

INDONESIA ENTERPRISE APPLICATION MARKET FORECAST 2017-2020

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Abstracts

KEY FINDINGS

The enterprises from various industries like healthcare, aerospace and defense, BFSI, retail, telecom, etc. are striving to boost their customer services to provide better user experience to their customers. Moreover, enterprises are uplifting their IT budget to sustain in the technologically evolving enterprise application market. The enterprise application market in Indonesia is valued at \$1083.81 million in 2016 and is expanding to \$1818.72 million by 2020, growing at 14.07% of CAGR during the years 2017-2020.

MARKET INSIGHTS

The Indonesia enterprise application market is segmented into enterprise resource planning, enterprise infrastructure, enterprise database management system, IT service management, and business intelligence. Minimal operational cost and increase in the market share are the two major factor that are driving the demand for enterprise application among the organizations. Also, increased reliance on the internet with the ever-growing number of internet users are also the major factors that are influencing the growth of the enterprise application market in Indonesia. However, the growing cost of solutions, and maintenance and support function is slowing down the market growth.

COMPETITIVE INSIGHTS

Sap SE, BMC Software, International Business Machine (IBM) Corporation, Service Now, Amazon Web Services, Zoho Corporation (Manage engine), Cherwell, Enterprise DB, Oracle, and Ivanti are the companies dominating the enterprise application market in Indonesia.

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