Web Content Management Market by Solution, Services, Deployment Type, User Type, Verticals, Regions - Global Forecast to 2020

Description:
With the escalating consumerization of IT, there has been a proliferation of content generation due to the prevalent adoption of mobile devices and rising internet consumption across the world. This extensive generation of web-based data has augmented the demand for solutions pertaining to the streamlining of secured data access and its management across diverse organizations, since the organizational web-content is critical and needs efficient handling and consistency while publishing on the website. The web content management (WCM) solutions streamline and optimize the processes involved in content production and leveraging this data along with enhancing organizational productivity, thereby encouraging companies to adopt the solution. In addition, these solutions help in reducing the cost attached with the management and grant secure access to the vast web-content of the businesses. Moreover, companies gain a return on their investments as they can eliminate the redundant generation activities, while maintaining improved customer relations.

Presently, with the emergence of web content management, organizations are encouraged to access and store all their web-content within the centralized management. The usage of WCM enables companies to proficiently manage and streamline the access of web-content, thereby enabling a more defined usage of online content.

With the evolution of cloud-based web content management solutions, the companies can enhance their productivity in a cost-effective manner as the expansion of IT resources is not needed for its deployment. However, the feasibility of cloud solutions adoption and its integration with the existing IT ecology along with the specific return on investments are the continuing concerns for organizations. This, in turn, has empowered WCM vendors to offer these cloud-based WCM solutions to extend their services and enter prospective markets.

The major driving force for the web content management market is the increased consumption of and emphasis on web-content along with an escalating usage of social media sites. Additionally, businesses are progressively concentrating on the digital medium for marketing endeavors due to the significant adoption of mobile devices, increasing internet consumption, along with the escalating overall online time spent by the users. Thereby, this encourages companies to consider WCM solutions that can augment their business advancements and enhance customer relations. Moreover, WCM solutions offer a user-friendly experience to the clientele by pushing intended content, comprising campaign and email management.

However, the web content management solutions adoption is hindered due to the lack of proficient workforce that can easily leverage the solution and other features such as web analytics for superior business progressions. This encourages the demand for proficient editors that are equipped to edit out inappropriate data along with maintaining consistency across the site.

Presently, the organizations’ consideration for investing in web content management is escalating significantly as the benefits attached with it stimulate its implementation, besides the rising demand to gain a competitive advantage over others. In the years to come, this trend is expected to continue making WCM solution providers offer more advanced and superior solutions that are integrated with mobility as a prime constituent to enable contemporary content management.

The report spans the overall structure of the web content management market and provides premium insights that can help solution vendors, application developers, technology providers, and internet service providers to identify the need of enterprises and small and medium businesses (SMBs) along with exhibiting the need gaps for cloud services providers and WCM solution providers. The report also analyzes the growth rate and penetration of WCM across all the major regions.

The web content management market report is segmented on the basis of solutions, services, deployment types, user types, industry verticals, and regions. The solutions are further categorized as smart content management, social media integration, web analytics, digital asset management integration, web creation and edit tools, and system and technology integration. The services are sub-segmented into implementation, training and support, and consulting. The deployment types are categorized into cloud and
on-premises and the WCM users are segmented into enterprises and SMBs. In addition, the report classifies
the industry verticals into retail and consumer goods, media and entertainment, travel and hospitality,
education, government and public sector, high-tech and telecom, BFSI, manufacturing, and healthcare.

The web content management market is fast gaining traction which is evident from the acquisitions of
Fatwire by Oracle and Clickability by Upland Software. Key players such as Acquia, Inc., Adobe Corporation,
IBM Corporation, Oracle Corporation, Opentext, Hewlett-Packard, Microsoft Corporation, SDL, and EMC
Corporation offer WCM solutions to enterprises and SMBs.

The report also analyzes the global adoption trends, future growth potentials, key drivers, restraints,
opportunities, and best practices in the web content management market, along with the market size
estimation across different regions as well as user segments.

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