

Streaming Analytics Market by Component (Software and Services), Deployment Model (On-premise and Cloud), By Organization Size (Large Enterprises and Small & Medium sized Enterprises), Application (Fraud Detection, Predictive Asset Management, Risk Management, Network Management and Optimization, Sales and Marketing, Supply Chain Management, Location Intelligence, and Others), Industry Vertical (BFSI, IT & Telecom, Manufacturing, Government, Retail and E-commerce, Media & Entertainment, Healthcare, Energy & Utilities, and Others),: Global Opportunity Analysis and Industry Forecast, 2019–2027

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Abstracts

Streaming Analytics Market Statistics: 2027

Streaming analytics complements traditional analytics by providing real-time insight to the decision-making toolbox. It is also known as event stream processing, which automatically processes & analyzes large scale real-time information and in-motion data called, event streams. The streams encompass events that occur as the result of an action or set of actions, such as an equipment failure, financial transaction, or some other actions. Streaming analytics is generating significant business value in preventative maintenance, retail, smart transportation, smart energy, industrial automation, and healthcare. The global streaming analytics market size was valued at

\$7,740.0 million in 2019, and is projected to reach at \$52,190.0 million by 2027, growing at a CAGR of 26.8% from 2020 to 2027.

Based on organization size, the large enterprises segment dominated the streaming analytics market in 2019, owing to high spending on data analytics tools along with massive data generation among these enterprises. However, the small and medium sized enterprises are expected to witness highest growth rate in the upcoming years due to several factors such as growing awareness about the benefits of streaming analytics software, growing focus to improve customer experience, and availability of cost efficient software in the streaming analytics market.

On the basis of industry vertical, the IT and Telecom sector dominated the market in 2019, and is expected to continue this trend during the streaming analytics market forecast period. The dominance of this industry is mainly due to growing need to analyze large amounts of operational data such as application usage statistics, customers' location, and other performance data to improve service delivery and personalization. However, media & entertainment industry is expected to witness highest growth rate in the upcoming years owing to sudden extensive growth in OTT applications due to the COVID-19 pandemic on smartphone. The adoption of streaming analytics solution is expected to increase in the upcoming years to gain powerful insights on designing enhanced marketing campaigns for customer retention.

The global streaming analytics market share was dominated by the North America region in 2019, and is projected to maintain its dominance during the forecast period. The dominance of the region is due to presence of several leading streaming analytics software vendors such as Oracle Corporation, Microsoft Corporation, IBM Corporation, and others. These players are concentrating on the development as well as commercial deployment of streaming analytics software for industrial and consumer applications. Also, there has been a rise in demand among enterprises to automate decision-making process based on real-time data analysis. Furthermore, number of factors such as technology enhancements, stable economy, optimized infrastructure costs, and others are expected to positively impact the market growth. However, the Asia-Pacific region is expected to witness highest growth rate in the upcoming years owing to growing adoption of advanced technologies such as IoT, AI, and big data in business applications, which is generating the need for real-time insights.

The report focuses on the growth prospects, restraints, and streaming analytics market analysis. The study provides Porter's five forces analysis of the streaming analytics industry to understand the impact of various factors such as bargaining power of

suppliers, competitive intensity of competitors, threat of new entrants, threat of substitutes, and bargaining power of buyers on the streaming analytics market trends.

Segment review

The global streaming analytics market is segmented into component, deployment model, organization size, application, industry vertical, and region. By component, it is bifurcated into software and services. By deployment model, the market is divided into on-premise and cloud. By organization size, the market is classified into large enterprises and small & medium sized enterprises. Application segment includes fraud detection, predictive asset management, risk management, network management and optimization, sales and marketing, supply chain management, location intelligence, and others. By industry vertical it is categorized as BFSI, IT & telecom, manufacturing, government, retail and e-commerce, media & entertainment, healthcare, and energy & utilities. By region, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA. The report analyzes the profiles of key players operating in the streaming analytics market. These include IBM Corporation, Oracle Corporation, Microsoft Corporation, SAP SE, Software AG, SAS Institute Inc., TIBCO Software Inc., Amazon Web Services, SQLstream, Inc., and Impetus Technologies, Inc.

COVID Impact Analysis

COVID-19 conditions in the global market have changed drastically and every single country is facing economic crunch owing to slowing down of the businesses. The COVID-19 pandemic is impacting businesses across the globe and analytics companies are trying to fight this pandemic by keeping their assets online and making sure the data is secure across networks. Though streaming analytics vendors are also facing challenges associated with the inflexibility of data infrastructure, the negative impact on the market is expected to minimize due to several factors such as growing need for tracking real-time information of coronavirus spread, major shift towards digital transformation, rise in investments in data analytics, and growing adoption of cloud-based streaming analytics software is driving the growth of the market.

Top impacting factors

The growth of the global streaming analytics is driven by factors such as growing adoption of streaming analytics for real-time accurate forecasts, rise in adoption of advanced technologies such as big data, IoT, AI, ongoing Industrial Automation, and increase in demand of cloud-based streaming analytics software. In addition to this,

ongoing partnership & product launches taking place in the streaming analytics market along with rise in adoption of digital business policies due to COVID-19 pandemic is expected to drive the growth of the market in the upcoming years. However, lack of integration of legacy systems and stringent data security regulations are expected to hamper the streaming analytics market growth.

Ongoing partnership & product launches taking place in the streaming analytics market

The streaming analytics vendors are working on developing new data integration and high event-streaming analytics capabilities to gain competitive advantages over other players and to improve the scope of commercial applications. Due to which, these players are adopting several strategies such as product launch or partnering with technology start-ups to develop innovative solutions, which is creating lucrative opportunities for the streaming analytics market. For instance, in June 2020 Yellowbrick Data partnered with Striim on data streaming solution to accelerate enterprise deployment of data-streaming applications and help enterprises get faster and better insights.

Growing adoption of cloud-based streaming analytics software

Organizations are steadily moving their on-premise IT infrastructure and data processing to the public cloud, which will be expected to accelerate the growth of the cloud-based streaming analytics software driven by the growing availability of reliable, pre-built, scalable platforms-as-a-service (PaaS) for every possible application development and deployment need across the organization. Businesses are using these cloud application platforms to design as well as operate applications much easier and faster with minimal coding while focusing on the core business logic. Moreover, the concerns related to security in the cloud are decreasing as the public cloud becomes more secure. This is validated by the increasing use of private & public cloud by large BFSI companies even for critical business processes.

KEY BENEFITS FOR STAKEHOLDERS

This study includes the streaming analytics analysis, trends, and future estimations to determine the imminent investment pockets.

The report presents information related to key drivers, restraints, and streaming analytics market opportunity.

The streaming analytics market size is quantitatively analyzed from 2019 to 2027 to highlight the financial competency of the industry.

Porter's five forces analysis illustrates the potency of buyers & suppliers in the streaming analytics market.

KEY MARKET SEGMENTS

BY COMPONENT

Software

Services

BY ORGANIZATION SIZE

Large Enterprises

Small & Medium sized Enterprises

BY DEPLOYMENT MODE

On-premise

Cloud

BY APPLICATION

Fraud Detection

Predictive Asset Management

Risk Management

Network Management and Optimization

Sales and Marketing

Supply Chain Management

Location Intelligence

Others

BY INDUSTRY VERTICAL

BFSI

IT and Telecom

Manufacturing

Government

Retail and E-Commerce

Media and Entertainment

Healthcare

Energy and Utilities

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

Oracle Corporation

Microsoft Corporation

SAP SE

Software AG

SAS Institute Inc.

TIBCO Software Inc.

Amazon Web Services

SQLstream, Inc.

Impetus Technologies, Inc.

Contents

CHAPTER 1:INTRODUCTION

- 1.1.Report description
- 1.2.Key benefits for stakeholders
- 1.3.Key market segments
- 1.4.Research methodology
 - 1.4.1.Secondary research
 - 1.4.2.Primary research
 - 1.4.3.Analyst tools & models

CHAPTER 2:EXECUTIVE SUMMARY

- 2.1.Key findings
 - 2.1.1.Top impacting factors
 - 2.1.2.Top investment pockets
- 2.2.CXO perspective

CHAPTER 3:MARKET OVERVIEW

- 3.1.Market definition and scope
- 3.2.Porter's five forces analysis
 - 3.2.1.Moderate-to-high bargaining power of suppliers
 - 3.2.2.Moderate-to-high bargaining power of Buyers
 - 3.2.3.High threat of substitutes
 - 3.2.4.Moderate-to-high threat of new entrants
 - 3.2.5.High competitive rivalry
- 3.3.Case studies
 - 3.3.1.Case study
 - 3.3.2.Case study
- 3.4.Market dynamics
 - 3.4.1.Drivers
 - 3.4.1.1.Growing adoption of streaming analytics for real-time accurate forecast
 - 3.4.1.2.Growing adoption of advanced technologies such as big data, IoT, AI
 - 3.4.1.3.Growing Industrial Automation
 - 3.4.1.4.Growing adoption of cloud-based streaming analytics software
 - 3.4.2.Restraints
 - 3.4.2.1.Lack of integration of legacy systems

3.4.2.2.Stringent data security regulations

3.4.3.Opportunities

3.4.3.1.Ongoing partnership & product launches taking place in the streaming analytics market

3.4.3.2.Rise in adoption of digital business policies due to COVID-19 pandemic

3.5.COVID-19 impact analysis

3.5.1.Impact on market size

3.5.2.Consumer trends, preferences, and budget impact

3.5.3.Regulatory framework

3.5.4.Economic impact

3.5.5.Key player strategies to tackle negative impact

3.5.6.Opportunity window

CHAPTER 4:STREAMING ANALYTICS MARKET, BY COMPONENT

4.1.Overview

4.2.Software

4.2.1.Key market trends, growth factors, and opportunities

4.2.2.Market size and forecast, by region

4.2.3.Market analysis, by country

4.3.Service

4.3.1.Key market trends, growth factors, and opportunities

4.3.2.Market size and forecast, by region

4.3.3.Market analysis, by country

CHAPTER 5:STREAMING ANALYTICS MARKET, BY DEPLOYMENT MODEL

5.1.Overview

5.2.On-premise

5.2.1.Key market trends, growth factors, and opportunities

5.2.2.Market size and forecast, by region

5.2.3.Market analysis, by country

5.3.Cloud

5.3.1.Key market trends, growth factors, and opportunities

5.3.2.Market size and forecast, by region

5.3.3.Market analysis, by country

CHAPTER 6:STREAMING ANALYTICS MARKET, BY ORGANIZATION SIZE

6.1.Overview

6.2.Large Enterprises

6.2.1.Key market trends, growth factors, and opportunities

6.2.2.Market size and forecast, by region

6.2.3.Market analysis, by country

6.3.Small & Medium sized Enterprises

6.3.1.Key market trends, growth factors, and opportunities

6.3.2.Market size and forecast, by region

6.3.3.Market analysis, by country

CHAPTER 7:STREAMING ANALYTICS MARKET, BY APPLICATION

7.1.Overview

7.2.Fraud Detection

7.2.1.Key market trends, growth factors, and opportunities

7.2.2.Market size and forecast, by region

7.2.3.Market analysis, by country

7.3.Predictive Asset Management

7.3.1.Key market trends, growth factors, and opportunities

7.3.2.Market size and forecast, by region

7.3.3.Market analysis, by country

7.4.Risk Management

7.4.1.Key market trends, growth factors, and opportunities

7.4.2.Market size and forecast, by region

7.4.3.Market analysis, by country

7.5.Network Management and Optimization

7.5.1.Key market trends, growth factors, and opportunities

7.5.2.Market size and forecast, by region

7.5.3.Market analysis, by country

7.6.Sales and Marketing

7.6.1.Key market trends, growth factors, and opportunities

7.6.2.Market size and forecast, by region

7.6.3.Market analysis, by country

7.7.Supply Chain Management

7.7.1.Key market trends, growth factors, and opportunities

7.7.2.Market size and forecast, by region

7.7.3.Market analysis, by country

7.8.Location Intelligence

7.8.1.Key market trends, growth factors, and opportunities

- 7.8.2. Market size and forecast, by region
- 7.8.3. Market analysis, by country
- 7.9. Others
 - 7.9.1. Key market trends, growth factors, and opportunities
 - 7.9.2. Market size and forecast, by region
 - 7.9.3. Market analysis, by country

CHAPTER 8: STREAMING ANALYTICS MARKET, BY INDUSTRY VERTICAL

- 8.1. Overview
- 8.2. BFSI
 - 8.2.1. Key market trends, growth factors, and opportunities
 - 8.2.2. Market size and forecast, by region
 - 8.2.3. Market analysis, by country
- 8.3. IT & Telecom
 - 8.3.1. Key market trends, growth factors, and opportunities
 - 8.3.2. Market size and forecast, by region
 - 8.3.3. Market analysis, by country
- 8.4. Manufacturing
 - 8.4.1. Key market trends, growth factors, and opportunities
 - 8.4.2. Market size and forecast, by region
 - 8.4.3. Market analysis, by country
- 8.5. Government
 - 8.5.1. Key market trends, growth factors, and opportunities
 - 8.5.2. Market size and forecast, by region
 - 8.5.3. Market analysis, by country
- 8.6. Retail and E-commerce
 - 8.6.1. Key market trends, growth factors, and opportunities
 - 8.6.2. Market size and forecast, by region
 - 8.6.3. Market analysis, by country
- 8.7. Media & Entertainment
 - 8.7.1. Key market trends, growth factors, and opportunities
 - 8.7.2. Market size and forecast, by region
 - 8.7.3. Market analysis, by country
- 8.8. Healthcare
 - 8.8.1. Key market trends, growth factors, and opportunities
 - 8.8.2. Market size and forecast, by region
 - 8.8.3. Market analysis, by country
- 8.9. Energy & Utilities

- 8.9.1.Key market trends, growth factors, and opportunities
- 8.9.2.Market size and forecast, by region
- 8.9.3.Market analysis, by country
- 8.10.Others
 - 8.10.1.Key market trends, growth factors, and opportunities
 - 8.10.2.Market size and forecast, by region
 - 8.10.3.Market analysis, by country

CHAPTER 9:STREAMING ANALYTICS MARKET, BY REGION

- 9.1.Overview
- 9.2.North America
 - 9.2.1.Key market trends, growth factors and opportunities
 - 9.2.2.Market size and forecast, by component
 - 9.2.3.Market size and forecast, by deployment model
 - 9.2.4.Market size and forecast, by organization size
 - 9.2.5.Market size and forecast, by application
 - 9.2.6.Market size and forecast, by industry vertical
 - 9.2.7.Market analysis by country
 - 9.2.7.1.U.S.
 - 9.2.7.1.1.Market size and forecast, by component
 - 9.2.7.1.2.Market size and forecast, by deployment model
 - 9.2.7.1.3.Market size and forecast, by organization size
 - 9.2.8.Market size and forecast, by application
 - 9.2.8.1.1.Market size and forecast, by industry vertical
 - 9.2.8.2.Canada
 - 9.2.8.2.1.Market size and forecast, by component
 - 9.2.8.2.2.Market size and forecast, by deployment model
 - 9.2.8.2.3.Market size and forecast, by organization size
 - 9.2.9.Market size and forecast, by application
 - 9.2.9.1.1.Market size and forecast, by industry vertical
- 9.3.Europe
 - 9.3.1.Key market trends, growth factors and opportunities
 - 9.3.2.Market size and forecast, by component
 - 9.3.3.Market size and forecast, by deployment model
 - 9.3.4.Market size and forecast, by organization size
 - 9.3.5.Market size and forecast, by application
 - 9.3.6.Market size and forecast, by industry vertical
 - 9.3.7.Market analysis by country

- 9.3.7.1.UK
 - 9.3.7.1.1.Market size and forecast, by component
 - 9.3.7.1.2.Market size and forecast, by deployment model
 - 9.3.7.1.3.Market size and forecast, by organization size
- 9.3.8.Market size and forecast, by application
 - 9.3.8.1.1.Market size and forecast, by industry vertical
- 9.3.8.2.Germany
 - 9.3.8.2.1.Market size and forecast, by component
 - 9.3.8.2.2.Market size and forecast, by deployment model
 - 9.3.8.2.3.Market size and forecast, by organization size
- 9.3.9.Market size and forecast, by application
 - 9.3.9.1.1.Market size and forecast, by industry vertical
- 9.3.9.2.France
 - 9.3.9.2.1.Market size and forecast, by component
 - 9.3.9.2.2.Market size and forecast, by deployment model
 - 9.3.9.2.3.Market size and forecast, by organization size
- 9.3.10.Market size and forecast, by application
 - 9.3.10.1.1.Market size and forecast, by industry vertical
- 9.3.10.2.Rest of Europe
 - 9.3.10.2.1.Market size and forecast, by component
 - 9.3.10.2.2.Market size and forecast, by deployment model
 - 9.3.10.2.3.Market size and forecast, by organization size
- 9.3.11.Market size and forecast, by application
 - 9.3.11.1.1.Market size and forecast, by industry vertical
- 9.4.Asia-Pacific
 - 9.4.1.Key market trends, growth factors and opportunities
 - 9.4.2.Market size and forecast, by component
 - 9.4.3.Market size and forecast, by deployment model
 - 9.4.4.Market size and forecast, by organization size
 - 9.4.5.Market size and forecast, by application
 - 9.4.6.Market size and forecast, by industry vertical
 - 9.4.7.Market analysis by country
 - 9.4.7.1.China
 - 9.4.7.1.1.Market size and forecast, by component
 - 9.4.7.1.2.Market size and forecast, by deployment model
 - 9.4.7.1.3.Market size and forecast, by organization size
 - 9.4.8.Market size and forecast, by application
 - 9.4.8.1.1.Market size and forecast, by industry vertical
 - 9.4.8.2.India

- 9.4.8.2.1. Market size and forecast, by component
- 9.4.8.2.2. Market size and forecast, by deployment model
- 9.4.8.2.3. Market size and forecast, by organization size
- 9.4.9. Market size and forecast, by application
 - 9.4.9.1.1. Market size and forecast, by industry vertical
 - 9.4.9.2. Japan
 - 9.4.9.2.1. Market size and forecast, by component
 - 9.4.9.2.2. Market size and forecast, by deployment model
 - 9.4.9.2.3. Market size and forecast, by organization size
 - 9.4.10. Market size and forecast, by application
 - 9.4.10.1.1. Market size and forecast, by industry vertical
 - 9.4.10.2. Rest of Asia-Pacific
 - 9.4.10.2.1. Market size and forecast, by component
 - 9.4.10.2.2. Market size and forecast, by deployment model
 - 9.4.10.2.3. Market size and forecast, by organization size
 - 9.4.11. Market size and forecast, by application
 - 9.4.11.1.1. Market size and forecast, by industry vertical
- 9.5. LAMEA
 - 9.5.1. Key market trends, growth factors and opportunities
 - 9.5.2. Market size and forecast, by component
 - 9.5.3. Market size and forecast, by deployment model
 - 9.5.4. Market size and forecast, by organization size
 - 9.5.5. Market size and forecast, by application
 - 9.5.6. Market size and forecast, by industry vertical
 - 9.5.7. Market analysis by country
 - 9.5.7.1. Latin America
 - 9.5.7.1.1. Market size and forecast, by component
 - 9.5.7.1.2. Market size and forecast, by deployment model
 - 9.5.7.1.3. Market size and forecast, by organization size
 - 9.5.8. Market size and forecast, by application
 - 9.5.8.1.1. Market size and forecast, by industry vertical
 - 9.5.8.2. Middle East
 - 9.5.8.2.1. Market size and forecast, by component
 - 9.5.8.2.2. Market size and forecast, by deployment model
 - 9.5.8.2.3. Market size and forecast, by organization size
 - 9.5.9. Market size and forecast, by application
 - 9.5.9.1.1. Market size and forecast, by industry vertical
 - 9.5.9.2. Africa
 - 9.5.9.2.1. Market size and forecast, by component

- 9.5.9.2.2. Market size and forecast, by deployment model
- 9.5.9.2.3. Market size and forecast, by organization size
- 9.5.10. Market size and forecast, by application
 - 9.5.10.1.1. Market size and forecast, by industry vertical

CHAPTER 10:COMPETITIVE LANDSCAPE

- 10.1. Top Winning Strategies
- 10.2. Market Share Analysis
- 10.3. Competitive dashboard
- 10.4. Competitive Heatmap
- 10.5. Key developments
 - 10.5.1. New product launches
 - 10.5.2. Partnership
 - 10.5.3. Acquisition
 - 10.5.4. Agreement
 - 10.5.5. Product development
 - 10.5.6. Business expansion
 - 10.5.7. Collaboration

CHAPTER 11:COMPANY PROFILE

- 11.1. Amazon Web Services, Inc.
 - 11.1.1. Company overview
 - 11.1.2. Key executives
 - 11.1.3. Company snapshot
 - 11.1.4. Operating business segments
 - 11.1.5. Product portfolio
 - 11.1.6. Business performance
 - 11.1.7. Key strategic moves and developments
- 11.2. International Business Machines Corporation
 - 11.2.1. Company overview
 - 11.2.2. Key executives
 - 11.2.3. Company snapshot
 - 11.2.4. Operating business segments
 - 11.2.5. Product portfolio
 - 11.2.6. R&D expenditure
 - 11.2.7. Business performance
 - 11.2.8. Key strategic moves and developments

- 11.3. Impetus Technologies, Inc.
 - 11.3.1. Company overview
 - 11.3.2. Key executives
 - 11.3.3. Company snapshot
 - 11.3.4. Product portfolio
 - 11.3.5. Key strategic moves and developments
- 11.4. Microsoft Corporation
 - 11.4.1. Company overview
 - 11.4.2. Key executives
 - 11.4.3. Company snapshot
 - 11.4.4. Operating business segments
 - 11.4.5. Product portfolio
 - 11.4.6. R&D expenditure
 - 11.4.7. Business performance
 - 11.4.8. Key strategic moves and developments
- 11.5. Oracle Corporation
 - 11.5.1. Company overview
 - 11.5.2. Key executives
 - 11.5.3. Company snapshot
 - 11.5.4. Operating business segments
 - 11.5.5. Product portfolio
 - 11.5.6. R&D expenditure
 - 11.5.7. Business performance
 - 11.5.8. Key strategic moves and developments
- 11.6. SAP SE
 - 11.6.1. Company overview
 - 11.6.2. Key executives
 - 11.6.3. Company snapshot
 - 11.6.4. Operating business segments
 - 11.6.5. Product portfolio
 - 11.6.6. R&D expenditure
 - 11.6.7. Business performance
 - 11.6.8. Key strategic moves and developments
- 11.7. SAS Institute Inc.
 - 11.7.1. Company overview
 - 11.7.2. Key executives
 - 11.7.3. Company snapshot
 - 11.7.4. Product portfolio
 - 11.7.5. Key strategic moves and developments

- 11.8. Software AG
 - 11.8.1. Company overview
 - 11.8.2. Key executives
 - 11.8.3. Company snapshot
 - 11.8.4. Operating business segments
 - 11.8.5. Product portfolio
 - 11.8.6. R&D expenditure
 - 11.8.7. Business performance
 - 11.8.8. Key strategic moves and developments
- 11.9. SQLstream, Inc.
 - 11.9.1. Company overview
 - 11.9.2. Key executives
 - 11.9.3. Company snapshot
 - 11.9.4. Product portfolio
 - 11.9.5. Key strategic moves and developments
- 11.10. TIBCO Software Inc.
 - 11.10.1. Company overview
 - 11.10.2. Key executives
 - 11.10.3. Company snapshot
 - 11.10.4. Product portfolio
 - 11.10.5. Key strategic moves and developments
 - 11.10.6. DISCLAIMER

List Of Tables

LIST OF TABLES

TABLE 01.STREAMING ANALYTICS MARKET REVENUE, BY COMPONENT, 2019–2027 (\$MILLION)

TABLE 02.STREAMING ANALYTICS MARKET REVENUE FOR SOFTWARE , BY REGION, 2019–2027 (\$MILLION)

TABLE 03.STREAMING ANALYTICS MARKET REVENUE FOR SERVICE, BY REGION, 2019–2027 (\$MILLION)

TABLE 04.STREAMING ANALYTICS MARKET REVENUE, BY DEPLOYMENT MODEL, 2019–2027 (\$MILLION)

TABLE 05.STREAMING ANALYTICS MARKET REVENUE FOR ON-PREMISE, BY REGION, 2019–2027 (\$MILLION)

TABLE 06.STREAMING ANALYTICS MARKET REVENUE FOR CLOUD, BY REGION, 2019–2027 (\$MILLION)

TABLE 07.STREAMING ANALYTICS MARKET REVENUE, BY ORGANIZATION SIZE 2019–2027 (\$MILLION)

TABLE 08.STREAMING ANALYTICS MARKET REVENUE FOR LARGE ENTERPRISES, BY REGION, 2019–2027 (\$MILLION)

TABLE 09.STREAMING ANALYTICS MARKET REVENUE FOR SMALL & MEDIUM SIZED ENTERPRISES, BY REGION, 2019–2027 (\$MILLION)

TABLE 10.STREAMING ANALYTICS MARKET REVENUE, BY APPLICATION, 2019–2027 (\$MILLION)

TABLE 11.STREAMING ANALYTICS MARKET REVENUE FOR FRAUD DETECTION, BY REGION, 2019–2027 (\$MILLION)

TABLE 12.STREAMING ANALYTICS MARKET REVENUE FOR PREDICTIVE ASSET MANAGEMENT, BY REGION, 2019–2027 (\$MILLION)

TABLE 13.STREAMING ANALYTICS MARKET REVENUE FOR RISK MANAGEMENT, BY REGION, 2019–2027 (\$MILLION)

TABLE 14.STREAMING ANALYTICS MARKET REVENUE FOR NETWORK MANAGEMENT AND OPTIMIZATION, BY REGION, 2019–2027 (\$MILLION)

TABLE 15.STREAMING ANALYTICS MARKET REVENUE FOR SALES AND MARKETING, BY REGION, 2019–2027 (\$MILLION)

TABLE 16.STREAMING ANALYTICS MARKET REVENUE FOR SUPPLY CHAIN MANAGEMENT, BY REGION, 2019–2027 (\$MILLION)

TABLE 17.STREAMING ANALYTICS MARKET REVENUE FOR LOCATION INTELLIGENCE, BY REGION, 2019–2027 (\$MILLION)

TABLE 18.STREAMING ANALYTICS MARKET REVENUE FOR OTHERS, BY

REGION, 2019–2027 (\$MILLION)

TABLE 19.STREAMING ANALYTICS MARKET REVENUE, BY REVENUE MODEL
2019–2027 (\$MILLION)

TABLE 20.STREAMING ANALYTICS MARKET REVENUE FOR BFSI, BY REGION,
2019–2027 (\$MILLION)

TABLE 21.STREAMING ANALYTICS MARKET REVENUE FOR IT & TELECOM, BY
REGION, 2019–2027 (\$MILLION)

TABLE 22.STREAMING ANALYTICS MARKET REVENUE FOR MANUFACTURING,
BY REGION, 2019–2027 (\$MILLION)

TABLE 23.STREAMING ANALYTICS MARKET REVENUE FOR GOVERNMENT, BY
REGION, 2019–2027 (\$MILLION)

TABLE 24.STREAMING ANALYTICS MARKET REVENUE FOR RETAIL AND E-
COMMERCE, BY REGION, 2019–2027 (\$MILLION)

TABLE 25.STREAMING ANALYTICS MARKET REVENUE FOR MEDIA &
ENTERTAINMENT, BY REGION, 2019–2027 (\$MILLION)

TABLE 26.STREAMING ANALYTICS MARKET REVENUE FOR HEALTHCARE, BY
REGION, 2019–2027 (\$MILLION)

TABLE 27.STREAMING ANALYTICS MARKET REVENUE FOR ENERGY &
UTILITIES, BY REGION, 2019–2027 (\$MILLION)

TABLE 28.STREAMING ANALYTICS MARKET REVENUE FOR OTHERS, BY
REGION, 2019–2027 (\$MILLION)

TABLE 29.STREAMING ANALYTICS MARKET REVENUE, BY REGION , 2019–2027
(\$MILLION)

TABLE 30.NORTH AMERICA STREAMING ANALYTICS MARKET REVENUE, BY
COMPONENT 2018-2026 (\$MILLION)

TABLE 31.NORTH AMERICA STREAMING ANALYTICS MARKET REVENUE, BY
DEPLOYMENT MODEL, 2018-2026 (\$MILLION)

TABLE 32.NORTH AMERICA STREAMING ANALYTICS MARKET REVENUE, BY
ORGANIZATION SIZE, 2018-2026 (\$MILLION)

TABLE 33.NORTH AMERICA STREAMING ANALYTICS MARKET REVENUE, BY
APPLICATION, 2018-2026 (\$MILLION)

TABLE 34.NORTH AMERICA STREAMING ANALYTICS MARKET REVENUE, BY
INDUSTRY VERTICAL, 2018-2026 (\$MILLION)

TABLE 35.NORTH AMERICA STREAMING ANALYTICS MARKET REVENUE, BY
COUNTRY, 2018-2026 (\$MILLION)

TABLE 36.U.S. STREAMING ANALYTICS MARKET REVENUE, BY COMPONENT
2018-2026 (\$MILLION)

TABLE 37.U.S. STREAMING ANALYTICS MARKET REVENUE, BY DEPLOYMENT
MODEL, 2018-2026 (\$MILLION)

TABLE 38.U.S. STREAMING ANALYTICS MARKET REVENUE, BY ORGANIZATION SIZE, 2018-2026 (\$MILLION)

TABLE 39.U.S. STREAMING ANALYTICS MARKET REVENUE, BY APPLICATION, 2018-2026 (\$MILLION)

TABLE 40.U.S. STREAMING ANALYTICS MARKET REVENUE, BY INDUSTRY VERTICAL, 2018-2026 (\$MILLION)

TABLE 41.CANADA STREAMING ANALYTICS MARKET REVENUE, BY COMPONENT 2018-2026 (\$MILLION)

TABLE 42.CANADA STREAMING ANALYTICS MARKET REVENUE, BY DEPLOYMENT MODEL, 2018-2026 (\$MILLION)

TABLE 43.CANADA STREAMING ANALYTICS MARKET REVENUE, BY ORGANIZATION SIZE, 2018-2026 (\$MILLION)

TABLE 44.CANADA STREAMING ANALYTICS MARKET REVENUE, BY APPLICATION, 2018-2026 (\$MILLION)

TABLE 45.CANADA STREAMING ANALYTICS MARKET REVENUE, BY INDUSTRY VERTICAL, 2018-2026 (\$MILLION)

TABLE 46.EUROPE STREAMING ANALYTICS MARKET REVENUE, BY COMPONENT 2018-2026 (\$MILLION)

TABLE 47.EUROPE STREAMING ANALYTICS MARKET REVENUE, BY DEPLOYMENT MODEL, 2018-2026 (\$MILLION)

TABLE 48.EUROPE STREAMING ANALYTICS MARKET REVENUE, BY ORGANIZATION SIZE, 2018-2026 (\$MILLION)

TABLE 49.EUROPE STREAMING ANALYTICS MARKET REVENUE, BY APPLICATION, 2018-2026 (\$MILLION)

TABLE 50.EUROPE STREAMING ANALYTICS MARKET REVENUE, BY INDUSTRY VERTICAL, 2018-2026 (\$MILLION)

TABLE 51.EUROPE STREAMING ANALYTICS MARKET REVENUE, BY COUNTRY, 2018-2026 (\$MILLION)

TABLE 52.UK STREAMING ANALYTICS MARKET REVENUE, BY COMPONENT 2018-2026 (\$MILLION)

TABLE 53.UK STREAMING ANALYTICS MARKET REVENUE, BY DEPLOYMENT MODEL, 2018-2026 (\$MILLION)

TABLE 54.UK STREAMING ANALYTICS MARKET REVENUE, BY ORGANIZATION SIZE, 2018-2026 (\$MILLION)

TABLE 55.UK STREAMING ANALYTICS MARKET REVENUE, BY APPLICATION, 2018-2026 (\$MILLION)

TABLE 56.UK STREAMING ANALYTICS MARKET REVENUE, BY INDUSTRY VERTICAL, 2018-2026 (\$MILLION)

TABLE 57.GERMANY STREAMING ANALYTICS MARKET REVENUE, BY

COMPONENT 2018-2026 (\$MILLION)

TABLE 58.GERMANY STREAMING ANALYTICS MARKET REVENUE, BY DEPLOYMENT MODEL, 2018-2026 (\$MILLION)

TABLE 59.GERMANY STREAMING ANALYTICS MARKET REVENUE, BY ORGANIZATION SIZE, 2018-2026 (\$MILLION)

TABLE 60.GERMANY STREAMING ANALYTICS MARKET REVENUE, BY APPLICATION, 2018-2026 (\$MILLION)

TABLE 61.GERMANY STREAMING ANALYTICS MARKET REVENUE, BY INDUSTRY VERTICAL, 2018-2026 (\$MILLION)

TABLE 62.FRANCE STREAMING ANALYTICS MARKET REVENUE, BY COMPONENT 2018-2026 (\$MILLION)

TABLE 63.FRANCE STREAMING ANALYTICS MARKET REVENUE, BY DEPLOYMENT MODEL, 2018-2026 (\$MILLION)

TABLE 64.FRANCE STREAMING ANALYTICS MARKET REVENUE, BY ORGANIZATION SIZE, 2018-2026 (\$MILLION)

TABLE 65.FRANCE STREAMING ANALYTICS MARKET REVENUE, BY APPLICATION, 2018-2026 (\$MILLION)

TABLE 66.FRANCE STREAMING ANALYTICS MARKET REVENUE, BY INDUSTRY VERTICAL, 2018-2026 (\$MILLION)

TABLE 67.REST OF EUROPE STREAMING ANALYTICS MARKET REVENUE, BY COMPONENT 2018-2026 (\$MILLION)

TABLE 68.REST OF EUROPE STREAMING ANALYTICS MARKET REVENUE, BY DEPLOYMENT MODEL, 2018-2026 (\$MILLION)

TABLE 69.REST OF EUROPE STREAMING ANALYTICS MARKET REVENUE, BY ORGANIZATION SIZE, 2018-2026 (\$MILLION)

TABLE 70.REST OF EUROPE STREAMING ANALYTICS MARKET REVENUE, BY APPLICATION, 2018-2026 (\$MILLION)

TABLE 71.REST OF EUROPE STREAMING ANALYTICS MARKET REVENUE, BY INDUSTRY VERTICAL, 2018-2026 (\$MILLION)

TABLE 72.ASIA-PACIFIC STREAMING ANALYTICS MARKET REVENUE, BY COMPONENT 2018-2026 (\$MILLION)

TABLE 73.ASIA-PACIFIC STREAMING ANALYTICS MARKET REVENUE, BY DEPLOYMENT MODEL, 2018-2026 (\$MILLION)

TABLE 74.ASIA-PACIFIC STREAMING ANALYTICS MARKET REVENUE, BY ORGANIZATION SIZE, 2018-2026 (\$MILLION)

TABLE 75.ASIA-PACIFIC STREAMING ANALYTICS MARKET REVENUE, BY APPLICATION, 2018-2026 (\$MILLION)

TABLE 76.ASIA-PACIFIC STREAMING ANALYTICS MARKET REVENUE, BY INDUSTRY VERTICAL, 2018-2026 (\$MILLION)

TABLE 77.ASIA-PACIFIC STREAMING ANALYTICS MARKET REVENUE, BY COUNTRY, 2018-2026 (\$MILLION)

TABLE 78.CHINA STREAMING ANALYTICS MARKET REVENUE, BY COMPONENT 2018-2026 (\$MILLION)

TABLE 79.CHINA STREAMING ANALYTICS MARKET REVENUE, BY DEPLOYMENT MODEL, 2018-2026 (\$MILLION)

TABLE 80.CHINA STREAMING ANALYTICS MARKET REVENUE, BY ORGANIZATION SIZE, 2018-2026 (\$MILLION)

TABLE 81.CHINA STREAMING ANALYTICS MARKET REVENUE, BY APPLICATION, 2018-2026 (\$MILLION)

TABLE 82.CHINA STREAMING ANALYTICS MARKET REVENUE, BY INDUSTRY VERTICAL, 2018-2026 (\$MILLION)

TABLE 83.INDIA STREAMING ANALYTICS MARKET REVENUE, BY COMPONENT 2018-2026 (\$MILLION)

TABLE 84.INDIA STREAMING ANALYTICS MARKET REVENUE, BY DEPLOYMENT MODEL, 2018-2026 (\$MILLION)

TABLE 85.INDIA STREAMING ANALYTICS MARKET REVENUE, BY ORGANIZATION SIZE, 2018-2026 (\$MILLION)

TABLE 86.INDIA STREAMING ANALYTICS MARKET REVENUE, BY APPLICATION, 2018-2026 (\$MILLION)

TABLE 87.INDIA STREAMING ANALYTICS MARKET REVENUE, BY INDUSTRY VERTICAL, 2018-2026 (\$MILLION)

TABLE 88.JAPAN STREAMING ANALYTICS MARKET REVENUE, BY COMPONENT 2018-2026 (\$MILLION)

TABLE 89.JAPAN STREAMING ANALYTICS MARKET REVENUE, BY DEPLOYMENT MODEL, 2018-2026 (\$MILLION)

TABLE 90.JAPAN STREAMING ANALYTICS MARKET REVENUE, BY ORGANIZATION SIZE, 2018-2026 (\$MILLION)

TABLE 91.JAPAN STREAMING ANALYTICS MARKET REVENUE, BY APPLICATION, 2018-2026 (\$MILLION)

TABLE 92.JAPAN STREAMING ANALYTICS MARKET REVENUE, BY INDUSTRY VERTICAL, 2018-2026 (\$MILLION)

TABLE 93.REST OF ASIA-PACIFIC STREAMING ANALYTICS MARKET REVENUE, BY COMPONENT 2018-2026 (\$MILLION)

TABLE 94.REST OF ASIA-PACIFIC STREAMING ANALYTICS MARKET REVENUE, BY DEPLOYMENT MODEL, 2018-2026 (\$MILLION)

TABLE 95.REST OF ASIA-PACIFIC STREAMING ANALYTICS MARKET REVENUE, BY ORGANIZATION SIZE, 2018-2026 (\$MILLION)

TABLE 96.REST OF ASIA-PACIFIC STREAMING ANALYTICS MARKET REVENUE,

BY APPLICATION, 2018-2026 (\$MILLION)

TABLE 97.REST OF ASIA-PACIFIC STREAMING ANALYTICS MARKET REVENUE,
BY INDUSTRY VERTICAL, 2018-2026 (\$MILLION)

TABLE 98.LAMEA STREAMING ANALYTICS MARKET REVENUE, BY COMPONENT
2018-2026 (\$MILLION)

TABLE 99.LAMEA STREAMING ANALYTICS MARKET REVENUE, BY DEPLOYMENT
MODEL, 2018-2026 (\$MILLION)

TABLE 100.LAMEA STREAMING ANALYTICS MARKET REVENUE, BY
ORGANIZATION SIZE, 2018-2026 (\$MILLION)

TABLE 101.LAMEA STREAMING ANALYTICS MARKET REVENUE, BY
APPLICATION, 2018-2026 (\$MILLION)

TABLE 102.LAMEA STREAMING ANALYTICS MARKET REVENUE, BY INDUSTRY
VERTICAL, 2018-2026 (\$MILLION)

TABLE 103.LAMEA STREAMING ANALYTICS MARKET REVENUE, BY COUNTRY,
2018-2026 (\$MILLION)

TABLE 104.LATIN AMERICA STREAMING ANALYTICS MARKET REVENUE, BY
COMPONENT 2018-2026 (\$MILLION)

TABLE 105.LATIN AMERICA STREAMING ANALYTICS MARKET REVENUE, BY
DEPLOYMENT MODEL, 2018-2026 (\$MILLION)

TABLE 106.LATIN AMERICA STREAMING ANALYTICS MARKET REVENUE, BY
ORGANIZATION SIZE, 2018-2026 (\$MILLION)

TABLE 107.LATIN AMERICA STREAMING ANALYTICS MARKET REVENUE, BY
APPLICATION, 2018-2026 (\$MILLION)

TABLE 108.LATIN AMERICA STREAMING ANALYTICS MARKET REVENUE, BY
INDUSTRY VERTICAL, 2018-2026 (\$MILLION)

TABLE 109.MIDDLE EAST STREAMING ANALYTICS MARKET REVENUE, BY
COMPONENT 2018-2026 (\$MILLION)

TABLE 110.MIDDLE EAST STREAMING ANALYTICS MARKET REVENUE, BY
DEPLOYMENT MODEL, 2018-2026 (\$MILLION)

TABLE 111.MIDDLE EAST STREAMING ANALYTICS MARKET REVENUE, BY
ORGANIZATION SIZE, 2018-2026 (\$MILLION)

TABLE 112.MIDDLE EAST STREAMING ANALYTICS MARKET REVENUE, BY
APPLICATION, 2018-2026 (\$MILLION)

TABLE 113.MIDDLE EAST STREAMING ANALYTICS MARKET REVENUE, BY
INDUSTRY VERTICAL, 2018-2026 (\$MILLION)

TABLE 114.AFRICA STREAMING ANALYTICS MARKET REVENUE, BY
COMPONENT 2018-2026 (\$MILLION)

TABLE 115.AFRICA STREAMING ANALYTICS MARKET REVENUE, BY
DEPLOYMENT MODEL, 2018-2026 (\$MILLION)

TABLE 116.AFRICA STREAMING ANALYTICS MARKET REVENUE, BY ORGANIZATION SIZE, 2018-2026 (\$MILLION)

TABLE 117.AFRICA STREAMING ANALYTICS MARKET REVENUE, BY APPLICATION, 2018-2026 (\$MILLION)

TABLE 118.AFRICA STREAMING ANALYTICS MARKET REVENUE, BY INDUSTRY VERTICAL, 2018-2026 (\$MILLION)

TABLE 119.KEY NEW PRODUCT LAUNCHES (2016-2019)

TABLE 120.PARTNERSHIP (2016-2019)

TABLE 121.ACQUISTION (2016-2019)

TABLE 122.AGREEMENT (2016-2019)

TABLE 123.PRODUCT DEVELOPMENT (2016-2019)

TABLE 124.KEY EXPANSIONS (2016-2019)

TABLE 125.COLLABORATION (2016-2019)

TABLE 126.AMAZON.COM INC.: KEY EXECUTIVES

TABLE 127.AMAZON WEB SERVICES, INC.: COMPANY SNAPSHOT

TABLE 128.AMAZON WEB SERVICES, INC.: OPERATING SEGMENTS

TABLE 129.AMAZON WEB SERVICES, INC.: PRODUCT PORTFOLIO

TABLE 130.INTERNATIONAL BUSINESS MACHINES CORPORATION: KEY EXECUTIVES

TABLE 131.INTERNATIONAL BUSINESS MACHINES CORPORATION: COMPANY SNAPSHOT

TABLE 132.INTERNATIONAL BUSINESS MACHINES CORPORATION: OPERATING SEGMENTS

TABLE 133.INTERNATIONAL BUSINESS MACHINES CORPORATION: PRODUCT PORTFOLIO

TABLE 134.IMPETUS TECHNOLOGIES, INC.: KEY EXECUTIVES

TABLE 135.IMPETUS TECHNOLOGIES, INC.: COMPANY SNAPSHOT

TABLE 136.IMPETUS TECHNOLOGIES, INC.: PRODUCT PORTFOLIO

TABLE 137.MICROSOFT CORPORATION: KEY EXECUTIVES

TABLE 138.MICROSOFT CORPORATION: COMPANY SNAPSHOT

TABLE 139.MICROSOFT CORPORATION: OPERATING SEGMENTS

TABLE 140.MICROSOFT CORPORATION: PRODUCT PORTFOLIO

TABLE 141.ORACLE CORPORATION: KEY EXECUTIVES

TABLE 142.ORACLE CORPORATION: COMPANY SNAPSHOT

TABLE 143.ORACLE CORPORATION: OPERATING SEGMENTS

TABLE 144.ORACLE CORPORATION: PRODUCT PORTFOLIO

TABLE 145.ORACLE CORPORATION: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 146.SAP SE: KEY EXECUTIVES

TABLE 147.SAP SE: COMPANY SNAPSHOT
TABLE 148.SAP SE: OPERATING SEGMENTS
TABLE 149.SAP SE: PRODUCT PORTFOLIO
TABLE 150.SAS INSTITUTE INC.: KEY EXECUTIVES
TABLE 151.SAS INSTITUTE INC.: COMPANY SNAPSHOT
TABLE 152.SAS INSTITUTE INC.: PRODUCT PORTFOLIO
TABLE 153.SOFTWARE AG: KEY EXECUTIVES
TABLE 154.SOFTWARE AG: COMPANY SNAPSHOT
TABLE 155.SOFTWARE AG: OPERATING SEGMENTS
TABLE 156.SOFTWARE AG: PRODUCT PORTFOLIO
TABLE 157.SQLSTREAM, INC.: KEY EXECUTIVES
TABLE 158.SQLSTREAM, INC.: COMPANY SNAPSHOT
TABLE 159.SQLSTREAM, INC.: PRODUCT PORTFOLIO
TABLE 160.TIBCO SOFTWARE INC.: KEY EXECUTIVES
TABLE 161.TIBCO SOFTWARE INC.: COMPANY SNAPSHOT
TABLE 162.TIBCO SOFTWARE INC.: PRODUCT PORTFOLIO

List Of Figures

LIST OF FIGURES

FIGURE 01.KEY MARKET SEGMENTS

FIGURE 02.STREAMING ANALYTICS MARKET, 2019–2027

FIGURE 03.STREAMING ANALYTICS MARKET, 2019–2027

FIGURE 04.STREAMING ANALYTICS MARKET, BY COUNTRY, 2019-2027

FIGURE 05.TOP IMPACTING FACTORS

FIGURE 06.TOP INVESTMENT POCKETS

FIGURE 07.MODERATE-TO-HIGH BARGAINING POWER OF SUPPLIERS

FIGURE 08.HIGH BARGAINING POWER OF BUYERS

FIGURE 10.MODERATE THREAT OF SUBSTITUTES

FIGURE 11.MODERATE THREAT OF NEW ENTRANTS

FIGURE 12.HIGH COMPETITIVE RIVALRY

FIGURE 13.STREAMING ANALYTICS MARKET REVENUE, BY COMPONENT, 2019–2027 (\$MILLION)

FIGURE 14.COMPARATIVE SHARE ANALYSIS OF STREAMING ANALYTICS MARKET FOR SO

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