

# Enterprise Content Management Market Forecast up to 2023

<https://marketpublishers.com/r/E262FC4E1BFEN.html>

Date: January 2019

Pages: 93

Price: US\$ 4,000.00 (Single User License)

ID: E262FC4E1BFEN

## Abstracts

Enterprise Content Management Market: Global Drivers, Restraints, Opportunities, Trends, and Forecast up to 2023

### Overview:

As Enterprise Content Management (ECM) continues to evolve, driven by new use cases and platforms, significant changes in the technology and competitive landscape obscures the vendors' vision and direction to grow their revenue while serving their customers better. This study covers the major trends governing the Enterprise Content Management (ECM) market and it is expected that the evolution over the next five years from 2018 to 2023, with 2016 and 2017 being the historic and base years for vendor evaluation. The study examines market trends, market dynamics, competitive landscape, and leading vendor products and strategies, as well as worldwide market growth forecasts in terms of revenue from 2018 to 2023.

OpenText, IBM, Microsoft, Hyland Software, Xerox, Adobe, Laserfiche, HPE, DocuWare, Alfresco Software, Acquia, Oracle, Kofax, M-Files, and Newgen Software are few of the leading vendors of ECM services and tools analyzed for this study. Content Creation, Search and Discovery, Compliance and Security, Classify and Archive, Governance and Document Workflow, and Collaboration are the core constituents of the overall ECM suite.

### Market Analysis

According to Infoholic Research, the global enterprise content management (ECM) market is projected to grow at a CAGR of almost 15.2% during the forecast period,

driven by increasing need to manage growing number of digital platforms generating huge volume of data. Moreover, the benefits of better project management with cross-functional workflows being of paramount importance in modern digital workplaces, it further bolsters the adoption of effective and scalable ECM tools/services or add-ons.

## Market Segmentation Analysis

The report provides a wide-ranging evaluation of the market. It provides an in-depth qualitative insight, historical data, and supportable projections and assumptions about the market size. The projections featured in the report have been derived using proven research methodologies and assumptions based on the vendor's portfolio, blogs, whitepapers, and vendor presentations. Thus, the research report represents every side of the market and is segmented based on regional markets, offerings, and application areas across diverse end-use verticals.

## Competitive Analysis

The report covers and analyzes the key vendors in the Enterprise Content Management (ECM) market. The various organic as well as inorganic growth strategies such as mergers & acquisitions, collaboration & partnerships, joint ventures, and a few other strategies have been analyzed to establish their relevance to the market.

The report contains an in-depth analysis of the vendors profile, including recent developments and key product offerings that are pertinent to the market. The prominent vendors profiled in the study include OpenText, Hyland Software, Laserfiche, Newgen Software, Alfresco Software, Acquia, and DocuWare. There are numerous other vendors that have been studied based on the portfolio, geographical presence, marketing & distribution channels, revenue generation, customer reviews, and significant investments in R&D for analysis of the entire ecosystem.

The report also includes the complete insights of the industry and aims to provide an opportunity for the emerging and established players to understand the market trends, current scenario, initiatives taken by the government, and the latest technologies related to the market. In addition, it helps the venture capitalists in understanding the companies better and to take informed decisions.

## Regional Analysis

North America leads the market in terms of digital content per person and Europe is fast catching up, while Asia Pacific leads by volume of digital content. Moreover, with digital transformation being a buzzword globally, the rate at which digital content is being created and shared across multiple platforms is phenomenal.

## Benefits

The report provides an in-depth analysis of the global enterprise content management (ECM) market. The increasingly competitive market environment with growing vulnerabilities from widespread digital transformation initiatives represents a growing need for constant technology development and upgradation from prominent technology vendors in the market. Enterprise content management (ECM) tools/services enables enterprises to create, edit, capture, archive, share, and deliver content and documents in a secured and policy driven workflow environment. Consequently, it enables organizations to manage an influx of unstructured content in various forms and subsequently formulate a workflow for the resulting structured and documented information across various platforms.

This report is directed to address opportunities for almost all key stakeholders including

Application developers and solution vendors

System integrators and resellers

Professional training providers

Managed service providers

Cloud service providers

IT consultants, auditors, and managers

End-users – consumers/enterprise users

## Available Customization

The following customization options are available for this report:

Trends for other verticals including retail, travel, and hospitality

Country-specific trends and market analysis

Rest of the World (RoW) Region-specific ECM market analysis

Additional company profiles

Apart from the existing market analysis, Infoholic Research can also offer a wide array of custom-tailored studies as per the company's specific needs.

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