

North America Software Defined Networking (SDN)(By End Users(Enterprises,CSP,TSP),By Solution(High Performance Computing,Network Virtualization,Server Virtualization,Virtualization Security))-Regional Advancement, Market Size And Forecast (2013-2019)

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Abstracts

Enterprises favor network virtualization and data center consolidation, which will lead to high-performance computing and complex networks. The solution offered to cater to the needs of the current trend is Software-Defined Networking (SDN), an emerging approach to design, build, and manage networks. The architecture used in SDN makes it ideal for high-bandwidth and dynamic applications. This architecture helps decouple the network control and forwarding functions, making way for easy programmability of the entire network control.

SDN solutions provide features such as direct programmability of network control, increase the agility of the network to adjust to the traffic flow, permit the entire network to be managed through a single interface, help simplify network designs and operations, reduction in capital expenditure & operational expenditure, and simultaneously enable organizations to innovate new types of services, applications, and business models.

SDN solutions find applications in a majority of industrial verticals and are majorly used by verticals such as Banking, Financial Services, and Insurance (BFSI), educational institutions, government, telecom industry, and IT industry. The SDN market can be segmented on the basis of solutions among switches, controllers, cloud virtualization applications, and network virtualization security. Switches and controllers contribute to higher market share and are expected to be dominated by cloud virtualization and network virtualization security solutions by 2019.

SDN solutions are poised for quick adoption across various verticals; some of the verticals include:

BFSI: This vertical relies on its network infrastructure for its day-to-day business activities. Organizations pay a hefty amount to manage their globally dispersed assets. SDN solutions lower the costs associated with the network infrastructure, help control the entire network from a single interface, and allocate the bandwidth for high-priority applications.

Educational Institutions: Educational institution campuses are increasingly in sync with the latest technologies and opt for Wi-Fi-enabled campuses and much more. All the advancements come with a pre-requisite of network infrastructures. Thus, SDN solutions will be needed by educational institutions as well.

Government: Government institutions in developing as well as developed countries aim to connect all the agencies interlinked in one network. Governments, which usually operate on budgetary constraints, look for solutions to reduce the expenditure and easy management of their networks. SDN provides a promising solution for the same.

Telecom and IT Industries: The telecom and IT industries are the most network-intensive industries. Telecom operators are always on the lookout for innovations that help them increase the speed of their Wide-Area Network (WAN). They also offer new services without compromising on the speed of their network. SDN solutions will help the telecom and IT organizations by avoiding traditional network bottle-necks and increasing the flexibility and programmability of their network.

MicroMarketMonitor presumes that the government, BFSI, academia, telecom, and IT verticals will display tremendous growth throughout the forecast period. However, emerging revenue pockets, namely the energy and healthcare verticals will demonstrate a significant increase in the period. Major challenges faced by the vendors in this space are the lack of industry standards for SDN solutions and stiff competition in the market.

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