

PHILIPPINES ENTERPRISE APPLICATION MARKET FORECAST 2017-2020

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Abstracts

KEY FINDINGS

The market in Philippines for enterprise application is anticipated to hit \$932.06 million by 2020, growing at CAGR of 17.56% during the estimated years 2017-2020. In 2016, the enterprise application market was valued at \$495.95 million. Enterprise application is a software useful for organizations in solving issues concerning their business operations. The various solutions covered in the report are enterprise ERP, enterprise database management system, enterprise infrastructure, enterprise IT service management, and business intelligence.

MARKET INSIGHTS

The enterprise applications are structured to help the collaboration with complex business functions, resources, customers and suppliers of the organizations. Furthermore, it also improves the efficiency and productivity of the enterprise. The customer-oriented approach adopted by the organizations is boosting the enterprise application in the Philippines. The rapid changes in the market due to technological advancement have propelled the demand for enterprise application solutions significantly.

COMPETITIVE INSIGHTS

Microsoft Corporation, Amazon Web Services, Atos, Cloudera, Fujitsu Ltd., Pentaho, Infor, Red Hat, Inc., SAS Institute Inc., and PLDT are the dominating companies in the enterprise application market in the Philippines.

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