

Global Sales Enablement Platform Market - Premium Insight, Competitive News Feed Analysis, Company Usability Profiles, Market Sizing & Forecasts to 2025

<https://marketpublishers.com/r/GD4CA7897C5EN.html>

Date: June 2019

Pages: 106

Price: US\$ 3,449.00 (Single User License)

ID: GD4CA7897C5EN

Abstracts

The Global Sales Enablement Platform Market is expected to grow from USD 916.56 Million in 2018 to USD 3,471.56 Million by the end of 2025 at a Compound Annual Growth Rate (CAGR) of 20.95%.

The positioning of the Global Sales Enablement Platform Market vendors in FPNV Positioning Matrix are determined by Business Strategy (Business Growth, Industry Coverage, Financial Viability, and Channel Support) and Product Satisfaction (Value for Money, Ease of Use, Product Features, and Customer Support) and placed into four quadrants (F: Forefront, P: Pathfinders, N: Niche, and V: Vital).

The report deeply explores the recent significant developments by the leading vendors and innovation profiles in the Global Sales Enablement Platform Market including are Accent Technologies, Inc., Bigtincan Holdings Ltd, Bloomfire, Inc., Brainshark, Inc., ClearSlide, Inc., ClientPoint, Inc., Highspot, Inc., Mediafly, Inc., Mindtickle, Inc., Pitcher AG, Qorus Software Inc., Qstream, Inc., Quark Software Inc., Rallyware, Inc., SAP SE (www.sap.com), Seismic Software, Inc., Showpad NV, and Upland Software, Inc..

On the basis of Function, the Global Sales Enablement Platform Market is studied across Contract Management, Document Management, Email and Outbound Call Tracking, and Performance Management.

On the basis of Component, the Global Sales Enablement Platform Market is studied across Platform and Services.

On the basis of Deployment, the Global Sales Enablement Platform Market is studied

across On-Cloud and On-Premise.

On the basis of Industry, the Global Sales Enablement Platform Market is studied across Banking, Financial Services, and Insurance, Consumer Goods and Retail, Healthcare and Life Sciences, Manufacturing, Media and Entertainment, and Telecommunications & Computing.

For the detailed coverage of the study, the market has been geographically divided into the Americas, Asia-Pacific, and Europe, Middle East & Africa. The report provides details of qualitative and quantitative insights about the major countries in the region and taps the major regional developments in detail.

In the report, we have covered two proprietary models, the FPNV Positioning Matrix and Competitive Strategic Window. The FPNV Positioning Matrix analyses the competitive market place for the players in terms of product satisfaction and business strategy they adopt to sustain in the market. The Competitive Strategic Window analyses the competitive landscape in terms of markets, applications, and geographies. The Competitive Strategic Window helps the vendor define an alignment or fit between their capabilities and opportunities for future growth prospects. During a forecast period, it defines the optimal or favorable fit for the vendors to adopt successive merger and acquisitions strategies, geography expansion, research & development, new product introduction strategies to execute further business expansion and growth.

Research Methodology:

Our market forecasting is based on a market model derived from market connectivity, dynamics, and identified influential factors around which assumptions about the market are made. These assumptions are enlightened by fact-bases, put by primary and secondary research instruments, regressive analysis and an extensive connect with industry people. Market forecasting derived from in-depth understanding attained from future market spending patterns provides quantified insight to support your decision-making process. The interview is recorded, and the information gathered is put on the drawing board with the information collected through secondary research.

The report provides insights on the following pointers:

1. Market Penetration: Provides comprehensive information on sulfuric acid offered by the key players in the Global Sales Enablement Platform Market
2. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and new product developments in the Global Sales

Enablement Platform Market

3. **Market Development:** Provides in-depth information about lucrative emerging markets and analyzes the markets for the Global Sales Enablement Platform Market
4. **Market Diversification:** Provides detailed information about new products launches, untapped geographies, recent developments, and investments in the Global Sales Enablement Platform Market
5. **Competitive Assessment & Intelligence:** Provides an exhaustive assessment of market shares, strategies, products, and manufacturing capabilities of the leading players in the Global Sales Enablement Platform Market

The report answers questions such as:

1. What is the market size of Sales Enablement Platform market in the Global?
2. What are the factors that affect the growth in the Global Sales Enablement Platform Market over the forecast period?
3. What is the competitive position in the Global Sales Enablement Platform Market?
4. Which are the best product areas to be invested in over the forecast period in the Global Sales Enablement Platform Market?
5. What are the opportunities in the Global Sales Enablement Platform Market?
6. What are the modes of entering the Global Sales Enablement Platform Market?

Contents

1. PREFACE

- 1.1. Objectives of the Study
- 1.2. Market Segmentation & Coverage
- 1.3. Years Considered for the Study
- 1.4. Currency & Pricing
- 1.5. Language
- 1.6. Stakeholders

2. RESEARCH & FORECASTING

- 2.1. Research Methodology
 - 2.1.1. Research Process
 - 2.1.2. Research Framework
 - 2.1.3. Research Reliability & Validity
 - 2.1.4. Research Assumptions
- 2.2. Forecasting Methodology
- 2.3. Research Outcome
 - 2.3.1. 360iResearch Competitive Strategic Window
 - 2.3.1.1. Leverage Zone
 - 2.3.1.2. Vantage Zone
 - 2.3.1.3. Speculative Zone
 - 2.3.1.4. Bottleneck Zone
 - 2.3.2. 360iResearch FPNV Positioning Matrix
 - 2.3.2.1. 360iResearch Quadrants
 - 2.3.2.1.1. Forefront
 - 2.3.2.1.2. Pathfinders
 - 2.3.2.1.3. Niche
 - 2.3.2.1.4. Vital
 - 2.3.2.2. Business Strategy
 - 2.3.2.2.1. Business Growth
 - 2.3.2.2.2. Industry Coverage
 - 2.3.2.2.3. Financial Viability
 - 2.3.2.2.4. Channel Support
 - 2.3.2.3. Product Satisfaction
 - 2.3.2.3.1. Value for Money
 - 2.3.2.3.2. Ease of Use

- 2.3.2.3.3. Product Features
- 2.3.2.3.4. Customer Support

3. EXECUTIVE SUMMARY

3.1. Outlook in the Sales Enablement Platform Market

3.1.1. Growing focus on automation of sales processes drives the demand for sales enablement platform

3.1.2. The need for a cost-effective and comprehensive solution to boost market demand

3.1.3. The cloud-based deployments are expected to represent the most attractive option

3.2. Opportunities in the Sales Enablement Platform Market

4. PREMIUM INSIGHT

4.1. Market Connectivity

4.2. Market Dynamics

4.2.1. Drivers

4.2.1.1. Need a repository of marketing content to be used by sales representative for customer engagement and sales pitch

4.2.1.2. Strategic approach incorporated with advanced technologies to accelerate the sales

4.2.2. Restraints

4.2.2.1. Inconsistent user experience across various access channels

4.2.3. Opportunities

4.2.3.1. Intelligent analysis of prospects and key accounts

4.2.3.2. Account-based retargeting

4.2.3.3. Artificial intelligence and machine learning for sales account management

4.2.4. Challenges

4.2.4.1. Incorporating new tools to existing sales processes

4.3. Porter's Five Forces Analysis

4.3.1. Threat of New Entrants

4.3.2. Threat of Substitutes

4.3.3. Bargaining Power of Customers

4.3.4. Bargaining Power of Suppliers

4.3.5. Industry Rivalry

4.4. Industry Trends

4.4.1. Pricing Options and Trends

5. GLOBAL SALES ENABLEMENT PLATFORM MARKET, BY FUNCTION

- 5.1. Overview
- 5.2. Market Sizing & Forecasting
- 5.3. Contract Management
- 5.4. Document Management
- 5.5. Email and Outbound Call Tracking
- 5.6. Performance Management

6. GLOBAL SALES ENABLEMENT PLATFORM MARKET, BY COMPONENT

- 6.1. Overview
- 6.2. Market Sizing & Forecasting
- 6.3. Platform
- 6.4. Services

7. GLOBAL SALES ENABLEMENT PLATFORM MARKET, BY DEPLOYMENT

- 7.1. Overview
- 7.2. Market Sizing & Forecasting
- 7.3. On-Cloud
- 7.4. On-Premise

8. GLOBAL SALES ENABLEMENT PLATFORM MARKET, BY INDUSTRY

- 8.1. Overview
- 8.2. Market Sizing & Forecasting
- 8.3. Banking, Financial Services, and Insurance
- 8.4. Consumer Goods and Retail
- 8.5. Healthcare and Life Sciences
- 8.6. Manufacturing
- 8.7. Media and Entertainment
- 8.8. Telecommunications & Computing

9. GLOBAL SALES ENABLEMENT PLATFORM MARKET, BY GEOGRAPHY

- 9.1. Overview
- 9.2. Market Sizing & Forecasting

9.3. Americas

9.3.1. Overview

9.3.2. Market Sizing & Forecasting

9.3.3. Argentina

9.3.4. Brazil

9.3.5. Canada

9.3.6. Mexico

9.3.7. United States

9.4. Asia-Pacific

9.4.1. Overview

9.4.2. Market Sizing & Forecasting

9.4.3. Australia

9.4.4. China

9.4.5. India

9.4.6. Japan

9.5. Europe, Middle East & Africa

9.5.1. Overview

9.5.2. Market Sizing & Forecasting

9.5.3. France

9.5.4. Germany

9.5.5. Italy

9.5.6. Spain

9.5.7. United Kingdom

10. COMPETITIVE LANDSCAPE

10.1. 360iResearch FPNV Positioning Matrix for Global Sales Enablement Platform Market

10.2. Market Vendor Ranking Analysis for Global Sales Enablement Platform Market

10.3. Competitive News Feed Analysis for Global Sales Enablement Platform Market

11. COMPANY USABILITY PROFILES

11.1. Accent Technologies, Inc.

11.1.1. Overview

11.1.2. Strategy

11.1.3. SWOT

11.2. Bigtincan Holdings Ltd

11.2.1. Overview

- 11.2.2. Strategy
- 11.2.3. SWOT
- 11.3. Bloomfire, Inc.
 - 11.3.1. Overview
 - 11.3.2. Strategy
 - 11.3.3. SWOT
- 11.4. Brainshark, Inc.
 - 11.4.1. Overview
 - 11.4.2. Strategy
 - 11.4.3. SWOT
- 11.5. ClearSlide, Inc.
 - 11.5.1. Overview
 - 11.5.2. Strategy
 - 11.5.3. SWOT
- 11.6. ClientPoint, Inc.
- 11.7. Highspot, Inc.
- 11.8. Mediafly, Inc.
- 11.9. Mindtickle, Inc.
- 11.10. Pitcher AG
- 11.11. Qorus Software Inc.
- 11.12. Qstream, Inc.
- 11.13. Quark Software Inc.
- 11.14. Rallyware, Inc.
- 11.15. SAP SE (www.sap.com)
- 11.16. Seismic Software, Inc.
- 11.17. Showpad NV
- 11.18. Upland Software, Inc.

12. APPENDIX

12.1. Discussion Guide

12.2. Top Reports

12.2.1. Global Crane Rental Market - Premium Insight, Competitive News Feed Analysis, Company Usability Profiles, Market Sizing & Forecasts to 2025

12.2.2. Global Computer Vision Market - Premium Insight, Competitive News Feed Analysis, Company Usability Profiles, Market Sizing & Forecasts to 2025

12.2.3. Global Payment Gateway Market - Premium Insight, Competitive News Feed Analysis, Company Usability Profiles, Market Sizing & Forecasts to 2025

12.2.4. Global B2B Travel Market - Premium Insight, Competitive News Feed Analysis,

Company Usability Profiles, Market Sizing & Forecasts to 2025

12.2.5. Global Varicose Vein Treatment Devices Market - Premium Insight,
Competitive News Feed Analysis, Company Usability Profiles, Market Sizing &
Forecasts to 2025

12.3. Author Details

I would like to order

Product name: Global Sales Enablement Platform Market - Premium Insight, Competitive News Feed Analysis, Company Usability Profiles, Market Sizing & Forecasts to 2025

Product link: <https://marketpublishers.com/r/GD4CA7897C5EN.html>

Price: US\$ 3,449.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GD4CA7897C5EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

