The ITaaS explosion:
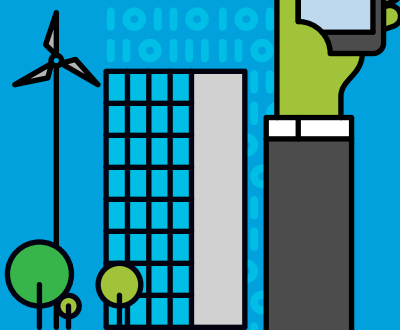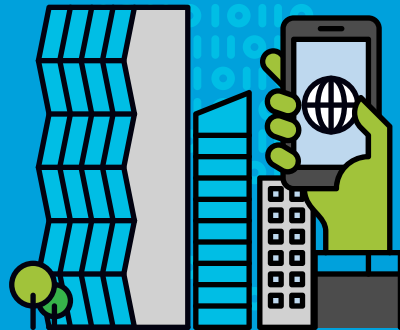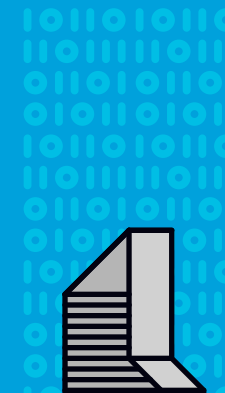
A regional view of the global potential
for service providers
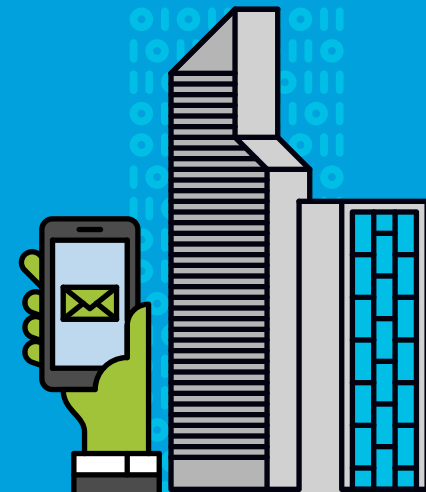
Customer experience is the number one issue for service providers all around the world.

An ever-expanding number of small, medium and large businesses (SMLB) around the globe are now considering IT-as-a-service (ITaaS) to take advantage of benefits delivered by software defined networking (SDN) and network function virtualization (NFV). There's never been a better time for your business to capitalize.
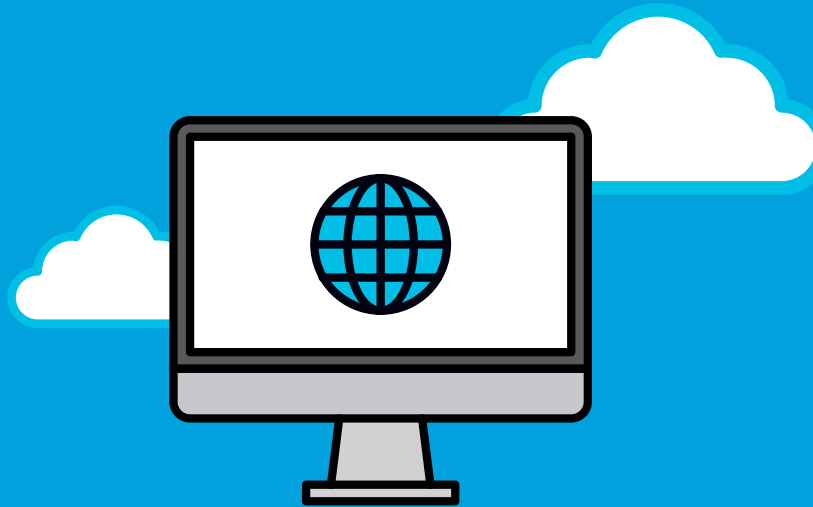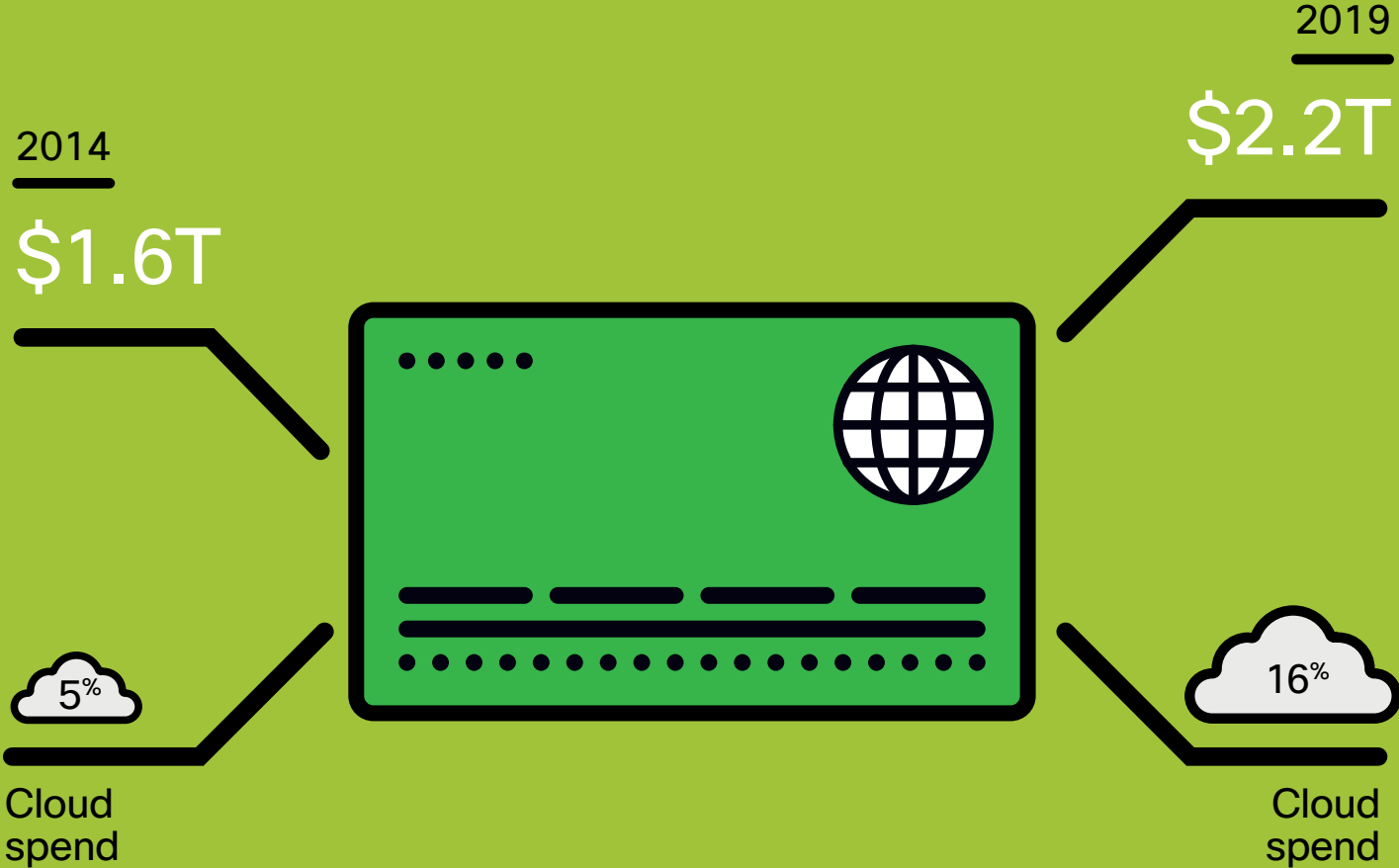
Discover the ITaaS opportunity available to service providers everywhere...

From 2014 to 2019, the revenue of SMLBs worldwide will rise from $1.27t to $1.66t

$719.3b
$542.3b
$347.6b
$253.9b
$596b
$474b

2019
2014

Small business
Medium business
Large business
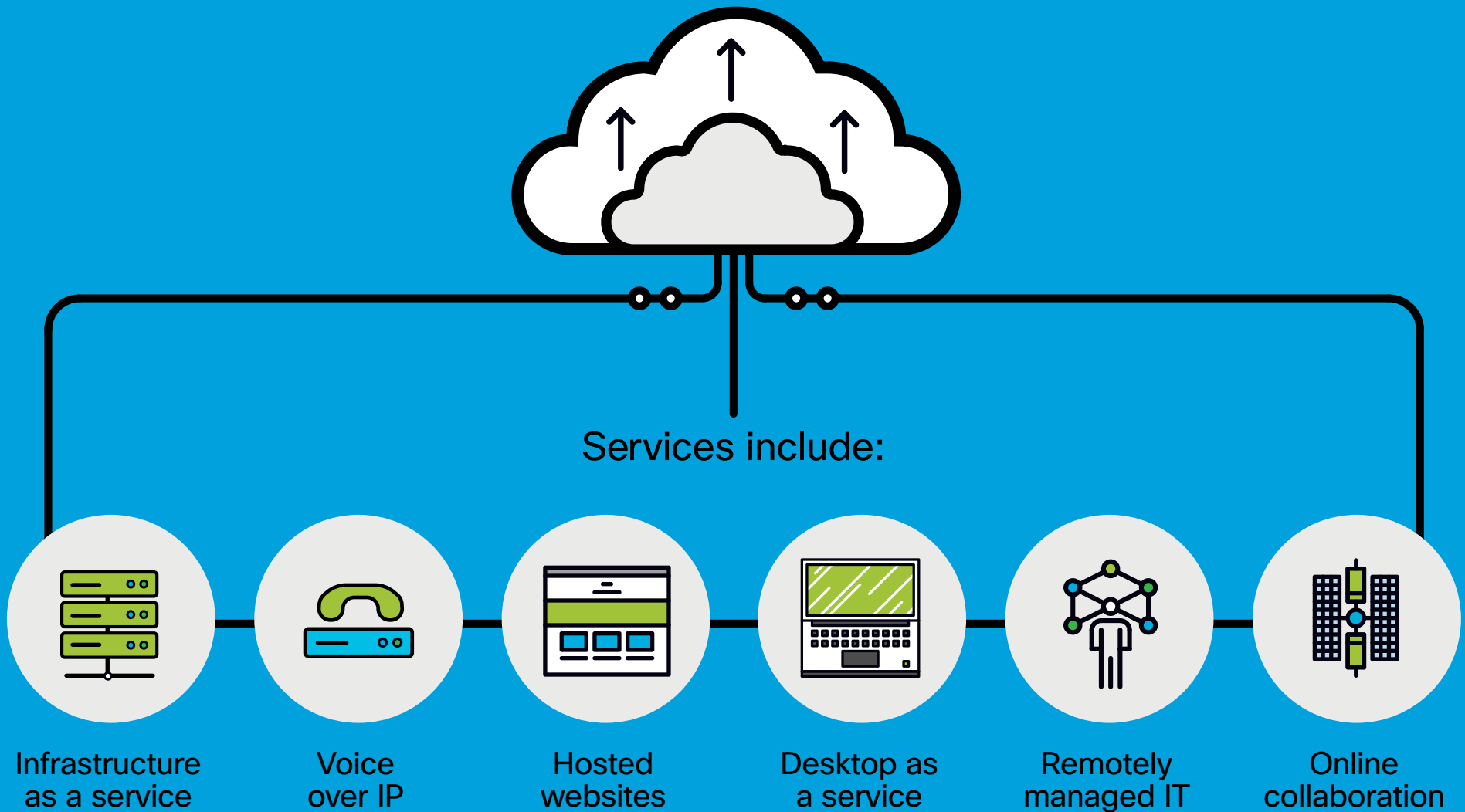
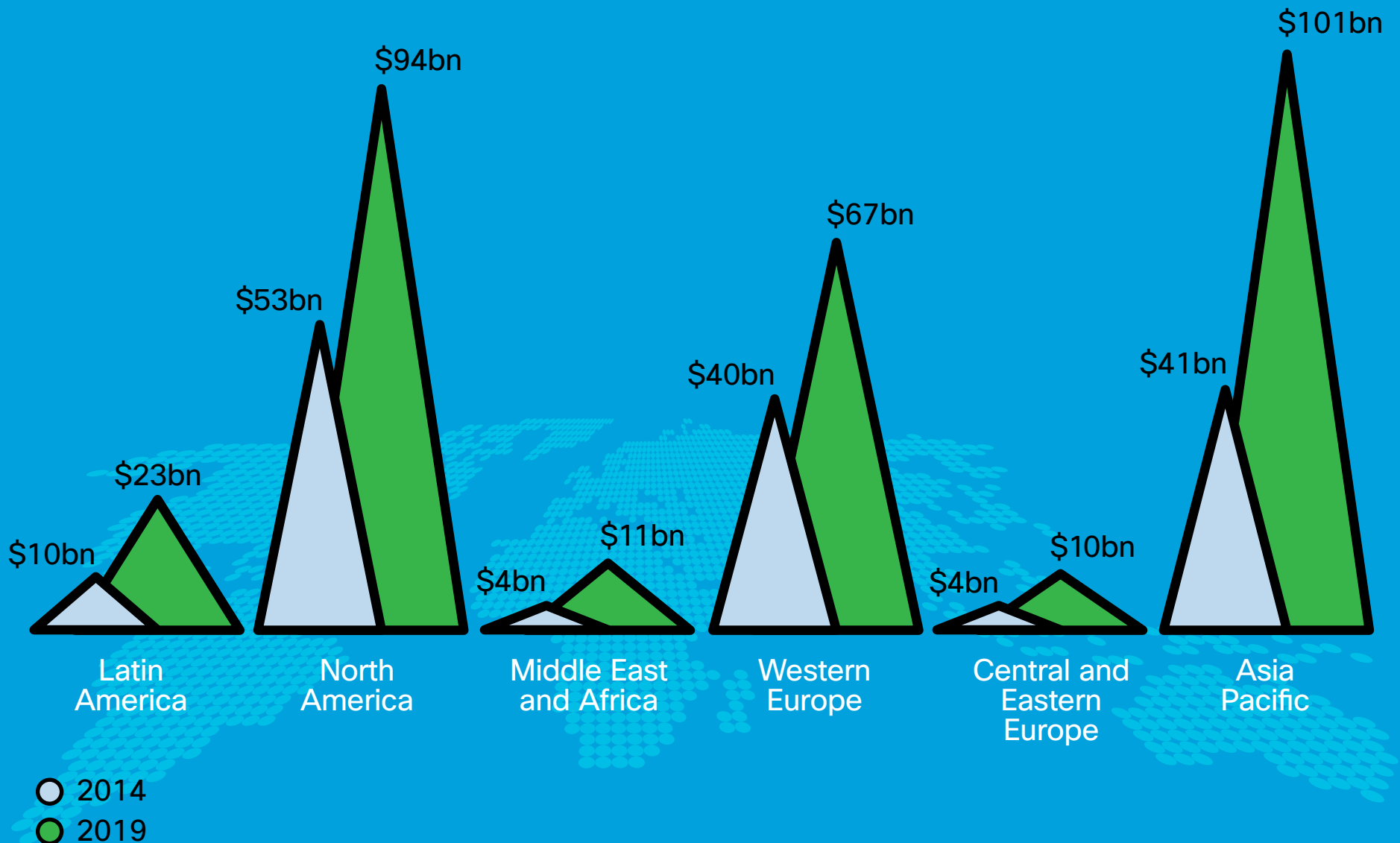The total IT spend from SMLBs will soar between 2014 and 2019.
In that time the proportion of spend attributed to cloud will double.

2019
$2.2T

2014
$1.6T

5%
Cloud
spend

16%
Cloud
spend

The global market for cloud services will grow from $153bn to $305bn

Services include:

| Infrastructure as a service | Voice over IP | Hosted websites | Desktop as a service | Remotely managed IT | Online collaboration |

North America and the Asia Pacific region will lead the way in increased cloud spending

Latin America — $10bn (2014), $23bn (2019)

North America — $53bn (2014), $94bn (2019)

Middle East and Africa — $4bn (2014), $11bn (2019)

Western Europe — $40bn (2014), $67bn (2019)

Central and Eastern Europe — $4bn (2014), $10bn (2019)

Asia Pacific — $41bn (2014), $101bn (2019)

○ 2014
● 2019

SDN and NFV offer a wide range of benefits to enterprise customers. Here's a breakdown of which benefits are most valued in different regions of the world

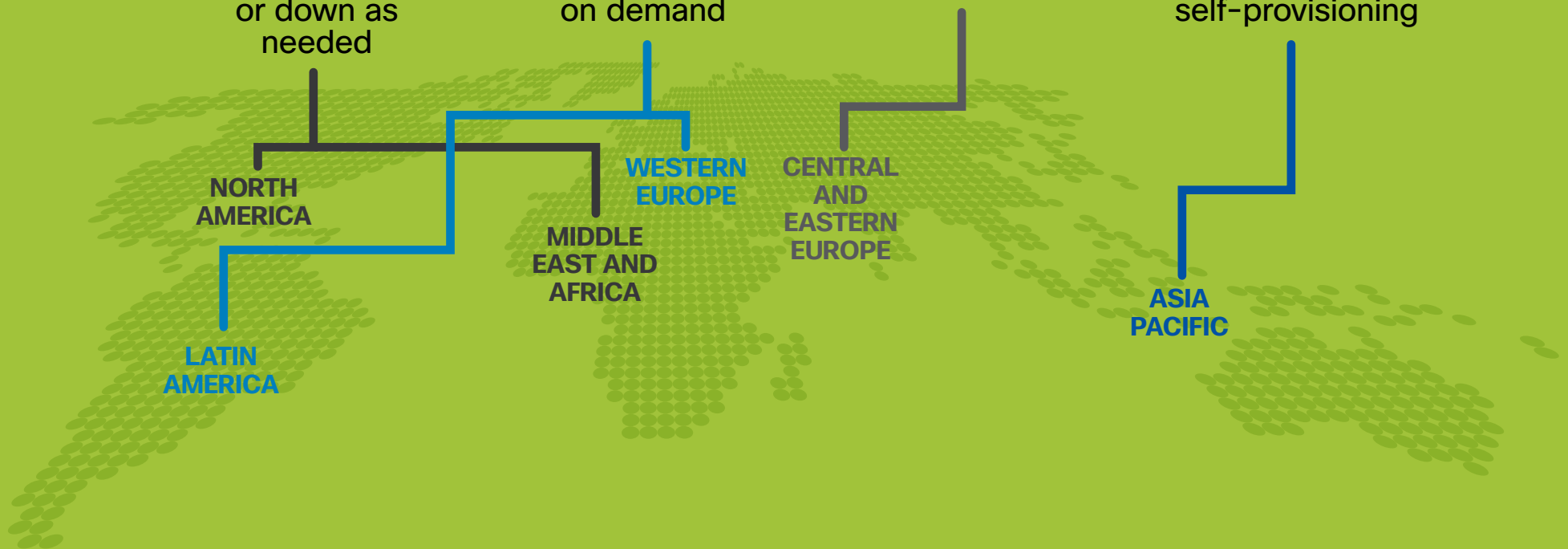**Ongoing service capacity scale up or down as needed**
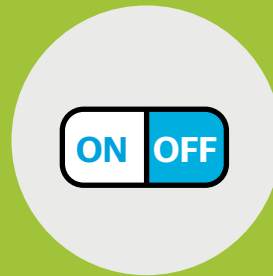
Turn services on/off on demand

Consumption based billing

Simple service ordering and self-provisioning

NORTH AMERICA

WESTERN EUROPE

CENTRAL AND EASTERN EUROPE

MIDDLE EAST AND AFRICA

LATIN AMERICA

ASIA PACIFIC

There are three key benefits for service providers offering enterprise customers the enhanced usability of SDN and NFV
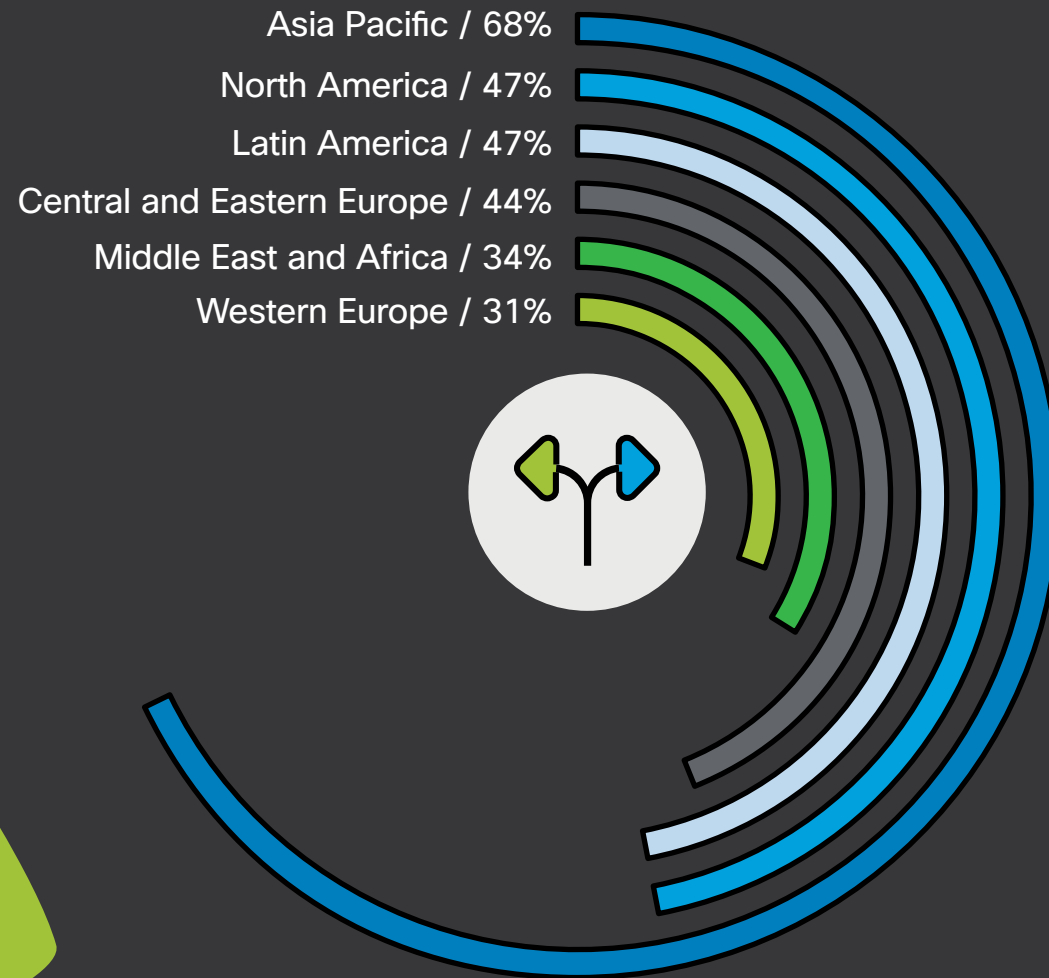
Deeper deployment across organisations

Increased word of mouth

More people willing to switch providers

Here's the proportion of SMLBs in each region that would consider switching to a service provider for the benefits of SDN/NFV

Asia Pacific / 68%
North America / 47%
Latin America / 47%
Central and Eastern Europe / 44%
Middle East and Africa / 34%
Western Europe / 31%

Increased adoption of ITaaS will also impact the virtual private networks (VPN) market, with SD-WAN enjoying a colossal growth in market share by 2019.

Cloud VPN

$0.4bn

$7.6bn

Total VPN spend $45bn

Total VPN spend $70bn

2014

2019
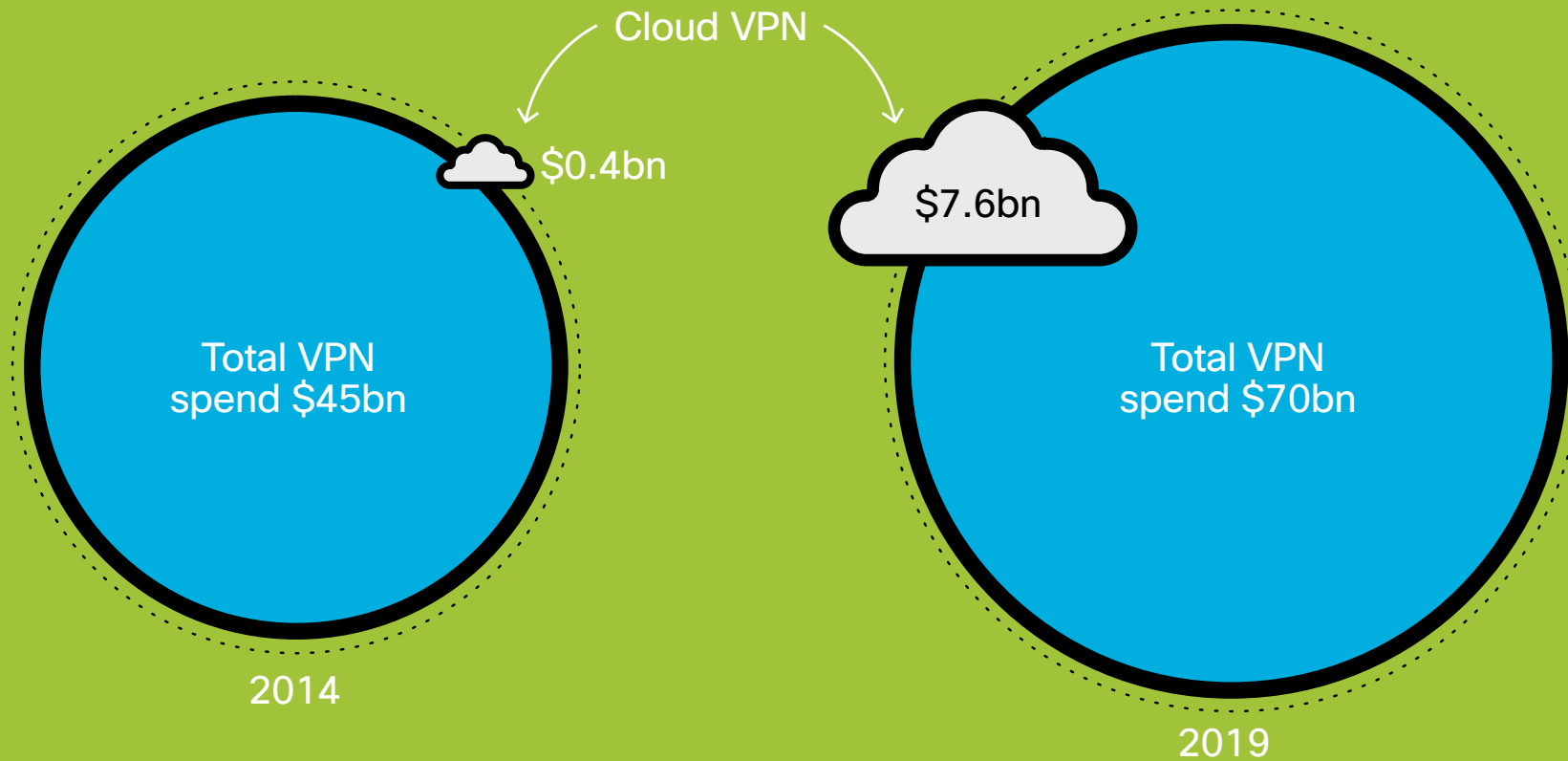
By offering a catalogue of virtual managed services to your customers, you can ensure they enjoy the best customer experience, using services on-demand.
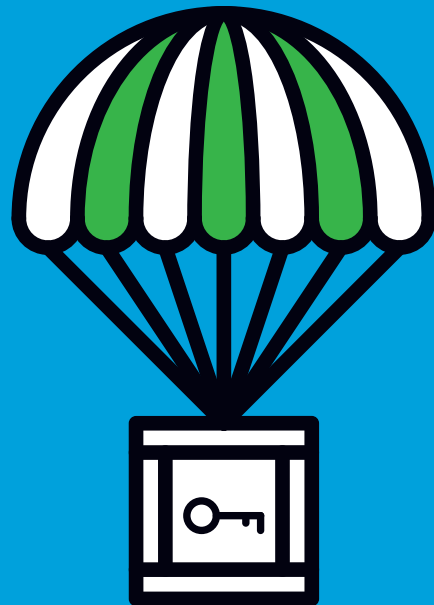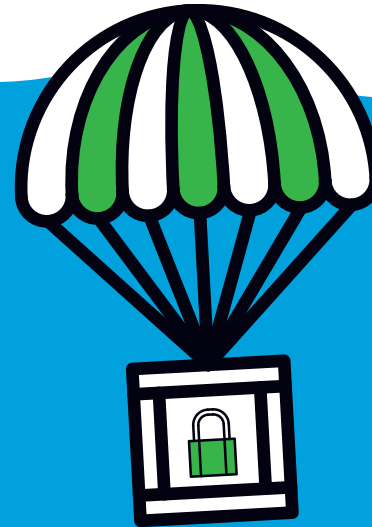
cloud security
services

SD-WAN
services

Cisco's dedicated webcast offers a deep dive into what enterprise customers want and your best routes to market.