

# **Asia Pacific Application Delivery Network Market by Product (Controllers, Application Security Equipment, and Application Gateways), by Vertical (Education, Media and Entertainment, BFSI, Government, and Others) - Forecasts to 2019**

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## **Abstracts**

The Asia-Pacific (APAC) Application Delivery Network (ADN) market was valued at USD 849. 4 million in 2014, and is projected to reach USD 1,950. 2 million by 2019, at a Compound Annual Growth Rate (CAGR) of 18. 1% from 2014 to 2019.

An ADN unifies functions such as load balancing, acceleration, optimization, and security into a single-centrally managed solution. Nowadays, the companies are providing its employees with freedom to work from anywhere and on any device. To gain the maximum effectiveness from this initiative, efficient connectivity between server and device is a must. Thus, the business mobility initiative by the companies is acting as a driver for the ADN solutions market. Also, the Bring Your Own Device (BYOD) trend is expected to increase, creating an entirely new market for network delivery options for such devices. To reap the optimum potential of such devices, ADN optimizes real-time interaction between the devices and the servers. The market has a strong growth potential and is expected to act as a strong driver for the growth of ADN.

In this report, the ADN market covers application segments, such as education, media and entertainment, Banking, Financial Services, and Insurance (BFSI), government, and others.

Furthermore, the market is also segmented on the basis of product. The product segment covers controllers, application security equipment, and application gateways. The controllers segment held the largest share in the product segment in 2014.

The ADN market is competitive in nature, marked with new product developments, product upgradation, and merger and acquisitions. New product launches and mergers and acquisitions are the key strategies adopted by market players to ensure their growth in the market. The market is dominated by players, such as F5 Networks (U.S.), Citrix Systems (U.S.), Barracuda Networks (U.S.), Kemp Technologies (U.S.), Radware (U.S.), Array Networks (U.S.), and A10 Networks (U.S.).

## Markets Covered

On the basis of product:

Controllers

Application Security Equipment

Application Gateways

On the basis of vertical:

Education

Media and Entertainment

BFSI

Government

On the basis of geography:

China

Japan

India

Rest of APAC



## Contents

### **1 INTRODUCTION**

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET SEGMENTATION AND COVERAGE
- 1.3 STAKEHOLDERS

### **2 RESEARCH METHODOLOGY**

- 2.1 INTEGRATED ECOSYSTEM OF ADN MARKET
- 2.2 ARRIVING AT THE ADN MARKET SIZE
  - 2.2.1 TOP-DOWN APPROACH
  - 2.2.2 BOTTOM-UP APPROACH
  - 2.2.3 DEMAND-SIDE APPROACH
  - 2.2.4 MACRO INDICATOR-BASED APPROACH
- 2.3 ASSUMPTIONS

### **3 EXECUTIVE SUMMARY**

### **4 MARKET OVERVIEW**

- 4.1 INTRODUCTION
- 4.2 ADN MARKET: COMPARISON WITH NETWORKING/COMMUNICATION SOLUTIONS MARKET
- 4.3 MARKET DRIVERS AND INHIBITORS
- 4.4 KEY MARKET DYNAMICS
- 4.5 DEMAND-SIDE ANALYSIS

### **5 APAC ADN MARKET ANALYSIS, BY PRODUCT**

- 5.1 INTRODUCTION
- 5.2 APAC ADN MARKET, PRODUCT COMPARISON WITH NETWORKING/COMMUNICATIONS SOLUTIONS MARKET
- 5.3 APAC CONTROLLER MARKET IN ADN, BY GEOGRAPHY
- 5.4 APAC APPLICATION SECURITY EQUIPMENT MARKET IN ADN, BY GEOGRAPHY
- 5.5 APAC APPLICATION GATEWAY MARKET IN ADN, BY GEOGRAPHY
- 5.6 SNEAK VIEW: APAC ADN MARKET, BY PRODUCT

## **6 APAC ADN MARKET ANALYSIS, BY VERTICAL**

### 6.1 INTRODUCTION

### 6.2 DEMAND-SIDE ANALYSIS

### 6.3 APAC ADN MARKET IN EDUCATION, BY GEOGRAPHY

### 6.4 APAC ADN MARKET IN MEDIA AND ENTERTAINMENT, BY GEOGRAPHY

### 6.5 APAC ADN MARKET IN BFSI, BY GEOGRAPHY

### 6.6 APAC ADN MARKET IN GOVERNMENT, BY GEOGRAPHY

### 6.7 SNEAK VIEW: APAC ADN MARKET, BY VERTICAL

## **7 APAC ADN MARKET ANALYSIS, BY GEOGRAPHY**

### 7.1 INTRODUCTION

### 7.2 CHINA ADN MARKET

#### 7.2.1 CHINA ADN MARKET, BY PRODUCT

#### 7.2.2 CHINA ADN MARKET, BY VERTICAL

### 7.3 JAPAN ADN MARKET

#### 7.3.1 JAPAN ADN MARKET, BY PRODUCT

#### 7.3.2 JAPAN ADN MARKET, BY VERTICAL

### 7.4 INDIA ADN MARKET

#### 7.4.1 INDIA ADN MARKET, BY PRODUCT

#### 7.4.2 INDIA ADN MARKET, BY VERTICAL

## **8 APAC ADN MARKET: COMPETITIVE LANDSCAPE**

### 8.1 COMPANY PRESENCE IN ADN MARKET, BY PRODUCT

### 8.2 MERGERS AND ACQUISITIONS

### 8.3 EXPANSIONS

### 8.4 INVESTMENTS

### 8.5 NEW SYNERGIES

## **9 COMPANY PROFILE**

### 9.1 F5 NETWORKS, INC.

#### 9.1.1 BUSINESS OVERVIEW

#### 9.1.2 KEY FINANCIALS

#### 9.1.3 PRODUCT AND SERVICE OFFERINGS

#### 9.1.4 RELATED DEVELOPMENTS

- 9.1.5 MMM VIEW
- 9.2 CITRIX SYSTEMS
  - 9.2.1 BUSINESS OVERVIEW
  - 9.2.2 KEY OPERATIONS DATA
  - 9.2.3 PRODUCT AND SERVICE OFFERINGS
  - 9.2.4 RELATED DEVELOPMENTS
  - 9.2.5 MMM VIEW
- 9.3 BARACUDDA NETWORKS
  - 9.3.1 BUSINESS OVERVIEW
  - 9.3.2 KEY FINANCIALS
  - 9.3.3 PRODUCT AND SERVICE OFFERINGS
  - 9.3.4 RELATED DEVELOPMENTS
  - 9.3.5 MMM VIEW
- 9.4 KEMP TECHNOLOGIES
  - 9.4.1 BUSINESS OVERVIEW
  - 9.4.2 KEY FINANCIALS
  - 9.4.3 PRODUCT AND SERVICE OFFERINGS
  - 9.4.4 RELATED DEVELOPMENTS
  - 9.4.5 MMM VIEW
- 9.5 RADWARE
  - 9.5.1 BUSINESS OVERVIEW
  - 9.5.2 KEY FINANCIALS
  - 9.5.3 PRODUCT AND SERVICE OFFERINGS
  - 9.5.4 RELATED DEVELOPMENTS
  - 9.5.5 MMM ANALYSIS
- 9.6 ARRAY NETWORKS
  - 9.6.1 BUSINESS OVERVIEW
  - 9.6.2 KEY OPERATIONS DATA
  - 9.6.3 PRODUCT AND SERVICE OFFERINGS
  - 9.6.4 RELATED DEVELOPMENTS
  - 9.6.5 MMM VIEW
- 9.7 A10 NETWORKS
  - 9.7.1 BUSINESS OVERVIEW
  - 9.7.2 KEY OPERATIONS DATA
  - 9.7.3 PRODUCT AND SERVICE OFFERINGS
  - 9.7.4 RELATED DEVELOPMENTS
  - 9.7.5 MMM VIEW

## **10 APPENDIX**

## 10.1 CUSTOMIZATION OPTIONS

### 10.1.1 SOLUTIONS MATRIX

### 10.1.2 VALUE CHAIN ANALYSIS

### 10.1.3 VENDOR LANDSCAPING

### 10.1.4 MARKET DATA TRACKER

### 10.1.5 VERTICAL ANALYSIS

## 10.2 RELATED REPORTS

## 10.3 INTRODUCING RT: REAL-TIME MARKET INTELLIGENCE

### 10.3.1 RT SNAPSHOTS

## List Of Tables

### LIST OF TABLES

Table 1 GLOBAL NETWORKING/COMMUNICATIONS SOLUTIONS PEER MARKET SIZE, 2014 (USD MN)

Table 2 APAC INDUSTRY MARKET SIZE, 2014 (USD MN)

Table 3 APAC ADN MARKET: ICT EXPENDITURE, BY GEOGRAPHY, 2014 (USD MN)

Table 4 APAC ADN MARKET: COMPARISON WITH PARENT MARKET, 2013–2019 (USD MN)

Table 5 APAC ADN MARKET: DRIVERS AND INHIBITORS

Table 6 APAC ADN MARKET, BY PRODUCT, 2013–2019 (USD MN)

Table 7 APAC ADN MARKET, BY VERTICAL, 2013–2019 (USD MN)

Table 8 APAC ADN MARKET: COMPARISON WITH VERTICAL MARKET, 2013–2019 (USD MN)

Table 9 APAC ADN MARKET, BY PRODUCT, 2013–2019 (USD MN)

Table 10 APAC ADN MARKET: PRODUCT COMPARISON WITH NETWORKING/COMMUNICATIONS SOLUTIONS MARKET, 2013–2019 (USD MN)

Table 11 APAC CONTROLLER MARKET IN ADN, BY GEOGRAPHY, 2013–2019 (USD MN)

Table 12 APAC APPLICATION SECURITY EQUIPMENT MARKET IN ADN, BY GEOGRAPHY, 2013–2019 (USD MN)

Table 13 APAC APPLICATION GATEWAY MARKET IN ADN, BY GEOGRAPHY, 2013–2019 (USD MN)

Table 14 APAC ADN MARKET, BY VERTICAL, 2013–2019 (USD MN)

Table 15 APAC ADN MARKET IN EDUCATION, BY GEOGRAPHY, 2013–2019 (USD MN)

Table 16 APAC ADN MARKET IN MEDIA AND ENTERTAINMENT, BY GEOGRAPHY, 2013–2019 (USD MN)

Table 17 APAC ADN MARKET IN BFSI, BY GEOGRAPHY, 2013–2019 (USD MN)

Table 18 APAC ADN MARKET IN GOVERNMENT, BY GEOGRAPHY, 2013–2019 (USD MN)

Table 19 APAC ADN MARKET, BY GEOGRAPHY, 2013–2019 (USD MN)

Table 20 CHINA ADN MARKET, BY PRODUCT, 2013–2019 (USD MN)

Table 21 CHINA ADN MARKET, BY VERTICAL, 2013–2019 (USD MN)

Table 22 JAPAN ADN MARKET, BY PRODUCT, 2013–2019 (USD MN)

Table 23 JAPAN ADN MARKET, BY VERTICAL, 2013–2019 (USD MN)

Table 24 INDIA ADN MARKET, BY PRODUCT, 2013–2019 (USD MN)



Table 25 INDIA ADN MARKET, BY VERTICAL, 2013–2019 (USD MN)

Table 26 APAC ADN MARKET: MERGERS AND ACQUISITIONS

Table 27 APAC ADN MARKET: EXPANSIONS

Table 28 APAC ADN MARKET: INVESTMENTS

Table 29 APAC ADN MARKET: JOINT VENTURES

Table 30 F5 NETWORKS, INC.: KEY FINANCIALS, 2010–2014 (USD MN)

Table 31 F5 NETWORKS, INC.: KEY FINANCIALS, BY GEOGRAPHY, 2010–2014 (USD MN)

Table 32 CITRIX SYSTEMS: KEY FINANCIALS, 2009–2013 (USD MN)

Table 33 BARACUDA NETWORKS: KEY FINANCIALS, 2010–2014 (USD MN)

Table 34 RADWARE: KEY FINANCIALS, 2010–2014 (USD MN)

## List Of Figures

### LIST OF FIGURES

- Figure 1 APAC ADN MARKET: SEGMENTATION AND COVERAGE
- Figure 2 ADN MARKET: INTEGRATED ECOSYSTEM
- Figure 3 RESEARCH METHODOLOGY
- Figure 4 TOP-DOWN APPROACH
- Figure 5 BOTTOM-UP APPROACH
- Figure 6 DEMAND-SIDE APPROACH
- Figure 7 MACRO INDICATOR-BASED APPROACH
- Figure 8 APAC ADN MARKET SNAPSHOT
- Figure 9 ADN MARKET: GROWTH ASPECTS
- Figure 10 APAC ADN PRODUCT MARKET, BY GEOGRAPHY, 2014 VS. 2019
- Figure 11 APAC ADN MARKET, BY VERTICAL, 2014 VS. 2019
- Figure 12 APAC ADN MARKET, BY PRODUCT, 2014–2019 (USD MN)
- Figure 13 APAC ADN MARKET: PRODUCT COMPARISON WITH NETWORKING/COMMUNICATIONS SOLUTIONS MARKET, 2013–2019 (USD MN)
- Figure 14 APAC CONTROLLER MARKET IN ADN, BY GEOGRAPHY, 2013–2019 (USD MN)
- Figure 15 APAC APPLICATION SECURITY EQUIPMENT MARKET IN ADN, BY GEOGRAPHY, 2013–2019 (USD MN)
- Figure 16 APAC APPLICATION GATEWAY MARKET IN ADN, BY GEOGRAPHY, 2013–2019 (USD MN)
- Figure 17 ADN: APPLICATION MARKET SCENARIO
- Figure 18 APAC ADN MARKET, BY VERTICAL, 2014–2019 (USD MN)
- Figure 19 APAC ADN MARKET IN EDUCATION, BY GEOGRAPHY, 2013–2019 (USD MN)
- Figure 20 APAC ADN MARKET IN MEDIA AND ENTERTAINMENT, BY GEOGRAPHY, 2013–2019 (USD MN)
- Figure 21 APAC ADN MARKET IN BFSI, BY GEOGRAPHY, 2013–2019 (USD MN)
- Figure 22 APAC ADN MARKET IN GOVERNMENT, BY GEOGRAPHY, 2013–2019 (USD MN)
- Figure 23 SNEAK VIEW: APAC ADN MARKET, BY VERTICAL
- Figure 24 APAC ADN MARKET: GROWTH ANALYSIS, BY GEOGRAPHY, 2013–2019 (USD MN)
- Figure 25 CHINA ADN MARKET OVERVIEW, 2014 VS. 2019 (%)
- Figure 26 CHINA ADN MARKET, BY PRODUCT, 2013–2019 (USD MN)
- Figure 27 CHINA ADN MARKET SHARE, BY PRODUCT, 2014–2019 (%)

- Figure 28 CHINA ADN MARKET, BY VERTICAL, 2013-2019 (USD MN)
- Figure 29 CHINA ADN MARKET: VERTICAL SNAPSHOT
- Figure 30 JAPAN ADN MARKET OVERVIEW, 2014 VS. 2019 (%)
- Figure 31 JAPAN ADN MARKET, BY PRODUCT, 2013–2019 (USD MN)
- Figure 32 JAPAN ADN MARKET SHARE, BY PRODUCT, 2014–2019 (%)
- Figure 33 JAPAN ADN MARKET, BY VERTICAL, 2013–2019 (USD MN)
- Figure 34 JAPAN ADN MARKET: VERTICAL SNAPSHOT
- Figure 35 INDIA ADN MARKET OVERVIEW, 2014 VS. 2019 (%)
- Figure 36 INDIA ADN MARKET, BY PRODUCT, 2013–2019 (USD MN)
- Figure 37 INDIA ADN MARKET: PRODUCT SNAPSHOT
- Figure 38 INDIA ADN MARKET, BY VERTICAL, 2013–2019 (USD MN)
- Figure 39 INDIA ADN MARKET: VERTICAL SNAPSHOT
- Figure 40 ADN: COMPANY PRODUCT COVERAGE, 2014
- Figure 41 F5 NETWORKS: REVENUE MIX, 2014 (%)
- Figure 42 F5 NETWORKS REVENUES, 2010–2014 (USD MN)
- Figure 43 CITRIX SYSTEMS REVENUES, 2009–2013 (USD MN)
- Figure 44 BARACUDA NETWORKS REVENUE MIX, 2014 (%)
- Figure 45 RADWARE, REVENUE 2010-2014 (USD MN)

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