

# **Field Force Automation Market by Component (Solution, Service), Deployment Mode (Cloud-based, On-premises), Organization Size (Large Enterprises, Small and Medium-sized Enterprises), Industry Verticals ( IT and Telecom, Healthcare and Life Sciences, Manufacturing, Transportation and Logistics, Construction and Real Estate, Energy and Utilities, and Others), and Region 2023-2028**

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## **Abstracts**

The global field force automation market size reached US\$ 2.16 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 6.04 Billion by 2028, exhibiting a growth rate (CAGR) of 18.2% during 2023-2028. The steadily expanding information technology (IT) sector, the enhanced operational efficiency of organizations, and the increasing penetration of cloud-based solutions represent some of the key factors driving the market.

Field force automation (FFA) is an advanced software designed to establish bi-directional information flow regarding sales and service in real-time through employing communication technologies. It enables technicians and head office staff to utilize handheld wireless devices for capturing and transferring data immediately in the back-end accounting systems to eliminate the time spent on manual data and eradicate errors associated with the entry. FFA offers data-driven efficiency, streamlines operations, tracks field executive performance via gaining better visibility, provides better customer experience, and automates diverse business operations. This, in turn, helps organizations make informed decisions, improve operational execution and compliance, ensure easier onboarding, and drive productivity in the respective field. As

a result, FFA is extensively used by end users for enterprise resource planning (ERP), resolving communication challenges, and efficient workforce and logistics management.

#### Field Force Automation (FFA) Market Trends:

The widespread adoption of FFA across various industrial verticals due to the increasing need for robust and automated solutions to streamline diverse operations and maximize the field force efficiency represents one of the prime factors driving the market growth. Additionally, the extensive FFA usage to perform automatic schedules, ensure attendance management, monitor the workforce, and cater to geographically dispersed customers is acting as another growth-inducing factor. In line with this, significant improvements in the information technology (IT) sector and the growing penetration of several internet-enabled connected devices with cloud solutions are supporting the market growth. The market is also driven by the trend of bring your own device (BYOD) within enterprises. Moreover, the emergence of advanced analytics and mobile-based sales force automation software and the large-scale integration of artificial intelligence (AI) solutions are favoring the market growth. These technologies help generate accurate reports-based insights, forecast past sales through data analysis, ensure customer relationship management (CRM), and increase overall workflow. Furthermore, the escalating product employment in the fast-moving consumer goods (FMCG) sector, owing to its various advantages, including enhanced stock tracking, easy distribution, better sales strategy, and effective sales order management, is propelling the market growth. Apart from this, rapid digitalization, fueling utilization of electronic gadgets, and strategic collaborations amongst key players to engineer products with improved attributes are positively impacting the market growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global field force automation market, along with forecasts at the global, regional, and country levels from 2023-2028. Our report has categorized the market based on component, deployment mode, organization size, and industry verticals.

#### Component Insights:

Solution  
Service

The report has also provided a detailed breakup and analysis of the field force automation market based on the component. This includes solutions and services.

According to the report, solutions represented the largest segment.

#### Deployment Mode Insights:

Cloud-based

On-premises

A detailed breakup and analysis of the field force automation market based on the deployment mode has also been provided in the report. This includes cloud-based and on-premises. According to the report, cloud-based accounted for the largest market share.

#### Organization Size Insights:

Large Enterprises

Small and Medium-sized Enterprises

The report has also provided a detailed breakup and analysis of the field force automation market based on the organization size. This includes large, and small and medium-sized enterprises. According to the report, large enterprises represented the largest segment.

#### Industry Verticals Insights:

IT and Telecom

Healthcare and Life Sciences

Manufacturing

Transportation and Logistics

Construction and Real Estate

Energy and Utilities

Others

A detailed breakup and analysis of the field force automation market based on the industry verticals has also been provided in the report. This includes IT and telecom, healthcare and life sciences, manufacturing, transportation and logistics, construction and real estate, energy and utilities, and others. According to the report, manufacturing accounted for the largest market share.

#### Regional Insights:

North America  
United States  
Canada  
Asia Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets that include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America was the largest market for field force automation. Some of the factors driving the North America field force automation market included the widespread adoption of FFA across various industrial verticals, the increasing need to streamline diverse operations, and significant improvements in the information technology (IT) sector.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global field force automation market. Detailed profiles of all major companies have

also been provided. Some of the companies covered include Accruent LLC (Fortive Corporation), BT Group plc, Channelplay Limited, Fieldez Technologies Pvt. Ltd., Folio3 Software Inc., Infosys Limited, Kloudq Technologies Limited, Leadsquared, ServiceMax, VisitBasis Tech LLC, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report:

How has the global field force automation market performed so far and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global field force automation market?

What are the key regional markets?

Which countries represent the most attractive field force automation markets?

What is the breakup of the market based on the component?

What is the breakup of the market based on the deployment mode?

What is the breakup of the market based on the organization size?

What is the breakup of the market based on the industry vertical?

What is the competitive structure of the global field force automation market?

Who are the key players/companies in the global field force automation market?

## Contents

### 1 PREFACE

### 2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### 3 EXECUTIVE SUMMARY

### 4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

### 5 GLOBAL FIELD FORCE AUTOMATION MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### 6 MARKET BREAKUP BY COMPONENT

- 6.1 Solution
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Services
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast

## **7 MARKET BREAKUP BY DEPLOYMENT MODE**

### 7.1 Cloud-based

#### 7.1.1 Market Trends

#### 7.1.2 Market Forecast

### 7.2 On-premises

#### 7.2.1 Market Trends

#### 7.2.2 Market Forecast

## **8 MARKET BREAKUP BY ORGANIZATION SIZE**

### 8.1 Large Enterprises

#### 8.1.1 Market Trends

#### 8.1.2 Market Forecast

### 8.2 Small and Medium-sized Enterprises

#### 8.2.1 Market Trends

#### 8.2.2 Market Forecast

## **9 MARKET BREAKUP BY INDUSTRY VERTICALS**

### 9.1 IT and Telecom

#### 9.1.1 Market Trends

#### 9.1.2 Market Forecast

### 9.2 Healthcare and Life Sciences

#### 9.2.1 Market Trends

#### 9.2.2 Market Forecast

### 9.3 Manufacturing

#### 9.3.1 Market Trends

#### 9.3.2 Market Forecast

### 9.4 Transportation and Logistics

#### 9.4.1 Market Trends

#### 9.4.2 Market Forecast

### 9.5 Construction and Real Estate

#### 9.5.1 Market Trends

#### 9.5.2 Market Forecast

### 9.6 Energy and Utilities

#### 9.6.1 Market Trends

#### 9.6.2 Market Forecast

### 9.7 Others

9.7.1 Market Trends

9.7.2 Market Forecast

## **10 MARKET BREAKUP BY REGION**

### **10.1 North America**

#### **10.1.1 United States**

10.1.1.1 Market Trends

10.1.1.2 Market Forecast

#### **10.1.2 Canada**

10.1.2.1 Market Trends

10.1.2.2 Market Forecast

### **10.2 Asia-Pacific**

#### **10.2.1 China**

10.2.1.1 Market Trends

10.2.1.2 Market Forecast

#### **10.2.2 Japan**

10.2.2.1 Market Trends

10.2.2.2 Market Forecast

#### **10.2.3 India**

10.2.3.1 Market Trends

10.2.3.2 Market Forecast

#### **10.2.4 South Korea**

10.2.4.1 Market Trends

10.2.4.2 Market Forecast

#### **10.2.5 Australia**

10.2.5.1 Market Trends

10.2.5.2 Market Forecast

#### **10.2.6 Indonesia**

10.2.6.1 Market Trends

10.2.6.2 Market Forecast

#### **10.2.7 Others**

10.2.7.1 Market Trends

10.2.7.2 Market Forecast

### **10.3 Europe**

#### **10.3.1 Germany**

10.3.1.1 Market Trends

10.3.1.2 Market Forecast

#### **10.3.2 France**



- 10.3.2.1 Market Trends
- 10.3.2.2 Market Forecast
- 10.3.3 United Kingdom
  - 10.3.3.1 Market Trends
  - 10.3.3.2 Market Forecast
- 10.3.4 Italy
  - 10.3.4.1 Market Trends
  - 10.3.4.2 Market Forecast
- 10.3.5 Spain
  - 10.3.5.1 Market Trends
  - 10.3.5.2 Market Forecast
- 10.3.6 Russia
  - 10.3.6.1 Market Trends
  - 10.3.6.2 Market Forecast
- 10.3.7 Others
  - 10.3.7.1 Market Trends
  - 10.3.7.2 Market Forecast
- 10.4 Latin America
  - 10.4.1 Brazil
    - 10.4.1.1 Market Trends
    - 10.4.1.2 Market Forecast
  - 10.4.2 Mexico
    - 10.4.2.1 Market Trends
    - 10.4.2.2 Market Forecast
  - 10.4.3 Others
    - 10.4.3.1 Market Trends
    - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
  - 10.5.1 Market Trends
  - 10.5.2 Market Breakup by Country
  - 10.5.3 Market Forecast

## **11 DRIVERS, RESTRAINTS, AND OPPORTUNITIES**

- 11.1 Overview
- 11.2 Drivers
- 11.3 Restraints
- 11.4 Opportunities

## **12 VALUE CHAIN ANALYSIS**

## **13 PORTERS FIVE FORCES ANALYSIS**

- 13.1 Overview
- 13.2 Bargaining Power of Buyers
- 13.3 Bargaining Power of Suppliers
- 13.4 Degree of Competition
- 13.5 Threat of New Entrants
- 13.6 Threat of Substitutes

## **14 PRICE ANALYSIS**

## **15 COMPETITIVE LANDSCAPE**

- 15.1 Market Structure
- 15.2 Key Players
- 15.3 Profiles of Key Players
  - 15.3.1 Accruent LLC (Fortive Corporation)
    - 15.3.1.1 Company Overview
    - 15.3.1.2 Product Portfolio
  - 15.3.2 BT Group plc
    - 15.3.2.1 Company Overview
    - 15.3.2.2 Product Portfolio
    - 15.3.2.3 Financials
    - 15.3.2.4 SWOT Analysis
  - 15.3.3 Channelplay Limited
    - 15.3.3.1 Company Overview
    - 15.3.3.2 Product Portfolio
  - 15.3.4 Fieldez Technologies Pvt. Ltd.
    - 15.3.4.1 Company Overview
    - 15.3.4.2 Product Portfolio
  - 15.3.5 Folio3 Software Inc.
    - 15.3.5.1 Company Overview
    - 15.3.5.2 Product Portfolio
  - 15.3.6 Infosys Limited
    - 15.3.6.1 Company Overview
    - 15.3.6.2 Product Portfolio
    - 15.3.6.3 Financials

#### 15.3.6.4 SWOT Analysis

### 15.3.7 Kloudq Technologies Limited

#### 15.3.7.1 Company Overview

#### 15.3.7.2 Product Portfolio

### 15.3.8 Leadsquared

#### 15.3.8.1 Company Overview

#### 15.3.8.2 Product Portfolio

### 15.3.9 ServiceMax

#### 15.3.9.1 Company Overview

#### 15.3.9.2 Product Portfolio

### 15.3.10 VisitBasis Tech LLC

#### 15.3.10.1 Company Overview

#### 15.3.10.2 Product Portfolio

Kindly, note that this only represents a partial list of companies, and the complete list has been provided in the report.

## List Of Tables

### LIST OF TABLES

Table 1: Global: Field Force Automation Market: Key Industry Highlights, 2022 & 2028

Table 2: Global: Field Force Automation Market Forecast: Breakup by Component (in Million US\$), 2023-2028

Table 3: Global: Field Force Automation Market Forecast: Breakup by Deployment Mode (in Million US\$), 2023-2028

Table 4: Global: Field Force Automation Market Forecast: Breakup by Organization Size (in Million US\$), 2023-2028

Table 5: Global: Field Force Automation Market Forecast: Breakup by Industry Verticals (in Million US\$), 2023-2028

Table 6: Global: Field Force Automation Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 7: Global: Field Force Automation Market: Competitive Structure

Table 8: Global: Field Force Automation Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Field Force Automation Market: Major Drivers and Challenges

Figure 2: Global: Field Force Automation Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Field Force Automation Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 4: Global: Field Force Automation Market: Breakup by Component (in %), 2022

Figure 5: Global: Field Force Automation Market: Breakup by Deployment Mode (in %), 2022

Figure 6: Global: Field Force Automation Market: Breakup by Organization Size (in %), 2022

Figure 7: Global: Field Force Automation Market: Breakup by Industry Verticals (in %), 2022

Figure 8: Global: Field Force Automation Market: Breakup by Region (in %), 2022

Figure 9: Global: Field Force Automation (Solution) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 10: Global: Field Force Automation (Solution) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 11: Global: Field Force Automation (Services) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 12: Global: Field Force Automation (Services) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 13: Global: Field Force Automation (Cloud-based) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 14: Global: Field Force Automation (Cloud-based) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 15: Global: Field Force Automation (On-premises) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 16: Global: Field Force Automation (On-premises) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 17: Global: Field Force Automation (Large Enterprises) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 18: Global: Field Force Automation (Large Enterprises) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 19: Global: Field Force Automation (Small and Medium-sized Enterprises) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 20: Global: Field Force Automation (Small and Medium-sized Enterprises)

Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 21: Global: Field Force Automation (IT and Telecom) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 22: Global: Field Force Automation (IT and Telecom) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 23: Global: Field Force Automation (Healthcare and Life Sciences) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 24: Global: Field Force Automation (Healthcare and Life Sciences) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 25: Global: Field Force Automation (Manufacturing) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 26: Global: Field Force Automation (Manufacturing) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 27: Global: Field Force Automation (Transportation and Logistics) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 28: Global: Field Force Automation (Transportation and Logistics) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: Global: Field Force Automation (Construction and Real Estate) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: Global: Field Force Automation (Construction and Real Estate) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 31: Global: Field Force Automation (Energy and Utilities) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 32: Global: Field Force Automation (Energy and Utilities) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 33: Global: Field Force Automation (Other Industry Verticals) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 34: Global: Field Force Automation (Other Industry Verticals) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 35: North America: Field Force Automation Market: Sales Value (in Million US\$), 2017 & 2022

Figure 36: North America: Field Force Automation Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 37: United States: Field Force Automation Market: Sales Value (in Million US\$), 2017 & 2022

Figure 38: United States: Field Force Automation Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 39: Canada: Field Force Automation Market: Sales Value (in Million US\$), 2017

& 2022

Figure 40: Canada: Field Force Automation Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 41: Asia-Pacific: Field Force Automation Market: Sales Value (in Million US\$), 2017 & 2022

Figure 42: Asia-Pacific: Field Force Automation Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 43: China: Field Force Automation Market: Sales Value (in Million US\$), 2017 & 2022

Figure 44: China: Field Force Automation Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: Japan: Field Force Automation Market: Sales Value (in Million US\$), 2017 & 2022

Figure 46: Japan: Field Force Automation Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 47: India: Field Force Automation Market: Sales Value (in Million US\$), 2017 & 2022

Figure 48: India: Field Force Automation Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 49: South Korea: Field Force Automation Market: Sales Value (in Million US\$), 2017 & 2022

Figure 50: South Korea: Field Force Automation Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 51: Australia: Field Force Automation Market: Sales Value (in Million US\$), 2017 & 2022

Figure 52: Australia: Field Force Automation Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 53: Indonesia: Field Force Automation Market: Sales Value (in Million US\$), 2017 & 2022

Figure 54: Indonesia: Field Force Automation Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 55: Others: Field Force Automation Market: Sales Value (in Million US\$), 2017 & 2022

Figure 56: Others: Field Force Automation Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 57: Europe: Field Force Automation Market: Sales Value (in Million US\$), 2017 & 2022

Figure 58: Europe: Field Force Automation Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 59: Germany: Field Force Automation Market: Sales Value (in Million US\$), 2017 & 2022

Figure 60: Germany: Field Force Automation Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 61: France: Field Force Automation Market: Sales Value (in Million US\$), 2017 & 2022

Figure 62: France: Field Force Automation Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 63: United Kingdom: Field Force Automation Market: Sales Value (in Million US\$), 2017 & 2022

Figure 64: United Kingdom: Field Force Automation Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 65: Italy: Field Force Automation Market: Sales Value (in Million US\$), 2017 & 2022

Figure 66: Italy: Field Force Automation Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 67: Spain: Field Force Automation Market: Sales Value (in Million US\$), 2017 & 2022

Figure 68: Spain: Field Force Automation Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 69: Russia: Field Force Automation Market: Sales Value (in Million US\$), 2017 & 2022

Figure 70: Russia: Field Force Automation Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 71: Others: Field Force Automation Market: Sales Value (in Million US\$), 2017 & 2022

Figure 72: Others: Field Force Automation Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 73: Latin America: Field Force Automation Market: Sales Value (in Million US\$), 2017 & 2022

Figure 74: Latin America: Field Force Automation Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 75: Brazil: Field Force Automation Market: Sales Value (in Million US\$), 2017 & 2022

Figure 76: Brazil: Field Force Automation Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 77: Mexico: Field Force Automation Market: Sales Value (in Million US\$), 2017 & 2022

Figure 78: Mexico: Field Force Automation Market Forecast: Sales Value (in Million



US\$), 2023-2028

Figure 79: Others: Field Force Automation Market: Sales Value (in Million US\$), 2017 & 2022

Figure 80: Others: Field Force Automation Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 81: Middle East and Africa: Field Force Automation Market: Sales Value (in Million US\$), 2017 & 2022

Figure 82: Middle East and Africa: Field Force Automation Market: Breakup by Country (in %), 2022

Figure 83: Middle East and Africa: Field Force Automation Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 84: Global: Field Force Automation Industry: Drivers, Restraints, and Opportunities

Figure 85: Global: Field Force Automation Industry: Value Chain Analysis

Figure 86: Global: Field Force Automation Industry: Porter's Five Forces Analysis

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