

## **Service Delivery Platform - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The Service Delivery Platform Market size is estimated at USD 6.91 billion in 2025, and is expected to reach USD 9.93 billion by 2030, at a CAGR of 7.51% during the forecast period (2025-2030).

#### Key Highlights

- To facilitate the exchange of optimized services among operators, service and content providers, and users, service delivery platforms (SDPs) - which are operator solutions - provide a unified middle ground. The rising trend of "health system strengthening" (HSS) has become influential in global health circles, boosting the service delivery platform market. SDPs are a framework that supports a wide range of applications, targets different networks, and offers users extensive services. To provide a platform for session control, service development, protocol execution, and technology and network boundary crossing, SDPs require the integration of IT capabilities.
- To establish more physical delivery platforms, companies are customizing services for different industries, upgrading the delivery dispatch system, and enhancing delivery infrastructure. In 2022, Intel maintained its position as the top network silicon vendor by introducing the Intel Network Platform, as well as new product enhancements for 5G and Edge.
- Companies are aiming to develop a service delivery platform that allows telecom operators to access convergent, multimedia, and "Web 2.0" services on their mobile devices
- Furthermore, In June 2023, CWT announced a strategic partnership to provide Spotnana's next-generation Travel-as-a-Service platform to the market. This collaboration is an important step in CWT's strategy to bring innovative solutions to customers looking to deploy pioneering technology, driven by the strength of CWT's people and holistic, global approach.
- Moreover, in November 2023, Indosat Ooredoo Hutchison (IOH) and TIMWETECH announced the successful deployment of TIMWETECH's Digital Service Delivery Platform. Integrating the DSDP platform is a significant step for Indosat's partner onboarding. This advanced platform facilitates integration processes, significantly reducing the time required to bring services to

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the market and fostering smooth collaboration with various partners. It is especially effective in engaging with OTT service providers, who dominate the telco industry's digital content and service sector.

## Service Delivery Platform Market Trends

### Increasing Use of Platform-as-a-service (PaaS) is Expected to Drive the Market Growth

- A centralized service delivery platform allows enterprises to combine internal and external services and implement a chargeback mechanism, enabling them to charge business units for the services they use.
- In September 2023, The prpl Summit 2023 would focus on how developments in carrier-grade, open-source middleware for customer premises equipment (CPE) would enhance the connected home experience by featuring speakers from across the industry, keynotes from operators and industry stakeholders, and innovative application demonstrations.
- The rise in cloud adoption by companies presents new opportunities for the Service Delivery Platform (SDP). In October 2022, BICS, a Belgian multinational telecom services firm, launched its Communications Platform as a Service (CPaaS) platform, which is aimed at businesses that want to seamlessly integrate communication services like voice, text, and WhatsApp messaging into their existing workflows by utilizing Application Programming Interfaces.
- Software-defined data centers are taking advantage of API-driven automation and control, which is a significant factor contributing to the increased usage and sales of hybrid colocation services among customers.

### North America is Expected to Hold Significant Market Share

- With connected cars gaining popularity in the region, they present a very lucrative opportunity for the SDP offering companies to tap the market. For instance, HCL Technologies has invested in developing AGORA, a next-generation services platform that allows, provides, aggregates, and distributes cloud and Machine to Machine (M2M) services for technology and service provider firms. AGORA is a SaaS-based solution accelerator.
- The United States was instrumental in modernizing its infrastructure, and the country aims to achieve this by investing in data centers. For instance, the US Army is planning to spend up to USD 249 million to deploy private cloud computing services and modular data centers. As SDP has a great application in the data centers, such investments may, in turn, boost the service delivery platform market.
- The governments are looking for options to ensure smooth and efficient service delivery to the public in new digital ways, either through virtual assistants or third-party applications. This offers a potential opportunity for the SDP offering firms in the region. For instance, Canada is looking to explore its government service delivery with Alexa, Google Home, or any other platforms.
- In August 2023, Rocketlane, one of the industry leaders in customer-facing project management solutions, announced its strategic expansion into Professional Services automation (PSA). With this foray, Rocketlane empowers PS organizations to achieve unprecedented project profitability, efficiency, and client satisfaction.

## Service Delivery Platform Industry Overview

The service delivery platform market is consolidated with several major players, such as Huawei Technologies Co. Ltd, HCL Technologies Ltd, Fujitsu Ltd, SGK International Inc., and Meituan Dianping Inc. These players have gained a competitive advantage by continuously innovating their products. Significant investments in research and development, strategic partnerships, and mergers and acquisitions have enabled these companies to increase their profitability and market share.

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- October 2023 - Fujitsu develops EDI shared operating platform for the food distribution industry. As part of this initiative that focuses on improving cooperation and collaboration in non-competitive areas in the food distribution industry, Fujitsu constructed an Electronic Data Interchange (EDI) shared operating platform to support food distributors in standardizing operations. JII started operations of the new platform developed by Fujitsu for food distribution companies in Japan participating in the initiative.
- February 2022 - Deloitte announced the expansion of its digital service delivery platform to assist government agencies in gaining targeted advantages from cloud transformation and navigating multi-cloud difficulties. This comprehensive and scalable plan is designed to meet the specific demands of various government entities, including the ability to build portable, interoperable multi-cloud setups with customized service offers and capabilities.
- April 2022 - Quantum Corporation announced the launch of its new service delivery platform, MyQuantum. This secure web portal provides Quantum clients with single sign-on (SSO) access to key resources, enabling them to manage support issues, explore the Quantum knowledge base and documentation, download software, and monitor their Quantum assets using Cloud-Based Analytics (CBA) AIOps software from a single point of entry.

#### Additional Benefits:

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

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