

North America In memory Analytics Market (2016 - 2022)

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Abstracts

The feasibility of the in-memory analytics has led to the adoption of the technology within major businesses, making it a feasible technology. The technology eliminates the need for data indexing and storing pre-aggregated data in OLAP cubes or aggregate tables and as a result provides incredibly fast query response times. The speed and optimization has contributed to significant cut in the cost associated in managing complex queries, and eliminating the complex procedures of implementation of BI and analytic applications. With the wide spread adoption of in memory analytics, the traditional data warehouses would eventually find their applications in data that are infrequently queried.

In-memory analytics is a business intelligence (BI) technology that is used in solving complex and time-sensitive business challenges. Digital transformation leading to the use of real-time analytics, superlative computing power, and rising adoption of self-service Business Intelligence (BI) tools have contributed to the growth of the market.

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 US, Canada, Mexico and Rest of North America. US remained the dominant country in the North America In-Memory Analytics market. Canada would witness promising CAGR during the forecast period (2016-2022).

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.

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