

CRM Software Market with Focus on Cloud Applications Global Market Share, Size, Trends and Growth 2017-2021

Wiseguyreports.Com Publish New Market Report On-"CRM Software Market with Focus on Cloud Applications Global Market Share, Size, Trends and Growth 2017-2021".

PUNE, INDIA, May 9, 2017 /EINPresswire.com/ --

[CRM Software Market with Focus on Cloud Applications 2017](#)

Scope of the Report

The report titled "Global CRM Software Market with Focus on Cloud Applications (2016-2020)" provides an in-depth analysis of the CRM software market with main focus on cloud-based CRM software or cloud applications. The report analyzes the significant trends and potential opportunities in the global CRM software market. The report provides detailed description regarding market overview, market sizing and growth, market segmentation, top players of the market and regional breakdown of market as well. The report also focuses on the available opportunities for the market and key factors that will be accountable for the growth of the market.

The report summarizes country analysis of North America, Western Europe and rest of the world in terms of revenue. North America is the largest market for CRM software. It has the largest share in the overall CRM software market. Western Europe is the second largest market for CRM software. Other regions of the world like Asia Pacific nations have the potential to grow in coming years and will emerge as top players of the CRM software market.

Request a Sample Report @ <https://www.wiseguyreports.com/sample-request/443663-global-crm-software-market-with-focus-on>

A brief description of competitive landscape is also provided in the report. Salesforce is the market leader of CRM software market. Top market players like Salesforce.com, SAP, Oracle and Microsoft etc. captured large part of market share. These companies are global leaders of CRM software market.



Furthermore, the report also profiles key market players such as Salesforce.com, Oracle Corporation, SAP, Verint

Systems Inc. and International Business Machine Corporation (IBM) on the basis of attributes such as company overview, recent developments, strategies adopted by the market leaders to ensure growth, sustainability, financial overview and recent developments.

Country Coverage

North America

Western Europe

ROW

Company Coverage

- Salesforce.com
- Oracle Corporation
- SAP
- Verint Systems Inc.
- International Business Machine Corporation (IBM)

Executive Summary

CRM software is broadly classified into three categories: On-Premises CRM, Cloud-Based CRM and Open Source CRM. Among these cloud-based CRM is most popular among business organizations now days. Cloud CRM means customer relationship management technology where the CRM software, CRM tools and the organization's data located in the cloud and is delivered to the end-users via the Internet.

CRM software market has shown increasing trends over the past few years. The growth in the market is due to movement of business organizations towards digital marketing, adoption of software in emerging economies like India, development of mobile and social CRM platform etc.

The key factors driving the growth of the market are increasing use of SaaS, customer experience initiatives, adoption of CRM software by medium as well as small organization and increasing usage in multiple industries like hospitals, banks and restaurants etc.

Complete Report Details @ <https://www.wiseguyreports.com/reports/443663-global-crm-software-market-with-focus-on>

Table of Contents

1. Executive Summary
2. CRM Software Market: An Introduction
 - 2.1 Definition of CRM
 - 2.1.1 CRM Software
 - 2.1.2 Types of CRM Systems/Software
 - 2.1.3 Types of CRM Software on Basis of Application
 - 2.1.4 Top 10 Best CRM Software
3. Global CRM Software Market: Sizing and Growth

- 3.1 Global CRM Software Market by Value: Actual and Forecast
- 3.2 Global On-Premise CRM Software Market by Value: Actual and Forecast
- 3.3 CRM Software Market Share by Segment
- 3.4 Global CRM Software Market Share by Top Players
- 3.5 Global CRM Software Market Share by Region

- 4. Global Cloud-Based CRM Software Market: Sizing and Growth
 - 4.1 Cloud-Based CRM Software Market by Value: Actual and Forecast
 - 4.2 Global Cloud Sales Market Share by Top Players
 - 4.3 Global Marketing Cloud Market Share by Top Players

- 5. Country Analysis
 - 5.1 North America CRM Software Market: Sizing and Growth
 - 5.1.1 North America CRM Software Market by Value
 - 5.2 Western Europe CRM Software Market: Sizing and Growth
 - 5.2.1 Western Europe CRM Software Market by Value
 - 5.3 ROW CRM Software Market: Sizing and Growth
 - 5.3.1 ROW CRM Software Market by Value

- 6. Market Dynamics
 - 6.1 Growth Drivers
 - 6.1.1 Increasing Use of SaaS
 - 6.1.2 Increasing Enterprise Investment in Digital Marketing
 - 6.1.3 Customer Experience Initiatives
 - 6.1.4 Acceptance and Adoption in Emerging Economies
 - 6.1.5 Increasing Usage in Multiple Industries
 - 6.1.6 Emerging Small Medium Enterprises (SMEs)
 - 6.2 Challenges
 - 6.2.1 Risk of Acceptance of Software
 - 6.2.2 Privacy and Security Concerns
 - 6.2.3 System Integration
 - 6.2.4 Software Customization
 - 6.2.5 Lack of Guidance
 - 6.2.6 No Long-Term Strategy
 - 6.2.7 Dirty Data
 - 6.2.8 No Core CRM Team
 - 6.3 Market Trends
 - 6.3.1 Movement from On-premise Solution to Cloud Based CRM
 - 6.3.2 Focus on Effective Cloud CRM Solutions for Security
 - 6.3.3 Integrating Social Media with CRM Software
 - 6.3.4 Mobile CRM
 - 6.3.5 Development of Bring Your Own Device (BYOD) Ecosystem
 - 6.3.6 Revolution in Wearable Device Market
 - 6.3.7 Integration with Different Software
 - 6.3.8 Introduction of Vertical CRM

7. Competitive Landscape

- 8. Company Profiles
 - 8.1 Salesforce.com
 - 8.1.1 Business Overview
 - 8.1.2 Financial Overview

8.1.3 Business Strategy
8.2 Oracle Corporation
8.2.1 Business Overview
8.2.2 Financial Overview
8.2.3 Business Strategy
8.3 SAP
8.3.1 Business Overview
8.3.2 Financial Overview
8.3.3 Business Strategy
8.4 Verint Systems Inc.
8.4.1 Business Overview
8.4.2 Financial Overview
8.4.3 Business Strategy
.....Continued

Buy Now @ https://www.wiseguyreports.com/checkout?currency=one_user-USD&report_id=443663

Norah Trent
Wise Guy Consultants Pvt. Ltd.
+1 (339) 368 6938 (US)/+91 841 198 5042 (IND)
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.
© 1995-2018 IPD Group, Inc. All Right Reserved.