

Financial Services Application Market by Software (Audit, Risk & Compliance, BI & Analytics, Business Transaction Processing, Customer Experience, Enterprise IT), by Services, by Deployment, by Users & Region - Global Forecast to 2019

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Abstracts

Banking and Financial services form the backbone of any country's economy. In recent times, the strength of country is determined by how it is progressing financially. Thus, proper functioning of financial system is must to bring in stable and smooth governance. Many banks and financial institutions around the globe have turned their attention to pull the customers by decisive marketing efforts and "Customer In" strategy. Banks have shifted their policy from traditional accounting services to extending value added services like insurance, mutual funds, pensions and mortgages. To achieve this transformation, digitization of financial services, evolution and development of consumer centric processes, and concentration on core competencies is necessary. Global financial services applications are the perfect solution to handle these types of diverse portfolios. With the growing effect of globalization, global financial services application providers face an uphill task to provide end users with applications that are compliant, risk free and data driven.

The overall global financial services application market in this report has been defined as the sum of revenues generated by the global financial services application software along with various software and services provided by the vendors to banks and financial institutions.

North America, and Europe have the highest adoption of financial services application in the banking and financial services ecosystem, and regions such as APAC, Middle East and Africa along with Latin America offers a lot of opportunities for the vendors where

majority of the countries are yet to expansively adopt global financial services application.

This report primarily includes financial services applications vendors providing application software for Audit, Risk & Compliance Management, BI & Analytics Applications, Business Transaction Processing, Customer Experience, and Enterprise IT. Also, in this fast changing economic scenario, companies need to introspect and analyze their internal operational process flow. Thus, employment of data warehousing process helps in strategy framing and quick decision making.

There are various assumptions that have been taken into consideration for the market sizing and forecasting exercise. A few of the global assumptions include political, social, economic, and technological factors. For instance, exchange rates are some of the factors which are expected to have an impact on this market. Therefore, the dollar fluctuations are expected not to seriously affect the forecasts in the emerging Asia-Pacific regions.

This report will help the global financial services application vendors in the following ways:

1. This report segments the overall global financial services application market on the basis of the revenues generated by global financial services application software vendors and service providers. The report provides the closest approximations of the revenue numbers for the overall market and the sub-segments. The market numbers are further split into geographical regions.
2. The report will help global financial services application vendors to better understand their competitors and gain more insights for better positioning of their business. There is a separate section on competitive landscape, which includes key developments of market leaders, mergers and acquisitions, and venture capital funding. This report also covers company profiles of major players in this market.
3. The report will help vendors to understand the pulse of the market and provide information on key market drivers, restraints, opportunities and challenges.

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