Cloud Applications Market by Type – Global Forecast to 2019

Description:
Cloud Applications Market by Type (Analytics, CRM, Finance and Accounting, Content management, Collaboration, eCommerce, HCM, ERP, PPM, Procurement and Distribution, Legal and Risk Management, Other Applications) – Global Forecast to 2019

The cloud applications are widely been adopted by businesses across a broad spectrum of verticals mentioned in the report such as Banking, Financial Services, and Insurance (BFSI), education, retail, telecommunication & IT, healthcare & life sciences, government, discrete manufacturing, oil & gas, media & entertainment, and other verticals too.

The complete cloud applications market analysis consists of evaluating various types, end users, verticals and regions. The overall market size is found by adding up the individual market size of all application types including Analytics, Customer Relationship Management (CRM), Finance and Accounting, Content management, Collaboration, eCommerce, Human capital management (HCM), Enterprise Resource Planning (ERP), Project and portfolio management (PPM), Procurement and distribution, Legal and risk management, Other industry specific application.

The cloud applications currently offered by numerous vendors such as IBM, Oracle, Cisco, Salesforce.com, SAP AG and others envelop the whole private, public and hybrid cloud spectrum. These vendors are selling variations of cloud applications via public, private, hybrid, and managed services, along with switching their one-off licensing scheme to a more dependable subscription model.

Today the prime concern in the cloud applications market is regarding the security and privacy. To meet this major concern of the customers, cloud applications vendors as well as resellers, systems integrators, and data center operators have been working together to make sure that cloud applications are delivered easily with maximum security and customization. The cloud services vendors are also engaged in delivering advanced applications with lower cost to simplify the business functions.

The report is expected to help the market leaders/new entrants in this market in the following ways:

1. This report segments the cloud applications market into application types, covering this market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market and the sub-segments. The market numbers are further split across the verticals, end users, and regions.

2. This report will help them better understand the competitors and gain more insights to better position their business. There is a separate section on competitive landscape that includes competitors’ ecosystem and their roles in the market. Besides, there are company profiles of the top 10 players in this market. In this section, market internals are provided that can put them ahead of the competitors.

3. The report helps them to understand the overall growth of the market. The report provides information and analysis of key market drivers, restraints, challenges, and opportunities.

Contents:
1 Introduction
   1.1 Objectives of The Study
   1.2 Market Definition
   1.3 Market Scope
   1.4 Markets Covered
      1.4.1 Years
   1.5 Currency
   1.6 Limitation
   1.7 Stakeholders

2 Research Methodology
   2.1 Market Size Estimation
2.2 Market Breakdown and Data Triangulation
2.3 Market Share Estimation
2.3.1 Key Data Taken From Secondary Sources
2.3.2 Key Data Taken From Primary Sources
2.3.3 Key Industry Insights
2.4 Assumptions

3 Executive Summary
3.1 Best Market to Invest

4 Premium Insights
4.1 Attractive Market Opportunities
4.2 Life Cycle Analysis, By Region
4.3 Region-Wise Adoption
4.4 Key Verticals and Regional Markets In Cloud Applications Market

5 Market Overview
5.1 Introduction
5.2 Market Segmentation
5.2.1 Cloud Applications Market, By Type
5.2.2 Cloud Applications Market, By End User
5.2.3 Cloud Applications Market, By Vertical
5.2.4 Cloud Applications Market, By Region
5.3 Market Dynamics
5.3.1 Drivers
5.3.1.1 Increasing Cloud Applications Vendors
5.3.1.2 Increasing Trend Of Bring Your Own Device (BYOD)
5.3.1.3 Increasing SMBS Adoption
5.3.1.4 Need of Standardizing Applications and Business Processes
5.3.1.5 Need to Process Big Data
5.3.2 Restraints
5.3.2.1 Data Security and Privacy
5.3.2.2 Local Language and Ownership of Customization
5.3.3 Opportunities
5.3.3.1 Increase in the Adoption of Cloud-Based Technology
5.3.3.2 Government Investment in the Cloud Applications Market
5.3.4 Challenges
5.3.4.1 Migrating Applications to Cloud
5.3.4.2 Increasing Competition

6 Industry Trends
6.1 Introduction
6.2 Value Chain Analysis
6.3 Porter’s Five Forces Analysis
6.3.1 Threat from New Entrants
6.3.2 Threat from Substitutes
6.3.3 Bargaining Power of Suppliers
6.3.4 Bargaining Power of Buyers
6.3.5 Intensity of Competitive Rivalry
6.4 Strategic Benchmarking

7 Cloud Applications Market, By Type
7.1 Introduction
7.2 Analytics
7.3 CRM
7.4 Finance and Accounting
7.5 Content Management
7.6 Collaboration
7.7 E-Commerce
7.8 HCM
7.9 ERP
7.10 PPM
7.11 Procurement and Distribution
Table 1 Increasing Need of Standardizing Application and Business Process Is Propelling The Growth Of The Cloud Applications Market
Table 2 Data Security And Privacy Is a Major Restraint Affecting the Market
Table 3 Government Investment in Cloud Applications Market Is a Huge Opportunity For The Growth Of Cloud Applications Market
Table 4 Migrating Applications to Cloud Is Acting As a Major Challenge Prevailing In the Market
Table 5 Global Cloud Applications Market Size, By Type, 2012–2019 ($Million)
Table 6 Analytics Market Size, By Vertical, 2012–2019 ($Million)
Table 7 Analytics Market Size, By End User, 2012–2019 ($Million)
Table 8 Analytics Market Size, By Region, 2012–2019 ($Million)
Table 9 CRM Market Size, By Vertical, 2012–2019 ($Million)
Table 10 CRM Market Size, By End User, 2012–2019 ($Million)
Table 11 CRM Market Size, By Region, 2012–2019 ($Million)
Table 12 Finance and Accounting Market Size, By Vertical, 2012–2019 ($Million)
Table 13 Finance and Accounting Market Size, By End User, 2012–2019 ($Million)
Table 14 Finance and Accounting Market Size, By Region, 2012–2019 ($Million)
Table 15 Content Management Market Size, By Vertical, 2012–2019 ($Million)
Table 16 Content Management Market Size, By End User, 2012–2019 ($Million)
Table 17 Content Management Market Size, By Region, 2012–2019 ($Million)
Table 18 Collaboration Market Size, By Vertical, 2012–2019 ($Million)
Table 19 Collaboration Market Size, By End User, 2012–2019 ($Million)
Table 20 Collaboration Market Size, By Region, 2012–2019 ($Million)
Table 21 E-Commerce Market Size, By Vertical, 2012–2019 ($Million)
Table 22 E-commerce Market Size, By End User, 2012–2019 ($Million)
Table 23 Ecommerce Application Market Size, By Region, 2012–2019 ($Million)
Table 24 HCM Market Size, By Vertical, 2012–2019 ($Million)
Table 25 HCM Market Size, By End User, 2012–2019 ($Million)
Table 26 HCM Application Market Size, By Region, 2012–2019 ($Million)
Table 27 ERP Market Size, By Vertical, 2012–2019 ($Million)
Table 28 ERP Market Size, By End User, 2012–2019 ($Million)
Table 29 ERP Application Market Size, By Region, 2012–2019 ($Million)
Table 30 PPM Market Size, By Vertical, 2012–2019 ($Million)
Table 31 PPM Market Size, By End User, 2012–2019 ($Million)
Table 32 PPM Application Market Size, By Region, 2012–2019 ($Million)
Table 33 Procurement and Distribution Market Size, By Vertical,2012–2019 ($Million)
Table 34 Procurement and Distribution Market Size, By End User,2012–2019 ($Million)
Table 35 Procurement and Distribution Market Size, By Region, 2012–2019 ($Million)
Table 36 Legal and Risk Management Market Size, By Vertical, 2012–2019 ($Million)
Table 37 Legal and Risk Management Market Size, By End User, 2012–2019 ($Million)
Table 38 Legal and Risk Management Market Size, By Region, 2012–2019 ($Million)
Table 39 Other Industry Specific Applications Market Size, By Vertical, 2012–2019 ($Million)
Table 40 Other Industry Specific Applications Market Size, By End User, 2012–2019 ($Million)
Table 41 Other Industry Specific Applications Market Size, By Region, 2012–2019 ($Million)
Table 42 Cloud Applications Market Size, By End User, 2012–2019 ($Million)
Table 43 SMBs Market Size, By Region, 2014–2019 ($Million)
Table 44 Large Enterprises Market Size, By Region, 2014–2019 ($Million)
Table 45 Cloud Applications Market Size, By Vertical, 2012–2019 ($Million)
Table 46 BFSI Market Size, By Region, 2012–2019 ($Million)
Table 47 BFSI Market Size, By End User, 2012–2019 ($Million)
Table 48 Telecommunications and It Market Size, By Region, 2012–2019 ($Million)
Table 49 Telecommunications and It Market Size, By End User, 2012–2019 ($Million)
Table 50 Education Market Size, By Region, 2012-2019 ($Million)
Table 51 Education Market Size, By End User, 2012-2019 ($Million)
Table 52 Retail Market Size, By Region, 2012-2019 ($Million)
Table 53 Retail Market Size, By End User, 2012-2019 ($Million)
Table 54 Government Market Size, By Region, 2012-2019 ($Million)
Table 55 Government Market Size, By End User, 2012-2019 ($Million)
Table 56 Healthcare and Life Sciences Market Size, By Region, 2012-2019 ($Million)
Table 57 Healthcare and Life Sciences Market Size, By End User, 2012-2019 ($Million)
Table 58 Media and Entertainment Market Size, By Region, 2012-2019 ($Million)
Table 59 Media and Entertainment Market Size, By End User, 2012-2019 ($Million)
Table 60 Oil and Gas Market Size, By Region, 2012-2019 ($Million)
Table 61 Oil and Gas Market Size, By End User, 2012-2019 ($Million)
Table 62 Discrete Manufacturing Market Size, By Region, 2012-2019 ($Million)
Table 63 Discrete Manufacturing Market Size, By End User, 2012-2019 ($Million)
Table 64 Others Market Size, By Region, 2012-2019 ($Million)
Table 65 Others Market Size, By End User, 2012-2019 ($Million)
Table 66 Cloud Applications Market Size, By Region, 2012-2019 ($Million)
Table 67 NA: Cloud Applications Market Size, By End User, 2012-2019 ($Million)
Table 68 Europe: Cloud Applications Market Size, By End User, 2012-2019 ($Million)
Table 69 Asia-Pacific: Cloud Applications Market Size, By End User, 2012-2019 ($Million)
Table 70 Middle East and Africa: Cloud Applications Market Size, By End User, 2012-2019 ($Million)
Table 71 Latin America: Cloud Applications Market Size, By End User, 2012-2019 ($Million)
Table 72 New Product Launches, 2011–2014
Table 73 Agreements, Partnerships, Collaborations, and Joint Ventures, 2011–2014
Table 74 Mergers and Acquisitions, 2011–2014
Table 75 Expansions, 2012–2014

List Of Figures (45 Figures)

Figure 1 Research Methodology
Figure 2 Market Size Estimation Methodology: Bottom-Up Approach
Figure 3 Market Size Estimation Methodology: Top-Down Approach
Figure 4 Breakdown of Primary Interview: By Company Type, Designation, And Region
Figure 5 Market Snapshot of Regions Covered (2014)
Figure 6 Cloud Applications Market Snapshot On The Basis Of Types (2014 Vs 2019)
Figure 7 SMBS Creating Huge Investment Opportunities In The Cloud Applications Market
Figure 8 Lucrative Market Prospects in Cloud Applications Market
Figure 9 Life Cycle Analysis, By Region (2014): LA Soon To Enter Exponential Growth Phase during The Forecast Period
Figure 10 LA Leading the Cloud Applications Market With The Highest Growth Rate
Figure 11 Global Cloud Applications Market: Top Three Verticals and Regions Market Growth Rate (2014-2019)
Figure 12 Cloud Applications Market Segmentation: By Type
Figure 13 Cloud Applications Market Segmentation: By End User
Figure 14 Cloud Applications Market Segmentation: By Vertical
Figure 15 Cloud Applications Market Segmentation: By Region
Figure 16 Market Dynamics
Figure 17 Cloud Applications Market: Value Chain Analysis
Figure 18 Cloud Applications: Porter’s Five Forces Analysis
Figure 19 Sap Adopted All-Round Strategies for Technology Integration and Product Enhancement
Figure 20 CRM Applications Segment Is Expected To Have the Highest Market Share throughout The Forecast Period
Figure 21 Cloud Applications Market Size in Small And Medium Businesses Is Expected To Grow By 13.3% during The Forecast Period
Figure 22 Cloud Applications Market Growth Rate Comparison: By Vertical
Figure 23 Cloud Applications Market Comparison: By Region
Figure 24 LA: An Attractive Destination for the Cloud Applications Market, 2014-2019
Figure 25 NA: Largest Segment of the Cloud Applications Market, 2014-2019
Figure 26 LA: Highest Growing Segment of the Cloud Applications Market, 2014-2019
Figure 27 Companies Adopted Agreements, Partnerships, Collaborations, & Joint Ventures as The Key Growth Strategy Over The Period 2012-2014
Figure 28 Sap Grew At the Fastest Rate between 2009 & 2013
Figure 29 Battle for Market Share: New Product Launch Was the Key Strategy
Figure 30 Geographic Revenue Mix of Key Market Players
Figure 31 Cisco: Company Snapshot
Figure 32 Cisco: SWOT Analysis
Figure 33 IBM: Company Snapshot
Figure 34 IBM: SWOT Analysis
Figure 35 Microsoft Corporation: Company Snapshot
Figure 36 Microsoft: SWOT Analysis
Figure 37 Oracle: Company Snapshot
Figure 38 Oracle: SWOT Analysis
Figure 39 SAP AG: Company Snapshot
Figure 40 SAP AG: SWOT Analysis
Figure 41 Adobe Systems Incorporated: Company Snapshot
Figure 42 NetSuite Inc.: Company Snapshot
Figure 43 Salesforce.Com, Inc.: Company Snapshot
Figure 44 Ultimate Software Group, Inc.: Company Snapshot
Figure 45 Workday, Inc.: Company Snapshot

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