

Global 3rd Platform Market, By Technologies (Cloud, Big Data, Social, Mobile), By Verticals (Telecom, BFSI, Healthcare, Transportation, Manufacturing, Energy & Utilities, Retail), By (Services, Regions) – Trends & Forecast – 2015-2020

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Abstracts

The 3rd platform is built on a foundation of cloud, mobile, social, and Big Data technologies. The overall market of 3rd platform is expected to grow, largely driven by the increased adoption of cloud services across the globe. As Industry is moving towards innovation and enterprises are looking to gain competitive edge, 3rd platform spending across the globe expected to capture major share in the overall ICT spending. The factors which are actively driving the adoption of 3rd platform are cost, ease of access, self-provisioning and sales channels. Some of the key vendors in this market are IBM, LinkedIn, Facebook and Salesforce.com. The report provides unique insights into and in-depth analysis of global 3rd platform market, drivers and restraints as well as growth opportunities. It also contains analysis and forecasted revenues, competitive landscape, company profiles and industry trends.

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