

# **Global Enterprise Social Networking (ESN) Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023**

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## **Abstracts**

Enterprise social networking focuses on the use of online social networks or social relations among people who share business interests and/or activities. Enterprise social networking is often a facility of enterprise social software (regarded as a primary component of Enterprise 2.0), which is essentially social software used in 'enterprise' (business/commercial) contexts. It encompasses modifications to corporate intranets (referred to as social intranets) and other classic software platforms used by large companies to organize their communication, collaboration and other aspects of their intranets. Enterprise social networking is also generally thought to include the use of a standard external social networking service to generate visibility for an enterprise.

## **SCOPE OF THE REPORT:**

This report studies the Enterprise Social Networking (ESN) market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Enterprise Social Networking (ESN) market by product type and applications/end industries. Since the cost of implementing enterprise social networks is high, such type of system can come across a financial burden to small and medium enterprises. In order to implement such type of platforms in organizations, expansion of IT infrastructure and training of employees is required. In addition, such type of platforms need other business technologies to integrate. This can enable the organizations to use the facilities of these platforms for business purposes, and to improve their communication with their customers. Small and medium sized companies may not be interested to invest in such type of social networking platforms, as the cost of such platforms is high. The high subscription cost of these platforms is expected to have a negative impact on

the growth of the enterprise social networks and online communities market during the period of assessment.

The global Enterprise Social Networking (ESN) market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Enterprise Social Networking (ESN).

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Google, Inc.

Lithium Technologies Inc.

TIBCO Software Inc.

SAP SE

Salesforce

VMware

Cisco Systems

IBM Corporation

Vanilla Forums

Zimbra

Axero Solutions

Igloo Software

Zoho Corporation

Aurea Software Inc.

SocialText Inc.

Microsoft Corporation

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

On-demand

On-premise

Market Segment by Applications, can be divided into

BFSI

Government

Manufacturing

IT

Telecom

Retail

Healthcare

Education

Media

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