

# Global CRM Software Market with Focus on Cloud Applications (2016-2020)

April 2016



## CRM in the Cloud

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Daedal Research

# Global CRM Software Market with Focus on Cloud Applications

## 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 market size and forecast in terms of US\$ for global CRM software market and has been provided for the period 2016 to 2020, considering 2015 as the base year. The report also provides the compound annual growth rate (%CAGR) for the forecasted period 2016 to 2020. Over the next five years market is expected to grow at a rapid pace on account of increasing use of SaaS, movement towards digital marketing, acceptance and adoption of CRM software in Asia Pacific nations and increasing usage in multiple industries etc.

The report presents the global CRM software market in terms of value. The report provides detailed description of revenue, top players of the market, market share breakdown by country and market segmentation. An emphasis is given on cloud-based CRM software with its market value and top players. The report provides detailed information regarding the emerging trends of the market, primary growth drivers and challenges that will be barrier for the growth of the market.

In spite of rapid growth, market is expected to face challenges in the coming times. Challenges that will create hurdle in the growth of the market are privacy and security concerns, lack of guidance, no long-term strategy, dirty/unnecessary data and absence of core CRM team in business organizations that manage the software. Apart from challenges there are several emerging trends that will modify the market in the forecasted period. Recent trends in the CRM software market are movement from on-premise software to cloud-based software, integration of social media with CRM software, introduction of mobile based CRM platform and introduction of vertical CRM software etc. Social media is much more than a trend in the ever changing competitive world impacting all areas of business. CRM software vendors are continuously focusing on integration with social media so that the business becomes well-informed about their customers. The current trend nowadays is customer making their decision on online reviews and discussion

# Global CRM Software Market with Focus on Cloud Applications

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.

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. Apart from these market leaders, CRM software industry is highly fragmented. This enables the buyers in a position of choosing among several credible alternatives.

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.

# Global CRM Software Market with Focus on Cloud Applications

## Company Coverage

Salesforce.com

Oracle Corporation

SAP

Verint Systems Inc.

International Business Machine Corporation (IBM)

## Country Coverage

North America

Western Europe

ROW

# Executive Summary

Every business organization operates within a global economy that functions in countless ways. Increasing competition everywhere and the hurdles of market entry are major constraints for business organizations. Customer Relationship Management (CRM) is the process of analyzing its customer's interaction and statistics with the goal of maintaining a strong relationship with its customers and driving the growth of sales in the organization. CRM plays a vital role in forecasting the future of the company. It cannot predict the future with 100% accuracy but can provide a reasonable expectation of the future based on past performances and past events. One of the major benefits of using CRM system is that it effectively protects data lost.

A web-based CRM system helps to protect data from being lost. CRM system is not only beneficial for large organizations but for medium as well small business organizations also. CRM helps an organization to understand its customers, retain existing customers, attract new customers and at the same time increase the profitability of the business. CRM software clusters the customer information and documents into a single database which helps the business users to easily access and manages it.

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.

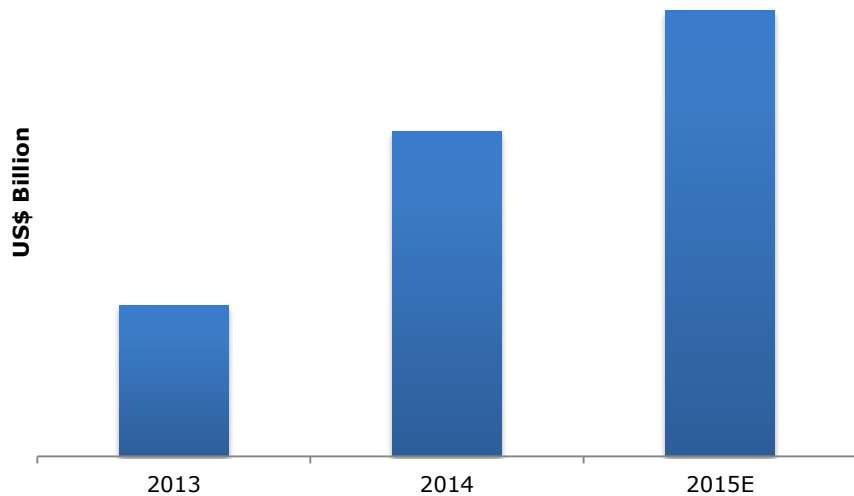
CRM software market has shown increasing trends over the past few years. The growth in the market is due to movement of business organizations towards digital marketing, adoption of software in emerging economies like India, development of mobile and social CRM platform etc.

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. The CRM solutions offered by SaaS have made global as well as local enterprise towards front office software solutions. Increasing enterprise investment in digital marketing is also one of the key factors that fueled the demand for CRM software in different industries.

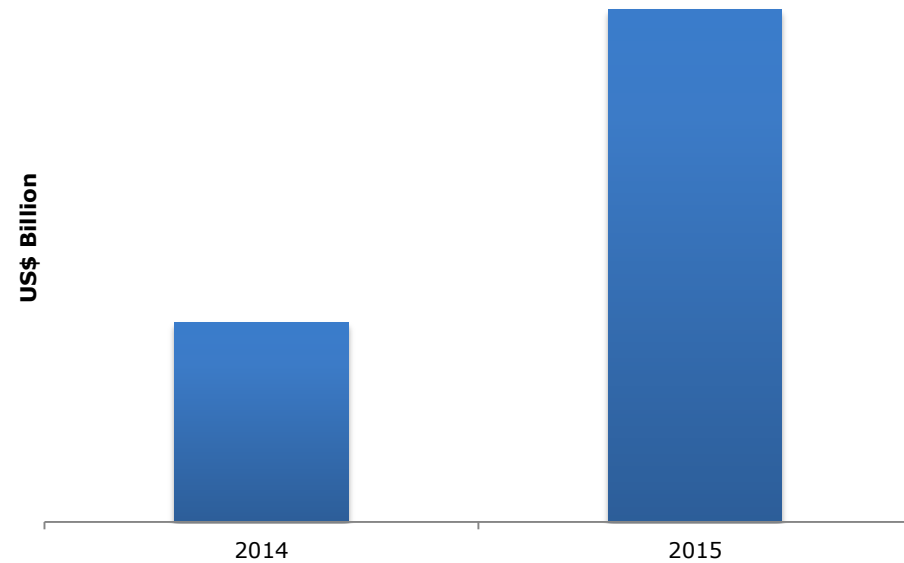
# Global CRM Software Market with Focus on Cloud Applications

The global CRM software market in 2014 reached US\$.....billion, with.....of healthy growth as compared to 2013. The growth in the market is driven by increasing use of CRM software by small and medium enterprises (SMEs), increasing use of Software-as -a-Service (SaaS) and increasing investment by enterprise in the digital marketing etc. It was estimated that the revenue of the market has reached to US\$.....billion in 2015.

Global CRM Software Market; 2013-2015E (US\$ Billion)



Global On-Premise CRM Software Market; 2014-2015E (US\$ Billion)



Global CRM software market is forecasted to increase to US\$.....billion in 2016 to US\$..... billion in 2020 from US\$.....billion in 2015. This increase is projected on the account of integration of CRM software with social media, heavy investment by vendors to make mobile CRM platforms and acceptance and adoption of CRM software in emerging economies at a rapid rate etc.

# Global CRM Software Market with Focus on Cloud Applications

## Global CRM Software Market by Segments; 2014



■ Marketing ■ Sales ■ Contact Center ■ Customer Service

## Global CRM Software Market by Top Players; 2014



■ Salesforce ■ Oracle ■ SAP ■ Verint Systems ■ IBM ■ Others

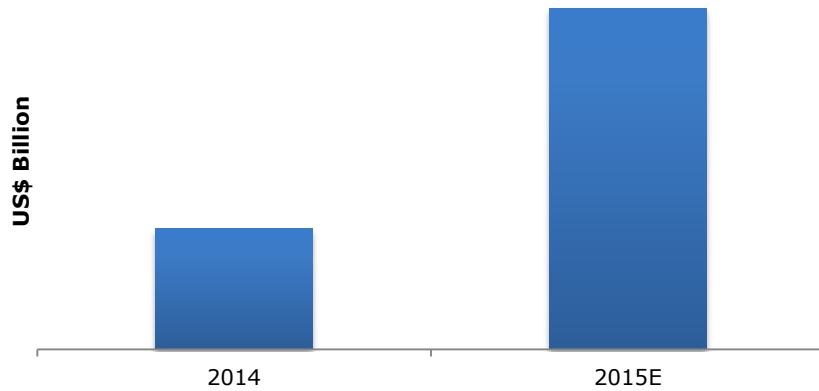
## Global CRM Software Market Share by Region; 2014



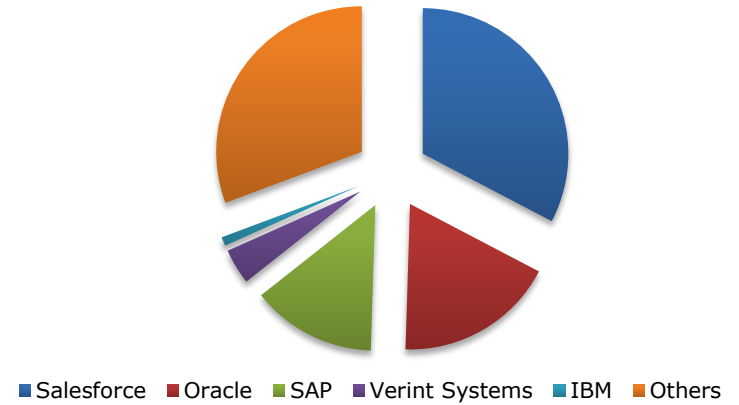
■ North America ■ Western Europe ■ ROW

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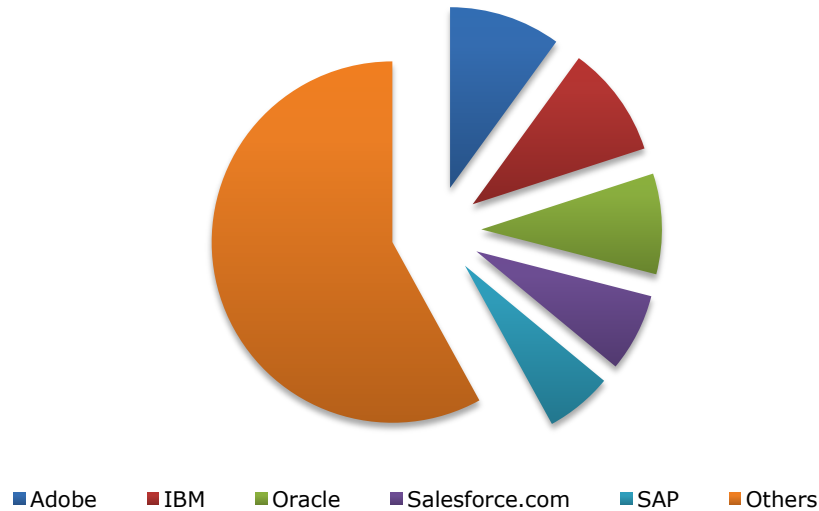
## Global Cloud-Based CRM Software Market; 2014-2015E



## Global Cloud Sales Market Share by Top Players; 2014

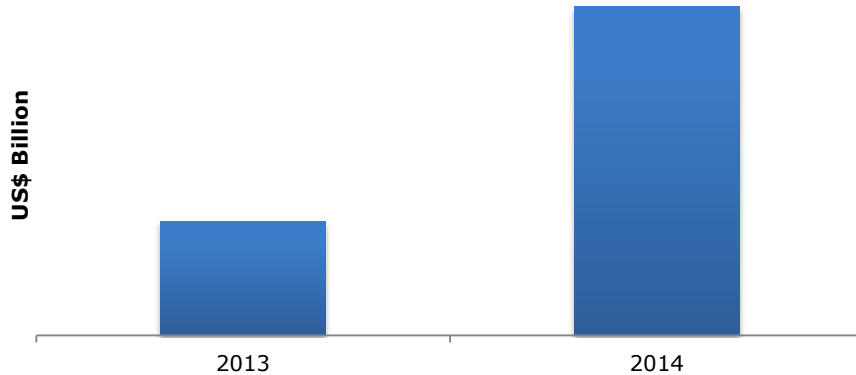


## Global Marketing Cloud Market Share by Top Players; 2014

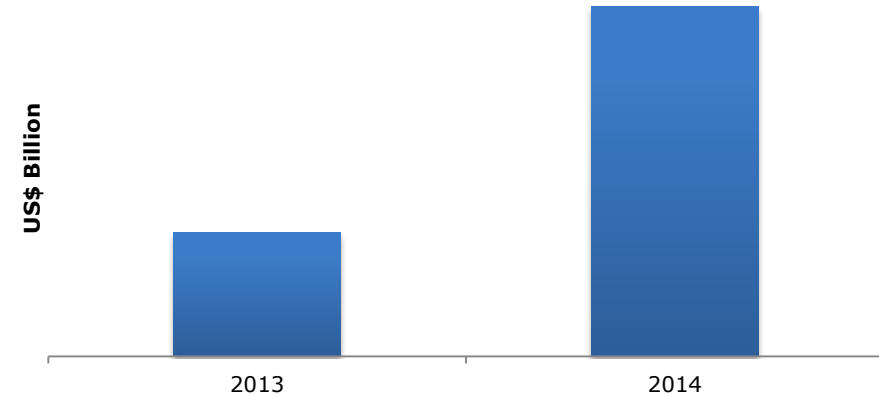


# Global CRM Software Market Country Analysis

North America CRM Software Market by Value; 2013-2014 (US\$ Billion)



Western Europe CRM Software Market by Value; 2013-2014 (US\$ Billion)



ROW CRM Software Market by Value; 2013-2014 (US\$ Billion)

