

**Software-defined Anything (SDx) Market Size, Share, Growth Analysis, By Offering (Solutions, Services), End User (Service Providers, Enterprises), Application (Network Management, Unified Communications) and Region - Global Industry Forecast to 2029**

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**Report description:**

The Software-Defined Anything Market was estimated to be USD 44.5 billion in 2024 and is anticipated to reach USD 130.9 billion by 2029, with a CAGR of 24.1%. This market growth of the Software-Defined Anything market is majorly due to some prominent factors such as increased demand of cloud services, growing needs of efficient data management, and the rising trend of network virtualization. These factors have not only fueled the wider adoption of the SDx solutions but also have enabled more efficient resource utilization and simplified management of the IT infrastructures. Additionally, this growth is also driven by factors such as growing adoption of IoT devices, the push for digital transformation, as well as the rising cybersecurity concerns. Various SDx solutions such as SDN, SD-WAN, SDDC, further foster the growth of the SDx market by addressing the key needs such as efficiency, security, and flexibility required in the IT infrastructures. These factors have caused a surge in the demand of SDx solutions and have created a significant momentum for the growth of the SDx solutions and services.

"The healthcare & life sciences segment is expected to register the fastest growth rate during the forecast period." With the continuous technological advancements, the healthcare & life sciences segment is witnessing a surge in adoption of various healthcare applications in order to enhance patient care and streamline operations across the industry. Some of these prominent use cases include electronic health records (EHRs), telemedicine, and health information exchanges among others. Moreover, the rising amount of data storage needs, enhanced security needs and regulatory compliances such as HIPAA are driving the growth of the SDx solutions. With the onset of the advanced data analytics and AI, the demand for improved patient care has also risen which is bound to add up to the rise of the SDx solutions. Other than the medical facilities, the SDx solutions like SDS and SDC are also being incorporated for various personalized medicine and genomics research, as these fields need robust

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computational and storage capabilities. It can be touted that as the healthcare industry continues to pursue digital transformation, its reliance on the SDx solutions will accelerate its growth in the near future.

"The network management segment will hold the largest market size during the forecast period." Amongst the applications, the network management is one of the prime applications of the SDx solutions. As the complexity of the modern IT infrastructure continues to increase, need for advanced management capabilities will rise linearly with it. Owing to these complexities the organizations globally are demanding for the advanced network management capabilities as they try to expand their remote work facilities. The network management solutions not only does provide automated network capabilities but also does offer other features such as real time monitoring, automated configurations, and other seamless network requirements. The network management solution is being widely incorporated across various industry verticals such as healthcare, BFSI, telecom, IT & ITeS. Companies are therefore, incorporating various SDx solutions such as SDN, SD-WAN, and SDDC as per their needs. This growing adoption and continuous need of centralized management will boost the market growth.

"Asia Pacific's highest growth rate during the forecast period."

The Asia Pacific region is witnessing an increasing adoption of digital technologies by the developing economies in the region. Countries in the region are undergoing through several digital transformation initiatives as the businesses and service providers are constantly seeking the scalable and flexible solutions in order support their growth strategies. The region is also undergoing through rapid urbanization and has high internet penetration, along with the rapidly growing investments in the telecom and cloud computing sectors. These factors contribute to the growth of the Asia-Pacific region over the forecasted period. Moreover, the countries in the regions are backed by strong government initiatives and rapid infrastructure development that also majorly contribute to the overall growth of the region.

#### Breakdown of primaries

The study contains insights from various industry experts, from solution vendors to Tier 1 companies. The break-up of the primaries is as follows:

-□By Company Type: Tier 1 - 35%, Tier 2 - 45%, and Tier 3 - 20%

-□By Designation: C-level -35%, D-level - 25%, and Others - 40%

-□By Region: North America - 30%, Europe - 30%, Asia Pacific - 25%, Middle East & Africa - 10%, and Latin America- 5%.

The major players in the Software-Defined Anything (SDx) market Cisco Systems (US), IBM (US), Broadcom (US), Hewlett Packard Enterprise (US), Juniper Networks (US), TIBCO Software (US), Arista Networks (US), Nutanix, Inc. (US), Huawei (China), Nokia Corporation (Finland), Extreme Networks, Inc. (US), Riverbed Technology (US), Ericsson (Sweden), Oracle (US), Fortinet (US), Palo Alto Networks (US), Pica8 (US), Versa Networks (US), Aryaka Networks Inc., (US), StarWind Software Inc. (US), flexiWAN (Israel), StorMagic (UK), Scale Computing (US), Peplink (US), Lavelle Networks (India), and Bigleaf Networks (US). These players have adopted various growth strategies, such as partnerships, agreements and collaborations, new product launches, enhancements, and acquisitions to expand their Software-Defined Anything (SDx) market footprint.

#### Research Coverage

The market study covers the Software-Defined Anything (SDx) market size across different segments. It aims at estimating the market size and the growth potential across different segments, including offerings, end-users, applications, and regions. The offerings are sub-segmented into solutions and services based on offerings. The services segment covers professional and managed services. The professional service segment has been further segmented into consulting, deployment & integration, and support & maintenance. Based on solutions, the market is divided into Software-Defined Networking (SDN), Software-Defined Wide Area Network (SD-WAN), Software-Defined Data Center (SDDC), Software-Defined Data Center Network (SD-DCN), Other Solutions (Software-Defined Security (SDSec) and Software-Defined Access (SD-Access)). The end-users studied under the Software-Defined Anything (SDx) market include service providers and enterprises, where enterprises are further segmented into IT & ITeS, manufacturing, healthcare & life sciences, BFSI, retail & ecommerce, government, transportation & logistics, , telecom, others (media & entertainment, energy & utilities, and education). The application segment is categorized into network

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management, virtualized network functions, dynamic resource allocation, unified communication, and other applications (multi-cloud management and disaster recovery). The regional analysis of the Software-Defined Anything (SDx) market covers North America, Europe, Asia Pacific, the Middle East & Africa, and Latin America. The study includes an in-depth competitive analysis of the leading market players, their company profiles, key observations related to product and business offerings, recent developments, and market strategies.

#### Key Benefits of Buying the Report

The report will help the market leaders/new entrants with information on the closest approximations of the global Software-Defined Anything (SDx) market's revenue numbers and subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. Moreover, the report will provide insights for stakeholders to understand the market's pulse and provide them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

1. □ Analysis of key drivers (rising usage for data center optimization, rising adoption of cloud services, and reduced cost and improved operational efficiency), restraints (high initial investments and integration complexities), opportunities (development of hybrid and multi-cloud environments, growth in edge computing), and challenges (regulatory and compliance issues, adapting to rapid technological changes) influencing the growth of the SDx market.
2. □ Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the Software-Defined Anything (SDx) market.
3. □ Market Development: Comprehensive information about lucrative markets - the report analyses the Software-Defined Anything (SDx) market across various regions.
4. □ Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the Software-Defined Anything (SDx) market.
5. □ Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players Cisco Systems (US), IBM (US), Broadcom (US), Hewlett Packard Enterprise (US), Juniper Networks (US), TIBCO Software (US), Arista Networks (US), Nutanix, Inc. (US), Huawei (China), Nokia Corporation (Finland), Extreme Networks, Inc. (US), Riverbed Technology (US), Ericsson (Sweden), Oracle (US), Fortinet (US), Palo Alto Networks (US), Pica8 (US), Versa Networks (US), Aryaka Networks Inc., (US), StarWind Software Inc. (US), flexiWAN (Israel), StorMagic (UK), Scale Computing (US), Peplink (US), Lavelle Networks (India), and Bigleaf Networks (US).

#### Table of Contents:

1 □ INTRODUCTION □	33
1.1 □ STUDY OBJECTIVES □	33
1.2 □ MARKET DEFINITION □	33
1.3 □ STUDY SCOPE □	34
1.3.1 □ MARKET SEGMENTATION □	34
1.3.2 □ INCLUSIONS & EXCLUSIONS □	35
1.4 □ YEARS CONSIDERED □	35
1.5 □ CURRENCY CONSIDERED □	36
1.6 □ STAKEHOLDERS □	36
1.7 □ SUMMARY OF CHANGES □	37
2 □ RESEARCH METHODOLOGY □	38
2.1 □ RESEARCH DATA □	38
2.1.1 □ SECONDARY DATA □	39
2.1.2 □ PRIMARY DATA □	39
2.1.2.1 □ Primary interviews with experts □	40
2.1.2.2 □ Breakdown of primary profiles □	40

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2.1.2.3	Key insights from industry experts	40
2.2	MARKET SIZE ESTIMATION	41
2.2.1	TOP-DOWN APPROACH	41
2.2.2	BOTTOM-UP APPROACH	42
2.2.3	SOFTWARE-DEFINED ANYTHING MARKET ESTIMATION: DEMAND-SIDE ANALYSIS	43
2.3	DATA TRIANGULATION	45
2.4	RISK ASSESSMENT	46
2.5	RESEARCH ASSUMPTIONS	46
2.6	RESEARCH LIMITATIONS	47
3	EXECUTIVE SUMMARY	48
4	PREMIUM INSIGHTS	51
4.1	OPPORTUNITIES FOR KEY PLAYERS IN SOFTWARE-DEFINED ANYTHING MARKET	51
4.2	SOFTWARE-DEFINED ANYTHING MARKET, BY OFFERING	51
4.3	SOFTWARE-DEFINED ANYTHING MARKET, BY SERVICE	52
4.4	SOFTWARE-DEFINED ANYTHING MARKET, BY PROFESSIONAL SERVICE	52
4.5	SOFTWARE-DEFINED ANYTHING MARKET, BY SOLUTION	53
4.6	SOFTWARE-DEFINED ANYTHING MARKET, BY ENTERPRISE	53
4.7	NORTH AMERICA: SOFTWARE-DEFINED ANYTHING MARKET, TOP THREE SOLUTIONS AND END USERS	54
5	MARKET OVERVIEW AND INDUSTRY TRENDS	55
5.1	INTRODUCTION	55
5.2	MARKET DYNAMICS	55
5.2.1	DRIVERS	56
5.2.1.1	Rising demand for data center optimization	56
5.2.1.2	Growing shift toward cloud-based services	56
5.2.1.3	Reduced cost and improved operational efficiency	57
5.2.2	RESTRAINTS	57
5.2.2.1	High initial investments	57
5.2.2.2	Complexity of integrating advanced technologies with existing IT infrastructure	57
5.2.3	OPPORTUNITIES	58
5.2.3.1	Development of hybrid and multi-cloud environments	58
5.2.3.2	Growth in edge computing	58
5.2.4	CHALLENGES	58
5.2.4.1	Regulatory and compliance issues	58
5.2.4.2	Rapid technological changes	58
5.3	TRENDS/DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES	59
5.4	PRICING ANALYSIS	59
5.4.1	AVERAGE SELLING PRICE TREND OF KEY PLAYERS, BY HARDWARE	59
5.4.2	INDICATIVE PRICING ANALYSIS, BY SOLUTION	61
5.5	SUPPLY CHAIN ANALYSIS	61
5.6	ECOSYSTEM	63
5.7	TECHNOLOGY ANALYSIS	65
5.7.1	KEY TECHNOLOGIES	65
5.7.1.1	Software-Defined Networking (SDN)	65
5.7.1.2	Software-Defined Storage (SDS)	65
5.7.1.3	Software-Defined Data Center (SDDC)	65
5.7.1.4	Network Functions Virtualization (NFV)	65
5.7.2	ADJACENT TECHNOLOGIES	65

5.7.2.1	Artificial Intelligence (AI)/machine Learning (ML)	65
5.7.2.2	Cloud computing	65
5.7.2.3	Internet of Things (IoT)	66
5.7.2.4	Edge computing	66
5.7.3	COMPLEMENTARY TECHNOLOGIES	66
5.7.3.1	Network orchestration & automation	66
5.7.3.2	Data analytics	66
5.8	PATENT ANALYSIS	67
5.8.1	LIST OF MAJOR PATENTS	68
5.9	TRADE ANALYSIS	72
5.9.1	EXPORT SCENARIO OF MACHINES FOR RECEPTION, CONVERSION, AND TRANSMISSION OR REGENERATION OF VOICE, IMAGES, OR OTHER DATA (851762)	72
5.9.2	IMPORT SCENARIO OF MACHINES FOR RECEPTION, CONVERSION, AND TRANSMISSION OR REGENERATION OF VOICE, IMAGES, OR OTHER DATA (851762)	73
5.10	KEY CONFERENCES AND EVENTS, 2024-2025	74
5.11	REGULATORY LANDSCAPE	75
5.11.1	TARIFF RELATED TO MACHINES FOR RECEPTION, CONVERSION, AND TRANSMISSION OR REGENERATION OF VOICE, IMAGES, OR OTHER DATA	75
5.11.2	REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS	76
5.11.2.1	North America	77
5.11.2.1.1	US	77
5.11.2.1.2	Canada	78
5.11.2.2	Europe	78
5.11.2.2.1	UK	78
5.11.2.2.2	Germany	78
5.11.2.3	Asia Pacific	78
5.11.2.3.1	South Korea	78
5.11.2.3.2	China	79
5.11.2.3.3	Japan	79
5.11.2.3.4	India	79
5.11.2.4	Middle East & Africa	79
5.11.2.4.1	UAE	79
5.11.2.4.2	KSA	79
5.11.2.5	Latin America	79
5.11.2.5.1	Brazil	79
5.11.2.5.2	Mexico	79
5.12	PORTER'S FIVE FORCES ANALYSIS	80
5.12.1	THREAT OF NEW ENTRANTS	81
5.12.2	THREAT OF SUBSTITUTES	81
5.12.3	BARGAINING POWER OF BUYERS	81
5.12.4	BARGAINING POWER OF SUPPLIERS	81
5.12.5	INTENSITY OF COMPETITIVE RIVALRY	81
5.13	KEY STAKEHOLDERS AND BUYING CRITERIA	82
5.13.1	KEY STAKEHOLDERS IN BUYING PROCESS	82
5.13.1.1	Buying criteria	83
5.14	BRIEF HISTORY OF SOFTWARE-DEFINED ANYTHING SOLUTIONS	84

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5.15	TECHNOLOGY ROADMAP FOR SOFTWARE-DEFINED ANYTHING MARKET	85
5.15.1	SHORT-TERM ROADMAP (2023-2025)	85
5.15.2	MID-TERM ROADMAP (2026-2028)	85
5.15.3	LONG-TERM ROADMAP (2029-2030)	85
5.16	BEST PRACTICES IN SOFTWARE-DEFINED ANYTHING MARKET	85
5.16.1	PLANNING AND DESIGNING	85
5.16.2	IMPLEMENTING SOFTWARE-DEFINED ANYTHING SOLUTIONS	85
5.16.3	SECURITY INTEGRATION	85
5.16.4	OPERATION AND MANAGEMENT	86
5.16.5	REGULATORY COMPLIANCE	86
5.16.6	SKILL DEVELOPMENT AND TRAINING	86
5.17	CURRENT AND EMERGING BUSINESS MODELS	86
5.17.1	SUBSCRIPTION-BASED MODEL	86
5.17.2	PAY-AS-YOU-GO MODEL	86
5.17.3	LICENSE-BASED MODEL	86
5.17.4	OPEN-SOURCE MODEL	86
5.17.5	NETWORK-AS-A-SERVICE (NAAS)	86
5.17.6	EDGE-AS-A SERVICE	86
5.17.7	SECURITY-AS-A-SERVICE (SECAAS)	87
5.18	SOFTWARE-DEFINED ANYTHING MARKET: TOOLS, FRAMEWORKS, AND TECHNIQUES	87
5.19	INVESTMENT AND FUNDING SCENARIO	87
5.20	IMPACT OF ARTIFICIAL INTELLIGENCE (AI)/GENERATIVE AI ON SOFTWARE-DEFINED ANYTHING MARKET	88
5.20.1	IMPACT OF AI/GENERATIVE AI ON SOFTWARE-DEFINED ANYTHING	88
5.20.2	USE CASES OF GENERATIVE AI IN SOFTWARE-DEFINED ANYTHING	88
5.21	CASE STUDY ANALYSIS	90
5.21.1	PEPLINK PROVIDED HIGH-SPEED CONNECTIVITY INFRASTRUCTURE AT ST GEORGE'S HALL IN LIVERPOOL	90
5.21.2	FORTINET SECURE SDX HELPED BURGER KING INDIA REDUCE COSTS, ACHIEVE HIGHER BANDWIDTH, AND IMPROVE IN-STORE INTERNET AVAILABILITY	90
5.21.3	THAILAND'S GOVERNMENT SAVINGS BANK (GSB) DEPLOYED HUAWEI SDX SOLUTION TO PURSUE ITS SMART BRANCH MISSION	91
5.21.4	SIEMENS LOGISTICS STREAMLINED ITS STORAGE MANAGEMENT AND OPERATIONAL EFFICIENCY BY USING STARWIND VIRTUAL SAN (VSAN) INFRASTRUCTURE	91
6	SOFTWARE-DEFINED ANYTHING MARKET, BY OFFERING	92
6.1	INTRODUCTION	93
6.1.1	OFFERINGS: SOFTWARE-DEFINED ANYTHING MARKET DRIVERS	93
6.2	SOLUTIONS	94
6.2.1	SOFTWARE-DEFINED NETWORKING (SDN)	96
6.2.1.1	Rising need for network flexibility, scalability, and cost-efficiency to fuel demand for SDN solutions	96
6.2.2	SOFTWARE-DEFINED WIDE AREA NETWORK (SD-WAN)	97
6.2.2.1	Need for optimized network performance, enhanced reliability, and reduced costs for cloud-centric environments to drive market	97
?		
6.2.3	SOFTWARE-DEFINED DATA CENTER (SDDC)	98
6.2.3.1	Need for flexible, scalable, and efficient network management solution in data center operations to propel market growth	98
6.2.3.2	Software-Defined Storage (SDS)	100
6.2.3.3	Software-Defined Compute (SDC)	101

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6.2.3.4	Software-Defined Data Center Networking (SDDCN)	102
6.2.4	OTHER SOLUTIONS	103
6.3	SERVICES	104
6.3.1	PROFESSIONAL SERVICES	106
6.3.1.1	Consulting	107
6.3.1.1.1	Need for expert guidance for strategizing and implementing digital transformation to boost market growth	107
6.3.1.2	Deployment & integration	108
6.3.1.2.1	Adoption of deployment & integration services to enable seamless and efficient implementation of advanced solutions	108
6.3.1.3	Support & maintenance	109
6.3.1.3.1	Need to ensure ongoing reliability, security, and performance of IT infrastructure to foster market growth	109
6.3.2	MANAGED SERVICES	110
6.3.2.1	Growing need for seamless operation and optimized performance of software-defined technologies to fuel demand for managed services	110
7	SOFTWARE-DEFINED ANYTHING MARKET, BY END USER	112
7.1	INTRODUCTION	113
7.1.1	END USERS: SOFTWARE-DEFINED ANYTHING MARKET DRIVERS	113
7.2	SERVICE PROVIDERS	114
7.3	ENTERPRISES	115
7.3.1	IT & ITES	117
7.3.1.1	Need to optimize resource utilization, foster innovation, and ensure reliable service delivery to spur market growth	117
7.3.1.2	IT & ITES: SDx use cases	118
7.3.1.2.1	Dynamic network management	118
7.3.1.2.2	Cloud integration	118
7.3.1.2.3	Data center consolidation	118
7.3.2	BFSI	119
7.3.2.1	Need to enhance security, improve operational efficiency, and increase agility in service delivery to propel market	119
7.3.2.2	BFSI: SDx use cases	119
7.3.2.3	Secure global transactions	119
7.3.2.4	Fraud detection & prevention	119
7.3.2.5	Disaster recovery & business continuity	119
7.3.2.6	Customer experience enhancement	119
?		
7.3.3	HEALTHCARE & LIFE SCIENCES	120
7.3.3.1	Need for enhanced patient care, operational agility, and robust data security to foster market growth	120
7.3.3.2	Healthcare & life sciences: SDx use cases	120
7.3.3.3	Electronic Health Records (EHR) integration	120
7.3.3.4	Medical device connectivity	120
7.3.3.5	Secure patient data management	120
7.3.3.6	Telemedicine services	121
7.3.3.7	Clinical trial data management	121
7.3.4	MANUFACTURING	122
7.3.4.1	Need to optimize operations, improve productivity, and enhance safety protocols to accelerate market growth	122
7.3.4.2	Manufacturing: SDx use cases	122
7.3.4.3	Real-time production monitoring	122
7.3.4.4	Supply chain visibility	122
7.3.4.5	Enhanced production flexibility	122

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7.3.4.6	Integrated Manufacturing Execution Systems (MES)	122
7.3.5	TRANSPORTATION & LOGISTICS	123
7.3.5.1	Need for real-time tracking, fleet management, and operational efficiency to boost demand for SDx solutions	123
7.3.5.2	Transportation & logistics: SDx use cases	124
7.3.5.2.1	Real-time fleet tracking	124
7.3.5.2.2	Optimized supply chain management	124
7.3.5.2.3	Enhanced route planning	124
7.3.5.3	Automated warehouse management	124
7.3.6	TELECOM	125
7.3.6.1	Telecom industry to leverage SDx solutions to support distributed workforce, enhance customer service, and streamline operations	125
7.3.6.2	Telecom: SDx use cases	125
7.3.6.2.1	Network virtualization	125
7.3.6.2.2	Enhanced connectivity services	125
7.3.6.2.3	Service-Oriented Architecture (SOA)	125
7.3.6.3	5G network deployment	126
7.3.7	RETAIL & ECOMMERCE	126
7.3.7.1	SDx to improve customer engagement, streamline inventory management, and enhance employee productivity	126
7.3.7.2	Retail & eCommerce: SDx use cases	127
7.3.7.2.1	Optimized omnichannel experience	127
7.3.7.2.2	Real-time inventory management	127
7.3.7.2.3	Secure payment processing	127
7.3.7.3	Efficient supply chain management	127
7.3.8	GOVERNMENT	128
7.3.8.1	SDx solutions to provide remote infrastructure monitoring, real-time data collection, and improved field service management	128
7.3.8.2	Government: SDx use cases	128
7.3.8.2.1	Secure communication networks	128
7.3.8.2.2	Data center modernization	128
7.3.8.2.3	Disaster recovery & continuity planning	128
7.3.8.3	Integrated public safety systems	129
7.3.9	OTHER ENTERPRISES	129
7.3.9.1	Other enterprises: SDx use cases	130
7.3.9.2	Smart grid management	130
7.3.9.3	Remote asset management	130
7.3.9.4	Data management for media production	130
7.3.9.5	Campus network management	130
7.3.9.6	Data-driven administrative operations	130
8	SOFTWARE-DEFINED ANYTHING MARKET, BY APPLICATION	132
8.1	INTRODUCTION	133
8.1.1	APPLICATIONS: SOFTWARE-DEFINED ANYTHING MARKET DRIVERS	133
8.1.2	NETWORK MANAGEMENT	135
8.1.2.1	Rising need for seamless connectivity and optimal performance in complex IT environments to drive market	135
8.1.3	VIRTUALIZED NETWORK FUNCTIONS	136
8.1.3.1	Need for flexible, scalable, and cost-effective network operations to propel market	136
8.1.4	DYNAMIC RESOURCE ALLOCATION	137
8.1.4.1	Need to optimize IT resources for improved performance and cost efficiency to accelerate market growth	137

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8.1.5	UNIFIED COMMUNICATION	138
8.1.5.1	Need to enhance collaboration and productivity and streamline communication to spur market growth	138
8.1.6	OTHER APPLICATIONS	139
9	SOFTWARE-DEFINED ANYTHING MARKET, BY REGION	140
9.1	INTRODUCTION	141
9.2	NORTH AMERICA	141
9.2.1	NORTH AMERICA: SOFTWARE-DEFINED ANYTHING MARKET DRIVERS	142
9.2.2	US	148
9.2.2.1	Rising prevalence of AI advancements, automation, and next-gen network technologies to drive market	148
9.2.3	CANADA	153
9.2.3.1	Increasing investments by vendors in network infrastructure to offer optimized access to cloud solutions to propel market	153
9.3	EUROPE	158
9.3.1	EUROPE: SOFTWARE-DEFINED ANYTHING MARKET DRIVERS	158
9.3.2	UK	164
9.3.2.1	Stringent telecom regulations and growing demand for robust and adaptable network solutions to support adoption of SDx technologies	164
9.3.3	GERMANY	169
9.3.3.1	Strong focus on Industry 4.0 and smart manufacturing and need for advanced networking solutions to foster market growth	169
9.3.4	FRANCE	169
9.3.4.1	Presence of various telecom operators and regulatory bodies supporting SDx technologies to contribute to market growth	169
9.3.5	ITALY	169
9.3.5.1	Presence of major vendors and need to adhere to data protection laws to accelerate market growth	169
9.3.6	SPAIN	169
9.3.6.1	Rising investments toward AI and cloud-based solutions to migrate mission-critical workloads to enhance market growth	169
9.3.7	NORDICS	170
9.3.7.1	Presence of major vendors to fuel demand for SDx technologies	170
9.3.8	REST OF EUROPE	170
9.4	ASIA PACIFIC	170
9.4.1	ASIA PACIFIC: SOFTWARE-DEFINED ANYTHING MARKET DRIVERS	170
9.4.2	CHINA	177
9.4.2.1	Significant investments by major players and need for rapid development and adoption of new technologies to foster market growth	177
9.4.3	JAPAN	182
9.4.3.1	Increasing adoption of advanced technologies and integration with AI and automation to contribute to market growth	182
9.4.4	INDIA	182
9.4.4.1	Growing focus on cloud and network connectivity powered by AI technology to drive adoption of SDx solutions	182
9.4.5	AUSTRALIA AND NEW ZEALAND	183
9.4.5.1	Stricter data protection regulations to influence development of secure SDx solutions	183
9.4.6	SOUTH KOREA	183
9.4.6.1	Heavy investments by businesses and governments toward digital transformation to propel market	183
9.4.7	SOUTHEAST ASIA	183
9.4.7.1	Accelerated adoption of remote work models to fuel demand for SDx solutions	183
9.4.8	REST OF ASIA PACIFIC	183

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9.5	MIDDLE EAST & AFRICA	184
9.5.1	MIDDLE EAST & AFRICA: SOFTWARE-DEFINED ANYTHING MARKET DRIVERS	184
9.5.2	GCC COUNTRIES	190
9.5.2.1	KSA	195
9.5.2.1.1	Need to prevent monopolistic practices and encourage new market entrants to drive market	195
	?	
9.5.2.2	UAE	200
9.5.2.2.1	Need to support infrastructure development and automate security for virtualized data centers to propel market	200
9.5.2.3	Rest of GCC countries	200
9.5.3	SOUTH AFRICA	200
9.5.3.1	Need to enhance service delivery across industries to contribute to growing adoption of SDx solutions	200
9.5.4	REST OF MIDDLE EAST & AFRICA	200
9.6	LATIN AMERICA	201
9.6.1	LATIN AMERICA: SOFTWARE-DEFINED ANYTHING MARKET DRIVERS	201
9.6.2	BRAZIL	206
9.6.2.1	Ongoing investments in telecom infrastructure and modernization projects to boost adoption of SDx solutions	206
9.6.3	MEXICO	211
9.6.3.1	Government efforts to promote digital transformation and improve cybersecurity standards to fuel market growth	211
9.6.4	REST OF LATIN AMERICA	211
10	COMPETITIVE LANDSCAPE	212
10.1	INTRODUCTION	212
10.2	KEY PLAYER STRATEGIES/RIGHT TO WIN	212
10.3	REVENUE ANALYSIS	214
10.4	MARKET SHARE ANALYSIS	214
10.4.1	MARKET RANKING ANALYSIS	218
10.5	COMPANY EVALUATION MATRIX: KEY PLAYERS, 2023	218
10.5.1	STARS	218
10.5.2	EMERGING LEADERS	218
10.5.3	PERVASIVE PLAYERS	218
10.5.4	PARTICIPANTS	218
10.5.5	COMPANY FOOTPRINT: KEY PLAYERS, 2023	220
10.5.5.1	Company footprint	220
10.5.5.2	Solution footprint	221
10.5.5.3	Enterprise footprint	222
10.5.5.4	Regional footprint	223
10.6	COMPANY EVALUATION MATRIX: START-UPS/SMES, 2023	224
10.6.1	PROGRESSIVE COMPANIES	224
10.6.2	RESPONSIVE COMPANIES	224
10.6.3	DYNAMIC COMPANIES	224
10.6.4	STARTING BLOCKS	224
10.6.5	COMPETITIVE BENCHMARKING: START-UPS/SMES, 2023	226
10.6.5.1	Key start-ups/SMES	226
10.6.5.2	Competitive benchmarking of key start-ups/SMES	227
	?	
10.7	COMPANY VALUATION AND FINANCIAL METRICS OF KEY SOFTWARE-DEFINED ANYTHING SOLUTION PROVIDERS	228
10.8	BRAND/PRODUCT COMPARISON	229
10.9	COMPETITIVE SCENARIO AND TRENDS	230

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10.9.1	PRODUCT LAUNCHES AND ENHANCEMENTS	230
10.9.2	DEALS	232
11	COMPANY PROFILES	234
11.1	KEY PLAYERS	234
11.1.1	CISCO SYSTEMS, INC.	234
11.1.1.1	Business overview	234
11.1.1.2	Products/Solutions/Services offered	235
11.1.1.3	Recent developments	237
11.1.1.4	MnM view	237
11.1.1.4.1	Right to win	237
11.1.1.4.2	Strategic choices made	237
11.1.1.4.3	Weaknesses and competitive threats	238
11.1.2	HEWLETT PACKARD ENTERPRISE (HPE)	239
11.1.2.1	Business overview	239
11.1.2.2	Products/Solutions/Services offered	240
11.1.2.3	Recent developments	241
11.1.2.4	MnM view	242
11.1.2.4.1	Right to win	242
11.1.2.4.2	Strategic choices made	242
11.1.2.4.3	Weaknesses and competitive threats	243
11.1.3	UNIPER NETWORKS	244
11.1.3.1	Business overview	244
11.1.3.2	Products/Solutions/Services offered	245
11.1.3.3	Recent developments	246
11.1.3.4	MnM view	248
11.1.3.4.1	Right to win	248
11.1.3.4.2	Strategic choices made	248
11.1.3.4.3	Weaknesses and competitive threats	248
11.1.4	FORTINET	249
11.1.4.1	Business overview	249
11.1.4.2	Products/Solutions/Services offered	250
11.1.4.3	Recent developments	251
11.1.4.4	MnM view	252
11.1.4.4.1	Right to win	252
11.1.4.4.2	Strategic choices made	252
11.1.4.4.3	Weaknesses and competitive threats	252
?		
11.1.5	BROADCOM	253
11.1.5.1	Business overview	253
11.1.5.2	Products/Solutions/Services offered	254
11.1.5.3	Recent developments	255
11.1.5.4	MnM view	257
11.1.5.4.1	Right to win	257
11.1.5.4.2	Strategic choices made	257
11.1.5.4.3	Weaknesses and competitive threats	257
11.1.6	ARISTA NETWORKS, INC.	258
11.1.6.1	Business overview	258

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11.1.6.2	Products/Solutions/Services offered	259
11.1.7	IBM CORPORATION	261
11.1.7.1	Business overview	261
11.1.7.2	Products/Solutions/Services offered	262
11.1.7.3	Recent developments	263
11.1.8	HUAWEI TECHNOLOGIES CO. LTD.	264
11.1.8.1	Business overview	264
11.1.8.2	Products/Solutions/Services offered	265
11.1.9	ORACLE	267
11.1.9.1	Business overview	267
11.1.9.2	Products/Solutions/Services offered	268
11.1.9.3	Recent developments	269
11.1.10	EXTREME NETWORKS, INC.	271
11.1.10.1	Business overview	271
11.1.10.2	Products/Solutions/Services offered	272
11.1.10.3	Recent developments	273
11.1.11	ERICSSON	274
11.1.12	TIBCO SOFTWARE	275
11.1.13	PALO ALTO NETWORKS	276
11.1.14	NOKIA	277
11.1.15	RIVERBED TECHNOLOGY	278
11.1.16	NUTANIX	279
11.2	START-UPS/SMES	280
11.2.1	PICA8	280
11.2.2	VERSA NETWORKS	281
11.2.3	ARYAKA NETWORKS	282
11.2.4	FLEXIWAN	283
11.2.5	LAVELLE NETWORKS	284
11.2.6	BIGLEAF NETWORKS	285
11.2.7	STARWIND SOFTWARE	285
11.2.8	STORMAGIC	286
11.2.9	SCALE COMPUTING	286
11.2.10	PEPLINK	287
12	ADJACENT/RELATED MARKETS	288
12.1	INTRODUCTION	288
12.2	SD-WAN MARKET	288
12.2.1	MARKET DEFINITION	288
12.2.2	MARKET OVERVIEW	288
12.2.3	SD-WAN MARKET, BY OFFERING	288
12.2.4	SD-WAN MARKET, BY DEPLOYMENT MODE	290
12.2.5	SD-WAN MARKET, BY ORGANIZATION SIZE	290
12.2.6	SD-WAN MARKET, BY END USER	291
12.2.7	SD-WAN MARKET, BY REGION	292
12.3	SOFTWARE-DEFINED NETWORKING (SDN) MARKET	293
12.3.1	MARKET DEFINITION	293
12.3.2	MARKET OVERVIEW	293
12.3.3	SOFTWARE-DEFINED NETWORKING MARKET, BY OFFERING	293

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12.3.4	SOFTWARE-DEFINED NETWORKING MARKET, BY SDN TYPE	294
12.3.5	SOFTWARE-DEFINED NETWORKING MARKET, BY END USER	295
12.3.6	SOFTWARE-DEFINED NETWORKING MARKET, BY APPLICATION	295
12.3.7	SOFTWARE-DEFINED NETWORKING MARKET, BY VERTICAL	296
12.3.8	SOFTWARE-DEFINED NETWORKING MARKET, BY REGION	297
13	APPENDIX	299
13.1	DISCUSSION GUIDE	299
13.2	KNOWLEDGESTORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL	302
13.3	CUSTOMIZATION OPTIONS	304
13.4	RELATED REPORTS	304
13.5	AUTHOR DETAILS	305

**Software-defined Anything (SDx) Market Size, Share, Growth Analysis, By Offering (Solutions, Services), End User (Service Providers, Enterprises), Application (Network Management, Unified Communications) and Region - Global Industry Forecast to 2029**

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