

Software as a Service (SaaS) Market to 2025 - Global Analysis and Forecasts by Cloud Deployment Model, Applications and End-user

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Abstracts

Paying for a software as per the usage on a subscription basis rather than fully owning can be defined as Software as a service (SaaS). SaaS applications are accessed using a web browser from a remote location and eliminates the hassles of installing, upgrading and maintaining the software for the owner. As a business delivery model for many corporate applications SaaS provides a huge variety of software to industries from various verticals and the software include database management software, messaging software, enterprise resource planning (ERP), gaming applications, service desk management, payroll software, computer designing software, customer relationship management (CRM), content management (CM), development software, virtualization software, collaboration, invoicing, talent acquisition accounting, management information systems (MIS), human resource management (HRM) and antivirus software. SaaS has been integrated by major upcoming and leading software companies with major adoptions witnessed by the SME's. The advantage offered by SaaS is the cost reductions associated with it and the eliminations of hidden costs.

The global Software as a Service market is bifurcated based on deployment model as: private cloud, public cloud, and hybrid cloud. Furthermore, the global SaaS market can be further divided by applications into ERP, HRM, CRM, supply chain management (SCM) and others (Web conferencing platforms, messaging applications and collaboration). Additionally, while considering on the basis of end-user SaaS can be further classified into small & medium enterprises (SMEs), and large enterprises. The end-user classification has been done on the basis of revenues.

Software as a Service is there to replace the traditional application service provider model on account of various benefits it caters. SaaS basically can be deployed into

organizations via three different deployment models. Each model has its own advantages and disadvantages but the public cloud deployment model has been the largest adopted model for this market. SaaS providers generally develop and manage their own software. The differentiating point between ASPs and SaaS vendors is that ASPs offer conventional client-server models that require installation of software at the client's premises, however SaaS requires a web browser and eliminates the need to install at the client's premise. In addition, major initial ASPs offered a separate instance of the user application for each enterprise, however, a software distribution model that allows sharing of applications and allowing access to organizations via a single tenant or multi-tenant architecture is basically SaaS.

Businesses are seeking paradigm shift in their operations especially in developing economies like India and China of APAC region. Awareness about the benefits of SaaS in these regions has significantly increased the adoptions of Software as a Service solutions by various organizations. Furthermore, developing economies have been the breeding grounds for a large number of SME's that are the largest adopters of SaaS models. As a result, Software as a Service market is expected to witness a huge opportunity with its rise in the APAC region. On the organizational point of view, SMEs are adopting and implementing this technology on account of significant cost reductions.

Customers are the greatest asset for any organization and employees are the backbone of any successful business. Understanding the importance of both these resources, many small and large organizations globally have adopted CRM and HRM applications to establish long-term relationships with their customers and also manage their internal human resource efficiently. Google, Inc., Fujitsu Ltd., Amazon.com, Inc., ADP, LLC, IBM Corporation, Salesforce.com, Inc., Workday, Inc., Oracle Corporation, SAP SE and Microsoft Corporation are some of the major players in the global Software as a Service market.

REASONS TO BUY

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players and segments in the global cloud computing market

Highlights key business priorities in order to assist companies to realign their business strate

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COMPANIES MENTIONED

Google, Inc.

Oracle Corporation

Amazon.com, Inc.

Salesforce.com, Inc.

Fujitsu Ltd.

Workday, Inc.

ADP, LLC

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