

Hybrid Integration Platform - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Hybrid Integration Platform Market is expected to register a CAGR of 13.9% during the forecast period.

Key Highlights

- The demand for hybrid cloud in recent years has gained traction, as has the need for hybrid integration platforms for its successful deployment. The cost savings and scalability achieved by the successful deployment of hybrid clouds have increased the competencies of organizations across industries. So, the other companies in the industry also plan to use this to expand the use of the technology.
- Hybrid integration platforms connect the network between enterprises, customers, and suppliers via BYOD (enterprise mobile) and big data, allowing on-premises applications to integrate with cloud-based applications. As a result, hybrid integration platform adoption is increasing. Another important element driving demand for hybrid integration platforms is the growing need for cloud-based apps, data, and services.
- The increasing deployment of cloud-based solutions across various sectors to maximize industrial digitalization is a significant driving factor for the growth of the industrial hybrid integration platform market throughout the forecast period. Various governments throughout the globe are investing heavily in digitalization to improve job efficiency and flexibility. Many companies are concerned about interoperability across different cloud environments and data security. This security need drives the demand for hybrid integration platforms.
- However, the high risks associated with open-source integration and interoperability are considered major restraints for adopting hybrid integration platforms. The demand for hybrid cloud solutions and services has increased as the enterprise environment has evolved. Organizations are currently facing the challenges of utilizing big data in their databases for competitive advantage. It has pushed enterprises to adapt to hybrid cloud services. Some end users, such as BFSI and healthcare, choose hybrid services instead of completely switching to the cloud. Such adoption measures have created an opportunity for the hybrid integration

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platform in the market.

During the COVID-19 pandemic, deploying virtual solutions for treating and managing patients was analyzed as a significant driving factor for the growth of the hybrid integration platform in the healthcare sector. After the pandemic, the market grew significantly with increased digitization among various end users. The hybrid cloud provided essential features like high availability, scalability, business continuity, fault tolerance, disaster recovery, automatic software updates, flexibility, etc. With the growing interest in cloud adoption by various enterprises, many new features and services have emerged over time.

Hybrid Integration Platform Market Trends

Increasing Adoption of Hybrid Cloud Drives the Market Growth

- Enterprises across regions are switching to the cloud to benefit in terms of agility, operational innovation, cost-effectiveness, scalability, and the ability to respond faster. Most importantly, enterprises use more than one cloud. For example, they might use Salesforce for CRM and marketing clouds and AWS for the development cloud.
- In industries like finance and healthcare, where compliance standards are rigid, enterprises often have a mix of public, on-premise servers and private cloud solutions, owing to the regulatory compliance and data security measures they must adhere to.
- The growing need to connect on-premises and cloud applications to drive digital business transformation is probably going to have an impact on the growth of the hybrid integration platform market over the next few years.
- According to Flexera Software, as of March 2022, 80 percent of enterprise respondents stated they had implemented a hybrid cloud in their organizations. Most of the time, moving to hybrid cloud solutions means running both private and public clouds at the same time.
- Developing "business user"-friendly hybrid integration platform services and capabilities to tackle business difficulties is also expected to boost the hybrid integration platform market's growth. Also, the need for a hybrid cloud is growing, and the government is likely to pass laws that will increase the demand for hybrid integration platforms, which will move the market forward.
- Furthermore, in March last year, Rogers and Microsoft announced a five-year strategic collaboration to assist large, small, and medium-sized company clients in accelerating digitization and entirely using hybrid work and 5G-enabled solutions. Rogers has chosen Microsoft Azure as its strategic cloud for infrastructure and technology workloads. The company would use Azure's public cloud capabilities to drive innovation, unleash new customer experiences, and empower workers to collaborate more agilely throughout the enterprise.

Asia Pacific is Expected to be the Fastest Growing Market

- Asia-Pacific is expected to expand at a significant rate over the forecast period, owing to the high adoption of cloud services and favorable government regulations.
- With the rising use of hybrid clouds, high digitalization, and increasing expenditure by organizations in end-user industries, the market is quickly expanding in Asia, easing the complicated process of storing information.
- According to NASSCOM, software-as-a-service investment in India would have come in second with USD 1.7 billion in the previous year. Infrastructure-as-a-service investment would have reached USD two billion. Businesses and other organizations are investing more in hybrid cloud services because they need to work online during the lockdown and can't travel as much because of the coronavirus outbreak.

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- In the Asia-Pacific region, companies actively make strategic partnerships and acquisitions. In January last year, Kyndryl, one of the major global providers of IT infrastructure services, announced that it was expanding its strategic relationship with TIS, one of the leading Japanese solution integrators, for the Japanese market, intending to expedite clients' digital transformation. Kyndryl and TIS would work together to develop operational tools to encourage corporate automation and modernization, such as automation tools and remote-control tool patches and updates that can effectively and efficiently support high-quality operational services. Furthermore, with a wide range of IT resources, such as data centers, mainframes, and varied cloud environments, Kyndryl and TIS collaborate to optimize IT resources and specialists to develop the best infrastructure for clients.
- Furthermore, in October last year, Zadara, a provider of edge cloud services, announced a strategic partnership with KINX Inc., a provider of internet infrastructure services, to provide its zStorage, storage-as-a-service, to the Korean market via KINX's CloudHub. KINX's CloudHub, configured as a private network, is Korea's biggest cloud platform, connecting nine of the main cloud service providers. CloudHub creates multi-cloud and hybrid cloud solutions that are safe, secure, versatile, and highly available. KINX's multi-cloud and hybrid cloud systems would benefit from Zadara zStorage storage services.

Hybrid Integration Platform Industry Overview

The hybrid integration platform market is highly fragmented, with significant players like Axway Software, Cleo Communications, Inc., Dell Technologies, Seeburger AG, and IBM Corporation. Moreover, a hybrid integration platform is used in various industries to provide vendors with growth opportunities. Players in the market are using partnerships, mergers, investments, innovations, and acquisitions to improve their products and gain a competitive edge that will last.

In October 2022, Microsoft and Meta partnered to create immersive experiences for the future of work and play. Microsoft 365 programs are available on Meta Quest devices, allowing users to engage with material from their favorite productivity tools such as Word, Excel, PowerPoint, Outlook, and SharePoint in virtual reality. In the future, Meta Quest devices will be able to use Windows 365, and users will be able to stream a Windows Cloud PC with their own programs, content, and preferences.

Additional Benefits:

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

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