

Project Portfolio Management (PPM) Market by Application (Project Planning & Management, Strategic Portfolio Management, Budget & Financial Management, Resource & Capacity Optimization, Reporting & Analytics) - Global Forecast to 2029

<https://marketpublishers.com/r/P4BC94D63BC0EN.html>

Date: September 2024

Pages: 341

Price: US\$ 4,950.00 (Single User License)

ID: P4BC94D63BC0EN

Abstracts

The project portfolio management market is expected to grow from USD 7.8 billion in 2024 to USD 13.7 billion by 2029 at a Compound Annual Growth Rate (CAGR) of 11.9% during the forecast period. The increased AI and machine learning integration into PPM platforms opens up vast efficiency gains in process smoothing. AI-driven tools prioritize, resource, and performance-track projects, automating them to reduce the time and effort required to manage project portfolios. Machine learning algorithms fine-tune accuracy and relevance in project insight, thus providing organizations with data to make informed decisions and optimize project outcomes. It automates a more efficient way of running projects, aligns more effectively with strategic goals, and produces higher-quality results to ensure success across the entire portfolio.

'As per offering, services will grow at the highest CAGR during the forecast period.'

Services ranging from professional to managed services are instrumental in making the PPM solutions efficient and effective. Professional services entail consulting and advisory, implementation, training, and support for facilitating an organization's selection, deployment, and optimization of the right PPM tools. Such services will give expert advice on best practices and ensure seamless transitions into new systems. Managed services, however, are associated with the post-implementation ongoing management and maintenance of PPM systems, including updates, monitoring, and problem resolution. Through managed services, an organization can outsource the management of a PPM system to get consistent performance, freeing the internal

team's capacity for core business activities. Given the growing demand for customized and efficient PPM solutions, services are expected to register the highest CAGR over the forecast period.

'As per services, professional services will hold the largest share during the forecast period.'

Professional services bridge the gap between an organization's vision and attaining PPM capabilities through consulting and advisory, integration and implementation, and support and maintenance. Consulting and advisory services help improve PPM processes within organizations and align projects with strategic business objectives. Integration and implementation ensure the smooth rollout of PPM solutions, integrated cohesively with current systems and workflows. This also goes for system performance maintenance, troubleshooting services, and assurance of continued efficiency of PPM tools. Such professional services are there to enhance organizational project management abilities for better decision-making and improved project results. This shall enable an organization to ensure that applied PPM tools are helping drive overall business success and strategic objectives.

'As per organization size, the small enterprises will grow with the highest CAGR during the forecast period.'

Smaller businesses with less than 250 workers generally seek affordable, scalable, and easy-to-deploy Project Portfolio Management (PPM) solutions. These companies use tools that make project tracking, resource allocation, and task management easier without the need for complicated IT support or setups. Cloud-based or modular PPM solutions are frequently chosen due to their flexibility, cost-effectiveness, and quick deployment abilities. Small businesses strive to use PPM to boost project visibility, enhance collaboration, and align with business objectives to manage their restricted resources efficiently. Furthermore, PPM solutions offer essential information for strategic planning and decision-making, enabling small organizations to enhance project results and stimulate growth. Even though they are small, these businesses gain a lot from organized project management, which helps them use resources effectively and makes it easier to grow as they expand.

The breakup of the profiles of the primary participants is below:

By Company: Tier I: 38%, Tier II: 42%, and Tier III: 20%

By Designation: C-Level Executives: 40%, Director Level: 35%, and Others: 25%

By Region: North America: 35%, Europe: 45%, Asia Pacific: 15%, Rest of World: 5%

Note: Others include sales managers, marketing managers, and product managers

Note: The rest of the World consists of the Middle East & Africa, and Latin America

Note: Tier 1 companies have revenues of more than USD 100 million; tier 2 companies' revenue ranges from USD 10 million to USD 100 million; and tier 3 companies' revenue is less than 10 million

Source: Secondary Literature, Expert Interviews, and MarketsandMarkets Analysis

Key vendors providing project portfolio management solutions and services include Oracle (US), Smartsheet (US), Microsoft (US), Asana (US), ServiceNow (US), Planview (US), SAP (Germany), Atlassian (Australia), Wrike (US), Monday.com (Israel), GFT Technologies (Germany), Adobe (US), Workday (US), OpenText (Canada).

Research coverage:

In this study, an in-depth analysis of the Project Portfolio Management market is done based on market trends, potential growth during 2019, and a forecast up to 2024-2029. Further, it gives detailed market trends, a competitive landscape, market size, forecasts, and key players' analysis of the Project Portfolio Management market. This market study analyzes the growth rate and penetration of project portfolio management across all the major regions.

Reasons to buy this report:

The report will aid the market leaders/new entrants in the following: Details regarding the closest approximations of the revenue numbers for the overall project portfolio management market and its subsegments. This study will aid the stakeholders in understanding the competitive landscape; it gives more insights to position their businesses better and plan suitable go-to-market strategies. It also helps the stakeholders understand the market pulse and provides information on key market

drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of critical drivers (need for enhanced ROI, rapidly increasing BYOD trend among organizations, need for efficient workflow and transparency, growing demand for advanced PPM tools due to increasing project complexities), restraints (high implementation costs, resistance to change within organizations, data security, and privacy concerns), opportunities (adoption of cloud-based solutions, rising demand for digital transformation, the advent of digitalization to open new avenues for business, adoption of AI-driven tools, increasing emphasis on sustainability and environmental, social, and governance (ESG) goals), and challenges (ensuring practical user training and adoption, customization and integration complexities, navigating diverse methodologies and practices) influencing the growth of the project portfolio management market.

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the project portfolio management market.

Market Development: In-depth understanding of upcoming technologies, research & development efforts, and new product & service releases in the project portfolio management market.

Market Diversification: Comprehensive details on the latest products & services, unexplored regions, recent advancements, and investments in the project portfolio management market.

Competitive Assessment: In-depth assessment of market shares, growth strategies, and Oracle (US), Smartsheet (US), Microsoft (US), Asana (US), ServiceNow (US), Planview (US), SAP (Germany), Atlassian (Australia), Wrike (US), Monday.com (Israel), GFT Technologies (Germany), Adobe (US), Workday (US), OpenText (Canada) among others in the project portfolio management market.

Contents

1 INTRODUCTION

- 1.1 STUDY OBJECTIVES
- 1.2 MARKET DEFINITION
 - 1.2.1 INCLUSIONS AND EXCLUSIONS
- 1.3 MARKET SCOPE
 - 1.3.1 MARKET SEGMENTATION & REGIONS COVERED
 - 1.3.2 YEARS CONSIDERED
- 1.4 CURRENCY
- 1.5 STAKEHOLDERS
- 1.6 SUMMARY OF CHANGES

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH APPROACH
 - 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
- 2.3 MARKET SIZE ESTIMATION
- 2.4 MARKET FORECAST
- 2.5 RESEARCH ASSUMPTIONS
- 2.6 LIMITATIONS OF STUDY

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE GROWTH OPPORTUNITIES FOR PLAYERS IN PROJECT PORTFOLIO MANAGEMENT MARKET
- 4.2 PROJECT PORTFOLIO MANAGEMENT MARKET, BY OFFERING, 2024 VS. 2029
- 4.3 PROJECT PORTFOLIO MANAGEMENT MARKET, BY SERVICE, 2024 VS. 2029
- 4.4 PROJECT PORTFOLIO MANAGEMENT MARKET, BY APPLICATION, 2024 VS. 2029
- 4.5 PROJECT PORTFOLIO MANAGEMENT MARKET, BY BUSINESS FUNCTION,

2024 VS. 2029

4.6 PROJECT PORTFOLIO MANAGEMENT MARKET, BY DEPLOYMENT MODE, 2024 VS. 2029

4.7 PROJECT PORTFOLIO MANAGEMENT MARKET, BY ORGANIZATION SIZE, 2024 VS. 2029

4.8 PROJECT PORTFOLIO MANAGEMENT MARKET, BY VERTICAL, 2024 VS. 2029

4.9 PROJECT PORTFOLIO MANAGEMENT MARKET, BY REGION, 2024 VS. 2029

5 MARKET OVERVIEW AND INDUSTRY TRENDS

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

5.2.1 DRIVERS

5.2.1.1 Surging demand for advanced PPM tools due to growing project complexities

5.2.1.2 Need for enhanced return on investment (ROI)

5.2.1.3 Increasing demand for holistic view of resource management and project operations

5.2.1.4 Rapidly increasing BYOD trend among organizations

5.2.1.5 Need for efficient workflow and transparency

5.2.2 RESTRAINTS

5.2.2.1 High implementation costs

5.2.2.2 Resistance to change within organizations

5.2.2.3 Data security and privacy concerns

5.2.3 OPPORTUNITIES

5.2.3.1 Adoption of cloud-based solutions

5.2.3.2 Rising demand for digital transformation

5.2.3.3 Adoption of AI-driven tools

5.2.3.4 Increasing emphasis on sustainability and environmental, social, and governance (ESG) goals

5.2.4 CHALLENGES

5.2.4.1 Ensuring practical user training and adoption

5.2.4.2 Customization and integration complexities

5.2.4.3 Navigating diverse methodologies and practices

5.3 CASE STUDY ANALYSIS

5.3.1 AVEC STREAMLINED TIMESHEET USING PROJECT PORTFOLIO OFFICE'S SOLUTION

5.3.2 LENDLEASE CENTRALIZED DATA USING ORACLE SOLUTIONS

5.3.3 PLANVIEW'S CLOUD-NATIVE PLATFORM HELPED COGNIZANT

OVERCOME SECURITY BREACH CHALLENGES

5.3.4 SAP EPPM HELPED STIHL STREAMLINE QUALITY MANAGEMENT PROCESSES AND IMPROVE PRODUCT QUALITY

5.3.5 GEORGIA STATE UNIVERSITY'S PROJECT MANAGEMENT TRANSFORMATION WITH ECLIPSE PPM

5.4 ECOSYSTEM ANALYSIS

5.5 SUPPLY CHAIN ANALYSIS

5.6 TECHNOLOGY ANALYSIS

5.6.1 KEY TECHNOLOGIES

5.6.1.1 Cloud computing

5.6.1.2 AI/ML

5.6.1.3 Big data analytics

5.6.2 COMPLEMENTARY TECHNOLOGIES

5.6.2.1 Collaboration and communication tools

5.6.2.2 Reporting and visualization tools

5.6.2.3 Risk and financial tools

5.6.3 ADJACENT TECHNOLOGIES

5.6.3.1 Internet of Things

5.6.3.2 Blockchain

5.6.3.3 AR/VR

5.6.3.4 Process automation

5.7 PRICING ANALYSIS

5.7.1 AVERAGE SELLING PRICE, BY SOLUTION

5.8 PATENT ANALYSIS

5.9 PORTER'S FIVE FORCES ANALYSIS

5.9.1 THREAT OF NEW ENTRANTS

5.9.2 THREAT OF SUBSTITUTES

5.9.3 BARGAINING POWER OF BUYERS

5.9.4 BARGAINING POWER OF SUPPLIERS

5.9.5 INTENSITY OF COMPETITIVE RIVALRY

5.10 REGULATORY LANDSCAPE

5.10.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

5.10.2 PROJECT PORTFOLIO MANAGEMENT MARKET: REGULATIONS, BY REGION

5.10.2.1 North America

5.10.2.2 Europe

5.10.2.3 Asia Pacific

5.10.2.4 Middle East & South Africa

5.10.2.5 Latin America

5.10.3 REGULATORY IMPLICATIONS AND INDUSTRY STANDARDS

5.10.3.1 General Data Protection Regulation

5.10.3.2 SEC Rule 17a-4

5.10.3.3 ISO/IEC 27001

5.10.3.4 System and Organization Controls 2 Type II Compliance

5.10.3.5 Financial Industry Regulatory Authority

5.10.3.6 Freedom of Information Act

5.10.3.7 Health Insurance Portability and Accountability Act

5.11 TRENDS AND DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES

5.12 KEY STAKEHOLDERS AND BUYING CRITERIA

5.12.1 KEY STAKEHOLDERS IN BUYING PROCESS

5.12.2 BUYING CRITERIA

5.13 BUSINESS MODEL ANALYSIS

5.13.1 SUBSCRIPTION-BASED MODEL

5.13.2 LICENSE-BASED MODEL

5.13.3 FREEMIUM MODEL

5.14 KEY CONFERENCES AND EVENTS, 2024–2025

5.15 INVESTMENT AND FUNDING SCENARIO

5.16 IMPACT OF AI/GEN AI ON PROJECT PORTFOLIO MANAGEMENT MARKET

5.16.1 INDUSTRY TRENDS: USE CASES

5.16.1.1 IT & ITeS industry

5.16.1.2 Energy & utilities industry

5.16.2 VENDOR INITIATIVES

5.16.2.1 Broadcom

5.16.2.2 Planview

6 PROJECT PORTFOLIO MANAGEMENT MARKET, BY OFFERING

6.1 INTRODUCTION

6.1.1 OFFERING: PROJECT PORTFOLIO MANAGEMENT MARKET DRIVERS

6.2 SOLUTIONS

6.3 SERVICES

6.3.1 PROFESSIONAL SERVICES

6.3.1.1 Consulting & advisory

6.3.1.2 Integration & implementation

6.3.1.3 Support & maintenance

6.4 MANAGED SERVICES

7 PROJECT PORTFOLIO MANAGEMENT MARKET, BY APPLICATION

7.1 INTRODUCTION

7.1.1 APPLICATION: PROJECT PORTFOLIO MANAGEMENT MARKET DRIVERS

7.2 PROJECT PLANNING & MANAGEMENT

7.2.1 PROJECT SCHEDULING

7.2.2 TASK MANAGEMENT

7.2.3 PROJECT RISK MANAGEMENT

7.2.4 PROJECT DOCUMENTATION

7.3 RESOURCE & CAPACITY OPTIMIZATION

7.3.1 RESOURCE MANAGEMENT

7.3.2 CAPACITY PLANNING

7.3.3 TIME TRACKING

7.3.4 WORKLOAD BALANCING

7.4 BUDGET & FINANCIAL MANAGEMENT

7.4.1 FINANCIAL PLANNING & FORECASTING

7.4.2 BUDGET TRACKING

7.4.3 EXPENSE MANAGEMENT

7.4.4 BENEFIT REALIZATION

7.5 REPORTING & ANALYTICS

7.5.1 DASHBOARDS & VISUALIZATIONS

7.5.2 KPI TRACKING

7.5.3 DATA ANALYTICS & INSIGHTS

7.5.4 CUSTOM REPORTING

7.6 STRATEGIC PORTFOLIO MANAGEMENT

7.6.1 PORTFOLIO PRIORITIZATION

7.6.2 PORTFOLIO OPTIMIZATION

7.6.3 STRATEGIC ALIGNMENT

7.6.4 GOVERNANCE & COMPLIANCE

7.7 IDEA & DEMAND MANAGEMENT

7.7.1 IDEA CAPTURE & MANAGEMENT

7.7.2 DEMAND INTAKE & PRIORITIZATION

7.7.3 INNOVATION MANAGEMENT

7.7.4 FEASIBILITY ASSESSMENT

7.8 TEAM DELIVERY & COLLABORATION

7.8.1 COMMUNICATION & COLLABORATION

7.8.2 AGILE TEAM DELIVERY

7.8.3 WORKFLOW MANAGEMENT

7.8.4 AGILE INTEGRATION

8 PROJECT PORTFOLIO MANAGEMENT MARKET, BY BUSINESS FUNCTION

8.1 INTRODUCTION

8.1.1 BUSINESS FUNCTION: PROJECT PORTFOLIO MANAGEMENT MARKET DRIVERS

8.2 IT & SOFTWARE DEVELOPMENT

8.3 OPERATIONS

8.4 MARKETING & SALES

8.5 HUMAN RESOURCES

8.6 FINANCE & ACCOUNTING

8.7 RESEARCH & DEVELOPMENT

9 PROJECT PORTFOLIO MANAGEMENT MARKET, BY DEPLOYMENT MODE

9.1 INTRODUCTION

9.1.1 DEPLOYMENT MODE: PROJECT PORTFOLIO MANAGEMENT MARKET DRIVERS

9.2 ON-PREMISES

9.3 CLOUD

10 PROJECT PORTFOLIO MANAGEMENT MARKET, BY ORGANIZATION SIZE

10.1 INTRODUCTION

10.1.1 ORGANIZATION SIZE: PROJECT PORTFOLIO MANAGEMENT MARKET DRIVERS

10.2 SMALL ENTERPRISES

10.3 MEDIUM ENTERPRISES

10.4 LARGE ENTERPRISES

11 PROJECT PORTFOLIO MANAGEMENT MARKET, BY VERTICAL

11.1 INTRODUCTION

11.1.1 VERTICAL: PROJECT PORTFOLIO MANAGEMENT MARKET DRIVERS

11.2 IT & TELECOM

11.2.1 IT & TELECOM: USE CASES

11.2.1.1 Software development & delivery

11.2.1.2 Telcom projects

11.2.1.3 IT service management

11.3 BFSI

11.3.1 BFSI: USE CASES

- 11.3.1.1 Regulatory compliance projects
- 11.3.1.2 Core systems upgrade
- 11.3.1.3 Risk management

11.4 GOVERNMENT & DEFENSE

11.4.1 GOVERNMENT & DEFENSE: USE CASES

- 11.4.1.1 Public infrastructure projects
- 11.4.1.2 Defense procurement
- 11.4.1.3 Infrastructure modernization
- 11.4.1.4 Military weapons and equipment development
- 11.4.1.5 Military training

11.5 MANUFACTURING

11.5.1 MANUFACTURING: USE CASES

- 11.5.1.1 Supply chain management
- 11.5.1.2 Product development
- 11.5.1.3 Product line optimization

11.6 HEALTHCARE & LIFE SCIENCES

11.6.1 HEALTHCARE & LIFE SCIENCES: USE CASES

- 11.6.1.1 Clinical trials
- 11.6.1.2 Facility construction & renovation
- 11.6.1.3 Health IT projects

11.7 ENERGY & UTILITIES

11.7.1 ENERGY & UTILITIES: USE CASES

- 11.7.1.1 Renewable energy projects
- 11.7.1.2 Energy infrastructure projects
- 11.7.1.3 Maintenance & operations

11.8 RETAIL & CONSUMER GOODS

11.8.1 RETAIL & CONSUMER GOODS: USE CASES

- 11.8.1.1 Product development & innovation
- 11.8.1.2 Store operations
- 11.8.1.3 Customer experience enhancement

11.9 TRANSPORTATION & LOGISTICS

11.9.1 TRANSPORTATION & LOGISTICS: USE CASES

- 11.9.1.1 Fleet management
- 11.9.1.2 Logistics optimization
- 11.9.1.3 Technology integration projects

11.10 CONSTRUCTION & HEAVY INDUSTRIES

11.10.1 CONSTRUCTION & HEAVY INDUSTRIES: USE CASES

- 11.10.1.1 Design & engineering
- 11.10.1.2 Equipment & machinery procurement
- 11.10.1.3 Quality & compliance

11.11 AUTOMOTIVE

11.11.1 AUTOMOTIVE: USE CASES

- 11.11.1.1 Product development & innovation
- 11.11.1.2 Production optimization
- 11.11.1.3 Technology & IT integration

11.12 OTHER VERTICALS

12 PROJECT PORTFOLIO MANAGEMENT MARKET, BY REGION

12.1 INTRODUCTION

12.2 NORTH AMERICA

12.2.1 NORTH AMERICA: PROJECT PORTFOLIO MANAGEMENT MARKET

DRIVERS

12.2.2 NORTH AMERICA: MACROECONOMIC OUTLOOK

12.2.3 US

12.2.3.1 Increasing need for improved resource management and aligning projects with organizational objectives to drive market

12.2.4 CANADA

12.2.4.1 Focus on implementing innovative cloud-based solutions and AI-powered analytics to boost market

12.3 EUROPE

12.3.1 EUROPE: PROJECT PORTFOLIO MANAGEMENT MARKET DRIVERS

12.3.2 EUROPE: MACROECONOMIC OUTLOOK

12.3.3 UK

12.3.3.1 Changes in regulations post-Brexit to impact market growth

12.3.4 GERMANY

12.3.4.1 Increasing demand for advanced project portfolio management solutions that can handle complex data projects to foster market growth

12.3.5 FRANCE

12.3.5.1 Rising need for simplification of intricate project processes and improvement of resource distribution to drive market

12.3.6 ITALY

12.3.6.1 Local economic conditions and regulatory frameworks that encourage implementation to bolster market growth

12.3.7 SWITZERLAND

12.3.7.1 Strong industry adoption and advanced data security practices to foster

market growth

12.3.8 SPAIN

12.3.8.1 Surging demand for leveraging PPM solutions and commitment to digital transformation to drive market

12.3.9 NETHERLANDS

12.3.9.1 Steady economy and supportive government policies to support market growth

12.3.10 POLAND

12.3.10.1 Progressive economy and substantial digital infrastructure investments to expand market

12.3.11 BELGIUM

12.3.11.1 Economic stability to create favorable environment for adoption of project portfolio management solutions

12.3.12 REST OF EUROPE

12.4 ASIA PACIFIC

12.4.1 ASIA PACIFIC: PROJECT PORTFOLIO MANAGEMENT MARKET DRIVERS

12.4.2 ASIA PACIFIC: MACROECONOMIC OUTLOOK

12.4.3 CHINA

12.4.3.1 Digital transformation initiatives in various industries to boost market

12.4.4 INDIA

12.4.4.1 Rising popularity of cloud-based platforms and thriving IT services sector to propel market growth

12.4.5 JAPAN

12.4.5.1 Fusion of IoT and automation in project portfolio management procedures to support market's growth trajectory

12.4.6 SINGAPORE

12.4.6.1 Surging demand for improved project productivity and alignment with strategic goals to fuel market growth

12.4.7 AUSTRALIA

12.4.7.1 Sophisticated digital infrastructure and regulatory frameworks promoting innovation to enhance market growth

12.4.8 SOUTH KOREA

12.4.8.1 Promotion of smart city projects and enhancement of digital infrastructure to boost market

12.4.9 REST OF ASIA PACIFIC

12.5 MIDDLE EAST & AFRICA

12.5.1 MIDDLE EAST & AFRICA: PROJECT PORTFOLIO MANAGEMENT MARKET DRIVERS

12.5.2 MIDDLE EAST & AFRICA: MACROECONOMIC OUTLOOK

12.5.3 GULF COOPERATION COUNCIL (GCC)

12.5.3.1 Saudi Arabia

12.5.3.1.1 Significant investments in infrastructure and digital innovation to boost market

12.5.3.2 UAE

12.5.3.2.1 Government initiatives toward enhancing project management efficiency and productivity to accelerate market growth

12.5.3.3 REST OF GCC COUNTRIES

12.5.4 SOUTH AFRICA

12.5.4.1 Local economic conditions and emerging regulatory frameworks to drive market

12.5.5 REST OF MIDDLE EAST & AFRICA

12.6 LATIN AMERICA

12.6.1 LATIN AMERICA: PROJECT PORTFOLIO MANAGEMENT MARKET

DRIVERS

12.6.2 LATIN AMERICA: MACROECONOMIC OUTLOOK

12.6.3 BRAZIL

12.6.3.1 High adoption of cloud services by startups to drive market growth

12.6.4 MEXICO

12.6.4.1 Rise in digital transformation efforts and incorporation of artificial intelligence into project management software to foster market growth

12.6.5 REST OF LATIN AMERICA

13 COMPETITIVE LANDSCAPE

13.1 INTRODUCTION

13.2 KEY PLAYER STRATEGIES/RIGHT TO WIN

13.3 MARKET SHARE ANALYSIS

13.4 PROJECT PORTFOLIO MANAGEMENT MARKET: VENDOR PRODUCTS/BRANDS COMPARISON

13.5 REVENUE ANALYSIS

13.6 COMPANY EVALUATION MATRIX: KEY PLAYERS, 2023

13.6.1 STARS

13.6.2 EMERGING LEADERS

13.6.3 PERVASIVE PLAYERS

13.6.4 PARTICIPANTS

13.6.5 COMPANY FOOTPRINT: KEY PLAYERS, 2023

13.7 COMPANY EVALUATION MATRIX: STARTUPS/SMES, 2023

13.7.1 PROGRESSIVE COMPANIES

13.7.2 RESPONSIVE COMPANIES

13.7.3 DYNAMIC COMPANIES

13.7.4 STARTING BLOCKS

13.7.5 COMPETITIVE BENCHMARKING: STARTUP/SMES, 2023

13.7.5.1 Detailed list of key startups/SMEs

13.7.5.2 Competitive benchmarking of startups/SMEs

13.8 COMPANY VALUATION AND FINANCIAL METRICS OF KEY VENDORS

13.9 COMPETITIVE SCENARIO AND TRENDS

13.9.1 PRODUCT LAUNCHES

13.9.2 DEALS

14 COMPANY PROFILES

14.1 INTRODUCTION

14.2 MAJOR PLAYERS

14.2.1 ORACLE

14.2.1.1 Business overview

14.2.1.2 Products/Solutions/Services offered

14.2.1.3 Recent developments

14.2.1.3.1 Product launches

14.2.1.3.2 Deals

14.2.1.4 MnM view

14.2.1.4.1 Right to win

14.2.1.4.2 Strategic choices

14.2.1.4.3 Weaknesses and competitive threats

14.2.2 SMARTSHEET

14.2.2.1 Business overview

14.2.2.2 Products/Solutions/Services offered

14.2.2.3 Recent developments

14.2.2.3.1 Product launches

14.2.2.4 MnM view

14.2.2.4.1 Right to win

14.2.2.4.2 Strategic choices

14.2.2.4.3 Weaknesses and competitive threats

14.2.3 MICROSOFT

14.2.3.1 Business overview

14.2.3.2 Products/Solutions/Services offered

14.2.3.3 Recent developments

14.2.3.3.1 Product launches

- 14.2.3.3.2 Deals
- 14.2.3.4 MnM view
 - 14.2.3.4.1 Right to win
 - 14.2.3.4.2 Strategic choices
 - 14.2.3.4.3 Weaknesses and competitive threats
- 14.2.4 ASANA
 - 14.2.4.1 Business overview
 - 14.2.4.2 Products/Solutions/Services offered
 - 14.2.4.3 Recent developments
 - 14.2.4.3.1 Product launches
 - 14.2.4.3.2 Other developments
 - 14.2.4.4 MnM view
 - 14.2.4.4.1 Right to win
 - 14.2.4.4.2 Strategic choices
 - 14.2.4.4.3 Weaknesses and competitive threats
- 14.2.5 SERVICENOW
 - 14.2.5.1 Business overview
 - 14.2.5.2 Products/Solutions/Services offered
 - 14.2.5.3 Recent developments
 - 14.2.5.3.1 Product launches
 - 14.2.5.3.2 Deals
 - 14.2.5.4 MnM view
 - 14.2.5.4.1 Right to win
 - 14.2.5.4.2 Strategic choices
 - 14.2.5.4.3 Weakness and competitive threats
- 14.2.6 PLANVIEW
 - 14.2.6.1 Business overview
 - 14.2.6.2 Products/Solutions/Services offered
 - 14.2.6.3 Recent developments
 - 14.2.6.3.1 Product launches
 - 14.2.6.3.2 Deals
 - 14.2.6.4 MnM view
 - 14.2.6.4.1 Right to win
 - 14.2.6.4.2 Strategic choices
 - 14.2.6.4.3 Weaknesses and competitive threats
- 14.2.7 SAP
 - 14.2.7.1 Business overview
 - 14.2.7.2 Products/Solutions/Services offered
 - 14.2.7.3 Recent developments

- 14.2.7.3.1 Product launches
- 14.2.7.3.2 Deals
- 14.2.8 ATLISSIAN
 - 14.2.8.1 Business overview
 - 14.2.8.2 Products/Solutions/Services offered
 - 14.2.8.3 Recent developments
 - 14.2.8.3.1 Product launches
 - 14.2.8.3.2 Deals
 - 14.2.8.4 MnM view
 - 14.2.8.4.1 Right to win
 - 14.2.8.4.2 Strategic choices
 - 14.2.8.4.3 Weaknesses and competitive threats
- 14.2.9 ADOBE
 - 14.2.9.1 Business overview
 - 14.2.9.2 Products/Solutions/Services offered
 - 14.2.9.3 Recent developments
 - 14.2.9.3.1 Product launches
- 14.2.10 WORKDAY
 - 14.2.10.1 Business overview
 - 14.2.10.2 Products/Solutions/Services offered
 - 14.2.10.3 Recent developments
 - 14.2.10.3.1 Product launches
 - 14.2.10.3.2 Deals
- 14.2.11 GFT TECHNOLOGIES
 - 14.2.11.1 Business overview
 - 14.2.11.2 Products/Solutions/Services offered
 - 14.2.11.3 Recent developments
 - 14.2.11.3.1 Product launches
 - 14.2.11.3.2 Deals
 - 14.2.11.3.3 Other developments
- 14.2.12 WRIKE
 - 14.2.12.1 Business overview
 - 14.2.12.2 Products/Solutions/Services offered
 - 14.2.12.3 Recent developments
 - 14.2.12.3.1 Product launches
 - 14.2.12.3.2 Deals
- 14.2.13 MONDAY.COM
 - 14.2.13.1 Business overview
 - 14.2.13.2 Products/Solutions/Services offered

- 14.2.13.3 Recent developments
 - 14.2.13.3.1 Product launches
- 14.2.14 OPENTEXT
 - 14.2.14.1 Business overview
 - 14.2.14.2 Products/Solutions/Services offered
 - 14.2.14.3 Recent developments
 - 14.2.14.3.1 Product launches
- 14.2.15 HEXAGON
- 14.2.16 BROADCOM
- 14.2.17 UPLAND SOFTWARE
- 14.2.18 SOPHEON
- 14.2.19 PLANISWARE
- 14.2.20 PLANFORGE
- 14.2.21 BESTOUTCOME
- 14.2.22 CELOXIS
- 14.2.23 CERRI
- 14.2.24 SCIFORMA
- 14.2.25 PROJECT OBJECTS
- 14.2.26 WORKOTTER
- 14.2.27 IVANTI
- 14.2.28 CORPORATER
- 14.2.29 CORA SYSTEMS
- 14.2.30 TEAMWORK
- 14.3 OTHER PLAYERS
 - 14.3.1 KEYEDIN PROJECTS
 - 14.3.2 MEISTERPLAN
 - 14.3.3 ITM PLATFORM
 - 14.3.4 ACUITY PPM
 - 14.3.5 PROJECTMANAGER
 - 14.3.6 UNIPHI
 - 14.3.7 PROGGIO
 - 14.3.8 ASSESSTEAM
 - 14.3.9 TRISKELL SOFTWARE
 - 14.3.10 PRIMETRIC
 - 14.3.11 CPLACE
 - 14.3.12 APPTIVO

15 ADJACENT AND RELATED MARKETS

15.1 INTRODUCTION

15.2 RELATED MARKETS

15.2.1 AI IN PROJECT MANAGEMENT MARKET

15.2.2 ENTERPRISE PERFORMANCE MANAGEMENT MARKET

16 APPENDIX

16.1 DISCUSSION GUIDE

16.2 KNOWLEDGESTORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL

16.3 CUSTOMIZATION OPTIONS

16.4 RELATED REPORTS

16.5 AUTHOR DETAILS

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