Enterprise Application Market (Solutions, Delivery Model, Verticals and Geography) - Size, Share, Global Trends, Company Profiles, Demand, Insights, Analysis, Research, Report, Opportunities, Segmentation and Forecast, 2013 - 2020

Description: Enterprise application are software designed to meet the unique needs and objectives of the organizations. It includes applications such as CRM, ERP, SCM, BI, BPM, CMS, and EAM etc. Traditionally, enterprise applications were designed and developed specifically for back-office transactional activities such as accounting, production and inventory control and order management etc. However, in today's business context, the role of enterprise application is changing from back-office activities to business process improvement. Enterprise application is gaining importance as companies look to enhance their internal processes and systems by quickly responding to the challenges such as high cost and lead time incurred during business process. Adoption of enterprise applications enables easy flow of business information within or outside of organization. To gain competitive advantages such as customer interaction and integration of business functionality, most of the enterprises are implementing enterprise applications. Furthermore, emerging trends of cloud and increased access via mobile device are propelling the market growth. High cost and availability of open source applications in the market are the major challenges for the market growth. Rapid changes in business model, geographic expansion of businesses and increasing penetration of cloud technology would open numerous opportunities for the market.

The market is segmented on the basis of the solutions, delivery model, verticals and geography. The solutions segment includes CRM, ERP, SCM, BI, BPM, CMS, EAM, Web conferencing and others. Among all solutions, CRM is becoming popular as it useful to manage interaction with customers and employees. Delivery model segment is further classified into on-premise and cloud based models. The vertical segment includes Manufacturing & Services, BFSI, healthcare, retail, government, aerospace and defense, telecom and others. The market is addressed in various geographical regions such as North America, Europe, Asia-Pacific and LAMEA in order to gain the competitive insights.

Key players in the market include Oracle, IBM Corp., Microsoft Corp., SAP, HP, QAD Inc. IFS AB, Epicor Software Corp., Infor, and Salesforce Inc. among others.

Key Benefits:

- Key developmental strategies adopted by top market players engaged in this business highlight competitive intelligence.

- Porters Five Forces model and SWOT analysis of key market players are provided to illustrate the effectiveness of market buyers and suppliers.

- Value chain analysis in this report provides a clear understanding of the stakeholders roles involved in the value chain.

- In depth analysis of key market drivers, restraints and opportunities of enterprise application market with impact analysis.

- Quantitative analysis of the current market and estimations through 2013-2020 are provided to highlight the ongoing and future trends of the market.

Contents:

CHAPTER 1 INTRODUCTION

1.1 Research Description
1.2 Reason to doing this study
1.3 Key benefits
1.4 Key market segment
CHAPTER 2 EXECUTIVE SUMMARY

2.1 CXO perspective
2.2 Executive summary
2.3 Market Beyond: What to expect by 2025

2.3.1 Base case scenario
2.3.2 Optimistic scenario
2.3.3 Critical scenario

CHAPTER 3 MARKET OVERVIEW

3.1 Market Definition and scope
3.2 Key findings

3.2.1 Top factors influencing enterprise application market
3.2.2 Top investment strategies
3.2.3 Top winning strategies

3.3 Porter's Five Forces Analysis

3.3.1 High switching cost and low differentiation of the supplier's product lead to moderate bargaining power of suppliers
3.3.2 Availability of alternatives and buyers price sensitivity leads to moderate bargaining power of buyer
3.3.3 High Intersegment rivalry
3.3.4 In-house and open source applications create high threats of substitutes
3.3.5 Brand loyalty and presence of strong brands restricts easy access of new entrants

3.4 Value Chain Analysis

3.4.1 Element providers
3.4.2 Application Developers
3.4.3 Distribution Channel

3.5 Competitive market analysis, 2013
3.6 Case studies
3.7 Market Dynamics

3.7.1 Drivers

3.7.1.1 Customer centric approach of organizations
3.7.1.2 Competitive advantages
3.7.1.3 Adoption of Cloud and mobile applications

3.7.2 Restraints

3.7.2.1 Higher cost
3.7.2.2 Open source applications

3.7.3 Opportunities

3.7.3.1 Rapid changes in business model
3.7.3.2 Geographic expansion of business
3.7.3.3 Emerging trends of cloud

CHAPTER 4 GLOBAL ENTERPRISE APPLICATION MARKET BY SOLUTIONS

4.1 Customer Relation Management (CRM)

4.1.1 Key Market Trends
4.1.2 Competitive scenario
4.1.3 Key market drivers & opportunities
4.1.4 Market size and forecast

4.2 Enterprise resource planning (ERP)

4.2.1 Key Market Trends
4.2.2 Competitive Scenario
4.2.3 Key market drivers & opportunities
4.2.4 Market size and forecast

4.3 Supply chain management (SCM)

4.3.1 Key Market Trends
4.3.2 Competitive scenario
4.3.3 Key Market Drivers & Opportunities
4.3.4 Market size and forecast

4.4 Business Intelligence

4.4.1 Key Market Trends
4.4.2 Competitive scenario
4.4.3 Key market drivers & opportunities
4.4.4 Market size and forecast

4.5 Business Process Management

4.5.1 Key Market Trends
4.5.2 Competitive scenario
4.5.3 Key market drivers & opportunities
4.5.4 Market size and forecast

4.6 Content Management System

4.6.1 Key Market Trends
4.6.2 Competitive scenario
4.6.3 Key market drivers & opportunities
4.6.4 Market size and forecast

4.7 Enterprise Asset Management

4.7.1 Key Market Trends
4.7.2 Competitive scenario
4.7.3 Key market drivers & opportunities
4.7.4 Market size and forecast

4.8 Web Conferencing

4.8.1 Key Market Trends
4.8.2 Competitive scenario
4.8.3 Key market drivers & opportunities
4.8.4 Market size and forecast

4.9 Others 58

4.9.1 Key Market Trends
4.9.2 Competitive scenario
4.9.3 Key market drivers & opportunities
4.9.4 Market size and forecast

CHAPTER 5 GLOBAL ENTERPRISE APPLICATION MARKET BY DELIVERY MODEL

5.1 On-Premise Model

5.1.1 Key Market Trends
5.1.2 Competitive scenario
5.1.3 Key growth factors and opportunities
5.1.4 Market size and forecast

5.2 Cloud based model

5.2.1 Key Market Trends
5.2.2 Competitive scenario
5.2.3 Key growth factors and opportunities
5.2.4 Market size and forecast

CHAPTER 6 GLOBAL ENTERPRISE APPLICATION MARKET BY VERTICAL

6.1 Manufacturing and Services

6.1.1 Market size and forecast

6.2 BFSI

6.2.1 Market size and forecast

6.3 Healthcare

6.3.1 Market size and forecast

6.4 Retail

6.4.1 Market size and forecast

6.5 Government

6.5.1 Market size and forecast

6.6 Aerospace and Defense

6.6.1 Market size and forecast

6.7 Telecom

6.7.1 Market size and forecast

6.8 Others

6.8.1 Market size and forecast

7.1 North America

7.1.1 Key Market Trends
7.1.2 Competitive scenario
7.1.3 Key growth factors and opportunities
7.1.4 Market size and forecast

7.2 Europe

7.2.1 Key Market Trends
7.2.2 Competitive scenario
7.2.3 Key growth factors and opportunities
7.2.4 Market size and forecast

7.3 Asia-Pacific

7.3.1 Key Market Trends
7.3.2 Competitive scenario
7.3.3 Key growth factors and opportunities
7.3.4 Market size and forecast

7.4 LAMEA
7.4.1 Key Market Trends
7.4.2 Competitive scenario
7.4.3 Key growth factors and opportunities
7.4.4 Market size and forecast

CHAPTER 8 COMPANY PROFILE

8.1 Oracle
8.1.1 Company overview
8.1.2 Company snapshot
8.1.3 Business performance
8.1.4 Key strategies and developments
8.1.4.1 Primary strategy: Acquisitions
8.1.4.2 secondary strategy: New Product development
8.1.5 SWOT analysis of Oracle

8.2 INTERNATIONAL BUSINESS MACHINE (IBM) Corporation
8.2.1 Company overview
8.2.2 Company Snapshot
8.2.3 Business performance
8.2.4 Key strategies and developments
8.2.4.1 Primary strategy: Partnership
8.2.5 SWOT analysis of IBM

8.3 MICROSOFT CORPORATION
8.3.1 Company Overview
8.3.2 Business performance
8.3.3 Key strategies and developments
8.3.3.1 Primary strategy: New Product Development
8.3.3.2 secondary strategy: collaborations
8.3.4 SWOT analysis of Microsoft Corp.

8.4 SAP
8.4.1 Company Overview
8.4.2 Business performance
8.4.3 Strategic moves and development
8.4.4 SWOT analysis of SAP

8.5 HEWLETT PACKARD (HP)
8.5.1 Company Overview
8.5.2 Company Snapshot
8.5.3 Business performance
8.5.4 Key strategies and developments
8.5.4.1 Primary strategy: Acquisitions and collaborations
8.5.5 Swot analysis of Hewlett Packard
8.6 QAD Inc.
8.6.1 Company overview
8.6.2 Business performance
8.6.3 Strategic moves and development
8.6.3.1 Primary strategy: Acquisitions and collaborations
8.6.3.2 secondary strategy: New Product Development
8.6.4 SWOT analysis of QAD

8.7 IFS AB
8.7.1 Company overview
8.7.2 Business performance
8.7.3 Key strategies and developments
8.7.3.1 Primary strategy: Acquisitions and collaborations
8.7.4 SWOT analysis of IFS AB
8.7.4.1 SWOT analysis of IFS AB

8.8 Epicor software Corp.
8.8.1 Company overview
8.8.2 Business performance
8.8.3 Key strategies and developments
8.8.3.1 Primary strategy: Acquisitions and collaborations
8.8.4 SWOT analysis of Epicor

8.9 Infor
8.9.1 Company overview
8.9.2 Key strategies and developments
8.9.2.1 Primary strategy: Acquisitions and collaborations
8.9.3 SWOT analysis of Infor

8.10 Salesforce Inc.
8.10.1 Company overview
8.10.2 Business performance
8.10.3 Key strategies and developments
8.10.3.1 Primary strategy: Acquisitions and collaborations
8.10.4 SWOT analysis of Salesforce

List of Tables:
Table 1  Enterprise Application Solutions Market Revenue by Geography, 2013-2020 ($ Million)
Table 2  Enterprise Application Base Case Scenario Market Revenue by Geography, 2020-2025 ($ Million)
Table 3  Enterprise Application Optimistic Case Scenario Market Revenue by Geography, 2020-2025 ($ Million)
Table 4  Enterprise Application Critical Case Scenario Market Revenue by Geography, 2020-2025 ($ Million)
Table 5  Global Enterprise Application Market by Solutions, $ Million (2013-2020)
Table 6  Global CRM Market Market by Geography, $ Million (2013-2020)
Table 7  Global ERP Market Market by Geography, $ Million (2013-2020)
Table 8  Global SCM Market Market by Geography, $ Million (2013-2020)
Fig. 18  Revenue of Microsoft Corp. by Segment (in Percentage, 2013)
Fig. 19  Revenue Generated by Sap(2011-2013)
Fig. 20  Revenue of Sap by Geography (in Percentage, 2013)
Fig. 21  Revenue of Sap by Industries, (in Percentage 2013)
Fig. 22  Revenue Generated by Hp (2011-2013)
Fig. 23  Revenue of Hp by Geography (in Percentage, 2013)
Fig. 24  Revenue of Hp by Segment (in Percentage, 2013)
Fig. 25  Revenue Generated by Ifs Ab (2011-2013)
Fig. 26  Revenue of Ifs Ab by Segment (in Percentage, 2013)
Fig. 27  Revenue Generated by Epicor (2011-2013)
Fig. 28  Revenue of Epicor by Geography (in Percentage, 2013)
Fig. 29  Revenue of Epicor by Segment (in Percentage, 2013)
Fig. 30  Revenue Generated by Salesforce Inc.
Fig. 31  Revenue of Salesforce Inc. in Percentage by Geography 2013
Fig. 32  Revenue of Salesforce Inc. in Percentage by Segment 2013

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