

Saudi Arabia Demand Planning Solutions Market By Component (Solutions, Services), By Deployment (On-premises, Cloud-based), By Enterprise Size (Small and Medium Sized Enterprises (SMEs), Large Enterprises), By Industry (BFSI, IT & Telecom, Healthcare, Retail & e-Commerce, Automotive, Food & Beverages, Manufacturing, Others), By Region, Competition, Forecast and Opportunities 2020-2030F

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Abstracts

Saudi Arabia Demand Planning Solutions Market was valued at USD 142 million in 2024 and is expected to reach USD 273.84 Million in 2030 and project robust growth in the forecast period with a CAGR of 11.4% through 2030. The demand planning solutions market in Saudi Arabia is experiencing substantial growth, driven by a confluence of factors that underscore the nation's commitment to modernizing and optimizing its business landscape. The increasing recognition of the pivotal role played by efficient demand planning in bolstering supply chain resilience and responsiveness has prompted businesses across diverse sectors to adopt advanced planning solutions. The pursuit of enhanced operational efficiency, cost reduction, and improved customer satisfaction has fueled a surge in demand for sophisticated forecasting and planning tools. Furthermore, the rapidly evolving business environment, coupled with the need for agility and adaptability, has spurred organizations in Saudi Arabia to invest in cutting-edge demand planning technologies. As a result, the market is witnessing a notable upswing, with companies recognizing the strategic imperative of robust demand planning solutions to navigate the complexities of the contemporary business ecosystem.

Key Market Drivers

Supply Chain Optimization

The Saudi Arabia Demand Planning Solutions Market is undergoing significant growth, primarily driven by an imperative need for supply chain optimization within the country's influential role in global trade. Recognizing the critical importance of streamlining supply chain processes for heightened efficiency and cost reduction, businesses are increasingly turning to demand planning solutions as indispensable tools. These solutions play a pivotal role in optimizing inventory levels, minimizing stockouts, and refining order fulfillment processes. In the midst of a dynamic and intricately interconnected global economy, enterprises in Saudi Arabia are strategically leveraging advanced planning tools to synchronize their supply chains, effectively mitigate risks, and respond with agility to the ever-changing landscape of market fluctuations. The intensified focus on supply chain optimization is not merely a tactical consideration but is positioned as a strategic imperative. This strategic imperative is compelling businesses to embrace and integrate demand planning solutions into their operational frameworks, thereby enabling them to establish a competitive edge. The adoption of these solutions is seen as instrumental in ensuring the timely and accurate fulfillment of customer demands, aligning seamlessly with the broader goal of enhancing overall customer satisfaction. The synergy between supply chain optimization and demand planning solutions in Saudi Arabia encapsulates a forward-looking approach by businesses, acknowledging the crucial role these technologies play in achieving operational excellence and resilience in a highly competitive and globally connected business environment. As a result, the demand planning solutions market in Saudi Arabia stands poised for sustained growth, fueled by a strategic commitment to supply chain efficiency and the seamless fulfillment of customer expectations. This convergence of strategic imperatives and technological advancements positions Saudi Arabian enterprises at the forefront of harnessing the transformative potential of demand planning solutions to navigate the complexities of contemporary global trade. The adoption of digital technologies in supply chain management is rapidly growing. According to a recent survey, 85% of businesses have either adopted or are planning to implement supply chain management (SCM) technologies such as cloud computing, artificial intelligence (AI), Internet of Things (IoT), and blockchain by 2025. These technologies enhance real-time data sharing, predictive analytics, and operational efficiency.

Technological Advancements

The Saudi Arabia Demand Planning Solutions Market is experiencing substantial growth, primarily propelled by the rapid and relentless pace of technological advancements. This surge is particularly evident in the integration of sophisticated technologies, including artificial intelligence, machine learning, and predictive analytics, which have brought about a transformative evolution in the capabilities of demand planning tools. Saudi businesses, attuned to the imperative of staying technologically competitive, are increasingly harnessing these cutting-edge technologies to elevate the precision of demand forecasts. The infusion of artificial intelligence and machine learning facilitates the identification of intricate patterns and trends within vast datasets, empowering organizations to make informed, data-driven decisions. Moreover, the integration of predictive analytics adds a forward-looking dimension, enabling businesses to proactively adapt to and navigate the ever-changing conditions of the market. The result is not just an enhancement in forecasting precision but a holistic transformation in the adaptability and responsiveness of organizations to the dynamic Saudi Arabian business landscape. In this tech-savvy milieu, the relentless pursuit of innovative solutions stands out as a driving force behind the escalating adoption of demand planning solutions across diverse industries in Saudi Arabia. This transformative journey signifies a strategic alignment of businesses with the ethos of technological progress, reflecting a collective recognition of the pivotal role played by advanced technologies in fostering resilience, agility, and sustained growth in the rapidly evolving business ecosystem of Saudi Arabia. As organizations continue to navigate the complexities of the contemporary business environment, the integration of these advanced technologies into demand planning solutions positions Saudi Arabian industries at the forefront of innovation, ensuring they remain competitive and well-equipped for the challenges and opportunities that lie ahead. Companies are increasingly using supply chain optimization techniques to reduce costs. In 2023, companies reported an average reduction in supply chain operational costs by approximately 10-15% due to improved inventory management, route optimization, and demand forecasting. Optimization technologies like AI and machine learning are being utilized to enhance forecasting accuracy and improve procurement decisions.

Global Economic Integration

The burgeoning demand for planning solutions in Saudi Arabia is significantly driven by the nation's proactive engagement in the global economy. As Saudi Arabia ardently pursues economic diversification and endeavors to diminish its reliance on oil, businesses within the country are ambitiously extending their reach into the international arena. This broadening of horizons underscores the necessity for a more sophisticated and nuanced approach to demand planning. Operating within diverse global markets

characterized by varying demand patterns requires a strategic reevaluation of planning methodologies. Demand planning solutions, fortified with robust forecasting algorithms and advanced analytics, emerge as indispensable tools empowering Saudi enterprises to adeptly navigate the intricacies inherent in global supply chains. The capability to align demand planning strategies seamlessly with the dynamic dynamics of international markets becomes a pivotal determinant in enhancing competitiveness for Saudi businesses. This strategic alignment positions them for triumph within the intricate framework of an interconnected global business landscape, where adaptability and precision in demand planning are pivotal for sustained success. In essence, the escalating demand for planning solutions in Saudi Arabia is intrinsically linked to the nation's commitment to carving a formidable presence in the global economic arena, propelling businesses toward a future characterized by resilience, competitiveness, and strategic international positioning. Transparency is becoming crucial for efficient supply chain optimization. A report in 2023 showed that 70% of businesses consider real-time visibility into supply chain processes (such as inventory, order tracking, and logistics) as a critical factor for optimization. With improved visibility, businesses can proactively identify potential disruptions and take corrective actions quickly.

Focus on Customer Satisfaction

The burgeoning demand planning solutions market in Saudi Arabia is profoundly influenced by a steadfast commitment to elevating customer satisfaction as a central driving force. Within an intensely competitive business landscape, the delivery of exceptional customer experiences stands out as a paramount consideration for sustained success. Demand planning solutions emerge as linchpins in achieving this objective, playing a pivotal role in not only meeting but surpassing customer expectations. Through the meticulous facilitation of product availability, minimization of stockouts, and optimization of lead times, these advanced planning tools become instrumental in ensuring a seamless and gratifying experience for customers. Saudi businesses, keenly attuned to the critical role of accurate demand forecasting facilitated by these sophisticated planning solutions, acknowledge its indispensability in maintaining optimal inventory levels and promptly fulfilling customer orders. Prioritizing customer satisfaction through the effective deployment of demand planning solutions is recognized as a strategic imperative, enabling organizations to not only meet but exceed customer expectations. In doing so, businesses in Saudi Arabia can forge lasting connections, build brand loyalty, attain a distinctive competitive edge, and lay the foundations for sustained growth in the dynamic and demanding Saudi Arabian market. This customer-centric approach not only responds to the immediate imperatives of the marketplace but also reflects a forward-thinking strategy that recognizes the enduring

impact of customer satisfaction in shaping the trajectory of business success and longevity. Companies are increasingly focusing on sustainability and reducing the carbon footprint of their supply chains. In 2023, around 45% of companies globally started implementing sustainable practices like using eco-friendly transportation and optimizing logistics to lower emissions. This trend is growing as customers and regulators demand more responsible sourcing and distribution practices.

Key Market Challenges

Cultural and Organizational Resistance

One of the significant challenges facing the demand planning solutions market in Saudi Arabia is the inherent resistance within organizations to cultural and operational change. Traditional business practices and hierarchical structures can impede the smooth adoption of advanced planning solutions. The cultural fabric of Saudi Arabian businesses, rooted in established norms and practices, may pose challenges in aligning workforce attitudes with the transformative nature of demand planning technologies. Overcoming this hurdle requires a concerted effort towards change management, fostering a culture of innovation, and educating stakeholders about the long-term benefits of adopting demand planning solutions. Addressing organizational resistance is crucial for the successful implementation and integration of these technologies into the fabric of Saudi Arabian businesses.

Limited Data Infrastructure and Quality

Another significant challenge in the Saudi Arabia demand planning solutions market is the limited data infrastructure and concerns about data quality. Accurate demand forecasting relies heavily on the availability of comprehensive and reliable data. In some cases, businesses in the region may face limitations in terms of data accessibility, integration, and the overall quality of information. Incomplete or inaccurate data can compromise the effectiveness of demand planning solutions, leading to suboptimal forecasting and decision-making. To address this challenge, businesses need to invest in improving their data infrastructure, ensuring data quality, and establishing robust data governance practices. Overcoming these data-related challenges is vital for unlocking the full potential of demand planning solutions in Saudi Arabia.

Regulatory Compliance Complexity

The demand planning solutions market in Saudi Arabia is confronted with the challenge

of navigating a complex regulatory landscape. Compliance with local regulations and international standards is crucial, and businesses must adapt their demand planning strategies to align with ever-evolving compliance requirements. The dynamic nature of regulations, coupled with varying industry-specific standards, poses a continuous challenge for organizations aiming to implement effective demand planning solutions. Successfully addressing this challenge requires a proactive approach to staying abreast of regulatory changes, investing in compliance management tools, and integrating compliance considerations into demand planning processes. Navigating the intricacies of regulatory compliance is essential for businesses in Saudi Arabia to ensure the seamless operation of demand planning solutions.

Integration with Legacy Systems

The integration of demand planning solutions with existing legacy systems presents a significant challenge for businesses in Saudi Arabia. Many organizations in the region may have established enterprise resource planning (ERP) or other legacy systems that are deeply ingrained in their operations. Integrating modern demand planning solutions with these legacy systems can be complex and time-consuming. Compatibility issues, data migration challenges, and the need for seamless interoperability pose hurdles to the efficient integration of new technologies. To overcome this challenge, businesses need to develop a comprehensive integration strategy, invest in interoperability solutions, and leverage technologies that facilitate smooth transitions. Successfully integrating demand planning solutions with legacy systems is crucial for ensuring a cohesive and synchronized approach to business operations in Saudi Arabia.

Key Market Trends

Adoption of Artificial Intelligence and Machine Learning

A prominent trend in the Saudi Arabia demand planning solutions market is the increasing adoption of artificial intelligence (AI) and machine learning (ML) technologies. Businesses in the region are recognizing the transformative potential of these advanced technologies in enhancing demand forecasting accuracy, optimizing inventory management, and improving overall planning efficiency. AI and ML algorithms enable demand planning solutions to analyze vast datasets, identify patterns, and predict future demand trends with a high degree of precision. This trend reflects a strategic shift towards data-driven decision-making, as organizations leverage intelligent algorithms to gain valuable insights into market dynamics, consumer behavior, and supply chain performance. As the demand planning landscape evolves, the integration of AI and ML

technologies is poised to play a pivotal role in driving innovation and competitiveness in Saudi Arabian businesses.

Cloud-Based Demand Planning Solutions

A significant market trend in Saudi Arabia is the growing preference for cloud-based demand planning solutions. Businesses are increasingly recognizing the advantages of cloud deployment, such as scalability, flexibility, and accessibility. Cloud-based solutions offer the ability to access real-time data, collaborate seamlessly across distributed teams, and adapt to changing business requirements more effectively. This trend aligns with the broader digital transformation initiatives in the region, where organizations seek agile and scalable technologies to support their demand planning processes. The move towards cloud-based solutions reflects a strategic shift from traditional on-premise systems to more dynamic and adaptive platforms that cater to the evolving needs of Saudi Arabian businesses.

Integration of Predictive Analytics

A key market trend in the demand planning solutions space in Saudi Arabia is the increased emphasis on predictive analytics. Businesses are leveraging predictive analytics capabilities to anticipate future demand patterns, identify potential risks, and proactively adjust their supply chain strategies. Predictive analytics enable organizations to move beyond historical data analysis and embrace a forward-looking approach to demand planning. This trend is driven by the desire to enhance agility and responsiveness in the face of dynamic market conditions. By harnessing predictive analytics, businesses in Saudi Arabia are better positioned to make informed decisions, optimize inventory levels, and adapt quickly to changing customer preferences.

Focus on Sustainability in Demand Planning

An emerging trend in the Saudi Arabia demand planning solutions market is a heightened focus on sustainability. Businesses are integrating environmental considerations into their demand planning processes, aiming to reduce waste, minimize carbon footprints, and optimize resource utilization. This trend reflects a growing awareness of the importance of sustainable practices in the business landscape and aligns with global efforts to promote eco-friendly and socially responsible supply chain management. Demand planning solutions that incorporate sustainability metrics and enable businesses to make environmentally conscious decisions are gaining traction, signaling a shift towards more responsible and sustainable business practices in Saudi

Arabia.

Increased Adoption of Demand Sensing Technologies

An observable trend in the Saudi Arabia demand planning solutions market is the increased adoption of demand sensing technologies. Traditional demand planning often relies on historical data and periodic forecasting, but demand sensing technologies enable organizations to capture real-time data and respond dynamically to fluctuations in demand. By leveraging technologies such as IoT sensors, social media analytics, and point-of-sale data, businesses in Saudi Arabia can enhance their ability to sense and respond to changes in customer demand rapidly. This trend aligns with the need for greater agility and responsiveness in supply chain management, allowing businesses to optimize inventory levels, reduce stockouts, and improve overall customer satisfaction through more accurate and timely demand predictions.

Segmental Insights

Industry Insights

In 2024, The Saudi Arabia Demand Planning Solutions Market saw the retail and e-commerce segment emerge as the dominant force, and this trend is anticipated to persist throughout the forecast period. The retail and e-commerce industry, driven by the rapid growth of online businesses and changing consumer preferences, exhibited a heightened demand for advanced demand planning solutions. The sector's complex supply chain dynamics, coupled with the need for real-time inventory management and order fulfillment, underscored the significance of robust demand planning tools. Retailers and e-commerce players in Saudi Arabia increasingly embraced sophisticated solutions to optimize stock levels, minimize stockouts, and enhance overall supply chain efficiency. The growing competition in the online retail space and the necessity for seamless customer experiences further fueled the adoption of demand planning solutions. As the retail and e-commerce landscape continues to evolve, with a surge in digital transactions and heightened customer expectations, the demand for cutting-edge demand planning solutions is expected to maintain its dominance in the Saudi Arabian market. This trend reflects a broader industry shift towards leveraging technology to stay competitive, enhance operational agility, and meet the dynamic demands of the contemporary retail and e-commerce ecosystem in Saudi Arabia.

Regional Insights

Riyadh region emerged as the dominant force in the Saudi Arabia Demand Planning Solutions Market, and this dominance is anticipated to persist throughout the forecast period. Riyadh, as the capital and largest city of Saudi Arabia, serves as the economic and financial hub of the country, hosting a diverse range of industries and businesses. The robust economic activity and substantial business presence in Riyadh have propelled the demand for advanced demand planning solutions, driven by the imperative to optimize supply chain processes and enhance operational efficiency. The city's strategic importance as a major economic center, coupled with its role in hosting key industries such as finance, healthcare, and manufacturing, has fueled the adoption of sophisticated planning tools. Riyadh's diverse economic landscape, characterized by a mix of traditional and modern sectors, has created a strong demand for solutions that cater to the unique requirements of various industries. As the economic and commercial heartbeat of Saudi Arabia, Riyadh is expected to maintain its dominance in the demand planning solutions market, with businesses across sectors continuing to prioritize technological advancements to stay competitive and resilient in the face of evolving market dynamics. The city's central role in driving innovation and economic growth positions it as a key contributor to the sustained dominance of the Riyadh region in the Saudi Arabian Demand Planning Solutions Market, reflecting the city's pivotal position in shaping the demand planning landscape and fostering technological advancements across diverse industries.

Key Market Players

SAP SE

Oracle Corporation

Blue Ridge Solutions Inc.

Anaplan, Inc.

Kinaxis Inc.

Tools Group Inc.

Logility, Inc.

Vanguard Software Corporation

Report Scope:

In this report, the Saudi Arabia Demand Planning Solutions Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Saudi Arabia Demand Planning Solutions Market, By Component:

Solutions

Services

Saudi Arabia Demand Planning Solutions Market, By Deployment:

On-premises

Cloud-based

Saudi Arabia Demand Planning Solutions Market, By Enterprise Size:

Small and Medium Sized Enterprises (SMEs)

Large Enterprises

Saudi Arabia Demand Planning Solutions Market, By Industry:

BFSI

IT & Telecom

Healthcare

Retail & e-Commerce

Automotive

Food & Beverages

Manufacturing

Others

Saudi Arabia Demand Planning Solutions Market, By Region:

Riyadh

Makkah

Madinah

Jeddah

Tabuk

Eastern Province

Rest of Saudi Arabia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Saudi Arabia Demand Planning Solutions Market.

Available Customizations:

Saudi Arabia Demand Planning Solutions Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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