

LAMEA 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. The highly competitive environment drives the need to promote and manage sales and marketing activities to build brand awareness and increase overall profitability.

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 Latin America, and Middle East & Africa. Brazil remained the dominant country in the LAMEA Performance Analytics market in 2015. South Africa 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.

Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 LAMEA Performance Analytics Market, by Component Type
 - 1.4.2 LAMEA Performance Analytics Market, by Application
 - 1.4.3 LAMEA Performance Analytics Market, by Analytics Type
 - 1.4.4 LAMEA Performance Analytics Market, by Deployment Mode
 - 1.4.5 LAMEA Performance Analytics Market, by Organization Size
 - 1.4.6 LAMEA Performance Analytics Market, by Vertical
 - 1.4.7 LAMEA Performance Analytics Market, by Country
- 1.5 Methodology for the research

CHAPTER 2. EXECUTIVE SUMMARY

CHAPTER 3. MARKET OVERVIEW

- 3.1 Introduction
- 3.2 Drivers, Restraints and Opportunities
 - 3.2.1 Market Drivers
 - 3.2.2 Market Restraints

CHAPTER 4. LAMEA PERFORMANCE ANALYTICS MARKET

- 4.1 LAMEA Performance Analytics Market by Component
 - 4.1.1 LAMEA Performance Analytics Software Market by Country
 - 4.1.2 LAMEA Performance Analytics Services Market by Country
 - 4.1.3 LAMEA Performance Analytics Services Market by Type
 - 4.1.3.1 LAMEA Performance Analytics Professional Services Market by Country
 - 4.1.3.2 LAMEA Performance Analytics Professional Services Market by Type
 - 4.1.3.2.1 LAMEA Performance Analytics Implementation Services Market by Country
 - 4.1.3.2.2 LAMEA Performance Analytics Consulting & Training Services Market by Country
 - 4.1.3.2.3 LAMEA Performance Analytics Support & Maintenance Services Market

by Country

4.1.3.3 LAMEA Performance Analytics Managed Services Market by Country

CHAPTER 5. LAMEA PERFORMANCE ANALYTICS MARKET BY APPLICATION

5.1 Introduction

5.1.1 LAMEA Sales & Marketing Performance Analytics Market by Country

5.1.2 LAMEA Financial Performance Analytics Market by Country

5.1.3 LAMEA Supply Chain Management Performance Analytics Market by Country

5.1.4 LAMEA Operations & IT Performance Analytics Market by Country

5.1.5 LAMEA Employee Performance & Others Performance Analytics Market by Country

CHAPTER 6. LAMEA PERFORMANCE ANALYTICS MARKET BY ANALYTICS TYPE

6.1 Introduction

6.1.1 LAMEA Predictive Analytics Performance Analytics Market by Country

6.1.2 LAMEA Prescriptive Analytics Performance Analytics Market by Country

6.1.3 LAMEA Descriptive Analytics Performance Analytics Market by Country

CHAPTER 7. LAMEA PERFORMANCE ANALYTICS MARKET BY ORGANIZATION SIZE

7.1 Introduction

7.1.1 LAMEA Small & Medium Enterprises Performance Analytics Market by Country

7.1.2 LAMEA Large Enterprises Performance Analytics Market by Country

CHAPTER 8. LAMEA PERFORMANCE ANALYTICS MARKET BY DEPLOYMENT TYPE

8.1 Introduction

8.1.1 LAMEA On-Premise Performance Analytics Market by Country

8.1.2 LAMEA Cloud Performance Analytics Market by Country

CHAPTER 9. LAMEA PERFORMANCE ANALYTICS MARKET BY VERTICAL

9.1 Introduction

9.1.1 LAMEA Performance Analytics in BFSI Market by Country

- 9.1.2 LAMEA Performance Analytics in Manufacturing Market by Country
- 9.1.3 LAMEA Performance Analytics in Government & Defense & Defense Market by Country
- 9.1.4 LAMEA Performance Analytics in Energy & Utilities Market by Country
- 9.1.5 LAMEA Performance Analytics in Construction Market by Country
- 9.1.6 LAMEA Performance Analytics in Telecom & IT Market by Country
- 9.1.7 LAMEA Performance Analytics in Healthcare & Life Sciences Market by Country
- 9.1.8 LAMEA Performance Analytics in Retail Market by Country
- 9.1.9 LAMEA Performance Analytics in Other Vertical Market by Country

CHAPTER 10. LAMEA PERFORMANCE ANALYTICS MARKET BY COUNTRY

- 10.1 Introduction
- 10.2 Brazil Performance Analytics Market
 - 10.2.1 Brazil Performance Analytics Market by Component Type
 - 10.2.1.1 Brazil Performance Analytics Market by Services Type
 - 10.2.1.1.1 Brazil Performance Analytics Market by Professional Services Type
 - 10.2.2 Brazil Performance Analytics Market by Application
 - 10.2.3 Brazil Performance Analytics Market by Analytics Type
 - 10.2.4 Brazil Performance Analytics Market by Organization Size
 - 10.2.5 Brazil Performance Analytics Market by Deployment Type
 - 10.2.6 Brazil Performance Analytics Market by Vertical
- 10.3 Argentina Performance Analytics Market
 - 10.3.1 Argentina Performance Analytics Market by Component Type
 - 10.3.1.1 Argentina Performance Analytics Market by Services Type
 - 10.3.1.1.1 Argentina Performance Analytics Market by Professional Services Type
 - 10.3.2 Argentina Performance Analytics Market by Application
 - 10.3.3 Argentina Performance Analytics Market by Analytics Type
 - 10.3.4 Argentina Performance Analytics Market by Organization Size
 - 10.3.5 Argentina Performance Analytics Market by Deployment Type
 - 10.3.6 Argentina Performance Analytics Market by Vertical
- 10.4 UAE Performance Analytics Market
 - 10.4.1 UAE Performance Analytics Market by Component Type
 - 10.4.1.1 UAE Performance Analytics Market by Services Type
 - 10.4.1.1.1 UAE Performance Analytics Market by Professional Services Type
 - 10.4.2 UAE Performance Analytics Market by Application
 - 10.4.3 UAE Performance Analytics Market by Analytics Type
 - 10.4.4 UAE Performance Analytics Market by Organization Size
 - 10.4.5 UAE Performance Analytics Market by Deployment Type

10.4.6 UAE Performance Analytics Market by Vertical

10.5 Saudi Arabia Performance Analytics Market

10.5.1 Saudi Arabia Performance Analytics Market by Component Type

10.5.1.1 Saudi Arabia Performance Analytics Market by Services Type

10.5.1.1.1 Saudi Arabia Performance Analytics Market by Professional Services

Type

10.5.2 Saudi Arabia Performance Analytics Market by Application

10.5.3 Saudi Arabia Performance Analytics Market by Analytics Type

10.5.4 Saudi Arabia Performance Analytics Market by Organization Size

10.5.5 Saudi Arabia Performance Analytics Market by Deployment Type

10.5.6 Saudi Arabia Performance Analytics Market by Vertical

10.6 South Africa Performance Analytics Market

10.6.1 South Africa Performance Analytics Market by Component Type

10.6.1.1 South Africa Performance Analytics Market by Services Type

10.6.1.1.1 South Africa Performance Analytics Market by Professional Services

Type

10.6.2 South Africa Performance Analytics Market by Application

10.6.3 South Africa Performance Analytics Market by Analytics Type

10.6.4 South Africa Performance Analytics Market by Organization Size

10.6.5 South Africa Performance Analytics Market by Deployment Type

10.6.6 South Africa Performance Analytics Market by Vertical

10.7 Nigeria Performance Analytics Market

10.7.1 Nigeria Performance Analytics Market by Component Type

10.7.1.1 Nigeria Performance Analytics Market by Services Type

10.7.1.1.1 Nigeria Performance Analytics Market by Professional Services Type

10.7.2 Nigeria Performance Analytics Market by Application

10.7.3 Nigeria Performance Analytics Market by Analytics Type

10.7.4 Nigeria Performance Analytics Market by Organization Size

10.7.5 Nigeria Performance Analytics Market by Deployment Type

10.7.6 Nigeria Performance Analytics Market by Vertical

10.8 Rest of LAMEA Performance Analytics Market

10.8.1 Rest of LAMEA Performance Analytics Market by Component Type

10.8.1.1 Rest of LAMEA Performance Analytics Market by Services Type

10.8.1.1.1 Rest of LAMEA Performance Analytics Market by Professional Services

Type

10.8.2 Rest of LAMEA Performance Analytics Market by Application

10.8.3 Rest of LAMEA Performance Analytics Market by Analytics Type

10.8.4 Rest of LAMEA Performance Analytics Market by Organization Size

10.8.5 Rest of LAMEA Performance Analytics Market by Deployment Type

10.8.6 Rest of LAMEA Performance Analytics Market by Vertical

CHAPTER 11. COMPANY PROFILES

11.1 IBM Corporation

11.1.1 Company Overview

11.1.2 Financial Analysis

11.1.3 Business Segment Analysis

11.1.4 Research and Development Cost

11.2 Oracle Corporation

11.2.1 Company Overview

11.2.2 Financial Analysis

11.2.3 Business Segment and Regional Analysis

11.2.4 Research and Development Cost

11.3 SAP SE

11.3.1 Company Overview

11.3.2 Financial Analysis

11.3.3 Business Segment Analysis

11.3.4 Research and Development Cost

11.4 SAS Institute Inc.

11.4.1 Company Overview

11.4.2 Financial Analysis

11.4.3 Regional Analysis

11.4.4 Research and Development Cost

11.5 Siemens AG

11.5.1 Company Overview

11.5.2 Financial Analysis

11.5.3 Business Segment Analysis

11.5.4 Research and Development Cost

11.6 CallidusCloud Company

11.6.1 Company Overview

11.6.2 Financial Analysis

11.6.3 Regional Analysis

11.6.4 Research & Development Expense

11.7 ServiceNow, Inc.

11.7.1 Company Overview

11.7.2 Financial Analysis

11.7.3 Research & Development Expense

11.8 Adaptive Insights

11.8.1 Company Overview

List Of Tables

LIST OF TABLES

TABLE 1 LAMEA PERFORMANCE ANALYTICS MARKET, 2012 - 2015, USD MILLION

TABLE 2 LAMEA PERFORMANCE ANALYTICS MARKET, 2016 - 2022, USD MILLION

TABLE 3 LAMEA PERFORMANCE ANALYTICS MARKET BY COMPONENT, 2012 - 2015, USD MILLION

TABLE 4 LAMEA PERFORMANCE ANALYTICS MARKET BY COMPONENT, 2016 - 2022, USD MILLION

TABLE 5 LAMEA PERFORMANCE ANALYTICS SOFTWARE MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 6 LAMEA PERFORMANCE ANALYTICS SOFTWARE MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 7 LAMEA PERFORMANCE ANALYTICS SERVICES MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 8 LAMEA PERFORMANCE ANALYTICS SERVICES MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 9 LAMEA PERFORMANCE ANALYTICS SERVICES MARKET BY TYPE, 2012 - 2015, USD MILLION

TABLE 10 LAMEA PERFORMANCE ANALYTICS SERVICES MARKET BY TYPE, 2016 - 2022, USD MILLION

TABLE 11 LAMEA PERFORMANCE ANALYTICS PROFESSIONAL SERVICES MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 12 LAMEA PERFORMANCE ANALYTICS PROFESSIONAL SERVICES MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 13 LAMEA PERFORMANCE ANALYTICS PROFESSIONAL SERVICES MARKET BY TYPE, 2012 - 2015, USD MILLION

TABLE 14 LAMEA PERFORMANCE ANALYTICS PROFESSIONAL SERVICES MARKET BY TYPE, 2016 - 2022, USD MILLION

TABLE 15 LAMEA PERFORMANCE ANALYTICS IMPLEMENTATION SERVICES MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 16 LAMEA PERFORMANCE ANALYTICS IMPLEMENTATION SERVICES MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 17 LAMEA PERFORMANCE ANALYTICS CONSULTING & TRAINING SERVICES MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 18 LAMEA PERFORMANCE ANALYTICS CONSULTING & TRAINING SERVICES MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 19 LAMEA PERFORMANCE ANALYTICS SUPPORT & MAINTENANCE

SERVICES MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 20 LAMEA PERFORMANCE ANALYTICS SUPPORT & MAINTENANCE

SERVICES MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 21 LAMEA PERFORMANCE ANALYTICS MANAGED SERVICES MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 22 LAMEA PERFORMANCE ANALYTICS MANAGED SERVICES MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 23 LAMEA PERFORMANCE ANALYTICS MARKET BY APPLICATION, 2012 - 2015, USD MILLION

TABLE 24 LAMEA PERFORMANCE ANALYTICS MARKET BY APPLICATION, 2016 - 2022, USD MILLION

TABLE 25 LAMEA SALES & MARKETING PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 26 LAMEA SALES & MARKETING PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 27 LAMEA FINANCIAL PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 28 LAMEA FINANCIAL PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 29 LAMEA SUPPLY CHAIN MANAGEMENT PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 30 LAMEA SUPPLY CHAIN MANAGEMENT PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 31 LAMEA OPERATIONS & IT PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 32 LAMEA OPERATIONS & IT PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 33 LAMEA EMPLOYEE PERFORMANCE & OTHERS PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 34 LAMEA EMPLOYEE PERFORMANCE & OTHERS PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 35 LAMEA PERFORMANCE ANALYTICS MARKET BY ANALYTICS TYPE, 2012 - 2015, USD MILLION

TABLE 36 LAMEA PERFORMANCE ANALYTICS MARKET BY ANALYTICS TYPE, 2016 - 2022, USD MILLION

TABLE 37 LAMEA PREDICTIVE ANALYTICS PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 38 LAMEA PREDICTIVE ANALYTICS PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 39 LAMEA PRESCRIPTIVE ANALYTICS PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 40 LAMEA PRESCRIPTIVE ANALYTICS PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 41 LAMEA DESCRIPTIVE ANALYTICS PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 42 LAMEA DESCRIPTIVE ANALYTICS PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 43 LAMEA PERFORMANCE ANALYTICS MARKET BY ORGANIZATION SIZE, 2012 - 2015, USD MILLION

TABLE 44 LAMEA PERFORMANCE ANALYTICS MARKET BY ORGANIZATION SIZE, 2016 - 2022, USD MILLION

TABLE 45 LAMEA SMALL & MEDIUM ENTERPRISES PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 46 LAMEA SMALL & MEDIUM ENTERPRISES PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 47 LAMEA LARGE ENTERPRISES PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 48 LAMEA LARGE ENTERPRISES PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 49 LAMEA PERFORMANCE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2012 - 2015, USD MILLION

TABLE 50 LAMEA PERFORMANCE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2016 - 2022, USD MILLION

TABLE 51 LAMEA ON-PREMISE PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 52 LAMEA ON-PREMISE PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 53 LAMEA CLOUD PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 54 LAMEA CLOUD PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 55 LAMEA PERFORMANCE ANALYTICS MARKET BY VERTICAL, 2012 - 2015, USD MILLION

TABLE 56 LAMEA PERFORMANCE ANALYTICS MARKET BY VERTICAL, 2016 - 2022, USD MILLION

TABLE 57 LAMEA PERFORMANCE ANALYTICS IN BFSI MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 58 LAMEA PERFORMANCE ANALYTICS IN BFSI MARKET BY COUNTRY,

2016 - 2022, USD MILLION

TABLE 59 LAMEA PERFORMANCE ANALYTICS IN MANUFACTURING MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 60 LAMEA PERFORMANCE ANALYTICS IN MANUFACTURING MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 61 LAMEA PERFORMANCE ANALYTICS IN GOVERNMENT & DEFENSE & DEFENSE MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 62 LAMEA PERFORMANCE ANALYTICS IN GOVERNMENT & DEFENSE & DEFENSE MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 63 LAMEA PERFORMANCE ANALYTICS IN ENERGY & UTILITIES MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 64 LAMEA PERFORMANCE ANALYTICS IN ENERGY & UTILITIES MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 65 LAMEA PERFORMANCE ANALYTICS IN CONSTRUCTION MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 66 LAMEA PERFORMANCE ANALYTICS IN CONSTRUCTION MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 67 LAMEA PERFORMANCE ANALYTICS IN TELECOM & IT MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 68 LAMEA PERFORMANCE ANALYTICS IN TELECOM & IT MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 69 LAMEA PERFORMANCE ANALYTICS IN HEALTHCARE & LIFE SCIENCES MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 70 LAMEA PERFORMANCE ANALYTICS IN HEALTHCARE & LIFE SCIENCES MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 71 LAMEA PERFORMANCE ANALYTICS IN RETAIL MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 72 LAMEA PERFORMANCE ANALYTICS IN RETAIL MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 73 LAMEA PERFORMANCE ANALYTICS IN OTHER VERTICAL MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 74 LAMEA PERFORMANCE ANALYTICS IN OTHER VERTICAL MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 75 LAMEA PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2012 - 2015, USD MILLION

TABLE 76 LAMEA PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2016 - 2022, USD MILLION

TABLE 77 BRAZIL PERFORMANCE ANALYTICS MARKET, 2012 - 2015, USD MILLION

TABLE 78 BRAZIL PERFORMANCE ANALYTICS MARKET, 2016 - 2022, USD MILLION

TABLE 79 BRAZIL PERFORMANCE ANALYTICS MARKET BY COMPONENT TYPE, 2012 - 2015, USD MILLION

TABLE 80 BRAZIL PERFORMANCE ANALYTICS MARKET BY COMPONENT TYPE, 2016 - 2022, USD MILLION

TABLE 81 BRAZIL PERFORMANCE ANALYTICS MARKET BY SERVICES TYPE, 2012 - 2015, USD MILLION

TABLE 82 BRAZIL PERFORMANCE ANALYTICS MARKET BY SERVICES TYPE, 2016 - 2022, USD MILLION

TABLE 83 BRAZIL PERFORMANCE ANALYTICS MARKET BY PROFESSIONAL SERVICES TYPE, 2012 - 2015, USD MILLION

TABLE 84 BRAZIL PERFORMANCE ANALYTICS MARKET BY PROFESSIONAL SERVICES TYPE, 2016 - 2022, USD MILLION

TABLE 85 BRAZIL PERFORMANCE ANALYTICS MARKET BY APPLICATION, 2012 - 2015, USD MILLION

TABLE 86 BRAZIL PERFORMANCE ANALYTICS MARKET BY APPLICATION, 2016 - 2022, USD MILLION

TABLE 87 BRAZIL PERFORMANCE ANALYTICS MARKET BY ANALYTICS TYPE, 2012 - 2015, USD MILLION

TABLE 88 BRAZIL PERFORMANCE ANALYTICS MARKET BY ANALYTICS TYPE, 2016 - 2022, USD MILLION

TABLE 89 BRAZIL PERFORMANCE ANALYTICS MARKET BY ORGANIZATION SIZE, 2012 - 2015, USD MILLION

TABLE 90 BRAZIL PERFORMANCE ANALYTICS MARKET BY ORGANIZATION SIZE, 2016 - 2022, USD MILLION

TABLE 91 BRAZIL PERFORMANCE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2012 - 2015, USD MILLION

TABLE 92 BRAZIL PERFORMANCE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2016 - 2022, USD MILLION

TABLE 93 BRAZIL PERFORMANCE ANALYTICS MARKET BY VERTICAL, 2012 - 2015, USD MILLION

TABLE 94 BRAZIL PERFORMANCE ANALYTICS MARKET BY VERTICAL, 2016 - 2022, USD MILLION

TABLE 95 ARGENTINA PERFORMANCE ANALYTICS MARKET, 2012 - 2015, USD MILLION

TABLE 96 ARGENTINA PERFORMANCE ANALYTICS MARKET, 2016 - 2022, USD MILLION

TABLE 97 ARGENTINA PERFORMANCE ANALYTICS MARKET BY COMPONENT

TYPE, 2012 - 2015, USD MILLION

TABLE 98 ARGENTINA PERFORMANCE ANALYTICS MARKET BY COMPONENT
TYPE, 2016 - 2022, USD MILLION

TABLE 99 ARGENTINA PERFORMANCE ANALYTICS MARKET BY SERVICES
TYPE, 2012 - 2015, USD MILLION

TABLE 100 ARGENTINA PERFORMANCE ANALYTICS MARKET BY SERVICES
TYPE, 2016 - 2022, USD MILLION

TABLE 101 ARGENTINA PERFORMANCE ANALYTICS MARKET BY
PROFESSIONAL SERVICES TYPE, 2012 - 2015, USD MILLION

TABLE 102 ARGENTINA PERFORMANCE ANALYTICS MARKET BY
PROFESSIONAL SERVICES TYPE, 2016 - 2022, USD MILLION

TABLE 103 ARGENTINA PERFORMANCE ANALYTICS MARKET BY APPLICATION,
2012 - 2015, USD MILLION

TABLE 104 ARGENTINA PERFORMANCE ANALYTICS MARKET BY APPLICATION,
2016 - 2022, USD MILLION

TABLE 105 ARGENTINA PERFORMANCE ANALYTICS MARKET BY ANALYTICS
TYPE, 2012 - 2015, USD MILLION

TABLE 106 ARGENTINA PERFORMANCE ANALYTICS MARKET BY ANALYTICS
TYPE, 2016 - 2022, USD MILLION

TABLE 107 ARGENTINA PERFORMANCE ANALYTICS MARKET BY
ORGANIZATION SIZE, 2012 - 2015, USD MILLION

TABLE 108 ARGENTINA PERFORMANCE ANALYTICS MARKET BY
ORGANIZATION SIZE, 2016 - 2022, USD MILLION

TABLE 109 ARGENTINA PERFORMANCE ANALYTICS MARKET BY DEPLOYMENT
TYPE, 2012 - 2015, USD MILLION

TABLE 110 ARGENTINA PERFORMANCE ANALYTICS MARKET BY DEPLOYMENT
TYPE, 2016 - 2022, USD MILLION

TABLE 111 ARGENTINA PERFORMANCE ANALYTICS MARKET BY VERTICAL,
2012 - 2015, USD MILLION

TABLE 112 ARGENTINA PERFORMANCE ANALYTICS MARKET BY VERTICAL,
2016 - 2022, USD MILLION

TABLE 113 UAE PERFORMANCE ANALYTICS MARKET, 2012 - 2015, USD MILLION

TABLE 114 UAE PERFORMANCE ANALYTICS MARKET, 2016 - 2022, USD MILLION

TABLE 115 UAE PERFORMANCE ANALYTICS MARKET BY COMPONENT TYPE,
2012 - 2015, USD MILLION

TABLE 116 UAE PERFORMANCE ANALYTICS MARKET BY COMPONENT TYPE,
2016 - 2022, USD MILLION

TABLE 117 UAE PERFORMANCE ANALYTICS MARKET BY SERVICES TYPE, 2012
- 2015, USD MILLION

TABLE 118 UAE PERFORMANCE ANALYTICS MARKET BY SERVICES TYPE, 2016 - 2022, USD MILLION

TABLE 119 UAE PERFORMANCE ANALYTICS MARKET BY PROFESSIONAL SERVICES TYPE, 2012 - 2015, USD MILLION

TABLE 120 UAE PERFORMANCE ANALYTICS MARKET BY PROFESSIONAL SERVICES TYPE, 2016 - 2022, USD MILLION

TABLE 121 UAE PERFORMANCE ANALYTICS MARKET BY APPLICATION, 2012 - 2015, USD MILLION

TABLE 122 UAE PERFORMANCE ANALYTICS MARKET BY APPLICATION, 2016 - 2022, USD MILLION

TABLE 123 UAE PERFORMANCE ANALYTICS MARKET BY ANALYTICS TYPE, 2012 - 2015, USD MILLION

TABLE 124 UAE PERFORMANCE ANALYTICS MARKET BY ANALYTICS TYPE, 2016 - 2022, USD MILLION

TABLE 125 UAE PERFORMANCE ANALYTICS MARKET BY ORGANIZATION SIZE, 2012 - 2015, USD MILLION

TABLE 126 UAE PERFORMANCE ANALYTICS MARKET BY ORGANIZATION SIZE, 2016 - 2022, USD MILLION

TABLE 127 UAE PERFORMANCE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2012 - 2015, USD MILLION

TABLE 128 UAE PERFORMANCE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2016 - 2022, USD MILLION

TABLE 129 UAE PERFORMANCE ANALYTICS MARKET BY VERTICAL, 2012 - 2015, USD MILLION

TABLE 130 UAE PERFORMANCE ANALYTICS MARKET BY VERTICAL, 2016 - 2022, USD MILLION

TABLE 131 SAUDI ARABIA PERFORMANCE ANALYTICS MARKET, 2012 - 2015, USD MILLION

TABLE 132 SAUDI ARABIA PERFORMANCE ANALYTICS MARKET, 2016 - 2022, USD MILLION

TABLE 133 SAUDI ARABIA PERFORMANCE ANALYTICS MARKET BY COMPONENT TYPE, 2012 - 2015, USD MILLION

TABLE 134 SAUDI ARABIA PERFORMANCE ANALYTICS MARKET BY COMPONENT TYPE, 2016 - 2022, USD MILLION

TABLE 135 SAUDI ARABIA PERFORMANCE ANALYTICS MARKET BY SERVICES TYPE, 2012 - 2015, USD MILLION

TABLE 136 SAUDI ARABIA PERFORMANCE ANALYTICS MARKET BY SERVICES TYPE, 2016 - 2022, USD MILLION

TABLE 137 SAUDI ARABIA PERFORMANCE ANALYTICS MARKET BY

PROFESSIONAL SERVICES TYPE, 2012 - 2015, USD MILLION

TABLE 138 SAUDI ARABIA PERFORMANCE ANALYTICS MARKET BY
PROFESSIONAL SERVICES TYPE, 2016 - 2022, USD MILLION

TABLE 139 SAUDI ARABIA PERFORMANCE ANALYTICS MARKET BY
APPLICATION, 2012 - 2015, USD MILLION

TABLE 140 SAUDI ARABIA PERFORMANCE ANALYTICS MARKET BY
APPLICATION, 2016 - 2022, USD MILLION

TABLE 141 SAUDI ARABIA PERFORMANCE ANALYTICS MARKET BY ANALYTICS
TYPE, 2012 - 2015, USD MILLION

TABLE 142 SAUDI ARABIA PERFORMANCE ANALYTICS MARKET BY ANALYTICS
TYPE, 2016 - 2022, USD MILLION

TABLE 143 SAUDI ARABIA PERFORMANCE ANALYTICS MARKET BY
ORGANIZATION SIZE, 2012 - 2015, USD MILLION

TABLE 144 SAUDI ARABIA PERFORMANCE ANALYTICS MARKET BY
ORGANIZATION SIZE, 2016 - 2022, USD MILLION

TABLE 145 SAUDI ARABIA PERFORMANCE ANALYTICS MARKET BY
DEPLOYMENT TYPE, 2012 - 2015, USD MILLION

TABLE 146 SAUDI ARABIA PERFORMANCE ANALYTICS MARKET BY
DEPLOYMENT TYPE, 2016 - 2022, USD MILLION

TABLE 147 SAUDI ARABIA PERFORMANCE ANALYTICS MARKET BY VERTICAL,
2012 - 2015, USD MILLION

TABLE 148 SAUDI ARABIA PERFORMANCE ANALYTICS MARKET BY VERTICAL,
2016 - 2022, USD MILLION

TABLE 149 SOUTH AFRICA PERFORMANCE ANALYTICS MARKET, 2012 - 2015,
USD MILLION

TABLE 150 SOUTH AFRICA PERFORMANCE ANALYTICS MARKET, 2016 - 2022,
USD MILLION

TABLE 151 SOUTH AFRICA PERFORMANCE ANALYTICS MARKET BY
COMPONENT TYPE, 2012 - 2015, USD MILLION

TABLE 152 SOUTH AFRICA PERFORMANCE ANALYTICS MARKET BY
COMPONENT TYPE, 2016 - 2022, USD MILLION

TABLE 153 SOUTH AFRICA PERFORMANCE ANALYTICS MARKET BY SERVICES
TYPE, 2012 - 2015, USD MILLION

TABLE 154 SOUTH AFRICA PERFORMANCE ANALYTICS MARKET BY SERVICES
TYPE, 2016 - 2022, USD MILLION

TABLE 155 SOUTH AFRICA PERFORMANCE ANALYTICS MARKET BY
PROFESSIONAL SERVICES TYPE, 2012 - 2015, USD MILLION

TABLE 156 SOUTH AFRICA PERFORMANCE ANALYTICS MARKET BY
PROFESSIONAL SERVICES TYPE, 2016 - 2022, USD MILLION

TABLE 157 SOUTH AFRICA PERFORMANCE ANALYTICS MARKET BY APPLICATION, 2012 - 2015, USD MILLION

TABLE 158 SOUTH AFRICA PERFORMANCE ANALYTICS MARKET BY APPLICATION, 2016 - 2022, USD MILLION

TABLE 159 SOUTH AFRICA PERFORMANCE ANALYTICS MARKET BY ANALYTICS TYPE, 2012 - 2015, USD MILLION

TABLE 160 SOUTH AFRICA PERFORMANCE ANALYTICS MARKET BY ANALYTICS TYPE, 2016 - 2022, USD MILLION

TABLE 161 SOUTH AFRICA PERFORMANCE ANALYTICS MARKET BY ORGANIZATION SIZE, 2012 - 2015, USD MILLION

TABLE 162 SOUTH AFRICA PERFORMANCE ANALYTICS MARKET BY ORGANIZATION SIZE, 2016 - 2022, USD MILLION

TABLE 163 SOUTH AFRICA PERFORMANCE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2012 - 2015, USD MILLION

TABLE 164 SOUTH AFRICA PERFORMANCE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2016 - 2022, USD MILLION

TABLE 165 SOUTH AFRICA PERFORMANCE ANALYTICS MARKET BY VERTICAL, 2012 - 2015, USD MILLION

TABLE 166 SOUTH AFRICA PERFORMANCE ANALYTICS MARKET BY VERTICAL, 2016 - 2022, USD MILLION

TABLE 167 NIGERIA PERFORMANCE ANALYTICS MARKET, 2012 - 2015, USD MILLION

TABLE 168 NIGERIA PERFORMANCE ANALYTICS MARKET, 2016 - 2022, USD MILLION

TABLE 169 NIGERIA PERFORMANCE ANALYTICS MARKET BY COMPONENT TYPE, 2012 - 2015, USD MILLION

TABLE 170 NIGERIA PERFORMANCE ANALYTICS MARKET BY COMPONENT TYPE, 2016 - 2022, USD MILLION

TABLE 171 NIGERIA PERFORMANCE ANALYTICS MARKET BY SERVICES TYPE, 2012 - 2015, USD MILLION

TABLE 172 NIGERIA PERFORMANCE ANALYTICS MARKET BY SERVICES TYPE, 2016 - 2022, USD MILLION

TABLE 173 NIGERIA PERFORMANCE ANALYTICS MARKET BY PROFESSIONAL SERVICES TYPE, 2012 - 2015, USD MILLION

TABLE 174 NIGERIA PERFORMANCE ANALYTICS MARKET BY PROFESSIONAL SERVICES TYPE, 2016 - 2022, USD MILLION

TABLE 175 NIGERIA PERFORMANCE ANALYTICS MARKET BY APPLICATION, 2012 - 2015, USD MILLION

TABLE 176 NIGERIA PERFORMANCE ANALYTICS MARKET BY APPLICATION,

2016 - 2022, USD MILLION

TABLE 177 NIGERIA PERFORMANCE ANALYTICS MARKET BY ANALYTICS TYPE, 2012 - 2015, USD MILLION

TABLE 178 NIGERIA PERFORMANCE ANALYTICS MARKET BY ANALYTICS TYPE, 2016 - 2022, USD MILLION

TABLE 179 NIGERIA PERFORMANCE ANALYTICS MARKET BY ORGANIZATION SIZE, 2012 - 2015, USD MILLION

TABLE 180 NIGERIA PERFORMANCE ANALYTICS MARKET BY ORGANIZATION SIZE, 2016 - 2022, USD MILLION

TABLE 181 NIGERIA PERFORMANCE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2012 - 2015, USD MILLION

TABLE 182 NIGERIA PERFORMANCE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2016 - 2022, USD MILLION

TABLE 183 NIGERIA PERFORMANCE ANALYTICS MARKET BY VERTICAL, 2012 - 2015, USD MILLION

TABLE 184 NIGERIA PERFORMANCE ANALYTICS MARKET BY VERTICAL, 2016 - 2022, USD MILLION

TABLE 185 REST OF LAMEA PERFORMANCE ANALYTICS MARKET, 2012 - 2015, USD MILLION

TABLE 186 REST OF LAMEA PERFORMANCE ANALYTICS MARKET, 2016 - 2022, USD MILLION

TABLE 187 REST OF LAMEA PERFORMANCE ANALYTICS MARKET BY COMPONENT TYPE, 2012 - 2015, USD MILLION

TABLE 188 REST OF LAMEA PERFORMANCE ANALYTICS MARKET BY COMPONENT TYPE, 2016 - 2022, USD MILLION

TABLE 189 REST OF LAMEA PERFORMANCE ANALYTICS MARKET BY SERVICES TYPE, 2012 - 2015, USD MILLION

TABLE 190 REST OF LAMEA PERFORMANCE ANALYTICS MARKET BY SERVICES TYPE, 2016 - 2022, USD MILLION

TABLE 191 REST OF LAMEA PERFORMANCE ANALYTICS MARKET BY PROFESSIONAL SERVICES TYPE, 2012 - 2015, USD MILLION

TABLE 192 REST OF LAMEA PERFORMANCE ANALYTICS MARKET BY PROFESSIONAL SERVICES TYPE, 2016 - 2022, USD MILLION

TABLE 193 REST OF LAMEA PERFORMANCE ANALYTICS MARKET BY APPLICATION, 2012 - 2015, USD MILLION

TABLE 194 REST OF LAMEA PERFORMANCE ANALYTICS MARKET BY APPLICATION, 2016 - 2022, USD MILLION

TABLE 195 REST OF LAMEA PERFORMANCE ANALYTICS MARKET BY ANALYTICS TYPE, 2012 - 2015, USD MILLION

TABLE 196 REST OF LAMEA PERFORMANCE ANALYTICS MARKET BY APPLICATION, 2016 - 2022, USD MILLION

TABLE 197 REST OF LAMEA PERFORMANCE ANALYTICS MARKET BY ORGANIZATION SIZE, 2012 - 2015, USD MILLION

TABLE 198 REST OF LAMEA PERFORMANCE ANALYTICS MARKET BY ORGANIZATION SIZE, 2016 - 2022, USD MILLION

TABLE 199 REST OF LAMEA PERFORMANCE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2012 - 2015, USD MILLION

TABLE 200 REST OF LAMEA PERFORMANCE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2016 - 2022, USD MILLION

TABLE 201 REST OF LAMEA PERFORMANCE ANALYTICS MARKET BY VERTICAL, 2012 - 2015, USD MILLION

TABLE 202 REST OF LAMEA PERFORMANCE ANALYTICS MARKET BY VERTICAL, 2016 - 2022, USD MILLION

TABLE 203 KEY INFORMATION – IBM CORPORATION

TABLE 204 KEY INFORMATION – ORACLE CORPORATION

TABLE 205 KEY INFORMATION – SAP SE

TABLE 206 KEY INFORMATION – SAS INSTITUTE INC.

TABLE 207 KEY INFORMATION - SIEMENS AG

TABLE 208 KEY INFORMATION – CALLIDUSCLOUD COMPANY

TABLE 209 KEY INFORMATION – SERVICENOW, INC.

TABLE 210 KEY INFORMATION – ADAPTIVE INSIGHTS

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