

Global Software Asset Management Sam Software Market Research Report 2026(Status and Outlook)

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Abstracts

Software asset management (SAM) software is used to document and manage the software licenses used by a business. Traditionally used to track local, on-premises software licenses, many SAM tools have broadened their scope to include tracking SaaS assets as well. Companies use SAM software for a variety of reasons, including cost tracking, contract management and compliance, and license management, making them prime tools for internal asset and user access managers.

The global Software Asset Management Sam Software market size was estimated at USD 723.58 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 8.45% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Software Asset Management Sam Software market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Software Asset Management Sam Software market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced

understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Software Asset Management Sam Software market.

Global Software Asset Management Sam Software Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Snow Software
Flexera
BMC Software
Microsoft
Ivanti
ServiceNow
Certero
USU Software
Micro Focus (Formerly HPE)
License Dashboard
ManageEngine (Zoho Corp)
Cherwell Software
Scalable Software
Broadcom
Axios Systems
Freshworks

Eracent
Matrix42
AssetSonar
SoftwareONE
InvGate
Symphony
Lansweeper
SysAid Technologies

Market Segmentation (by Type)

On-premises
Cloud Based

Market Segmentation (by Application)

SMEs
Large Enterprises

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Software Asset Management Sam Software Market

Overview of the regional outlook of the Software Asset Management Sam Software Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Software Asset Management Sam Software Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the

industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Software Asset Management Sam Software, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change
This enables you to anticipate market changes to remain ahead of your competitors
You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents
The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Software Asset Management Sam Software
- 1.2 Key Market Segments
 - 1.2.1 Software Asset Management Sam Software Segment by Type
 - 1.2.2 Software Asset Management Sam Software Segment by Application
- 1.3 Methodology & Sources of Information
 - 1.3.1 Research Methodology
 - 1.3.2 Research Process
 - 1.3.3 Market Breakdown and Data Triangulation
 - 1.3.4 Base Year
 - 1.3.5 Report Assumptions & Caveats

2 SOFTWARE ASSET MANAGEMENT SAM SOFTWARE MARKET OVERVIEW

- 2.1 Global Market Overview
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 SOFTWARE ASSET MANAGEMENT SAM SOFTWARE MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global Software Asset Management Sam Software Product Life Cycle
- 3.3 Global Software Asset Management Sam Software Revenue Market Share by Company (2020-2025)
- 3.4 Software Asset Management Sam Software Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.5 Headquarters, Areas Served, and Product Types of Major Players
- 3.6 Software Asset Management Sam Software Market Competitive Situation and Trends
 - 3.6.1 Software Asset Management Sam Software Market Concentration Rate
 - 3.6.2 Global 5 and 10 Largest Software Asset Management Sam Software Players Market Share by Revenue
 - 3.6.3 Mergers & Acquisitions, Expansion

4 SOFTWARE ASSET MANAGEMENT SAM SOFTWARE VALUE CHAIN ANALYSIS

- 4.1 Software Asset Management Sam Software Value Chain Analysis
- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF SOFTWARE ASSET MANAGEMENT SAM SOFTWARE MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Software Asset Management Sam Software Market Porter's Five Forces Analysis

6 SOFTWARE ASSET MANAGEMENT SAM SOFTWARE MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Software Asset Management Sam Software Market by Type (2020-2025)
- 6.3 Global Software Asset Management Sam Software Market Size Growth Rate by Type (2021-2025)

7 SOFTWARE ASSET MANAGEMENT SAM SOFTWARE MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Software Asset Management Sam Software Market Size (M USD) by Application (2020-2025)

7.3 Global Software Asset Management Sam Software Market Size Growth Rate by Application (2021-2025)

8 SOFTWARE ASSET MANAGEMENT SAM SOFTWARE MARKET SEGMENTATION BY REGION

8.1 Global Software Asset Management Sam Software Market Size by Region

8.1.1 Global Software Asset Management Sam Software Market Size by Region

8.1.2 Global Software Asset Management Sam Software Market Size Market Share by Region

8.2 North America

8.2.1 North America Software Asset Management Sam Software Market Size by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Software Asset Management Sam Software Market Size by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Spain

8.4 Asia Pacific

8.4.1 Asia Pacific Software Asset Management Sam Software Market Size by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Software Asset Management Sam Software Market Size by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Software Asset Management Sam Software Market Size by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

9 KEY COMPANIES PROFILE

9.1 Snow Software

9.1.1 Snow Software Basic Information

9.1.2 Snow Software Software Asset Management Sam Software Product Overview

9.1.3 Snow Software Software Asset Management Sam Software Product Market
Performance

9.1.4 Snow Software SWOT Analysis

9.1.5 Snow Software Business Overview

9.1.6 Snow Software Recent Developments

9.2 Flexera

9.2.1 Flexera Basic Information

9.2.2 Flexera Software Asset Management Sam Software Product Overview

9.2.3 Flexera Software Asset Management Sam Software Product Market
Performance

9.2.4 Flexera SWOT Analysis

9.2.5 Flexera Business Overview

9.2.6 Flexera Recent Developments

9.3 BMC Software

9.3.1 BMC Software Basic Information

9.3.2 BMC Software Software Asset Management Sam Software Product Overview

9.3.3 BMC Software Software Asset Management Sam Software Product Market
Performance

9.3.4 BMC Software SWOT Analysis

9.3.5 BMC Software Business Overview

9.3.6 BMC Software Recent Developments

9.4 Microsoft

9.4.1 Microsoft Basic Information

9.4.2 Microsoft Software Asset Management Sam Software Product Overview

9.4.3 Microsoft Software Asset Management Sam Software Product Market
Performance

9.4.4 Microsoft Business Overview

9.4.5 Microsoft Recent Developments

9.5 Ivanti

9.5.1 Ivanti Basic Information

9.5.2 Ivanti Software Asset Management Sam Software Product Overview

9.5.3 Ivanti Software Asset Management Sam Software Product Market Performance

9.5.4 Ivanti Business Overview

9.5.5 Ivanti Recent Developments

9.6 ServiceNow

9.6.1 ServiceNow Basic Information

9.6.2 ServiceNow Software Asset Management Sam Software Product Overview

9.6.3 ServiceNow Software Asset Management Sam Software Product Market

Performance

9.6.4 ServiceNow Business Overview

9.6.5 ServiceNow Recent Developments

9.7 Certero

9.7.1 Certero Basic Information

9.7.2 Certero Software Asset Management Sam Software Product Overview

9.7.3 Certero Software Asset Management Sam Software Product Market

Performance

9.7.4 Certero Business Overview

9.7.5 Certero Recent Developments

9.8 USU Software

9.8.1 USU Software Basic Information

9.8.2 USU Software Software Asset Management Sam Software Product Overview

9.8.3 USU Software Software Asset Management Sam Software Product Market

Performance

9.8.4 USU Software Business Overview

9.8.5 USU Software Recent Developments

9.9 Micro Focus (Formerly HPE)

9.9.1 Micro Focus (Formerly HPE) Basic Information

9.9.2 Micro Focus (Formerly HPE) Software Asset Management Sam Software Product Overview

9.9.3 Micro Focus (Formerly HPE) Software Asset Management Sam Software Product Market Performance

9.9.4 Micro Focus (Formerly HPE) Business Overview

9.9.5 Micro Focus (Formerly HPE) Recent Developments

9.10 License Dashboard

9.10.1 License Dashboard Basic Information

9.10.2 License Dashboard Software Asset Management Sam Software Product Overview

9.10.3 License Dashboard Software Asset Management Sam Software Product Market Performance

9.10.4 License Dashboard Business Overview

9.10.5 License Dashboard Recent Developments

9.11 ManageEngine (Zoho Corp)

9.11.1 ManageEngine (Zoho Corp) Basic Information

9.11.2 ManageEngine (Zoho Corp) Software Asset Management Sam Software Product Overview

9.11.3 ManageEngine (Zoho Corp) Software Asset Management Sam Software Product Market Performance

9.11.4 ManageEngine (Zoho Corp) Business Overview

9.11.5 ManageEngine (Zoho Corp) Recent Developments

9.12 Cherwell Software

9.12.1 Cherwell Software Basic Information

9.12.2 Cherwell Software Software Asset Management Sam Software Product Overview

9.12.3 Cherwell Software Software Asset Management Sam Software Product Market Performance

9.12.4 Cherwell Software Business Overview

9.12.5 Cherwell Software Recent Developments

9.13 Scalable Software

9.13.1 Scalable Software Basic Information

9.13.2 Scalable Software Software Asset Management Sam Software Product Overview

9.13.3 Scalable Software Software Asset Management Sam Software Product Market Performance

9.13.4 Scalable Software Business Overview

9.13.5 Scalable Software Recent Developments

9.14 Broadcom

9.14.1 Broadcom Basic Information

9.14.2 Broadcom Software Asset Management Sam Software Product Overview

9.14.3 Broadcom Software Asset Management Sam Software Product Market Performance

9.14.4 Broadcom Business Overview

9.14.5 Broadcom Recent Developments

9.15 Axios Systems

9.15.1 Axios Systems Basic Information

9.15.2 Axios Systems Software Asset Management Sam Software Product Overview

9.15.3 Axios Systems Software Asset Management Sam Software Product Market

Performance

9.15.4 Axios Systems Business Overview

9.15.5 Axios Systems Recent Developments

9.16 Freshworks

9.16.1 Freshworks Basic Information

9.16.2 Freshworks Software Asset Management Sam Software Product Overview

9.16.3 Freshworks Software Asset Management Sam Software Product Market

Performance

9.16.4 Freshworks Business Overview

9.16.5 Freshworks Recent Developments

9.17 Eracent

9.17.1 Eracent Basic Information

9.17.2 Eracent Software Asset Management Sam Software Product Overview

9.17.3 Eracent Software Asset Management Sam Software Product Market

Performance

9.17.4 Eracent Business Overview

9.17.5 Eracent Recent Developments

9.18 Matrix42

9.18.1 Matrix42 Basic Information

9.18.2 Matrix42 Software Asset Management Sam Software Product Overview

9.18.3 Matrix42 Software Asset Management Sam Software Product Market

Performance

9.18.4 Matrix42 Business Overview

9.18.5 Matrix42 Recent Developments

9.19 AssetSonar

9.19.1 AssetSonar Basic Information

9.19.2 AssetSonar Software Asset Management Sam Software Product Overview

9.19.3 AssetSonar Software Asset Management Sam Software Product Market

Performance

9.19.4 AssetSonar Business Overview

9.19.5 AssetSonar Recent Developments

9.20 SoftwareONE

9.20.1 SoftwareONE Basic Information

9.20.2 SoftwareONE Software Asset Management Sam Software Product Overview

9.20.3 SoftwareONE Software Asset Management Sam Software Product Market

Performance

9.20.4 SoftwareONE Business Overview

9.20.5 SoftwareONE Recent Developments

9.21 InvGate

- 9.21.1 InvGate Basic Information
- 9.21.2 InvGate Software Asset Management Sam Software Product Overview
- 9.21.3 InvGate Software Asset Management Sam Software Product Market Performance
- 9.21.4 InvGate Business Overview
- 9.21.5 InvGate Recent Developments
- 9.22 Symphony
 - 9.22.1 Symphony Basic Information
 - 9.22.2 Symphony Software Asset Management Sam Software Product Overview
 - 9.22.3 Symphony Software Asset Management Sam Software Product Market Performance
 - 9.22.4 Symphony Business Overview
 - 9.22.5 Symphony Recent Developments
- 9.23 Lansweeper
 - 9.23.1 Lansweeper Basic Information
 - 9.23.2 Lansweeper Software Asset Management Sam Software Product Overview
 - 9.23.3 Lansweeper Software Asset Management Sam Software Product Market Performance
 - 9.23.4 Lansweeper Business Overview
 - 9.23.5 Lansweeper Recent Developments
- 9.24 SysAid Technologies
 - 9.24.1 SysAid Technologies Basic Information
 - 9.24.2 SysAid Technologies Software Asset Management Sam Software Product Overview
 - 9.24.3 SysAid Technologies Software Asset Management Sam Software Product Market Performance
 - 9.24.4 SysAid Technologies Business Overview
 - 9.24.5 SysAid Technologies Recent Developments

10 SOFTWARE ASSET MANAGEMENT SAM SOFTWARE MARKET FORECAST BY REGION

- 10.1 Global Software Asset Management Sam Software Market Size Forecast
- 10.2 Global Software Asset Management Sam Software Market Forecast by Region
 - 10.2.1 North America Market Size Forecast by Country
 - 10.2.2 Europe Software Asset Management Sam Software Market Size Forecast by Country
 - 10.2.3 Asia Pacific Software Asset Management Sam Software Market Size Forecast by Region

10.2.4 South America Software Asset Management Sam Software Market Size
Forecast by Country

10.2.5 Middle East and Africa Forecasted Sales of Software Asset Management Sam
Software by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

11.1 Global Software Asset Management Sam Software Market Forecast by Type
(2026-2035)

11.1.1 Global Software Asset Management Sam Software Market Size Forecast by
Type (2026-2035)

11.2 Global Software Asset Management Sam Software Market Forecast by Application
(2026-2035)

11.2.1 Global Software Asset Management Sam Software Market Size (M USD)
Forecast by Application (2026-2035)

12 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Global Software Asset Management Sam Software Market Size by Type (M USD)

Table 4. Global Software Asset Management Sam Software Market Size by Application

Table 5. Software Asset Management Sam Software Market Size Comparison by Region (M USD)

Table 6. Global Software Asset Management Sam Software Revenue (M USD) by Company (2020-2025)

Table 7. Global Software Asset Management Sam Software Revenue Share by Company (2020-2025)

Table 8. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Software Asset Management Sam Software as of 2025)

Table 9. Headquarters, Areas Served, and Product Types of Major Players

Table 10. Product Type of Major Players

Table 11. Global Software Asset Management Sam Software Company Market Concentration Ratio (CR5 and HHI)

Table 12. Mergers & Acquisitions, Expansion Plans

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. Software Asset Management Sam Software Market Challenges

Table 18. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 19. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 20. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 21. Global Software Asset Management Sam Software Market Size by Type (M USD)

Table 22. Global Software Asset Management Sam Software Market Size (M USD) by Type (2020-2025)

Table 23. Global Software Asset Management Sam Software Market Share by Type (2020-2025)

Table 24. Global Software Asset Management Sam Software Market Size Growth Rate by Type (2021-2025)

Table 25. Global Software Asset Management Sam Software Market Size by

Application

Table 26. Global Software Asset Management Sam Software Market Size by Application (2020-2025) & (M USD)

Table 27. Global Software Asset Management Sam Software Market Share by Application (2020-2025)

Table 28. Global Software Asset Management Sam Software Market Size Growth Rate by Application (2021-2025)

Table 29. Global Software Asset Management Sam Software Market Size by Region (2020-2025) & (M USD)

Table 30. Global Software Asset Management Sam Software Market Size Market Share by Region (2020-2025)

Table 31. North America Software Asset Management Sam Software Market Size by Country (2020-2025) & (M USD)

Table 32. Europe Software Asset Management Sam Software Market Size by Country (2020-2025) & (M USD)

Table 33. Asia Pacific Software Asset Management Sam Software Market Size by Region (2020-2025) & (M USD)

Table 34. South America Software Asset Management Sam Software Market Size by Country (2020-2025) & (M USD)

Table 35. Middle East and Africa Software Asset Management Sam Software Market Size by Region (2020-2025) & (M USD)

Table 36. Snow Software Basic Information

Table 37. Snow Software Software Asset Management Sam Software Product Overview

Table 38. Snow Software Software Asset Management Sam Software Revenue (M USD) and Gross Margin (2020-2025)

Table 39. Snow Software SWOT Analysis

Table 40. Snow Software Business Overview

Table 41. Snow Software Recent Developments

Table 42. Flexera Basic Information

Table 43. Flexera Software Asset Management Sam Software Product Overview

Table 44. Flexera Software Asset Management Sam Software Revenue (M USD) and Gross Margin (2020-2025)

Table 45. Flexera SWOT Analysis

Table 46. Flexera Business Overview

Table 47. Flexera Recent Developments

Table 48. BMC Software Basic Information

Table 49. BMC Software Software Asset Management Sam Software Product Overview

Table 50. BMC Software Software Asset Management Sam Software Revenue (M

USD) and Gross Margin (2020-2025)

Table 51. BMC Software SWOT Analysis

Table 52. BMC Software Business Overview

Table 53. BMC Software Recent Developments

Table 54. Microsoft Basic Information

Table 55. Microsoft Software Asset Management Sam Software Product Overview

Table 56. Microsoft Software Asset Management Sam Software Revenue (M USD) and Gross Margin (2020-2025)

Table 57. Microsoft Business Overview

Table 58. Microsoft Recent Developments

Table 59. Ivanti Basic Information

Table 60. Ivanti Software Asset Management Sam Software Product Overview

Table 61. Ivanti Software Asset Management Sam Software Revenue (M USD) and Gross Margin (2020-2025)

Table 62. Ivanti Business Overview

Table 63. Ivanti Recent Developments

Table 64. ServiceNow Basic Information

Table 65. ServiceNow Software Asset Management Sam Software Product Overview

Table 66. ServiceNow Software Asset Management Sam Software Revenue (M USD) and Gross Margin (2020-2025)

Table 67. ServiceNow Business Overview

Table 68. ServiceNow Recent Developments

Table 69. Certero Basic Information

Table 70. Certero Software Asset Management Sam Software Product Overview

Table 71. Certero Software Asset Management Sam Software Revenue (M USD) and Gross Margin (2020-2025)

Table 72. Certero Business Overview

Table 73. Certero Recent Developments

Table 74. USU Software Basic Information

Table 75. USU Software Software Asset Management Sam Software Product Overview

Table 76. USU Software Software Asset Management Sam Software Revenue (M USD) and Gross Margin (2020-2025)

Table 77. USU Software Business Overview

Table 78. USU Software Recent Developments

Table 79. Micro Focus (Formerly HPE) Basic Information

Table 80. Micro Focus (Formerly HPE) Software Asset Management Sam Software Product Overview

Table 81. Micro Focus (Formerly HPE) Software Asset Management Sam Software Revenue (M USD) and Gross Margin (2020-2025)

Table 82. Micro Focus (Formerly HPE) Business Overview
Table 83. Micro Focus (Formerly HPE) Recent Developments
Table 84. License Dashboard Basic Information
Table 85. License Dashboard Software Asset Management Sam Software Product Overview
Table 86. License Dashboard Software Asset Management Sam Software Revenue (M USD) and Gross Margin (2020-2025)
Table 87. License Dashboard Business Overview
Table 88. License Dashboard Recent Developments
Table 89. ManageEngine (Zoho Corp) Basic Information
Table 90. ManageEngine (Zoho Corp) Software Asset Management Sam Software Product Overview
Table 91. ManageEngine (Zoho Corp) Software Asset Management Sam Software Revenue (M USD) and Gross Margin (2020-2025)
Table 92. ManageEngine (Zoho Corp) Business Overview
Table 93. ManageEngine (Zoho Corp) Recent Developments
Table 94. Cherwell Software Basic Information
Table 95. Cherwell Software Software Asset Management Sam Software Product Overview
Table 96. Cherwell Software Software Asset Management Sam Software Revenue (M USD) and Gross Margin (2020-2025)
Table 97. Cherwell Software Business Overview
Table 98. Cherwell Software Recent Developments
Table 99. Scalable Software Basic Information
Table 100. Scalable Software Software Asset Management Sam Software Product Overview
Table 101. Scalable Software Software Asset Management Sam Software Revenue (M USD) and Gross Margin (2020-2025)
Table 102. Scalable Software Business Overview
Table 103. Scalable Software Recent Developments
Table 104. Broadcom Basic Information
Table 105. Broadcom Software Asset Management Sam Software Product Overview
Table 106. Broadcom Software Asset Management Sam Software Revenue (M USD) and Gross Margin (2020-2025)
Table 107. Broadcom Business Overview
Table 108. Broadcom Recent Developments
Table 109. Axios Systems Basic Information
Table 110. Axios Systems Software Asset Management Sam Software Product Overview

Table 111. Axios Systems Software Asset Management Sam Software Revenue (M USD) and Gross Margin (2020-2025)

Table 112. Axios Systems Business Overview

Table 113. Axios Systems Recent Developments

Table 114. Freshworks Basic Information

Table 115. Freshworks Software Asset Management Sam Software Product Overview

Table 116. Freshworks Software Asset Management Sam Software Revenue (M USD) and Gross Margin (2020-2025)

Table 117. Freshworks Business Overview

Table 118. Freshworks Recent Developments

Table 119. Eracent Basic Information

Table 120. Eracent Software Asset Management Sam Software Product Overview

Table 121. Eracent Software Asset Management Sam Software Revenue (M USD) and Gross Margin (2020-2025)

Table 122. Eracent Business Overview

Table 123. Eracent Recent Developments

Table 124. Matrix42 Basic Information

Table 125. Matrix42 Software Asset Management Sam Software Product Overview

Table 126. Matrix42 Software Asset Management Sam Software Revenue (M USD) and Gross Margin (2020-2025)

Table 127. Matrix42 Business Overview

Table 128. Matrix42 Recent Developments

Table 129. AssetSonar Basic Information

Table 130. AssetSonar Software Asset Management Sam Software Product Overview

Table 131. AssetSonar Software Asset Management Sam Software Revenue (M USD) and Gross Margin (2020-2025)

Table 132. AssetSonar Business Overview

Table 133. AssetSonar Recent Developments

Table 134. SoftwareONE Basic Information

Table 135. SoftwareONE Software Asset Management Sam Software Product Overview

Table 136. SoftwareONE Software Asset Management Sam Software Revenue (M USD) and Gross Margin (2020-2025)

Table 137. SoftwareONE Business Overview

Table 138. SoftwareONE Recent Developments

Table 139. InvGate Basic Information

Table 140. InvGate Software Asset Management Sam Software Product Overview

Table 141. InvGate Software Asset Management Sam Software Revenue (M USD) and Gross Margin (2020-2025)

Table 142. InvGate Business Overview

Table 143. InvGate Recent Developments
Table 144. Symphony Basic Information
Table 145. Symphony Software Asset Management Sam Software Product Overview
Table 146. Symphony Software Asset Management Sam Software Revenue (M USD) and Gross Margin (2020-2025)
Table 147. Symphony Business Overview
Table 148. Symphony Recent Developments
Table 149. Lansweeper Basic Information
Table 150. Lansweeper Software Asset Management Sam Software Product Overview
Table 151. Lansweeper Software Asset Management Sam Software Revenue (M USD) and Gross Margin (2020-2025)
Table 152. Lansweeper Business Overview
Table 153. Lansweeper Recent Developments
Table 154. SysAid Technologies Basic Information
Table 155. SysAid Technologies Software Asset Management Sam Software Product Overview
Table 156. SysAid Technologies Software Asset Management Sam Software Revenue (M USD) and Gross Margin (2020-2025)
Table 157. SysAid Technologies Business Overview
Table 158. SysAid Technologies Recent Developments
Table 159. Global Software Asset Management Sam Software Market Size Forecast by Region (2026-2035) & (M USD)
Table 160. North America Software Asset Management Sam Software Market Size Forecast by Country (2026-2035) & (M USD)
Table 161. Europe Software Asset Management Sam Software Market Size Forecast by Country (2026-2035) & (M USD)
Table 162. Asia Pacific Software Asset Management Sam Software Market Size Forecast by Region (2026-2035) & (M USD)
Table 163. South America Software Asset Management Sam Software Market Size Forecast by Country (2026-2035) & (M USD)
Table 164. Middle East and Africa Software Asset Management Sam Software Market Size Forecast by Country (2026-2035) & (M USD)
Table 165. Global Software Asset Management Sam Software Market Size Forecast by Type (2026-2035) & (M USD)
Table 166. Global Software Asset Management Sam Software Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

Figure 1. Industry Chain of Software Asset Management Sam Software

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Software Asset Management Sam Software Market Size (M USD), 2025-2035

Figure 5. Global Software Asset Management Sam Software Market Size (M USD) (2020-2035)

Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 8. Evaluation Matrix of Regional Market Development Potential

Figure 9. Software Asset Management Sam Software Market Size by Country (M USD)

Figure 10. Company Assessment Quadrant

Figure 11. Global Software Asset Management Sam Software Product Life Cycle

Figure 12. Global Software Asset Management Sam Software Revenue Share by Company in 2025

Figure 13. Software Asset Management Sam Software Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025

Figure 14. The Global 5 and 10 Largest Players: Market Share by Software Asset Management Sam Software Revenue in 2025

Figure 15. Value Chain Map of Software Asset Management Sam Software

Figure 16. Global Software Asset Management Sam Software Market PEST Analysis

Figure 17. Global Software Asset Management Sam Software Market Porter's Five Forces Analysis

Figure 18. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 19. Global Software Asset Management Sam Software Market Share by Type

Figure 20. Market Share of Software Asset Management Sam Software by Type (2020-2025)

Figure 21. Global Software Asset Management Sam Software Market Size Growth Rate by Type (2021-2025)

Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 23. Global Software Asset Management Sam Software Market Share by Application

Figure 24. Global Software Asset Management Sam Software Market Share by Application (2020-2025)

Figure 25. Global Software Asset Management Sam Software Market Share by

Application in 2024

Figure 26. Global Software Asset Management Sam Software Market Size Growth Rate by Application (2021-2025)

Figure 27. Global Software Asset Management Sam Software Market Size Market Share by Region (2020-2025)

Figure 28. North America Software Asset Management Sam Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 29. North America Software Asset Management Sam Software Market Size Market Share by Country in 2024

Figure 30. U.S. Software Asset Management Sam Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 31. Canada Software Asset Management Sam Software Market Size (M USD) and Growth Rate (2020-2025)

Figure 32. Mexico Software Asset Management Sam Software Market Size (M USD) and Growth Rate (2020-2025)

Figure 33. Europe Software Asset Management Sam Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 34. Europe Software Asset Management Sam Software Market Share by Country in 2024

Figure 35. Germany Software Asset Management Sam Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 36. France Software Asset Management Sam Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 37. U.K. Software Asset Management Sam Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 38. Italy Software Asset Management Sam Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 39. Spain Software Asset Management Sam Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 40. Asia Pacific Software Asset Management Sam Software Market Size and Growth Rate (M USD)

Figure 41. Asia Pacific Software Asset Management Sam Software Market Size Market Share by Region in 2024

Figure 42. China Software Asset Management Sam Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 43. Japan Software Asset Management Sam Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. South Korea Software Asset Management Sam Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 45. India Software Asset Management Sam Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 46. Southeast Asia Software Asset Management Sam Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. South America Software Asset Management Sam Software Market Size and Growth Rate (M USD)

Figure 48. South America Software Asset Management Sam Software Market Size Market Share by Country in 2024

Figure 49. Brazil Software Asset Management Sam Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 50. Argentina Software Asset Management Sam Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 51. Columbia Software Asset Management Sam Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 52. Middle East and Africa Software Asset Management Sam Software Market Size and Growth Rate (M USD)

Figure 53. Middle East and Africa Software Asset Management Sam Software Market Size Market Share by Region in 2024

Figure 54. Saudi Arabia Software Asset Management Sam Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 55. UAE Software Asset Management Sam Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 56. Egypt Software Asset Management Sam Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. Nigeria Software Asset Management Sam Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 58. South Africa Software Asset Management Sam Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. Global Software Asset Management Sam Software Market Size Forecast by Value (2020-2035) & (M USD)

Figure 60. Global Software Asset Management Sam Software Market Share Forecast by Type (2026-2035)

Figure 61. Global Software Asset Management Sam Software Market Share Forecast by Application (2026-2035)

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