

# Global Streaming Analytics Market (2016 - 2022)

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## Abstracts

Traditional business analytics platforms use static and stored data to extract meaningful analysis. The challenge however is the time that the traditional platforms take to analyze data, which generally are days or weeks. However, the business ecosystem of the day cannot manage such a delay and wants results as of now and in real—time, as real-time insights create value to business situations. Enterprises worldwide realize that data is valuable only when it is studied in the real time. Therefore, the need for faster and highly accurate methods to extract valuable inputs from data sources such as sensors, social media sites and mobile devices, Radio Frequency Identification (RFID), and Global Positioning System (GPS) devices are on the rise.

Streaming analytics helps organizations analyze and react to critical business situations as they occur. Unlike traditional business analytics streaming analytics technology analyzes data in-motion. It is now an established fact that real-time insights create value for businesses. Streaming analytics helps organizations in controlling preventable losses, increasing operational efficiency, and creating new opportunities all of which will have a direct impact on the bottom lines of the business. Streaming analytics can be used by any industry vertical to analyze and act on any data format.

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 region, Streaming Analytics market is segmented into North America (US, Canada, Mexico and Rest of North America), Europe (Germany, UK, France, Russia, Spain, Italy and Rest of Europe), Asia-Pacific (China, Japan, India, South Korea, Singapore, Malaysia and Rest of Asia-Pacific) and Latin America, and Middle East & Africa. North America remained the dominant region in the global Streaming Analytics market in 2015. LAMEA would witness highest CAGR during the forecast period (2016-2022).

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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