

# **Europe Cloud IT Service Management (ITSM) Market By Component (Solution and Services) By Organization Size (Large Enterprises and Small & Medium Enterprises) By End User (Telecom & IT, BFSI, Manufacturing, Retail, Healthcare and Others) By Country, Industry Analysis and Forecast, 2019 - 2025**

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## **Abstracts**

The Europe Cloud IT Service Management (ITSM) Market would witness market growth of 19.5% CAGR during the forecast period (2019-2025).

Over the years, IT support has gradually developed, influenced by factors such as business needs, work culture, technological innovations, and the ever-changing IT environment. IT help desks have been turned into IT service desks that manage a wider range of IT activities and better align with strategic business objectives. These IT service desks are supported by ITSM tools that provide improved flexibility and usability. What's more, the ITSM solutions are expected to evolve beyond this. The role of IT support is to ensure that IT resources help employees with their tasks.

High expectations of IT workers have changed the focus of IT to improved customer experience. This encompasses facilitating a multi-channel communication process, incorporating chatbots, and delivering a compelling IT shopping experience with service catalogs and promotion of self-help in accessing a knowledge base. Providing better consumer experience enhances the credibility of the IT department and provides a work environment free of frustration for both end-users and IT technicians.

A significant reason behind shifting to automation is that certain security standards are

based on ITIL. Various organizations are well aware that automating ITIL processes can help them in navigating through compliance audits. Extending automation to other workflows and processes can help to reduce inconsistencies and increase the efficiency of help desk operations. With the automation of help desk operations, end-users benefit from faster resolution times.

Based on Component, the market is segmented into Solution and Services. Solution segment is further bifurcated into Operations & Performance Management, Service Portfolio Management, Configuration & Change Management, Reporting & Analytics and Others. Based on Organization Size, the market is segmented into Large Enterprises and Small & Medium Enterprises. Based on End User, the market is segmented into Telecom & IT, BFSI, Manufacturing, Retail, Healthcare and Others. The report also covers geographical segmentation of Cloud IT Service Management (ITSM) market. Based on countries, the market is segmented into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include IBM Corporation, Microsoft Corporation, Hewlett Packard Enterprise Company, Citrix Systems, Inc., ServiceNow, Inc., BMC Software, Inc. (KKR & Co., Inc.), Atlassian Corporation PLC, Serviceaide, Inc., Cherwell Software, LLC, and Freshworks, Inc.

## Scope of the Study

## Market Segmentation:

### By Component

#### Solution

Operations & Performance Management

Service Portfolio Management

Configuration & Change Management

Reporting & Analytics

Others

Services

By Organization Size

Large Enterprises

Small & Medium Enterprises

By End User

Telecom & IT

BFSI

Manufacturing

Retail

Healthcare

Others

By Country

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

### Companies Profiled

IBM Corporation

Microsoft Corporation

Hewlett Packard Enterprise Company

Citrix Systems, Inc.

ServiceNow, Inc.

BMC Software, Inc. (KKR & Co., Inc.)

Atlassian Corporation PLC

Serviceaide, Inc.

Cherwell Software, LLC

Freshworks, Inc.

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## Contents

### **CHAPTER 1. MARKET SCOPE & METHODOLOGY**

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
  - 1.4.1 Europe Cloud IT Service Management (ITSM) Market, by Component
  - 1.4.2 Europe Cloud IT Service Management (ITSM) Market, by Organization Size
  - 1.4.3 Europe Cloud IT Service Management (ITSM) Market, by End User
  - 1.4.4 Europe Cloud IT Service Management (ITSM) Market, by Country
- 1.5 Methodology for the research

### **CHAPTER 2. MARKET OVERVIEW**

- 2.1 Introduction
  - 2.1.1 Overview
  - 2.1.2 Executive Summary
  - 2.1.3 Market Composition and Scenario
- 2.2 Key Factors Impacting the Market
  - 2.2.1 Market Drivers
  - 2.2.2 Market Restraints

### **CHAPTER 3. COMPETITION ANALYSIS - GLOBAL**

- 3.1 KBV Cardinal Matrix
- 3.2 Recent Industry Wide Strategic Developments
  - 3.2.1 Partnerships, Collaborations and Agreements
  - 3.2.2 Product Launches and Product Expansions
  - 3.2.3 Geographical Expansions
  - 3.2.4 Mergers & Acquisitions
- 3.3 Top Winning Strategies
  - 3.3.1 Key Leading Strategies: Percentage Distribution (2015-2019)
  - 3.3.2 Key Strategic Move: (Partnerships, Collaborations, and Agreements: 2020-Jan – 2015-Oct) Leading Players

### **CHAPTER 4. EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY COMPONENT**

*Europe Cloud IT Service Management (ITSM) Market By Component (Solution and Services) By Organization Size (La...*

4.1 Europe Cloud IT Services Management (ITSM) Solutions Market by Country

4.2 Europe Cloud IT Services Management (ITSM) Solutions Market by Type

4.2.1 Europe Cloud IT Services Management (ITSM) Operations & Performance Management Market by Country

4.2.2 Europe Cloud IT Services Management (ITSM) Service Portfolio Management Market by Country

4.2.3 Europe Cloud IT Services Management (ITSM) Configuration & Change Management Market by Country

4.2.4 Europe Cloud IT Services Management (ITSM) Reporting & Analytics Market by Country

4.2.5 Europe Other Solutions Type Cloud IT Services Management (ITSM) Market by Country

4.3 Europe Cloud IT Services Management (ITSM) Services Market by Country

## **CHAPTER 5. EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY ORGANIZATION SIZE**

5.1 Europe Large Enterprises Cloud IT Services Management (ITSM) Market by Country

5.2 Europe Small & Medium Enterprises Cloud IT Services Management (ITSM) Market by Country

## **CHAPTER 6. EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY END USER**

6.1 Europe Telecom & IT Cloud IT Services Management (ITSM) Market by Country

6.2 Europe BFSI Cloud IT Services Management (ITSM) Market by Country

6.3 Europe Manufacturing Cloud IT Services Management (ITSM) Market by Country

6.4 Europe Retail Cloud IT Services Management (ITSM) Market by Country

6.5 Europe Healthcare Cloud IT Services Management (ITSM) Market by Country

6.6 Europe Others Cloud IT Services Management (ITSM) Market by Country

## **CHAPTER 7. EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY COUNTRY**

7.1 Germany Cloud IT Services Management (ITSM) Market

7.1.1 Germany Cloud IT Services Management (ITSM) Market by Component

7.1.1.1 Germany Cloud IT Services Management (ITSM) Solutions Market by Type

- 7.1.2 Germany Cloud IT Services Management (ITSM) Market by Organization Size
- 7.1.3 Germany Cloud IT Services Management (ITSM) Market by End User
- 7.2 UK Cloud IT Services Management (ITSM) Market
  - 7.2.1 UK Cloud IT Services Management (ITSM) Market by Component
    - 7.2.1.1 UK Cloud IT Services Management (ITSM) Solutions Market by Type
  - 7.2.2 UK Cloud IT Services Management (ITSM) Market by Organization Size
  - 7.2.3 UK Cloud IT Services Management (ITSM) Market by End User
- 7.3 France Cloud IT Services Management (ITSM) Market
  - 7.3.1 France Cloud IT Services Management (ITSM) Market by Component
    - 7.3.1.1 France Cloud IT Services Management (ITSM) Solutions Market by Type
  - 7.3.2 France Cloud IT Services Management (ITSM) Market by Organization Size
  - 7.3.3 France Cloud IT Services Management (ITSM) Market by End User
- 7.4 Russia Cloud IT Services Management (ITSM) Market
  - 7.4.1 Russia Cloud IT Services Management (ITSM) Market by Component
    - 7.4.1.1 Russia Cloud IT Services Management (ITSM) Solutions Market by Type
  - 7.4.2 Russia Cloud IT Services Management (ITSM) Market by Organization Size
  - 7.4.3 Russia Cloud IT Services Management (ITSM) Market by End User
- 7.5 Spain Cloud IT Services Management (ITSM) Market
  - 7.5.1 Spain Cloud IT Services Management (ITSM) Market by Component
    - 7.5.1.1 Spain Cloud IT Services Management (ITSM) Solutions Market by Type
  - 7.5.2 Spain Cloud IT Services Management (ITSM) Market by Organization Size
  - 7.5.3 Spain Cloud IT Services Management (ITSM) Market by End User
- 7.6 Italy Cloud IT Services Management (ITSM) Market
  - 7.6.1 Italy Cloud IT Services Management (ITSM) Market by Component
    - 7.6.1.1 Italy Cloud IT Services Management (ITSM) Solutions Market by Type
  - 7.6.2 Italy Cloud IT Services Management (ITSM) Market by Organization Size
  - 7.6.3 Italy Cloud IT Services Management (ITSM) Market by End User
- 7.7 Rest of Europe Cloud IT Services Management (ITSM) Market
  - 7.7.1 Rest of Europe Cloud IT Services Management (ITSM) Market by Component
    - 7.7.1.1 Rest of Europe Cloud IT Services Management (ITSM) Solutions Market by Type
  - 7.7.2 Rest of Europe Cloud IT Services Management (ITSM) Market by Organization Size
  - 7.7.3 Rest of Europe Cloud IT Services Management (ITSM) Market by End User

## **CHAPTER 8. COMPANY PROFILES**

- 8.1 IBM Corporation
  - 8.1.1 Company Overview

- 8.1.2 Financial Analysis
- 8.1.3 Regional & Segmental Analysis
- 8.1.4 Research & Development Expenses
- 8.1.5 Recent strategies and developments:
  - 8.1.5.1 Partnerships, Collaborations, and Agreements:
  - 8.1.5.2 Acquisition and Mergers:
- 8.1.6 SWOT Analysis
- 8.2 Microsoft Corporation
  - 8.2.1 Company Overview
  - 8.2.2 Financial Analysis
  - 8.2.3 Segmental and Regional Analysis
  - 8.2.4 Research & Development Expenses
  - 8.2.5 Recent strategies and developments:
    - 8.2.5.1 Partnerships, Collaborations, and Agreements:
    - 8.2.5.2 Product Launches and Product Expansions:
  - 8.2.6 SWOT Analysis
- 8.3 Hewlett Packard Enterprise Company
  - 8.3.1 Company Overview
  - 8.3.2 Financial Analysis
  - 8.3.3 Segmental Analysis
  - 8.3.4 Research & Development Expense
  - 8.3.5 Recent strategies and developments:
    - 8.3.5.1 Partnerships, Collaborations, and Agreements:
    - 8.3.5.2 Product Launches and Product Expansions:
  - 8.3.6 SWOT Analysis
- 8.4 Citrix Systems, Inc.
  - 8.4.1 Company Overview
  - 8.4.2 Financial Analysis
  - 8.4.3 Regional Analysis
  - 8.4.4 Research & Development Expense
  - 8.4.5 Recent strategies and developments:
    - 8.4.5.1 Partnerships, Collaborations, and Agreements:
    - 8.4.5.2 Product Launches and Product Expansions:
  - 8.4.6 SWOT Analysis
- 8.5 ServiceNow, Inc.
  - 8.5.1 Company Overview
  - 8.5.2 Financial Analysis
  - 8.5.3 Regional Analysis
  - 8.5.4 Research & Development Expense



- 8.5.5 Recent strategies and developments:
  - 8.5.5.1 Partnerships, Collaborations, and Agreements:
  - 8.5.5.2 Acquisition and Mergers:
  - 8.5.5.3 Geographical Expansions:
- 8.6 BMC Software, Inc. (KKR & Co., Inc.)
  - 8.6.1 Company Overview
  - 8.6.2 Financial Analysis
  - 8.6.3 Regional & Segmental Analysis
  - 8.6.4 Recent strategies and developments:
    - 8.6.4.1 Partnerships, Collaborations, and Agreements:
- 8.7 Atlassian Corporation PLC
  - 8.7.1 Company Overview
  - 8.7.2 Financial Analysis
  - 8.7.3 Regional Analysis
  - 8.7.4 Research & Development Expense
  - 8.7.5 Recent strategies and developments:
    - 8.7.5.1 Acquisition and Mergers:
    - 8.7.5.2 Product Launches and Product Expansions:
  - 8.7.6 SWOT Analysis
- 8.8 Serviceaide, Inc.
  - 8.8.1 Company Overview
  - 8.8.2 Recent strategies and developments:
    - 8.8.2.1 Partnerships, Collaborations, and Agreements:
    - 8.8.2.2 Product Launches and Product Expansions:
- 8.9 Cherwell Software, LLC
  - 8.9.1 Company Overview
  - 8.9.2 Recent strategies and developments:
    - 8.9.2.1 Partnerships, Collaborations, and Agreements:
    - 8.9.2.2 Product Launches and Product Expansions:
- 8.1 Freshworks, Inc.
  - 8.10.1 Company Overview
  - 8.10.2 Recent strategies and developments:
    - 8.10.2.1 Partnerships, Collaborations, and Agreements:
    - 8.10.2.2 Acquisition and Mergers:
    - 8.10.2.3 Geographical Expansions:

## List Of Tables

### LIST OF TABLES

TABLE 1 EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET, 2015 - 2018, USD MILLION

TABLE 2 EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET, 2019 - 2025, USD MILLION

TABLE 3 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS– CLOUD IT SERVICE MANAGEMENT (ITSM) MARKET

TABLE 4 PRODUCT LAUNCHES AND PRODUCT EXPANSIONS– CLOUD IT SERVICE MANAGEMENT (ITSM) MARKET

TABLE 5 GEOGRAPHICAL EXPANSIONS– CLOUD IT SERVICE MANAGEMENT (ITSM) MARKET

TABLE 6 MERGERS & ACQUISITIONS – CLOUD IT SERVICE MANAGEMENT (ITSM) MARKET

TABLE 7 EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY COMPONENT, 2015 - 2018, USD MILLION

TABLE 8 EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY COMPONENT, 2019 - 2025, USD MILLION

TABLE 9 EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) SOLUTIONS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 10 EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) SOLUTIONS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 11 EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) SOLUTIONS MARKET BY TYPE, 2015 - 2018, USD MILLION

TABLE 12 EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) SOLUTIONS MARKET BY TYPE, 2019 - 2025, USD MILLION

TABLE 13 EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) OPERATIONS & PERFORMANCE MANAGEMENT MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 14 EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) OPERATIONS & PERFORMANCE MANAGEMENT MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 15 EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) SERVICE PORTFOLIO MANAGEMENT MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 16 EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) SERVICE PORTFOLIO MANAGEMENT MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 17 EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) CONFIGURATION

& CHANGE MANAGEMENT MARKET BY COUNTRY, 2015 - 2018, USD MILLION  
TABLE 18 EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) CONFIGURATION  
& CHANGE MANAGEMENT MARKET BY COUNTRY, 2019 - 2025, USD MILLION  
TABLE 19 EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) REPORTING &  
ANALYTICS MARKET BY COUNTRY, 2015 - 2018, USD MILLION  
TABLE 20 EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) REPORTING &  
ANALYTICS MARKET BY COUNTRY, 2019 - 2025, USD MILLION  
TABLE 21 EUROPE OTHER SOLUTIONS TYPE CLOUD IT SERVICES  
MANAGEMENT (ITSM) MARKET BY COUNTRY, 2015 - 2018, USD MILLION  
TABLE 22 EUROPE OTHER SOLUTIONS TYPE CLOUD IT SERVICES  
MANAGEMENT (ITSM) MARKET BY COUNTRY, 2019 - 2025, USD MILLION  
TABLE 23 EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) SERVICES  
MARKET BY COUNTRY, 2015 - 2018, USD MILLION  
TABLE 24 EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) SERVICES  
MARKET BY COUNTRY, 2019 - 2025, USD MILLION  
TABLE 25 EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY  
ORGANIZATION SIZE, 2015 - 2018, USD MILLION  
TABLE 26 EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY  
ORGANIZATION SIZE, 2019 - 2025, USD MILLION  
TABLE 27 EUROPE LARGE ENTERPRISES CLOUD IT SERVICES MANAGEMENT  
(ITSM) MARKET BY COUNTRY, 2015 - 2018, USD MILLION  
TABLE 28 EUROPE LARGE ENTERPRISES CLOUD IT SERVICES MANAGEMENT  
(ITSM) MARKET BY COUNTRY, 2019 - 2025, USD MILLION  
TABLE 29 EUROPE SMALL & MEDIUM ENTERPRISES CLOUD IT SERVICES  
MANAGEMENT (ITSM) MARKET BY COUNTRY, 2015 - 2018, USD MILLION  
TABLE 30 EUROPE SMALL & MEDIUM ENTERPRISES CLOUD IT SERVICES  
MANAGEMENT (ITSM) MARKET BY COUNTRY, 2019 - 2025, USD MILLION  
TABLE 31 EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY END  
USER, 2015 - 2018, USD MILLION  
TABLE 32 EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY END  
USER, 2019 - 2025, USD MILLION  
TABLE 33 EUROPE TELECOM & IT CLOUD IT SERVICES MANAGEMENT (ITSM)  
MARKET BY COUNTRY, 2015 - 2018, USD MILLION  
TABLE 34 EUROPE TELECOM & IT CLOUD IT SERVICES MANAGEMENT (ITSM)  
MARKET BY COUNTRY, 2019 - 2025, USD MILLION  
TABLE 35 EUROPE BFSI CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY  
COUNTRY, 2015 - 2018, USD MILLION  
TABLE 36 EUROPE BFSI CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY  
COUNTRY, 2019 - 2025, USD MILLION

TABLE 37 EUROPE MANUFACTURING CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 38 EUROPE MANUFACTURING CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 39 EUROPE RETAIL CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 40 EUROPE RETAIL CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 41 EUROPE HEALTHCARE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 42 EUROPE HEALTHCARE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 43 EUROPE OTHERS CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 44 EUROPE OTHERS CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 45 EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 46 EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 47 GERMANY CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET, 2015 - 2018, USD MILLION

TABLE 48 GERMANY CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET, 2019 - 2025, USD MILLION

TABLE 49 GERMANY CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY COMPONENT, 2015 - 2018, USD MILLION

TABLE 50 GERMANY CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY COMPONENT, 2019 - 2025, USD MILLION

TABLE 51 GERMANY CLOUD IT SERVICES MANAGEMENT (ITSM) SOLUTIONS MARKET BY TYPE, 2015 - 2018, USD MILLION

TABLE 52 GERMANY CLOUD IT SERVICES MANAGEMENT (ITSM) SOLUTIONS MARKET BY TYPE, 2019 - 2025, USD MILLION

TABLE 53 GERMANY CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 54 GERMANY CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 55 GERMANY CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 56 GERMANY CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY

END USER, 2019 - 2025, USD MILLION

TABLE 57 UK CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET, 2015 - 2018, USD MILLION

TABLE 58 UK CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET, 2019 - 2025, USD MILLION

TABLE 59 UK CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY COMPONENT, 2015 - 2018, USD MILLION

TABLE 60 UK CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY COMPONENT, 2019 - 2025, USD MILLION

TABLE 61 UK CLOUD IT SERVICES MANAGEMENT (ITSM) SOLUTIONS MARKET BY TYPE, 2015 - 2018, USD MILLION

TABLE 62 UK CLOUD IT SERVICES MANAGEMENT (ITSM) SOLUTIONS MARKET BY TYPE, 2019 - 2025, USD MILLION

TABLE 63 UK CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 64 UK CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 65 UK CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 66 UK CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY END USER, 2019 - 2025, USD MILLION

TABLE 67 FRANCE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET, 2015 - 2018, USD MILLION

TABLE 68 FRANCE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET, 2019 - 2025, USD MILLION

TABLE 69 FRANCE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY COMPONENT, 2015 - 2018, USD MILLION

TABLE 70 FRANCE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY COMPONENT, 2019 - 2025, USD MILLION

TABLE 71 FRANCE CLOUD IT SERVICES MANAGEMENT (ITSM) SOLUTIONS MARKET BY TYPE, 2015 - 2018, USD MILLION

TABLE 72 FRANCE CLOUD IT SERVICES MANAGEMENT (ITSM) SOLUTIONS MARKET BY TYPE, 2019 - 2025, USD MILLION

TABLE 73 FRANCE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 74 FRANCE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 75 FRANCE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 76 FRANCE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY END USER, 2019 - 2025, USD MILLION

TABLE 77 RUSSIA CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET, 2015 - 2018, USD MILLION

TABLE 78 RUSSIA CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET, 2019 - 2025, USD MILLION

TABLE 79 RUSSIA CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY COMPONENT, 2015 - 2018, USD MILLION

TABLE 80 RUSSIA CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY COMPONENT, 2019 - 2025, USD MILLION

TABLE 81 RUSSIA CLOUD IT SERVICES MANAGEMENT (ITSM) SOLUTIONS MARKET BY TYPE, 2015 - 2018, USD MILLION

TABLE 82 RUSSIA CLOUD IT SERVICES MANAGEMENT (ITSM) SOLUTIONS MARKET BY TYPE, 2019 - 2025, USD MILLION

TABLE 83 RUSSIA CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 84 RUSSIA CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 85 RUSSIA CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 86 RUSSIA CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY END USER, 2019 - 2025, USD MILLION

TABLE 87 SPAIN CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET, 2015 - 2018, USD MILLION

TABLE 88 SPAIN CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET, 2019 - 2025, USD MILLION

TABLE 89 SPAIN CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY COMPONENT, 2015 - 2018, USD MILLION

TABLE 90 SPAIN CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY COMPONENT, 2019 - 2025, USD MILLION

TABLE 91 SPAIN CLOUD IT SERVICES MANAGEMENT (ITSM) SOLUTIONS MARKET BY TYPE, 2015 - 2018, USD MILLION

TABLE 92 SPAIN CLOUD IT SERVICES MANAGEMENT (ITSM) SOLUTIONS MARKET BY TYPE, 2019 - 2025, USD MILLION

TABLE 93 SPAIN CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 94 SPAIN CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 95 SPAIN CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY END

USER, 2015 - 2018, USD MILLION

TABLE 96 SPAIN CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY END USER, 2019 - 2025, USD MILLION

TABLE 97 ITALY CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET, 2015 - 2018, USD MILLION

TABLE 98 ITALY CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET, 2019 - 2025, USD MILLION

TABLE 99 ITALY CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY COMPONENT, 2015 - 2018, USD MILLION

TABLE 100 ITALY CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY COMPONENT, 2019 - 2025, USD MILLION

TABLE 101 ITALY CLOUD IT SERVICES MANAGEMENT (ITSM) SOLUTIONS MARKET BY TYPE, 2015 - 2018, USD MILLION

TABLE 102 ITALY CLOUD IT SERVICES MANAGEMENT (ITSM) SOLUTIONS MARKET BY TYPE, 2019 - 2025, USD MILLION

TABLE 103 ITALY CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 104 ITALY CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 105 ITALY CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 106 ITALY CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY END USER, 2019 - 2025, USD MILLION

TABLE 107 REST OF EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET, 2015 - 2018, USD MILLION

TABLE 108 REST OF EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET, 2019 - 2025, USD MILLION

TABLE 109 REST OF EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY COMPONENT, 2015 - 2018, USD MILLION

TABLE 110 REST OF EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY COMPONENT, 2019 - 2025, USD MILLION

TABLE 111 REST OF EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) SOLUTIONS MARKET BY TYPE, 2015 - 2018, USD MILLION

TABLE 112 REST OF EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) SOLUTIONS MARKET BY TYPE, 2019 - 2025, USD MILLION

TABLE 113 REST OF EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY ORGANIZATION SIZE, 2015 - 2018, USD MILLION

TABLE 114 REST OF EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM) MARKET BY ORGANIZATION SIZE, 2019 - 2025, USD MILLION

TABLE 115 REST OF EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM)  
MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 116 REST OF EUROPE CLOUD IT SERVICES MANAGEMENT (ITSM)  
MARKET BY END USER, 2019 - 2025, USD MILLION

TABLE 117 KEY INFORMATION – IBM CORPORATION

TABLE 118 KEY INFORMATION – MICROSOFT CORPORATION

TABLE 119 KEY INFORMATION – HEWLETT PACKARD ENTERPRISE COMPANY

TABLE 120 KEY INFORMATION – CITRIX SYSTEMS, INC.

TABLE 121 KEY INFORMATION – SERVICENOW, INC.

TABLE 122 KEY INFORMATION – BMC SOFTWARE, INC.

TABLE 123 KEY INFORMATION – ATLISSIAN CORPORATION PLC

TABLE 124 KEY INFORMATION – SERVICEAIDE, INC.

TABLE 125 KEY INFORMATION – CHERWELL SOFTWARE, LLC

TABLE 126 KEY INFORMATION – FRESHWORKS, INC.



## List Of Figures

### LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

FIG 2 KBV CARDINAL MATRIX

FIG 3 KEY LEADING STRATEGIES: PERCENTAGE DISTRIBUTION (2015-2019)

FIG 4 KEY STRATEGIC MOVE: (PARTNERSHIPS, COLLABORATIONS, AND AGREEMENTS: 2020-JAN – 2015-OCT) LEADING PLAYERS

FIG 5 RECENT STRATEGIES AND DEVELOPMENTS: IBM CORPORATION

FIG 6 SWOT ANALYSIS: IBM CORPORATION

FIG 7 RECENT STRATEGIES AND DEVELOPMENTS: MICROSOFT CORPORATION

FIG 8 SWOT ANALYSIS: MICROSOFT CORPORATION

FIG 9 SWOT ANALYSIS: HEWLETT-PACKARD ENTERPRISE COMPANY

FIG 10 SWOT ANALYSIS: CITRIX SYSTEMS, INC.

FIG 11 RECENT STRATEGIES AND DEVELOPMENTS: SERVICENOW, INC.

FIG 12 SWOT ANALYSIS: ATLISSIAN CORPORATION PLC

FIG 13 RECENT STRATEGIES AND DEVELOPMENTS: CHERWELL SOFTWARE, LLC

FIG 14 RECENT STRATEGIES AND DEVELOPMENTS: FRESHWORKS, INC.

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