

Global Digital Transformation Market: Size, Trend, Share, Opportunity Analysis & Forecast, 2014–2025

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Abstracts

Digital transformation is the reinvention of an organization using digital technology such as social media, mobility analytics, and others to improve the way it performs and serves its elements. Digital refers to the use of technology that generates, stores, and processes data. The enterprises are widely adopting this technology to improve or add more features to their traditional business processes and also to maintain customer relationships.

Based on component type, it is divided into solution and services. Various deployment models considered in the report are cloud and on-premises. Based on end-user it is divided into small and medium businesses, and enterprises. Based on business type it is divided into B2B, B2B2C, and B2C. Various industries included in the report are BFSI, healthcare, telecom & IT, automotive, academia & research, retail, manufacturing, and government. Geographical breakdown and deep analysis of each of the aforesaid segments is included for North America, Europe, Asia-Pacific, and LAMEA.

MARKET DYNAMICS:

Drivers:

Increased demand of Internet of Things (IoT)

Various technological innovations in digitalization

Restraints:

Lack of awareness regarding benefits of digital transformation

MARKET PLAYERS:

The top players in the global digital transformation market include Apple, Inc., Oracle Corporation, IBM Corporation, EMC Corporation, SAP AG, CA Technologies, Adobe Systems, Microsoft Corporation, Hewlett-Packard (HP), and Google, Inc.

KEY TAKEAWAYS

MARKET LANDSCAPE

By Component Type

Solution

Service

By Deployment Type

Cloud

On-Premises

By End User

Small and Medium Businesses (SMB)

Enterprises

By Business Type

B2B (Business-to-Business)

B2B2C (Business-to-Business-to-Consumer)

B2C (Business-to-Consumer)

By Vertical

BFSI

Healthcare

Telecom & IT

Automotive

Academia & Research

Retail

Manufacturing

Government

By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

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COMPANIES MENTIONED

Oracle Corporation, IBM Corporation, EMC Corporation, SAP AG, CA Technologies, Adobe Systems, Microsoft Corporation, Hewlett-Packard (HP), and Google, Inc.

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