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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 foreasy programmability of the entire network control.

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

SDN solutions find applications in a majority of industrial verticals and aremajorly 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 ofsolutions amongswitches, 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.

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

BFSI:This vertical relies on itsnetwork infrastructure for itsday-to-day business activities. Organizations pay a hefty amount to manage their globally dispersed assets. SDN solutions lower the costsassociated with the network infrastructure, helpcontrol 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 operateon 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 lookoutfor innovations that helpthem increase the speed of their Wide-Area Network (WAN).Theyalso offer new services without compromising on the speed of their network. SDN solutions will helpthe telecom and IT organizations by avoiding traditional network bottle-necks and increasing the flexibility and programmability of their network.

MicroMarketMonitorpresumes thatthe government, BFSI, academia,telecom,and IT verticals willdisplaytremendous growth throughout the forecast period. However, emerging revenue pockets, namely theenergy and healthcare verticals will demonstrate asignificant 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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