

# European Financial Applications

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *European Financial Applications* service provides an overview of the European market for financial applications for both the large enterprise segment and the small and midsized business segment. This service includes insights on go-to-market strategies, competitive dynamics, technology trends, and buyer behavior. This service 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
- Small Business Accounting Applications
- Accounts Payable
- Accounts Receivable
- Travel and Expense
- Treasury and Risk Management
- Corporate Tax
- Enterprise Performance Management

## Core Research

- European Financial Applications Market Glance
- European Financial Applications Vendor Shares, 2022
- European Financial Applications Forecast, 2023–2027
- European Fin Apps Market Analysis for SMEs

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 what segments do they operate in?
2. What are the drivers and trends in the market now 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? What are the current gaps buyers experience in the market?
5. What are the hottest opportunities in the European Financial Applications market?

## 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, FinancialForce, Haufe/Lexware, Infor, Intuit, Kefron, Kyriba, Microsoft, OneStream, Oracle, Planful, Prophix, Quadient, Recurly, Sage, SAP, Talentia Software, Teamsystem, Unit4, Vertex, Visma, Wolters Kluwer, Workday, Xero, Yooz, Zucchetti, and Zuora