

# sales force automation software - Global Market Outlook (2017-2026)

<https://marketpublishers.com/r/S349A4DFEB7EN.html>

Date: May 2018

Pages: 170

Price: US\$ 4,150.00 (Single User License)

ID: S349A4DFEB7EN

## Abstracts

According to Statistics MRC, the Global Salesforce Automation Software market is accounted for \$4,276.31 million in 2017 and is expected to reach \$11,478.45 million by 2026 growing at a CAGR of 11.6% during the forecast period. Some of the key factors fuelling the market are growing need for business intelligence & insights, increase in investment in IT infrastructures, rising demand for streamlining sales process and effective utilization of workforce in developing countries are driving the market growth. Furthermore, rise in cloud based CRM technology and emerging innovation in the field of mobile telecommunications technology acts as major opportunities for the growth of the market. However, dearth of skilled professionals, lack of awareness towards software is hampering the market growth.

Sales-force automation is the application of computerized technologies to support salespeople and sales management in the achievement of their work-related objectives. Hardware and software are the key technological elements of SFA. Hardware includes desktop, laptop and handheld devices and contact or call centre telephony technology. Software comprises both 'point' solutions that are designed to assist in a single area of selling or sales management, and integrated solutions that offer a range of functionality. A three-tiered architecture is typically used to separate the database, server, and application to reduce programming demands on clients. A module-based design is generally used, to allow users to customize the package to suit their needs.

Based on application, sales forecasting segment fuels the market due to increasing demand in tracking mechanism to measure inventory management. By end user, banking financial services & insurance (BFSI) segment is expected to hold the highest market share because of associated business benefits and also innovations in financial products. By geography, Asia Pacific is projected to be the fastest growing region owing

to increasing investments by government on small & medium scale enterprises (SMEs).

Some of the key players in salesforce automation software market include Salesforce.com, Pegasystems, Microsoft Corporation, NetSuite, Oracle Corporation, Sage Group Plc, Aptean Software Company, SAP SE, SugarCRM, Zoho Corporation, Bullhorn Inc, Infusionsoft, Infor, Inc and Bpm'online.

Organization Sizes Covered:

Large Scale Enterprises

Small-Medium Scale Size Enterprise

Deployment Types Covered:

Cloud-Based Salesforce automation system

On-premise Salesforce automation system

Software-as-a-service (SaaS) Salesforce automation system

Applications Covered:

Sales Forecasting

Order & Invoices Management

Opportunity Management

Lead Management

Other Applications

End Users Covered:

Automotive

Financial Sector

Healthcare

Media And Entertainments

Retail

Telecom

Food & Beverages

Banking Financial Services & Insurance (BFSI)

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

France

Italy

UK

Spain

f Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

Market share assessments for the regional and country level segments

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 9 years of all the mentioned segments, sub segments and the regional markets

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements.

## Contents

### **1 EXECUTIVE SUMMARY**

### **2 PREFACE**

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
  - 2.4.1 Data Mining
  - 2.4.2 Data Analysis
  - 2.4.3 Data Validation
  - 2.4.4 Research Approach
- 2.5 Research Sources
  - 2.5.1 Primary Research Sources
  - 2.5.2 Secondary Research Sources
  - 2.5.3 Assumptions

### **3 MARKET TREND ANALYSIS**

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Application Analysis
- 3.7 End User Analysis
- 3.8 Emerging Markets
- 3.9 Futuristic Market Scenario

### **4 PORTERS FIVE FORCE ANALYSIS**

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

## **5 GLOBAL SALESFORCE AUTOMATION SOFTWARE MARKET, BY ORGANIZATION SIZE**

- 5.1 Introduction
- 5.2 Large Scale Enterprises
- 5.3 Small-Medium Scale Size Enterprise

## **6 GLOBAL SALESFORCE AUTOMATION SOFTWARE MARKET, BY DEPLOYMENT TYPE**

- 6.1 Introduction
- 6.2 Cloud-Based Salesforce automation system
- 6.3 On-premise Salesforce automation system
- 6.4 Software-as-a-service (SaaS) Salesforce automation system

## **7 GLOBAL SALESFORCE AUTOMATION SOFTWARE MARKET, BY APPLICATION**

- 7.1 Introduction
- 7.2 Sales Forecasting
- 7.3 Order & Invoices Management
- 7.4 Opportunity Management
- 7.5 Lead Management
- 7.6 Other Applications
  - 7.6.1 Relationship Management
  - 7.6.2 Email Integration

## **8 GLOBAL SALESFORCE AUTOMATION SOFTWARE MARKET, BY END USER**

- 8.1 Introduction
- 8.2 Automotive
- 8.3 Healthcare
- 8.4 Media And Entertainments
- 8.5 Retail
- 8.6 Telecom
- 8.7 Food & Beverages
- 8.8 Banking Financial Services & Insurance (BFSI)
- 8.9 Other End Users
  - 8.9.1 Consumer Goods & logistics

## **9 GLOBAL SALESFORCE AUTOMATION SOFTWARE MARKET, BY GEOGRAPHY**

### 9.1 Introduction

### 9.2 North America

#### 9.2.1 US

#### 9.2.2 Canada

#### 9.2.3 Mexico

### 9.3 Europe

#### 9.3.1 Germany

#### 9.3.2 UK

#### 9.3.3 Italy

#### 9.3.4 France

#### 9.3.5 Spain

#### 9.3.6 Rest of Europe

### 9.4 Asia Pacific

#### 9.4.1 Japan

#### 9.4.2 China

#### 9.4.3 India

#### 9.4.4 Australia

#### 9.4.5 New Zealand

#### 9.4.6 South Korea

#### 9.4.7 Rest of Asia Pacific

### 9.5 South America

#### 9.5.1 Argentina

#### 9.5.2 Brazil

#### 9.5.3 Chile

#### 9.5.4 Rest of South America

### 9.6 Middle East & Africa

#### 9.6.1 Saudi Arabia

#### 9.6.2 UAE

#### 9.6.3 Qatar

#### 9.6.4 South Africa

#### 9.6.5 Rest of Middle East & Africa

## **10 KEY DEVELOPMENTS**

### 10.1 Agreements, Partnerships, Collaborations and Joint Ventures

### 10.2 Acquisitions & Mergers

### 10.3 New Product Launch



10.4 Expansions

10.5 Other Key Strategies

## **11 COMPANY PROFILING**

11.1 Salesforce.com

11.2 Pegasystems

11.3 Microsoft Corporation

11.4 NetSuite

11.5 Oracle Corporation

11.6 Sage Group Plc

11.7 Aptean Software Company

11.8 SAP SE

11.9 SugarCRM

11.10 Zoho Corporation

11.11 Bullhorn Inc

11.12 Infusionsoft

11.13 Infor, Inc

11.14 Bpm'online

## List Of Tables

### LIST OF TABLES

- Table 1 Global Salesforce Automation Software Market Outlook, By Region (2016-2026) (\$MN)
- Table 2 Global Salesforce Automation Software Market Outlook, By Organization Size (2016-2026) (\$MN)
- Table 3 Global Salesforce Automation Software Market Outlook, By Large Scale Enterprises (2016-2026) (\$MN)
- Table 4 Global Salesforce Automation Software Market Outlook, By Small-Medium Scale Size Enterprise (2016-2026) (\$MN)
- Table 5 Global Salesforce Automation Software Market Outlook, By Deployment Type (2016-2026) (\$MN)
- Table 6 Global Salesforce Automation Software Market Outlook, By Cloud-Based Salesforce automation system (2016-2026) (\$MN)
- Table 7 Global Salesforce Automation Software Market Outlook, By On-premise Salesforce automation system (2016-2026) (\$MN)
- Table 8 Global Salesforce Automation Software Market Outlook, By Software-as-a-service (SaaS) Salesforce automation system (2016-2026) (\$MN)
- Table 9 Global Salesforce Automation Software Market Outlook, By Application (2016-2026) (\$MN)
- Table 10 Global Salesforce Automation Software Market Outlook, By Sales Forecasting (2016-2026) (\$MN)
- Table 11 Global Salesforce Automation Software Market Outlook, By Order & Invoices Management (2016-2026) (\$MN)
- Table 12 Global Salesforce Automation Software Market Outlook, By Opportunity Management (2016-2026) (\$MN)
- Table 13 Global Salesforce Automation Software Market Outlook, By Lead Management (2016-2026) (\$MN)
- Table 14 Global Salesforce Automation Software Market Outlook, By Other Applications (2016-2026) (\$MN)
- Table 15 Global Salesforce Automation Software Market Outlook, By Relationship Management (2016-2026) (\$MN)
- Table 16 Global Salesforce Automation Software Market Outlook, By Email Integration (2016-2026) (\$MN)
- Table 17 Global Salesforce Automation Software Market Outlook, By End User (2016-2026) (\$MN)
- Table 18 Global Salesforce Automation Software Market Outlook, By Automotive

(2016-2026) (\$MN)

Table 19 Global Salesforce Automation Software Market Outlook, By Healthcare

(2016-2026) (\$MN)

Table 20 Global Salesforce Automation Software Market Outlook, By Media And Entertainments (2016-2026) (\$MN)

Table 21 Global Salesforce Automation Software Market Outlook, By Retail (2016-2026) (\$MN)

Table 22 Global Salesforce Automation Software Market Outlook, By Telecom (2016-2026) (\$MN)

Table 23 Global Salesforce Automation Software Market Outlook, By Food & Beverages (2016-2026) (\$MN)

Table 24 Global Salesforce Automation Software Market Outlook, By Banking Financial Services & Insurance (BFSI) (2016-2026) (\$MN)

Table 25 Global Salesforce Automation Software Market Outlook, By Other End Users (2016-2026) (\$MN)

Table 26 Global Salesforce Automation Software Market Outlook, By Consumer Goods & logistics (2016-2026) (\$MN)

Table 27 North America Salesforce Automation Software Market Outlook, By Country (2016-2026) (\$MN)

Table 28 North America Salesforce Automation Software Market Outlook, By Organization Size (2016-2026) (\$MN)

Table 29 North America Salesforce Automation Software Market Outlook, By Large Scale Enterprises (2016-2026) (\$MN)

Table 30 North America Salesforce Automation Software Market Outlook, By Small-Medium Scale Size Enterprise (2016-2026) (\$MN)

Table 31 North America Salesforce Automation Software Market Outlook, By Deployment Type (2016-2026) (\$MN)

Table 32 North America Salesforce Automation Software Market Outlook, By Cloud-Based Salesforce automation system (2016-2026) (\$MN)

Table 33 North America Salesforce Automation Software Market Outlook, By On-premise Salesforce automation system (2016-2026) (\$MN)

Table 34 North America Salesforce Automation Software Market Outlook, By Software-as-a-service (SaaS) Salesforce automation system (2016-2026) (\$MN)

Table 35 North America Salesforce Automation Software Market Outlook, By Application (2016-2026) (\$MN)

Table 36 North America Salesforce Automation Software Market Outlook, By Sales Forecasting (2016-2026) (\$MN)

Table 37 North America Salesforce Automation Software Market Outlook, By Order & Invoices Management (2016-2026) (\$MN)

- Table 38 North America Salesforce Automation Software Market Outlook, By Opportunity Management (2016-2026) (\$MN)
- Table 39 North America Salesforce Automation Software Market Outlook, By Lead Management (2016-2026) (\$MN)
- Table 40 North America Salesforce Automation Software Market Outlook, By Other Applications (2016-2026) (\$MN)
- Table 41 North America Salesforce Automation Software Market Outlook, By Relationship Management (2016-2026) (\$MN)
- Table 42 North America Salesforce Automation Software Market Outlook, By Email Integration (2016-2026) (\$MN)
- Table 43 North America Salesforce Automation Software Market Outlook, By End User (2016-2026) (\$MN)
- Table 44 North America Salesforce Automation Software Market Outlook, By Automotive (2016-2026) (\$MN)
- Table 45 North America Salesforce Automation Software Market Outlook, By Healthcare (2016-2026) (\$MN)
- Table 46 North America Salesforce Automation Software Market Outlook, By Media And Entertainments (2016-2026) (\$MN)
- Table 47 North America Salesforce Automation Software Market Outlook, By Retail (2016-2026) (\$MN)
- Table 48 North America Salesforce Automation Software Market Outlook, By Telecom (2016-2026) (\$MN)
- Table 49 North America Salesforce Automation Software Market Outlook, By Food & Beverages (2016-2026) (\$MN)
- Table 50 North America Salesforce Automation Software Market Outlook, By Banking Financial Services & Insurance (BFSI) (2016-2026) (\$MN)
- Table 51 North America Salesforce Automation Software Market Outlook, By Other End Users (2016-2026) (\$MN)
- Table 52 North America Salesforce Automation Software Market Outlook, By Consumer Goods & logistics (2016-2026) (\$MN)
- Table 53 Europe Salesforce Automation Software Market Outlook, By Country (2016-2026) (\$MN)
- Table 54 Europe Salesforce Automation Software Market Outlook, By Organization Size (2016-2026) (\$MN)
- Table 55 Europe Salesforce Automation Software Market Outlook, By Large Scale Enterprises (2016-2026) (\$MN)
- Table 56 Europe Salesforce Automation Software Market Outlook, By Small-Medium Scale Size Enterprise (2016-2026) (\$MN)
- Table 57 Europe Salesforce Automation Software Market Outlook, By Deployment Type

(2016-2026) (\$MN)

Table 58 Europe Salesforce Automation Software Market Outlook, By Cloud-Based Salesforce automation system (2016-2026) (\$MN)

Table 59 Europe Salesforce Automation Software Market Outlook, By On-premise Salesforce automation system (2016-2026) (\$MN)

Table 60 Europe Salesforce Automation Software Market Outlook, By Software-as-a-service (SaaS) Salesforce automation system (2016-2026) (\$MN)

Table 61 Europe Salesforce Automation Software Market Outlook, By Application (2016-2026) (\$MN)

Table 62 Europe Salesforce Automation Software Market Outlook, By Sales Forecasting (2016-2026) (\$MN)

Table 63 Europe Salesforce Automation Software Market Outlook, By Order & Invoices Management (2016-2026) (\$MN)

Table 64 Europe Salesforce Automation Software Market Outlook, By Opportunity Management (2016-2026) (\$MN)

Table 65 Europe Salesforce Automation Software Market Outlook, By Lead Management (2016-2026) (\$MN)

Table 66 Europe Salesforce Automation Software Market Outlook, By Other Applications (2016-2026) (\$MN)

Table 67 Europe Salesforce Automation Software Market Outlook, By Relationship Management (2016-2026) (\$MN)

Table 68 Europe Salesforce Automation Software Market Outlook, By Email Integration (2016-2026) (\$MN)

Table 69 Europe Salesforce Automation Software Market Outlook, By End User (2016-2026) (\$MN)

Table 70 Europe Salesforce Automation Software Market Outlook, By Automotive (2016-2026) (\$MN)

Table 71 Europe Salesforce Automation Software Market Outlook, By Healthcare (2016-2026) (\$MN)

Table 72 Europe Salesforce Automation Software Market Outlook, By Media And Entertainments (2016-2026) (\$MN)

Table 73 Europe Salesforce Automation Software Market Outlook, By Retail (2016-2026) (\$MN)

Table 74 Europe Salesforce Automation Software Market Outlook, By Telecom (2016-2026) (\$MN)

Table 75 Europe Salesforce Automation Software Market Outlook, By Food & Beverages (2016-2026) (\$MN)

Table 76 Europe Salesforce Automation Software Market Outlook, By Banking Financial Services & Insurance (BFSI) (2016-2026) (\$MN)

Table 77 Europe Salesforce Automation Software Market Outlook, By Other End Users (2016-2026) (\$MN)

Table 78 Europe Salesforce Automation Software Market Outlook, By Consumer Goods & logistics (2016-2026) (\$MN)

Table 79 Asia Pacific Salesforce Automation Software Market Outlook, By Country (2016-2026) (\$MN)

Table 80 Asia Pacific Salesforce Automation Software Market Outlook, By Organization Size (2016-2026) (\$MN)

Table 81 Asia Pacific Salesforce Automation Software Market Outlook, By Large Scale Enterprises (2016-2026) (\$MN)

Table 82 Asia Pacific Salesforce Automation Software Market Outlook, By Small-Medium Scale Size Enterprise (2016-2026) (\$MN)

Table 83 Asia Pacific Salesforce Automation Software Market Outlook, By Deployment Type (2016-2026) (\$MN)

Table 84 Asia Pacific Salesforce Automation Software Market Outlook, By Cloud-Based Salesforce automation system (2016-2026) (\$MN)

Table 85 Asia Pacific Salesforce Automation Software Market Outlook, By On-premise Salesforce automation system (2016-2026) (\$MN)

Table 86 Asia Pacific Salesforce Automation Software Market Outlook, By Software-as-a-service (SaaS) Salesforce automation system (2016-2026) (\$MN)

Table 87 Asia Pacific Salesforce Automation Software Market Outlook, By Application (2016-2026) (\$MN)

Table 88 Asia Pacific Salesforce Automation Software Market Outlook, By Sales Forecasting (2016-2026) (\$MN)

Table 89 Asia Pacific Salesforce Automation Software Market Outlook, By Order & Invoices Management (2016-2026) (\$MN)

Table 90 Asia Pacific Salesforce Automation Software Market Outlook, By Opportunity Management (2016-2026) (\$MN)

Table 91 Asia Pacific Salesforce Automation Software Market Outlook, By Lead Management (2016-2026) (\$MN)

Table 92 Asia Pacific Salesforce Automation Software Market Outlook, By Other Applications (2016-2026) (\$MN)

Table 93 Asia Pacific Salesforce Automation Software Market Outlook, By Relationship Management (2016-2026) (\$MN)

Table 94 Asia Pacific Salesforce Automation Software Market Outlook, By Email Integration (2016-2026) (\$MN)

Table 95 Asia Pacific Salesforce Automation Software Market Outlook, By End User (2016-2026) (\$MN)

Table 96 Asia Pacific Salesforce Automation Software Market Outlook, By Automotive

(2016-2026) (\$MN)

Table 97 Asia Pacific Salesforce Automation Software Market Outlook, By Healthcare (2016-2026) (\$MN)

Table 98 Asia Pacific Salesforce Automation Software Market Outlook, By Media And Entertainments (2016-2026) (\$MN)

Table 99 Asia Pacific Salesforce Automation Software Market Outlook, By Retail (2016-2026) (\$MN)

Table 100 Asia Pacific Salesforce Automation Software Market Outlook, By Telecom (2016-2026) (\$MN)

Table 101 Asia Pacific Salesforce Automation Software Market Outlook, By Food & Beverages (2016-2026) (\$MN)

Table 102 Asia Pacific Salesforce Automation Software Market Outlook, By Banking Financial Services & Insurance (BFSI) (2016-2026) (\$MN)

Table 103 Asia Pacific Salesforce Automation Software Market Outlook, By Other End Users (2016-2026) (\$MN)

Table 104 Asia Pacific Salesforce Automation Software Market Outlook, By Consumer Goods & logistics (2016-2026) (\$MN)

Table 105 South America Salesforce Automation Software Market Outlook, By Country (2016-2026) (\$MN)

Table 106 South America Salesforce Automation Software Market Outlook, By Organization Size (2016-2026) (\$MN)

Table 107 South America Salesforce Automation Software Market Outlook, By Large Scale Enterprises (2016-2026) (\$MN)

Table 108 South America Salesforce Automation Software Market Outlook, By Small-Medium Scale Size Enterprise (2016-2026) (\$MN)

Table 109 South America Salesforce Automation Software Market Outlook, By Deployment Type (2016-2026) (\$MN)

Table 110 South America Salesforce Automation Software Market Outlook, By Cloud-Based Salesforce automation system (2016-2026) (\$MN)

Table 111 South America Salesforce Automation Software Market Outlook, By On-premise Salesforce automation system (2016-2026) (\$MN)

Table 112 South America Salesforce Automation Software Market Outlook, By Software-as-a-service (SaaS) Salesforce automation system (2016-2026) (\$MN)

Table 113 South America Salesforce Automation Software Market Outlook, By Application (2016-2026) (\$MN)

Table 114 South America Salesforce Automation Software Market Outlook, By Sales Forecasting (2016-2026) (\$MN)

Table 115 South America Salesforce Automation Software Market Outlook, By Order & Invoices Management (2016-2026) (\$MN)

- Table 116 South America Salesforce Automation Software Market Outlook, By Opportunity Management (2016-2026) (\$MN)
- Table 117 South America Salesforce Automation Software Market Outlook, By Lead Management (2016-2026) (\$MN)
- Table 118 South America Salesforce Automation Software Market Outlook, By Other Applications (2016-2026) (\$MN)
- Table 119 South America Salesforce Automation Software Market Outlook, By Relationship Management (2016-2026) (\$MN)
- Table 120 South America Salesforce Automation Software Market Outlook, By Email Integration (2016-2026) (\$MN)
- Table 121 South America Salesforce Automation Software Market Outlook, By End User (2016-2026) (\$MN)
- Table 122 South America Salesforce Automation Software Market Outlook, By Automotive (2016-2026) (\$MN)
- Table 123 South America Salesforce Automation Software Market Outlook, By Healthcare (2016-2026) (\$MN)
- Table 124 South America Salesforce Automation Software Market Outlook, By Media And Entertainments (2016-2026) (\$MN)
- Table 125 South America Salesforce Automation Software Market Outlook, By Retail (2016-2026) (\$MN)
- Table 126 South America Salesforce Automation Software Market Outlook, By Telecom (2016-2026) (\$MN)
- Table 127 South America Salesforce Automation Software Market Outlook, By Food & Beverages (2016-2026) (\$MN)
- Table 128 South America Salesforce Automation Software Market Outlook, By Banking Financial Services & Insurance (BFSI) (2016-2026) (\$MN)
- Table 129 South America Salesforce Automation Software Market Outlook, By Other End Users (2016-2026) (\$MN)
- Table 130 South America Salesforce Automation Software Market Outlook, By Consumer Goods & logistics (2016-2026) (\$MN)
- Table 131 Middle East & Africa Salesforce Automation Software Market Outlook, By Country (2016-2026) (\$MN)
- Table 132 Middle East & Africa Salesforce Automation Software Market Outlook, By Organization Size (2016-2026) (\$MN)
- Table 133 Middle East & Africa Salesforce Automation Software Market Outlook, By Large Scale Enterprises (2016-2026) (\$MN)
- Table 134 Middle East & Africa Salesforce Automation Software Market Outlook, By Small-Medium Scale Size Enterprise (2016-2026) (\$MN)
- Table 135 Middle East & Africa Salesforce Automation Software Market Outlook, By



Deployment Type (2016-2026) (\$MN)

Table 136 Middle East & Africa Salesforce Automation Software Market Outlook, By Cloud-Based Salesforce automation system (2016-2026) (\$MN)

Table 137 Middle East & Africa Salesforce Automation Software Market Outlook, By On-premise Salesforce automation system (2016-2026) (\$MN)

Table 138 Middle East & Africa Salesforce Automation Software Market Outlook, By Software-as-a-service (SaaS) Salesforce automation system (2016-2026) (\$MN)

Table 139 Middle East & Africa Salesforce Automation Software Market Outlook, By Application (2016-2026) (\$MN)

Table 140 Middle East & Africa Salesforce Automation Software Market Outlook, By Sales Forecasting (2016-2026) (\$MN)

Table 141 Middle East & Africa Salesforce Automation Software Market Outlook, By Order & Invoices Management (2016-2026) (\$MN)

Table 142 Middle East & Africa Salesforce Automation Software Market Outlook, By Opportunity Management (2016-2026) (\$MN)

Table 143 Middle East & Africa Salesforce Automation Software Market Outlook, By Lead Management (2016-2026) (\$MN)

Table 144 Middle East & Africa Salesforce Automation Software Market Outlook, By Other Applications (2016-2026) (\$MN)

Table 145 Middle East & Africa Salesforce Automation Software Market Outlook, By Relationship Management (2016-2026) (\$MN)

Table 146 Middle East & Africa Salesforce Automation Software Market Outlook, By Email Integration (2016-2026) (\$MN)

Table 147 Middle East & Africa Salesforce Automation Software Market Outlook, By End User (2016-2026) (\$MN)

Table 148 Middle East & Africa Salesforce Automation Software Market Outlook, By Automotive (2016-2026) (\$MN)

Table 149 Middle East & Africa Salesforce Automation Software Market Outlook, By Healthcare (2016-2026) (\$MN)

Table 150 Middle East & Africa Salesforce Automation Software Market Outlook, By Media And Entertainments (2016-2026) (\$MN)

Table 151 Middle East & Africa Salesforce Automation Software Market Outlook, By Retail (2016-2026) (\$MN)

Table 152 Middle East & Africa Salesforce Automation Software Market Outlook, By Telecom (2016-2026) (\$MN)

Table 153 Middle East & Africa Salesforce Automation Software Market Outlook, By Food & Beverages (2016-2026) (\$MN)

Table 154 Middle East & Africa Salesforce Automation Software Market Outlook, By Banking Financial Services & Insurance (BFSI) (2016-2026) (\$MN)

Table 155 Middle East & Africa Salesforce Automation Software Market Outlook, By Other End Users (2016-2026) (\$MN)

Table 156 Middle East & Africa Salesforce Automation Software Market Outlook, By Consumer Goods & logistics (2016-2026) (\$MN)

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