

Workflow Orchestration Market by Type (Cloud Orchestration, Data Center Orchestration, Business Process Orchestration, and Security Orchestration), Organization Size (SMEs and Large Enterprises), Vertical, and Region - Global Forecast to 2022

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Abstracts

“The need to improve business outcomes with effective strategic decisions is one of the most significant factors projected to drive the growth of the workflow orchestration market.”

The workflow orchestration market is projected to grow from USD 13.81 billion in 2017 to USD 50.82 billion by 2022, at a CAGR of 29.8% during the forecast period.

Organizations are increasingly adopting workflow orchestration to increase operational efficiency and productivity level as well as improve business outcomes with effective strategic decisions. However, lack of technical expertise is a key factor restraining the growth of the workflow orchestration market.

“Based on type, the cloud orchestration segment is estimated to lead the workflow orchestration market in 2017.”

Based on type, the cloud orchestration segment is estimated to lead the workflow orchestration market in 2017. Cloud orchestration defines the arrangement and synchronization of automated tasks, which eventually results in a consolidated process or workflow. Managing interconnections and exchanges between cloud-based and on-premises business units are essential characteristics of a cloud orchestrator. The adoption of cloud orchestration by enterprises, owing to their benefits, such as improved productivity and performance as well as reduced business downtime and operational cost is contributing to the growth of the cloud orchestration segment.

“Based on organization size, the large enterprises segment is estimated to lead the workflow orchestration market in 2017.”

Based on organization size, the large enterprises segment is estimated to lead the workflow orchestration market in 2017. Large enterprises have adopted workflow orchestration to reduce operational costs and improve business functioning to sustain in the intense competitive environment. These enterprises are increasingly investing in advanced technologies to enhance overall productivity and efficiency.

“The workflow orchestration market in Asia Pacific is expected to grow at the highest CAGR during the forecast period.”

Based on region, the workflow orchestration market has been segmented into North America, Europe, Asia Pacific (APAC), the Middle East & Africa, and Latin America. Workflow orchestration is increasingly adopted by organizations in the Asia Pacific region to reduce operational costs and capital expenses. This, in turn, is projected to drive the growth of the workflow orchestration market in the Asia Pacific region.

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

By Company Type: Tier 1: 50%, Tier 2: 30%, and Tier 3: 20%

By Designation: C Level: 40%, D Level: 30%, and Others: 30%

By Region: North America: 40%, Europe: 20%, Asia Pacific: 30%, and RoW: 10%

Key vendors profiled in the report:

1. Microsoft (US)
2. IBM (US)
3. Cisco Systems (US)
4. Oracle (US)
5. VMware (US)
6. CA Technologies (US)

7. Arvato AG (Germany)
8. BMC Software (US)
9. ServiceNow (US)
10. Micro Focus (UK)
11. Dalet SA (France)
12. Ayehu Software Technologies (US)

Research Coverage

The workflow orchestration market has been segmented on the basis of type, organization size, vertical, and region. Based on type, the workflow orchestration market has been segmented into cloud orchestration, data center orchestration, network management, business process orchestration, and security orchestration. Based on organization size, the workflow orchestration market has been segmented into large enterprises and SMEs. Based on vertical, the workflow orchestration market has been segmented into IT & telecommunication; media & entertainment; Banking, Financial Services & Insurance (BFSI); e-commerce, retail & consumer goods; public sector; manufacturing & automotive; healthcare & pharmaceutical; travel & hospitality; and others (education and electricity & utility). Based on region, the workflow orchestration market has been segmented into North America, Europe, Asia Pacific, the Middle East & Africa, and Latin America.

Key Benefits of Buying the Report:

The report will help market leaders and new entrants in the workflow orchestration market in the following ways:

The report will help market leaders/new entrants by providing them the closest approximations of revenues of the workflow orchestration market and its subsegments. It will also help stakeholders better understand the competitor landscape, gain more insights to position their businesses, and implement suitable go-to-market strategies. The report will assist stakeholders to understand the pulse of the market and provide them with information on key market drivers, restraints, challenges, and opportunities.

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