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.

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