

Latin America, Middle East & Africa In memory Analytics Market (2016 - 2022)

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Abstracts

In-memory analytics is a business intelligence (BI) technology that is used in solving complex and time-sensitive business challenges. The technology works by significantly increasing the speed, performance and reliability of the data. The adoption of In-memory analytics significantly contributes to improved memory usage, resulting in improved speed of a BI system. The superior performance offers business-intelligence at a faster rate compared to traditional disk-based business intelligence. The need to build effective sales and marketing campaigns considering all the risk assessment would drive the need for in-memory analytics solutions. The on-premises deployment model has higher adoption rate as compared to cloud deployment model, due to the need to protect sensitive data. Nevertheless, the cloud deployment model would grow at a significant rate due to rapid technological improvements to scalability and security within the cloud-based in-memory analytics solutions.

Based on the component type, the In-Memory 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. The Applications highlighted in this report include Risk Management & Fraud Detection, Financial Performance, Sales & Marketing Optimization, Supply Chain Optimization, Predictive Asset Management, Product & Process Management and Others. Based on Organization Size, the market is segmented into Small & Mid-sized and Large Enterprises. Based on Deployment Type, the market is segmented into Cloud based and On-Premise. The verticals covered under the report include BFSI, Manufacturing, Government & Defense, Energy & Utilities, Media & Entertainment, Telecom & IT, Healthcare & Life Sciences, Retail and Others.

Based on country, In-Memory Analytics market is segmented into Latin America, and Middle East & Africa (Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria and Rest of LAMEA). Brazil remained the dominant country in the Latin America, Middle East & Africa In-Memory Analytics market.

The report covers the analysis of key stake holders of the In-Memory Analytics market. Key companies profiled in the report include International Business Machines Corporation (IBM), Oracle Corporation, SAP SE, SAS Institute, Hitachi Ltd., MicroStrategy, Inc., Software AG and Amazon.com.

Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

1.1 Market Definition

1.2 Objectives

1.3 Market Scope

1.4 Segmentation

1.4.1 Latin America, Middle East & Africa In-Memory Analytics Market, by Component Type

1.4.2 Latin America, Middle East & Africa In-Memory Analytics Market, by Application

1.4.3 Latin America, Middle East & Africa In-Memory Analytics Market, by Organization Size

1.4.4 Latin America, Middle East & Africa In-Memory Analytics Market, by Deployment Mode

1.4.5 Latin America, Middle East & Africa In-Memory Analytics Market, by Vertical

1.4.6 Latin America, Middle East & Africa In-Memory 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 IN-MEMORY ANALYTICS MARKET

4.1 LAMEA In-Memory Analytics Market by Component

4.1.1 LAMEA In-Memory Analytics Software Market by Country

4.1.2 LAMEA In-Memory Analytics Services Market by Country

4.1.3 LAMEA In-Memory Analytics Services Market by Type

4.1.3.1 LAMEA In-Memory Analytics Professional Services Market by Country

4.1.3.2 LAMEA In-Memory Analytics Professional Services Market by Type

4.1.3.2.1 LAMEA In-Memory Analytics Implementation Services Market by Country

4.1.3.2.2 LAMEA In-Memory Analytics Consulting & Training Services Market by Country

4.1.3.2.3 LAMEA In-Memory Analytics Support & Maintenance Services Market by Country

4.1.3.3 LAMEA In-Memory Analytics Managed Services Market by Country

CHAPTER 5. LAMEA IN-MEMORY ANALYTICS MARKET BY APPLICATION

5.1 Introduction

5.1.1 LAMEA Risk Management & Fraud Detection In-Memory Analytics Market by Country

5.1.2 LAMEA Financial In-Memory Analytics Market by Country

5.1.3 LAMEA Sales & Marketing Optimization In-Memory Analytics Market by Country

5.1.4 LAMEA Supply Chain Optimization In-Memory Analytics Market by Country

5.1.5 LAMEA Predictive Asset Management In-Memory Analytics Market by Country

5.1.6 LAMEA Product & Process Management In-Memory Analytics Market by Country

5.1.7 LAMEA Other Applications In-Memory Analytics Market by Country

CHAPTER 6. LAMEA IN-MEMORY ANALYTICS MARKET BY ORGANIZATION SIZE

6.1 Introduction

6.1.1 LAMEA Small & Medium Enterprises In-Memory Analytics Market by Country

6.1.2 LAMEA Large Enterprises In-Memory Analytics Market by Country

CHAPTER 7. LAMEA IN-MEMORY ANALYTICS MARKET BY DEPLOYMENT TYPE

7.1 Introduction

7.1.1 LAMEA Cloud In-Memory Analytics Market by Country

7.1.2 LAMEA On-Premise In-Memory Analytics Market by Country

CHAPTER 8. LAMEA IN-MEMORY ANALYTICS MARKET BY VERTICAL

8.1 Introduction

8.1.1 LAMEA In-Memory Analytics in BFSI Market by Country

8.1.2 LAMEA In-Memory Analytics in Manufacturing Market by Country

8.1.3 LAMEA In-Memory Analytics in Government & Defense Market by Country

8.1.4 LAMEA In-Memory Analytics in Energy & Utilities Market by Country

8.1.5 LAMEA In-Memory Analytics in Media & Entertainment Market by Country

8.1.6 LAMEA In-Memory Analytics in Telecom & IT Market by Country

8.1.7 LAMEA In-Memory Analytics in Healthcare & Life Sciences Market by Country

8.1.8 LAMEA In-Memory Analytics in Retail Market by Country

8.1.9 LAMEA In-Memory Analytics in Other Vertical Market by Country

CHAPTER 9. LAMEA IN-MEMORY ANALYTICS MARKET BY COUNTRY

9.1 Introduction

9.2 Brazil In-Memory Analytics Market

9.2.1 Brazil In-Memory Analytics Market by Component Type

9.2.1.1 Brazil In-Memory Analytics Market by Services Type

9.2.1.1.1 Brazil In-Memory Analytics Market by Professional Services Type

9.2.2 Brazil In-Memory Analytics Market by Application

9.2.3 Brazil In-Memory Analytics Market by Organization Size

9.2.4 Brazil In-Memory Analytics Market by Deployment Type

9.2.5 Brazil In-Memory Analytics Market by Vertical

9.3 Argentina In-Memory Analytics Market

9.3.1 Argentina In-Memory Analytics Market by Component Type

9.3.1.1 Argentina In-Memory Analytics Market by Services Type

9.3.1.1.1 Argentina In-Memory Analytics Market by Professional Services Type

9.3.2 Argentina In-Memory Analytics Market by Application

9.3.3 Argentina In-Memory Analytics Market by Organization Size

9.3.4 Argentina In-Memory Analytics Market by Deployment Type

9.3.5 Argentina In-Memory Analytics Market by Vertical

9.4 UAE In-Memory Analytics Market

9.4.1 UAE In-Memory Analytics Market by Component Type

9.4.1.1 UAE In-Memory Analytics Market by Services Type

9.4.1.1.1 UAE In-Memory Analytics Market by Professional Services Type

9.4.2 UAE In-Memory Analytics Market by Application

9.4.3 UAE In-Memory Analytics Market by Organization Size

9.4.4 UAE In-Memory Analytics Market by Deployment Type

9.4.5 UAE In-Memory Analytics Market by Vertical

9.5 Saudi Arabia In-Memory Analytics Market

9.5.1 Saudi Arabia In-Memory Analytics Market by Component Type

9.5.1.1 Saudi Arabia In-Memory Analytics Market by Services Type

9.5.1.1.1 Saudi Arabia In-Memory Analytics Market by Professional Services Type

9.5.2 Saudi Arabia In-Memory Analytics Market by Application

9.5.3 Saudi Arabia In-Memory Analytics Market by Organization Size

9.5.4 Saudi Arabia In-Memory Analytics Market by Deployment Type

9.5.5 Saudi Arabia In-Memory Analytics Market by Vertical

9.6 South Africa In-Memory Analytics Market

9.6.1 South Africa In-Memory Analytics Market by Component Type

- 9.6.1.1 South Africa In-Memory Analytics Market by Services Type
 - 9.6.1.1.1 South Africa In-Memory Analytics Market by Professional Services Type
- 9.6.2 South Africa In-Memory Analytics Market by Application
- 9.6.3 South Africa In-Memory Analytics Market by Organization Size
- 9.6.4 South Africa In-Memory Analytics Market by Deployment Type
- 9.6.5 South Africa In-Memory Analytics Market by Vertical
- 9.7 Nigeria In-Memory Analytics Market
 - 9.7.1 Nigeria In-Memory Analytics Market by Component Type
 - 9.7.1.1 Nigeria In-Memory Analytics Market by Services Type
 - 9.7.1.1.1 Nigeria In-Memory Analytics Market by Professional Services Type
 - 9.7.2 Nigeria In-Memory Analytics Market by Application
 - 9.7.3 Nigeria In-Memory Analytics Market by Organization Size
 - 9.7.4 Nigeria In-Memory Analytics Market by Deployment Type
 - 9.7.5 Nigeria In-Memory Analytics Market by Vertical
- 9.8 Rest of LAMEA In-Memory Analytics Market
 - 9.8.1 Rest of LAMEA In-Memory Analytics Market by Component Type
 - 9.8.1.1 Rest of LAMEA In-Memory Analytics Market by Services Type
 - 9.8.1.1.1 Rest of LAMEA In-Memory Analytics Market by Professional Services Type
 - 9.8.2 Rest of LAMEA In-Memory Analytics Market by Application
 - 9.8.3 Rest of LAMEA In-Memory Analytics Market by Organization Size
 - 9.8.4 Rest of LAMEA In-Memory Analytics Market by Deployment Type
 - 9.8.5 Rest of LAMEA In-Memory Analytics Market by Vertical

CHAPTER 10. COMPANY PROFILES

- 10.1 IBM Corporation
 - 10.1.1 Company Overview
 - 10.1.2 Financial Analysis
 - 10.1.3 Segmental and Regional Analysis
 - 10.1.4 Research & Development Expense
- 10.2 Oracle Corporation
 - 10.2.1 Company Overview
 - 10.2.2 Financial Analysis
 - 10.2.3 Segmental and Regional Analysis
 - 10.2.4 Research & Development Expense
- 10.3 SAP SE
 - 10.3.1 Company Overview
 - 10.3.2 Financial Analysis

- 10.3.3 Segmental and Regional Analysis
- 10.3.4 Research & Development Expense
- 10.4 SAS Institute, Inc.
 - 10.4.1 Company Overview
 - 10.4.2 Financial Analysis
 - 10.4.3 Regional Analysis
- 10.5 Hitachi Ltd.
 - 10.5.1 Company Overview
 - 10.5.2 Financial Analysis
 - 10.5.3 Segmental and Regional Analysis
- 10.6 Microstrategy Incorporated
 - 10.6.1 Company Overview
 - 10.6.2 Financial Analysis
 - 10.6.3 Regional Analysis
 - 10.6.4 Research & Development Expense
- 10.7 Software AG
 - 10.7.1 Company Overview
 - 10.7.2 Financial Analysis
 - 10.7.3 Segmental and Regional Analysis
 - 10.7.4 Research & Development Expense
- 10.8 Amazon
 - 10.8.1 Company Overview
 - 10.8.2 Financial Analysis
 - 10.8.3 Regional Analysis

List Of Tables

LIST OF TABLES

Table 1 LAMEA IN-MEMORY ANALYTICS MARKET, 2012 - 2015, USD MILLION

Table 2 LAMEA IN-MEMORY ANALYTICS MARKET, 2016 - 2022, USD MILLION

Table 3 LAMEA IN-MEMORY ANALYTICS MARKET BY COMPONENT, 2012 - 2015, USD MILLION

Table 4 LAMEA IN-MEMORY ANALYTICS MARKET BY COMPONENT, 2016 - 2022, USD MILLION

Table 5 LAMEA IN-MEMORY ANALYTICS SOFTWARE MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 6 LAMEA IN-MEMORY ANALYTICS SOFTWARE MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 7 LAMEA IN-MEMORY ANALYTICS SERVICES MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 8 LAMEA IN-MEMORY ANALYTICS SERVICES MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 9 LAMEA IN-MEMORY ANALYTICS SERVICES MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 10 LAMEA IN-MEMORY ANALYTICS SERVICES MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 11 LAMEA IN-MEMORY ANALYTICS PROFESSIONAL SERVICES MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 12 LAMEA IN-MEMORY ANALYTICS PROFESSIONAL SERVICES MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 13 LAMEA IN-MEMORY ANALYTICS PROFESSIONAL SERVICES MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 14 LAMEA IN-MEMORY ANALYTICS PROFESSIONAL SERVICES MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 15 LAMEA IN-MEMORY ANALYTICS IMPLEMENTATION SERVICES MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 16 LAMEA IN-MEMORY ANALYTICS IMPLEMENTATION SERVICES MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 17 LAMEA IN-MEMORY ANALYTICS CONSULTING & TRAINING SERVICES MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 18 LAMEA IN-MEMORY ANALYTICS CONSULTING & TRAINING SERVICES MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 19 LAMEA IN-MEMORY ANALYTICS SUPPORT & MAINTENANCE SERVICES

MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 20 LAMEA IN-MEMORY ANALYTICS SUPPORT & MAINTENANCE SERVICES

MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 21 LAMEA IN-MEMORY ANALYTICS MANAGED SERVICES MARKET BY

COUNTRY, 2012 - 2015, USD MILLION

Table 22 LAMEA IN-MEMORY ANALYTICS MANAGED SERVICES MARKET BY

COUNTRY, 2016 - 2022, USD MILLION

Table 23 LAMEA IN-MEMORY ANALYTICS MARKET BY APPLICATION, 2012 - 2015,
USD MILLION

Table 24 LAMEA IN-MEMORY ANALYTICS MARKET BY APPLICATION, 2016 - 2022,
USD MILLION

Table 25 LAMEA RISK MANAGEMENT & FRAUD DETECTION IN-MEMORY
ANALYTICS MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 26 LAMEA RISK MANAGEMENT & FRAUD DETECTION IN-MEMORY
ANALYTICS MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 27 LAMEA FINANCIAL IN-MEMORY ANALYTICS MARKET BY COUNTRY,
2012 - 2015, USD MILLION

Table 28 LAMEA FINANCIAL IN-MEMORY ANALYTICS MARKET BY COUNTRY,
2016 - 2022, USD MILLION

Table 29 LAMEA SALES & MARKETING OPTIMIZATION IN-MEMORY ANALYTICS
MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 30 LAMEA SALES & MARKETING OPTIMIZATION IN-MEMORY ANALYTICS
MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 31 LAMEA SUPPLY CHAIN OPTIMIZATION IN-MEMORY ANALYTICS MARKET
BY COUNTRY, 2012 - 2015, USD MILLION

Table 32 LAMEA SUPPLY CHAIN OPTIMIZATION IN-MEMORY ANALYTICS MARKET
BY COUNTRY, 2016 - 2022, USD MILLION

Table 33 LAMEA PREDICTIVE ASSET MANAGEMENT IN-MEMORY ANALYTICS
MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 34 LAMEA PREDICTIVE ASSET MANAGEMENT IN-MEMORY ANALYTICS
MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 35 LAMEA PRODUCT & PROCESS MANAGEMENT IN-MEMORY ANALYTICS
MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 36 LAMEA PRODUCT & PROCESS MANAGEMENT IN-MEMORY ANALYTICS
MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 37 LAMEA OTHER APPLICATIONS IN-MEMORY ANALYTICS MARKET BY
COUNTRY, 2012 - 2015, USD MILLION

Table 38 LAMEA OTHER APPLICATIONS IN-MEMORY ANALYTICS MARKET BY
COUNTRY, 2016 - 2022, USD MILLION

Table 39 LAMEA IN-MEMORY ANALYTICS MARKET BY ORGANIZATION SIZE, 2012 - 2015, USD MILLION

Table 40 LAMEA IN-MEMORY ANALYTICS MARKET BY ORGANIZATION SIZE, 2016 - 2022, USD MILLION

Table 41 LAMEA SMALL & MEDIUM ENTERPRISES IN-MEMORY ANALYTICS MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 42 LAMEA SMALL & MEDIUM ENTERPRISES IN-MEMORY ANALYTICS MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 43 LAMEA LARGE ENTERPRISES IN-MEMORY ANALYTICS MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 44 LAMEA LARGE ENTERPRISES IN-MEMORY ANALYTICS MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 45 LAMEA IN-MEMORY ANALYTICS MARKET BY DEPLOYMENT TYPE, 2012 - 2015, USD MILLION

Table 46 LAMEA IN-MEMORY ANALYTICS MARKET BY DEPLOYMENT TYPE, 2016 - 2022, USD MILLION

Table 47 LAMEA CLOUD IN-MEMORY ANALYTICS MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 48 LAMEA CLOUD IN-MEMORY ANALYTICS MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 49 LAMEA ON-PREMISE IN-MEMORY ANALYTICS MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 50 LAMEA ON-PREMISE IN-MEMORY ANALYTICS MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 51 LAMEA IN-MEMORY ANALYTICS MARKET BY VERTICAL, 2012 - 2015, USD MILLION

Table 52 LAMEA IN-MEMORY ANALYTICS MARKET BY VERTICAL, 2016 - 2022, USD MILLION

Table 53 LAMEA IN-MEMORY ANALYTICS IN BFSI MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 54 LAMEA IN-MEMORY ANALYTICS IN BFSI MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 55 LAMEA IN-MEMORY ANALYTICS IN MANUFACTURING MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 56 LAMEA IN-MEMORY ANALYTICS IN MANUFACTURING MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 57 LAMEA IN-MEMORY ANALYTICS IN GOVERNMENT & DEFENSE MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 58 LAMEA IN-MEMORY ANALYTICS IN GOVERNMENT & DEFENSE MARKET

BY COUNTRY, 2016 - 2022, USD MILLION

Table 59 LAMEA IN-MEMORY ANALYTICS IN ENERGY & UTILITIES MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 60 LAMEA IN-MEMORY ANALYTICS IN ENERGY & UTILITIES MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 61 LAMEA IN-MEMORY ANALYTICS IN MEDIA & ENTERTAINMENT MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 62 LAMEA IN-MEMORY ANALYTICS IN MEDIA & ENTERTAINMENT MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 63 LAMEA IN-MEMORY ANALYTICS IN TELECOM & IT MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 64 LAMEA IN-MEMORY ANALYTICS IN TELECOM & IT MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 65 LAMEA IN-MEMORY ANALYTICS IN HEALTHCARE & LIFE SCIENCES MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 66 LAMEA IN-MEMORY ANALYTICS IN HEALTHCARE & LIFE SCIENCES MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 67 LAMEA IN-MEMORY ANALYTICS IN RETAIL MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 68 LAMEA IN-MEMORY ANALYTICS IN RETAIL MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 69 LAMEA IN-MEMORY ANALYTICS IN OTHER VERTICAL MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 70 LAMEA IN-MEMORY ANALYTICS IN OTHER VERTICAL MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 71 LAMEA IN-MEMORY ANALYTICS MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 72 LAMEA IN-MEMORY ANALYTICS MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 73 BRAZIL IN-MEMORY ANALYTICS MARKET, 2012 - 2015, USD MILLION

Table 74 BRAZIL IN-MEMORY ANALYTICS MARKET, 2016 - 2022, USD MILLION

Table 75 BRAZIL IN-MEMORY ANALYTICS MARKET BY COMPONENT TYPE, 2012 - 2015, USD MILLION

Table 76 BRAZIL IN-MEMORY ANALYTICS MARKET BY COMPONENT TYPE, 2016 - 2022, USD MILLION

Table 77 BRAZIL IN-MEMORY ANALYTICS MARKET BY SERVICES TYPE, 2012 - 2015, USD MILLION

Table 78 BRAZIL IN-MEMORY ANALYTICS MARKET BY SERVICES TYPE, 2016 - 2022, USD MILLION

- Table 79 BRAZIL IN-MEMORY ANALYTICS MARKET BY PROFESSIONAL SERVICES TYPE, 2012 - 2015, USD MILLION
- Table 80 BRAZIL IN-MEMORY ANALYTICS MARKET BY PROFESSIONAL SERVICES TYPE, 2016 - 2022, USD MILLION
- Table 81 BRAZIL IN-MEMORY ANALYTICS MARKET BY APPLICATION, 2012 - 2015, USD MILLION
- Table 82 BRAZIL IN-MEMORY ANALYTICS MARKET BY APPLICATION, 2016 - 2022, USD MILLION
- Table 83 BRAZIL IN-MEMORY ANALYTICS MARKET BY ORGANIZATION SIZE, 2012 - 2015, USD MILLION
- Table 84 BRAZIL IN-MEMORY ANALYTICS MARKET BY ORGANIZATION SIZE, 2016 - 2022, USD MILLION
- Table 85 BRAZIL IN-MEMORY ANALYTICS MARKET BY DEPLOYMENT TYPE, 2012 - 2015, USD MILLION
- Table 86 BRAZIL IN-MEMORY ANALYTICS MARKET BY DEPLOYMENT TYPE, 2016 - 2022, USD MILLION
- Table 87 BRAZIL IN-MEMORY ANALYTICS MARKET BY VERTICAL, 2012 - 2015, USD MILLION
- Table 88 BRAZIL IN-MEMORY ANALYTICS MARKET BY VERTICAL, 2016 - 2022, USD MILLION
- Table 89 ARGENTINA IN-MEMORY ANALYTICS MARKET, 2012 - 2015, USD MILLION
- Table 90 ARGENTINA IN-MEMORY ANALYTICS MARKET, 2016 - 2022, USD MILLION
- Table 91 ARGENTINA IN-MEMORY ANALYTICS MARKET BY COMPONENT TYPE, 2012 - 2015, USD MILLION
- Table 92 ARGENTINA IN-MEMORY ANALYTICS MARKET BY COMPONENT TYPE, 2016 - 2022, USD MILLION
- Table 93 ARGENTINA IN-MEMORY ANALYTICS MARKET BY SERVICES TYPE, 2012 - 2015, USD MILLION
- Table 94 ARGENTINA IN-MEMORY ANALYTICS MARKET BY SERVICES TYPE, 2016 - 2022, USD MILLION
- Table 95 ARGENTINA IN-MEMORY ANALYTICS MARKET BY PROFESSIONAL SERVICES TYPE, 2012 - 2015, USD MILLION
- Table 96 ARGENTINA IN-MEMORY ANALYTICS MARKET BY PROFESSIONAL SERVICES TYPE, 2016 - 2022, USD MILLION
- Table 97 ARGENTINA IN-MEMORY ANALYTICS MARKET BY APPLICATION, 2012 - 2015, USD MILLION
- Table 98 ARGENTINA IN-MEMORY ANALYTICS MARKET BY APPLICATION, 2016 -

2022, USD MILLION

Table 99 ARGENTINA IN-MEMORY ANALYTICS MARKET BY ORGANIZATION SIZE, 2012 - 2015, USD MILLION

Table 100 ARGENTINA IN-MEMORY ANALYTICS MARKET BY ORGANIZATION SIZE, 2016 - 2022, USD MILLION

Table 101 ARGENTINA IN-MEMORY ANALYTICS MARKET BY DEPLOYMENT TYPE, 2012 - 2015, USD MILLION

Table 102 ARGENTINA IN-MEMORY ANALYTICS MARKET BY DEPLOYMENT TYPE, 2016 - 2022, USD MILLION

Table 103 ARGENTINA IN-MEMORY ANALYTICS MARKET BY VERTICAL, 2012 - 2015, USD MILLION

Table 104 ARGENTINA IN-MEMORY ANALYTICS MARKET BY VERTICAL, 2016 - 2022, USD MILLION

Table 105 UAE IN-MEMORY ANALYTICS MARKET, 2012 - 2015, USD MILLION

Table 106 UAE IN-MEMORY ANALYTICS MARKET, 2016 - 2022, USD MILLION

Table 107 UAE IN-MEMORY ANALYTICS MARKET BY COMPONENT TYPE, 2012 - 2015, USD MILLION

Table 108 UAE IN-MEMORY ANALYTICS MARKET BY COMPONENT TYPE, 2016 - 2022, USD MILLION

Table 109 UAE IN-MEMORY ANALYTICS MARKET BY SERVICES TYPE, 2012 - 2015, USD MILLION

Table 110 UAE IN-MEMORY ANALYTICS MARKET BY SERVICES TYPE, 2016 - 2022, USD MILLION

Table 111 UAE IN-MEMORY ANALYTICS MARKET BY PROFESSIONAL SERVICES TYPE, 2012 - 2015, USD MILLION

Table 112 UAE IN-MEMORY ANALYTICS MARKET BY PROFESSIONAL SERVICES TYPE, 2016 - 2022, USD MILLION

Table 113 UAE IN-MEMORY ANALYTICS MARKET BY APPLICATION, 2012 - 2015, USD MILLION

Table 114 UAE IN-MEMORY ANALYTICS MARKET BY APPLICATION, 2016 - 2022, USD MILLION

Table 115 UAE IN-MEMORY ANALYTICS MARKET BY ORGANIZATION SIZE, 2012 - 2015, USD MILLION

Table 116 UAE IN-MEMORY ANALYTICS MARKET BY ORGANIZATION SIZE, 2016 - 2022, USD MILLION

Table 117 UAE IN-MEMORY ANALYTICS MARKET BY DEPLOYMENT TYPE, 2012 - 2015, USD MILLION

Table 118 UAE IN-MEMORY ANALYTICS MARKET BY DEPLOYMENT TYPE, 2016 - 2022, USD MILLION

Table 119 UAE IN-MEMORY ANALYTICS MARKET BY VERTICAL, 2012 - 2015, USD MILLION

Table 120 UAE IN-MEMORY ANALYTICS MARKET BY VERTICAL, 2016 - 2022, USD MILLION

Table 121 SAUDI ARABIA IN-MEMORY ANALYTICS MARKET, 2012 - 2015, USD MILLION

Table 122 SAUDI ARABIA IN-MEMORY ANALYTICS MARKET, 2016 - 2022, USD MILLION

Table 123 SAUDI ARABIA IN-MEMORY ANALYTICS MARKET BY COMPONENT TYPE, 2012 - 2015, USD MILLION

Table 124 SAUDI ARABIA IN-MEMORY ANALYTICS MARKET BY COMPONENT TYPE, 2016 - 2022, USD MILLION

Table 125 SAUDI ARABIA IN-MEMORY ANALYTICS MARKET BY SERVICES TYPE, 2012 - 2015, USD MILLION

Table 126 SAUDI ARABIA IN-MEMORY ANALYTICS MARKET BY SERVICES TYPE, 2016 - 2022, USD MILLION

Table 127 SAUDI ARABIA IN-MEMORY ANALYTICS MARKET BY PROFESSIONAL SERVICES TYPE, 2012 - 2015, USD MILLION

Table 128 SAUDI ARABIA IN-MEMORY ANALYTICS MARKET BY PROFESSIONAL SERVICES TYPE, 2016 - 2022, USD MILLION

Table 129 SAUDI ARABIA IN-MEMORY ANALYTICS MARKET BY APPLICATION, 2012 - 2015, USD MILLION

Table 130 SAUDI ARABIA IN-MEMORY ANALYTICS MARKET BY APPLICATION, 2016 - 2022, USD MILLION

Table 131 SAUDI ARABIA IN-MEMORY ANALYTICS MARKET BY ORGANIZATION SIZE, 2012 - 2015, USD MILLION

Table 132 SAUDI ARABIA IN-MEMORY ANALYTICS MARKET BY ORGANIZATION SIZE, 2016 - 2022, USD MILLION

Table 133 SAUDI ARABIA IN-MEMORY ANALYTICS MARKET BY DEPLOYMENT TYPE, 2012 - 2015, USD MILLION

Table 134 SAUDI ARABIA IN-MEMORY ANALYTICS MARKET BY DEPLOYMENT TYPE, 2016 - 2022, USD MILLION

Table 135 SAUDI ARABIA IN-MEMORY ANALYTICS MARKET BY VERTICAL, 2012 - 2015, USD MILLION

Table 136 SAUDI ARABIA IN-MEMORY ANALYTICS MARKET BY VERTICAL, 2016 - 2022, USD MILLION

Table 137 SOUTH AFRICA IN-MEMORY ANALYTICS MARKET, 2012 - 2015, USD MILLION

Table 138 SOUTH AFRICA IN-MEMORY ANALYTICS MARKET, 2016 - 2022, USD

MILLION

Table 139 SOUTH AFRICA IN-MEMORY ANALYTICS MARKET BY COMPONENT TYPE, 2012 - 2015, USD MILLION

Table 140 SOUTH AFRICA IN-MEMORY ANALYTICS MARKET BY COMPONENT TYPE, 2016 - 2022, USD MILLION

Table 141 SOUTH AFRICA IN-MEMORY ANALYTICS MARKET BY SERVICES TYPE, 2012 - 2015, USD MILLION

Table 142 SOUTH AFRICA IN-MEMORY ANALYTICS MARKET BY SERVICES TYPE, 2016 - 2022, USD MILLION

Table 143 SOUTH AFRICA IN-MEMORY ANALYTICS MARKET BY PROFESSIONAL SERVICES TYPE, 2012 - 2015, USD MILLION

Table 144 SOUTH AFRICA IN-MEMORY ANALYTICS MARKET BY PROFESSIONAL SERVICES TYPE, 2016 - 2022, USD MILLION

Table 145 SOUTH AFRICA IN-MEMORY ANALYTICS MARKET BY APPLICATION, 2012 - 2015, USD MILLION

Table 146 SOUTH AFRICA IN-MEMORY ANALYTICS MARKET BY APPLICATION, 2016 - 2022, USD MILLION

Table 147 SOUTH AFRICA IN-MEMORY ANALYTICS MARKET BY ORGANIZATION SIZE, 2012 - 2015, USD MILLION

Table 148 SOUTH AFRICA IN-MEMORY ANALYTICS MARKET BY ORGANIZATION SIZE, 2016 - 2022, USD MILLION

Table 149 SOUTH AFRICA IN-MEMORY ANALYTICS MARKET BY DEPLOYMENT TYPE, 2012 - 2015, USD MILLION

Table 150 SOUTH AFRICA IN-MEMORY ANALYTICS MARKET BY DEPLOYMENT TYPE, 2016 - 2022, USD MILLION

Table 151 SOUTH AFRICA IN-MEMORY ANALYTICS MARKET BY VERTICAL, 2012 - 2015, USD MILLION

Table 152 SOUTH AFRICA IN-MEMORY ANALYTICS MARKET BY VERTICAL, 2016 - 2022, USD MILLION

Table 153 NIGERIA IN-MEMORY ANALYTICS MARKET, 2012 - 2015, USD MILLION

Table 154 NIGERIA IN-MEMORY ANALYTICS MARKET, 2016 - 2022, USD MILLION

Table 155 NIGERIA IN-MEMORY ANALYTICS MARKET BY COMPONENT TYPE, 2012 - 2015, USD MILLION

Table 156 NIGERIA IN-MEMORY ANALYTICS MARKET BY COMPONENT TYPE, 2016 - 2022, USD MILLION

Table 157 NIGERIA IN-MEMORY ANALYTICS MARKET BY SERVICES TYPE, 2012 - 2015, USD MILLION

Table 158 NIGERIA IN-MEMORY ANALYTICS MARKET BY SERVICES TYPE, 2016 - 2022, USD MILLION

Table 159 NIGERIA IN-MEMORY ANALYTICS MARKET BY PROFESSIONAL SERVICES TYPE, 2012 - 2015, USD MILLION

Table 160 NIGERIA IN-MEMORY ANALYTICS MARKET BY PROFESSIONAL SERVICES TYPE, 2016 - 2022, USD MILLION

Table 161 NIGERIA IN-MEMORY ANALYTICS MARKET BY APPLICATION, 2012 - 2015, USD MILLION

Table 162 NIGERIA IN-MEMORY ANALYTICS MARKET BY APPLICATION, 2016 - 2022, USD MILLION

Table 163 NIGERIA IN-MEMORY ANALYTICS MARKET BY ORGANIZATION SIZE, 2012 - 2015, USD MILLION

Table 164 NIGERIA IN-MEMORY ANALYTICS MARKET BY ORGANIZATION SIZE, 2016 - 2022, USD MILLION

Table 165 NIGERIA IN-MEMORY ANALYTICS MARKET BY DEPLOYMENT TYPE, 2012 - 2015, USD MILLION

Table 166 NIGERIA IN-MEMORY ANALYTICS MARKET BY DEPLOYMENT TYPE, 2016 - 2022, USD MILLION

Table 167 NIGERIA IN-MEMORY ANALYTICS MARKET BY VERTICAL, 2012 - 2015, USD MILLION

Table 168 NIGERIA IN-MEMORY ANALYTICS MARKET BY VERTICAL, 2016 - 2022, USD MILLION

Table 169 REST OF LAMEA IN-MEMORY ANALYTICS MARKET, 2012 - 2015, USD MILLION

Table 170 REST OF LAMEA IN-MEMORY ANALYTICS MARKET, 2016 - 2022, USD MILLION

Table 171 REST OF LAMEA IN-MEMORY ANALYTICS MARKET BY COMPONENT TYPE, 2012 - 2015, USD MILLION

Table 172 REST OF LAMEA IN-MEMORY ANALYTICS MARKET BY COMPONENT TYPE, 2016 - 2022, USD MILLION

Table 173 REST OF LAMEA IN-MEMORY ANALYTICS MARKET BY SERVICES TYPE, 2012 - 2015, USD MILLION

Table 174 REST OF LAMEA IN-MEMORY ANALYTICS MARKET BY SERVICES TYPE, 2016 - 2022, USD MILLION

Table 175 REST OF LAMEA IN-MEMORY ANALYTICS MARKET BY PROFESSIONAL SERVICES TYPE, 2012 - 2015, USD MILLION

Table 176 REST OF LAMEA IN-MEMORY ANALYTICS MARKET BY PROFESSIONAL SERVICES TYPE, 2016 - 2022, USD MILLION

Table 177 REST OF LAMEA IN-MEMORY ANALYTICS MARKET BY APPLICATION, 2012 - 2015, USD MILLION

Table 178 REST OF LAMEA IN-MEMORY ANALYTICS MARKET BY APPLICATION,

2016 - 2022, USD MILLION

Table 179 REST OF LAMEA IN-MEMORY ANALYTICS MARKET BY ORGANIZATION SIZE, 2012 - 2015, USD MILLION

Table 180 REST OF LAMEA IN-MEMORY ANALYTICS MARKET BY ORGANIZATION SIZE, 2016 - 2022, USD MILLION

Table 181 REST OF LAMEA IN-MEMORY ANALYTICS MARKET BY DEPLOYMENT TYPE, 2012 - 2015, USD MILLION

Table 182 REST OF LAMEA IN-MEMORY ANALYTICS MARKET BY DEPLOYMENT TYPE, 2016 - 2022, USD MILLION

Table 183 REST OF LAMEA IN-MEMORY ANALYTICS MARKET BY VERTICAL, 2012 - 2015, USD MILLION

Table 184 REST OF LAMEA IN-MEMORY ANALYTICS MARKET BY VERTICAL, 2016 - 2022, USD MILLION

Table 185 KEY INFORMATION – IBM CORPORATION

Table 186 KEY INFORMATION – ORACLE CORPORATION

Table 187 KEY INFORMATION – SAP SE

Table 188 KEY INFORMATION – SAS INSTITUTE, INC.

Table 189 KEY INFORMATION – HITACHI LTD.

Table 190 KEY INFORMATION – MICROSTRATEGY, INC.

Table 191 KEY INFORMATION – SOFTWARE AG

Table 192 KEY INFORMATION - AMAZON.COM, INC.

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