SMEs) and large enterprises. By vertical, the CSB market has been classified into Banking, Financial Services and Insurance (BFSI); telecommunications; IT and Information Technology-enabled Services (ITeS); government and public sector; retail and consumer goods; manufacturing; energy and utilities; media and entertainment; healthcare and life sciences; and others (education, travel and hospitality, and transportation and logistics). By region, the market has been segmented into North America, Europe, APAC, MEA, and Latin America.

Key Benefits of Buying the Report

The report will help the market leaders/new entrants in the CSB market with information on the closest approximations of the revenue numbers for the overall CSB market and the subsegments. The report will help stakeholders understand the competitive landscape and gain more insights to better position their businesses and to plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

Contents

1 INTRODUCTION

1.1 INTRODUCTION TO COVID-19

1.2 COVID-19 HEALTH ASSESSMENT

FIGURE 1 COVID-19: GLOBAL PROPAGATION

FIGURE 2 COVID-19 PROPAGATION: SELECT COUNTRIES

1.3 COVID-19 ECONOMIC ASSESSMENT

FIGURE 3 REVISED GROSS DOMESTIC PRODUCT FORECASTS FOR SELECT G20 COUNTRIES IN 2020

1.3.1 COVID-19 ECONOMIC IMPACT—SCENARIO ASSESSMENT

FIGURE 4 CRITERIA IMPACTING GLOBAL ECONOMY

FIGURE 5 SCENARIOS IN TERMS OF RECOVERY OF GLOBAL ECONOMY

1.4 OBJECTIVES OF THE STUDY

1.5 MARKET DEFINITION

1.5.1 INCLUSIONS AND EXCLUSIONS

1.6 MARKET SCOPE

1.6.1 MARKET SEGMENTATION

1.6.2 REGIONS COVERED

1.6.3 YEARS CONSIDERED FOR THE STUDY

1.7 CURRENCY CONSIDERED

TABLE 1 UNITED STATES DOLLAR EXCHANGE RATE, 2017–2019

1.8 STAKEHOLDERS

1.9 SUMMARY OF CHANGES

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

FIGURE 6 CLOUD SERVICES BROKERAGE MARKET: RESEARCH DESIGN

2.1.1 SECONDARY DATA

2.1.2 PRIMARY DATA

2.1.2.1 Breakup of primary profiles

FIGURE 7 BREAKUP OF PRIMARY INTERVIEWS: BY COMPANY TYPE, DESIGNATION, AND REGION

2.1.2.2 Key industry insights

2.2 MARKET BREAKUP AND DATA TRIANGULATION

FIGURE 8 DATA TRIANGULATION

2.3 MARKET SIZE ESTIMATION

FIGURE 9 CLOUD SERVICES BROKERAGE MARKET: TOP-DOWN AND BOTTOM-UP APPROACHES

FIGURE 10 MARKET SIZE ESTIMATION METHODOLOGY – APPROACH 1 (SUPPLY SIDE): REVENUES OF SERVICES OFFERED FROM VENDORS

FIGURE 11 MARKET SIZE ESTIMATION METHODOLOGY – APPROACH 2 (SUPPLY SIDE): REVENUES OF SERVICES AND PLATFORMS IN THE MARKET

FIGURE 12 MARKET SIZE ESTIMATION METHODOLOGY – APPROACH 2 (DEMAND SIDE): REVENUE GENERATED FROM SERVICE TYPES

2.4 MARKET FORECAST

TABLE 2 FACTOR ANALYSIS

2.5 RESEARCH ASSUMPTIONS

2.6 LIMITATIONS OF THE STUDY

3 EXECUTIVE SUMMARY

FIGURE 13 MARKET: GLOBAL SNAPSHOT

FIGURE 14 TOP-GROWING SEGMENTS IN THE CLOUD SERVICES BROKERAGE MARKET

FIGURE 15 INTEGRATION AND SUPPORT SEGMENT TO HOLD THE LARGEST MARKET SIZE DURING THE FORECAST PERIOD

FIGURE 16 PUBLIC CLOUD SEGMENT TO HOLD A LARGER MARKET SIZE DURING THE FORECAST PERIOD

FIGURE 17 LARGE ENTERPRISES SEGMENT TO HOLD A LARGER MARKET SIZE DURING THE FORECAST PERIOD

FIGURE 18 BANKING FINANCIAL SERVICES AND INSURANCE VERTICAL TO HOLD THE LARGEST MARKET SIZE DURING THE FORECAST PERIOD

FIGURE 19 CLOUD SERVICES BROKERAGE MARKET: REGIONAL SNAPSHOT

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE GROWTH OPPORTUNITIES IN THE CLOUD SERVICES BROKERAGE MARKET

FIGURE 20 FOCUS ON IMPROVING CUSTOMER EXPERIENCE AND SIMPLIFYING INFORMATION TECHNOLOGY OPERATIONS WORKFLOW TO DRIVE THE ADOPTION OF THE CLOUD SERVICES BROKERAGE MARKET

4.2 CLOUD SERVICES BROKERAGE MARKET, BY SERVICE TYPE, 2020 VS. 2025

FIGURE 21 INTEGRATION AND SUPPORT SEGMENT TO HOLD THE HIGHEST MARKET SHARE DURING THE FORECAST PERIOD

4.3 CLOUD SERVICES BROKERAGE MARKET, BY DEPLOYMENT MODEL, 2020

VS. 2025

FIGURE 22 PUBLIC CLOUD SEGMENT TO HOLD A HIGHER MARKET SHARE DURING THE FORECAST PERIOD

4.4 CLOUD SERVICES BROKERAGE MARKET, BY VERTICAL, 2020 VS. 2025

FIGURE 23 BANKING, FINANCIAL SERVICES, AND INSURANCE VERTICAL TO HOLD THE HIGHEST MARKET SHARE DURING THE FORECAST PERIOD

4.5 CLOUD SERVICES BROKERAGE MARKET: REGIONAL SCENARIO, 2020–2025

FIGURE 24 ASIA PACIFIC TO EMERGE AS THE BEST MARKET FOR INVESTMENTS IN THE NEXT FIVE YEARS

5 MARKET OVERVIEW AND INDUSTRY TRENDS

5.1 INTRODUCTION

FIGURE 25 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES: CLOUD SERVICES BROKERAGE MARKET

5.1.1 DRIVERS

5.1.1.1 COVID-19: a catalyst to accelerate the adoption of cloud-based solutions and services

5.1.1.2 Growing adoption of hybrid cloud and multi-cloud strategies across enterprises of different industry verticals

5.1.1.3 Increased need to avoid vendor lock-in

5.1.2 RESTRAINTS

5.1.2.1 Regulatory compliance issues

5.1.3 OPPORTUNITIES

5.1.3.1 Growing demand among SMEs

5.1.3.2 Proactive investments by enterprises in cloud-based models

5.1.4 CHALLENGES

5.1.4.1 Lack of awareness and security concerns

5.2 COVID-19-DRIVEN MARKET DYNAMICS

5.2.1 DRIVERS AND OPPORTUNITIES

5.2.2 RESTRAINTS AND CHALLENGES

5.3 CASE STUDY ANALYSIS

5.3.1 CASE STUDY 1: MANAGING MULTI-CLOUD INFRASTRUCTURE

5.3.2 CASE STUDY 2: MARKETPLACE

5.3.3 CASE STUDY 3: IMPROVING CLOUD STRATEGY

5.4 ECOSYSTEM

FIGURE 26 CLOUD SERVICES BROKERAGE MARKET: ECOSYSTEM

5.5 TECHNOLOGY ANALYSIS

5.5.1 ARTIFICIAL INTELLIGENCE

5.5.2 ANALYTICS

5.6 PRICING ANALYSIS

5.7 PATENT ANALYSIS

5.8 PORTER'S 5 FORCES ANALYSIS

FIGURE 27 CLOUD SERVICES BROKERAGE: PORTER'S 5 FORCES ANALYSIS

6 CLOUD SERVICES BROKERAGE MARKET, BY SERVICE TYPE

6.1 INTRODUCTION

FIGURE 28 INTEGRATION AND SUPPORT SEGMENT TO HOLD THE LARGEST MARKET SIZE IN 2020

6.1.1 SERVICE TYPE: CLOUD SERVICES BROKERAGE MARKET DRIVERS

6.1.2 SERVICE TYPE: COVID-19 IMPACT

TABLE 3 CLOUD SERVICES BROKERAGE MARKET SIZE, BY SERVICE TYPE, 2016–2019 (USD MILLION)

TABLE 4 CLOUD SERVICES BROKERAGE MARKET SIZE, BY SERVICE TYPE, 2020–2025 (USD MILLION)

6.2 INTEGRATION AND SUPPORT

TABLE 5 INTEGRATION AND SUPPORT: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 6 INTEGRATION AND SUPPORT: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

6.3 AUTOMATION AND ORCHESTRATION

TABLE 7 AUTOMATION AND ORCHESTRATION: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 8 AUTOMATION AND ORCHESTRATION: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

6.4 BILLING AND PROVISIONING

TABLE 9 BILLING AND PROVISIONING: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 10 BILLING AND PROVISIONING: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

6.5 MIGRATION AND CUSTOMIZATION

TABLE 11 MIGRATION AND CUSTOMIZATION: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 12 MIGRATION AND CUSTOMIZATION: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

6.6 SECURITY AND COMPLIANCE

TABLE 13 SECURITY AND COMPLIANCE: CLOUD SERVICES BROKERAGE

MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 14 SECURITY AND COMPLIANCE: CLOUD SERVICES BROKERAGE

MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

6.7 OTHER SERVICES

TABLE 15 OTHER SERVICES: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 16 OTHER SERVICES: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

7 CLOUD SERVICES BROKERAGE MARKET, BY PLATFORM

7.1 INTRODUCTION

FIGURE 29 INTERNAL BROKERAGE ENABLEMENT SEGMENT TO HOLD A LARGER MARKET SIZE IN 2020

7.1.1 PLATFORM: CLOUD SERVICES BROKERAGE MARKET DRIVERS

7.1.2 PLATFORM: COVID-19 IMPACT

TABLE 17 CLOUD SERVICES BROKERAGE MARKET SIZE, BY PLATFORM, 2016–2019 (USD MILLION)

TABLE 18 CLOUD SERVICES BROKERAGE MARKET SIZE, BY PLATFORM, 2020–2025 (USD MILLION)

7.2 INTERNAL BROKERAGE ENABLEMENT

TABLE 19 INTERNAL BROKERAGE ENABLEMENT: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 20 INTERNAL BROKERAGE ENABLEMENT: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

7.3 EXTERNAL BROKERAGE ENABLEMENT

TABLE 21 EXTERNAL BROKERAGE ENABLEMENT: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 22 EXTERNAL BROKERAGE ENABLEMENT: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

8 CLOUD SERVICES BROKERAGE MARKET, BY DEPLOYMENT MODEL

8.1 INTRODUCTION

FIGURE 30 PUBLIC CLOUD SEGMENT TO HOLD A LARGER MARKET SIZE IN 2020

8.1.1 DEPLOYMENT MODEL: CLOUD SERVICES BROKERAGE MARKET DRIVERS

8.1.2 DEPLOYMENT MODEL: COVID-19 IMPACT

TABLE 23 CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 24 CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

8.2 PUBLIC CLOUD

TABLE 25 PUBLIC CLOUD: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 26 PUBLIC CLOUD: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

8.3 PRIVATE CLOUD

TABLE 27 PRIVATE CLOUD: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 28 PRIVATE CLOUD: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

9 CLOUD SERVICES BROKERAGE MARKET, BY ORGANIZATION SIZE

9.1 INTRODUCTION

FIGURE 31 LARGE ENTERPRISES SEGMENT TO HOLD A LARGER MARKET SIZE IN 2020

9.1.1 ORGANIZATION SIZE: CLOUD SERVICES BROKERAGE MARKET DRIVERS

9.1.2 ORGANIZATION SIZE: COVID-19 IMPACT

TABLE 29 CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 30 CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)

9.2 LARGE ENTERPRISES

TABLE 31 LARGE ENTERPRISES: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 32 LARGE ENTERPRISES: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

9.3 SMALL AND MEDIUM-SIZED ENTERPRISES

TABLE 33 SMALL AND MEDIUM-SIZED ENTERPRISES: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 34 SMALL AND MEDIUM-SIZED ENTERPRISES: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

10 CLOUD SERVICES BROKERAGE MARKET, BY VERTICAL

10.1 INTRODUCTION

FIGURE 32 BANKING, FINANCIAL SERVICES, AND INSURANCE VERTICAL TO

GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

10.1.1 VERTICALS: CLOUD SERVICES BROKERAGE MARKET DRIVERS

10.1.2 VERTICALS: COVID-19 IMPACT

TABLE 35 CLOUD SERVICES BROKERAGE MARKET SIZE, BY VERTICAL, 2016–2019 (USD MILLION)

TABLE 36 CLOUD SERVICES BROKERAGE MARKET SIZE, BY VERTICAL, 2020–2025 (USD MILLION)

10.2 BANKING, FINANCIAL SERVICES, AND INSURANCE

TABLE 37 BANKING, FINANCIAL SERVICES, AND INSURANCE: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 38 BANKING, FINANCIAL SERVICES, AND INSURANCE: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

TABLE 39 BANKING, FINANCIAL SERVICES, AND INSURANCE: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 40 BANKING, FINANCIAL SERVICES, AND INSURANCE: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 41 BANKING, FINANCIAL SERVICES, AND INSURANCE: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 42 BANKING, FINANCIAL SERVICES, AND INSURANCE: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)

10.3 TELECOMMUNICATIONS

TABLE 43 TELECOMMUNICATIONS: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 44 TELECOMMUNICATIONS: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

TABLE 45 TELECOMMUNICATIONS: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 46 TELECOMMUNICATIONS: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 47 TELECOMMUNICATIONS: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 48 TELECOMMUNICATIONS: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)

10.4 IT AND ITES

TABLE 49 IT AND ITES: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 50 IT AND ITES: CLOUD SERVICES BROKERAGE MARKET SIZE, BY

REGION, 2020–2025 (USD MILLION)

TABLE 51 IT AND ITES: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 52 IT AND ITES: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 53 IT AND ITES: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 54 IT AND ITES: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)

10.5 GOVERNMENT AND PUBLIC SECTOR

TABLE 55 GOVERNMENT AND PUBLIC SECTOR: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 56 GOVERNMENT AND PUBLIC SECTOR: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

TABLE 57 GOVERNMENT AND PUBLIC SECTOR: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 58 GOVERNMENT AND PUBLIC SECTOR: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 59 GOVERNMENT AND PUBLIC SECTOR: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 60 GOVERNMENT AND PUBLIC SECTOR: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)

10.6 RETAIL AND CONSUMER GOODS

TABLE 61 RETAIL AND CONSUMER GOODS: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 62 RETAIL AND CONSUMER GOODS: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

TABLE 63 RETAIL AND CONSUMER GOODS: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 64 RETAIL AND CONSUMER GOODS: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 65 RETAIL AND CONSUMER GOODS: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 66 RETAIL AND CONSUMER GOODS: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)

10.7 MANUFACTURING

TABLE 67 MANUFACTURING: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 68 MANUFACTURING: CLOUD SERVICES BROKERAGE MARKET SIZE, BY

REGION, 2020–2025 (USD MILLION)

TABLE 69 MANUFACTURING: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 70 MANUFACTURING: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 71 MANUFACTURING: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 72 MANUFACTURING: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)

10.8 ENERGY AND UTILITIES

TABLE 73 ENERGY AND UTILITIES: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 74 ENERGY AND UTILITIES: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

TABLE 75 ENERGY AND UTILITIES: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 76 ENERGY AND UTILITIES: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 77 ENERGY AND UTILITIES: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 78 ENERGY AND UTILITIES: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)

10.9 MEDIA AND ENTERTAINMENT

TABLE 79 MEDIA AND ENTERTAINMENT: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 80 MEDIA AND ENTERTAINMENT: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

TABLE 81 MEDIA AND ENTERTAINMENT: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 82 MEDIA AND ENTERTAINMENT: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 83 MEDIA AND ENTERTAINMENT: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 84 MEDIA AND ENTERTAINMENT: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)

10.10 HEALTHCARE AND LIFE SCIENCES

TABLE 85 HEALTHCARE AND LIFE SCIENCES: CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 86 HEALTHCARE AND LIFE SCIENCES: CLOUD SERVICES BROKERAGE

MARKET SIZE, BY REGION, 2020–2025 (USD MILLION)

TABLE 87 HEALTHCARE AND LIFE SCIENCES: CLOUD SERVICES BROKERAGE
MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 88 HEALTHCARE AND LIFE SCIENCES: CLOUD SERVICES BROKERAGE
MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 89 HEALTHCARE AND LIFE SCIENCES: CLOUD SERVICES BROKERAGE
MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 90 HEALTHCARE AND LIFE SCIENCES: CLOUD SERVICES BROKERAGE
MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)

10.11 OTHER VERTICALS

TABLE 91 OTHER VERTICALS: CLOUD SERVICES BROKERAGE MARKET SIZE,
BY REGION, 2016–2019 (USD MILLION)

TABLE 92 OTHER VERTICALS: CLOUD SERVICES BROKERAGE MARKET SIZE,
BY REGION, 2020–2025 (USD MILLION)

TABLE 93 OTHER VERTICALS: CLOUD SERVICES BROKERAGE MARKET SIZE,
BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 94 OTHER VERTICALS: CLOUD SERVICES BROKERAGE MARKET SIZE,
BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 95 OTHER VERTICALS: CLOUD SERVICES BROKERAGE MARKET SIZE,
BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 96 OTHER VERTICALS: CLOUD SERVICES BROKERAGE MARKET SIZE,
BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)

11 CLOUD SERVICES BROKERAGE MARKET, BY REGION

11.1 INTRODUCTION

FIGURE 33 NORTH AMERICA TO HOLD THE LARGEST MARKET SIZE DURING
THE FORECAST PERIOD

TABLE 97 CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2016–2019
(USD MILLION)

TABLE 98 CLOUD SERVICES BROKERAGE MARKET SIZE, BY REGION, 2020–2025
(USD MILLION)

11.2 NORTH AMERICA

11.2.1 NORTH AMERICA: CLOUD SERVICES BROKERAGE MARKET DRIVERS

11.2.2 NORTH AMERICA: COVID-19 IMPACT

11.2.3 NORTH AMERICA: REGULATIONS

FIGURE 34 NORTH AMERICA: MARKET SNAPSHOT

TABLE 99 NORTH AMERICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY
SERVICE TYPE, 2016–2019 (USD MILLION)

TABLE 100 NORTH AMERICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY SERVICE TYPE, 2020–2025 (USD MILLION)

TABLE 101 NORTH AMERICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY PLATFORM, 2016–2019 (USD MILLION)

TABLE 102 NORTH AMERICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY PLATFORM, 2020–2025 (USD MILLION)

TABLE 103 NORTH AMERICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 104 NORTH AMERICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 105 NORTH AMERICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 106 NORTH AMERICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)

TABLE 107 NORTH AMERICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY VERTICAL, 2016–2019 (USD MILLION)

TABLE 108 NORTH AMERICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY VERTICAL, 2020–2025 (USD MILLION)

TABLE 109 NORTH AMERICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 110 NORTH AMERICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY COUNTRY, 2020–2025 (USD MILLION)

11.2.4 UNITED STATES

TABLE 111 UNITED STATES: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 112 UNITED STATES: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 113 UNITED STATES: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 114 UNITED STATES: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)

11.2.5 CANADA

TABLE 115 CANADA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 116 CANADA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 117 CANADA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 118 CANADA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY

ORGANIZATION SIZE, 2020–2025 (USD MILLION)**11.3 EUROPE****11.3.1 EUROPE: CLOUD SERVICES BROKERAGE MARKET DRIVERS****11.3.2 EUROPE: COVID-19 IMPACT****11.3.3 EUROPE: REGULATIONS****TABLE 119 EUROPE: CLOUD SERVICES BROKERAGE MARKET SIZE, BY SERVICE TYPE, 2016–2019 (USD MILLION)****TABLE 120 EUROPE: CLOUD SERVICES BROKERAGE MARKET SIZE, BY SERVICE TYPE, 2020–2025 (USD MILLION)****TABLE 121 EUROPE: CLOUD SERVICES BROKERAGE MARKET SIZE, BY PLATFORM, 2016–2019 (USD MILLION)****TABLE 122 EUROPE: CLOUD SERVICES BROKERAGE MARKET SIZE, BY PLATFORM, 2020–2025 (USD MILLION)****TABLE 123 EUROPE: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)****TABLE 124 EUROPE: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)****TABLE 125 EUROPE: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)****TABLE 126 EUROPE: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)****TABLE 127 EUROPE: CLOUD SERVICES BROKERAGE MARKET SIZE, BY VERTICAL, 2016–2019 (USD MILLION)****TABLE 128 EUROPE: CLOUD SERVICES BROKERAGE MARKET SIZE, BY VERTICAL, 2020–2025 (USD MILLION)****TABLE 129 EUROPE: CLOUD SERVICES BROKERAGE MARKET SIZE, BY COUNTRY, 2016–2019 (USD MILLION)****TABLE 130 EUROPE: CLOUD SERVICES BROKERAGE MARKET SIZE, BY COUNTRY, 2020–2025 (USD MILLION)****11.3.4 UNITED KINGDOM****TABLE 131 UNITED KINGDOM: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)****TABLE 132 UNITED KINGDOM: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)****TABLE 133 UNITED KINGDOM: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)****TABLE 134 UNITED KINGDOM: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)****11.3.5 GERMANY**

TABLE 135 GERMANY: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 136 GERMANY: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 137 GERMANY: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 138 GERMANY: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)

11.3.6 FRANCE

TABLE 139 FRANCE: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 140 FRANCE: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 141 FRANCE: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 142 FRANCE: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)

11.3.7 REST OF EUROPE

TABLE 143 REST OF EUROPE: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 144 REST OF EUROPE: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 145 REST OF EUROPE: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 146 REST OF EUROPE: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)

11.4 ASIA PACIFIC

11.4.1 ASIA PACIFIC: CLOUD SERVICES BROKERAGE MARKET DRIVERS

11.4.2 ASIA PACIFIC: COVID-19 IMPACT

11.4.3 ASIA PACIFIC: REGULATIONS

FIGURE 35 ASIA PACIFIC: REGIONAL SNAPSHOT

TABLE 147 ASIA PACIFIC: CLOUD SERVICES BROKERAGE MARKET SIZE, BY SERVICE TYPE, 2016–2019 (USD MILLION)

TABLE 148 ASIA PACIFIC: CLOUD SERVICES BROKERAGE MARKET SIZE, BY SERVICE TYPE, 2020–2025 (USD MILLION)

TABLE 149 ASIA PACIFIC: CLOUD SERVICES BROKERAGE MARKET SIZE, BY PLATFORM, 2016–2019 (USD MILLION)

TABLE 150 ASIA PACIFIC: CLOUD SERVICES BROKERAGE MARKET SIZE, BY PLATFORM, 2020–2025 (USD MILLION)

TABLE 151 ASIA PACIFIC: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 152 ASIA PACIFIC: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 153 ASIA PACIFIC: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 154 ASIA PACIFIC: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)

TABLE 155 ASIA PACIFIC: CLOUD SERVICES BROKERAGE MARKET SIZE, BY VERTICAL, 2016–2019 (USD MILLION)

TABLE 156 ASIA PACIFIC: CLOUD SERVICES BROKERAGE MARKET SIZE, BY VERTICAL, 2020–2025 (USD MILLION)

TABLE 157 ASIA PACIFIC: CLOUD SERVICES BROKERAGE MARKET SIZE, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 158 ASIA PACIFIC: CLOUD SERVICES BROKERAGE MARKET SIZE, BY COUNTRY, 2020–2025 (USD MILLION)

11.4.4 CHINA

TABLE 159 CHINA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 160 CHINA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 161 CHINA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 162 CHINA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)

11.4.5 JAPAN

TABLE 163 JAPAN: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 164 JAPAN: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 165 JAPAN: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 166 JAPAN: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)

11.4.6 INDIA

TABLE 167 INDIA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 168 INDIA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 169 INDIA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 170 INDIA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)

11.4.7 REST OF ASIA PACIFIC

TABLE 171 REST OF ASIA PACIFIC: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 172 REST OF ASIA PACIFIC: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 173 REST OF ASIA PACIFIC: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 174 REST OF ASIA PACIFIC: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)

11.5 MIDDLE EAST AND AFRICA

11.5.1 MIDDLE EAST AND AFRICA: CLOUD SERVICES BROKERAGE MARKET DRIVERS

11.5.2 MIDDLE EAST AND AFRICA: COVID-19 IMPACT

11.5.3 MIDDLE EAST AND AFRICA: REGULATIONS

TABLE 175 MIDDLE EAST AND AFRICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY SERVICE TYPE, 2016–2019 (USD MILLION)

TABLE 176 MIDDLE EAST AND AFRICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY SERVICE TYPE, 2020–2025 (USD MILLION)

TABLE 177 MIDDLE EAST AND AFRICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY PLATFORM, 2016–2019 (USD MILLION)

TABLE 178 MIDDLE EAST AND AFRICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY PLATFORM, 2020–2025 (USD MILLION)

TABLE 179 MIDDLE EAST AND AFRICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 180 MIDDLE EAST AND AFRICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 181 MIDDLE EAST AND AFRICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 182 MIDDLE EAST AND AFRICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)

TABLE 183 MIDDLE EAST AND AFRICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY VERTICAL, 2016–2019 (USD MILLION)

TABLE 184 MIDDLE EAST AND AFRICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY VERTICAL, 2020–2025 (USD MILLION)

TABLE 185 MIDDLE EAST AND AFRICA: CLOUD SERVICES BROKERAGE MARKET

SIZE, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 186 MIDDLE EAST AND AFRICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY COUNTRY, 2020–2025 (USD MILLION)

11.5.4 SAUDI ARABIA

TABLE 187 SAUDI ARABIA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 188 SAUDI ARABIA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 189 SAUDI ARABIA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 190 SAUDI ARABIA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)

11.5.5 UNITED ARAB EMIRATES

TABLE 191 UNITED ARAB EMIRATES: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 192 UNITED ARAB EMIRATES: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 193 UNITED ARAB EMIRATES: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 194 UNITED ARAB EMIRATES: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)

11.5.6 SOUTH AFRICA

TABLE 195 SOUTH AFRICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 196 SOUTH AFRICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 197 SOUTH AFRICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 198 SOUTH AFRICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)

11.5.7 REST OF MIDDLE EAST AND AFRICA

TABLE 199 REST OF MIDDLE EAST AND AFRICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 200 REST OF MIDDLE EAST AND AFRICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 201 REST OF MIDDLE EAST AND AFRICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 202 REST OF MIDDLE EAST AND AFRICA: CLOUD SERVICES
BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD
MILLION)11.6 LATIN AMERICA

11.6.1 LATIN AMERICA: CLOUD SERVICES BROKERAGE MARKET DRIVERS

11.6.2 LATIN AMERICA: COVID-19 IMPACT

11.6.3 LATIN AMERICA: REGULATIONS

TABLE 203 LATIN AMERICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY
SERVICE TYPE, 2016–2019 (USD MILLION)

TABLE 204 LATIN AMERICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY
SERVICE TYPE, 2020–2025 (USD MILLION)

TABLE 205 LATIN AMERICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY
PLATFORM, 2016–2019 (USD MILLION)

TABLE 206 LATIN AMERICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY
PLATFORM, 2020–2025 (USD MILLION)

TABLE 207 LATIN AMERICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY
DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 208 LATIN AMERICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY
DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 209 LATIN AMERICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY
ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 210 LATIN AMERICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY
ORGANIZATION SIZE, 2020–2025 (USD MILLION)

TABLE 211 LATIN AMERICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY
VERTICAL, 2016–2019 (USD MILLION)

TABLE 212 LATIN AMERICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY
VERTICAL, 2020–2025 (USD MILLION)

TABLE 213 LATIN AMERICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY
COUNTRY, 2016–2019 (USD MILLION)

TABLE 214 LATIN AMERICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY
COUNTRY, 2020–2025 (USD MILLION)

11.6.4 BRAZIL

TABLE 215 BRAZIL: CLOUD SERVICES BROKERAGE MARKET SIZE, BY
DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 216 BRAZIL: CLOUD SERVICES BROKERAGE MARKET SIZE, BY
DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 217 BRAZIL: CLOUD SERVICES BROKERAGE MARKET SIZE, BY
ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 218 BRAZIL: CLOUD SERVICES BROKERAGE MARKET SIZE, BY
ORGANIZATION SIZE, 2020–2025 (USD MILLION)

11.6.5 MEXICO

TABLE 219 MEXICO: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 220 MEXICO: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 221 MEXICO: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 222 MEXICO: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)

11.6.6 REST OF LATIN AMERICA

TABLE 223 REST OF LATIN AMERICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2019 (USD MILLION)

TABLE 224 REST OF LATIN AMERICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY DEPLOYMENT MODEL, 2020–2025 (USD MILLION)

TABLE 225 REST OF LATIN AMERICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 226 REST OF LATIN AMERICA: CLOUD SERVICES BROKERAGE MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD MILLION)

12 COMPETITIVE LANDSCAPE

12.1 INTRODUCTION

12.2 MARKET EVALUATION FRAMEWORK

FIGURE 36 MARKET EVALUATION FRAMEWORK

12.3 MARKET SHARE OF TOP VENDORS

FIGURE 37 VENDOR MARKET SHARE ANALYSIS

12.4 REVENUE ANALYSIS OF TOP VENDORS

FIGURE 38 REVENUE ANALYSIS

12.5 COMPANY EVALUATION QUADRANT

12.5.1 DEFINITIONS AND METHODOLOGY

TABLE 227 COMPANY EVALUATION QUADRANT: CRITERIA

12.5.2 STAR

12.5.3 EMERGING LEADERS

12.5.4 PERVASIVE

12.5.5 PARTICIPANT

FIGURE 39 CLOUD SERVICES BROKERAGE MARKET (GLOBAL): COMPANY EVALUATION QUADRANT, 2020

12.6 STRENGTH OF PRODUCT PORTFOLIO ANALYSIS OF CLOUD SERVICES BROKERAGE VENDORS

FIGURE 40 PRODUCT FOOTPRINT ANALYSIS OF PLAYERS IN THE CLOUD SERVICES BROKERAGE MARKET

12.7 BUSINESS STRATEGY EXCELLENCE ANALYSIS OF CLOUD SERVICES BROKERAGE VENDORS

FIGURE 41 BUSINESS STRATEGY EXCELLENCE ANALYSIS PLAYERS IN THE CLOUD SERVICES BROKERAGE MARKET

12.8 SME EVALUATION QUADRANT

12.8.1 DEFINITIONS AND METHODOLOGY

TABLE 228 SME EVALUATION QUADRANT: CRITERIA

12.8.2 PROGRESSIVE VENDORS

12.8.3 RESPONSIVE VENDORS

12.8.4 DYNAMIC VENDORS

12.8.5 PARTICIPANTS

FIGURE 42 CLOUD SERVICES BROKERAGE MARKET (GLOBAL): SME EVALUATION QUADRANT, 2020

13 COMPANY PROFILES

13.1 INTRODUCTION

(Business overview, Products offered, Platforms and services offered, Recent developments & MnM View)*

13.2 ACCENTURE

FIGURE 43 ACCENTURE: COMPANY SNAPSHOT

13.3 IBM

FIGURE 44 IBM: COMPANY SNAPSHOT

13.4 VMWARE

FIGURE 45 VMWARE: COMPANY SNAPSHOT

13.5 JAMCRACKER

13.6 ACTIVE PLATFORM

13.7 ARROW ELECTRONICS

FIGURE 46 ARROW ELECTRONICS: COMPANY SNAPSHOT

13.8 CLOUDMORE

13.9 WIPRO

FIGURE 47 WIPRO: COMPANY SNAPSHOT

13.10 DXC TECHNOLOGY

FIGURE 48 DXC TECHNOLOGY: COMPANY SNAPSHOT

13.11 IPORTALIS

13.12 COGNIZANT

13.13 FLEXERA

13.14 OPENTEXT

13.15 ESHGRO

13.16 NEC

13.17 AWS

13.18 NTT DATA

13.19 INFOSYS

13.20 TCS

13.21 ORACLE

13.22 FUJITSU

13.23 MICROSOFT

13.24 CAPGEMINI

*Details on Business overview, Products offered, Platforms and services offered, Recent developments & MnM View might not be captured in case of unlisted companies.

13.25 SME PROFILES

13.25.1 DOUBLEHORN

13.25.2 BITTITAN

13.25.3 PROXIMITUM

13.25.4 PAX8

13.25.5 INCONTINUUM

13.25.6 CLOUDFX

13.25.7 CLOUDSME

13.25.8 SHIVAAMI

14 ADJACENT MARKET

14.1 INTRODUCTION

14.2 CLOUD COMPUTING MARKET

TABLE 229 CLOUD COMPUTING MARKET SIZE, BY SERVICE MODEL, 2016–2019 (USD BILLION)

TABLE 230 CLOUD COMPUTING MARKET SIZE, BY SERVICE MODEL, 2020–2025 (USD BILLION)

TABLE 231 CLOUD COMPUTING MARKET SIZE, BY VERTICAL, 2016–2019 (USD BILLION)

TABLE 232 CLOUD COMPUTING MARKET SIZE, BY VERTICAL, 2020–2025 (USD BILLION)

TABLE 233 CLOUD COMPUTING MARKET SIZE, BY REGION, 2016–2019 (USD MILLION)

TABLE 234 CLOUD COMPUTING MARKET SIZE, BY REGION, 2020–2025 (USD

MILLION)

15 APPENDIX

15.1 DISCUSSION GUIDE

15.2 KNOWLEDGE STORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

15.3 AVAILABLE CUSTOMIZATIONS

15.4 RELATED REPORTS

15.5 AUTHOR DETAILS

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