IT in Real Estate Market by Enterprise Application (CRM, ERP, ECM, BI, BPM), Security Solution (Access Control), Deployment Type, Service, Region (North America, Europe, Asia-Pacific, Latin America, Middle East & Africa) - Global Forecast to 2021

Description: “Increasing demand for smart technological solutions in the real estate sector to cater to varied preferences of real estate customers is one of the key factors driving the growth of the IT in real estate market”

The IT in real estate market is projected to grow from USD 5.03 billion in 2016 to USD 8.91 billion by 2021, at a CAGR of 12.1% during the forecast period. Organizations in the commercial real estate sector provide customers with smart solutions to control various systems in homes and offices. Capturing data from sensors in real estate spaces, such as homes, workplaces, shopping places, and parking lots, among others, combined with the power of analytics, enables Internet of Things (IoT) to offer insights regarding preferences of customers. Popularity of asset & property management solutions and the increasing demand for enterprise applications to manage projects are key drivers propelling the growth of the IT in real estate market. High costs involved in the technological transition of various business processes act as a restraint to the growth of this market.

“The residential application segment to grow at the highest CAGR during the forecast period”

Access control software for residential application is anticipated to grow at the highest CAGR from 2016 to 2021. This growth is mainly attributed to the increasing deployment of electronic lock-based access control systems in residential properties to prevent security breach. Installation of these systems also helps minimize unauthorized access.

“North America estimated to be the largest market for IT in real estate, whereas, this market in the Middle East & Africa is projected to grow at the highest CAGR during the forecast period”

North America is estimated to account for the largest share of the IT in real estate market in 2016. Increased usage of internet in the real estate sector, need for data security, and growing investments in mobility and cloud solutions are key factors expected to fuel the growth of the North America IT in real estate market between 2016 and 2021. North America is the leader in the adoption and implementation of technical solutions in the real estate sector. Real estate organizations in countries of the Asia-Pacific, European, and the Middle Eastern & African regions are rapidly deploying solutions, such as ERP, CRM, and business intelligence technologies with the emergence of investment management, portfolio asset management, and rapid proliferation of the internet. In 2016, the Middle East & Africa has witnessed high investments in the real estate and construction sectors. Growth in the IT in real estate market in this region is mainly driven by increasing adoption of E-commerce platform and cloud-based solutions by real estate organizations.

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 personnel. The break-up of profiles of primary participants is stated below:
- By Company Type: Tier 1: 30%, Tier 2: 40%, and Tier 3: 30%
- By Designation: C-level: 35%, Director level: 30%, and Others: 35%
- By Region: North America: 30%, Europe: 25%, Asia-Pacific: 25%, and RoW: 20%

Various key vendors profiled in the report are as follows:
1. SAP SE (Germany)
2. Oracle Corporation (U.S.)
3. Microsoft Corporation (U.S.)
4. IBM Corporation (U.S.)
5. MRI Software LLC (U.S.)
6. RealPage (U.S.)
7. Yardi Systems, Inc. (U.S.)
8. Salesforce (U.S.)
9. The Sage Group PLC (U.K.)
10. Accenture PLC (Ireland)

Research Coverage:
The IT in real estate market has been segmented on the basis of enterprise application, security solution, service, deployment type, and region. The enterprise application segment of the market has been further classified into customer relationship management (CRM), enterprise resource planning (ERP), enterprise content management (ECM), business intelligence, and business process management (BPM). The service segment of the IT in real estate market has been further classified into consulting, integration & deployment, maintenance & support, and others. On the basis of deployment type, the market has been categorized into on-premises and cloud. On the basis of security solution, the market has been segmented into access control, which has further been classified into commercial & services and residential. On the basis of region, the IT in real estate market has been categorized into North America, Asia-Pacific, Europe, the Middle East & Africa, and Latin America.

The report will help the market leaders/new entrants in this market in the following ways:
1. This report segments the IT in real estate market, and provides the closest approximations of revenue numbers for the overall market and subsegments across different regions.
2. The report helps stakeholders to understand the pulse of the market and provide insights on key market drivers, restraints, challenges, and opportunities.
3. This report will help stakeholders better understand their competitive positions in the IT in real estate market. The competitive landscape section includes new product launches, partnerships, agreements & collaborations, mergers & acquisitions, and expansions.
5.2.5 By Region
5.3 Market Dynamics
5.3.1 Drivers
5.3.1.1 Increasing Demand for Smart Technological Solutions in the Real Estate Sector to Cater to Varied Preferences of Real Estate Customers
5.3.1.2 Increasing Demand for Enterprise Applications to Manage Projects
5.3.1.3 Growing Need to Manage Data And Ensure Security of Sensitive Information
5.3.2 Restraints
5.3.2.1 High Cost Involved in the Technological Transition of Various Business Processes
5.3.2.2 Transformation of Property Management Business from Physical to Online Platforms
5.3.3 Opportunities
5.3.3.1 Increasing Adoption of Cloud-Based Solutions
5.3.3.2 Growing Adoption of Enterprise Mobility Solutions
5.3.3.3 Increasing Adoption of the Concept of Smart Cities Across the Globe
5.3.4 Challenges
5.3.4.1 Lack of Knowledge And Awareness Regarding Technical Solutions
5.4 Impact Analysis of Market Dynamics

6 Global It in Real Estate Market, By Enterprise Application
6.1 Introduction
6.2 Customer Relationship Management
6.3 Enterprise Resource Planning
6.4 Enterprise Content Management
6.5 Business Intelligence
6.6 Business Process Management

7 Global It in Real Estate Market, By Service
7.1 Introduction
7.2 Integration & Deployment
7.3 Consulting
7.4 Maintenance & Support
7.5 Others

8 Global It in Real Estate Market, By Deployment Type
8.1 Introduction
8.2 On-Premises
8.3 Cloud

9 Global It in Real Estate Market, By Security Solution
9.1 Introduction
9.1.1 Commercial & Services
9.1.2 Residential

10 Regional Analysis
10.1 Introduction
10.2 North America
10.3 Europe
10.4 Asia-Pacific
10.5 Middle East & Africa
10.6 Latin America

11 Competitive Landscape
11.1 Overview
11.2 Competitive Situation & Trends
11.2.1 New Product Launches & Product Developments
11.2.2 Mergers & Acquisitions
11.2.3 Expansions
11.2.4 Partnerships/Agreements/Collaborations

12 Company Profiles
(Overview, Products And Services, Financials, Strategy & Development) -
12.1 Introduction
12.2 Microsoft Corporation
12.3 Yardi Systems Inc.
12.4 Realpage
12.5 Sap Se
12.6 Ibm Corporation
12.7 Oracle Corporation
12.8 Mri Software Llc
12.9 Salesforce
12.10 the Sage Group Plc
12.11 Accenture Plc

- Details On Overview, Products And Services, Financials, Strategy & Development Might Not Be Captured in Case of Unlisted Companies.

13 Appendix
13.1 Industry Experts
13.2 Discussion Guide
13.3 Knowledge Store: Subscription Portal
13.4 Introducing Rt: Real-Time Market Intelligence
13.5 Available Customizations
13.6 Related Reports
13.7 Author Details

List of Tables:
Table 1 Global It in Real Estate Market, 2014-2021 (USD Million, Y-O-Y %)
Table 2 Global It in Real Estate Market, By Enterprise Application, 2014-2021 (USD Million)
Table 3 Customer Relationship Management: Global It in Real Estate Market, By Region, 2014-2021 (USD Million)
Table 4 Enterprise Resource Planning: Global It in Real Estate Market, By Region, 2014-2021 (USD Million)
Table 5 Enterprise Content Management: Global It in Real Estate Market, By Region, 2014-2021 (USD Million)
Table 6 Business Intelligence: Global It in Real Estate Market, By Region, 2014-2021 (USD Million)
Table 7 Business Process Management: Global It in Real Estate Market, By Region, 2014-2021 (USD Million)
Table 8 Global It in Real Estate Market, By Deployment Type, 2014-2021 (USD Million)
Table 9 On-Premises: Global It in Real Estate Market, By Region, 2014-2021 (USD Million)
Table 10 Cloud: Global It in Real Estate Market, By Region, 2014-2021 (USD Million)
Table 11 Access Control Software: Global It in Real Estate Market, By Application, 2014-2021 (USD Million)
Table 12 Global It in Real Estate Market, By Region, 2014-2021 (USD Million)
Table 13 North America: It in Real Estate Market, By Enterprise Application, 2014-2021 (USD Million)
Table 14 North America: It in Real Estate Market, By Service, 2014-2021 (USD Million)
Table 15 North America: It in Real Estate Market, By Deployment Type, 2014-2021 (USD Million)
Table 16 North America: It in Real Estate Access Control Software Market, By Application, 2014-2021 (USD Million)
Table 17 North America: It in Real Estate Market, By Country, 2014-2021 (USD Million)
Table 18 U.S.: It in Real Estate Market, By Enterprise Application, 2014-2021 (USD Million)
Table 19 U.S.: It in Real Estate Market, By Service, 2014-2021 (USD Million)
Table 20 U.S.: It in Real Estate Market, By Deployment Type, 2014-2021 (USD Million)
Table 21 U.S.: It in Real Estate Access Control Software Market, By Application, 2014-2021 (USD Million)
Table 22 Canada: It in Real Estate Market, By Enterprise Application, 2014-2021 (USD Million)
Table 23 Canada: It in Real Estate Market, By Service, 2014-2021 (USD Million)
Table 24 Canada: It in Real Estate Market, By Deployment Type, 2014-2021 (USD Million)
Table 25 Canada: It in Real Estate Access Control Software Market, By Application, 2014-2021 (USD Million)
Table 26 Rest of North America: It in Real Estate Market, By Enterprise Application, 2014-2021 (USD Million)
Table 27 Rest of North America: It in Real Estate Market, By Service, 2014-2021 (USD Million)
Table 28 Rest of North America: It in Real Estate Market, By Deployment Type, 2014-2021 (USD Million)
Table 29 Rest of North America: It in Real Estate Access Control Software Market, By Application, 2014-2021 (USD Million)
Table 30 Europe: It in Real Estate Market, By Enterprise Application, 2014-2021 (USD Million)
Table 31 Europe: It in Real Estate Market, By Service, 2014-2021 (USD Million)
Table 32 Europe: It in Real Estate Market, By Deployment Type, 2014-2021 (USD Million)
Table 33 Europe: It in Real Estate Access Control Software Market, By Application, 2014-2021 (USD Million)
Table 34 Europe: It in Real Estate Market, By Country, 2014-2021 (USD Million)
Table 35 U.K.: It in Real Estate Market, By Enterprise Application, 2014-2021 (USD Million)
Table 36 U.K.: It in Real Estate Market, By Service, 2014-2021 (USD Million)
Table 37 U.K.: It in Real Estate Market, By Deployment Type, 2014-2021 (USD Million)
Table 38 U.K.: It in Real Estate Access Control Software Market, By Application, 2014-2021 (USD Million)
Table 39 Germany: It in Real Estate Market, By Enterprise Application, 2014-2021 (USD Million)
Table 40 Germany: It in Real Estate Market, By Service, 2014-2021 (USD Million)
Table 41 Germany: It in Real Estate Market, By Deployment Type, 2014-2021 (USD Million)
Table 42 Germany: It in Real Estate Access Control Software Market, By Application, 2014-2021 (USD Million)
Table 43 Rest of Europe: It in Real Estate Market, By Enterprise Application, 2014-2021 (USD Million)
Table 44 Rest of Europe: It in Real Estate Market, By Service, 2014-2021 (USD Million)
Table 45 Rest of Europe: It in Real Estate Market, By Deployment Type, 2014-2021 (USD Million)
Table 46 Rest of Europe: It in Real Estate Access Control Software Market, By Application, 2014-2021 (USD Million)
Table 47 Asia-Pacific: It in Real Estate Market, By Enterprise Application, 2014-2021 (USD Million)
Table 48 Asia-Pacific: It in Real Estate Market, By Service, 2014-2021 (USD Million)
Table 49 Asia-Pacific: It in Real Estate Market, By Deployment Type, 2014-2021 (USD Million)
Table 50 Asia-Pacific: It in Real Estate Access Control Software Market, By Application, 2014-2021 (USD Million)
Table 51 Asia-Pacific: It in Real Estate Market, By Country, 2014-2021 (USD Million)
Table 52 Australia: It in Real Estate Market, By Enterprise Application, 2014-2021 (USD Million)
Table 53 Australia: It in Real Estate Market, By Service, 2014-2021 (USD Million)
Table 54 Australia: It in Real Estate Market, By Deployment Type, 2014-2021 (USD Million)
Table 55 Australia: It in Real Estate Access Control Software Market, By Application, 2014-2021 (USD Million)
Table 56 New Zealand: It in Real Estate Market, By Enterprise Application, 2014-2021 (USD Million)
Table 57 New Zealand: It in Real Estate Market, By Service, 2014-2021 (USD Million)
Table 58 New Zealand: It in Real Estate Market, By Deployment Type, 2014-2021 (USD Million)
Table 59 New Zealand: It in Real Estate Access Control Software Market, By Application, 2014-2021 (USD Million)
Table 60 Rest of Asia-Pacific: It in Real Estate Market, By Enterprise Application, 2014-2021 (USD Million)
Table 61 Rest of Asia-Pacific: It in Real Estate Market, By Service, 2014-2021 (USD Million)
Table 62 Rest of Asia-Pacific: It in Real Estate Market, By Deployment Type, 2014-2021 (USD Million)
Table 63 Rest of Asia-Pacific: It in Real Estate Access Control Software Market, By Application, 2014-2021 (USD Million)
Table 64 Middle East & Africa: It in Real Estate Market, By Enterprise Application, 2014-2021 (USD Million)
Table 65 Middle East & Africa: It in Real Estate Market, By Service, 2014-2021 (USD Million)
Table 66 Middle East & Africa: It in Real Estate Market, By Deployment Type, 2014-2021 (USD Million)
Table 67 Middle East & Africa: It in Real Estate Access Control Software Market, By Application, 2014-2021 (USD Million)
Table 68 Middle East & Africa: It in Real Estate Market, By Country, 2014-2021 (USD Million)
Table 69 Uae: It in Real Estate Market, By Enterprise Application, 2014-2021 (USD Million)
Table 70 Uae: It in Real Estate Market, By Service, 2014-2021 (USD Million)
Table 71 Uae: It in Real Estate Market, By Deployment Type, 2014-2021 (USD Million)
Table 72 Uae: It in Real Estate Access Control Software Market, By Application, 2014-2021 (USD Million)
Table 73 Rest of the Middle East & Africa: It in Real Estate Market, By Enterprise Application, 2014-2021 (USD Million)
Table 74 Rest of the Middle East & Africa: It in Real Estate Market, By Service, 2014-2021 (USD Million)
Table 75 Rest of the Middle East & Africa: It in Real Estate Market, By Deployment Type, 2014-2021 (USD Million)
Table 76 Rest of the Middle East & Africa: It in Real Estate Access Control Software Market, By Application, 2014-2021 (USD Million)
Table 77 Latin America: It in Real Estate Market, By Enterprise Application, 2014-2021 (USD Million)
Table 78 Latin America: It in Real Estate Market, By Service, 2014-2021 (USD Million)
Table 79 Latin America: It in Real Estate Market, By Deployment Type, 2014-2021 (USD Million)
Table 80 Latin America: It in Real Estate Access Control Software Market, By Application, 2014-2021 (USD Million)
Table 81 New Product Launches & Product Developments, 2016
Table 82 Mergers & Acquisitions, 2016
Table 83 Expansions, 2016
Table 84 Partnerships/Agreements/Collaborations, 2016
Table 85 New Product Launches & Product Developments, 2014-2016
Table 86 Mergers & Acquisitions, 2014-2016
Table 87 Expansions, 2014-2016
Table 88 Partnerships/Agreements/Collaborations, 2014-2016

List of Figures:
Figure 1 Research Design
Figure 2 Market Size Estimation Methodology: Bottom Up Approach
Figure 3 Market Size Estimation Methodology: Top-Down Approach
Figure 4 Breakdown of Primary Interviews: By Company Type, Designation, And Region
Figure 5 Market Breakdown And Data Triangulation Approach
Figure 6 the Middle East & Africa It in Real Estate Market Projected to Grow at Highest CAGR Between 2016 And 2021
Figure 7 Enterprise Resource Planning Segment Projected to Lead the Global It in Real Estate Market During the Forecast Period
Figure 8 Cloud Deployment Type Segment of the Global It in Real Estate Market is Projected to Grow at the Highest CAGR Between 2016 And 2021
Figure 9 Consulting Service Segment of the Global It in Real Estate Market Projected to Grow at the Highest CAGR During the Forecast Period
Figure 10 the North American Region Estimated to Account for the Largest Share of the Global It in Real Estate Market in 2016
Figure 11 Increasing Adoption of the Concept of Smart Cities to Drive the Global It in Real Estate Market During the Forecast Period
Figure 12 Business Process Management Subsegment of the Enterprise Application Segment Projected to Grow at the Highest CAGR During the Forecast Period
Figure 13 Consulting Subsegment of the Service Segment of the Global It in Real Estate Market Projected to Grow at the Highest CAGR Between 2016 And 2021
Figure 14 Enterprise Resource Planning Subsegment of the Enterprise Application Segment Projected to Lead the Global It in Real Estate Market During the Forecast Period
Figure 15 Middle East & Africa It in Real Estate Market Projected to Grow At the Highest CAGR During the Forecast Period
Figure 16 Global It in Real Estate Market Segmentation
Figure 17 Global It in Real Estate Market, By Enterprise Application
Figure 18 Global It in Real Estate Market, By Service
Figure 19 Global It in Real Estate Market, By Deployment Type
Figure 20 Global It in Real Estate Market, By Security Solution
Figure 21 Global It in Real Estate Market, By Region
Figure 22 Increased Demand for Enterprise Applications to Manage Projects To Drive the Growth of the Global It in Real Estate Market
Figure 23 Impact Analysis of Market Dynamics
Figure 24 Business Process Management Segment Projected to Grow at the Highest CAGR During the Forecast Period
Figure 25 Customer Relationship Management Segment in Latin America Projected to Grow at the Highest CAGR During the Forecast Period
Figure 26 Enterprise Resource Planning Segment in the Middle East & Africa Projected to Grow at the Highest Rate During the Forecast Period
Figure 27 Enterprise Content Management Segment in the Middle East & Africa Projected to Grow at the Highest CAGR During the Forecast Period
Figure 28 Business Intelligence Segment in Asia-Pacific Projected to Grow At the Highest Rate During the Forecast Period
Figure 29 Business Process Management Segment in Asia-Pacific to Grow At the Highest CAGR During the Forecast Period
Figure 30 Global It in Real Estate Market, By Service, 2016 & 2021 (USD Million)
Figure 31 Cloud Segment Projected to Grow at the Highest CAGR During the Forecast Period
Figure 32 On-Premises Segment in Middle East & Africa Projected to Grow At the Highest CAGR During the Forecast Period
Figure 33 Cloud Segment in Middle East & Africa Expected to Grow At the Highest CAGR During the Forecast Period
Figure 34 Access Control Software in Residential Application Projected To Grow at the Highest CAGR During the Forecast Period
Figure 35 Middle East & Africa to Grow at the Highest CAGR During The Forecast Period
Figure 36 North America It in Real Estate Market Snapshot
Figure 37 Middle East & Africa It in Real Estate Market Snapshot
Figure 38 Companies Adopted Acquisitions As the Key Growth Strategy Between 2014 And 2016
Figure 39 Market Evaluation Framework
Figure 40 Battle for Market Share: New Product Launches & Product Developments And Mergers & Acquisitions Are Key Strategies
Figure 41 Geographic Revenue Mix of Top Five Market Players
Figure 42 Microsoft Corporation: Company Snapshot
Figure 43 Reaplace: Company Snapshot
Figure 44 Sap Se: Company Snapshot
Figure 45 Ibm Corporation: Business Overview
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