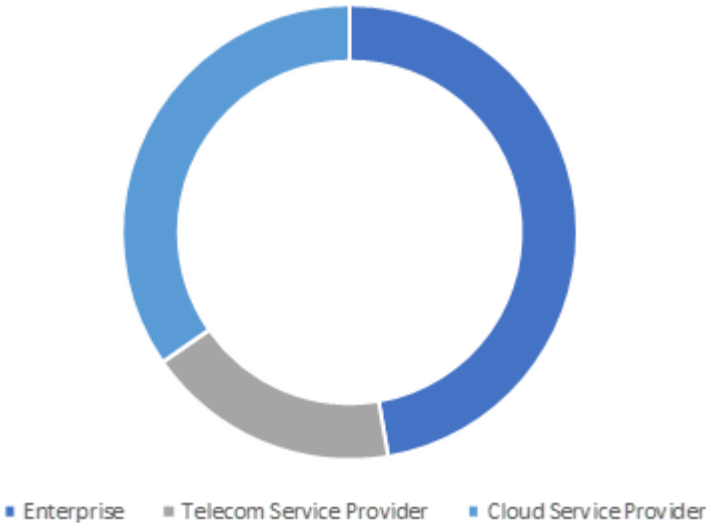


Software Defined Networking (SDN) Market to grow at over 50% CAGR to 2024

With most of the companies leveraging SDN technologies for accelerating work-flow automation, [software defined networking \(SDN\) market](#) has been observing robust expansion lately. SDN facilities offer several benefits to leading organizations, some of them being, a rise in resource flexibility, low infrastructure cost, better data center visualization, and growing resource utilization. Pertaining to the same, in addition to considering the growing popularity of open source software, most of the giants in SDN industry have been signing on partnerships with competitors to bring forth innovative SDN facilities. Say for instance, Orange Business Services has recently teamed up with one of the leading behemoths in the SDN industry – Cisco, to develop intent based networking with the help of artificial intelligence. Through this partnership, the firm is also looking forward to encouraging customers to incline toward digitalization and cloud with the adoption of new age software facilities. Numerous other companies are apparently implementing visualization technologies like SDN to speed up their digital transformation with reliability, agility, and cost effectiveness, fueling the commercialization graph of software defined networking market. Driven by the growing adoption rate of virtualized solution across several sectors including retail, government, banking, healthcare, IT services, and consumer goods, software defined networking market size has been forecast to grow tremendously over the years ahead.

SDN Market Share, By End-Use, 2016



In recent times, many IT service companies have willingly changed their perspective toward the adoption evolving software-based solutions to resolve several business

challenges. Tech giants in software defined networking market have worked to introduce several scalabilities and performance improvements in SDN components, which has encouraged service companies to deploy SDN facilities across their organizations. Programmable SDN indeed boasts of several benefits, on the grounds of which service companies have lately been demanding these networking services on a large scale, thereby driving SDN market dynamics. Two of the most prominent advantages of SDN that contribute toward fueling SDN industry outlook are mentioned below:

- **Simplicity:** SDN helps minimize the load on the network administration and help customers to manage and create their own network for application management. With the help of programmable network components, organizations can access security control and enable innovations via network applications very easily.
- **Agility:** The speed of operations in an SDN facility enables easy access to data center networks without any interaction with the network administrator. In fact, by using SDN facilities, companies are now able to build customized automation platform using APIs – an ongoing trend that has majorly stimulated SDN market share.

Pertaining to the abovementioned benefits, a substantial number of IT service companies have implemented SDN in their enterprise. For instance, a few years before, Intel IT adopted a software-defined networking platform to enable networking services. In addition to IT service companies, since the last decade, firms operating in other businesses have also been adopting SDNs and related technologies. The banking sector in particular, has witnessed a significant transformation due to technology innovations and improved methodologies. From the technical point of view, currently, for gaining more profit, banks have been implementing complex computing architectures, data center sets, and vendor relationships. For instance, recently, online tabloids were ablaze with the news of Malaysian banks wanting to implement digitalization, owing to which they have been planning to invest in the latest technologies over the coming three years. More than 50% of Malaysia based banks apparently, are looking forward to inking agreement deals with leading players in SDN industry. The initiatives taken by banks to enhance their technological and digital capabilities for efficient and accurate financial offerings are likely to have a remarkable impact on APAC SDN market share.

Speaking on similar lines, merely a year before, the internet behemoth Google, penetrated Asia SDN market with the intent of transforming the telecom sector with SDN based platforms. In this regard, the firm had already collaborated with Indian telecom operator, Bharti Airtel and the South Korea based SK Telecom. According to the tech magnate, the deployment of SDN based platforms will help telecom networks in

the region to adopt new services and traffic patterns very effectively. In addition, the Indian government is also contributing toward the improvement of telecommunication facilities across the country. Recently, under the Smart City Program, the Pune Municipal Corporation collaborated with Google, IBM, RailTel, and L&T to provide Google Station WiFi facility in the city. In essence, the shifting trends toward data revolution are certain to boost India software defined networking industry size over the years ahead.

Considering the rapid progression of the IT sector, most of the tech companies are constantly focusing on enhancing traditional IT solutions. For instance, the world's leading mobile provider, China Mobile, has recently deployed Huawei's cloud computing technology to modernize its data center. In addition, several biggies in SDN industry have been making extensive investments to enhance their existing network protocols and improve their capabilities with the development of new tools. The adoption of tried-and-tested growth tactics such as joint ventures and R&D activities on SDN technologies are also observed to be rampant across this business space. Aided by the rapidly developing technology space, software defined networking market is expected to amass major gains over the years ahead.

Source: <https://www.fractovia.org/news/industry-research-report/software-defined-networking-sdn-market>