

Asia Pacific Embedded Analytics Market (2017 - 2023)

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Abstracts

The Embedded Analytics Market is expected to grow at a CAGR of 16.6% during the forecast period. Embedded analytics can be referred to as a set of capabilities that are embedded into existing systems such as CRM, ERP, marketing automation, and/or financial systems. With the addition of embedded analytics additional awareness, context, or analytic capability can be identified to support decision-making in varied tasks. The information is targeted to support decisions or actions in the context of certain business needs.

The leading factors driving the market growth are emergence of big data and Internet of Technology (IoT) growing adoption of mobile devices and cloud technology, and growing need to integrate data analytics with business applications to achieve optimum performance.

Based on Deployment Mode, the market is segmented into Cloud Based and On-Premise. Based on Business Applications, the market is segmented into Sales & Marketing, Finance, Operations, and Human Resource. Based on Analytics Tool, the market is segmented into Dashboard & Data Visualization, Reporting, Self-Service Tools, and Others. Based on Vertical, the market is segmented into BFSI, Government, Energy & Utilities, Healthcare, Manufacturing, Retail, Telecom & IT, and Others.

Based on country, Asia Pacific Embedded Analytics market is segmented into China, Japan, India, South Korea, Singapore, Malaysia and Rest of Asia-Pacific. China remained the dominant country in the Asia Pacific Embedded Analytics market in 2016.

The report covers the analysis of key stake holders of the Embedded Analytics market. Key companies profiled in the report include IBM Corporation, Infor, Inc. (Birst, Inc.), Information Builders, Logi Analytics, Inc., Microsoft Corporation, Microstrategy Incorporated, Open Text Corporation, Qlik Technologies Inc., SAP SE, and TIBCO (The

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