Cloud Analytics Market by Type (Cloud BI Tools, Hosted Data Warehouse Solutions, CEP, EIM, EPM, GGR, Analytics Solutions) - Worldwide Forecast and Analysis to 2015 - 2020

Description: Today business organizations are operational across various verticals which include Banking, Financial Services, and Insurance (BFSI), retail and consumer goods, telecommunication, health care and life sciences, media and entertainment, government, business and consulting services, research and education, energy, and manufacturing. There are huge amounts of unstructured data getting generated during different process across these verticals. Cloud computing has become quite a common practice that shares data among various organizations. Cloud analytics is also gaining traction among various verticals as provides high-end analytics solutions along with cost effectiveness benefits.

There are various cloud analytics solutions which include cloud BI tools; hosted data warehouse solutions; complex event processing; enterprise information management; enterprise performance management; governance, risk and compliance; and analytics solutions. The cloud BI tools are broadly classified in three categories: data integration tools, reporting and OLAP tools, and CRM software.

Data integration tools are used for storing huge amounts of data in data repositories. Online analytical processing (OLAP) is a part of business intelligence that includes business reporting application. Customer Relationship Management (CRM) software is used to maintain efficient interaction with existing and potential customers.

This market research report consists of the detailed analysis, market sizing, and forecasting for the emerging submarkets of the cloud analytics market. The report is segmented on the basis of type of cloud analytics solutions, deployment models, organization size, verticals, and regions. The cloud analytics market research report analyzes the global adoption trends, future growth potential, key drivers, competitive outlook, restraints, opportunities, market ecosystem, and emerging technologies in this market.

The cloud analytics report is expected to help the market leaders/new entrants in this market in the following ways:

1. The cloud analytics report segments the market into solutions, deployment models, organization size, verticals, and regions covering this market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market and the sub-segments.
2. The cloud analytics report will help them better understand the competitors and gain more insights to better position their business. There is a separate section on competitive landscape that includes competitors’ ecosystem and their roles in the market. Besides, there are company profiles of the top 10 players in this market. In this section, market internals are provided that can put them ahead of the competitors.

Cloud analytics will help them understand the overall growth of the market. The report also provides information and analysis on the key market drivers, restraints, challenges, and opportunities in the market.

Contents:
1 Introduction
   1.1 Objectives Of The Study
   1.2 Market Definition
   1.3 Market Scope
   1.4 Currency
   1.5 Stakeholders
2 Research Methodology
   2.1 Research Data
      2.1.1 Secondary Data
         2.1.1.1 Key Data From Secondary Sources
      2.1.2 Primary Data
2.1.2.1 Key Data From Primary Sources
2.1.2.2 Key Industry Insights
2.1.2.3 Breakdown Of Primaries
2.2 Market Size Estimation
2.3 Market Breakdown And Data Triangulation
2.4 Assumptions

3 Executive Summary

4 Premium Insights
4.1 Attractive Market Opportunities In Cloud Analytics Market
4.2 Lifecycle Analysis, By Region
4.3 Market Investment Scenario

5 Market Overview
5.1 Introduction
5.2 Market Segmentation
5.3 Market Dynamics
5.3.1 Drivers
5.3.1.1 Massive Rise In Big Data
5.3.1.2 Quick And Easy Implementation Of Cloud-Based Analytics Solutions
5.3.1.3 Cost Benefits Of Cloud-Based Analytics Solutions
5.3.2 Restraints
5.3.2.1 Data Security And Availability Issues
5.3.2.2 Performance Issues Associated With Cloud Applications
5.3.3 Opportunities
5.3.3.1 Advantages Over Traditional Bi Solutions
5.3.3.2 Insufficient In-House IT Expertise And Equipment
5.3.4 Challenges
5.3.4.1 Pervasive Traditional Data Warehouses
5.3.4.2 Difficulties In Running Input/Output (I/O) Intensive Applications

6 Industry Trends
6.1 Value Chain
6.2 Porter'S Five Forces Analysis
6.2.1 Threat Of New Entrants
6.2.2 Threat Of Substitutes
6.2.3 Bargaining Power Of Suppliers
6.2.4 Bargaining Power Of Buyers
6.2.5 Intensity Of Rivalry
6.3 Strategic Benchmarking

7 Cloud Analytics Market Analysis, By Solution
7.1 Introduction
7.2 Cloud Business Intelligence Tools
7.2.1 Data Integration Tool
7.2.2 Reporting And Online Analytical Processing Tools
7.2.3 Customer Relationship Management Software
7.3 Hosted Data Warehouse Solutions
7.4 Complex Event Processing
7.5 Enterprise Information Management
7.6 Enterprise Performance Management
7.7 Governance, Risk Management And Compliance (Grc)
7.8 Analytics Solutions
7.8.1 Predictive Analytics
7.8.2 Spatial Analytics
7.8.3 Video Analytics
7.8.4 Text Analytics
7.8.5 Speech Analytics
7.8.6 Web Analytics
7.8.7 Machine Analytics

8 Cloud Analytics Market Analysis, By Deployment Model
8.1 Introduction
8.2 Public Cloud
8.3 Private Cloud
8.4 Hybrid Cloud
8.5 Community Cloud

9 Cloud Analytics Market Analysis, By Organization Size
9.1 Introduction
9.2 Small And Medium Businesses
9.3 Large Enterprise

10 Cloud Analytics Market Analysis, By Vertical
10.1 Introduction
10.2 Banking, Financial Services And Insurance (BFSI)
10.3 Retail And Consumer Goods
10.4 High Tech And Electronics
10.5 Healthcare And Life Sciences
10.6 Media And Entertainment
10.7 Government
10.8 Business And Consulting Services
10.9 Research And Education
10.10 Energy
10.11 Manufacturing
10.12 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 And Trends
12.2.1 New Product Launches
12.2.2 Partnerships, Collaborations, And Agreements
12.2.3 Acquisitions

13 Company Profiles
13.1 Introduction
(Business Overview, Products & Services, Key Insights, Recent Developments, SWOT Analysis, MNM View)*
13.2 Sap SE
13.3 Oracle Corporation (Oracle)
13.4 Microsoft Corporation (Microsoft)
13.5 International Business Machines Corp. (IBM)
13.6 Teradata Corporation (Teradata)
13.7 Google Inc. (Google)
13.8 Hewlett-Packard (HP)
13.9 Sas Institute Inc. (SAS)
13.10 Tableau Software Inc. (Tableau Software)
13.11 Microstrategy
*Details On Business Overview, Products & Services, Key Insights, Recent Developments, Swot Analysis, MnM View Might Not Be Captured In Case Of Unlisted Companies.
13.12 Key Innovators
13.12.1 Birst Inc.
13.12.2 Host Analytics Inc.
13.12.3 We Are Cloud, Inc. (BIME)
13.12.4 Qlik Tech International AB
13.12.5 C9 Inc.

14 Appendix
14.1 Insights Of Industry Experts
14.2 Introducing Rt: Real-Time Market Intelligence
14.3 Discussion Guide
14.4 Available Customizations
14.5 Related Reports

List Of Tables

Table 1 Global Cloud Analytics Market: Assumptions
Table 2 Overall Cloud Analytics Market Size & Growth, 2013-2020 ($Million, Y-O-Y %)
Table 3 Cloud Analytics Market Size, By Solution, 2013-2020 ($Million)
Table 4 Cloud Business Intelligence Tools: Cloud Analytics Market Size, By Vertical, 2013-2020 ($Million)
Table 5 Cloud Business Intelligence Tools: Cloud Analytics Market Size, By Deployment Model, 2013-2020 ($Million)
Table 6 Hosted Data Warehouse Solutions: Cloud Analytics Market Size, By Vertical, 2013-2020 ($Million)
Table 7 Hosted Data Warehouse: Cloud Analytics Market Size, By Deployment Model, 2013-2020 ($Million)
Table 8 Complex Event Processing: Cloud Analytics Market Size, By Vertical, 2013-2020 ($Million)
Table 9 Complex Event Processing: Cloud Analytics Market Size, By Deployment Model, 2013-2020 ($Million)
Table 10 Enterprise Information Management: Cloud Analytics Market Size, By Vertical, 2013-2020 ($Million)
Table 11 Enterprise Information Management: Cloud Analytics Market Size, By Deployment Model, 2013-2020 ($Million)
Table 12 Enterprise Performance Management: Cloud Analytics Market Size, By Vertical, 2013-2020 ($Million)
Table 13 Enterprise Performance Management: Cloud Analytics Market Size, By Deployment Model, 2013-2020 ($Million)
Table 14 Governance, Risk And Compliance: Cloud Analytics Market Size, By Vertical, 2013-2020 ($Million)
Table 15 Governance, Risk And Compliance: Cloud Analytics Market Size, By Deployment Model, 2013-2020 ($Million)
Table 16 Analytics Solutions: Cloud Analytics Market Size, By Vertical, 2013-2020 ($Million)
Table 17 Analytics Solutions: Cloud Analytics Market Size, By Deployment Model, 2013-2020 ($Million)
Table 18 Cloud Analytics Market Size, By Deployment Model, 2013-2020 ($Million)
Table 19 Public Cloud Deployment Model: Cloud Analytics Market Size, By Region, 2013-2020 ($Million)
Table 20 Private Cloud Deployment Model: Cloud Analytics Market Size, By Region, 2013-2020 ($Million)
Table 21 Hybrid Cloud Deployment Model: Cloud Analytics Market Size, By Region, 2013-2020 ($Million)
Table 22 Community Cloud Deployment Model: Cloud Analytics Market Size, By Region, 2013-2020 ($Million)
Table 23 Cloud Analytics Market Size, By Organization Size, 2013-2020 ($Million)
Table 24 Small And Medium Business: Cloud Analytics Market Size, By Region, 2013-2020 ($Million)
Table 25 Large Enterprises: Cloud Analytics Market Size, By Region, 2013-2020 ($Million)
Table 26 Cloud Analytics Market Size, By Vertical, 2013-2020 ($Million)
Table 27 Banking, Financial Services, And Insurance: Cloud Analytics Market Size, By Solution, 2013-2020 ($Million)
Table 28 Bfsi: Cloud Analytics Market Size, By Region, 2013-2020 ($Million)
Table 29 Bfsi: Cloud Analytics Market Size, By Deployment Model, 2013-2020 ($Million)
Table 30 Retail And Consumer Goods: Cloud Analytics Market Size, By Solution, 2013-2020 ($Million)
Table 31 Retail And Consumer Goods: Cloud Analytics Market Size, By Region, 2013-2020 ($Million)
Table 32 Retail And Consumer Goods: Cloud Analytics Market Size, By Deployment Model, 2013-2020 ($Million)
<table>
<thead>
<tr>
<th>Table 33</th>
<th>High Tech And Electronics: Cloud Analytics Market Size, By Solution, 2013-2020 ($Million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 34</td>
<td>High Tech And Electronics: Cloud Analytics Market Size, By Region, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 35</td>
<td>High Tech And Electronics: Cloud Analytics Market Size, By Deployment Model, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 36</td>
<td>Healthcare And Life Sciences: Cloud Analytics Market Size, By Solution, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 37</td>
<td>Healthcare And Life Sciences: Cloud Analytics Market Size, By Region, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 38</td>
<td>Healthcare And Life Sciences: Cloud Analytics Market Size, By Deployment Model, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 39</td>
<td>Media And Entertainment: Cloud Analytics Market Size, By Solution, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 40</td>
<td>Media And Entertainment: Cloud Analytics Market Size, By Region, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 41</td>
<td>Media And Entertainment: Cloud Analytics Market Size, By Deployment Model, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 42</td>
<td>Government: Cloud Analytics Market Size, By Solution, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 43</td>
<td>Government: Cloud Analytics Market Size, By Region, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 44</td>
<td>Government: Cloud Analytics Market Size, By Deployment Model, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 45</td>
<td>Business And Consulting Services: Cloud Analytics Market Size, By Solution, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 46</td>
<td>Business And Consulting Services: Cloud Analytics Market Size, By Region, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 47</td>
<td>Business And Consulting Services: Cloud Analytics Market Size, By Deployment Model, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 48</td>
<td>Research And Education: Cloud Analytics Market Size, By Solution, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 49</td>
<td>Research And Education: Cloud Analytics Market Size, By Region, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 50</td>
<td>Research And Education: Cloud Analytics Market Size, By Deployment Model, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 51</td>
<td>Energy: Cloud Analytics Market Size, By Solution, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 52</td>
<td>Energy: Cloud Analytics Market Size, By Region, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 53</td>
<td>Energy: Cloud Analytics Market Size, By Deployment Model, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 54</td>
<td>Manufacturing: Cloud Analytics Market Size, By Solution, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 55</td>
<td>Manufacturing: Cloud Analytics Market Size, By Region, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 56</td>
<td>Manufacturing: Cloud Analytics Market Size, By Deployment Model, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 57</td>
<td>Others: Cloud Analytics Market Size, By Solution, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 58</td>
<td>Others: Cloud Analytics Market Size, By Region, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 59</td>
<td>Others: Cloud Analytics Market Size, By Deployment Model, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 60</td>
<td>Cloud Analytics Market Size, By Region, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 61</td>
<td>North America: Cloud Analytics Market Size, By Solution, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 62</td>
<td>Europe: Cloud Analytics Market Size, By Solution, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 63</td>
<td>Asia-Pacific: Cloud Analytics Market Size, By Solution, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 64</td>
<td>Middle East And Africa: Cloud Analytics Market Size, By Solution, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 65</td>
<td>Latin America: Cloud Analytics Market Size, By Solution, 2013-2020 ($Million)</td>
</tr>
<tr>
<td>Table 66</td>
<td>New Product Launches, 2011–2015</td>
</tr>
<tr>
<td>Table 67</td>
<td>Partnerships, Collaborations And Agreements, 2013–2015</td>
</tr>
<tr>
<td>Table 68</td>
<td>Acquisitions, 2012–2015</td>
</tr>
</tbody>
</table>

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 Market Breakdown And Data Triangulation
Figure 5 North America Holds The Highest Market Share For 2015
Figure 6 Bfsi Industry Segment Is Estimated To Hold The Highest Market Share For The Year 2015
Figure 7 Growth Trend Of Cloud Analytics Market (2015–2020)
Figure 8 Cloud Analytics Market: Cagr Of Top Three Type Of Solutions And Verticals
Figure 9 Geographic Lifecycle Analysis (2015): Middle East And Africa Market Is Increasing With The Highest Growth Rate
Figure 10 Market Investment Scenario: Middle East And Africa And Latin America Rise As The Best Opportunity Markets For Investment In The Next Five Years
Figure 11 Cloud Analytics Market: Market Segmentation
Figure 12 Massive Rise In Data And The Benefits Are The Key Drivers In This Market
Figure 13 Cloud Analytics: Value Chain Analysis
Figure 14 Cloud Analytics: Porter’S Five Forces Analysis
Figure 15 Strategic Benchmarking: Cloud Analytics
Figure 16 Hosted Data Warehouse Solution Segment Holds The Highest Market Share For The Year 2015
Figure 17 Public Cloud Model Is Estimated To Hold The Highest Market Size For The Year 2015
Figure 18 Small And Medium Business Segment Holds Higher Market Share Than The Large Enterprise Segment For The Year 2015
Figure 19 Banking, Financial Services, And Insurance Segment Holds The Largest Market Size For The Year 2015
Figure 20 North America Holds The Largest Market Size For The Year 2015
Figure 21 Companies Adopted New Product Launches As The Key Growth Strategy Over The Period Of 2010–2015
Figure 22 Microsoft Corp. And Sap Se Show An Increase In Revenue Between 2012 And 2014
Figure 23 New Product Launch Is The Key Strategy Used By Major Market Players
Figure 24 Battle For Market Share: New Product Launch Is The Key Strategy
Figure 25 Geographic Revenue Mix Of Top Market Players
Figure 26 Sap Se: Company Snapshot
Figure 27 Sap Se: SWOT Analysis
Figure 28 Oracle: Company Snapshot
Figure 29 Oracle: SWOT Analysis
Figure 30 Microsoft Corporation: Company Snapshot
Figure 31 Microsoft Corporation: SWOT Analysis
Figure 32 Ibm: Company Snapshot
Figure 33 Ibm: SWOT Analysis
Figure 34 Teradata: Company Snapshot
Figure 35 Teradata: SWOT Analysis
Figure 36 Google: Company Snapshot
Figure 37 Hewlett-Packard: Company Snapshot
Figure 38 Sas Institute Inc.: Company Snapshot
Figure 39 Tableau Software: Company Snapshot
Figure 40 Microstrategy: Company Snapshot

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