

Voting Management Software Market Size and Forecasts (2020 - 2030), Global and Regional Share, Trends, and Growth Opportunity Analysis Report Coverage: By Deployment Type (Cloud-Based and On-Premise), Offering (Platform Ballot Management, Platform Performance, Event Support, Audience Engagement, and Others), and End User (Association, Government, Enterprise, and Others)

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Abstracts

The Voting Management Software Market size is expected to reach US\$ 593.15 million by 2030 from 292.51 million in 2022, at an estimated CAGR of 9.2% from 2022 to 2030.

The US, Canada, and Mexico are among the major economies in North America. Various organizations and government bodies worked remotely to maintain social distancing in order to prevent the spread of SARS-CoV-2. As traditional voting led to the formation of crowds, governments of various countries in the region adopted remote voting solutions. As per the report by the Congressional Research Service (CRS) in April 2020, US Congress suggested altering House or Senate rules to allow floor votes to be cast remotely, where the Members will be present virtually rather than physically. In addition, the Federal Government is creating different policies and rules that can allow uniformed and overseas citizens to vote from anywhere in the world. With the imposition of the Uniformed and Overseas Citizens Absentee Voting Act (UOCAVA), the members of the US Uniformed Services and merchant marine, their family members, and US citizens residing outside the country can register and vote absentee in elections for Federal offices. Thus, such initiatives by the government are expected to raise the demand for solutions in voting management software market in the region. Furthermore,

various enterprises are opting for remote voting as it can help to save time and cost for the organization. As tabulation is done electronically, the companies do not have to spend money and time manually counting ballots. Also, as online voting systems require user authentication, it ensures that only eligible voters are participating in their respective ballots, thus providing full transparency. Thus, the growing inclination toward online voting is fueling the growth of the voting management software market in North America.

During the COVID-19 pandemic, due to the government regulations of lockdown and social distancing, various elections conducted were online. In 2020, more than 300,000 Americans cast their votes online, and the demand and adoption of online voting continue to rise in the country. According to the National Conference of State Legislatures, ~26 states and Washington, D.C., allow their military officers and overseas voters to return their ballots by email, whereas 7 states allow their voters to return their ballots using an online portal. Furthermore, various government authorities, associations, universities, and enterprises are using online voting solutions for conducting their elections. For example, BigPulse Voting provided its online voting solutions to the Educational Theater Association, Ohio; Colorado Rock Products Association; Comparative and International Education Society; California State University, Northridge; K-State University, Kansas; Melbourne Business School; and Brandeis University Student Union, Massachusetts. Also, ElectionBuddy Inc. provided its online voting solutions to the Space Coast Association of REALTORS, SEIU Local 1021, American Industrial Hygiene Association, Dupont Circle Business Improvement District, and National League of Cities. Similarly, various other market players such as Simply Voting Inc., Civix, Civica, Scytl Election Technologies S.L.U., and Assembly Voting have provided their online voting solutions to different organizations in the country. Thus, the growing adoption of such solutions is driving the voting management software market in the US.

Based on deployment type, the voting management software market is segmented into cloud based and on-premise. Cloud-based solutions in voting management software market operates on a cloud infrastructure, where the software and data are hosted on remote servers. It can easily scale resources up or down based on demand and enables access from any location with an internet connection. Users access the software through web browsers, and no physical installation is required on individual devices. It can be implemented rapidly without physical setup. The software typically follows a subscription-based or pay-as-you-go model, where users pay for the services they consume. It eliminates the need for significant upfront infrastructure investment. Cloud-based solutions in voting management software market offers real-time

collaboration and accessibility from various devices, fostering collaboration among stakeholders that allows users to participate in voting processes from anywhere and facilitates collaboration and communication among election officials.

Based on end user, the Voting Management Software market is segmented into association, government, enterprise and others. Associations are undergoing digital transformations to modernize their operations, and this includes transitioning from manual or paper-based voting systems to digital solutions. solutions in voting management software market expedites the digitalization of the entire voting process, streamlining workflows and reducing administrative burdens. Traditional methods of voting within associations, such as paper ballots or voice votes, can be time-consuming and may lead to errors. Voting software automates the process, ensuring accuracy and expediting the counting and reporting of results, saving time and resources. Associations frequently have members dispersed geographically, making it challenging for all members to participate in on-site meetings. solutions in voting management software market enables remote participation, allowing members to vote from anywhere with an internet connection, fostering inclusivity. Also, associations value the security and integrity of their voting processes, and traditional methods may be susceptible to tampering or inaccuracies. Associations have governance structures and compliance requirements that mandate transparent and accountable decision-making processes. Voting software helps associations adhere to governance standards by providing a transparent and traceable record of voting activities, contributing to compliance with internal rules and regulations. Therefore, the demand for solutions in voting management software market in associations is driven by the above factors.

BigPulse Voting Pty Ltd, ElectionBuddy Inc., Simply Voting Inc., Civix GCR Inc., Civica UK Ltd., Polyas GmbH, Scytl Election Technologies SLU, Seasia Infotech, Assembly Voting Aps, and eBallot are among the key Voting Management Software Market players that are profiled in this market study.

The overall Voting Management Software Market size has been derived using both primary and secondary sources. Exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the Voting Management Software Market size. The process also helps obtain an overview and forecast of the market with respect to all the market segments. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights. This process includes industry experts such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants such as valuation experts, research

analysts, and key opinion leaders, specializing in the Voting Management Software Market.

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