

Worldwide Sales Force Automation Market Analytical Insights Report to 2023

Sales Force Automation Market, By Software (SaaS Salesforce Automation System, Cloud-Based Salesforce Automation System), By Organization Type

PUNE, MAHARASHTRA, INDIA, August 23, 2017 /EINPresswire.com/ -- Market Highlights

The study reveals that sales force automation is trending in North America region. The cloud based solution is widely used as it improves internal sales processes, provides more sales transparency information and marketing process to the authorized sales team. It boosts the market growth due to the emergence of enhanced marketing, real time analytical modules which acts as a driving factor of this market. These real time data is further utilized by the departments to get the real-time analysis that helps to improve sales management, cross-selling and up-selling across the world. This rapid growth helps to generate more revenue and increase its demand in the [Sales Force Automation Market](#).

In North America region, the sales force automation provides in depth information of pricing, supplier positioning and top companies. It enables to analyze the best procurement practices and cost saving solution. With this solution, return on investment can be improved and manual efforts can be minimized. It manages the sales data, accurate information flow, and others which are boosting the marketing growth. The adoption of mobility applications helps to access the data anytime. The sales force automation helps the organization to consolidate its global sales and marketing processes.

The Global Sales Force Automation Market is growing rapidly over ~10% of CAGR and is expected to reach at USD ~8 Billion by the end of forecast period.

Sales Force Automation Market Players:

- Aptean Software Company (U.S.)
- Bullhorn Inc.(U.S.)
- Microsoft Corporation (U.S.)
- NetSuite Inc. (U.S.)
- Oracle Corporation (U.S.)
- Pegasystems Inc. (U.S.)
- Sage Group Plc. (U.K)
- Salesforce.com Inc. (U.S.)
- SAP SE(Germany)
- SugarCRM (U.S.)
- Zoho Corporation (India)

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Global Sales Force Automation Market Segmentation

The global sales force automation are bifurcated into software, organization type, application and region. The software on-premise salesforce automation system, software-as-a-service (SaaS) salesforce automation system, cloud-based salesforce automation system and others. The organization type includes small-medium scale size enterprise, large scale enterprises and others.

The end-users includes healthcare, automotive, media & entertainments, financial sector and others. The region includes North America, Europe, Asia Pacific and rest of the world

Market Research Analysis:

On geographic basis, global sales force automation market is studied in different regions as Americas, Europe, Asia-Pacific and Rest of world. It has been observed that North America region is leading with largest market share growth in the sales force automation market due to the major companies are investing for the for providing the better solution to satisfy the customers. In this market, Europe is to be estimated to be the second largest market share for sales force automation during the forecast period.

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Intended Audience

- Sales force automation manufacturing companies
- Product sales and distribution companies
- Government regulatory authorities
- Sales force automation providers
- Research and development companies
- Market research and consulting firms
- Solution providers
- Technology standards organizations
- Technology investors
- System Integrators

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Akash Anand

Market Research Future

+1-646-845-9349 (US) / +44 208 133 9349 (UK)

email us here

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