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Application Performance Management Market by Platform (Software and Services), by Deployment Mode (On-premise, Cloud and Hybrid), by Access type (Web and Mobile), & by User Type (SMB's and Large Enterprises) - Global Forecast to 2019

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Abstracts

The business process complexities in today's business scenarios are increasing at a very high rate. Applications to analyze and resolve these complex business processes are being developed by various vendors in the market. However, the performance of these applications needs to be maintained as per the client's requirements which ensure utmost efficiency. Furthermore, the diverse and fluctuating business models many a time tend to create a bottleneck, fault in events, and other errors which hamper the performance of the applications that slowdown the efficiency as well as affect the overall experience. This problem though as simple as it may sound, is the biggest challenge faced by enterprises and companies. In this chaos, Application Performance Management (APM) could emerge as a savior, which analyzes data related to specific custom or default parameters for insights in order to boost operational efficiency and improve application experience.

The overall APM market in this report has been defined as the sum of revenues generated by the APM solutions along with various services provided by the vendors to enterprises.

North America has the highest adoption of APM in the business ecosystem, and regions such as Asia-Pacific (APAC), Middle East and Africa (MEA) along with Latin America offers a lot of opportunities for the vendors where majority of the countries are yet to expansively adopt APM systems.

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The APM solutions majorly utilize IT, deployment and integrations, support and maintenance and other services to help companies manage and increase the performances of their business applications thereby facilitating revenue growth.

There are various assumptions that have been taken into consideration for the market sizing and forecasting exercise. A few of the global assumptions include political, social, economic, and technological factors. For instance, exchange rates are some of the factors which are expected to have an impact on this market. Therefore, dollar fluctuations are expected to not seriously affect the forecasts in the emerging APAC regions.

This report will help the APM vendors in the following ways:

1. This report segments the overall APM market on the basis of the revenues generated by APM software vendors and service providers. The report provides the closest approximations of the revenue numbers for the overall market and the sub-segments. The market numbers are further split into regions.
2. The report will help APM vendors to better understand the competitors and gain more insights for better positioning of business. There is a separate section on competitive landscape, which includes mergers and acquisitions, and venture capital funding. This report also covers company profiles of major players in this market.
3. The report will help suppliers understand the pulse of the market and provide information on key market drivers, restraints, and opportunities.

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Contents

1 INTRODUCTION

1.1 OBJECTIVES OF THE STUDY
1.2 MARKET SCOPE
  1.2.1 YEAR
  1.2.2 CURRENCY
1.3 LIMITATIONS
1.4 MARKETS COVERED
1.5 STAKEHOLDERS

2 RESEARCH METHODOLOGY

2.1 MARKET SIZE ESTIMATION
2.2 MARKET BREAKDOWN AND DATA TRIANGULATION
2.3 MARKET SHARE ESTIMATION
  2.3.1 KEY DATA TAKEN FROM SECONDARY SOURCES
  2.3.2 KEY DATA TAKEN FROM PRIMARY SOURCES
    2.3.2.1 Key industry insights
2.4 ASSUMPTIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE MARKET OPPORTUNITIES IN APM
4.2 LIFE CYCLE ANALYSIS , BY REGION
4.3 MARKET INVESTMENT SCENARIO
4.4 REGIONAL ADOPTION SCENARIO

5 MARKET OVERVIEW

5.1 INTRODUCTION
5.2 MARKET SEGMENTATION
  5.2.1 GLOBAL APM MARKET, BY PLATFORM TYPE
  5.2.2 GLOBAL APM MARKET, BY ORGANIZATION SIZE
  5.2.3 GLOBAL APM MARKET, BY DEPLOYMENT TYPE
  5.2.4 GLOBAL APM MARKET, BY ACCESS TYPE

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5.2.5 GLOBAL APM MARKET, BY VERTICAL
5.2.6 GLOBAL APM MARKET, BY REGION
5.3 MARKET DYNAMICS
5.3.1 DRIVERS
5.3.1.1 Increasing complexity of applications
5.3.1.2 Big data analytics
5.3.1.3 Globalization of business
5.3.1.4 Proliferation of mobile and cloud computing
5.3.2 RESTRAINTS
5.3.2.1 Lack of end-user awareness
5.3.2.2 Traditional approaches
5.3.2.3 Application design
5.3.3 OPPORTUNITIES
5.3.3.1 Advance APM analytics
5.3.3.2 DevOps automation
5.3.3.3 Log management
5.3.4 CHALLENGES
5.3.4.1 Lack of real time application visibility
5.3.4.2 Increasing and changing business demand

6 INDUSTRY TRENDS

6.1 INTRODUCTION
6.2 VALUE CHAIN ANALYSIS
6.3 PORTER’S FIVE FORCES ANALYSIS
6.3.1 THREAT OF SUBSTITUTES
6.3.2 BARGAINING POWER OF BUYERS
6.3.3 THREAT FROM NEW ENTRANTS
6.3.4 BARGAINING POWER OF SUPPLIERS
6.3.5 INTENSITY OF RIVALRY

7 APM MARKET ANALYSIS, BY PLATFORM TYPE

7.1 INTRODUCTION
7.2 SOFTWARE
7.3 SERVICES
7.3.1 DEPLOYMENT AND INTEGRATION
7.3.2 TRAINING AND EDUCATION
7.3.3 SUPPORT AND MAINTENANCE SERVICES

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8 APM MARKET ANALYSIS, BY DEPLOYMENT TYPE

8.1 INTRODUCTION
8.2 ON-PREMISES
8.3 CLOUD
8.4 HYBRID

9 APM MARKET ANALYSIS, BY USER TYPE

9.1 INTRODUCTION
9.2 SMALL AND MEDIUM BUSINESSES (SMBS)
9.3 LARGE ENTERPRISES

10 APM MARKET ANALYSIS, BY ACCESS TYPE

10.1 INTRODUCTION
10.2 WEB APM
10.3 MOBILE APM

11 APM MARKET ANALYSIS, BY VERTICAL

11.1 INTRODUCTION
11.2 BFSI
11.3 MANUFACTURING
11.4 GOVERNMENT
11.5 HEALTHCARE
11.6 RETAIL
11.7 IT AND TELECOM
11.8 LOGISTICS AND TRANSPORTATION
11.9 MEDIA AND ENTERTAINMENT
11.10 EDUCATION
11.11 OTHER VERTICALS

12 GEOGRAPHIC ANALYSIS

12.1 INTRODUCTION
12.2 NORTH AMERICA (NA)
12.3 EUROPE

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12.4 ASIA-PACIFIC (APAC) IS DRIVING THE GROWTH OF APM MARKET
12.5 MIDDLE EAST AND AFRICA (MEA)
12.6 LATIN AMERICA (LA)

13 COMPETITIVE LANDSCAPE

13.1 OVERVIEW
13.2 COMPETITIVE SITUATION AND TRENDS
13.3 NEW PRODUCT LAUNCHES, 2012-2014
13.4 AGREEMENTS, PARTNERSHIPS, COLLABORATIONS, AND JOINT VENTURES, 2012-2014
13.5 MERGERS AND ACQUISITIONS, 2012-2014
13.6 VENTURE CAPITAL FUNDING, 2012–2014

14 COMPANY PROFILES

14.1 INTRODUCTION (Overview, Financials, Products & Services, Strategy, and Developments)
14.2 INTERNATIONAL BUSINESS MACHINES (IBM)
14.3 HEWLETT-PACKARD (HP)
14.4 COMPUWARE CORPORATION
14.5 CA TECHNOLOGIES
14.6 DELL SOFTWARE
14.7 BMC SOFTWARE
14.8 APPDYNAMICS
14.9 MICROSOFT CORPORATION
14.10 RIVERBED TECHNOLOGY
14.11 NEW RELIC (Details on overview, financials, product & services, strategy, and developments might not be captured in case of unlisted companies.)

15 APPENDIX

15.1 APM ARCHITECTURAL VIEW
15.2 DISCUSSION GUIDE
15.3 INTRODUCING RT: REAL-TIME MARKET INTELLIGENCE
15.4 AVAILABLE CUSTOMIZATIONS
15.5 RELATED REPORTS

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List Of Tables

LIST OF TABLES

Table 1 APM MARKET SIZE & GROWTH, 2012-2019 ($ BILLION, Y-O-Y%)
Table 2 INCREASING COMPEXITY OF APPLICATIONS IS THE MAJOR FACTOR BOOSTING THE GROWTH OF MARKET
Table 3 LACK OF END-USER AWARENESS IS RESTRAINING THE ADOPTION
Table 4 NEW OPPORTUNITY RISING WITH THE RISE IN ANALYTICS AND DEVOPS AUTOMATION
Table 5 INCREASING AND CHANGING DEMAND OF BUSINESS IS CHALLENGING THE APM MARKET
Table 6 APM MARKET SIZE, BY PLATFORM TYPE, 2012–2019 ($BILLION)
Table 7 APM SOFTWARE MARKET SIZE, BY REGION, 2012–2019 ($BILLION)
Table 8 APM SOFTWARE MARKET SIZE, BY DEPLOYMENT MODE, 2012–2019 ($BILLION)
Table 9 APM MARKET SIZE, BY SERVICE, 2012–2019 ($BILLION)
Table 10 DEPLOYMENT AND INTEGRATION SERVICE MARKET SIZE, BY REGION, 2012–2019 ($MILLION)
Table 11 TRAINING AND EDUCATION SERVICE MARKET SIZE, BY REGION, 2012–2019 ($MILLION)
Table 12 SUPPORT AND MAINTENANCE SERVICE MARKET SIZE, BY REGION, 2012–2019 ($MILLION)
Table 13 APM MARKET SIZE, BY DEPLOYMENT TYPE, 2012–2019 ($BILLION)
Table 14 ON-PREMISES DEPLOYMENT MARKET SIZE, BY REGION, 2012–2019 ($BILLION)
Table 15 ON-PREMISES DEPLOYMENT MARKET SIZE, BY USER TYPE, 2012–2019 ($BILLION)
Table 16 CLOUD DEPLOYMENT MARKET SIZE, BY REGION, 2012–2019 ($BILLION)
Table 17 CLOUD DEPLOYMENT MARKET SIZE, BY USER TYPE, 2012–2019 ($BILLION)
Table 18 HYBRID DEPLOYMENT MARKET SIZE, BY REGION, 2012–2019 ($MILLION)
Table 19 HYBRID DEPLOYMENT MARKET SIZE, BY USER TYPE, 2012–2019 ($BILLION)
Table 20 APM MARKET SIZE, BY USER TYPE, 2012–2019 ($BILLION)
Table 21 SMBS MARKET SIZE, BY REGION, 2012–2019 ($BILLION)
Table 22 SMBS MARKET SIZE, BY ACCESS TYPE, 2012–2019 ($BILLION)
Table 23 SMBS MARKET SIZE, BY PLATFORM TYPE, 2012–2019 ($BILLION)

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Table 24 LARGE ENTERPRISE MARKET SIZE, BY REGION, 2012–2019 ($BILLION)
Table 25 LARGE ENTERPRISE MARKET SIZE, BY ACCESS TYPE, 2012–2019 ($BILLION)
Table 26 SMBS MARKET SIZE, BY PLATFORM TYPE, 2012–2019 ($BILLION)
Table 27 APM MARKET SIZE, BY ACCESS TYPE, 2012–2019 ($BILLION)
Table 28 WEB APM MARKET SIZE, BY REGION, 2012–2019 ($BILLION)
Table 29 MOBILE APM MARKET SIZE, BY REGION, 2012–2019 ($BILLION)
Table 30 APM MARKET SIZE, BY VERTICAL, 2012–2019 ($BILLION)
Table 31 BFSI MARKET SIZE, BY PLATFORM TYPE, 2012–2019 ($BILLION)
Table 32 BFSI MARKET SIZE, BY USER TYPE, 2012–2019 ($BILLION)
Table 33 BFSI MARKET SIZE, BY ACCESS TYPE, 2012–2019 ($BILLION)
Table 34 MANUFACTURING MARKET SIZE, BY PLATFORM TYPE, 2012–2019 ($MILLION)
Table 35 MANUFACTURING MARKET SIZE, BY USER TYPE, 2012–2019 ($MILLION)
Table 36 MANUFACTURING MARKET SIZE, BY ACCESS TYPE, 2012–2019 ($MILLION)
Table 37 GOVERNMENT MARKET SIZE, BY PLATFORM TYPE, 2012–2019 ($MILLION)
Table 38 GOVERNMENT MARKET SIZE, BY USER TYPE, 2012–2019 ($MILLION)
Table 39 GOVERNMENT MARKET SIZE, BY ACCESS TYPE, 2012–2019 ($MILLION)
Table 40 HEALTHCARE MARKET SIZE, BY PLATFORM TYPE, 2012–2019 ($MILLION)
Table 41 HEALTHCARE MARKET SIZE, BY USER TYPE, 2012–2019 ($MILLION)
Table 42 HEALTHCARE MARKET SIZE, BY ACCESS TYPE, 2012–2019 ($MILLION)
Table 43 RETAIL MARKET SIZE, BY PLATFORM TYPE, 2012–2019 ($BILLION)
Table 44 RETAIL MARKET SIZE, BY USER TYPE, 2012–2019 ($BILLION)
Table 45 RETAIL MARKET SIZE, BY ACCESS TYPE, 2012–2019 ($BILLION)
Table 46 IT AND TELECOM MARKET SIZE, BY PLATFORM TYPE, 2012–2019 ($BILLION)
Table 47 IT AND TELECOM MARKET SIZE, BY USER TYPE, 2012–2019 ($BILLION)
Table 48 IT AND TELECOM MARKET SIZE, BY ACCESS TYPE, 2012–2019 ($BILLION)
Table 49 LOGISTICS AND TRANSPORTATION MARKET SIZE, BY PLATFORM TYPE, 2012–2019 ($MILLION)
Table 50 LOGISTICS AND TRANSPORTATION MARKET SIZE, BY USER TYPE, 2012–2019 ($MILLION)
Table 51 LOGISTICS AND TRANSPORTATION MARKET SIZE, BY ACCESS TYPE, 2012–2019 ($MILLION)
Table 52 MEDIA AND ENTERTAINMENT MARKET SIZE, BY PLATFORM TYPE,

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2012–2019 ($MILLION)
Table 53 MEDIA AND ENTERTAINMENT MARKET SIZE, BY USER TYPE, 2012–2019 ($MILLION)
Table 54 MEDIA AND ENTERTAINMENT MARKET SIZE, BY ACCESS TYPE, 2012–2019 ($MILLION)
Table 55 EDUCATION MARKET SIZE, BY PLATFORM TYPE, 2012–2019 ($BILLION)
Table 56 EDUCATION MARKET SIZE, BY USER TYPE, 2012–2019 ($BILLION)
Table 57 EDUCATION MARKET SIZE, BY ACCESS TYPE, 2012–2019 ($BILLION)
Table 58 OTHER VERTICALS MARKET SIZE, BY PLATFORM TYPE, 2012–2019 ($BILLION)
Table 59 OTHER VERTICALS MARKET SIZE, BY USER TYPE, 2012–2019 ($BILLION)
Table 60 OTHER VERTICALS MARKET SIZE, BY ACCESS TYPE, 2012–2019 ($BILLION)
Table 61 APM MARKET SIZE, BY REGION, 2012–2019 ($BILLION)
Table 62 APM MARKET SIZE , BY REGION, 2012-2019 ($BILLION)
Table 63 NA: APM MARKET SIZE, BY VERTICAL, 2012–2019 ($MILLION)
Table 64 EUROPE: APM MARKET SIZE, BY VERTICAL, 2012–2019 ($MILLION)
Table 65 APAC: APM MARKET SIZE, BY VERTICAL, 2012–2019 ($MILLION)
Table 66 MEA: APM MARKET SIZE, BY VERTICAL, 2012–2019 ($MILLION)
Table 67 LA: APM MARKET SIZE, BY VERTICAL, 2012–2019 ($MILLION)
Table 68 NEW PRODUCT LAUNCHES, 2012–2014
Table 69 AGREEMENTS, PARTNERSHIPS, COLLABORATIONS, AND JOINT VENTURES, 2012–2014
Table 70 MERGERS AND ACQUISITIONS, 2012–2014
Table 71 VENTURE FUNDINGS, 2011–2014

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About

Every organization is experiencing growing application dependency in fast changing business environment, which requires organizations to get maximum from IT investments and rigorously focus on aligning IT to business objectives. Business products such as online loan processing, retail e-commerce, management of digital patient healthcare records, automated manufacturing lines, and many other verticals need the right applications and infrastructures to make operations efficient and proactive. Hence it has become a top priority for organizations to ensure that applications are running at their peak performance with minimum downtime. Proliferation of APM solutions has been growing in response to the growing demand from the customers.. This is creating new practices within the software-defined enterprise in which changes to complex, distributed applications are deployed in virtual and cloud environments in a continuous fashion. APM provides an ability to quickly determine the root cause of critical cross platform applications and gives the visibility and control to manage the more complex and interdependent applications throughout the enterprise. The APM market is growing rapidly and is used for monitoring static backend systems into next-generation solutions for monitoring dynamic customer applications apps. These next-generation solutions are deriving meaningful intelligence directly from the applications they monitor, and provide a true end to end, real time application visibility to improve business performances. These rapidly changing shared environments, tight integration of customer, business, and performance data are helping APM solutions to become platforms that provide real-time insights into the overall business performance of the software-defined enterprise. Hence these single offerings address challenges in a much managed array of application and infrastructure.

In this report, an in-depth study of the market trends, market sizing, market structure and market dynamics of the APM market has been provided. The trends, drivers (increased complexity of applications, big data,, globalization), and opportunities (Advance APM analytics, log management, DevOps) in the APM market distinctly indicate noteworthy growth in next five years. The APM market is segmented by software and services. Various APM services include deployment and integration, support and maintenance, and training and education. This market size has been further segmented into access types such as web and mobile users. The APM market also comprises segmentation by vertical which include various industries. The global market has been divided into NA, APAC, Europe, MEA, and LA regions for a region-specific analysis which has been provided in the report. Each regional market has been further segmented by software, service, platform, and access types; also, market size

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forecasts of various sub-segments have been included in the report.

The report also includes an extensive analysis of the key players in the APM market with their profiles, strategies, and developments. IBM, HP, CA Technology, Compuware, Dell, Riverbed Technology, Microsoft, AppDynamics, and New Relic are some of the major players in this market. These players along with the others present in the market are expected to develop more advanced and user-friendly solutions to combat the increasing need of APM, and thus create notable market traction during the forecast period. The report also provides insights about the major market drivers, restraints, opportunities, challenges, global adoption trends, and key issues of the APM market.

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