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Europe Operational Analytics Market (2016 - 2022)

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Abstracts

Operational analytics is a technology that is used by companies to grow competitive, drive more transactions, eliminate fraudulent activities and risk, streamline operational procedures, and eventually grow profitable by cutting cost. Many companies are deploying operational analytics solutions either on their premises or as an on demand service. The demand for on-demand or cloud-based operational analytics solutions has been unprecedented duet to it's the cost benefits and other time-saving features. The technology has been widely adopted in Small and Medium Enterprises (SMEs), where low- cost solutions are the need for the businesses. 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, Europe Operational Analytics market is segmented into Germany, UK, France, Russia, Spain, Italy and Rest of Europe. Germany remained the dominant Country in the Europe Operational Analytics market in 2015. France and UK would witness promising CAGR during the forecast period (2016-2022).

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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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