

# **North America Multiexperience Development Platforms Market By Component (Platforms (Without Services) and Services), By Deployment Type (On-premise and Cloud), By Enterprise Size (Large Enterprises and Small & Mid-size Enterprises (SMEs)), By Country, Industry Analysis and Forecast, 2020 - 2026**

<https://marketpublishers.com/r/N0670585829AEN.html>

Date: September 2020

Pages: 108

Price: US\$ 1,500.00 (Single User License)

ID: N0670585829AEN

## **Abstracts**

The North America Multiexperience Development Platforms Market would witness market growth of 20.4% CAGR during the forecast period (2020-2026).

Multiexperience Development Platforms (MXDP) are helpful to the companies that rationalize the job of managing user experiences in different platforms. To complete day-to-day tasks that are unified in one place makes internal efficiencies that are highly accessible. It also offers a wide range of back-end services and front-end development tools, improves training time and development. The faster app release times generate a faster feedback cycle that enables you to improve your digital experience faster.

In the late 2000s, there was a rise in the development of mobile apps which is continuing resulting in enterprises exploring more for development platforms to enable building mobile apps. This has resulted in the upsurge of mobile application development platforms (MADP). With the growing importance of new devices like wearables or novel interfaces like natural language, there is a parallel demand for MXDPs. The growing need for multi-experience platforms is directly related to the increasing number of devices, apps, and modes of interaction increase. As consumers own devices that possess new modes of interactions, thereby demand such services increases. And the use of wearable, immersive, conversational devices and apps is

definitely increasing.

Rising end-use industries like IT and Telecom, retail, BFSI, healthcare, among others across the emerging as well as developed economies, are anticipated to boost the global market growth. Multi experience development platforms are helpful for organizations because of their increased operational efficacies and advance app development time that uses streamlined reusable codes and design processes. Moreover, it can also reduce the shadow IT, which is a likely security risk that most of the organizations are facing. Lack of skilled professionals is predicted to be the main factor that will hinder the growth of the market for MXDP in the coming years. This software's adoption is low in developing countries as compared to developed economies as there are low investments and skilled professionals are also lacking.

Based on Component, the market is segmented into Platforms (Without Services) and Services. Based on Deployment Type, the market is segmented into On-premise and Cloud. Based on Enterprise Size, the market is segmented into Large Enterprises and Small & Mid-size Enterprises (SMEs). Based on countries, the market is segmented 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 Microsoft Corporation, IBM Corporation, Oracle Corporation, SAP SE, Siemens AG (Mendix), Salesforce.com, Inc., Pegasystems, Inc., ServiceNow, Inc., Appian Corporation, and Progress Software Corporation.

Scope of the Study

Market Segmentation:

By Component

Platforms (Without Services)

Services

By Deployment Type

On-premise

Cloud

### By Enterprise Size

Large Enterprises

Small & Mid-size Enterprises (SMEs)

### By Country

US

Canada

Mexico

Rest of North America

### Companies Profiled

Microsoft Corporation

IBM Corporation

Oracle Corporation

SAP SE

Siemens AG (Mendix)

Salesforce.com, Inc.

Pegasystems, Inc.

ServiceNow, Inc.

Appian Corporation

Progress Software Corporation

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