

Global Enterprise Social Software (ESS) Market : Global Advancements, Demand Analysis & Worldwide Market Forecasts (2013 – 2018)

Description: Enterprise Social Software (ESS) refers to a social networking layer on top of traditional collaborative tools, which enables content sharing, along with additional features such as document sharing, wikis, micro blogging, shared spaces and communities, amongst other business applications. These solutions provide enterprises with several advantages including increased transparency, better communication of business ideas and information, flexibility and performance along with simplified operations.

Rising need for enterprise internetworking amongst employees, partners, distributors, suppliers and others in the business value chain has given way to growing employment of ESS across desktops, laptops and mobile personal devices. While enterprises across the globe are looking forward to incubate ESS into their current work scenarios, ESS providers look forward to gain better competitive advantage in the emerging market by creating new technological features that facilitate the quicker adoption of these.

MarketsandMarkets believes that the need for increasing enterprise productivity, along with cost control measures is playing a pivotal role in shaping the future of enterprise social software. Even though the adoption of these tools is relatively slow due to closed mindsets of the top management ; these solutions are expected to grow steadily and have a pervasive existence across all major verticals, owing to the growing demand of 'social connectedness', on a real-time basis. These solutions are well positioned to bring businesses closer, despite time zone barriers and organizational structures. MarketsandMarkets further expects that the integration of enterprise social software tools with the existing collaborative organizational tools and applications will further enhance the growth of enterprises, while ensuring their compliance and regulatory policies.

The Enterprise Social Software (ESS) market is broadly segmented by type of deployment models: On-premise and On-demand; By type of service consumers: Small Office Home Office(SOHO), Small and Medium Businesses(SMB), Enterprises; By type of verticals: Banking and Finance Service Insurance (BFSI), Academia and Government, Healthcare and Life Sciences, Retail, High Tech and Telecommunications and other sectors; By geographies: North America(NA), Asia Pacific and China(APAC), Europe(EU), Middle East Africa(MEA) and Latin America(LA).

This research report categorizes the global market for Enterprise Social Software in each of the following sub-markets:

On the basis of Deployment and Service:

- On Demand (SaaS)
- On Premise

On the basis of Service Consumers:

- Small Office Home Office (SOHO)
- Small and Medium Businesses (SMB)
- Enterprises

On the basis of Verticals:

- Academia and Government
- Banking, Financial Services and Insurance (BFSI)
- Healthcare and Life Sciences
- Retail
- High Tech and Telecommunications
- Others

On the basis of Geography:

- North America (NA)
- Europe (EU)
- Middle-East Africa (MEA)
- Asia-Pacific (APAC)
- Latin America (LA)

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