

Middle East Middleware Market - Advancements, Forecasts & Analysis (2014 - 2019)

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Abstracts

The middleware market in this report is defined as the software that provides services and interoperability to various IT systems, high end computing components, and A2A integration on same or distributed business systems beyond operating systems. The middleware market is segmented into product types, company size, deployment types, verticals, and regions.

The middleware market is rapidly growing with a major contribution from hybrid platform deployments. These solutions provide level playing fields across various verticals such as BFSI, business services, IT and telecom, manufacturing, retail and wholesale, healthcare, government, and other verticals.

The middleware market is split into four segments on the basis of company size (i.e. small businesses, medium businesses, enterprises and large enterprises). Enterprises will comprise the highest market share. However, the revenue from small businesses is expected to witness the highest growth rate as a result of the decreasing cost of cloud-based deployments and advancements in technology to cater to the needs of smaller organizations.

The Y-o-Y growth rates of hybrid deployments are expected to be the highest throughout the forecast period, the major reason being that the cost of implementing a cloud-based deployment is still quite high and complex. Thus, most organizations prefer to have a hybrid deployment to cut down on complexities and at the same time utilize the benefits of hosted deployments to the fullest.

MarketsandMarkets expects that business services vertical will account for the largest market share throughout the forecast period. However, there are few revenue pockets,

namely BFSI, IT and telecom, transport and tourism, oil and gas, consumer goods and retail, healthcare segment as well as government segment that will witness significant growth in this period.

There are various assumptions that we have taken into consideration for market sizing and forecasting exercise. Few global assumptions include political, economic, social, technological, and economic factors. For instance, exchange rates, one of the economic factors, are expected to have a moderate rating of impact on this market.

The report will help the market leaders/new entrants in this market in the following ways:

1. This report segments the market on the basis of product types, company size, deployment types, verticals, and regions covering this market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market and the sub-segments. The market numbers are further split across the different verticals and regions.
2. This report will help them better understand the competitors and gain more insights to better position their business. There is a separate section on competitive landscape, including competitor ecosystem, mergers and acquisition, and venture capital funding. Besides, there are company profiles of 10 top players in this market. In this section, market internals are provided that can put them ahead of the competitors.
3. The report helps them understand the pulse of the market. The report provides information on key market drivers, restraints, challenges, and opportunities.

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