Israel IT Market Study 2026 V2.A

Part 2: infrastructure and software tools market

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STKI Research Team: 360-Degree Market Coverage

Dr. Jimmy Schwarzkopf (Founder)

Business & Strategy: CIO Management, Verticals, Innovation

Galit Fein (CRO)

IT strategy: Org operating models, OCIO, Agentic AI, WF redesign

Einat Shimoni

Data & Engagement: AI, Machine Learning, CRM, Data Strategy

Pini Cohen

Infrastructure & Cloud: Cloud Native, DevOps, Cyber, FinOps

Reut Shefer Bar

Enterprise Apps: ERP, SCM, eCommerce, HR/EX

GenAI Analyst

The Accelerator: Augmented market processing

Total coverage from hardware infrastructure to user experience.

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Methodology and how to understand the results

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Economy, Business activity and Number of Companies

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Israeli Trends 2025-2026

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surveys

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Number of companies & IT budgets by Industry

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Infrastructure

Infrastructure Products “Markets and Rankings”

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software

Software Products “Markets and Rankings”

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value added services

Value Added Services “Markets and Rankings”

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STKI

Methodology and how to "understand" the results

Dr. Jimmy Schwarzkopf

Galit Fein

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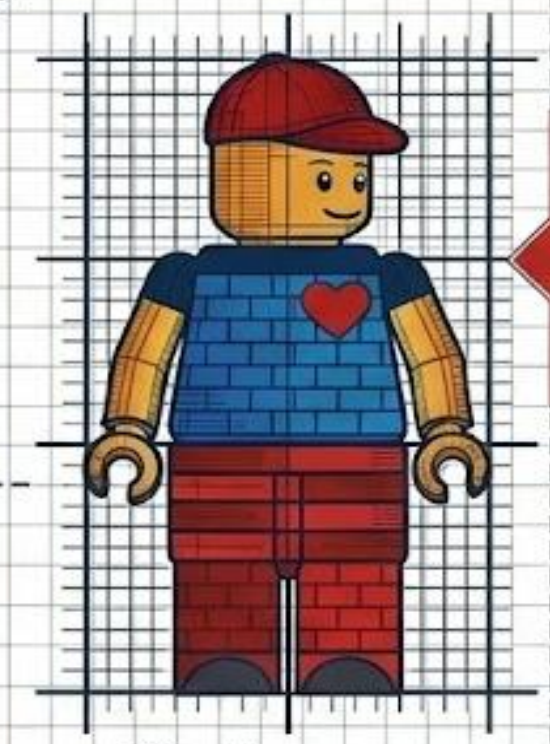
34 Years of Market Intelligence

1992
Founded

Thousands of annual face-to-face interviews with key industry participants.

2026

Structural Neutrality



Unlike traditional advisory firms, STKI conducts ZERO consulting work.

100% unbiased research.
No hidden agendas.
No vendor promotion.

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Founded in 1992, STKI is the leading business technologies market research and strategic analyst firm in Israel.

Over **34 years of experience** in the IT analyst sector and thousands of annual face-to-face interviews with key industry participants have enabled STKI analysts to establish solid, long-standing relationships with customers.

STKI **customers include major IT organizations** (government, defense, financial institutions, telecoms, manufacturing, medical, education, etc.) and **IT suppliers/vendors** (infrastructure and software suppliers, consulting and professional services firms).

STKI works closely with vendor's senior management (strategy, business development, and marketing). Where **end users are concerned, analysts meet with CEOs, CFOs, CMOs, CDOs and CIOs** (as with all levels of IT decision making) thereby attaining complete **information of their technology as well as their business needs in order to service the account with value .**

STKI's mission is to advise and analyze users of business technologies as well as their suppliers while conducting original research and providing advisory services regarding all parts of the technology puzzle.

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STKI services include

- Virtual meetings
- Face-to-Face meetings
- STKI Analyst House Calls (for both users and vendors)
- CIO STKI "Help Desk"
- Inquiries
- Surveys
- Strategic Marketing & Positioning
- Round Tables for users
- **STKI Annual Summit (Israeli Market)**
- Weekly Webinars
- Vendor Innovation Workshops
- CIO Annual Meeting (during the summit)
- COO Community meetings & workshops
- OCIO Community meetings & workshops
- CTO Community meetings & workshops
- Brainstorming (based on Design Thinking) Workshops
- **STKI Annual Summit (Trends)**

Unlike some research and advisory firms

stki.info
IT Knowledge Integrators

Does no consulting work, allowing our research to be **totally unbiased, with no hidden agendas to promote** any particular technology or vendor

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What did STKI Analysts do in 2025

For Users of Technology: Frontal & Video Presentations, Meetings & Budget Analysis

For Vendors of Technology: Frontal & Video Presentations, Meetings Briefings & Sales Analysis

XOOs of Presentations (Frontal and video)

45 Round Tables
64 Webinars
2 Summits per year

Israeli Annual IT Market Study

250 CIOs
16 Industries

456 Vendors
150 Categories
Over 1000 Products/Services

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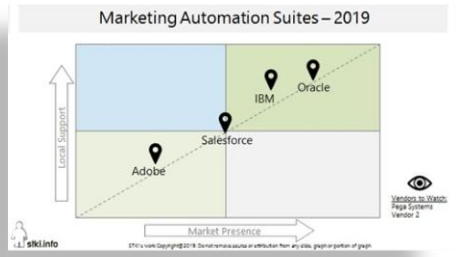
1. IT Trends
2. Surveys about organizational issues
3. Round Table Summaries
4. Industry IT Budgets
5. IT Market Forecasts by category
6. Vendor Tiers by category
7. Product Positioning
8. Staffing Ratios

	2018		2019		2020		2021		2022		2023		2024		2025		2026		2027		2028
	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	Forecasted (%) growth for 2024	Market Size	Forecasted (%) growth for 2025	Market Size	Forecasted (%) growth for 2026	Market Size
servers X86 (+ HCI)	305	1.64%	310	-6.45%	290	10.34%	320	1.56%	325	-2.15%	318	2.20%	325	20.00%	390	30.77%	510	-11.76%	450	-22.22%	350
Legacy (non-x86)	32	-4.69%	30.5	-14.75%	26	19.23%	31	3.23%	32	-18.75%	26	-7.69%	24	-4.17%	23	-4.35%	22	-4.55%	21	-4.76%	20
Data Appliances and AI computing infrastructure	13	30.77%	17	11.76%	19	31.58%	25	40.00%	35	42.86%	50	50.00%	75	33.33%	100	50.00%	150	26.67%	190	15.79%	220
TOTALS	350	2.14%	357.5	-6.29%	335	12.24%	376	4.26%	392	0.51%	394	7.61%	424	20.99%	513	32.94%	682	-3.08%	661	-10.74%	590

industry	Budgets 2013	Budgets 2017	% growth
media/content	$100	$175	75.00%
fin other	$190	$265	39.47%
SMB/SME	$300	$400	33.33%
security	$410	$506	23.41%
government	$1,250	$1,530	22.40%
retail	$195	$230	17.95%
education	$230	$270	17.39%
health	$290	$335	15.52%
high tech	$720	$825	14.58%
manuf	$810	$880	8.64%
transport	$305	$325	6.56%
banks	$815	$865	6.13%
IT local vendors	$150	$150	0.00%
insurance	$400	$395	-1.25%
utilities	$285	$235	-17.54%
telecomm	$250	$205	-18.00%



BDA Projects
BDO
Byon
DataTapas
evo-it
Ewave
HPE
Methoda
StrategiClear
TeraSky

Per FTE	# operations / # guidance
25 percentile	1.58
Median	2.00
75 percentile	2.75

STKI Research Results:

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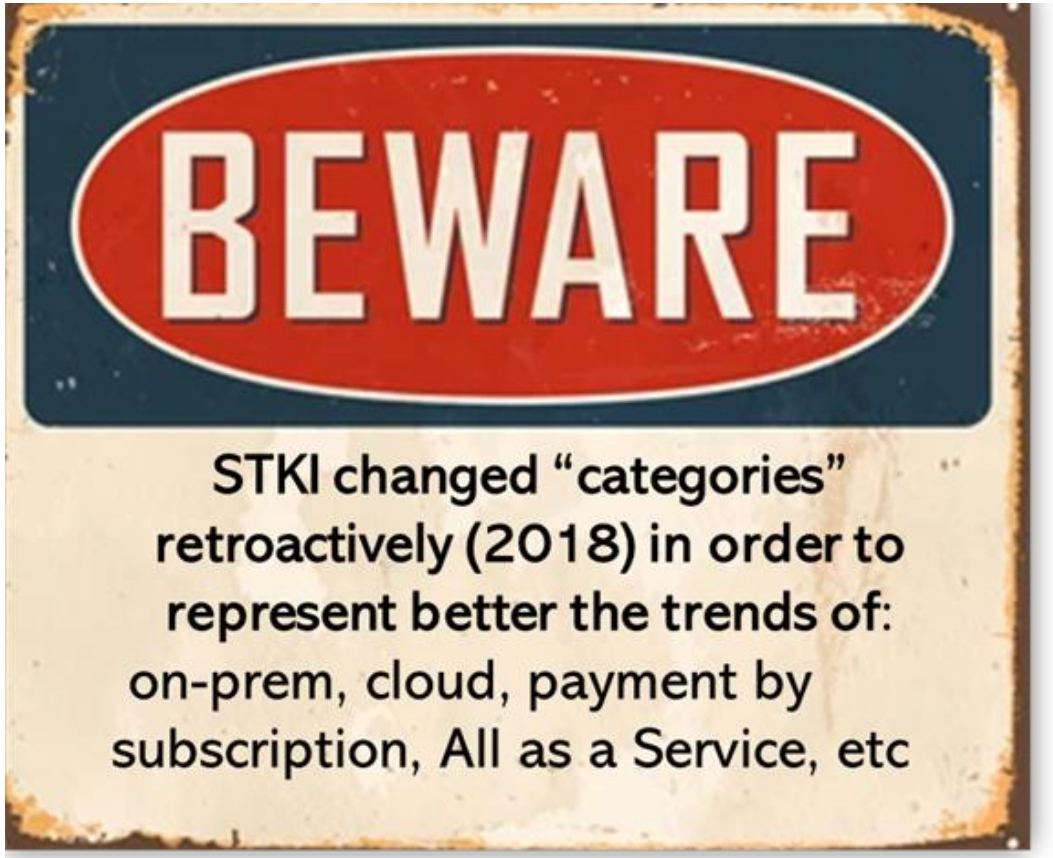

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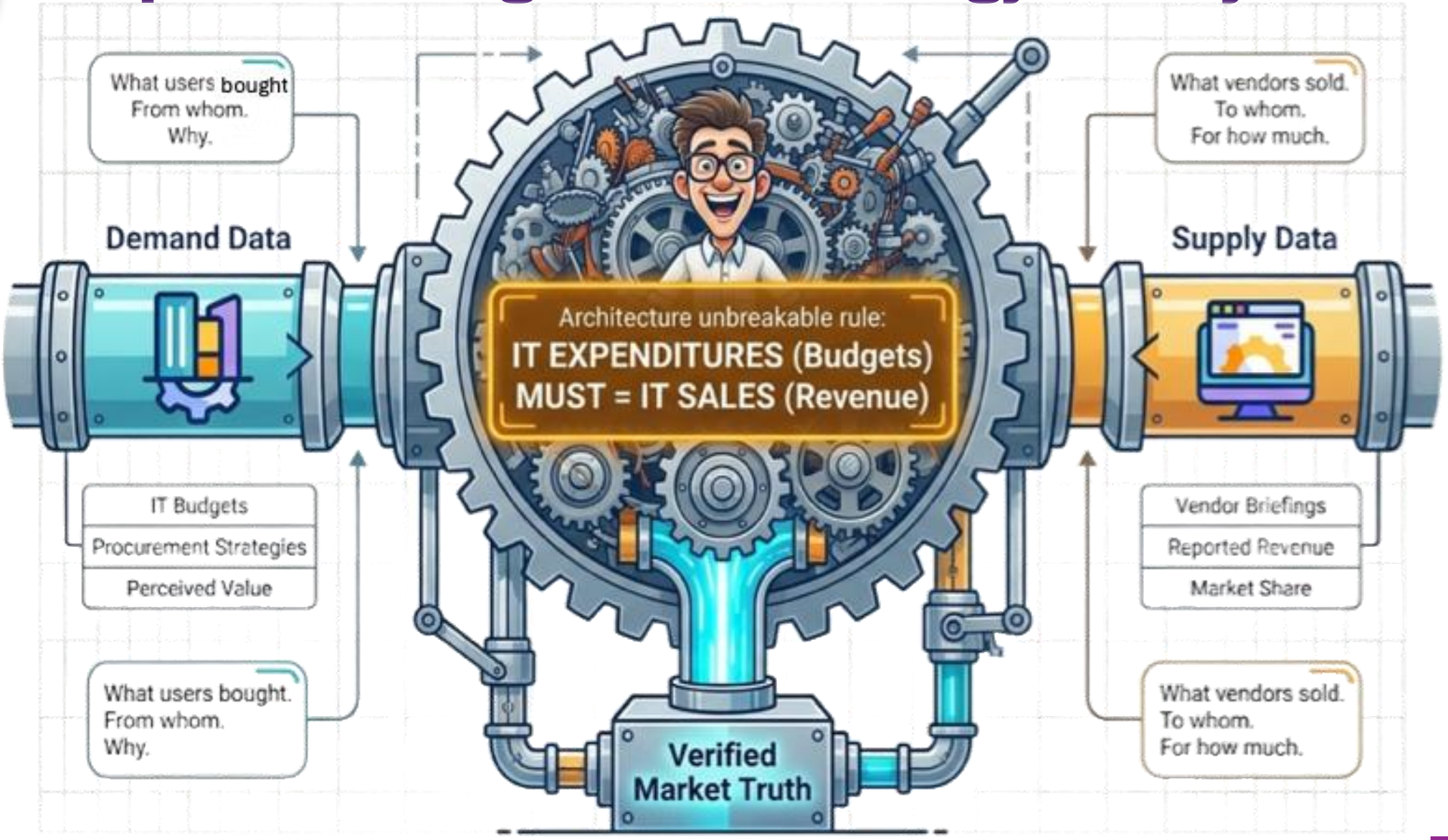
Equilibrium Engine: Methodology for Objective Truth



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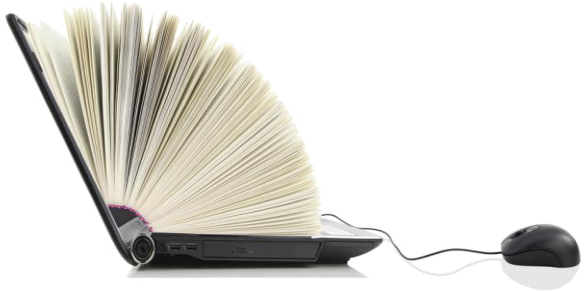
In order to calculate the “IT Market” (what is bought/sold in Israel)

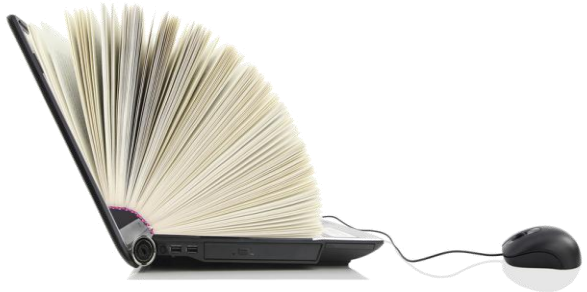
Technology Users

What users bought?
From whom?
Why?



Technology Vendors

how much did they sell?
to whom?
for how much?
competitors?



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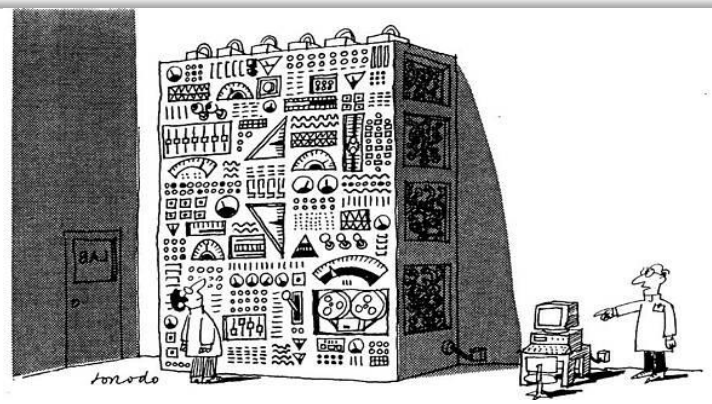

That’s just to impress STKI’S analysts. This is our real results

We rank VENDORS by REVENUE and CLIENT MINDSHARE

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2025 Data Supply Chain Telemetry & Ecosystem Flow

Demand Side Reach

250 CIOs across 16 Industries

In-depth face-to-face/video budget analysis

Supply Side Reach

456 Vendors across 150 Categories covering 1000+ Products

Mandatory detailed briefings

1 Advisory

CIO Help Desk, House Calls

2 Community

Weekly Webinars, Round Tables, Annual Summit

3 Custom Research

Participation in the study requires deep analytical briefings. Vendors CANNOT buy their way into the data.

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The 2024-2025 Vendor Telemetry Sweep

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Rankings are based… : *important please read*

Rankings are influenced by new projects, new names and market penetration growth

We rank VENDORS by REVENUE and CLIENT MINDSHARE

Our study looks at any **VENDOR VALUE** (products/services) sold to enterprise's IT (including government & security) in Israel; taking into account **the client's mindshare of the value delivered**

- **Yearly revenues** of hardware sales and hardware maintenance
- **Yearly revenues** of software subscriptions & licenses, software maintenance
- **Differentiation** between new projects and continuing projects ***(New projects count more)***
- **Distinguish** between work done by the **vendor's employees and work outsourced to other vendors**. ***The revenue is transferred to the vendor actually doing the work.***
- **Differentiate** revenues from **projects done in fixed price, cost plus (SLA defined)** , **managed services and those done by staff augmentation (non-SLA) projects.**
- **Differentiate value** of work done by **high level internal** professionals in a project versus that done by **staff augmentation** employees in the client's IT department.
- We **do not include** any work/ products for **OEMs and military non-IT projects**.

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Manufacturers/Software Houses, Distributors, VARs NO double bookings for IT Market Size Forecasts

Integrators

VARs

Users of Technology

Manufacturers / Software Houses

ONLY THE VALUE ADDED COUNTS

Resellers (VARs) get credit **only for their value added** unless the **manufacturer/software house is not present in Israel,** then they get full credit.

Integrators and other Value-Added Service Providers get **credit ONLY for the "services-work" they CONTRIBUTED** TO THE PROJECT.

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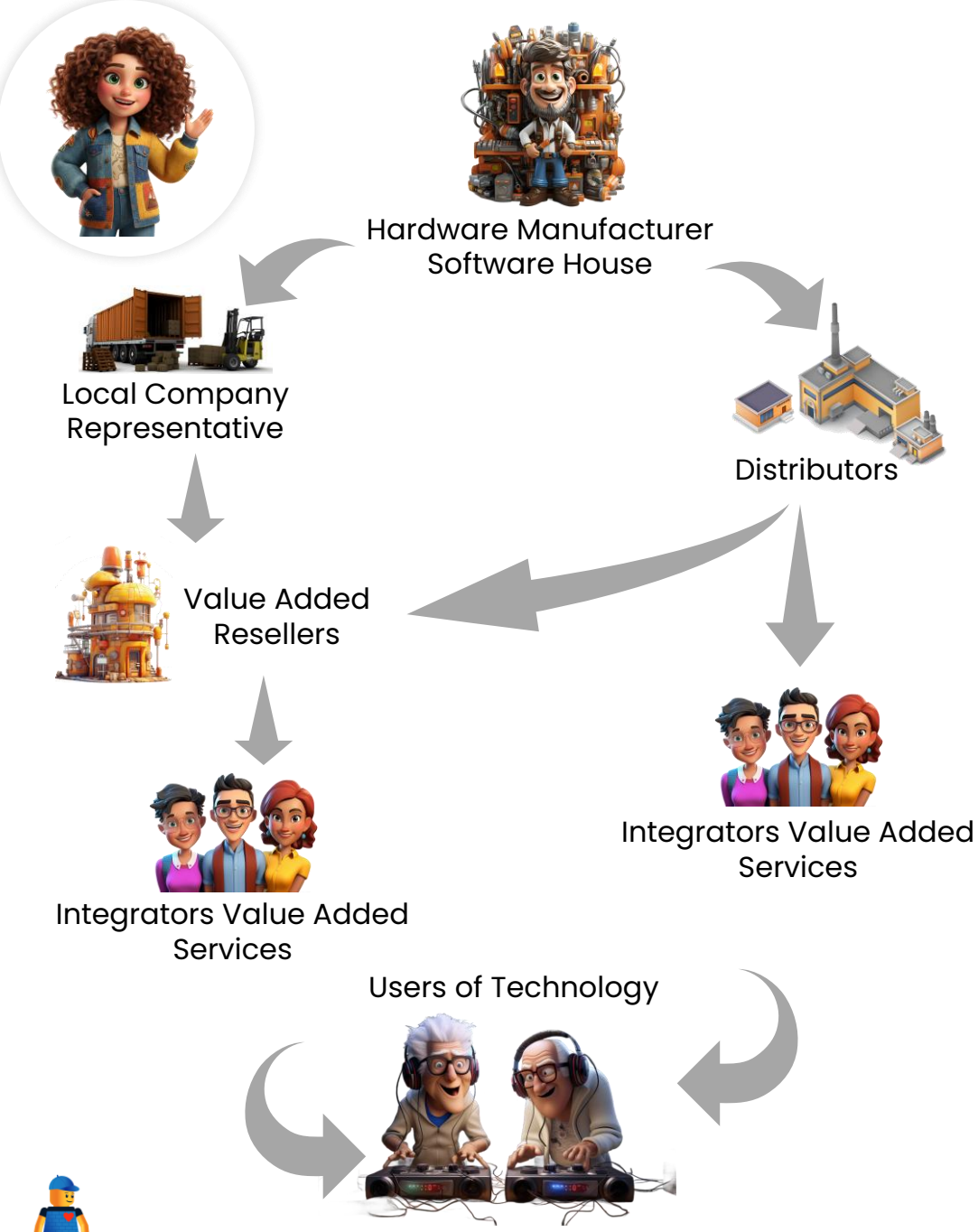

DISTRIBUTORS (***usually are not shown in our study***) are intermediary reseller entities; between the original **MANUFACTURERS OF HARDWARE PRODUCTS** or **SOFTWARE HOUSES** and other entities in the distribution channel (VARs and INTEGRATORS).

VALUE-ADDED RESELLERS (VARs) offer third party software and hardware to the end user or integrators at a markup, along with a *limited* combination of procurement consulting, configuration, and customization services ***(shown in sections INFRASTRUCTURE and/or SOFTWARE)***

INTEGRATORS offer *professional's services* (consulting, developing, implementing or sourcing manpower) in order to deliver enterprise computer services to the organization. **(shown in section VALUE ADDED SERVICES).**

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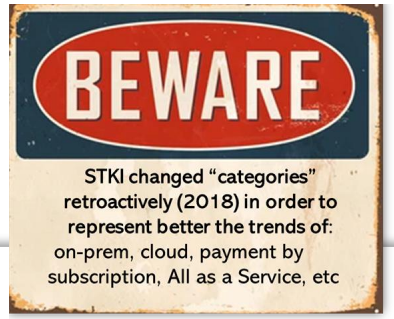
USER of IT

VENDOR of IT



34 Years of Data about "user" Budgets and Procurement Strategies

CATEGORIES

34 Years of Data about "VENDOR" Sales of Hardware, Software, Cloud Services and Other Value-Added Services

IT Trends
2025-2028

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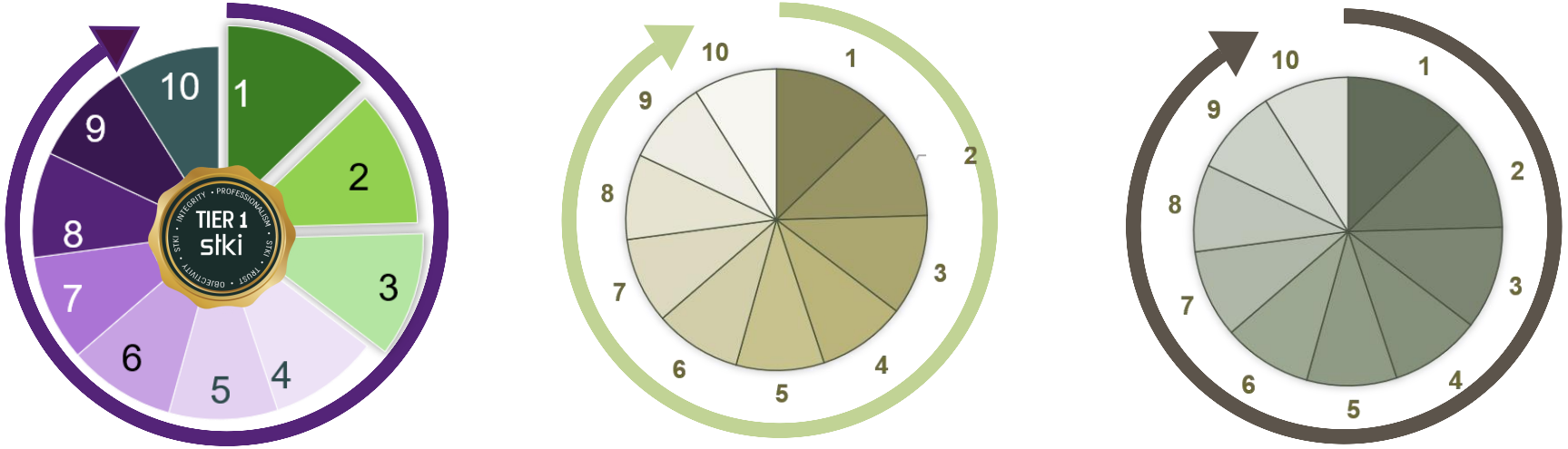
important please read

The Area a company occupies in the circle is not relevant and has no meaning.

STKI has **signed NDAs** with the vendors (Revenues, Projects) and we tried to **minimize opportunities for reverse engineering of sales/ finance data**

STKI Calculates market sized by revenues / sales and not deliveries or invoices

Tier One Companies → Smaller Companies → Small Boutique Companies or Departments



STKI Ranks Vendors by **REVENUE** and **CLIENT MINDSHARE**

new projects, new names and market penetration growth are also considered

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“Israeli Positioning” for products

NOT a **technological or functional positioning** and **SHOULD NOT** be used as such.

This positioning is intendent to reflect **ONLY THE DEGREE** to which a product is **PRESENT AND SUPPORTED IN ISRAEL**

Focused on the enterprise sector (not SMB)

- **X axis (Market Presence)**:
  Installed base; New sales; Mindshare
- **Y axis (Local ISRAELI Support):**
  Number and quality of support experts; localization; local R&D

- **Vendors to watch:** New players that only recently entered the market and therefore cannot be evaluated against longtime players

- **Global leaders:** positioned according to international analyst’s firms analysis

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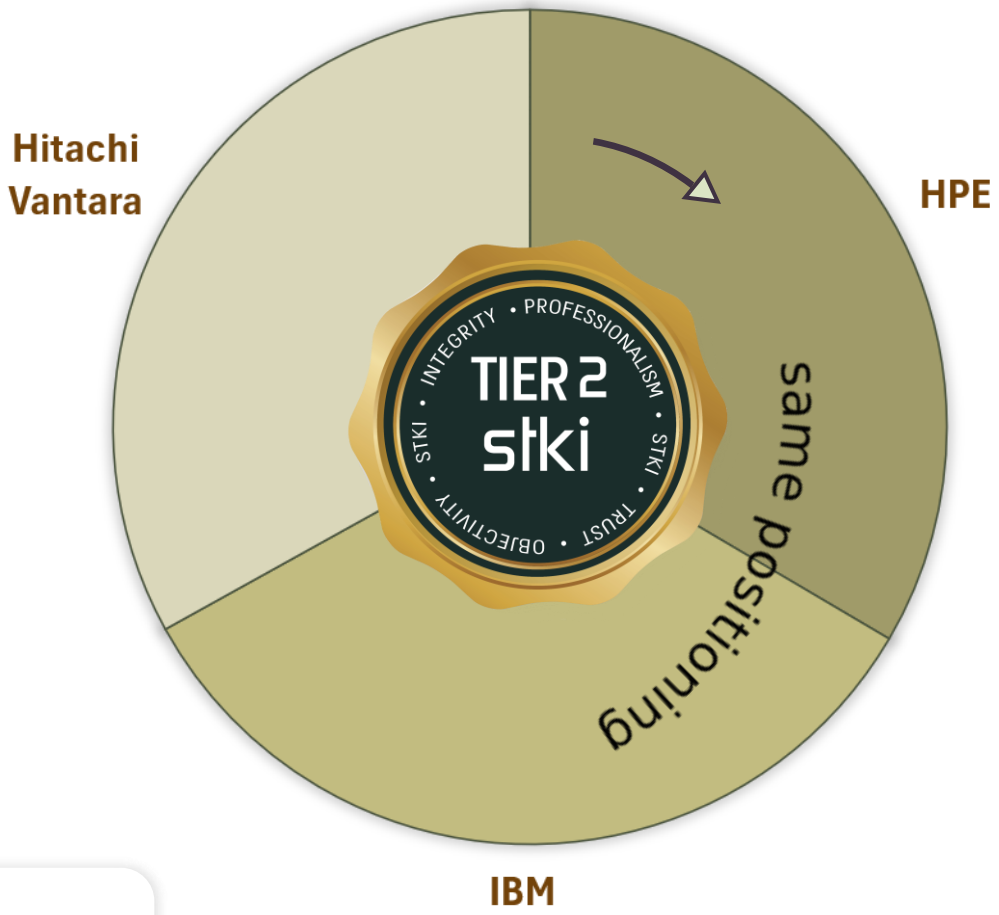
Infrastructure

Enterprise Storage Disks (HHD & SSD)



We rank VENDORS by REVENUE and CLIENT MINDSHARE

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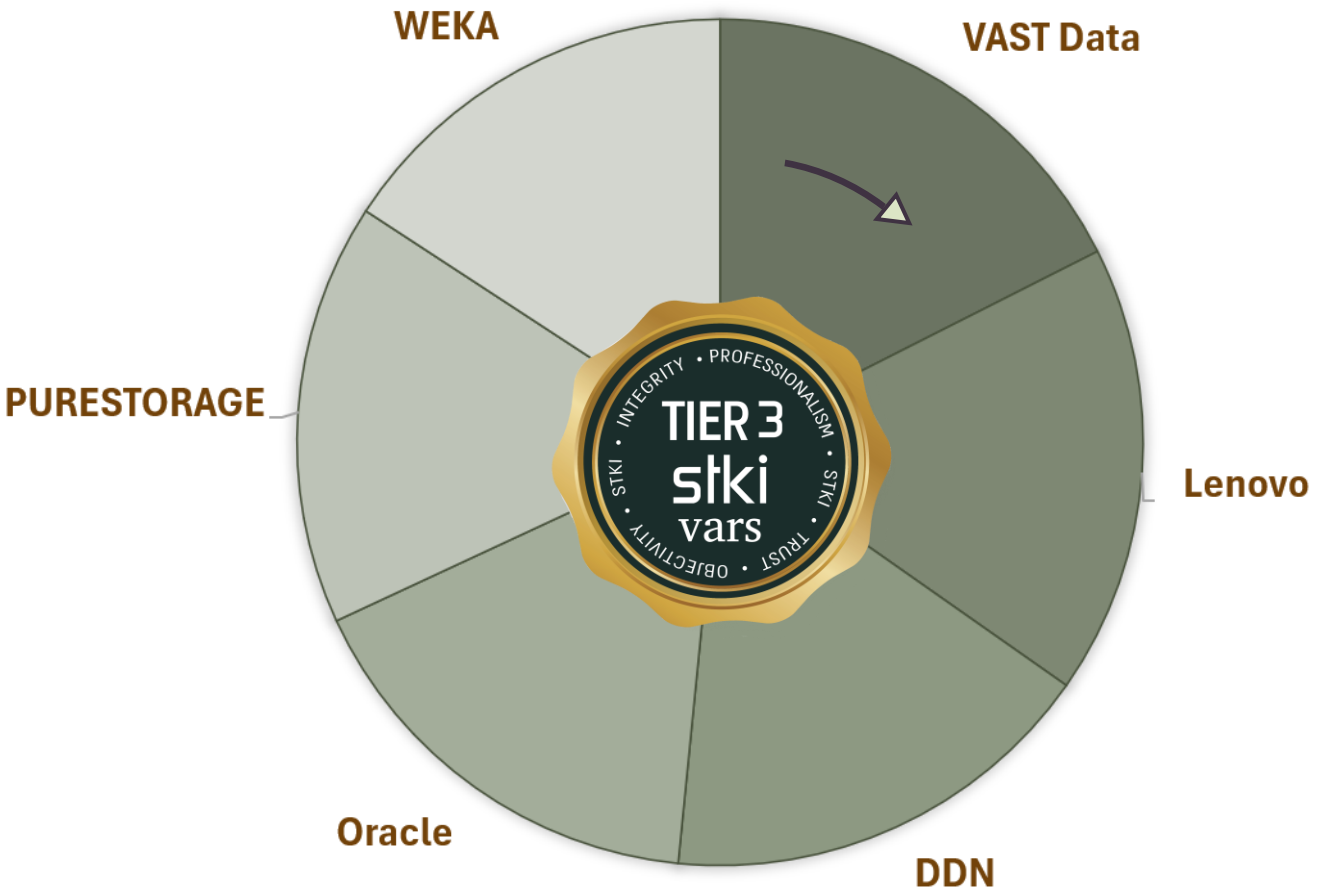
Infrastructure

Enterprise Storage Disks (HHD & SSD)

We rank VENDORS by REVENUE and CLIENT MINDSHARE



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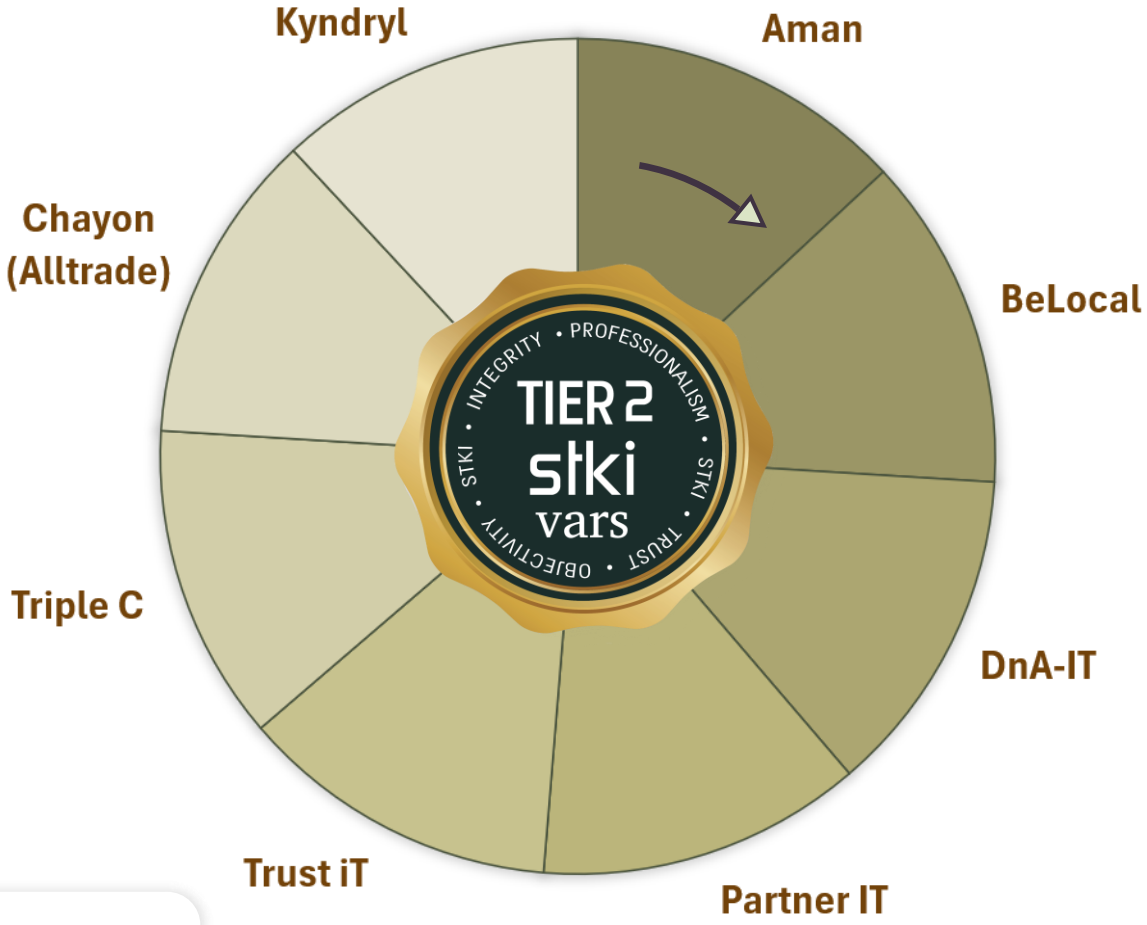
Infrastructure

Enterprise Storage Disks (HHD & SSD) VARs



We rank VENDORS by REVENUE and CLIENT MINDSHARE

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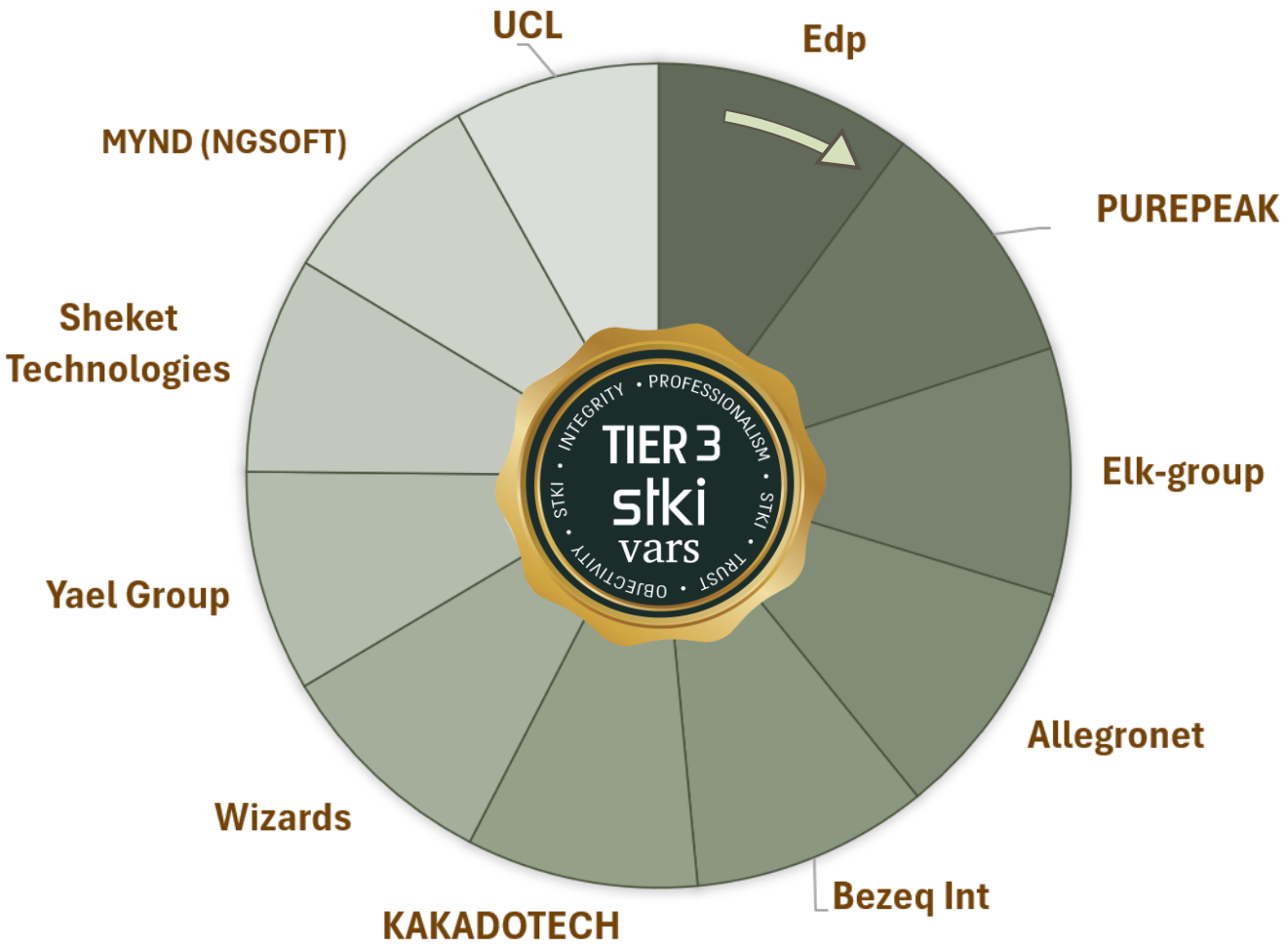
Infrastructure

Enterprise Storage Disks (HHD & SSD) VARs

We rank VENDORS by REVENUE and CLIENT MINDSHARE



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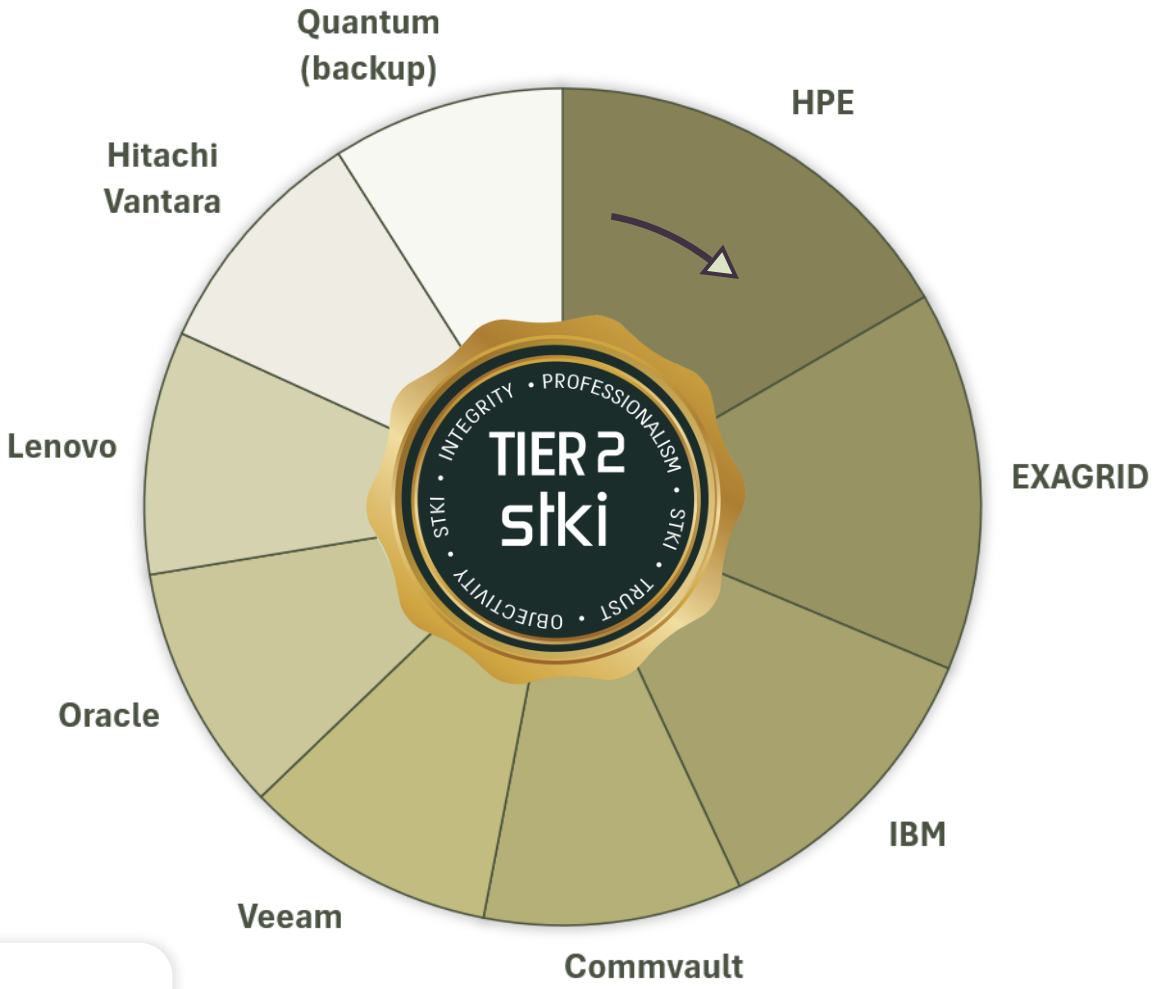
Other Storage HW - Tape Libraries & appliances, VTL Backup

Infrastructure



We rank VENDORS by REVENUE and CLIENT MINDSHARE

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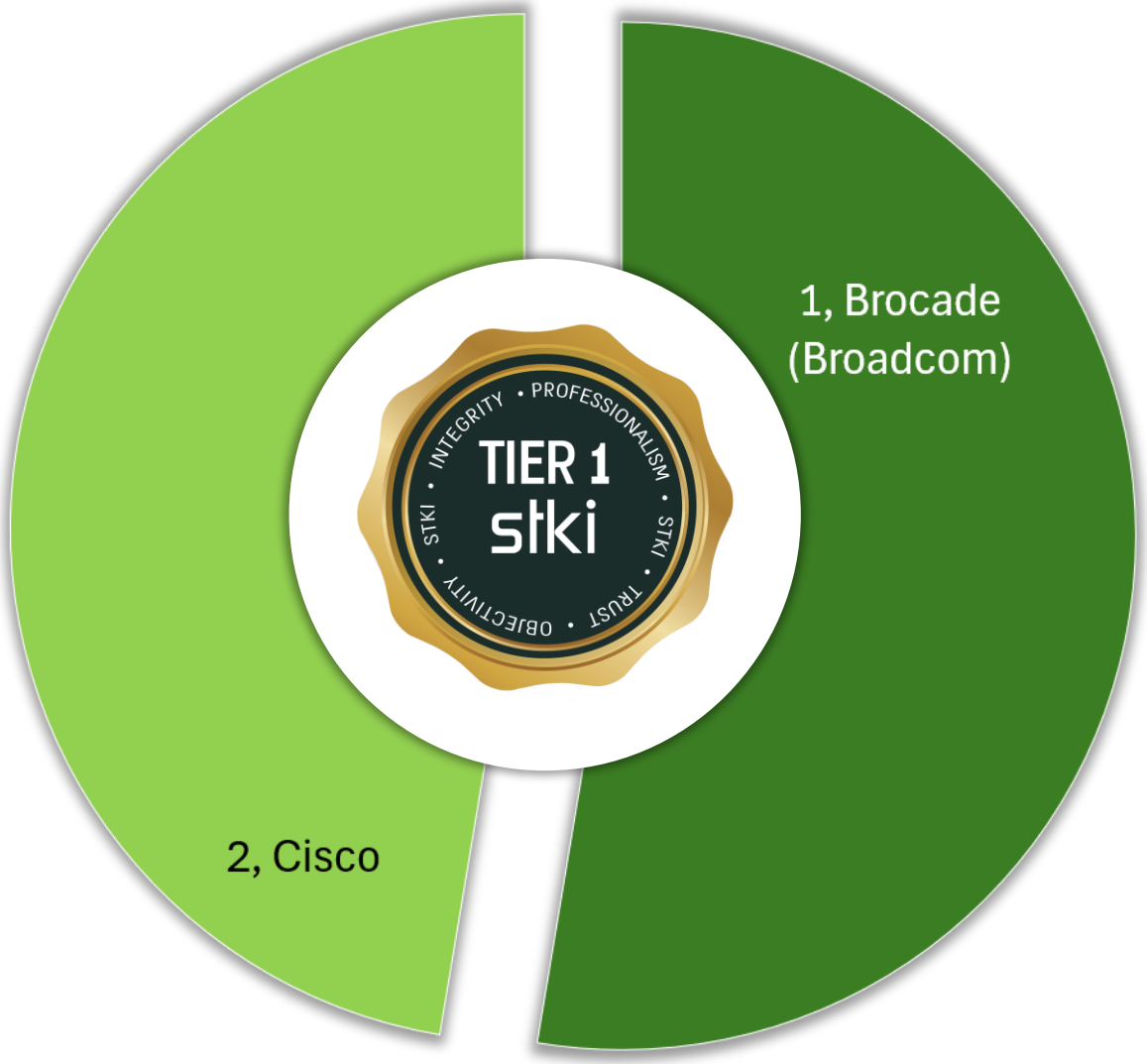
Infrastructure

Storage Networking

We rank VENDORS by REVENUE and CLIENT MINDSHARE



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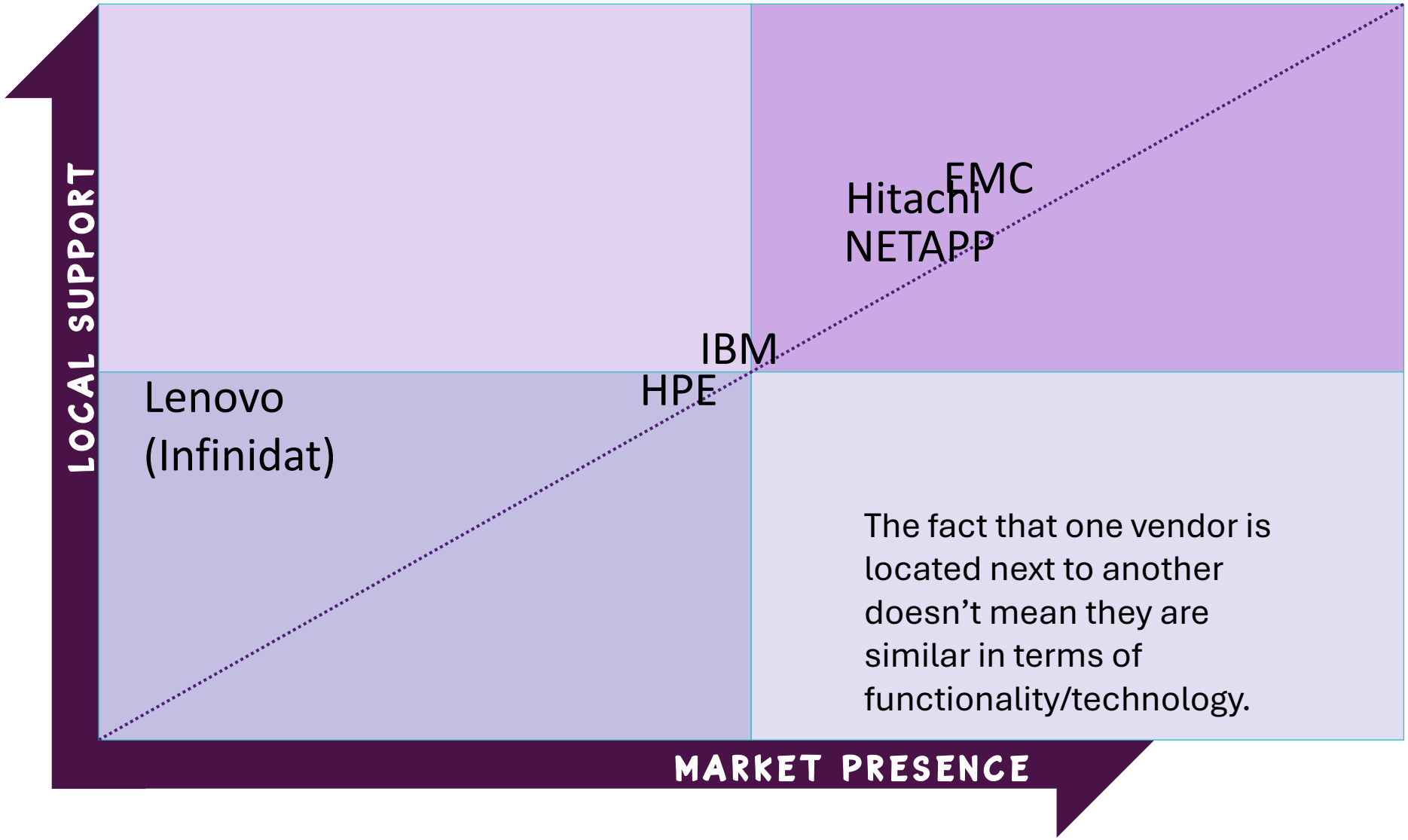
Infrastructure

Israel enterprise high end for critical systems storage HW brands market presence 2026



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Infrastructure

Networking, VOIP, Security Application Market 2020-2028

	2020		2021		2022		2023		2024		2025		2026		2027		2028
	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	forecasted (%) growth for 2026	Market Size	forecasted (%) growth for 2027	Market Size	forecasted (%) growth for 2028	Market Size
Enterprise Networking	235	11%	260	2%	265	-6%	250	-6%	235	-2%	230	3%	238	3%	245	0%	245
VoIP/Call Center Equipment	78	10%	86	7%	92	3%	95	5%	100	8%	108	9%	118	8%	128	5%	135
Call Center as a Service	18	67%	30	17%	35	-6%	33	6%	35	9%	38	8%	41	10%	45	22%	55
TOTALS	331	13.60%	376	4.26%	392	-3.57%	378	-2.12%	370	1.62%	376	5.59%	397	5.29%	418	4.07%	435

Values in Million USD

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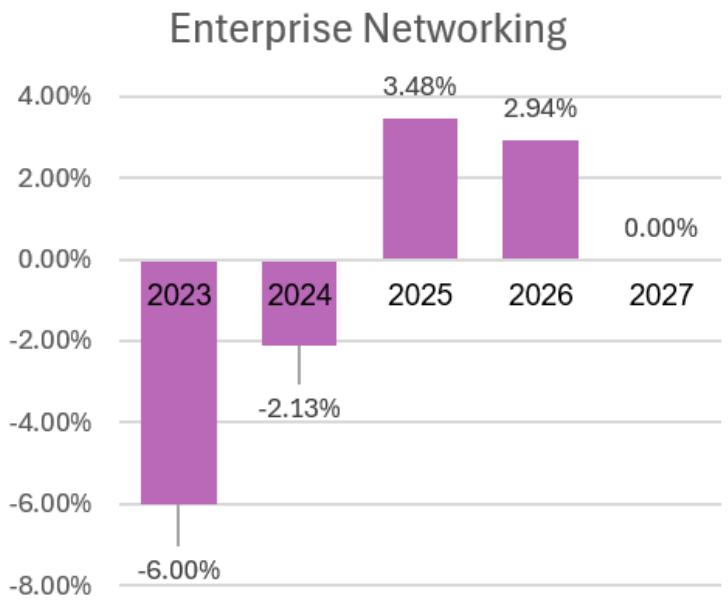
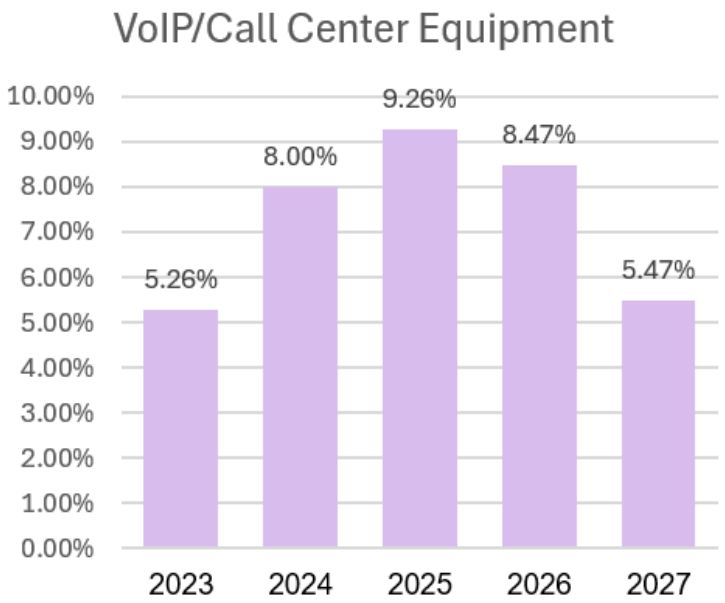
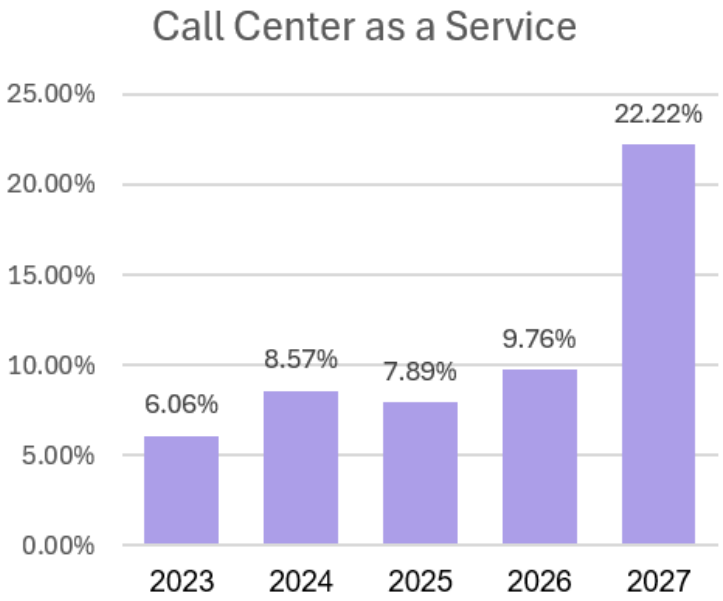
Infrastructure

Networking, VoIP/Call Center, Call Center as a Service, Security Appliances Market 2023-2027







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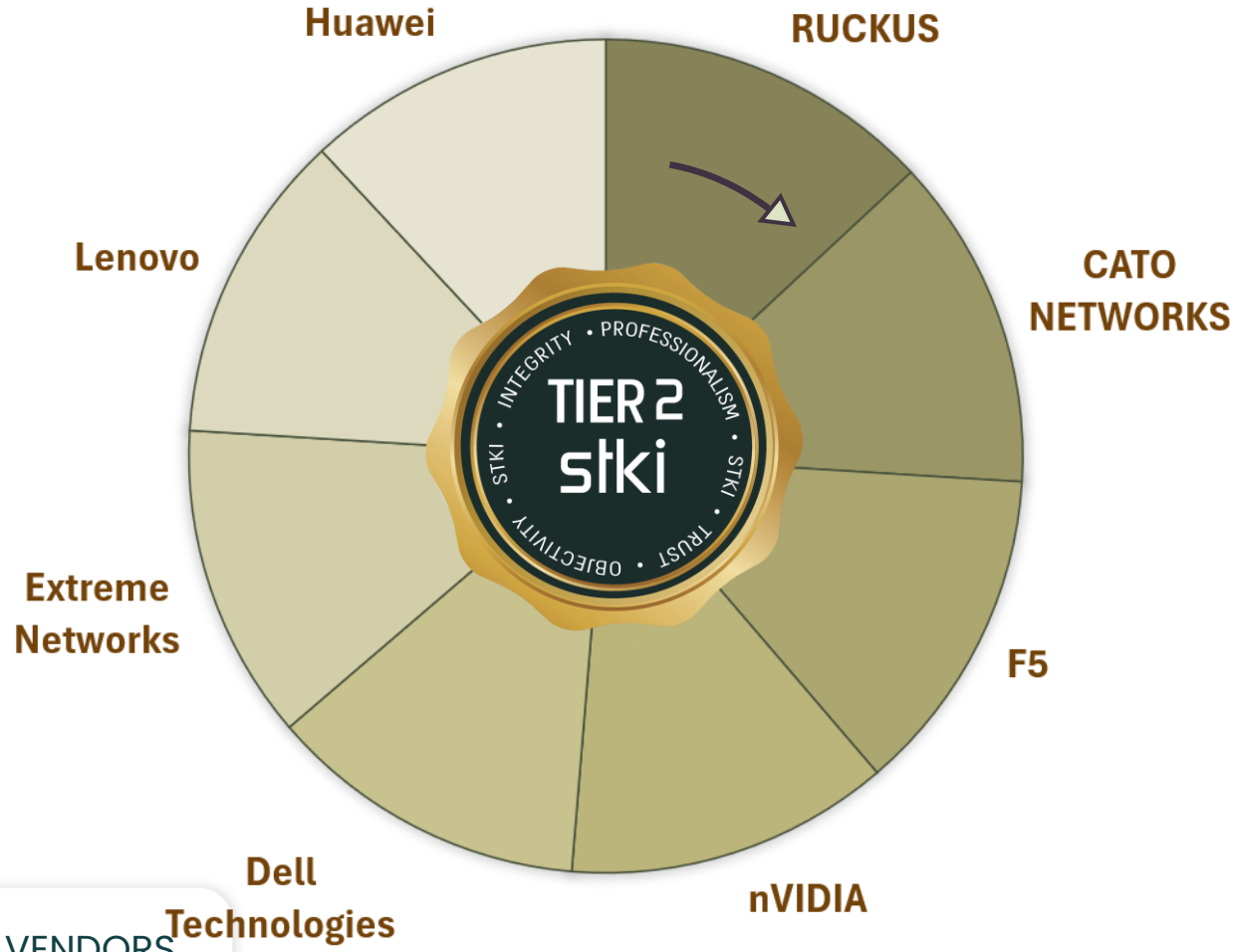
Infrastructure

Enterprise Networking



We rank VENDORS by REVENUE and CLIENT MINDSHARE

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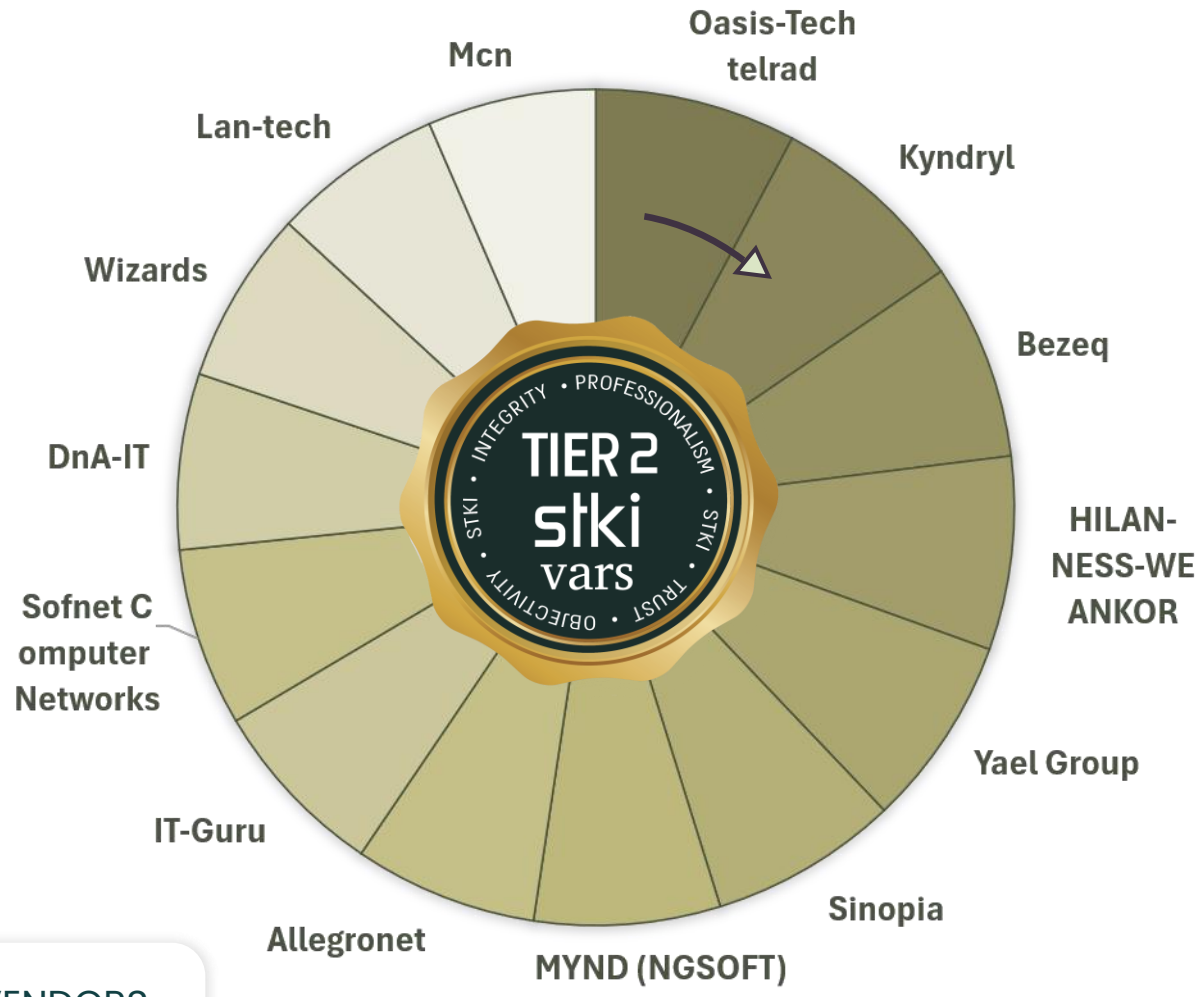
Infrastructure

Enterprise Networking VARs



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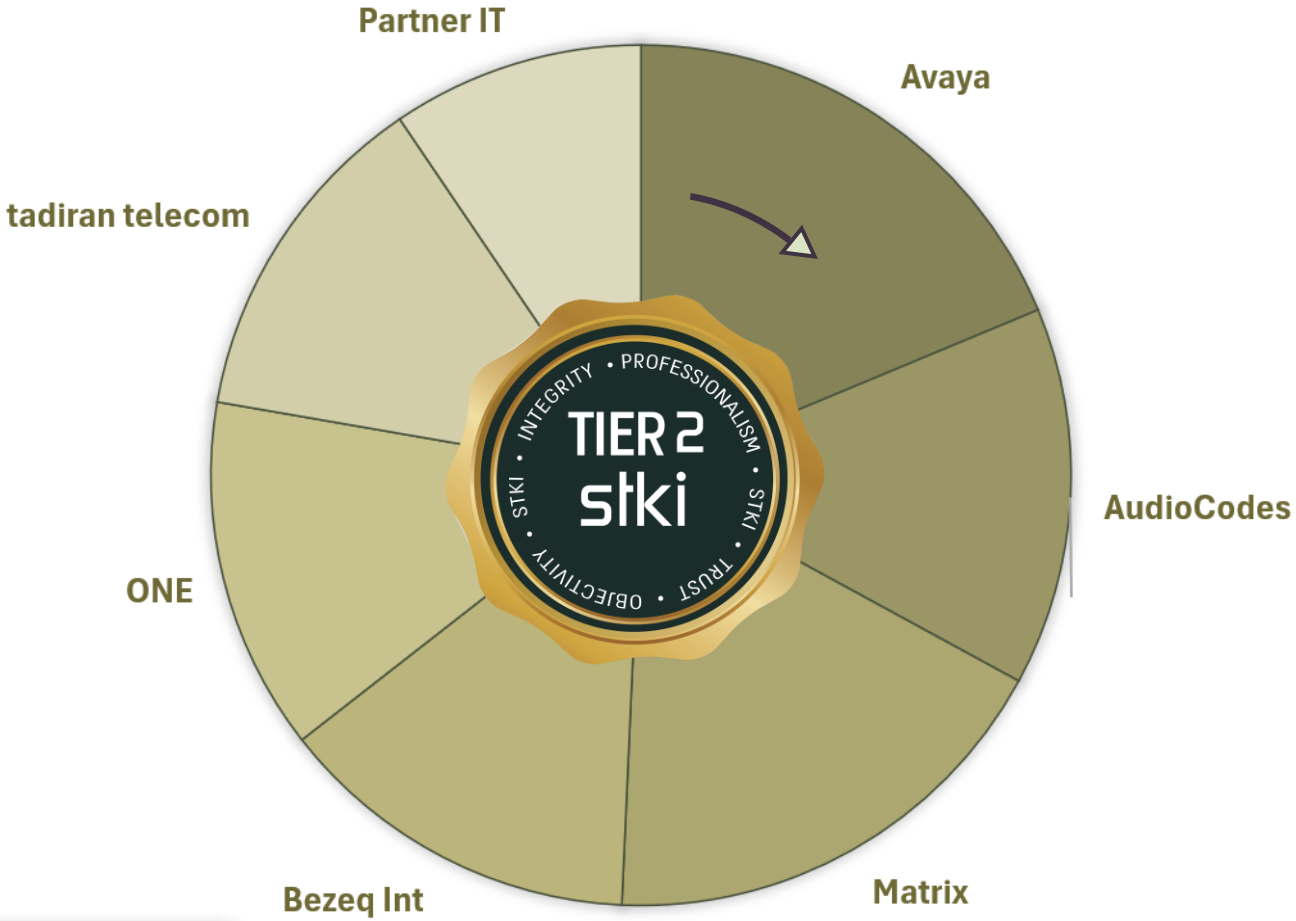
Infrastructure

VoIP / Call Center Equipment



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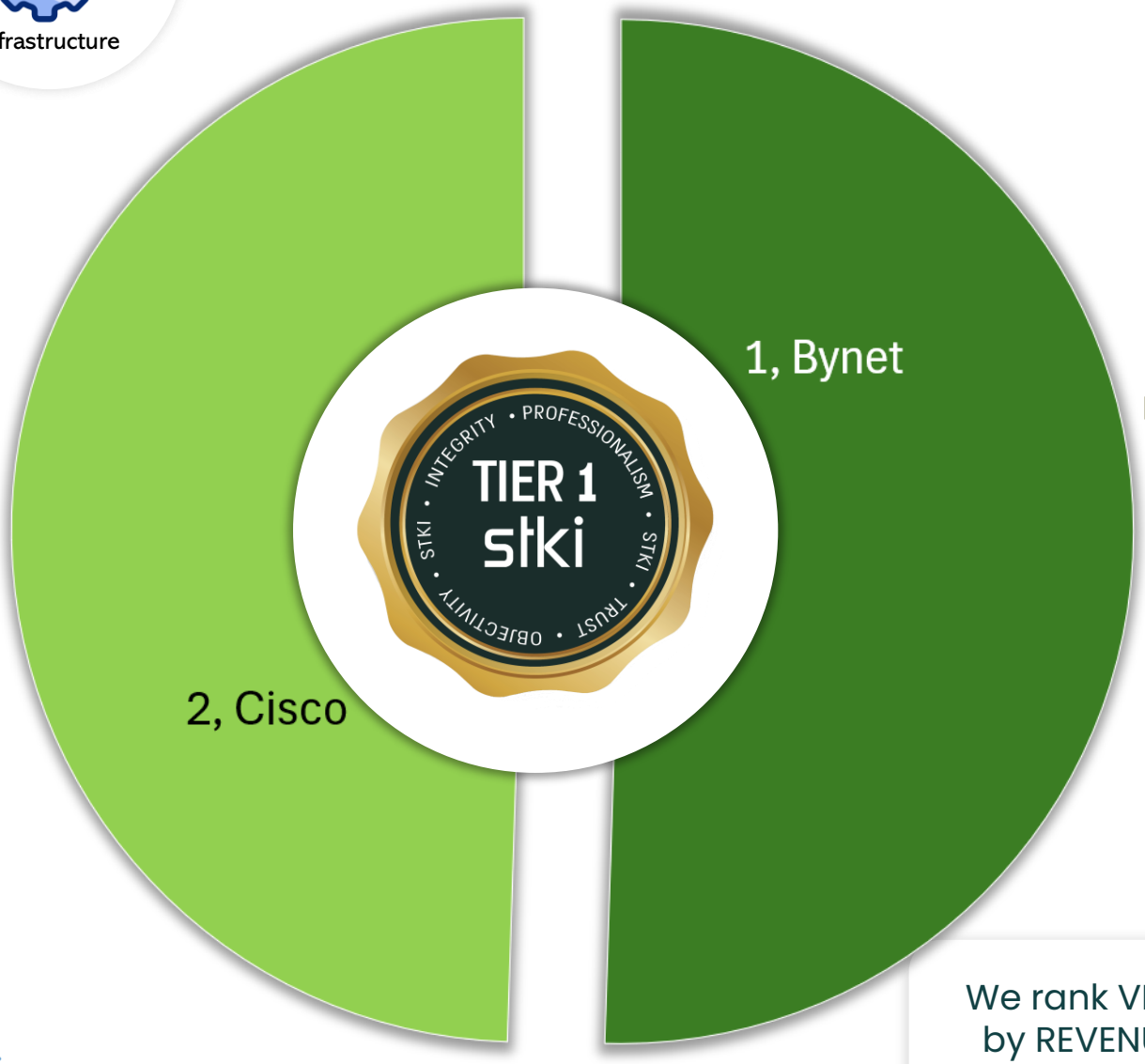
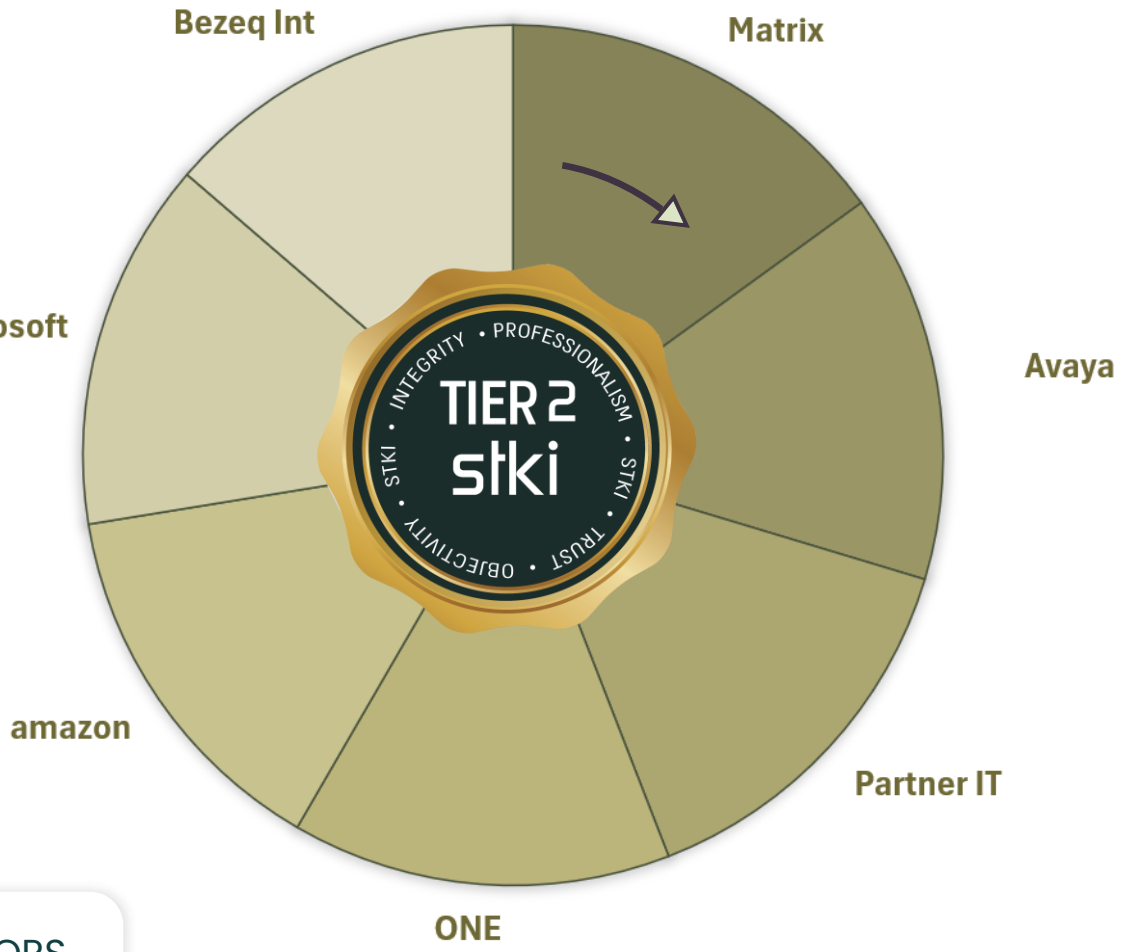
Infrastructure

CALL CENTER as a SERVICE





We rank VENDORS by REVENUE and CLIENT MINDSHARE

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Infrastructure

Self Service & Data Center Equipment Special Purpose Market 2020-2028

	2020		2021		2022		2023		2024		2025		2026		2027		2028
	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	forecasted (%) growth for 2026	Market Size	forecasted (%) growth for 2027	Market Size	forecasted (%) growth for 2028	Market Size
Off-site Data Center: Co-Location; Hosting ; Client owns the HW (IT only)	102	23%	125	28%	160	16%	185	3%	190	5%	200	5%	210	2%	215	7%	230
POS +Self Service (ATM/Kiosks/other)	190	8%	205	2%	210	-5%	200	-8%	185	-11%	165	3%	170	3%	175	11%	195
TOTALS	292	13.01%	330	12.12%	370	4.05%	385	-2.60%	375	-2.67%	365	4.11%	380	2.63%	390	8.97%	425

Values in Million USD

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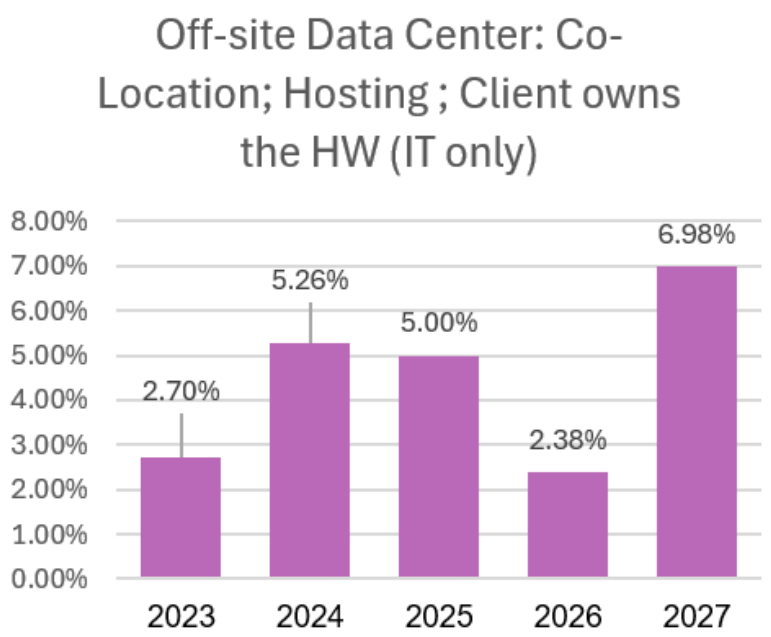
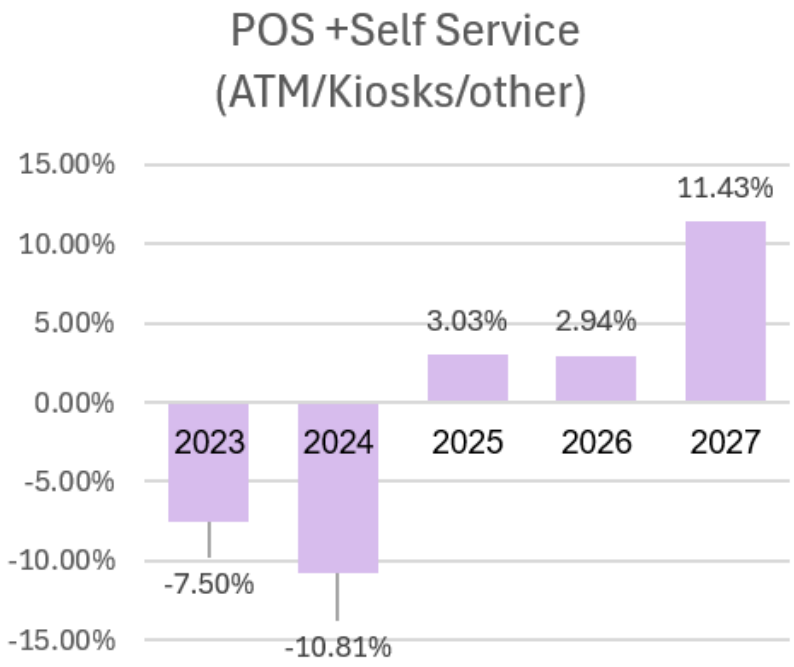
Infrastructure

Self Service & Data Center Equipment Special Purpose Market 2023-2027





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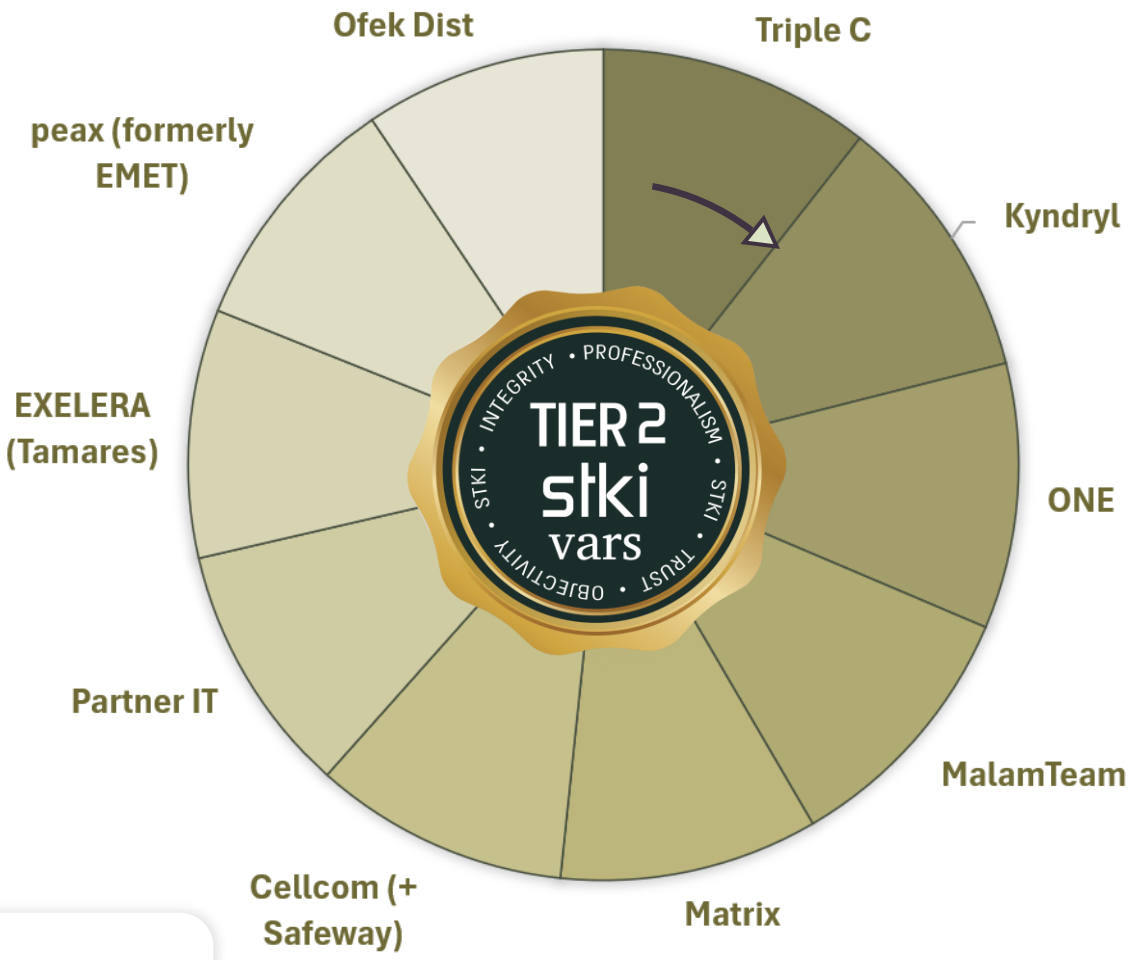
Off-site Data Center: Co-Location; Hosting ; Client owns the HW (IT only)

Infrastructure



We rank VENDORS by REVENUE and CLIENT MINDSHARE

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Infrastructure

Cloud consumption (all IaaS PaaS) Market 2020-2028

	2020		2021		2022		2023		2024		2025		2026		2027		2028
	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	forecasted (%) growth for 2026	Market Size	forecasted (%) growth for 2027	Market Size	forecasted (%) growth for 2028	Market Size
AI-LLM token consumption							50	200%	150	100%	300	67%	500	50%	750	20%	900
Generel Purpose Cloud consumption	200	30%	260	38%	360	6%	380	11%	420	7%	450	9%	492	11%	545	12%	610
TOTALS	200	30.00%	260	38.46%	360	19.44%	430	32.56%	570	31.58%	750	32.27%	992	30.54%	1295	16.60%	1510

Values in Million USD

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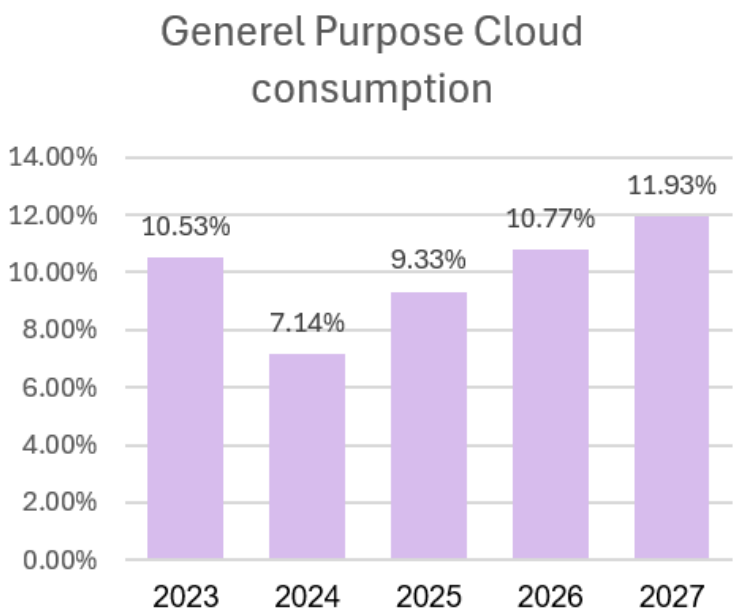
Infrastructure

Cloud consumption (all IaaS PaaS) Market 2023-2027



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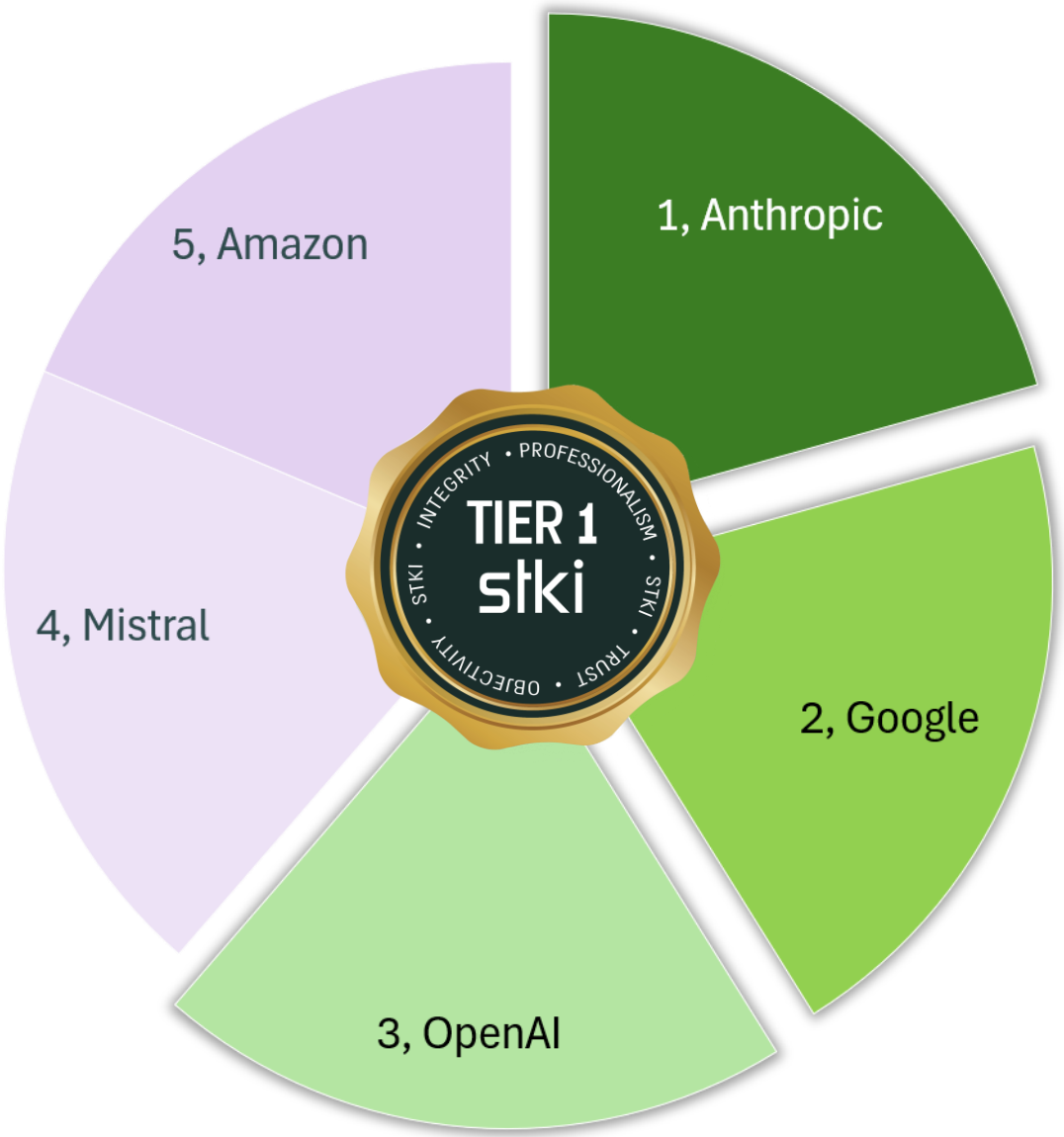
Infrastructure

AI-LLM token consumption

We rank VENDORS by REVENUE and CLIENT MINDSHARE



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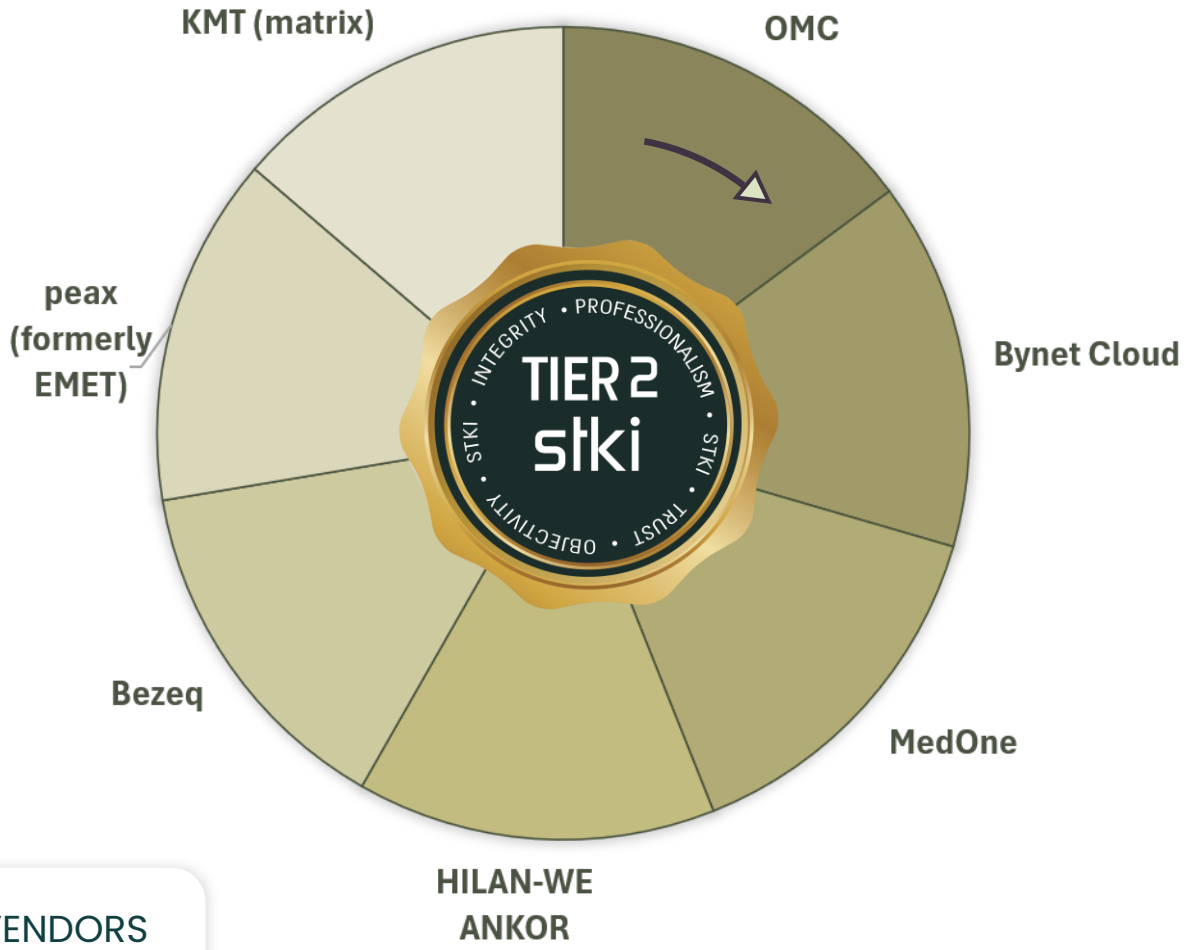
Infrastructure

General Purpose Cloud & Neo Cloud



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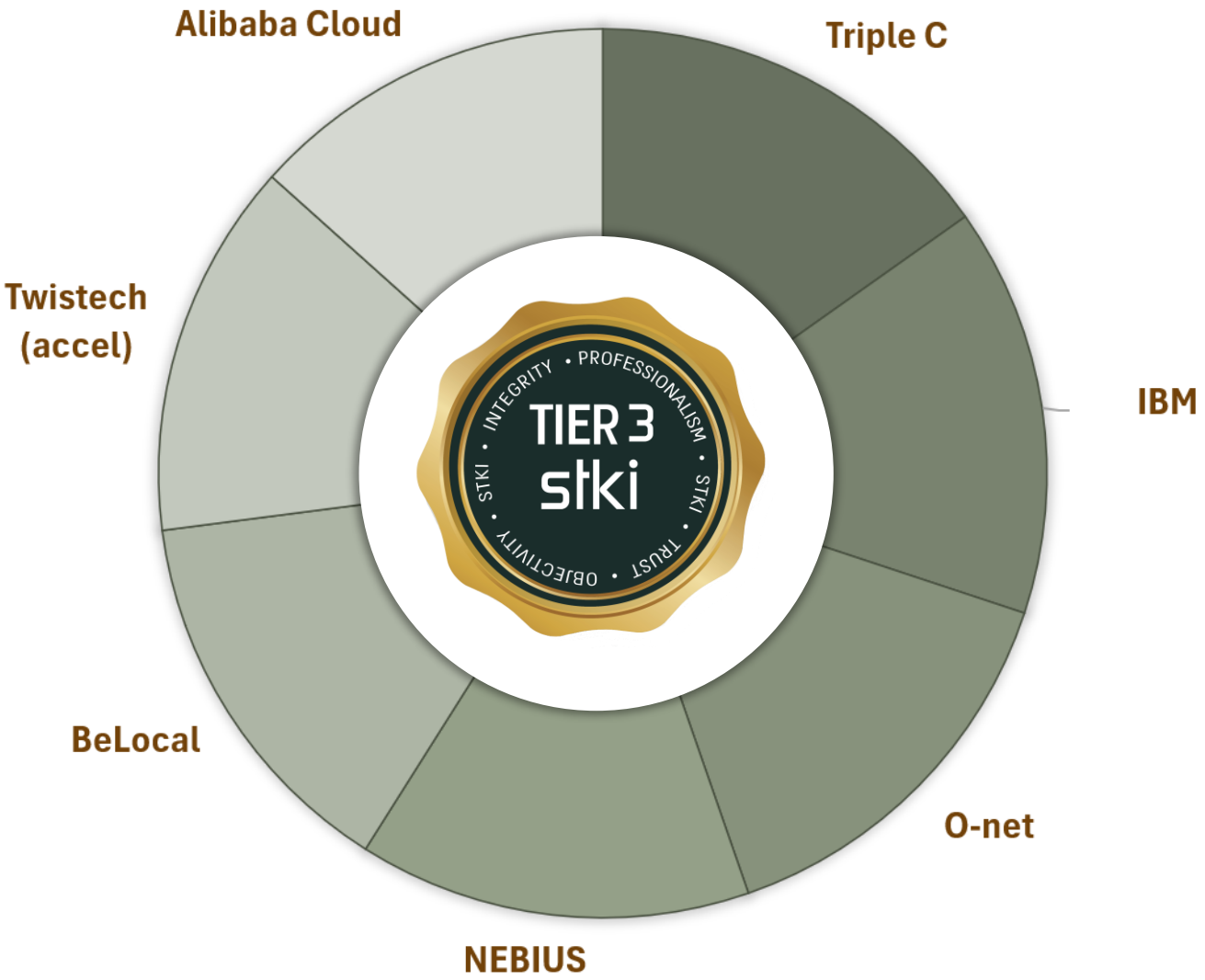
Infrastructure

General Purpose Cloud & Neo Cloud

We rank VENDORS by REVENUE and CLIENT MINDSHARE



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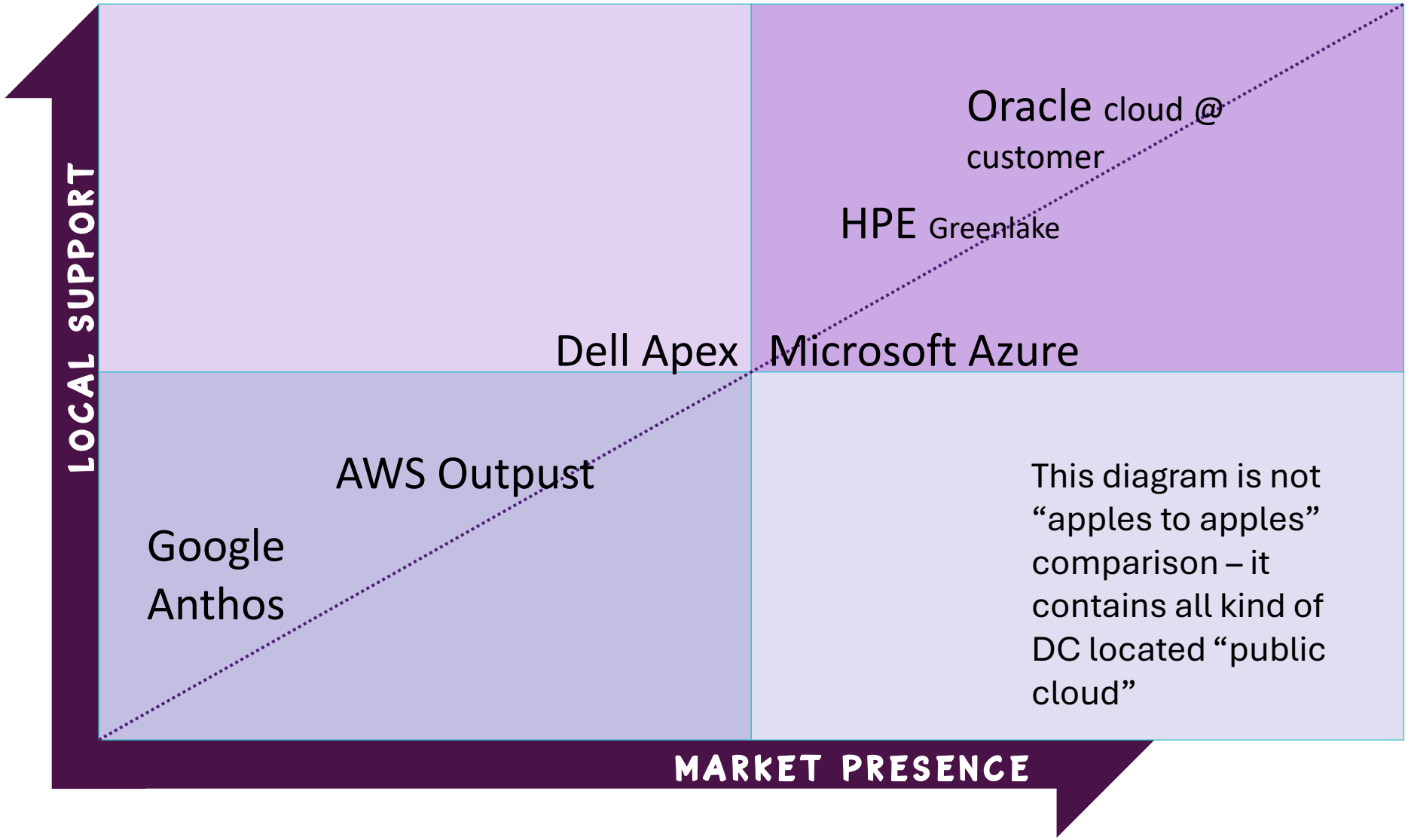
Infrastructure

Cloud on premise for Israeli Enterprises- brands market presence 2026



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Infrastructure

Miscellaneous - market presence 2025

	2020		2021		2022		2023		2024		2025		2026		2027		2028
	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	forecasted (%) growth for 2026	Market Size	forecasted (%) growth for 2027	Market Size	forecasted (%) growth for 2028	Market Size
Miscellaneous	100	0%	100	0%	100	0%	100	0%	100	0%	100	0%	100	0%	100	0%	100
TOTALS	100	0.00%	100	0.00%	100	0.00%	100	0.00%	100	0.00%	100	0.00%	100	0.00%	100	0.00%	100

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Israel

Software Product Markets 2025 ”vendor rankings”

Dr. Jimmy Schwarzkopf

Galit Fein

Einat Shimoni

Pini Cohen

Reut Shefer Bar

GenAI Analyst

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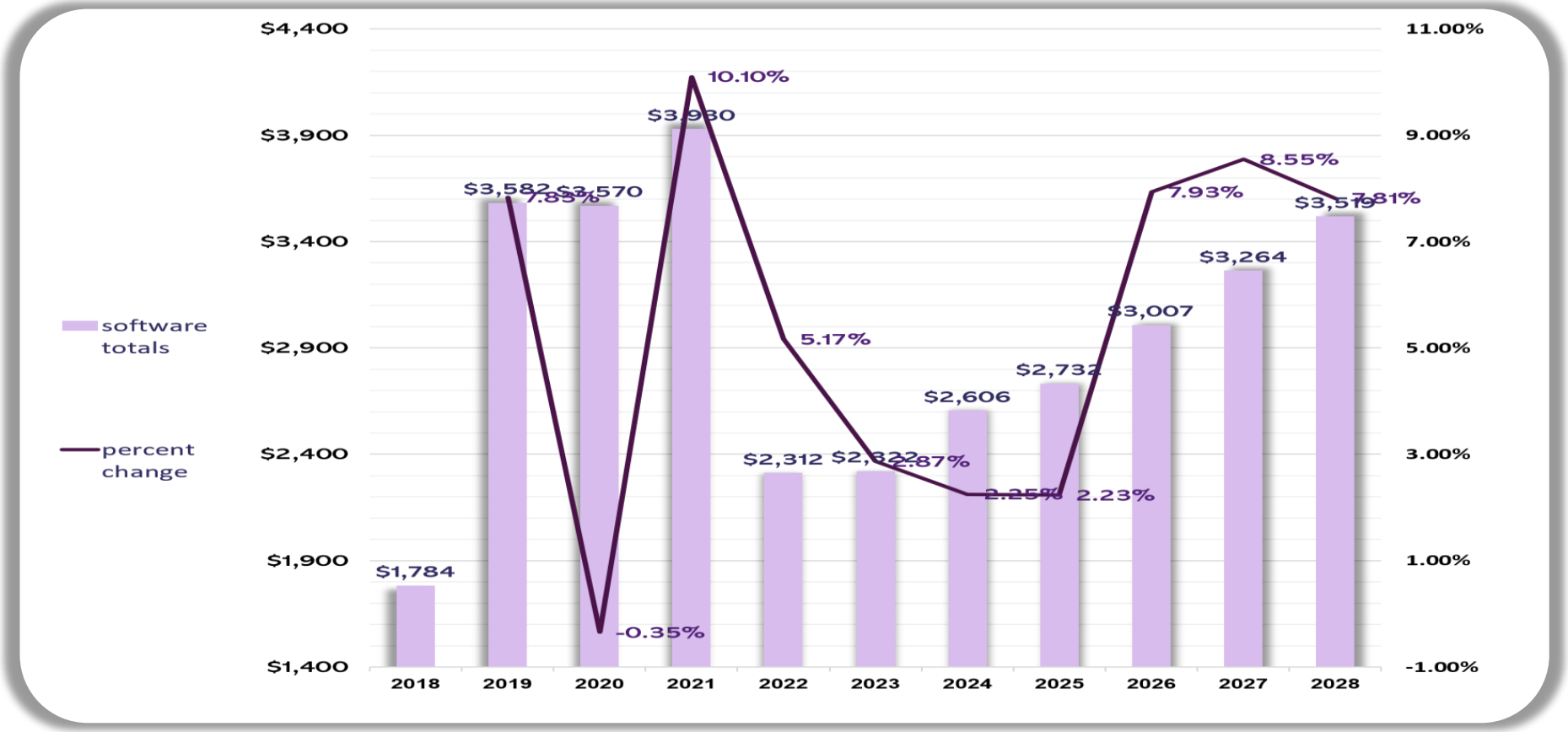
software

Software (on-prem & cloud) Market 2018-2028



2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
$1,783.50	$3,582.00	$3,569.50	$3,930.00	$2,311.80	$2,321.50	$2,606.00	$2,732.00	$3,007.00	$3,264.00	$3,519.00
	7.83%	-0.35%	10.10%	5.17%	2.87%	2.25%	2.23%	7.93%	8.55%	7.81%

Values in Million USD

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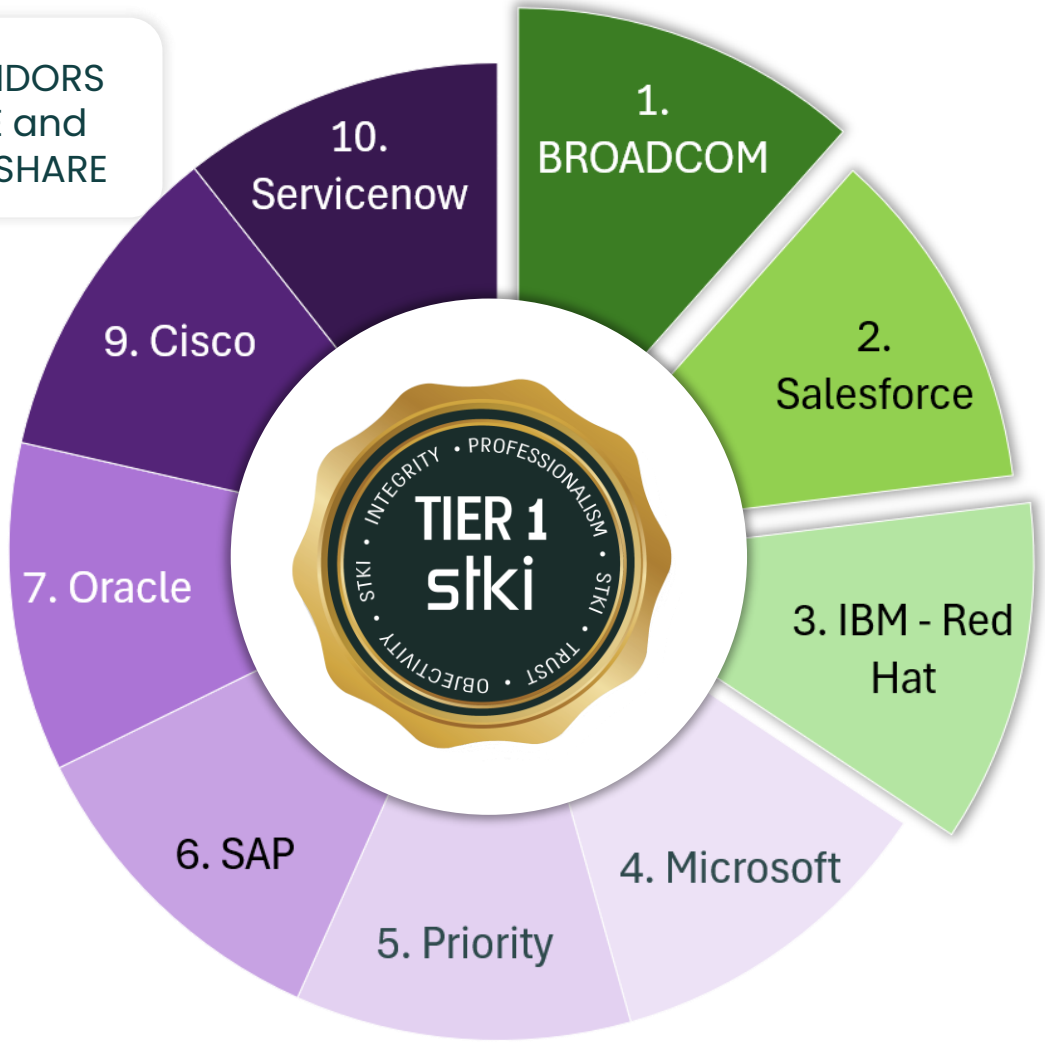
software

TOP VENDORS: Software Markets

We rank VENDORS by REVENUE and CLIENT MINDSHARE

Software & Tools suppliers



Software & Tools VARs

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software

SOFTWARE CATEGORIES (pages)

Storage & Backup Tools	Page: 229
Middleware Tools	Page: 235
IT Management & Operations Tools	Page: 241
Security & Cyber Tools	Page: 259
Project Development & Management Tools	Page: 276
EGRC Tools	Page: 287
Knowledge & Collaboration Tools	Page: 293
BI, Data Management and Analytical AI	Page: 299
Enterprise Management Tools	Page: 322
Business Application Tools	Page: 344
Automation and AI	Page: 359
Industry Specific and Special Purpose Applications	Page: 362

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software

System, Storage & Data Platforms Market 2020-2028

	2020		2021		2022		2023		2024		2025		2026		2027		2028
	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	forecasted (%) growth for 2026	Market Size	forecasted (%) growth for 2027	Market Size	forecasted (%) growth for 2028	Market Size
Infrastructure & System Software (including storage software)	295	7%	315	-3%	305	-5%	290	7%	310	-3%	300	2%	305	7%	325	0%	325
data platforms (SQL, NoSQL dbms)	60	3%	62	5%	65	-8%	60	-8%	55	-18%	45	44%	65	9%	71	0%	71
Cloud data platforms (SQL, NoSQL dbms)		#DIV/0!	10	50%	15	33%	20	50%	30	37%	41	27%	52	15%	60	0%	60
TOTALS	355	9.01%	387	-0.52%	385	-3.90%	370	6.76%	395	-2.28%	386	9.33%	422	8.06%	456	0.00%	456

Values in Million USD

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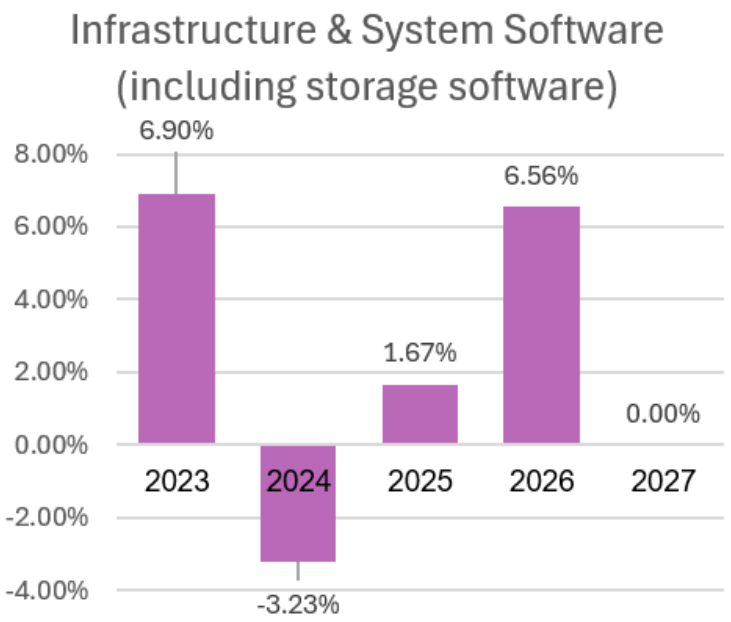
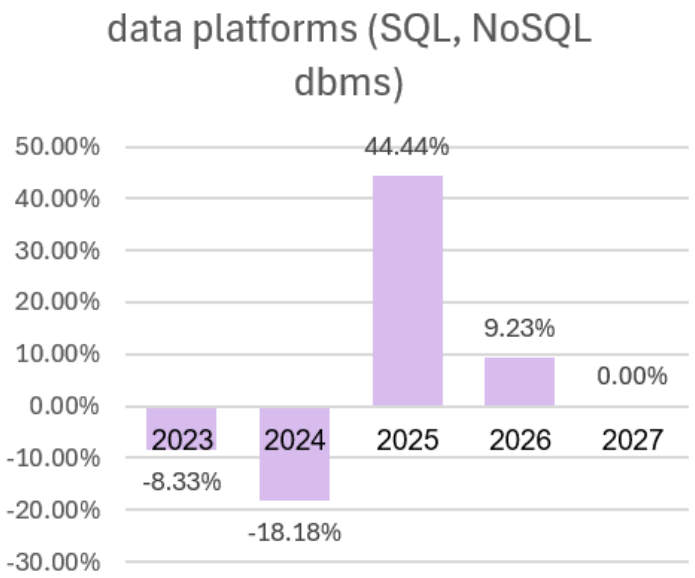
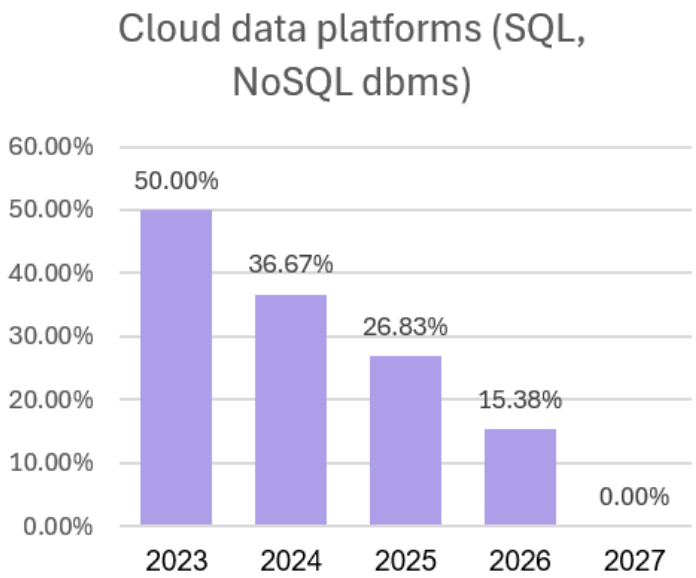
software

System, Storage & Data Platforms Market 2022-2028







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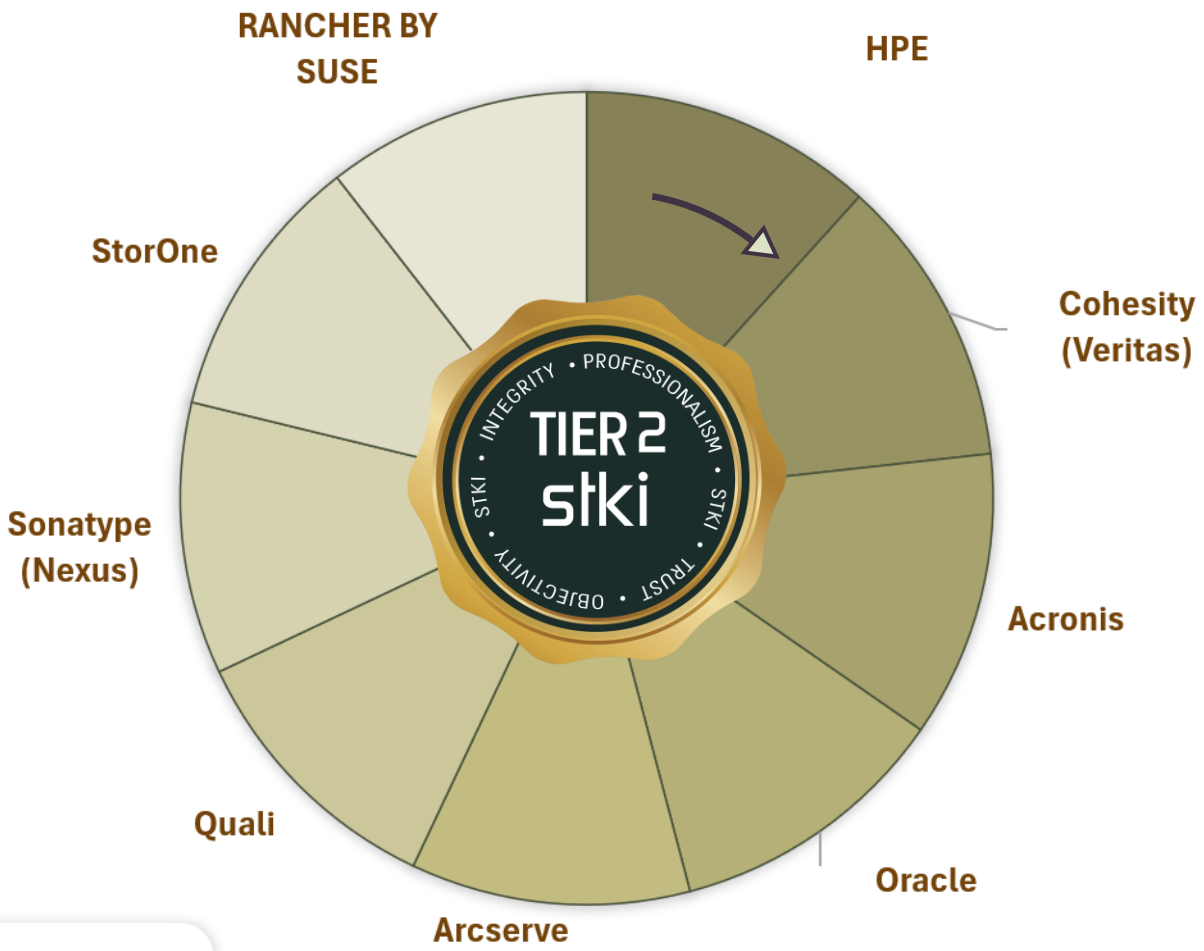
software

Infrastructure & System (including storage) Software



We rank VENDORS by REVENUE and CLIENT MINDSHARE

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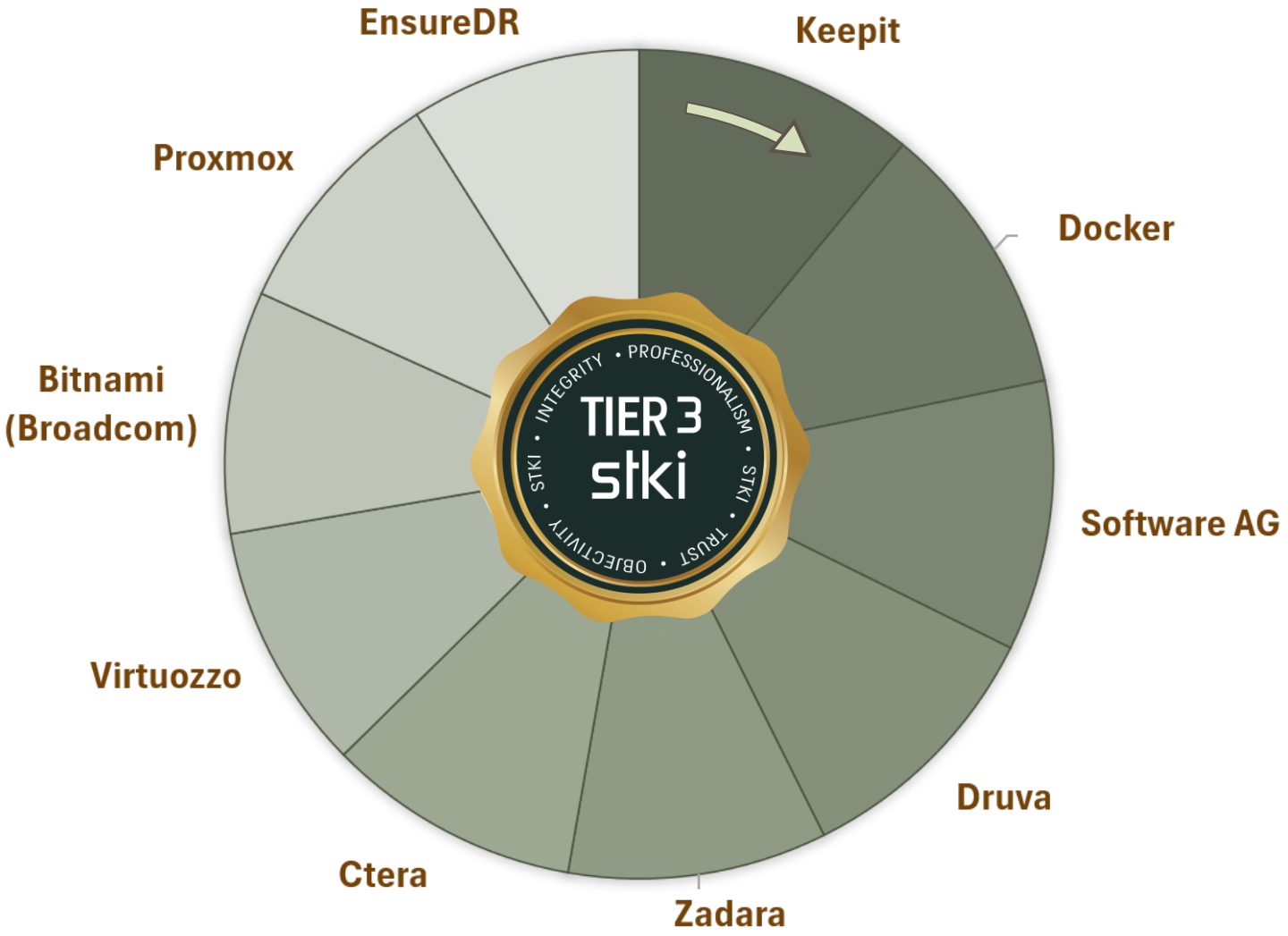
software

Infrastructure & System (including storage) Software

We rank VENDORS by REVENUE and CLIENT MINDSHARE



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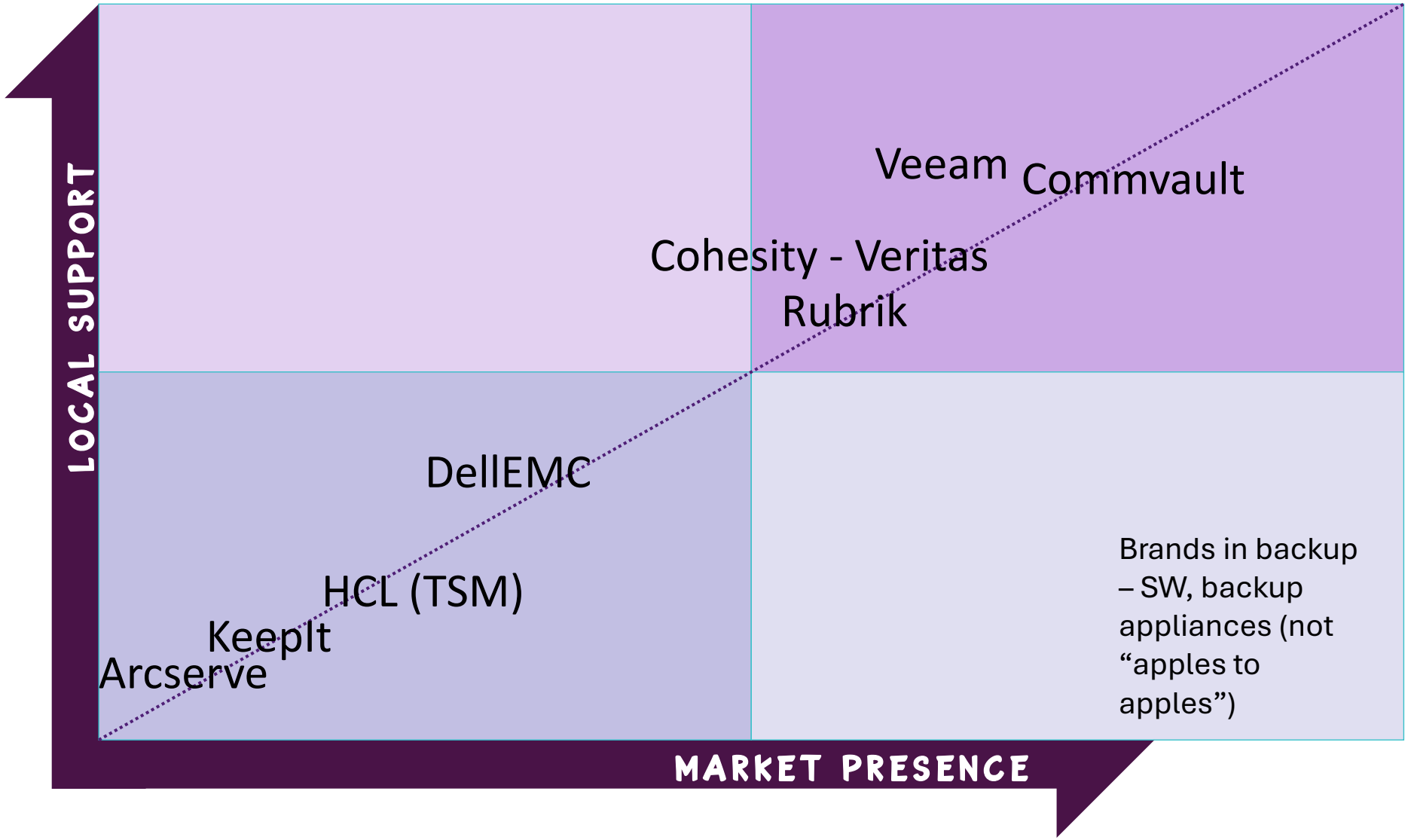
Infrastructure

Israel enterprise backup brands market presence 2026



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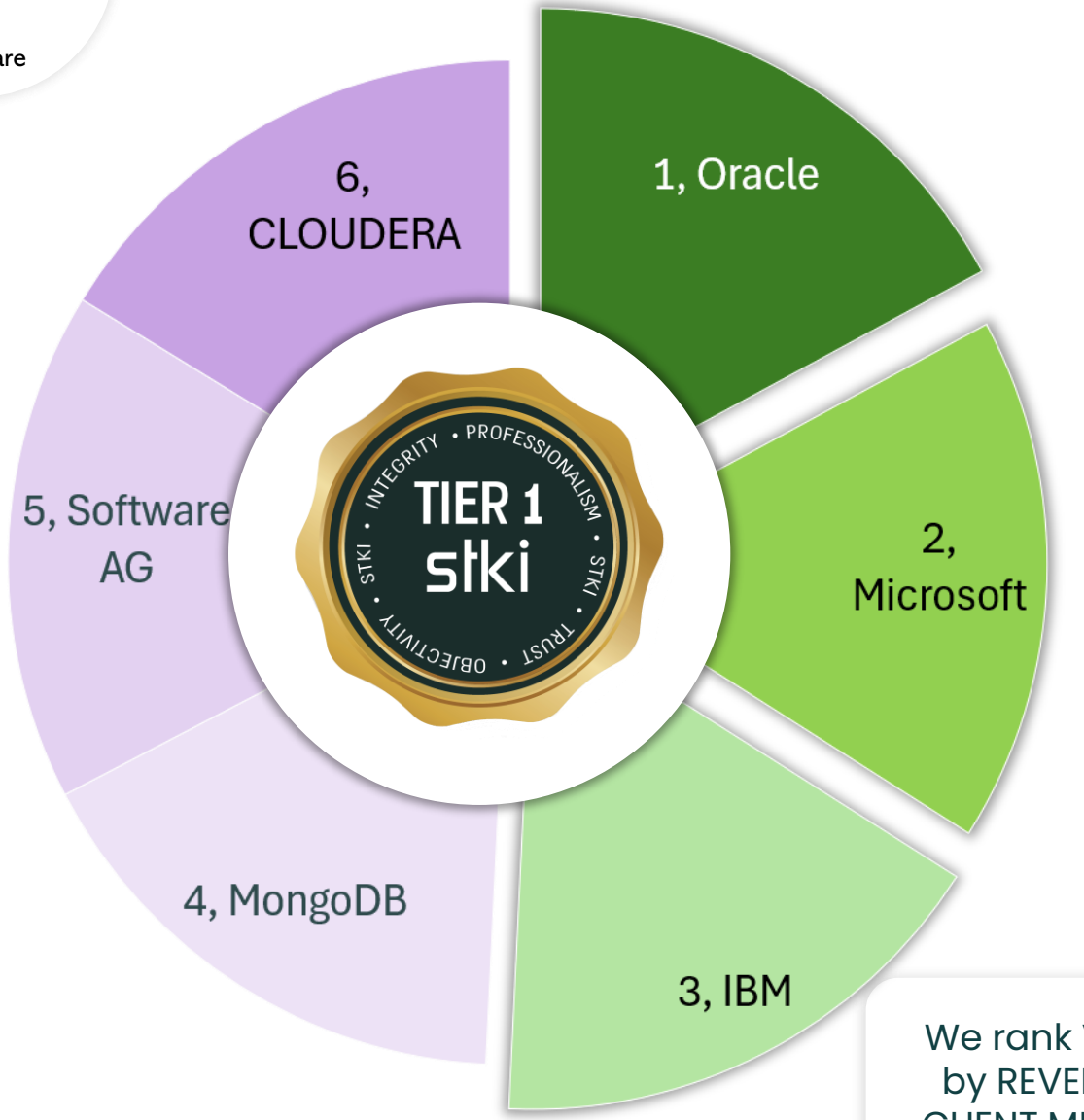
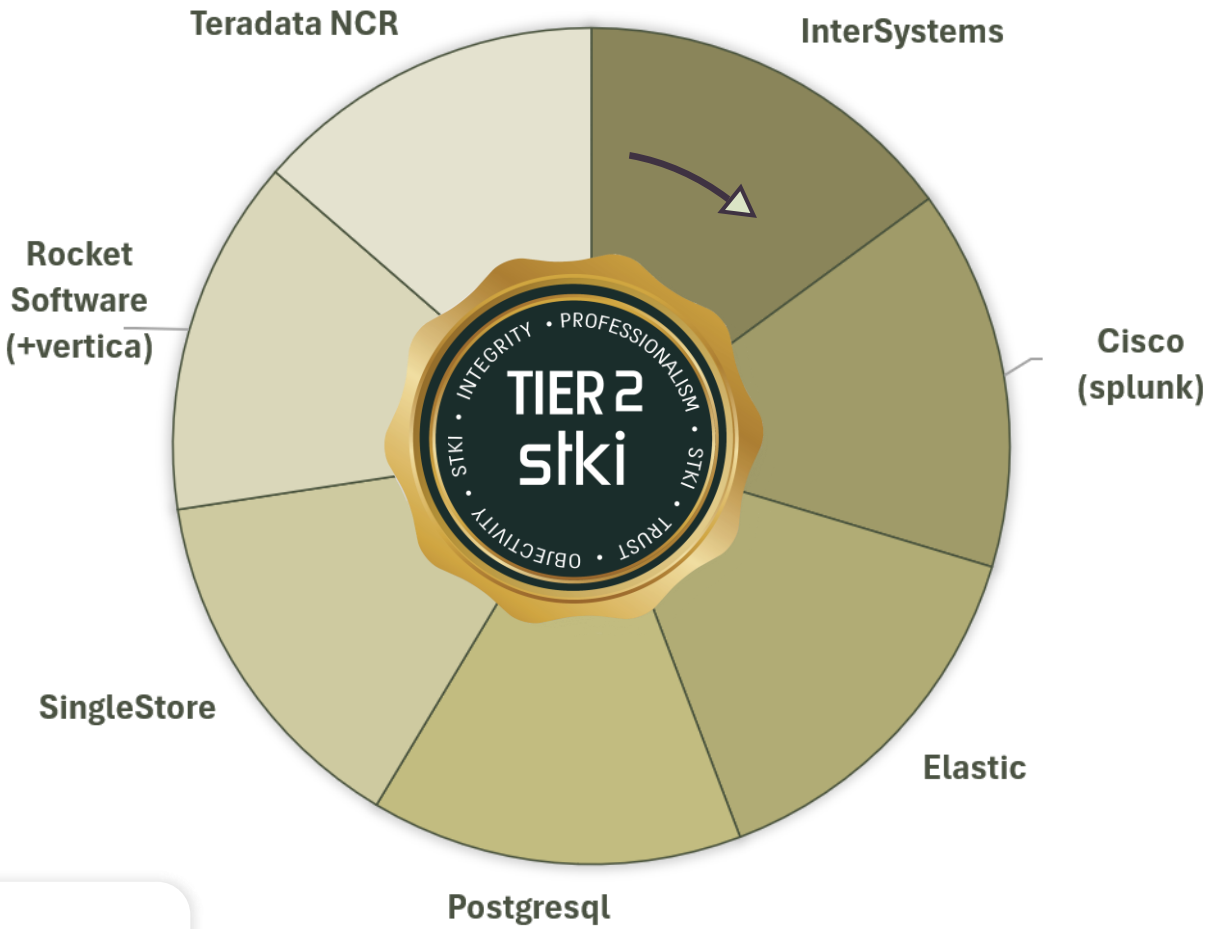
software

Data Platforms (SQL, NoSQL, dbms)





We rank VENDORS by REVENUE and CLIENT MINDSHARE

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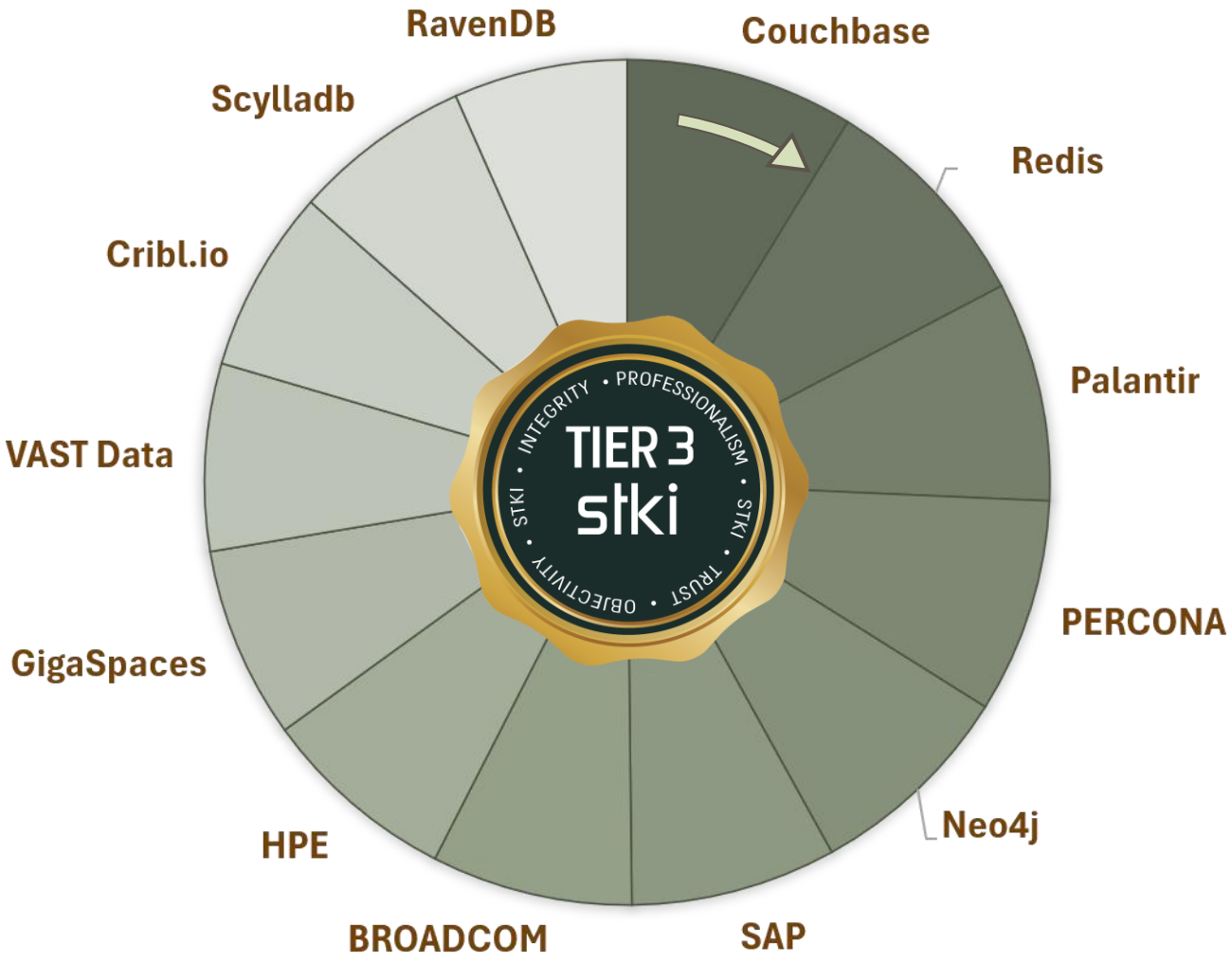
Data Platforms (SQL, NoSQL, dbms)

We rank VENDORS by REVENUE and CLIENT MINDSHARE



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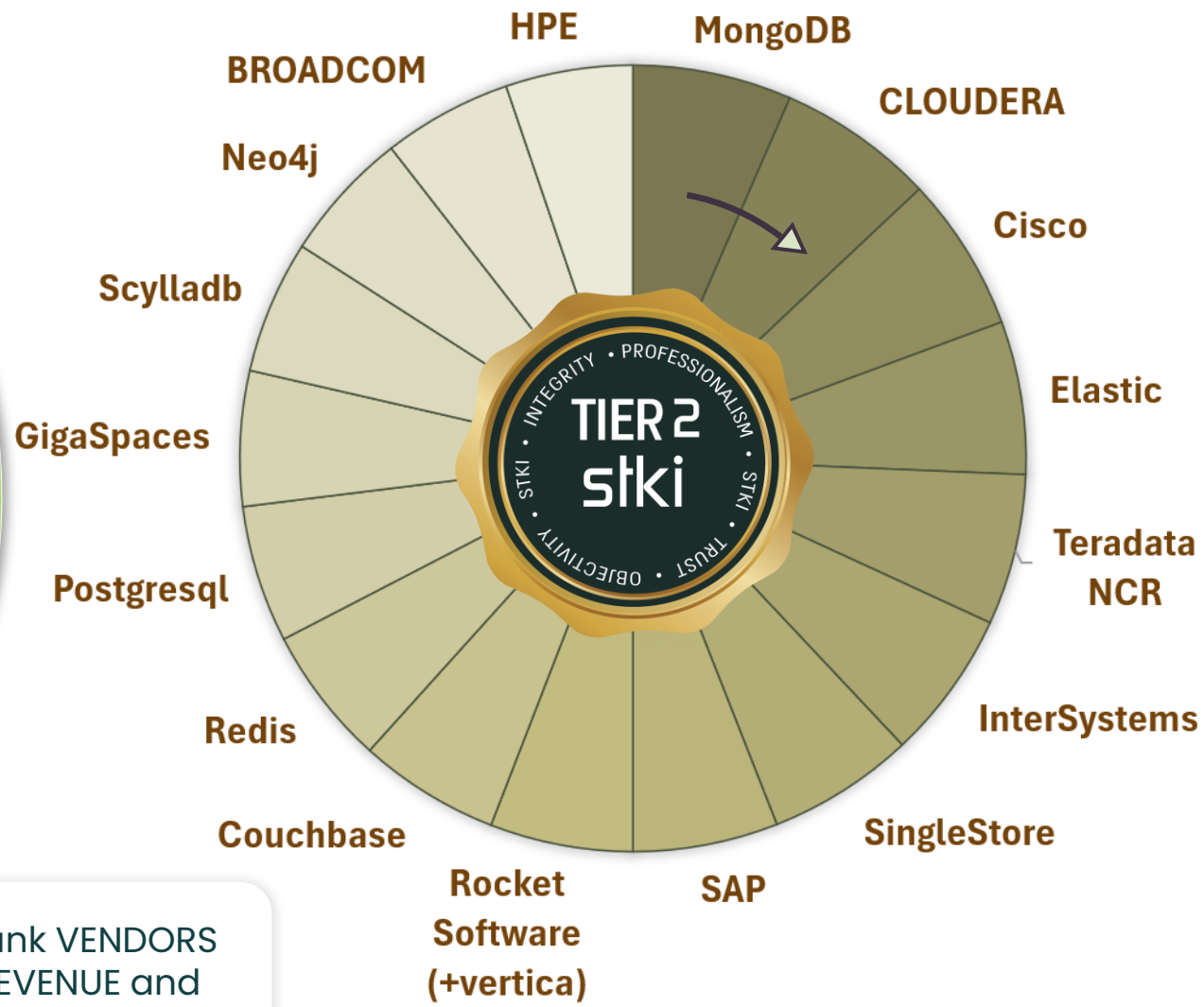
software

Cloud data platforms (SQL, NoSQL, dbms)



We rank VENDORS by REVENUE and CLIENT MINDSHARE

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software

Middleware Tools Market 2020-2028

	2020		2021		2022		2023		2024		2025		2026		2027		2028
	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	forecasted (%) growth for 2026	Market Size	forecasted (%) growth for 2027	Market Size	forecasted (%) growth for 2028	Market Size
App\ WEB Server, Emulation, BRMS APaaS (container platforms) Integration Streaming	60.5	4%	63	3%	65	-5%	62	13%	70	3%	72	11%	80	19%	95	11%	105
TOTALS	60.5	4.13%	63	3.17%	65	-4.62%	62	12.90%	70	2.86%	72	11.11%	80	18.75%	95	10.53%	105

Values in Million USD

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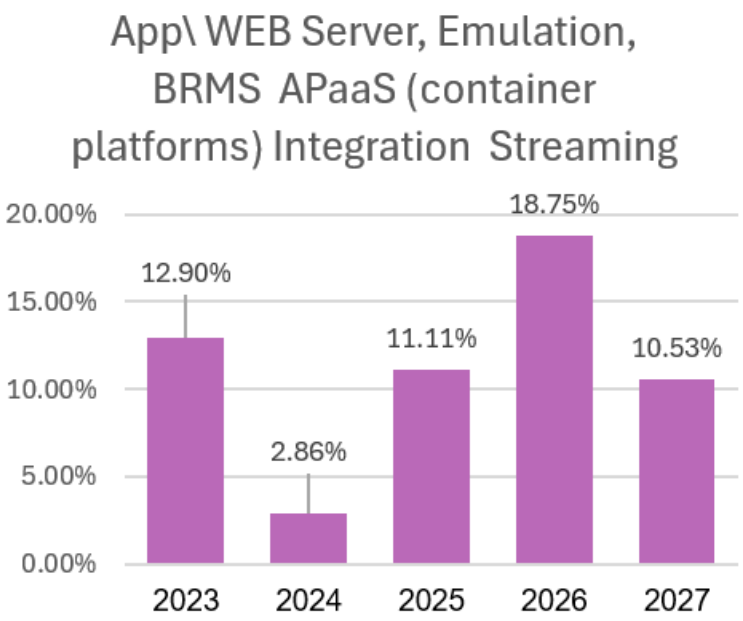
software

Middleware Tools Market 2022-2026



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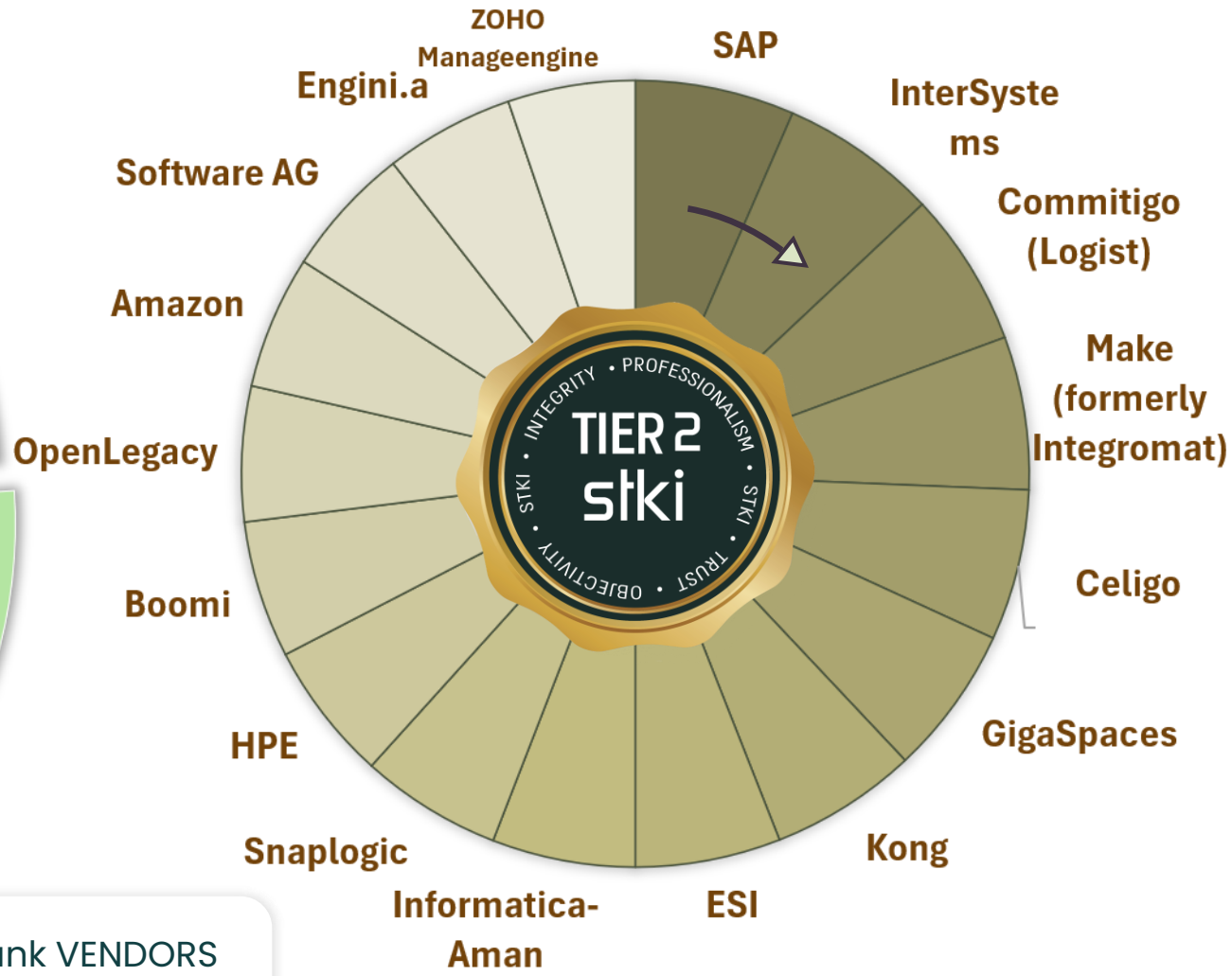
App\WEB Server, Emulation, BRMS, APaaS, container platforms ,Integration Streaming: VENDORS



We rank VENDORS by REVENUE and CLIENT MINDSHARE

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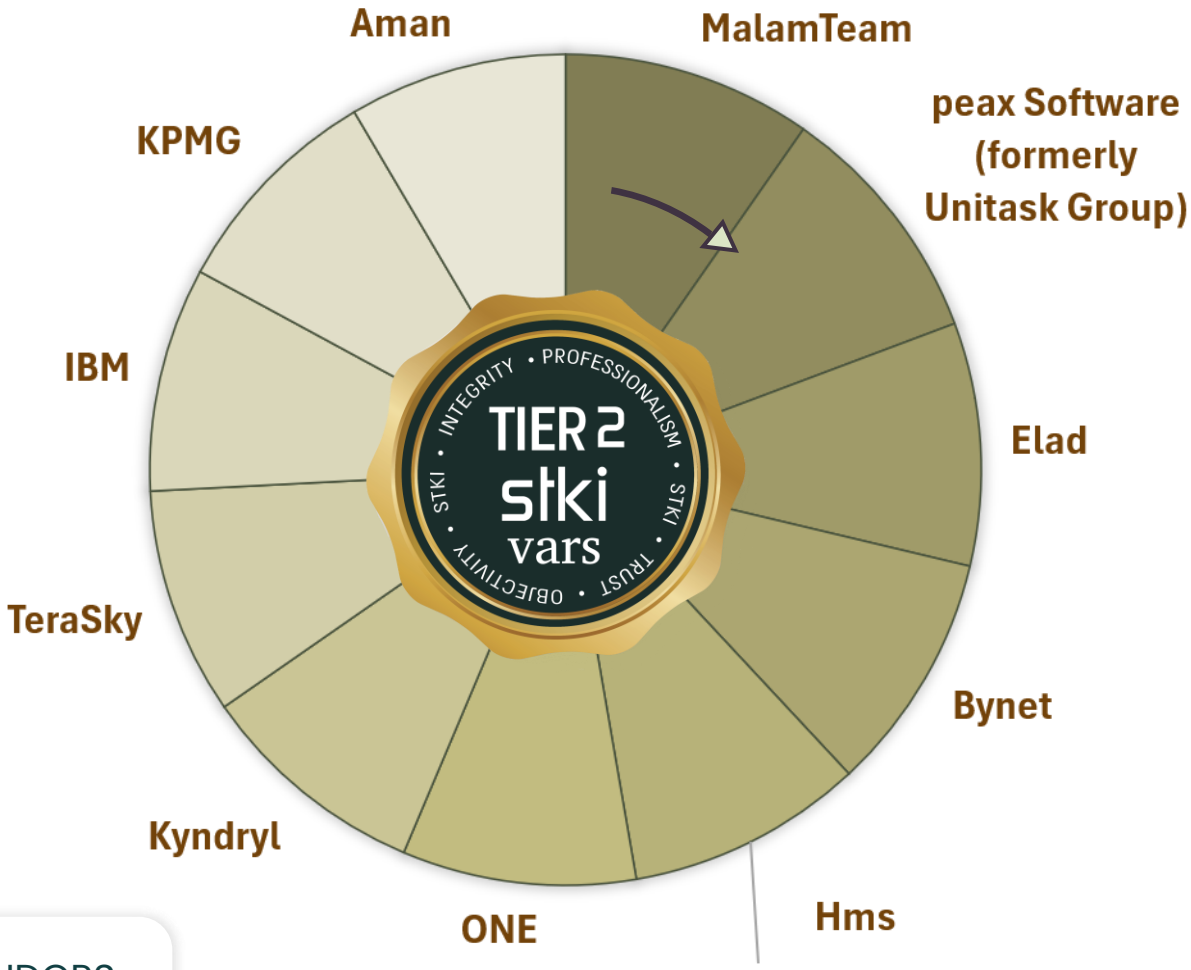
App\WEB Server, Emulation, BRMS, APaaS, container platforms ,Integration Streaming VARs



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App\WEB Server, Emulation, BRMS, APaaS, container platforms ,Integration Streaming VARs

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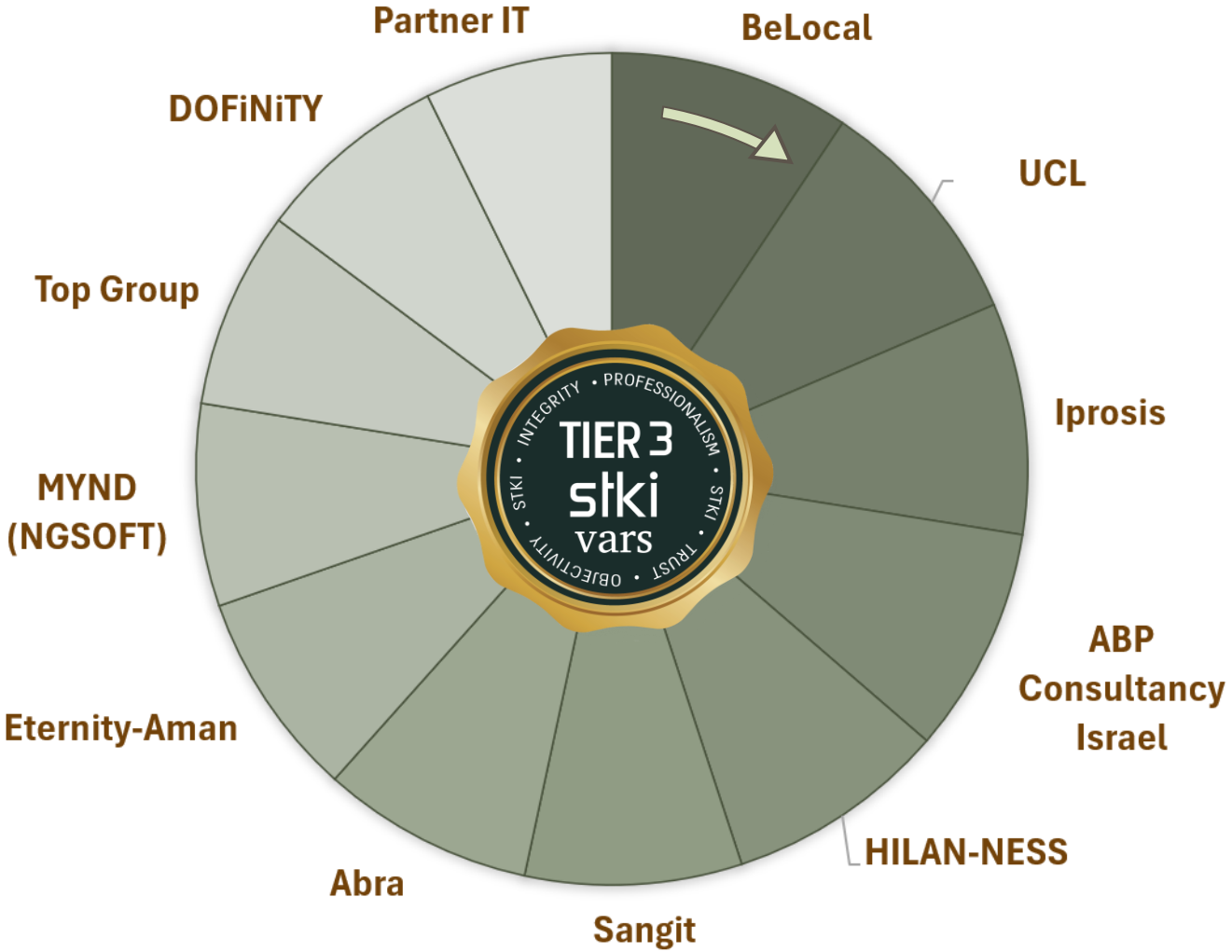

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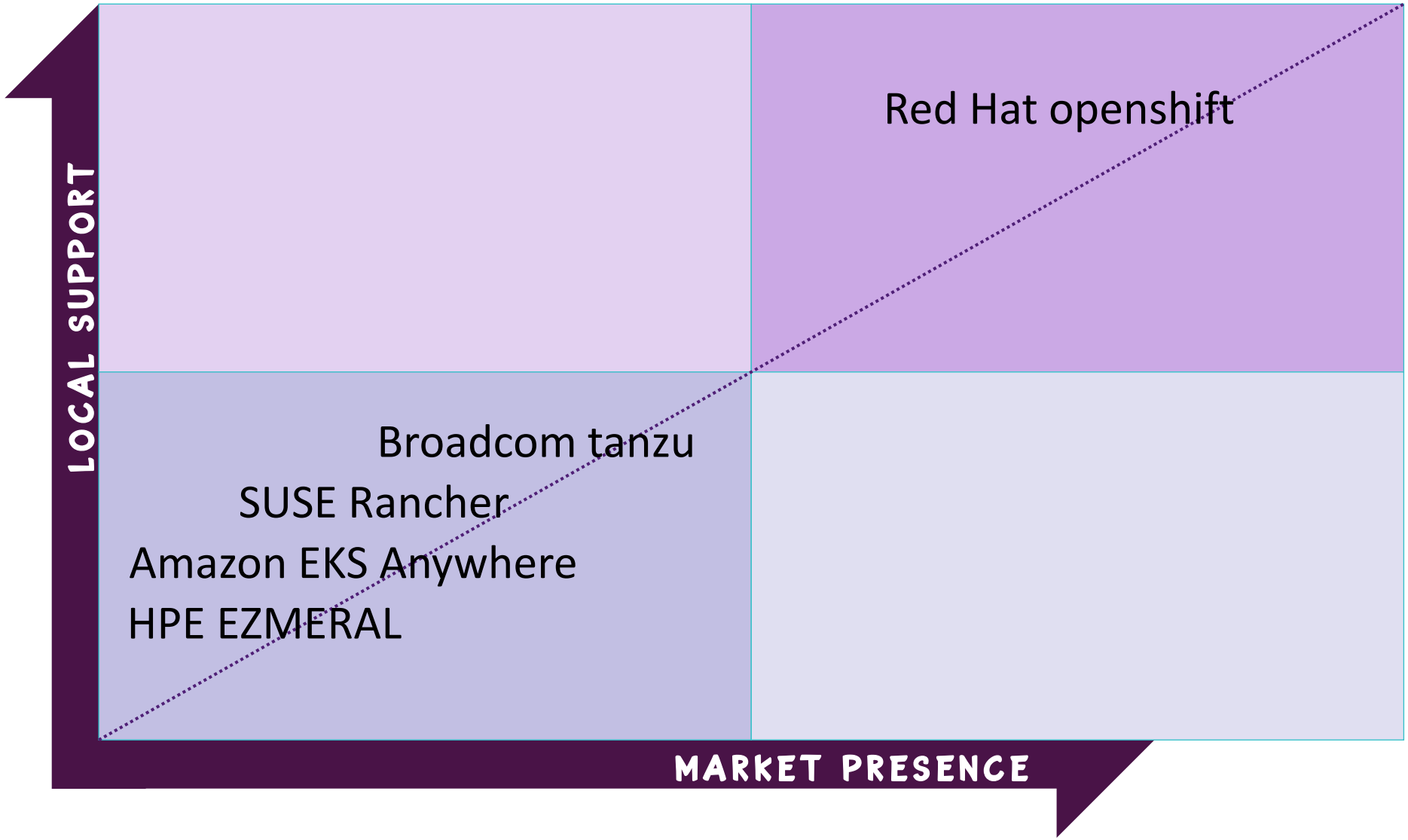
Infrastructure

Cloud on premise (+cloud) container platform brands market presence 2026



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software

IT Management & Operations Tools Market 2020-2028

	2020		2021		2022		2023		2024		2025		2026		2027		2028
	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	forecasted (%) growth for 2026	Market Size	forecasted (%) growth for 2027	Market Size	forecasted (%) growth for 2028	Market Size
IT Operations, Asset Management, APM, AIOPS Monitoring, Workload-Scheduling ITSM, Service Desk	102	-2%	100	7%	107	-7%	100	5%	105	-5%	100	5%	105	5%	110	9%	120
FinOps tools		#DIV/0!		#DIV/0!	5	20%	6	33%	8	13%	9	22%	11	45%	16	13%	18
TOTALS	102	-1.96%	100	12.00%	112	-5.36%	106	6.60%	113	-3.54%	109	6.42%	116	8.62%	126	9.52%	138

Values in Million USD

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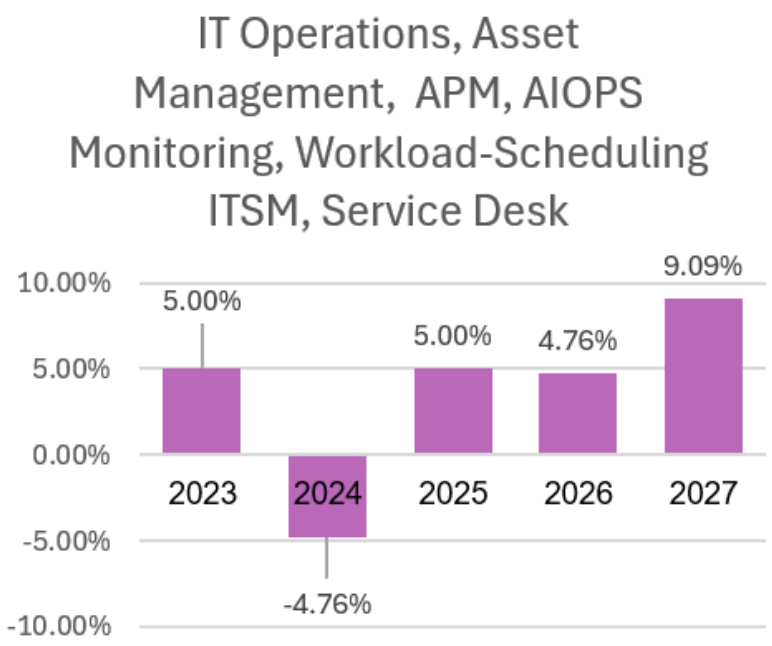
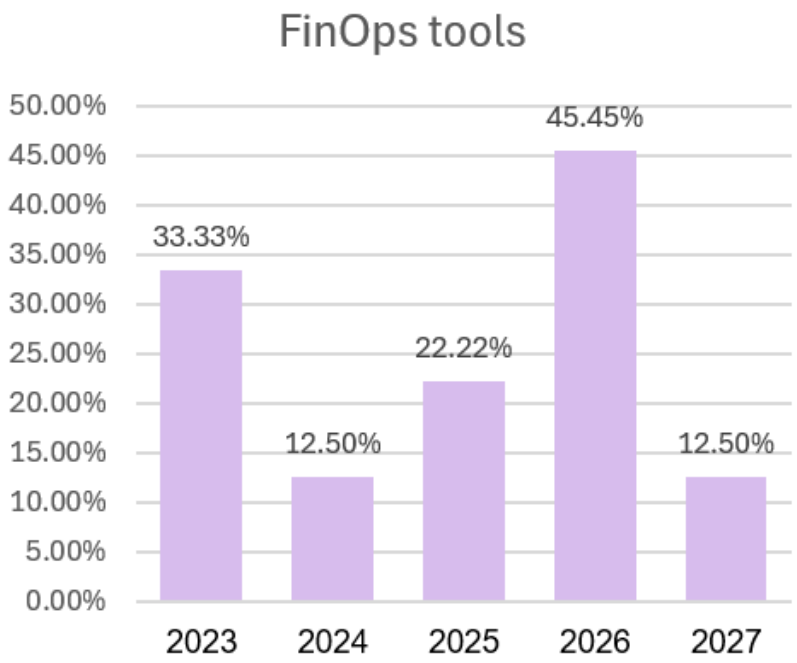
IT Management & Operations Tools Market 2022-2026





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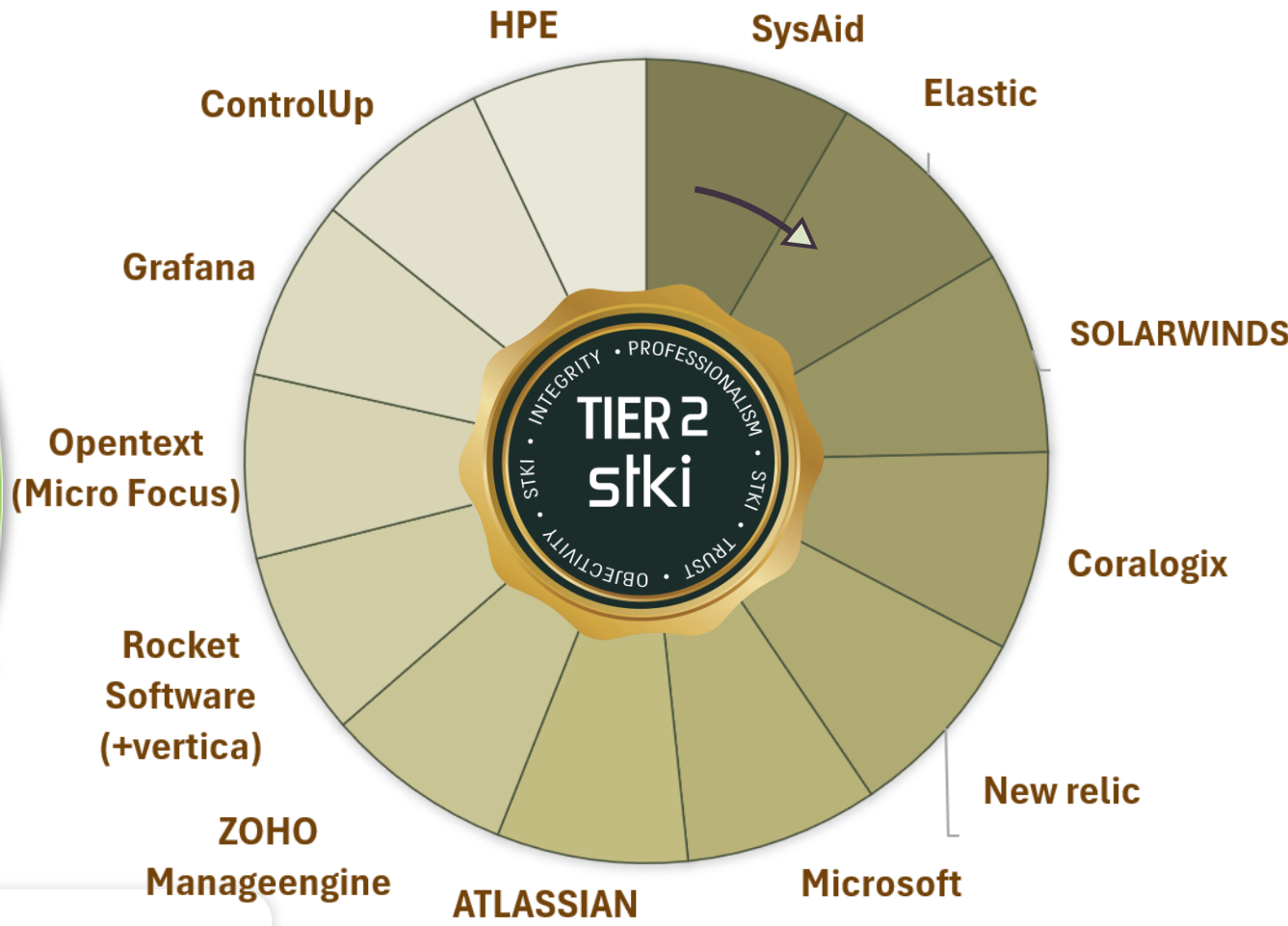
IT Operations, Asset Management, APM, AIOPS Monitoring, Workload-Scheduling ITSM, Service Desk VENDORS



We rank VENDORS by REVENUE and CLIENT MINDSHARE

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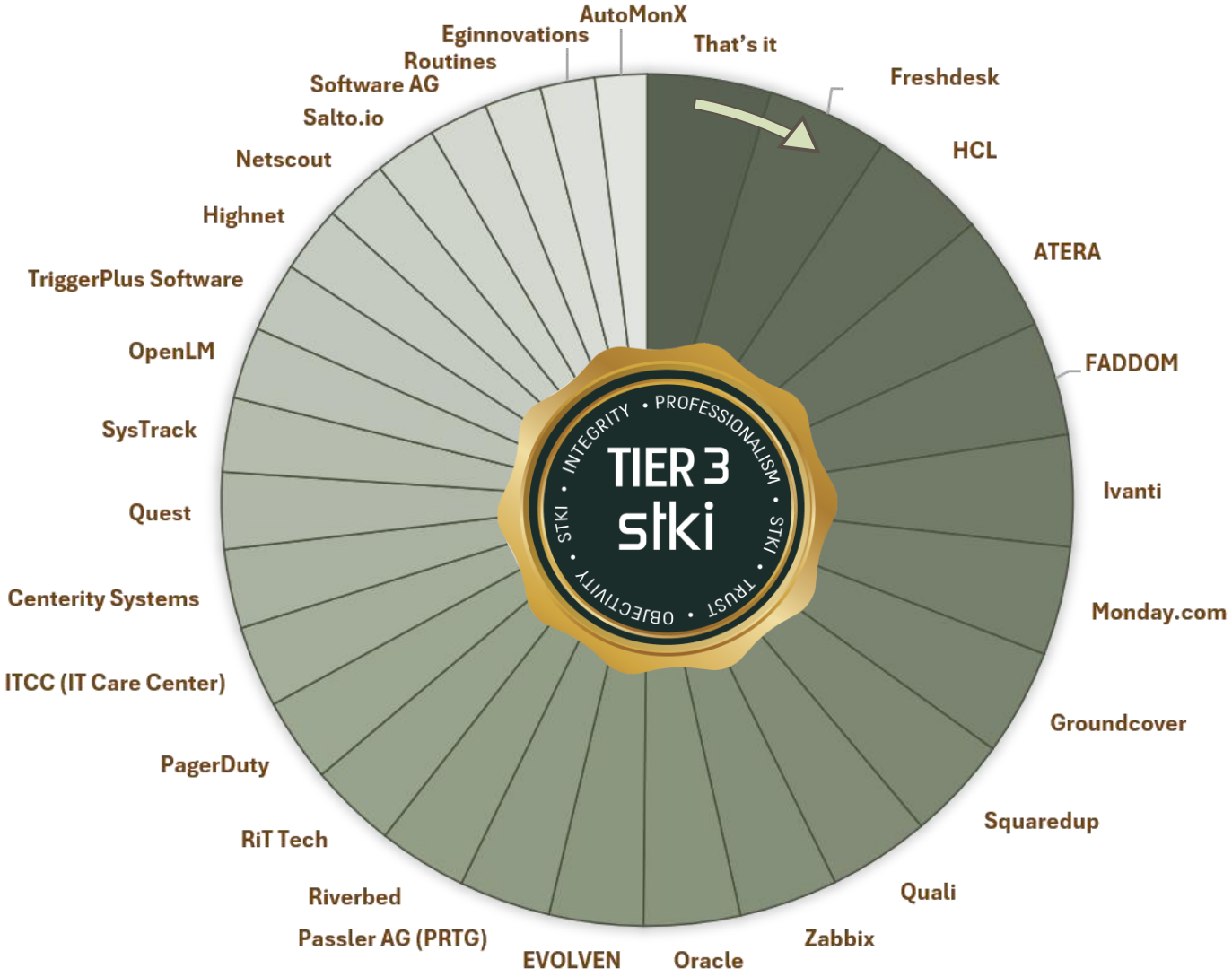
IT Operations, Asset Management, APM, AIOPS Monitoring, Workload-Scheduling ITSM, Service Desk VENDORS

We rank VENDORS by REVENUE and CLIENT MINDSHARE



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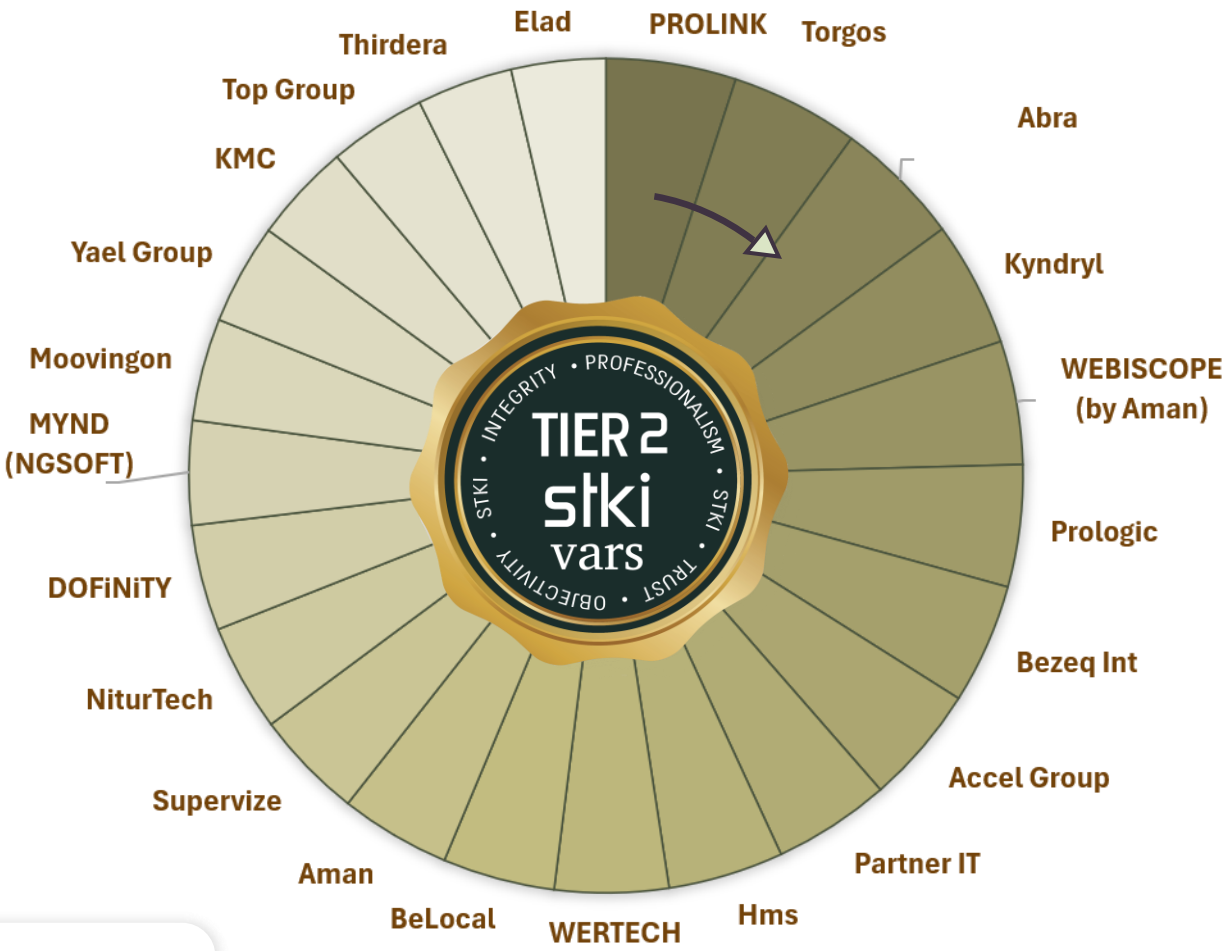
software

IT Operations, Asset Management, APM, AIOPS Monitoring, Workload-Scheduling ITSM, Service Desk VARs



We rank VENDORS by REVENUE and CLIENT MINDSHARE

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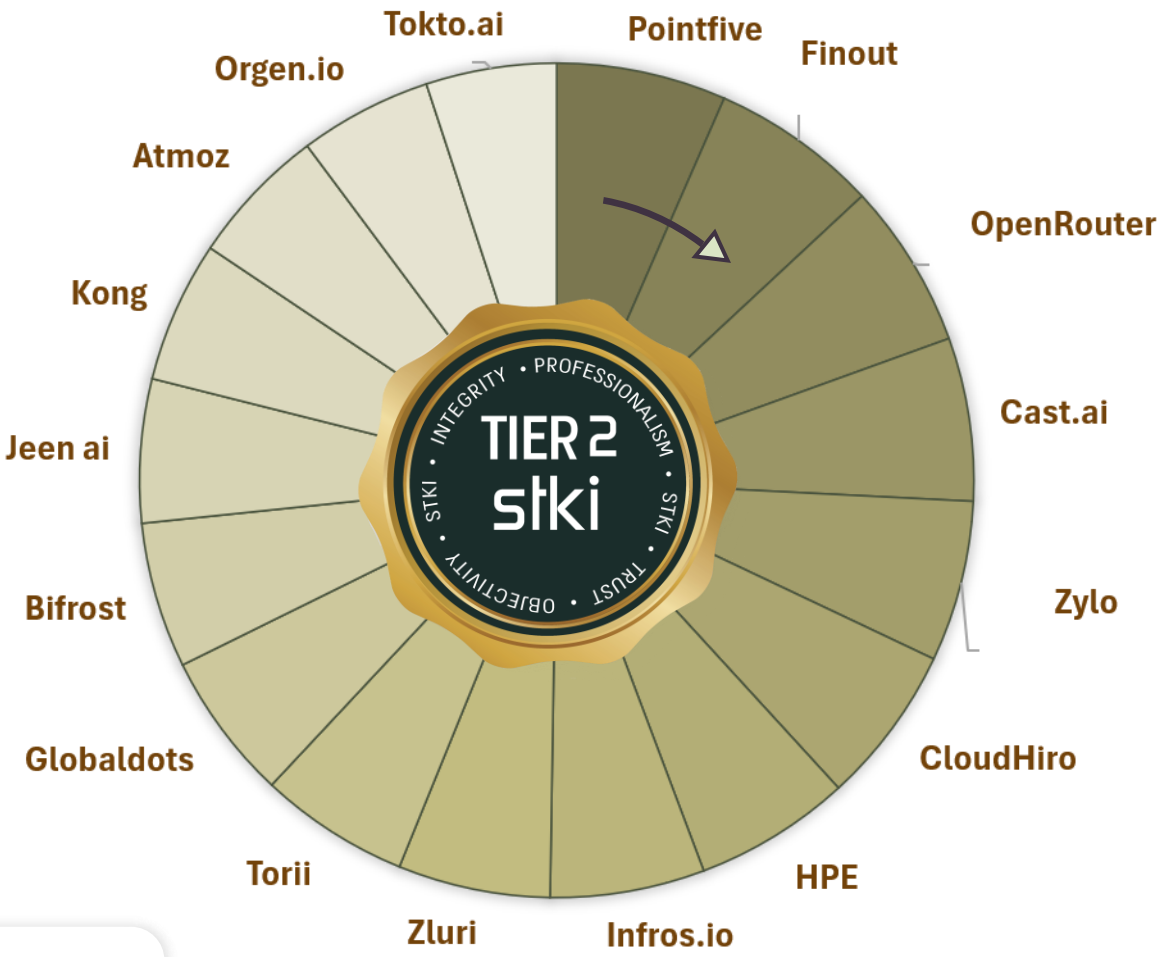
software

FinOps Tools & AI Gateway



We rank VENDORS by REVENUE and CLIENT MINDSHARE

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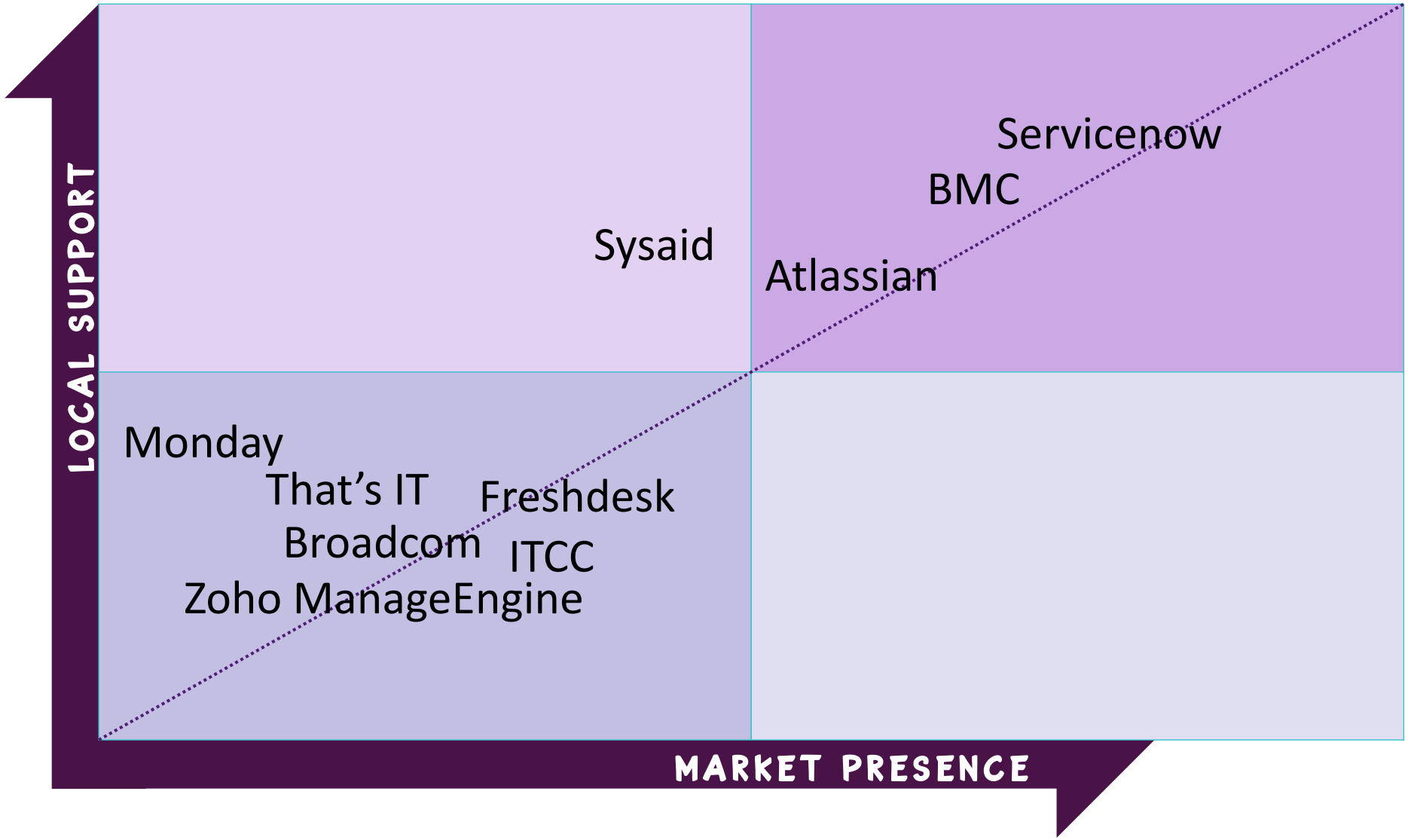
Infrastructure

Israel ITSM (Help Desk Tools) brands market presence 2026



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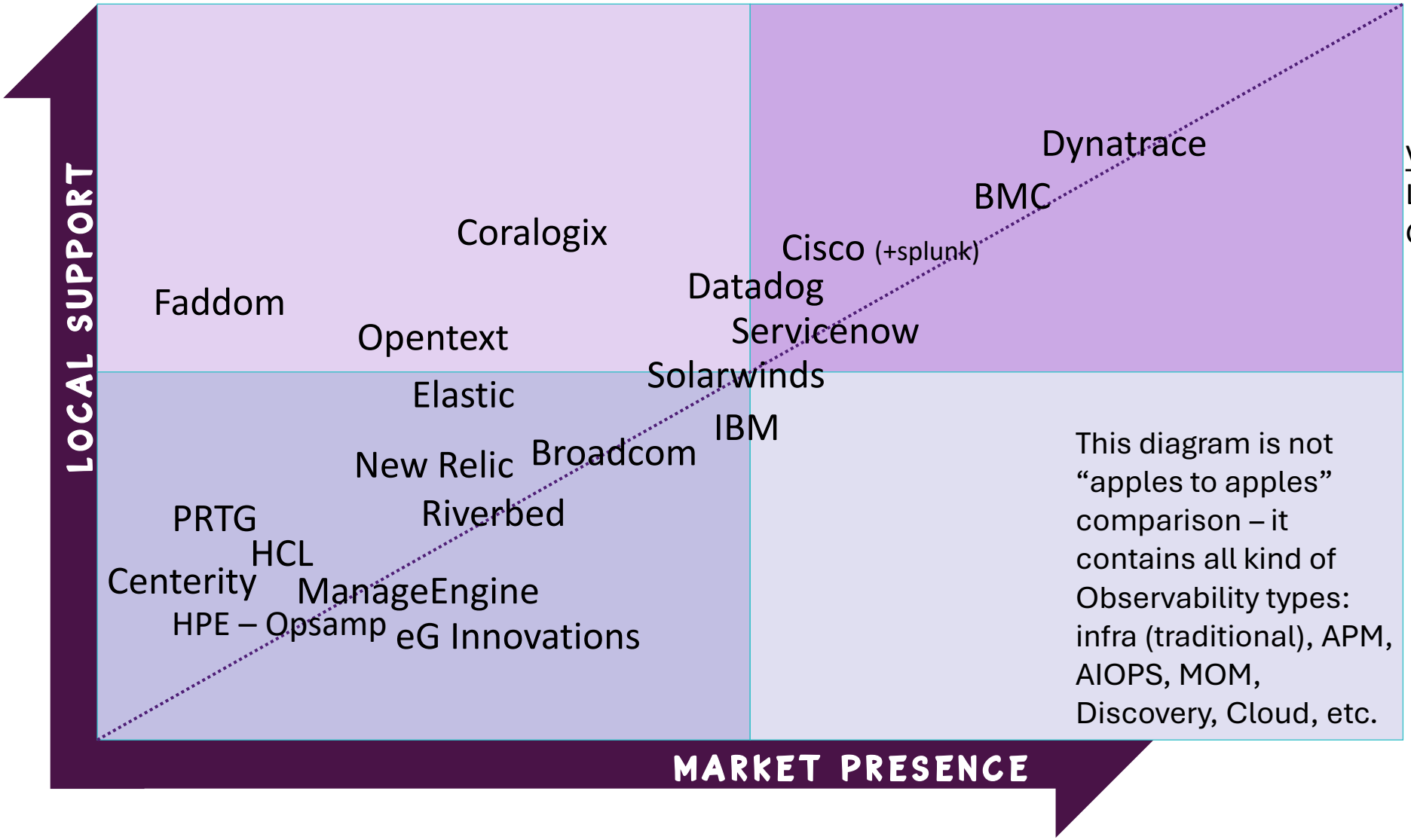
Infrastructure

Israel enterprise Observability (monitoring) brands market presence 2026



This diagram is not "apples to apples" comparison – it contains all kind of Observability types: infra (traditional), APM, AIOPS, MOM, Discovery, Cloud, etc.

Vendors to Watch
Logz.io
Groundcover

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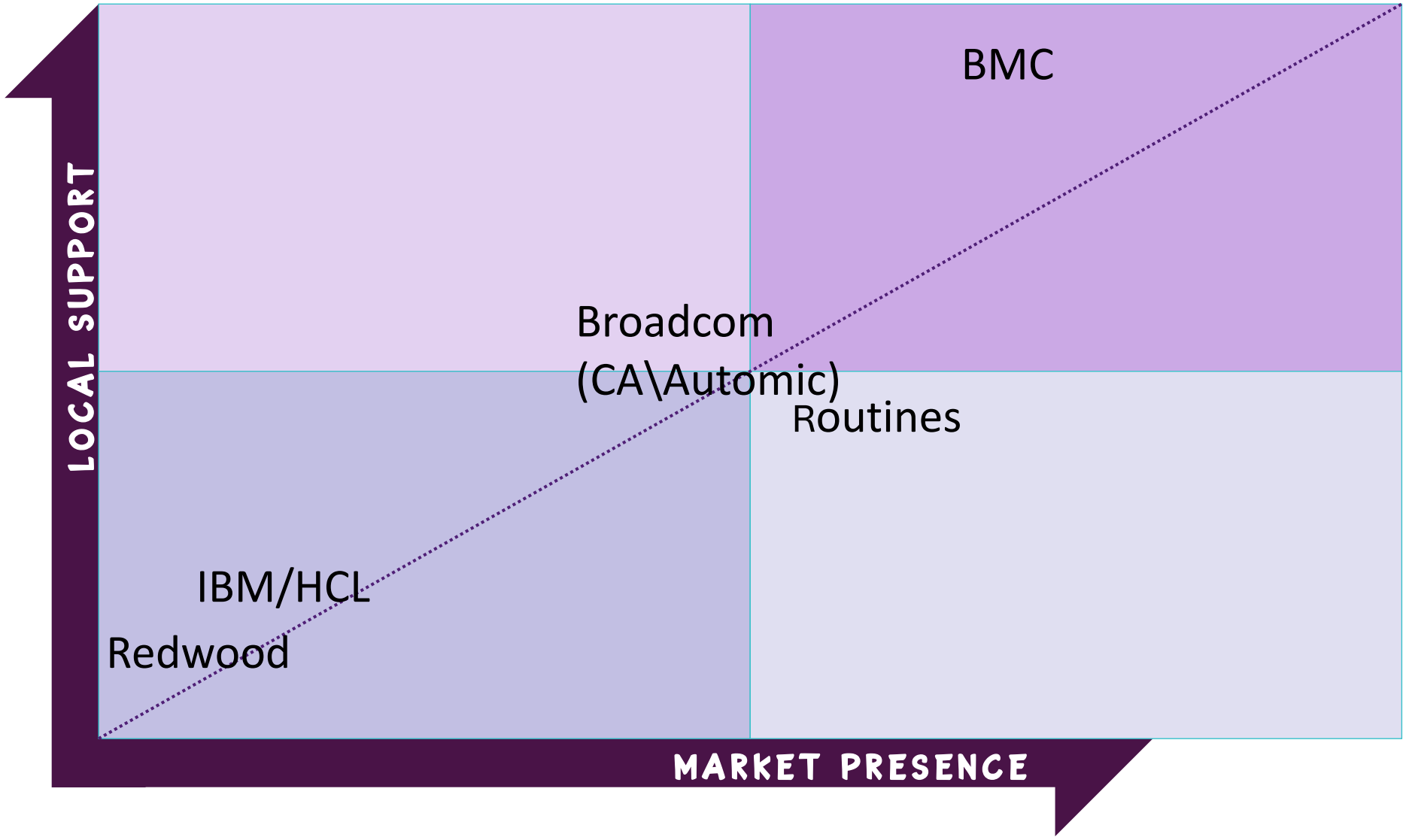
Israel enterprise job scheduling and tech orchestration brands market presence 2026



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Israel enterprise job scheduling Selected Integrators

Vendor	Product	Israeli Rep.	Integrators
BMC	Control-M	BMC	Matrix
Broadcom	Automic	Broacdom Israel	Ness Pro
IBM/HCL	IBM/HCL workload manager	IBM	Matrix, EMET
Redwood	RunMyJobs	Supervize	Supervize

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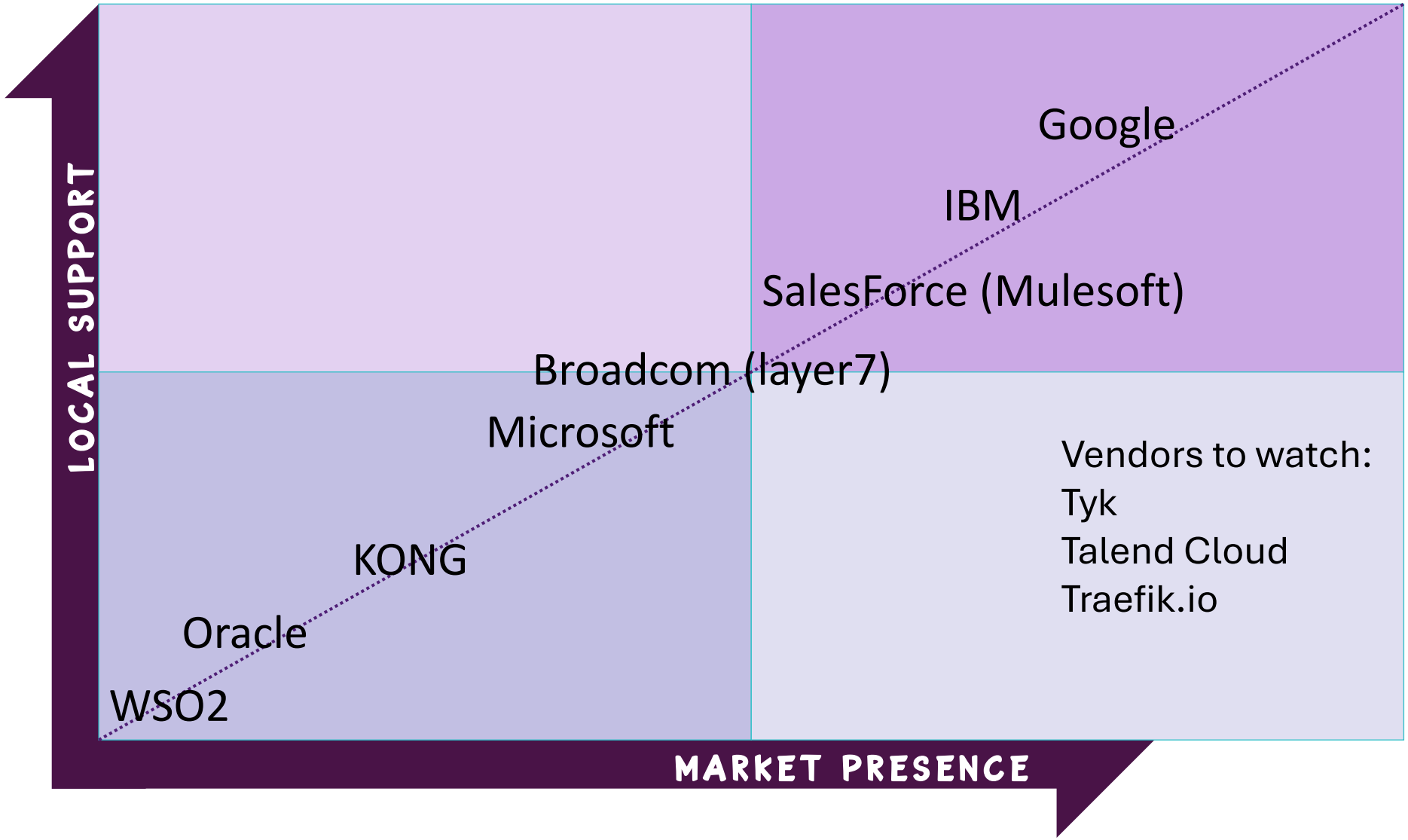
Infrastructure

Brands in API Management (with on premise option) - Israeli market enterprise presence 2026



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Israeli API Management (with on premise option) selected integrators

Vendor	Product	Israeli Rep.	Integrators
IBM	API Connect SoftwareAG API MNG	IBM	Matrix, Ellipsis
Google	APIGEE	Google Israel	Yael, HMC ProceedTech
Tibco	Mashary		Yael
Redhat	3Scale	Redhat Israel	Matrix
Broadcom	Layer7	Ness Pro	Ness Pro, EMET
Tyke		EL-AZ	

Open source

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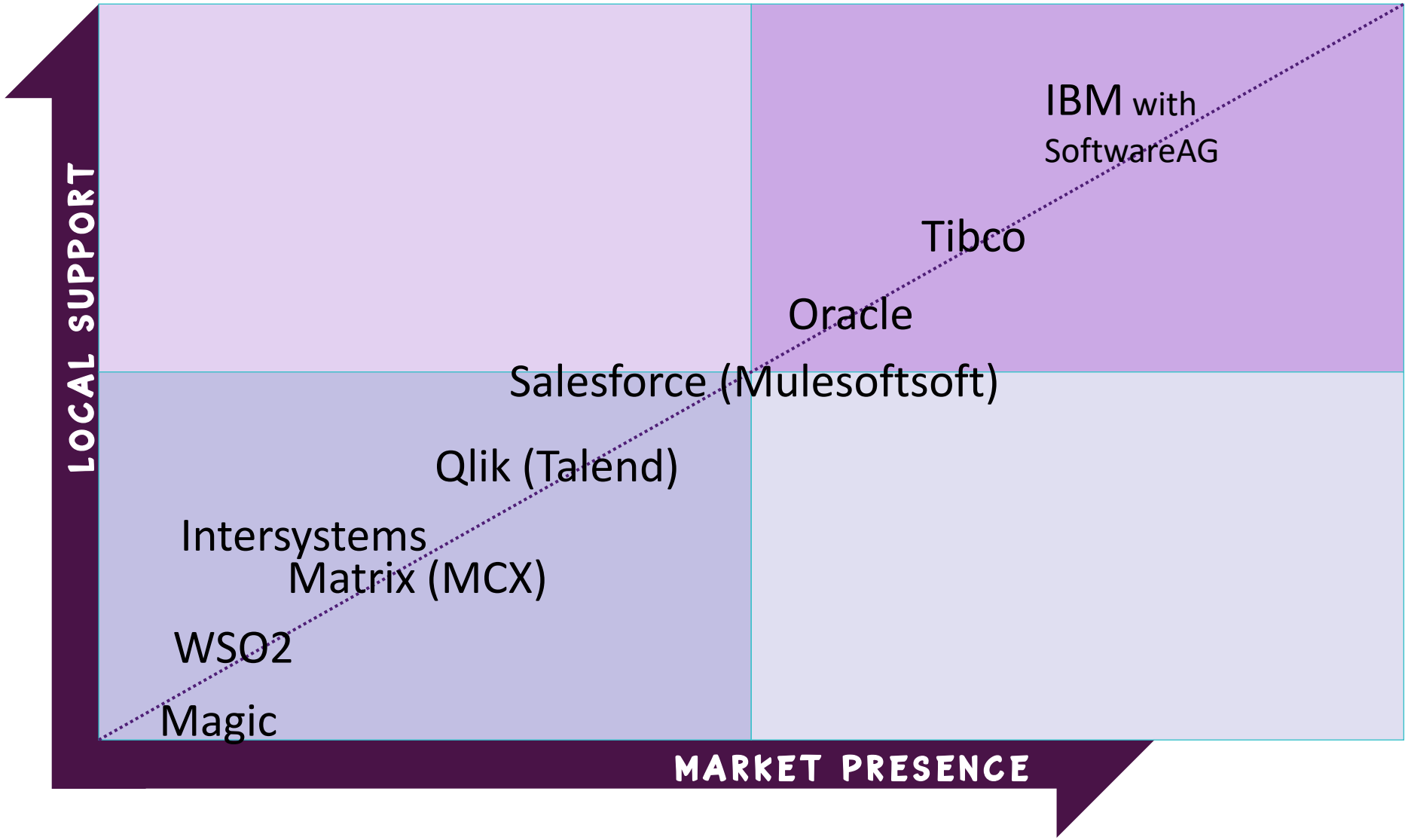
Brands in ESB - Israeli market enterprise presence 2026



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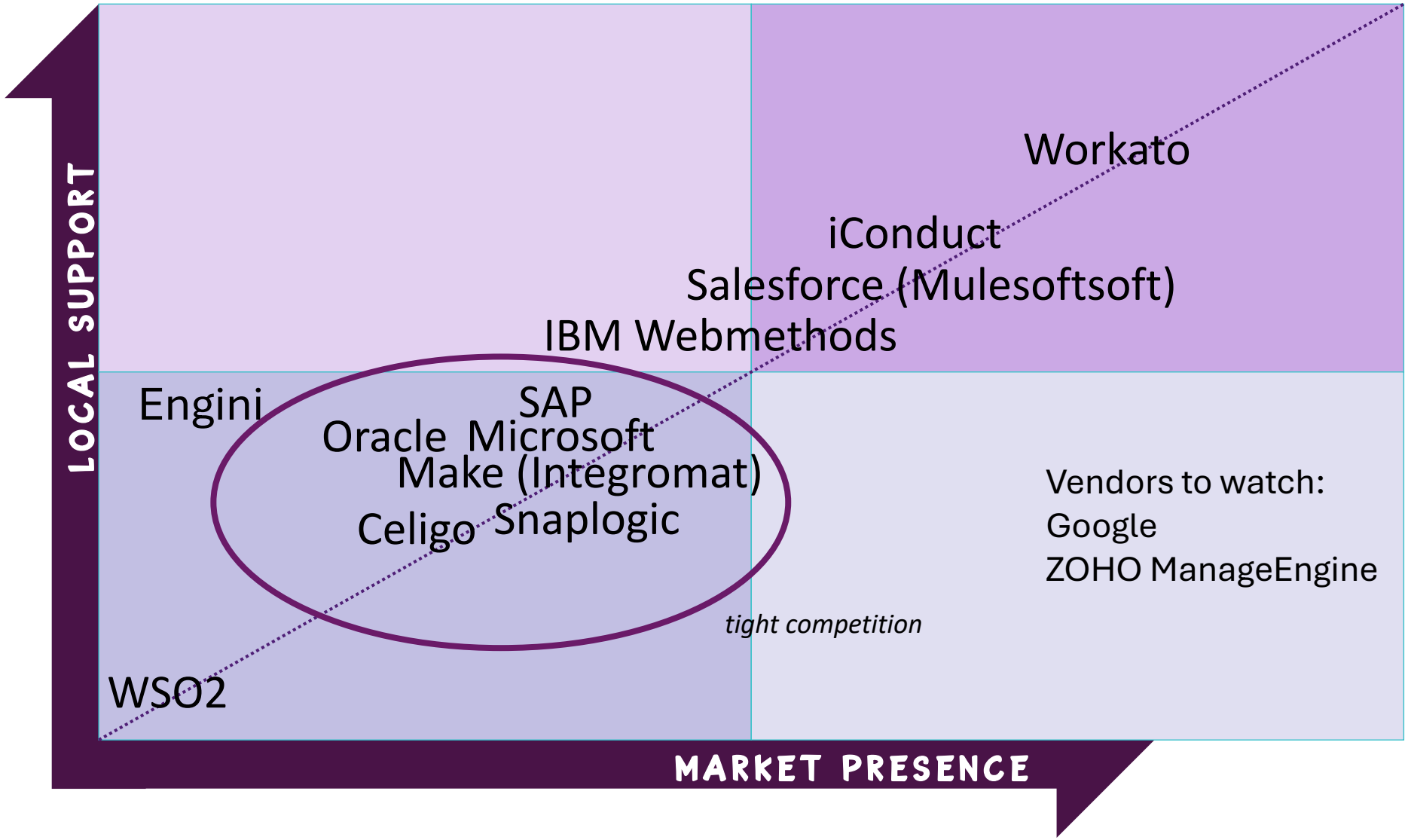
Brands in IPaaS - Israeli market enterprise presence 2025



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Israeli application integration selected integrators

Vendor	Product	Israeli Rep.	Integrators
IBM	WMB Websphere Message Broker SoftwareAG	IBM	Matrix, Ellipsis
Iconduct	Iconduct	Iconduct	Ness Pro One
Tibco	BusinessWorks		Yael
Redhat	Fuse	Redhat Israel	Matrix
Workato	Workato	Workato Israel	EladCRM, Deloitte Digital, Malam Team, Allcloud, Yael, Strauss Strategy
Oracle	OSB	Oracle Israel	Malam One
Magic	XPI	Magic Israel	MalamTeam
WSO2	WSO2 Enterprise Integrator		Matrix

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Integrators in application integration \ Cont.

Vendor	Product	Israeli Rep.	Integrators
OpenLegacy	OpenLegacy	OpenLegacy	Ness
Talend Qlik	Talend Integration		Qlik Israel
Informatica	Informatica PowerCenter		Aman
Celigo	Integrator.io		SangIT
Snaplogic	Snaplogic IPAAS		ONE1, HMS ProceedTech
make			many including ONE

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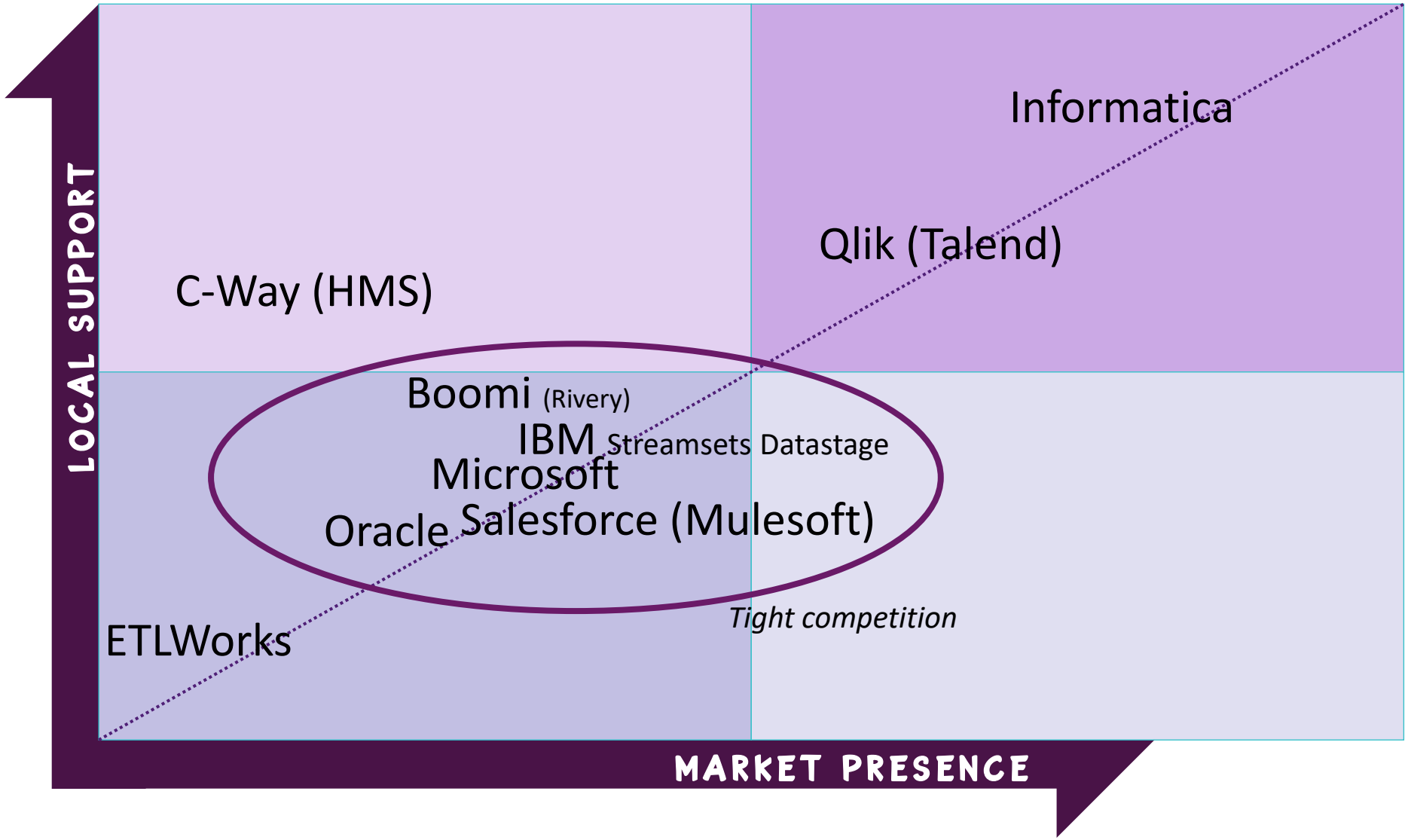
Infrastructure

Brands in ETL (Extract Transform Load)- Israeli market enterprise Open (not MF) presence 2026



Vendors to watch:
Equalum
bigbi.io
Snaplogic

Not including CDC

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Israeli ETL selected integrators

Vendor	Product	Israeli Rep.	Integrators
Informatica	Informatica	Informatica Israel	Aman Matrix
Qlik	Talend Integration		Smartstreams Yael, QLIK
Boomi Rivery	Rivery ETL		
IBM	Datastage	IBM Israel	MalamTeam, IBM, Yael and more
Bigbi.io	bigbi.io		SQLINK
Snaplogic	Snaplogic		ONE1 , HMS ProceedTech
HMS	C-Way		

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Security (Cyber) Tools Market 2020-2028

	2020		2021		2022		2023		2024		2025		2026		2027		2028
	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	forecasted (%) growth for 2026	Market Size	forecasted (%) growth for 2027	Market Size	forecasted (%) growth for 2028	Market Size
Endpoint related tools	53	4%	55	4%	57	4%	59	5%	62	6%	66	6%	70	6%	74	0%	74
Network\Web cloud security ; HWR & SFT; (FW, WAF, ddos services, etc.)	268	7%	287	5%	302	3%	310	5%	325	5%	340	4%	355	4%	370	4%	385
Data content related tools (DB FW, DLP Halbana, etc.)	37	5%	39	5%	41	5%	43	7%	46	11%	51	12%	57	12%	64	5%	67
Cyber management tools (SIEM tool, Incident responds, automation)	36	3%	37	5%	39	6%	41.5	13%	47	6%	50	20%	60	12%	67	4%	70
Zero Trust including identity, access, SDP software defined perimeter, SASE (secure access service edge) IDM, Access	22	5%	23	9%	25	8%	27	11%	30	17%	35	17%	41	15%	47	6%	50
Cloud security protection tools (CNAPP CSPM CASB)		#DIV/0!		#DIV/0!	22	14%	25	12%	28	21%	34	26%	43	16%	50	40%	70
Other cyber tools (secure development, awareness etc.)	12	4%	12.5	4%	13	4%	13.5	4%	14	7%	15	20%	18	33%	24	25%	30
TOTALS	428	5.96%	453.5	10.03%	499	4.01%	519	6.36%	552	7.07%	591	8.97%	644	8.07%	696	7.18%	746

Values in Million USD

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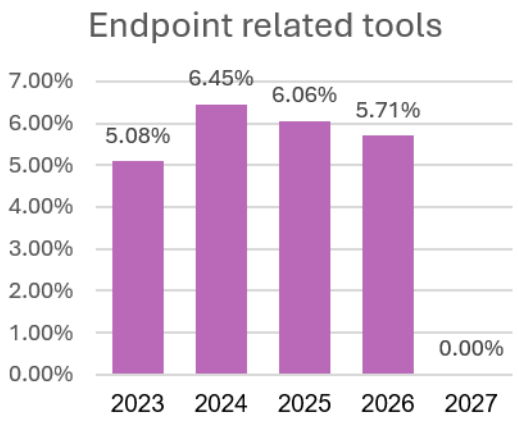
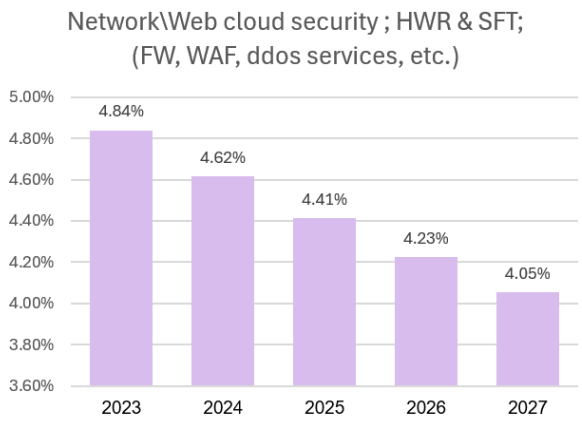
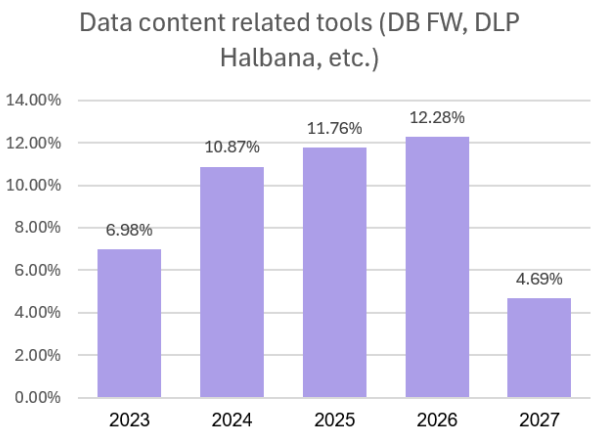
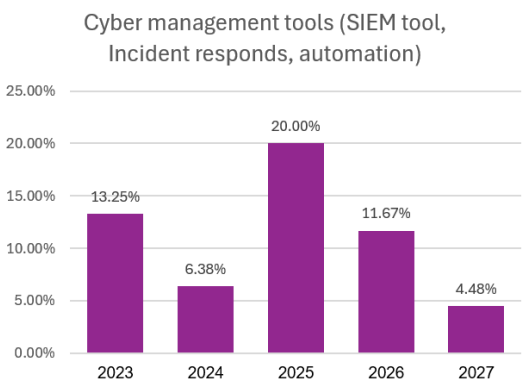
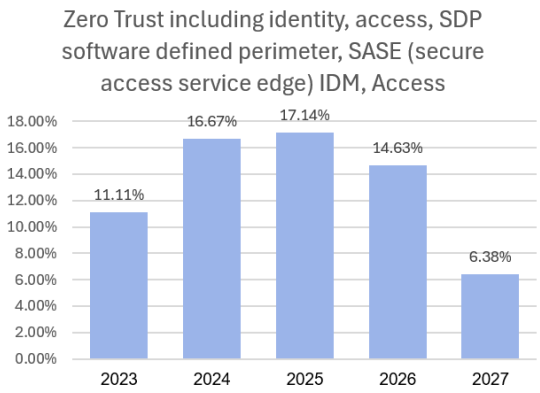
Security (Cyber) Tools Market 2022-2026

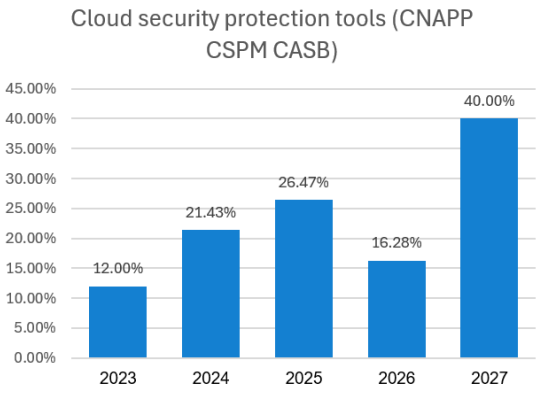


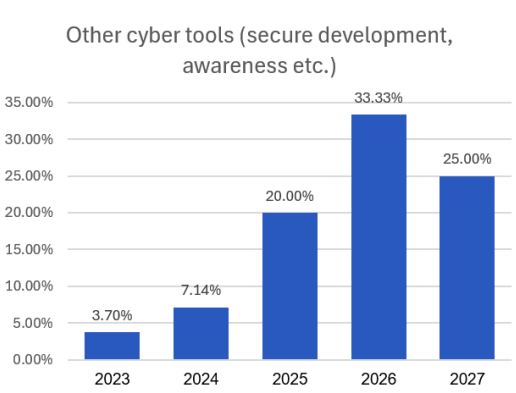












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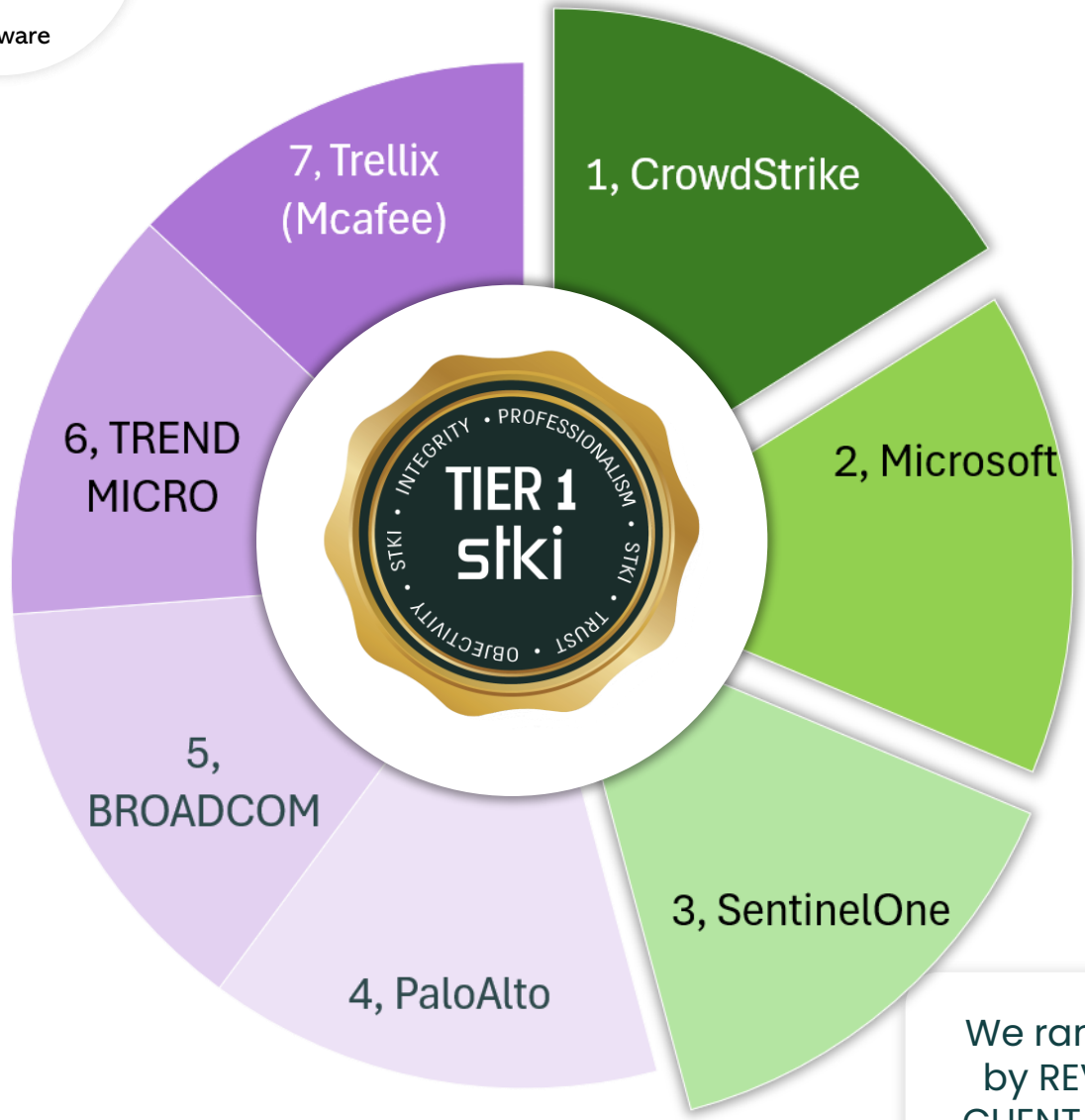
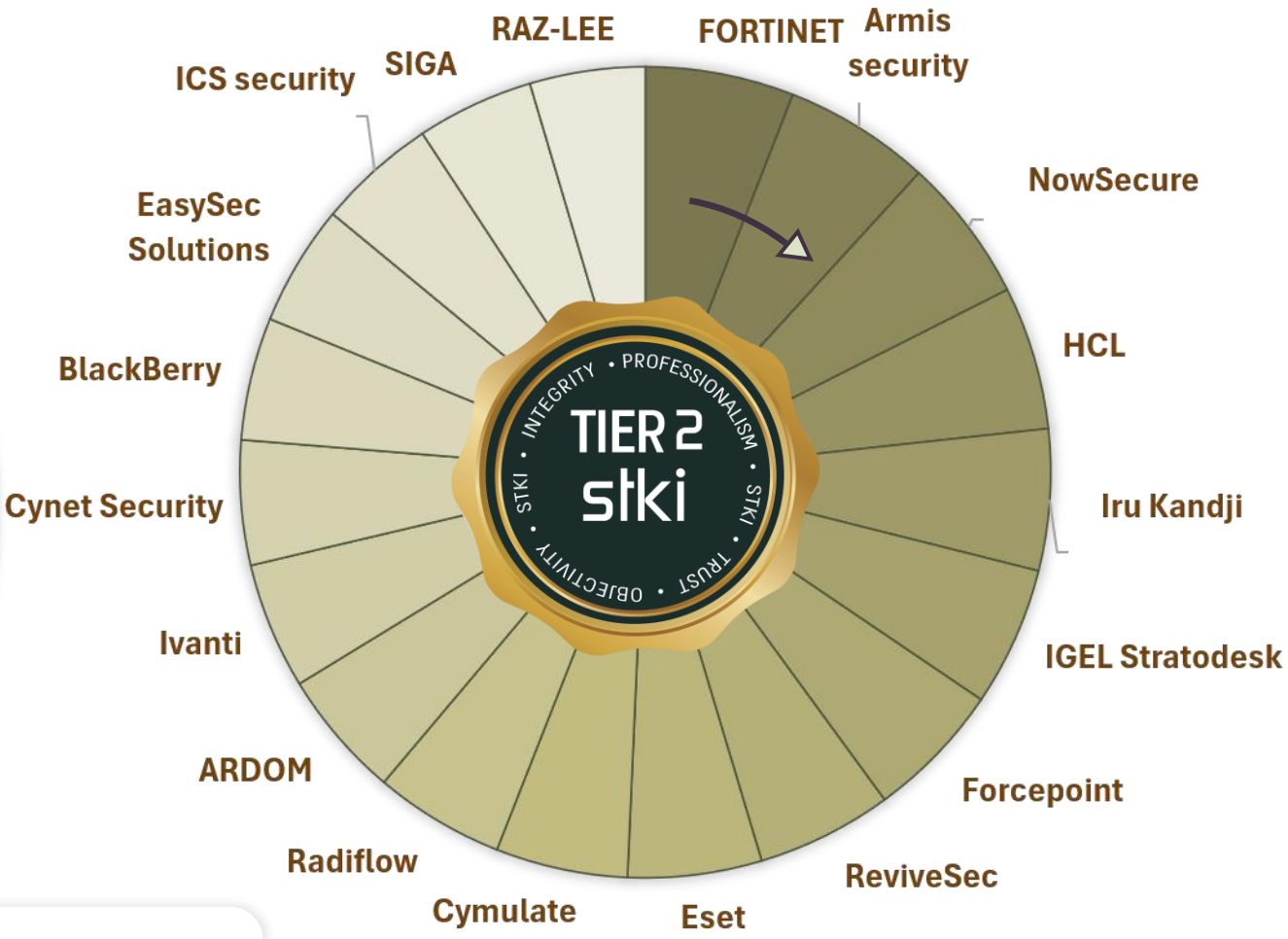
Endpoint related tools





We rank VENDORS by REVENUE and CLIENT MINDSHARE

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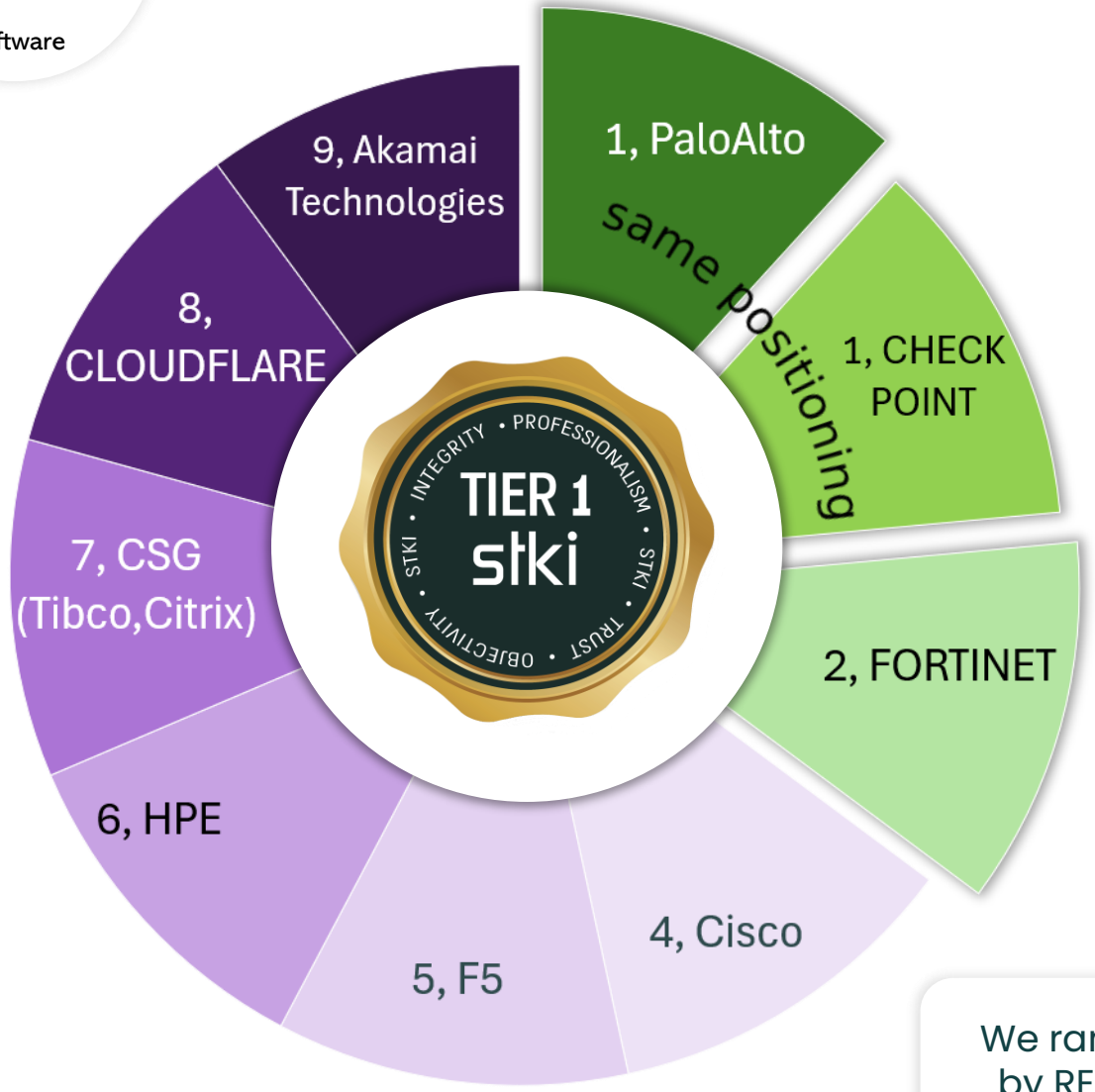
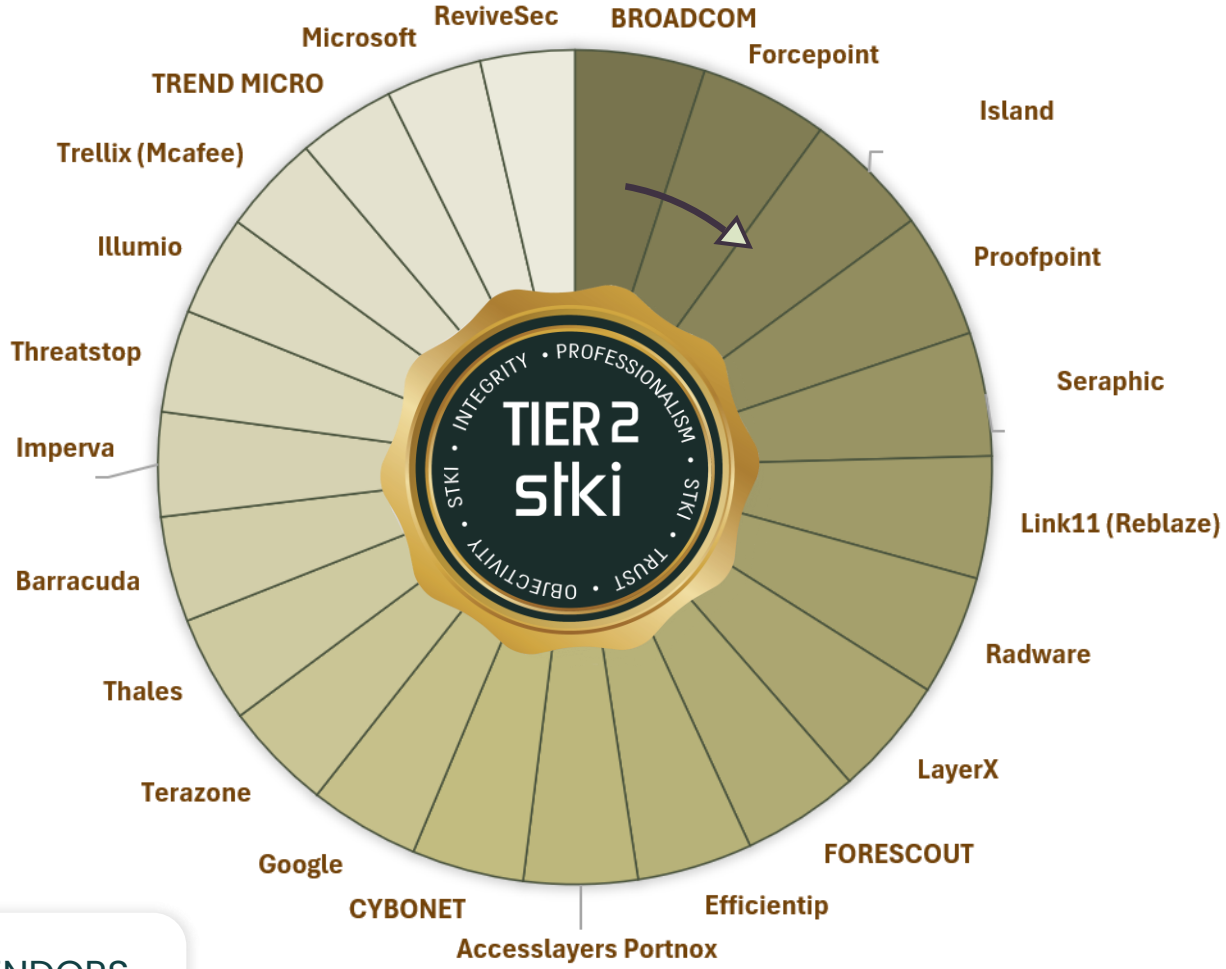
Network Security (FW, WAF, DDOS services, etc.)





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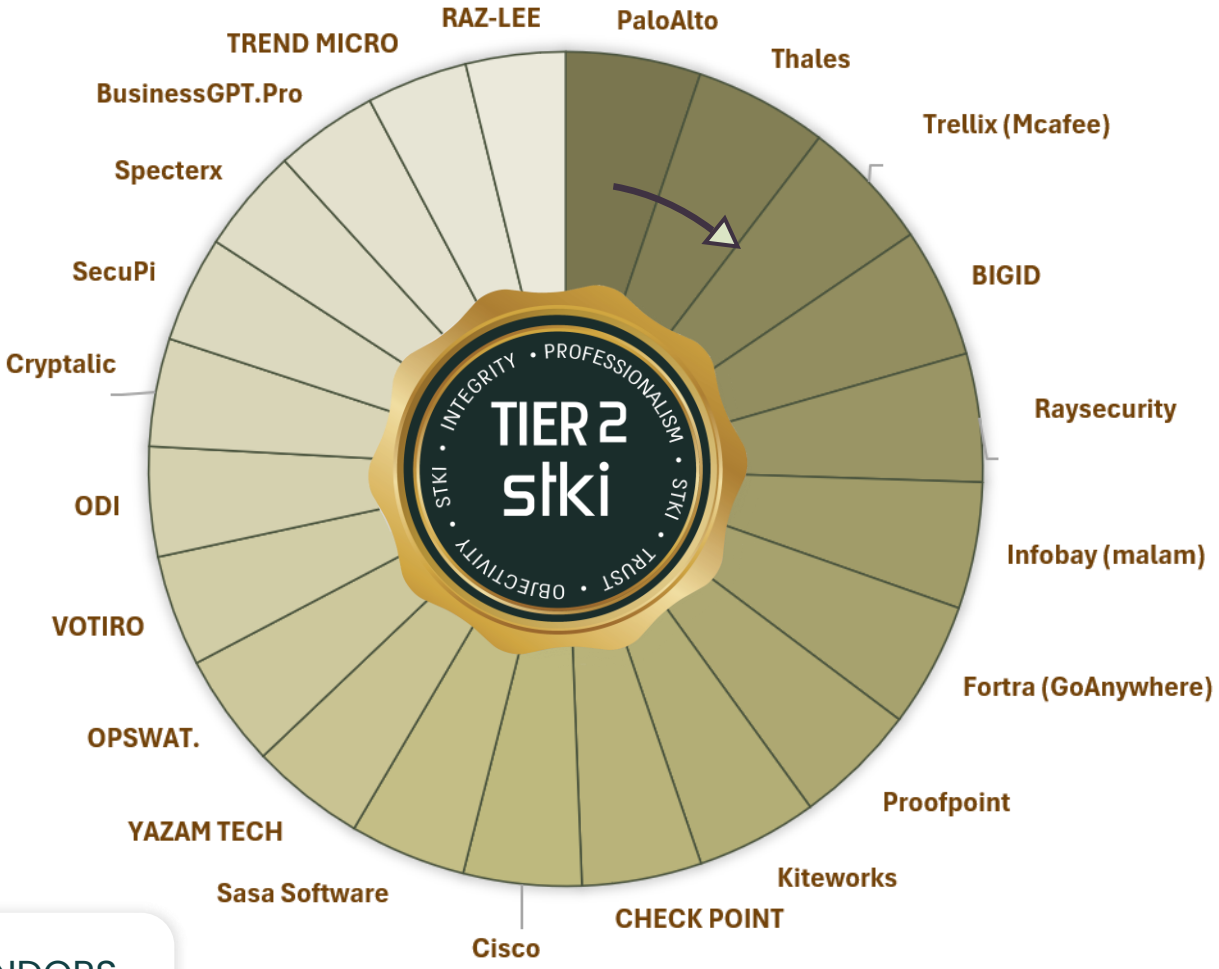
Data Content Related Tools (DLP, DB FW, DLP, Halbana etc.)



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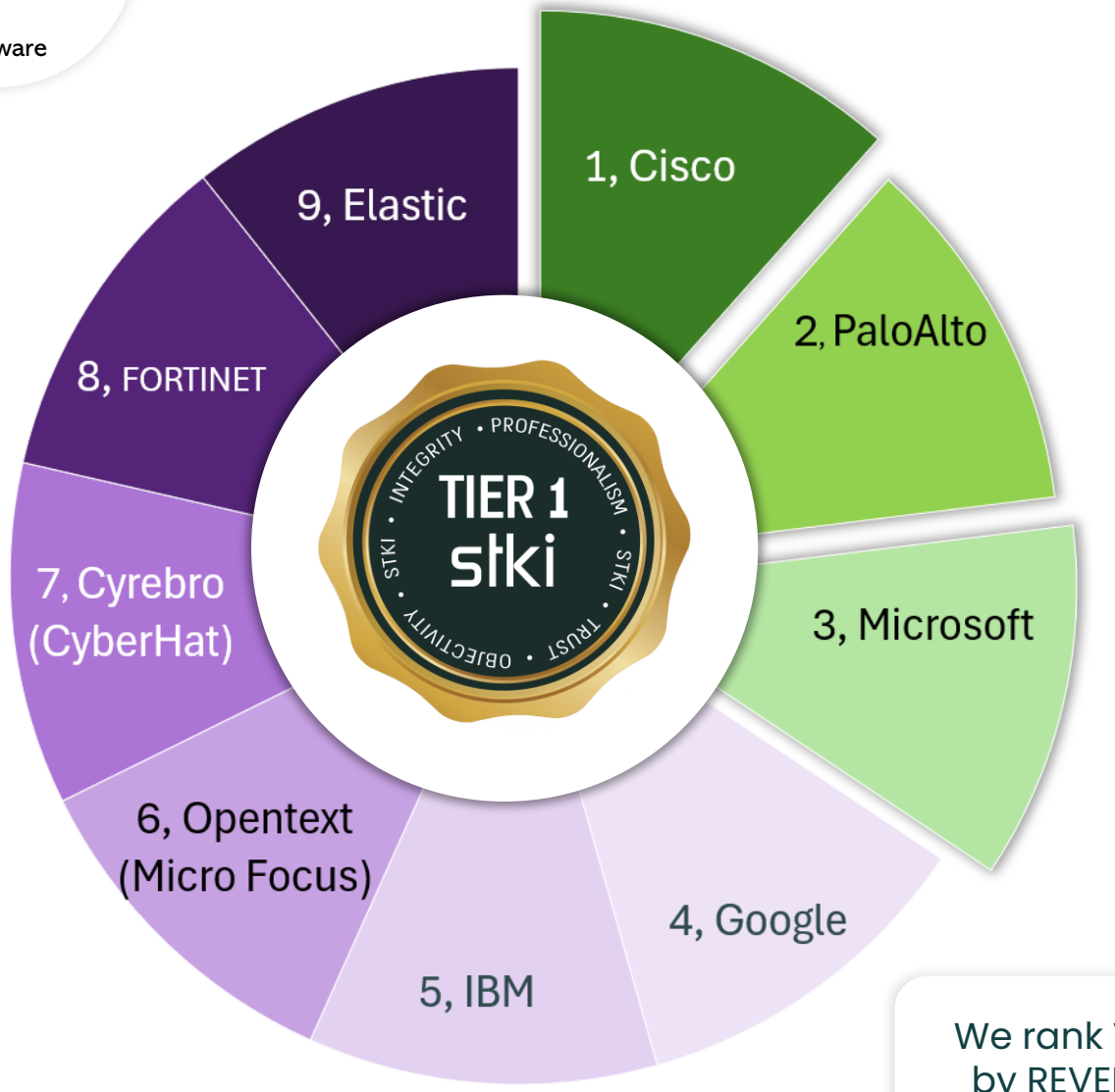
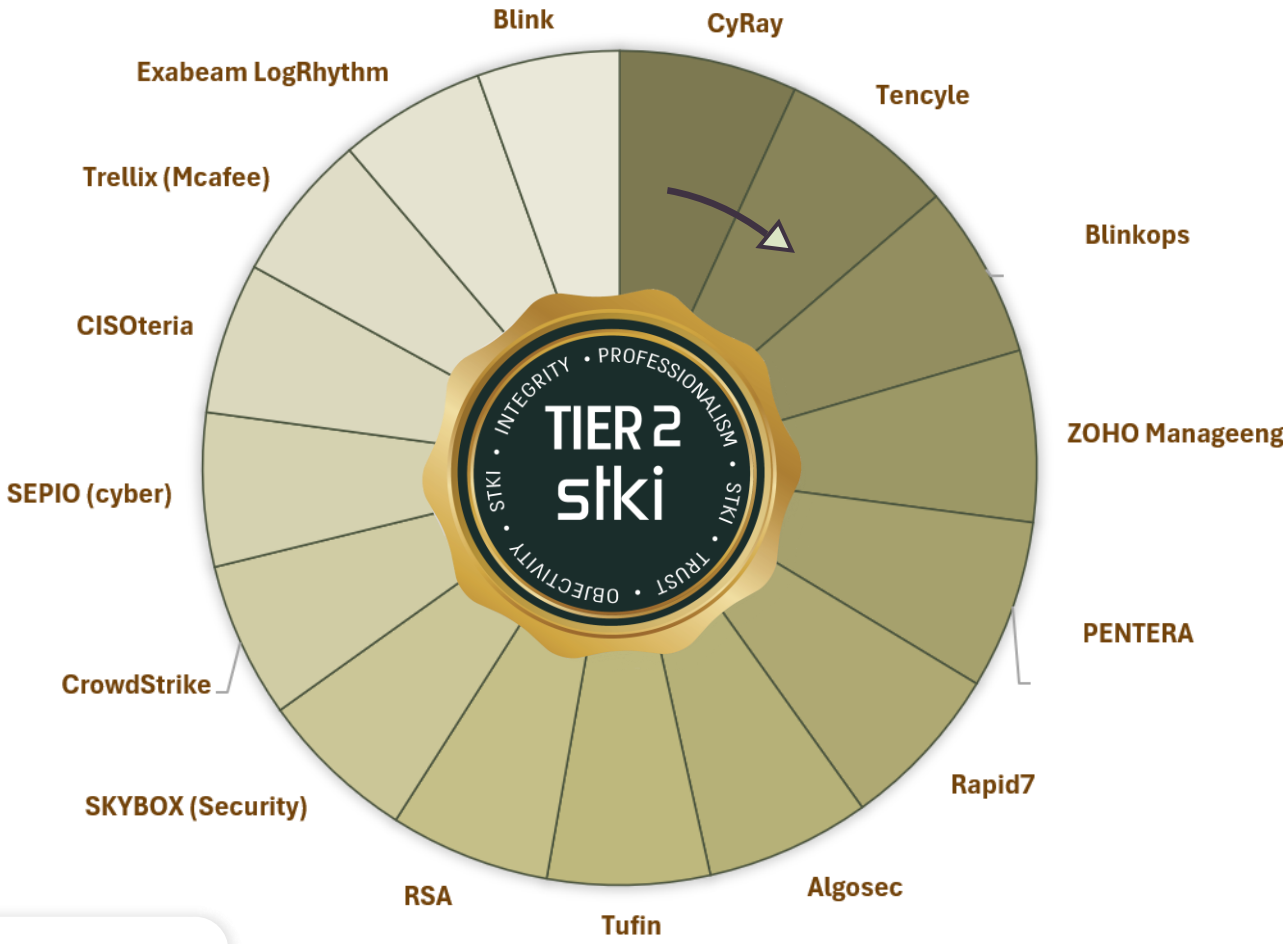
Cyber Management Tools (SIEM tools, incident responds, automation)





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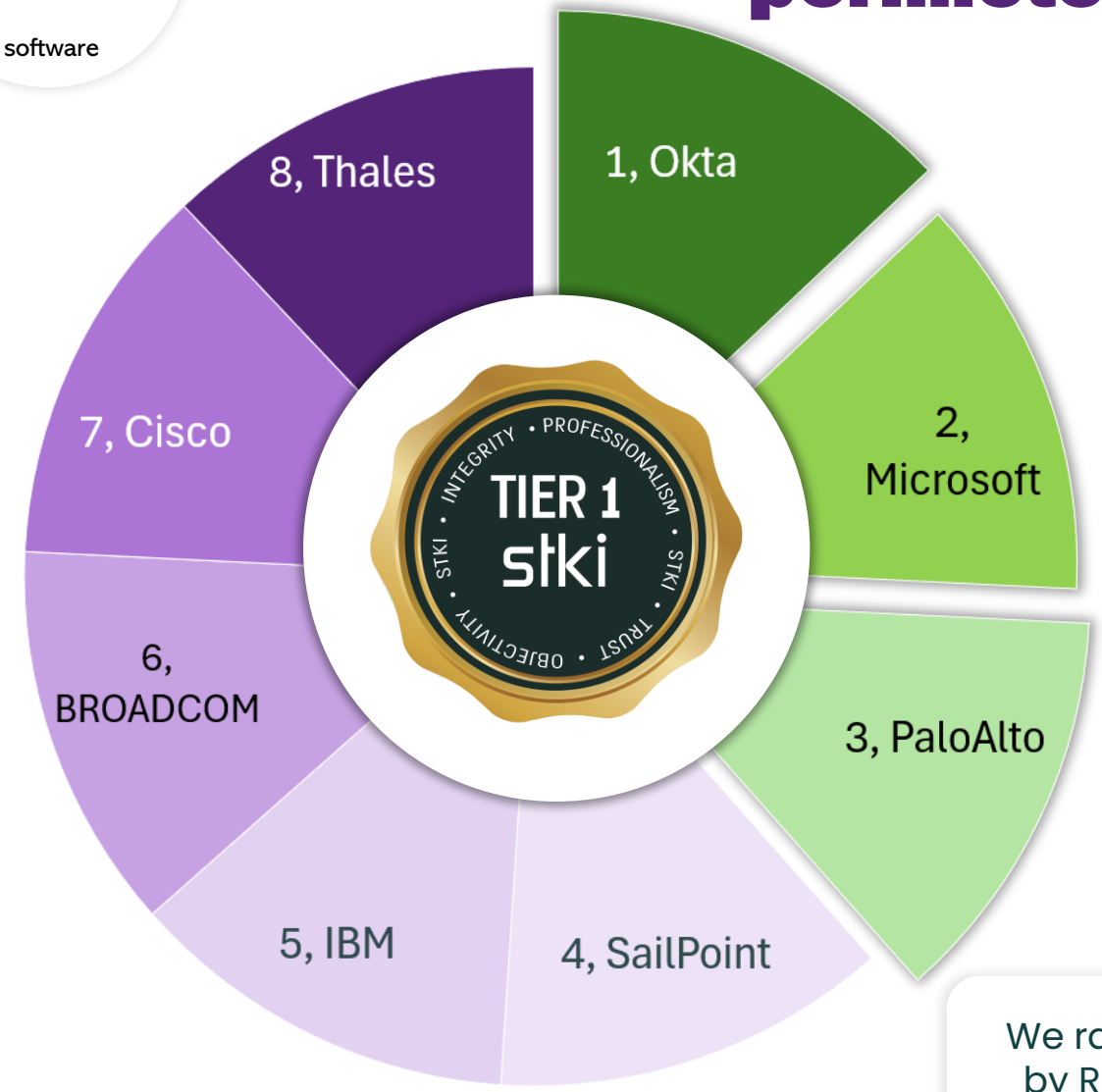
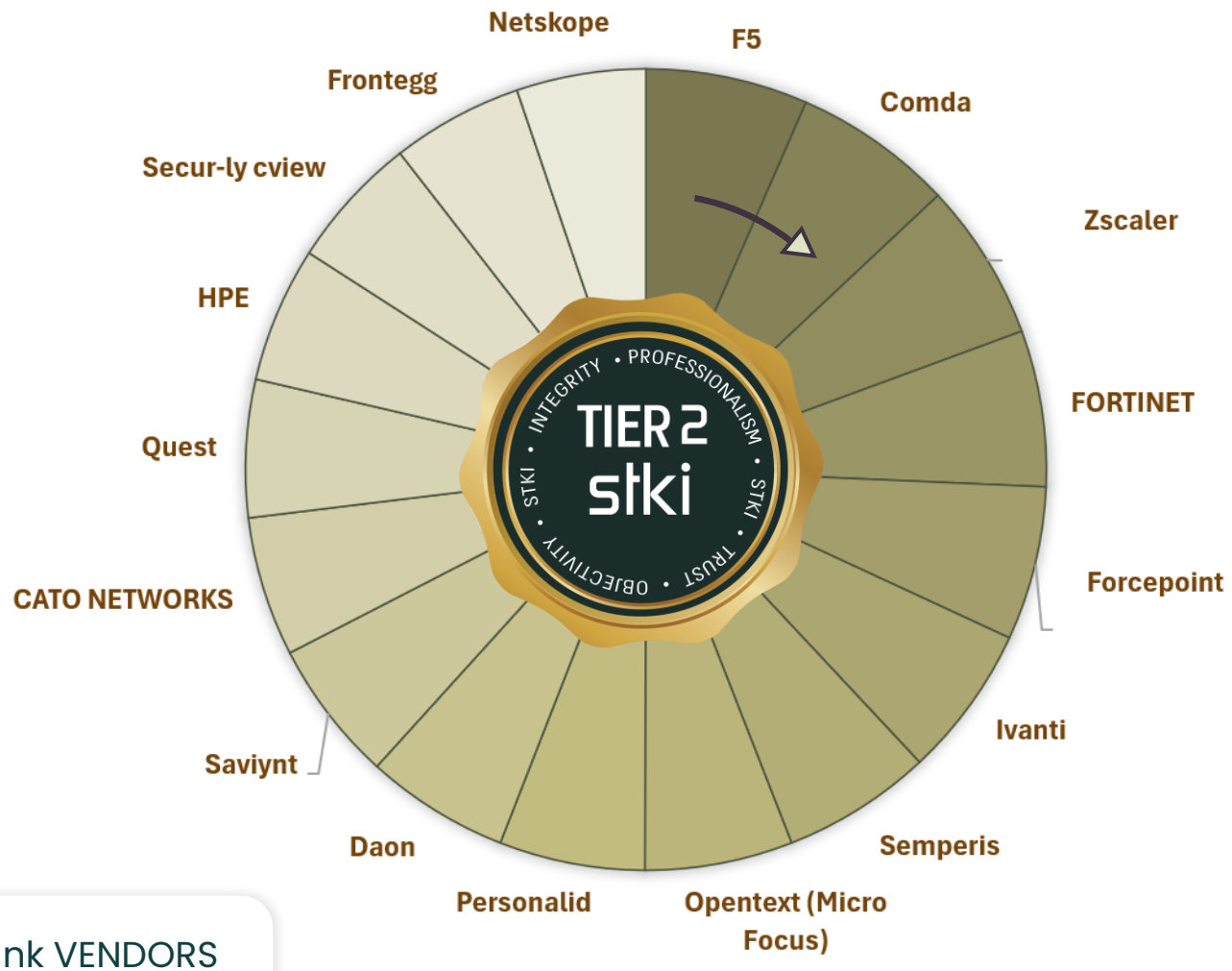
software

Zero Trust including identity, SDP software defined perimeter, SASE, IDM, Access





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Zero Trust including identity, SDP software defined perimeter, SASE (secure access service edge) IDM, Access

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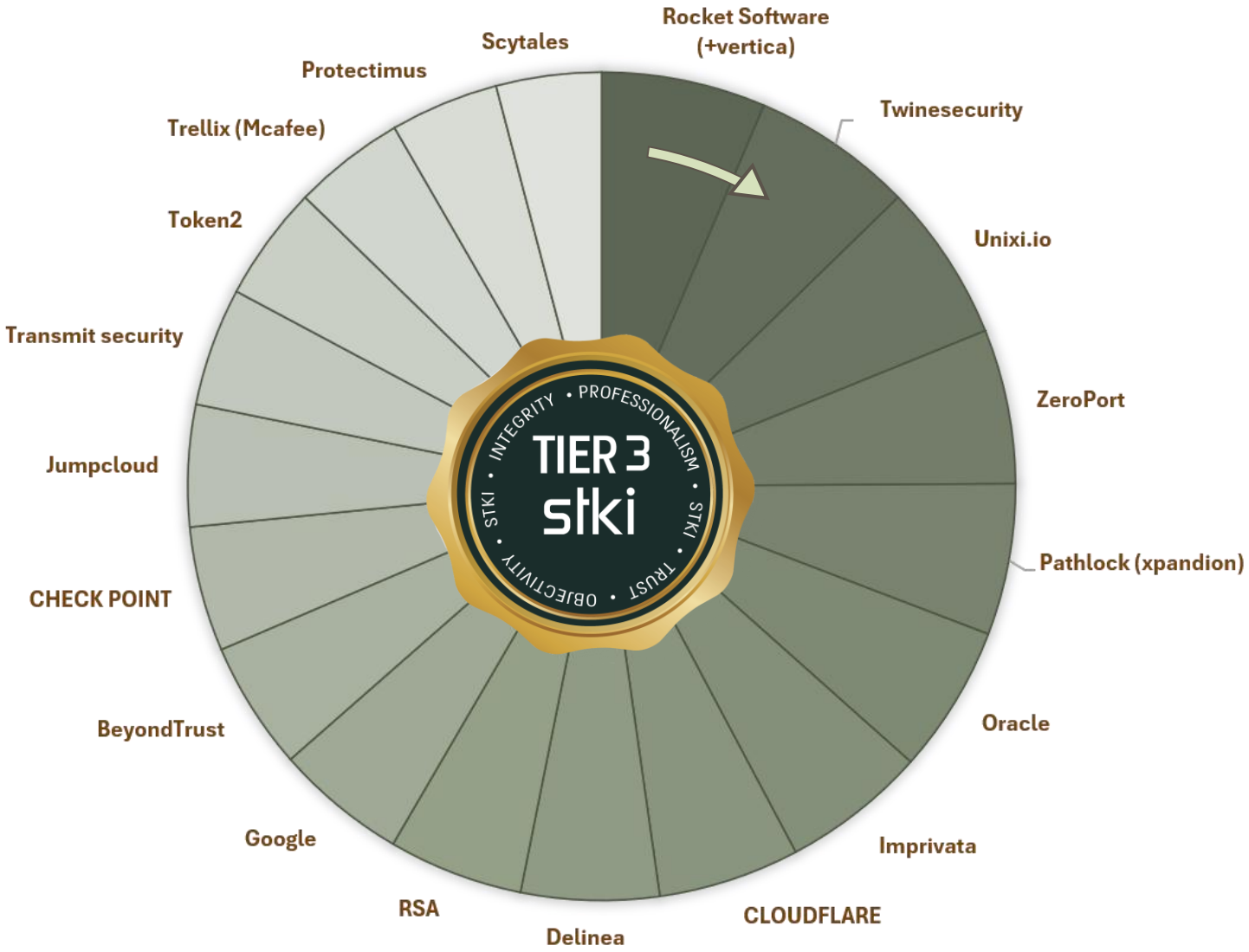

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SASE Selected Integrators-providers in Israel

Vendor	Product	Selected Integrators
Netskope	Security Service Edge	One Spider, Qmasters, Trustnet, 2B, Danet
Palo Alto	Prisma Access	Cybercom (Emet) and many more
Cloudflare	Cloudflare's SSE & SASE Platform	Matrix
Zscaler	Zscaler SASE	Internet-Bynet We-Ankor
Checkpoint	Perimeter81	(lots)
Broadcom	Symantec SASE	Ness 2bsecure, Cellcom , spider, Trustnet , Malam and Bulwarx
Fortinet	FortiSASE	YouCC
Forcepoint	Forcepoint SSE	Bulwarx Trustnet Spider Malam
HPE	Aruba Networking SSE	Matrix, Dorcom, IT-Guru, Gilat ,Bynet

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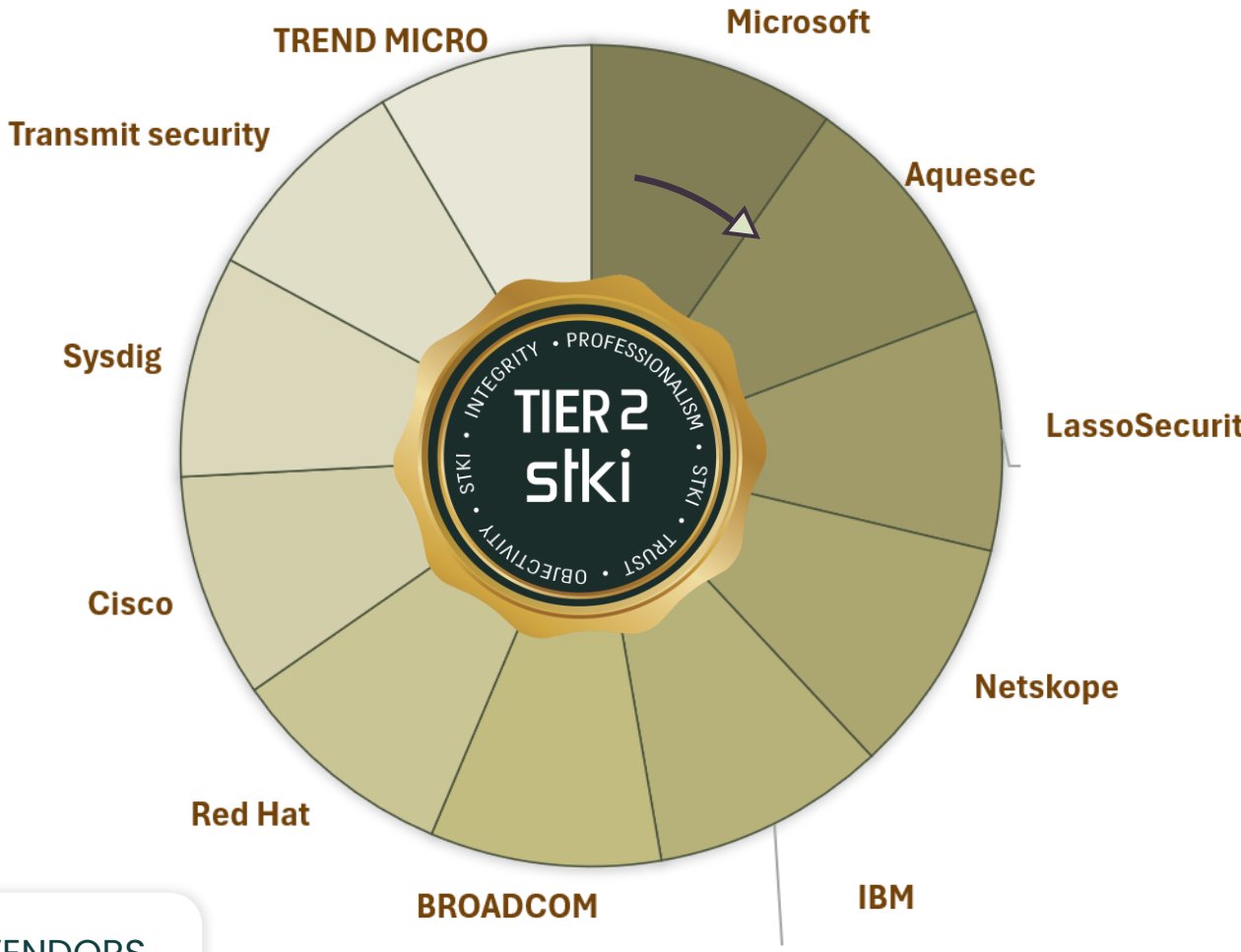
AI & Cloud security protection tools (CNAPP, CSPM, CASB)



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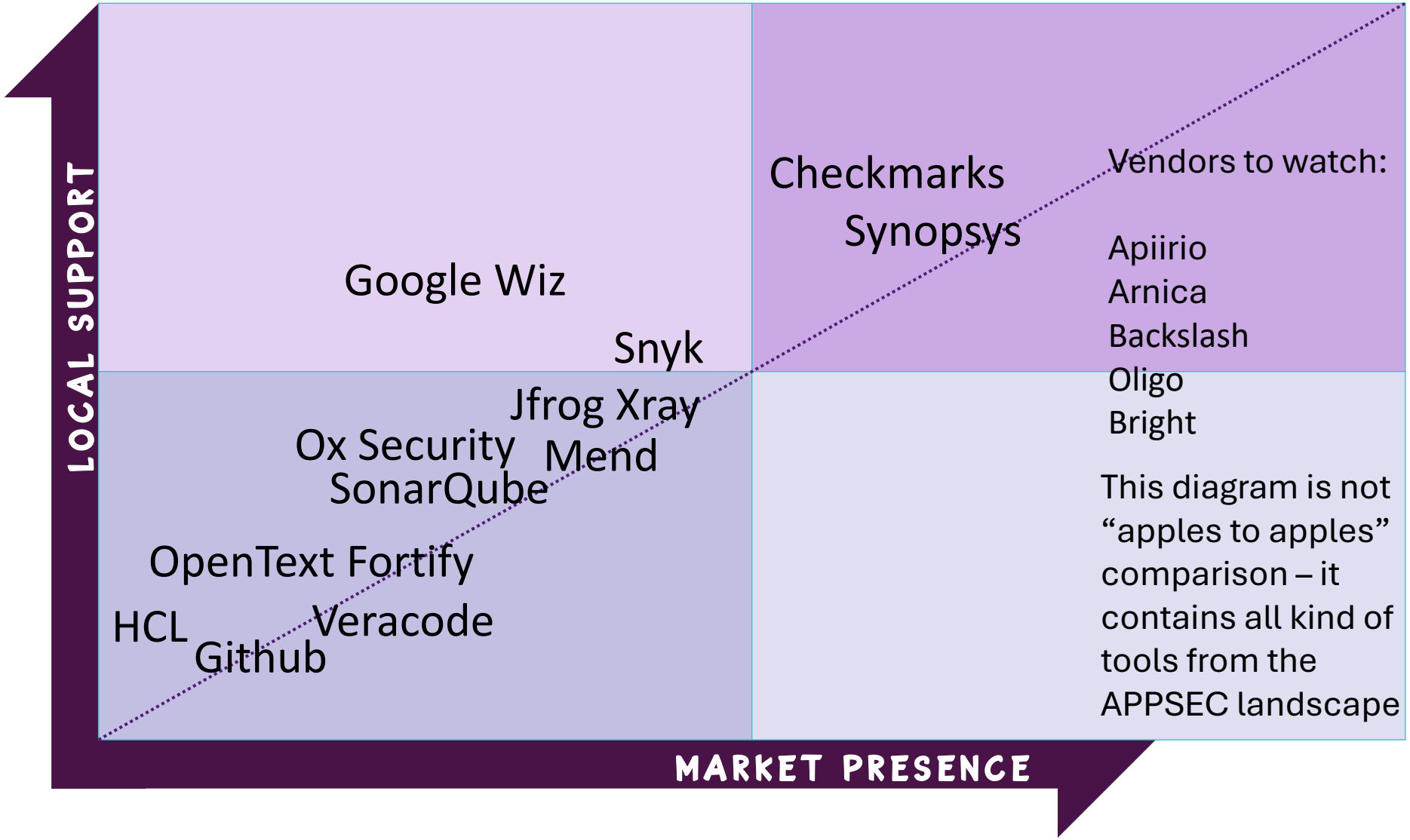
Infrastructure

Israel APP SEC for enterprises - brands market presence 2026



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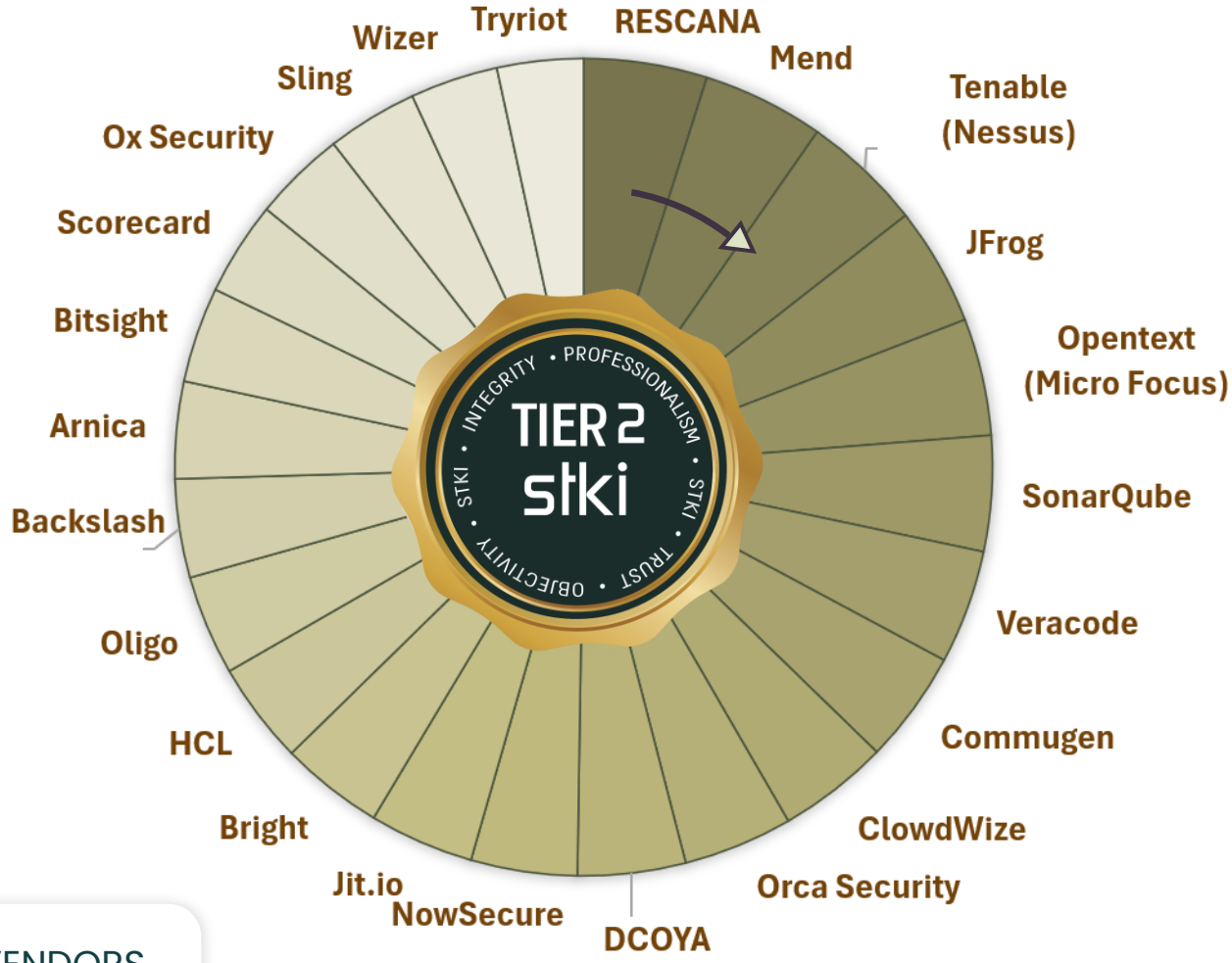
Other cyber tools (secure development, awareness, third party etc.)



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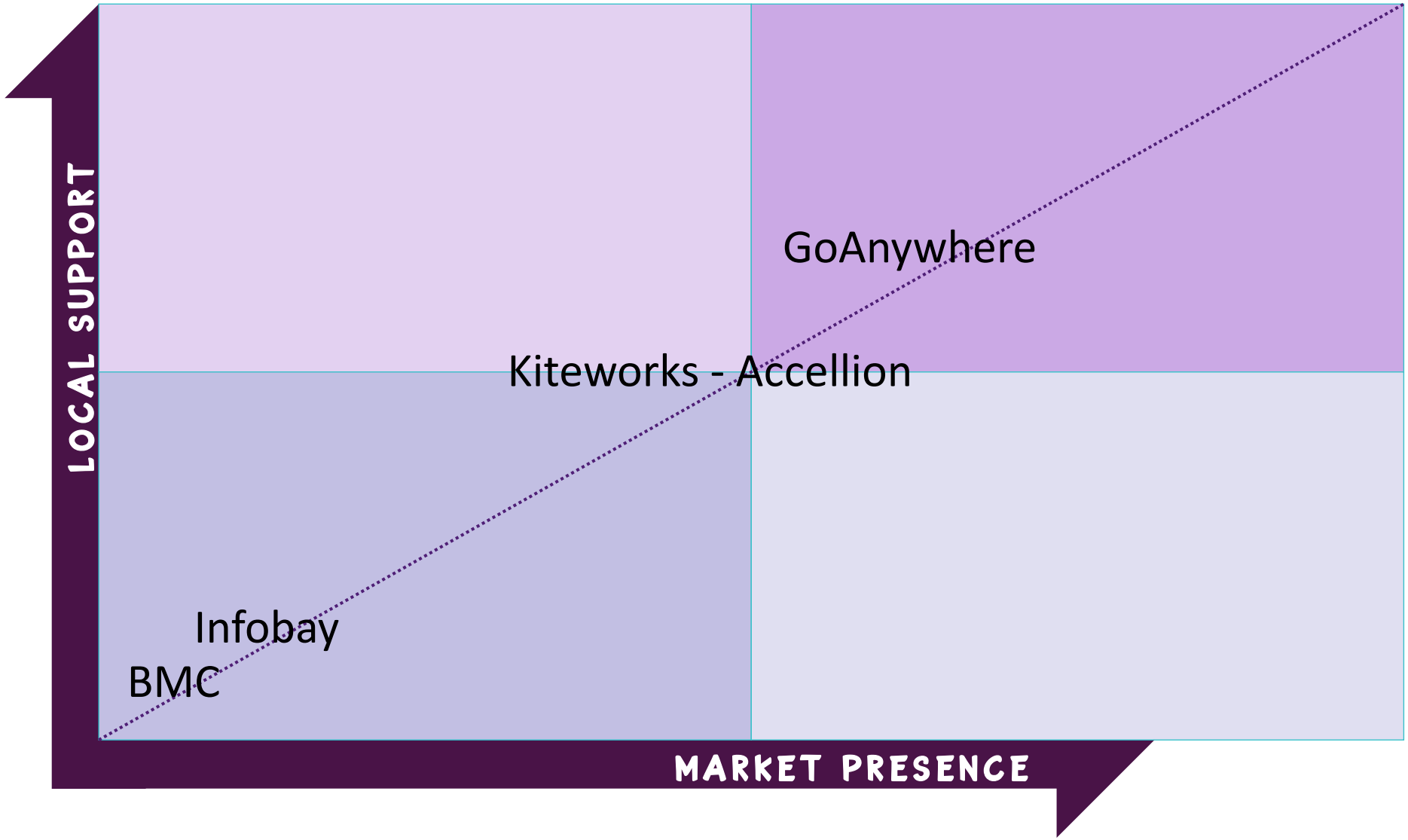
Infrastructure

Brands in Enterprise B2B Vaults (replacing Cyberak vaults)
Israeli market enterprise presence 2026



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Project Development & Management Tools Market 2020-2028

	2020		2021		2022		2023		2024		2025		2026		2027		2028
	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	forecasted (%) growth for 2026	Market Size	forecasted (%) growth for 2027	Market Size	forecasted (%) growth for 2028	Market Size
Project & Portfolio Management	25	-12%	22	18%	26	19%	31	23%	38	-3%	37	14%	42	12%	47	15%	54
Development tools Low Code, ALM, Devops for all environments (including Mobile), IDP (Internal Development Portal)	71	8%	77	6%	82	12%	92	11%	102	-7%	95	-11%	85	-6%	80	-3%	78
TOTALS	96	3.13%	99	9.09%	108	13.89%	123	13.82%	140	-5.71%	132	-3.79%	127	0.00%	127	3.94%	132

Values in Million USD

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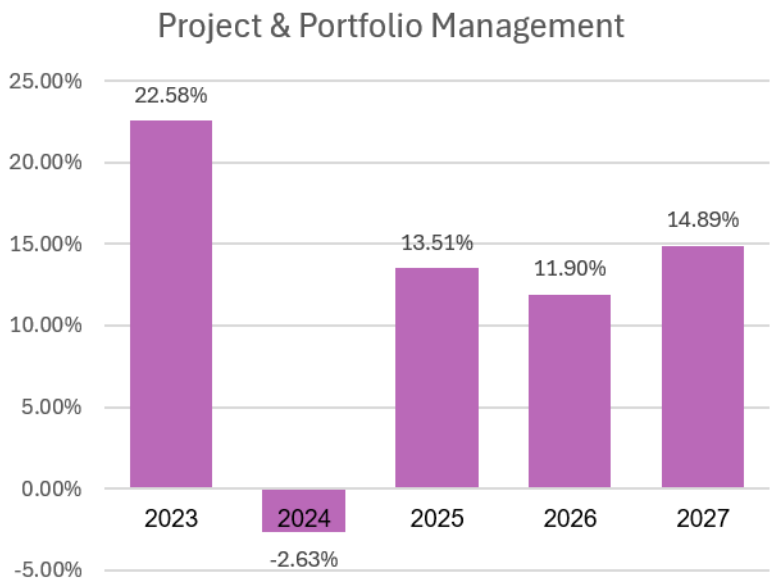
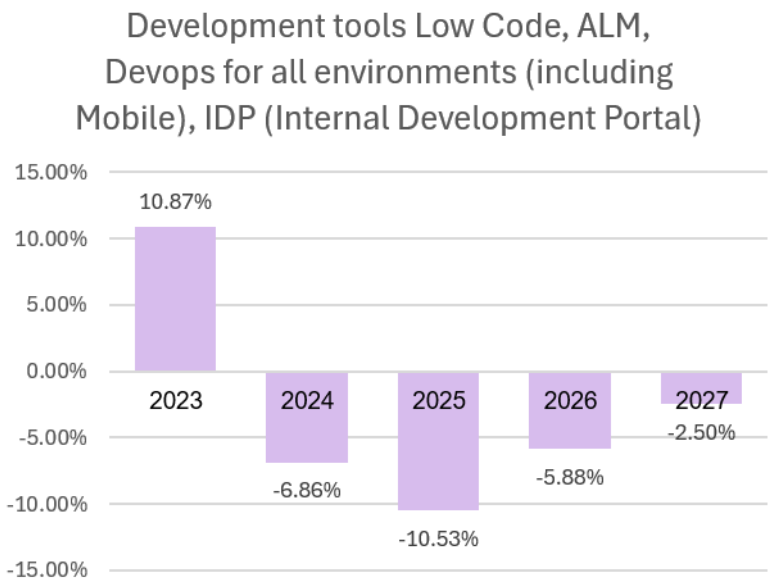
Project Development & Management Tools Market 2022-2026





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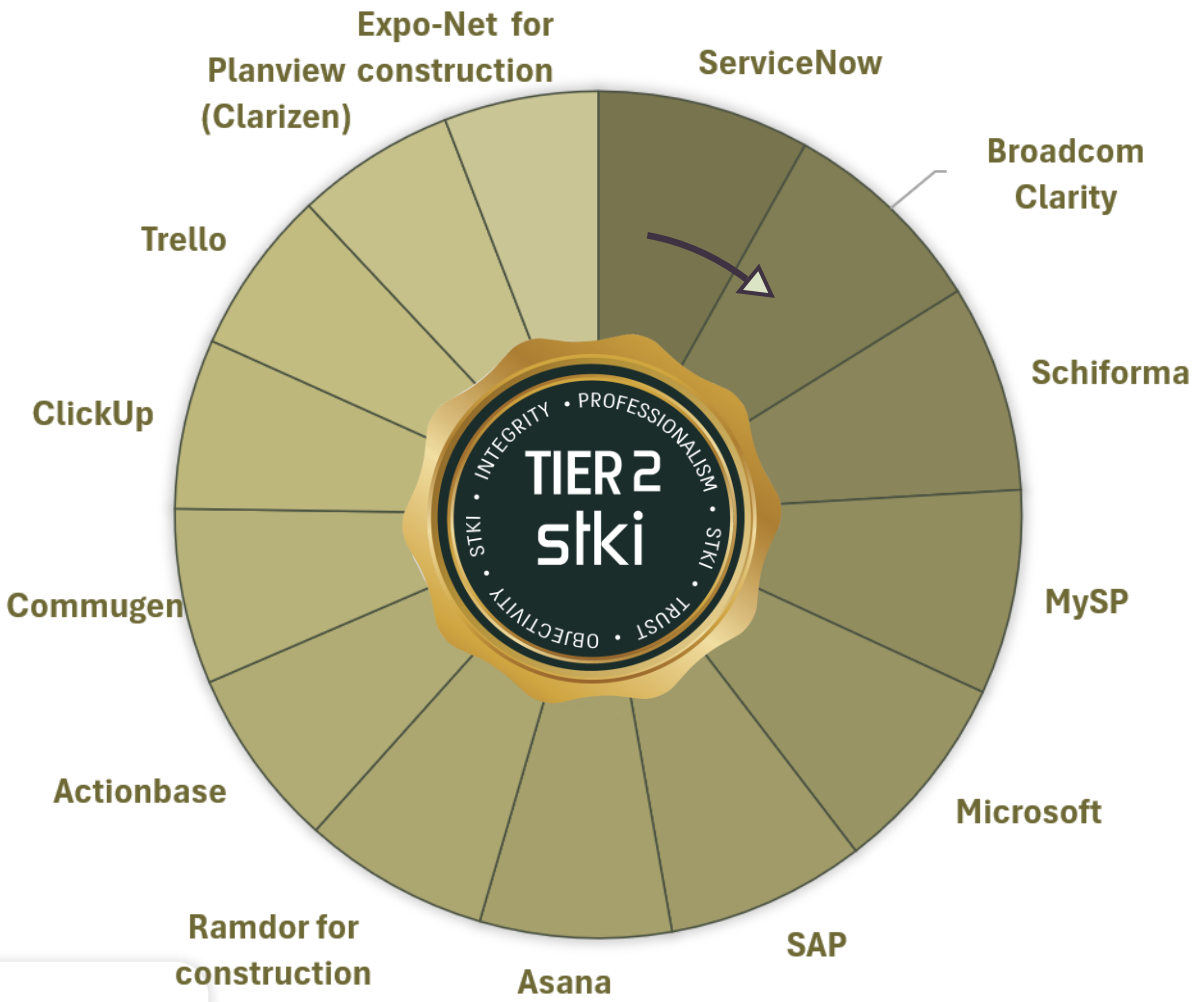
Project & Portfolio Management Tools



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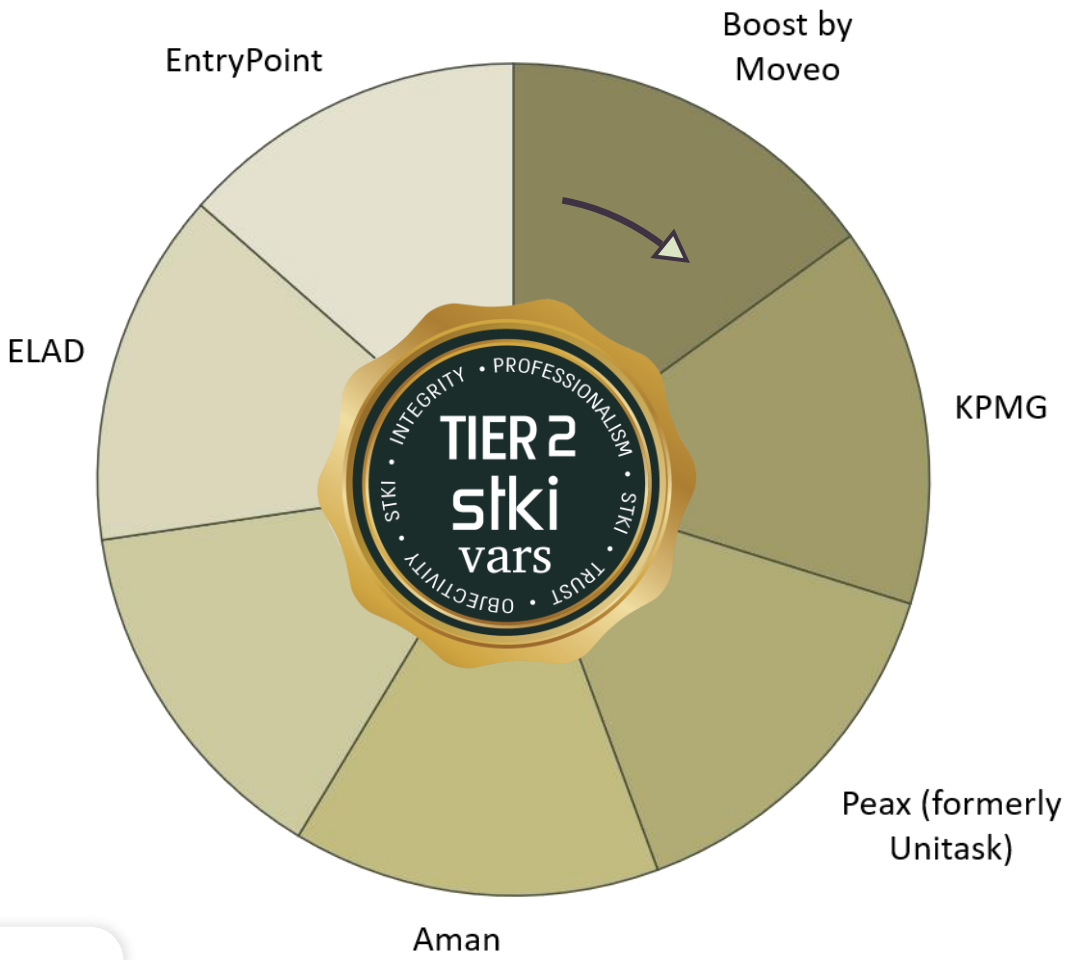
Project & Portfolio Management Tools VARs



We rank VENDORS by REVENUE and CLIENT MINDSHARE

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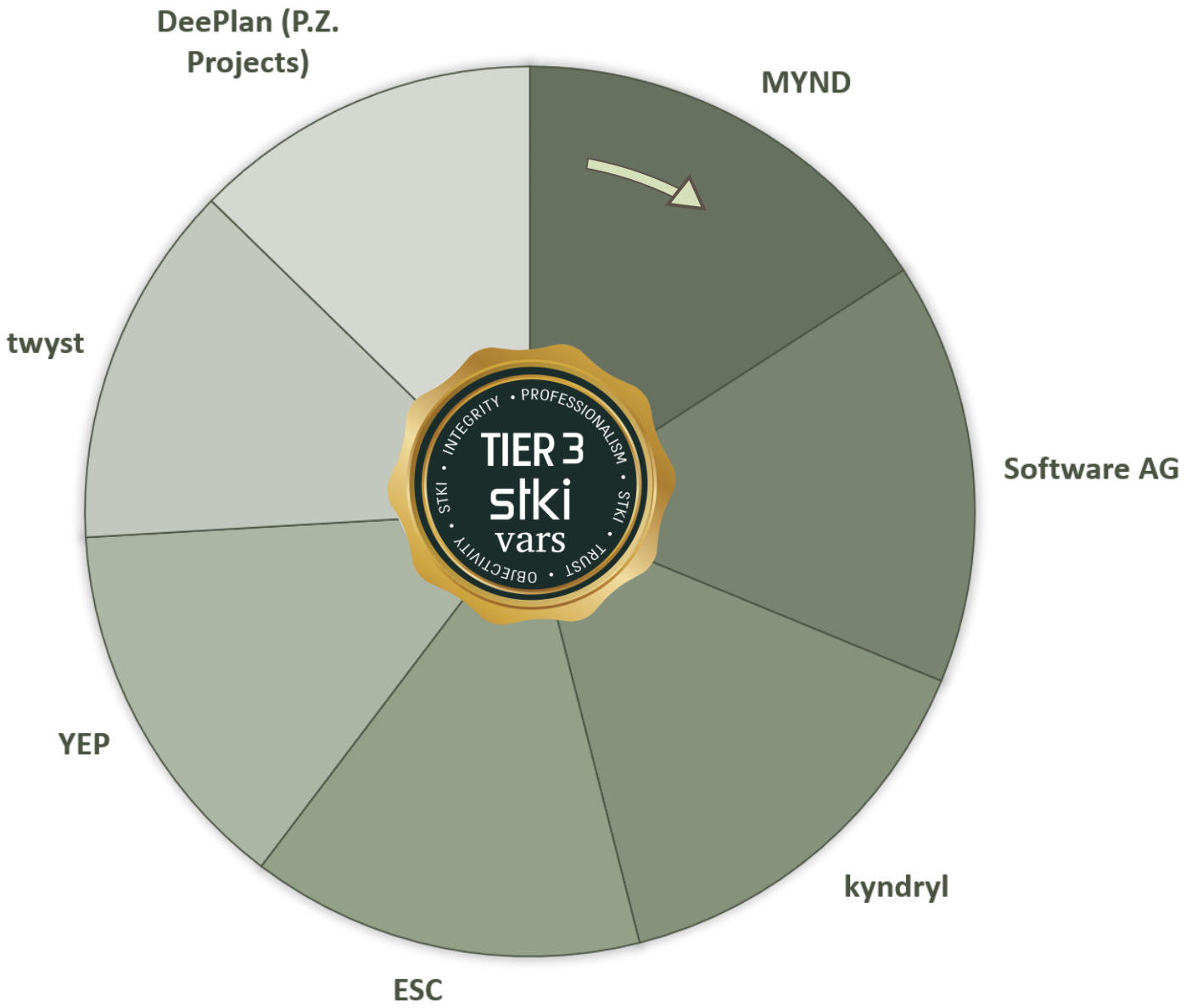
Project & Portfolio Management Tools VARs

Infrastructure

We rank VENDORS by REVENUE and CLIENT MINDSHARE



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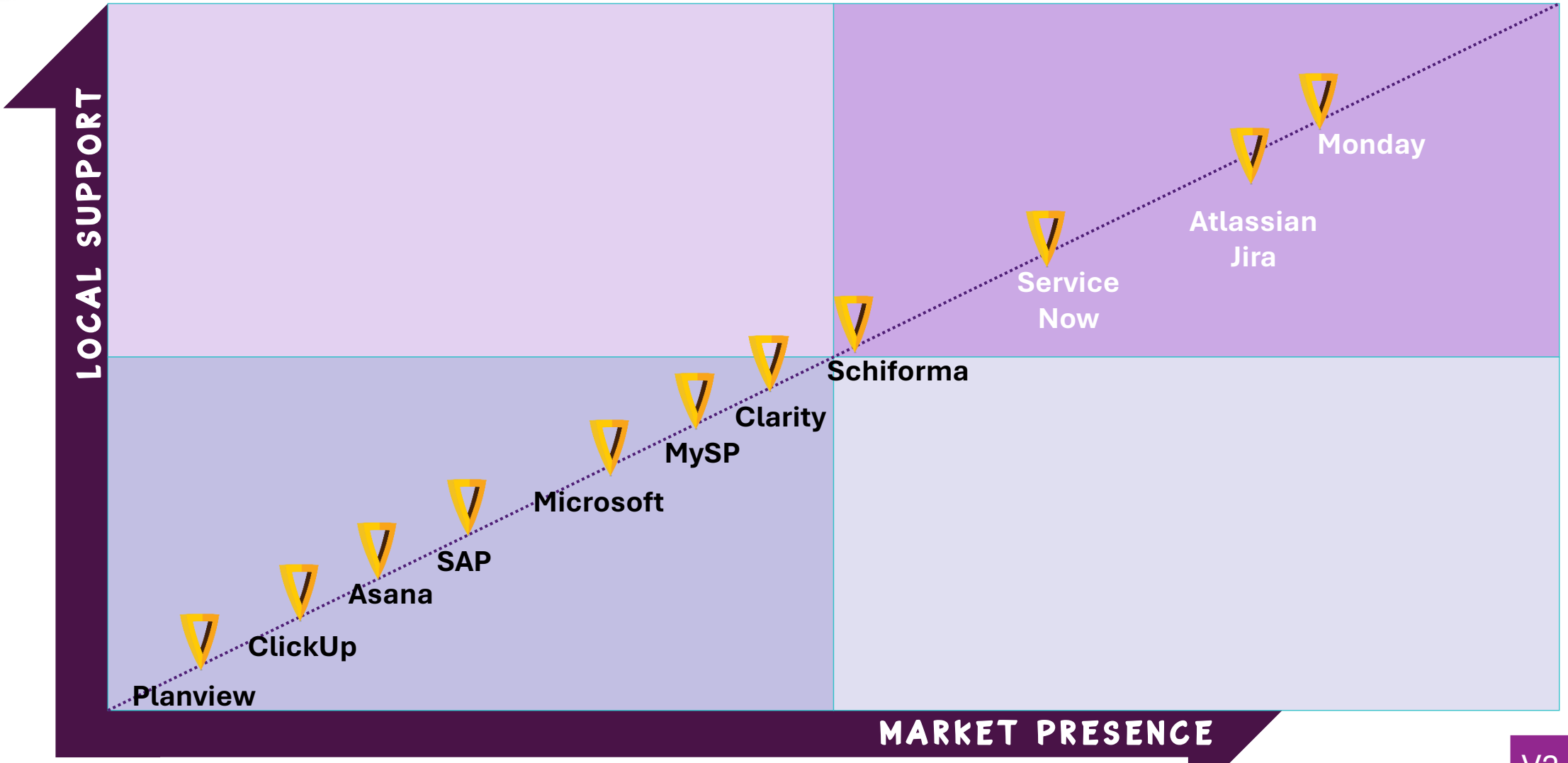
PPM Israeli Market Positioning– 2026/7

Presence & Support in Israel



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PPM Israeli Market Positioning– 2026-7

Integrators

monday.com	**Advanced Delivery**: ONE twodo boost by Moveo, Peax (Unitask), Abra, YEP, KPMG **Platinum**: ONE twodo, boost by Moveo, Peax (Unitask), Abra, Matrix **Gold**: KPMG, Entrypoint, YEP **Silver**: twyst Proceed, RBS
Attlasian Jira	**Platinum**: Abra , Matrix, Practiproject **Gold**: SQlink (AgileSparks), ESC Proceed, Bynet, RBS
Clarity PPM By Broadcom	Proceed (HMS)
MySP	ONE1
Asana	ELAD
Sciforma	Top Group
Microsoft EPM	Matan, DeePlan, RBS
ServiceNow Strategic Portfolio Management	ONE Dicomano, Deloitte, Kyndryl, Bynet, Verdera
SAP PPM	SAP, Proceed, Matan, Malam other potential SAP integrators
PlanView Enterprise PPM	DeePlan

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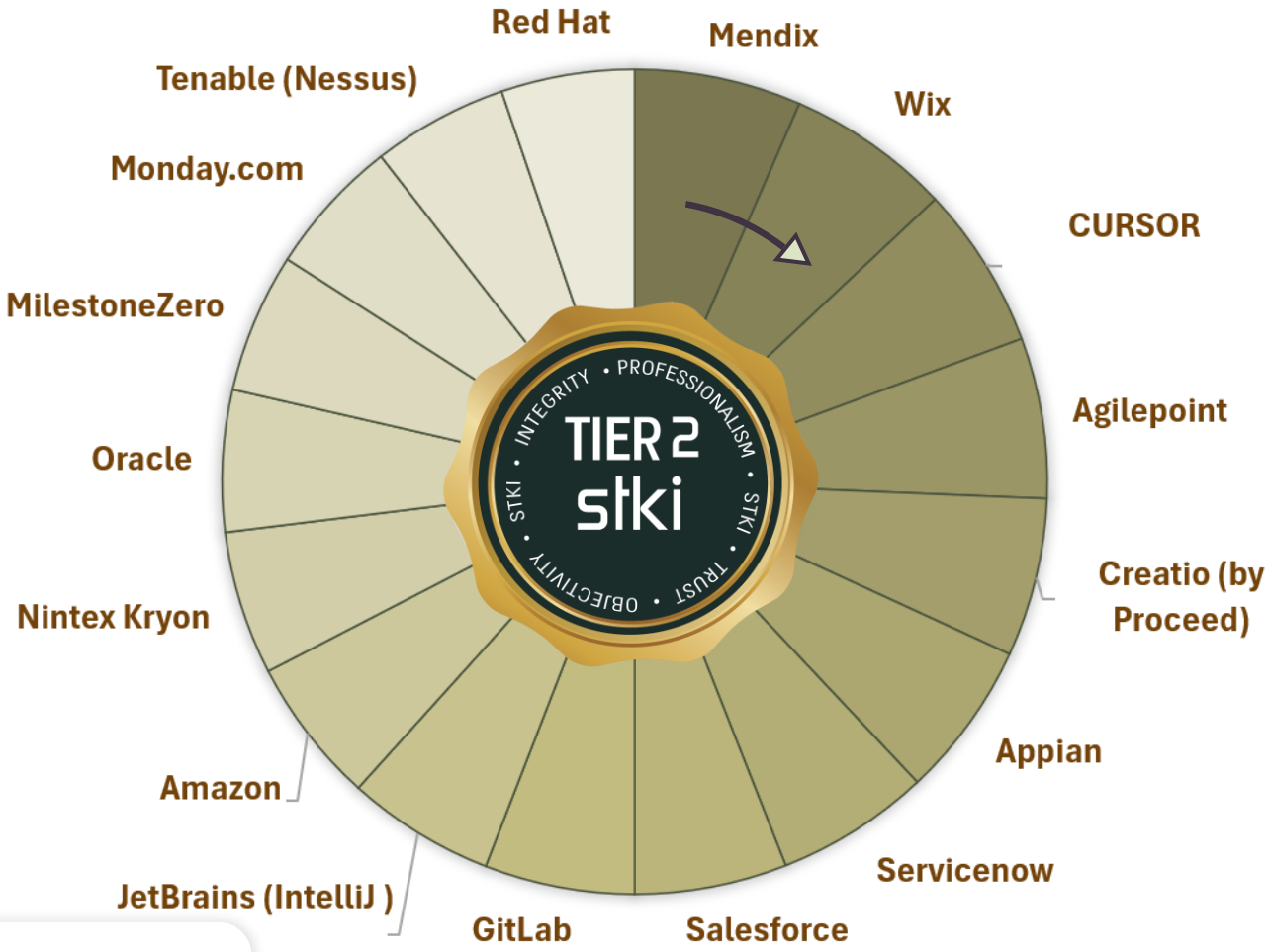
software

Development, Mobile, LowCode, BPM, ALM & DevOps tools



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software

Development, Mobile, LowCode, BPM, ALM & DevOps tools

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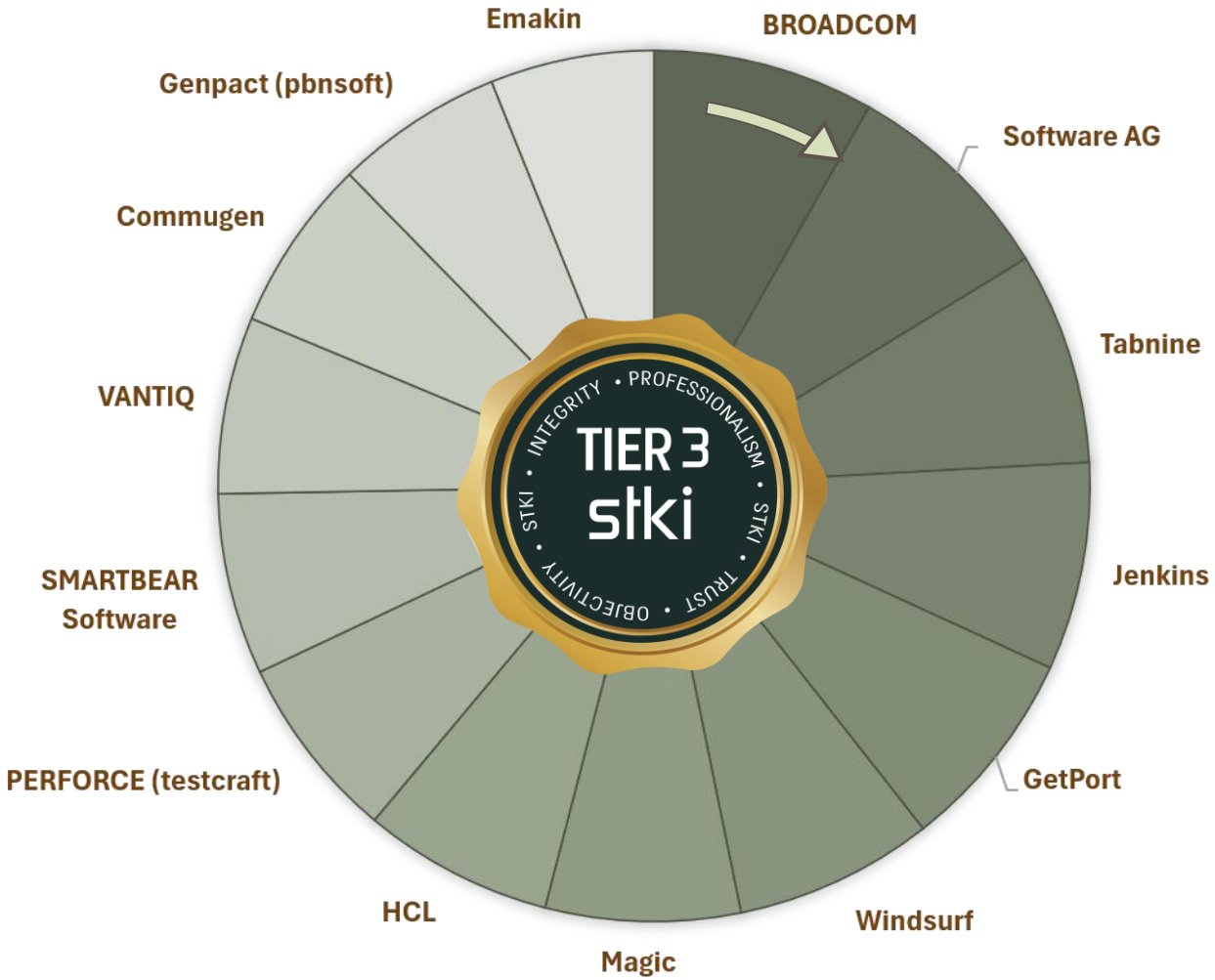

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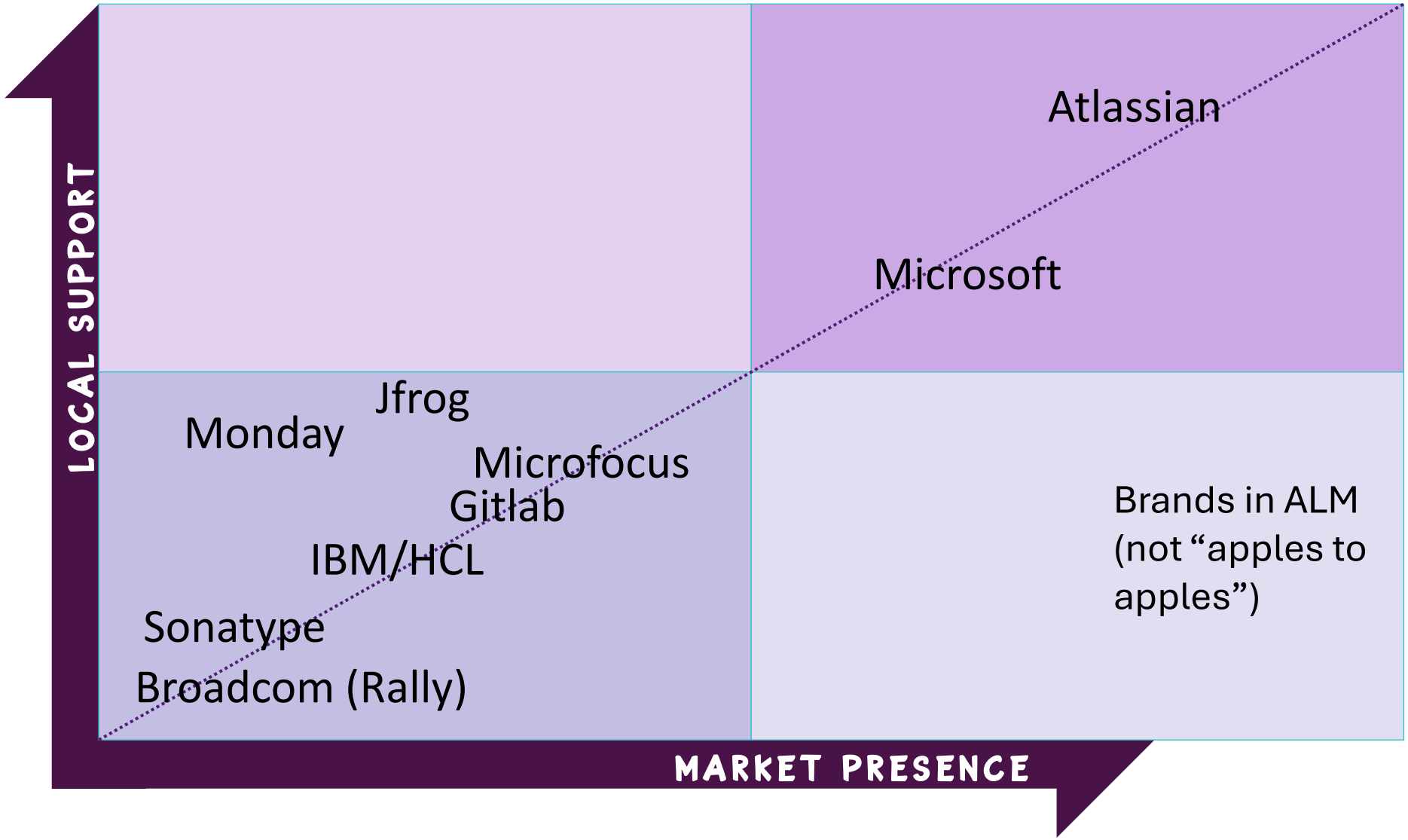
ALM (Application Lifecycle Management) - Israeli market presence 2026



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Israeli ALM selected integrators

Vendor	Product	Israeli Rep.	Integrators
Atlassian	Jira, Confluence, Bitbucket, etc.		Methoda, Matrix, practiproject , HMS-Proceed. Agilesparks
Broadcom	Rally		NessPro
Microfocus	QC, Octaine, etc.	Microfocus Israel	Matrix qualitset vness
Gitlab	Gitlab		ALM Toolbox
sonatype			Matrix

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Knowledge & Collaboration Tools Market 2020-2028

	2020		2021		2022		2023		2024		2025		2026		2027		2028
	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	forecasted (%) growth for 2026	Market Size	forecasted (%) growth for 2027	Market Size	forecasted (%) growth for 2028	Market Size
Office productivity (office calendar, mail etc.), KM (Enterprise Portals, ECM, Search, Knowledgebases tools)	158	-2%	155	-10%	140	-7%	130	4%	135	-7%	125	4%	130	4%	135	7%	145
Digital Output Management/Customer Communication Management	25	8%	27	7%	29	-14%	25	8%	27	4%	28	4%	29	21%	35	14%	40
Employee Collaboration, Task Management & Engagement Tools	15	33%	20	15%	23	-9%	21	10%	23	26%	29	24%	36	17%	42	7%	45
Contact Centers Platforms	50	16%	58	7%	62	-19%	50	8%	54	11%	60	13%	68	13%	77	17%	90
Interactions & engagement tools (Voice bots, Service bots, multi-channel tools)		#DIV/0!		#DIV/0!		#DIV/0!		#DIV/0!		#DIV/0!	35	43%	50	40%	70	14%	80
TOTALS	248	4.84%	260	-2.31%	254	-11.02%	226	5.75%	239	15.90%	277	13.00%	313	14.70%	359	11.42%	400

Values in Million USD

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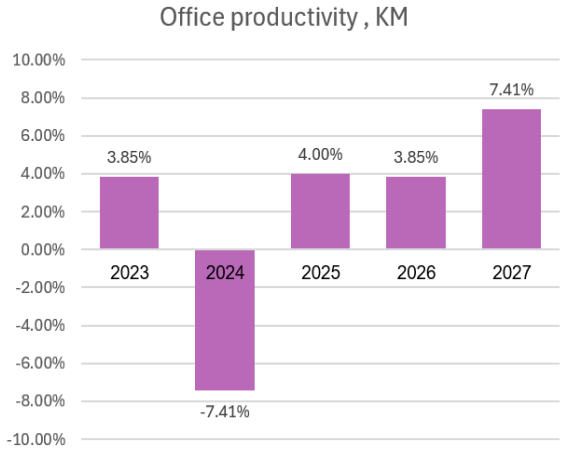
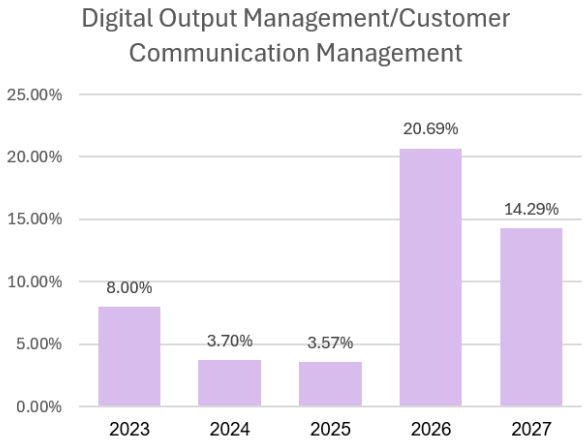
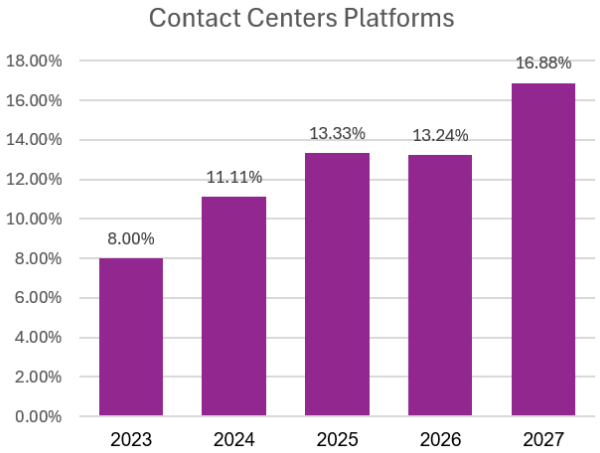
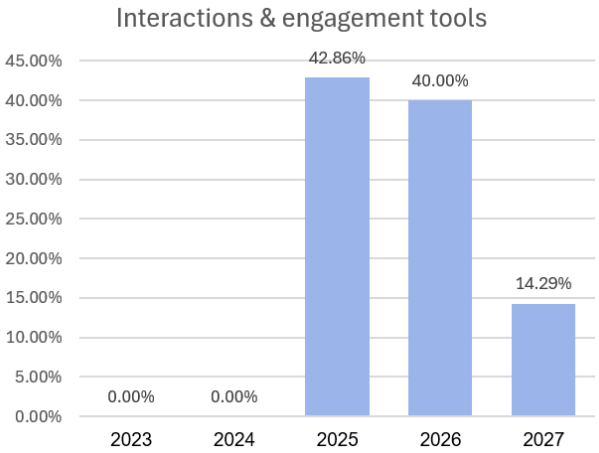
Knowledge & Collaboration Tools Market 2022-2026









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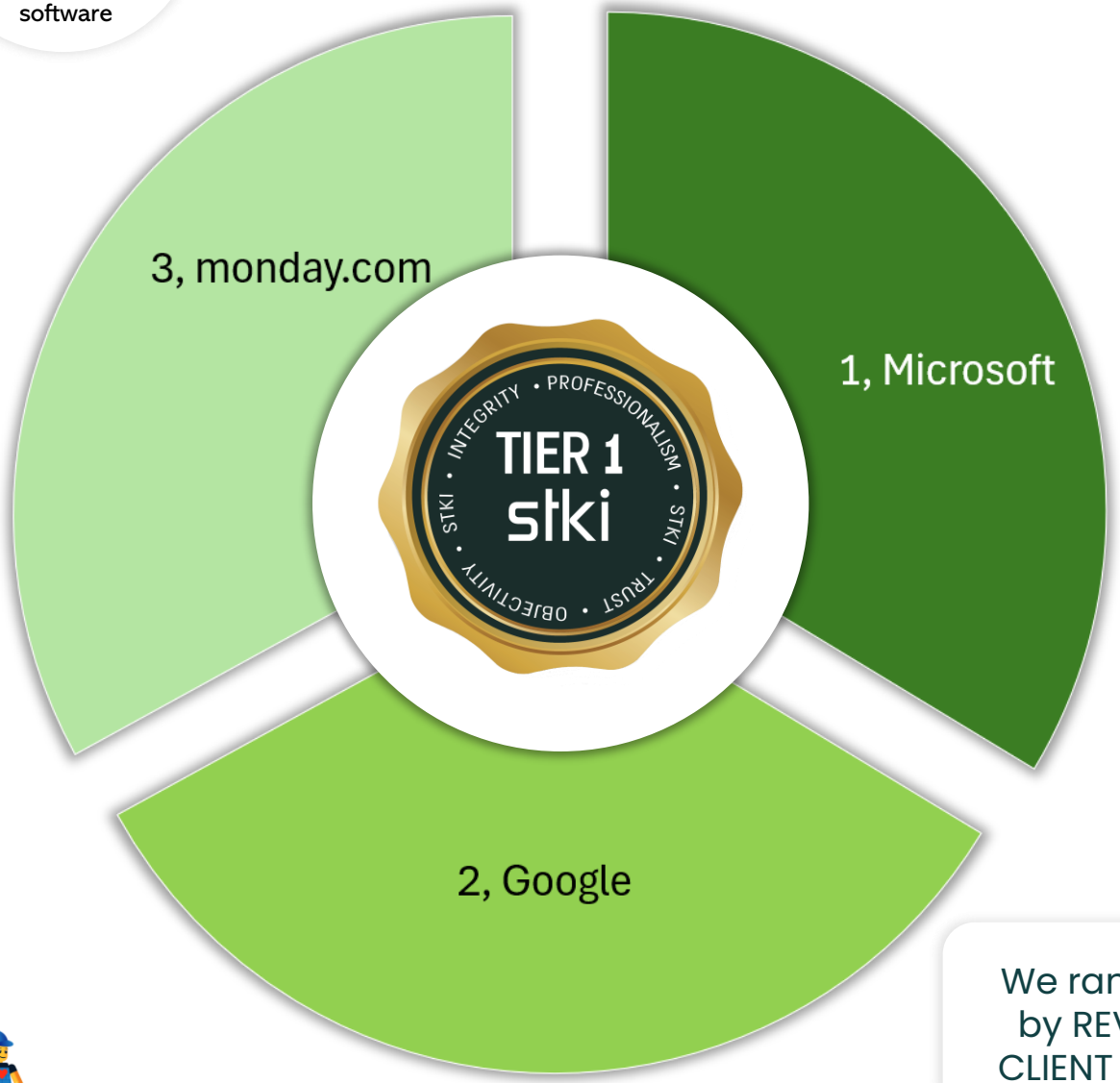
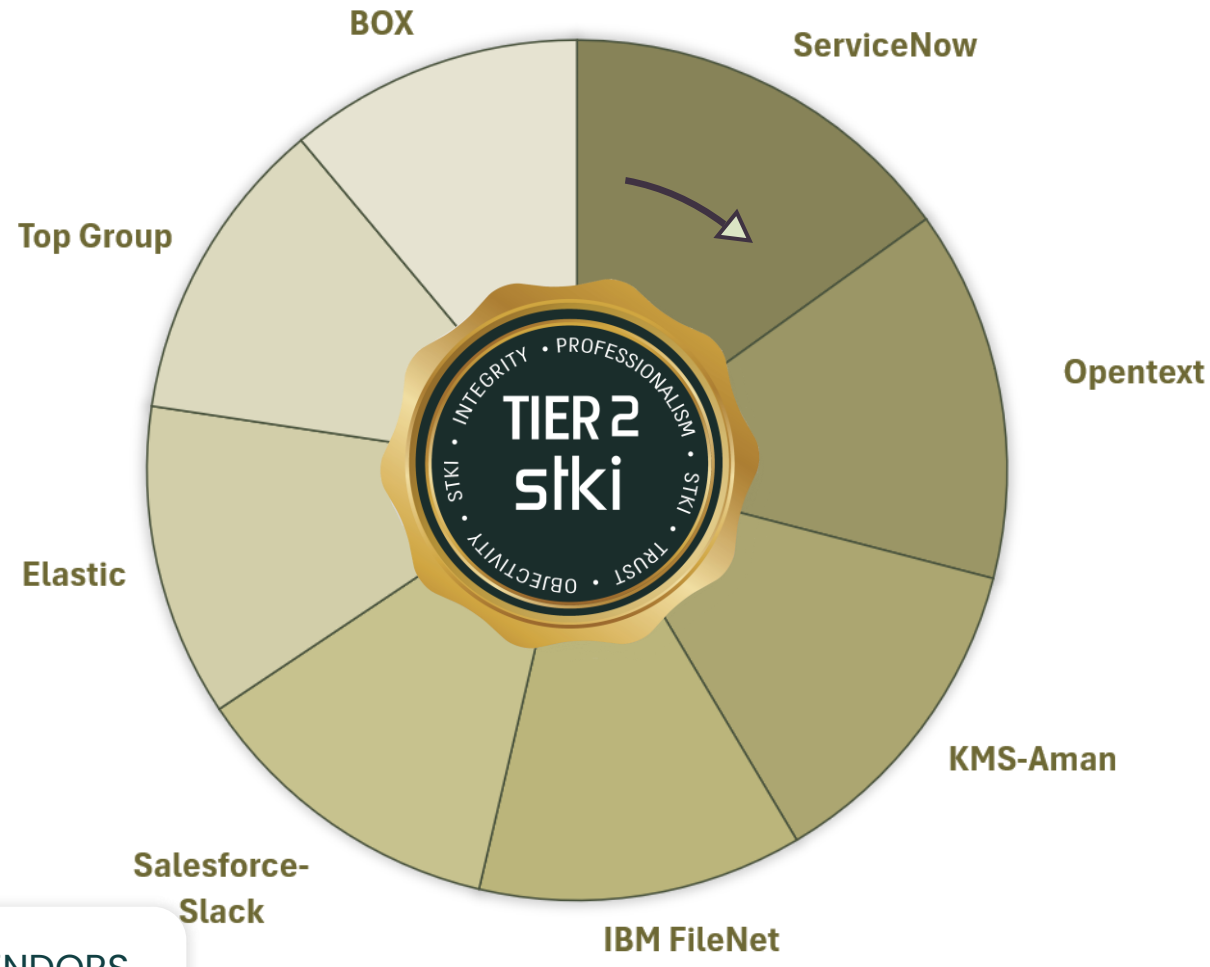
Office productivity (office calendar, mail etc.), KM (Enterprise Portals, ECM, Search, Knowledgebases tools)





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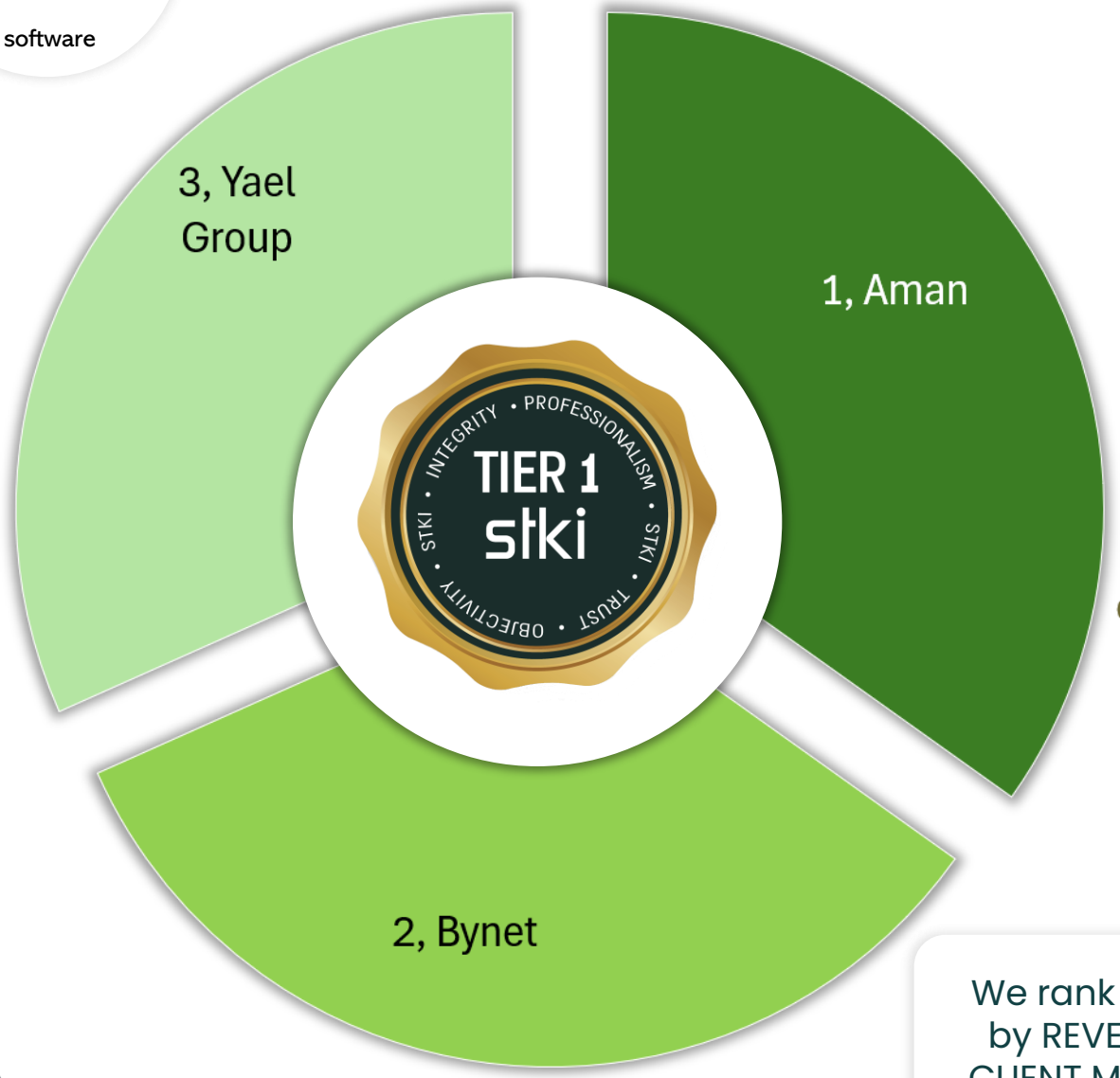
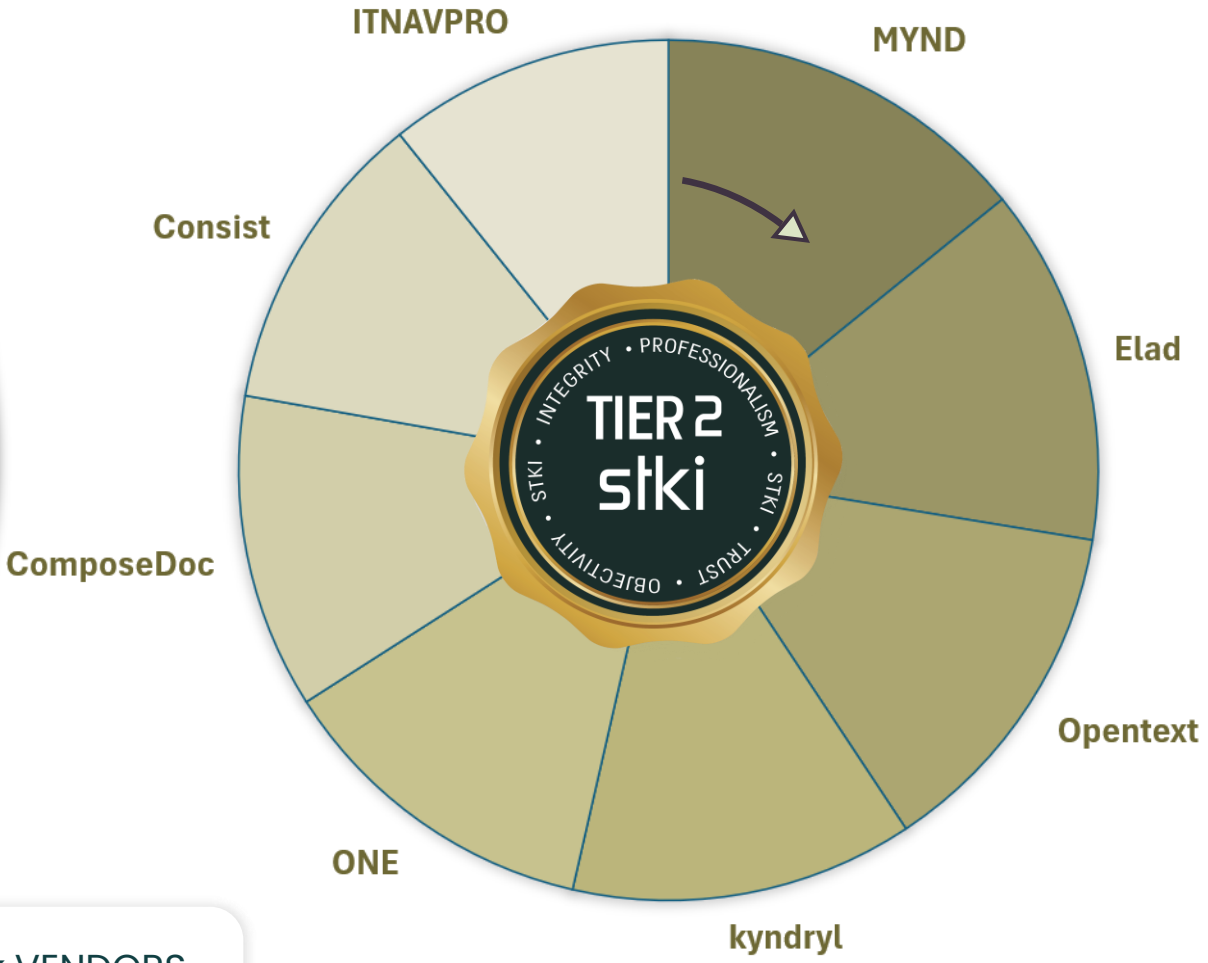
Digital Output Management/Customer Communication Management





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Employee Collaboration & Engagement Tools

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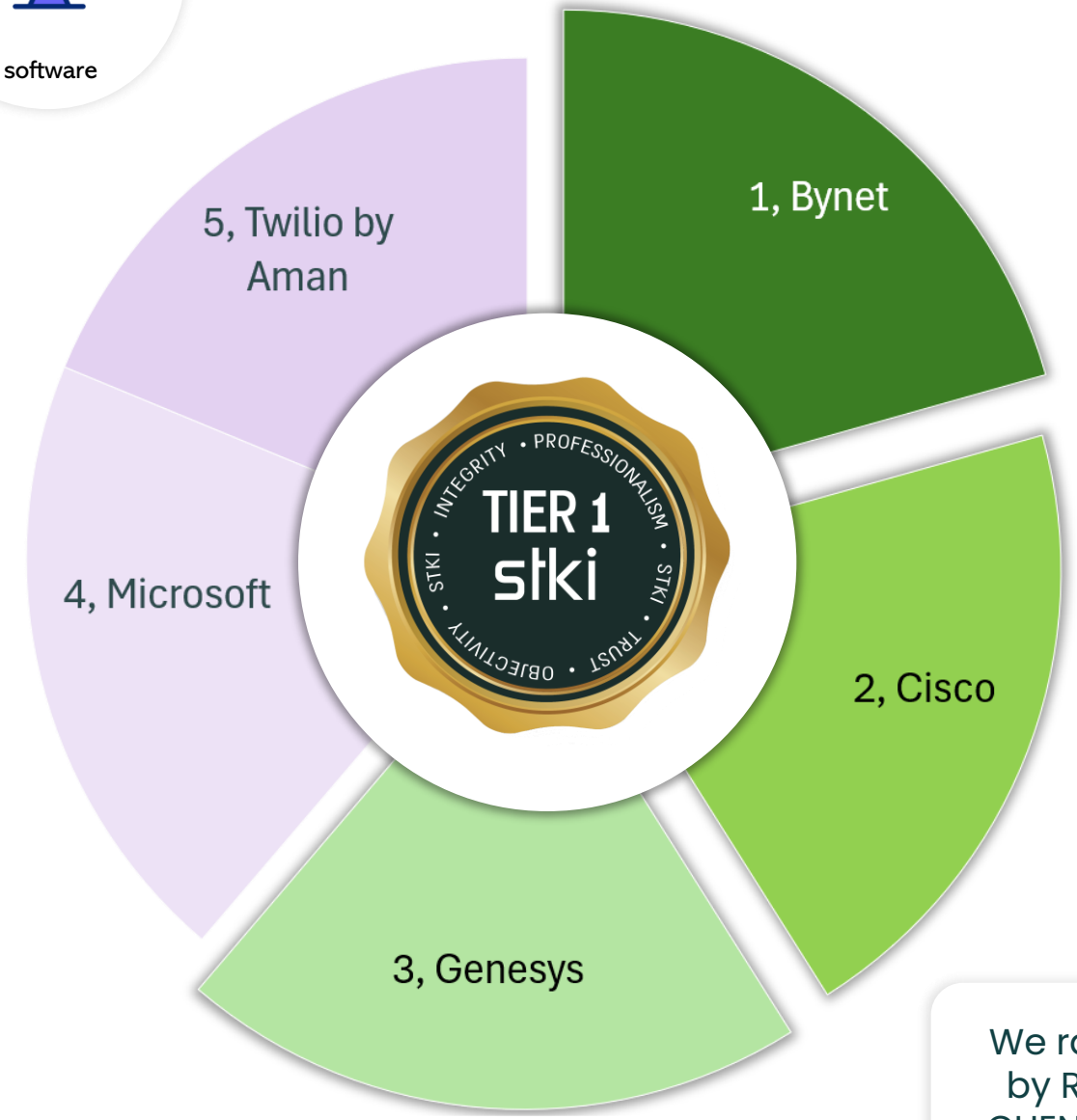
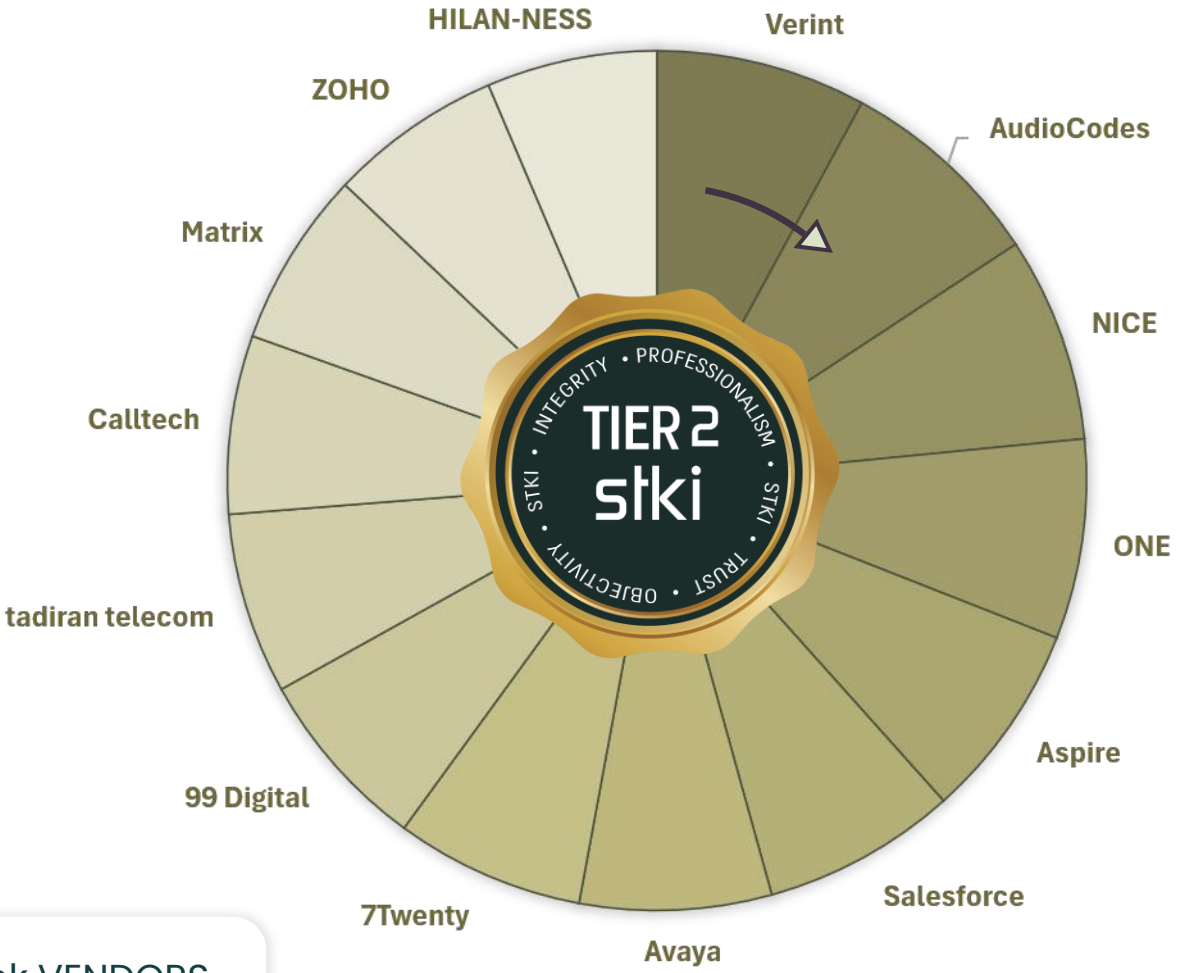
Contact Centers Platforms





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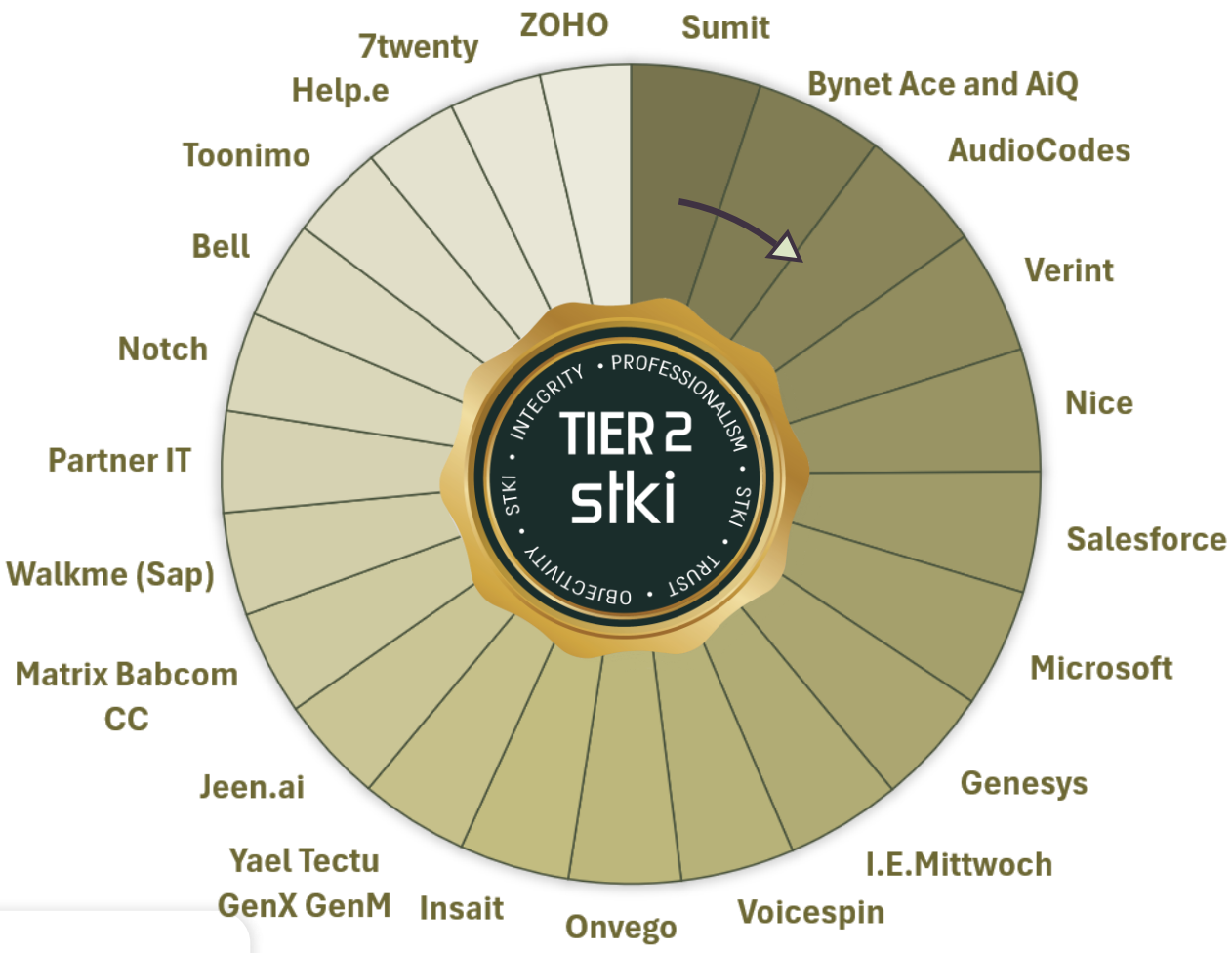
Interactions & engagement tools (Voice bots, Service bots, multi-channel tools)



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BI, Data Management and Analytical AI Platforms Market 2020-2028

	2020		2021		2022		2023		2024		2025		2026		2027		2028
	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	forecasted (%) growth for 2026	Market Size	forecasted (%) growth for 2027	Market Size	forecasted (%) growth for 2028	Market Size
BI Tools	140	7%	150	3%	155	-2%	152	-1%	150	-10%	135	-4%	130	-4%	125	-8%	115
Data Management tools (including data integration, ETL, data quality, data catalogs)	58	3%	60	5%	63	-5%	60	5%	63	8%	68	6%	72	11%	80	6%	85
Data Science and Analytical AI (ML) Platforms	29	24%	36	14%	41	-15%	35	23%	43	7%	46	4%	48	4%	50	10%	55
TOTALS	227	8.37%	246	5.28%	259	-4.63%	247	3.64%	256	-2.73%	249	0.40%	250	2.00%	255	0.00%	255

Values in Million USD

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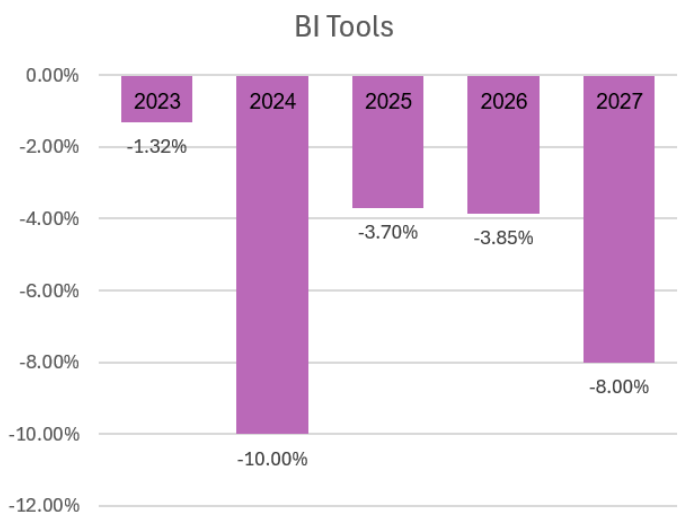
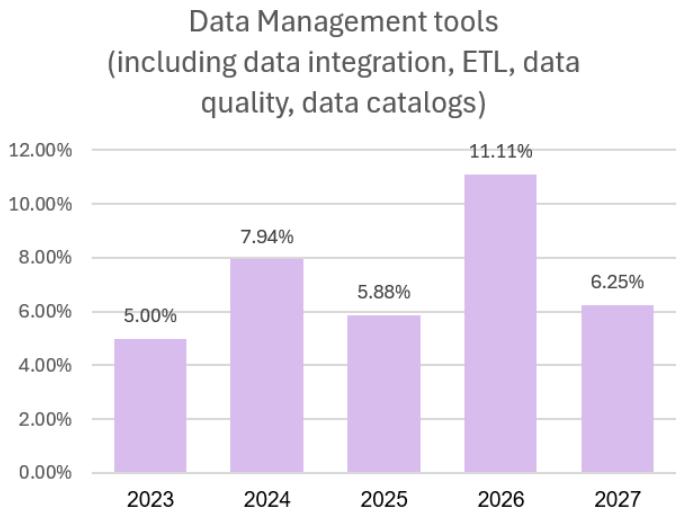
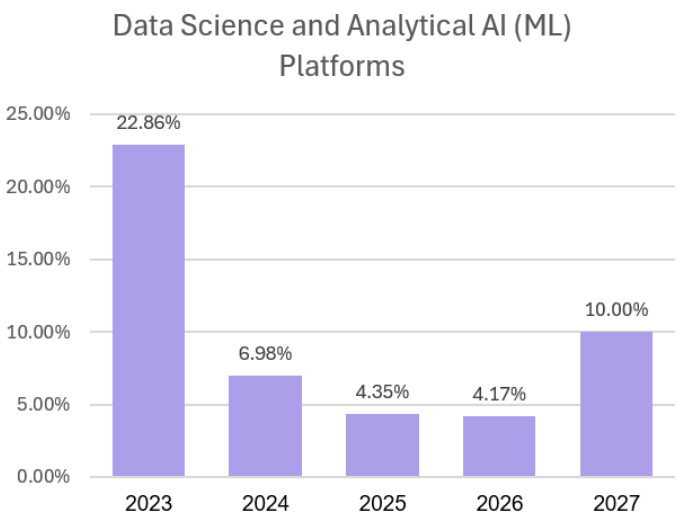
BI, Data Management and Analytical AI Platforms Market 2022-2026







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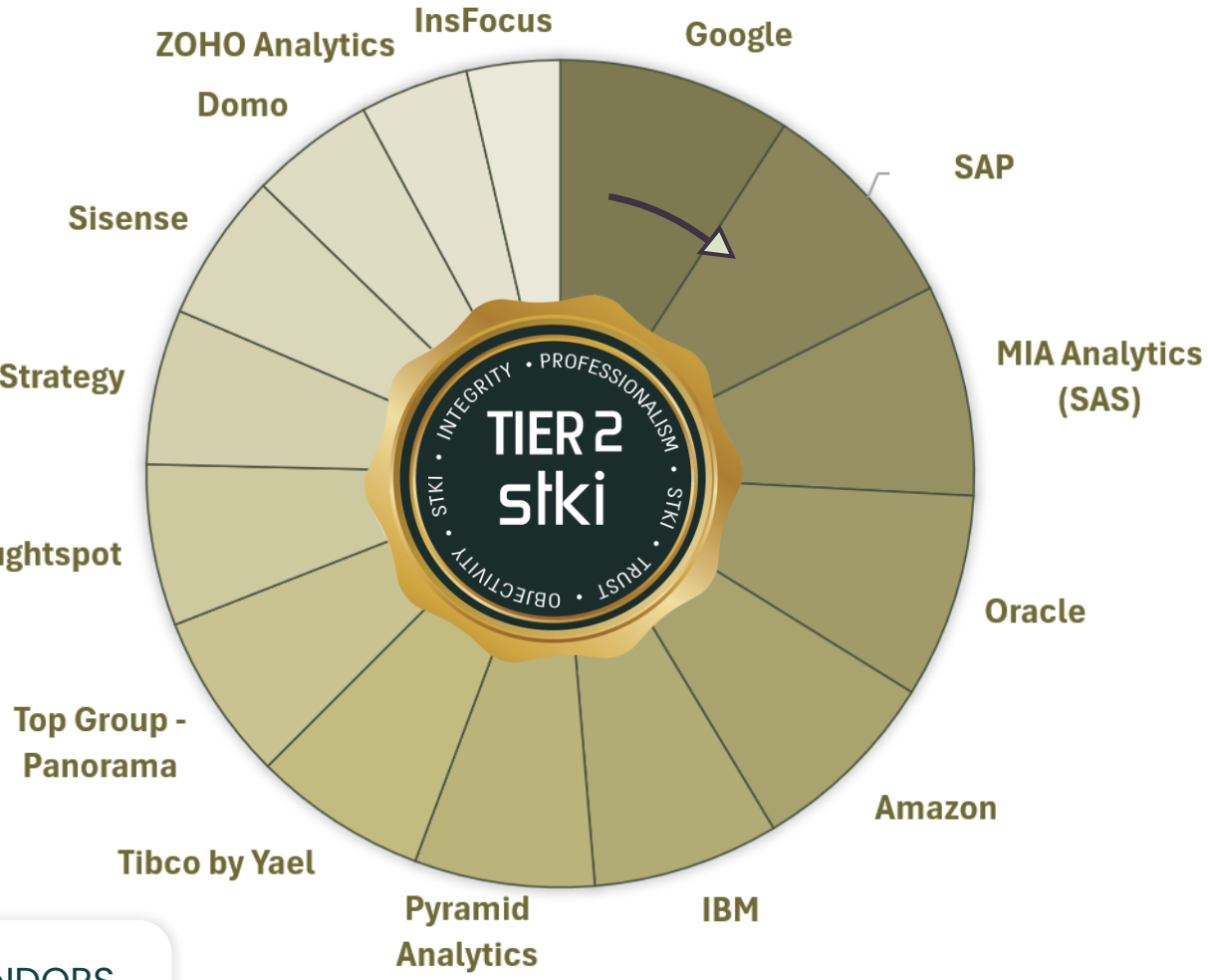
BI Tools



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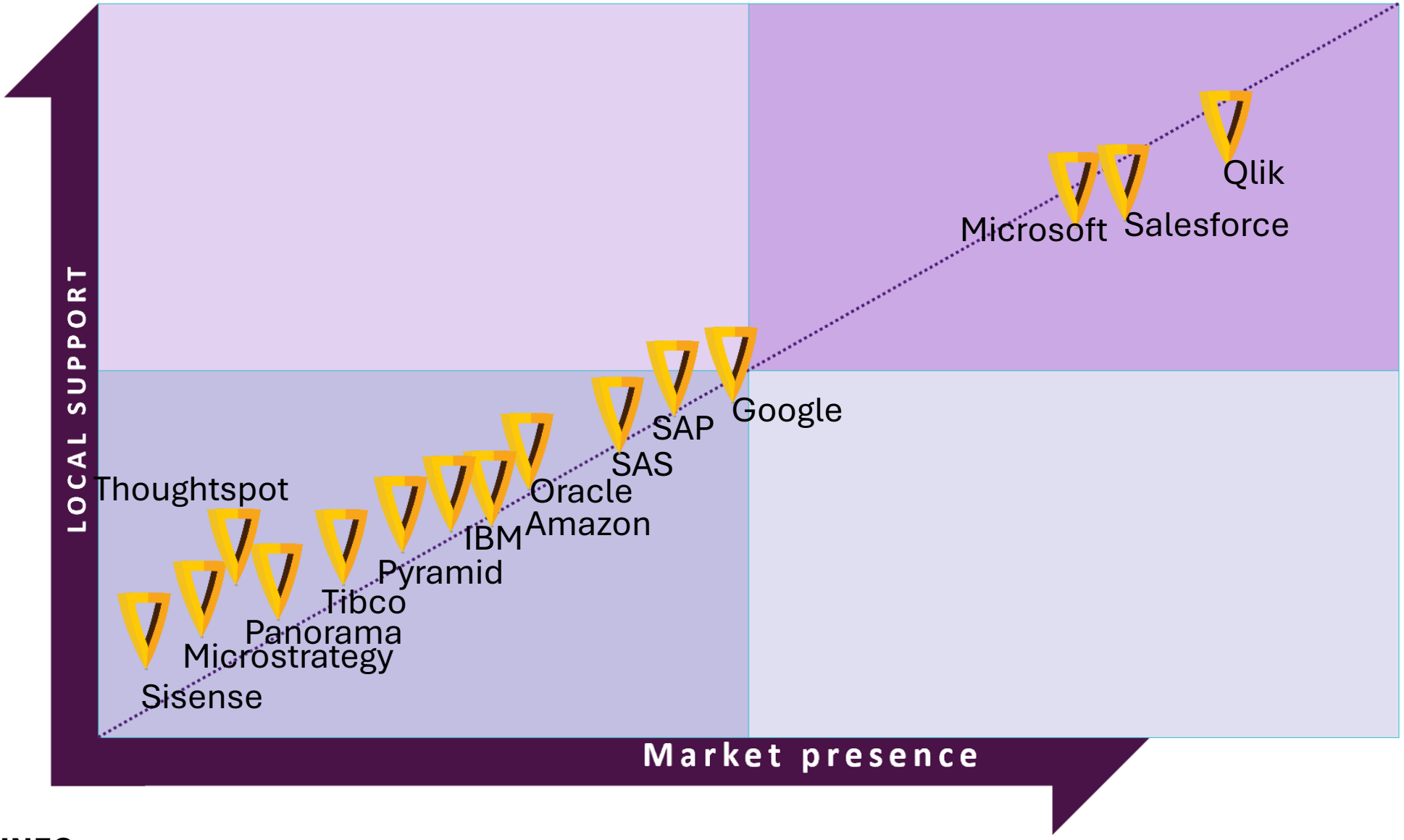
Business Intelligence – 2026

Presence & support in Israel



Vendors to watch

Sigma
Omni
Domo
Zoho Analytics
Databricks AI BI

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Infrastructure

Business Intelligence (BI) - Part 1:

Package	Rep Israel	Integrators
SAP SAC in BDC	SAP Israel	One Data, Hilan-Ness, iProsis Matrix DnA, Malam-Team, Skywind, BDO (BICS), Yael all Data, Aman-Eternity, Opisot-Genius(SQLink), Nogamy, abra (BO), Data Cube
Qlik	Hilan – Qlik Israel	One Data, DataMind, MatrixDnA, Logical Systems, Aspect-Tech, DtBit, Greenhouse, Tirosh, abra (Anagal), Hilan –Ness- Qlik, ExperisBI, Malam-Team, Opisoft-Genius(SQLink)
Microsoft Power BI	Microsoft Israel	Aman - Eternity, Opisot-Genius(SQLink), Hilan-Ness, One Data, MatrixDnA, Consist, Bynet SW, Elad Data, Malam-Team, Data Cube, Vision.bi, MCS, SolidBI, Yael, Nogamy, abra, PWC, MYND (Data Core)
Pyramid Analytics (Acquired by Servicenow)	Pyramid Israel	Nogamy, Yael all Data
IBM Cognos Analytics	IBM Israel	Yael, one, Seven-D, Consist, Aman - Eternity, Normative, MatrixDnA, Malam-Team, , SQLink (Opisoft-Genius)
Salesforce (Tableau)	Salesforce Israel	Vision.bi, Nogamy, Yael all Data, Aman-Asperii, AllCloud Naya, Matrix DnA, abra , Hilan-Ness, , SQLink (Opisoft-Genius), Malam-Team, One Data, SIT, Gstat

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Infrastructure

Business Intelligence (BI) - Part 2:

Package	Rep in Israel	Integrators
SAS BI + VA	Mia Computers (SAS)	Mia computers, Yael all Data
Microstrategy	Microstrategy Israel	I.E Mittwoch, Twingo Commit, Matrix DnA, StrategyBI
Oracle Analytic OAC, OAS	Oracle Israel	Oracle Consulting, SangIT, peax (formerly EMET), SIT
Tibco Jaspersoft, Spotfire, Web Focus	Yael	Yael all Data, Malam Team (Web Focus)
Panorama - Necto	Top Group (acquired Panorama)	Top Group
Sisense	Sisense	MatrixDnA
Databricks AI BI (based on ReDash)	Databricks Israel	
Looker – Google	Google Israel	Twingo Commit, Opisot-Genius(SQLink), Yael all Data, one, Hilan-Ness, Matrix DnA, KPMG
Quicksight - Amazon	Amazon Israel	One Data, Allcloud....
Domo	Elad Data	Elad Data
Thoughtspot	New age conversational BI	Vision.bi, Be2See (peax group)
Sigma	New age BI “spreadsheet”	Vision.bi

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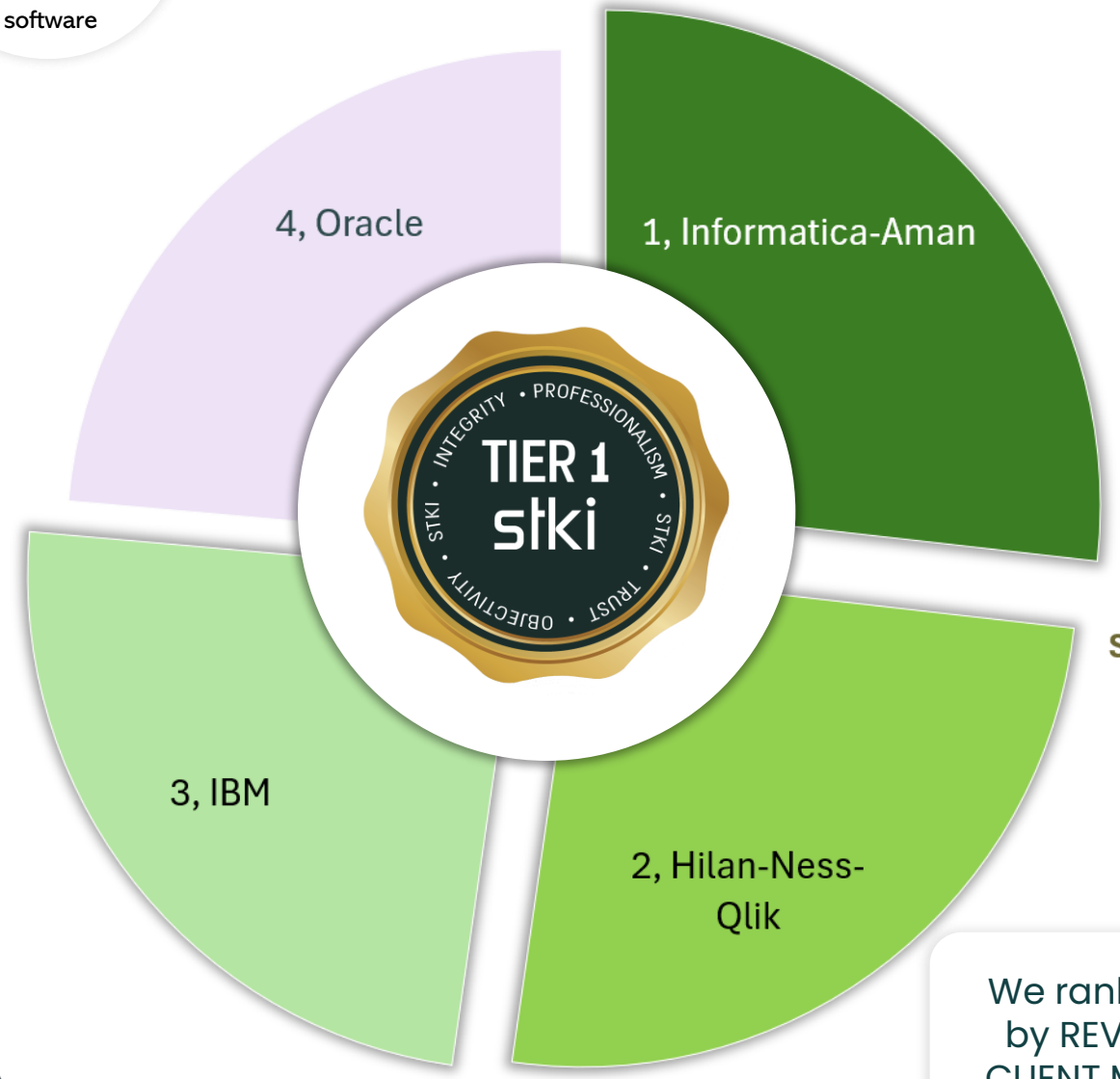
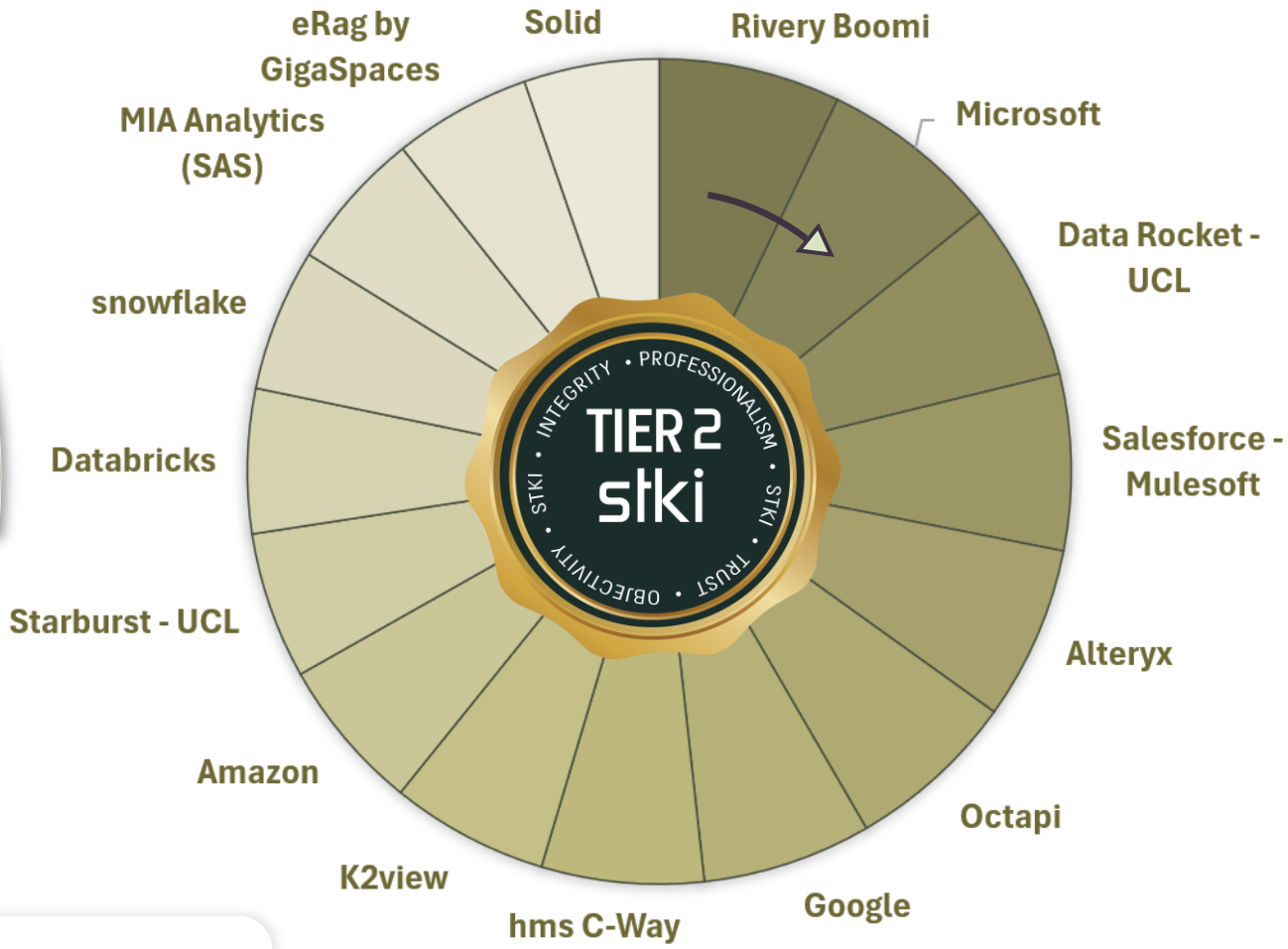
Data Mgmt. Tools

(including data catalog, governance, ETL, quality)





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Data Mgmt. Tools (including data catalog, governance, ETL, quality)

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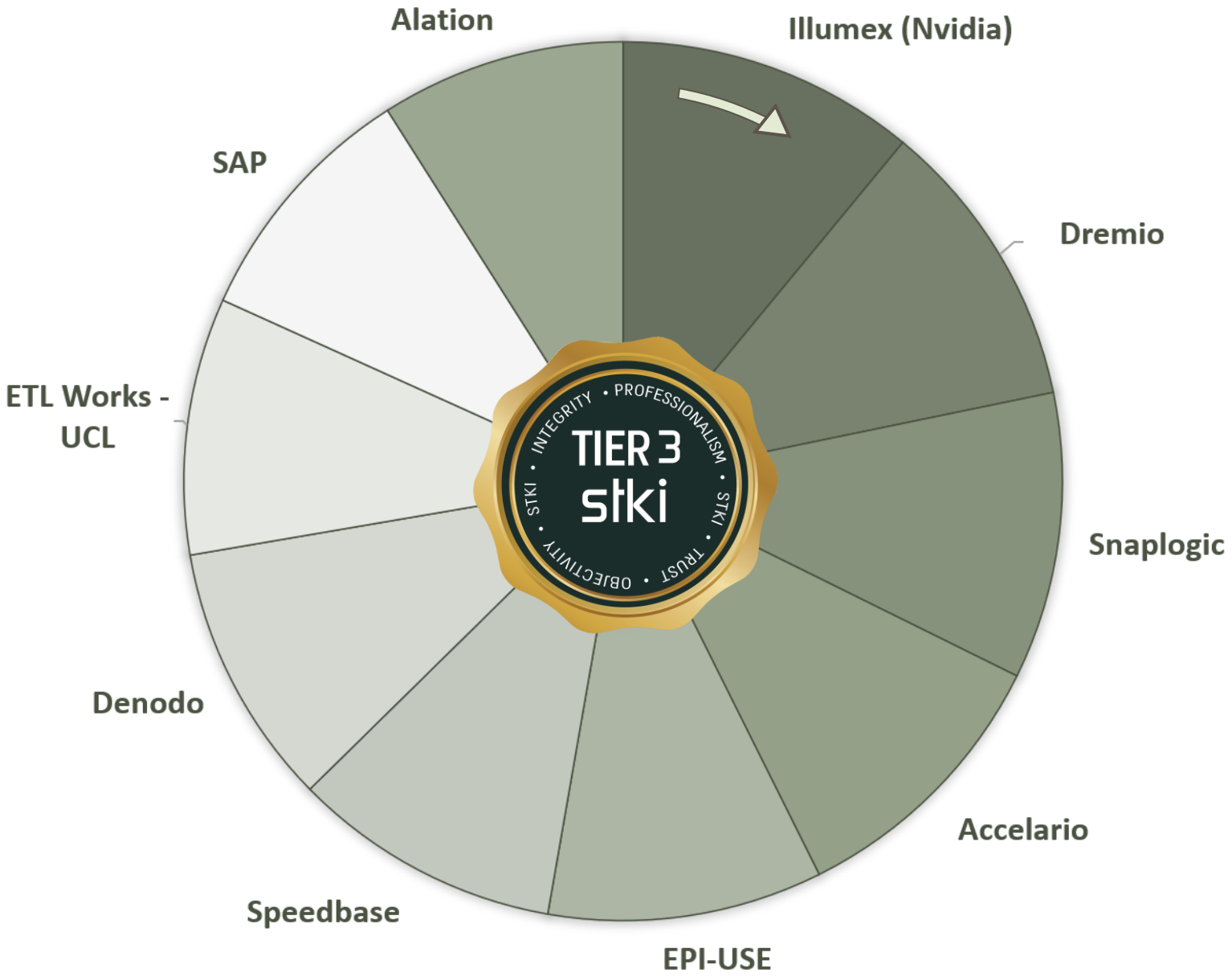

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Data Catalog, Data Governance and Data Preparation Tools

Product	Description	Rep/Partners in Israel
Informatica EDC	Data Catalog, Data Governance	Informatica Israel, Aman Eternity
WKC: Watson Data Intelligence	Data Catalog, quality and lineage	Yael
Qlik-Talend Data Catalog	Data Catalog	Hilan-Ness-Qlik, UCL Group
Databricks Catalog		Databricks Israel, Matrix Databricks CoE, KPMG
Snowflake Horizon Catalog	Agentic catalog	Snowflake Israel
Octapi	Metadata, Data Lineage	Aman - Eternity
Alteryx (+ acquired Trifacta)	Data Preparation	Rep: One Data, Partners: UCL Group, one, SIT
Apache Atlas	Data Catalog and metadata	
Immuta	Data Privacy	Matrix DnA
Alation		Vision.bi
Azure Purview	Data Catalog	Microsoft Israel, Matrix and others…
C-way		HMS
Hazy (acquired by SAS)	Synthetic Data	Mia Computers
Inrule	Decision accuracy and compliance	aman
Infognito	Sensitive data & anonymization	Matrix DnA

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Digital Intelligence Solutions

Package	Rep in Israel	Integrators
Google Analytics, Google 360	Google Israel	One Digital, Elad, Matrix and many more…
Glassbox (Interaction analytics)	Hilan-Ness-Pro	Hilan-Ness-Pro
Matomo (Piwik)		One Digital
Hotjar (heat maps)		One Digital, Elad…
Mixpanel	Yael	Yael all Data
Clarity		Matrix
Dynatrace	Matrix	Matrix
Adobe Experience Cloud	Adobe Israel	Deloitte Israel
Oracle (Web Trends, CX , Infinity)	Oracle Israel	Oracle Consulting
Salesforce (Evergage)	Salesforce Israel	
SAS	Mia Computers	
VWO ABTasty	AI based AB testing	One Digital
FullStory		One Digital

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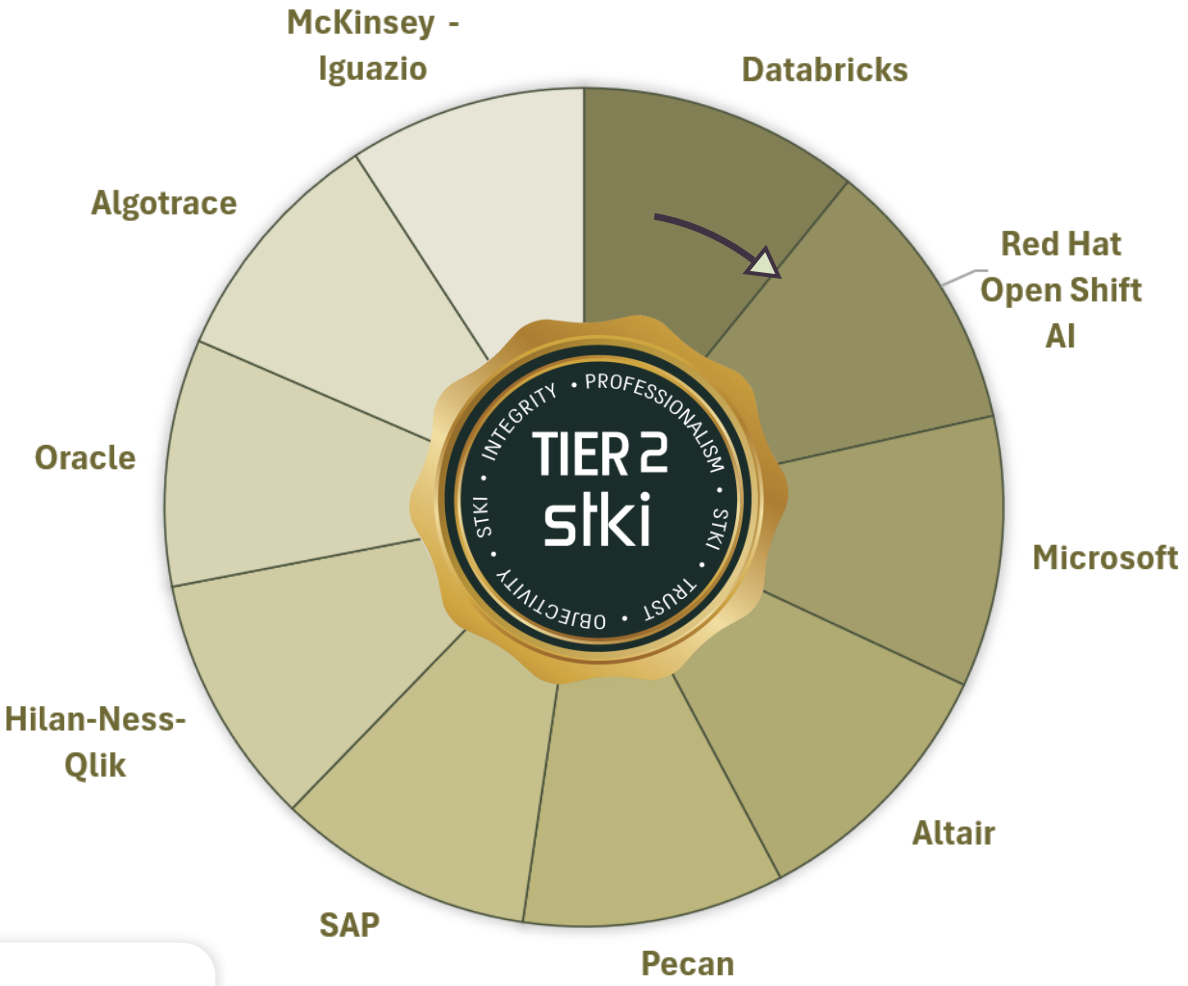
Data Science and ML/AI Tools



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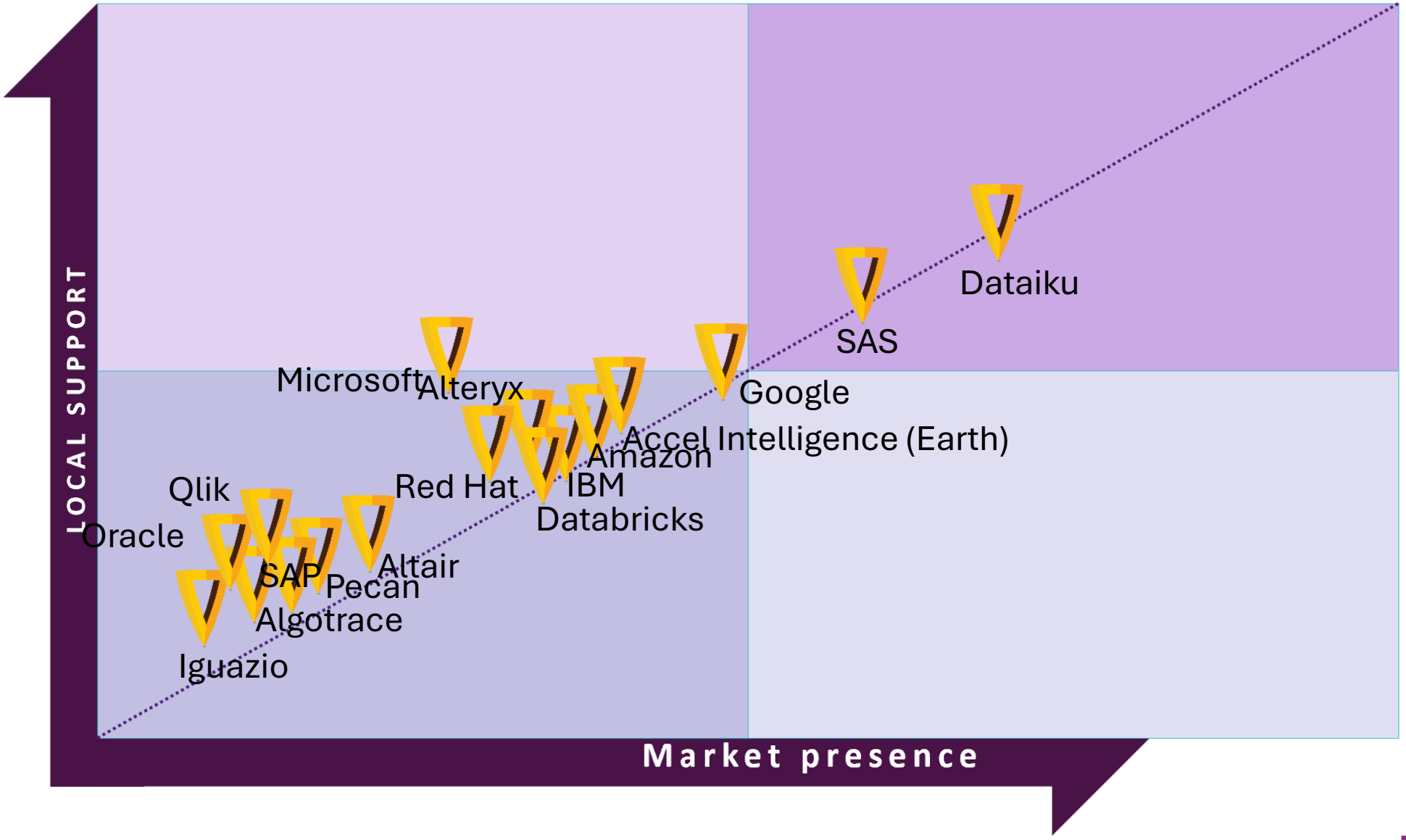
Analytical AI Data Science & ML Platforms 2026

Presence & support in Israel



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Data Science Platforms – Part 1:

Package	Rep in Israel	Integrators
SAS Viya, VS, cloud DS	Mia computers	Yael, Finity (Risk, CECL), EY (Solvency), KPMG (Costing, AML), HMS (CECL), Mia computers, Minago
Dataiku	Dataiku Israel	Matrix DnA, Naya, Gstat, Vision.bi, Deloitte
Databricks	Databricks	Aman-Eternity, Commit, Sela, Matrix Databricks CoE, AllCloud, KPMG, Deloitte, Malam-Team
Data Robot		
Altair - RapidMiner	Altair	MatrixDnA
Alteryx	One Data	One Data, UCL, SIT
Earth by Evolution	Evolution	Malam-Team, Aman-Eternity, One Data
Algotrace (Qualitest)		
NBO	Gstat	Gstat
Iguazio (McKinsey)	Iguazio, Belocal	Belocal, DSG
Tibco Spotfire (Statistica)	Yael Software	Yael all Data
ClearML (MLOps)		Matrix DnA

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Data Science Platforms – Part 2:

Package	Rep in Israel	Integrators
Oracle's OCI Data Science	Oracle Israel	Oracle Consulting, one, Matrix
WatsonX.ai	IBM Israel	Nogamy, Matrix DnA, Aman Eternity, SQLink – Genius, peax (formerly EMET), Deloitte, Yael (Content Analytics), One Data, Malam-Team
Microsoft Fabric, Azure ML/AI, Synaps	Microsoft	one, Opisot-Genius(SQLink),Aman-Eternity, Elad Data, KPMG Edge, Data Cube, GRTH, Yael all Data, Intuit, Malam-Team, MatrixDnA, Gstat, EY, Sela, Madera, Naya
Amazon SageMaker AI	Amazon Israel	Allcloud, MatrixDnA, Yael Opsguru, Elad
Google Gemini Enterprise Agent Platform (formerly Vertex AI)	Google Israel	Yael all Data, Razorlabs, Bynet Kaleidoo, Kyndryl (GenAI), Malam-Team
SAC: SAP Analytics Cloud	SAP Israel	One Data, Hilan-Ness, iProsis, Matrix DnA, Malam-Team, Skywind, BDO (BICS), Yael, Aman - Eternity, Opisot-Genius(SQLink), Nogamy, Data Cube
Nvidia AI Enterprise	Nvidia	Deloitte (+Opteamizer), Kaleidoo Bynet, one, Malam-Team
Red Hat Open Shift AI	Red Hat Israel	
Elastic		Matrix, Peax (formerly EMET), SQLink, KPMG
Pecan	Pecan	Pecan

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Packaged AI solutions for Service/Sales - Part 1

Product	Description	Rep/Partners in Israel
Onvego	Service Agent Chatbot	Matrix Babcom
Alsera	Service Agent	peax (formerly EMET)
Insait	Digital Assistant	Hilan-Ness Pro
Help.e	Service voice bot	
Gentrix	Enterprise Agentic AI Platform - including Service Chatbot	SQLink
Kal-Sense and Bynet-Up (Bynet ACE)	SaaS “GenAI applications” for Chatbots	Kaleidoo by Bynet, Bynet ACE
Botica by WebTech	Service agent chatbots	WebTech, Matrix, BDO, Tefen
Wonderful	Voice assistants, agents for CC	Deloiitte, KPMG
Jeen.ai	Service bot builder	
Voicespin		
Callex	Voice AI	

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Packaged AI solutions for Service/Sales - Part 2

Product	Description	Rep/Partners in Israel
KMS	AI Knowledge-driven assistant	Aman
Bell	Voice bot	One
ClearMash	AI Knowledge-driven assistant	Difdoof, Knowledge
Verint	Voice bot, Chat bot	Kyndryl, I.E Mittwoch
Chatbot AI	Voice based service chatbot	Yael all Data
Angelina	AI based Customer feedback insights (+Nemala)	Top Group
WINN AI	Sales and Revenue Operations assistant	Tir1
Amit by abra	Autonomous sales processes	
Qualified (acquired by Salesforce)	Agentic Lead qualification and nurturing for B2B	Salesforce Israel
Packaged Service Agents within CRM suites: Salesforce AgentForce, Microsoft, Zoho, ServiceNow		

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Packaged GenAI solutions for Contact Centers

Transcription and calls analysis for contact centers

Product	Description	Rep/Partners in Israel
Kal-Audio and Bynet-Up (ACE)	Transcription and Call Analysis for CC Also in ACE CC	Kaleidoo by Bynet, Bynet ACE
Jeen.ai	Transcription and call analytics for CC	
CoRep	Transcription and call analytics for CC	Matrix Babcom
Hear.ai	Transcription and Call Analysis for CC	Matrix Babcom
Maximizer	Transcription and Call Analysis for CC	Malam-Team
Verint	Transcription and Call Analysis for CC	Kyndryl, I.E Mittwoch
Audiocodes	Transcription and Call Analysis for CC	
Sumit	Transcription and Call Analysis for CC	Hilan-Ness Pro
CommX Expand	Transcription and Call Analysis for CC	Commit
Nice (+Nexidia)	Transcription and Call Analysis for CC	Nice
	Transcription and Call Analysis for CC	Aman Digital
	Transcription and Call Analysis for CC	Bleader
Other transcription solutions within CC platforms such as Genesys, Cisco etc.		

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Data Fabric / virtualization solutions in Israel

Package	Description	Partners
Starburst	Distributed analytic engine (Trino)	UCL Group
Dremio	Query Engine	Commit Twingo
K2View	Operational Data Fabric	
Denodo	Data Virtualization	Aman
Google Knowledge Catalog (Formerly Google Dataplex)	Data Fabric catalog	
Intersystems Data Studio	Data Fabric on IRIS Data Platform	
Informatica Data Federation/Data Services		Aman Eternity

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Semantic Layer Tools

Product	Rep/Partners or experience in Israel
Solid	UCL Aqurate, Nogamy, SQlink
Illumex (Nvidia)	Matrix, Hilan-Ness Pro
Timbr.ai	Yael-Tectu
Cube (Open Source)	Aman-Eternity
Stardog	aman
Open meta data (Open source)	Matrix DnA
Honeydew	
Jedify	Matrix DnA
eRag by Gigaspaces	Gigaspaces
DBT semantic layer	OneData, Vision.bi, Data Partners, Elad Data
Bon Data (MDM)	Elad
All major data platform players are entering this space	
Databricks	Databricks Israel, Integration partners
Snowflake Cortex AI	Snowflake Israel, Integration partners

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Enterprise Management Systems Market 2020-2028

	2020		2021		2022		2023		2024		2025		2026		2027		2028
	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	% change	Market Size	forecasted (%) growth for 2026	Market Size	forecasted (%) growth for 2027	Market Size	forecasted (%) growth for 2028	Market Size
ERP	95	16%	110	14%	125	-8%	115	17%	135	-4%	130	-4%	125	-8%	115	4%	120
CRM	62	10%	68	18%	80	6%	85	-2%	83	-4%	80	5%	84	5%	88	2%	90
HR/ Talent Mgmt./ LMS	28	25%	35	23%	43	-12%	38	11%	42	-5%	40	10%	44	14%	50	20%	60
Marketing Automation and Personalization tools	10	50%	15	33%	20	-10%	18	-6%	17	-12%	15	7%	16	6%	17	12%	19
E-Commerce Platforms	10	50%	15	33%	20	-25%	15	-7%	14	14%	16	19%	19	21%	23	9%	25
Web Content Management Platforms	20	8%	21.5	-7%	20	-15%	17	12%	19	11%	21	14%	24	17%	28	14%	32
TOTALS	225	17.56%	264.5	16.45%	308	-6.49%	288	7.64%	310	-2.58%	302	3.31%	312	2.88%	321	7.79%	346

Values in Million USD

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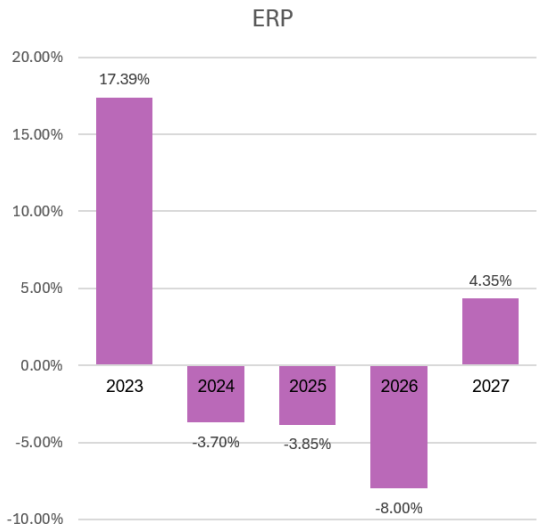
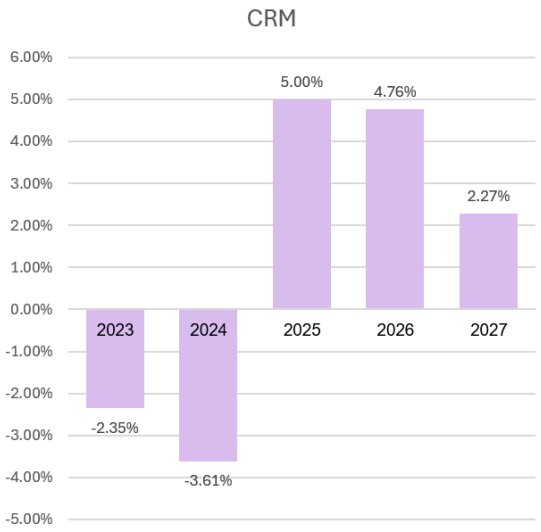
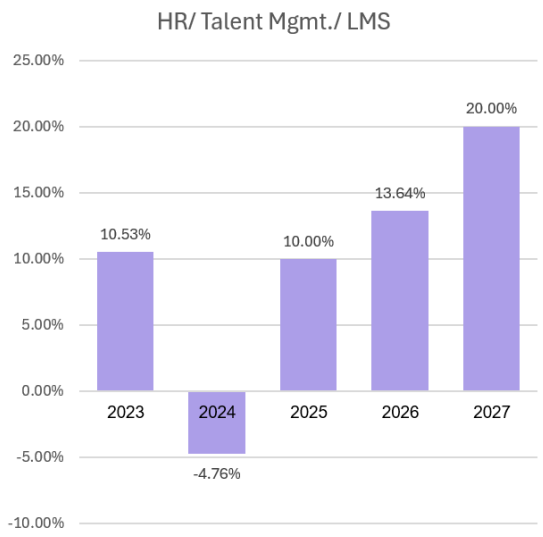
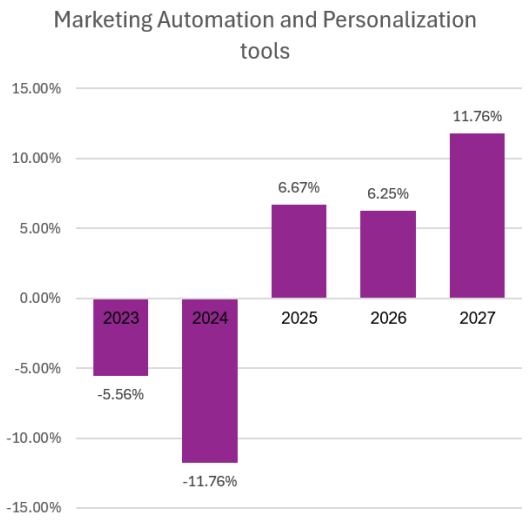
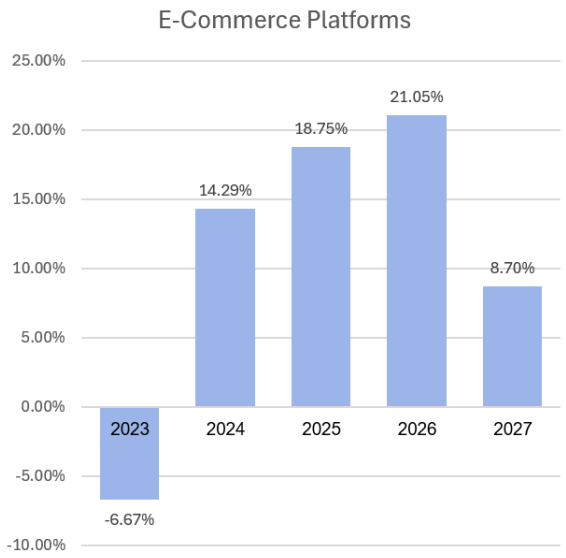
Enterprise Management Systems Market 2022-2026

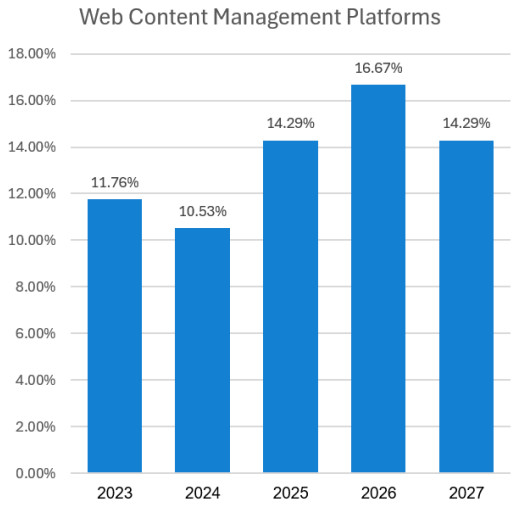












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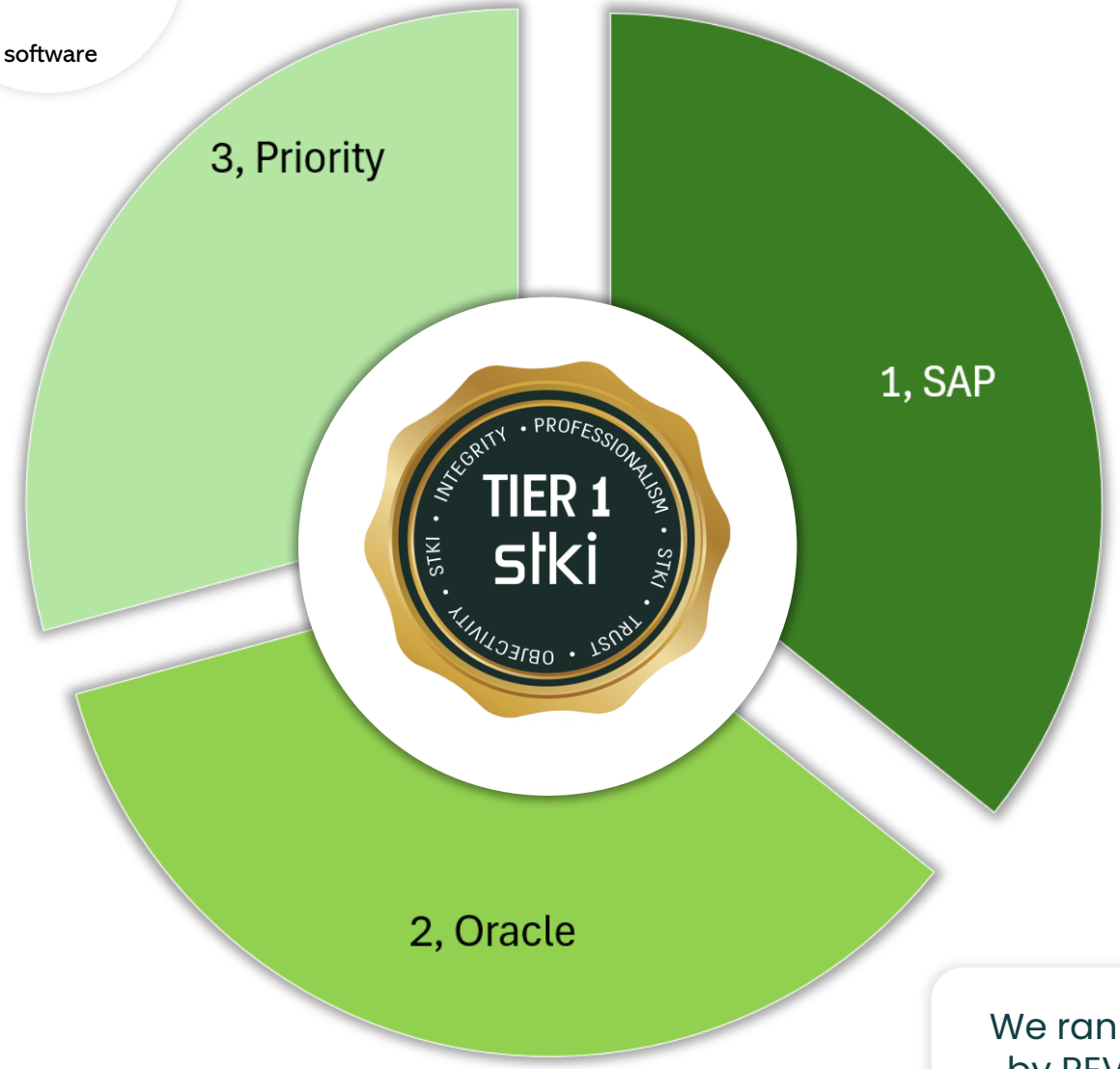
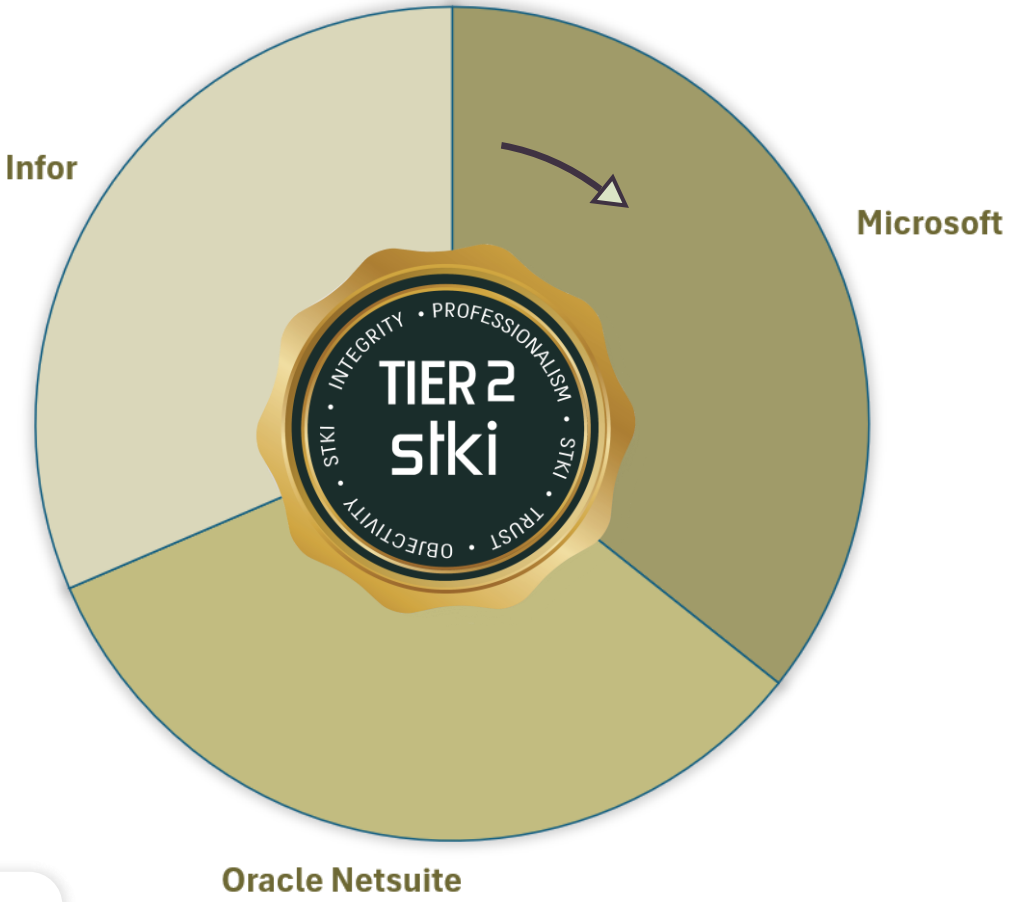
ERP Packages





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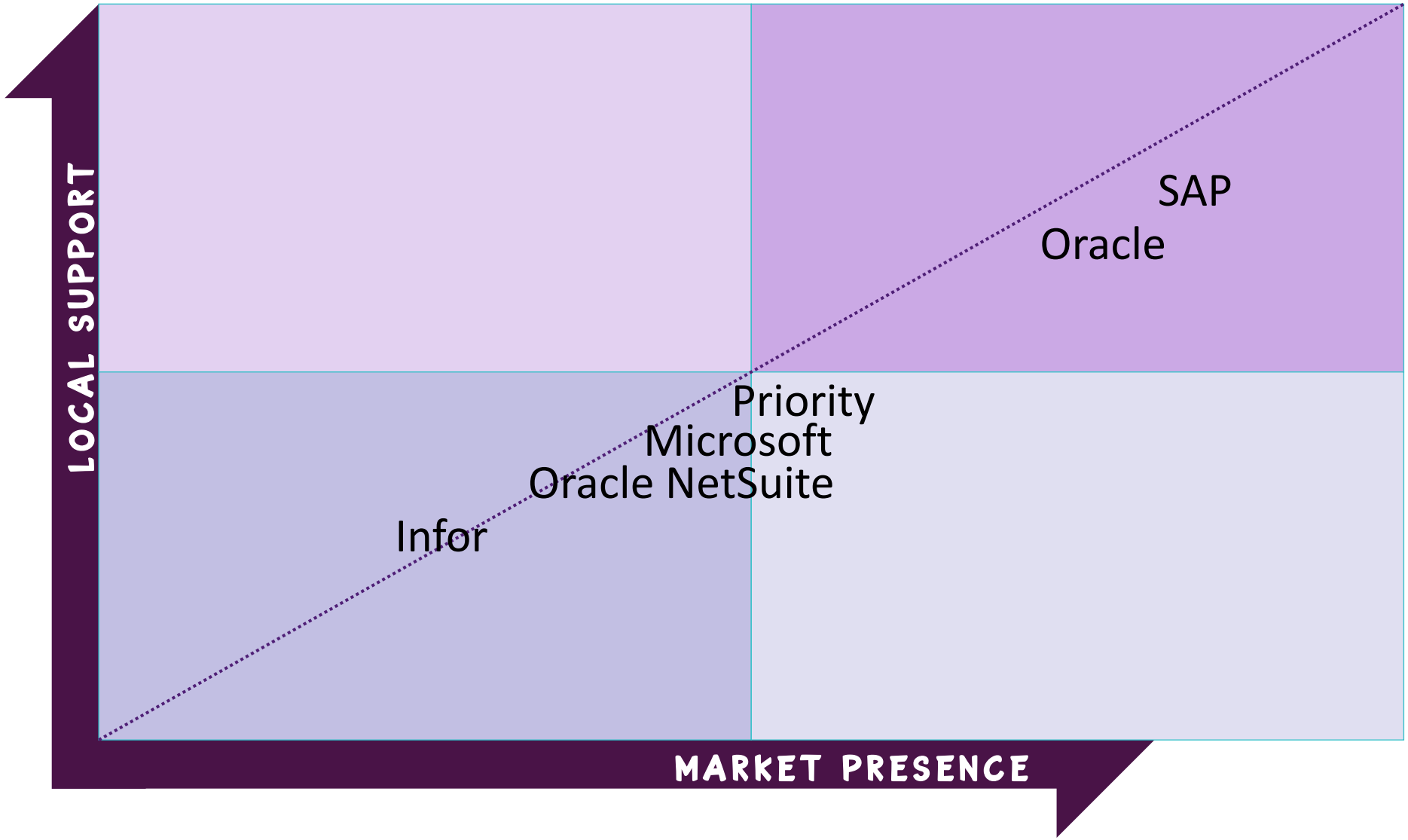
Enterprise ERP 2026

Presence & Support in Israel



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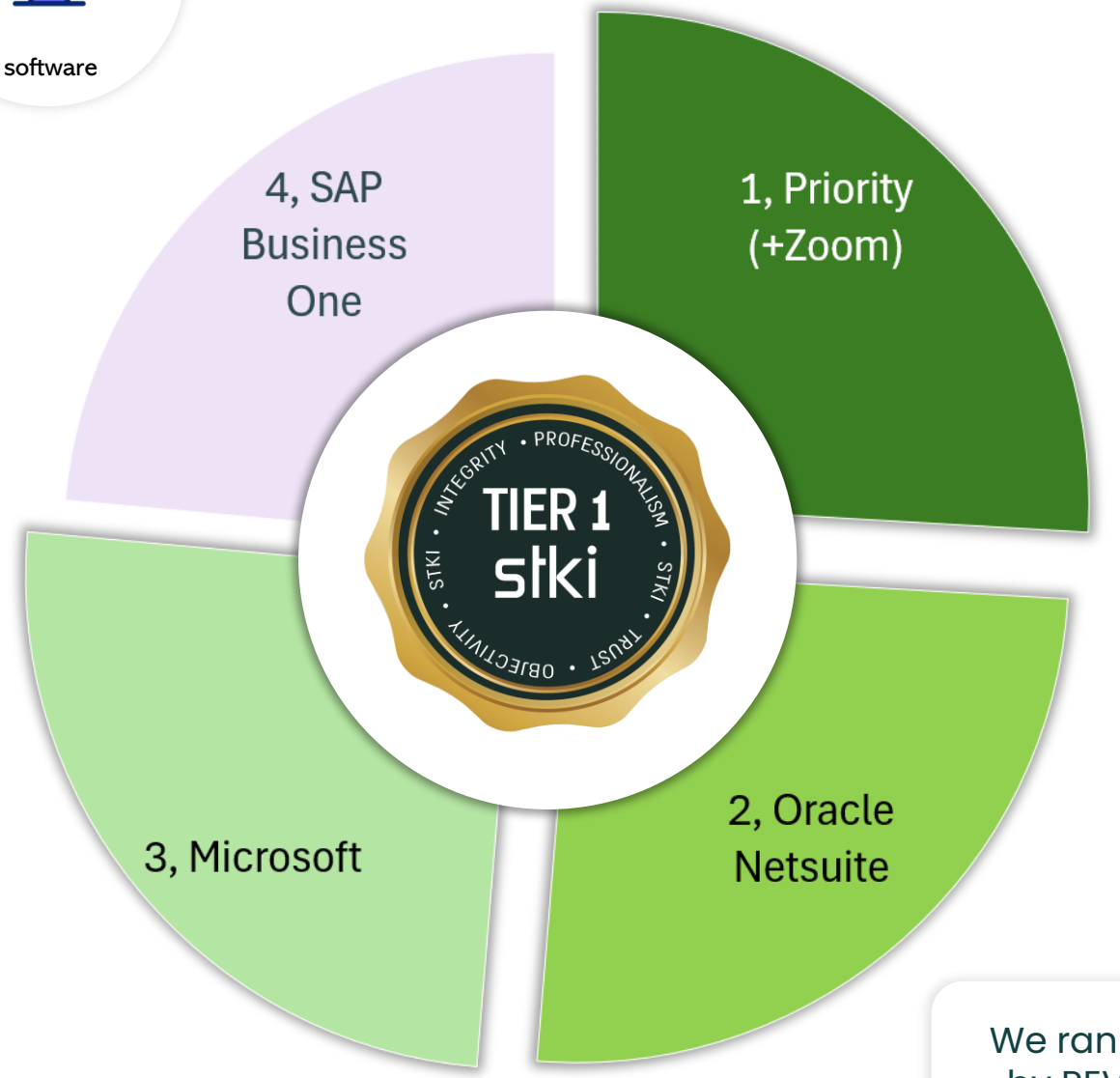
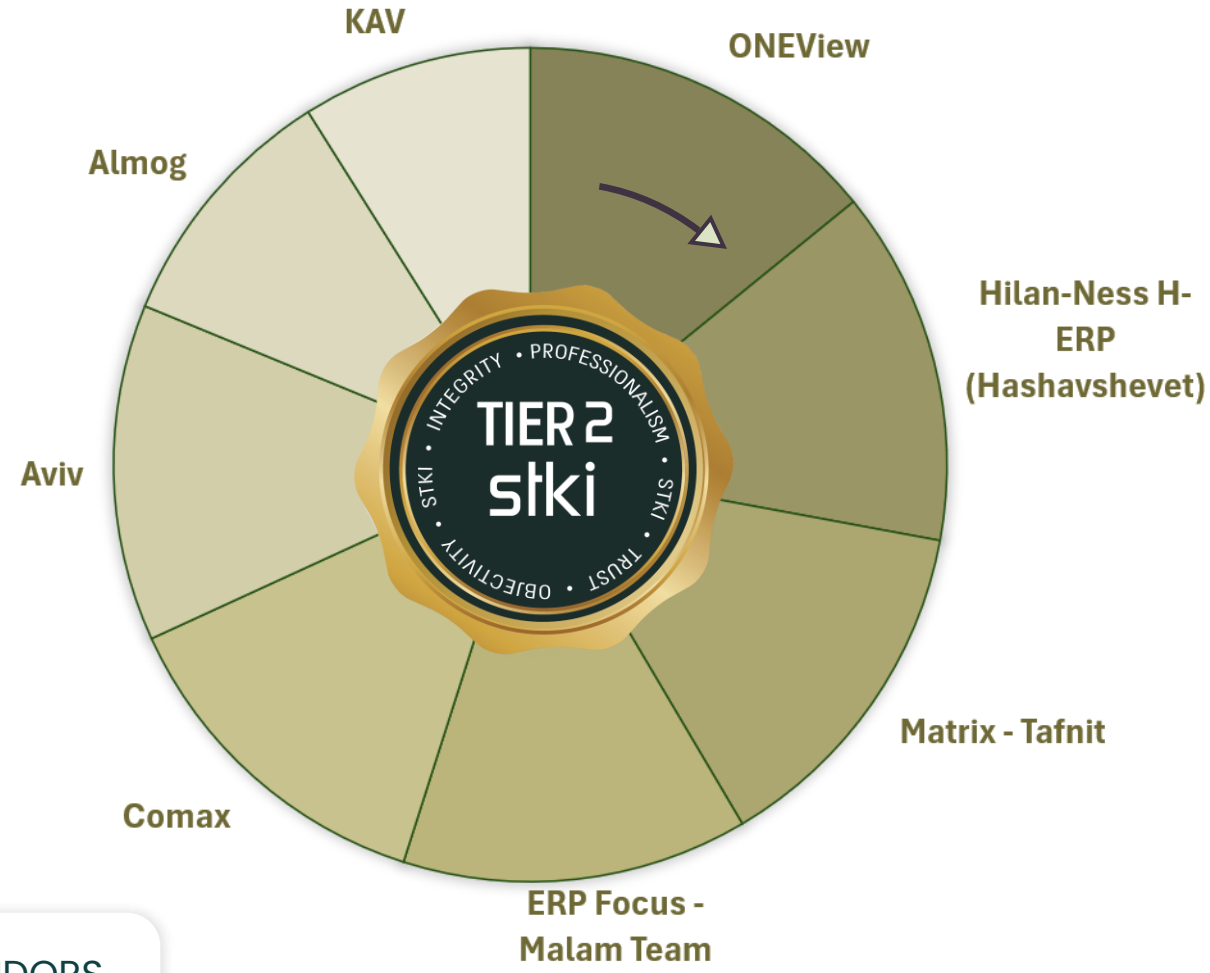
ERP Mid Market





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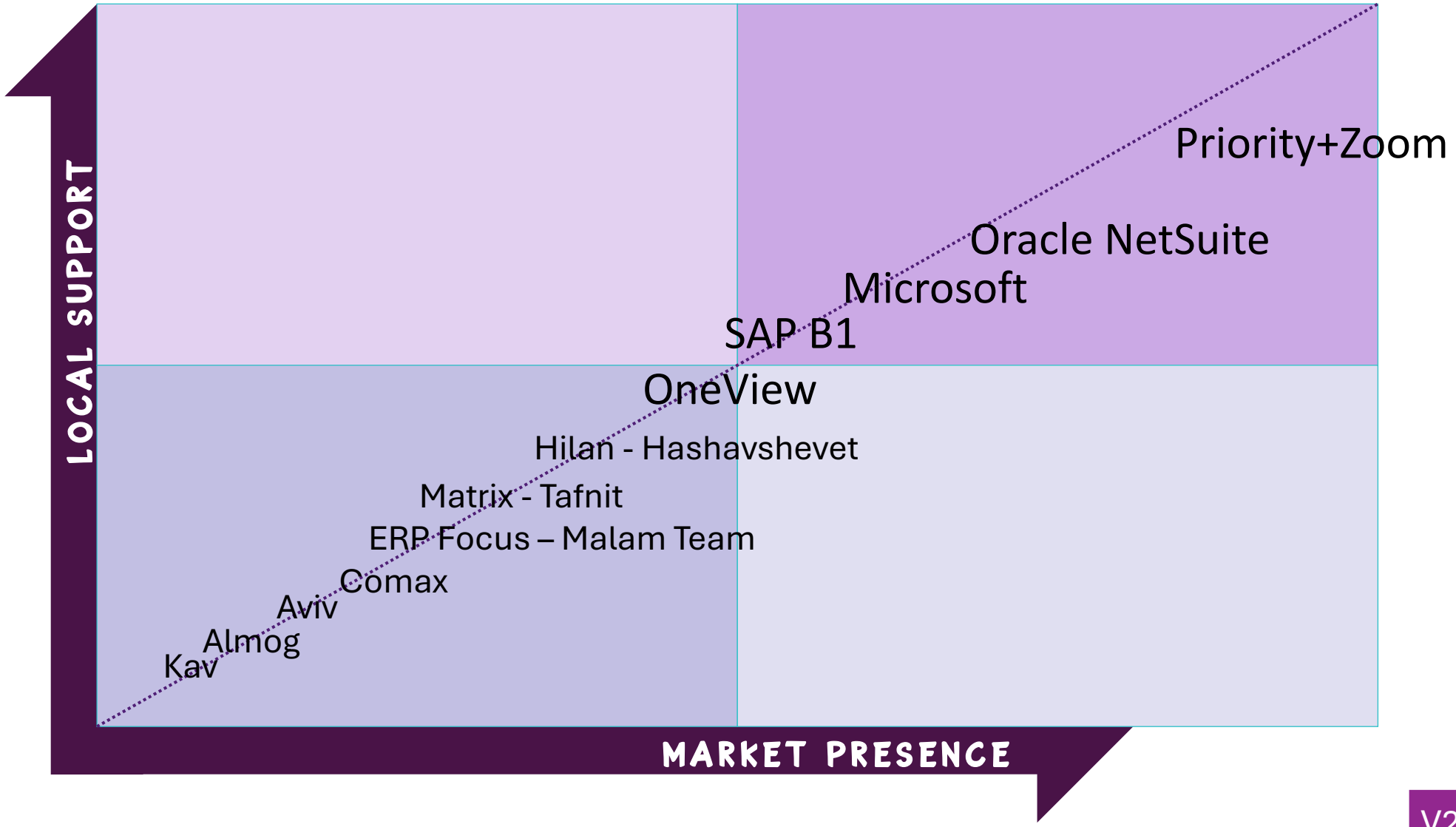
Mid-Market ERP 2026

Presence & Support in Israel



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ERP Integrators Part 1

Package	Israel Rep	Integrators
Oracle ERP cloud **Netsuite** **e-Business Suite**	**Oracle Israel**	**Oracle ERP Cloud**: Oracle consulting, One1, Yael Group, PwC, Deloitte **Oracle Netsuite:** Yael - Netcloud, One, Deloitte ,PwC, Top Group, WinIT, Zu Consulting, SuiteTech, Bsuite, iCloudius **Oracle eBusiness Suite:** Yael Group, DXC, PwC, TATA (TCS Israel), ONE
SAP	**SAP**	Hilan-Ness, IBM, ONE (Teldor+Xact + Advantech), Malam-Team, Deloitte, PwC, TATA (TCS Israel), Accenture, Convista Israel (SAP for Insurance), ValuePlus, abra, Kyndryl, Inford-Team
SAP Rise		One1, Malam-Team, Hilan-Ness
SAP Grow		Hilan-Ness, Deloitte, ERP Logic, KPMG, Alfacloud, Allegro-Pro
SAP Business One		Top Group (Ziv Systems + RELS), Complete, Menahel4U, BDO Ziv Haft, Xioma, Segment, UPTech
E-Tafnit, Tafnit 7	**Matrix**	Matrix, Alpha Consultants
QAD EE	**SIT**	SIT, ManofIT, Tirosh
Priority	**Priority**	Matrix - Medatech, One1 - FBC, Agrosoft, EDP, eBase, Prioricity, EliteERP, Infobase, Gap, Tirosh, Eshkol, IT Backoffice, Pitronim, SIBUD, Login, Tadiad, Epilog, ERP Guru, Dsi, T.G.Net, Open Mind, Yael Group (Tulip), Kama, Priori-team, Rotline, Abra, Coralis
Infor (M3)	**Aman**	Aman
OneView ERP	**ONE**	ONE1 + Freelancers

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ERP Integrators Part 2

Package	Israel Rep	Integrators
Microsoft Dynamics AX	**Microsoft Israel. abra**	abra , Oregano, MCS, Biz Aid
Microsoft Dynamics NAV		abra, Dover Applications
FinPro, Logistic Pro	**Almog**	Almog
KAV systems	**Kav**	Kav, Ardom
Aviv, MARS	**Aviv**	Aviv
Gan Tochnot Heshev (Kibbutzim) **Azimut (Car)** **ERP Plus (cross-sector)**	**Aman**	Aman
Comax	**Comax**	Comax
ERP Focus (for global shipping)	**Malam-Team**	Malam-Team
Odoo	**Layline Tech**	Layline Tech

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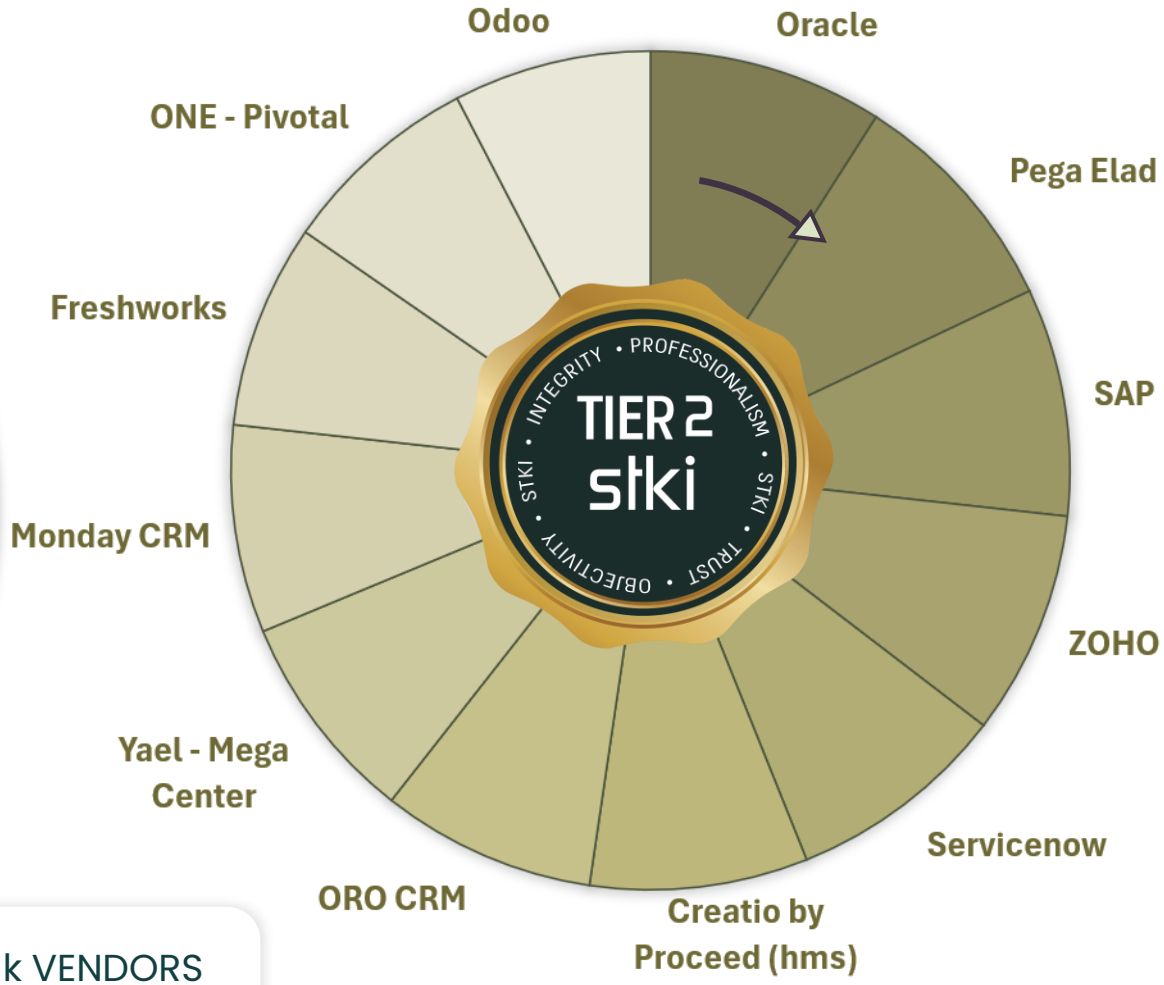
CRM Platforms



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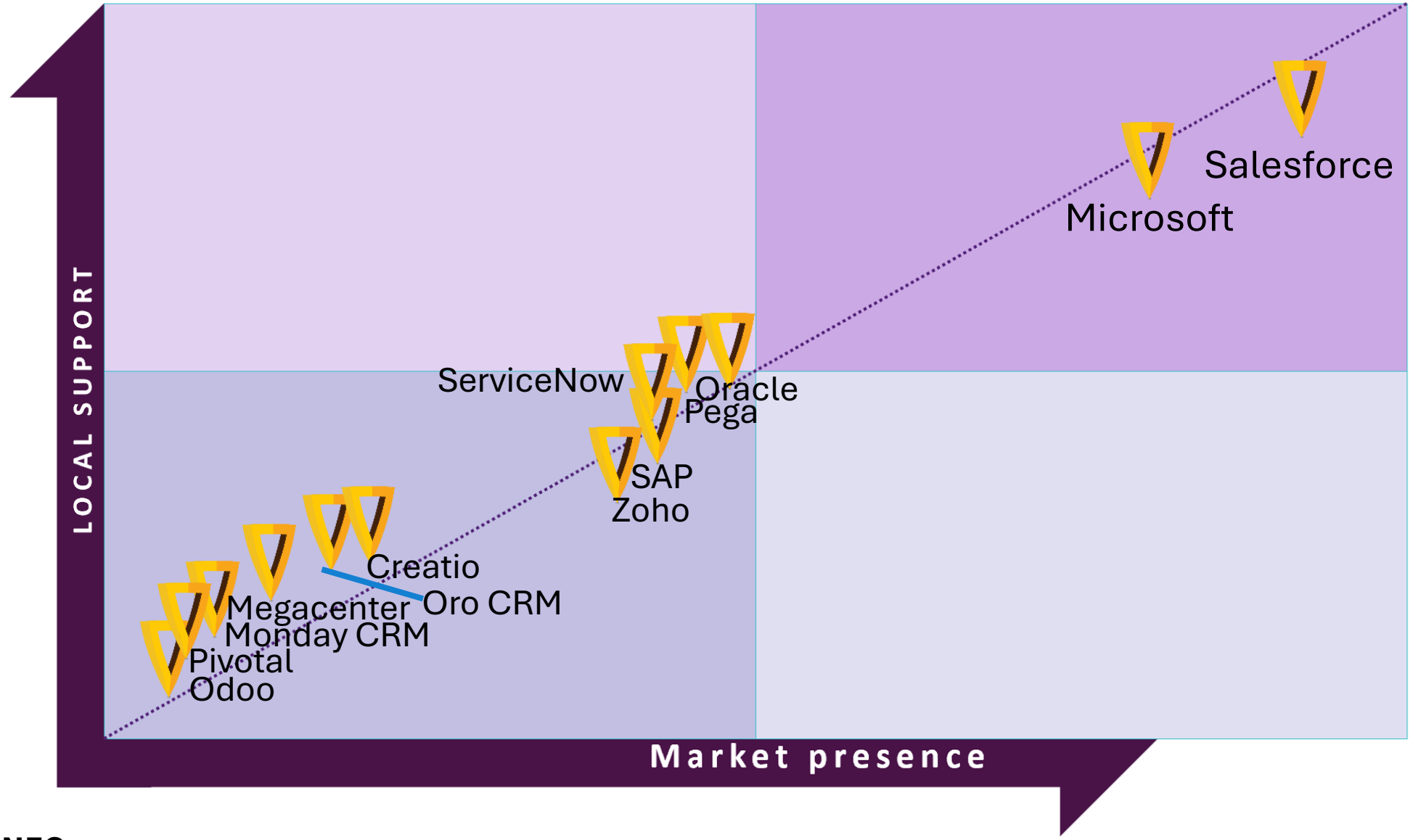
CRM Platforms – 2026
Presence & support in Israel



Vendors to watch

Freshworks

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CRM Packages in Israel - Part 1:

Package	Israel rep.	Integrators
Oracle Sales Cloud & Service Cloud	Oracle Israel	Oracle Consulting, Yael, one, Deloitte
Oracle – Siebel		Yael, TCS, Matrix
Oracle - Peoplesoft		Matrix
Salesforce	Salesforce Israel	AllCloud, Elad Yael, iCloudius, one, Accenture, Deloitte, Malam-Team, MYND, Matrix, peax software (formerly Unitask), abra, aman-Asperi, PWC
Microsoft CRM 365	Microsoft Israel	Elad, Matrix, Malam-Team, abra, Biz Aid, Softpro, MYND
ServiceNow CSM Service and Sales/OM	ServiceNow	one (Dicomano), Ness TSG, Bizflow, Bynet, Deloitte, Thirdera
Zoho CRM	Zoho Israel	Tamayo, MLY, Holistic

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CRM Packages in Israel - Part 2:

Package	Israeli Rep.	Integrators
SAP Service and Sales Cloud	SAP Israel	abra, SAP Malam-Team, one, peax software (formerly Unitask)
MEGA Center	Yael	Yael
Pivotal	one	one
Odoo	Lalynetech	Lalynetech
Freshworks	Malam-Team	Malam-Team, Matrix
Oro	abra	abra, Deloitte, Codeoasis
Pega	Elad	Elad
Creatio	Proceed (HMS)	Proceed (HMS), Shita
Hubspot CRM		
SAP Service and Sales Cloud	SAP Israel	abra, SAP Malam-Team, one, peax software (formerly Unitask)

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Customer engagement and multi channel solutions

Package	Israeli Rep.	Integrators
Glassix	Consist	Consist, Elad, Matrix, I.E Mittwoch, Malam-Team
Commbox	Commbox	Commbox PS
7Twenty	7Twenty	
Consolto video chat		Matrix
Notch	Notch	
Insait	NessPro	Nesspro
Infobip (Marketing)		Be2see (peax group)
Microsoft Multi Channel	Microsoft Israel	Matrix, Elad, abra, Biz Aid, Malam-Team
SF Engagement Cloud	Salesforce Israel	one, Aman, Elad and other SF Integrators
Zoho	Zoho Israel	Tamayo, Holistic, MLY
Twillio	Aman	Aman
Multi channel as part of Contact Center Suite:		Genesys, ACE, Cisco, Avaya etc.

Part of CRM/ Marketing

CPaaS & CC

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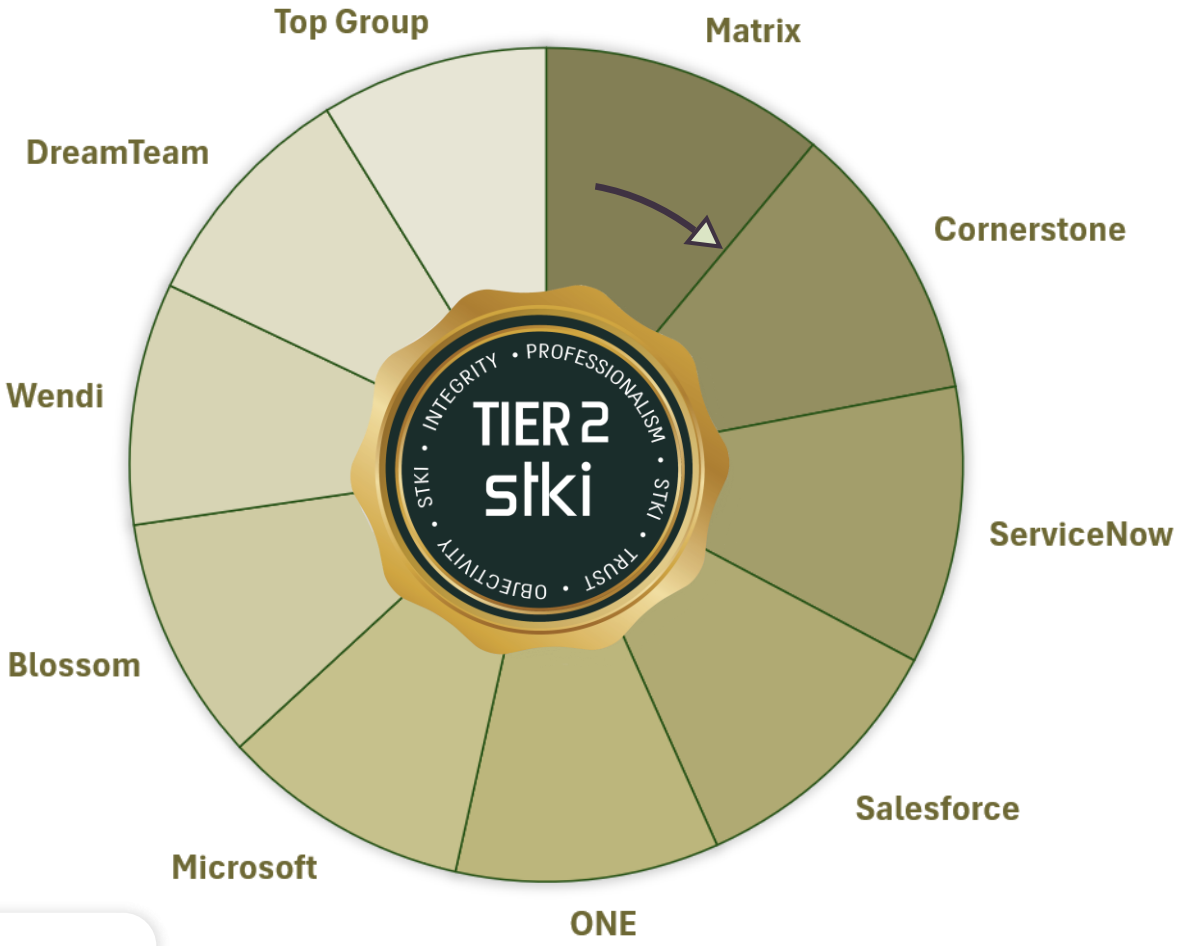
HR/ Talent Mgmt./ LMS Packages



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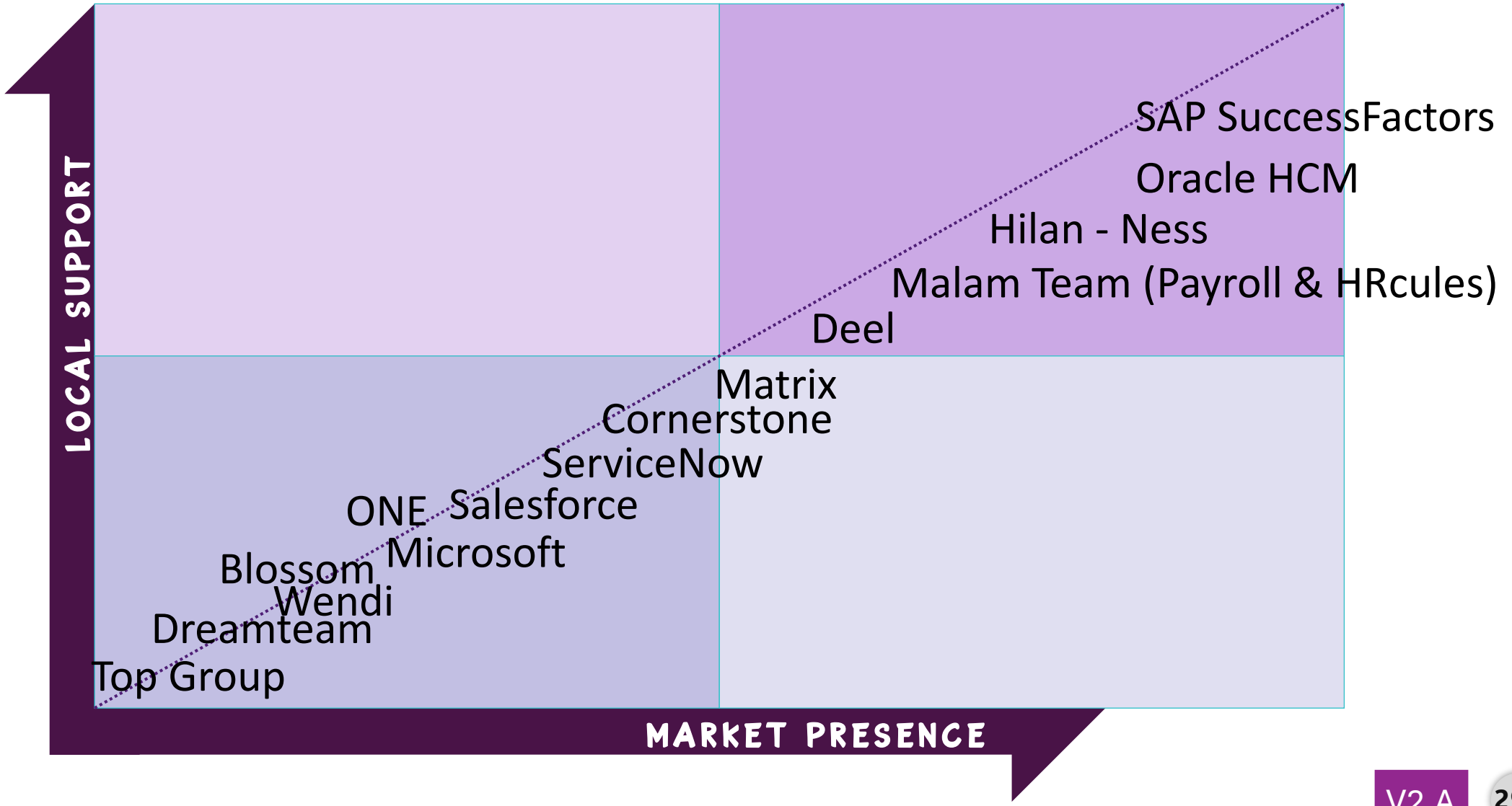
HR, Talent Mng. Payroll and LMS 2026

Presence & Support in Israel



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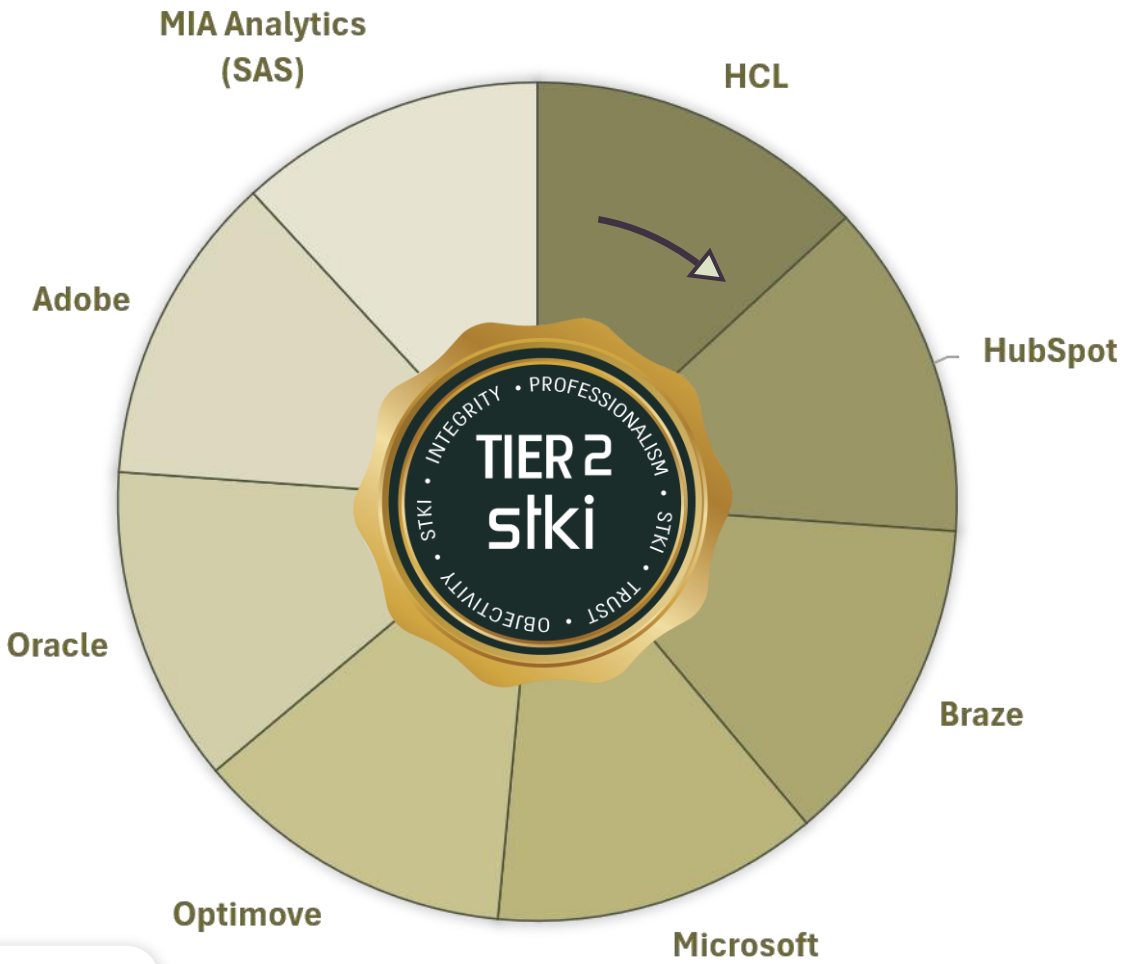
Marketing Automation Software



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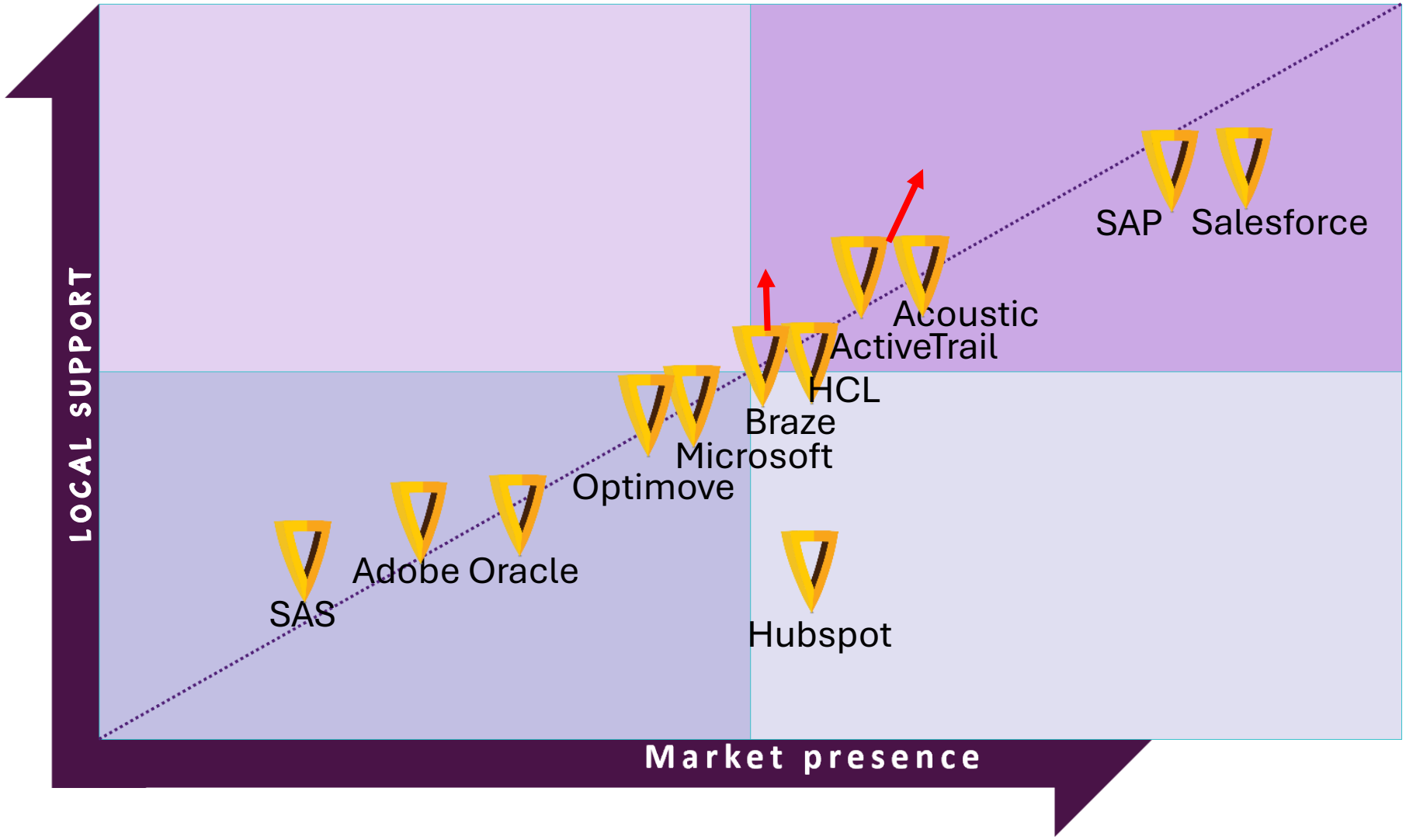
Marketing Automation Suites – 2026
Presence & support in Israel



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CM and Marketing Automation Platforms – Part 1

Package	Israel rep.	Integrators
Salesforce Marketing Cloud	Salesforce Israel	Deloitte (+ Weku), Elad, AllCloud, Yael, Aman-Asperii Bay Bridge Digital, abra, one, Matrix, Data-Pro, Inferow, Tech, Raveh solutions
Acoustic	Be2see (peax group)	Be2see (peax group)
HCL: Unica Journey	Be2see (peax group)	Be2see (peax group)
HCL: Unica Campaign Management		Be2see (peax group), Gstat, Yael all Data
Adobe Experience Platform & Customer Journeys (+Marketo for B2B)	Adobe Israel	Deloitte
SAS CI 360	Mia computers (SAS)	Yael
Oracle	Oracle Israel	Yael all Data, iCloudius
Microsoft Customer Journeys	Microsoft Israel	abra, Matrix, Elad, Biz Aid, Malam-Team

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CM and Marketing Automation Platforms – Part 2

Package	Rep. in Israel	Integrators
SAP Engagement Cloud (Emarsys)	SAP Israel	Be2see (peax group), One Digital, abra
ActiveTrail	ActiveTrail	One Digital
Braze	Hippocampus, One Digital	Hippocampus, One Digital
Hubspot		Agencies
Pega Marketing Automation	Elad	Elad
SalesManago	Signature-IT	Signature-IT
Zoho Marketing Automation	Zoho Israel	Tamayo, MLY, Holistic

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Personalization tools

Package	Rep. in Israel	Integrators
Insider (Multichannel personalization)	Be2see (peax group)	Be2see (peax group)
Maxymiser	Oracle Israel	
Dynamicyield		
Adobe Target	Adobe Israel	Deloitte Israel
Braze	Hippocampus	Hippocampus
SAP Engagement Cloud (Emarsys)	SAP Israel	
Salesforce	Salesforce Israel	
Blings – personalized video	One Digital	One Digital
Optimove	Optimove	Be2see (peax group)

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