

ERP Market in India 2015

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Abstracts

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Netscribes' latest market research report titled ERP Market in India 2015 describes the dynamics of ERP implementation in India. ERP is designed for centralized monitoring of business operations, accurate financial management and to improve work productivity. Indian firms place a high demand for SaaS-based ERP solutions, which currently account for about 10% of overall ERP requirement in the country. ERP comes in several modules including finance or accounting, HR and payroll, sales and marketing, inventory management, purchase, among others. Implementation of ERP involves certain key decision-making steps such as identification of business needs, process evaluation, compilation of data, training and testing, installation and evaluation.

Demand for ERP in India is driven by certain key advantages of enterprise IT solutions, including efficient stocking of merchandise, collection of consumer data and enhanced connectivity with the help of tools such as Electronic Data Interchange (EDI), among others. SMEs have shown considerable interest in ERP application as well, with majority of them believing that cloud adoption is important to drive business success. However, lack of IT training and less awareness regarding product features and benefits have limited the growth of ERP market in India. Market opportunities exist in different industry sectors such as banking and financial services, retail and healthcare as well as SMBs to drive optimal resource utilization, but ERP companies in India need to come up with more simplified user interfaces and ideas to capitalize on mobile commerce.

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