

# **Network Optimization Services Market by Services, Application Type (Local Network Optimization, WAN Optimization, RAN Optimization, and Data Center Optimization), Deployment Type, Organization Size, Industry Vertical, and Region - Global Forecast to 2022**

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## **Abstracts**

Increasing number of branch offices and data centers, growth in usage of IP video and virtualization, and network optimization as a cloud service are driving the network optimization services market.

The network optimization services market size is expected to grow from USD 4.78 billion in 2017 to USD 9.08 billion by 2022, at an estimated Compound Annual Growth Rate (CAGR) of 13.7% during the forecast period. This market is driven by growing need for scalable and flexible network optimization services, and opportunities created with technological advancements in network infrastructure. On the other hand, variation in performance over cloud and lack of enterprise expertise is one of the restraints for the network optimization services market growth.

WAN Optimization solution is expected to hold the major market size during the forecast period.

The WAN optimization solutions are gaining traction very fast in the current market scenario. This growing interest of organizations is due to the fact that companies have realized that it is the best way to implement network and application optimization on branch office networks. Most of the enterprises have taken applications out of branch offices and consolidated them in centralized data centers, and the work force accessing

these applications is highly distributed at distant locations.

On-premises deployment is expected to hold the major market size during the forecast period.

The on-premises deployment refers to the installation of the application on the premises of an organization, rather than at some remote facility. On-premises solutions are delivered on a one-time license fee, along with a service agreement. As this deployment requires huge infrastructure and its own data center, organizations that can afford this cost usually deploy on-premises solutions. Therefore, Small and Medium-Sized Enterprises (SMEs) often face the dilemma of choosing between hosted and on-premises solutions. With advantages, such as control over the system and data, and dedicated staff for maintenance and support, it also comes with various drawbacks, such as high deployment cost and good infrastructure requirements, which is not always possible for every organization to invest in. However, the growth of on-premises deployment type is being affected by the rapid development of cloud computing solutions.

North America is expected to hold the major market size during the forecast period.

North America has the first-mover advantage in the adoption of new technologies, such as a smartphones and cloud platforms. Companies are willingly investing in North America. The factors driving the growth of the network optimization services market in North America are stable economy, technology enhancements, and infrastructure costs. The expenditure on IT infrastructure has been a major issue for various organizations in the region. The need to improve the performance and increase the efficiency of local networks, RAN and WAN has encouraged organizations to adopt network optimization services. APAC is one of the fastest-growing economies and has a favorable market for network optimization solution and service vendors. Countries such as India, China, Australia, and Japan are the major contributors to the network optimization services market in APAC.

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 key people. The break-up of profiles of primary participants is given below as:

By company type: Tier 1 – 35%, Tier 2 – 45%, and Tier 3 – 20%

By designation: C-level – 35%, Director level – 25%, and Others – 40%

By region: North America – 48%, Europe – 22%, APAC – 22%, Latin America – 4%, and MEA –4%

The network optimization services ecosystem comprises major vendors, such as Riverbed Technology (US), NetScout Systems (US), SolarWinds (US), Cisco (US), Huawei (China), Nokia Corporation (Finland), ZTE (China), InfoVista (Europe), Citrix (US), Circadence (US), FatPipe Networks (US), and Silver Peak (US).

### Research Coverage

The report includes in-depth competitive analysis of these key players in the network optimization services market, with their company profiles, recent developments, and key market strategies. The research report segments the network optimization services market by application, service, deployment type, organization size, vertical, and region.

### Reasons to Buy the Report

The report on the global network optimization services market will help leaders/new entrants in the market in the following ways:

1. The report segments the network optimization services market comprehensively and provides the closest approximations of the revenue numbers for the overall market and the subsegments. The market numbers are further split across various industries and 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 stakeholders in better understanding the competitors and gaining more insights to better position their businesses. There is a separate section on competitive landscape, including competitor ecosystem, and mergers and acquisitions. Besides, there are company profiles of 13 major vendors in this market. In this section, market internals have been provided that can put them ahead of the competitors.

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