Revenue Management Market by Solutions, by Services and by Deployment Mode - Global Forecast to 2020

Description:

“Increasing cloud-based deployments and customer awareness are expected to drive the revenue management market”

The revenue management market size is estimated to grow from USD 9.27 billion in 2015 to USD 21.92 billion by 2020, at a Compound Annual Growth Rate (CAGR) of 18.8% due to the increasing cloud-based deployments of revenue management platforms and solutions. Growing customer awareness and increased technological spending in the developing countries is also driving the growth of the market.

“Pricing and revenue forecast management solution to dominate during the forecast period”

In 2015, pricing and revenue forecast management and data management solutions is expected to dominate the revenue management solutions market. Media and entertainment is the fastest-growing application area and professional services commands the major share in revenue management services market.

“Asia-Pacific to witness highest growth during the forecast period”

North America is expected to hold the largest market share of the revenue management market in 2015 due to technological advancements. Asia-Pacific (APAC) is expected to have the highest growth rate during the forecast period as it is witnessing a high adoption rate in the deployment of cloud-based revenue management systems in SMBs and enterprises.

In the process of determining and verifying the market size for several segments and subsegments gathered through secondary research, extensive primary interviews were conducted with key industry personnel. The break-up of profile of primary discussion participants is given below.

- By Company Type: Tier-1 (30%), Tier-2 (45%), and Tier-3 (25%) companies
- By Designation: C-level (40 %), Director Level (20 %), and Others (40%)
- By Region: North America (30%), Europe (25%), Asia-Pacific (APAC) (40%), and Rest of World (5%)

The various key revenue management vendors profiled in the report are as follows:

1. Accenture PLC
2. Amdocs, Inc.
3. Ericsson
4. Netcracker Technology Corporation
5. Oracle Corporation
6. CSG Systems International
7. Huawei Technologies
8. Redknee Solutions
9. SunTec Business Solutions
10. SAP SE

The report will help the market leaders/new entrants in this market in the following ways:

1. This report segments the revenue management market comprehensively and provides the closest approximations of the revenue numbers for the overall market and the sub-segments across different verticals and regions.
2. The report helps the stakeholders understand the pulse of the market and provides them information on key market drivers, restraints, challenges, and opportunities.
3. This report will help the stakeholders to better understand the competitors and gain more insights to better their position in the business. The competitive landscape section includes competitor ecosystem, new product developments, partnerships, and mergers & acquisitions.
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*Details on business overview, products & services, key insights, recent developments, SWOT analysis, view might not be captured in case of unlisted companies.

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