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North America Digital Experience Platform Market Market (2019-2025)

https://marketpublishers.com/r/N4850325872FEN.html
Date: November 2019
Pages: 117
Price: US$ 1,500.00 (Single User License)
ID: N4850325872FEN

Abstracts

The North America Digital Experience Platform Market would witness market growth of 9.3% CAGR during the forecast period (2019-2025).
Digital Experience Platform (DXP) is an emerging type of enterprise software that aims to meet the needs of digitally transformed businesses with the ultimate objective of providing better customer experiences. DXPs can be a single product, but they often function together as a suite of products. DXPs offer business architecture to digitize business operations, deliver linked customer experiences, and gain customer knowledge that can be implemented. The Digital Experience Platform (DXP) has appeared to meet the needs arising from digital transformation as brands and businesses strive to provide connectivity and simplicity to consumers.
In the current scenario, it is important to gain a deeper insight into the mindset and related data of the customers. To be specific, accessing contact information, social media interactions, preferences, browsing time, purchasing history, or even communication data from customers–drawing actionable insights adds value to the business. When integrated in DXPs, artificial intelligence makes the process easy. Specifically, AI can assist in locating critical information concealed within the large chunks of customer-related data. This also makes it possible to access information easily whenever necessary. A digital experience platform, therefore, offers the opportunity to work on consistent, accurate and up-to-date information on the go. When every piece of critical information is readily available, DevOps uses iterative delivery to maximize the time to market.
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

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into U.S., Mexico, Canada, and Rest of North America.

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

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Manufacturing

Healthcare

Telecom & IT

Others

By Country

US

Canada

Mexico

Rest of North America

Companies Profiled

Salesforce.com, Inc.

Adobe, Inc.

IBM Corporation

Microsoft Corporation

Oracle Corporation

SAP SE

Acquia, Inc.

Liferay, Inc.

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Sitecore, Inc.

Open Text Corporation

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