North America Big Data Market 2015 - 2020

Description: The North America Big Data market is expected to grow at a CAGR of 35.80% representing in huge opportunities in this sector. This growth is driven by increasing penetration of big data, increase in analytics services and availability of affordable big data solution and services to end users.

North America Big Data market controls largest market share at 55% in terms of revenue in Global Big Data market. It is expected to maintain its market position even in 2020.

Organizations worldwide are turning their attention to Big Data as a useful means to derive insights from the huge amount of data generated from various sources. Technologies such as NoSQL databases and MapReduce/Hadoop frameworks are at the core of the solutions heralding a paradigm shift.

This research found that high investment costs, lack of awareness and novelty have been the main threats for new entrants in the Big Data space. There are a few major players who control the entire value chain. However, many smaller players have mushroomed who provide consulting in the Analytics space. This research also found that most organizations misunderstand Big Data and it is important to educate the end users through face to face interactions.


The report has detailed company profiles including their position in big data market value chain, financial performance analysis, product and service wise business strategy, SWOT analysis and key customer details for 12 key players in Global market namely TEG Analytics, Heckyl Technologies, KloudData Inc., Gramener, Germin8, VIS Networks Pvt. Ltd., Abzooba, Fintellix, Latentview, Indix, Analytic-Edge and Tookitaki.

- This report provides detailed information about North America Big Data market including future forecasts.
- This report identifies the industry wise need for focusing on Big Data market.
- This report provides detailed information on growth forecasts for North America Big Data market up to 2020.
- The report identifies the growth drivers and inhibitors for Global Big Data market.
- This study also identifies various parts of Big Data value chain.
- This report has detailed profiles 12 key players in Global Big Data market covering their business strategy, financial performance, future forecasts and SWOT analysis.
- This report provides Porter's Five Forces analysis for North America Big Data market.
- This report provides SWOT (strengths, weakness, opportunities and threats) analysis for North America Big Data market.
- This report also provides strategic recommendations for end users, Big Data service providers and investors.

Contents:

1. Executive Summary
2. Global Big Data Market - Overview
   2.1 What is Big Data?
   2.2 Big Data Categories
   2.3 Importance of Big Data
   2.4 Big Data Technology
3. Need for Big Data
   3.1 Need for Big Data in Manufacturing Sector
      3.1.1 Tracking Business Volume
      3.1.2. Understanding the variety
      3.1.3 Velocity with which data travels
      3.1.4 Understanding veracity of business reporting
3.1.5. Realizing Business Value
3.2 Need for Big Data in Healthcare Sector
3.2.1 Tracking Business Volume
3.2.2 Understanding Variety
3.2.3 Velocity of data
3.2.4 Understanding Veracity of Business Reporting
3.2.5 Realizing business value
3.3 Need for Big Data in Retail Sector
3.3.1 Tracking Business Volume
3.3.2 Understanding Variety
3.3.3 Velocity with which Data Travels
3.3.4 Understanding veracity of business reporting
3.3.5 Realizing the business value
3.4 Need for Big Data in Telecommunications Sector
3.4.1 Big Data Challenges for Today's Telecommunications Provider
3.4.2 Maximizing the Telecom Industry's Return on Big Data
3.4.2.1 Handle large volumes of data
3.4.2.2 Utilize the Variety of Data
3.4.2.3 Manage the Complexity of Data
3.4.2.4 Monetize Data Assets for Business Transformation
3.5 Need for Big Data in Financial Sector
3.5.1 Customer Analytics
3.5.2 Scalability
3.5.3 Gain insights from existing and new sources of internal data
3.5.4 Need for Strong Analytic Capabilities
3.6 Need for Big Data in Oil & Gas Sector
3.6.1 Oil Exploration and Discovery
3.6.2 Enhanced oil exploration
3.6.3 New oil prospect identification
3.6.4 Seismic trace identification
3.6.5 Better Oil Production
3.6.6 Reservoir Engineering
3.6.7 Equipment Maintenance
3.6.8 Security
3.6.9 Safety and Environment
3.7 Need for Big Data in Education Sector
3.7.1 Need for Big Data by Educational Institutions
3.7.2 Big Data in Education – Process
3.7.3 Five Benefits That Big Data Offer to eLearning Professionals
3.7.4 How Big Data Will Impact the Future of e-Learning
3.8 Need for Big Data in Government & Defense Sector
3.8.1 Tracking Business Volume
3.8.2 Understanding Variety
3.8.3 Velocity of data
3.8.4 Understanding Veracity of Business Reporting
3.8.5 Realizing business value
4.1 Current Economic Situation
4.2 Adoption of Big Data Rate
4.3 Key Market Drivers
4.4 Emerging Trends
5. Growth Drivers and Inhibitors for Global Big Data Market
5.1 Growth Drivers
5.2 Growth Inhibitors
6. Big Data Industry Value Chain
6.1 Big Data Consultants
6.2 Infrastructure Providers
6.3 Technology Enablers
6.4 Analytics Providers
6.5 End Users
7. Profile of Key Players in Global Big Data Market
7.1 TEG Analytics
7.1.1 Company profile
7.1.2 TEG Analytics in Big Data Value Chain
7.1.3 Financial Performance of TEG Analytics
7.1.4 Business Strategy
7.1.4.1 Service Level Business Strategy
7.1.5 SWOT Analysis for TEG Analytics
   Strengths
   Weaknesses
   Opportunities
   Threats
7.1.6 Key Customers
7.2 Heckyl Technologies
7.2.1 Company profile
7.2.2 Heckyl Technologies in Big Data Value Chain
7.2.3 Financial Performance of Heckyl Technologies
7.2.4 Business Strategy
7.2.4.1 Product Level Business Strategy
7.2.4.2 Service Level Business Strategy
7.2.5 SWOT Analysis for Heckyl Technologies
   Strengths
   Weaknesses
   Opportunities
   Threats
7.2.6 Key Customers
7.3 KloudData Inc.
7.3.1 Company profile
7.3.2 KloudData in Big Data Value Chain
7.3.3 Financial Performance of KloudData
7.3.4 Business Strategy
7.3.4.1 Product Level Business Strategy
7.3.4.2 Service Level Business Strategy
7.3.5 SWOT Analysis for KloudData
   Strengths
   Weaknesses
   Opportunities
   Threats
7.3.6 Key Customers
7.4 Gramener
7.4.1 Company profile
7.4.2 Gramener in Big Data Value Chain
7.4.3 Business Strategy
7.4.3.1 Product Level Business Strategy
7.4.3.2 Service Level Business Strategy
7.4.4 SWOT Analysis for Gramener
   Strengths
   Weaknesses
   Opportunities
   Threats
7.4.5 Key Customers
7.5 Germin8
7.5.1 Company profile
7.5.2 Germin8 in Big Data Value Chain
7.5.3 Business Strategy
7.5.3.1 Product Level Business Strategy
7.5.3.2 Service Level Business Strategy
7.5.4 SWOT Analysis for Germin8
   Strengths
   Weaknesses
   Opportunities
   Threats
7.5.5 Key Customers
7.6 VIS Networks Pvt. Ltd.
7.6.1 Company Profile
7.6.2 VIS Networks Pvt. Ltd. in the Big Data & Analytics Value Chain
7.6.3 Financial Performance for VIS Networks Pvt. Ltd.
7.6.4 Business Strategy
7.6.4.1 Product Level Strategy
7.6.4.2 Service Level Strategy
7.6.5 SWOT Analysis for VIS Networks Pvt. Ltd.
Strengths
Weaknesses
Opportunities
Threats
7.7 Abzooba
7.7.1 Company profile
7.7.2 Abzooba in Big Data Value Chain
7.7.3 Financial Performance of Abzooba
7.7.4 Business Strategy
7.7.4.1 Product Level Business Strategy
7.7.4.2 Service Level Business Strategy
7.7.5 SWOT Analysis for Abzooba
Strengths
Weaknesses
Opportunities
Threats
7.8 Fintellix
7.8.1 Company profile
7.8.2 Fintellix in Big Data Value Chain
7.8.3 Financial Performance of Fintellix
7.8.4 Business Strategy
7.8.4.1 Product Level Business Strategy
7.8.4.2 Service Level Business Strategy
7.8.5 SWOT Analysis for Fintellix
Strengths
Weaknesses
Opportunities
Threats
7.9 Latentview
7.9.1 Company profile
7.9.2 Latentview in Big Data Value Chain
7.9.3 Business Strategy
7.9.3.1 Product Level Business Strategy
7.9.3.2 Service Level Business Strategy
7.9.4 SWOT Analysis for LatentView
Strengths
Weaknesses
Opportunities
Threats
7.9.5 Key Customers
7.10 Indix
7.10.1 Company profile
7.10.2 Indix in Big Data Value Chain
7.10.3 Business Strategy
7.10.3.1 Product Level Business Strategy
7.10.3.2 Service Level Business Strategy
7.10.4 SWOT Analysis for Indix
Strengths
Weaknesses
Opportunities
Threats
7.11 Analytic-Edge
7.11.1 Company Profile
7.11.2 Analytic-Edge Pvt. Ltd. in the Big Data & Analytics Value Chain
7.11.3 Business Strategy
7.11.3.1 Product Level Strategy
7.11.3.2 Service Level Strategy
7.11.4 SWOT Analysis for Analytic-Edge
Strengths
Weaknesses
Opportunities
Threats
8.11.6 Key Customers
7.12 Tookitaki
7.12.1 Company profile
7.12.2 Tookitaki in Big Data Value Chain
7.12.3 Business Strategy
7.12.3.1 Service Level Business Strategy
7.12.4 SWOT Analysis for Tookitaki
Strengths
Weaknesses
Opportunities
Threats
7.12.5 Key Customers
8. Analysis Models
8.1 Porter's Five Forces Analysis of North America Big Data Market
Threat of new entrants
Bargaining Power of Suppliers
Threat of Substitutes
Rivalry among Existing Firms
Bargaining Power of Buyers
8.2 SWOT Analysis of North America Big Data Market
Strengths
Weakness
Opportunities
Threats
9. Strategic Recommendations
For End Users
For Big Data Service Providers
For Investors
List of Exhibits
Notes
Company Information

List of Exhibits
Exhibit 2.1 Big Data Scenario
Exhibit 2.2 Big Data Categories
Exhibit 2.3 Big Data Categories across the Globe
Exhibit 2.4 Industry-wise Usage of Big Data
Exhibit 2.5 Big Data Applications
Exhibit 2.6 Various Big Data Applications and Examples
Exhibit 2.7 Processing in MapReduce and Hadoop
Exhibit 4.1 Market Share of North America Big Data Market in 2013-14 (in %)
Exhibit 4.3 Market Share of North America Big Data Market in 2019-20 (in %)
Exhibit 5.1 Growth Drivers and Inhibitors for Global Big Data Market
Exhibit 6.1 Big Data Industry Value Chain
Exhibit 7.1.1 Company Profile-TEG Analytics
Exhibit 7.1.2 Contact Details - TEG Analytics
Exhibit 7.1.3 TEG Analytics in Big Data Value Chain
Exhibit 7.1.4 TEG Analytics Revenue from 2009 to 2014 (in INR million)
Exhibit 7.1.5 Year-wise TEG Analytics Revenue Growth from 2009 to 2014 (in %)
Exhibit 7.1.6 Estimated TEG Analytics in Revenue from 2013-14 to 2019-20 (in INR million)
Exhibit 7.1.7 SWOT Analysis of TEG Analytics
Exhibit 7.1.8 List of Key Customers of TEG Analytics
Exhibit 7.2.1 Company Profile - Heckyl Technologies
Exhibit 7.2.2 Contact Details - Heckyl Technologies
Exhibit 7.2.3 Heckyl Technologies in Big Data Value Chain
Exhibit 7.2.4 Estimated Heckyl Technologies in Revenue from 2013-14 to 2019-20 (in INR million)
Exhibit 7.2.7 SWOT Analysis of Heckyl Technologies
Exhibit 7.2.6 List of Key Customers of Heckyl Technologies
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