

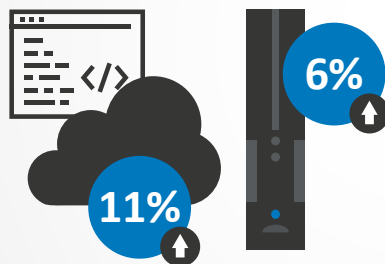
B2B Software on the Rise

There has been tremendous growth in many segments — within B2B software, and especially within cloud infrastructure-as-a-service (IaaS) and platform-as-a-service (PaaS). Businesses that embrace the market shift toward software and cloud will be positioned for long-term growth. **Here's a look at what we're watching.**

B2B software growth beats hardware

U.S. B2B indirect software market +11%

B2B indirect hardware +6%



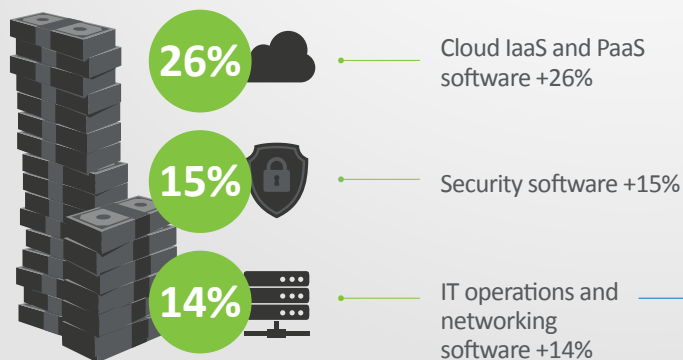
Security software growth hot spots

18% Data loss protection and endpoint protection

Gateways and firewalls increased 17%

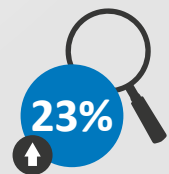
13% Identity and access management

Software revenue is on the rise



#1 IT operations and networking software makes up the largest dollar share of all B2B software and cloud services sales.

Within this segment, the monitoring and management software category saw dollar sales increase 23%, as businesses look for greater efficiency and improved management oversight.



Source: The NPD Group / B2B Software and Cloud Tracking Service, 12ME February 2018

Get more insights like this. Contact Jenna Callery
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