

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.

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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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

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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