

North America Performance Analytics Market (2016 - 2022)

<https://marketpublishers.com/r/NB9454C620AEN.html>

Date: March 2017

Pages: 121

Price: US\$ 1,500.00 (Single User License)

ID: NB9454C620AEN

Abstracts

Simplicity and integrated business applications of performance analytics software would be the major reasons for the wide spread adoption of performance analytics market. The most significant reason that would drive the market growth is unprecedented growth in metrics-driven business performance assessments. Performance management system has both direct and indirect benefits, operational efficiency benefits.

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. The cloud deployment model would be preferred model with higher adoption, as compared to the on-premises deployment model due to cost benefits, flexibility & scalability and privacy-based enhancements. Banking, Financial Services, and Insurance (BFSI) segment hold the largest market share within different verticals, where software is used to tackle issues such as insufficient data modeling capabilities. However, the retail & e-commerce segment would witness significant growth during the forecast period.

Based on country, Performance Analytics market is segmented into US, Canada, Mexico and Rest of North America. US remained the dominant country in the North America Performance Analytics market in 2015. Canada 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 North America Performance Analytics Market, by Component Type
 - 1.4.2 North America Performance Analytics Market, by Application
 - 1.4.3 North America Performance Analytics Market, by Analytics Type
 - 1.4.4 North America Performance Analytics Market, by Deployment Mode
 - 1.4.5 North America Performance Analytics Market, by Organization Size
 - 1.4.6 North America Performance Analytics Market, by Vertical
 - 1.4.7 North America 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. NORTH AMERICA PERFORMANCE ANALYTICS MARKET

- 4.1 North America Performance Analytics Market by Component
 - 4.1.1 North America Performance Analytics Software Market by Country
 - 4.1.2 North America Performance Analytics Services Market by Country
 - 4.1.3 North America Performance Analytics Services Market by Type
 - 4.1.3.1 North America Performance Analytics Professional Services Market by Country
 - 4.1.3.2 North America Performance Analytics Professional Services Market by Type
 - 4.1.3.2.1 North America Performance Analytics Implementation Services Market by Country
 - 4.1.3.2.2 North America Performance Analytics Consulting & Training Services Market by Country

4.1.3.2.3 North America Performance Analytics Support & Maintenance Services Market by Country

4.1.3.3 North America Performance Analytics Managed Services Market by Country

CHAPTER 5. NORTH AMERICA PERFORMANCE ANALYTICS MARKET BY APPLICATION

5.1 Introduction

5.1.1 North America Sales & Marketing Performance Analytics Market by Country

5.1.2 North America Financial Performance Analytics Market by Country

5.1.3 North America Supply Chain Management Performance Analytics Market by Country

5.1.4 North America Operations & IT Performance Analytics Market by Country

5.1.5 North America Employee Performance & Others Performance Analytics Market by Country

CHAPTER 6. NORTH AMERICA PERFORMANCE ANALYTICS MARKET BY ANALYTICS TYPE

6.1 Introduction

6.1.1 North America Predictive Analytics Performance Analytics Market by Country

6.1.2 North America Prescriptive Analytics Performance Analytics Market by Country

6.1.3 North America Descriptive Analytics Performance Analytics Market by Country

CHAPTER 7. NORTH AMERICA PERFORMANCE ANALYTICS MARKET BY ORGANIZATION SIZE

7.1 Introduction

7.1.1 North America Small & Medium Enterprises Performance Analytics Market by Country

7.1.2 North America Large Enterprises Performance Analytics Market by Country

CHAPTER 8. NORTH AMERICA PERFORMANCE ANALYTICS MARKET BY DEPLOYMENT TYPE

8.1 Introduction

8.1.1 North America On-Premise Performance Analytics Market by Country

8.1.2 North America Cloud Performance Analytics Market by Country

CHAPTER 9. NORTH AMERICA PERFORMANCE ANALYTICS MARKET BY VERTICAL

9.1 Introduction

9.1.1 North America Performance Analytics in BFSI Market by Country

9.1.2 North America Performance Analytics in Manufacturing Market by Country

9.1.3 North America Performance Analytics in Government & Defense & Defense Market by Country

9.1.4 North America Performance Analytics in Energy & Utilities Market by Country

9.1.5 North America Performance Analytics in Construction Market by Country

9.1.6 North America Performance Analytics in Telecom & IT Market by Country

9.1.7 North America Performance Analytics in Healthcare & Life Sciences Market by Country

9.1.8 North America Performance Analytics in Retail Market by Country

9.1.9 North America Performance Analytics in Other Vertical Market by Country

CHAPTER 10. NORTH AMERICA PERFORMANCE ANALYTICS MARKET BY COUNTRY

10.1 Introduction

10.2 US Performance Analytics Market

10.2.1 US Performance Analytics Market by Component Type

10.2.1.1 US Performance Analytics Market by Services Type

10.2.1.1.1 US Performance Analytics Market by Professional Services Type

10.2.2 US Performance Analytics Market by Application

10.2.3 US Performance Analytics Market by Analytics Type

10.2.4 US Performance Analytics Market by Organization Size

10.2.5 US Performance Analytics Market by Deployment Type

10.2.6 US Performance Analytics Market by Vertical

10.3 Canada Performance Analytics Market

10.3.1 Canada Performance Analytics Market by Component Type

10.3.1.1 Canada Performance Analytics Market by Services Type

10.3.1.1.1 Canada Performance Analytics Market by Professional Services Type

10.3.2 Canada Performance Analytics Market by Application

10.3.3 Canada Performance Analytics Market by Analytics Type

10.3.4 Canada Performance Analytics Market by Organization Size

10.3.5 Canada Performance Analytics Market by Deployment Type

10.3.6 Canada Performance Analytics Market by Vertical

10.4 Mexico Performance Analytics Market

- 10.4.1 Mexico Performance Analytics Market by Component Type
 - 10.4.1.1 Mexico Performance Analytics Market by Services Type
 - 10.4.1.1.1 Mexico Performance Analytics Market by Professional Services Type
- 10.4.2 Mexico Performance Analytics Market by Application
- 10.4.3 Mexico Performance Analytics Market by Analytics Type
- 10.4.4 Mexico Performance Analytics Market by Organization Size
- 10.4.5 Mexico Performance Analytics Market by Deployment Type
- 10.4.6 Mexico Performance Analytics Market by Vertical
- 10.5 Rest of North America Performance Analytics Market
 - 10.5.1 Rest of North America Performance Analytics Market by Component Type
 - 10.5.1.1 Rest of North America Performance Analytics Market by Services Type
 - 10.5.1.1.1 Rest of North America Performance Analytics Market by Professional Services Type
 - 10.5.2 Rest of North America Performance Analytics Market by Application
 - 10.5.3 Rest of North America Performance Analytics Market by Analytics Type
 - 10.5.4 Rest of North America Performance Analytics Market by Organization Size
 - 10.5.5 Rest of North America Performance Analytics Market by Deployment Type
 - 10.5.6 Rest of North America 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 NORTH AMERICA PERFORMANCE ANALYTICS MARKET, 2012 - 2015, USD MILLION

TABLE 2 NORTH AMERICA PERFORMANCE ANALYTICS MARKET, 2016 - 2022, USD MILLION

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

TABLE 18 NORTH AMERICA PERFORMANCE ANALYTICS CONSULTING &

TRAINING SERVICES MARKET BY COUNTRY, 2016 - 2022, USD MILLION
TABLE 19 NORTH AMERICA PERFORMANCE ANALYTICS SUPPORT & MAINTENANCE SERVICES MARKET BY COUNTRY, 2012 - 2015, USD MILLION
TABLE 20 NORTH AMERICA PERFORMANCE ANALYTICS SUPPORT & MAINTENANCE SERVICES MARKET BY COUNTRY, 2016 - 2022, USD MILLION
TABLE 21 NORTH AMERICA PERFORMANCE ANALYTICS MANAGED SERVICES MARKET BY COUNTRY, 2012 - 2015, USD MILLION
TABLE 22 NORTH AMERICA PERFORMANCE ANALYTICS MANAGED SERVICES MARKET BY COUNTRY, 2016 - 2022, USD MILLION
TABLE 23 NORTH AMERICA PERFORMANCE ANALYTICS MARKET BY APPLICATION, 2012 - 2015, USD MILLION
TABLE 24 NORTH AMERICA PERFORMANCE ANALYTICS MARKET BY APPLICATION, 2016 - 2022, USD MILLION
TABLE 25 NORTH AMERICA SALES & MARKETING PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2012 - 2015, USD MILLION
TABLE 26 NORTH AMERICA SALES & MARKETING PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2016 - 2022, USD MILLION
TABLE 27 NORTH AMERICA FINANCIAL PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2012 - 2015, USD MILLION
TABLE 28 NORTH AMERICA FINANCIAL PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2016 - 2022, USD MILLION
TABLE 29 NORTH AMERICA SUPPLY CHAIN MANAGEMENT PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2012 - 2015, USD MILLION
TABLE 30 NORTH AMERICA SUPPLY CHAIN MANAGEMENT PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2016 - 2022, USD MILLION
TABLE 31 NORTH AMERICA OPERATIONS & IT PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2012 - 2015, USD MILLION
TABLE 32 NORTH AMERICA OPERATIONS & IT PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2016 - 2022, USD MILLION
TABLE 33 NORTH AMERICA EMPLOYEE PERFORMANCE & OTHERS PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2012 - 2015, USD MILLION
TABLE 34 NORTH AMERICA EMPLOYEE PERFORMANCE & OTHERS PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2016 - 2022, USD MILLION
TABLE 35 NORTH AMERICA PERFORMANCE ANALYTICS MARKET BY ANALYTICS TYPE, 2012 - 2015, USD MILLION
TABLE 36 NORTH AMERICA PERFORMANCE ANALYTICS MARKET BY ANALYTICS TYPE, 2016 - 2022, USD MILLION
TABLE 37 NORTH AMERICA PREDICTIVE ANALYTICS PERFORMANCE ANALYTICS MARKET BY COUNTRY, 2012 - 2015, USD MILLION

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

TABLE 57 NORTH AMERICA PERFORMANCE ANALYTICS IN BFSI MARKET BY

COUNTRY, 2012 - 2015, USD MILLION

TABLE 58 NORTH AMERICA PERFORMANCE ANALYTICS IN BFSI MARKET BY COUNTRY, 2016 - 2022, USD MILLION

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

TABLE 97 CANADA PERFORMANCE ANALYTICS MARKET BY COMPONENT TYPE,

2012 - 2015, USD MILLION

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

TABLE 131 REST OF NORTH AMERICA PERFORMANCE ANALYTICS MARKET, 2012 - 2015, USD MILLION

TABLE 132 REST OF NORTH AMERICA PERFORMANCE ANALYTICS MARKET, 2016 - 2022, USD MILLION

TABLE 133 REST OF NORTH AMERICA PERFORMANCE ANALYTICS MARKET BY COMPONENT TYPE, 2012 - 2015, USD MILLION

TABLE 134 REST OF NORTH AMERICA PERFORMANCE ANALYTICS MARKET BY COMPONENT TYPE, 2016 - 2022, USD MILLION

TABLE 135 REST OF NORTH AMERICA PERFORMANCE ANALYTICS MARKET BY SERVICES TYPE, 2012 - 2015, USD MILLION

TABLE 136 REST OF NORTH AMERICA PERFORMANCE ANALYTICS MARKET BY

SERVICES TYPE, 2016 - 2022, USD MILLION

TABLE 137 REST OF NORTH AMERICA PERFORMANCE ANALYTICS MARKET BY PROFESSIONAL SERVICES TYPE, 2012 - 2015, USD MILLION

TABLE 138 REST OF NORTH AMERICA PERFORMANCE ANALYTICS MARKET BY PROFESSIONAL SERVICES TYPE, 2016 - 2022, USD MILLION

TABLE 139 REST OF NORTH AMERICA PERFORMANCE ANALYTICS MARKET BY APPLICATION, 2012 - 2015, USD MILLION

TABLE 140 REST OF NORTH AMERICA PERFORMANCE ANALYTICS MARKET BY APPLICATION, 2016 - 2022, USD MILLION

TABLE 141 REST OF NORTH AMERICA PERFORMANCE ANALYTICS MARKET BY ANALYTICS TYPE, 2012 - 2015, USD MILLION

TABLE 142 REST OF NORTH AMERICA PERFORMANCE ANALYTICS MARKET BY ANALYTICS TYPE, 2016 - 2022, USD MILLION

TABLE 143 REST OF NORTH AMERICA PERFORMANCE ANALYTICS MARKET BY ORGANIZATION SIZE, 2012 - 2015, USD MILLION

TABLE 144 REST OF NORTH AMERICA PERFORMANCE ANALYTICS MARKET BY ORGANIZATION SIZE, 2016 - 2022, USD MILLION

TABLE 145 REST OF NORTH AMERICA PERFORMANCE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2012 - 2015, USD MILLION

TABLE 146 REST OF NORTH AMERICA PERFORMANCE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2016 - 2022, USD MILLION

TABLE 147 REST OF NORTH AMERICA PERFORMANCE ANALYTICS MARKET BY VERTICAL, 2012 - 2015, USD MILLION

TABLE 148 REST OF NORTH AMERICA PERFORMANCE ANALYTICS MARKET BY VERTICAL, 2016 - 2022, USD MILLION

TABLE 149 KEY INFORMATION – IBM CORPORATION

TABLE 150 KEY INFORMATION – ORACLE CORPORATION

TABLE 151 KEY INFORMATION – SAP SE

TABLE 152 KEY INFORMATION – SAS INSTITUTE INC.

TABLE 153 KEY INFORMATION - SIEMENS AG

TABLE 154 KEY INFORMATION – CALLIDUSCLOUD COMPANY

TABLE 155 KEY INFORMATION – SERVICENOW, INC.

TABLE 156 KEY INFORMATION – ADAPTIVE INSIGHTS

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