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LAMEA Software as a Service Market Analysis (2018-2024)

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Abstracts

The Latin America, Middle East and Africa Software as a Service (SaaS) Market would witness market growth of 25.6% CAGR during the forecast period (2018 – 2024). Changing regulations, competitive rivalry, economic uncertainty, and the rising adoption of mobile, applications and internet have compelled organizations to look for scalable and more flexible solutions to manage and operate their operational costs efficiently. SaaS and cloud-enabled services are important in order to support global business operations due to the dynamic market conditions. Large enterprises are increasingly using SaaS-based business applications such as BI and analytics, CRM, ERP, HCM, SCM, and ECM to develop their business operations by limiting operational cost and working towards increasing profitability.

Based on Deployment Type, the market is segmented into Public Cloud, Private Cloud, and Hybrid Cloud. Based on Type, the market is segmented into Customer Relationship Management, Supply Chain Management, Business Intelligence, Enterprise Resource Planning, Web conferencing, Content Management System, Enterprise Asset Management, Business Process Management, 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 Manufacturing, BFSI, Healthcare, Retail, Government, Oil & Gas, Telecom, Education, Professional Services and Other End User. Based on countries, the market is segmented into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Hewlett Packard Enterprise Company, Microsoft Corporation, Oracle Corporation, IBM Corporation, SAP SE, Infor, Avaya, Salesforce.com, Inc., Google Inc., and Epicor Software Corporation.

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