

# **Global Operation Business Process as A Service (BPaaS) Market By Process (Order Management as a Service (OMaaS), SCM, Business Process Analytics, Digital Asset Management), by Deployment (Hosted, On - Premise) – Trends & Forecast to 2020**

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## **Abstracts**

Operation BPaaS is a part of Business Process as a Service (BPaaS), which assists companies in outsourcing their operational activities. BPaaS is delivered based on a cloud services model, wherein the different cloud services include Software as a Service (SaaS), Platform as a Service (PaaS), and Infrastructure as a Service (IaaS). BPaaS is highly service-oriented and has well-defined interfaces. Furthermore, BPaaS services are capable of leveraging automation, standardization, and repeatability, thereby enabling consistent delivery of services.

The global operation BPaaS market has been broadly segmented on the basis of industry vertical, process, service, end-user, deployment model, and geography. On the basis of geography, the global operation BPaaS market has been segmented into North America, Europe, Latin America, Asia-Pacific, and Middle East & Africa. On the basis of process, the market has been segmented into order management, supply chain management, business process analytics, industry operations, and digital asset management. On the basis of services, the market has been segmented into design and consulting, system integration, and support and maintenance. On the basis of industry vertical, the market has been further segmented into Banking, Financial Services, and Insurance (BFSI); retail and wholesale distribution; energy and utilities; government; manufacturing; transportation and logistics; telecommunication and Information Technology (IT); and aerospace and defense. On the basis of deployment, the market has been segmented into hosted and on premise, and on the basis of end-users, into large enterprises and small medium businesses.

Among the regions considered for the market analysis, North America is dominating the global market, mainly owing to the technological advancements in the region, followed by Europe. However, APAC is projected to be the fastest-growing segment in the global operation BPaaS market. North America had the highest ICT expenditure of \$1,185,612 million in 2014, followed by Europe, where total ICT expenditure was \$1,153,114 million.

As of 2014, the global operation BPaaS is dominated by Accenture, Cognizant, Capgemini, SAP, IBM, and Fujitsu, among others. New product launches, partnerships, acquisitions, and collaborations are the major strategies adopted by the key players to achieve growth in the global operation BPaaS market.

#### Reasons to Buy the Report:

From an insight perspective, this research report has focused on various levels of analysis—industry analysis (industry trends, and PEST analysis), market share analysis of top players, supply chain analysis, and company profiles, which together comprise and discuss the basic views on the competitive landscape; emerging and high-growth segments of the market; high-growth regions and their respective regulatory policies; government initiatives; and market drivers, restraints, and opportunities.

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help the firms in garnering a greater market share. Firms purchasing the report could use any one or combination of the below mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market share.

The report provides insights on the following pointers:

**Market Penetration:** Comprehensive information on operation BPaaS solutions offered by the top players of the market

**Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product launches in the global operation BPaaS market

**Market Development:** Comprehensive information about lucrative emerging

markets. The report analyzes the markets for various global operation BPaaS solutions and services across geographies

**Market Diversification:** Exhaustive information about new products, untapped geographies, recent developments, and investments in the global operation BPaaS market

**Competitive Assessment:** In-depth assessment of market shares, strategies, products, and manufacturing capabilities of the leading players in the global operation BPaaS market

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