

# **Business Rules Management System Market by Component (Software and Services), Organization Size (Large Enterprises and SMEs), Deployment Type, Vertical (BFSI, Government and Defense, and Telecom and IT), and Region - Global Forecast to 2025**

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## **Abstracts**

MarketsandMarkets estimates the global business rules management system market size would grow from USD 1.0 billion in 2020 to USD 1.8 billion by 2025, at a Compound Annual Growth Rate (CAGR) of 11.8% during the forecast period. The growth of the business rules management system market can be attributed to reduced dependency on IT teams for writing business rules and increasing need to manage regulatory and policy compliance.

The cloud deployment type is expected to grow at a higher CAGR during the forecast period

The cloud technology is being widely adopted by enterprises, due to the various benefits it offers, such as increased storage, enhanced scalability, greater flexibility, improved security, better portability, and compliance. SMEs are adopting the cloud deployment type, mainly due to its cost-effectiveness. The rise in data generation and use of advanced technologies, such as IoT and analytics, are leading to the greater adoption of the cloud deployment type, due to the benefits of enhanced and organized storage, and ready availability of data when required. These factors are also driving the adoption of cloud-based BRMS software.

The SMEs organization size is expected to grow at a higher CAGR during the forecast period

SMEs are defined as business entities with less than 1,000 employees. SMEs generally face 3 critical challenges, namely, capital, resource skills, and management control. To overcome these issues, they are adopting BRMS software, which enables their business to scale and grow faster. The implementation of BRMS software would help SMEs in increasing their revenue, achieving their desired outcomes, and improving their business efficiency. The SMEs have realized that immediate responses, quick business decisions, and customer satisfaction are the key features needed to expand their business, generate more revenue, and ensure desired outcomes.

**BFSI vertical to hold the highest market share in 2020**

The BFSI vertical deals with crucial financial data. Economic changes significantly affect this vertical. The BFSI market is heavy with regulatory requirements and has a tighter budget. It is also subjected to higher pricing pressure and profitability. At the same time, it also battles the competition to attract, retain, and grow profitable customer relationships. This is when it faces challenges in achieving operational efficiency.

**APAC to grow at the highest CAGR during the forecast period**

The increasing investments from the private sector, robust government support, and availability of a huge population are expected to drive the growth of new and emerging technologies in APAC. The APAC region needs more cost-effective, secure, reliable, and efficient BRMS software and services. Technological advancements in APAC, along with an upward trend toward monitoring and reporting software, are expected to provide additional benefits to BRMS vendors. The APAC region is expected to experience extensive growth opportunities during the forecast period.

By Company: Tier 1–33%, Tier 2–25%, and Tier 3–42%

By Designation: C-Level Executives–31%, Director Level–34%, and Others–35%

By Region: North America–42%, Europe–28%, APAC–22%, and RoW– 8%

The business rules management system market comprises major solution providers, such as IBM (US), FICO (US), PEGASYSTEMS (US), Oracle (US), Progress Software (US), SAP (Germany), Broadcom (US), ACTICO (Germany), SAS (US), InRule Technology (US), Software AG (Germany), OpenText (Canada), Newgen Software (India), Fujitsu (Japan), Experian (Ireland), Sparkling Logic (US), Business Rule

Solutions (US), Decisions LLC (US), TIBCO (US), Intellileap (India), Agiloft (US), Signavio (Germany), Decision Management Solutions (US), CNSI (US), and Decisions on Demand (US). The study includes an in-depth competitive analysis of key players in the business rules management system market with their company profiles, recent developments, and key market strategies.

### Research Coverage

The business rules management system market revenue is primarily classified into revenues from software and services. Further, services revenue is associated variety of services such as integration and deployment, support and maintenance, and training and consulting. The market is also segmented based on component, services, deployment type, organization size, vertical, and region.

### Key benefits of the report

The report would help the market leaders/new entrants in this market with the information on the closest approximations of the revenue numbers for the overall business rules management system market and the subsegments. This report would help stakeholders understand the competitive landscape and gain insights to better position their businesses and plan suitable go-to-market strategies. The report would help stakeholders understand the pulse of the market and provide them with information on the key market drivers, restraints, challenges, opportunities, and COVID-19 impact.

## Contents

### 1 INTRODUCTION

#### 1.1 INTRODUCTION TO COVID-19

#### 1.2 COVID-19 HEALTH ASSESSMENT

##### FIGURE 1 COVID-19: GLOBAL PROPAGATION

##### FIGURE 2 COVID-19 PROPAGATION: SELECT COUNTRIES

#### 1.3 COVID-19 ECONOMIC ASSESSMENT

##### FIGURE 3 REVISED GROSS DOMESTIC PRODUCT FORECASTS FOR SELECT G20 COUNTRIES IN 2020

##### 1.3.1 COVID-19 ECONOMIC IMPACT—SCENARIO ASSESSMENT

##### FIGURE 4 CRITERIA IMPACTING GLOBAL ECONOMY

##### FIGURE 5 SCENARIOS IN TERMS OF RECOVERY OF GLOBAL ECONOMY

#### 1.4 OBJECTIVES OF THE STUDY

#### 1.5 MARKET DEFINITION

##### 1.5.1 INCLUSIONS AND EXCLUSIONS

#### 1.6 MARKET SCOPE

##### 1.6.1 MARKET SEGMENTATION

##### 1.6.2 REGIONS COVERED

##### 1.6.3 YEARS CONSIDERED FOR THE STUDY

#### 1.7 CURRENCY CONSIDERED

##### TABLE 1 UNITED STATES DOLLAR EXCHANGE RATE, 2017–2019

#### 1.8 STAKEHOLDERS

#### 1.9 SUMMARY OF CHANGES

### 2 RESEARCH METHODOLOGY

#### 2.1 RESEARCH DATA

##### FIGURE 6 BUSINESS RULES MANAGEMENT SYSTEM MARKET: RESEARCH DESIGN

##### 2.1.1 SECONDARY DATA

##### 2.1.2 PRIMARY DATA

##### 2.1.2.1 Breakup of primary profiles

##### 2.1.2.2 Key industry insights

#### 2.2 MARKET BREAKUP AND DATA TRIANGULATION

##### FIGURE 7 DATA TRIANGULATION

#### 2.3 MARKET SIZE ESTIMATION

##### FIGURE 8 BUSINESS RULES MANAGEMENT SYSTEM MARKET: TOP-DOWN AND

## BOTTOM-UP APPROACHES

### 2.3.1 TOP-DOWN APPROACH

### 2.3.2 BOTTOM-UP APPROACH

FIGURE 9 MARKET SIZE ESTIMATION METHODOLOGY ? APPROACH 1 (SUPPLY SIDE): REVENUE OF SOFTWARE/SERVICES OF THE BUSINESS RULES MANAGEMENT SYSTEM MARKET

FIGURE 10 MARKET SIZE ESTIMATION METHODOLOGY—APPROACH 3—BOTTOM-UP (DEMAND SIDE): SIZE OF THE BUSINESS RULES MANAGEMENT SYSTEM MARKET THROUGH OVERALL SPENDING

## 2.4 MARKET FORECAST

TABLE 2 FACTOR ANALYSIS

## 2.5 ASSUMPTIONS FOR THE STUDY

## 2.6 STUDY LIMITATIONS

## 3 EXECUTIVE SUMMARY

FIGURE 11 BUSINESS RULES MANAGEMENT SYSTEM MARKET: GLOBAL SNAPSHOT

FIGURE 12 TOP GROWING SEGMENTS IN THE BUSINESS RULES MANAGEMENT SYSTEM MARKET

FIGURE 13 LARGE ENTERPRISES SEGMENT TO HOLD A LARGER MARKET SIZE DURING THE FORECAST PERIOD

FIGURE 14 BANKING, FINANCE SERVICES, AND INSURANCE INDUSTRY TO HOLD THE LARGEST MARKET SIZE DURING THE FORECAST PERIOD

FIGURE 15 BUSINESS RULES MANAGEMENT SYSTEM MARKET: REGIONAL SNAPSHOT

## 4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES IN THE BUSINESS RULES MANAGEMENT SYSTEM MARKET

FIGURE 16 REDUCED DEPENDENCY ON IT TEAMS FOR WRITING BUSINESS RULES TO DRIVE THE GROWTH OF THE BUSINESS RULES MANAGEMENT SYSTEM MARKET

4.2 BUSINESS RULES MANAGEMENT SYSTEM MARKET IN NORTH AMERICA, BY VERTICAL AND COUNTRY

FIGURE 17 BANKING, FINANCIAL SERVICES, AND INSURANCE VERTICAL AND THE UNITED STATES TO ACCOUNT FOR THE HIGHEST SHARES IN THE BUSINESS RULES MANAGEMENT SYSTEM MARKET IN 2020

4.3 BUSINESS RULES MANAGEMENT SYSTEM MARKET: MAJOR COUNTRIES  
FIGURE 18 AUSTRALIA AND NEW ZEALAND TO GROW AT THE FASTEST RATE  
DURING THE FORECAST PERIOD

4.4 MARKET INVESTMENT SCENARIO

FIGURE 19 ASIA PACIFIC TO EMERGE AS THE BEST MARKET FOR INVESTMENT  
OVER THE NEXT FIVE YEARS

## **5 MARKET OVERVIEW**

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 20 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES:  
BUSINESS RULES MANAGEMENT SYSTEM MARKET

5.2.1 DRIVERS

5.2.1.1 Reduced dependency on IT teams for writing business rules

5.2.1.2 Increasing need to manage regulatory and policy compliance

5.2.1.3 Growing need to improve process efficiency

5.2.2 RESTRAINTS

5.2.2.1 Companies' resistance in adopting modern technologies

5.2.2.2 Profit-driven approach of companies

5.2.3 OPPORTUNITIES

5.2.3.1 Increasing focus of companies on data-driven decision-making

5.2.3.2 Rising number of SMEs creating new revenue opportunities for vendors

FIGURE 21 SMALL AND MEDIUM-SIZED ENTERPRISES, MAJOR EUROPEAN  
COUNTRIES (2015-2017)

5.2.4 CHALLENGES

5.2.4.1 Lack of documentation on business rules

5.2.4.2 Fear of vendor lock-in

5.3 COVID-19-DRIVEN MARKET DYNAMICS

5.3.1 DRIVERS AND OPPORTUNITIES

5.3.2 RESTRAINTS AND CHALLENGES

5.4 INDUSTRY TRENDS

5.4.1 CASE STUDY ANALYSIS

5.4.1.1 Use case 1: Retail

5.4.1.2 Use case 2: BFSI

5.4.1.3 Use case 3: Healthcare

5.5 PRICING ANALYSIS

TABLE 3 PRICING ANALYSIS: BUSINESS RULES MANAGEMENT SYSTEM  
MARKET

## 5.6 VALUE CHAIN ANALYSIS

FIGURE 22 BUSINESS RULES MANAGEMENT SYSTEM MARKET: VALUE CHAIN ANALYSIS

## 6 BUSINESS RULES MANAGEMENT SYSTEM MARKET, BY COMPONENT

### 6.1 INTRODUCTION

FIGURE 23 SERVICES SEGMENT TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

6.1.1 COMPONENT: BUSINESS RULES MANAGEMENT SYSTEM MARKET DRIVERS

6.1.2 COMPONENT: COVID-19 IMPACT

TABLE 4 BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2015–2019 (USD THOUSAND)

TABLE 5 BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2020–2025 (USD THOUSAND)

### 6.2 SOFTWARE

TABLE 6 SOFTWARE: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2015–2019 (USD THOUSAND)

TABLE 7 SOFTWARE: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2020–2025 (USD THOUSAND)

### 6.3 SERVICES

TABLE 8 SERVICES: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2015–2019 (USD THOUSAND)

TABLE 9 SERVICES: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2020–2025 (USD THOUSAND)

## 7 BUSINESS RULES MANAGEMENT SYSTEM MARKET, BY SERVICE

### 7.1 INTRODUCTION

FIGURE 24 SUPPORT AND MAINTENANCE SERVICES SEGMENT TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

7.1.1 SERVICES: BUSINESS RULES MANAGEMENT SYSTEM MARKET DRIVERS

7.1.2 SERVICES: COVID-19 IMPACT

TABLE 10 BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY SERVICE, 2015–2019 (USD THOUSAND)

TABLE 11 BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY SERVICE, 2020–2025 (USD THOUSAND)

### 7.2 INTEGRATION AND DEPLOYMENT

TABLE 12 INTEGRATION AND DEPLOYMENT: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2015–2019 (USD THOUSAND)

TABLE 13 INTEGRATION AND DEPLOYMENT: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2020–2025 (USD THOUSAND)

### 7.3 SUPPORT AND MAINTENANCE

TABLE 14 SUPPORT AND MAINTENANCE: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2015–2019 (USD THOUSAND)

TABLE 15 SUPPORT AND MAINTENANCE: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2020–2025 (USD THOUSAND)

### 7.4 TRAINING AND CONSULTING

TABLE 16 TRAINING AND CONSULTING: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2015–2019 (USD THOUSAND)

TABLE 17 TRAINING AND CONSULTING: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2020–2025 (USD THOUSAND)

## **8 BUSINESS RULES MANAGEMENT SYSTEM MARKET, BY ORGANIZATION SIZE**

### 8.1 INTRODUCTION

FIGURE 25 SMALL AND MEDIUM-SIZED ENTERPRISES SEGMENT TO REGISTER A HIGHER CAGR DURING THE FORECAST PERIOD

8.1.1 ORGANIZATION SIZE: BUSINESS RULES MANAGEMENT MARKET DRIVERS

8.1.2 ORGANIZATION SIZE: COVID-19 IMPACT

TABLE 18 BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2015–2019 (USD THOUSAND)

TABLE 19 BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD THOUSAND)

### 8.2 LARGE ENTERPRISES

TABLE 20 LARGE ENTERPRISES: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2015–2019 (USD THOUSAND)

TABLE 21 LARGE ENTERPRISES: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2020–2025 (USD THOUSAND)

### 8.3 SMALL AND MEDIUM-SIZED ENTERPRISES

TABLE 22 SMALL AND MEDIUM-SIZED ENTERPRISES: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2015–2019 (USD THOUSAND)

TABLE 23 SMALL AND MEDIUM-SIZED ENTERPRISES: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2020–2025 (USD THOUSAND)



## **9 BUSINESS RULES MANAGEMENT SYSTEM MARKET, BY DEPLOYMENT TYPE**

### 9.1 INTRODUCTION

FIGURE 26 CLOUD DEPLOYMENT TYPE TO REGISTER A HIGHER CAGR DURING THE FORECAST PERIOD

9.1.1 DEPLOYMENT TYPE: BUSINESS RULES MANAGEMENT SYSTEM MARKET DRIVERS

9.1.2 DEPLOYMENT TYPE: COVID-19 IMPACT

TABLE 24 BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2015–2019 (USD THOUSAND)

TABLE 25 BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2025 (USD THOUSAND)

### 9.2 ON-PREMISES

TABLE 26 ON-PREMISES: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2015–2019 (USD THOUSAND)

TABLE 27 ON-PREMISES: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2020–2025 (USD THOUSAND)

### 9.3 CLOUD

TABLE 28 CLOUD: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2015–2019 (USD THOUSAND)

TABLE 29 CLOUD: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2020–2025 (USD THOUSAND)

## **10 BUSINESS RULES MANAGEMENT SYSTEM MARKET, BY VERTICAL**

### 10.1 INTRODUCTION

FIGURE 27 RETAIL AND CONSUMER GOODS VERTICAL TO REGISTER THE HIGHEST CAGR DURING THE FORECAST PERIOD

10.1.1 VERTICAL: BUSINESS RULES MANAGEMENT SYSTEM MARKET DRIVERS

10.1.2 VERTICAL: COVID-19 IMPACT

TABLE 30 BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY VERTICAL, 2015–2019 (USD THOUSAND)

TABLE 31 BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY VERTICAL, 2020–2025 (USD THOUSAND)

### 10.2 BANKING, FINANCIAL SERVICES, AND INSURANCE

TABLE 32 BANKING, FINANCIAL SERVICES, AND INSURANCE: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2015–2019 (USD THOUSAND)

TABLE 33 BANKING, FINANCIAL SERVICES, AND INSURANCE: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2020–2025 (USD THOUSAND)

#### 10.3 GOVERNMENT AND DEFENSE

TABLE 34 GOVERNMENT AND DEFENSE: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2015–2019 (USD THOUSAND)

TABLE 35 GOVERNMENT AND DEFENSE: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2020–2025 (USD THOUSAND)

#### 10.4 TELECOM AND IT

TABLE 36 TELECOM AND IT: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2015–2019 (USD THOUSAND)

TABLE 37 TELECOM AND IT: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2020–2025 (USD THOUSAND)

#### 10.5 MANUFACTURING

TABLE 38 MANUFACTURING: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2015–2019 (USD THOUSAND)

TABLE 39 MANUFACTURING: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2020–2025 (USD THOUSAND)

#### 10.6 RETAIL AND CONSUMER GOODS

TABLE 40 RETAIL AND CONSUMER GOODS: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2015–2019 (USD THOUSAND)

TABLE 41 RETAIL AND CONSUMER GOODS: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2020–2025 (USD THOUSAND)

#### 10.7 HEALTHCARE AND LIFE SCIENCES

TABLE 42 HEALTHCARE AND LIFE SCIENCES: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2015–2019 (USD THOUSAND)

TABLE 43 HEALTHCARE AND LIFE SCIENCES: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2020–2025 (USD THOUSAND)

#### 10.8 TRANSPORTATION AND LOGISTICS

TABLE 44 TRANSPORTATION AND LOGISTICS: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2015–2019 (USD THOUSAND)

TABLE 45 TRANSPORTATION AND LOGISTICS: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2020–2025 (USD THOUSAND)

#### 10.9 ENERGY AND UTILITIES

TABLE 46 ENERGY AND UTILITIES: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2015–2019 (USD THOUSAND)

TABLE 47 ENERGY AND UTILITIES: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2020–2025 (USD THOUSAND)

#### 10.10 OTHERS

TABLE 48 OTHERS: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2015–2019 (USD THOUSAND)

TABLE 49 OTHERS: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2020–2025 (USD THOUSAND)

## **11 BUSINESS RULES MANAGEMENT SYSTEM MARKET, BY REGION**

### 11.1 INTRODUCTION

FIGURE 28 ASIA PACIFIC TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

TABLE 50 BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2015–2019 (USD THOUSAND)

TABLE 51 BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY REGION, 2020–2025 (USD THOUSAND)

### 11.2 NORTH AMERICA

11.2.1 NORTH AMERICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET DRIVERS

11.2.2 NORTH AMERICA: COVID-19 IMPACT

FIGURE 29 NORTH AMERICA: MARKET SNAPSHOT

TABLE 52 NORTH AMERICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2015–2019 (USD THOUSAND)

TABLE 53 NORTH AMERICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2020–2025 (USD THOUSAND)

TABLE 54 NORTH AMERICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY SERVICE, 2015–2019 (USD THOUSAND)

TABLE 55 NORTH AMERICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY SERVICE , 2020–2025 (USD THOUSAND)

TABLE 56 NORTH AMERICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2015–2019 (USD THOUSAND)

TABLE 57 NORTH AMERICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD THOUSAND)

TABLE 58 NORTH AMERICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2015–2019 (USD THOUSAND)

TABLE 59 NORTH AMERICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2025 (USD THOUSAND)

TABLE 60 NORTH AMERICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY VERTICAL, 2015–2019 (USD THOUSAND)

TABLE 61 NORTH AMERICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY VERTICAL, 2020–2025 (USD THOUSAND)

TABLE 62 NORTH AMERICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COUNTRY, 2015–2019 (USD THOUSAND)

TABLE 63 NORTH AMERICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COUNTRY, 2020–2025 (USD THOUSAND)

#### 11.2.3 UNITED STATES

TABLE 64 UNITED STATES: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2015–2019 (USD THOUSAND)

TABLE 65 UNITED STATES: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2020–2025 (USD THOUSAND)

TABLE 66 UNITED STATES: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2015–2019 (USD THOUSAND)

TABLE 67 UNITED STATES: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD THOUSAND)

TABLE 68 UNITED STATES: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2015–2019 (USD THOUSAND)

TABLE 69 UNITED STATES: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2025 (USD THOUSAND)

#### 11.2.4 CANADA

TABLE 70 CANADA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2015–2019 (USD THOUSAND)

TABLE 71 CANADA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2020–2025 (USD THOUSAND)

TABLE 72 CANADA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2015–2019 (USD THOUSAND)

TABLE 73 CANADA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD THOUSAND)

TABLE 74 CANADA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2015–2019 (USD THOUSAND)

TABLE 75 CANADA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2025 (USD THOUSAND)

#### 11.3 EUROPE

11.3.1 EUROPE: BUSINESS RULES MANAGEMENT SYSTEM MARKET DRIVERS

11.3.2 EUROPE: COVID-19 IMPACT

TABLE 76 EUROPE: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2015–2019 (USD THOUSAND)

TABLE 77 EUROPE: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2020–2025 (USD THOUSAND)

TABLE 78 EUROPE: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY SERVICE , 2015–2019 (USD THOUSAND)

TABLE 79 EUROPE: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY SERVICE , 2020–2025 (USD THOUSAND)

TABLE 80 EUROPE: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2015–2019 (USD THOUSAND)

TABLE 81 EUROPE: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD THOUSAND)

TABLE 82 EUROPE: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2015–2019 (USD THOUSAND)

TABLE 83 EUROPE: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2025 (USD THOUSAND)

TABLE 84 EUROPE: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY VERTICAL, 2015–2019 (USD THOUSAND)

TABLE 85 EUROPE: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY VERTICAL, 2020–2025 (USD THOUSAND)

TABLE 86 EUROPE: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COUNTRY, 2015–2019 (USD THOUSAND)

TABLE 87 EUROPE: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COUNTRY, 2020–2025 (USD THOUSAND)

#### 11.3.3 UNITED KINGDOM

TABLE 88 UNITED KINGDOM: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2015–2019 (USD THOUSAND)

TABLE 89 UNITED KINGDOM: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2020–2025 (USD THOUSAND)

TABLE 90 UNITED KINGDOM: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2015–2019 (USD THOUSAND)

TABLE 91 UNITED KINGDOM: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD THOUSAND)

TABLE 92 UNITED KINGDOM: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2015–2019 (USD THOUSAND)

TABLE 93 UNITED KINGDOM: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2025 (USD THOUSAND)

#### 11.3.4 GERMANY

TABLE 94 GERMANY: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2015–2019 (USD THOUSAND)

TABLE 95 GERMANY: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2020–2025 (USD THOUSAND)

TABLE 96 GERMANY: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2015–2019 (USD THOUSAND)

TABLE 97 GERMANY: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE,

BY ORGANIZATION SIZE, 2020–2025 (USD THOUSAND)

TABLE 98 GERMANY: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2015–2019 (USD THOUSAND)

TABLE 99 GERMANY: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2025 (USD THOUSAND)

#### 11.3.5 FRANCE

TABLE 100 FRANCE: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2015–2019 (USD THOUSAND)

TABLE 101 FRANCE: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2020–2025 (USD THOUSAND)

TABLE 102 FRANCE: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2015–2019 (USD THOUSAND)

TABLE 103 FRANCE: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD THOUSAND)

TABLE 104 FRANCE: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2015–2019 (USD THOUSAND)

TABLE 105 FRANCE: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2025 (USD THOUSAND)

#### 11.3.6 REST OF EUROPE

### 11.4 ASIA PACIFIC

11.4.1 ASIA PACIFIC: BUSINESS RULES MANAGEMENT SYSTEM MARKET DRIVERS

#### 11.4.2 ASIA PACIFIC: COVID-19 IMPACT

FIGURE 30 ASIA PACIFIC: MARKET SNAPSHOT

TABLE 106 ASIA PACIFIC: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2015–2019 (USD THOUSAND)

TABLE 107 ASIA PACIFIC: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2020–2025 (USD THOUSAND)

TABLE 108 ASIA PACIFIC: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY SERVICE, 2015–2019 (USD THOUSAND)

TABLE 109 ASIA PACIFIC: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY SERVICE, 2020–2025 (USD THOUSAND)

TABLE 110 ASIA PACIFIC: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2015–2019 (USD THOUSAND)

TABLE 111 ASIA PACIFIC: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD THOUSAND)

TABLE 112 ASIA PACIFIC: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2015–2019 (USD THOUSAND)

TABLE 113 ASIA PACIFIC: BUSINESS RULES MANAGEMENT SYSTEM MARKET

SIZE, BY DEPLOYMENT TYPE, 2020–2025 (USD THOUSAND)

TABLE 114 ASIA PACIFIC: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY VERTICAL, 2015–2019 (USD THOUSAND)

TABLE 115 ASIA PACIFIC: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY VERTICAL, 2020–2025 (USD THOUSAND)

TABLE 116 ASIA PACIFIC: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COUNTRY, 2015–2019 (USD THOUSAND)

TABLE 117 ASIA PACIFIC: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COUNTRY, 2020–2025 (USD THOUSAND)

#### 11.4.3 JAPAN

TABLE 118 JAPAN: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2015–2019 (USD THOUSAND)

TABLE 119 JAPAN: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2020–2025 (USD THOUSAND)

TABLE 120 JAPAN: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2015–2019 (USD THOUSAND)

TABLE 121 JAPAN: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD THOUSAND)

TABLE 122 JAPAN: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2015–2019 (USD THOUSAND)

TABLE 123 JAPAN: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2025 (USD THOUSAND)

#### 11.4.4 AUSTRALIA AND NEW ZEALAND

TABLE 124 AUSTRALIA AND NEW ZEALAND: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2015–2019 (USD THOUSAND)

TABLE 125 AUSTRALIA AND NEW ZEALAND: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2020–2025 (USD THOUSAND)

TABLE 126 AUSTRALIA AND NEW ZEALAND: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2015–2019 (USD THOUSAND)

TABLE 127 AUSTRALIA AND NEW ZEALAND: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD THOUSAND)

TABLE 128 AUSTRALIA AND NEW ZEALAND: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2015–2019 (USD THOUSAND)

TABLE 129 AUSTRALIA AND NEW ZEALAND: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2025 (USD THOUSAND)

#### 11.4.5 CHINA

TABLE 130 CHINA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2015–2019 (USD THOUSAND)

TABLE 131 CHINA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY

COMPONENT, 2020–2025 (USD THOUSAND)

TABLE 132 CHINA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2015–2019 (USD THOUSAND)

TABLE 133 CHINA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD THOUSAND)

TABLE 134 CHINA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2015–2019 (USD THOUSAND)

TABLE 135 CHINA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2025 (USD THOUSAND)

11.4.6 REST OF ASIA PACIFIC

11.5 MIDDLE EAST AND AFRICA

11.5.1 MIDDLE EAST AND AFRICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET DRIVERS

11.5.2 MIDDLE EAST AND AFRICA: COVID-19 IMPACT

TABLE 136 MIDDLE EAST AND AFRICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2015–2019 (USD THOUSAND)

TABLE 137 MIDDLE EAST AND AFRICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2020–2025 (USD THOUSAND)

TABLE 138 MIDDLE EAST AND AFRICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY SERVICE, 2015–2019 (USD THOUSAND)

TABLE 139 MIDDLE EAST AND AFRICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY SERVICE, 2020–2025 (USD THOUSAND)

TABLE 140 MIDDLE EAST AND AFRICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2015–2019 (USD THOUSAND)

TABLE 141 MIDDLE EAST AND AFRICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD THOUSAND)

TABLE 142 MIDDLE EAST AND AFRICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2015–2019 (USD THOUSAND)

TABLE 143 MIDDLE EAST AND AFRICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2025 (USD THOUSAND)

TABLE 144 MIDDLE EAST AND AFRICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY VERTICAL, 2015–2019 (USD THOUSAND)

TABLE 145 MIDDLE EAST AND AFRICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY VERTICAL, 2020–2025 (USD THOUSAND)

TABLE 146 MIDDLE EAST AND AFRICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COUNTRY, 2015–2019 (USD THOUSAND)

TABLE 147 MIDDLE EAST AND AFRICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COUNTRY, 2020–2025 (USD THOUSAND)

11.5.3 KINGDOM OF SAUDI ARABIA



TABLE 148 KINGDOM OF SAUDI ARABIA : BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2015–2019 (USD THOUSAND)

TABLE 149 KINGDOM OF SAUDI ARABIA : BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2020–2025 (USD THOUSAND)

TABLE 150 KINGDOM OF SAUDI ARABIA : BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2015–2019 (USD THOUSAND)

TABLE 151 KINGDOM OF SAUDI ARABIA : BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD THOUSAND)

TABLE 152 KINGDOM OF SAUDI ARABIA : BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2015–2019 (USD THOUSAND)

TABLE 153 KINGDOM OF SAUDI ARABIA S: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2025 (USD THOUSAND)

#### 11.5.4 SOUTH AFRICA

TABLE 154 SOUTH AFRICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2015–2019 (USD THOUSAND)

TABLE 155 SOUTH AFRICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2020–2025 (USD THOUSAND)

TABLE 156 SOUTH AFRICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2015–2019 (USD THOUSAND)

TABLE 157 SOUTH AFRICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD THOUSAND)

TABLE 158 SOUTH AFRICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2015–2019 (USD THOUSAND)

TABLE 159 SOUTH AFRICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2025 (USD THOUSAND)

#### 11.5.5 UNITED ARAB EMIRATES

TABLE 160 UNITED ARAB EMIRATES: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2015–2019 (USD THOUSAND)

TABLE 161 UNITED ARAB EMIRATES: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2020–2025 (USD THOUSAND)

TABLE 162 UNITED ARAB EMIRATES : BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2015–2019 (USD THOUSAND)

TABLE 163 UNITED ARAB EMIRATES: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD THOUSAND)

TABLE 164 UNITED ARAB EMIRATES: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2015–2019 (USD THOUSAND)

TABLE 165 UNITED ARAB EMIRATES: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2025 (USD THOUSAND)

#### 11.5.6 REST OF MIDDLE EAST AND AFRICA

## 11.6 LATIN AMERICA

### 11.6.1 LATIN AMERICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET DRIVERS

#### 11.6.2 LATIN AMERICA: COVID-19 IMPACT

TABLE 166 LATIN AMERICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2015–2019 (USD THOUSAND)

TABLE 167 LATIN AMERICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2020–2025 (USD THOUSAND)

TABLE 168 LATIN AMERICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY SERVICE, 2015–2019 (USD THOUSAND)

TABLE 169 LATIN AMERICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY SERVICE, 2020–2025 (USD THOUSAND)

TABLE 170 LATIN AMERICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2015–2019 (USD THOUSAND)

TABLE 171 LATIN AMERICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD THOUSAND)

TABLE 172 LATIN AMERICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2015–2019 (USD THOUSAND)

TABLE 173 LATIN AMERICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2025 (USD THOUSAND)

TABLE 174 LATIN AMERICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY VERTICAL, 2015–2019 (USD THOUSAND)

TABLE 175 LATIN AMERICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY VERTICAL, 2020–2025 (USD THOUSAND)

TABLE 176 LATIN AMERICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COUNTRY, 2015–2019 (USD THOUSAND)

TABLE 177 LATIN AMERICA: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COUNTRY, 2020–2025 (USD THOUSAND)

#### 11.6.3 BRAZIL

TABLE 178 BRAZIL: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2015–2019 (USD THOUSAND)

TABLE 179 BRAZIL: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2020–2025 (USD THOUSAND)

TABLE 180 BRAZIL: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2015–2019 (USD THOUSAND)

TABLE 181 BRAZIL: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD THOUSAND)

TABLE 182 BRAZIL: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2015–2019 (USD THOUSAND)

TABLE 183 BRAZIL: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2025 (USD THOUSAND)

#### 11.6.4 MEXICO

TABLE 184 MEXICO: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2015–2019 (USD THOUSAND)

TABLE 185 MEXICO: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY COMPONENT, 2020–2025 (USD THOUSAND)

TABLE 186 MEXICO: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2015–2019 (USD THOUSAND)

TABLE 187 MEXICO: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY ORGANIZATION SIZE, 2020–2025 (USD THOUSAND)

TABLE 188 MEXICO: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2015–2019 (USD THOUSAND)

TABLE 189 MEXICO: BUSINESS RULES MANAGEMENT SYSTEM MARKET SIZE, BY DEPLOYMENT TYPE, 2020–2025 (USD THOUSAND)

#### 11.6.5 REST OF LATIN AMERICA

## 12 COMPETITIVE LANDSCAPE

### 12.1 OVERVIEW

FIGURE 31 KEY DEVELOPMENTS BY THE LEADING PLAYERS IN THE BUSINESS RULES MANAGEMENT SYSTEM MARKET DURING 2018–2020

### 12.2 COMPETITIVE SCENARIO

#### 12.2.1 NEW PRODUCT LAUNCHES/PRODUCT UPGRADATIONS

TABLE 190 NEW PRODUCT LAUNCHES/PRODUCT UPGRADATIONS, 2019–2020

#### 12.2.2 PARTNERSHIPS AND AGREEMENTS

TABLE 191 PARTNERSHIPS, AGREEMENTS, AND COLLABORATIONS, 2017–2020

## 13 COMPANY PROFILES

### 13.1 INTRODUCTION

(Business Overview, Solutions & Services, Key Insights, Recent Developments, COVID-19 Impact, MnM View)\*

FIGURE 32 GEOGRAPHIC REVENUE MIX OF MAJOR PLAYERS

### 13.2 IBM

FIGURE 33 IBM: COMPANY SNAPSHOT

### 13.3 FICO

FIGURE 34 FICO: COMPANY SNAPSHOT

### 13.4 PEGASYSTEMS

FIGURE 35 PEGASYSTEMS: COMPANY SNAPSHOT

13.5 ORACLE

FIGURE 36 ORACLE: COMPANY SNAPSHOT

13.6 PROGRESS SOFTWARE

FIGURE 37 PROGRESS SOFTWARE: COMPANY SNAPSHOT

13.7 SAP

FIGURE 38 SAP: COMPANY SNAPSHOT

13.8 BROADCOM

FIGURE 39 BROADCOM: COMPANY SNAPSHOT

13.9 ACTICO

13.10 SAS

FIGURE 40 SAS: COMPANY SNAPSHOT

13.11 INRULE TECHNOLOGY

13.12 SOFTWARE AG

FIGURE 41 SOFTWARE AG: COMPANY SNAPSHOT

13.13 OPENTEXT

FIGURE 42 OPENTEXT: COMPANY SNAPSHOT

13.14 NEWGEN SOFTWARE

FIGURE 43 NEWGEN SOFTWARE: COMPANY SNAPSHOT

13.15 FUJITSU

FIGURE 44 FUJITSU: COMPANY SNAPSHOT

13.16 EXPERIAN

FIGURE 45 EXPERIAN: COMPANY SNAPSHOT

13.17 SPARKLING LOGIC

13.18 BUSINESS RULE SOLUTIONS

13.19 DECISIONS LLC

13.20 TIBCO

13.21 INTELLILEAP

13.22 AGILOFT

13.23 SIGNAVIO

13.24 DECISION MANAGEMENT SOLUTIONS

13.25 CNSI

13.26 DECISIONS ON DEMAND

\*Details on Business Overview, Solutions & Services, Key Insights, Recent Developments, COVID-19 Impact, MnM View might not be captured in case of unlisted companies.

## **14 ADJACENT AND RELATED MARKET**

## 14.1 INTRODUCTION

### 14.1.1 RELATED MARKET

### 14.1.2 LIMITATIONS

## 14.2 BUSINESS DECISION MANAGEMENT MARKET

### 14.2.1 MARKET DEFINITION

### 14.2.2 INTRODUCTION

TABLE 192 BUSINESS DECISION MANAGEMENT MARKET SIZE, BY COMPONENT, 2015–2022 (USD MILLION)

## 15 APPENDIX

### 15.1 DISCUSSION GUIDE

### 15.2 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL

### 15.3 AVAILABLE CUSTOMIZATIONS

### 15.4 RELATED REPORTS

### 15.5 AUTHOR DETAILS

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