Business Analytics Market by Software, by Deployment Type, by End User, by Vertical, and by Geography - Global Forecast to 2019

Description:

Business Analytics Market by Software (Query, Reporting, and Analysis Tools, Content Analytics, Data Warehousing Platform, and Others), by Deployment Type, by End User, by Vertical, and by Geography - Global Forecast to 2019

The Business Analytics market is getting hold in the global market due to the increasing demand by businesses to get insight from huge volume of data. These data are arises due to the activities of the customers, products, competitors and through various digital channels involved in business giving rise to the big data trend. It allows the organizations deep dive into the historical and real time data and analyzes to have better insights from the past business performances and make business plans and strategies accordingly. It allows businesses to understand the behavior and changing preferences of customer and monitor the performance of each and every resource of the organization. All this helps business to reduce gaps in the business processes by reducing errors and chances of failures. It is no longer easy for the organizations to survive in such fierce competitive environment without business analytics.

To meet customer demands and perform operations with agility, organizations are demanding the solutions to improve and enhance their business. The organizations are also taking the advancements in technology into the account, catering to which BI and data warehouse solution has tried to address such needs of the organizations, but they had certain limitations in managing and storage of unstructured and semi structured forms of data. The query tool was not sufficient enough to respond all the business queries.

BA plays an important role in helping organizations to automate their various business operations and thus reduce risks related to the errors in business operations such as supply chain management, marketing management, human resource management and others.

The increasing need for customer analytics, increasing big data trends and increasing need to analyze the change in business environment are clearly driving the BA market globally.

The major vendors such as Oracle Corporation, SAP AG, IBM Corporation, SAS Institute, Microsoft, Infor, and Tableau Software are helping large enterprises and SMBs to implement business analytics solutions to gain insight about their customers, organizations, optimize their operations and processes in a cost effective way.

The report analyzes the growth rate and penetration of BA 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. For instance, exchange rate is one of the economic factors which are expected to have a moderate rating of impact on this market. Therefore, dollar fluctuations are expected to not seriously affect the forecasts in the emerging Asia-Pacific (APAC) regions.

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

1. This report segments the market into software types, covering this market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market and the sub-segments. The market numbers are further split across different deployment types, user types, industry verticals and regions.

2. This report will help them 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 the 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 them understand the pulse of the market. The report provides information on key market drivers, restraints, challenges, and opportunities.
7.2 Query Reporting and Analysis Tools
7.3 Advanced and Predictive Analytics
7.4 Location Intelligence
7.5 Content Analytics
7.6 Data Warehousing Platform
7.7 Enterprise Performance Management

8 Business Analytics Market Analysis, By User Type
8.1 Introduction
8.2 SMBS
8.3 Enterprises

9 Business Analytics Market Analysis, By Deployment Type
9.1 Introduction
9.2 Cloud
9.3 On-Premise

10 Business Analytics Market Analysis, By Industry
10.1 Introduction
10.2 Banking, Financial Services and Insurance
10.3 Energy and Power
10.4 Education
10.5 Government
10.6 Healthcare
10.7 Media and Entertainment
10.8 Manufacturing
10.9 Retail
10.10 Telecom and IT
10.11 Others

11 Geographic Analysis
11.1 Introduction
11.2 North America
11.3 Europe
11.4 Asia-Pacific
11.5 Middle East and Africa
11.6 Latin America

12 Competitive Landscape
12.1 Overview
12.2 Competitive Situation & Trends
12.2.1 New Product Launches
12.2.2 Agreements, Partnerships, Collaborations & Joint Ventures, 2011-2014
12.2.3 Mergers & Acquisitions

13 Company Profiles
(Overview, Products & Services, Strategies & Insights, Developments and MNM View)*
13.1 Introduction
13.2 Oracle Corporation
13.3 IBM
13.4 SAP SE
13.5 Microsoft Corporation
13.6 Tibco Software, Inc.
13.7 SAS Institute, Inc.
13.8 INFOR
13.9 Microstrategy Incorporated
13.10 QLIK Technologies, Inc.
13.11 Tableau Software, Inc.
*Details On Overview, Products & Services, Strategies & Insights, Developments and MNM View Might Not Be Captured in Case Of Unlisted Companies.

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

List of Tables (69 Tables)

Table 1 Business Analytics Market: Assumptions
Table 2 Business Analytics Market, 2014-2019 ($Million)
Table 3 Changing Business Environment Is Propelling the Growth of the Market
Table 4 High Investment Cost Hampering the Growth Of the Market
Table 5 Increasing Cloud-Based Deployment Is One Of The Opportunities Of the Market
Table 6 Incompatibility Between Tools Having Cross-Organizational Capabilities Is Challenging the Market
Table 7 Global Business Analytics Market Size, By Software,2014-2019 ($Million)
Table 8 Global Solutions Market Size, By Region,2014-2019 ($Million)
Table 9 Query Reporting and Analytics Tool Market Size, By User Type,2014-2019 ($Million)
Table 10 Query Reporting and Analytics Tool Market Size, By Deployment Type, 2014-2019 ($Million)
Table 11 Global Query Reporting and Analytics Tool Market Size, By User Type,2014-2019 ($Million)
Table 12 Global Query Reporting and Analytics Tool Market Size, By Deployment Type,2014-2019 ($Million)
Table 13 Global Query Reporting and Analytics Tool Market Size, By Region,2014-2019 ($Million)
Table 14 Global Advanced and Predictive Analytics Market Size, By User Type,2014-2019 ($Million)
Table 15 Global Advanced and Predictive Analytics Market Size, By Deployment Type,2014-2019 ($Million)
Table 16 Global Advanced and Predictive Analytics Market Size, By Region,2014-2019 ($Million)
Table 17 Global Location Intelligence Market Size, By User Type,2014-2019 ($Million)
Table 18 Global Location Intelligence Market Size, By Deployment Type, 2014-2019 ($Million)
Table 19 Global Location Intelligence Market Size, By Region,2014-2019 ($Million)
Table 20 Global Content Analytics Market Size, By User Type,2014-2019 ($Million)
Table 21 Global Content Analytics Market Size, By Deployment Type,2014-2019 ($Million)
Table 22 Global Content Analytics Market Size, By Region,2014-2019 ($Million)
Table 23 Global Data Warehousing Platform Market Size, By User Type,2014-2019 ($Million)
Table 24 Global Data Warehousing Platform Market Size, By Deployment Type,2014-2019 ($Million)
Table 25 Global Data Warehousing Platform Market Size, By Region,2014-2019 ($Million)
Table 26 Global Enterprise Performance Management Market Size, By User Type,2014-2019 ($Million)
Table 27 Global Enterprise Performance Management Market Size, By Deployment Type,2014-2019 ($Million)
Table 28 Global Enterprise Performance Management Market Size, By Region,2014-2019 ($Million)
Table 29 Global BFSI Market Size, By Region,2014-2019 ($Million)
Table 30 Global Energy and Power Market Size, By Region, 2014-2019 ($Million)
Table 31 Global Education Market Size, By Region,2014-2019 ($Million)
Table 32 Global Government Business Analytics Market Size, By Region,2014-2019 ($Million)
Table 33 Global Healthcare Analytics Market Size, By Region,2014-2019 ($Million)
Table 34 Global Media and Entertainment Market Size, By Region, 2014-2019 ($Million)
Table 35 Global Manufacturing Market Size, By Region,2014-2019 ($Million)
Table 36 Global Retail Industries Market Size, By Region,2014-2019 ($Million)
Table 37 Global Telecom and IT Market Size, By Region,2014-2019 ($Million)
Table 38 Global Others Market Size, By Region,2014-2019 ($Million)
Table 39 Global North America: Business Analytics Market Size, By Region,2014-2019 ($Million)
Table 40 Global North America: Market Size, By Software,2014-2019 ($Million)
Table 41 Global North America: Market Size, By Deployment Type,2014-2019 ($Million)
Table 42 Global North America: Market Size, By User Type,2014-2019 ($Million)
Table 43 Global Europe: Business Analytics Market Size, By Software,2014-2019 ($Million)
Table 44 Global Europe: Market Size, By Deployment Type,2014-2019 ($Million)
Table 45 Global Europe: Market Size, By User Type,2014-2019 ($Million)
Table 46 Global Asia-Pacific: Business Analytics Market Size, By Software,2014-2019 ($Million)
Table 47 Global Asia-Pacific: Market Size, By Deployment Type,2014-2019 ($Million)
Table 48 Global Asia-Pacific: Market Size, By User Type,2014-2019 ($Million)
Table 58 Asia-Pacific: Market Size, By Industry, 2014-2019 ($Million)
Table 59 MEA: Business Analytics Market Size, By Software, 2014-2019 ($Million)
Table 60 MEA: Market Size, By Deployment Type, 2014-2019 ($Million)
Table 61 MEA: Market Size, By User Type, 2014-2019 ($Million)
Table 62 MEA: Market Size, By Industry, 2014-2019 ($Million)
Table 63 Latin America: Business Analytics Market Size, By Software, 2014-2019 ($Million)
Table 64 Latin America: Market Size, By Deployment Type, 2014-2019 ($Million)
Table 65 Latin America: Market Size, By User Type, 2014-2019 ($Million)
Table 66 Latin America: Market Size, By Industry, 2014-2019 ($Million)
Table 67 New Product Launches, 2011-2014
Table 68 Agreements, Partnerships, Collaborations & Joint Ventures
Table 69 Mergers & Acquisitions, 2011-2014

List of Figures (54 Figures)

Figure 1 Global Business Analytics Market: Research Design
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 Market Breakdown Data Triangulation Approach
Figure 6 Business Analytics Market Size, By Software Type (2014 Vs 2019): Data Warehousing Platform to Lead the Market
Figure 7 Business Analytics Market Size, By Vertical (2014 Vs 2019): BFSI Will Continue Dominating the Market
Figure 8 Business Analytics Market Size, By Solution, 2014
Figure 9 North America Dominates the Business Analytics Market While APAC Projecting Potential Growth, CAGR from 2014-2019
Figure 10 Rising Demand for Mobile Business Analytics Will Act As An Attractive Market Opportunity
Figure 11 Enterprises Accounted for the Largest Market Size in the Market from 2013 to 2019
Figure 12 On-Premises Market Will Continue to Dominate the Business Analytics Market
Figure 13 APAC Market to Grow With the Highest CAGR
Figure 14 APAC and MEA Are Expected to Have High Growth Rate in the Coming Five Years
Figure 15 Evolution Of Business Analytics
Figure 16 Business Analytics Market Segmentation: By Software Type
Figure 17 Market Segmentation: By End-User
Figure 18 Market Segmentation: By Deployment Type
Figure 19 Market Segmentation: By User Type
Figure 20 Market Segmentation: By Industry
Figure 21 Change in Business Environment Is the Key Growth Driver Of Market
Figure 22 Business Analytics: Value Chain
Figure 23 APAC Is Expected to Have High Growth Rate in the Coming Five Years
Figure 24 Data Warehousing Platform Software to Lead the Market throughout the Forecast Period
Figure 25 Enterprises Will Continue to Lead the Market
Figure 26 Cloud Is the Fastest Growing Industry in the Business Analytics Market
Figure 27 Cloud Will Have the Highest Growth in the APAC Region in the Coming Five Years
Figure 28 On-Premises Will Have the Highest Growth in APAC Region in Coming Five Years
Figure 29 Healthcare Is the Fastest Growing Industry in the Business Analytics Market
Figure 30 Geographical Snapshot (2014)
Figure 31 APAC and MEA Will Lead the Business Analytics Market By 2019
Figure 32 APAC Is The Fastest Growing Region in the Business Analytics Market
Figure 33 North America Market Snapshot: Investment in Cloud-Based Analytics Will Drive the Market
Figure 34 Asia-Pacific Market Snapshot: Developing Economies and Mass Adoption Rate Of Mobile and Internet Technologies Are the Major Drivers for Business Analytics Market
Figure 35 Companies Adopted New Product Launch As the Key Growth Strategy Between 2011-2014
Figure 36 Oracle Grew At the Fastest Rate Between 2009-2013
Figure 37 Business Analytics Market Evaluation Framework
Figure 38 Battle for Market Share: Partnerships, Agreements, and Collaborations Was the Key Strategy Of the Leading Market Players
Figure 39 Geographic Revenue Mix Of Top Five Market Players
Figure 40 Oracle Corporation: Company Snapshot
Figure 41 Oracle Corporation: SWOT Analysis
Figure 42 IBM: Company Snapshot
Figure 43 IBM: SWOT Analysis
Figure 44 SAP SE: Company Snapshot
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