Location Analytics Market by Tools (Geocoding and Reverse Geocoding, Data Integration and ETL, Reporting and Visualization, and Thematic Mapping), by Services (Consulting Services, System Integration) - Forecast and Analysis to 2020

Description: Location analytics solutions have become important for businesses to remain competitive in the global market, when it comes to tapping geospatial and location analytics to enrich the business practices. The location analytics market has been segmented by tools, service, deployment model, end-user organization size, and industry vertical. Location analytics solution and service providers play a vital role in assisting various organizations in quickly reacting to the changing business needs by implementing both in-house analytics and on-cloud infrastructure and providing them insights on the data received in a structured format. Location analytics also helps companies in improving their agility, scalability, making operations more efficient, and reducing the costs involved in operations. Location analytics providers take care of the entire analytics infrastructure, so organizations can focus more on their core business functions and insights generated from their business data. Organizations are also demanding location analytics due to the lower total cost of ownership and self-service access by their employees that it enables.

The increasing need for getting accurate and timely insights on spatial data, getting data structured, & reducing the operational cost; rising adoption of cloud managed services by Small and Medium Businesses (SMBs); and the increasing need to focus on the core business operation are the factors driving the location analytics market and its demand globally.

Major vendors such as IBM, Oracle, SAS Institute, Pitney Bowes, and SAP SE are helping large enterprises and SMBs implement location analytics, which provides them quick insights on the changing business conditions and increases awareness about the changing market trends. It also enhances the operational efficiency and keeps operational cost in control.

The report analyzes the growth rate and penetration of location analytics market across all the regions. The assumptions considered for the market forecast include political, economic, social, technological, and economic factors. For example, exchange rate is one of the economic factors expected to have a moderate impact on this market. Therefore, dollar fluctuations are expected to not seriously affect the forecasts in the emerging Latin America and Asia-Pacific (APAC) regions.

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

1. This report segments the market into tools and services, 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 models, end-user organization size, industry verticals, and regions.

2. This report will help them understand the competitors better and gain more insights into positioning 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 the key market drivers, restraints, challenges, and opportunities.

Contents:

1 Introduction
   1.1 Objectives of Report
   1.2 Markets Definition
   1.3 Market Scope
8.2.3 Reporting and Visualization
8.2.4 Thematic Mapping and Spatial Analysis
8.2.5 Others (DBMS and Data Storage)

8.3 Market Size Estimation By Service
8.3.1 Consulting Service
8.3.2 System Integration Service
8.3.3 Support and Maintenance Service

9 Location Analytics Market Analysis, By Deployment Model
9.1 Introduction
9.2 On-Premise
9.3 On-Demand

10 Location Analytics Market Analysis, By Organization Size
10.1 Introduction
10.2 Small and Medium Size Businesses (SMBS)
10.3 Large Enterprises

11 Location Analytics Market Analysis, By Vertical
11.1 Introduction
11.2 Retail and Consumer Goods
   11.2.1 Customer Management
   11.2.2 Yield Management
   11.2.3 In-Store Promotion
   11.2.4 Marketing Management
   11.2.5 Understanding Customer Behavior
   11.2.6 Merchandising and Planning
   11.2.7 Fraud Detection
11.3 Real Estate
   11.3.1 Site Selection
   11.3.2 Building Management
   11.3.3 Planning, Development, and 3D Visualization
11.4 Energy and Utilities
   11.4.1 Asset and Workforce Management
   11.4.2 Grid Operations Management
11.5 Manufacturing
   11.5.1 Operations Planning Optimization
   11.5.2 Supply Chain Optimization and Procurement
   11.5.3 Demand Planning
11.6 Healthcare and Life Sciences
   11.6.1 Facilities Management
   11.6.2 Governance, Risk, and Compliance (GRC)
11.7 Government and Defense
   11.7.1 Intelligence and Surveillance
   11.7.2 Interuption Detection and Prevention (IDP)
   11.7.3 Emergency Response System
   11.7.4 Weather Forecasting
11.8 Telecommunication and It
   11.8.1 Cyber Security Intelligence
   11.8.2 Network Monitoring
   11.8.3 Territory Management
11.9 Transportation and Logistics
   11.9.1 Route Tracking and Monitoring
   11.9.2 Field Asset Monitoring and Alerting
11.10 Media and Entertainment
   11.10.1 Audience Analysis
   11.10.2 Customer Engagement
11.11 Bfsi
   11.11.1 Risk Assessment
   11.11.2 Customer Profiling
   11.11.3 Sales and Marketing Optimization
11.12 Others (Education, Travel and Hospitality)
12 Location Analytics Market Analysis, By Region
   12.1 Introduction
   12.2 North America
   12.3 Europe
   12.4 Asia-Pacific
   12.5 Middle East and Africa
   12.6 Latin America

13 Competitive Landscape
   13.1 Overview
   13.2 Competitive Situation and Trends
   13.3 Partnership and Collaboration
   13.4 New Product Launch
   13.5 Mergers and Acquisitions
   13.6 Venture Funding

14 Company Profiles
   14.1 Introduction
   14.2 SAS Institute
      14.2.1 Business Overview
      14.2.2 Products & Services
      14.2.3 MnM View
         14.2.3.1 Key Strategy
         14.2.3.2 SWOT Analysis
      14.2.4 Recent Developments
   14.3 Tibco Software
      14.3.1 Business Overview
      14.3.2 Products & Services
      14.3.3 MnM View
         14.3.3.1 Key Strategy
         14.3.3.2 SWOT Analysis
      14.3.4 Recent Developments
   14.4 ESRI
      14.4.1 Business Overview
      14.4.2 Products & Services
      14.4.3 MnM View
         14.4.3.1 Key Strategy
         14.4.3.2 SWOT Analysis
      14.4.4 Recent Developments
   14.5 Oracle Corporation
      14.5.1 Business Overview
      14.5.2 Products & Services
      14.5.3 MnM View
         14.5.3.1 Key Strategy
         14.5.3.2 SWOT Analysis
      14.5.4 Recent Developments
   14.6 Pitney Bowes
      14.6.1 Business Overview
      14.6.2 Products & Services
      14.6.3 MnM View
         14.6.3.1 Key Strategy
         14.6.3.2 SWOT Analysis
      14.6.4 Recent Developments
   14.7 Microsoft Corporation
      14.7.1 Business Overview
      14.7.2 Products & Services
      14.7.3 Recent Developments
   14.8 IBM Corporation
      14.8.1 Business Overview
      14.8.2 Products and Services
      14.8.3 Recent Developments
   14.9 Galigeo
      14.9.1 Business Overview
14.9.2 Products and Services
14.9.3 Recent Developments
14.10 Cisco Systems
14.10.1 Business Overview
14.10.2 Products and Services
14.10.3 Recent Developments
14.11 SAP SE
14.11.1 Business Overview
14.11.2 Products and Services
14.11.3 Recent Developments
14.12 Key Innovators
14.11.1 Euclid Analytics
14.11.2 Placed
14.11.3 Place IQ
14.11.4 Alteryx
14.11.5 Spacecurve

15 Appendix
15.1 Excerpts Form Industry
15.2 Discussion Guide
15.3 Introducing RT: Real Time Market Intelligence
15.4 Available Customizations
15.5 Related Reports

List of Tables
Table 1 Location Analytics Market Size and Growth, 2013 - 2020 (USD Million, Y-O-Y %)
Table 2 Drivers: Impact Analysis
Table 3 Restraints: Impact Analysis
Table 4 Opportunities: Impact Analysis
Table 5 Challenges: Impact Analysis
Table 6 Location Analytics Market Size, By Type of Location, 2013 - 2020 (USD Million)
Table 7 Indoor Location: Location Analytics Market Size, By Vertical, 2013 - 2020 (USD Million)
Table 8 Outdoor Location: Location Analytics Market Size, By Vertical, 2013 - 2020 (USD Million)
Table 9 Location Analytics Market Size, By Type, 2013 - 2020 (USD Million)
Table 10 Location Analytics Market Size, By Tools, 2013 - 2020 (USD Million)
Table 11 Geocoding and Reverse Geocoding: Location Analytics Market Size, By Region, 2013 - 2020 (USD Million)
Table 12 Data Integration and Etl: Location Analytics Market Size, By Region, 2013 - 2020 (USD Million)
Table 13 Reporting and Visualization: Location Analytics Market Size, By Region, 2013 - 2020 (USD Million)
Table 14 Thematic Mapping and Spatial Analysis: Location Analytics Market Size, By Region, 2013 - 2020 (USD Million)
Table 15 Others: Location Analytics Market Size, By Region, 2013 - 2020 (USD Million)
Table 16 Location Analytics Market Size, By Service, 2013 - 2020 (USD Million)
Table 17 Consulting Services: Location Analytics Market Size, By Region, 2013 - 2020 (USD Million)
Table 18 System Integration Services: Location Analytics Market Size, By Region, 2013 - 2020 (USD Million)
Table 19 Support and Maintenance Services: Location Analytics Market Size, By Region, 2013 - 2020 (USD Million)
Table 20 Location Analytics Market Size, By Deployment Model, 2013 - 2020 (USD Million)
Table 21 On-Premises Deployment: Location Analytics Market Size, By Region, 2013 - 2020 (USD Million)
Table 22 On-Demand Deployment: Location Analytics Market Size, By Region, 2013 - 2020 (USD Million)
Table 23 Location Analytics Market Size, By Organization Size, 2013 - 2020 (USD Million)
Table 24 Small and Medium Businesses: Location Analytics Market Size, By Region, 2013 - 2020 (USD Million)
Table 25 Large Enterprises: Location Analytics Market Size, By Region, 2013 - 2020 (USD Million)
Table 26 Location Analytics Market Size, By Vertical, 2013 - 2020 (USD Million)
Table 27 Banking, Financial Services, and Insurance: Location Analytics Market Size, By Region, 2013 - 2020 (USD Million)
Table 28 Retail and Consumer Goods: Location Analytics Market Size, By Region, 2013 - 2020 (USD Million)
Table 29 Telecommunications and It: Location Analytics Market Size, By Region, 2013 - 2020 (USD Million)
Table 30 Energy and Utilities: Location Analytics Market Size, By Region, 2013 - 2020 (USD Million)
Table 31 Healthcare and Life Sciences: Location Analytics Market Size, By Region, 2013 - 2020 (USD Million)
Table 32 Travel and Hospitality: Location Analytics Market Size, By Region, 2013 - 2020 (USD Million)
Table 33 Transportation and Logistics: Location Analytics Market Size, By Region, 2013 - 2020 (USD Million)
Table 34 Media and Entertainment: Location Analytics Market Size, By Region, 2013 - 2020 (USD Million)
Table 35 Manufacturing: Location Analytics Market Size, By Region, 2013 - 2020 (USD Million)
Table 36 Government and Defense: Location Analytics Market Size, By Region, 2013 - 2020 (USD Million)
Table 37 Real Estate: Location Analytics Market Size, By Region, 2013 - 2020 (USD Million)
Table 38 Others: Location Analytics Market Size, By Region, 2013 - 2020 (USD Million)
Table 39 Location Analytics Market Size, By Region, 2013 - 2020 (USD Million)
Table 40 North America: Location Analytics Market Size, By Type, 2013 - 2020 (USD Million)
Table 41 North America: Location Analytics Market Size, By Tool, 2013 - 2020 (USD Million)
Table 42 North America: Location Analytics Market Size, By Service, 2013 - 2020 (USD Million)
Table 43 North America: Location Analytics Market Size, By Deployment Model, 2013 - 2020 (USD Million)
Table 44 North America: Location Analytics Market Size, By Organization Size, 2013 - 2020 (USD Million)
Table 45 Europe: Location Analytics Market Size, By Type, 2013 - 2020 (USD Million)
Table 46 Europe: Location Analytics Market Size, By Tool, 2013 - 2020 (USD Million)
Table 47 Europe: Location Analytics Market Size, By Service, 2013 - 2020 (USD Million)
Table 48 Europe: Location Analytics Market Size, By Deployment Model, 2013 - 2020 (USD Million)
Table 49 Europe: Location Analytics Market Size, By Organization Size, 2013 - 2020 (USD Million)
Table 50 Asia-Pacific: Location Analytics Market Size, By Type, 2013 - 2020 (USD Million)
Table 51 Asia-Pacific: Location Analytics Market Size, By Tool, 2013 - 2020 (USD Million)
Table 52 Asia-Pacific: Location Analytics Market Size, By Service, 2013 - 2020 (USD Million)
Table 53 Asia-Pacific: Location Analytics Market Size, By Deployment Model, 2013 - 2020 (USD Million)
Table 54 Asia-Pacific: Location Analytics Market Size, By Organization Size, 2013 - 2020 (USD Million)
Table 55 Latin America: Location Analytics Market Size, By Type, 2013 - 2020 (USD Million)
Table 56 Latin America: Location Analytics Market Size, By Tool, 2013 - 2020 (USD Million)
Table 57 Latin America: Location Analytics Market Size, By Service, 2013 - 2020 (USD Million)
Table 58 Latin America: Location Analytics Market Size, By Deployment Model, 2013 - 2020 (USD Million)
Table 59 Latin America: Location Analytics Market Size, By Organization Size, 2013 - 2020 (USD Million)
Table 60 Middle East and Africa: Location Analytics Market Size, By Type, 2013 - 2020 (USD Million)
Table 61 Middle East and Africa: Location Analytics Market Size, By Tool, 2013 - 2020 (USD Million)
Table 62 Middle East and Africa: Location Analytics Market Size, By Service, 2013 - 2020 (USD Million)
Table 63 Middle East and Africa: Location Analytics Market Size, By Deployment Model, 2013 - 2020 (USD Million)
Table 64 Middle East and Africa: Location Analytics Market Size, By Organization Size, 2013 - 2020 (USD Million)
Table 65 New Product Launches, 2012 - 2015
Table 66 Partnerships and Collaborations, 2012 - 2015
Table 67 Mergers and Acquisitions, 2012 - 2015
Table 68 Vc Funding, 2012 - 2015

List of Figures

Figure 1 Research Design
Figure 2 Market Size Estimation Methodology: Bottom-Up Approach
Figure 3 Market Size Estimation Methodology: Top-Down Approach
Figure 4 Data Triangulation
Figure 5 Location Analytics Market is Poised to Witness Growth in the Global Market During the Forecast Period
Figure 6 Location Analytics Market Snapshot on the Basis of Solutions, 2015 vs. 2020
Figure 7 Location Analytics Market Snapshot on the Basis of Services 2015 - 2020
Figure 8 Lucrative Market Prospects in the Location Analytics Market
Figure 9 North America is Expected to Hold the Largest Market Share of the Location Analytics Market in the Year 2015
Figure 10 Geocoding & Reverse Geocoding and Retail & Consumer Goods Vertical are Expected to Gain the Largest Market Share in the Year 2015
Figure 11 Asia-Pacific to Enter the Exponential Growth Phase During the Forecast Period
Figure 12 Evolution of Location Analytics
Figure 13 Evolution of Internet of Things (IoT) is the Major Driving Factor for the Location Analytics Market
Figure 14 Location Analytics Market: Value Chain Analysis
Figure 15 Location Analytics Market: Ecosystem
Figure 16 Location Analytics Market: Porter's Five Forces Analysis
Figure 17 Strategic Benchmarking: Location Analytics Market
Figure 18 Outdoor Location has the Highest Market Size and the Trend is Expected to Continue
Figure 19 Geocoding and Reverse Geocoding in Tools has the Highest Market Size and the Trend is Expected to Continue
Figure 20 Geocoding and Reverse Geocoding has the Highest Market Size
Figure 21 System Integration Service has the Highest Market Size and the Trend is Expected to Continue
Figure 22 On-Premise has the Highest Market Size But On-Demand Will Have the Highest Growth During Thr Forecast Period
Figure 23 Large Enterprises Segment is Expected to Exhibit the Highest Compound Annual Growth Rate During the Forecast Period
Figure 24 Retail and Consumer Goods Vertical Would Have the Highest Market Share in 2015
Figure 25 Geographic Snapshot (2015): Rapid Growth Markets are Emerging as New Spots
Figure 26 North America is Expected to Have A Major Share of the Location Analytics Market During the Forecast Period
Figure 27 North America: Market Snapshot
Figure 28 Asia-Pacific Market Snapshot: Technological Initiative is Expected to Fuel the Need for Location Analytics in the Region
Figure 29 Companies Adopted New Product Launches and Enhancements as the Key Growth Strategy Over the Last Three Years
Figure 30 Area Chart Showing Historical CAGR of Top 5 Players
Figure 31 Market Evaluation Framework
Figure 32 Battle for Market Share: New Product Launch and Product Enhancement Was the Key Strategy in Location Analytics Market
Figure 33 Regional Revenue Mix of the Top 3 Market Players
Figure 34 Company Snapshot: SAS Institute
Figure 35 SAS Institute: SWOT Analysis
Figure 36 Company Snapshot: Tibco Software
Figure 37 Tibco Software: SWOT Analysis
Figure 38 Company Snapshot: ESRI
Figure 39 ESRI: SWOT Analysis
Figure 40 Company Snapshot: Oracle Corporation
Figure 41 Company SWOT Analysis: Oracle Corporation
Figure 42 Company Snapshot: Pitney Bowes
Figure 43 Company SWOT Analysis: Pitney Bowes
Figure 44 Company Snapshot: Microsoft Corporation
Figure 45 Company Snapshot: IBM Corporation
Figure 46 Company Snapshot: Galigeo
Figure 47 Company Snapshot: Cisco Systems
Figure 48 Company Snapshot: SAP SE

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