

North America 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 North America Workflow Management System market was valued at US\$ 3,716.88 million in 2023 and is expected to reach US\$ 21,592.27 million by 2031; it is estimated to record a CAGR of 24.6% from 2023 to 2031 .

Growing Number of Digital Transformation Initiatives Fuels North America Workflow Management System Market

Digital transformation in workflow management systems requires foundational investments in skills, projects, and infrastructure, as well as smooth collaboration between people, machines, and business processes. It aims to radically transform the business model and the way business is conducted. In the US, businesses are actively embracing digital transformation to stay competitive in today's quickly changing business environment. The National Strategy for Trusted Identities in Cyberspace and the NIST Cybersecurity Framework are only two of the measures the US government has put in place to encourage innovation and digital transformation in various industries and aid in the growth of the digital economy. There is a need for optimized utilization of allocated budget, smooth operational procedures, and guidance of successful program execution with inbuilt digital workflow automation and management processes. Thus, the growing number of digital transformation initiatives drives the workflow management

system market.

North America Workflow Management System Market Overview

The healthcare systems in North American countries experience a significant need push to refine healthcare workflow management to enhance efficiency, productivity, and profitability. This factor propels the adoption and use of workflow management systems in the region. Workflow management involves streamlining the roadmaps of operations to diminish redundancies, elevate patient throughput, and improve care quality, ultimately leading to enhanced patient satisfaction and clinical outcomes. Moreover, the escalating complexity and extensive data generation in healthcare processes, encompassing both clinical and administrative activities, have prompted healthcare organizations to seek automated workflow management solutions and applications (apps) that simplify the routine delivery of patient healthcare. Oracle Cerner, a prominent player in the healthcare technology space, is at the forefront of providing innovative workflow management systems tailored to the specific needs of healthcare organizations in North American countries. Its workflow management systems streamline clinical workflows, improve care coordination, and enhance healthcare resource utilization, ultimately contributing to better patient outcomes and operational effectiveness within healthcare facilities across the region.

North America Workflow Management System Market Revenue and Forecast to 2031 (US\$ Million)

North America Workflow Management System Market Segmentation

The North America workflow management system market is categorized into component, deployment mode, end user, and country.

Based on component, the North America workflow management system market is bifurcated into software and services. The software segment held a larger market share in 2023.

In terms of deployment mode, the North America 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 North America 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 North America workflow management system market is segmented into the US, Canada, and Mexico. The US dominated the North America 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, Software AG, Integrify Inc, Xerox Corporation, Kissflow Inc, Zapier Inc, Bizzmine, 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 North America workflow management system market.

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