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Enterprise Application Market by Solution (CRM, ERP, SCM, BI, BPM, CMS, EAM, Web conferencing and others), Application (Competitive Intelligence, Customer Relationship management, Predictive Analytics, Fraud detection and Brand Reputation) and End User (Fast Moving Consumer Goods (FMCG), Banking Financial Services and Insurance (BFSI), Healthcare and Pharmaceuticals, Telecommunication, Government, Retail) - Global Opportunity Analysis and Industry Forecast, 2013-2020

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Abstracts

Enterprise application are software designed to meet the unique needs and objectives of the organizations. It includes applications such as CRM, ERP, SCM, BI, BPM, CMS, and EAM etc. Traditionally, enterprise applications were designed and developed specifically for back-office transactional activities such as accounting, production and inventory control and order management etc. However, in today’s business context, the role of enterprise application is changing from back-office activities to business process improvement. Enterprise application is gaining importance as companies look to enhance their internal processes and systems by quickly responding to the challenges such as high cost and lead time incurred during business process. Adoption of enterprise applications enables easy flow of business information within or outside of organization. To gain competitive advantages such as customer interaction and integration of business functionality, most of the enterprises are implementing enterprise applications. Furthermore, emerging trends of cloud and increased access via mobile device are propelling the market growth. High cost and availability of open source

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applications in the market are the major challenges for market growth. Rapid changes in business model, geographic expansion of businesses and increasing penetration of cloud technology would open numerous opportunities for the market.

The market is segmented on the basis of the solutions, delivery model, verticals and geography. The solutions segment includes CRM, ERP, SCM, BI, BPM, CMS, EAM, Web conferencing and others. Among all solutions, CRM is becoming popular as it useful to manage interaction with customers and employees. Delivery model segment is further classified into on-premise and cloud based models. The vertical segment includes Manufacturing & Services, BFSI, healthcare, retail, government, aerospace and defense, telecom and others. The market is addressed in various geographical regions such as North America, Europe, Asia-Pacific and LAMEA in order to gain the competitive insights.

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

KEY BENEFITS

Key developmental strategies adopted by top market players engaged in this business highlight competitive intelligence

Porters Five Forces model and SWOT analysis of key market players are provided to illustrate the effectiveness of market buyers and suppliers

Value chain analysis in this report provides a clear understanding of the stakeholders roles involved in the value chain

In depth analysis of key market drivers, restraints and opportunities of enterprise application market with impact analysis

Quantitative analysis of the current market and estimations through 2013-2020 are provided to highlight the ongoing and future trends of the market

KEY MARKET SEGMENTS

The market is segmented on the basis of solution, delivery model, verticals and geography.

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GLOBAL ENTERPRISE APPLICATION MARKET BY SOLUTION

CRM

ERP

SCM

BI

BPM

CMS

EAM

Web conferencing

Others

GLOBAL ENTERPRISE APPLICATION MARKET BY DELIVERY MODEL

On-premise

Cloud enabled

GLOBAL ENTERPRISE APPLICATION MARKET BY VERTICALS

Manufacturing & Services

BFSI

Healthcare

Retail

Government

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Aerospace and defense

Telecom

Others

GLOBAL ENTERPRISE APPLICATION MARKET BY GEOGRAPHY

North America

Europe

Asia Pacific

LAMEA

KEY PLAYERS

Oracle

IBM Corp.

Microsoft Corp.

SAP

HP

QAD Inc.

IFS AB

Epicor software Corp.

Infor

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Salesforce Inc.

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