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Enterprise Synthetic Application Monitoring Market by Monitoring Type (API Monitoring, SAAS Application, Mobile Application, and Web Application), Service (Managed and Professional), Deployment, Organization Size, Vertical - Global Forecast to 2021

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Abstracts

“The critical need for pro-active monitoring and management of increasing complex applications is driving the enterprise synthetic application monitoring market”

The enterprise synthetic application monitoring market size is expected to grow USD 919.2 million in 2016 to USD 2,109.7 million by 2021, at a CAGR of 18.1% from 2016 to 2021. The critical need for pro-active monitoring and management of increasing complex applications and rising importance of DevOps and Software as a Service (SaaS) application adoption are driving the need for enhanced enterprise synthetic application monitoring solutions. However, factors such as lack of end user awareness and using the traditional approach of monitoring and managing application performance are restraining the growth of the enterprise synthetic application monitoring market.

“SaaS application monitoring is expected to gain maximum traction during the forecast period”

SaaS monitoring is essential to monitor the health and performance of the applications’ build and can be subscribed by enterprises or commercial customers through SaaS platforms such as SalesForce.com, Office356, and Microsoft Dynamics. SaaS application monitoring service actively monitors and troubleshoots end user experience for both web and SaaS applications, supporting both on-premises and cloud deployment. Furthermore, it also measures, monitors, and manages the performance, availability, and usage of all SaaS applications deployed across the enterprise or

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commercial customer site.

“Asia-Pacific (APAC) is projected to grow at the highest rate during the forecast period”

North America is expected to hold the largest market share during the forecast period. Major synthetic application monitoring service providers in this region, such as CA technologies, Inc., BMC Software, Inc., and Dynatrace, offer a number of innovative synthetic application monitoring solutions and services to cater to various needs of the enterprises and their commercial clients. The APAC region is expected to witness exponential growth and is projected to be the fastest-growing region for the enterprise synthetic application monitoring market. The region has a competitive advantage over other regions with many players providing local cost-efficient solutions, easy availability of trained labor, and flexible regulations & policies. The growing adoption of trending technologies such as SaaS-based applications, growing demand for DevOps applications, and the need for efficient monitoring and management of numerous applications in this region are promoting the adoption of enterprise synthetic application monitoring solutions.

In the process of determining and verifying the market size for several segments and sub-segments gathered through secondary research, extensive primary interviews were conducted with key people. Break-up of profile of primary participants is as follows:

By Company: Tier 1 – 30 %, Tier 2 – 40% and Tier 3 – 30%

By Designation: C level – 72%, Director level – 14%, Others – 14%

By Region: North America – 57%, Europe – 14%, APAC – 29%

The enterprise synthetic application monitoring ecosystem comprises the major vendors such as CA Technologies Inc. (U.S.), BMC Software Inc. (U.S.), IBM Corporation (U.S.), Dell Technologies, Inc. (U.S.), Dynatrace (U.S.), Microsoft Corporation (U.S.), Hewlett-Packard Enterprise (U.S.), AppDynamics, Inc. (U.S.), New Relic, Inc. (U.S.), Riverbed Technology (U.S.), and Splunk, Inc. (U.S.).

Research Coverage:

The report includes in-depth competitive analysis of these key players in the enterprise synthetic application monitoring market, with their company profiles, SWOT analysis,

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recent developments, and key market strategies. The research report segments the enterprise synthetic application monitoring market by component, service type, deployment type, organization type, vertical, and region.

Reasons to buy the Report

The enterprise synthetic application monitoring market has been segmented on the basis of component, service type, deployment type, organization type, vertical, and region. The report will help the market leaders/new entrants in this market in the following ways:

1. This report segments the overall enterprise synthetic application monitoring market on the basis of the revenues generated by synthetic application monitoring service providers and software vendors. The report provides the closest approximations of the revenue numbers for the overall market and the sub-segments. The market numbers are further split into regions.
2. The report helps the stakeholders understand the pulse of the market and provides them information on key market drivers, restraints, challenges, and opportunities.
3. This report will help the stakeholders to better understand the competitors and gain more insights to better their position in the business. The competitive landscape section includes competitor ecosystem, new product developments, partnerships, and mergers & acquisitions.

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