

Application Performance Management Market Size study, by Type (On-Premises APM Cloud APM), by Application (Small and Medium Businesses, Large Enterprises) and Regional Forecasts 2018-2025

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Abstracts

Application Performance Management Market to reach USD 10.43 billion by 2025.

Application Performance Management Market valued approximately USD 3.95 billion in 2017 is anticipated to grow with a healthy growth rate of more than 12.9% over the forecast period 2018-2025. Increasing demand for big data analytics, surging level of competition among the business organizations to analyze, solve & mend business process, globalization of businesses, and proliferation of mobile & cloud computing are the major factors driving the growth in the Global Application Performance Management Market. However, lack of awareness among end users and complex application process hamper the market growth.

The Application Performance management supports the enterprises to drastically enhance the end user experience by maintaining the service quality and improving it as per requirement. This can be attained with the help of software programs deployed at different stages of a particular delivery chain. These software systems are used for measuring and improving the efficiency in the work processes. The APM is capable of analyzing huge amount of real-time data along with enhanced speed and reduced overall time taken to solve problems, these features are anticipated to fuel the market growth in the near future. Some other benefits of APM such as decrease in overall operational cost and organized implementation are expected to surge the demand in global market. Moreover, growing acceptance of APM by businesses to enumerate performance and analyze potential in order to make business decisions better are further aiding the growth in the market.

The regional analysis of Application Performance Management Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. In region such as Asia-Pacific, Middle-East and Africa, rise in usage of passenger vehicles set the growth in Application Performance Management market over the forecasted period 2018-2025. Asia-Pacific is estimated to hold a prominent share of the Application Performance Management market. Developing countries, such as India and China, are significant players boosting the demand for the Application Performance Management. Europe, North America and the Middle East and Africa are continuously witnessing infrastructural growth which fueling the demand of Application Performance Management market over the coming years. Asia Pacific region is contributing towards the growth of global Application Performance Management market and anticipated to exhibit higher growth rate / CAGR over the forecast period 2018-2025.

The leading Market players mainly include-

IBM

HP

Oracle Corporation

Microsoft Corporation

Fujitsu

Idera

Dell Software

Compuware Corporation

BMC Software

Logic Monitor

The objective of the study is to define market sizes of different segments & countries in

recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

On-Premises APM

Cloud APM

By Application:

Small and Medium Businesses

Large Enterprises

By Regions:

North America

U.S.

Canada

Europe

UK

Germany

Asia Pacific

China

India

Japan

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2015, 2016

Base year – 2017

Forecast period – 2018 to 2025

Target Audience of the Application Performance Management in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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