Video-as-a-Service Market by Platform (Application management, Devices Management, Network Management), by Services (Broadcasting Video Communication, Video Conferencing, Video Content Management, Real-Time Video Monitoring) - Global Forecast to 2021

Description: “Adoption of Bring your own device (BYOD) and increased adoption of cloud services by Small and Medium Enterprises (SMEs) is driving the growth of the Video-as-a-Service (VaaS) market”

MarketsandMarkets forecasts the global (VaaS) market to grow from USD 390.3 million in 2016 to USD 1,587.4 million by 2021, at a CAGR of 32.4%. The VaaS market is growing rapidly because of the transition from traditional web conferencing to advance cloud-based conferencing services. The market is expected to witness exponential growth in the next 5 years as till now only about 10% of the total meeting rooms across the globe are equipped with VaaS.

“In the services segment, managed services is expected to have the largest market share”

The VaaS market is segmented into two major services, managed services and professional services. Managed services that are more consumer-oriented include services such as broadcasting video communication, video conferencing, video content management, and real-time video monitoring while professional services include consulting, system integration, and support & maintenance services. Increasing adoption of cloud services by SMEs and government agencies and increase in the BYOD trend are the major factors driving the growth of the VaaS market.

“Among regions, North America is expected to have the largest market share”

North America is expected to generate the highest revenue during the forecast period, followed by Europe, whereas APAC region is expected to witness the highest growth rate. The growth rate in APAC is expected to be the highest due to the increased spending by companies and government agencies in cloud services and the opportunities provided by emerging economies like India and China for the VaaS service providers.

The study validates the market size of segments and sub-segments through secondary research and in-depth primary interviews. Various industry leaders in Tier 1, Tier 2, and Tier 3 companies were contacted for primary interviews. The in-depth interviews were conducted with CEOs, marketing directors, other innovation & technology directors, and executives from various key organizations operating in the satellite marketplace.

? By Company type – Tier 1- 30%, Tier 2- 40%, Tier 3- 30%
? By Designation – C-Level – 72%, Director Level- 14%. Others- 14%
? By Region – North America- 57%, Europe-14%, Asia-Pacific- 29%

The market involves a large number of vendors such as Cisco Systems (U.S.), Interoute Communication Limited (U.K.), Polycom, Inc. (U.S.), Adobe Systems (U.S.), Huawei Technologies (China), Avaya, Inc. (U.S.), Vidyo (U.S.), BlueJeans Network (U.S.), Applied Global Technologies (U.S.) and AVI-SPL (U.S.) providing tailored video services. Furthermore, the report also includes in-depth competitive analysis of the key players in the VaaS market, with their company profiles, SWOT analysis, recent developments, and key market strategies.

The report will help the market leaders or new entrants in this market in the following ways:
1. This report segments the market into various sub-segments covering this market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market and the sub-segments. The market numbers are further split across the different end users and regions.
2. This report will help in the better understanding of the competition and gain more insights to better one’s position in business. There is a separate section on competitive landscape, which includes competitor ecosystem, mergers and acquisitions, integrations & expansions, and collaborations of various market vendors. Besides, there are company profiles of ten players in this market. In this section, market internals are provided that can put one ahead of the competitors.

The report also helps in understanding the overall growth of the market. It provides information on key market drivers, restraints, challenges, and opportunities

Contents:
1 Introduction
   1.1 Objectives of the Study
   1.2 Market Definition
1.3 Market Scope
   1.3.1 Markets Covered
   1.3.2 Years Considered in the Report
1.4 Currency
1.5 Limitations
1.6 Stakeholders

2 Research Methodology
2.1 Research Data
   2.1.1 Secondary Data
      2.1.1.1 Key Data From Secondary Sources
   2.1.2 Primary Data
      2.1.2.1 Key Data From Primary Sources
      2.1.2.2 Key Industry Insights
      2.1.2.3 Breakdown of Primary Interviews
2.2 Market Size Estimation
   2.2.1 Bottom-Up Approach
   2.2.2 Top-Down Approach
2.3 Market Breakdown and Data Triangulation
2.4 Research Assumptions

3 Executive Summary

4 Premium Insights
   4.1 Attractive Market Opportunities in the Video as a Service Market
   4.2 Market Share Across Various Regions
   4.3 Video-as-a-Service Market, By Vertical and Region
   4.4 Life Cycle Analysis, By Region, 2016

5 Market Overview
5.1 Introduction
5.2 Market Segmentation
   5.2.1 By Platform
   5.2.2 By Service
   5.2.3 By Deployment Model
   5.2.4 By Device
   5.2.5 By Organization Size
   5.2.6 By Vertical
   5.2.7 By Region
5.3 Market Dynamics
   5.3.1 Drivers
      5.3.1.1 Lower Total Cost of Ownership
      5.3.1.2 Increased Focus on Market and Competitive Intelligence
      5.3.1.3 Increased Spending on Cloud-Based Video Services
   5.3.2 Restraints
      5.3.2.1 High Cost of Video Content Creation and Validity
      5.3.2.2 Concerns Over Security and Privacy of Video Content
5.3.3 Opportunities
   5.3.3.1 Increasing Adoption of Bring Your Own Device Trend
   5.3.3.2 High Adoption Rate in Small and Medium Enterprises
5.3.4 Challenges
   5.3.4.1 Legacy Architecture
   5.3.4.2 Transformation and Integration

6 Video as a Service Market: Industry Trends
6.1 Introduction
6.2 Value Chain Analysis
6.3 Porter's Five Forces Analysis
   6.3.1 Threat of New Entrants
   6.3.2 Threat From Substitutes
   6.3.3 Bargaining Power of Suppliers
   6.3.4 Bargaining Power of Buyres
   6.3.5 Intensity of Competitive Rivalry
6.4 Strategic Benchmarking
6.4.1 Strategic Benchmarking: Product Development and Enhancement By Key Players From 2013 to 2015
6.4.2 Strategic Benchmarking: Mergers, Acquisitions, and Strategic Agreements By Emerging/Innovative Vendors From 2013 to 2015

7 Video as a Service Market: Analysis, By Platform
7.1 Introduction
7.2 Application Management Platform
7.3 Device Management Platform
7.4 Network Management Platform

8 Video as a Service Market: Analysis, By Service
8.1 Introduction
8.2 Managed Services
  8.2.1 Broadcasting Video Communication
  8.2.2 Video Conferencing
  8.2.3 Video Content Management
  8.2.4 Real-Time Video Monitoring
8.3 Professional Services
  8.3.1 Consulting
  8.3.2 System Integration
  8.3.3 Support and Maintenance

9 Video as a Service Market Analysis, By Device
9.1 Introduction
9.2 Mobility Devices
9.3 Enterprise Computing

10 Video as a Service Market Analysis, By Organization Size
10.1 Introduction
10.2 Small Medium Enterprises
10.3 Large Enterprises

11 Video as a Service Market Analysis, By Deployment Model
11.1 Introduction
11.2 Public Cloud
11.3 Private Cloud
11.4 Hybrid Cloud

12 Video as a Service Market Analysis, By Industry Vertical
12.1 Introduction
12.2 BFSI
  12.2.1 Client Engagement and Collaboration
12.3 Healthcare
  12.3.1 Real-Time Patient Monitoring
12.4 Government and Defense
  12.4.1 Security and Compliance
  12.4.2 Real-Time Governance
12.5 Manufacturing
  12.5.1 Supply Chain Management
  12.5.2 Inventory Management
  12.5.3 Operations Management
12.6 Energy and Utilities
  12.6.1 Real-Time Monitoring
  12.6.2 Emergency Response Management
12.7 Telecommunication & IT
  12.7.1 Operational Intelligence
  12.7.2 Network Monitoring
12.8 Media and Entertainment
12.9 Education
  12.9.1 Real-Time Education
12.10 Others
13 Geographic Analysis
13.1 Introduction
13.2 North America
13.3 Europe
13.4 Asia-Pacific
13.5 Middle East and Africa
13.6 Latin America

14 Competitive Landscape
14.1 Overview
14.2 Product Portfolio
14.3 Competitive Situation and Trends
14.4 New Product Launches
14.5 Mergers and Acquisitions
14.6 Partnerships and Collaborations

15 Company Profiles
(Overview, Products & Services, Strategies & Insights, Developments and MnM View)*
15.1 Introduction
15.2 Cisco Systems, Inc.
15.3 Interoute Communication Limited
15.4 Polycom, Inc.
15.5 Adobe Systems
15.6 Huawei Technologies Co., Ltd
15.7 Avaya, Inc.
15.8 Vidyo
15.9 Bluejeans Network
15.10 Applied Global Technologies, LLC
15.11 AVI-SPL, Inc.

*Details on Overview, Products & Services, Strategies & Insights, Developments and MnM View Might Not Be Captured in Case of Unlisted Companies.

16 Appendix
16.1 Insights of Industry Experts
16.2 Discussion Guide

List of Tables

<table>
<thead>
<tr>
<th>Table</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 1</td>
<td>Video as a Service Market Size and Growth, 2014-2021, (USD Million, Y-O-Y %)</td>
</tr>
<tr>
<td>Table 2</td>
<td>Market Size, By Platform, 2014 - 2021 (USD Million)</td>
</tr>
<tr>
<td>Table 3</td>
<td>Application Management Platform: Market Size, By Region, 2014 - 2021 (USD Million)</td>
</tr>
<tr>
<td>Table 4</td>
<td>Device Management Platform: Market Size, By Region, 2014 - 2021 (USD Million)</td>
</tr>
<tr>
<td>Table 5</td>
<td>Network Management Platform: Market Size, By Region, 2014 - 2021 (USD Million)</td>
</tr>
<tr>
<td>Table 6</td>
<td>Video as a Service Market Size, By Service, 2014 - 2021 (USD Million)</td>
</tr>
<tr>
<td>Table 7</td>
<td>Managed Services: Market Size, By Type, 2014 - 2021 (USD Million)</td>
</tr>
<tr>
<td>Table 8</td>
<td>Managed Services: Market Size, By Region, 2014 - 2021 (USD Million)</td>
</tr>
<tr>
<td>Table 9</td>
<td>Broadcasting Video Communication: Market Size, By Region, 2014 - 2021 (USD Million)</td>
</tr>
<tr>
<td>Table 10</td>
<td>Video Conferencing: Market Size, By Region, 2014 - 2021 (USD Million)</td>
</tr>
<tr>
<td>Table 11</td>
<td>Video Content Management: Market Size, By Region, 2014 - 2021 (USD Million)</td>
</tr>
<tr>
<td>Table 12</td>
<td>Real-Time Video Monitoring: Market Size, By Region, 2014 - 2021 (USD Million)</td>
</tr>
<tr>
<td>Table 13</td>
<td>Professional Services: Market Size, By Type, 2014 - 2021 (USD Million)</td>
</tr>
<tr>
<td>Table 14</td>
<td>Professional Services: Market Size, By Region, 2014 - 2021 (USD Million)</td>
</tr>
<tr>
<td>Table 15</td>
<td>Consulting: Market Size, By Region, 2014 - 2021 (USD Million)</td>
</tr>
<tr>
<td>Table 16</td>
<td>System Integration : Market Size, By Region, 2014 - 2021 (USD Million)</td>
</tr>
<tr>
<td>Table 17</td>
<td>Support and Maintenance: Market Size, By Region, 2014 - 2021 (USD Million)</td>
</tr>
<tr>
<td>Table 18</td>
<td>Video as a Service Market Size, By Device, 2014 - 2021 (USD Million)</td>
</tr>
<tr>
<td>Table 19</td>
<td>Device: Market Size, By Region, 2014 - 2021 (USD Million)</td>
</tr>
<tr>
<td>Table 20</td>
<td>Mobility Devices: Market Size, By Region, 2014 - 2021 (USD Million)</td>
</tr>
<tr>
<td>Table 21</td>
<td>Enterprise Computing: Market Size, By Region, 2014 - 2021 (USD Million)</td>
</tr>
<tr>
<td>Table 22</td>
<td>Video as a Service Market Size, By Organization Size, 2014 - 2021 (USD Million)</td>
</tr>
<tr>
<td>Table 23</td>
<td>Small and Medium Enterprises: Video as a Service Market Size, By Region, 2014 - 2021 (USD Million)</td>
</tr>
</tbody>
</table>
Table 24 Large Enterprises: Market Size, By Region, 2014 - 2021 (USD Million)
Table 25 Video as a Service Market Size, By Deployment Model, 2014 - 2021 (USD Million)
Table 26 Deployment Model: Market Size, By Region, 2014 - 2021 (USD Million)
Table 27 Public Cloud: Market Size, By Region, 2014 - 2021 (USD Million)
Table 28 Private Cloud: Market Size, By Region, 2014 - 2021 (USD Million)
Table 29 Hybrid Cloud: Market Size, By Region, 2014 - 2021 (USD Million)
Table 30 Video as a Service Market Size, By Industry Vertical, 2014 - 2021 (USD Million)
Table 31 BFSI: Market Size, By Region, 2014 - 2021 (USD Million)
Table 32 Healthcare: Market Size, By Region, 2014 - 2021 (USD Million)
Table 33 Government and Defense: Market Size, By Region, 2014 - 2021 (USD Million)
Table 34 Manufacturing: Market Size, By Region, 2014 - 2021 (USD Million)
Table 35 Energy and Utilities: Market Size, By Region, 2014 - 2021 (USD Million)
Table 36 Telecommunication and IT: Market Size, By Region, 2014 - 2021 (USD Million)
Table 37 Media and Entertainment: Market Size, By Region, 2014 - 2021 (USD Million)
Table 38 Education: Market Size, By Region, 2014 - 2021 (USD Million)
Table 39 Others: Market Size, By Region, 2014 - 2021 (USD Million)
Table 40 Video as a Service Market Size, By Region, 2014 - 2021 (USD Million)
Table 41 North America: Market Size, By Type, 2014 - 2021 (USD Million)
Table 42 North America: Market Size, By Platform, 2014 - 2021 (USD Million)
Table 43 North America: Market Size, By Service, 2014 - 2021 (USD Million)
Table 44 North America: Market Size, By Managed Service, 2014 - 2021 (USD Million)
Table 45 North America: Market Size, By Professional Service, 2014 - 2021 (USD Million)
Table 46 North America: Market Size, By Device, 2014 - 2021 (USD Million)
Table 47 North America: Market Size, By Organization Size, 2014 - 2021 (USD Million)
Table 48 North America: Market Size, By Deployment Model, 2014 - 2021 (USD Million)
Table 49 North America: Market Size, By Industry Vertical, 2014 - 2021 (USD Million)
Table 50 Europe: Video as a Service Market Size, By Type, 2014 - 2021 (USD Million)
Table 51 Europe: Market Size, By Platform, 2014 - 2021 (USD Million)
Table 52 Europe: Market Size, By Service, 2014 - 2021 (USD Million)
Table 53 Europe: Market Size, By Managed Service, 2014 - 2021 (USD Million)
Table 54 Europe: Market Size, By Professional Service, 2014 - 2021 (USD Million)
Table 55 Europe: Market Size, By Device, 2014 - 2021 (USD Million)
Table 56 Europe: Market Size, By Organization Size, 2014 - 2021 (USD Million)
Table 57 Europe: Market Size, By Deployment Model, 2014 - 2021 (USD Million)
Table 58 Europe: Market Size, By Industry Vertical, 2014 - 2021 (USD Million)
Table 59 Asia-Pacific: Market Size, By Type, 2014 - 2021 (USD Million)
Table 60 Asia-Pacific: Market Size, By Platform, 2014 - 2021 (USD Million)
Table 61 Asia-Pacific: Market Size, By Service, 2014 - 2021 (USD Million)
Table 62 Asia-Pacific: Market Size, By Managed Service, 2014 - 2021 (USD Million)
Table 63 Asia-Pacific: Market Size, By Professional Service, 2014 - 2021 (USD Million)
Table 64 Asia-Pacific: Market Size, By Device, 2014 - 2021 (USD Million)
Table 65 Asia-Pacific: Market Size, By Organization Size, 2014 - 2021 (USD Million)
Table 66 Asia-Pacific: Market Size, By Deployment Model, 2014 - 2021 (USD Million)
Table 67 Asia-Pacific: Market Size, By Industry Vertical, 2014 - 2021 (USD Million)
Table 68 Middle East and Africa: Video as a Service Market Size, By Type, 2014 - 2021 (USD Million)
Table 69 Middle East and Africa: Market Size, By Platform, 2014 - 2021 (USD Million)
Table 70 Middle East and Africa: Market Size, By Service, 2014 - 2021 (USD Million)
Table 71 Middle East and Africa: Market Size, By Managed Service, 2014 - 2021 (USD Million)
Table 72 Middle East and Africa: Market Size, By Professional Service, 2014 - 2021 (USD Million)
Table 73 Middle East and Africa: Market Size, By Device, 2014 - 2021 (USD Million)
Table 74 Middle East and Africa: Market Size, By Organization Size, 2014 - 2021 (USD Million)
Table 75 Middle East and Africa: Market Size, By Deployment Model, 2014 - 2021 (USD Million)
Table 76 Middle East and Africa: Market Size, By Industry Vertical, 2014 - 2021 (USD Million)
Table 77 Latin America: Video as a Service Market Size, By Type, 2014 - 2021 (USD Million)
Table 78 Latin America: Market Size, By Platform, 2014 - 2021 (USD Million)
Table 79 Latin America: Market Size, By Service, 2014 - 2021 (USD Million)
Table 80 Latin America: Market Size, By Managed Service, 2014 - 2021 (USD Million)
Table 81 Latin America: Market Size, By Professional Service, 2014 - 2021 (USD Million)
Table 82 Latin America: Market Size, By Device, 2014 - 2021 (USD Million)
Table 83 Latin America: Market Size, By Organization Size, 2014 - 2021 (USD Million)
Table 84 Latin America: Market Size, By Deployment Model, 2014 - 2021 (USD Million)
Table 85 Latin America: Market Size, By Industry Vertical, 2014 - 2021 (USD Million)
Table 86 New Product Launches, 2014-2016
List of Figures

Figure 1 Video as a Service Market: Research Design
Figure 2 Breakdown of Primary Interviews: By Company Type, Designation, and Region
Figure 3 Market Size Estimation Methodology: Bottom-Up Approach
Figure 4 Market Size Estimation Methodology: Top-Down Approach
Figure 5 Data Triangulation
Figure 6 Video as a Service Market is Poised to Grow From 2016-2021
Figure 7 Consulting Services is Expected to Dominate the Professional Services Segment During the Forecast Period
Figure 8 Broadcasting Video Communication Services is Expected to Have the Highest Market Share During the Forecast Period
Figure 9 Mobility Devices is Expected to Dominate the Device Segment Using the Forecast Period, 2016-2021
Figure 10 Growing Cloud Adoption in Small and Medium Enterprises Will Result in Higher Growth Rate of Video-as-a-Service Market During the Forecast Period, 2016-2021
Figure 11 Lucrative Market Prospects in the Video as a Service Market
Figure 12 North America Accounts for the Largest Market Share in the Video-as-a-Service Market in 2016
Figure 13 BFSI Vertical is Expected to Dominate the Video-as-a-Service Market
Figure 14 Asia-Pacific to Witness Exponential Growth During 2016-2021
Figure 15 Video as a Service Market: By Type
Figure 16 Market: By Service
Figure 17 Market: By Deployment Model
Figure 18 Market: By Device
Figure 19 Market: By Organization Size
Figure 20 Market: By Vertical
Figure 21 Market: By Region
Figure 22 Market: Drivers, Restraints, Challenges, and Opportunities
Figure 23 Value Chain Analysis
Figure 24 Porter's Five Forces Analysis
Figure 25 Strategic Benchmarking: Mergers, Acquisitions, and Strategic Agreements
Figure 26 Device Management Platform is Expected to Grow at the Highest Rate in Video as a Service Market During the Forecast Period
Figure 27 Professional Services is Expected to Grow at the Highest CAGR During the Forecast Period
Figure 28 Broadcasting Video Communication is Expected to Have the Largest Market Size During the Forecast Period
Figure 29 Consulting Services is Expected to Have the Largest Market Size During the Forecast Period
Figure 30 Mobility Devices are Expected to Have the Largest Market Size During the Forecast Period
Figure 31 Large Enterprises Would Have the Largest Market Size in the Video-as-a-Service Market
Figure 32 Hybrid Cloud is Expected to Grow at the Highest CAGR During the Forecast Period
Figure 33 BFSI Industry Vertical is Expected to Have the Largest Market Size During the Forecast Period
Figure 34 Asia-Pacific is Expected to Grow at the Highest CAGR in the Global Market During the Forecast Period
Figure 35 North America Market Snapshot: Presence of Key Vendors in the Region is A Major Factor Contributing Towards the Growth of the Video as a Service Market
Figure 36 Asia-Pacific Market Snapshot: Rising Demand for Lowering Operational Cost Among Verticals is A Major Factor Contributing Towards the Growth of the Video as a Service Market
Figure 37 Companies Adopted New Product Launches as the Key Growth Strategy to Enhance Their Reach in the Overall Market From 2014 to 2016
Figure 38 Product Portfolio Comparison of the Top Five Companies
Figure 39 Market Evaluation Framework
Figure 40 Battle for Market Share: Partnerships, Collaborations, and Alliances Was the Key Strategy Adopted By the Top Players in the Market From 2014 to 2016
Figure 41 Geographic Revenue Mix of Top Market Players
Figure 42 Cisco Systems, Inc.: Company Snapshot
Figure 43 Cisco Systems: SWOT Analysis
Figure 44 Interoute Communication Limited: SWOT Analysis
Figure 45 Polycom, Inc.: Company Snapshot
Figure 46 Polycom, Inc.: SWOT Analysis
Figure 47 Adobe Systems: Company Snapshot
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<tbody>
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