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MARKET RESEARCH REPORT

# Software-as-a-Service in APAC: The Momentum Continues

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## INTRODUCTION

Software as a service (SaaS) has continued to consolidate its hold on the Asia Pacific (APAC) market. This is evidenced by the increasing number of large customer wins by vendors, the emergence of strong local players, and the proliferation of different SaaS applications besides CRM.

Australia, New Zealand and Singapore lead the region in market maturity as large global SaaS vendors continue to focus on these markets in terms of market spending. However, SaaS market demand has accelerated over the past 12 months in many parts of India, China and ASEAN, and many vendors have increased their focus and investments in these markets.

SaaS demand across the region is being driven by fast growth among businesses, the low initial price point, and the inherent virtues of the SaaS model that include easy deployment and the availability of shrink-wrapped solutions that often help fledgling enterprises streamline core business processes.

This Springboard Research report focuses on the key trends and dynamics in the APAC SaaS market. It offers data on the enterprise SaaS market, provides growth forecasts, outlines the demand drivers among Asia Pacific organizations, details the growth strategies of key vendors, and examines the role of ISVs in the region.

This document's insights were informed by our survey of 530 technology and business leaders from large, medium and small enterprises in ASEAN, the People's Republic of China, India, Australia and New Zealand.

In addition, the methodology leveraged for this report included extensive secondary research and interviews with leading SaaS providers in the market.

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