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# Global Enterprise Information Management (EIM) Market (2017-2021 Edition)

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## Abstracts

Scope of the Report

The report titled “Global Enterprise Information Management (EIM) Market (2017-2021 Edition)” provides an in-depth analysis of the global EIM market with detailed analysis of the actual and the expected market size along with the market size of each market segment.

The global EIM market is highly competitive with many niche players foraying into the market space with innovative products.

The competition in the EIM market is dominated by the big players like IBM Corporation. Further, key players of the EIM market such as IBM Corporation, Oracle Corporation, Open Text Corporation and EMC Corporation are also profiled with their financial information and respective business strategies.

Company Coverage

IBM Corporation

Oracle Corporation

Open Text Corporation

EMC Corporation

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## Executive Summary

Enterprise Information Management (EIM) is the combined power of analytics or business intelligence and content management. Large companies often have separate applications for each of these segments, and EIM seeks to combine them in a more integrated way to remove silos. Organizations that are developing EIM strategies and capabilities are focused on reducing costs and improving efficiencies.

The global EIM market has increased over the years and is expected to grow significantly during the years 2017-2021. The growth in the market is likely to be driven by the various consolidations in the EIM market space since the early 2000s. The market can be segmented into Enterprise Content Management (ECM), Analytics, Information Exchange, Customer Experience Management (CEM), Business Process Management (BPM) and Discovery. Of all the segments, Enterprise Content Management (ECM) remains the largest segment of the market, while the Discovery segment drives the highest growth rate.

The major growth drivers for the Enterprise Information Management (EIM) market are: growth in unstructured data, new regulations, rise in cloud computing, upsurge in big data analytics software & services market and organizational drivers such as customer services, marketing opportunities, process improvement and fraud detection. Despite the market is governed by various growth drivers, there are certain challenges faced by the market such as organizational challenges, data challenges and information challenges.

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