

LAMEA Enterprise Data Management Market By Component (Software and Services) By Deployment Type (On-premise and Cloud) By Organization Size (Large Enterprises and Small & Medium Enterprises) By End User (BFSI, Retail and Consumer Goods, Government & Defense, Energy & Utilities, Healthcare & Life Sciences, Telecom & IT and Others) By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Latin America, Middle East and Africa Enterprise Data Management Market would witness market growth of 13.7% CAGR during the forecast period (2020-2026).

More and more companies are adopting data governance as a way of improving understanding of business data and building a culture driven by data. But many are still struggling to bridge the division between technical and business. Business-focused data governance promotes collaboration between business and technical stakeholders to create user-friendly resources, such as data catalogs, which clarify technical data in a business context and integrate important institutional knowledge.

Data-driven organizations, with the way they handle their data, can become more agile. Market demands for MDM solutions shift to where and how they add value to the enterprise. Thus, the emphasis should be on better and result-based implementation of MDM in terms of allowing higher sales growth and profits, cost savings and performance, regulatory enforcement and risk management.

Due to the growing need for managing voluminous data generated daily in an organization, enterprise data management solutions are growing in importance. The need to interpret the data strategy in order to achieve competitive and strategic advantage is driving the data management market for enterprises. The quantity of data

generated and managed by organizations that they can use to their advantage is that at a tremendous rate that puts data management high on their agendas which also drives the EDM industry.

Nonetheless, data address validation issues, data quality, and data silos are some of the constraining factors that hamper EDM market development. On the other hand, EDM as a tool to take competitive advantage causes the growing adoption of enterprise data management by the number of enterprises which creates opportunities for market growth. In addition, the emergence of Big Data technologies is also expected to boost the growth of the EDM market during the forecast period.

Based on Component, the market is segmented into Software and Services. Software market is further bifurcated into Data Security, Master Data Management, Data Integration & Migration, Data Governance, Data Warehousing & Quality and Others. Based on Deployment Type, the market is segmented into On-premise and Cloud. Based on Organization Size, the market is segmented into Large Enterprises and Small & Medium Enterprises. Based on End User, the market is segmented into BFSI, Retail and Consumer Goods, Government & Defense, Energy & Utilities, Healthcare & Life Sciences, Telecom & IT and Others. Based on countries, the market is segmented into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA. The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Oracle Corporation, SAP SE, Teradata Corporation, SAS Institute, Inc., Talend S.A., Salesforce.com, Inc. (MuleSoft LLC), Micro Focus International PLC, Cloudera, Inc., IBM Corporation, Amazon.com, Inc.

Scope of the Study

Market Segmentation:

By Component

Software

Data Security

Master Data Management

Data Integration & Migration

Data Governance

Data Warehousing & Quality

Others

Services

By Deployment Type

On-premise

Cloud

By Organization Size

Large Enterprises

Small & Medium Enterprises

By End User

BFSI

Retail and Consumer Goods

Government & Defense

Energy & Utilities

Healthcare & Life Sciences

Telecom & IT

Others

By Country

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

Companies Profiled

Oracle Corporation

SAP SE

Teradata Corporation

SAS Institute, Inc.

Talend S.A.

Salesforce.com, Inc. (MuleSoft LLC)

Micro Focus International PLC

Cloudera, Inc.

IBM Corporation

Amazon.com, Inc.

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