

European Financial Applications

IDC's *European Financial Applications* service provides an overview of the European market for financial applications in both the large enterprise segment and the small and midsize business segment. This service includes insights on go-to-market strategies, competitive dynamics, technology trends, and buyer behavior. It explores multiple segments, including accounting and financial management, travel and expense, treasury and risk, corporate tax, accounts payable, and accounts receivable.

MARKETS AND SUBJECTS ANALYZED

- Financial management suites
 - e-Invoicing in the EMEA region
 - Accounts payable
 - Accounts receivable
 - Travel and expense
 - Treasury and risk management
 - Corporate tax
 - Enterprise performance management
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CORE RESEARCH

- European Financial Applications Market Glance
 - European Financial Applications Vendor Shares, 2023
 - European Financial Applications Forecast, 2024–2028
 - European e-Invoicing MarketScope
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In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [European Financial Applications](#).

KEY QUESTIONS ANSWERED

1. Who are the market leaders and market participants and which segments do they operate in?
 2. What are the drivers and trends in the market today and in the future? What shifts are expected?
 3. What innovative forces and vendors are shaping future market developments?
 4. What do buyers need to make offerings more appealing to them? Which gaps do buyers currently experience in the market?
 5. What are the hottest opportunities in the European financial applications market?
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COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the financial applications market, including:

Access Group, Accountor, Advanced, Anaplan, Aptitude Software, Avalara, Blackbaud, BlackLine, BlueSnap, Board International, Bottomline Technologies, Cegid, Coupa, DATEV, EBP, Epicor, Esker, Exact, Haufe/Lexware, Infor, Intuit, Kefron, Kyriba, Microsoft, OneStream, Oracle, Pagero, Planful, Prophix, Quadient, Recurly, Sage, SAP, Talentia Software, Teamsystem, Thomson Reuters, Unit4, Vertex, Visma, Wolters Kluwer, Workday, Xero, Yooz, Zucchetti, Zuora