

India Network as a Service (NaaS) Market - By Type (WAN-as-a-service, LAN-as-a-service), By Service (Bandwidth on Demand (BoD), Wide Area Network (WAN), and Virtual Private Network (VPN)), By End-User (IT & Telecom, BFSI, Healthcare, Retail & E-Commerce, and Others (Government, Education etc.)), and By Region, Competition, Forecast and Opportunities, 2019-2029F

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Abstracts

India network as a service (NaaS) Market is growing owing to the increasing data consumption, which has spurred the need to store and process data efficiently along with rising government investment to provide NaaS. Vertical organizations deploy network services to efficiently use resources, minimize capital expenditures, improve service quality, and increase uptime. The rapid increase in the number of devices that are being managed over multi and hybrid clouds are proliferating the demand for network as a service. In addition, the growing network complexity, increasing availability of skilled workforce, and operational and development cost advantage across various end-use industries have led to an increased focus on NaaS to overcome the situation of high data consumption. Moreover, 5G infrastructure investments for fast network connectivity have further boosted the demand for NaaS. Government's measures such as Digital India initiative, emphasis on self-reliance, and adoption of advanced technologies are further increasing the capability for NaaS. Many enterprises are adopting NaaS as a cost-effective solution. Moreover, the market is anticipated to grow due to the rising demand for digital age networking, which enables businesses to progress toward digital transformation and produce new business outcomes by utilizing new digital age technologies such as the internet of things (IoT), cloud computing, and

artificial intelligence (AI), thereby relying on different software. Additionally, the growing demand for data and high bandwidth capacity, especially due to increasing smartphone users promotes the development of the data center market of India.

A cloud service paradigm known as network as a service, or NaaS, allows clients to lease networking services from cloud providers. An intelligent and secure NaaS enables enterprises to enjoy the importance of greater flexibility, scalability, automation, predictability, and control to support the high-performance hybrid environment. The network is one of the most critical components in a digital initiative. In general, NaaS is a business model for virtually subscribing to enterprise-wide area network services. Without having to maintain their own networking infrastructure, NaaS enables users to manage their own networks. NaaS can take the role of multiprotocol label switching connections, virtual private networks (VPNs), and other dated network architectures. Additionally, it can replace the position of on-premises networking equipment such as load balancers and firewall appliances. The business networking architecture has been significantly impacted by NaaS, a more recent approach for traffic routing and enforcing security requirements. The NaaS paradigm with sophisticated management capabilities enables enterprises to depend on a reliable NaaS provider for non-differentiated, everyday network administration. This improves the performance and security of corporate networks while freeing up IT personnel time for duties that enable business. Moreover, NaaS offers proactive network monitoring, security policy enforcement, powerful firewall and packet inspection capabilities, and time-series modelling of application and infrastructure performance.

Rapid Adoption of Cloud and Digital Transformation by Indian Companies

People are flocking to the cloud because of its scalability and low cost. Several cloud service providers across the world have revealed their availability zones in India, particularly in locations such as Hyderabad, Delhi (NCR), Chennai, Mumbai, and Bengaluru since they have strong fiber connection in addition to being close to clients. Three availability zones (AZs) are being built by Amazon Web Services (AWS) in Hyderabad. Microsoft has purchased Hyderabad-area property tracts to establish a new data center zone. While 67% of the large enterprises already accelerated cloud adoption, 39% of medium-sized companies and 38% of small companies embarked on their cloud journey. Moreover, Mumbai and Delhi-NCR are Google's two cloud computing hubs in India. Enterprises such as Yotta Infrastructure, NTT-Netmagic, STT GDC India, Sify Network as a Service (NaaS)s, and CtrlS are building hyperscale data centers and data center parks in India. Moreover, as cloud-managed services are a vital part of digital transformation, their demand will further expand in the coming years. The

government's efforts to transform India into a global data hub have resulted in several regulations and reforms that have given the essential framework for this expansion. More new firms are expected to enter the market in the coming years. Therefore, the rapid adoption of cloud and digital transformation by Indian companies is driving the growth of the India network as a service (NaaS) Market.

5G Will Increase Investments in NaaS

NaaS is gaining ground in the market due to the growing use of connected devices by consumers and businesses. In many Tier II and Tier III cities as well as in rural areas, this has resulted in a significant demand for higher-bandwidth internet, necessitating the implementation of NaaS to process information on comparison with big cities. Over 25.2 percent of Indian population with 189 Indian cities had 5G coverage as of January 2023, with significant market participants, including Reliance Jio, Bharti Airtel, and Vodafone Idea. In 256 cities, Reliance Jio is offering 5G connection. Bharti Airtel is covering more than 80 cities, while Vodafone is third. Throughout India, companies such as Airtel are partnering up to design and build networks by using equipment from large enterprises such as Nokia, Ericsson, and Samsung. Moreover, the 5G implementation offers faster access to information, which will lead to more network services deployments due to the surge in data consumption and complexity. Furthermore, enterprises are extending their 5G coverage to new locations across the region which necessitates the construction of the physical infrastructure to facilitate the significant degree of data sharing. Hence, increasing 5G investments are driving the growth of the India network as a service (NaaS) market.

Rising Demand for NaaS Fueling the Market Growth

The need for cloud-based solutions is increasing due to the use of technology and increasing customer preference for the cloud that allows users to access data remotely. The demand for cloud-based solutions in business is growing as more enterprises are realizing the importance of saving costs and resources by moving data to the cloud instead of building and maintaining on-premises infrastructure. According to the CISCO Global Cloud Index, by 2021, 94% of all workloads and computing instances were handled by cloud data centers, while traditional data centers handled only 6%. This demonstrates the potential of adopting cloud-based contact centers in the future. Major financial businesses such as banks and financial institutions are expected to increasingly adopt cloud-based service offerings. Solution developers can source applications and infrastructure components from many vendors to build hybrid cloud-based solutions. On the contrary, the IT industry is still seeking for efficient

infrastructure. This has aimed at accelerating market expansion.

Over the past decade, NaaS has been heavily used by IT organizations, with a clear trend of adoption by non-IT organizations as well. This is due to the core principles of NaaS that help enterprises deal with complex network systems and processes within their organizations. NaaS can replace virtual private networks (VPNs), multiprotocol label switching (MPLS) connections, or other traditional network configurations. It can also replace local network hardware such as firewall appliances and load balancers. This is expected to thrive the India network as a service (NaaS) market during the forecast period.

Market Segmentation

The India network as a service (NaaS) market is divided into type, service, and end-user industries. Based on type, the market is divided into WAN-as-a-service and LAN-as-a-service. Based on service, the market is segmented into bandwidth on demand (BoD), wide area network (WAN), and virtual private network (VPN). Based on end-user industries, the market is divided into IT & telecom, BFSI, healthcare, retail & e-Commerce, and others (government, education etc.)

Market Player

Major market players in the India network as a service (NaaS) market are Wipro private Limited, Verizon Communications India Private Limited, Cisco Systems India Private Limited, NEC Corporation India Private Limited, Oracle Corporation, Akamai Technologies India Pvt Ltd., Tata Communications Limited, Palo Alto Networks (India) Pvt. Ltd., Cloudflare India Private Limited, and Amdocs Development Centre India Llp.

Report Scope:

In this report, the India network as a service (NaaS) market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Network as a Service (NaaS) Market, By Type:

WAN-as-a-service

LAN-as-a-service

India Network as a Service (NaaS) Market, By Service:

Bandwidth on Demand (BoD)

Wide Area Network (WAN)

Virtual Private Network (VPN)

India Network as a Service (NaaS) Market, By End-User:

IT & Telecom

BFSI

Healthcare

Retail & E-Commerce

Others (Government, Education etc.)

India Network as a Service (NaaS) Market, By Region:

East India

West India

North India

South India

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India network as a service (NaaS) market.

Available Customizations:

Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

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

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

The data given for any year represents the market during the period, i.e, 1st April of the former year to 31st March of the latter year. Eg: For FY2024E, the data represents the period, from 1ST April 2023 to 31st March 2024.

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