

Europe In memory Analytics Market (2016 - 2022)

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Abstracts

Digital transformation leading to the use of real-time analytics, superlative computing power, and rising adoption of self-service Business Intelligence (BI) tools have contributed to the growth of the market, globally. The in-memory analytics market nevertheless has some challenges which need to be addressed such as management and maintenance of data quality and limited end-user and developer skill sets to deploy BI applications. Additionally, the limited awareness about the benefits of in-memory analytics solutions across different industries would further add to the challenges to the seamless growth of the market. In-memory analytics is a business intelligence (BI) technology that is used in solving complex and time-sensitive business challenges. The technology works by significantly increasing the speed, performance and reliability of the data. Business Intelligence is typically deployed on physical disks, and is generally disk-based. Contrarily, the in-memory analytics has queries and data residing in the server's random access memory (RAM). The 64-bit architectures led to the adoption of In-memory analytics, with the capability of handling more memory and large file sizes.

Based on the component type, the In-Memory Analytics market is segmented into Software and Services. The Services market is segmented into Professional and Managed Services. Professional services are further segmented into Implementation, Consulting & Training and Support & Maintenance. The Applications highlighted in this report include Risk Management & Fraud Detection, Financial Performance, Sales & Marketing Optimization, Supply Chain Optimization, Predictive Asset Management, Product & Process Management and Others. Based on Organization Size, the market is segmented into Small & Mid-sized and Large Enterprises. Based on Deployment Type, the market is segmented into Cloud based and On-Premise. The verticals covered under the report include BFSI, Manufacturing, Government & Defense, Energy & Utilities, Media & Entertainment, Telecom & IT, Healthcare & Life Sciences, Retail and Others.

Based on country, In-Memory Analytics market is segmented into Germany, UK, France, Russia, Spain, Italy and Rest of Europe. Germany remained the dominant country in the Europe In-Memory Analytics market. France and Russia would witness promising CAGR during the forecast period (2016-2022).

The report covers the analysis of key stake holders of the In-Memory Analytics market. Key companies profiled in the report include International Business Machines Corporation (IBM), Oracle Corporation, SAP SE, SAS Institute, Hitachi Ltd., MicroStrategy, Inc., Software AG and Amazon.com.

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