

## **Asia Pacific Content Services Platform - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

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### **Report description:**

The Asia Pacific Content Services Platform Market size is estimated at USD 7.34 billion in 2024, and is expected to reach USD 20.93 billion by 2029, growing at a CAGR of 23.33% during the forecast period (2024-2029).

In the Asia Pacific region, the market is expected to witness exponential growth, owing to increasing data traffic and continuously growing data and information that requires to be organized in economically developing countries, such as China and India.

#### Key Highlights

- The rising growth of Internet-connected users, with a growing number of SMEs and cloud service vendors, provides significant growth opportunities in the Asia Pacific region. The interconnection bandwidth is also accelerating drastically in the region. For instance, according to Equinix, the Asia Pacific region is expected to expand by 51% per annum, accounting for over 27% of interconnection bandwidth globally, owing to a rise in urbanization.
- In addition, the rising demand to provide better customer experience, as well as rising usage of smart technologies among the population, growing need for delivering contextualized user experience, and rise in the of digital content across several enterprises, are among the vital factors enhancing the market. Moreover, during the projection period, rising adoption of end-to-end, cross-platform solutions, rise in the integration of RPA with CSP solutions, and growing technological developments and modernization in the services will offer new growth possibilities and opportunities for the market for Asia Pacific content services platform.
- Further, the rise in the adoption of mobile, social media, analytics, cloud technologies and the proliferation of digital content across various companies are enhancing the content services platform industry in the region. Cloud adoption in the Asia Pacific region is growing at a very rapid pace, which is anticipated to impact the growth of the market studied positively over the forecast period. In addition, Singapore is one of the most cloud-ready regions within the Asia-Pacific region. It overtook the position of Hong

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Kong in the latest iteration of the Asia Cloud Computing Association's (ACCA) Cloud Readiness Index (CRI). Additionally, Singapore's government is expected to move the bulk of its IT systems to commercial cloud services over the projection period as part of ongoing efforts to provide citizen services in a cheaper and faster way, thereby positively influencing the growth of the market.

-In contrast, rising data privacy and security related concerns are significant factors, among others impeding the market growth. Also, the continuously increasing aligning of CSP strategy with the strategic initiatives of organizations may further challenge the content services platforms market throughout the forecasted time period.

-The COVID-19 pandemic impacted the market studied positively, as people move to the cloud-based technologies and the whole process was enhanced with the rising need to maintain and implement content flow to employees. Also, government bodies were forced to adopt electronic means of operations and digitalization. For instance, in India, Aarogya Setu and other allied initiatives, like the National e-Health Authority and new tele-medicine guidelines, are coalescing toward a National Health Stack, which is aimed to be completed by 2022.

## APAC Content Services Platform Market Trends

The Solution and Software Segment is Expected to Accounted for the Largest Market Share

- Cloud computing has well revolutionized data storage in general and has a profound impact on document management systems, thus, ensuring that documents are well available at any time, anywhere, allowing for scalability, making it a solution for both large and small businesses. The Asia Pacific region is experiencing rapid adoption of digital management of documents to minimize its dependence on paper. Also, in a several few countries, such as China, it has resulted in cutting labor costs and fueled work efficiency, which are the significant motives to run businesses.

- In the recent times, China's General Administrative of Customs (GAC) launched the Paperless Customs Clearance Pilot Reform, enabling customs declaration information to be transferred and stored through computers and various other electronic media that can be reviewed automatically. GAC also had promoted paperless customs documents for price reviews to assist China's national customs clearance integration reform and improvise customs clearance's overall efficiency. Moreover, China has also been seeing an increased need to adopt document management solutions to curtail the illegal logging in the transport and trade sectors, which is anticipated to enhance the overall demand for DMS.

- Further, there have been rising environmental concerns in line with digital transformation and growing adoption of intelligent devices in India, which is enhancing the paperless trend in India and resulting in the quick adoption of document management solutions. Some of the key sectors of the Indian Government have either entirely or partially moved to Offline and Online Document Management Systems. In the recent times, Lok Sabha declared that the lower house has become paperless to save trees and cut costs, with Members of Parliaments utilising digital documents to write questions. Educational institutions in India have also been executing document management solutions for safety purposes. For example, Manipal Academy of Higher Education (MAHE), an educational institution in India, moved to a paperless document management system to manage and organize their records and information and to build up data more effectively.

- Also, the rising concern about productivity and the lack of labor with a shrinking and greying population in countries like Japan are fueling such nations toward digitalization in every sector. Additionally, the Japanese Government plans to shift toward digital management of most public records by the time the new National Archives of Japan building opens in 2026, aiming to prevent the record management problems that have restricted the overall growth of the Government. Moreover, Australia gained the support for a paperless way back than other Asia-Pacific countries. For instance, the Australian Taxation Office (ATO) affirmed its support of digital filing in 2002. It executed a series of Tax Rulings that would act as a guideline for electronic record keeping.

- Moreover, the National Digital Health Strategy, approved by all the territories and states through the Council of Australian Governments (COAG) Health Council, prioritizes eradicating paper-based messaging in the healthcare industry. The Agency has been operating with the software industry and healthcare providers in developing standards that will improvise the secure

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exchange of healthcare information. This system will benefit the individuals and the customers as it will avoid the frustration of repeatedly explaining their condition to 5 different people and allow healthcare professionals to share information securely and quickly.

#### IT, Telecom, Retail, and E-commerce Segment to Witness Fastest Growth

- The telecommunications industry is undergoing a significant structural change, with content, customer channels, and communication services becoming digital, thereby resulting in creating a new value ecosystem. In the modern digital era, various providers are executing high-performance networks to fulfill the needs of their customers. Such structural changes are building new opportunities for workflow management services in the entire sector. The increasing enhancement of networking technologies and devices also widens the scope for various IoT content service platforms in the market. As per GSMA, early adoption of power-wide area networks integrated with IoT is anticipated to create a total sum of USD 1.8 trillion by the year 2026.
- With the implementation and ownership of digital transformation, the majority of the digital transformation is widely driven by the IT sector. With the increased data connectivity, vendors are widely adopting cloud and IoT-based content service platforms into the business to assist in managing and creating web content. CMS also allows tracking and management of web traffic, including visitor activities and searches.
- Moreover, Archive One, a document management software that acts as an auditing tool by automatically retrieving, securing, classifying, and storing critical documents. It is highly useful in the IT-BPM sector, where companies typically employ thousands of people, giving them a great amount of data to track. Also, Paperless Trail Inc. emphasizes the importance of embracing the new normal in business and effectively moving document management and compliance to the digital space in response to the challenges organizations face owing to technological advancements.
- The market is seeing an APAC-focused distribution agreement catering to the cloud, on-premises, and hybrid models. For example, in July 2021, Tech Data and Syniti have formed a new distribution alliance in the Asia-Pacific region. The collaboration allows enterprises in the Asia-Pacific to deploy Syniti Data Replication in various ways, including cloud, on-premises, and hybrid models.
- Moreover, Syniti Data Replication, a low-touch, flexible solution that offers a consistent copy of data ready for data warehousing, analytics, and other applications while not interfering with the responsiveness of business-critical systems. Its diversified Change Data Capture (CDC) ensures that business data is kept updated to assist real-time performance reporting and analytics systems. This will help the businesses in terms of strengthening their data and analytics capabilities and enabling large-scale go-to-market initiatives.

#### APAC Content Services Platform Industry Overview

The entire Asia Pacific content services platform market is moderately fragmented, with few participants like Microsoft Corporation, IBM Corporation, Oracle Corporation, OpenText Corporation, etc., holding a significant market share. These firms are leveraging various strategic innovations and collaborative initiatives to expand their profitability and maximise their market share. The wide adoption of digital content across enterprises is anticipated to be a significant amplifier of the market studied.

- March 2022 - Adobe declared the general availability of Adobe Experience Cloud for Healthcare, a solution that empowers healthcare enterprises to offer secure digital experiences and seamless customer journeys with customised and secured digital experiences.
- September 2021 - Intalio declares its partnership with On-OneTech (Pty) Ltd to expand its geographic reach to Africa. This partnership will provide Intalio with a wider geographic reach to go beyond its key markets, with the ability to sell to and support

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the African healthcare industry and transform healthcare organizations across Africa.

- July 2021 - EY and IBM stated an enhanced, global, multi-year alliance primarily designed to help organizations boost their digital transformation and improve client outcomes, which include leveraging the various hybrid cloud capabilities of Red Hat OpenShift, as well as IBM Watson, IBM Blockchain, and IBM's 5G and edge technologies. Together, both the company's professionals may focus on helping the clients in modernizing and transforming their businesses.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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