

# **Cash Flow Market: Market Segments: By Component (Solutions and Services); By Deployment Mode (On-Premises and Cloud); By Organization Size (Large Enterprises, and Small and Medium-sized Enterprises (SMEs)); By Vertical (Banking, Financial Services, and Insurance, Retail and Ecommerce, Healthcare, Construction and Real Estate, IT and ITes, Government and Non-Profit Organizations, Manufacturing and Others); and Region – Global Analysis by Market Size, Share & Trends for 2014 – 2019 and Forecasts to 2030**

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## **Abstracts**

### Product Overview

A cash management system is mainly used to handle liquidity, payments, account balances, and cash flows (outflows, inflows, or within the company). Cash management refers to a large field of finance involved in the collection, handling, and use of money. It is a marketing concept marketed mainly to larger company clients for some cash flow-related services. From a central stage cash management system offer advantages, such as zero balance accounting, cash concentration, and management of different bank partnerships. They have cash positioning and cash forecasting capabilities, which assist in making successful decisions on cash management. Furthermore, cash management systems focused on the cash demand forecast allow banks to increase their cash capital returns and decrease operating costs. In addition, cash management systems can enhance cash sweeping and cash pooling.

## Market Highlights

Cash Flow Market is expected to project a notable CAGR of 12.5% in 2030.

Cash Flow Market to surpass USD 20.6 billion by 2030 from USD 9.32 billion in 2019 at a CAGR of 12.5% throughout the forecast period, i.e., 2019-30. In order to make the cash management process more flexible and efficient, the global market for cash flow systems is driven mainly by an increase in demand from businesses for cash flow systems. Furthermore, businesses are searching for centralized cash management solutions to combine cash management systems with the click of a button, combined with enterprise-level networking and banking applications. It is expected that the increased adoption of intelligent, stable cash management solutions across various end-uses would drive market development. Smart and secure solutions help organizations overcome issues with cash handling and storage. At any stage of the money handling process, such technologically advanced protections allow businesses to track cash. Such precautions make the movement of money clearly noticeable at all times.

## Cash Flow Market: Segments

SMEs segment to grow with the highest CAGR during 2019-30

The Cash Flow Market is segmented by Organization Size as SMEs and large enterprises. The greater market share in 2019 was accounted for by the Large enterprise's segment owing to the increased adoption of cash flow systems for the precise management of payments and simple account transactions in larger banks. These systems have facilities such as an image lockbox and an electronic clearinghouse receipt (ACH). Furthermore, the systems also provide payable automation services, which are expected to fuel demand for large businesses in turn. It is expected that the SME segment will record the highest increase in the next eight years. Various small and medium companies turn to technological applications in order to track their cash flows. Many small and medium-sized businesses around the world are investing in high-performance technology to reduce transaction risk and increase profitability as liquidity management becomes more challenging. The rapidly growing SME sector is anticipated to generate growth prospects for the industry in the near future.

Cloud deployment to grow with the highest CAGR during 2019-30

Cash Flow Market is segmented by deployment into the cloud and on-premise. The on-premise deployment segment is expected to continue its dominance over the coming years. This implementation method helps companies to maintain control of their business data and, compared to cloud deployment, offers a sense of ownership. Furthermore, the on-site implementation process makes it possible to tailor facilities and products on a wide scale while providing infrastructure flexibility. The cloud deployment

segment is expected to register the fastest growth over the next eight years. The cloud deployment model is preferred by a wide variety of businesses due to the advances in technology and various benefits it offers, such as easy upgrading and low operating costs. The advantage of this deployment approach is that such systems do not need to be modified constantly by companies that use cloud services. Furthermore, this implementation enables large and complex systems to be able to manage, track, and control the process.

## Cash Flow Market: Market Dynamics

### Drivers

#### Increased adoption of cash management systems

Global cash flow market is primarily driven by a rise in demand for cash management systems from organizations in order to make the cash management process more agile and effective. Furthermore, companies look for centralized cash management modules that are paired with enterprise-level networking and banking applications for the implementation of cash management systems with the click of a button. Therefore, since they have a high degree of automation in their processes, small firms are also open to paying premium rates for cash management systems. Among end-users, SaaS modules and cloud storage solutions are gaining popularity. Cash management systems also increase cash flow, increase forecast accuracy, increase performance, and provide better control and security for both data and cash.

#### The increasing need for centralized cash management solutions

Market growth is expected to be driven by the increasing need for centralized cash management solutions in banking transaction processes. These solutions allow firms to provide an analysis of information on cash and financial transactions. Many businesses are focused on driving financial results and minimizing transaction risk. As a result, companies are broadly adopting a centralized cash management scheme. The rising adoption of smart, stable cash management solutions across various end-uses is expected in order to fuel market growth. Smart, safe technologies help organizations overcome cash handling and storage problems. These technologically advanced safeguards allow businesses to monitor cash at every step of the money handling process. These indicators provide clear insight into the flow of money at all times.

### Restrain

#### Surge of new regulations and financial standards

Efficient financial regulation prevents market failure, promotes macroeconomic stability, preserves investors, and mitigates the effect of financial failures on the global economy. via financial regulations, however, a range of costs are also imposed on regulated

companies and the economy. For example, regulatory responses often cause institutions to conduct business sub-optimally and can cause companies to leave or restrict their entry into the marketplace. Financial reporting practices and standards vary from country to country, which creates differences. This problem becomes more prevalent for investors as investors consider funding capital-seeking companies that follow the accounting rules and financial statements of the country in which they are doing business.

### Cash Flow Market: Key Players

Infosys Limited

Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence, and SWOT Analysis.

Oracle Corporation

Giesecke & Devrient GmbH

The Sage Group PLC (Intacct Corporation)

Glory Ltd. (Glory Global Solutions, Inc.)

NTT Data Corporation

HCL Technologies Ltd. (HCL Enterprises)

Aurionpro Solutions Limited

Intimus International Group

Finastra Group Holdings Limited (Vista Equity Partners)

### Cash Flow Market: Regions

Cash Flow Market is segmented based on regional analysis into five major regions. These include North America, Latin America, Europe, APAC, and MENA.

Cash Flow Market in North America held the largest market share of XX.X% in the year 2019 and it is expected to continue its market dominance in the future due to the emergence of trending technologies such as AI, ML, BI, and data analytics, major players in this field are developing cash flow tools and services to future-proof their businesses. Moreover, predictive modelling and cash flow analysis change the way companies operate and perform ahead of the competition in their markets. With these innovations continuing to expand, companies in the region are seeking new ways to increase efficiency and reduce costs. Asia Pacific is expected to emerge as the fastest-growing regional market during the forecast period. Development can be attributed to the increasing demand for money management systems in order to maximize the automation of high-volume financial transactions for large businesses. Various factors, such as the rising need for enterprise-level connectivity and a rise in demand for

liquidity management, are expected to propel growth.

#### Competitive Landscape:

The Cash Flow market, which is highly competitive, consists of several major players such as Intuit (US), Xero (New Zealand), Anaplan (US), Sage (UK), Float (UK), Planguru (US), Dryrun (Canada), Caflou (Czech Republic), Pulse (US), Cash Analytics (Ireland) hold a substantial market share in the Cash Flow market. Other players analyzed in this report are Fluidly (UK), Finagraph (US), Cashflowmapper (Australia), Finsync (US), Cashflow Manager (Australia), Agicap (France), Calculate (Finland), Cashbook (Ireland), Cash Flow Mojo (US), Cashforce (Belgium), BeyondSquare Solutions (India), Calxa (Australia), CashflowCafe (England), Futrli (UK), Vista (Australia), and Runway (US) among others.

The market competition has been stepped up by the availability of many players offering Cash Flow. For Instance, In May 2020, Xero and one of Canada's largest national accounting, tax, and business consulting firms, MNP, collaborated to help Canadian businesses succeed. The objective of the partnership is to provide accountants across MNP's more than 80 offices in Canada with access to cloud accounting ledger and financial management tools and services anytime, and on any device.

Cash Flow Market is further segmented by region into:

North America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United States and Canada

Latin America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – Mexico, Argentina, Brazil, and Rest of Latin America

Europe Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United Kingdom, France, Germany, Italy, Spain, Belgium, Hungary, Luxembourg, Netherlands, Poland, NORDIC, Russia, Turkey, and Rest of Europe

APAC Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – India, China, South Korea, Japan, Malaysia, Indonesia, New Zealand, Australia, and Rest of APAC

MENA Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – North Africa, Israel, GCC, South Africa, and Rest of MENA

Cash Flow Market report also contains analysis on:

Cash Flow Market Segments:

By Component:

Solutions

Services

Consulting Services

Implementation Services

Support Services

By Deployment Type:

On-premises

Cloud

By Organization Size:

Large Enterprises

Small and Medium-sized Enterprises (SMEs)

By Vertical:

Banking, Financial Services, and Insurance (BFSI)

Information Technology (IT) and Information Technology Enabled Services (ITes)

Construction and Real Estate

Retail and eCommerce

Manufacturing

Government and Non-Profit Organizations

Healthcare

Others

Cash Flow Market Dynamics

Cash Flow Market Size

Supply & Demand

Current Trends/Issues/Challenges

Competition & Companies Involved in the Market

Value Chain of the Market

Market Drivers and Restraints

FAQs on Cash Flow Market

Which segment is anticipated to hold the largest market share?

At what CAGR is the market anticipated to grow between 2020 and 2030?

Who are the key players in the Cash Flow Market?

What could be the challenging factors in the growth of the Cash Flow Market?

What are the growth drivers for the Cash Flow Market?

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Consultant Recommendation

**\*\*The above-given segmentations and companies could be subjected to further modification based on in-depth feasibility studies conducted for the final deliverable.**

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