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Middle East & Africa Workflow Management System Market Forecast to 2031 - Regional Analysis - by Component (Software and Services), Deployment Mode (Cloud and On-Premises), and End User (BFSI, Healthcare and Life Sciences, IT and Telecom, Transportation and Logistics, Retail, Food and Beverages, Cosmetic Industry, and Others)

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Abstracts

The Middle East & Africa Workflow Management System market was valued at US$ 635.69 million in 2023 and is expected to reach US$ 2,897.35 million by 2031; it is estimated to record a CAGR of 20.9% from 2023 to 2031.

Automation-as-a-Service Bolsters Middle East & Africa Workflow Management System Market

Automation-as-a-Service (AaaS) is gaining traction among enterprises worldwide. The findings from Zapier's 2021 State of Business Automation report underscore the pivotal role of automation in empowering small and medium-sized businesses to effectively compete with larger corporations. With 88% of these businesses acknowledging the transformative impact of automation, it is evident that the adoption of advanced workflow management systems is becoming increasingly essential for enhancing operational efficiency and agility. Moreover, as per the report's revelation, 65% of knowledge workers experience reduced stress levels through the automation of mundane tasks, which further emphasizes the positive influence of streamlined workflows facilitated by sophisticated management systems. For instance, in January 2024, according to LeadSquared, ~49% of healthcare personnel are currently facing feelings of burnout, with a key contributing factor being the allocation of 26–41% of their

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time to administrative tasks. This includes the repetitive processes of gathering patient data, dispensing prescriptions, managing billing, facilitating patient onboarding, and handling claims. While these undertakings are undeniably vital, they also prove to be exhausting to employees as well as time-intensive. There is an escalating adoption of workflow automation in the healthcare sector. By alleviating the burden of documentation and repetitive responsibilities, automation liberates healthcare professionals to redirect their attention toward critical tasks that demand expertise and strategic thinking abilities. These insights align with the growth trajectory of the workflow management system market, as businesses seek to harness automation technologies to not only optimize their processes but also to gain a competitive edge in the dynamic business landscape. Thus, automation-as-a-service (AaaS) acts as a future trend in the workflow management system market.

Middle East & Africa Workflow Management System Market Overview

The market for workflow management software and services is witnessing significant growth in the Middle East & Africa (MEA). Various software solutions for managing workforces, including workforce forecasting, scheduling, time and attendance management, task management, HR management, and workforce analytics, are available for businesses in this region. The growing interest in cloud-based solutions further benefits the workflow management system market in the MEA. Additionally, the ongoing technological transformation propels the incorporation of AI in workflow management tools for automating repetitive tasks. Companies such as Appian, Bizagi, and Oracle are also offering workflow management solutions tailored to the needs of businesses in this region.

Middle East & Africa Workflow Management System Market Revenue and Forecast to 2031 (US$ Million)

Middle East & Africa Workflow Management System Market Segmentation

The Middle East & Africa workflow management system market is categorized into component, deployment mode, end user, and country.

Based on component, the Middle East & Africa workflow management system market is bifurcated into software and services. The software segment held a larger market share in 2023. The software segment is subsegmented into suite-based workflow systems, web-based workflow systems, production workflow systems, and messaging-based workflow systems. The service segment is further segmented into integration and

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implementation, consulting, and training and development.

In terms of deployment mode, the Middle East & Africa workflow management system market is bifurcated into cloud and on-premises. The cloud segment held a larger market share in 2023.

Based on end user, the Middle East & Africa workflow management system market is segmented into BFSI, healthcare and life sciences, IT and Telecom, transportation and logistics, retail, food and beverage, cosmetic industry, and others. The BFSI segment held the largest market share in 2023.

By country, the Middle East & Africa workflow management system market is segmented into Saudi Arabia, South Africa, the UAE, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the Middle East & Africa Workflow Management System market share in 2023.

Apian Corp, Bizagi, Newgen Software Technologies Ltd, Nintex UK Ltd, Oracle Corp, International Business Machines Corp, Pegasystems Inc, Xerox Corporation, Kissflow Inc, MasterControl Inc, Honeywell International Inc, Dot Compliance Ltd, Veeva Systems Inc, PQE Group, and Alten Group are some of the leading companies operating in the Middle East & Africa workflow management system market.

Reason to buy

- Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the Middle East & Africa workflow management system market.
- Highlights key business priorities in order to assist companies to realign their business strategies.
- The key findings and recommendations highlight crucial progressive industry trends in the Middle East & Africa workflow management system market, thereby allowing players across the value chain to develop effective long-term strategies.
- Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

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Scrutinize in-depth Middle East & Africa market trends and outlook coupled with the factors driving the Middle East & Africa workflow management system market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution.

The List of Companies - Middle East & Africa Workflow Management System Market

Apian corp.

Bizagi

Newgen Software Technologies Ltd.

Nintex UK Ltd.

Oracle Corp.

International Business Machines Corp.

Pegasystems Inc.

Xerox Corporation.

Kissflow Inc.

MasterControl Inc.

Honeywell International Inc.

Veeva Systems Inc.

Dot Compliance Ltd

PQE Group.

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Alten Group.

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