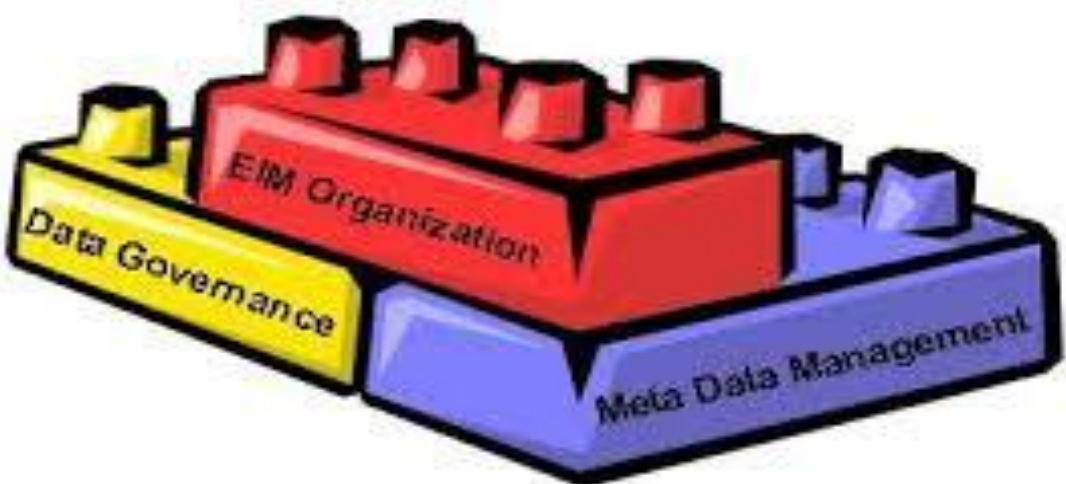


# Global Enterprise Information Management Market: Size, Trends and Forecast (2016-2020)

May 2016



## EIM Building Blocks



# Global Enterprise Information Management Market Report

## Scope of the Report

The report titled "Global Enterprise Information Management Market: Size, Trends and Forecasts (2016-2020)" provides an in-depth analysis of the global EIM market with detailed analysis of the actual and the expected market size along with the market size of each market segment.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global EIM market has also been forecasted for the period 2016-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends. The competition in the global EIM market is stiff and dominated by the big players like IBM Corporation. Further, key players of the EIM market such as Oracle Corporation, Open Text Corporation, EMC Corporation and Microsoft Corporation are also profiled with their financial information and respective business strategies.

## Regional Coverage

- Global

## Company Coverage

- IBM Corporation
- Oracle Corporation
- Open Text Corporation
- EMC Corporation
- Microsoft Corporation

# Global Enterprise Information Management Market Report

## Executive Summary

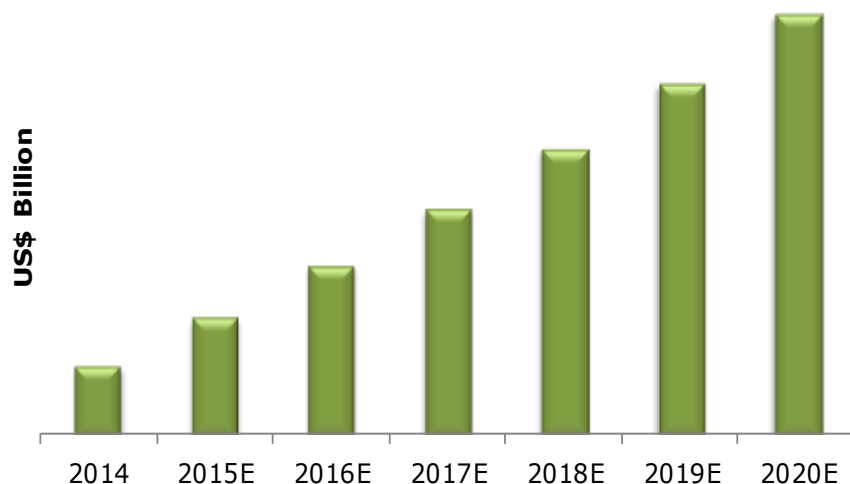
Enterprise Information Management (EIM) is the combined power of analytics or business intelligence and content management. Large companies often have separate applications for each of these segments, and EIM seeks to combine them in a more integrated way to remove silos. Organizations that are developing EIM strategies and capabilities are focused on reducing costs and improving efficiencies.

The global EIM market has increased at a significant annual growth rate in 2015 as compared to the preceding year 2014 and projections are made that the market would rise in the next five years i.e. 2016-2020 tremendously. The growth in the market was driven by the various consolidations in the EIM market space since the early 2000s. The market can be segmented into Enterprise Content Management (ECM), Analytics, Information Exchange, Customer Experience Management (CEM), Business Process Management (BPM) and Discovery. Of all the segments, Enterprise Content Management (ECM) remains the largest segment of the market, while the Discovery segment drives the highest growth rate.

The major growth drivers for the Enterprise Information Management (EIM) market are: growth in unstructured data, new regulations, rise in cloud computing, upsurge in big data analytics software & services market and organizational drivers such as customer services, marketing opportunities, process improvement and fraud detection. Despite the market is governed by various growth drivers, there are certain challenges faced by the market such as organizational challenges, data challenges and information challenges.

# Global Enterprise Information Management Market Overview

## Global Enterprise Information Management Market by Value; 2014-2020E



## Global Enterprise Information Management Market by Segments; 2014

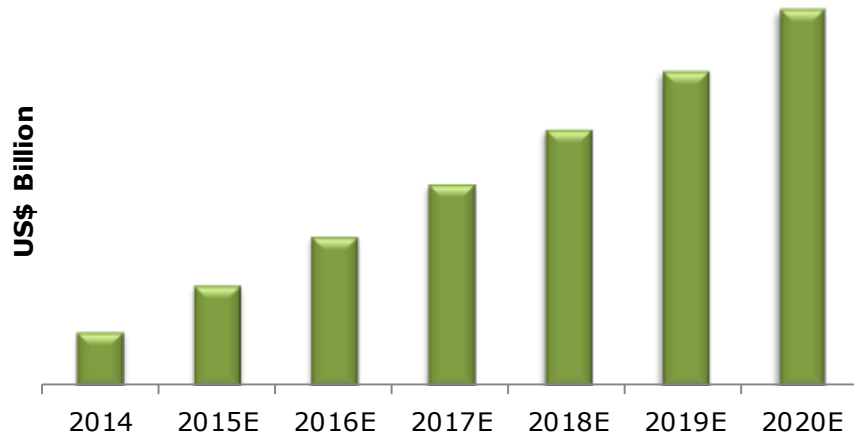


The global Enterprise Information Management market in 2015 is estimated to have reached US\$... billion, up by ...% as compared to 2014. This market is forecasted to reach US\$.....billion in 2020, at a CAGR of ....%.The increase in the EIM market is expected due to various consolidations in the EIM market space since.... Also, EIM enables businesses to derive more value from their data and content, harmonizing.

The market can be broadly segmented into Enterprise Content Management (ECM), Analytics, Information Exchange, Customer Experience Management (CEM), Business Process Management (BPM) and Discovery. The market is largely governed by the ECM and Analytics segment as in 2014,together both the segments comprised more than ...% of the entire market while information exchange accounted approximately ...% share.

# Global EIM Market Segments

## Global Enterprise Content Management Market; 2014-2020E

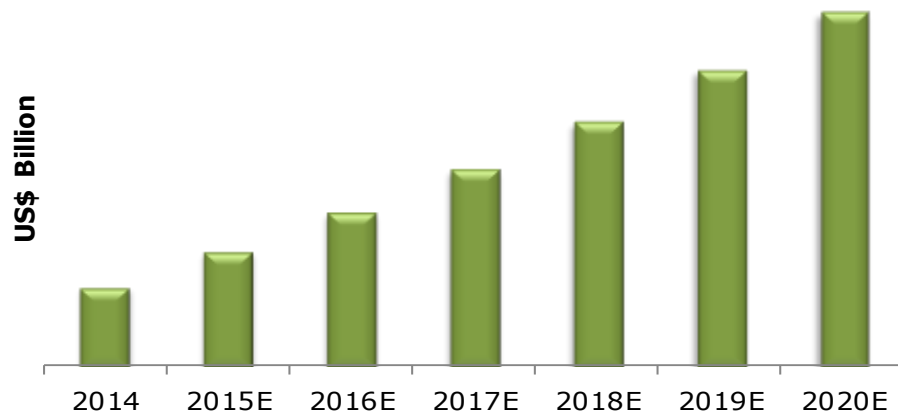


The global Enterprise Content Management (ECM) market is expected to have reached US\$... billion in 2015 as compared to US\$... billion in 2014. The market is projected to reach US\$... billion in 2020 at a CAGR of ...% driven by the anticipated increase in the .... due to growth in .... and boom in the usage of .... across heterogeneous platforms.

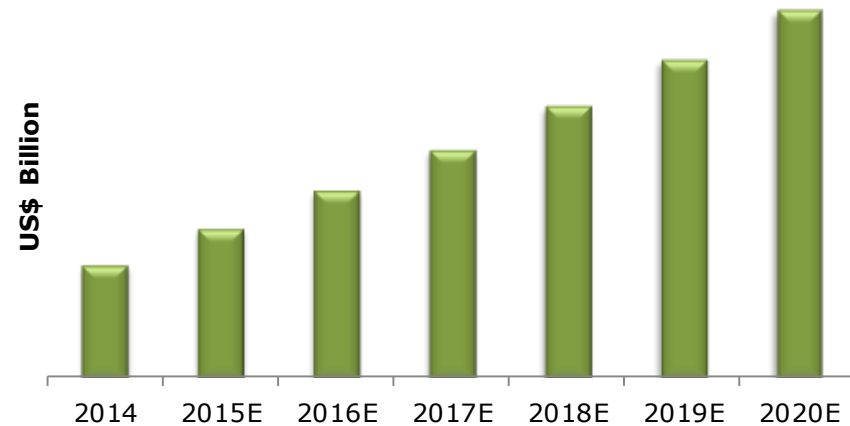
The global CEM market and is anticipated to have up surged to US\$... billion in 2015. The market is forecasted to rise at a CAGR of ...% during 2016-2020 and amount to US\$... billion in 2020.

The global BPM market is estimated to have reached US\$... billion in 2015 from US\$... billion in 2014 and is forecasted to upsurge to US\$... billion in 2020 at a CAGR of ...% during 2016-2020.

## Global Customer Experience Management Market; 2014-2020E



## Global Business Process Management Market; 2014-2020E



# Competitive Landscape

## Summary of Available EIM Suites and their Specifications

**Table 6: Summary of Available EIM Suites and their Specifications**

<b>EIM Suite</b>	<b>Document Mgmt &amp; Collaboration</b>	<b>Information Rights Mgmt</b>	<b>File Sync &amp; Share</b>	<b>Records Mgmt</b>	<b>Web Content Mgmt</b>	<b>Analytics</b>	<b>Digital Asset Mgmt</b>	<b>Archiving</b>	<b>E-Discovery</b>	<b>Business Process Mgmt</b>	<b>Capture &amp; Scanning</b>	<b>Customer Communications</b>	<b>Search</b>
<b>IBM ECM Portfolio</b>													
<b>Open Text Content Suite</b>													
<b>HP ECM Suite</b>													
<b>Oracle WebCenter Content</b>													
<b>EMC Documentum 7.2</b>													
<b>OnBase by Hyland v15</b>													
<b>Microsoft Sharepoint 2013</b>													

Source: Company Report and TD Securities

Note: \* denotes the capabilities which will be strengthened with release 16.

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