

# **Global Digital Workplace Market By Component (Solutions & Services), By Organization Size (SMEs & Large Enterprises), By Deployment (On-premise & Cloud), By End-User (BFSI, Telecom & IT, Retail & Others), By Region, Competition, Forecast & Opportunities, 2024**

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## **Abstracts**

Global digital workplace market stood at \$ 28.54 billion in 2018 and is projected to reach \$ 78.85 billion by 2024, exhibiting a CAGR of over 17% during the forecast period, on the back of increasing demand for flexibility and work-life balance. Digital workplace consists of a set of platforms, environment and tools to align people, technology and business processes, so as to improve the operational efficiency and achieve business goals. Availability of new technologies and tools helps to enhance staff management and provide unified experience, so that organizations can leverage digital dexterity for the development of new digital business services.

Global digital workplace market can be segmented based on component, organization size, deployment and end user. In terms of component, the market can be bifurcated into solutions and services. Solutions segment includes unified communication & collaboration, unified endpoint management and enterprise mobility & management. Integrated mobile capabilities like telephony, video conferencing, messaging and bring your own device (BYOD) trend are promoting the use of unified communication and collaboration technologies at any time, resulting in the largest share of the segment. Based on the organization size, the market can be categorized into small and medium enterprises (SME) and large enterprises. The adoption of digital workplace is high in large enterprises, as with the incorporation of these technological solutions, organizations can improve their business process models as well as enhance the

efficacy and efficiency of the work done. Digital workplace market finds applications in various verticals such as BFSI, IT & telecom, retail, healthcare, transportation & logistics and others. BFSI is the significant vertical in global digital workplace market and the trend is likely to continue in the coming years, as the companies catering to this sector are offering a variety of TV, wireless and mobile services to adjust and serve the customers in a better way.

In 2018, North America dominated global digital workplace market, on the back of rising adoption of advanced technologies and presence of leading market players in the region. Major players operating in global digital workplace market include Microsoft, Cisco Systems, Inc., Citrix Systems, Inc., Atos SE, IBM Corp, TCS Limited, NTT Data Corporation, Intel Corporation, Accenture PLC and VMware, Inc. Major companies are developing advanced technologies and launching new products in order to stay competitive in the market. Other competitive strategies include mergers & acquisitions and new product developments. In 2018, Citrix Systems Inc. launched digital workplace solution to unify and secure SaaS, mobile and virtual apps and content across all endpoints.

Years considered for this report:

Historical Years: 2014-2017

Base Year: 2018

Estimated Year: 2019

Forecast Period: 2020-2024

Objective of the Study:

To analyze and forecast global digital workplace market size.

To classify and forecast global digital workplace market based on component, deployment, organization size, end-user and regional distribution.

To identify drivers and challenges for global digital workplace market.

To examine competitive developments such as expansions, new product

launches, mergers & acquisitions, etc., in global digital workplace market.

To conduct the pricing analysis for global digital workplace market.

To identify and analyze the profile of leading players operating in global digital workplace market.

Some of the leading players in global digital workplace market are Microsoft, Cisco Systems, Inc., Citrix Systems, Inc., Atos SE, IBM Corp, TCS Limited, NTT Data Corporation, Intel Corporation, Accenture PLC and VMware, Inc.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of service providers across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the service providers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the service offerings, distribution channels and presence of all major service providers across the globe.

TechSci Research calculated global digital workplace market size by using a bottom-up approach, where data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Digital workplace service providers

Security and intelligence service providers

Research organizations and consulting companies

Government bodies such as regulating authorities and policy makers

## Organizations, forums and alliances related to digital workplace

The study is useful in providing answers to several critical questions that are important for industry stakeholders such as service providers and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

### Report Scope:

In this report, global digital workplace market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

#### Market, by Component:

##### Solution

Unified Communication & Collaboration

Unified Endpoint Management

Enterprise Mobility & Management

##### Services

Professional

Managed

#### Market, by Organization Size:

Small & Medium Sized Enterprises

Large Enterprises

#### Market, by Deployment:

On-premise

Cloud

Market, by End-User:

BFSI

Telecom & IT

Healthcare

Transportation & Logistics

Retail

Others

Market, by Region:

North America

United States

Mexico

Canada

Europe

Germany

United Kingdom

France

Italy

Spain

## Asia-Pacific

China

Japan

South Korea

Australia

India

## Middle East & Africa

South Africa

Saudi Arabia

UAE

Qatar

## South America

Brazil

Argentina

Colombia

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in global digital workplace market.

## Available Customizations:

With the given market data, TechSci Research offers customizations according to a

*Global Digital Workplace Market By Component (Solutions & Services), By Organization Size (SMEs & Large Enterp...*

company's specific needs. The following customization options are available for the report:

#### Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

### 1. PRODUCT OVERVIEW

### 2. RESEARCH METHODOLOGY

### 3. EXECUTIVE SUMMARY

### 4. VOICE OF CUSTOMER

4.1. Key Benefits of Digital Workplace

4.2. Challenges Faced & Unmet Needs

### 5. GLOBAL DIGITAL WORKPLACE MARKET OUTLOOK

5.1. Market Size & Forecast

5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Component (Solutions & Services)

5.2.1.1. Solutions (Unified Communication & Collaboration, Unified Endpoint Management and Enterprise Mobility & Management)

5.2.1.2. Services (Professional and Managed)

5.2.2. By Organization Size (Small & Medium Sized Enterprises and Large Enterprises)

5.2.3. By Deployment (On-premise and Cloud)

5.2.4. By End-User (BFSI, Telecom & IT, Retail, Healthcare, Transportation & Logistics and Others)

5.2.5. By Region (North America; Europe; Asia-Pacific; South America and Middle East & Africa)

5.2.6. By Company (2018)

5.3. Market Attractiveness Index

### 6. NORTH AMERICA DIGITAL WORKPLACE MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Component

6.2.2. By Deployment



- 6.2.3. By End-User
- 6.2.4. By Country (United States; Canada; Mexico; and Rest of North America)
- 6.3. North America: Country Analysis
  - 6.3.1. United States Digital Workplace Market Outlook
    - 6.3.1.1. Market Size & Forecast
      - 6.3.1.1.1. By Value
    - 6.3.1.2. Market Share & Forecast
      - 6.3.1.2.1. By Deployment
      - 6.3.1.2.2. By End User
  - 6.3.2. Mexico Digital Workplace Market Outlook
    - 6.3.2.1. Market Size & Forecast
      - 6.3.2.1.1. By Value
    - 6.3.2.2. Market Share & Forecast
      - 6.3.2.2.1. By Deployment
      - 6.3.2.2.2. By End User
  - 6.3.3. Canada Digital Workplace Market Outlook
    - 6.3.3.1. Market Size & Forecast
      - 6.3.3.1.1. By Value
    - 6.3.3.2. Market Share & Forecast
      - 6.3.3.2.1. By Deployment
      - 6.3.3.2.2. By End User

## **7. EUROPE DIGITAL WORKPLACE MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Component
  - 7.2.2. By Deployment
  - 7.2.3. By End-User
  - 7.2.4. By Country (UK; Italy; Spain; Germany; France; and Rest of Europe)
- 7.3. Europe: Country Analysis
  - 7.3.1. Germany Digital Workplace Market Outlook
    - 7.3.1.1. Market Size & Forecast
      - 7.3.1.1.1. By Value
    - 7.3.1.2. Market Share & Forecast
      - 7.3.1.2.1. By Deployment
      - 7.3.1.2.2. By End User
  - 7.3.2. United Kingdom Digital Workplace Market Outlook

- 7.3.2.1. Market Size & Forecast
  - 7.3.2.1.1. By Value
- 7.3.2.2. Market Share & Forecast
  - 7.3.2.2.1. By Deployment
  - 7.3.2.2.2. By End User
- 7.3.3. France Digital Workplace Market Outlook
  - 7.3.3.1. Market Size & Forecast
    - 7.3.3.1.1. By Value
  - 7.3.3.2. Market Share & Forecast
    - 7.3.3.2.1. By Deployment
    - 7.3.3.2.2. By End User
- 7.3.4. Italy Digital Workplace Market Outlook
  - 7.3.4.1. Market Size & Forecast
    - 7.3.4.1.1. By Value
  - 7.3.4.2. Market Share & Forecast
    - 7.3.4.2.1. By Deployment
    - 7.3.4.2.2. By End User
- 7.3.5. Spain Digital Workplace Market Outlook
  - 7.3.5.1. Market Size & Forecast
    - 7.3.5.1.1. By Value
  - 7.3.5.2. Market Share & Forecast
    - 7.3.5.2.1. By Deployment
    - 7.3.5.2.2. By End User

## **8. ASIA-PACIFIC DIGITAL WORKPLACE MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Component
  - 8.2.2. By Deployment
  - 8.2.3. By End-User
  - 8.2.4. By Country (China; Japan; India; South Korea; Australia; and Rest of Asia-Pacific)
- 8.3. Asia-Pacific: Country Analysis
  - 8.3.1. China Digital Workplace Market Outlook
    - 8.3.1.1. Market Size & Forecast
      - 8.3.1.1.1. By Value
    - 8.3.1.2. Market Share & Forecast

- 8.3.1.2.1. By Deployment
- 8.3.1.2.2. By End User
- 8.3.2. Japan Digital Workplace Market Outlook
  - 8.3.2.1. Market Size & Forecast
    - 8.3.2.1.1. By Value
  - 8.3.2.2. Market Share & Forecast
    - 8.3.2.2.1. By Deployment
    - 8.3.2.2.2. By End User
- 8.3.3. South Korea Digital Workplace Market Outlook
  - 8.3.3.1. Market Size & Forecast
    - 8.3.3.1.1. By Value
  - 8.3.3.2. Market Share & Forecast
    - 8.3.3.2.1. By Deployment
    - 8.3.3.2.2. By End User
- 8.3.4. Australia Digital Workplace Market Outlook
  - 8.3.4.1. Market Size & Forecast
    - 8.3.4.1.1. By Value
  - 8.3.4.2. Market Share & Forecast
    - 8.3.4.2.1. By Deployment
    - 8.3.4.2.2. By End User
- 8.3.5. India Digital Workplace Market Outlook
  - 8.3.5.1. Market Size & Forecast
    - 8.3.5.1.1. By Value
  - 8.3.5.2. Market Share & Forecast
    - 8.3.5.2.1. By Deployment
    - 8.3.5.2.2. By End User

## **9. MIDDLE EAST & AFRICA DIGITAL WORKPLACE MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Component
  - 9.2.2. By Deployment
  - 9.2.3. By End-User
  - 9.2.4. By Country (South Africa; Saudi Arabia; UAE; Qatar; and Rest of Middle East & Africa)
- 9.3. MEA: Country Analysis
  - 9.3.1. South Africa Digital Workplace Market Outlook

- 9.3.1.1. Market Size & Forecast
  - 9.3.1.1.1. By Value
- 9.3.1.2. Market Share & Forecast
  - 9.3.1.2.1. By Deployment
  - 9.3.1.2.2. By End User
- 9.3.2. Saudi Arabia Digital Workplace Market Outlook
  - 9.3.2.1. Market Size & Forecast
    - 9.3.2.1.1. By Value
  - 9.3.2.2. Market Share & Forecast
    - 9.3.2.2.1. By Deployment
    - 9.3.2.2.2. By End User
- 9.3.3. UAE Digital Workplace Market Outlook
  - 9.3.3.1. Market Size & Forecast
    - 9.3.3.1.1. By Value
  - 9.3.3.2. Market Share & Forecast
    - 9.3.3.2.1. By Deployment
    - 9.3.3.2.2. By End User
- 9.3.4. Qatar Digital Workplace Market Outlook
  - 9.3.4.1. Market Size & Forecast
    - 9.3.4.1.1. By Value
  - 9.3.4.2. Market Share & Forecast
    - 9.3.4.2.1. By Deployment
    - 9.3.4.2.2. By End User

## **10. SOUTH AMERICA DIGITAL WORKPLACE MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Component
  - 10.2.2. By Deployment
  - 10.2.3. By End-User
  - 10.2.4. By Country (Brazil; Argentina; Colombia; and Rest of South America)
- 10.3. South America: Country Analysis
  - 10.3.1. Brazil Digital Workplace Market Outlook
    - 10.3.1.1. Market Size & Forecast
      - 10.3.1.1.1. By Value
    - 10.3.1.2. Market Share & Forecast
      - 10.3.1.2.1. By Deployment

- 10.3.1.2.2. By End User
- 10.3.2. Argentina Digital Workplace Market Outlook
  - 10.3.2.1. Market Size & Forecast
    - 10.3.2.1.1. By Value
  - 10.3.2.2. Market Share & Forecast
    - 10.3.2.2.1. By Deployment
    - 10.3.2.2.2. By End User
- 10.3.3. Colombia Digital Workplace Market Outlook
  - 10.3.3.1. Market Size & Forecast
    - 10.3.3.1.1. By Value
  - 10.3.3.2. Market Share & Forecast
    - 10.3.3.2.1. By Deployment
    - 10.3.3.2.2. By End User

## **11. MARKET DYNAMICS**

- 11.1. Drivers
- 11.2. Challenges

## **12. MARKET TRENDS & DEVELOPMENTS**

## **13. COMPETITIVE LANDSCAPE**

- 13.1. Competition Outlook
- 13.2. Company Profiles
  - 13.2.1. Microsoft
  - 13.2.2. Cisco Systems, Inc.
  - 13.2.3. IBM Corp
  - 13.2.4. DXC Technology
  - 13.2.5. Atos SE
  - 13.2.6. Citrix Systems, Inc.
  - 13.2.7. TCS Limited
  - 13.2.8. NTT Data Corporation
  - 13.2.9. Accenture PLC
  - 13.2.10. VMware, Inc.

## **14. STRATEGIC RECOMMENDATIONS**

(Note: The companies list can be customized based on the client requirements.)



## List Of Tables

### LIST OF TABLES

Table 1. United States Digital Workplace Market Size, By Value (USD Million), 2014-2024F

Table 2. Canada Digital Workplace Market Size, By Value (USD Million), 2014-2024F

Table 3. Mexico Digital Workplace Market Size, By Value (USD Million), 2014-2024F

Table 4. Germany Digital Workplace Market Size, By Value (USD Million), 2014-2024F

Table 5. United Kingdom Digital Workplace Market Size, By Value (USD Million), 2014-2024F

Table 6. France Digital Workplace Market Size, By Value (USD Million), 2014-2024F

Table 7. Italy Digital Workplace Market Size, By Value (USD Million), 2014-2024F

Table 8. Spain Digital Workplace Market Size, By Value (USD Million), 2014-2024F

Table 9. China Digital Workplace Market Size, By Value (USD Million), 2014-2024F

Table 10. Japan Digital Workplace Market Size, By Value (USD Million), 2014-2024F

Table 11. South Korea Digital Workplace Market Size, By Value (USD Million), 2014-2024F

Table 12. Australia Digital Workplace Market Size, By Value (USD Million), 2014-2024F

Table 13. India Digital Workplace Market Size, By Value (USD Million), 2014-2024F

Table 14. South Africa Digital Workplace Market Size, By Value (USD Million), 2014-2024F

Table 15. Saudi Arabia Digital Workplace Market Size, By Value (USD Million), 2014-2024F

Table 16. UAE Digital Workplace Market Size, By Value (USD Million), 2014-2024F

Table 17. Qatar Digital Workplace Market Size, By Value (USD Million), 2014-2024F

Table 18. Brazil Digital Workplace Market Size, By Value (USD Million), 2014-2024F

Table 19. Argentina Digital Workplace Market Size, By Value (USD Million), 2014-2024F

Table 20. Colombia Digital Workplace Market Size, By Value (USD Million), 2014-2024F

## List Of Figures

### LIST OF FIGURES

- Figure 1. Global Digital Workplace Respondents, Vendor Selection
- Figure 2. Global Digital Workplace Respondents, Adoption Challenges
- Figure 3. Global Digital Workplace Respondents, By Benefits
- Figure 4. Global Digital Workplace Respondents, By Key Factors Driving Adoption
- Figure 5. Global Digital Workplace Respondents, By Vendor Challenge
- Figure 7. Global Digital Workplace Market Size, By Value (USD Million), 2014-2018
- Figure 8. Global Digital Workplace Market Size, By Value (USD Million), 2019E-2024F
- Figure 9. Global Digital Workplace Market Share, By Component, By Value, 2014-2024F
- Figure 10. Global Digital Workplace Market Share, By Solutions, By Value, 2014-2024F
- Figure:11 Global Digital Workplace Market Share, By Services, By Value, 2014-2024F
- Figure 12. Global Digital Workplace Market Share, By Organization Size, By Value, 2014-2024F
- Figure 13. Global Digital Workplace Market Share, By Deployment Mode, By Value, 2014-2024F
- Figure 14. Global Digital Workplace Market Share, By End-User, By Value, 2014-2024F
- Figure 15. Global Digital Workplace Market Share, By Region, By Value, 2018
- Figure 16. Global Digital Workplace Market Share, By Company, By Value, 2018 & 2024F
- Figure 17. Global Digital Workplace Market Attractiveness Index, By Component, By Value, 2019E-2024F
- Figure 18. Global Digital Workplace Market Attractiveness Index, By End-User, By Value, 2019E-2024F
- Figure 19. Global Digital Workplace Market Attractiveness Index, By Region, By Value, 2019E-2024F
- Figure 20. North America Digital Workplace Market Size, By Value (USD Million), 2014-2018
- Figure 21. North America Digital Workplace Market Size, By Value (USD Million), 2019E-2024F
- Figure 22. North America Digital Workplace Market Share, By Component, By Value, 2014-2024F
- Figure 23. North America Digital Workplace Market Share, By Deployment Mode, By Value, 2014-2024F
- Figure 24. North America Digital Workplace Market Share, By End-User, By Value, 2014-2024F



Figure 25. North America Digital Workplace Market Share, By Country, By Value, 2014-2024F

Figure 26. United States' Share in North America Digital Workplace Market, By Value, 2018 & 2024F

Figure 27. United States Digital Workplace Market Share, By Deployment, By Value, 2014-2024F

Figure 28. United States Digital Workplace Market Share, By End-User, By Value, 2014-2024F

Figure 29. Mexico's Share in North America Digital Workplace Market, By Value, 2018 & 2024F

Figure 30. Mexico Digital Workplace Market Share, By Deployment, By Value, 2014-2024F

Figure 31. Mexico Digital Workplace Market Share, By End-User, By Value, 2014-2024F

Figure 32. Canada's Share in North America Digital Workplace Market, By Value, 2018 & 2024F

Figure 33. Canada Digital Workplace Market Share, By Deployment, By Value, 2014-2024F

Figure 34. Canada Digital Workplace Market Share, By End-User, By Value, 2014-2024F

Figure 35. Europe Digital Workplace Market Size, By Value (USD Million), 2014-2018

Figure 36. Europe Digital Workplace Market Size, By Value (USD Million), 2019E-2024F

Figure 37. Europe Digital Workplace Market Share, By Component, By Value, 2014-2024F

Figure 38. Europe Digital Workplace Market Share, By Deployment Mode, By Value, 2014-2024F

Figure 39. Europe Digital Workplace Market Share, By End-User, By Value, 2014-2024F

Figure 40. Europe Digital Workplace Market Share, By Country, By Value, 2014-2024F

Figure 41. Germany's Share in Europe Digital Workplace Market, By Value, 2018 & 2024F

Figure 42. Germany Digital Workplace Market Share, By Deployment Mode, By Value, 2014-2024F

Figure 43. Germany Digital Workplace Market Share, By End-User, By Value, 2014-2024F

Figure 44. United Kingdom's Share in Europe Digital Workplace Market, By Value, 2018 & 2024F

Figure 45. United Kingdom Digital Workplace Market Share, By Deployment Mode, By Value, 2014-2024F

Figure 46. United Kingdom Digital Workplace Market Share, By End-User, By Value, 2014-2024F

Figure 47. France's Share in Europe Digital Workplace Market, By Value, 2018 & 2024F

Figure 48. France Digital Workplace Market Share, By Deployment Mode, By Value, 2014-2024F

Figure 49. France Digital Workplace Market Share, By End-User, By Value, 2014-2024F

Figure 50. Italy's Share in Europe Digital Workplace Market, By Value, 2018 & 2024F

Figure 51. Italy Digital Workplace Market Share, By Deployment Mode, By Value, 2014-2024F

Figure 52. Italy Digital Workplace Market Share, By End-User, By Value, 2014-2024F

Figure 53. Spain's Share in Europe Digital Workplace Market, By Value, 2018 & 2024F

Figure 54. Spain Digital Workplace Market Share, By Deployment Mode, By Value, 2014-2024F

Figure 55. Spain Digital Workplace Market Share, By End-User, By Value, 2014-2024F

Figure 56. Asia-Pacific Digital Workplace Market Size, By Value (USD Million), 2014-2018

Figure 57. Asia-Pacific Digital Workplace Market Size, By Value (USD Million), 2019E-2024F

Figure 58. Asia-Pacific Digital Workplace Market Share, By Component, By Value, 2014-2024F

Figure 59. Asia-Pacific Digital Workplace Market Share, By Deployment Mode, By Value, 2014-2024F

Figure 60. Asia-Pacific Digital Workplace Market Share, By End-User, By Value, 2014-2024F

Figure 61. Asia-Pacific Digital Workplace Market Share, By Country, By Value 2014-2024F

Figure 62. China's Share in Asia-Pacific Digital Workplace Market, By Value, 2018 & 2024F

Figure 63. China Digital Workplace Market Share, By Deployment Mode, By Value, 2014-2024F

Figure 64. China Digital Workplace Market Share, By End-User, By Value, 2014-2024F

Figure 65. Japan's Share in Asia-Pacific Digital Workplace Market, By Value, 2018 & 2024F

Figure 66. Japan Digital Workplace Market Share, By Deployment Mode, By Value, 2014-2024F

Figure 67. Japan Digital Workplace Market Share, By End-User, By Value, 2014-2024F

Figure 68. South Korea's Share in Asia-Pacific Digital Workplace Market, By Value, 2018 & 2024F

Figure 69. South Korea Digital Workplace Market Share, By Deployment Mode, By Value, 2014-2024F

Figure 70. South Korea Digital Workplace Market Share, By End-User, By Value, 2014-2024F

Figure 71. Australia's Share in Asia-Pacific Digital Workplace Market, By Value, 2018 & 2024F

Figure 72. Australia Digital Workplace Market Share, By Deployment Mode, By Value, 2014-2024F

Figure 73. Australia Digital Workplace Market Share, By End-User, By Value, 2014-2024F

Figure 74. India's Share in Asia-Pacific Digital Workplace Market, By Value, 2018 & 2024F

Figure 75. India Digital Workplace Market Share, By Deployment Mode, By Value, 2014-2024F

Figure 76. India Digital Workplace Market Share, By End-User, By Value, 2014-2024F

Figure 77. Middle East & Africa Digital Workplace Market Size, By Value (USD Million), 2014-2018

Figure 78. Middle East & Africa Digital Workplace Market Size, By Value (USD Million), 2019E-2024F

Figure 79. Middle East & Africa Digital Workplace Market Share, By Component, By Value, 2014-2024F

Figure 80. Middle East & Africa Digital Workplace Market Share, By Deployment Mode, By Value, 2014-2024F

Figure 81. Middle East & Africa Digital Workplace Market Share, By End-User, By Value, 2014-2024F

Figure 82. Middle East & Africa Digital Workplace Market Share, By Country, By Value, 2014-2024F

Figure 83. South Africa's Share in Middle East & Africa Digital Workplace Market, By Value, 2018 & 2024F

Figure 84. South Africa Digital Workplace Market Share, By Deployment Mode, By Value, 2014-2024F

Figure 85. South Africa Digital Workplace Market Share, By End-User, By Value, 2014-2024F

Figure 86. Saudi Arabia's Share in Middle East & Africa Digital Workplace Market, By Value, 2018 & 2024F

Figure 87. Saudi Arabia Digital Workplace Market Share, By Deployment Mode, By Value, 2014-2024F

Figure 88. Saudi Arabia Digital Workplace Market Share, By End-User, By Value, 2014-2024F

Figure 89. UAE's Share in Middle East & Africa Digital Workplace Market, By Value, 2018 & 2024F

Figure 90. UAE Digital Workplace Market Share, By Deployment Mode, By Value, 2014-2024F

Figure 91. UAE Digital Workplace Market Share, By End-User, By Value, 2014-2024F

Figure 92. Qatar's Share in Middle East & Africa Digital Workplace Market, By Value, 2018 & 2024F

Figure 93. Qatar Digital Workplace Market Share, By Deployment Mode, By Value, 2014-2024F

Figure 94. Qatar Digital Workplace Market Share, By End-User, By Value, 2014-2024F

Figure 95. South America Digital Workplace Market Size, By Value (USD Million), 2014-2018

Figure 96. South America Digital Workplace Market Size, By Value (USD Million), 2019E-2024F

Figure 97. South America Digital Workplace Market Share, By Component, By Value, 2014-2024F

Figure 98. South America Digital Workplace Market Share, By Deployment Mode, By Value, 2014-2024F

Figure 99. South America Digital Workplace Market Share, By End-User, By Value, 2014-2024F

Figure 100. South America Digital Workplace Market Share, By Country, By Value, 2014-2024F

Figure 101. Brazil's Share in South America Digital Workplace Market, By Value, 2018 & 2024F

Figure 102. Brazil Digital Workplace Market Share, By Deployment Mode, By Value, 2014-2024F

Figure 103. Brazil Digital Workplace Market Share, By End-User, By Value, 2014-2024F

Figure 104. Argentina's Share in South America Digital Workplace Market, By Value, 2018 & 2024F

Figure 105. Argentina Digital Workplace Market Share, By Deployment Mode, By Value, 2014-2024F

Figure 106. Argentina Digital Workplace Market Share, By End-User, By Value, 2014-2024F

Figure 107. Colombia's Share in South America Digital Workplace Market, By Value, 2018 & 2024F

Figure 108. Colombia Digital Workplace Market Share, By Deployment Mode, By Value, 2014-2024F

Figure 109. Colombia Digital Workplace Market Share, By End-User, By Value, 2014-2024F

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