

## **Cloud Services Brokerage (CSB) Market (CSB) Analysis, Market Size, Application Analysis, Regional Outlook, Competitive Strategies and Forecasts, 2016 To 2021**

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The Cloud Services Brokerage (CSB) market size is expected to grow from USD 4.50 billion in 2016 to USD 9.52billion by 2021, at a Compound Annual Growth Rate (CAGR) of 16.2% due to the increasing organizational demand for single point cloud services access, thus achieving effective enterprise cost savings and freeing up of internal Information Technology (IT) human resources. However, surviving the CSB hype cycle and application portability on various cloud environments are the major restraints in the overall growth of the market.

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Workload management segment is expected to be the most promising service type during the forecast period

The implementation of workload management among businesses is expected to have the highest CAGR during the forecast period. The migration of workloads seems challenging for organizations, and the brokers help in eliminating the challenge. CSBs determine the best cloud service for a workload after taking into consideration certain parameters, such as regulatory compliance, location, technical compatibility, performance requirements, and cost.

The external brokerage enablement platform is projected to dominate the CSB market during the forecast period

The external brokerage enablement of the CSB market is projected to have the highest CAGR during the forecast period. The external brokerage enablement platform enables service providers, IT & telecom providers, System Integrators (SIs), and others to position themselves as cloud service brokers by operating their private cloud marketplaces. The technology vendors and SIs are also empowered to provide their value-added services on top of core cloud offerings through external brokerage enablement platforms. The external brokerage enablement segment is expected to grow in the coming years due to the number of business benefits and opportunities that it offers to various technology and service providers.

APAC is projected to witness the highest growth and North America is expected to have the largest market share during the forecast period

Asia-Pacific (APAC) is expected to grow at the highest CAGR during the forecast period. The growth in the APAC region is mainly driven by increasing internet & mobile services and establishments of new data centers in China, India, Singapore, and Australia. These factors would ultimately drive the CSB market as well as lead to rise in value-added services. North America is estimated to hold the largest market share and dominate the CSB market in 2016. The service type segment is expected to see a major growth in the North American region due to increased cloud

enablement activities and the growing trends in cloud marketplaces.

In the process of determining and verifying the market size for several segments and subsegments gathered through secondary research, extensive primary interviews were conducted with key industry personnel.

The breakup of profiles of the primary discussion participants is given below:

- o By Company Type: Tier1 (21%), Tier2 (36%), and Tier3 (43%) companies
- o By Designation: C-level (24%), Director Level (32%), and Others(44%)
- o By Region: North America (47%), Europe (28%), APAC (17%), and Rest of World (8%)

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The list of CSB vendors profiled in the report is as follows:

- o Accenture PLC
- o Capgemini S.A.
- o NEC Corporation
- o Jamcracker, Inc.
- o RightScale, Inc.
- o Arrow Electronics, Inc.
- o Hewlett Packard Enterprise
- o International Business Machines Corporation
- o Nephos Technologies
- o DoubleHorn, LLC

Research Coverage :

The global CSB market has been segmented on the basis of service types, platforms, deployment models, organization size, verticals, and regions. The various types of analysis covered in the study include value strategic benchmarking, chain analysis, competitive landscaping, and market dynamics.

Reasons to Buy the Report :

The report will help the market leaders/new entrants in this market in the following ways:

- o This report segments the CSB market comprehensively and provides the closest approximations of the revenue numbers for the overall market and the subsegments across different verticals and regions.
- o The report helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.
- o This report will help stakeholders to better understand the competitors and gain more insights to enhance their position in the business. The competitive landscape section includes competitor ecosystem, new product developments, partnerships, and mergers & acquisitions.

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