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Asia Pacific Streaming Analytics Market (2016 - 2022)

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Abstracts

Streaming analytics is a versatile platform and can be used in various applications across industry verticals such as algorithmic trading, real-time marketing and customer engagement, intelligence and surveillance, real-time patient monitoring system, supply chain optimization and procurement, IT and network monitoring, oil and gas operations management, vehicle tracking and route monitoring, and real-time call center analysis.

One common characteristic of streaming data value is its non-linearity over time. Data also called as “perishable data” is information that must be acted on as of now or its business value reduces to nothing Therefore, knowledge of data and the way to handle it is essential to react quick enough to changing business needs, while avoiding excessive data storage and transmission costs. The key is to ingest data, extract actionable insights and react timely. The longer the wait, the less business value data can offer.

The report highlights the type of Streaming Analytics in software and services segment. The service segment is further divided into Managed Services and Professional Services. The Professional services sub-categorized into Deployment and Integration, Support and Maintenance and Consulting Services. The application areas included in the report includes Fraud Detection, Sales and Marketing Management, Predictive Asset Maintenance, Risk Management, Network Management and Optimization, Location Intelligence, Operations Management and Others. The deployment type highlighted in the report is on-premise and On-Demand deployment type. The verticals discussed in the report include BFSI sector, Retail, IT & Telecom, Manufacturing, government, Energy & Utilities, Media & entertainment, Transportation and others.

Based on Country, Streaming Analytics market is segmented into China, Japan, South Korea, South Korea, Singapore, Malaysia and Rest of Asia-Pacific. China remained the dominant Country in the Asia-Pacific Streaming Analytics market in 2015.

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The report covers the analysis of key stake holders of the Streaming Analytics market. Key companies profiled in the report include IBM Corporation, Microsoft Corporation, Oracle Corporation, Informatica Corporation, SAP SE, SAS Institute Inc., Software AG and Tibco Software Inc.

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