Digital Transformation Market - Global Forecast to 2021

Description: Digital Transformation Market by Solution (Cloud Computing, Big Data, Mobility, and Social Media), Service (Professional and System Integrators), Business Type (B2B, B2B2C, & B2C), End User, Deployment type, Vertical, and Region - Global Forecast to 2021

“Increasing demand for internet of things and increased penetration of mobile devices and apps drives the digital transformation market”

The digital transformation market size is estimated to grow from USD 148.04 billion in 2015 to USD 392.15 billion by 2021, at a Compound Annual Growth Rate (CAGR) of 18.7%.

Companies are seeking ways to increase revenue and reduce expenses, as the global market competition continues to shrink profit margins. Organizations of all sizes are focusing more on analyzing sales and market saturation in specific territories and identifying gaps. However, the lack of awareness regarding the benefits of digitalization is a restraining factor for the digital transformation market.

“The cloud deployment mode to account for the largest market share during the forecast period”

The cloud deployment segment of the digital transformation market, by deployment type is estimated to hold the largest market share during the forecast period. Cloud digital transformation solutions provide users the liberty to access the tools from all computers and mobile devices. They offer the advantages of easy deployment, minimum costs, easy upgradability, accessibility, and no requirement of initial capital for purchasing the software. They help to reduce IT budgets, lower the financial risks, and increase flexibility. Small organizations and single-user licensees generally prefer cloud-based digital transformation tools due to the aforementioned reasons. The market for cloud digital transformation solutions is expected to witness significant traction during the forecast period.

“APAC digital transformation market is projected to grow at the highest growth rate during the forecast period”

The digital transformation market in APAC is estimated to register the highest growth rate during the forecast period. This growth can be attributed to the increasing technological advancements, increasing mobile app users, and big data analytics companies showing positive trend towards adoption of these technologies, thereby presenting immense growth potential for the Asia-Pacific digital transformation market in the near future. In the Asia-Pacific region, China will be the epicenter of digital innovations. Increasing e-commerce business in this country and the rapidly-developing social media platform in this region are among the major driving factors for the increasing digital transformation in the region.

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 people.

The break-up of profiles of primary participants is given below:

- By Company Type: Tier 1 - 30%, Tier 2 - 40%, and Tier 3 - 30%
- By Designation: C-level - 72%, Director level - 14%, and Others - 14%
- By Region: North America - 57%, Europe - 14%, and APAC - 29%

The various key vendors profiled in the report are as follows:

- SAP AG (Germany)
- IBM Corporation (U.S.)
- Oracle Corporation (U.S.)
- Google, Inc. (U.S.)
- DELL EMC (U.S.)
- Adobe Systems (U.S.)
- HP (U.S.)
- CA Technologies (U.S.)
Research Coverage:

The report defines, describes, and forecasts the digital transformation market on the basis of component, business type, deployment, end user, industry vertical, and region. It provides detailed information regarding factors influencing the growth of the digital transformation market (drivers, restraints, opportunities, and industry-specific challenges). The study also strategically profiles key players and comprehensively analyzes their core competencies.

Reasons to buy this report:

From an insight perspective, this research report has focused on various levels of analysis—industry analysis (industry trends), market share analysis of top players, supply chain analysis, and company profiles, which together comprise and discuss the basic views on the competitive landscape; emerging and high-growth segments of the digital transformation market; high-growth regions; and market drivers, restraints, and opportunities.

The report provides insights on the following pointers:

- Market Penetration: Comprehensive information on digital transformation solutions offered by the top players in the global digital transformation market
- Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product launches in the digital transformation market
- Market Development: Comprehensive information about lucrative emerging markets - the report analyzes the markets for digital transformation across regions
- Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the global digital transformation market
- Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of the leading players in the global digital transformation market

Contents:

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

2 Research Methodology
   2.1 Introduction
   2.1.1 Key Data From Secondary Sources
   2.1.2 Key Data From Primary Sources
   2.1.2.1 Key Industry Insights
   2.1.2.2 Breakdown of Primaries
   2.2 Market Size Estimation
   2.3 Market Breakdown and Data Triangulation
   2.4 Research Assumptions and Limitations
   2.4.1 Assumptions

3 Executive Summary

4 Premium Insights
   4.1 Attractive Opportunities in the Market
   4.2 Digital Transformation Market: Top Three Solutions
4.3 Market Comparison Between Solution and Region
4.4 Market By Business Type

5 Market Overview
5.1 Introduction
5.2 Market Segmentation
5.3 Market Dynamics
5.3.1 Drivers
5.3.1.1 Increased Growth of Internet of Things
5.3.1.2 Increased Innovation Offered By Digitalization Techniques
5.3.1.3 Increasing Penetration of Mobile Devices and Apps
5.3.1.4 Increased Efficiency Aided By These Solutions and Their Affordability
5.3.2 Restraints
5.3.2.1 Low Security for Highly Confidential Data
5.3.2.2 Lack of Awareness Regarding Benefits of Digitalization
5.3.3 Opportunities
5.3.3.1 Rising Popularity of E-Commerce
5.3.3.2 Collaboration Among Departments
5.3.4 Challenges
5.3.4.1 Lack of Knowledge and Resources
5.3.4.2 Issues With Integration of Information Collected From Various Data Sources
5.4 Innovation Spotlight
5.5 Strategic Benchmarking
5.5.1 Digital Transformation Market: Strategic Benchmarking

6 Digital Transformation Market, By Component
6.1 Introduction
6.2 Solution
6.2.1 Cloud Computing
6.2.2 Big Data
6.2.3 Mobility
6.2.4 Social Media
6.3 Service
6.3.1 Professional Services
6.3.2 System Integration

7 Digital Transformation Market, By Deployment Type
7.1 Introduction
7.2 On-Premise
7.3 Cloud

8 Digital Transformation Market, By End User
8.1 Introduction
8.2 Small and Medium Businesses (SMB)
8.3 Enterprises

9 Digital Transformation Market, By Business Type
9.1 Introduction
9.2 Business-To-Business (B2B)
9.3 Business-To-Business-To-Consumer (B2B2C)
9.4 Business-To-Consumer (B2C)

10 Digital Transformation Market, By Vertical
10.1 Introduction
10.2 Banking, Financial Services & Insurance (BFSI)
10.3 Healthcare
10.4 Telecommunication & IT
10.5 Automotive
10.6 Academia & Research
10.7 Retail
10.8 Manufacturing
10.9 Government
10.10 Others
11 Digital Transformation Market, By Geography
11.1 Introduction
11.2 North America
11.3 Europe
11.4 Asia-Pacific
11.5 Middle East & Africa (MEA)
11.6 Latin America

12 Competitive Landscape
12.1 Overview
12.2 Competitive Situation and Trends
12.2.1 Acquisitions
12.2.2 Partnerships, Agreements & Collaborations
12.2.3 New Product Developments

13 Company Profiles
13.1 SAP AG
13.2 IBM Corporation
13.3 Oracle Corporation
13.4 Google Inc.
13.5 Dell EMC
13.6 Hewlett-Packard (HP)
13.7 CA Technologies
13.8 Microsoft Corporation
13.9 Adobe Systems
13.10 Accenture PLC
13.11 Capgemini
13.12 Apple, Inc.

14 Appendix
14.1 Industry Experts
14.2 Discussion Guide

List of Tables
Table 1 Digital Transformation Market Size, By Component, 2014-2021 (USD Billion)
Table 2 Market Size, By Component, 2014-2021 (USD Billion)
Table 3 Market Size, By Solution, 2014-2021 (USD Billion)
Table 4 Digital Transformation Solution Market Size, By Region, 2014-2021 (USD Billion)
Table 5 Cloud Computing: Market Size, By Region, 2014-2021 (USD Billion)
Table 6 Big Data: Market Size, By Region, 2014-2021 (USD Billion)
Table 7 Mobility: Market Size, By Region, 2016-2021 (USD Billion)
Table 8 Social Media: Market Size, By Region, 2014-2021 (USD Billion)
Table 9 Digital Transformation Market Size, By Service, 2014-2021 (USD Billion)
Table 10 Professional Services: Market Size, By Region, 2014-2021 (USD Billion)
Table 11 System Integration: Market Size, By Region, 2014-2021 (USD Billion)
Table 12 Market Size, By Deployment Type, 2014-2021 (USD Billion)
Table 13 On-Premise: Market Size, By Region, 2014-2021 (USD Billion)
Table 14 Cloud: Market Size, By Region, 2014-2021 (USD Billion)
Table 15 Market Size, By End User, 2014-2021 (USD Billion)
Table 16 SMB: Market Size, By Region, 2014-2021 (USD Billion)
Table 17 Enterprises: Market Size, By Region, 2014-2021 (USD Million)
Table 18 Market Size, By Business Type, 2014-2021 (USD Billion)
Table 19 B2B: Market Size, By Region, 2014-2021 (USD Billion)
Table 20 B2B2C: Market Size, By Region, 2014-2021 (USD Billion)
Table 21 B2C: Market Size, By Region, 2014-2021 (USD Billion)
Table 22 Digital Transformation Market Size, By Vertical, 2014-2021 (USD Billion)
Table 23 BFSI: Market Size, By Region, 2014-2021 (USD Billion)
Table 24 Healthcare: Market Size, By Region, 2014-2021 (USD Billion)
Table 25 Telecom & IT: Market Size, By Region, 2014-2021 (USD Billion)
Table 26 Automotive: Market Size, By Region, 2014-2021 (USD Billion)
Table 27 Academia & Research: Market Size, By Region, 2014-2021 (USD Billion)
Table 28 Retail: Market Size, By Region, 2014-2021 (USD Billion)
Table 29 Manufacturing: Market Size, By Region, 2014-2021 (USD Billion)
Table 30 Government: Market Size, By Region, 2014-2021 (USD Billion)
Table 31 Others: Market Size, By Region, 2014-2021 (USD Billion)
Table 32 Digital Transformation Market Size, By Region, 2014-2021 (USD Billion)
Table 33 North America: Market Size, By Component, 2014-2021 (USD Billion)
Table 34 North America: Market Size, By Solution, 2014-2021 (USD Billion)
Table 35 North America: Market Size, By Service, 2014-2021 (USD Billion)
Table 36 North America: Market Size, By Business Type, 2014-2021 (USD Billion)
Table 37 North America: Market Size, By Deployment, 2014-2021 (USD Billion)
Table 38 North America: Market Size, By End User, 2014-2021 (USD Billion)
Table 39 North America: Market Size, By Vertical, 2014-2021 (USD Billion)
Table 40 Europe: Digital Transformation Market Size, By Component, 2014-2021 (USD Billion)
Table 41 Europe: Market Size, By Solution, 2015-2021 (USD Billion)
Table 42 Europe: Market Size, By Service, 2014-2021 (USD Billion)
Table 43 Europe: Market Size, By Business Type, 2014-2021 (USD Billion)
Table 44 Europe: Market Size, By Deployment, 2014-2021 (USD Billion)
Table 45 Europe: Market Size, By End User, 2014-2021 (USD Billion)
Table 46 Europe: Market Size, By Vertical, 2014-2021 (USD Billion)
Table 47 Asia-Pacific: Digital Transformation Market Size, By Component, 2014-2021 (USD Billion)
Table 48 Asia-Pacific: Market Size, By Solution, 2014-2021 (USD Billion)
Table 49 Asia-Pacific: Market Size, By Service, 2014-2021 (USD Billion)
Table 50 Asia Pacific: Market Size, By Business Type, 2014-2021 (USD Billion)
Table 51 Asia Pacific: Market Size, By Deployment, 2014-2021 (USD Billion)
Table 52 Asia Pacific: Market Size, By End User, 2014-2021 (USD Billion)
Table 53 Asia-Pacific: Market Size, By Vertical, 2014-2021 (USD Billion)
Table 54 Middle East & Africa: Market Size, By Component, 2014-2021 (USD Billion)
Table 55 Middle East & Africa: Market Size, By Solution, 2014-2021 (USD Billion)
Table 56 Middle East & Africa: Market Size, By Service, 2014-2021 (USD Billion)
Table 57 Middle East: Digital Transformation Market Size, By Business Type, 2014-2021 (USD Billion)
Table 58 Middle East & Africa: Market Size, By Deployment, 2014-2021 (USD Billion)
Table 59 Middle East & Africa: Market Size, By End User, 2014-2021 (USD Billion)
Table 60 Middle East & Africa: Market Size, By Vertical, 2014-2021 (USD Billion)
Table 61 Latin America: Market Size, By Component, 2014-2021 (USD Billion)
Table 62 Latin America: Market Size, By Solution, 2014-2021 (USD Billion)
Table 63 Latin America: Market Size, By Service, 2014-2021 (USD Billion)
Table 64 Latin America: Market Size, By Business Type, 2014-2021 (USD Billion)
Table 65 Latin America: Market Size, By Deployment, 2014-2021 (USD Billion)
Table 66 Latin America: Market Size, By End User, 2014-2021 (USD Billion)
Table 67 Latin America: Market Size, By Vertical, 2014-2021 (USD Billion)
Table 68 Acquisitions, 2013-2016
Table 69 Partnerships, Agreements & Collaborations, 2014-2016
Table 70 New Product Developments, 2013-2016

List of Figures
Figure 1 Digital Transformation Market: Research Design
Figure 2 Market Size Estimation Methodology: Bottom-Up Approach
Figure 3 Market Size Estimation Methodology: Top-Down Approach
Figure 4 Research Methodology: Data Triangulation
Figure 5 On-Premise Deployment Type to Lead the Digital Transformation Market During the Forecast Period
Figure 6 North America Contributes the Highest Market Share in 2015
Figure 7 Increased Demand of Internet of Things Pushing the Digital Transformation Market During the Forecast Period
Figure 8 Cloud Computing is Expected to Witness Highest Market Share During the Forecast Period
Figure 9 Cloud Computing Accounted to Have the Largest Share of the Global Market in 2015
Figure 10 Business-To-Business (B2B) Accounting for the Largest Share in the Market
Figure 11 Digital Transformation Market Segmentation
Figure 12 Increased Demand of Internet of Things (IoT) is Driving the Market
Figure 13 Digital Transformation Market Size, By Component, 2016 & 2021
Figure 14 Cloud Computing to Lead the Service Segment in the Digital Transformation Market During the Forecast Period
Figure 15 Market Size, By Service, 2016 & 2021
Figure 16 Market Size, By Deployment Type, 2016 & 2021
Figure 17 Market Size, By End User, 2016 & 2021 (USD Billion)
Figure 18 Market Size, By Business Type, 2016 & 2021 (USD Billion)
Figure 19 Market Size, By Vertical, 2016 & 2021 (USD Billion)
Figure 20 APAC and Middle East & Africa Emerging as A Lucrative Market for Investment From 2016-2021
Figure 21 APAC has the Highest Growth Rate From 2016 to 2021
Figure 22 North America Digital Transformation Market Snapshot
Figure 23 Asia-Pacific Digital Transformation Market Snapshot
Figure 24 Companies Adopted Acquisitions and Partnerships, Agreements & Collaborations as the Key Growth Strategies From 2013 to 2016
Figure 25 Market Evaluation Framework
Figure 26 Battle for Market Share: Acquisition Was the Key Strategy Adopted By Companies in the Digital Transformation Market, 2013-2016
Figure 27 SAP AG: Company Snapshot
Figure 28 SAP AG: SWOT Analysis
Figure 29 IBM Corporation: Company Snapshot
Figure 30 IBM Corporation: SWOT Analysis
Figure 31 Oracle Corporation: Company Snapshot
Figure 32 Oracle Corporation: SWOT Analysis
Figure 33 Google Inc.: Company Snapshot
Figure 34 Google Inc.: SWOT Analysis
Figure 35 Hewlett-Packard: Company Snapshot
Figure 36 CA Technologies: Company Snapshot
Figure 37 Microsoft Corporation: Company Snapshot
Figure 38 Adobe Systems: Company Snapshot
Figure 39 Accenture PLC: Company Snapshot
Figure 40 Capgemini: Company Snapshot
Figure 41 Apple, Inc.: Company Snapshot

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