

U.S. Software Market

Market Report | 2024-09-01 | 225 pages | Data Bridge Market Research

AVAILABLE LICENSES:

- Single User License \$2000.00
- Corporate Users License \$2500.00

Report description:

U.S. Software market is expected to reach USD 1205.10 billion by 2031 from USD 422.75 thousand in 2024, growing with a CAGR of 14.7% in the forecast period of 2025 to 2031.

Market Segmentation:

U.S. Software Market Segmentation, By Type (Finance, Video, Antivirus, Music, Resume, and Ad Spam)- Industry Trends and Forecast To 2031

Overview of U.S. Software market Dynamics :

Driver

- Increased dependency on cloud and SaaS models

Restraint

- Rising cybersecurity threats

Opportunity

- Advances in quantum computing

Challenges

- Integration addressing environmental sustainability

Market Players:

The key market players operating in the U.S. software market are listed below:

- Acer
- Apple Inc
- ASUSTeK Computer Inc

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- Brother
- Canon Inc.
- Dell Inc.
- DIC CORPORATION
- Flint Group
- Google LLC
- Honeywell International Inc
- HP INDIA SALES PRIVATE LIMITED
- Konica Minolta, Inc.
- Lenovo
- Lexmark International, Inc.
- Microsoft
- Panasonic Corporation
- Razer Inc
- SAMSUNG
- Seiko Epson Corporation
- Xerox Corporation

Table of Contents:

1 INTRODUCTION	19
1.1 OBJECTIVES OF THE STUDY	19
1.2 MARKET DEFINITION	19
1.3 OVERVIEW OF THE U.S. SOFTWARE MARKET	19
1.4 LIMITATIONS	21
1.5 MARKETS COVERED	22
2 MARKET SEGMENTATION	28
2.1 MARKETS COVERED	28
2.2 GEOGRAPHICAL SCOPE	29
2.3 YEARS CONSIDERED FOR THE STUDY	29
2.4 CURRENCY AND PRICING	29
2.5 DBMR TRIPOD DATA VALIDATION MODEL	30
2.6 MULTIVARIATE MODELLING	33
2.7 TYPE SEGMENT LIFELINE CURVE	33
2.8 PRIMARY INTERVIEWS WITH KEY OPINION LEADERS	34
2.9 DBMR MARKET POSITION GRID	35
2.10 VENDOR SHARE ANALYSIS	36
2.11 SECONDARY SOURCES	37
2.12 ASSUMPTIONS	37
3 EXECUTIVE SUMMARY	38
4 PREMIUM INSIGHTS	40
4.1 BRAND SHARE MATRIX	41
4.2 COMPETITIVE INTELLIGENCE	42
4.2.1 MAJOR PLAYERS	42
4.3 INDUSTRY INSIGHTS	47
4.3.1 INDUSTRY ANALYSIS & FUTURISTIC SCENARIO	47

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

4.3.1.1	CURRENT MARKET LANDSCAPE	47
4.3.1.2	TECHNOLOGY TRENDS	47
4.3.1.3	REGULATORY ENVIRONMENT	47
4.3.1.4	COMPETITIVE LANDSCAPE	47
4.3.1.5	FUTURE OUTLOOK	47
4.4	MARKET TRENDS	49
4.4.1	GROWTH IN SUBSCRIPTION-BASED MODELS	49
4.4.2	DEMAND FOR CUSTOMIZABLE SOLUTIONS	49
4.4.3	EXPANSION OF REMOTE WORK SOLUTIONS	50
4.5	MARKET OUTLOOK AND IMPLICATIONS	51
4.5.1	MARKET OUTLOOK	51
4.5.2	IMPLICATIONS FOR THE U.S. SOFTWARE MARKET	51
4.6	CASE STUDY	52
4.7	KEY PRICING	55
4.7.1	COMPETITIVE PRICING	55
4.7.2	VALUE-BASED PRICING	55
4.7.3	PENETRATION PRICING	56
4.7.4	DYNAMIC PRICING	56
4.7.5	PREMIUM PRICING	56
4.8	TECHNOLOGICAL TRENDS	57
4.8.1	CLOUD COMPUTING AND SAAS	57
4.8.2	ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING	57
4.8.3	CYBERSECURITY ENHANCEMENTS	58
4.8.4	LOW-CODE/NO-CODE DEVELOPMENT	59
4.8.5	EDGE COMPUTING	59
5	REGULATORY FRAMEWORK	61
6	MARKET OVERVIEW	63
6.1	DRIVERS	65
6.1.1	EXPANSION OF IOT APPLICATIONS	65
6.1.2	INCREASED DEPENDENCY ON CLOUD AND SAAS MODELS	66
6.1.3	ADOPTION OF AI AND MACHINE LEARNING TECHNOLOGIES	67
6.1.4	GROWTH OF REMOTE AND HYBRID WORKFORCES	67
6.2	RESTRAINTS	69
6.2.1	RISING CYBERSECURITY THREATS	69
6.2.2	RAPID TECHNOLOGY OBSOLESCENCE	70
6.3	OPPORTUNITIES	71
6.3.1	ADVANCES IN QUANTUM COMPUTING	71
6.3.2	EXPANSION OF AR AND VR TECHNOLOGIES	72
6.3.3	INCREASING DEPLOYMENT OF 5G NETWORKS	73
6.4	CHALLENGES	73
6.4.1	ADDRESSING ENVIRONMENTAL SUSTAINABILITY	73
6.4.2	INCREASING COMPLEXITY IN SOFTWARE ECOSYSTEMS	74
7	U.S. SOFTWARE MARKET, BY TYPE	76
7.1	OVERVIEW	77
7.2	FINANCE	78
7.2.1	FINANCE, BY OFFERING	78
7.2.1.1	SOFTWARE	78

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

7.2.1.1.1	FINANCIAL REPORTING AND ANALYSIS	79
7.2.1.1.2	BUDGET AND FINANCING	79
7.2.1.1.3	CASH MANAGEMENT	79
7.2.1.1.4	ACCOUNTING	79
7.2.1.1.4.1	BILLING & INVOICE	80
7.2.1.1.4.2	INVENTORY & PAYROLL MANAGEMENT	80
7.2.1.1.4.3	ACCOUNTS PAYABLE & RECEIVABLE	80
7.2.1.1.4.4	TAX MANAGEMENT	80
7.2.1.1.4.5	OTHERS	80
7.2.1.1.5	COMPLIANCE MANAGEMENT	81
7.2.1.1.6	BANK RECONCILIATION	81
7.2.1.2	SERVICES	81
7.2.2	FINANCE, BY DEPLOYMENT MODEL	81
7.2.2.1	CLOUD	81
7.2.2.2	ON PREMISE	81
7.2.3	FINANCE, BY END USER	82
7.2.3.1	BANKING AND FINANCIAL INSTITUTION	82
7.2.3.1.1	BANKS	83
7.2.3.1.2	INSURANCE COMPANIES	83
7.2.3.1.3	INVESTMENT COMPANIES	83
7.2.3.1.4	ACCOUNTING FIRMS	83
7.2.3.1.5	OTHERS	83
7.2.3.2	GOVERNMENT AND PUBLIC SECTORS	83
7.2.3.3	RETAIL AND E-COMMERCE	83
7.2.3.4	HEALTHCARE	83
7.2.3.5	IT AND TELECOMMUNICATION	83
7.2.3.6	MANUFACTURING	83
7.2.3.7	OTHERS	84
7.2.4	FINANCE, BY OPERATING SYSTEM	84
7.2.4.1	WINDOWS	84
7.2.4.2	MAC	84
7.2.4.3	MOBILE	84
7.2.4.3.1	IPHONE	84
7.2.4.3.2	ANDROID	85
7.2.4.3.3	IPAD	85
7.2.4.4	LINUX	85
7.2.5	FINANCE, BY PRICING CATEGORY	85
7.2.5.1	SUBSCRIPTION	85
7.2.5.1.1	MONTHLY	85
7.2.5.1.2	ANNUALLY	86
7.2.5.2	ONE TIME LICENCE	86
7.3	VIDEO	86
7.4	VIDEO	86
7.4.1	VIDEO, BY OFFERING	86
7.4.1.1	SOFTWARE	86
7.4.1.1.1	VIDEO CREATION AND EDITING	87
7.4.1.1.1.1	CONTENT AND TEXT EDITING	87

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

7.4.1.1.1.2 COLLABORATION TOOLS	88
7.4.1.1.1.3 SPEED ADJUSTMENT	88
7.4.1.1.1.4 BRAND OVERLAY	88
7.4.1.1.1.5 OTHERS	88
7.4.1.1.2 VIDEO STREAMING	88
7.4.1.1.2.1 VIDEO ON DEMAND	88
7.4.1.1.2.2 LIVE	89
7.4.1.1.3 REPORTING/ANALYTICS	89
7.4.1.1.4 SOCIAL SHARING AND PRIVACY OPTIONS	89
7.4.1.1.5 STORAGE MANAGEMENT	89
7.4.1.1.6 OTHERS	89
7.4.1.2 SERVICES	89
7.4.2 VIDEO, BY DEPLOYMENT MODEL	89
7.4.2.1 CLOUD	89
7.4.2.2 ON PREMISE	90
7.4.3 VIDEO, BY END USER	90
7.4.3.1 MEDIA & ENTERTAINMENT	90
7.4.3.2 EDUCATION	90
7.4.3.3 HEALTHCARE	90
7.4.3.4 BFSI	90
7.4.3.5 RETAIL	90
7.4.3.6 HOSPITALITY & TOURISM	91
7.4.3.7 MANUFACTURING	91
7.4.3.8 TRANSPORTATION AND LOGISTICS	91
7.4.3.9 OTHERS	91
7.5 ANTIVIRUS	91
7.5.1 VIDEO, BY OPERATING SYSTEM	91
7.5.1.1 WINDOWS	91
7.5.1.2 MAC	92
7.5.1.3 MOBILE	92
7.5.1.3.1 IPHONE	92
7.5.1.3.2 ANDROID	92
7.5.1.3.3 IPAD	92
7.5.1.4 LINUX	92
7.5.2 VIDEO, BY PRICING CATEGORY	93
7.5.2.1 SUBSCRIPTION	93
7.5.2.1.1 MONTHLY	93
7.5.2.1.2 ANNUAL	93
7.5.2.2 ONE TIME LICENCE	93
7.5.3 ANTIVIRUS, BY OFFERING	94
7.5.3.1 SOFTWARE	94
7.5.3.1.1 DATA SECURITY	94
7.5.3.1.2 ANOMALY/MALWARE DETECTION	94
7.5.3.1.3 ACCESS CONTROL/PERMISSIONS	95
7.5.3.1.4 REPORTING/ANALYTICS	95
7.5.3.1.5 PHISHING PROTECTION	95
7.5.3.1.6 OTHERS	95

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 7.5.3.2 SERVICES 95
- 7.5.4 ANTIVIRUS, BY DEPLOYMENT MODEL 95
 - 7.5.4.1 CLOUD 95
 - 7.5.4.2 ON PREMISE 95
- 7.5.5 ANTIVIRUS, BY END USER 96
 - 7.5.5.1 ENTERPRISE 96
 - 7.5.5.1.1 BFSI 96
 - 7.5.5.1.2 HEALTHCARE AND PHARMACEUTICALS 97
 - 7.5.5.1.3 EDUCATION 97
 - 7.5.5.1.4 MEDIA & ENTERTAINMENT 97
 - 7.5.5.1.5 RETAIL 97
 - 7.5.5.1.6 HOSPITALITY & TOURISM 97
 - 7.5.5.1.7 MANUFACTURING 97
 - 7.5.5.1.8 TRANSPORTATION AND LOGISTICS 97
 - 7.5.5.1.9 COMMERCIAL 97
 - 7.5.5.1.10 OTHERS 97
 - 7.5.5.1.11 LARGE ENTERPRISES 98
 - 7.5.5.1.12 SMALL AND MEDIUM SIZE ENTERPRISES 98
 - 7.5.5.2 GOVERNMENT 98
 - 7.5.5.3 INDIVIDUAL 98
- 7.5.6 ANTIVIRUS, BY OPERATING SYSTEM 98
 - 7.5.6.1 WINDOWS 99
 - 7.5.6.2 MAC 99
 - 7.5.6.3 MOBILE 99
 - 7.5.6.3.1 IPHONE 99
 - 7.5.6.3.2 ANDROID 99
 - 7.5.6.3.3 IPAD 99
 - 7.5.6.4 LINUX 99
- 7.5.7 ANTIVIRUS, BY PRICING CATEGORY 100
 - 7.5.7.1 SUBSCRIPTION 100
 - 7.5.7.1.1 MONTHLY 100
 - 7.5.7.1.2 ANNUALLY 100
 - 7.5.7.2 ONE TIME LICENCE 100
- 7.6 MUSIC 101
 - 7.6.1 MUSIC, BY OFFERING 101
 - 7.6.1.1 SOFTWARE 101
 - 7.6.1.1.1 AUDIO MIXING AND MANIPULATION 101
 - 7.6.1.1.2 RECORDING 102
 - 7.6.1.1.3 AUDIO EFFECTS 102
 - 7.6.1.1.4 MASTERING 102
 - 7.6.1.1.5 VIRTUAL INSTRUMENT MANAGEMENT 102
 - 7.6.1.1.6 OTHERS 102
 - 7.6.1.2 SERVICES 102
 - 7.6.2 MUSIC, BY DEPLOYMENT MODEL 102
 - 7.6.2.1 CLOUD 102
 - 7.6.2.2 ON PREMISE 103
 - 7.6.3 MUSIC, BY END USER 103

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

7.6.3.1 PROFESSIONAL	103
7.6.3.2 NON-PROFESSIONAL	103
7.6.4 MUSIC, BY OPERATING SYSTEM	103
7.6.4.1 WINDOWS	103
7.6.4.2 MAC	103
7.6.4.3 MOBILE	104
7.6.4.3.1 IPHONE	104
7.6.4.3.2 ANDROID	104
7.6.4.3.3 IPAD	104
7.6.4.4 LINUX	104
7.6.5 MUSIC, BY PRICING CATEGORY	104
7.6.5.1 SUBSCRIPTION	105
7.6.5.1.1 MONTHLY	105
7.6.5.1.2 ANNUAL	105
7.6.5.2 ONE TIME LICENSE	105
7.7 RESUME	105
7.7.1 RESUME, BY OFFERING	105
7.7.1.1 SOFTWARE	106
7.7.1.1.1 RESUME BUILDER	106
7.7.1.1.2 APPLICANT TRACKING SYSTEM (ATS) OPTIMIZATION	106
7.7.1.1.3 GRAPHICS DESIGNING	106
7.7.1.1.4 DISTRIBUTION SERVICES (NETWORK PLATFORM & JOB BOARD POSTING)	106
7.7.1.1.5 OTHERS	107
7.7.1.2 SERVICES	107
7.7.2 RESUME, BY DEPLOYMENT MODEL	107
7.7.2.1 CLOUD	107
7.7.2.2 ON PREMISE	107
7.7.3 RESUME, BY END USER	108
7.7.3.1 IT AND TELECOMMUNICATION	108
7.7.3.2 BFSI	108
7.7.3.3 HEALTHCARE	108
7.7.3.4 EDUCATION	108
7.7.3.5 GOVERNMENT & PUBLIC SECTORS	108
7.7.3.6 RETAIL	109
7.7.3.7 MANUFACTURING	109
7.7.3.8 TRANSPORTATION AND LOGISTICS	109
7.7.3.9 MEDIA AND ENTERTAINMENT	109
7.7.3.10 HOSPITALITY & TOURISM	109
7.7.3.11 OTHERS	109
7.7.4 RESUME, BY OPERATING SYSTEM	110
7.7.4.1 WINDOWS	110
7.7.4.2 MAC	110
7.7.4.3 MOBILE	110
7.7.4.3.1 IPHONE	110
7.7.4.3.2 ANDROID	110
7.7.4.3.3 IPAD	111
7.7.4.4 LINUX	111

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

7.7.5 RESUME, BY PRICING CATEGORY	111
7.7.5.1 SUBSCRIPTION	111
7.7.5.1.1 MONTHLY	111
7.7.5.1.2 ANNUAL	111
7.7.5.2 ONE TIME LICENSE	112
7.7.6 RESUME, BY ENTERPRISE SIZE	112
7.7.6.1 LARGE ENTERPRISES	112
7.7.6.2 SMALL & MEDIUM SIZED ENTERPRISES (SMES)	112
7.8 AD SPAM	113
7.8.1 AD SPAM, BY OFFERING	113
7.8.1.1 SOFTWARE	113
7.8.1.1.1 AD BLOCKER	113
7.8.1.1.2 DETECTION AND FILTERING	114
7.8.1.1.3 ANTI-MALWARE AND ANTI ADWARE	114
7.8.1.1.4 NETWORK LEVEL (DNS BASED)	114
7.8.1.1.5 OTHERS (ANTISPAM PLUG IN)	114
7.8.1.2 SERVICES	114
7.8.1.3 MANAGED	114
7.8.1.4 PROFESSIONAL	114
7.8.2 AD SPAM, BY DEPLOYMENT MODEL	115
7.8.2.1 CLOUD	115
7.8.2.2 ON PREMISE	115
7.8.3 AD SPAM, BY END USER	115
7.8.3.1 MEDIA & ENTERTAINMENT	115
7.8.3.2 BFSI	116
7.8.3.3 RETAIL	116
7.8.3.4 HEALTHCARE	116
7.8.3.5 EDUCATION	116
7.8.3.6 HOSPITALITY & TOURISM	116
7.8.3.7 MANUFACTURING	116
7.8.3.8 TRANSPORTATION AND LOGISTICS	116
7.8.3.9 OTHERS	116
7.8.4 AD SPAM, BY OPERATING SYSTEM	116
7.8.4.1 WINDOWS	117
7.8.4.2 MAC	117
7.8.4.3 MOBILE	117
7.8.4.3.1 IPHONE	117
7.8.4.3.2 ANDROID	117
7.8.4.3.3 IPAD	117
7.8.4.4 LINUX	117
7.8.5 AD SPAM, BY PRICING CATEGORY	118
7.8.5.1 SUBSCRIPTION	118
7.8.5.1.1 MONTHLY	118
7.8.5.1.2 ANNUAL	118
7.8.5.2 ONE TIME LICENSE	118
8 U.S. SOFTWARE MARKET, COMPANY LANDSCAPE	119
8.1 COMPANY SHARE ANALYSIS: U.S.	119

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

9	SWOT ANALYSIS	120
10	COMPANY PROFILE	121
10.1	APPLE INC.	121
10.1.1	COMPANY SNAPSHOT	121
10.1.2	SOLUTION PORTFOLIO	121
10.1.3	REVENUE	122
10.1.4	RECENT DEVELOPMENTS	122
10.2	MICROSOFT INC.	123
10.2.1	COMPANY SNAPSHOT	123
10.2.2	REVENUE ANALYSIS	123
10.2.3	SOLUTION PORTFOLIO	124
10.2.4	RECENT DEVELOPMENTS	126
10.3	ORACLE	127
10.3.1	COMPANY SNAPSHOT	127
10.3.2	REVENUE ANALYSIS	127
10.3.3	PRODUCT PORTFOLIO	128
10.3.4	RECENT DEVELOPMENTS	129
10.4	IBM CORPORATION	131
10.4.1	COMPANY SNAPSHOT	131
10.4.2	REVENUE ANALYSIS	131
10.4.3	PRODUCT PORTFOLIO	132
10.4.4	RECENT DEVELOPMENTS	133
10.5	HONEYWELL INTERNATIONAL INC.	135
10.5.1	COMPANY SNAPSHOT	135
10.5.2	REVENUE ANALYSIS	135
10.5.3	PRODUCT PORTFOLIO	136
10.5.4	RECENT UPDATES	137
10.6	ADOBE	138
10.6.1	COMPANY SNAPSHOT	138
10.6.2	REVENUE ANALYSIS	138
10.6.3	PRODUCT PORTFOLIO	139
10.6.4	RECENT DEVELOPMENTS	142
10.7	ADBLOCK PLUS	144
10.7.1	COMPANY SNAPSHOT	144
10.7.2	PRODUCT PORTFOLIO	144
10.7.3	RECENT DEVELOPMENTS	144
10.8	APPLICANTPRO HOLDINGS, LLC	145
10.8.1	COMPANY SNAPSHOT	145
10.8.2	PRODUCT PORTFOLIO	145
10.8.3	RECENT DEVELOPMENT	146
10.9	ARCULES	147
10.9.1	COMPANY SNAPSHOT	147
10.9.2	PRODUCT PORTFOLIO	147
10.9.3	RECENT DEVELOPMENT	148
10.10	AVID TECHNOLOGY, INC.	149
10.10.1	COMPANY SNAPSHOT	149
10.10.2	SOLUTION PORTFOLIO	149

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

10.10.3 RECENT DEVELOPMENTS	150
10.11 AXXONSOFT	151
10.11.1 COMPANY SNAPSHOT	151
10.11.2 PRODUCT PORTFOLIO	151
10.11.3 RECENT DEVELOPMENTS	153
10.12 BITDEFENDER	154
10.12.1 COMPANY SNAPSHOT	154
10.12.2 SOLUTION PORTFOLIO	154
10.12.3 RECENT DEVELOPMENTS	159
10.13 BANDLAB TECHNOLOGIES	161
10.13.1 COMPANY SNAPSHOT	161
10.13.2 PRODUCT PORTFOLIO	161
10.13.3 RECENT UPDATES	162
10.14 CLEAR FINANCE TECHNOLOGY CORPORATION	163
10.14.1 COMPANY SNAPSHOT	163
10.14.2 SOLUTION PORTFOLIO	163
10.14.3 RECENT DEVELOPMENT	163
10.15 COCKOS INCORPORATED	164
10.15.1 COMPANY SNAPSHOT	164
10.15.2 PRODUCT PORTFOLIO	164
10.15.3 RECENT DEVELOPMENTS	165
10.16 EAGLE EYE NETWORKS	166
10.16.1 COMPANY SNAPSHOT	166
10.16.2 PRODUCT PORTFOLIO	166
10.16.3 RECENT UPDATES	167
10.17 EMPLOY INC.	169
10.17.1 COMPANY SNAPSHOT	169
10.17.2 SOLUTION PORTFOLIO	169
10.17.3 RECENT DEVELOPMENT	170
10.18 ESET, SPOL. S.R.O.	171
10.18.1 COMPANY SNAPSHOT	171
10.18.2 PRODUCT PORTFOLIO	171
10.18.3 RECENT DEVELOPMENTS	173
10.19 FORTINET, INC.	174
10.19.1 COMPANY SNAPSHOT	174
10.19.2 REVENUE ANALYSIS	175
10.19.3 PRODUCT PORTFOLIO	175
10.19.4 RECENT DEVELOPMENTS	176
10.20 GHOSTERY GMBH	178
10.20.1 COMPANY SNAPSHOT	178
10.20.2 PRODUCT PORTFOLIO	178
10.20.3 RECENT DEVELOPMENTS	178
10.21 ICIMS	179
10.21.1 COMPANY SNAPSHOT	179
10.21.2 PRODUCT PORTFOLIO	179
10.21.3 RECENT DEVELOPMENT	179
10.22 INFOR	180

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

10.22.1 COMPANY SNAPSHOT	180
10.22.2 PRODUCT PORTFOLIO	180
10.22.3 RECENT DEVELOPMENTS	181
10.23 KALTURA	182
10.23.1 COMPANY SNAPSHOT	182
10.23.2 REVENUE ANALYSIS	183
10.23.3 PRODUCT PORTFOLIO	183
10.23.4 RECENT UPDATES	185
10.24 MCAFEE, LLC.	187
10.24.1 COMPANY SNAPSHOT	187
10.24.2 PRODUCT PORTFOLIO	187
10.24.3 RECENT DEVELOPMENTS	188
10.25 MOTU, INC	190
10.25.1 COMPANY SNAPSHOT	190
10.25.2 PRODUCT PORTFOLIO	190
10.25.3 RECENT DEVELOPMENTS	192
10.26 NORTON (GEN DIGITAL INC)	193
10.26.1 COMPANY SNAPSHOT	193
10.26.2 PRODUCT PORTFOLIO	193
10.26.3 RECENT DEVELOPMENTS	195
10.27 PANOPTO	196
10.27.1 COMPANY SNAPSHOT	196
10.27.2 SOLUTION PORTFOLIO	196
10.27.3 RECENT DEVELOPMENTS	198
10.28 PRESONUS AUDIO ELECTRONICS INC.	199
10.28.1 COMPANY SNAPSHOT	199
10.28.2 PRODUCT PORTFOLIO	199
10.28.3 RECENT DEVELOPMENTS	201
10.29 SAP SE	202
10.29.1 COMPANY SNAPSHOT	202
10.29.2 REVENUE ANALYSIS	202
10.29.3 PRODUCT PORTFOLIO	203
10.29.4 RECENT DEVELOPMENTS	204
10.30 SOPHOS LTD.	207
10.30.1 COMPANY SNAPSHOT	207
10.30.2 PRODUCT PORTFOLIO	207
10.30.3 RECENT DEVELOPMENTS	207
10.31 TREND MICRO INCORPORATED	208
10.31.1 COMPANY SNAPSHOT	208
10.31.2 REVENUE ANALYSIS	209
10.31.3 PRODUCT PORTFOLIO	209
10.31.4 RECENT DEVELOPMENTS	209
10.32 VERINT SYSTEMS INC.	211
10.32.1 COMPANY SNAPSHOT	211
10.32.2 REVENUE ANALYSIS	211
10.32.3 PRODUCT PORTFOLIO	211
10.32.4 RECENT DEVELOPMENTS	213

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

10.33	WORKDAY INC.	215
10.33.1	COMPANY SNAPSHOT	215
10.33.2	REVENUE ANALYSIS	215
10.33.3	SOLUTION PORTFOLIO	216
10.33.4	RECENT DEVELOPMENTS	217
10.34	ZOHO CORPORATION PVT. LTD.	218
10.34.1	COMPANY SNAPSHOT	218
10.34.2	SOLUTION PORTFOLIO	218
10.34.3	RECENT DEVELOPMENTS	222
11	QUESTIONNAIRE	223
12	RELATED REPORTS	225

U.S. Software Market

Market Report | 2024-09-01 | 225 pages | Data Bridge Market Research

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$2000.00
	Corporate Users License	\$2500.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-08
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com