+44 20 8123 2220
info@marketpublishers.com

Asia-Pacific Software-as-a-Service (SaaS) Market (2018-2023)

https://marketpublishers.com/r/AD463B82DE9EN.html
Date: October 2018
Pages: 75
Price: US$ 1,950.00 (Single User License)
ID: AD463B82DE9EN

Abstracts

The report is sent in 5-10 business days after order is placed.

Asia-Pacific software-as-a-service (SaaS) market

Software-as-a-service (SaaS) is a kind of cloud computing in which a third-party provider manages applications and makes them accessible to consumers over the internet. It removes the need for organisations to install and run applications on their computers or in their data centres, which eliminates the cost of hardware acquisition, provisioning and maintenance as well as software licensing, installation and support. The SaaS market is anticipated to grow at a compound annual growth rate (CAGR) of 34.28% during the forecast period 2018-2023.
Based on the deployment model, the SaaS market can be segmented into public cloud, private cloud and hybrid cloud. The private cloud and public cloud models are showing a positive trend in the market, and the companies are trying to employ the hybrid cloud model in the recent future. The public cloud market has the largest market share, whereas the hybrid cloud market is predicted to grow at the highest CAGR.

Depending on application, the SaaS market can be bifurcated into enterprise resource planning (ERP), customer relationship management (CRM), human resource management (HRM), supply chain management (SCM) and others. Other application types include web conferencing platforms, messaging applications and collaborations. HRM has the largest market share and is also predicted to have the highest growth rate in the forecast period.
By vertical, the SaaS market can be segmented into banking, financial services and insurance (BFSI), information technology (IT) and telecommunication, manufacturing, retail, healthcare, education, and others. The BFSI segment continues to hold the

+44 20 8123 2220
info@marketpublishers.com

largest market share in the vertical segment. The manufacturing segment will be growing at a significant rate during the forecast period.
Japan is leading in SaaS adoption in the Asia-Pacific region. The country accounts for at least 40% of the region's SaaS expenditure. There are barriers in the Japanese market for the entry of most of the global SaaS companies as there is a tendency for the organizations to opt for home-grown solutions.

Key growth factors

Asian businesses are trying to maintain cost and functionality for their continuously changing business requirements. The need for innovation, agility, flexibility and speed in the business process increases the demand for SaaS-based solutions. Also, the countries of Asia-Pacific are still developing and are not at par with the developed regions. So, the primary concern is always the cost-efficiency. SaaS vendors offer solutions with lower operational expenses that help drive margins.

Threats and key players

Asian organisations are still fighting non-tech issues in their institutions such as corruption, weak government administration and lack of purchasing power. These problems are much lower in the value chain. While solving these problems, incorporating SaaS in their systems seem to be either a distraction or luxury for their businesses.
The key players in the market are Symantec Corporation, Google Inc., Fujitsu Ltd., Amazon.com Inc., IBM Corporation, HP, Oracle Corporation, SAP SE, Microsoft Corporation and Salesforce.

What's covered in the report?

1. Overview of the SaaS market in the Asia-Pacific.
2. Market drivers and challenges in the SaaS market in Asia-Pacific.
3. Market trends in the SaaS market in Asia-Pacific.
4. Historical, current and forecasted market size data for the SaaS market in Asia-Pacific.
5. Historical, current and forecasted market size data for the deployment segment (public cloud, private cloud and hybrid cloud).
6. Historical, current and forecasted market size data for the application segment (ERP, CRM, HRM, SCM and others).
7. Historical, current and forecasted market size data for the vertical segment (BFSI, IT

+44 20 8123 2220
info@marketpublishers.com

and telecommunication, manufacturing, retail, healthcare, education and others).
8. Historical, current and forecasted regional (China, India, Japan, South Korea, Australia and New Zealand, and the rest of Asia-Pacific) market size data for the SaaS market.
9. Analysis of the SaaS market in Asia-Pacific by value chain.
10. Analysis of the competitive landscape and profiles of major competitors operating in the market.

Why buy?

1. Understand the demand for SaaS to determine the viability of the market.
2. Determine the developed and emerging markets for software as a service.
3. Identify the challenge areas and address them.
4. Develop strategies based on drivers, trends and highlights for each of the segments.
5. Evaluate the value chain to determine the workflow.
6. Recognize the key competitors of this market and respond accordingly.
7. Knowledge of the initiatives and growth strategies taken by the major companies and decide on the direction of further growth.

Customizations available

With the given market data, Netscribes offers customizations according to specific needs.

+44 20 8123 2220
info@marketpublishers.com

Contents

CHAPTER 1: EXECUTIVE SUMMARY

1.1. Market scope and segmentation
1.2. Key questions answered in this study
1.3. Executive summary

CHAPTER 2: ASIA-PACIFIC SAAS MARKET MARKET OVERVIEW

2.1. Asia-Pacific market overview market trends, market attractiveness analysis, geography-wise market revenue (USD)
2.2. Asia-Pacific market drivers, trends, and challenges
2.3. Value chain analysis – software as a service market
2.4. Porter's five forces analysis
2.5. Market size by deployment (public cloud, private cloud and hybrid cloud)
2.5. a. Public cloud revenue historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
2.5. b. Private cloud revenue historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
2.5. c. Hybrid cloud revenue historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
2.6. Market size by applications (ERP, CRM, HRM, SCM and others)
2.6. a. Revenue from ERP historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
2.6. b. Revenue from CRM historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
2.6. c. Revenue from HRM historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
2.6. d. Revenue from SCM historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
2.6. e. Revenue from others historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
2.7. Market size by vertical (BFSI, IT and telecommunication, manufacturing, retail, healthcare, education and others)
2.7. a. Revenue from BFSI historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
2.7. b. Revenue from IT and telecommunication historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations

+44 20 8123 2220
info@marketpublishers.com

2.7. c. Revenue from manufacturing historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
2.7. d. Revenue from retail historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
2.7. e. Revenue from healthcare historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
2.7. f. Revenue from education historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
2.7. g. Revenue from others historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations

CHAPTER 3: CHINA SAAS MARKET MARKET OVERVIEW

3.1. Market overview market trends, market attractiveness analysis, geography-wise market revenue (USD)
3.2. China market drivers, trends and challenges
3.3. Market size by deployment (public cloud, private cloud and hybrid cloud)
3.3. a. Public cloud revenue historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
3.3. b. Private cloud revenue historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
3.3. c. Hybrid cloud revenue historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
3.4. Market size by applications (ERP, CRM, HRM, SCM and others)
3.4. a. Revenue from ERP historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
3.4. b. Revenue from CRM) historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
3.4. c. Revenue from HRM historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
3.4. d. Revenue from SCM historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
3.4. e. Revenue from others historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
3.5. Market size by vertical (BFSI, IT and telecommunication, manufacturing, retail, healthcare, education and others)
3.5. a. Revenue from BFSI historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
3.5. b. Revenue from IT and telecommunication historical (2015-2017) and forecasted

+44 20 8123 2220
info@marketpublishers.com

(2018-2023) market size (USD Bn), key observations
3.5. c. Revenue from manufacturing historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
3.5. d. Revenue from retail historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
3.5. e. Revenue from healthcare historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
3.5. f. Revenue from education historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
3.5. g. Revenue from others historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations

CHAPTER 4: INDIA SAAS MARKET MARKET OVERVIEW

4.1. Market overview market trends, market attractiveness analysis, geography-wise market revenue (USD)
4.2. India market drivers, trends and challenges
4.3. Market size by deployment (public cloud, private cloud and hybrid cloud)
4.3. a. Public cloud revenue historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
4.3. b. Private cloud revenue historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
4.3. c. Hybrid cloud revenue historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
4.4. Market size by applications (ERP, CRM, HRM, SCM and others)
4.4. a. Revenue from ERP historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
4.4. b. Revenue from CRM historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
4.4. c. Revenue from HRM historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
4.4. d. Revenue from SCM historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
4.4. e. Revenue from others historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
4.5. Market size by vertical (BFSI, IT and telecommunication, manufacturing, retail, healthcare, education, and others)
4.5. a. Revenue from BFSI historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations

+44 20 8123 2220
info@marketpublishers.com

4.5. b. Revenue from IT and telecommunication historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
4.5. c. Revenue from manufacturing historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
4.5. d. Revenue from retail historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
4.5. e. Revenue from healthcare historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
4.5. f. Revenue from education historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
4.5. g. Revenue from others historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations

CHAPTER 5: JAPAN SAAS MARKET MARKET OVERVIEW

5.1. Market overview market trends, market attractiveness analysis, geography-wise market revenue (USD)
5.2. Japan market drivers, trends and challenges
5.3. Market size by deployment (public cloud, private cloud and hybrid cloud)
5.3. a. Public cloud revenue historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
5.3. b. Private cloud revenue historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
5.3. c. Hybrid cloud revenue historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
5.4. Market size by applications (ERP, CRM, HRM, SCM and others)
5.4. a. Revenue from ERP historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
5.4. b. Revenue from CRM historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
5.4. c. Revenue from HRM historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
5.4. d. Revenue from SCM historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
5.4. e. Revenue from others historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
5.5. Market size by vertical (BFSI, IT and telecommunication, manufacturing, retail, healthcare, education and others)
5.5. a. Revenue from BFSI historical (2015-2017) and forecasted (2018-2023) market

+44 20 8123 2220
info@marketpublishers.com

size (USD Bn), key observations
5.5. b. Revenue from IT and telecommunication historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
5.5. c. Revenue from manufacturing historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
5.5. d. Revenue from retail historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
5.5. e. Revenue from healthcare historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
5.5. f. Revenue from education historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
5.5. g. Revenue from others historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations

CHAPTER 6: SOUTH KOREA SAAS MARKET MARKET OVERVIEW

6.1. Market overview market trends, market attractiveness analysis, geography-wise market revenue (USD)
6.2. South Korea market drivers, trends and challenges
6.3. Market size by deployment (public cloud, private cloud and hybrid cloud)
6.3. a. Public cloud revenue historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
6.3. b. Private cloud revenue historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
6.3. c. Hybrid cloud revenue historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
6.4. Market size by applications (ERP, CRM, HRM, SCM and others)
6.4. a. Revenue from ERP historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
6.4. b. Revenue from CRM historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
6.4. c. Revenue from HRM historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
6.4. d. Revenue from SCM historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
6.4. e. Revenue from others historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
6.5. Market size by vertical (BFSI, IT and telecommunication, manufacturing, retail, healthcare, education and others)

+44 20 8123 2220
info@marketpublishers.com

6.5. a. Revenue from BFSI historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
6.5. b. Revenue from IT and telecommunication historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
6.5. c. Revenue from manufacturing historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
6.5. d. Revenue from retail historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
6.5. e. Revenue from healthcare historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
6.5. f. Revenue from education historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
6.5. g. Revenue from others historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations

CHAPTER 7: AUSTRALIA AND NEW ZEALAND SAAS MARKET MARKET OVERVIEW

7.1. Market overview market trends, market attractiveness analysis, geography-wise market revenue (USD)
7.2. Australia and New Zealand market drivers, trends and challenges
7.3. Market size by deployment (public cloud, private cloud and hybrid cloud)
7.3. a. Public cloud revenue historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
7.3. b. Private cloud revenue historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
7.3. c. Hybrid cloud revenue historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
7.4. Market size by applications (ERP, CRM, HRM, SCM and others)
7.4. a. Revenue from ERP historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
7.4. b. Revenue from CRM historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
7.4. c. Revenue from HRM historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
7.4. d. Revenue from SCM historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
7.4. e. Revenue from others historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations

+44 20 8123 2220
info@marketpublishers.com

7.5. Market size by vertical (BFSI, IT and telecommunication, manufacturing, retail, healthcare, education and others)
7.5. a. Revenue from BFSI historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
7.5. b. Revenue from IT and telecommunication historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
7.5. c. Revenue from manufacturing historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
7.5. d. Revenue from retail historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
7.5. e. Revenue from healthcare historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
7.5. f. Revenue from education historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
7.5. g. Revenue from others historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations

CHAPTER 8: REST OF APAC SAAS MARKET MARKET OVERVIEW

8.1. Market overview market trends, market attractiveness analysis, geography-wise market revenue (USD)
8.2. Rest of APAC market drivers, trends and challenges
8.3. Market size by deployment (public cloud, private cloud and hybrid cloud)
8.3. a. Public cloud revenue historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
8.3. b. Private cloud revenue historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
8.3. c. Hybrid cloud revenue historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
8.4. Market size – by applications ERP, CRM, HRM, SCM and others)
8.4. a. Revenue from ERP historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
8.4. b. Revenue from CRM historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
8.4. c. Revenue from HRM historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
8.4. d. Revenue from SCM historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
8.4. e. Revenue from others historical (2015-2017) and forecasted (2018-2023) market

+44 20 8123 2220
info@marketpublishers.com

size (USD Bn), key observations
8.5. Market size by vertical (BFSI, IT and telecommunication, manufacturing, retail, healthcare, education and others)
8.5. a. Revenue from BFSI historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
8.5. b. Revenue from IT and telecommunication historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
8.5. c. Revenue from manufacturing historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
8.5. d. Revenue from retail historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
8.5. e. Revenue from healthcare historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
8.5. f. Revenue from education historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations
8.5. g. Revenue from others historical (2015-2017) and forecasted (2018-2023) market size (USD Bn), key observations

CHAPTER 9: COMPETITIVE LANDSCAPE

9.1. Symantec Corporation
9.1.a. Company snapshot
9.1.b. Product offerings
9.1.c. Growth strategies
9.1.d. Initiatives
9.1.e. Geographical presence
9.1.f. Key numbers
9.2. Google Inc.
9.2.a. Company snapshot
9.2.b. Product offerings
9.2.c. Growth strategies
9.2.d. Initiatives
9.2.e. Geographical presence
9.2.f. Key numbers
9.3. Fujitsu Ltd.
9.3.a. Company snapshot
9.3.b. Product offerings
9.3.c. Growth strategies
9.3.d. Initiatives

+44 20 8123 2220
info@marketpublishers.com

9.3.e. Geographical presence
9.3.f. Key numbers
9.4. Amazon
9.4.a. Company snapshot
9.4.b. Product offerings
9.4.c. Growth strategies
9.4.d. Initiatives
9.4.e. Geographical presence
9.4.f. Key numbers
9.5. IBM Corporation
9.5.a. Company snapshot
9.5.b. Product offerings
9.5.c. Growth strategies
9.5.d. Initiatives
9.5.e. Geographical presence
9.5.f. Key numbers
9.6. HP
9.6.a. Company snapshot
9.6.b. Product offerings
9.6.c. Growth strategies
9.6.d. Initiatives
9.6.e. Geographical presence
9.6.f. Key numbers
9.7. Oracle Corporation
9.7.a. Company snapshot
9.7.b. Product offerings
9.7.c. Growth strategies
9.7.d. Initiatives
9.7.e. Geographical presence
9.7.f. Key numbers
9.8. SAP SE
9.8.a. Company snapshot
9.8.b. Product offerings
9.8.c. Growth strategies
9.8.d. Initiatives
9.8.e. Geographical presence
9.8.f. Key numbers
9.9. Microsoft Corporation
9.9.a. Company snapshot

+44 20 8123 2220
info@marketpublishers.com

9.9.b. Product offerings
9.9.c. Growth strategies
9.9.d. Initiatives
9.9.e. Geographical presence
9.9.f. Key numbers
9.10. Salesforce
9.10.a. Company snapshot
9.10.b. Product offerings
9.10.c. Growth strategies
9.10.d. Initiatives
9.10.e. Geographical presence
9.10.f. Key numbers

CHAPTER 10: CONCLUSION

CHAPTER 11: APPENDIX

11.1. List of tables
11.2. Research methodology
11.3. Assumptions
11.4. About Netscribes Inc.

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Asia-Pacific Software-as-a-Service (SaaS) Market (2018-2023)
Product link: https://marketpublishers.com/r/AD463B82DE9EN.html
Price: US$ 1,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/AD463B82DE9EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970