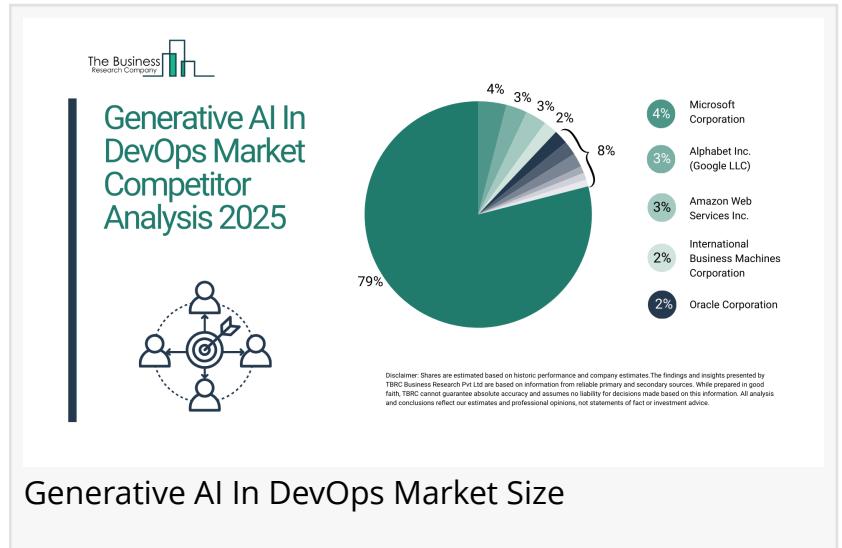


# Generative AI In DevOps Market Competition Analysis 2025: How Players Are Shaping Growth

*The Business Research Company's  
Generative AI In DevOps Global Market  
Report 2025 - Market Size, Trends, And  
Global Forecast 2025-2034*

LONDON, GREATER LONDON, UNITED KINGDOM, December 10, 2025

/EINPresswire.com/ -- [The Generative AI In DevOps market](#) is dominated by a mix of technology leaders, cloud service providers, and emerging AI-driven software innovators. Companies are focusing on developing advanced automation tools, integrating large language models into DevOps pipelines, and enhancing cloud-native capabilities to improve efficiency and scalability. Understanding the competitive landscape is crucial for stakeholders aiming to leverage AI-powered development, streamline operations, and establish strategic partnership



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*The Business Research Company*

## Which Market Player Is Leading the Generative AI In DevOps Market?

According to our research, Microsoft Corporation led global sales in 2023 with a 19% market share. The Intelligent Cloud division of the company is partially involved in generative AI in devops market provides the products and cloud services, including SQL server, windows server, visual studio, system center, and related CALs, as well as azure; and enterprise services, such as premier support services and microsoft consulting

services.

## How Concentrated Is the Generative AI In DevOps Market?

The market is fragmented, with the top 10 players accounting for 21% of total market revenue in

2023. This level of fragmented reflects the innovation pace and [the diversity of AI-driven DevOps solutions](#) catering to various enterprise needs. Leading companies such as Microsoft Corporation, Alphabet Inc. (Google LLC), Amazon Web Services, Inc, International Business Machines Corporation, and Oracle Corporation dominate through advanced AI integration, strong cloud infrastructure, and extensive enterprise adoption. Meanwhile, players like NVIDIA Corporation, Cisco Systems, Inc, Capgemini SE, OpenAI, and NetApp Inc. contribute by offering specialized AI frameworks, automation tools, and analytics-driven DevOps platforms. As organizations increasingly embrace AI-enabled software delivery and continuous integration processes, strategic collaborations, cloud partnerships, and mergers are expected to intensify driving market consolidation and reinforcing the leadership of key technology providers.

- Leading companies include:
  - o Microsoft Corporation (4%)
  - o Alphabet Inc. (Google LLC) (3%)
  - o Amazon Web Services Inc. (3%)
  - o International Business Machines Corporation (2%)
  - o Oracle Corporation (2%)
  - o NVIDIA Corporation (2%)
  - o Cisco Systems Inc. (2%)
  - o Capgemini SE (1%)
  - o OpenAI (1%)
  - o NetApp Inc. (1%)

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Which Companies Are Leading Across Different Regions?

- North America: NVIDIA Corporation, OctoML, Inc, Microsoft Corporation, Alphabet Inc, OpenAI, Meta Platforms, Inc, Palantir Technologies Inc, Cohere Inc, International Business Machines Corporation (IBM), Oracle Corporation, Salesforce, Inc, Digital.ai Software, Inc, Splunk Technology Inc, Cisco Systems, Inc, Calance Corporation, Dynatrace LLC, Red Hat, Inc, Chef Software, Inc, Atlassian Corporation Plc, Dell Technologies Inc, and Encora Digital LLC are leading companies in this region.
- Asia Pacific: Tech Mahindra Limited, Infosys Limited (Infosys AI and Automation), SoftBank Corp, Preferred Networks, Inc, NEC Corporation, SK Telecom Co, Ltd, Samsung Electronics Co, Ltd, Canva Pty Ltd, Cochlear Limited, Gojek (PT Aplikasi Karya Anak Bangsa), Huawei Technologies Co, Ltd, Alibaba Cloud (a subsidiary of Alibaba Group Holding Limited), and JD Cloud & AI (a subsidiary of JD.com, Inc.) are leading companies in this region.
- Western Europe: Orange Business Services, Eviden (an Atos Group company), FEV.io GmbH, Merck KGaA, Deloitte Touche Tohmatsu Limited, Capgemini SE, and OVH cloud SAS are leading companies in this region.
- Eastern Europe: Grant Thornton International Ltd, Druid AI S.R.L, Data Robot, Inc, Endava plc, Soft One Technologies S.A, and Luxoft Holding, Inc. are leading companies in this region.
- South America: Microsoft Corporation, Alphabet Inc, OpenAI, Meta Platforms, Inc, Palantir

Technologies Inc, Cohere Inc, International Business Machines Corporation (IBM), Oracle Corporation, Dell Technologies Inc, Accenture plc, TOTVS S.A, Stefanini Group, MercadoLibre, Inc, Globant S.A, Deloitte Touche Tohmatsu Limited, and Despegar.com Corp. are leading companies in this region.

What Are the Major Competitive Trends in the Market?

- AI Infrastructure For Enhanced DevOps is transforming enhance AI model training and deployment efficiency.
- Example: Intel Corporation Xeon 6 (September 2024) assigns unique to meet the growing demand for cost-effective AI infrastructure.
- These innovations emphasis in Intel's robust x86 infrastructure and extensive open ecosystem position it to support enterprises in building high-value AI systems with optimal TCO (Total Cost of Ownership) and performance per watt.

Which Strategies Are Companies Adopting to Stay Ahead?

- Launching advanced generative AI tools and automation frameworks to accelerate software to strengthen market position.
- Enhancing collaborations with cloud service providers and AI startups to strengthen innovation and scalability in DevOps workflows.
- Focusing on integrating large language models and AI-driven testing solutions to improve code quality, security, and operational efficiency.
- Leveraging cloud-native and hybrid infrastructure to enable continuous integration, real-time monitoring for scalable risk management.

Access the detailed Generative AI In DevOps Market report here:

<https://www.thebusinessresearchcompany.com/report/generative-ai-in-devops-market>

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