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Partner Relationship Management Applications Software Market, Global Outlook and Forecast 2022-2028

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Abstracts

Relationship Management (PRM) applications as supporting channel sales personnel — that is, channel sales leaders, channel account managers, channel program managers and channel marketing resources (which also include the sales partners' resources at all levels) — to devise strategies and provide functions that control and ease joint sales activities. PRM applications ensure an effective execution of an organization's channel management strategy by enabling close-knit integration with the organization's CRM, ERP and marketing automation applications.

This report contains market size and forecasts of Partner Relationship Management Applications Software in Global, including the following market information:

Global Partner Relationship Management Applications Software Market Revenue, 2017-2022, 2023-2028, ($ millions)

Global top five companies in 2021 (%)

The global Partner Relationship Management Applications Software market was valued at million in 2021 and is projected to reach US$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at $ Million in 2021, While China is Forecast to Reach $ Million by 2028.

Cloud-Based Segment to Reach $ Million by 2028, with a % CAGR in next six years.

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The global key manufacturers of Partner Relationship Management Applications Software include Salesforce, Apttus, Impartner (formerly TreeHouse Interactive), Zinfi, Zift Solutions, Oracle and Pegasystems, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Partner Relationship Management Applications Software companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Partner Relationship Management Applications Software Market, by Type, 2017-2022, 2023-2028 ($ millions)

Global Partner Relationship Management Applications Software Market Segment Percentages, by Type, 2021 (%)

Cloud-Based

On-Premises

Global Partner Relationship Management Applications Software Market, by Application, 2017-2022, 2023-2028 ($ millions)

Global Partner Relationship Management Applications Software Market Segment Percentages, by Application, 2021 (%)

Financial Services

Real Estate

Retail

Other

Global Partner Relationship Management Applications Software Market, By Region and

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Country, 2017-2022, 2023-2028 ($ Millions)

Global Partner Relationship Management Applications Software Market Segment Percentages, By Region and Country, 2021 (%)

- North America
  - US
  - Canada
  - Mexico
- Europe
  - Germany
  - France
  - U.K.
  - Italy
  - Russia
  - Nordic Countries
  - Benelux
  - Rest of Europe
- Asia
  - China
  - Japan
  - South Korea

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- Southeast Asia
- India
- Rest of Asia

South America

- Brazil
- Argentina
- Rest of South America

Middle East & Africa

- Turkey
- Israel
- Saudi Arabia
- UAE
- Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Partner Relationship Management Applications Software revenues in global market, 2017-2022 (estimated), ($ millions)

Key companies Partner Relationship Management Applications Software revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

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Salesforce

Apttus

Impartner (formerly TreeHouse Interactive)

Zinfi

Zift Solutions

Oracle

Pegasystems

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