

# Asia-Pacific Operational Analytics Market (2016 - 2022)

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## Abstracts

The Asia-Pacific region would be the fastest growing region in the operational analytics market due to increasing adoption of Internet of Things (IoT) and smart technologies. Various government initiatives such as smart cities across APAC countries including China and India are also actively contributed to the growth of the market in the APAC region. Managing data quality & security and lack of sufficiently skilled staff are the major threats to the market growth. Factors such as organizational change and complex analytical process would also restrict the market growth.

Based on the component type, the Operational Analytics market is segmented into Solution and Services. The Services market is segmented into Professional and Managed Services. Professional services are further segmented into Implementation, Consulting & Training and Support & Maintenance. Based on the function, the market is segmented into IT Operations, Marketing, Finance, Human Resource and Sales. The Applications highlighted in this report include Predictive Asset Maintenance, Risk Management, Fraud Detection, Supply Chain Management, Customer Management, Workforce Management, Sales & Marketing Management and Others. Based on Deployment Type, the market is segmented into Cloud based and On-Premise. The verticals covered under the report include Manufacturing, Retail, Telecom & IT, Government & Defense, Energy & Utilities, Transportation & Logistics and Others.

Based on Country, Asia-Pacific Operational 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 Operational Analytics market in 2015. India and Japan would witness promising CAGR during the forecast period (2016-2022).

The report covers the analysis of key stake holders of the Operational Analytics market. Key companies profiled in the report include IBM Corporation, Microsoft Corporation, Cisco Systems, Inc., Google Inc., HP Enterprise Company, Oracle Corporation, SAP SE and SAS Institute Inc.

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