

Digital Transformation Market by Component, Technology (Cloud Computing, Big Data & Analytics, Mobility & Social Media Management, Cybersecurity, AI), Deployment Mode, Organization Size, Business Function, Vertical and Region - Global Forecast to 2027

Market Report | 2022-08-25 | 323 pages | MarketsandMarkets

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Report description:

The global digital transformation market size is expected to grow at a Compound Annual Growth Rate (CAGR) of 21.1% during the forecast period, to reach USD 1,548.9 Billion by 2027 from USD 594.5 Billion in 2022. The key elements anticipated to propel the adoption of digital transformation market technology throughout the forecast period are rising expenditure on marketing efforts, rising spending on television commercials, and changing consumer intelligence landscapes. In addition, the use of digital technology has led to developments that are reflected in the Digital Transformation Market. During the projection period, the adoption of the digital transformation market will increase due to its use across organizational processes, companies, competencies, and procedures.

The improvement of organizational functions, workforce optimization, and conversion of an organization's offerings and services are all achieved with the help of the digital transformation market, which is anticipated to fuel the market's expansion in the years to come. Manufacturers now require digitalization due to the development of digital technologies such as big data & analytics, cloud computing, blockchain, mobility, AI, robotics, IoT, and cybersecurity. These innovations are also used by businesses to enhance client relationships and add new features to their existing business processes, which is causing businesses to adopt digital transformation.

The AI technology to have the highest CAGR during the forecast period

By technology, the digital transformation market has been segmented into cloud computing, big data & analytics, mobility & social media management, cybersecurity, AI, IoT and other technologies. The CAGR of the AI technology is estimated to be the largest during the forecast period. The use of advanced technologies such as cloud, IoT, big data & analytics, mobility & social

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media management, AI and cybersecurity had led to innovate and transformation, stimulating the growth of business ecosystem. In the market for digital transformation, AI increases consumer satisfaction, which accelerates the market adoption of AI technology. The rise of artificial intelligence had changed how data is gathered and evaluated.

The Large Enterprises segment to register for the largest market size during the forecast period

The digital transformation market has been segmented by organization size into large enterprises and SMEs. The market for Large Enterprises is expected to register for the largest market size during the forecast period. Solutions for digital transformation are used by large businesses to improve operational effectiveness and consumer experiences. To develop a data-driven strategy, they must integrate, categorize, and evaluate a vast amount of data from many operations.

Among business functions, Other business functions is register to grow at highest CAGR during the forecast period

Legal, supply chain, and operations are included under other business functions. The legal industry must digitally alter all aspects of the legal experience, including service delivery, workflows, processes, team communications, and client involvement. The efficiency and workflow at a traditional law firm could seem slower than what clients expect from contemporary digital technologies, which provide instant satisfaction. Businesses are utilizing digital technology to share assets and information in unique ways related to the supply chain. The capabilities of the technologies that are accessible to organisations have a significant impact on the rate of supply chain digitalization. As developers designed applications to benefit from the data produced by ERP systems, one of the first business functions to experience substantial technical advancements is supply chain management.

Breakdown of primaries

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation and technology directors, system integrators, and executives from various key organizations operating in the digital transformation market.

-□By Company: Tier I: 35%, Tier II: 45%, and Tier III: 20%

-□By Designation: C-Level Executives: 35%, D-Level Executives: 25%, and Managers: 40%

-□By Region: APAC: 25%, Europe: 30%, North America: 30%, MEA: 10%, Latin America: 5%

The report includes the study of key players offering digital transformation solutions and services. It profiles major vendors in the global digital transformation market. The major vendors in the global digital transformation market include Microsoft (US), SAP (Germany), Baidu (China), Adobe Systems (US), Alibaba (China), IBM (US), Google (US), Marlabs (US), Salesforce (US), Broadcom (CA Technologies) (US), Equinix (US), Oracle (US), Hewlett Packard Enterprise (US), HCL Technologies (India), Tibco Software (US), Alcor Solutions (US), Smartstream (US), Yash Technologies (US), Interfacing (US), Kissflow (India), eMudhra (India), ProcessMaker (US), Process Street (US), Happiest Minds (India), Scorpio (UK), Dempton Consulting Group (Canada), Brillio (US), and Aexonic Technologies (India).

Research Coverage

The market study covers the digital transformation market across segments. It aims at estimating the market size and the growth potential of this market across different segments, such as components, technology, deployment mode, organization size, business function, vertical, and region. It includes an in-depth competitive analysis of the key players in the market, along with their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

Key Benefits of Buying the Report

The report would provide the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall digital transformation market and its subsegments. It would help stakeholders understand the competitive landscape and gain more insights better to position their business and plan suitable go-to-market strategies. It also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

Table of Contents:

1□INTRODUCTION□30

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1.1	STUDY OBJECTIVES	30
1.2	MARKET DEFINITION	30
1.2.1	INCLUSIONS AND EXCLUSIONS	31
1.3	MARKET SCOPE	31
1.3.1	MARKET SEGMENTATION	32
1.3.2	REGIONS COVERED	32
1.3.3	YEARS CONSIDERED	33
1.4	CURRENCY CONSIDERED	33
TABLE 1	UNITED STATES DOLLAR EXCHANGE RATE, 2019-2021	33
1.5	STAKEHOLDERS	33
1.6	SUMMARY OF CHANGES	34
2	RESEARCH METHODOLOGY	35
2.1	RESEARCH DATA	35
FIGURE 1	DIGITAL TRANSFORMATION MARKET: RESEARCH DESIGN	36
2.1.1	SECONDARY DATA	37
2.1.2	PRIMARY DATA	37
TABLE 2	LIST OF PRIMARY INTERVIEWS	37
2.1.2.1	Breakup of primary sources	38
2.1.2.2	Key industry insights	38
2.2	DATA TRIANGULATION	39
FIGURE 2	DATA TRIANGULATION	39
2.3	MARKET SIZE ESTIMATION	40
FIGURE 3	DIGITAL TRANSFORMATION MARKET: TOP-DOWN AND BOTTOM-UP APPROACHES	40
2.3.1	TOP-DOWN APPROACH	40
2.3.2	BOTTOM-UP APPROACH	41
FIGURE 4	MARKET SIZE ESTIMATION METHODOLOGY-APPROACH 1 (SUPPLY SIDE): REVENUE OF SOLUTIONS/SERVICES OF DIGITAL TRANSFORMATION MARKET	41
FIGURE 5	MARKET SIZE ESTIMATION METHODOLOGY-APPROACH 2 - BOTTOM-UP (SUPPLY SIDE): COLLECTIVE REVENUE OF ALL SOLUTIONS/SERVICES OF DIGITAL TRANSFORMATION MARKET	42
FIGURE 6	MARKET SIZE ESTIMATION METHODOLOGY-APPROACH 3, BOTTOM-UP SUPPLY-SIDE): COLLECTIVE REVENUE FROM ALL SOFTWARE/SERVICES OF DIGITAL TRANSFORMATION MARKET	43
FIGURE 7	MARKET SIZE ESTIMATION METHODOLOGY-APPROACH 4, BOTTOM-UP (DEMAND-SIDE): SHARE OF DIGITAL TRANSFORMATION THROUGH OVERALL DIGITAL TRANSFORMATION SPENDING	43
?		
2.4	MARKET FORECAST	44
TABLE 3	FACTOR ANALYSIS	44
2.5	COMPANY EVALUATION MATRIX	45
FIGURE 8	COMPANY EVALUATION MATRIX: CRITERIA WEIGHTAGE	45
2.6	STARTUP/SME EVALUATION MATRIX METHODOLOGY	46
FIGURE 9	STARTUP/SME EVALUATION MATRIX: CRITERIA WEIGHTAGE	46
2.7	STUDY ASSUMPTIONS	46
2.8	STUDY LIMITATIONS	48
3	EXECUTIVE SUMMARY	49
TABLE 4	GLOBAL DIGITAL TRANSFORMATION MARKET SIZE AND GROWTH RATE, 2016-2021 (USD MILLION, Y-O-Y %)	50
TABLE 5	GLOBAL DIGITAL TRANSFORMATION MARKET SIZE AND GROWTH RATE, 2022-2027 (USD MILLION, Y-O-Y %)	50
FIGURE 10	SOLUTIONS SEGMENT TO ACCOUNT FOR LARGER MARKET SHARE IN 2022	50
FIGURE 11	CONSULTING SEGMENT TO ACCOUNT FOR LARGEST MARKET SHARE IN 2022	51

FIGURE 12	MOBILITY & SOCIAL MEDIA MANAGEMENT SEGMENT TO DOMINATE DIGITAL TRANSFORMATION MARKET IN 2022	51
FIGURE 13	CLOUD SEGMENT TO ACCOUNT FOR LARGER DIGITAL TRANSFORMATION MARKET IN 2022	52
FIGURE 14	LARGE ENTERPRISES SEGMENT TO DOMINATE DIGITAL TRANSFORMATION MARKET IN 2022	52
FIGURE 15	BANKING, FINANCIAL SERVICES, AND INSURANCE SEGMENT TO ACCOUNT FOR LARGEST MARKET SHARE IN 2022	53
FIGURE 16	MARKETING & SALES SEGMENT TO ACCOUNT FOR LARGEST MARKET SHARE IN 2022	53
FIGURE 17	NORTH AMERICA TO ACCOUNT FOR LARGEST MARKET SHARE IN 2022	54
4	PREMIUM INSIGHTS	55
4.1	ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN DIGITAL TRANSFORMATION MARKET	55
FIGURE 18	DEMAND FOR PERSONALIZED DIGITAL TRANSFORMATION TO DRIVE MARKET GROWTH DURING FORECAST PERIOD	55
4.2	DIGITAL TRANSFORMATION MARKET: BY REGION	55
FIGURE 19	NORTH AMERICA TO ACCOUNT FOR LARGEST MARKET SHARE IN 2022	55
4.3	DIGITAL TRANSFORMATION MARKET: TOP THREE TECHNOLOGIES	56
FIGURE 20	BANKING, FINANCIAL SERVICES, AND INSURANCE SEGMENT TO ACCOUNT FOR LARGEST MARKET SIZE DURING FORECAST PERIOD	56
4.4	DIGITAL TRANSFORMATION MARKET, BY TECHNOLOGY AND VERTICAL	56
FIGURE 21	MOBILITY & SOCIAL MEDIA MANAGEMENT AND BANKING, FINANCIAL SERVICES, AND INSURANCE SEGMENTS TO ACCOUNT FOR LARGE SHARES BY 2027	56
?		
5	MARKET OVERVIEW AND INDUSTRY TRENDS	57
5.1	INTRODUCTION	57
5.2	MARKET DYNAMICS	57
FIGURE 22	DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES: DIGITAL TRANSFORMATION MARKET	58
5.2.1	DRIVERS	58
5.2.1.1	Rising adoption of big data and other related technologies	58
5.2.1.2	Advent of ML and digital transformation	59
5.2.1.3	Cost benefits of cloud-based digital transformation solutions	60
5.2.1.4	Rapid proliferation of mobile devices and apps	60
5.2.1.5	Adoption and scaling of digital initiatives	60
5.2.2	RESTRAINTS	61
5.2.2.1	Changing regional data regulations to lead to time-consuming restructuring of predictive models	61
5.2.2.2	Data security concerns	61
5.2.2.3	Issues about privacy and security of information	62
5.2.3	OPPORTUNITIES	62
5.2.3.1	Rising internet proliferation and growing usage of connected and integrated technologies	62
5.2.3.2	Demand for personalized digital transformation	62
5.2.3.3	Increasing willingness of organizations to use digital technology	63
5.2.4	CHALLENGES	63
5.2.4.1	Integration of data from data silos	63
5.2.4.2	Issues related to IT modernization	63
5.2.4.3	Ownership and privacy of collected data	64
5.3	DIGITAL TRANSFORMATION: EVOLUTION	64
FIGURE 23	EVOLUTION OF DIGITAL TRANSFORMATION	64
5.4	ECOSYSTEM	65
TABLE 6	DIGITAL TRANSFORMATION MARKET: ECOSYSTEM	65
5.5	CASE STUDY ANALYSIS	66
5.5.1	BANKING, FINANCIAL SERVICES, AND INSURANCE	66
5.5.1.1	Case study 1: Cognizant's AI and Automation solution helped insurance company improve insurance claims process	66

5.5.1.2	Case study 2: Microsoft Azure platform enabled Milliman Consulting to improve its business models	67
5.5.1.3	Case study 3: BSE made real-time decisions and reduced operational costs with Cloudera solutions	67
5.5.2	TELECOMMUNICATION	68
5.5.2.1	Case study 1: American Telecommunication Service Provider (TSP) collaborated with HCL to refine its digital journey	68
5.5.2.2	Case study 2: A1 Srbija accelerated 5G, revolutionizing digital services with HPE solutions	68
?		
5.5.3	RETAIL & ECOMMERCE	69
5.5.3.1	Case study 1: ASOS used Microsoft Azure ML service to reduce time-to-market for recommendations model	69
5.5.3.2	Case study 2: Walmart optimized shopping experience by applying data mining	69
5.5.3.3	Case study 3: DOCOMO Digital categorized user behavior and improved campaign targeting by deploying Cloudera solutions	70
5.5.4	ENERGY & UTILITIES	70
5.5.4.1	Case study 1: Searcher Seismic made easy access in oil & gas industry with Cloudera solutions	70
5.5.4.2	Case study 2: TechnipFMC created data centralization by deploying Cloudera solutions	71
5.5.5	TRANSPORTATION & LOGISTICS	71
5.5.5.1	Case study 1: Scania made decisions related to route diversions with Cloudera based on live streaming traffic information	71
5.5.6	HEALTHCARE & LIFE SCIENCES	72
5.5.6.1	Case study 1: Leading healthcare company adopted Cognizant's AI-driven solution to identify drug-seeking behavior	72
5.5.6.2	Case study 2: Inspire used ML to connect millions of patients and caregivers on AWS	73
5.5.7	MANUFACTURING	73
5.5.7.1	Case Study 1: IBM helped SHENZHEN CSOT boost production quality and throughput	73
5.5.7.2	Case study 2: Dell built 360-degree customer view with Cloudera Enterprise	74
5.5.8	EDUCATION	74
5.5.8.1	Case study 1: Happiest Minds used data modeling to predict student performance and track drop-out rates	74
5.5.9	MEDIA & ENTERTAINMENT	75
5.5.9.1	Case study 1: Leading media conglomerate adopted HCL's digital transformation solution to redefine user experience through human-centric design	75
5.5.9.2	Case study 2: Gaia boosted subscriber engagement and data-driven decision-making	75
5.5.10	GOVERNMENT & DEFENSE	76
5.5.10.1	Case study 1: OANDA provided real-time access to foreign exchange trading market by moving to Equinix's TY3 facility	76
5.5.10.2	Case study 2: Dubai government monetized and harnessed real-time data for community benefit with Cloudera	76
5.6	TECHNOLOGY ANALYSIS	77
5.6.1	ARTIFICIAL INTELLIGENCE AND DIGITAL TRANSFORMATION	77
5.6.2	MACHINE LEARNING AND DIGITAL TRANSFORMATION	77
5.6.3	INTERNET OF THINGS AND DIGITAL TRANSFORMATION	77
5.6.4	CLOUD COMPUTING AND DIGITAL TRANSFORMATION	78
?		
5.7	MARKET ANALYSIS BY APPLICATION	78
5.7.1	CUSTOMER TRANSFORMATION	78
5.7.2	WORKFORCE TRANSFORMATION	79
5.7.3	OPERATIONAL TRANSFORMATION	79
5.7.4	PRODUCT TRANSFORMATION	80
5.8	SUPPLY/VALUE CHAIN ANALYSIS	80
FIGURE 24	SUPPLY/VALUE CHAIN ANALYSIS	80
5.9	PORTER'S FIVE FORCES ANALYSIS	81
FIGURE 25	DIGITAL TRANSFORMATION MARKET: PORTER'S FIVE FORCES ANALYSIS	81

TABLE 7□DIGITAL TRANSFORMATION MARKET: PORTER'S FIVE FORCES ANALYSIS□82

5.9.1□THREAT OF NEW ENTRANTS□82

5.9.2□THREAT OF SUBSTITUTES□82

5.9.3□BARGAINING POWER OF SUPPLIERS□82

5.9.4□BARGAINING POWER OF BUYERS□83

5.9.5□INTENSITY OF COMPETITIVE RIVALRY□83

5.10□PRICING MODEL ANALYSIS□83

5.11□PATENT ANALYSIS□84

5.11.1□METHODOLOGY□84

5.11.2□DOCUMENT TYPE□84

TABLE 8□PATENTS FILED, 2018-2021□84

5.11.3□INNOVATION AND PATENT APPLICATIONS□84

FIGURE 26□TOTAL NUMBER OF PATENTS GRANTED ANNUALLY, 2018-2021□85

5.11.3.1□Top applicants□85

FIGURE 27□TOP TEN COMPANIES WITH HIGHEST NUMBER OF PATENT APPLICATIONS, 2018-2021□85

TABLE 9□TOP TEN PATENT OWNERS (US) IN DIGITAL TRANSFORMATION MARKET, 2018-2021□85

5.12□KEY CONFERENCES & EVENTS IN 2022-2023□86

TABLE 10□DIGITAL TRANSFORMATION MARKET: LIST OF CONFERENCES & EVENTS□86

5.13□TARIFF AND REGULATORY LANDSCAPE□87

5.13.1□REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS□87

TABLE 11□NORTH AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS□87

TABLE 12□EUROPE: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS□88

TABLE 13□ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS□88

TABLE 14□MIDDLE EAST & AFRICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS□89

TABLE 15□LATIN AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS□89

?

5.13.2□NORTH AMERICA: REGULATIONS□89

5.13.2.1□Personal Information Protection and Electronic Documents Act (PIPEDA)□89

5.13.2.2□Gramm-Leach-Bliley (GLB) Act□90

5.13.2.3□Health Insurance Portability and Accountability Act (HIPAA) of 1996□90

5.13.2.4□Federal Information Security Management Act (FISMA)□90

5.13.2.5□Federal Information Processing Standards (FIPS)□90

5.13.2.6□California Consumer Privacy Act (CSPA)□91

5.13.3□EUROPE: TARIFFS AND REGULATIONS□91

5.13.3.1□GDPR 2016/679 EU Regulation□91

5.13.3.2□General Data Protection Regulation□92

5.13.3.3□European Committee for Standardization (CEN)□92

5.13.3.4□European Technical Standards Institute (ETSI)□92

5.14□KEY STAKEHOLDERS & BUYING CRITERIA□92

5.14.1□KEY STAKEHOLDERS IN BUYING PROCESS□92

TABLE 16□INFLUENCE OF STAKEHOLDERS IN BUYING PROCESS FOR TOP THREE TECHNOLOGIES (%)□92

5.14.2□BUYING CRITERIA□93

TABLE 17□KEY BUYING CRITERIA FOR TOP THREE TECHNOLOGIES□93

5.15□BEST PRACTICES□93

5.15.1□SYNCHRONIZE EFFORTS□93

5.15.2□ALIGN STAFF FROM START□93

5.15.3□LOOK THROUGH PERSPECTIVE OF CUSTOMERS□93

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5.15.4	LEVERAGE LATEST TECHNOLOGY	93
5.16	VALUE PROPOSITION - BY INDUSTRY	94
TABLE 18	VALUE PROPOSITION	94
6	DIGITAL TRANSFORMATION MARKET, BY COMPONENT	95
6.1	INTRODUCTION	96
6.1.1	COMPONENT: DIGITAL TRANSFORMATION MARKET DRIVERS	96
FIGURE 28	SERVICES SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD	96
TABLE 19	DIGITAL TRANSFORMATION MARKET, BY COMPONENT, 2016-2021 (USD MILLION)	97
TABLE 20	DIGITAL TRANSFORMATION MARKET, BY COMPONENT, 2022-2027 (USD MILLION)	97
6.2	SOLUTIONS	97
6.2.1	DIGITAL TRANSFORMATION SOLUTIONS ARE USED ACROSS ALL SECTORS TO DIGITIZE PROCESS	97
TABLE 21	SOLUTIONS: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION)	97
TABLE 22	SOLUTIONS: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION)	98
?		
6.3	SERVICES	98
6.3.1	COMPLEX ALGORITHMS OF ADVANCED TECHNOLOGIES PROVIDING ONLINE AND OFFLINE SUPPORT SERVICES TO AI VENDORS	98
TABLE 23	DIGITAL TRANSFORMATION MARKET, BY SERVICE, 2016-2021 (USD MILLION)	98
TABLE 24	DIGITAL TRANSFORMATION MARKET, BY SERVICE, 2022-2027 (USD MILLION)	98
TABLE 25	SERVICES: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION)	99
TABLE 26	SERVICES: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION)	99
6.4	CONSULTING	99
TABLE 27	CONSULTING: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION)	99
TABLE 28	CONSULTING: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION)	100
6.5	DEPLOYMENT & INTEGRATION	100
TABLE 29	DEPLOYMENT & INTEGRATION: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION)	100
TABLE 30	DEPLOYMENT & INTEGRATION: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION)	101
6.6	SUPPORT & MAINTENANCE	101
TABLE 31	SUPPORT & MAINTENANCE: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION)	101
TABLE 32	SUPPORT & MAINTENANCE: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION)	102
7	DIGITAL TRANSFORMATION MARKET, BY TECHNOLOGY	103
7.1	INTRODUCTION	104
7.1.1	TECHNOLOGY: DIGITAL TRANSFORMATION MARKET DRIVERS	104
FIGURE 29	ARTIFICIAL INTELLIGENCE SEGMENT TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD	105
TABLE 33	DIGITAL TRANSFORMATION MARKET, BY TECHNOLOGY, 2016-2021 (USD MILLION)	105
TABLE 34	DIGITAL TRANSFORMATION MARKET, BY TECHNOLOGY, 2022-2027 (USD MILLION)	106
7.2	CLOUD COMPUTING	106
7.2.1	NEED FOR DATA SECURITY, FASTER DISASTER RECOVERY, AND MEETING COMPLIANCE REQUIREMENTS TO DRIVE MARKET GROWTH	106
TABLE 35	CLOUD COMPUTING: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION)	107
TABLE 36	CLOUD COMPUTING: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION)	107
7.3	ARTIFICIAL INTELLIGENCE	107
7.3.1	CUSTOMER SATISFACTION ENHANCEMENT AND INCREASED PRODUCTIVITY TO DRIVE MARKET GROWTH	107
TABLE 37	ARTIFICIAL INTELLIGENCE: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION)	108
TABLE 38	ARTIFICIAL INTELLIGENCE: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION)	108
7.4	BIG DATA & ANALYTICS	109
7.4.1	RIISING UNSTRUCTURED DATA AND NEED TO OPTIMIZE LARGE DATA WORKLOADS TO LEAD TO ADVANCEMENTS IN BIG DATA	

& ANALYTICS□109

TABLE 39□BIG DATA & ANALYTICS: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION)□109

TABLE 40□BIG DATA & ANALYTICS: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION)□110

7.5□MOBILITY & SOCIAL MEDIA MANAGEMENT□110

7.5.1□EXPANDING MOBILE WORKFORCE, RISING SECURITY CONCERNS, AND PROLIFERATING MOBILE APPLICATIONS TO LEAD TO MARKET ADVANCEMENTS□110

TABLE 41□MOBILITY & SOCIAL MEDIA MANAGEMENT: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION)□111

TABLE 42□MOBILITY & SOCIAL MEDIA MANAGEMENT: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION)□111

7.6□CYBERSECURITY□111

7.6.1□GROWING CYBERATTACKS, DATA BREACHES, AND IDENTITY THEFTS TO LEAD TO INCREASED DEMAND FOR CYBERSECURITY□111

TABLE 43□CYBERSECURITY: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION)□112

TABLE 44□CYBERSECURITY: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION)□112

7.7□INTERNET OF THINGS□113

7.7.1□INTERNET OF THINGS TO HELP ORGANIZATIONS INCREASE OPERATIONAL EFFICIENCY AND PROVIDE PROFICIENT CUSTOMER SERVICE□113

TABLE 45□INTERNET OF THINGS: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION)□113

TABLE 46□INTERNET OF THINGS: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION)□114

7.8□OTHER TECHNOLOGIES□114

TABLE 47□OTHER TECHNOLOGIES: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION)□114

TABLE 48□OTHER TECHNOLOGIES: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION)□115

8□DIGITAL TRANSFORMATION MARKET, BY DEPLOYMENT TYPE□116

8.1□INTRODUCTION□117

8.1.1□DEPLOYMENT TYPE: DIGITAL TRANSFORMATION MARKET DRIVERS□117

FIGURE 30□CLOUD SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD□118

TABLE 49□DIGITAL TRANSFORMATION MARKET, BY DEPLOYMENT TYPE, 2016-2021 (USD MILLION)□118

TABLE 50□DIGITAL TRANSFORMATION MARKET, BY DEPLOYMENT TYPE, 2022-2027 (USD MILLION)□118

8.2□ON-PREMISES□119

8.2.1□SECURITY CONCERNS OVER SENSITIVE DATA TO DRIVE ADOPTION OF ON-PREMISES SOLUTIONS□119

TABLE 51□ON-PREMISES: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION)□119

TABLE 52□ON-PREMISES: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION)□120

8.3□CLOUD□120

8.3.1□AVAILABILITY OF SUBSCRIPTION-BASED CLOUD SOLUTIONS TO OFFER FLEXIBILITY AND EASE OF ADOPTION TO END USERS□120

TABLE 53□CLOUD: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION)□121

TABLE 54□CLOUD: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION)□121

9□DIGITAL TRANSFORMATION MARKET, BY ORGANIZATION SIZE□122

9.1□INTRODUCTION□123

9.1.1□ORGANIZATION SIZE: DIGITAL TRANSFORMATION MARKET DRIVERS□123

FIGURE 31□SMALL AND MEDIUM-SIZED ENTERPRISES SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD□123

TABLE 55□DIGITAL TRANSFORMATION MARKET, BY ORGANIZATION SIZE, 2016-2021 (USD MILLION)□124

TABLE 56□DIGITAL TRANSFORMATION MARKET, BY ORGANIZATION SIZE, 2022-2027 (USD MILLION)□124

9.2□SMALL AND MEDIUM-SIZED ENTERPRISES□124

9.2.1□INCREASED COMPETITIVE MARKET SCENARIO PROMPTING SMALL AND MEDIUM-SIZED ENTERPRISES TO INVEST IN DIGITAL TRANSFORMATION□124

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TABLE 57	SMALL AND MEDIUM-SIZED ENTERPRISES: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION)	125
TABLE 58	SMALL AND MEDIUM-SIZED ENTERPRISES: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION)	125
9.3	LARGE ENTERPRISES	126
9.3.1	DIGITAL TRANSFORMATION OF LARGE ENTERPRISES TO HELP ACHIEVE UNIQUE VALUE PROPOSITION FOR BUSINESSES	126
TABLE 59	LARGE ENTERPRISES: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION)	126
TABLE 60	LARGE ENTERPRISES: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION)	127
10	DIGITAL TRANSFORMATION MARKET, BY BUSINESS FUNCTION	128
10.1	INTRODUCTION	129
10.1.1	BUSINESS FUNCTION: DIGITAL TRANSFORMATION MARKET DRIVERS	129
FIGURE 32	OTHER BUSINESS FUNCTIONS SEGMENT TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD	129
TABLE 61	DIGITAL TRANSFORMATION MARKET, BY BUSINESS FUNCTION, 2016-2021 (USD MILLION)	130
TABLE 62	DIGITAL TRANSFORMATION MARKET, BY BUSINESS FUNCTION, 2022-2027 (USD MILLION)	130
?		
10.2	DIGITAL TRANSFORMATION: ENTERPRISE USE CASES	131
10.3	FINANCE	131
10.3.1	ADVANCED TECHNOLOGIES TO GENERATE NEW POSSIBILITIES AND ACCELERATE REVOLUTION OF FINANCE ACROSS BUSINESSES	131
TABLE 63	FINANCE: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION)	131
TABLE 64	FINANCE: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION)	132
10.4	INFORMATION TECHNOLOGY	132
10.4.1	RAPID ADOPTION OF DIGITAL TRANSFORMATION SOLUTIONS TO HELP MAINTAIN DATA CONFIDENTIALITY AND INTEGRITY	132
TABLE 65	INFORMATION TECHNOLOGY: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION)	133
TABLE 66	INFORMATION TECHNOLOGY: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION)	133
10.5	HUMAN RESOURCES	133
10.5.1	DIGITAL TRANSFORMATION IN HUMAN RESOURCES TO PROVIDE ENHANCED DATA-DRIVEN JUDGEMENT AND IMPROVED STAFF ENGAGEMENT	133
TABLE 67	HUMAN RESOURCE: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION)	134
TABLE 68	HUMAN RESOURCE: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION)	134
10.6	MARKETING & SALES	134
10.6.1	DIGITAL TRANSFORMATION IN SALES & MARKETING TO PROVIDE WIDER MARKETING INSIGHTS AND CUSTOMER DATA	134
TABLE 69	MARKETING & SALES: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION)	135
TABLE 70	MARKETING & SALES: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION)	135
10.7	OTHER BUSINESS FUNCTIONS	135
TABLE 71	OTHER BUSINESS FUNCTIONS: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION)	136
TABLE 72	OTHER BUSINESS FUNCTIONS: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION)	136
11	DIGITAL TRANSFORMATION MARKET, BY VERTICAL	137
11.1	INTRODUCTION	138
11.1.1	VERTICAL: DIGITAL TRANSFORMATION MARKET DRIVERS	138
FIGURE 33	BANKING, FINANCIAL SERVICES, AND INSURANCE VERTICAL TO ACCOUNT FOR LARGEST MARKET SIZE DURING FORECAST PERIOD	139
TABLE 73	DIGITAL TRANSFORMATION MARKET, BY VERTICAL, 2016-2021 (USD MILLION)	139
TABLE 74	DIGITAL TRANSFORMATION MARKET, BY VERTICAL, 2022-2027 (USD MILLION)	140
11.2	BANKING, FINANCIAL SERVICES, AND INSURANCE	140
11.2.1	IMPROVED BUSINESS PERFORMANCE AND REDUCED COST TO BOOST DEMAND FOR DIGITAL TRANSFORMATION SOLUTIONS	140

TABLE 75	BANKING, FINANCIAL SERVICES, AND INSURANCE: USE CASES	141
TABLE 76	BANKING, FINANCIAL SERVICES, AND INSURANCE: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION)	141
TABLE 77	BANKING, FINANCIAL SERVICES, AND INSURANCE: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION)	142
11.3	RETAIL & ECOMMERCE	142
11.3.1	ADOPTION OF DIGITAL TRANSFORMATION SOLUTIONS TO BOOST BUSINESS DECISION PERFORMANCE AND PROFIT MARGINS	142
TABLE 78	RETAIL & ECOMMERCE: USE CASES	143
TABLE 79	RETAIL & ECOMMERCE: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION)	143
TABLE 80	RETAIL & ECOMMERCE: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION)	144
11.4	INFORMATION TECHNOLOGY/INFORMATION TECHNOLOGY-ENABLED SERVICES	144
11.4.1	DIGITALIZING BUSINESS PROCESSES TO MEET GROWING CUSTOMER DEMANDS TO DRIVE DIGITAL TRANSFORMATION MARKET	144
TABLE 81	INFORMATION TECHNOLOGY/INFORMATION TECHNOLOGY-ENABLED SERVICES: USE CASES	144
TABLE 82	INFORMATION TECHNOLOGY/INFORMATION TECHNOLOGY-ENABLED SERVICES: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION)	145
TABLE 83	INFORMATION TECHNOLOGY/INFORMATION TECHNOLOGY-ENABLED SERVICES: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION)	145
11.5	MEDIA & ENTERTAINMENT	145
11.5.1	RISING CONTENT CONSUMPTION, DIGITAL ENTERTAINMENT, AND CLOUD ADOPTION TO GENERATE DEMAND FOR DIGITAL TRANSFORMATION	145
TABLE 84	MEDIA & ENTERTAINMENT: USE CASES	146
TABLE 85	MEDIA & ENTERTAINMENT: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION)	146
TABLE 86	MEDIA & ENTERTAINMENT: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION)	146
11.6	MANUFACTURING	147
11.6.1	ADOPTION OF DIGITAL TRANSFORMATION WITH NEW TECHNOLOGIES TO BOOST PERFORMANCE AND IMPROVE DECISION-MAKING	147
TABLE 87	MANUFACTURING: USE CASES	147
TABLE 88	MANUFACTURING: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION)	148
TABLE 89	MANUFACTURING: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION)	148
11.7	HEALTHCARE, LIFE SCIENCES & PHARMACEUTICALS	148
11.7.1	REAL-TIME DECISION-MAKING TO DELIVER PROPER INSIGHTS FOR PATIENTS TO BOOST NEED FOR DIGITAL TRANSFORMATION SOLUTIONS	148
TABLE 90	HEALTHCARE, LIFE SCIENCES & PHARMACEUTICALS: USE CASES	149
TABLE 91	HEALTHCARE, LIFE SCIENCES & PHARMACEUTICALS: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION)	149
TABLE 92	HEALTHCARE, LIFE SCIENCES & PHARMACEUTICALS: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION)	150
11.8	ENERGY & UTILITIES	150
11.8.1	RISING NEED TO MANAGE MASSIVE AMOUNTS OF MISSION-CRITICAL MATERIAL IN REAL TIME TO DRIVE MARKET	150
TABLE 93	ENERGY & UTILITIES: USE CASES	150
TABLE 94	ENERGY & UTILITIES: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION)	151
TABLE 95	ENERGY & UTILITIES: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION)	151
11.9	GOVERNMENT & DEFENSE	151
11.9.1	TAX COLLECTION, SAFETY, PUBLIC INTEREST, AND CRITICAL INTERNATIONAL DATA SHARING TO BOOST DIGITAL TRANSFORMATION MARKET GROWTH	151

TABLE 96 GOVERNMENT & DEFENSE: USE CASES 152

TABLE 97 GOVERNMENT & DEFENSE: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION) 152

TABLE 98 GOVERNMENT & DEFENSE: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION) 153

11.10 TELECOMMUNICATIONS 153

11.10.1 INCREASING USE OF CONNECTED DEVICES, IOT, AND 5G TO HELP ADOPTION OF DIGITAL TRANSFORMATION SOLUTIONS 153

TABLE 99 TELECOMMUNICATIONS: USE CASES 154

TABLE 100 TELECOMMUNICATIONS: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION) 154

TABLE 101 TELECOMMUNICATIONS: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION) 154

11.11 OTHER VERTICALS 155

TABLE 102 OTHER VERTICALS: DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION) 156

TABLE 103 OTHER VERTICALS: DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION) 156

12 DIGITAL TRANSFORMATION MARKET, BY REGION 157

12.1 INTRODUCTION 158

FIGURE 34 VIETNAM TO ACCOUNT FOR HIGHEST CAGR DURING FORECAST PERIOD 158

FIGURE 35 ASIA PACIFIC TO ACCOUNT FOR HIGHEST CAGR DURING FORECAST PERIOD 159

TABLE 104 DIGITAL TRANSFORMATION MARKET, BY REGION, 2016-2021 (USD MILLION) 159

TABLE 105 DIGITAL TRANSFORMATION MARKET, BY REGION, 2022-2027 (USD MILLION) 159

12.2 NORTH AMERICA 160

12.2.1 NORTH AMERICA: DIGITAL TRANSFORMATION MARKET DRIVERS 160

TABLE 106 NORTH AMERICA: PROMINENT PLAYERS 161

FIGURE 36 NORTH AMERICA: MARKET SNAPSHOT 161

TABLE 107 NORTH AMERICA: DIGITAL TRANSFORMATION MARKET, BY COMPONENT, 2016-2021 (USD MILLION) 162

TABLE 108 NORTH AMERICA: DIGITAL TRANSFORMATION MARKET, BY COMPONENT, 2022-2027 (USD MILLION) 162

TABLE 109 NORTH AMERICA: DIGITAL TRANSFORMATION MARKET, BY SERVICE, 2016-2021 (USD MILLION) 162

TABLE 110 NORTH AMERICA: DIGITAL TRANSFORMATION MARKET, BY SERVICE, 2022-2027 (USD MILLION) 162

TABLE 111 NORTH AMERICA: DIGITAL TRANSFORMATION MARKET, BY TECHNOLOGY, 2016-2021 (USD MILLION) 163

TABLE 112 NORTH AMERICA: DIGITAL TRANSFORMATION MARKET, BY TECHNOLOGY, 2022-2027 (USD MILLION) 163

TABLE 113 NORTH AMERICA: DIGITAL TRANSFORMATION MARKET, BY DEPLOYMENT TYPE, 2016-2021 (USD MILLION) 163

TABLE 114 NORTH AMERICA: DIGITAL TRANSFORMATION MARKET, BY DEPLOYMENT TYPE, 2022-2027 (USD MILLION) 164

TABLE 115 NORTH AMERICA: DIGITAL TRANSFORMATION MARKET, BY ORGANIZATION SIZE, 2016-2021 (USD MILLION) 164

TABLE 116 NORTH AMERICA: DIGITAL TRANSFORMATION MARKET, BY ORGANIZATION SIZE, 2022-2027 (USD MILLION) 164

TABLE 117 NORTH AMERICA: DIGITAL TRANSFORMATION MARKET, BY BUSINESS FUNCTION, 2016-2021 (USD MILLION) 164

TABLE 118 NORTH AMERICA: DIGITAL TRANSFORMATION MARKET, BY BUSINESS FUNCTION, 2022-2027 (USD MILLION) 165

TABLE 119 NORTH AMERICA: DIGITAL TRANSFORMATION MARKET, BY VERTICAL, 2016-2021 (USD MILLION) 165

TABLE 120 NORTH AMERICA: DIGITAL TRANSFORMATION MARKET, BY VERTICAL, 2022-2027 (USD MILLION) 166

TABLE 121 NORTH AMERICA: DIGITAL TRANSFORMATION MARKET, BY COUNTRY, 2016-2021 (USD MILLION) 166

TABLE 122 NORTH AMERICA: DIGITAL TRANSFORMATION MARKET, BY COUNTRY, 2022-2027 (USD MILLION) 166

12.2.2 US 167

12.2.2.1 Presence of various global players and increase in usage of digitalization in various verticals to drive market growth 167

TABLE 123 UNITED STATES: DIGITAL TRANSFORMATION MARKET, BY DEPLOYMENT TYPE, 2016-2021 (USD MILLION) 167

TABLE 124 UNITED STATES: DIGITAL TRANSFORMATION MARKET, BY DEPLOYMENT TYPE, 2022-2027 (USD MILLION) 168

TABLE 125 UNITED STATES: DIGITAL TRANSFORMATION MARKET, BY TECHNOLOGY, 2016-2021 (USD MILLION) 168

TABLE 126 UNITED STATES: DIGITAL TRANSFORMATION MARKET, BY TECHNOLOGY, 2022-2027 (USD MILLION) 168

12.2.3 CANADA 169

12.2.3.1 Huge investments and growing availability of advanced technologies to drive adoption of digital transformation 169

12.3 EUROPE 169

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12.3.1 EUROPE: DIGITAL TRANSFORMATION MARKET DRIVERS 170

TABLE 127 EUROPE: PROMINENT PLAYERS 170

TABLE 128 EUROPE: DIGITAL TRANSFORMATION MARKET, BY COMPONENT, 2016-2021 (USD MILLION) 170

TABLE 129 EUROPE: DIGITAL TRANSFORMATION MARKET, BY COMPONENT, 2022-2027 (USD MILLION) 171

TABLE 130 EUROPE: DIGITAL TRANSFORMATION MARKET, BY SERVICE, 2016-2021 (USD MILLION) 171

TABLE 131 EUROPE: DIGITAL TRANSFORMATION MARKET, BY SERVICE, 2022-2027 (USD MILLION) 171

TABLE 132 EUROPE: DIGITAL TRANSFORMATION MARKET, BY TECHNOLOGY, 2016-2021 (USD MILLION) 171

TABLE 133 EUROPE: DIGITAL TRANSFORMATION MARKET, BY TECHNOLOGY, 2022-2027 (USD MILLION) 172

TABLE 134 EUROPE: DIGITAL TRANSFORMATION MARKET, BY DEPLOYMENT TYPE, 2016-2021 (USD MILLION) 172

TABLE 135 EUROPE: DIGITAL TRANSFORMATION MARKET, BY DEPLOYMENT TYPE, 2022-2027 (USD MILLION) 172

TABLE 136 EUROPE: DIGITAL TRANSFORMATION MARKET, BY ORGANIZATION SIZE, 2016-2021 (USD MILLION) 173

TABLE 137 EUROPE: DIGITAL TRANSFORMATION MARKET, BY ORGANIZATION SIZE, 2022-2027 (USD MILLION) 173

TABLE 138 EUROPE: DIGITAL TRANSFORMATION MARKET, BY BUSINESS FUNCTION, 2016-2021 (USD MILLION) 173

TABLE 139 EUROPE: DIGITAL TRANSFORMATION MARKET, BY BUSINESS FUNCTION, 2022-2027 (USD MILLION) 174

TABLE 140 EUROPE: DIGITAL TRANSFORMATION MARKET, BY VERTICAL, 2016-2021 (USD MILLION) 174

TABLE 141 EUROPE: DIGITAL TRANSFORMATION MARKET, BY VERTICAL, 2022-2027 (USD MILLION) 175

TABLE 142 EUROPE: DIGITAL TRANSFORMATION MARKET, BY COUNTRY, 2016-2021 (USD MILLION) 175

TABLE 143 EUROPE: DIGITAL TRANSFORMATION MARKET, BY COUNTRY, 2022-2027 (USD MILLION) 175

12.3.2 UK 176

12.3.2.1 Advanced IT infrastructure and initiatives boosting digital transformation across several verticals to drive demand 176

TABLE 144 UNITED KINGDOM: DIGITAL TRANSFORMATION MARKET, BY DEPLOYMENT TYPE, 2016-2021 (USD MILLION) 176

TABLE 145 UNITED KINGDOM: DIGITAL TRANSFORMATION MARKET, BY DEPLOYMENT TYPE, 2022-2027 (USD MILLION) 176

TABLE 146 UNITED KINGDOM: DIGITAL TRANSFORMATION MARKET, BY TECHNOLOGY, 2016-2021 (USD MILLION) 177

TABLE 147 UNITED KINGDOM: DIGITAL TRANSFORMATION MARKET, BY TECHNOLOGY, 2022-2027 (USD MILLION) 177

12.3.3 GERMANY 177

12.3.3.1 Huge investments in technological developments and government initiatives to drive demand for digital transformation 177

12.3.4 FRANCE 178

12.3.4.1 Heavy demand for digitalization along with huge investments in R&D to drive market growth 178

12.3.5 POLAND 178

12.3.5.1 Private and public sectors to rapidly adopt digital transformation solutions to innovate business processes 178

12.3.6 REST OF EUROPE 179

12.4 ASIA PACIFIC 179

12.4.1 ASIA PACIFIC: DIGITAL TRANSFORMATION MARKET DRIVERS 180

TABLE 148 ASIA PACIFIC: PROMINENT PLAYERS 180

FIGURE 37 ASIA PACIFIC: MARKET SNAPSHOT 181

TABLE 149 ASIA PACIFIC: DIGITAL TRANSFORMATION MARKET, BY COMPONENT, 2016-2021 (USD MILLION) 182

TABLE 150 ASIA PACIFIC: DIGITAL TRANSFORMATION MARKET, BY COMPONENT, 2022-2027 (USD MILLION) 182

TABLE 151 ASIA PACIFIC: DIGITAL TRANSFORMATION MARKET, BY SERVICE, 2016-2021 (USD MILLION) 182

TABLE 152 ASIA PACIFIC: DIGITAL TRANSFORMATION MARKET, BY SERVICE, 2022-2027 (USD MILLION) 182

TABLE 153 ASIA PACIFIC: DIGITAL TRANSFORMATION MARKET, BY TECHNOLOGY, 2016-2021 (USD MILLION) 183

TABLE 154 ASIA PACIFIC: DIGITAL TRANSFORMATION MARKET, BY TECHNOLOGY, 2022-2027 (USD MILLION) 183

TABLE 155 ASIA PACIFIC: DIGITAL TRANSFORMATION MARKET, BY DEPLOYMENT TYPE, 2016-2021 (USD MILLION) 183

TABLE 156 ASIA PACIFIC: DIGITAL TRANSFORMATION MARKET, BY DEPLOYMENT TYPE, 2022-2027 (USD MILLION) 184

TABLE 157 ASIA PACIFIC: DIGITAL TRANSFORMATION MARKET, BY ORGANIZATION SIZE, 2016-2021 (USD MILLION) 184

TABLE 158 ASIA PACIFIC: DIGITAL TRANSFORMATION MARKET, BY ORGANIZATION SIZE, 2022-2027 (USD MILLION) 184

TABLE 159 ASIA PACIFIC: DIGITAL TRANSFORMATION MARKET, BY BUSINESS FUNCTION, 2016-2021 (USD MILLION) 184

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TABLE 160	ASIA PACIFIC: DIGITAL TRANSFORMATION MARKET, BY BUSINESS FUNCTION, 2022-2027 (USD MILLION)	185
TABLE 161	ASIA PACIFIC: DIGITAL TRANSFORMATION MARKET, BY VERTICAL, 2016-2021 (USD MILLION)	185
TABLE 162	ASIA PACIFIC: DIGITAL TRANSFORMATION MARKET, BY VERTICAL, 2022-2027 (USD MILLION)	186
TABLE 163	ASIA PACIFIC: DIGITAL TRANSFORMATION MARKET, BY COUNTRY, 2016-2021 (USD MILLION)	186
TABLE 164	ASIA PACIFIC: DIGITAL TRANSFORMATION MARKET, BY COUNTRY, 2022-2027 (USD MILLION)	187
12.4.2	CHINA	187
12.4.2.1	Investments in infrastructure and advanced technologies to fuel adoption of digital transformation	187
TABLE 165	CHINA: DIGITAL TRANSFORMATION MARKET, BY DEPLOYMENT TYPE, 2016-2021 (USD MILLION)	188
TABLE 166	CHINA: DIGITAL TRANSFORMATION MARKET, BY DEPLOYMENT TYPE, 2022-2027 (USD MILLION)	188
TABLE 167	CHINA: DIGITAL TRANSFORMATION MARKET, BY TECHNOLOGY, 2016-2021 (USD MILLION)	188
TABLE 168	CHINA: DIGITAL TRANSFORMATION MARKET, BY TECHNOLOGY, 2022-2027 (USD MILLION)	189
?		
12.4.3	JAPAN	189
12.4.3.1	Emergence of newer technologies and private and government sector investments to increase competitiveness	189
12.4.4	INDIA	190
12.4.4.1	Rapid adoption of modern technologies and investments by global players to drive market growth	190
12.4.5	THAILAND	190
12.4.5.1	Government initiatives and digital infrastructure development projects to drive growth of digital transformation	190
12.4.6	SINGAPORE	191
12.4.6.1	Rapid adoption and government investments in Singapore to enable growth of digital transformation market	191
12.4.7	MALAYSIA	191
12.4.7.1	Growth in consumer bases and investments to boost digitalization	191
12.4.8	VIETNAM	192
12.4.8.1	Government initiatives to shift toward digitalization to boost demand for digital transformation	192
12.4.9	INDONESIA	192
12.4.9.1	Rapid adoption of modern technologies to boost digital connectivity and drive market	192
12.4.10	PHILIPPINES	193
12.4.10.1	Government-proposed strategies and investments to drive market for digital transformation	193
12.4.11	REST OF ASIA PACIFIC	193

Digital Transformation Market by Component, Technology (Cloud Computing, Big Data & Analytics, Mobility & Social Media Management, Cybersecurity, AI), Deployment Mode, Organization Size, Business Function, Vertical and Region - Global Forecast to 2027

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