Cloud Services Brokerage Market by Types (Cloud Brokerage Enablement (Internal, External (Telecom Service Providers, System Integrators & ISVs, Hosting & Cloud Providers)), Cloud Brokerage) - Global Forecast to 2020

Description:
Cloud service brokerage (CSB) serves as an intermediary between the Cloud Service Providers and cloud service consumers. CSB helps organizations by aggregating multiple cloud services, integrating them with in-house apps, and also customizing them to meet the needs of their customers. The role of CSB is becoming imperative in cloud computing. CSB helps the customers by consulting and recommending the best fit cloud services according to their business need by presenting them with a short list of recommended cloud service providers to choose their service(s). Cloud brokers may also granted rights to negotiate with different service providers on behalf of their customers.

Moreover, Cloud service brokerage has also evolved in different roles of in integration, aggregation, arbitration, and customization of cloud services from different vendors. Brokers may provide the customer with an application program interface (API) and user interface (UI) that hides any complexity and it seems to customer that they're working on single platform. The customer utilizes the cloud services unified on CSB platform internally or externally known as internal or external brokerage. When an individual or organization integrates its own value added services with other cloud services on a CSB platform and provides further to its clients is known as external cloud brokers. In this case, the original CSB provider becomes cloud enabler for the external cloud broker.

With the changing business environment and the pressure of financial budget cuts, the companies are more inclined towards adopting the outsourcing network services which save a huge portion of the companies’ operational costs. The Cloud service brokerage market has been witnessing extensive growth in recent years due to the advancements in integration of various services on hybrid cloud deployment model. Furthermore, the increasing adoption of integration of big data, BYOD, and mobility services on cloud are also encouraging the growth of CSB. The research study also aims at elaborating on the aspects, issues, and trends governing global CMS market.

Thus, due to the increase in number of SMBs globally and the rising trend of pay-as-you-go model among the organizations across the globe are some of the factors encouraging the growth in this market. Furthermore, the Cloud service brokerage vendors are increasing their efforts to help the organizations to provide organizations a unified view of all is deployed cloud services deployed from different CSPs. These factors will help CSB vendors to boost their revenues.

Some of the key vendors occupying the Cloud service brokerage market are Accenture, HP, NEC Corporation, Jamcracker, Gravitant, ComputeNext, Cloud Sherpas, Arrow Electronics, and Capgemini. The market research report discusses the strategies and insights of the key vendors in the industry and also provides an in-depth study of the driving forces and challenges for this market. The report also analyzes the global trends and future growth potentials across different regions.

The global Cloud service brokerage market has been segmented by service type, by end-user, and by region. The report also consists of views on the key players and the analysts’ insights on various developments that are taking place in the CSB market. The CSB market research report has been projected from the period 2015-2020, with 2014 considered as the base year.

The research report covers the complete Cloud service brokerage market categorized into following sub-markets:

By Type:
- Cloud Brokerage
- Cloud Brokerage Enablement (Internal & External Enablement)

By End-Users:
- SMB
- Enterprise

By Regions:

- North America
- Europe
- Asia-Pacific (APAC)
- Middle East and Africa (MEA)
- Latin America

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