

# CRM Software Industry Global Analysis by Region, Consumption, Competition and Technology

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*Wiseguyreports.Com Adds "CRM Software Market - Global Industry Analysis, Size, Share, Growth, Trends and Forecast 2016 – 2021" To Its Research Database.*

PUNE, INDIA, July 13, 2016 /EINPresswire.com/ -- Wiseguyreports.Com Adds "[CRM Software](#) Market - Global Industry Analysis, Size, Share, Growth, Trends and Forecast 2014 – 2022" To Its Research Database.

CRM stands for Customer Relationship Management. In an organisation, CRM activities are carried out for managing customer-business interaction. CRM software plays a key role in managing customer data, business information and helps to maintain an ideal client-business relationship. It also helps in automating the operations related to sales, marketing and customer support. CRM software integrates with the organisation's CRM activities rendering them measurable in terms of effectiveness.

CRM software, as a service (SaaS) has a notable and steady growth forecast with increasing awareness towards the importance of CRM for business development. Ability to manage customer interaction at the optimum levels, cost & time effectiveness, focused customer service, capability of handling large businesses & client information are the key factors that drive the growth of the CRM software market. The report analyses growth trends along with a study of critical factors influencing market.

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The market is segmented on the basis of application, end-user and geography. The largest markets for CRM software include North America and Western Europe while China and Latin America project a dynamic growth in the CRM software market.

SAP, Oracle Siebel, Salesforce.com, Microsoft Dynamics, NetSuite, IBM are the key players in CRM software market. Workbooks, Nimble, Insightly, Zoho and UserVoice also hold a significant market share in the CRM software. The report comprises key players profiled with their business overview, product portfolios, financials, investments, news and recent developments.

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## Key Benefits

The report provides a an in-depth analysis of global CRM software markets, with current and future trends to elucidate the imminent investment pockets in the market  
Current and future trends are outlined to determine the overall attractiveness and to single out

profitable trends to gain a stronger foothold in the market

Quantitative analysis of the current market and estimations through 2013-2020 are provided to showcase the financial attractiveness of the market

Porters Five Forces model is used to analyse the buyer and supplier potential and for highlighting the competitive structure of the market, which would enable market players to devise effective plans and facilitate better decision making

Value chain analysis provides key inputs on the role of all stakeholders in the market

SWOT analysis of key players of market draw out the essential strengths and probable opportunities in the market

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## CRM SOFTWARE MARKET SEGMENTATION

The market is segmented on the basis of Application, End-user and Geography.

### MARKET BY APPLICATION

Customer service

Distribution

Manufacturing

Marketing

Sales

Social networking

Supply chain

Vertical industries

### MARKET BY END USER

Small & mid-sized Enterprises

Large Enterprises

### MARKET BY GEOGRAPHY

North America

Europe

Asia Pacific

LAMEA

### KEY PLAYERS

Salesforce

SAP

Oracle Siebel

Microsoft Dynamics

NetSuite

IBM

Workbooks

Nimble

Insightly

Zoho

UserVoice

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