

Europe Streaming Analytics Market (2016 - 2022)

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Abstracts

Streaming analytics platforms support extraction of value based inputs from data-in-motion. It is similar in process, as with traditional systems, that extract data from data-at-rest. The ultimate goal of implementing streaming analytics is to harness the power of decision making in the go, with real-time data backup. With Streamline analytics, it is easy to inspect, correlate and analyze data as it flows into applications and databases from varied sources. Significant acceleration is witnessed across a wide array of industries such as retail, financial services, healthcare, telecom, energy, and ad tech. Streaming analytics allows real-time visualization of the business performance and cut preventable losses, automate immediate actions, and detect emergency situations. An increasing number of enterprises are evaluating different technologies for deploying streaming analytics; therefore, allocating funds for the technology will be a call for action. Creating business use cases and detailing business value will be required as part of the due diligence process. Herein are the potential areas where streaming analytics adds value: routine business operations (real time systems), cutting preventable losses, finding and monetizing missed opportunities (increased revenue, cost saving), and creating new opportunities for new business models, products, services, revenue.

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 Germany, UK, France, Russia, Spain, Italy and Rest of Europe. Germany remained the dominant Country in the Europe Streaming Analytics market in 2015.

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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