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Global Enterprise Information Management (EIM) Market: Size, Trends and Forecasts (2016-2020)

https://marketpublishers.com/r/GE3490FFBABEN.html
Date: April 2016
Pages: 69
Price: US$ 800.00 (Single User License)
ID: GE3490FFBABEN

Abstracts

Scope of the Report

The report titled “Global Enterprise Information Management (EIM) Market: Size, Trends and Forecasts (2016-2020)” 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 report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global EIM market has also been forecasted for the period 2016-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends. The competition in the global EIM market is stiff and dominated by the big players like IBM Corporation. Further, key players of the EIM market such as Oracle Corporation, Open Text Corporation, EMC Corporation and Microsoft Corporation are also profiled with their financial information and respective business strategies.

Regional Coverage

Global

Company Coverage

IBM Corporation

Oracle Corporation

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Open Text Corporation

EMC Corporation

Microsoft Corporation

Executive Summary

The global EIM market has increased at a significant annual growth rate in 2015 as compared to the preceding year 2014 and projections are made that the market would rise in the next five years i.e. 2016-2020 tremendously. The growth in the market was 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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