

# **WAN Optimization Market by Component (Solution (Traditional WAN and SD-WAN) and Services (Professional and Managed)), Deployment Type (Cloud and On-premises), Vertical, End User (Large Enterprises and SMEs), and Region - Global Forecast to 2025**

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## **Abstracts**

Rising need to ensure the quality of user experience and productivity to drive the market growth

Most cloud-based applications need good bandwidth and low latency for effective utilization. In large-scale WAN deployments, latency, bandwidth constraints, and packet losses are inevitable. WAN optimization enables enterprises and service providers to save money and reduce costs with reduced bandwidth requirements and increased user efficiency by alleviating the effects of latency and distance between branch offices, data centers, and cloud. Customer experience is a critical and important factor in this application era. Employee productivity and customer satisfaction are not realized when applications fail to perform properly. The digital transformation fails to produce the desired business impact, unless application performance is protected and delivered optimally to all users. The important challenge of IT teams of every organization is to dynamically orchestrate the performance and user experience of every application in real-time, irrespective of the size, location, and complexity of network environments, which can be solved with the help of WAN optimization solutions.

The WAN optimization market size is projected to grow from USD 1.0 billion in 2020 to USD 1.4 billion by 2025, at a Compound Annual Growth Rate (CAGR) of 6.7% during the forecast period. The major factors driving the growth of the WAN optimization

market are the rising number of data centers and branch offices, and increasing cloud-based WAN optimization solutions.

The banking, financial services, and insurance vertical to hold the highest market share during the forecast period

Based on verticals, the Banking, Financial Services, and Insurance (BFSI) segment of the WAN optimization market is projected to hold the highest market share during the forecast period. The BFSI vertical is adopting innovative technologies, primarily due to changes in the centralized and computerized process in this vertical. The vertical includes commercial banks, non-banking financial organizations, and insurance companies. It is witnessing the rapid growth of new technologies related to financial security and data due to the confidential nature of the data that needs to be always secured. Online banking, mobile banking, and electronic payments are growing at a rapid pace as banks evolve from a traditional payment processing and enquiry-based business to digital banking. The volume, geographical reach, and accessibility of retail environments are vital. The quick adoption of WAN optimization is expected in the financial services vertical due to the need to connect all the remote branches of companies to a core banking system, which is not possible without Application Delivery Controller (ADC). With the introduction of WAN optimization-as-a-service, financial services institutions are able to do cost-savings as the services get billed on the basis of their usage. Financial firms do not have to invest in new hardware and software. The flexibility of cloud-based operating models also enables financial institutions to experience shorter development cycles for new products.

The large enterprises segment to record a higher market share in 2020

Large enterprises are organizations with the employee strength of more than 1,000 employees and annual revenue higher than USD one billion. These organizations need the expertise of IT staff to manage specific applications and IT infrastructure due to the large amount of data they generate. They always focus on the adoption of those industry solutions that can help them in increasing their operational efficiency. WAN optimization solutions help large enterprises motivate and encourage employees by offering enhanced user experience. They also assist large enterprises in increasing client base with the help of innovative and exciting gamified techniques. Enterprises are expected to continue to adopt on-premises and cloud-based WAN optimization solutions at a faster pace.

The cloud segment to hold a higher market share during the forecast period

The cloud deployment model is gaining traction in the market due to its several advantages, such as cost-savings for additional hardware and software, and scalability, over the on-premises deployment model. In the cloud deployment method, vendors such as Aryaka Networks offers WAN optimization as a cloud-based service. One of the other important advantages of WAN optimization-as-a-service is that enterprises can customize solutions according to their requirements, whenever new applications are installed. This cloud-based service provides benefits, such as reduced licensing costs, ability to cut out unnecessary Information Technology (IT) staff, focus on maintenance, and flexibility in expansion of businesses. However, for cloud deployment enterprises need to analyze the benefits of their existing set up as well as those that a cloud-based service can give them.

North America to record the highest market share in 2020

The North American region is a receptive market toward the adoption of WAN optimization solutions. The region is witnessing huge demands for SD-WAN solutions due to the rising demand for the next-generation 5G network. Enterprises in the region are shifting to managed SD-WAN services due to the rapidly changing technological landscape. Telecom providers in North America are providing services for both accelerating and monitoring application performance by integrating different toolsets. Major North American WAN optimization vendors are developing new technologies, which are making the WAN optimization process much efficient and cost-effective. North America mainly consists of the US and Canada. In terms of market size, the US is expected to hold a larger market size in the region. The US is witnessing heavy investments in the broadband infrastructure in the country and is contributing to the growth of the WAN optimization market in the region.

In-depth interviews were conducted with Chief Executive Officers (CEOs), marketing directors, innovation and technology directors, and executives from various key organizations operating in the WAN optimization market.

By Company Type: Tier 1 – 60%, Tier 2 – 25%, and Tier 3 – 15%

By Designation: C-level – 48%, Directors – 28%, and Others – 24%

By Region: North America – 35%, Europe – 28%, APAC – 23%, and RoW– 14%

The key market players profiled in this report include Cisco (US), Riverbed (US), Citrix (US), Infovista (UK), Silver Peak (US), Array Networks (US), Aryaka (US), Circadence (US), Fat Pipe (US), Nuage Networks(US), Oracle (US), Huawei(China), Wanos (South Africa), Equinix (US), Exinda (US), F5 (US), Aruba (US), and VMware(US). These players have adopted various growth strategies, including partnerships and new service launches, to expand their presence in the WAN optimization market and increase their customer base.

### Research coverage

The market study covers the WAN optimization market across different segments. It aims at estimating the market size and the growth potential of this market across components (solutions and services), solutions, services , deployment modes, end user types, verticals, and regions. The study also includes an in-depth competitive analysis of the key market players, along with their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

### Key benefits of buying the report

The report is expected to help the market leaders/new entrants in this market by providing them with information on the closest approximations of the revenue numbers for the overall WAN optimization market and its segments. This report is also expected to help stakeholders understand the competitive landscape and gain insights to improve the position of their business and plan suitable go-to-market strategies. It also aims at helping stakeholders understand the pulse of the market and providing them with information on key market drivers, restraints, challenges, and opportunities.

## Contents

### **1 INTRODUCTION**

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
  - 1.2.1 INCLUSIONS AND EXCLUSIONS
- 1.3 MARKET SCOPE
  - 1.3.1 MARKET SEGMENTATION
  - 1.3.2 REGIONS COVERED
- 1.4 YEARS CONSIDERED FOR THE STUDY
- 1.5 CURRENCY CONSIDERED
- 1.6 STAKEHOLDERS

### **2 RESEARCH METHODOLOGY**

- 2.1 RESEARCH DATA
  - 2.1.1 SECONDARY DATA
  - 2.1.2 PRIMARY DATA
    - 2.1.2.1 Breakup of primary profiles
    - 2.1.2.2 Key industry insights
- 2.2 MARKET BREAKUP AND DATA TRIANGULATION
- 2.3 MARKET SIZE ESTIMATION
- 2.4 MARKET FORECAST
- 2.5 RESEARCH ASSUMPTIONS
  - 2.5.1 ASSUMPTIONS FOR THE STUDY

### **3 EXECUTIVE SUMMARY**

### **4 PREMIUM INSIGHTS**

- 4.1 ATTRACTIVE OPPORTUNITIES IN THE WAN OPTIMIZATION MARKET
- 4.2 WAN OPTIMIZATION MARKET IN ASIA PACIFIC, BY COMPONENT AND COUNTRY
- 4.3 WAN OPTIMIZATION MARKET: MAJOR COUNTRIES

### **5 MARKET OVERVIEW AND INDUSTRY TRENDS**

#### **5.1 INTRODUCTION**

## 5.2 MARKET DYNAMICS

### 5.2.1 DRIVERS

5.2.1.1 Rising need to ensure users' quality of experience and productivity

5.2.1.2 Rising number of data centers and branch offices

5.2.1.3 Rise of cloud-based WAN optimization solution

### 5.2.2 RESTRAINTS

5.2.2.1 Latency of network for video content and VoIP

### 5.2.3 OPPORTUNITIES

5.2.3.1 WAN optimization for cloud technology

5.2.3.2 Hybrid WAN solution for enterprises

### 5.2.4 CHALLENGES

5.2.4.1 High capital and operational expenditure for WAN optimization solution

5.2.4.2 Availability of low-cost bandwidth

## 5.3 USE CASES

5.3.1 USE CASE 1: CTC TECHNOLOGIES

5.3.2 USE CASE 2: CISCO

5.3.3 USE CASE 3: RIVERBED

5.3.4 USE CASE 4: INFOVISTA

5.3.5 USE CASE 5: INFOVISTA

## 5.4 TECHNOLOGY ANALYSIS

## 5.5 IMPACT OF COVID-19 ON BUSINESS

5.5.1 ENTERPRISE NETWORK-TRAFFIC-PATTERNS IS IMPACTED BY THE COVID-19 PANDEMIC

5.5.2 AWARENESS ABOUT PROPER DISASTER RECOVERY PLAN

## 6 WAN OPTIMIZATION MARKET, BY COMPONENT

### 6.1 INTRODUCTION

### 6.2 SOLUTION

6.2.1 SOLUTION: WAN OPTIMIZATION MARKET DRIVERS

### 6.3 SERVICES

6.3.1 SERVICES: WAN OPTIMIZATION MARKET DRIVERS

## 7 WAN OPTIMIZATION MARKET, BY SOLUTION

### 7.1 INTRODUCTION

### 7.2 TRADITIONAL WIDE AREA NETWORK

### 7.3 SOFTWARE-DEFINED WIDE AREA NETWORK

## **8 WAN OPTIMIZATION MARKET, BY SERVICE**

### 8.1 INTRODUCTION

### 8.2 PROFESSIONAL SERVICES

#### 8.2.1 PROFESSIONAL SERVICES: WAN OPTIMIZATION MARKET DRIVERS

### 8.3 MANAGED SERVICES

#### 8.3.1 MANAGED SERVICES: WAN OPTIMIZATION MARKET DRIVERS

## **9 WAN OPTIMIZATION MARKET, BY DEPLOYMENT MODE**

### 9.1 INTRODUCTION

### 9.2 CLOUD

#### 9.2.1 CLOUD: WAN OPTIMIZATION MARKET DRIVERS

### 9.3 ON-PREMISES

#### 9.3.1 ON-PREMISES: WAN OPTIMIZATION MARKET DRIVERS

## **10 WAN OPTIMIZATION MARKET, BY END USER**

### 10.1 INTRODUCTION

### 10.2 SMALL AND MEDIUM-SIZED ENTERPRISES

#### 10.2.1 SMALL AND MEDIUM-SIZED ENTERPRISES: WAN OPTIMIZATION MARKET DRIVERS

### 10.3 LARGE ENTERPRISES

#### 10.3.1 LARGE ENTERPRISES: WAN OPTIMIZATION MARKET DRIVERS

## **11 WAN OPTIMIZATION MARKET, BY VERTICAL**

### 11.1 INTRODUCTION

### 11.2 BANKING, FINANCIAL SERVICES AND INSURANCE

#### 11.2.1 BANKING, FINANCIAL SERVICES AND INSURANCE: WAN OPTIMIZATION MARKET DRIVERS

### 11.3 HEALTHCARE

#### 11.3.1 HEALTHCARE: WAN OPTIMIZATION MARKET DRIVERS

### 11.4 INFORMATION TECHNOLOGY AND TELECOM

#### 11.4.1 INFORMATION TECHNOLOGY AND TELECOM: WAN OPTIMIZATION MARKET DRIVERS

### 11.5 MANUFACTURING

#### 11.5.1 MANUFACTURING: WAN OPTIMIZATION MARKET DRIVERS

### 11.6 RETAIL

- 11.6.1 RETAIL: WAN OPTIMIZATION MARKET DRIVERS
- 11.7 MEDIA AND ENTERTAINMENT
  - 11.7.1 MEDIA AND ENTERTAINMENT: WAN OPTIMIZATION MARKET DRIVERS
- 11.8 ENERGY
  - 11.8.1 ENERGY: WAN OPTIMIZATION MARKET DRIVERS
- 11.9 EDUCATION
  - 11.9.1 EDUCATION: WAN OPTIMIZATION MARKET DRIVERS
- 11.10 OTHERS

## **12 WAN OPTIMIZATION MARKET, BY REGION**

- 12.1 INTRODUCTION
- 12.2 NORTH AMERICA
  - 12.2.1 NORTH AMERICA: WAN OPTIMIZATION MARKET DRIVERS
  - 12.2.2 NORTH AMERICA: TARIFF AND REGULATORY LANDSCAPE
  - 12.2.3 UNITED STATES
  - 12.2.4 CANADA
- 12.3 EUROPE
  - 12.3.1 EUROPE: WAN OPTIMIZATION MARKET DRIVERS
  - 12.3.2 EUROPE: TARIFF AND REGULATORY LANDSCAPE
  - 12.3.3 UNITED KINGDOM
  - 12.3.4 GERMANY
  - 12.3.5 REST OF EUROPE
- 12.4 ASIA PACIFIC
  - 12.4.1 ASIA PACIFIC: WAN OPTIMIZATION MARKET DRIVERS
  - 12.4.2 ASIA PACIFIC: TARIFF AND REGULATORY LANDSCAPE
  - 12.4.3 CHINA
  - 12.4.4 INDIA
  - 12.4.5 REST OF ASIA PACIFIC
- 12.5 MIDDLE EAST AND AFRICA
  - 12.5.1 MIDDLE EAST AND AFRICA: WAN OPTIMIZATION MARKET DRIVERS
  - 12.5.2 MIDDLE EAST AND AFRICA: TARIFF AND REGULATORY LANDSCAPE
  - 12.5.3 UNITED ARAB EMIRATES
  - 12.5.4 KINGDOM OF SAUDI ARABIA
  - 12.5.5 REST OF MIDDLE EAST AND AFRICA
- 12.6 LATIN AMERICA
  - 12.6.1 LATIN AMERICA: WAN OPTIMIZATION MARKET DRIVERS
  - 12.6.2 LATIN AMERICA: TARIFF AND REGULATORY LANDSCAPE
  - 12.6.3 BRAZIL



12.6.4 MEXICO

12.6.5 REST OF LATIN AMERICA

## **13 COMPETITIVE LANDSCAPE**

13.1 OVERVIEW

13.2 MARKET SHARE AND RANKING

13.3 COMPETITIVE LEADERSHIP MAPPING, 2020

13.3.1 VISIONARY LEADERS

13.3.2 INNOVATORS

13.3.3 DYNAMIC DIFFERENTIATORS

13.3.4 EMERGING COMPANIES

13.4 STRENGTH OF PRODUCT PORTFOLIO

13.5 BUSINESS STRATEGY EXCELLENCE

13.6 KEY DEVELOPMENTS

13.7 COMPETITIVE SCENARIO

13.7.1 NEW PRODUCT LAUNCHES

13.7.2 BUSINESS EXPANSIONS

13.7.3 PARTNERSHIPS

## **14 COMPANY PROFILE**

(Business Overview, products and Solutions Offered, Recent Developments, and SWOT Analysis)\*

14.1 INTRODUCTION

14.2 CISCO

14.3 THOMA BRAVO (RIVERBED)

14.4 CITRIX

14.5 INFOVISTA

14.6 SILVER PEAK

14.7 ARRAY NETWORKS

14.8 ARYAKA NETWORK

14.9 CIRCADENCE

14.10 FAT PIPE

14.11 NUAGE NETWORKS (NOKIA)

14.12 ORACLE

14.13 HUAWEI

14.14 WANOS

14.15 EQUINIX

14.16 GFI SOFTWARE (EXINDA)

14.17 F5 NETWORKS

14.18 ARUBA NETWORKS(HPE)

14.19 VMWARE

14.20 RIGHT-TO-WIN

\*Details on Business Overview, products and Solutions Offered, Recent Developments, and SWOT Analysis might not be captured in case of unlisted companies.

## **15 APPENDIX**

15.1 DISCUSSION GUIDE

15.2 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL

15.3 AVAILABLE CUSTOMIZATION

15.4 RELATED REPORTS

15.5 AUTHOR DETAILS

## List Of Tables

### LIST OF TABLES

TABLE 1 FACTOR ANALYSIS

TABLE 2 WAN OPTIMIZATION MARKET SIZE, GLOBAL, 2018–2025 (USD MILLION)

TABLE 3 WAN OPTIMIZATION MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 4 SOLUTION: WAN OPTIMIZATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 5 SERVICES: WAN OPTIMIZATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 6 WAN OPTIMIZATION MARKET SIZE, BY SOLUTION, 2018–2025 (USD MILLION)

TABLE 7 TRADITIONAL WIDE AREA NETWORK: WAN OPTIMIZATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 8 SOFTWARE-DEFINED WIDE AREA NETWORK: WAN OPTIMIZATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 9 WAN OPTIMIZATION MARKET SIZE, BY SERVICE, 2018–2025 (USD MILLION)

TABLE 10 PROFESSIONAL SERVICES: WAN OPTIMIZATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 11 MANAGED SERVICES: WAN OPTIMIZATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 12 WAN OPTIMIZATION MARKET SIZE, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

TABLE 13 CLOUD: WAN OPTIMIZATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 14 ON-PREMISES: WAN OPTIMIZATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 15 WAN OPTIMIZATION MARKET SIZE, BY END USER 2018–2025 (USD MILLION)

TABLE 16 SMALL AND MEDIUM-SIZED ENTERPRISES: WAN OPTIMIZATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 17 LARGE ENTERPRISES: WAN OPTIMIZATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 18 WAN OPTIMIZATION MARKET SIZE, BY VERTICAL, 2018–2025 (USD MILLION)

TABLE 19 BANKING, FINANCIAL SERVICES AND INSURANCE: WAN

OPTIMIZATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 20 HEALTHCARE: WAN OPTIMIZATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 21 INFORMATION TECHNOLOGY AND TELECOM: WAN OPTIMIZATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 22 MANUFACTURING: WAN OPTIMIZATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 23 RETAIL: WAN OPTIMIZATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 24 MEDIA AND ENTERTAINMENT: WAN OPTIMIZATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 25 ENERGY: WAN OPTIMIZATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 26 EDUCATION: WAN OPTIMIZATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 27 OTHERS: WAN OPTIMIZATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 28 WAN OPTIMIZATION MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 29 NORTH AMERICA: WAN OPTIMIZATION MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 30 NORTH AMERICA: WAN OPTIMIZATION MARKET SIZE, BY SOLUTION, 2018–2025 (USD MILLION)

TABLE 31 NORTH AMERICA: WAN OPTIMIZATION MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

TABLE 32 NORTH AMERICA: WAN OPTIMIZATION MARKET SIZE, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

TABLE 33 NORTH AMERICA: WAN OPTIMIZATION MARKET SIZE, BY VERTICAL, 2018–2025 (USD MILLION)

TABLE 34 NORTH AMERICA: WAN OPTIMIZATION MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 35 UNITED STATES: WAN OPTIMIZATION MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 36 UNITED STATES: WAN OPTIMIZATION MARKET SIZE, BY SOLUTION, 2018–2025 (USD MILLION)

TABLE 37 UNITED STATES: WAN OPTIMIZATION MARKET SIZE, BY SERVICE, 2018–2025 (USD MILLION)

TABLE 38 UNITED STATES: WAN OPTIMIZATION MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

TABLE 39 UNITED STATES: WAN OPTIMIZATION MARKET SIZE, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

TABLE 40 CANADA: WAN OPTIMIZATION MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 41 CANADA: WAN OPTIMIZATION MARKET SIZE, BY SOLUTION, 2018–2025 (USD MILLION)

TABLE 42 CANADA: WAN OPTIMIZATION MARKET SIZE, BY SERVICE, 2018–2025 (USD MILLION)

TABLE 43 CANADA: WAN OPTIMIZATION MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

TABLE 44 CANADA: WAN OPTIMIZATION MARKET SIZE, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

TABLE 45 EUROPE: WAN OPTIMIZATION MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 46 EUROPE: WAN OPTIMIZATION MARKET SIZE, BY SOLUTION, 2018–2025 (USD MILLION)

TABLE 47 EUROPE: WAN OPTIMIZATION MARKET SIZE, BY SERVICE, 2018–2025 (USD MILLION)

TABLE 48 EUROPE: WAN OPTIMIZATION MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

TABLE 49 EUROPE: WAN OPTIMIZATION MARKET SIZE, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

TABLE 50 EUROPE: WAN OPTIMIZATION MARKET SIZE, BY VERTICAL, 2018–2025 (USD MILLION)

TABLE 51 EUROPE: WAN OPTIMIZATION MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 52 UNITED KINGDOM: WAN OPTIMIZATION MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 53 UK: WAN OPTIMIZATION MARKET SIZE, BY SOLUTION, 2018–2025 (USD MILLION)

TABLE 54 UNITED KINGDOM: WAN OPTIMIZATION MARKET SIZE, BY SERVICE, 2018–2025 (USD MILLION)

TABLE 55 UNITED KINGDOM: WAN OPTIMIZATION MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

TABLE 56 UNITED KINGDOM: WAN OPTIMIZATION MARKET SIZE, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

TABLE 57 GERMANY: WAN OPTIMIZATION MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 58 GERMANY: WAN OPTIMIZATION MARKET SIZE, BY SOLUTION,

2018–2025 (USD MILLION)

TABLE 59 GERMANY: WAN OPTIMIZATION MARKET SIZE, BY SERVICE,  
2018–2025 (USD MILLION)

TABLE 60 GERMANY: WAN OPTIMIZATION MARKET SIZE, BY END USER,  
2018–2025 (USD MILLION)

TABLE 61 GERMANY: WAN OPTIMIZATION MARKET SIZE, BY DEPLOYMENT  
MODE, 2018–2025 (USD MILLION)

TABLE 62 ASIA PACIFIC: WAN OPTIMIZATION MARKET SIZE, BY COMPONENT,  
2018–2025 (USD MILLION)

TABLE 63 ASIA PACIFIC: WAN OPTIMIZATION MARKET SIZE, BY SOLUTION,  
2018–2025 (USD MILLION)

TABLE 64 ASIA PACIFIC: WAN OPTIMIZATION MARKET SIZE, BY SERVICE,  
2018–2025 (USD MILLION)

TABLE 65 ASIA PACIFIC: WAN OPTIMIZATION MARKET SIZE, BY END USER,  
2018–2025 (USD MILLION)

TABLE 66 ASIA PACIFIC: WAN OPTIMIZATION MARKET SIZE, BY DEPLOYMENT  
MODE, 2018–2025 (USD MILLION)

TABLE 67 ASIA PACIFIC: WAN OPTIMIZATION MARKET SIZE, BY VERTICAL,  
2018–2025 (USD MILLION)

TABLE 68 ASIA PACIFIC: WAN OPTIMIZATION MARKET SIZE, BY COUNTRY,  
2018–2025 (USD MILLION)

TABLE 69 CHINA: WAN OPTIMIZATION MARKET SIZE, BY COMPONENT,  
2018–2025 (USD MILLION)

TABLE 70 CHINA: WAN OPTIMIZATION MARKET SIZE, BY SOLUTION, 2018–2025  
(USD MILLION)

TABLE 71 CHINA: WAN OPTIMIZATION MARKET SIZE, BY SERVICE, 2018–2025  
(USD MILLION)

TABLE 72 CHINA: WAN OPTIMIZATION MARKET SIZE, BY END USER, 2018–2025  
(USD MILLION)

TABLE 73 CHINA: WAN OPTIMIZATION MARKET SIZE, BY DEPLOYMENT MODE,  
2018–2025 (USD MILLION)

TABLE 74 INDIA: WAN OPTIMIZATION MARKET SIZE, BY COMPONENT, 2018–2025  
(USD MILLION)

TABLE 75 INDIA: WAN OPTIMIZATION MARKET SIZE, BY SOLUTION, 2018–2025  
(USD MILLION)

TABLE 76 INDIA: WAN OPTIMIZATION MARKET SIZE, BY SERVICE, 2018–2025  
(USD MILLION)

TABLE 77 INDIA: WAN OPTIMIZATION MARKET SIZE, BY END USER, 2018–2025  
(USD MILLION)

TABLE 78 INDIA: WAN OPTIMIZATION MARKET SIZE, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

TABLE 79 MIDDLE EAST AND AFRICA: WAN OPTIMIZATION MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 80 MIDDLE EAST AND AFRICA: WAN OPTIMIZATION MARKET SIZE, BY SOLUTION, 2018–2025 (USD MILLION)

TABLE 81 MIDDLE EAST AND AFRICA: WAN OPTIMIZATION MARKET SIZE, BY SERVICE, 2018–2025 (USD MILLION)

TABLE 82 MIDDLE EAST AND AFRICA: WAN OPTIMIZATION MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

TABLE 83 MIDDLE EAST AND AFRICA: WAN OPTIMIZATION MARKET SIZE, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

TABLE 84 MIDDLE EAST AND AFRICA: WAN OPTIMIZATION MARKET SIZE, BY VERTICAL, 2018–2025 (USD MILLION)

TABLE 85 MIDDLE EAST AND AFRICA: WAN OPTIMIZATION MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 86 UNITED ARAB EMIRATES: WAN OPTIMIZATION MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 87 UNITED ARAB EMIRATES: WAN OPTIMIZATION MARKET SIZE, BY SOLUTION, 2018–2025 (USD MILLION)

TABLE 88 UNITED ARAB EMIRATES: WAN OPTIMIZATION MARKET SIZE, BY SERVICE, 2018–2025 (USD MILLION)

TABLE 89 UNITED ARAB EMIRATES: WAN OPTIMIZATION MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

TABLE 90 UNITED ARAB EMIRATES: WAN OPTIMIZATION MARKET SIZE, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

TABLE 91 KINGDOM OF SAUDI ARABIA: WAN OPTIMIZATION MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 92 KINGDOM OF SAUDI ARABIA: WAN OPTIMIZATION MARKET SIZE, BY SOLUTION, 2018–2025 (USD MILLION)

TABLE 93 KINGDOM OF SAUDI ARABIA: WAN OPTIMIZATION MARKET SIZE, BY SERVICE, 2018–2025 (USD MILLION)

TABLE 94 KINGDOM OF SAUDI ARABIA: WAN OPTIMIZATION MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

TABLE 95 KINGDOM OF SAUDI ARABIA: WAN OPTIMIZATION MARKET SIZE, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

TABLE 96 LATIN AMERICA: WAN OPTIMIZATION MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 97 LATIN AMERICA: WAN OPTIMIZATION MARKET SIZE, BY SOLUTION,

2018–2025 (USD MILLION)

TABLE 98 LATIN AMERICA: WAN OPTIMIZATION MARKET SIZE, BY SERVICE, 2018–2025 (USD MILLION)

TABLE 99 LATIN AMERICA: WAN OPTIMIZATION MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

TABLE 100 LATIN AMERICA: HEALTHCARE MARKET SIZE, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

TABLE 101 LATIN AMERICA: WAN OPTIMIZATION MARKET SIZE, BY VERTICAL, 2018–2025 (USD MILLION)

TABLE 102 LATIN AMERICA: WAN OPTIMIZATION MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 103 BRAZIL: WAN OPTIMIZATION MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 104 BRAZIL: WAN OPTIMIZATION MARKET SIZE, BY SOLUTION, 2018–2025 (USD MILLION)

TABLE 105 BRAZIL: WAN OPTIMIZATION MARKET SIZE, BY SERVICE, 2018–2025 (USD MILLION)

TABLE 106 BRAZIL: WAN OPTIMIZATION MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

TABLE 107 BRAZIL: WAN OPTIMIZATION MARKET SIZE, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

TABLE 108 MEXICO: WAN OPTIMIZATION MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

TABLE 109 MEXICO: WAN OPTIMIZATION MARKET SIZE, BY SOLUTION, 2018–2025 (USD MILLION)

TABLE 110 MEXICO: WAN OPTIMIZATION MARKET SIZE, BY SERVICE, 2018–2025 (USD MILLION)

TABLE 111 MEXICO: WAN OPTIMIZATION MARKET SIZE, BY END USER, 2018–2025 (USD MILLION)

TABLE 112 MEXICO: WAN OPTIMIZATION MARKET SIZE, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

TABLE 113 NEW PRODUCT LAUNCHES, 2018–2019

TABLE 114 BUSINESS EXPANSIONS, 2019

TABLE 115 PARTNERSHIPS, 2018–2019



## List Of Figures

### LIST OF FIGURES

FIGURE 1 WAN OPTIMIZATION MARKET: RESEARCH DESIGN

FIGURE 2 MARKET SIZE ESTIMATION METHODOLOGY: APPROACH 1 (SUPPLY SIDE): REVENUE OF SOLUTION AND SERVICES OF THE WAN OPTIMIZATION MARKET

FIGURE 3 MARKET SIZE ESTIMATION METHODOLOGY: APPROACH 1 BOTTOM-UP

(SUPPLY SIDE): COLLECTIVE REVENUE OF ALL SOLUTION AND SERVICES OF THE WAN OPTIMIZATION MARKET

FIGURE 4 MARKET SIZE ESTIMATION METHODOLOGY: APPROACH

TOP-DOWN (DEMAND SIDE): SHARE OF THE WAN OPTIMIZATION MARKET

FIGURE 5 SOLUTION SEGMENT TO HOLD A LARGER MARKET SIZE IN 2020

FIGURE 6 CLOUD SEGMENT TO HOLD A HIGHER MARKET SHARE IN 2020

FIGURE 7 LARGE ENTERPRISES SEGMENT TO HOLD A LARGER MARKET SIZE IN 2020

FIGURE 8 WAN OPTIMIZATION SOLUTION OFFERS USERS WITH QUALITY OF EXPERIENCE AND PRODUCTIVITY

FIGURE 9 SOLUTION SEGMENT AND CHINA TO ACCOUNT FOR LARGE MARKET SHARES IN ASIA PACIFIC IN 2020

FIGURE 10 INDIA TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 11 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES: WAN OPTIMIZATION MARKET

FIGURE 12 SPENDING ON DIGITAL TRANSFORMATION

FIGURE 13 SERVICES SEGMENT TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

FIGURE 14 SOFTWARE-DEFINED WIDE AREA NETWORK SEGMENT TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

FIGURE 15 MANAGED SERVICES SEGMENT TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

FIGURE 16 CLOUD SEGMENT TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

FIGURE 17 SMALL AND MEDIUM-SIZED ENTERPRISES SEGMENT TO WITNESS A HIGHER GROWTH RATE DURING THE FORECAST PERIOD

FIGURE 18 INFORMATION TECHNOLOGY AND TELECOM SEGMENT TO WITNESS THE HIGHEST GROWTH RATE DURING THE FORECAST PERIOD

FIGURE 19 NORTH AMERICA TO EXHIBIT THE LARGEST MARKET SIZE DURING THE FORECAST PERIOD

FIGURE 20 NORTH AMERICA: MARKET SNAPSHOT

FIGURE 21 ASIA PACIFIC: MARKET SNAPSHOT

FIGURE 22 WAN OPTIMIZATION MARKET (GLOBAL) MARKET SHARE RANKING, 2020

FIGURE 23 WAN OPTIMIZATION MARKET (GLOBAL) COMPETITIVE LEADERSHIP MAPPING, 2020

FIGURE 24 PRODUCT PORTFOLIO ANALYSIS OF TOP PLAYERS IN THE WAN OPTIMIZATION MARKET

FIGURE 25 BUSINESS STRATEGY EXCELLENCE OF TOP PLAYERS IN THE WAN OPTIMIZATION MARKET

FIGURE 26 KEY DEVELOPMENTS IN THE WAN OPTIMIZATION MARKET (2018–2019)

FIGURE 27 MARKET EVALUATION FRAMEWORK, 2018–2019

FIGURE 28 CISCO: COMPANY SNAPSHOT

FIGURE 29 CISCO: SWOT ANALYSIS

FIGURE 30 RIVERBED: SWOT ANALYSIS

FIGURE 31 CITRIX: COMPANY SNAPSHOT

FIGURE 32 CITRIX: SWOT ANALYSIS

FIGURE 33 INFOVISTA: SWOT ANALYSIS

FIGURE 34 SILVER PEAK: SWOT ANALYSIS

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