Cloud platforms for applications and the Internet of Things (IoT) are appearing in the solution portfolios of many industrial and smart city software and automation suppliers. Together with machine learning and artificial intelligence, modern cloud-based application development and runtime platforms are changing the industrial software marketplace. Organizations cannot remain on older platforms and still compete effectively.

But making sense of the emerging platforms market is no easy task. Part of the difficulty is defining the term “platform” which is commonly applied to a variety of technologies. However, much of the challenge has to do with the simultaneous commercial emergence of both the Industrial IoT and these various platforms.

This study covers industrial cloud application platforms with IoT functionality. Growth for cloud platforms will be uneven as users determine how organizational processes are impacted by microservice-based technology deployment. Across industries, real-time monitoring of assets continues to be a launching point use case. Buyers are also trying to leverage IoT data and monitoring to grow into larger process capabilities, such as asset performance management, operations optimization, and supply chain management.

North America is currently the clear leader in investment for cloud applications and IIoT, followed by Europe and Asia.

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The cloud application market promises to deliver continued growth for the foreseeable future. This report answers key strategic questions, such as:

- What is the market potential for cloud applications and microservices?
- Who are the leading suppliers?
- Where are people investing and why?
- What are the strategic issues facing suppliers and users?

This ARC research is available in the form of a Market Intelligence Workbook (Excel) and/or a concise, executive-level Market Analysis Report (PDF), with or without detailed charts.