

Latin America, Middle East & Africa Digital Experience Platform Market Market (2019-2025)

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Abstracts

The Latin America, Middle East and Africa Digital Experience Platform Market would witness market growth of 12.5% CAGR during the forecast period (2019-2025).

Organizations and brands are aware that customer experience is of utmost importance when companies have to make brand loyalty. However, they aren't necessarily sure how to deliver on outstanding customer experience. Each part of the journey including social interactions, in-store experiences, sales and post-care processes, and how the product or service works, is of prime importance. A digital experience platform helps streamline the customer experience. A Digital Experience Platforms (DXPs) is designed to manage and manage large-scale content and resources, such as managing multiple micro-sites, launching e-commerce platforms, and synchronizing content through verticals such as IoT devices, web, customer portals, etc.

Augmented efforts by the companies to provide integrated, personalized, and optimized user engagement and experience throughout multiple marketing channels are anticipated to boost the industry growth. Moreover, the increased adoption of the Digital Experience Platforms (DXPs) by marketers has helped them to effortlessly reach customers through several digital devices and promote cross selling as well as upselling. DXP helps the users rapidly build and deliver integrated, optimized user experiences through several digital channels.

Based on Component the market is segmented into Platform and Services. Based on Application, the market is segmented into Business-to-Consumer, Business-to-Business and Others. Based on Deployment Type, the market is segmented into Cloud and On-premise. Based on End User, the market is segmented into Retail, BFSI, Manufacturing, Healthcare, Telecom & IT and Others. 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 Salesforce.com, Inc., Adobe, Inc., IBM Corporation, Microsoft Corporation, Oracle Corporation, SAP SE, Acquia, Inc., Liferay, Inc., Sitecore, Inc. and Open Text Corporation.

Scope of the Study

Market Segmentation:

By Component

Platform

Services

By Application

Business-to-Consumer

Business-to-Business

Others

By Deployment Type

Cloud

On-premise

By End User

Retail

BFSI

Manufacturing

Healthcare

Telecom & IT

Others

By Country

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

Companies Profiled

Salesforce.com, Inc.

Adobe, Inc.

IBM Corporation

Microsoft Corporation

Oracle Corporation

SAP SE

Acquia, Inc.

Liferay, Inc.

Sitecore, Inc.

Open Text Corporation

Unique Offerings from KBV Research

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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 LAMEA Digital Experience Platform Market, by Component
 - 1.4.2 LAMEA Digital Experience Platform Market, by Application
 - 1.4.3 LAMEA Digital Experience Platform Market, by Deployment Type
 - 1.4.4 LAMEA Digital Experience Platform Market, by End User
 - 1.4.5 LAMEA Digital Experience Platform 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 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 Expansions
 - 3.2.3 Mergers & Acquisitions
- 3.3 Top Winning Strategies
 - 3.3.1 Key Leading Strategies: Percentage Distribution (2015-2019)
 - 3.3.2 Key Strategic Move: (Collaborations, Partnerships and Agreements: 2019-Sep – 2015-Mar) Leading Players

CHAPTER 4. LAMEA DIGITAL EXPERIENCE PLATFORM MARKET BY COMPONENT

4.1 LAMEA Digital Experience Platform (Without Services) Market by Country

4.2 LAMEA Digital Experience Platform Services Market by Country

CHAPTER 5. LAMEA DIGITAL EXPERIENCE PLATFORM MARKET BY APPLICATION

5.1 LAMEA Digital Experience Platform Business-to-Consumer Market by Country

5.2 LAMEA Digital Experience Platform Business-to-Business Market by Country

5.3 LAMEA Digital Experience Platform Others Market by Country

CHAPTER 6. LAMEA DIGITAL EXPERIENCE PLATFORM MARKET BY DEPLOYMENT TYPE

6.1 LAMEA Cloud Digital Experience Platform Market by Country

6.2 LAMEA On-premise Digital Experience Platform Market by Country

CHAPTER 7. LAMEA DIGITAL EXPERIENCE PLATFORM MARKET BY END USER

7.1 LAMEA Retail Digital Experience Platform Market by Country

7.2 LAMEA BFSI Digital Experience Platform Market by Country

7.3 LAMEA Manufacturing Digital Experience Platform Market by Country

7.4 LAMEA Healthcare Digital Experience Platform Market by Country

7.5 LAMEA Telecom & IT Digital Experience Platform Market by Country

7.6 LAMEA Others Digital Experience Platform Market by Country

CHAPTER 8. LAMEA DIGITAL EXPERIENCE PLATFORM MARKET BY COUNTRY

8.1 Brazil Digital Experience Platform Market

8.1.1 Brazil Digital Experience Platform Market by Component

8.1.2 Brazil Digital Experience Platform Market by Application

8.1.3 Brazil Digital Experience Platform Market by Deployment Type

8.1.4 Brazil Digital Experience Platform Market by End User

8.2 Argentina Digital Experience Platform Market

8.2.1 Argentina Digital Experience Platform Market by Component

8.2.2 Argentina Digital Experience Platform Market by Application

8.2.3 Argentina Digital Experience Platform Market by Deployment Type

8.2.4 Argentina Digital Experience Platform Market by End User

8.3 UAE Digital Experience Platform Market

- 8.3.1 UAE Digital Experience Platform Market by Component
- 8.3.2 UAE Digital Experience Platform Market by Application
- 8.3.3 UAE Digital Experience Platform Market by Deployment Type
- 8.3.4 UAE Digital Experience Platform Market by End User
- 8.4 Saudi Arabia Digital Experience Platform Market
 - 8.4.1 Saudi Arabia Digital Experience Platform Market by Component
 - 8.4.2 Saudi Arabia Digital Experience Platform Market by Application
 - 8.4.3 Saudi Arabia Digital Experience Platform Market by Deployment Type
 - 8.4.4 Saudi Arabia Digital Experience Platform Market by End User
- 8.5 South Africa Digital Experience Platform Market
 - 8.5.1 South Africa Digital Experience Platform Market by Component
 - 8.5.2 South Africa Digital Experience Platform Market by Application
 - 8.5.3 South Africa Digital Experience Platform Market by Deployment Type
 - 8.5.4 South Africa Digital Experience Platform Market by End User
- 8.6 Nigeria Digital Experience Platform Market
 - 8.6.1 Nigeria Digital Experience Platform Market by Component
 - 8.6.2 Nigeria Digital Experience Platform Market by Application
 - 8.6.3 Nigeria Digital Experience Platform Market by Deployment Type
 - 8.6.4 Nigeria Digital Experience Platform Market by End User
- 8.7 Rest of LAMEA Digital Experience Platform Market
 - 8.7.1 Rest of LAMEA Digital Experience Platform Market by Component
 - 8.7.2 Rest of LAMEA Digital Experience Platform Market by Application
 - 8.7.3 Rest of LAMEA Digital Experience Platform Market by Deployment Type
 - 8.7.4 Rest of LAMEA Digital Experience Platform Market by End User

CHAPTER 9. COMPANY PROFILES

- 9.1 Salesforce.com, Inc.
 - 9.1.1 Company Overview
 - 9.1.2 Financial Analysis
 - 9.1.3 Regional Analysis
 - 9.1.4 Research & Development Expense
 - 9.1.5 Recent strategies and developments:
 - 9.1.5.1 Collaborations, partnerships and agreements:
 - 9.1.5.2 Acquisition and Mergers:
 - 9.1.5.3 Product Launches:
 - 9.1.6 SWOT Analysis
- 9.2 Adobe, Inc.
 - 9.2.1 Company Overview

- 9.2.2 Financial Analysis
- 9.2.3 Segmental and Regional Analysis
- 9.2.4 Research & Development Expense
- 9.2.5 Recent strategies and developments:
 - 9.2.5.1 Collaborations, partnerships and agreements:
 - 9.2.5.2 Acquisition and Mergers:
 - 9.2.5.3 Product Launches:
- 9.2.6 SWOT Analysis
- 9.3 IBM Corporation
 - 9.3.1 Company Overview
 - 9.3.2 Financial Analysis
 - 9.3.3 Regional & Segmental Analysis
 - 9.3.4 Research & Development Expenses
 - 9.3.5 Recent strategies and developments:
 - 9.3.5.1 Collaborations, partnerships and agreements:
 - 9.3.5.2 Acquisition and Mergers:
 - 9.3.6 SWOT Analysis
- 9.4 Microsoft Corporation
 - 9.4.1 Company Overview
 - 9.4.2 Financial Analysis
 - 9.4.3 Segmental and Regional Analysis
 - 9.4.4 Research & Development Expenses
 - 9.4.5 Recent strategies and developments:
 - 9.4.5.1 Collaborations, partnerships and agreements:
 - 9.4.6 SWOT Analysis
- 9.5 Oracle Corporation
 - 9.5.1 Company Overview
 - 9.5.2 Financial Analysis
 - 9.5.3 Segmental and Regional Analysis
 - 9.5.4 Research & Development Expense
 - 9.5.5 Recent strategies and developments:
 - 9.5.5.1 Collaborations, partnerships and agreements:
 - 9.5.5.2 Acquisition and Mergers:
 - 9.5.5.3 Product Launches:
 - 9.5.6 SWOT Analysis
- 9.6 SAP SE
 - 9.6.1 Company Overview
 - 9.6.2 Financial Analysis
 - 9.6.3 Segmental and Regional Analysis

9.6.4 Research & Development Expense

9.6.5 Recent strategies and developments:

9.6.5.1 Collaborations, partnerships and agreements:

9.6.5.2 Acquisition and Mergers:

9.6.6 SWOT Analysis

9.7 Acquia, Inc.

9.7.1 Company Overview

9.7.2 Recent strategies and developments:

9.7.2.1 Collaborations, partnerships and agreements:

9.7.2.2 Acquisition and Mergers:

9.7.2.3 Product Launches:

9.7.2.4 Expansions:

9.8 Liferay, Inc.

9.8.1 Company Overview

9.8.2 Recent strategies and developments:

9.8.2.1 Product Launches:

9.8.2.2 Acquisition and Mergers:

9.9 Sitecore, Inc.

9.9.1 Company Overview

9.9.2 Recent strategies and developments:

9.9.2.1 Collaborations, partnerships and agreements:

9.9.2.2 Acquisition and Mergers:

9.1 Open Text corporation

9.10.1 Company Overview

9.10.2 Financial Analysis

9.10.3 Regional Analysis

9.10.4 Research & Development Expense

9.10.5 Recent strategies and developments:

9.10.5.1 Acquisition and Mergers:

9.10.5.2 Product Launches:

9.10.6 SWOT Analysis

List Of Tables

LIST OF TABLES

TABLE 1 LAMEA DIGITAL EXPERIENCE PLATFORM MARKET, 2015 - 2018, USD MILLION

TABLE 2 LAMEA DIGITAL EXPERIENCE PLATFORM MARKET, 2019 - 2025, USD MILLION

TABLE 3 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS– DIGITAL EXPERIENCE PLATFORM MARKET

TABLE 4 PRODUCT LAUNCHES AND EXPANSIONS– DIGITAL EXPERIENCE PLATFORM MARKET

TABLE 5 MERGERS & ACQUISITIONS – DIGITAL EXPERIENCE PLATFORM MARKET

TABLE 6 LAMEA DIGITAL EXPERIENCE PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD MILLION

TABLE 7 LAMEA DIGITAL EXPERIENCE PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD MILLION

TABLE 8 LAMEA DIGITAL EXPERIENCE PLATFORM (WITHOUT SERVICES) MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 9 LAMEA DIGITAL EXPERIENCE PLATFORM (WITHOUT SERVICES) MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 10 LAMEA DIGITAL EXPERIENCE PLATFORM SERVICES MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 11 LAMEA DIGITAL EXPERIENCE PLATFORM SERVICES MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 12 LAMEA DIGITAL EXPERIENCE PLATFORM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 13 LAMEA DIGITAL EXPERIENCE PLATFORM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 14 LAMEA DIGITAL EXPERIENCE PLATFORM BUSINESS-TO-CONSUMER MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 15 LAMEA DIGITAL EXPERIENCE PLATFORM BUSINESS-TO-CONSUMER MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 16 LAMEA DIGITAL EXPERIENCE PLATFORM BUSINESS-TO-BUSINESS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 17 LAMEA DIGITAL EXPERIENCE PLATFORM BUSINESS-TO-BUSINESS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 18 LAMEA DIGITAL EXPERIENCE PLATFORM OTHERS MARKET BY

COUNTRY, 2015 - 2018, USD MILLION

TABLE 19 LAMEA DIGITAL EXPERIENCE PLATFORM OTHERS MARKET BY
COUNTRY, 2019 - 2025, USD MILLION

TABLE 20 LAMEA DIGITAL EXPERIENCE PLATFORM MARKET BY DEPLOYMENT
TYPE, 2015 - 2018, USD MILLION

TABLE 21 LAMEA DIGITAL EXPERIENCE PLATFORM MARKET BY DEPLOYMENT
TYPE, 2019 - 2025, USD MILLION

TABLE 22 LAMEA CLOUD DIGITAL EXPERIENCE PLATFORM MARKET BY
COUNTRY, 2015 - 2018, USD MILLION

TABLE 23 LAMEA CLOUD DIGITAL EXPERIENCE PLATFORM MARKET BY
COUNTRY, 2019 - 2025, USD MILLION

TABLE 24 LAMEA ON-PREMISE DIGITAL EXPERIENCE PLATFORM MARKET BY
COUNTRY, 2015 - 2018, USD MILLION

TABLE 25 LAMEA ON-PREMISE DIGITAL EXPERIENCE PLATFORM MARKET BY
COUNTRY, 2019 - 2025, USD MILLION

TABLE 26 LAMEA DIGITAL EXPERIENCE PLATFORM MARKET BY END USER,
2015 - 2018, USD MILLION

TABLE 27 LAMEA DIGITAL EXPERIENCE PLATFORM MARKET BY END USER,
2019 - 2025, USD MILLION

TABLE 28 LAMEA RETAIL DIGITAL EXPERIENCE PLATFORM MARKET BY
COUNTRY, 2015 - 2018, USD MILLION

TABLE 29 LAMEA RETAIL DIGITAL EXPERIENCE PLATFORM MARKET BY
COUNTRY, 2019 - 2025, USD MILLION

TABLE 30 LAMEA BFSI DIGITAL EXPERIENCE PLATFORM MARKET BY COUNTRY,
2015 - 2018, USD MILLION

TABLE 31 LAMEA BFSI DIGITAL EXPERIENCE PLATFORM MARKET BY COUNTRY,
2019 - 2025, USD MILLION

TABLE 32 LAMEA MANUFACTURING DIGITAL EXPERIENCE PLATFORM MARKET
BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 33 LAMEA MANUFACTURING DIGITAL EXPERIENCE PLATFORM MARKET
BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 34 LAMEA HEALTHCARE DIGITAL EXPERIENCE PLATFORM MARKET BY
COUNTRY, 2015 - 2018, USD MILLION

TABLE 35 LAMEA HEALTHCARE DIGITAL EXPERIENCE PLATFORM MARKET BY
COUNTRY, 2019 - 2025, USD MILLION

TABLE 36 LAMEA TELECOM & IT DIGITAL EXPERIENCE PLATFORM MARKET BY
COUNTRY, 2015 - 2018, USD MILLION

TABLE 37 LAMEA TELECOM & IT DIGITAL EXPERIENCE PLATFORM MARKET BY
COUNTRY, 2019 - 2025, USD MILLION

TABLE 38 LAMEA OTHERS DIGITAL EXPERIENCE PLATFORM MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 39 LAMEA OTHERS DIGITAL EXPERIENCE PLATFORM MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 40 LAMEA DIGITAL EXPERIENCE PLATFORM MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 41 LAMEA DIGITAL EXPERIENCE PLATFORM MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 42 BRAZIL DIGITAL EXPERIENCE PLATFORM MARKET, 2015 - 2018, USD MILLION

TABLE 43 BRAZIL DIGITAL EXPERIENCE PLATFORM MARKET, 2019 - 2025, USD MILLION

TABLE 44 BRAZIL DIGITAL EXPERIENCE PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD MILLION

TABLE 45 BRAZIL DIGITAL EXPERIENCE PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD MILLION

TABLE 46 BRAZIL DIGITAL EXPERIENCE PLATFORM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 47 BRAZIL DIGITAL EXPERIENCE PLATFORM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 48 BRAZIL DIGITAL EXPERIENCE PLATFORM MARKET BY DEPLOYMENT TYPE, 2015 - 2018, USD MILLION

TABLE 49 BRAZIL DIGITAL EXPERIENCE PLATFORM MARKET BY DEPLOYMENT TYPE, 2019 - 2025, USD MILLION

TABLE 50 BRAZIL DIGITAL EXPERIENCE PLATFORM MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 51 BRAZIL DIGITAL EXPERIENCE PLATFORM MARKET BY END USER, 2019 - 2025, USD MILLION

TABLE 52 ARGENTINA DIGITAL EXPERIENCE PLATFORM MARKET, 2015 - 2018, USD MILLION

TABLE 53 ARGENTINA DIGITAL EXPERIENCE PLATFORM MARKET, 2019 - 2025, USD MILLION

TABLE 54 ARGENTINA DIGITAL EXPERIENCE PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD MILLION

TABLE 55 ARGENTINA DIGITAL EXPERIENCE PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD MILLION

TABLE 56 ARGENTINA DIGITAL EXPERIENCE PLATFORM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 57 ARGENTINA DIGITAL EXPERIENCE PLATFORM MARKET BY

APPLICATION, 2019 - 2025, USD MILLION

TABLE 58 ARGENTINA DIGITAL EXPERIENCE PLATFORM MARKET BY
DEPLOYMENT TYPE, 2015 - 2018, USD MILLION

TABLE 59 ARGENTINA DIGITAL EXPERIENCE PLATFORM MARKET BY
DEPLOYMENT TYPE, 2019 - 2025, USD MILLION

TABLE 60 ARGENTINA DIGITAL EXPERIENCE PLATFORM MARKET BY END
USER, 2015 - 2018, USD MILLION

TABLE 61 ARGENTINA DIGITAL EXPERIENCE PLATFORM MARKET BY END
USER, 2019 - 2025, USD MILLION

TABLE 62 UAE DIGITAL EXPERIENCE PLATFORM MARKET, 2015 - 2018, USD
MILLION

TABLE 63 UAE DIGITAL EXPERIENCE PLATFORM MARKET, 2019 - 2025, USD
MILLION

TABLE 64 UAE DIGITAL EXPERIENCE PLATFORM MARKET BY COMPONENT,
2015 - 2018, USD MILLION

TABLE 65 UAE DIGITAL EXPERIENCE PLATFORM MARKET BY COMPONENT,
2019 - 2025, USD MILLION

TABLE 66 UAE DIGITAL EXPERIENCE PLATFORM MARKET BY APPLICATION,
2015 - 2018, USD MILLION

TABLE 67 UAE DIGITAL EXPERIENCE PLATFORM MARKET BY APPLICATION,
2019 - 2025, USD MILLION

TABLE 68 UAE DIGITAL EXPERIENCE PLATFORM MARKET BY DEPLOYMENT
TYPE, 2015 - 2018, USD MILLION

TABLE 69 UAE DIGITAL EXPERIENCE PLATFORM MARKET BY DEPLOYMENT
TYPE, 2019 - 2025, USD MILLION

TABLE 70 UAE DIGITAL EXPERIENCE PLATFORM MARKET BY END USER, 2015 -
2018, USD MILLION

TABLE 71 UAE DIGITAL EXPERIENCE PLATFORM MARKET BY END USER, 2019 -
2025, USD MILLION

TABLE 72 SAUDI ARABIA DIGITAL EXPERIENCE PLATFORM MARKET, 2015 -
2018, USD MILLION

TABLE 73 SAUDI ARABIA DIGITAL EXPERIENCE PLATFORM MARKET, 2019 -
2025, USD MILLION

TABLE 74 SAUDI ARABIA DIGITAL EXPERIENCE PLATFORM MARKET BY
COMPONENT, 2015 - 2018, USD MILLION

TABLE 75 SAUDI ARABIA DIGITAL EXPERIENCE PLATFORM MARKET BY
COMPONENT, 2019 - 2025, USD MILLION

TABLE 76 SAUDI ARABIA DIGITAL EXPERIENCE PLATFORM MARKET BY
APPLICATION, 2015 - 2018, USD MILLION

TABLE 77 SAUDI ARABIA DIGITAL EXPERIENCE PLATFORM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 78 SAUDI ARABIA DIGITAL EXPERIENCE PLATFORM MARKET BY DEPLOYMENT TYPE, 2015 - 2018, USD MILLION

TABLE 79 SAUDI ARABIA DIGITAL EXPERIENCE PLATFORM MARKET BY DEPLOYMENT TYPE, 2019 - 2025, USD MILLION

TABLE 80 SAUDI ARABIA DIGITAL EXPERIENCE PLATFORM MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 81 SAUDI ARABIA DIGITAL EXPERIENCE PLATFORM MARKET BY END USER, 2019 - 2025, USD MILLION

TABLE 82 SOUTH AFRICA DIGITAL EXPERIENCE PLATFORM MARKET, 2015 - 2018, USD MILLION

TABLE 83 SOUTH AFRICA DIGITAL EXPERIENCE PLATFORM MARKET, 2019 - 2025, USD MILLION

TABLE 84 SOUTH AFRICA DIGITAL EXPERIENCE PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD MILLION

TABLE 85 SOUTH AFRICA DIGITAL EXPERIENCE PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD MILLION

TABLE 86 SOUTH AFRICA DIGITAL EXPERIENCE PLATFORM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 87 SOUTH AFRICA DIGITAL EXPERIENCE PLATFORM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 88 SOUTH AFRICA DIGITAL EXPERIENCE PLATFORM MARKET BY DEPLOYMENT TYPE, 2015 - 2018, USD MILLION

TABLE 89 SOUTH AFRICA DIGITAL EXPERIENCE PLATFORM MARKET BY DEPLOYMENT TYPE, 2019 - 2025, USD MILLION

TABLE 90 SOUTH AFRICA DIGITAL EXPERIENCE PLATFORM MARKET BY END USER, 2015 - 2018, USD MILLION

TABLE 91 SOUTH AFRICA DIGITAL EXPERIENCE PLATFORM MARKET BY END USER, 2019 - 2025, USD MILLION

TABLE 92 NIGERIA DIGITAL EXPERIENCE PLATFORM MARKET, 2015 - 2018, USD MILLION

TABLE 93 NIGERIA DIGITAL EXPERIENCE PLATFORM MARKET, 2019 - 2025, USD MILLION

TABLE 94 NIGERIA DIGITAL EXPERIENCE PLATFORM MARKET BY COMPONENT, 2015 - 2018, USD MILLION

TABLE 95 NIGERIA DIGITAL EXPERIENCE PLATFORM MARKET BY COMPONENT, 2019 - 2025, USD MILLION

TABLE 96 NIGERIA DIGITAL EXPERIENCE PLATFORM MARKET BY APPLICATION,

2015 - 2018, USD MILLION

TABLE 97 NIGERIA DIGITAL EXPERIENCE PLATFORM MARKET BY APPLICATION,
2019 - 2025, USD MILLION

TABLE 98 NIGERIA DIGITAL EXPERIENCE PLATFORM MARKET BY DEPLOYMENT
TYPE, 2015 - 2018, USD MILLION

TABLE 99 NIGERIA DIGITAL EXPERIENCE PLATFORM MARKET BY DEPLOYMENT
TYPE, 2019 - 2025, USD MILLION

TABLE 100 NIGERIA DIGITAL EXPERIENCE PLATFORM MARKET BY END USER,
2015 - 2018, USD MILLION

TABLE 101 NIGERIA DIGITAL EXPERIENCE PLATFORM MARKET BY END USER,
2019 - 2025, USD MILLION

TABLE 102 REST OF LAMEA DIGITAL EXPERIENCE PLATFORM MARKET, 2015 -
2018, USD MILLION

TABLE 103 REST OF LAMEA DIGITAL EXPERIENCE PLATFORM MARKET, 2019 -
2025, USD MILLION

TABLE 104 REST OF LAMEA DIGITAL EXPERIENCE PLATFORM MARKET BY
COMPONENT, 2015 - 2018, USD MILLION

TABLE 105 REST OF LAMEA DIGITAL EXPERIENCE PLATFORM MARKET BY
COMPONENT, 2019 - 2025, USD MILLION

TABLE 106 REST OF LAMEA DIGITAL EXPERIENCE PLATFORM MARKET BY
APPLICATION, 2015 - 2018, USD MILLION

TABLE 107 REST OF LAMEA DIGITAL EXPERIENCE PLATFORM MARKET BY
APPLICATION, 2019 - 2025, USD MILLION

TABLE 108 REST OF LAMEA DIGITAL EXPERIENCE PLATFORM MARKET BY
DEPLOYMENT TYPE, 2015 - 2018, USD MILLION

TABLE 109 REST OF LAMEA DIGITAL EXPERIENCE PLATFORM MARKET BY
DEPLOYMENT TYPE, 2019 - 2025, USD MILLION

TABLE 110 REST OF LAMEA DIGITAL EXPERIENCE PLATFORM MARKET BY END
USER, 2015 - 2018, USD MILLION

TABLE 111 REST OF LAMEA DIGITAL EXPERIENCE PLATFORM MARKET BY END
USER, 2019 - 2025, USD MILLION

TABLE 112 KEY INFORMATION – SALESFORCE.COM, INC.

TABLE 113 KEY INFORMATION – ADOBE, INC.

TABLE 114 KEY INFORMATION – IBM CORPORATION

TABLE 115 KEY INFORMATION – MICROSOFT CORPORATION

TABLE 116 KEY INFORMATION – ORACLE CORPORATION

TABLE 117 KEY INFORMATION – SAP SE

TABLE 118 KEY INFORMATION – ACQUIA, INC.

TABLE 119 KEY INFORMATION – LIFERAY, INC.

TABLE 120 KEY INFORMATION – SITECORE, INC.

TABLE 121 KEY INFORMATION – OPEN TEXT CORPORATION

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: (COLLABORATIONS, PARTNERSHIPS AND AGREEMENTS: 2019-SEP – 2015-MAR) LEADING PLAYERS

FIG 5 RECENT STRATEGIES AND DEVELOPMENTS: SALESFORCE.COM, INC.

FIG 6 SWOT ANALYSIS: SALESFORCE.COM INC.

FIG 7 RECENT STRATEGIES AND DEVELOPMENTS: ADOBE, INC.

FIG 8 SWOT ANALYSIS: ADOBE SYSTEMS, INC.

FIG 9 RECENT STRATEGIES AND DEVELOPMENTS: IBM CORPORATION

FIG 10 SWOT ANALYSIS: IBM CORPORATION

FIG 11 SWOT ANALYSIS: MICROSOFT CORPORATION

FIG 12 RECENT STRATEGIES AND DEVELOPMENTS: ORACLE CORPORATION

FIG 13 SWOT ANALYSIS: ORACLE CORPORATION

FIG 14 RECENT STRATEGIES AND DEVELOPMENTS: SAP SE

FIG 15 SWOT ANALYSIS: SAP SE

FIG 16 RECENT STRATEGIES AND DEVELOPMENTS: ACQUIA, INC.

FIG 17 RECENT STRATEGIES AND DEVELOPMENTS: LIFERAY, INC.

FIG 18 SWOT ANALYSIS: OPENTEXT CORPORATION

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