

# **Cloud Enterprise Application Software Market by Solution (CRM, ERP, SCM, Web Conferencing, BI, BPM, CMS, EAM, and Others) and Industry Vertical (Manufacturing & Services, BFSI, Healthcare, Retail, Government, Oil & Gas, Telecom, and Others) - Global Opportunity Analysis and Industry Forecast, 2016-2023**

<https://marketpublishers.com/r/C262BC3FA2FEN.html>

Date: September 2017

Pages: 180

Price: US\$ 5,370.00 (Single User License)

ID: C262BC3FA2FEN

## **Abstracts**

Enterprise application software is a collective set of computer programs with shared business applications that cater to the needs of an entire organization rather than an individual user. It provides services such as online payment processing, automated billing system, human resource management, IT service management, customer relationship management, enterprise resource planning, business intelligence, collaboration, and others. Over the past few years, cloud-based deployment model for enterprise application software has gained a significant momentum owing to cost-effective advantages of cloud platform and easy deployment. In addition, the role of enterprise application software has changed from a back-office management to business process enhancement, which urged companies to modify their internal processes. This changing dynamic has significantly increased the demand for enterprise application software among large- and small- & medium-sized organizations worldwide.

The growth of the global enterprise application software market is driven by increase in adoption of cloud among enterprises, inclination of companies towards customer-centric approach, and realization of competitive advantages achieved through implementation of enterprise application software. In addition, rapid changes in business models and emerging trends of cloud are expected to offer considerable growth opportunities for the cloud enterprise application software market. However, high-costs associated with the

services and security concerns hamper the market growth.

Cloud enterprise application software market is segmented based on solution, industry vertical, and geography. By solution, the market is categorized into customer relationship management (CRM), enterprise resource planning (ERP), supply chain management (SCM), Web conferencing, business intelligence (BI), business process management (BPM), content management system (CMS), enterprise asset management (EAM), and others. Based on industry vertical, it is classified into manufacturing & services, BFSI, healthcare, retail, government, oil & gas, telecom, and others. Geographically, cloud enterprise application software market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key players profiled in the report include Oracle, IBM, Microsoft, SAP, HP, QAD Inc., IFS AB, Epicor Software Corp., Infor, and Salesforce.com, and others.

## **KEY BENEFITS FOR STAKEHOLDERS**

In-depth analysis of the global cloud enterprise application software market along with its dynamics is provided to understand the market scenario.

Quantitative analysis of the current trends and future estimations from 2017 to 2023 is provided to assist strategists and stakeholders to capitalize on prevailing opportunities.

Porter's Five Forces analysis examines the competitive structure of the cloud enterprise application software market and provides a clear understanding of the factors that influence the market expansion.

A detailed analysis of the geographical segments enables identification of profitable segments for market players.

Comprehensive analysis of the trends, subsegments, and key revenue pockets are provided in the report.

Detailed analysis of the key players operating in the cloud enterprise application software market and their business strategies are anticipated to assist stakeholders to take informed business decisions.

## **KEY MARKET SEGMENTS**

## By Solution

Customer Relationship Management (CRM)

Enterprise Resource Planning (ERP)

Supply Chain Management (SCM)

Web Conferencing

Business Intelligence (BI)

Business Process Management (BPM)

Content Management System (CMS)

Enterprise Asset Management (EAM)

Others

## By Industry Vertical

Manufacturing & Services

BFSI

Healthcare

Retail

Government

Oil & Gas

Telecom

Others

## By Geography

### North America

U.S.

Canada

Mexico

### Europe

UK

Germany

France

Rest of Europe

### Asia-Pacific

China

India

Japan

Rest of Asia-Pacific

### LAMEA

Latin America

Middle East

Africa

The key players profiled in the report are as follows:

Oracle Corporation

IBM Corporation

Microsoft Corporation

SAP SE

HP

QAD Inc.

IFS AB

Epicor Software Corp.

Infor

Salesforce.com, Inc.

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FIGURE 83. ORACLE CORPORATION: FINANCIAL PERFORMANCE

FIGURE 84. IBM CORPORATION: FINANCIAL PERFORMANCE

FIGURE 85. MICROSOFT CORPORATION: FINANCIAL PERFORMANCE

FIGURE 86. SAP SE: FINANCIAL PERFORMANCE

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FIGURE 90. EPICOR SOFTWARE CORP.: FINANCIAL PERFORMANCE

FIGURE 91. INFOR: FINANCIAL PERFORMANCE

FIGURE 92. SALESFORCE.COM: FINANCIAL PERFORMANCE

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