Predictive Analytics Market by Business Function, Applications, Organization Size, Deployment Model, Vertical, & by Region - Global Forecast to 2020

Description: The year 2014 has been considered as the base year while the forecast period is 2015-2020. The report segments the market into business function, application, deployment model, organization size, vertical, and region. The rising budgetary expenditure on events and increasing adoption of cloud platform are expected to drive the growth in the market. The rapid transformation from traditional Business Intelligence (BI) techniques to advanced analytics techniques and massive amount of unstructured data is compelling organizations to use predictive analytics techniques.

The report segments the global predictive analytics market on the basis of business functions, applications, deployment models, organization size, verticals, and regions. The report provides an in-depth analysis and the market size estimations.

Top-down and bottom-up approaches were used to estimate and validate the size of the global predictive analytics market and to estimate the size of various other dependent submarkets in the overall market. The key players in the market were identified through secondary research and their market shares in respective regions were determined through primary and secondary research.

This entire procedure includes the study of the annual and financial reports of top market players and extensive interviews for key insights from industry leaders. All percentage shares, splits, and breakdowns were determined by using secondary sources and verified through primary sources. All possible parameters that affect the markets are covered in this research study have been accounted for, viewed in extensive detail, verified through primary research, and analyzed to get the final quantitative and qualitative data. This data is consolidated and added with detailed inputs and analysis.

Extensive interviews with key people such as CEOs, VPs, Directors and executives were conducted.

The predictive analytics ecosystem comprises analytics vendors, such as Microsoft, IBM, SAP SE, SAS Institute, FICO, and various others; service providers, system integrators, and enterprises. Other stakeholders of the market include analytics service providers, mobile application providers, consulting service providers, government organizations, resellers, research organizations, enterprise users, and technology providers.

Scope of the Report:

The research report categorizes the predictive analytics market to forecast the revenues and analyze the trends in each of the following sub-markets:

On the basis of Business functions:
- Sales
- Marketing
- Operations
- Finance
- Human Resource

On the basis of Applications:
- Risk Management
- Network Management
- Sales and Marketing Management
- Workforce Management
- Operations Management
- Supply Chain Management
- Other Applications
On the basis of Deployment models:

- On-premise
- On-demand

On the basis of Organization size:

- SMBs
- Large Enterprises

On the basis of Verticals:

- BFSI
- Retail and Wholesale
- Telecommunications and IT
- Energy and Utilities
- Manufacturing
- Government and Public Sector
- Transportation and Logistics
- Healthcare and Life Sciences
- Media and Entertainment
- Travel and Hospitality
- Others

On the basis of Regions:

- North America
- Europe
- Asia-Pacific (APAC)
- Middle East & Africa (MEA)
- Latin America

Contents:

1 Introduction
   1.1 Objectives of the Study
   1.2 Market Definition
   1.3 Market Scope
      1.3.1 Markets Covered
      1.3.2 Years Considered in the Report
   1.4 Currency
   1.5 Limitations
   1.6 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 Primary Interviews
   2.2 Market Size Estimation
      2.2.1 Bottom-Up Approach
      2.2.2 Top-Down Approach
   2.3 Market Breakdown and Data Triangulation
   2.4 Research Assumptions

3 Executive Summary

4 Premium Insights
   4.1 Attractive Market Opportunities in the Predictive Analytics Market
   4.2 Market Share Across Various Regions
   4.3 Market By Vertical and Region
4.4 Life Cycle Analysis, By Region, 2015

5 Predictive Analytics Market Overview
5.1 Introduction
5.2 Market Segmentation
5.2.1 By Business Function
5.2.2 By Application
5.2.3 By Deployment Model
5.2.4 By Organization Size
5.2.5 By Vertical
5.2.6 By Region
5.3 Market Evolution
5.4 Market Dynamics
5.4.1 Drivers
5.4.2 Restraints
5.4.3 Opportunities
5.4.4 Challenges

6 Predictive Analytics Market: Industry Trends
6.1 Introduction
6.2 Value Chain Analysis
6.3 Porter's Five Forces Analysis
6.3.1 Threat of New Entrants
6.3.2 Threat of Substitutes
6.3.3 Bargaining Power of Suppliers
6.3.4 Bargaining Power of Buyers
6.3.5 Intensity of Competitive Rivalry
6.4 Strategic Benchmarking
6.4.1 Strategic Benchmarking: Product Development and Enhancement Was the Key Growth Strategy Adopted By Key Players From 2013 to 2015
6.4.2 Strategic Benchmarking: Mergers, Acquisitions, and Strategic Agreements By Emerging/Innovative Vendors From 2013 to 2015

7 Predictive Analytics Market Analysis, By Business Function
7.1 Introduction
7.2 Marketing
7.3 Sales
7.4 Operations
7.5 Finance
7.6 Human Resource

8 Predictive Analytics Market Analysis, By Applications
8.1 Introduction
8.2 Risk Management
8.3 Operations Management
8.4 Sales and Marketing Management
8.5 Network Management
8.6 Supply Chain Management
8.7 Workforce Management
8.8 Other Applications

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

10 Predictive Analytics Market Analysis, By Organization Size
10.1 Introduction
10.2 Small and Medium Enterprises (SMES)
10.3 Large Enterprises

11 Predictive Analytics Market Analysis, By Vertical
11.1 Introduction
11.2 Banking, Financial Services and Insurance
11.3 Telecommunications & It
11.4 Retail and Wholesale
11.5 Healthcare & Life Sciences
11.6 Government & Public Sector
11.7 Manufacturing
11.8 Media & Entertainment
11.9 Energy & Utilities
11.10 Transportation & Logistics
11.11 Travel & Hospitality
11.12 Others

12 Geographic Analysis
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
  13.2.1 New Product Launches and Enhancements
  13.2.2 Agreements, Partnerships, Collaborations, and Joint Ventures
  13.2.3 Mergers and Acquisitions
  13.2.4 Integration and Expansion
  13.2.5 Venture Capital Funding

14 Company Profiles
(Business Overview, Products & Services, Key Insights, Recent Developments, SWOT Analysis, MnM View)*
14.1 Introduction
14.2 IBM Corporation
14.3 Microsoft Corporation
14.4 SAP SE
14.5 Fair Isaac Corporation
14.6 SAS Institute
14.7 Oracle Corporation
14.8 Dell, Inc.
14.9 Tibco Software, Inc
14.10 Alteryx, Inc.
14.11 Rapidminer

*Details on Business Overview, Products & Services, Key Insights, Recent Developments, SWOT Analysis, MnM View Might Not Be Captured in Case of Unlisted Companies.

15 Appendix
15.1 Insights From Industry Experts
15.2 Discussion Guide
15.3 Available Customizations
15.4 Related Reports

List of Tables
Table 1 Predictive Analytics Market Size and Growth, 2013-2020, (USD Million, Y-O-Y %)
Table 2 Market Size, By Business Function , 2013-2020 (USD Million)
Table 3 Marketing: Market Size, By Region, 2013-2020 (USD Million)
Table 4 Sales: Market Size, By Region, 2013-2020 (USD Million)
Table 5 Operations: Market Size, By Region, 2013-2020 (USD Million)
Table 6 Finance: Market Size, By Region, 2013-2020 (USD Million)
Table 7 Human Resource: Market Size, By Region, 2013-2020 (USD Million)
Table 8 Predictive Analytics Market Size, By Application, 2013-2020 (USD Million)
<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
<th>Time Period</th>
<th>Currency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 9</td>
<td>Risk Management: Market Size, By Region, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 10</td>
<td>Operations Management: Market Size, By Region, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 11</td>
<td>Sales and Marketing Management: Market Size, By Region, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 12</td>
<td>Network Management: Market Size, By Region, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 13</td>
<td>Supply Chain Management: Market Size, By Region, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 14</td>
<td>Workforce Management: Market Size, By Region, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 15</td>
<td>Other Applications: Market Size, By Region, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 16</td>
<td>Predictive Analytics Market Size, By Deployment Model, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 17</td>
<td>On-Premise: Market Size, By Region, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 18</td>
<td>On-Demand: Market Size, By Region, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 19</td>
<td>Market Size, By Organization Size, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 20</td>
<td>SMES: Market Size, By Region, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 21</td>
<td>Large Enterprises: Market Size, By Region, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 22</td>
<td>Predictive Analytics Market Size, By Vertical, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 23</td>
<td>BFSI: Market Size, By Business Function, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 24</td>
<td>BFSI: Market Size, By Application, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 25</td>
<td>BFSI: Market Size, By Deployment Model, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 26</td>
<td>BFSI: Market Size, By Organization Size, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 28</td>
<td>Telecommunications &amp; IT: Market Size, By Application, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 29</td>
<td>Telecommunications &amp; IT: Market Size, By Deployment Model, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 30</td>
<td>Telecommunications &amp; IT: Market Size, By Organization Size, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 31</td>
<td>Retail &amp; Wholesale: Market Size, By Business Function, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 32</td>
<td>Retail &amp; Wholesale: Market Size, By Application, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 33</td>
<td>Retail &amp; Wholesale: Market Size, By Deployment Model, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 34</td>
<td>Retail &amp; Wholesale: Market Size, By Organization Size, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 36</td>
<td>Healthcare &amp; Life Sciences: Market Size, By Application, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 40</td>
<td>Government &amp; Public Sector: Market Size, By Application, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 41</td>
<td>Government &amp; Public Sector: Market Size, By Deployment Model, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 42</td>
<td>Government &amp; Public Sector: Market Size, By Organization Size, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 44</td>
<td>Manufacturing: Market Size, By Application, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 45</td>
<td>Manufacturing: Market Size, By Deployment Model, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 46</td>
<td>Manufacturing: Market Size, By Organization Size, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 47</td>
<td>Media &amp; Entertainment: Market Size, By Business Function, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 48</td>
<td>Media &amp; Entertainment: Market Size, By Application, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 49</td>
<td>Media &amp; Entertainment: Market Size, By Deployment Model, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 50</td>
<td>Media &amp; Entertainment: Market Size, By Organization Size, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 52</td>
<td>Energy &amp; Utilities: Market Size, By Application, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 55</td>
<td>Transportation &amp; Logistics: Market Size, By Region, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 56</td>
<td>Transportation &amp; Logistics: Market Size, By Application, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 57</td>
<td>Transportation &amp; Logistics: Market Size, By Deployment Model, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 58</td>
<td>Transportation &amp; Logistics: Market Size, By Organization Size, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 59</td>
<td>Travel &amp; Hospitality: Market Size, By Business Function, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 60</td>
<td>Travel &amp; Hospitality: Market Size, By Application, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 61</td>
<td>Travel &amp; Hospitality: Market Size, By Deployment Model, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 62</td>
<td>Travel &amp; Hospitality: Market Size, By Organization Size, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 63</td>
<td>Others: Market Size, By Business Function, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 64</td>
<td>Others: Market Size, By Application, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 65</td>
<td>Others: Market Size, By Deployment Model, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 66</td>
<td>Others: Market Size, By Organization Size, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 67</td>
<td>Global Predictive Analytics Market Size, By Region, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 69</td>
<td>North America: Market Size, By Application, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 70</td>
<td>North America: Market Size, By Deployment Model, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
<tr>
<td>Table 71</td>
<td>North America: Market Size, By Organization Size, 2013-2020 (USD Million)</td>
<td>2013-2020</td>
<td>USD Million</td>
</tr>
</tbody>
</table>
Table 72 North America: Market Size, By Vertical, 2013-2020 (USD Million)
Table 73 Europe: Predictive Analytics Market Size, By Business Function, 2013-2020 (USD Million)
Table 74 Europe: Market Size, By Application, 2013-2020 (USD Million)
Table 75 Europe: Market Size, By Deployment Model, 2013-2020 (USD Million)
Table 76 Europe: Market Size, By Organization Size, 2013-2020 (USD Million)
Table 77 Europe: Market Size, By Vertical, 2013-2020 (USD Million)
Table 78 Asia-Pacific: Predictive Analytics Market Size, By Business Function, 2013-2020 (USD Million)
Table 79 Asia-Pacific: Market Size, By Application, 2013-2020 (USD Million)
Table 80 Asia-Pacific: Market Size, By Deployment Model, 2013-2020 (USD Million)
Table 81 Asia-Pacific: Market Size, By Organization Size, 2013-2020 (USD Million)
Table 82 Asia-Pacific: Market Size, By Vertical, 2013-2020 (USD Million)
Table 83 Middle East and Africa: Predictive Analytics Market Size, By Business Function, 2013-2020 (USD Million)
Table 84 Middle East and Africa: Market Size, By Application, 2013-2020 (USD Million)
Table 85 Middle East and Africa: Market Size, By Deployment Model, 2013-2020 (USD Million)
Table 86 Middle East and Africa: Market Size, Organization Size, 2013-2020 (USD Million)
Table 87 Middle East and Africa: Market Size, By Vertical, 2013-2020 (USD Million)
Table 88 Latin America: Predictive Analytics Market Size, By Business Function, 2013-2020 (USD Million)
Table 89 Latin America: Market Size, By Application, 2013-2020 (USD Million)
Table 90 Latin America: Market Size, By Deployment Model, 2013-2020 (USD Million)
Table 91 Latin America: Market Size, By Organization Size, 2013-2020 (USD Million)
Table 92 Latin America: Market Size, By Vertical, 2013-2020 (USD Million)
Table 93 New Product Launches and Enhancements, 2013 - 2015
Table 94 Agreements, Partnerships, Collaborations, and Joint Ventures, 2013 - 2015
Table 95 Mergers and Acquisitions, 2013 - 2015
Table 96 Integration and Business Expansion, 2013 - 2015
Table 97 Venture Capital Funding, 2013-2015

List of Figures

Figure 1 Predictive Analytics Market: Research Design
Figure 2 Breakdown of Primary Interviews: By Company Type, Designation, and Region
Figure 3 Market Size Estimation Methodology: Bottom-Up Approach
Figure 4 Market Size Estimation Methodology: Top-Down Approach
Figure 5 Data Triangulation
Figure 6 Predictive Analytics Market is Poised to Grow From 2015 to 2020
Figure 7 Market Snapshot on the Basis of Business Functions, 2015-2020
Figure 8 Market Snapshot on the Basis of Applications, 2015-2020
Figure 9 Market Snapshot on the Basis of Deployment Models, 2015
Figure 10 Market Snapshot on the Basis of Organization Size, 2015-2020
Figure 11 Lucrative Market Prospects in the Predictive Analytics Market
Figure 12 North America is Expected to Hold the Largest Market Share in the Market in 2015
Figure 13 BFSI Vertical is Expected to Dominate the Market
Figure 14 Asia-Pacific to Witness Exponential Growth From 2015 to 2020
Figure 15 Market: By Business Function
Figure 16 Market: By Application
Figure 17 Market: By Deployment Model
Figure 18 Market: By Organization Size
Figure 19 Market: By Vertical
Figure 20 Market: By Region
Figure 21 Evolution of Predictive Analytics Market
Figure 22 Increase in the Amount of Data Generated Across Industry Verticals is the Major Driving Factor for the Predictive Analytics Market
Figure 23 Value Chain Analysis
Figure 24 Porter's Five Forces Analysis
Figure 25 Strategic Benchmarking: Mergers, Acquisitions, and Strategic Agreements
Figure 26 Human Resource is Expected to Have the Highest CAGR During the Forecast Period
Figure 27 Network Management is Expected to Grow at the Highest CAGR During the Forecast Period
Figure 28 On-Demand Deployment Model is Expected to Have the Highest CAGR During the Forecast Period
Figure 29 SMES are Expected to Grow at High CAGR During the Forecast Period
Figure 30 Manufacturing and Energy & Utilities are Expected to Have the Highest CAGR During the Forecast Period
Figure 31 Geographic Snapshot: Asia-Pacific Estimated to Have the Highest CAGR in the Market
Figure 32 North America is Projected to Have the Largest Market Size in the Predictive Analytics Market
Figure 33 North America Market Snapshot: Large Enterprises Segment is Expected to Have the Largest Market Size in 2015
Figure 34 Asia-Pacific Market Snapshot: Asia-Pacific is Expected to Be One of the Fastest-Growing Regions in 2015
Figure 35 Companies Adopted New Product Launches and Mergers & Acquisitions as the Key Growth Strategies Over the Last Three Years
Figure 36 Market Evaluation Framework
Figure 37 Battle for Market Share: New Product Launch and Enhancement Was the Key Strategy for the Growth of the Predictive Analytics Market
Figure 38 Geographic Revenue Mix of Top 5 Market Players
Figure 39 IBM Corporation: Company Snapshot
Figure 40 IBM Corporation: SWOT Analysis
Figure 41 Microsoft Corporation: Company Snapshot
Figure 42 Microsoft Corporation: SWOT Analysis
Figure 43 SAP SE: Company Snapshot
Figure 44 SAP SE: SWOT Analysis
Figure 45 FICO: Company Snapshot
Figure 46 FICO: SWOT Analysis
Figure 47 SAS Institute: Company Snapshot
Figure 48 SAS Institute: Company Snapshot
Figure 49 Oracle Corporation: Company Snapshot

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