

Digital Asset Management Market by Type (Solution and Service) and Application (Sales, Marketing, IT, and Others) - Global Opportunity Analysis and Industry Forecast, 2017-2023

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Abstracts

Digital asset management (DAM) solutions enable end users to organize, store, and access rich media content, that includes video, image, audios, and text content. Further, DAM solutions are used to manage the digital rights and permission access of digital assets of an organization.

Rise in need for collaborative digital workflow especially for marketing activities has encouraged organizations to use advanced digital asset management solutions.

Further, growth in need to meet the government's compliance is anticipated to accelerate the market growth. However, high initial investment and lack of skilled workforce are some of the factors that are anticipated to hinder the market growth.

The digital asset management market is segmented on the basis of type, application, and geography. Based on the type, it is bifurcated into solution and service. By application, the digital asset management market is divided into sales, marketing, IT, and others segment. The marketing segment is anticipated to expand at the highest CAGR of around 15%, owing to rise in popularity of digital asset management solutions and services in marketing department especially for managing their workflow.

By geography, the digital asset management market is analyzed across North America, Europe, Asia-Pacific, and LAMEA. Asia-Pacific is anticipated to grow at the highest CAGR of around 16% during the forecast period. Rise in awareness among end-user industries and increase in end user expenditure on enhanced digital asset management solutions and services, owing to increase in need for efficient management of digital content is expected to fuel the market growth in this region.

The prominent companies operating in the global digital asset management industry have adopted expansion, partnership, and acquisition as their major strategies for

business growth and expansion. The key players identified in the digital asset management market include ADAM Software NV, Adobe Systems Incorporated, Cognizant Technology Solutions Corp, EMC Corporation, Hewlett-Packard (HP), IBM Corporation, Northplains Systems, Opentext Corporation, Oracle Corporation, and Widen Enterprises.

KEY BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of the digital asset management market, with current and future trends to elucidate the imminent investment pockets.

Information related to key drivers, restraints, and opportunities coupled with their impact analysis is provided.

Porter's Five Forces analysis illustrates the potency of buyers and suppliers participating in the digital asset management market.

The quantitative analysis of the digital asset management market from 2016 to 2023 is provided to elaborate the market potential.

KEY MARKET SEGMENTS

BY TYPE

Solution

Service

BY APPLICATION

Sales

Marketing

IT

Others

BY REGION

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Rest of Europe

Asia-Pacific

Australia

Japan

China

India

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

KEY MARKET PLAYERS PROFILED IN THE REPORT

ADAM Software NV

Adobe Systems Incorporated

Cognizant Technology Solutions Corp

EMC Corporation

Hewlett-Packard (HP)

IBM Corporation

Northplains Systems

Opentext Corporation

Oracle Corporation

Widen Enterprises

Contents

CHAPTER 1 INTRODUCTION

- 1.1. REPORT DESCRIPTION
- 1.2. KEY BENEFITS
- 1.3. KEY MARKET SEGMENTS
- 1.4. RESEARCH METHODOLOGY
 - 1.4.1. Primary research
 - 1.4.2. Secondary research
 - 1.4.3. Analyst tools and models

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1. CXO PERSPECTIVE

CHAPTER 3 MARKET OVERVIEW

- 3.1. MARKET DEFINITION AND SCOPE
- 3.2. KEY FINDINGS
 - 3.2.1. Top impacting factors
 - 3.2.2. Top investment pockets
- 3.3. PORTERS FIVE FORCES ANALYSIS
 - 3.3.1. Bargaining power of suppliers
 - 3.3.2. Threat of new entrants
 - 3.3.3. Threat of substitutes
 - 3.3.4. Competitive rivalry
 - 3.3.5. Bargaining power among buyers
- 3.4. MARKET DYNAMICS
 - 3.4.1. Drivers
 - 3.4.2. Restraints
 - 3.4.3. Opportunities

CHAPTER 4 DIGITAL ASSET MANAGEMENT MARKET, BY TYPE

- 4.1. OVERVIEW
- 4.2. SOLUTION
 - 4.2.1. Key market trends
 - 4.2.2. Key growth factors and opportunities

4.2.3. Market size and forecast

4.3. SERVICE

4.3.1. Key market trends

4.3.2. Key growth factors and opportunities

4.3.3. Market size and forecast

CHAPTER 5 DIGITAL ASSET MANAGEMENT MARKET, BY APPLICATION

5.1. OVERVIEW

5.2. SALES

5.2.1. Key market trends

5.2.2. Key growth factors and opportunities

5.2.3. Market size and forecast

5.3. MARKETING

5.3.1. Key market trends

5.3.2. Key growth factors and opportunities

5.3.3. Market size and forecast

5.4. IT

5.4.1. Key market trends

5.4.2. Key growth factors and opportunities

5.4.3. Market size and forecast

5.5. OTHERS

5.5.1. Key market trends

5.5.2. Key growth factors and opportunities

5.5.3. Market size and forecast

CHAPTER 6 DIGITAL ASSET MANAGEMENT MARKET, BY REGION

6.1. OVERVIEW

6.2. NORTH AMERICA

6.2.1. Key market trends

6.2.2. Key growth factors and opportunities

6.2.3. Market size and forecast

6.2.3.1. U.S.

6.2.3.1.1. Market size and forecast

6.2.3.2. Canada

6.2.3.2.1. Market size and forecast

6.2.3.3. Mexico

6.2.3.3.1. Market size and forecast

6.3. EUROPE

6.3.1. Key market trends

6.3.2. Key growth factors and opportunities

6.3.3. Market size and forecast

6.3.3.1. UK

6.3.3.1.1. Market size and forecast

6.3.3.2. Germany

6.3.3.2.1. Market size and forecast

6.3.3.3. France

6.3.3.3.1. Market size and forecast

6.3.3.4. Rest of Europe

6.3.3.4.1. Market size and forecast

6.4. ASIA-PACIFIC

6.4.1. Key market trends

6.4.2. Key growth factors and opportunities

6.4.3. Market size and forecast

6.4.3.1. Australia

6.4.3.1.1. Market size and forecast

6.4.3.1. Japan

6.4.3.1.1. Market size and forecast

6.4.3.1. China

6.4.3.1.1. Market size and forecast

6.4.3.2. India

6.4.3.2.1. Market size and forecast

6.4.3.3. Rest of Asia-Pacific

6.4.3.3.1. Market size and forecast

6.5. LAMEA

6.5.1. Key market trends

6.5.2. Key growth factors and opportunities

6.5.3. Market size and forecast

6.5.3.1. Latin America

6.5.3.1.1. Market size and forecast

6.5.3.2. Middle East

6.5.3.2.1. Market size and forecast

6.5.3.3. Africa

6.5.3.3.1. Market size and forecast

CHAPTER 7 COMPANY PROFILES

7.1. ADAM SOFTWARE NV

- 7.1.1. Company overview
- 7.1.2. Company snapshot
- 7.1.3. Operating business segments
- 7.1.4. Product portfolio
- 7.1.5. Business performance
- 7.1.6. Key strategic moves & developments

7.2. ADOBE SYSTEMS INCORPORATED

- 7.2.1. Company overview
- 7.2.2. Company snapshot
- 7.2.3. Operating business segments
- 7.2.4. Product portfolio
- 7.2.5. Business performance
- 7.2.6. Key strategic moves & developments

7.3. CONIZANT TECHNOLOGY SOLUTIONS CORP

- 7.3.1. Company overview
- 7.3.2. Company snapshot
- 7.3.3. Operating business segments
- 7.3.4. Product portfolio
- 7.3.5. Business performance
- 7.3.6. Key strategic moves & developments

7.4. EMC CORPORATION

- 7.4.1. Company overview
- 7.4.2. Company snapshot
- 7.4.3. Operating business segments
- 7.4.4. Product portfolio

7.5. HEWLETT-PACKARD (HP)

- 7.5.1. Company overview
- 7.5.2. Company snapshot
- 7.5.3. Operating business segments
- 7.5.4. Product portfolio
- 7.5.5. Key strategic moves & developments

7.6. IBM CORPORATION

- 7.6.1. Company overview
- 7.6.2. Company snapshot
- 7.6.3. Operating business segments
- 7.6.4. Product portfolio
- 7.6.5. Business performance
- 7.6.6. Key strategic moves & developments

7.7. NORTHPLAINS SYSTEMS

- 7.7.1. Company overview
- 7.7.2. Company snapshot
- 7.7.3. Operating business segments
- 7.7.4. Product portfolio
- 7.7.5. Business performance
- 7.7.6. Key strategic moves and developments

7.8. OPENTEXT CORPORATION

- 7.8.1. Company overview
- 7.8.2. Company snapshot
- 7.8.3. Operating business segments
- 7.8.4. Product portfolio
- 7.8.5. Business performance
- 7.8.6. Key strategic moves & developments

7.9. ORACLE CORPORATION

- 7.9.1. Company overview
- 7.9.2. Company snapshot
- 7.9.3. Operating business segments
- 7.9.4. Product portfolio
- 7.9.5. Business performance
- 7.9.6. Key strategic moves & developments

7.10. WIDEN ENTERPRISES

- 7.10.1. Company overview
- 7.10.2. Company snapshot
- 7.10.3. Operating business segments
- 7.10.4. Product portfolio
- 7.10.5. Business performance
- 7.10.6. Key strategic moves & developments

List Of Tables

LIST OF TABLES

- TABLE 1. DIGITAL ASSET MANAGEMENT MARKET, BY TYPE, 2016-2023 (\$MILLION)
- TABLE 2. DIGITAL ASSET MANAGEMENT MARKET FOR SOLUTION SEGMENT, BY REGION, 2016-2023 (\$MILLION)
- TABLE 3. DIGITAL ASSET MANAGEMENT MARKET FOR SERVICE SEGMENT, BY REGION, 2016-2023 (\$MILLION)
- TABLE 4. DIGITAL ASSET MANAGEMENT MARKET FOR SALES SEGMENT, BY REGION, 2016-2023 (\$MILLION)
- TABLE 5. DIGITAL ASSET MANAGEMENT MARKET, BY MARKETING, 2016-2023 (\$MILLION)
- TABLE 6. DIGITAL ASSET MANAGEMENT MARKET FOR IT SEGMENT, BY REGION, 2016-2023 (\$MILLION)
- TABLE 7. DIGITAL ASSET MANAGEMENT MARKET FOR OTHERS SEGMENT, BY REGION, 2016-2023 (\$MILLION)
- TABLE 8. DIGITAL ASSET MANAGEMENT MARKET, BY REGION, 2016-2023 (\$MILLION)
- TABLE 9. NORTH AMERICA DIGITAL ASSET MANAGEMENT MARKET, BY TYPE, 2016-2023 (\$MILLION)
- TABLE 10. NORTH AMERICA DIGITAL ASSET MANAGEMENT MARKET, BY APPLICATION, 2016-2023 (\$MILLION)
- TABLE 11. NORTH AMERICA DIGITAL ASSET MANAGEMENT MARKET, BY COUNTRY, 2016-2023 (\$MILLION)
- TABLE 12. EUROPE DIGITAL ASSET MANAGEMENT MARKET, BY TYPE, 2016-2023 (\$MILLION)
- TABLE 13. EUROPE DIGITAL ASSET MANAGEMENT MARKET, BY APPLICATION, 2016-2023 (\$MILLION)
- TABLE 14. EUROPE DIGITAL ASSET MANAGEMENT MARKET, BY COUNTRY, 2016-2023 (\$MILLION)
- TABLE 15. ASIA-PACIFIC DIGITAL ASSET MANAGEMENT MARKET, BY TYPE, 2016-2023 (\$MILLION)
- TABLE 16. ASIA-PACIFIC DIGITAL ASSET MANAGEMENT MARKET, BY APPLICATION, 2016-2023 (\$MILLION)
- TABLE 17. ASIA-PACIFIC DIGITAL ASSET MANAGEMENT MARKET, BY COUNTRY, 2016-2023 (\$MILLION)
- TABLE 18. LAMEA DIGITAL ASSET MANAGEMENT MARKET, BY TYPE, 2016-2023 (\$MILLION)

(\$MILLION)

TABLE 19. LAMEA DIGITAL ASSET MANAGEMENT MARKET, BY APPLICATION, 2016-2023 (\$MILLION)

TABLE 20. LAMEA DIGITAL ASSET MANAGEMENT MARKET, BY COUNTRY, 2016-2023 (\$MILLION)

TABLE 21. ADAM SOFTWARE NV: COMPANY SNAPSHOT

TABLE 22. ADAM SOFTWARE NV: OPERATING SEGMENTS

TABLE 23. ADAM SOFTWARE NV: PRODUCT PORTFOLIO

TABLE 24. ADOBE SYSTEMS INCORPORATED: COMPANY SNAPSHOT

TABLE 25. ADOBE SYSTEMS INCORPORATED: OPERATING SEGMENTS

TABLE 26. ADOBE SYSTEMS INCORPORATED: PRODUCT PORTFOLIO

TABLE 27. COGNIZANT TECHNOLOGY SOLUTIONS CORP: COMPANY SNAPSHOT

TABLE 28. COGNIZANT TECHNOLOGY SOLUTIONS CORP: OPERATING SEGMENTS

TABLE 29. COGNIZANT TECHNOLOGY SOLUTIONS CORP: PRODUCT PORTFOLIO

TABLE 30. EMC CORPORATION: COMPANY SNAPSHOT

TABLE 31. EMC CORPORATION: OPERATING SEGMENTS

TABLE 32. EMC CORPORATION: PRODUCT PORTFOLIO

TABLE 33. HEWLETT-PACKARD (HP): COMPANY SNAPSHOT

TABLE 34. HEWLETT-PACKARD (HP): OPERATING SEGMENTS

TABLE 35. HEWLETT-PACKARD (HP): PRODUCT PORTFOLIO

TABLE 36. IBM CORPORATION: COMPANY SNAPSHOT

TABLE 37. IBM CORPORATION: OPERATING SEGMENTS

TABLE 38. IBM CORPORATION: PRODUCT PORTFOLIO

TABLE 39. NORTHPLAINS SYSTEMS: COMPANY SNAPSHOT

TABLE 40. NORTHPLAINS SYSTEMS: OPERATING SEGMENTS

TABLE 41. NORTHPLAINS SYSTEMS: PRODUCT PORTFOLIO

TABLE 42. OPENTEXT CORPORATION: COMPANY SNAPSHOT

TABLE 43. OPENTEXT CORPORATION: OPERATING SEGMENTS

TABLE 44. OPENTEXT CORPORATION: PRODUCT PORTFOLIO

TABLE 45. ORACLE CORPORATION: COMPANY SNAPSHOT

TABLE 46. ORACLE CORPORATION: OPERATING SEGMENTS

TABLE 47. ORACLE CORPORATION: PRODUCT PORTFOLIO

TABLE 48. WIDEN ENTERPRISES: COMPANY SNAPSHOT

TABLE 49. WIDEN ENTERPRISES: OPERATING SEGMENTS

TABLE 50. WIDEN ENTERPRISES: PRODUCT PORTFOLIO

List Of Figures

LIST OF FIGURES

- FIGURE 1. DIGITAL ASSET MANAGEMENT MARKET SEGMENTATION
- FIGURE 2. DIGITAL ASSET MANAGEMENT MARKET OVERVIEW, 2016 & 2023
- FIGURE 3. DIGITAL ASSET MANAGEMENT MARKET, BY REGION, 2016 & 2023
- FIGURE 4. TOP IMPACTING FACTORS
- FIGURE 5. KEY INVESTMENT POCKETS
- FIGURE 6. DIGITAL ASSET MANAGEMENT MARKET, BY TYPE
- FIGURE 7. DIGITAL ASSET MANAGEMENT MARKET, BY SOLUTION, 2016-2023 (\$MILLION)
- FIGURE 8. DIGITAL ASSET MANAGEMENT MARKET, BY SERVICE, 2016-2023 (\$MILLION)
- FIGURE 9. DIGITAL ASSET MANAGEMENT MARKET, BY APPLICATION, 2016-2023 (\$MILLION)
- FIGURE 10. DIGITAL ASSET MANAGEMENT MARKET, BY SALES
- FIGURE 11. DIGITAL ASSET MANAGEMENT MARKET, BY MARKETING, 2016-2023 (\$MILLION)
- FIGURE 12. DIGITAL ASSET MANAGEMENT MARKET, BY IT, 2016-2023 (\$MILLION)
- FIGURE 14. DIGITAL ASSET MANAGEMENT MARKET, BY OTHERS, 2016-2023 (\$MILLION)
- FIGURE 15. DIGITAL ASSET MANAGEMENT MARKET, BY REGION, 2016(%)
- FIGURE 16. NORTH AMERICA DIGITAL ASSET MANAGEMENT MARKET
- FIGURE 17. U.S. DIGITAL ASSET MANAGEMENT MARKET, 2016-2023 (\$MILLION)
- FIGURE 18. CANADA DIGITAL ASSET MANAGEMENT MARKET, 2016-2023 (\$MILLION)
- FIGURE 19. MEXICO DIGITAL ASSET MANAGEMENT MARKET, 2016-2023 (\$MILLION)
- FIGURE 20. EUROPE DIGITAL ASSET MANAGEMENT MARKET
- FIGURE 21. UK DIGITAL ASSET MANAGEMENT MARKET, 2016-2023 (\$MILLION)
- FIGURE 22. GERMANY DIGITAL ASSET MANAGEMENT MARKET, 2016-2023 (\$MILLION)
- FIGURE 23. FRANCE DIGITAL ASSET MANAGEMENT MARKET, 2016-2023 (\$MILLION)
- FIGURE 24. REST OF EUROPE DIGITAL ASSET MANAGEMENT MARKET, 2016-2023 (\$MILLION)
- FIGURE 25. ASIA-PACIFIC DIGITAL ASSET MANAGEMENT MARKET
- FIGURE 26. AUSTRALIA DIGITAL ASSET MANAGEMENT MARKET, 2016-2023

(\$MILLION)

FIGURE 27. JAPAN DIGITAL ASSET MANAGEMENT MARKET, 2016-2023

(\$MILLION)

FIGURE 28. CHINA DIGITAL ASSET MANAGEMENT MARKET, 2016-2023

(\$MILLION)

FIGURE 29. INDIA DIGITAL ASSET MANAGEMENT MARKET, 2016-2023 (\$MILLION)

FIGURE 30. REST OF ASIA-PACIFIC DIGITAL ASSET MANAGEMENT MARKET,
2016-2023 (\$MILLION)

FIGURE 31. LAMEA DIGITAL ASSET MANAGEMENT MARKET

FIGURE 32. LATIN AMERICA DIGITAL ASSET MANAGEMENT MARKET, 2016-2023
(\$MILLION)

FIGURE 33. MIDDLE EAST DIGITAL ASSET MANAGEMENT MARKET, 2016-2023
(\$MILLION)

FIGURE 34. AFRICA DIGITAL ASSET MANAGEMENT MARKET, 2016-2023
(\$MILLION)

FIGURE 35. ADAM SOFTWARE NV: REVENUE, 2014-2016 (\$MILLION)

FIGURE 36. ADAM SOFTWARE NV: REVENUE SHARE BY SEGMENT, 2016 (%)

FIGURE 37. ADAM SOFTWARE NV: REVENUE SHARE BY GEOGRAPHY, 2016 (%)

FIGURE 38. ADAM SOFTWARE NV: STRATEGY SHARE, 2014-2017 (%)

FIGURE 39. ADOBE SYSTEMS INCORPORATED: REVENUE, 2014-2016 (\$MILLION)

FIGURE 40. ADOBE SYSTEMS INCORPORATED: REVENUE SHARE BY SEGMENT,
2016 (%)

FIGURE 41. ADOBE SYSTEMS INCORPORATED: REVENUE SHARE BY
GEOGRAPHY, 2016 (%)

FIGURE 42. ADOBE SYSTEMS INCORPORATED: STRATEGY SHARE, 2014-2016
(%)

FIGURE 43. COGNIZANT TECHNOLOGY SOLUTIONS CORP: REVENUE, 2013-2015
(\$MILLION)

FIGURE 44. COGNIZANT TECHNOLOGY SOLUTIONS CORP: REVENUE SHARE BY
SEGMENT, 2015 (%)

FIGURE 45. COGNIZANT TECHNOLOGY SOLUTIONS CORP: REVENUE SHARE BY
GEOGRAPHY, 2015 (%)

FIGURE 46. COGNIZANT TECHNOLOGY SOLUTIONS CORP: STRATEGY SHARE,
2014-2016 (%)

FIGURE 47. HEWLETT-PACKARD (HP): STRATEGY SHARE, 2014-2016 (%)

FIGURE 48. IBM CORPORATION: REVENUE, 2014-2016 (\$MILLION)

FIGURE 49. IBM CORPORATION: REVENUE SHARE BY SEGMENT, 2016 (%)

FIGURE 50. IBM CORPORATION: REVENUE SHARE BY GEOGRAPHY, 2016 (%)

FIGURE 51. IBM CORPORATION: STRATEGY SHARE, 2014-2016 (%)

FIGURE 52. NORTHPLAINS SYSTEMS: REVENUE, 2014-2016 (\$MILLION)

FIGURE 53. NORTHPLAINS SYSTEMS: REVENUE SHARE BY SEGMENT, 2016 (%)

FIGURE 54. NORTHPLAINS SYSTEMS: REVENUE SHARE BY GEOGRAPHY, 2016 (%)

FIGURE 55. NORTHPLAINS SYSTEMS: STRATEGY SHARE, 2014-2016 (%)

FIGURE 56. OPENTEXT CORPORATION: REVENUE, 2014-2016 (\$MILLION)

FIGURE 57. OPENTEXT CORPORATION: REVENUE SHARE BY SEGMENT, 2016 (%)

FIGURE 58. OPENTEXT CORPORATION: REVENUE SHARE BY GEOGRAPHY, 2016 (%)

FIGURE 59. OPENTEXT CORPORATION: STRATEGY SHARE, 2014-2016 (%)

FIGURE 60. ORACLE CORPORATION ABC: REVENUE, 2013-2015 (\$MILLION)

FIGURE 61. ORACLE CORPORATION: REVENUE SHARE BY SEGMENT, 2015 (%)

FIGURE 62. ORACLE CORPORATION: REVENUE SHARE BY GEOGRAPHY, 2015 (%)

FIGURE 63. ORACLE CORPORATION: STRATEGY SHARE, 2014-2016 (%)

FIGURE 64. WIDEN ENTERPRISES: REVENUE, 2013-2015 (\$MILLION)

FIGURE 65. WIDEN ENTERPRISES: REVENUE SHARE BY SEGMENT, 2015 (%)

FIGURE 66. WIDEN ENTERPRISES: STRATEGY SHARE, 2014-2016 (%)

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