

# **Performance Analytics Market by Component (Solution and Services), Deployment Model (On-Premise and Cloud), Organization Size (Large Enterprises and Small & Medium Enterprises), Application (Financial Performance, Sales & Marketing Performance, IT Operations Performance, Supply Chain Performance, Employee Performance, and Others), and Industry Vertical (BFSI, IT & Telecom, Retail, Government & Defense, Healthcare, Manufacturing, and Others): Global Opportunity Analysis and Industry Forecast, 2019–2026**

<https://marketpublishers.com/r/PDF5760FC339EN.html>

Date: February 2020

Pages: 333

Price: US\$ 5,370.00 (Single User License)

ID: PDF5760FC339EN

## **Abstracts**

Performance analytics reveals insights and discloses hidden value to define new, targeted performance areas. It helps in formulating business strategies by comparing company's present performance with the set objectives. In addition, performance analytics streamlines performance analytics processes and decreases costs by improving the response as well as closure time.

Need to gain insights & anticipating trends from large volume of data and rise in pervasiveness of metrics-driven business performance assessment and streamline operations are the major factors that drive the growth of the market. In addition, increase in need for prioritizing resources fuels the growth of the performance analytics market. However, lack of awareness about performance analytics solutions and scarcity of skilled staff to operate on performance analytics solution is expected to hinder the market growth. On the contrary, growing adoption of cloud-based performance analytics

solutions is expected to provide lucrative opportunities for the market growth in the coming years.

The performance analytics market is segmented on the basis of component, deployment, organization size, application, industry vertical, and region. Based on component, the market is categorized into solution and service. On the basis of deployment, it is classified into on-premise and cloud. By organization size, the market is categorized into large enterprises and small & medium sized enterprises (SMEs). Depending on application, it is divided into financial performance, sales & marketing performance, IT operations performance, supply chain performance, employee performance, and others. According to industry vertical, the market is classified into BFSI, IT & telecom, retail, government & defense, healthcare, manufacturing, and others. Based on region, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The company profiles of performance analytics market players included in this report are SAP SE, SAS Institute, Inc., Oracle Corporation, Siemens AG, Adaptive Insights, Xactly Corporation, Optymyze, Servicenow, Inc., IBM, and Prophix Software Inc. 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 performance 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.

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

#### Key market segments

## By Component

Solution

Service

## By Deployment Mode

On-Premise

Cloud

## By Organization Size

Large Enterprises

Small & Medium Enterprises

## By Application

Financial performance

Sales & Marketing performance

IT Operations Performance

Supply Chain Performance

Employee Performance

Others

## By Industry Vertical

BFSI

IT & Telecom

Retail

Government & Defense

Healthcare

Manufacturing

Others

## By Region

North America

U.S.

Canada

Europe

UK

Germany

France

Rest of Europe

Asia-Pacific

China

India

Japan

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

## KEY MARKET PLAYERS

IBM Corporation

SAP SE

SAS Institute Inc.

Oracle Corporation

Siemens AG

Adaptive Insights

Xactly Corporation

Optymyze

Servicenow Inc.

Prophix Software Inc

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