

Physical Security Information Management (PSIM) Playbook Orchestration Market: Trends & Analysis

*The Business Research Company's
Physical Security Information
Management (PSIM) Playbook
Orchestration Market: Trends & Analysis*

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[/Einpresswire.com/](https://www.einpresswire.com/) -- "The landscape
of physical security management is

evolving rapidly, driven by advances in technology and growing security challenges. One key area gaining traction is physical security information management (PSIM) playbook orchestration, which streamlines and automates security responses. Let's explore the current market size, factors pushing growth, leading regional dynamics, and emerging trends shaping this field.



Expected to grow to \$4.05 billion in 2030 at a compound annual growth rate (CAGR) of 12.3%"

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Physical Security Information Management (PSIM) Playbook Orchestration Market Size and Growth Outlook
The PSIM playbook orchestration market has witnessed rapid expansion in recent years. It is projected to grow from \$2.27 billion in 2025 to \$2.54 billion in 2026, reflecting a compound annual growth rate (CAGR) of 12.1%. This growth during the historical period has been fueled by the increased deployment of integrated security systems,

expansion of surveillance networks, the growth of security operation centers, rising threats to critical infrastructure, and greater adoption of PSIM platforms.

Looking ahead, the market is expected to accelerate further, reaching \$4.05 billion by 2030 with a CAGR of 12.3%. The forecast period's growth drivers include expanding smart city security initiatives, broader multi-sensor deployments, demand for quicker incident response, the growth of automated security workflows, and increased emphasis on protecting critical assets. Notable trends shaping the future market include automated incident response playbooks, cross-system security orchestration, real-time event correlation engines, AI-powered threat workflows, and unified security command platforms.



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Understanding PSIM Playbook Orchestration and Its Role

PSIM playbook orchestration refers to software functionalities within PSIM platforms that enable the design, automation, and execution of standardized response plans—known as playbooks—for security incidents. This technology integrates and coordinates various security components such as video surveillance, access control, alarms, sensors, and communication systems based on predefined rules and live event data. By automating and streamlining incident response, it helps reduce human error, improve situational awareness, and enhance overall security effectiveness across physical security operations.

Key Drivers Behind the Growth of the PSIM Playbook Orchestration Market

One major factor pushing the PSIM playbook orchestration market is the increasing complexity and sophistication of security threats. These threats—whether intentional or accidental—pose risks to people, assets, systems, or data, potentially disrupting safety and operational integrity. As digital transformation accelerates, more devices and systems become interconnected, expanding the attack surface and creating new vulnerabilities that cybercriminals can exploit. PSIM playbook orchestration addresses these challenges by automating the incident response process, correlating data from multiple sources, and guiding security teams through consistent workflows to ensure more rapid, coordinated, and effective threat mitigation. For example, in October 2025, the Australian Signals Directorate reported a 16% year-over-year increase in calls to the Australian Cyber Security Hotline during FY2024–25, totaling over 42,500 contacts. This rise underscores the growing complexity of security threats and highlights the importance of advanced security management tools like PSIM playbook orchestration.

View the full physical security information management (psim) playbook orchestration market report:

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Regional Overview of the PSIM Playbook Orchestration Market

In 2025, North America held the largest share of the PSIM playbook orchestration market. However, Asia-Pacific is predicted to be the fastest-growing region throughout the forecast period. The market report covers key regions including Asia-Pacific, South East Asia, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa, providing a broad perspective on global market trends and regional growth dynamics.

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