

Global Partner Relationship Management (PRM) Platform Market Growth (Status and Outlook) 2023-2029

<https://marketpublishers.com/r/GD18DB142C2AEN.html>

Date: March 2023

Pages: 85

Price: US\$ 3,660.00 (Single User License)

ID: GD18DB142C2AEN

Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

Partner relationship management (PRM), used especially in IT industries, is a system of methodologies, strategies, software, and web-based capabilities which help a vendor to manage partner relationships. The general purpose of PRM is to enable vendors to better manage their partners through the introduction of reliable systems, processes and procedures for interacting with them. Web-based PRM systems typically include a content Management System, a partner and customer contact database, and the notion of a partner portal which allows partners to log in and interact with a vendor's sales opportunity database and obtain product, pricing, and training information. This helps vendors to streamline processes, as well as to collect and assess data about various stages of the partner sales funnel. There are a number of solution providers who offer PRM software to companies who rely heavily on a PRM solution to stay relevant in their respective industries.

LPI (LP Information)' newest research report, the "Partner Relationship Management (PRM) Platform Industry Forecast" looks at past sales and reviews total world Partner Relationship Management (PRM) Platform sales in 2022, providing a comprehensive analysis by region and market sector of projected Partner Relationship Management (PRM) Platform sales for 2023 through 2029. With Partner Relationship Management (PRM) Platform sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Partner Relationship Management (PRM) Platform industry.

This Insight Report provides a comprehensive analysis of the global Partner

Relationship Management (PRM) Platform landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Partner Relationship Management (PRM) Platform portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Partner Relationship Management (PRM) Platform market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Partner Relationship Management (PRM) Platform and breaks down the forecast by type, by application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Partner Relationship Management (PRM) Platform.

The global Partner Relationship Management (PRM) Platform market size is projected to grow from US\$ million in 2022 to US\$ million in 2029; it is expected to grow at a CAGR of % from 2023 to 2029.

United States market for Partner Relationship Management (PRM) Platform is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

China market for Partner Relationship Management (PRM) Platform is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Europe market for Partner Relationship Management (PRM) Platform is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Partner Relationship Management (PRM) Platform players cover Salesforce, Apttus, Impartner, Zinfi, Zift Solutions, Oracle, Pegasystems, Allbound and Magnetrix, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2022.

This report presents a comprehensive overview, market shares, and growth opportunities of Partner Relationship Management (PRM) Platform market by product

type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

Cloud-Based

On-Premises

Segmentation by application

Retail

Manufacturing

Telecommunication and It

BFSI

Life sciences and Healthcare

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered

from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Salesforce

Apttus

Impartner

Zinfi

Zift Solutions

Oracle

Pegasystems

Allbound

Magnetrix

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