Waterway Transportation Software and Services Market by Solution, & by Service - Global Forecast to 2019

Description: Waterway Transportation Software and Services Market by Solution (Warehousing, Vessel Tracking, Freight Security, Yard Management, Ship Broker, and Maritime Software), & by Service (Managed, Consulting, Simulation & Training) - Global Forecast to 2019

The widespread technological developments such as cloud and Machine to Machine (M2M) are significantly transforming the work patterns in shipping organizations. In the recent years, businesses have increasingly embraced various technological developments such as cloud, data building, and social media which further leads to the increase in the amount of data generated among shipping organizations. This is evident from the expansive adoption of tracking, data building, ship management, and maritime software to reduce cost of operation and leverage the efficiency of waterborne trade.

The waterway transportation software and services market is fast gaining traction primarily due to the introduction of containerization and development of new ports in the emerging new markets. With the introduction of containerization, the transportation industry has seen a dramatic change including waterway transportation. Containerization enabled easy handling of cargo by reducing the goods damage and also enhanced the freight security. With this evolution, the transportation industry is being more focused toward waterborne trade.

Today, most of the waterway transportation services providers are promptly adopting freight security solutions to avoid the frequent incidents of freight damage and cargo lost. Further, the rising intensity and volume of piracy incidents and ship/vessel accidents is further enabling the adoption of waterway transportation software and services such as audit and claim software and managed services.

Though the provisions of waterway transportation software have leveraged both the user segments of shipping enterprises and Small and Medium Businesses (SMBs), there are certain apprehensions restraining the growth in this market. For instance, reluctance of small shipping companies to adopt new technologies for transportation and the lack of standardization of equipment are limiting the adoption of software and IT services across the waterway transportation industry. In addition, different emission and environmental laws and policies also impact the adoption of waterway transportation solution. Considering this, the report further helps to identify the latest patterns and trends intensifying the progression in the waterway transportation software and services market across all regions.

There are various assumptions that have been taken into consideration for the market sizing and forecasting exercise. A few of the global assumptions include political, economic, social, technological, and economic factors. The dollar fluctuations are expected to not seriously affect the forecasts in the emerging regions.

The report will help the market leaders/new entrants in this market in the following ways:

1. This report segments the waterway transportation market into solutions and services covering this market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market and its sub-segments. The market numbers are further split across deployment type, user type, and industry vertical across all the major regions.

2. This report will help the organizations to better understand the competitors and gain more insights to better position one's business. There is a separate section on competitive landscape, including end user analysis, mergers and acquisitions, and venture capital funding. Besides this, there are company profiles of ten major players in this market. In this section, market internals are provided that can help place one's company ahead of the competitors.

3. The report helps the organizations to understand the pulse of the market. It provides information on key market drivers, restraints, and opportunities.

Contents: 1 Introduction
1.1 Objectives of the Study
1.3 Stakeholders
1.4 Market Scope
1.4.1 Markets Covered

2 Research Methodology
2.1 Introduction
2.2 Market Size Estimation
2.3 Market Breakdown and Data Triangulation
2.4 Market Share Estimation
2.4.1 Key Data From Secondary Sources
2.4.2 Key Data From Primary Sources
2.4.2.1 Key Industry Insights
2.4.3 Assumptions

3 Executive Summary

4 Premium Insights
4.1 Attractive Market Opportunities in Waterway Transportation Software and Services Market
4.2 Waterway Transportation Software and Services Market: Top Three Product Segments
4.3 European Waterway Transportation Software and Services Market: Top End Users
4.4 Life Cycle Analysis, By Region

5 Market Overview
5.1 Market Definition
5.2 Evolution
5.3 Market Segmentation
5.4 Market Dynamics
5.4.1 Drivers
5.4.1.1 Developments of New Ports in Developing Countries
5.4.1.2 Introduction of Containerization
5.4.1.3 Technological Developments
5.4.1.4 Free Trade Agreements
5.4.2 Restraints
5.4.2.1 Stringent Emission Laws/Policies
5.4.2.2 Prolonged Negative Effect of 2008/2009 Crisis on Global Demand
5.4.3 Opportunities
5.4.3.1 Brics and African Countries Showing Greater Growth and Demand
5.4.3.2 Expansion/Opening of New Sea Routes
5.4.3.3 Next-Generation Maritime Surveillance Systems
5.4.3.4 Reluctance in Adopting New Ways of Transportation

6 Industry Trends
6.1 Value Chain Analysis
6.2 Porter's Five Forces Analysis
6.2.1 Threat of Substitutes
6.2.1.1 Technology Changes With the Increasing Demand
6.2.2 Bargaining Power of Buyers
6.2.2.1 Dual Role of Buyers
6.2.2.2 Low Switching Cost
6.2.3 Threat of New Entrants
6.2.3.1 Few Big Pocket Players
6.2.3.2 Huge Profit Margins
6.2.4 Bargaining Power of Suppliers
6.2.4.1 Highly Fragmented Market
6.2.4.2 Change in Technology
6.2.5 Intensity of Rivalry
6.2.5.1 Lack of Inorganic Growth
6.2.5.2 Attractive Market Growth and Lucrative Profit Margin

7 Waterway Transportation Software and Services: Market Size and Forecast, By Solution
11 Waterway Transportation Market, By Region
11.1 Introduction
11.2 North America
11.2.1 Overview
11.3 Europe
11.3.1 Overview
11.4 Asia-Pacific
11.4.1 Overview
11.5 Middle East & Africa
11.5.1 Overview
11.6 Latin America
11.6.1 Overview

12 Competitive Landscape
12.1 Overview
12.2 Market Share Analysis, Waterway Transportation Software and Services Market
12.3 Competitive Situations and Trends
12.4 New Product Launches
12.5 Agreements, Partnerships, Collaborations, and Joint Ventures
12.6 Mergers and Acquisitions

13 Company Profiles
13.1 Introduction
13.2 Accenture
13.2.1 Business Overview
13.2.2 Product Portfolio
13.2.3 Key Strategies
13.2.4 Recent Developments
13.2.5 SWOT Analysis
13.2.6 MNM View
13.3 Bass Software Ltd.
13.3.1 Business Overview
13.3.2 Products and Services
13.3.3 Key Strategies
13.3.4 Recent Developments
13.3.5 SWOT Analysis
13.3.6 MNM View
13.4 GNV GL (GL Maritime Software GMBH)
13.4.1 Business Overview
13.4.2 Products and Services
13.4.3 Key Strategies
13.4.4 Recent Developments
13.4.5 SWOT Analysis
13.4.6 MNM View
13.5 SAP SE
13.5.1 Business Overview
13.5.2 Product Portfolio
13.5.3 Key Strategies
13.5.4 Recent Developments
13.5.5 SWOT Analysis
13.5.6 MNM View
13.6 Veson Nautical Corporation
13.6.1 Business Overview
13.6.2 Product Portfolio
13.6.3 Key Strategies
13.6.4 Recent Developments
13.6.5 SWOT Analysis
13.6.6 MNM View
13.7 Aljex Software, Inc.
13.7.1 Business Overview
13.7.2 Products and Services
13.7.3 Key Strategies
13.7.4 Recent Developments
13.7.5 MNM View
13.8 Cognizant
13.8.1 Business Overview
13.8.2 Products and Services
13.8.3 Key Strategies
13.8.4 Recent Developments
13.8.5 MNM View
13.9 Descartes Systems Group
13.9.1 Business Overview
13.9.2 Solution Portfolio
13.9.3 Key Strategies
13.9.4 Recent Developments
13.9.5 MNM View
13.10 Highjump Software, Inc.
13.10.1 Business Overview
13.10.2 Product Portfolio
13.10.3 Key Strategies
13.10.4 Recent Developments
13.10.5 MNM View
13.11 Trans-I Technologies, Inc.
13.11.1 Business Overview
13.11.2 Product Portfolio
13.11.3 Key Strategies
13.11.4 Recent Developments
13.11.5 MNM View

14 Appendix
14.1 Discussion Guide
14.2 Introducing RT: Real-Time Market Intelligence
14.3 Available Customizations
14.4 Related Reports

List of Tables (73 Tables)

Table 1 Waterway Transportation Software and Services Market Size, 2014–2019 ($Billion)
Table 2 Containerization Has Permitted Easy Handling and Movement of Products
Table 3 Stringent Emission Laws Restraining Waterway Transportation Software and Services Market
Table 4 Brics and African Countries offering New Growth Opportunities for This Market
Table 5 Conflict Regions and Freight Security Major Challenge for This Market
Table 6 Waterway Transportation Market Size, By Solution, 2014–2019 ($Million)
Table 7 Warehousing Market Size, By Deployment Type, 2014–2019 ($Million)
Table 8 Warehousing Market Size, By Region, 2014–2019 ($Million)
Table 9 Vessel Tracking Market Size, By Deployment Type, 2014–2019 ($Million)
Table 10 Vessel Tracking Market Size, By Region, 2014–2019 ($Million)
Table 11 Freight Security Market Size, By Deployment Type, 2014–2019 ($Million)
Table 12 Freight Security Market Size, By Region, 2014–2019 ($Million)
Table 13 Yard Management Market Size, By Deployment Type, 2014–2019 ($Million)
Table 14 Yard Management Market Size, By Region, 2014–2019 ($Million)
Table 15 Ship Broker Software Market Size, By Deployment Type, 2014–2019 ($Million)
Table 16 Ship Broker Software Market Size, By Region, 2014–2019 ($Million)
Table 17 Maritime Software Market Size, By Deployment Type, 2014–2019 ($Million)
Table 18 Maritime Software Market Size, By Region, 2014–2019 ($Million)
Table 19 Others Market Size, By Deployment Type, 2014–2019 ($Million)
Table 20 Others Market Size, By Region, 2014–2019 ($Million)
Table 21 Waterway Transportation Market Size, By Service, 2014–2019 ($Million)
Table 22 Managed Services Market Size, By Deployment Type, 2014–2019 ($Million)
Table 23 Consulting/Customization Services Market Size, By Deployment Type, 2014–2019 ($Million)
Table 24 Simulation & Training Services Market Size, By Deployment Type, 2014–2019 ($Million)
Table 25 Waterway Transportation Market Size, By Deployment Type, 2014–2019 ($Million)
Table 26 On-Premise Deployment Market Size, By Region, 2014–2019 ($Million)
Table 27 Hosted Deployment Market Size, By Region, 2014–2019 ($Million)
List of Figures (44 Figures)

Figure 1 Global Waterway Transportation Services Market: Research Methodology
Figure 2 Market Size Estimation Methodology: Bottom-Up Approach
Figure 3 Market Size Estimation Methodology: Top-Down Approach
Figure 4 Breakdown of Primary Interviews: By Company Type, Designation, and Region
Figure 5 Global Waterway Transportation Software Market: Assumptions
Figure 6 Waterway Transportation Software Market Snapshot (2014 vs. 2019)
Figure 7 Global Waterway Transportation Services Market Snapshot, 2014
Figure 8 Introduction of Containerization and Emergence of New Sea Routes offer Huge Opportunities in Waterway Transportation Software Market
Figure 9 Waterway Transportation Services Market: Top Four Product Segments
Figure 10 Oil and Gas Sector Accounts for the Biggest Share $6,249.5 Million in the Europe Region
Figure 11 Life Cycle Analysis, By Region
Figure 12 Evolution of Waterway Transportation Software and Services
Figure 13 Market Segmentations
Figure 14 Waterway Transportation Services Market Segmentation: By Service
Figure 15 Waterway Transportation Software Market: By Deployment Type
Figure 16 Introduction of Containerization and Development of New Ports Driving the Waterway Transportation Services Market
Figure 17 Value Chain Analysis: Waterway Transportation Software Market
Figure 18 Porter's Five forces Analysis
Figure 19 Waterway Transportation Solutions
Figure 20 Waterway Transportation Market Size, By Solution, 2014–2019 ($Million)
Figure 21 Intermodal Freight Transportation Market Services
Figure 22 Waterway Transportation Market Size, By Service, 2014–2019 ($Million)
Figure 23 Waterway Transportation Market Size, By Deployment Type, 2014–2019 ($Million)
Figure 24 Waterway Transportation Market Size, By End User, 2014–2019 ($Million)
Figure 25 Geographic Snapshot (2014)
Figure 26 Waterway Transportation Market Size, By Region, 2014–2019 ($Million)
Figure 27 Companies Adopted Partnerships and Collaborations as the Key Growth Strategy
Figure 28 Global Waterway Transportation Software and Services Market, 2014
Figure 29 Geographic Revenue Mix of Top 5 Market Players
Figure 30 Accenture: Business Overview
Figure 31 SWOT Analysis
Figure 32 Bass Software Ltd.: Business Overview
Figure 33 SWOT Analysis
Figure 34 GNV GL: Business Overview
Figure 35 SWOT Analysis
Figure 36 SAP SE: Business Overview
Figure 37 SWOT Analysis
Figure 38 Veson Nautical Corporation: Business Overview
Figure 39 SWOT Analysis
Figure 40 Aljex Software, Inc.: Business Overview
Figure 41 Cognizant: Business Overview
Figure 42 Descartes Systems Group: Business Overview
Figure 43 High jump Software, Inc.: Business Overview
Figure 44 Trans-I Technologies, Inc.: Business Overview

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