



CASE STUDY

Assessing the Market for Cloud Management Platforms (CMP)



Client

An IT Service Firm



Industry

Technology, Media &
Telecommunication



Solution

Market Landscape



Region

Global





OBJECTIVE AND SCOPE

The client, an IT service company, wanted to build a competitive business strategy and identify the focus areas of CMP. For this, it wanted Benori's support for:

- Sizing the CMP market, as per the Gartner segmentation parameters, in Turkey, India, KSA, UAE, Kenya, and Nigeria
- Understanding market dynamics, demand, and developments of CMP business
- Competitor analysis of leading CMP firms covering overview, offerings, focus areas, and business strategies





APPROACH



We conducted extensive secondary research and primary research, analyzed and gathered information about market dynamics, regional demand, industry trends, consumer behavior, and future market potential. We prepared a data model to estimate the market size as well as the public cloud revenue and spending for each country. We also conducted expert interviews to fill the gap areas and validate the data and information collected.



METHODOLOGY



**Secondary
Research**



**Primary
Research**



**Data
Modelling**





Impact

Our research helped the client in:

- Understanding the market size and the attributes of CMP at the global level as well as the key areas of the CMP market which had a high growth potential
- Gaining competitive insights around key offerings, business strategies, focus areas, and others
- Understanding market dynamics that facilitated the growth with respect to marketplace and attributes



Sample Output

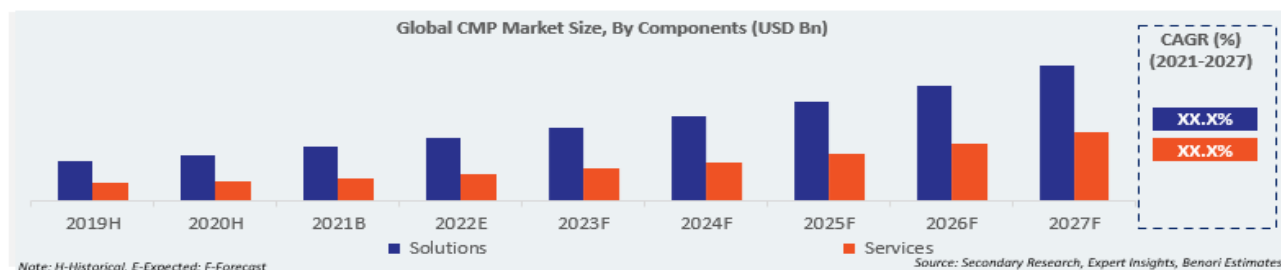
Global CMP Market Size



Key Takeaways

- The Global CMP market was valued at **USDXX.X Bn in 2021** and is forecast to reach the value of **USDXX.X Bn**, growing at a **CAGR of ~XX.X%** through 2027 owing to the continued shift to work and learn from home and demand for SaaS platforms amid the Covid-19
- Rising **demand for multi-cloud deployments and cloud adoption** which offers **operational efficiency, scalability, and productivity** to the organizations across departments and verticals led to an **increase in commercial CMP offering in 2021** and is foreseen to **grow x times by 2027**

Global CMP Market Size by Components



Global CMP Market Share (%), By Components



About us:

Benori is a trusted partner for knowledge solutions across the globe, serving clients from a wide range of industries including Professional Services, Financial Services, Consumer & Retail, Technology & Internet, Industrials & Manufacturing, and more. Our customized solutions strengthen the insights value chain of our clients, empowering them with key insights needed to drive intelligent decision-making and accelerate growth.

Headquartered in India, Benori is uniquely positioned to deliver multilingual research needs of global clients, powered by its digital agility, deep research capabilities and a highly experienced leadership team. Adopting a 360-degree approach, our team employs a combination of diverse methodologies including primary research, secondary research and data modeling, and offers detailed foresight on market trends, competitive shifts, regulatory changes and technological advancements.

Powering Growth Through Knowledge

 info@benoriknowledge.com

 www.benoriknowledge.com



BENORI