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In-Memory Analytics Market by Component (Solution and Services), Deployment Model (On-Premise and Cloud), Organization Size (Large Enterprises and Small & Medium Enterprises), Application (Fraud and Security Management, Sales and Marketing Management, Predictive Asset Maintenance, Risk and Compliance Management, Supply Chain Management and Operations and Others), and Industry Vertical (BFSI, IT & Telecom, Retail, Healthcare, Energy & Utilities, Manufacturing, Government & Defense, and Others): Global Opportunity Analysis and Industry Forecast, 2019–2026

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Abstracts

In-memory analytics is a business intelligence toolused to solve complex and time-sensitive business scenarios. In addition, in-memory analytics improves the speed of BI systems and provides users with a faster and reliable query processing system as compared to the traditional system. Furthermore, it has emerged as an affordable solution, which helps organizations to integrate the information and present a holistic view in front of their customers. In addition, in-memory analytics helps organizations to optimize their operational process cycle time, labor utilization, and equipment maintenance cost as well as reduce defect rates. This is a major factor expected to drive the adoption of in-memory analytics among the various industry vertical across the globe which, in turn, is expected to propel the growth of the global market.

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Digital transformation using real-time analytics and growing volume of data are the major factors the drive the growth of the market. In addition, rise in trends for self-service BI tools and technological advancement in computing power fuels the growth of the market. However, lack of awareness among various industry verticals is expected to impede the market growth. Furthermore, improved scalability and security with cloud-based in-memory analytics and higher adoption by the small and medium enterprises (SMEs) are expected to present major opportunities for the expansion of the market in future.

The global in-memory analytics market is segmented on the basis of component, deployment mode, organization size, application, industry vertical, and region. In terms of component, it is bifurcated into solution and services. In terms of deployment mode, the market is divided into on-premise and cloud. As per organization size, it is classified into large enterprises and small & medium enterprises. In terms of application, the market is classified into fraud &security management, sales &marketing management, predictive asset maintenance, risk &compliance management, supply chain management &operations, and others. Based on industry vertical, it is classified into BFSI, IT & telecom, retail, healthcare, energy & utilities, manufacturing, government & defense, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The report analyzes the profiles of key players operating in the market. These include Amazon Web Services, Inc., SAP SE, Oracle Corporation, SAS Institute Inc., International Business Corporation, Hitachi, Ltd., Software AG, MicroStrategy Incorporated, Qlik Technologies, and Kognito Ltd.These players have adopted various strategies to increase their market penetration and strengthen their position in the industry.

Key benefits for stakeholders

The study provides an in-depth analysis of the global in-memory analytics market along with the current & future trends to elucidate the imminent investment pockets.

Information about key drivers, restrains, and opportunities and their impact analysis on the market size is provided in the report.

Porter’s five forces analysis illustrates the potency of buyers and suppliers operating in the industry.

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The quantitative analysis of the global in-memory analytics market from 2019 to 2026 is provided to determine the market potential.

Key market segments

By Component

- Solution
- Service

By Deployment Model

- On-Premise
- Cloud

By Organization Size

- Large Enterprises
- Small & Medium Enterprises

By Application

- Fraud &Security Management
- Sales & Marketing Management
- Predictive Asset Maintenance
- Risk &Compliance Management

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- Supply Chain Management &Operations
- Others

By Industry vertical

- BFSI
- IT & Telecom
- Retail and Ecommerce
- Healthcare and Life Sciences
- Government and Defense
- Manufacturing
- Media and Entertainment
- Others

By Region

- North America
  - U.S.
  - Canada
- Europe
  - UK
  - Germany
  - France

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- Italy
- Rest of Europe

Asia-Pacific

- China
- India
- Japan
- Australia
- Rest of Asia-Pacific

LAMEA

- Latin America
- Middle East
- Africa

KEY MARKET PLAYERS

- Amazon Web Services, Inc.
- SAP SE
- Oracle Corporation
- SAS Institute Inc.
- International Business Corporation
- Hitachi Ltd.

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Software AG

MicroStrategy Incorporated

Qlik Technologies

Kognito Ltd.

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