

# **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.

## Contents

### **1 INTRODUCTION**

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
  - 1.3.1 MARKETS COVERED
  - 1.3.2 YEARS CONSIDERED FOR THE STUDY
  - 1.3.3 LIMITATIONS
- 1.4 CURRENCY
- 1.5 STAKEHOLDERS

### **2 RESEARCH METHODOLOGY**

- 2.1 MARKET SIZE ESTIMATION
- 2.2 MARKET BREAKDOWN AND DATA TRIANGULATION
- 2.3 MARKET SHARE ESTIMATION
  - 2.3.1 KEY DATA FROM SECONDARY SOURCES
  - 2.3.2 KEY DATA FROM PRIMARY SOURCES
  - 2.3.3 ASSUMPTIONS
  - 2.3.4 KEY INDUSTRY INSIGHTS

### **3 EXECUTIVE SUMMARY**

### **4 PREMIUM INSIGHTS**

- 4.1 ATTRACTIVE MARKET OPPORTUNITIES IN THE FSA MARKET
- 4.2 FSA MARKET: TOP THREE SERVICES
- 4.3 GLOBAL FSA MARKET
- 4.4 FSA MARKET POTENTIAL
- 4.5 FSA REGIONAL MARKET
- 4.6 GLOBAL FSA MARKET, BY SOFTWARE (2014–2019)
- 4.7 LIFECYCLE ANALYSIS, BY REGION 2014

### **5 MARKET OVERVIEW**

- 5.1 INTRODUCTION
- 5.2 MARKET SEGMENTATION

5.2.1 FSA MARKET, BY SOFTWARE

5.2.2 FSA MARKET, BY SERVICES

5.2.3 FSA MARKET, BY DEPLOYMENT TYPE

5.2.4 FSA MARKET, BY USER TYPE

5.2.5 FSA MARKET, BY REGION

5.3 EVOLUTION

5.4 MARKET DYNAMICS

5.4.1 DRIVERS

5.4.1.1 Emergence of digital channels for banking

5.4.1.2 Enhanced focus on customer experience

5.4.1.3 Surging demand for workforce optimization solutions

5.4.2 RESTRAINTS

5.4.2.1 High cost of deployment

5.4.2.2 Adhering to different political factors and regulatory compliances

5.4.3 OPPORTUNITY

5.4.3.1 IT expenditure driven by big data, mobility, and cloud technologies

5.4.4 CHALLENGE

5.4.4.1 Low consumer and investor confidence

## **6 INDUSTRY TRENDS**

6.1 INTRODUCTION

6.2 VALUE CHAIN ANALYSIS

6.3 PORTER'S FIVE FORCES ANALYSIS

6.3.1 THREAT FROM NEW ENTRANTS

6.3.2 THREAT OF SUBSTITUTES

6.3.3 BARGAINING POWER OF SUPPLIERS

6.3.4 BARGAINING POWER OF BUYERS

6.3.5 INTENSITY OF COMPETITIVE RIVALRY

## **7 FSA MARKET ANALYSIS, BY SOFTWARE**

7.1 INTRODUCTION

7.2 AUDIT, RISK, AND COMPLIANCE MANAGEMENT

7.3 BI AND ANALYTICS APPLICATIONS

7.4 BUSINESS TRANSACTION PROCESSING

7.5 CUSTOMER EXPERIENCE

7.6 ENTERPRISE IT

## **8 FSA MARKET ANALYSIS, BY SERVICES**

- 8.1 INTRODUCTION
- 8.2 CONSULTING SERVICES
- 8.3 INTEGRATION SERVICES
- 8.4 TRAINING AND SUPPORT SERVICES
- 8.5 OPERATIONS AND MAINTENANCE

## **9 FSA MARKET ANALYSIS, BY DEPLOYMENT TYPE**

- 9.1 INTRODUCTION
- 9.2 ON-PREMISES
- 9.3 HOSTED

## **10 FSA MARKET ANALYSIS, BY USER TYPE**

- 10.1 INTRODUCTION
- 10.2 SMB
- 10.3 ENTERPRISES

## **11 FSA MARKET ANALYSIS, BY REGION**

- 11.1 INTRODUCTION
- 11.2 NORTH AMERICA (NA)
- 11.3 EUROPE
- 11.4 ASIA-PACIFIC (APAC)
- 11.5 MIDDLE EAST AND AFRICA (MEA)
- 11.6 LATIN AMERICA (LA)

## **12 COMPETITIVE LANDSCAPE**

- 12.1 OVERVIEW
- 12.2 COMPETITIVE SITUATION AND TRENDS
  - 12.2.1 NEW PRODUCT DEVELOPMENTS
  - 12.2.2 NEW CONTRACTS
  - 12.2.1 AGREEMENTS, PARTNERSHIPS, AND COLLABORATIONS
  - 12.2.2 MERGERS AND ACQUISITIONS

## **13 COMPANY PROFILES (OVERVIEW, PRODUCTS & SERVICES, STRATEGIES &**

## **INSIGHTS, DEVELOPMENTS AND MNM VIEW)**

13.1 INTRODUCTION

13.2 ACCENTURE

13.3 IBM CORPORATION

13.4 ORACLE CORPORATION

13.5 SAP SE

13.6 TCS

13.7 FIS

13.8 FISERV, INC.

13.9 INFOSYS

13.10 MISYS

13.11 TEMENOS (Details on Overview, Products & Services, Strategies & Insights, Developments and MnM View might not be captured in case of unlisted companies.)

## **14 APPENDIX**

14.1 INDUSTRY EXCERPTS

14.2 DISCUSSION GUIDE

14.3 INTRODUCING RT: REAL-TIME MARKET INTELLIGENCE

14.4 AVAILABLE CUSTOMIZATIONS

14.5 RELATED REPORTS

## List Of Tables

### LIST OF TABLES

Table 1 GLOBAL FSA MARKET SIZE AND GROWTH RATE, 2012–2019 (\$MILLION, Y-O-Y %)

Table 2 EMERGENCE OF DIGITAL CHANNELS FOR BANKING IS PROPELLING THE GROWTH OF THE FSA MARKET

Table 3 DIFFERENT POLITICAL FACTORS AND REGULATORY COMPLIANCES HINDER THE GROWTH OF THE FSA MARKET

Table 4 EXPENDITURE ON EMERGING TECHNOLOGIES IS THE KEY OPPORTUNITY IN THE FSA MARKET

Table 5 LOW CONSUMER AND INVESTOR CONFIDENCE IS THE MAJOR CHALLENGE FOR THE FSA MARKET

Table 6 FSA MARKET SIZE, BY SOFTWARE, 2012–2019 (\$MILLION)

Table 7 AUDIT, RISK, AND COMPLIANCE MANAGEMENT: FSA MARKET SIZE, BY DEPLOYMENT TYPE, 2012–2019 (\$MILLION)

Table 8 AUDIT, RISK, AND COMPLIANCE MANAGEMENT: FSA MARKET SIZE, BY USER TYPE, 2012–2019 (\$MILLION)

Table 9 AUDIT, RISK, AND COMPLIANCE MANAGEMENT: FSA MARKET SIZE, BY REGION, 2012–2019 (\$MILLION)

Table 10 BI AND ANALYTICS APPLICATION: FSA MARKET SIZE, BY DEPLOYMENT TYPE, 2012–2019 (\$MILLION)

Table 11 BI AND ANALYTICS APPLICATION: FSA MARKET SIZE, BY USER TYPE, 2012–2019 (\$MILLION)

Table 12 BI AND ANALYTICS APPLICATION: FSA MARKET SIZE, BY REGION, 2012–2019 (\$MILLION)

Table 13 BUSINESS TRANSACTION PROCESSING: FSA MARKET SIZE, BY DEPLOYMENT TYPE, 2012–2019 (\$MILLION)

Table 14 BUSINESS TRANSACTION PROCESSING: FSA MARKET SIZE, BY USER TYPE, 2012–2019 (\$MILLION)

Table 15 BUSINESS TRANSACTION PROCESSING: FSA MARKET SIZE, BY REGION, 2012–2019 (\$MILLION)

Table 16 CUSTOMER EXPERIENCE: FSA MARKET SIZE, BY DEPLOYMENT TYPE, 2012–2019 (\$MILLION)

Table 17 CUSTOMER EXPERIENCE: FSA MARKET SIZE, BY USER TYPE, 2012–2019 (\$MILLION)

Table 18 CUSTOMER EXPERIENCE: FSA MARKET SIZE, BY REGION, 2012–2019 (\$MILLION)

Table 19 ENTERPRISE IT: FSA MARKET SIZE, BY DEPLOYMENT TYPE, 2012–2019 (\$MILLION)

Table 20 ENTERPRISE IT: FSA MARKET SIZE, BY USER TYPE, 2012–2019 (\$MILLION)

Table 21 ENTERPRISE IT: FSA MARKET SIZE, BY REGION, 2012–2019 (\$MILLION)

Table 22 FSA MARKET SIZE, BY SERVICES, 2012–2019 (\$MILLION)

Table 23 CONSULTING SERVICES: FSA MARKET SIZE, BY USER TYPE, 2012–2019 (\$MILLION)

Table 24 CONSULTING SERVICES: FSA MARKET SIZE, BY REGION, 2012–2019 (\$MILLION)

Table 25 INTEGRATION SERVICES: FSA MARKET SIZE, BY USER TYPE, 2012–2019 (\$MILLION)

Table 26 INTEGRATION SERVICES: FSA MARKET SIZE, BY REGION, 2012–2019 (\$MILLION)

Table 27 TRAINING AND SUPPORT SERVICES: FSA MARKET SIZE, BY USER TYPE, 2012–2019 (\$MILLION)

Table 28 TRAINING AND SUPPORT SERVICES: FSA MARKET SIZE, BY REGION, 2012–2019 (\$MILLION)

Table 29 OPERATIONS AND MAINTENANCE SERVICES: FSA MARKET SIZE, BY USER TYPE, 2012–2019 (\$MILLION)

Table 30 OPERATIONS AND MAINTENANCE SERVICES: FSA MARKET SIZE, BY REGION, 2012–2019 (\$MILLION)

Table 31 FSA MARKET SIZE, BY DEPLOYMENT TYPE, 2012–2019 (\$MILLION)

Table 32 ON-PREMISES: FSA MARKET SIZE, BY USER TYPE, 2012–2019 (\$MILLION)

Table 33 ON-PREMISES: FSA MARKET SIZE, BY REGION, 2012–2019 (\$MILLION)

Table 34 HOSTED: FSA MARKET SIZE, BY USER TYPE, 2012–2019 (\$MILLION)

Table 35 HOSTED: FSA MARKET SIZE, BY REGION, 2012–2019 (\$MILLION)

Table 36 FSA MARKET SIZE, BY USER TYPE, 2012–2019 (\$MILLION)

Table 37 SMB: FSA MARKET SIZE, BY REGION, 2012–2019 (\$MILLION)

Table 38 SMB: FSA MARKET SIZE, BY SOLUTION, 2012–2019 (\$MILLION)

Table 39 ENTERPRISES: FSA MARKET SIZE, BY REGION, 2012–2019 (\$MILLION)

Table 40 ENTERPRISES: FSA MARKET SIZE, BY SOLUTION, 2012–2019 (\$MILLION)

Table 41 FSA MARKET SIZE, BY REGION, 2012–2019 (\$MILLION)

Table 42 NA: FSA MARKET SIZE, BY SOLUTION, 2012–2019 (\$MILLION)

Table 43 NA: FSA MARKET SIZE, BY SERVICES, 2012–2019 (\$MILLION)

Table 44 NA: FSA MARKET SIZE, BY USER TYPE, 2012–2019 (\$MILLION)

Table 45 NA: FSA MARKET SIZE, BY DEPLOYMENT TYPE, 2012–2019 (\$MILLION)

Table 46 NA: FSA MARKET SIZE, BY SOFTWARE, 2012–2019 (\$MILLION)



Table 47 EUROPE: FSA MARKET SIZE, BY SOLUTION, 2012–2019 (\$MILLION)

Table 48 EUROPE: FSA MARKET SIZE, BY SERVICES, 2012–2019 (\$MILLION)

Table 49 EUROPE: FSA MARKET SIZE, BY USER TYPE, 2012–2019 (\$MILLION)

Table 50 EUROPE: FSA MARKET SIZE, BY DEPLOYMENT TYPE, 2012–2019 (\$MILLION)

Table 51 EUROPE: FSA MARKET SIZE, BY SOFTWARE, 2012–2019 (\$MILLION)

Table 52 APAC: FSA MARKET SIZE, BY SOLUTION, 2012–2019 (\$MILLION)

Table 53 APAC: FSA MARKET SIZE, BY SERVICES, 2012–2019 (\$MILLION)

Table 54 APAC: FSA MARKET SIZE, BY USER TYPE, 2012–2019 (\$MILLION)

Table 55 APAC: FSA MARKET SIZE, BY DEPLOYMENT TYPE, 2012–2019 (\$MILLION)

Table 56 APAC: FSA MARKET SIZE, BY SOFTWARE, 2012–2019 (\$MILLION)

Table 57 MEA: FSA MARKET SIZE, BY SOLUTION, 2012–2019 (\$MILLION)

Table 58 MEA: FSA MARKET SIZE, BY SERVICES, 2012–2019 (\$MILLION)

Table 59 MEA: FSA MARKET SIZE, BY USER TYPE, 2012–2019 (\$MILLION)

Table 60 MEA: FSA MARKET SIZE, BY DEPLOYMENT TYPE, 2012–2019 (\$MILLION)

Table 61 MEA: FSA MARKET SIZE, BY SOFTWARE, 2012–2019 (\$MILLION)

Table 62 LA: FSA MARKET SIZE, BY SOLUTION, 2012–2019 (\$MILLION)

Table 63 LA: FSA MARKET SIZE, BY SERVICES, 2012–2019 (\$MILLION)

Table 64 LA: FSA MARKET SIZE, BY USER TYPE, 2012–2019 (\$MILLION)

Table 65 LA: FSA MARKET SIZE, BY DEPLOYMENT TYPE, 2012–2019 (\$MILLION)

Table 66 LA: FSA MARKET SIZE, BY SOFTWARE, 2012–2019 (\$MILLION)

Table 67 NEW PRODUCT LAUNCHES, 2012–2014

Table 68 NEW CONTRACTS, 2012–2014

Table 69 AGREEMENTS, PARTNERSHIPS, AND COLLABORATIONS, 2012–2014

Table 70 MERGERS AND ACQUISITIONS, 2012–2014

## List Of Figures

### LIST OF FIGURES

Figure 1 RESEARCH DESIGN

Figure 2 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

Figure 3 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH

Figure 4 BREAKDOWN OF PRIMARY INTERVIEW: BY COMPANY TYPE, DESIGNATION, AND REGION

Figure 5 DATA TRIANGULATION

Figure 6 FSA MARKET SIZE, USER TYPE SNAPSHOT (2014–2019): SMB MARKET IS EXPECTED TO DOUBLE BY 2019

Figure 7 FSA MARKET SIZE, SERVICES SNAPSHOT (2014–2019): CONSULTING SERVICES WILL DOMINATE THE MARKET

Figure 8 GLOBAL FSA MARKET SIZE, BY DEPLOYMENT, 2014–2019

Figure 9 GLOBAL FSA MARKET SHARE: APAC WILL EXHIBIT THE HIGHEST MARKET SHARE IN 2014

Figure 10 INCREASING DEMAND AMONG ORGANIZATIONS FOR INTEGRATED FSA SUITE

Figure 11 INTEGRATION SERVICES ARE GAINING THE HIGHEST TRACTION IN TERMS OF MARKET SIZE

Figure 12 APAC HOLDS THE MAXIMUM SHARE IN THE FSA MARKET (2014)

Figure 13 APAC IS EXPECTED TO HAVE THE HIGHEST MARKET GROWTH POTENTIAL BY 2019

Figure 14 APAC MARKET IS EXPECTED TO GROW FASTER THAN EUROPE AND NA

Figure 15 MAJORITY OF MARKET SHARE WILL BE CAPTURED BY BUSINESS TRANSACTION PROCESSING AND ENTERPRISE IT DURING 2014–2019

Figure 16 REGIONAL LIFECYCLE: LA EXPECTED TO BE IN THE INTRODUCTION PHASE FOR THE YEAR 2014

Figure 17 FSA MARKET SEGMENTATION: BY SOFTWARE

Figure 18 FSA MARKET SEGMENTATION: BY SERVICES

Figure 19 FSA MARKET SEGMENTATION: BY DEPLOYMENT TYPE

Figure 20 FSA MARKET SEGMENTATION: BY USER TYPE

Figure 21 FSA MARKET SEGMENTATION: BY REGION

Figure 22 EVOLUTION: FSA

Figure 23 EMERGENCE OF DIGITAL CHANNELS FOR BANKING PROVIDES AN IMPETUS FOR THE FSA MARKET

Figure 24 VALUE CHAIN ANALYSIS

Figure 25 PORTER'S FIVE FORCES ANALYSIS: FSA MARKET

Figure 26 BUSINESS TRANSACTION PROCESSING AND ENTERPRISE IT ARE LEADING THE FSA SOFTWARE MARKET

Figure 27 BUSINESS TRANSACTION PROCESSING WILL CONTINUE TO CONTROL THE SOFTWARE MARKET IN TERMS OF MARKET SHARE

Figure 28 CUSTOMER EXPERIENCE IS EXPECTED TO SHOW CONSIDERABLE GROWTH IN ALL REGIONS

Figure 29 APAC IS EXPECTED TO EXHIBIT THE HIGHEST GROWTH RATE IN ENTERPRISE IT

Figure 30 CONSULTING SERVICES WILL CONTINUE TO DOMINATE THE SERVICES SEGMENT OF THE FSA MARKET

Figure 31 HOSTED DEPLOYMENT MARKET SIZE IS EXPECTED TO DOUBLE BY 2019

Figure 32 APAC IS EXPECTED TO EXHIBIT THE HIGHEST MARKET SIZE DURING THE PERIOD 2014–2019

Figure 33 APAC REGION IS EXPECTED TO EXPERIENCE THE HIGHEST GROWTH RATE IN THE HOSTED FSA MARKET

Figure 34 SMBS EXHIBIT THE FASTEST GROWTH RATE IN THE FSA MARKET DURING THE FORECAST PERIOD

Figure 35 SERVICES ARE EXPECTED TO EXPERIENCE HIGHER GROWTH RATE AMONG SMBS DURING THE FORECAST PERIOD

Figure 36 SERVICES ARE EXPECTED TO CLOCK HIGHER REVENUE AMONG THE ENTERPRISES

Figure 37 APAC WILL EXHIBIT THE HIGHEST GROWTH IN THE FSA MARKET

Figure 38 COMPANIES ADOPTED AGREEMENTS, ACQUISITIONS, NEW PRODUCT DEVELOPMENTS, AND NEW CONTRACTS AS THE KEY GROWTH STRATEGIES DURING THE YEARS 2012-2014

Figure 39 TCS AND ORACLE CORPORATION GREW AT THE FASTEST RATE BETWEEN 2009 AND 2013

Figure 40 MARKET EVALUATION FRAMEWORK

Figure 41 BATTLE FOR MARKET SHARE: NEW PRODUCT DEVELOPMENT WAS THE KEY STRATEGY ADOPTED BY PLAYERS DURING THE LAST 3 YEARS

Figure 42 GEOGRAPHIC REVENUE MIX OF TOP FIVE PLAYERS

Figure 43 ACCENTURE: COMPANY SNAPSHOT

Figure 44 ACCENTURE: SWOT ANALYSIS

Figure 45 IBM CORPORATION: COMPANY SNAPSHOT

Figure 46 IBM CORPORATION: SWOT ANALYSIS

Figure 47 ORACLE CORPORATION: COMPANY SNAPSHOT

Figure 48 ORACLE CORPORATION: SWOT ANALYSIS

Figure 49 SAP SE: COMPANY SNAPSHOT

Figure 50 SAP SE: SWOT ANALYSIS

Figure 51 TCS: COMPANY SNAPSHOT

Figure 52 TCS: SWOT ANALYSIS

Figure 53 FIS: COMPANY SNAPSHOT

Figure 54 FISERV, INC.: COMPANY SNAPSHOT

Figure 55 INFOSYS: COMPANY SNAPSHOT

Figure 56 TEMENOS: COMPANY SNAPSHOT

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