# New Research In Action Vendor Selection Matrix™ Report – Sales Engagement Management SaaS And Software: The Top 20 Global Vendors 2019

Germany – March 4th 2019: Sales Engagement Management Software Market explodes as businesses seek to enable their sellers with digital content and empowerment.

Research In Action GmbH continues to expand its areas of coverage and publishes its newest market analysis report Vendor Selection Matrix™ – Sales Engagement Management SaaS And Software: The Top 20 Global Vendors 2019.

The Vendor Selection Matrix™ is a unique, primarily survey-based methodology for comparative vendor evaluation. A minimum of 60% of the evaluation results are based on a combined telephone and online survey covering 1,500 business and IT buyers in enterprises worldwide. The analyst's opinion accounts for a maximum of 40% of the evaluation results (not close to 100% as in most other vendor evaluations).
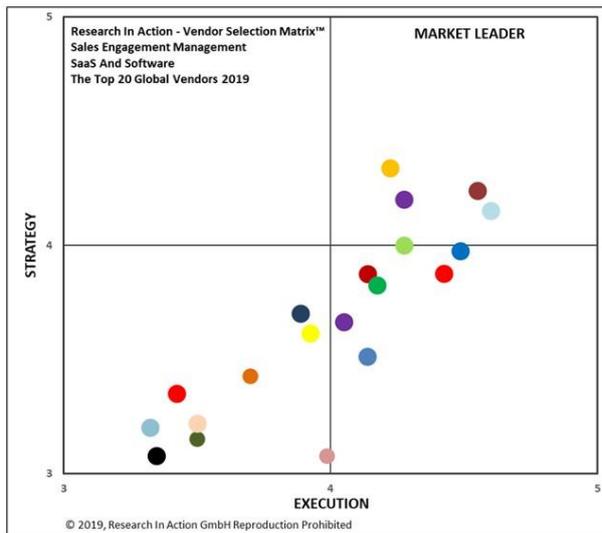
Detailed report information: http://researchinaction.de/wp-content/uploads/2019/06/RIA-VSM-SEM-GL-2019-WWW.pdf

Peter O'Neill, Research Director for Marketing Software at Research In Action GmbH, comments:

- As organizations acquire insights into the buyer journey, Marketing plays an increasingly active role in selecting and funding enablement software for the sales team, collaborating

with their colleagues in Sales Operations. The need is for sellers to have a robust set of sophisticated tools in an all-in-one platform in order to engage productively with knowledgeable customers. Sales Engagement Management is now one of the fastest growing Martech markets and focused on equipping Sales Representatives, Sales Managers, and Marketers with the necessary tools to engage with prospects in an all-digital fashion.

- Planning to buy software, investigating the vendors and selecting the right solution is not a trivial task for any business professional. While the influence of IT professionals is increasing in this application area, most marketing automation decisions are still finalized in the marketing department. But, as a CMO told us a few months ago: *"The thing is, the vendors always know so much more than me, they talk about their solution every day - I only get into this topic occasionally and need to select a vendor partner perhaps once in a decade"*.

- The market for Sales Engagement Management software is active and growing rapidly. We found nearly 30 active software and SaaS vendors globally generating an estimated total revenue of around $ 1 billion in annual software licenses, maintenance and SaaS. We know of many companies budgeting well over $ 100 per seller per month for solutions in this area and most of the vendors are enjoying annual growth rates of over 100%.

- In our survey of 1,500 business and IT executives, 48% said that they will invest in Sales Engagement Management software within the next three years for the first time and 37% of those who have current projects will be replacing their existing system for various reasons.

- The market is in the early-adopter phase; in our survey, the users scored most vendors low on perceived differentiation, tending to buy from the first vendor that calls. We anticipate considerable vendor consolidation or churn in 2019/2020 as smaller vendors with point solutions lose their customers to a more complete sales engagement management provider.

- The top five vendors rated by the users are (listed alphabetically) Clearslide, Highspot, SAP, Seismic and Showpad. The vendors Apparound, Bigtincan, Brainshark, Mediafly and Pitcher complete the top ten.

- In the near-term, Sales Engagement Management investment projects will rationalize the current myriad of centrally-installed and self-loaded applications found on a seller's device; providing one platform of robust tools for sellers to use in their engagement with increasingly informed buyers. It will support sellers in their internal collaboration, as well as optimizing and supporting them for all communications with external parties.

About Research In Action:

Research In Action GmbH is a leading independent information and communications technology research and consulting company. The company provides both forward-looking as well as practical advice to enterprise as well as vendor clients.

Press Contact:

Research In Action GmbH

Peter O'Neill

Research Director

Alte Schule

56244 Hartenfels

Germany

Telephone: +49 174 3210020

E-Mail: poneill@researchinaction.de

Internet : www.researchinaction.de