

# Wi-fi as a service - Global Market Outlook (2017-2023)

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## Abstracts

According to Statistics MRC, the Global Wi-Fi as a Service Market is accounted for \$1.46 billion in 2016 and is expected to reach \$12.01 billion by 2023 growing at a CAGR of 35.1% during the forecast period. Rising need for low capital expenses, ease of management and remote troubleshooting and increasing number of medium-sized organizations are some of the key factors propelling the market growth. However, security issues and lack of expertise and skilled personnel are hampering the market growth. Proliferation of BYOD and enterprise mobility will provide ample opportunity for the market to grow.

Wi-Fi as a Service is a huge speed Wi-Fi resolution that is completely influenced by usage of cloud based management systems. Wi-Fi is a technology that practices radio waves to deliver network connectivity. A Wi-Fi connection is recognized using a wireless connector to produce hotspots areas in the locality of a wireless router that are connected to the network and permit operators to access internet facilities. It allow business through inadequate CapEx or IT resources to give fast, secure, and reliable wireless LAN access over many regions.

By service type, Wi-Fi as a service analytics, it contains two techniques for intelligent business analytics, that is, reporting and analytics. WiFi Analytics has the power and granularity of data to add benefit for retailers, venue owners and customers alike, whilst closing the profitability gap between brick-and-mortar and digital commerce. The requirement for cloud-based reporting and analytics is rising among enterprises attributed to its growing demand for better decision-making, optimizing internal business process, escalating operational efficiency, and expanding competitive advantage in the market.

Asia Pacific is expected to grow at a fastest CAGR during the forecast period due to increasing demand for centralized management system, increasing insistence for Wi-Fi

services and rapidly increasing SMBs.

Some of the key players in Wi-Fi as a Service Market include Rogers Communications Inc., Singapore Telecommunications Limited (Singtel), Viasat Inc., Aerohive Networks, BigAir, iPass Inc, Zebra Technologies, Cisco Systems, Inc., Telstra Corporation Ltd., Aruba, Mojo Networks, Inc., Ruckus Wireless, Inc., Fujitsu Ltd., and ADTRAN Networking India Private Limited.

#### User Locations Covered:

Outdoor

Indoor

#### Service Types Covered:

Cloud Access Point

Support and Maintenance

Network Planning and Designing

Wi-Fi as A Service Analytics

Other Service Types

#### Verticals Covered:

Consumer Goods and Retail

Government and Public Sector

Manufacturing

Travel and Hospitality

Banking, Financial Services, and Insurance (BFSI)

Education

Healthcare and Life Sciences

Telecommunication and IT

Transportation and Logistics

Other Verticals

#### Organization Sizes Covered:

Large Enterprises

Small and Medium Enterprises (SMES)

#### Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

U.K

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

## Rest of Middle East & Africa

What our report offers:

Market share assessments for the regional and country level segments

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 7 years of all the mentioned segments, sub segments and the regional markets

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

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