

South & Central America Time Tracking Solution Market Forecast to 2030 - Regional Analysis - by Deployment (On-Premise and Cloud), Organization Size (Small & Medium Enterprises and Large Enterprises), and Application (Tracking and Reporting, Payroll, and Project Management)

<https://marketpublishers.com/r/S7ED41EDA1CBEN.html>

Date: May 2024

Pages: 66

Price: US\$ 3,550.00 (Single User License)

ID: S7ED41EDA1CBEN

Abstracts

The South & Central America time tracking solution market was valued at US\$ 126.97 million in 2022 and is expected to reach US\$ 594.31 million by 2030; it is estimated to grow at a CAGR of 21.3% from 2022 to 2030.

Strategic Initiatives by Market Players Drive South & Central America Time Tracking Solution Market

Increase in demand for work productivity, rapid technological advancements, rise of remote working culture, and need for improvement in project management demand robust solutions for the time tracking application. Thus, companies globally are taking several initiatives, such as integrating time-tracking software with various applications and expanding their operations. For instance, in July 2023, The Kantata OX Salesforce app was integrated with the Salesforce AppExchange. The integration will automate project creation from opportunities and provide Salesforce users with key information about Kantata OX projects. The integration also facilitates cross-platform communication within a project. In 2021, Replicon's time tracking and salesforce were integrated to align multi-functional teams together. The integration enabled the alignment of sales, delivery, and billing teams with real-time salesforce time-tracking. Several players globally are launching time-tracking solutions. For instance, in 2023, Harpoon introduced the next-generation time-tracking and invoicing software. The

software not only records the financial past but also helps plan and predict a profitable future. Such strategic initiatives by the market players are anticipated to provide opportunities for the growth of the South & Central America time-tracking solution market.

South & Central America Time Tracking Solution Market Overview

According to the report of Tecla company, the remote tech boom in South & Central America (SAM) is increasing. Over the last 10 years, South & Central America has become a key partner in major global markets, especially for US tech companies. According to the report, the "technological revolution" is making waves across the globe as South & Central America virtual teams master important IT projects with great success. South & Central America has 81% more fully remote companies than the global average. 57% of remote workers in South America feel happy and productive compared to other regions. The technological industry accounts for 10% of all remote work in South & Central America in 2021. US\$ 13.8 billion of the entire offshore outsourcing market corresponds to South & Central America in 2021. 60% of South & Central America remote developers identify as back-end developers, while 40 % say they are full-stack developers. Time-tracking solutions facilitate the management of remote and global teams by providing real-time visibility into employee activities and project timelines. South & Central America is undergoing digital transformation across various sectors. Businesses are looking to modernize their processes and are adopting digital time-tracking solutions to align with this trend. As businesses expand and become more complex, efficient workforce management and time-tracking tools are essential to maximize productivity and control costs. Time-tracking solutions help manage this diverse workforce efficiently, ensuring accurate hours, attendance, and remote work tracking. Therefore, the demand for time-tracking software is increasing, boosting the market growth.

South & Central America Time Tracking Solution Market Revenue and Forecast to 2030 (US\$ Million)

South & Central America Time Tracking Solution Market Segmentation

The South & Central America time tracking solution market is segmented based on deployment, organization size, application, and country.

Based on deployment, the South & Central America time tracking solution market is bifurcated into on-premise and cloud. The on-premise segment held a larger share in

2022.

By organization size, the South & Central America time tracking solution market is bifurcated into small & medium enterprises and large enterprises. The large enterprises segment held a larger share in 2022.

By application, the South & Central America time tracking solution market is segmented into tracking and reporting, payroll, and project management. The tracking and reporting segment held the largest share in 2022.

Based on country, the South & Central America time tracking solution market is segmented into Brazil, Argentina, and the Rest of South & Central America. Brazil dominated the South & Central America time tracking solution market in 2022.

Replicon Inc, UKG Inc, SAP SE, Time Doctor LLC, Wrike Inc, Zoho Corporation PVT Ltd, and Planview Inc are some of the leading companies operating in the South & Central America time tracking solution market.

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