

**Finance Cloud Market Report by Type (Solution, Service), Deployment Model (Public Cloud, Private Cloud, Hybrid Cloud), Enterprise Size (Large Enterprises, Small and Medium-sized Enterprises), Application (Wealth Management, Revenue Management, Account Management, Customer Relationship Management, Asset Management, and Others), and Region 2024-2032**

Market Report | 2024-07-01 | 149 pages | IMARC Group

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**Report description:**

The global finance cloud market size reached US\$ 40.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 186.8 Billion by 2032, exhibiting a growth rate (CAGR) of 18.1% during 2024-2032. The growing demand for tracking assets, expenses, and wealth management; increasing adoption among small and medium-sized enterprises for fraud detection; and rising utilization to provide better customer support represent some of the key factors driving the market.

**Rising Adoption of Automation in Business Processes Augmenting Market Growth**

The rising adoption of finance cloud due to the increasing demand for automation in business processes currently represents one of the primary factors contributing to the growth of the market. The finance cloud assists in streamlining complex tasks, reducing time, and saving money. Apart from this, the growing utilization finance cloud to automate billing and other core tasks efficiently is propelling the growth of the market.

Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

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## What is Finance Cloud?

The finance cloud refers to an integrated platform that allows users to streamline, automate, evaluate, and simplify financial tasks. It relies on information technology (IT) to perform various financial activities efficiently. It eliminates large capital expenditure and reduces cost, enhances customer experience, and assists in streamlining the complex process. It aids in safeguarding from frauds and improving security, and providing quicker access to information for regulatory reporting and detecting various risks. Besides this, it is beneficial in offering enhanced accuracy and efficiency and remote access, which gives a flexible working environment. As a result, the financial cloud finds applications in wealth management, revenue management, account management, customer relationship management, and asset management across the globe.

## Finance Cloud Market Trends:

At present, rising preferences for the financial cloud, as it provides easy and convenient access to data in real-time from a remote location, represents one of the key factors supporting the growth of the market. Besides this, the growing adoption in small and medium-sized enterprises for fraud detection and prevention is offering a positive market outlook. Additionally, there is a rise in the demand for enhanced data mining, automation, and security among business organizations around the world. This, coupled with the increasing employment of finance cloud among financial institutions to track assets, expenses, and wealth management, is propelling the growth of the market. Apart from this, the rising adoption of finance cloud to create a single customer database for automating billing and core financial processes is offering lucrative growth opportunities to industry investors. Moreover, various benefits offered by the finance cloud, such as flexibility, reduced costs, and eliminating regular upgrades is positively influencing the market. In addition, the increasing demand for operational efficiency and transparency in a business process is contributing to the growth of the market. Furthermore, the rising adoption of financial cloud to provide improved customer support, along with the rapid digitalization across the globe, is strengthening the growth of the market.

## Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global finance cloud market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on type, deployment model, enterprise size and application.

## Type Insights:

### Solution

Financial Forecasting

Financial Reporting and Analysis

Security

Governance, Risk, and Compliance

Others

Service

Professional Services

Managed Services

The report has provided a detailed breakup and analysis of the finance cloud market based on the type. This includes solution (financial forecasting, financial reporting and analysis, security, governance, risk, and compliance, and others) and service (professional services and managed services). According to the report, solution (financial forecasting, financial reporting and analysis, security, governance, risk, and compliance, and others) represented the largest segment due to the increasing demand for enhanced security. Various companies are adopting cloud solutions to improve efficiency and ensure better information integration. Besides this, the rising utilization of governance, risk, and compliance (GRC) solutions due to the increasing

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employment of various devices, such as tablets, laptops, and computers at workplaces, is supporting the growth of the market. The growing demand for solution, as it assists in maintaining transparency in business operations, is offering a positive market outlook.

Service allows organizations to outsource all or some of the IT operations and infrastructure to focus more on their primary corporate objectives. Apart from this, it assists businesses in upgrading their infrastructure and providing secure and smooth cloud solutions.

#### Deployment Model Insights:

Public Cloud

Private Cloud

Hybrid Cloud

A detailed breakup and analysis of the finance cloud market based on the deployment model has also been provided in the report. This includes public cloud, private cloud, and hybrid cloud. According to the report, public cloud accounted for the largest market share as it assists in reducing expenditure on idle resources in a business organization. Moreover, various businesses have the freedom to simply scale up or down as per the demand for the cloud.

Private cloud provides several tools and services for managing cloud applications, such as data storage, monitoring, and security, and reducing the expenditure. In line with this, various benefits offered by private cloud, such as freedom to customize software and hardware, fully enforced regulatory standards and compliance, and improved access and security control, is contributing to the growth of the market.

Hybrid cloud is a mixed computing environment wherein applications are operated by utilizing a combination of computing, storage, and services in different environments. It aids in migrating and managing workloads between various cloud environments. Moreover, it allows a business to create more versatile setups based on specific needs in a business. The growing adoption of hybrid cloud, as it reduces cost and minimizes risk, is positively influencing the market.

#### Enterprise Size Insights:

Large Enterprises

Small and Medium-sized Enterprises

A detailed breakup and analysis of the finance cloud market based on the enterprise size has also been provided in the report. This includes large enterprises and small and medium-sized enterprises.

Large enterprises adopt finance cloud to detect frauds and provide enhanced customer relationships. This, coupled with the increasing need to offer better customer support and enhance security for sensitive data, is propelling the growth of the market.

Small and medium-sized enterprises (SMEs) are rapidly adopting finance cloud solutions to reduce IT infrastructure costs and fraud detection while generating more profits. In line with this, the increasing utilization to finance cloud to maintain regulatory compliance and data analysis in a business is bolstering the growth of the market.

#### Application Insights:

Wealth Management

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Revenue Management  
Account Management  
Customer Relationship Management  
Asset Management  
Others

A detailed breakup and analysis of the finance cloud market based on the application has also been provided in the report. This includes wealth management, revenue management, account management, customer relationship management, asset management, and others. According to the report, wealth management accounted for the largest market, as finance cloud benefits in easily tracking of assets, expenses, and wealth of a business. In addition, it offers subscription-based affordable method to utilize the service and allow users to be more scalable. Besides this, cloud wealth management assists in providing flexible solutions to maintain a position in the market over a long period of time.

Revenue management means the online support for the generation of the bill and facilitating payment gateway support that assist in simplifying and streamlining complex revenue recognition processes. Apart from this, it can predict customer needs and provides an effective pricing strategy and saves time while reducing cost.

Account management enables a business to develop strong relationships with customers, connecting with key business executives and stakeholders, and preparing sales reports. Moreover, it assists in maximizing customer retention and loyalty, generating more profits, and improving sales resource allocation.

#### Regional Insights:

North America  
United States  
Canada  
Asia-Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

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The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America (the United States and Canada) was the largest market for finance cloud. Some of the factors driving the North America finance cloud market included the growing demand due to rising utilization in banking and financial institutions, increasing demand for wealth management services and the rising adoption to reduce costs and improve security in an organization.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global finance cloud market. Some of the companies covered in the report include:

Acumatica Inc.  
Amazon Web Services Inc. (Amazon.com Inc.)  
Aryaka Networks Inc.  
Google LLC (Alphabet Inc.)  
International Business Machines Corporation  
Microsoft Corporation  
Oracle Corporation  
RapidScale Inc. (Cox Communications Inc.)  
Salesforce Inc.

Please note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report

1. What was the size of the global finance cloud market in 2023?
2. What is the expected growth rate of the global finance cloud market during 2024-2032?
3. What are the key factors driving the global finance cloud market?
4. What has been the impact of COVID-19 on the global finance cloud market?
5. What is the breakup of the global finance cloud market based on the type?
6. What is the breakup of the global finance cloud market based on the deployment model?
7. What is the breakup of the global finance cloud market based on the application?
8. What are the key regions in the global finance cloud market?
9. Who are the key players/companies in the global finance cloud market?

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