



# Cloud-Based BPO Market 2016 Global Analysis & Forecast to 2020 Market Research Report

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This market research report includes a detailed segmentation of the [cloud-based BPO](#) market in APAC by the type of services (human resource, customer support, finance and accounting, and others). The key vendors analyzed in this report include Accenture, Capgemini, Cognizant, IBM, Infosys, and TCS.

## Market outlook of the cloud-based BPO market in APAC

Technavio's research analyst predicts the cloud-based BPO market in APAC to grow at a CAGR of around 14% during the forecast period. An increased need for cost-effective business processes drives the market growth. SMEs, especially in emerging countries in APAC, have limited budgets and look for cost-effective solutions. They mostly outsource back-office operations that require extensive infrastructure, high capital investment, and human resources. This helps them cut costs, save time, and lean down their operations. Also, companies can focus more on their core activities and thereby improve their overall productivity and efficiency.

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However, data security and privacy concerns remain a challenge for the market growth. Unauthorized access or loss of sensitive enterprise information can defame the service provider's reputation. Outsourcing services are in great demand in growing economies in APAC such as India, China, and Southeast Asia with rapidly growing data. The cloud allows storing of large data in scalable and flexible infrastructure or hosted data centers. Cloud BPO service providers need to ensure the latest data security measures to gain customer's confidence. Any glitches in the provider's server could disrupt client's data access and may lead to downtime. This would have a high impact on industries such as healthcare and BFSI.

## Segmentation by services of cloud-based BPO market in APAC

HR

-Customer support

-Finance and accounting

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The HR segment accounted for a share of around 33% during 2015. An HR department has become vital for an organization as it focuses not only on reducing cost per employee but also on improving employee experience and increase productivity. Therefore, HRO has become an important option to control costs and meet the expanding HR objectives.

## Competitive landscape and key vendors

The cloud-based BPO market in APAC is in its nascent stage, and we expect the market to grow significantly over the forecast period. APAC continues to be a lucrative high-growth and profitable market with many underdeveloped and untapped regions. Players in the market are providing sophisticated products and services through business analytics, process automation software, and social media platforms to outperform competitors.

The leading vendors in the market are -

- Accenture
- Capgemini
- Cognizant
- IBM
- Infosys
- TCS

Other prominent vendors in the market include Absolute Software, Cherwell Software, EMC Infra, Epicor Software, FrontRange Solutions, Fujitsu, Hornbill, ManageEngine, Microsoft, Oracle, SAP, Serena Software, Sofigate, Sunrise Software, SunView Software, Symantec, SysAid Technologies, and VMware.

Key questions answered in the report include

- What will the market size and the growth rate be in 2020?
- What are the key factors driving the cloud-based BPO market in APAC?
- What are the key market trends impacting the growth of the cloud-based BPO market in APAC?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the vendors in the cloud-based BPO market in APAC?
- What are the key outcomes of the five forces analysis of the cloud-based BPO market in APAC?

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