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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

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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 efficacies 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

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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

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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.

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Appian Corporation

Progress Software Corporation

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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 North America Multiexperience Development Platforms Market, by Component
  1.4.2 North America Multiexperience Development Platforms Market, by Deployment Type
  1.4.3 North America Multiexperience Development Platforms Market, by Enterprise Size
  1.4.4 North America Multiexperience Development Platforms 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 (2016-2020)
  3.3.2 Key Strategic Move: (Partnerships, Collaborations, and Agreements: 2017, Feb – 2020, Sep) Leading Players

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CHAPTER 4. NORTH AMERICA MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY COMPONENT

4.1 North America Multiexperience Development Platforms (Without Services) Market by Country
4.2 North America Multiexperience Development Platforms Services Market by Country

CHAPTER 5. NORTH AMERICA MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY DEPLOYMENT TYPE

5.1 North America On-premise Multiexperience Development Platforms Market by Country
5.2 North America Cloud Multiexperience Development Platforms Market by Country

CHAPTER 6. NORTH AMERICA MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY ENTERPRISE SIZE

6.1 North America Large Enterprises Multiexperience Development Platforms Market by Country
6.2 North America Small & Mid-size Enterprises (SMEs) Multiexperience Development Platforms Market by Country

CHAPTER 7. NORTH AMERICA MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY COUNTRY

7.1 US Multiexperience Development Platforms Market
  7.1.1 US Multiexperience Development Platforms Market by Component
  7.1.2 US Multiexperience Development Platforms Market by Deployment Type
  7.1.3 US Multiexperience Development Platforms Market by Enterprise Size
7.2 Canada Multiexperience Development Platforms Market
  7.2.1 Canada Multiexperience Development Platforms Market by Component
  7.2.2 Canada Multiexperience Development Platforms Market by Deployment Type
  7.2.3 Canada Multiexperience Development Platforms Market by Enterprise Size
7.3 Mexico Multiexperience Development Platforms Market
  7.3.1 Mexico Multiexperience Development Platforms Market by Component
  7.3.2 Mexico Multiexperience Development Platforms Market by Deployment Type
  7.3.3 Mexico Multiexperience Development Platforms Market by Enterprise Size
7.4 Rest of North America Multiexperience Development Platforms Market
  7.4.1 Rest of North America Multiexperience Development Platforms Market by

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Component
7.4.2 Rest of North America Multiexperience Development Platforms Market by Deployment Type
7.4.3 Rest of North America Multiexperience Development Platforms Market by Enterprise Size

CHAPTER 8. COMPANY PROFILES

8.1 Microsoft Corporation
8.1.1 Company Overview
8.1.2 Financial Analysis
8.1.3 Segmental and Regional Analysis
8.1.4 Research & Development Expenses
8.1.5 Recent strategies and developments:
8.1.5.1 Partnerships, Collaborations, and Agreements:
8.1.6 SWOT Analysis
8.2 IBM Corporation
8.2.1 Company Overview
8.2.2 Financial Analysis
8.2.3 Regional & Segmental 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 Oracle Corporation
8.3.1 Company Overview
8.3.2 Financial Analysis
8.3.3 Segmental and Regional Analysis
8.3.4 Research & Development Expense
8.3.5 Recent strategies and developments:
8.3.5.1 Product Launches and Product Expansions:
8.3.6 SWOT Analysis
8.4 SAP SE
8.4.1 Company Overview
8.4.2 Financial Analysis
8.4.3 Segmental and Regional Analysis
8.4.4 Research & Development Expense
8.4.5 Recent strategies and developments:

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8.4.5.1 Partnerships, Collaborations, and Agreements:
8.4.5.2 Acquisition and Mergers:
8.4.6 SWOT Analysis
8.5 Siemens AG (Mendix)
8.5.1 Company Overview
8.5.2 Financial Analysis
8.5.3 Segmental and 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 Product Launches and Product Expansions:
8.5.6 SWOT Analysis
8.6 Salesforce.com, Inc.
8.6.1 Company Overview
8.6.2 Financial Analysis
8.6.3 Regional Analysis
8.6.4 Research & Development Expense
8.6.5 Recent strategies and developments:
8.6.5.1 Product Launches and Product Expansions:
8.6.5.2 Acquisition and Mergers:
8.6.6 SWOT Analysis
8.7 Pegasystems, Inc.
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 Partnerships, Collaborations, and Agreements:
8.7.5.2 Product Launches and Product Expansions:
8.7.6 SWOT Analysis
8.8 ServiceNow, Inc.
8.8.1 Company Overview
8.8.2 Financial Analysis
8.8.3 Regional Analysis
8.8.4 Research & Development Expense
8.8.5 Recent strategies and developments:
8.8.5.1 Partnerships, Collaborations, and Agreements:
8.8.5.2 Geographical Expansions:
8.9 Appian Corporation

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8.9.1 Company Overview
8.9.2 Financial Analysis
8.9.3 Regional Analysis
8.9.4 Research & Development Expense
8.9.5 Recent strategies and developments:
8.9.5.1 Partnerships, Collaborations, and Agreements:
8.9.5.2 Acquisition and Mergers:
8.10. Progress Software Corporation
8.10.1 Company Overview
8.10.2 Financial Analysis
8.10.3 Segmental and Regional Analysis
8.10.4 Recent strategies and developments:
8.10.4.1 Acquisition and Mergers:

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List Of Tables

LIST OF TABLES

TABLE 1 NORTH AMERICA MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET, 2016 - 2019, USD MILLION
TABLE 2 NORTH AMERICA MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET, 2020 - 2026, USD MILLION
TABLE 3 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS– MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET
TABLE 4 PRODUCT LAUNCHES AND PRODUCT EXPANSIONS– MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET
TABLE 5 GEOGRAPHICAL EXPANSIONS– MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET
TABLE 6 MERGERS & ACQUISITIONS – MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET
TABLE 7 NORTH AMERICA MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY COMPONENT, 2016 - 2019, USD MILLION
TABLE 8 NORTH AMERICA MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY COMPONENT, 2020 - 2026, USD MILLION
TABLE 9 NORTH AMERICA MULTIEXPERIENCE DEVELOPMENT PLATFORMS (WITHOUT SERVICES) MARKET BY COUNTRY, 2016 - 2019, USD MILLION
TABLE 10 NORTH AMERICA MULTIEXPERIENCE DEVELOPMENT PLATFORMS (WITHOUT SERVICES) MARKET BY COUNTRY, 2020 - 2026, USD MILLION
TABLE 11 NORTH AMERICA MULTIEXPERIENCE DEVELOPMENT PLATFORMS SERVICES MARKET BY COUNTRY, 2016 - 2019, USD MILLION
TABLE 12 NORTH AMERICA MULTIEXPERIENCE DEVELOPMENT PLATFORMS SERVICES MARKET BY COUNTRY, 2020 - 2026, USD MILLION
TABLE 13 NORTH AMERICA MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION
TABLE 14 NORTH AMERICA MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION
TABLE 15 NORTH AMERICA ON-PREMISE MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY COUNTRY, 2016 - 2019, USD MILLION
TABLE 16 NORTH AMERICA ON-PREMISE MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY COUNTRY, 2020 - 2026, USD MILLION
TABLE 17 NORTH AMERICA CLOUD MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY COUNTRY, 2016 - 2019, USD MILLION
TABLE 18 NORTH AMERICA CLOUD MULTIEXPERIENCE DEVELOPMENT

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PLATFORMS MARKET BY COUNTRY, 2020 - 2026, USD MILLION
TABLE 19 NORTH AMERICA MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY ENTERPRISE SIZE, 2016 - 2019, USD MILLION
TABLE 20 NORTH AMERICA MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY ENTERPRISE SIZE, 2020 - 2026, USD MILLION
TABLE 21 NORTH AMERICA LARGE ENTERPRISES MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY COUNTRY, 2016 - 2019, USD MILLION
TABLE 22 NORTH AMERICA LARGE ENTERPRISES MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY COUNTRY, 2020 - 2026, USD MILLION
TABLE 23 NORTH AMERICA SMALL & MID-SIZE ENTERPRISES (SMES) MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY COUNTRY, 2016 - 2019, USD MILLION
TABLE 24 NORTH AMERICA SMALL & MID-SIZE ENTERPRISES (SMES) MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY COUNTRY, 2020 - 2026, USD MILLION
TABLE 25 NORTH AMERICA MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY COUNTRY, 2016 - 2019, USD MILLION
TABLE 26 NORTH AMERICA MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY COUNTRY, 2020 - 2026, USD MILLION
TABLE 27 US MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET, 2016 - 2019, USD MILLION
TABLE 28 US MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET, 2020 - 2026, USD MILLION
TABLE 29 US MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY COMPONENT, 2016 - 2019, USD MILLION
TABLE 30 US MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY COMPONENT, 2020 - 2026, USD MILLION
TABLE 31 US MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION
TABLE 32 US MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION
TABLE 33 US MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY ENTERPRISE SIZE, 2016 - 2019, USD MILLION
TABLE 34 US MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY ENTERPRISE SIZE, 2020 - 2026, USD MILLION
TABLE 35 CANADA MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET, 2016 - 2019, USD MILLION
TABLE 36 CANADA MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET, 2020 - 2026, USD MILLION

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TABLE 37 CANADA MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY COMPONENT, 2016 - 2019, USD MILLION
TABLE 38 CANADA MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY COMPONENT, 2020 - 2026, USD MILLION
TABLE 39 CANADA MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION
TABLE 40 CANADA MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION
TABLE 41 CANADA MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY ENTERPRISE SIZE, 2016 - 2019, USD MILLION
TABLE 42 CANADA MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY ENTERPRISE SIZE, 2020 - 2026, USD MILLION
TABLE 43 MEXICO MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET, 2016 - 2019, USD MILLION
TABLE 44 MEXICO MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET, 2020 - 2026, USD MILLION
TABLE 45 MEXICO MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY COMPONENT, 2016 - 2019, USD MILLION
TABLE 46 MEXICO MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY COMPONENT, 2020 - 2026, USD MILLION
TABLE 47 MEXICO MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION
TABLE 48 MEXICO MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION
TABLE 49 MEXICO MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY ENTERPRISE SIZE, 2016 - 2019, USD MILLION
TABLE 50 MEXICO MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY ENTERPRISE SIZE, 2020 - 2026, USD MILLION
TABLE 51 REST OF NORTH AMERICA MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET, 2016 - 2019, USD MILLION
TABLE 52 REST OF NORTH AMERICA MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET, 2020 - 2026, USD MILLION
TABLE 53 REST OF NORTH AMERICA MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY COMPONENT, 2016 - 2019, USD MILLION
TABLE 54 REST OF NORTH AMERICA MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY COMPONENT, 2020 - 2026, USD MILLION
TABLE 55 REST OF NORTH AMERICA MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY DEPLOYMENT TYPE, 2016 - 2019, USD MILLION
TABLE 56 REST OF NORTH AMERICA MULTIEXPERIENCE DEVELOPMENT

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PLATFORMS MARKET BY DEPLOYMENT TYPE, 2020 - 2026, USD MILLION
TABLE 57 REST OF NORTH AMERICA MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY ENTERPRISE SIZE, 2016 - 2019, USD MILLION
TABLE 58 REST OF NORTH AMERICA MULTIEXPERIENCE DEVELOPMENT PLATFORMS MARKET BY ENTERPRISE SIZE, 2020 - 2026, USD MILLION
TABLE 59 KEY INFORMATION – MICROSOFT CORPORATION
TABLE 60 KEY INFORMATION – IBM CORPORATION
TABLE 61 KEY INFORMATION – ORACLE CORPORATION
TABLE 62 KEY INFORMATION – SAP SE
TABLE 63 KEY INFORMATION – SIEMENS AG
TABLE 64 KEY INFORMATION –SALESFORCE.COM, INC.
TABLE 65 KEY INFORMATION – PEGASYSTEMS, INC.
TABLE 66 KEY INFORMATION – SERVICENOW, INC.
TABLE 67 KEY INFORMATION – APPIAN CORPORATION
TABLE 68 KEY INFORMATION – PROGRESS SOFTWARE CORPORATION

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List Of Figures

LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH
FIG 2 KBV CARDINAL MATRIX
FIG 3 KEY LEADING STRATEGIES: PERCENTAGE DISTRIBUTION (2016-2020)
FIG 4 KEY STRATEGIC MOVE: (PARTNERSHIPS, COLLABORATIONS, AND AGREEMENTS: 2017, FEB – 2020, SEP) LEADING PLAYERS
FIG 5 SWOT ANALYSIS: MICROSOFT CORPORATION
FIG 6 RECENT STRATEGIES AND DEVELOPMENTS: IBM CORPORATION
FIG 7 SWOT ANALYSIS: IBM CORPORATION
FIG 8 SWOT ANALYSIS: ORACLE CORPORATION
FIG 9 RECENT STRATEGIES AND DEVELOPMENTS: SAP SE
FIG 10 SWOT ANALYSIS: SAP SE
FIG 11 RECENT STRATEGIES AND DEVELOPMENTS: SIEMENS AG
FIG 12 SWOT ANALYSIS: SIEMENS AG
FIG 13 RECENT STRATEGIES AND DEVELOPMENTS: SALESFORCE.COM, INC.
FIG 14 SWOT ANALYSIS: SALESFORCE.COM INC.
FIG 15 RECENT STRATEGIES AND DEVELOPMENTS: PEGASYSTEMS, INC.
FIG 16 SWOT ANALYSIS: PEGASYSTEMS, INC.
FIG 17 RECENT STRATEGIES AND DEVELOPMENTS: SERVICENOW, INC.
FIG 18 RECENT STRATEGIES AND DEVELOPMENTS: APPIAN CORPORATION

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