

# Europe Performance Analytics Market (2016 - 2022)

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## Abstracts

Performance management system has both direct and indirect benefits, operational efficiency benefits. The process can also help in driving the effectiveness of the employees. Adoption of performance Analytics, companies will have the potential to drive performance, establish a single version of truth and realize fast time-to-value. The highly competitive environment drives the need to promote and manage sales and marketing activities to build brand awareness and increase overall profitability. Simplicity and integrated business applications of performance analytics software would be the major reasons for the wide spread adoption of performance analytics market. The most significant reason that would drive the market growth is unprecedented growth in metrics-driven business performance assessments.

Based on the component type, the Performance 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. Based on the Application, the market is segmented into Sales & Marketing Performance Analytics, Financial Performance Analytics, Supply Chain Performance Analytics, Operations & IT Performance Analytics and Others. Based on Analytics Type, the market is segmented into Predictive Analytics, Prescriptive Analytics and Descriptive Analytics. Based on Deployment Type, the market is segmented into Cloud based and On-Premise. Based on Organization Size, the market is segmented into Small & Medium Enterprises and Large Enterprises. The verticals covered under the report include BFSI, Manufacturing, Retail, Telecom & IT, Government & Defense, Energy & Utilities, Healthcare, Construction and Others.

Based on country, Performance Analytics market is segmented into Germany, UK, France, Russia, Spain, Italy and Rest of Europe. Germany remained the dominant country in the Europe Performance Analytics market in 2015. France would witness

promising CAGR during the forecast period (2016-2022).

The report covers the analysis of key stake holders of the Performance Analytics market. Key companies profiled in the report include IBM Corporation, Oracle Corporation, SAP SE, SAS Institute Inc., CallidusCloud Company, ServiceNow, Inc. and Adaptive Insights.

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