

Global CRM Software Industry Analysis 2012-2017: Trend, Profit, and Forecast Analysis, September 2012

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Abstracts

According to this report, Low penetration of software and large domestic demand combine to make India, China, and Indonesia significant potential Customer Relationship Management (CRM) software markets in Asia. The market is expected to reach an estimated US\$17.5 billion in 2017 with a CAGR of 7.2% over next five years (2012-2017).

Low penetration of software and large domestic demand combine to make India, China, and Indonesia significant potential Customer Relationship Management (CRM) software markets in Asia. The market is expected to reach an estimated US\$17.5 billion in 2017 with a CAGR of 7.2% over next five years (2012-2017).

Lucintel, a leading global management consulting and market research firm, has analyzed the global CRM software market and presents its findings in 'Global CRM Software Industry Analysis 2012-2017: Trend, Profit, and Forecast Analysis.

The industry consists of sales, marketing automation, and customer service and support. It comprises establishments primarily engaged in computer software publishing or publishing and reproduction. The Asia Pacific (APAC) and Rest of the World (ROW) regions witnessed higher growth rate than North America and Europe during the last five years. This was due to growing market sectors such as banking and financial, hospitality, logistics, real estate, and manufacturing driving the demand of CRM software in Asian and Latin American countries.

The cloud computing model has made easier to penetrate these markets as companies increasingly are adopting Internet-based technologies. Strong economic growth in APAC and ROW region as well as growth in the services sector has driven the

enterprises to invest heavily in CRM software to sustain their business growth and improve productivity.

As indicated in the study, economic growth and new emerging markets, growing service sector, cloud computing, and increasing demand from small and medium enterprises are the major drivers for the industry. This study provides an overview of the global CRM software industry. The report tracks market sizing for four geographic regions of this market sector.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market's potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global CRM software industry analysis. In a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

To make any investment or strategic decision, you need adequate and timely information. This market report fulfills this core need. **Some of the features of this market report are:**

Industry size estimates in terms of (US \$) value by regions

Global CRM software industry analysis annual trend (2006-2011) and forecast (2012-2017)

Porter's Five Force analysis

New product launch and merger and acquisition activity in global CRM software industry analysis

Quarterly demand trend (Q1 2010-Q4 2011) and forecast analysis (Q1 2012-Q4 2013) for global CRM software industry analysis

Gross and net profit trends in the global CRM software industry analysis

Cost structure trend in the global as well as regional CRM software industry analysis

More than 44 valuable figures/charts and 11 tables are provided in this report

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