

Enterprise Metadata Management Market by Component (Tools, Services), Application (Governance and Compliance Management, Risk Management, Incident Management), Deployment Model, Metadata Type, Business Function, Industry Vertical - Global Forecast to 2022

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Abstracts

Increasing business data volume, centralized data management, operational excellence, regulations, and risk and compliance management are expected to propel the growth of the Enterprise Metadata Management market

The global enterprise metadata management market size is expected to grow from USD 2.67 billion in 2017 to USD 7.85 billion by 2022, at a Compound Annual Growth Rate (CAGR) of 24.1%. The demand for centralized data management, operational efficiency and data quality management, increasing business data volume and regulations, and risk and compliance management are said to fuel the growth of this market. The Rise of artificial intelligence for better data quality and management, and risk management and incident adjustment management business applications enhance the overall metadata governance, and thus would create opportunities for the growth of this market. However, the uncertain Return on Investment (RoI), and inconsistent business semantics are a few other factors that might hinder the overall growth of the market.

Marketing and sales business function segment is expected to hold the largest market size during the forecast period

The marketing and sales business function enables an organization to obtain optimal results from its marketing outlays by providing the marketing team with a consolidated

and real-time picture of the customer's buying behavior and preferences. The marketing department evaluates the marketing initiatives using advanced analytical models to measure the performance of key metrics, such as market attribution, RoI, and the ad campaign effectiveness. In addition, metadata management tools help the sales departments to analyze the sales data and extract relevant information to implement better and more effective strategies, and improve the overall sales performance. All these factors are expected to be fueling the overall growth of this segment in the enterprise metadata management market.

Asia Pacific (APAC) is projected to grow at the highest rate during the forecast period

The rapid industrialization in the majority of the countries in APAC and the increasing digitalization have resulted in the higher generation of unstructured data volume. The growing investments toward the adoption of cloud-based solutions is again said to be fueling the higher adoption of enterprise metadata management tools. Companies operating in the region provide various solutions based on the organization size and customer requirements. Metadata management enables the enterprises to collect, organize, and sustain the business metadata that facilitates the data governance and master data management initiatives.

In the process of determining and verifying the market size for several segments and subsegments gathered through secondary research, extensive primary interviews were conducted with key people. The break-up of the profiles of the primary participants is given below:

By Company: Tier 1: 22%, Tier 2: 33%, and Tier 3: 45%

By Designation: C-level: 32%, Director level: 28%, and Others: 40%

By Region: North America: 34%, Europe: 29%, APAC: 23%, and RoW: 14%

Following are the key vendors profiled in the report:

1. Adaptive (US)
2. ASG Technologies (US)
3. Cambridge Semantics (US)
4. CentricMinds (VIC)
5. Collibra (US)

6. Data Advantage Group (US)
7. IBM (US)
8. Informatica (US)
9. Oracle (US)
10. SAP (Germany)
11. Talend (US)
12. TopQuadrant (US)

Research Coverage

The report segments the enterprise metadata management market based on components into tools and services. The services segment has been further divided into managed services and professional services. Under professional services, the report has been further segmented into support and maintenance, consulting services, and education and training. Based on deployment models, the market has been segmented into on-premises and cloud. Further, under industry verticals, the market includes Banking, Financial Services, and Insurance (BFSI); telecommunication and IT; retail and eCommerce; healthcare and life sciences; manufacturing; government and defense; energy and utilities; media and entertainment; and others (transportation and logistics, travel and hospitality, and education). Based on the metadata type, the market has been segmented based into business metadata, technical metadata, and operational metadata. Business function wise, the market has been segmented based into Human Resource (HR), marketing and sales, finance, operations, and legal. The regions have been segmented into North America, Europe, APAC, Middle East and Africa (MEA), and Latin America.

Reasons to Buy the Report

The report will help the market leaders/new entrants in this market in the following ways:

1. This report segments the enterprise metadata management market comprehensively and provides the closest approximations of the revenue numbers for the overall market and subsegments across different industry verticals and regions.
2. The report helps stakeholders to understand the pulse of the market and provides them with information on the key market drivers, restraints, challenges, and opportunities.
3. This report will help stakeholders to better understand the competitors and gain more insights to enhance their position in the business. The competitive landscape section includes new product launches/developments; partnerships and collaborations; mergers

and acquisitions; and expansions.

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
- 1.4 YEARS CONSIDERED FOR THE STUDY
- 1.5 CURRENCY
- 1.6 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - 2.1.1 SECONDARY DATA
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Breakdown of primaries
 - 2.1.2.2 Key industry insights
- 2.2 MARKET SIZE ESTIMATION
- 2.3 RESEARCH ASSUMPTIONS
- 2.4 LIMITATIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE OPPORTUNITIES IN THE ENTERPRISE METADATA MANAGEMENT MARKET
- 4.2 ENTERPRISE METADATA MANAGEMENT MARKET: MARKET SHARE, BY REGION
- 4.3 LIFECYCLE ANALYSIS, BY REGION, 2017

5 MARKET OVERVIEW AND INDUSTRY TRENDS

- 5.1 INTRODUCTION
- 5.2 MARKET DYNAMICS
 - 5.2.1 DRIVERS
 - 5.2.1.1 Centralized data management
 - 5.2.1.2 Operational excellence and data quality management

5.2.1.3 Increasing business data volume

5.2.1.4 Regulations, and risk and compliance management

5.2.2 RESTRAINTS

5.2.2.1 Uncertain Rol

5.2.3 OPPORTUNITIES

5.2.3.1 Rise of AI for better data quality and management

5.2.3.2 Risk management and incident adjustment management applications

enhance the overall metadata governance

5.2.4 CHALLENGES

5.2.4.1 Inconsistent business semantics

5.2.4.2 Data integration affecting data insights timeliness

5.3 TECHNOLOGY OVERVIEW/ARCHITECTURE MODULES

5.4 USE CASES

5.4.1 USE CASE # 1: CENTRAL GOVERNANCE OF ENTERPRISE METADATA MODEL AND GRANULAR MAPPING OF LEGACY DATA ESTATE

5.4.2 USE CASE # 2: A RENOWNED FMCG COMPANY IN INDIA OPTED FOR DATA MANAGEMENT TOOLS FOR GOVERNANCE OF HUGE DATA VOLUMES ACROSS DIFFERENT COUNTRIES

5.4.3 USE CASE # 3: FINANCIAL FIRM ADOPTED METADATA MANAGEMENT TOOL TO MAXIMIZE DATA GOVERNANCE AND SOURCING ADVANTAGE

5.4.4 USE CASE # 4: BUSINESS METADATA AND DATA RELATIONSHIPS MADE IT EASIER FOR END-USERS TO ACCESS DATA IN A CONSISTENT MANNER

6 ENTERPRISE METADATA MANAGEMENT MARKET ANALYSIS, BY APPLICATION

6.1 INTRODUCTION

6.2 GOVERNANCE AND COMPLIANCE MANAGEMENT

6.3 RISK MANAGEMENT

6.4 PRODUCT AND PROCESS MANAGEMENT

6.5 INCIDENT MANAGEMENT

6.6 OTHERS

7 ENTERPRISE METADATA MANAGEMENT MARKET ANALYSIS, BY METADATA TYPE

7.1 INTRODUCTION

7.2 BUSINESS METADATA

7.3 TECHNICAL METADATA

7.4 OPERATIONAL METADATA

8 ENTERPRISE METADATA MANAGEMENT MARKET ANALYSIS, BY COMPONENT

8.1 INTRODUCTION

8.2 TOOLS

8.3 SERVICES

8.3.1 MANAGED SERVICES

8.3.2 PROFESSIONAL SERVICES

8.3.2.1 Support and maintenance

8.3.2.2 Consulting

8.3.2.3 Education and training

9 ENTERPRISE METADATA MANAGEMENT MARKET ANALYSIS, BY BUSINESS FUNCTION

9.1 INTRODUCTION

9.2 HUMAN RESOURCE

9.3 MARKETING AND SALES

9.4 FINANCE

9.5 OPERATIONS

9.6 LEGAL

10 ENTERPRISE METADATA MANAGEMENT MARKET ANALYSIS, BY DEPLOYMENT MODEL

10.1 INTRODUCTION

10.2 ON-PREMISES

10.3 CLOUD

11 ENTERPRISE METADATA MANAGEMENT MARKET, BY INDUSTRY VERTICAL

11.1 INTRODUCTION

11.2 BANKING, FINANCIAL SERVICES, AND INSURANCE

11.3 TELECOMMUNICATION AND IT

11.4 RETAIL AND ECOMMERCE

11.5 HEALTHCARE AND LIFESCIENCES

11.6 MANUFACTURING

- 11.7 GOVERNMENT AND DEFENSE
- 11.8 ENERGY AND UTILITIES
- 11.9 MEDIA AND ENTERTAINMENT
- 11.10 OTHERS

12 GEOGRAPHIC ANALYSIS

- 12.1 INTRODUCTION
- 12.2 NORTH AMERICA
 - 12.2.1 BY COMPONENT
 - 12.2.2 BY APPLICATION
 - 12.2.3 BY METADATA TYPE
 - 12.2.4 BY DEPLOYMENT MODEL
 - 12.2.5 BY BUSINESS FUNCTION
 - 12.2.6 BY INDUSTRY VERTICAL
 - 12.2.7 BY COUNTRY
 - 12.2.7.1 United States
 - 12.2.7.2 Canada
- 12.3 EUROPE
 - 12.3.1 BY COMPONENT
 - 12.3.2 BY APPLICATION
 - 12.3.3 BY METADATA TYPE
 - 12.3.4 BY DEPLOYMENT MODEL
 - 12.3.5 BY BUSINESS FUNCTION
 - 12.3.6 BY INDUSTRY VERTICAL
 - 12.3.7 BY COUNTRY
 - 12.3.7.1 Germany
 - 12.3.7.2 United Kingdom
 - 12.3.7.3 Rest of Europe
- 12.4 ASIA PACIFIC
 - 12.4.1 BY COMPONENT
 - 12.4.2 BY APPLICATION
 - 12.4.3 BY METADATA TYPE
 - 12.4.4 BY DEPLOYMENT MODEL
 - 12.4.5 BY BUSINESS FUNCTION
 - 12.4.6 BY INDUSTRY VERTICAL
 - 12.4.7 BY COUNTRY
 - 12.4.7.1 China
 - 12.4.7.2 India

12.4.7.3 Rest of APAC

12.5 MIDDLE EAST AND AFRICA

12.5.1 BY COMPONENT

12.5.2 BY APPLICATION

12.5.3 BY METADATA TYPE

12.5.4 BY DEPLOYMENT MODEL

12.5.5 BY BUSINESS FUNCTION

12.5.6 BY INDUSTRY VERTICAL

12.5.7 BY COUNTRY

12.5.7.1 Kingdom of Saudi Arabia

12.5.7.2 Africa

12.6 LATIN AMERICA

12.6.1 BY COMPONENT

12.6.2 BY APPLICATION

12.6.3 BY METADATA TYPE

12.6.4 BY DEPLOYMENT MODEL

12.6.5 BY BUSINESS FUNCTION

12.6.6 BY INDUSTRY VERTICAL

12.6.7 BY COUNTRY

12.6.7.1 Brazil

12.6.7.2 Mexico

13 COMPANY PROFILES

(Overview, Strength of Product Portfolio, Business Strategy Excellence, Recent Developments)*

13.1 ADAPTIVE

13.2 ASG TECHNOLOGIES

13.3 CAMBRIDGE SEMANTICS

13.4 CENTRICMINDS

13.5 COLLIBRA

13.6 DATA ADVANTAGE GROUP

13.7 IBM

13.8 INFORMATICA

13.9 ORACLE

13.10 SAP

13.11 TALEND

13.12 TOPQUADRANT

*Details on Overview, Strength of Product Portfolio, Business Strategy Excellence, Recent Developments might not be captured in case of unlisted companies.

14 APPENDIX

14.1 KEY INSIGHTS OF INDUSTRY EXPERTS

14.2 DISCUSSION GUIDE

14.3 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL

14.4 INTRODUCING RT: REAL-TIME MARKET INTELLIGENCE

14.5 AVAILABLE CUSTOMIZATION

14.6 RELATED REPORTS

14.7 AUTHOR DETAILS

List Of Tables

LIST OF TABLES

Table 1 UNITED STATES DOLLAR EXCHANGE RATE, 2014–2016

Table 2 ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY APPLICATION, 2015–2022 (USD MILLION)

Table 3 GOVERNANCE AND COMPLIANCE MANAGEMENT: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 4 RISK MANAGEMENT: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 5 PRODUCT AND PROCESS MANAGEMENT: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 6 INCIDENT MANAGEMENT: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 7 OTHERS: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 8 ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY METADATA TYPE, 2015–2022 (USD MILLION)

Table 9 BUSINESS METADATA: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 10 TECHNICAL METADATA: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 11 OPERATIONAL METADATA: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 12 ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY COMPONENT, 2015–2022 (USD MILLION)

Table 13 TOOLS: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 14 SERVICES: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 15 SERVICES: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY TYPE, 2015–2022 (USD MILLION)

Table 16 MANAGED SERVICES MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 17 PROFESSIONAL SERVICES MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 18 PROFESSIONAL SERVICES MARKET SIZE, BY TYPE, 2015–2022 (USD MILLION)

Table 19 SUPPORT AND MAINTENANCE MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 20 CONSULTING MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 21 EDUCATION AND TRAINING MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 22 ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY BUSINESS FUNCTION, 2015–2022 (USD MILLION)

Table 23 HUMAN RESOURCE: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 24 MARKETING AND SALES: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 25 FINANCE: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 26 OPERATIONS: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 27 LEGAL: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 28 ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY DEPLOYMENT MODEL, 2015–2022 (USD MILLION)

Table 29 ON-PREMISES: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 30 CLOUD: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 31 ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY INDUSTRY VERTICAL, 2015–2022 (USD MILLION)

Table 32 BANKING, FINANCIAL SERVICES, AND INSURANCE: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 33 TELECOMMUNICATION AND IT: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 34 RETAIL AND ECOMMERCE: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 35 HEALTHCARE AND LIFESCIENCES: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 36 MANUFACTURING: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 37 GOVERNMENT AND DEFENSE: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 38 ENERGY AND UTILITIES: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 39 MEDIA AND ENTERTAINMENT: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 40 OTHERS: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 41 ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 42 NORTH AMERICA: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY COMPONENT, 2015–2022 (USD MILLION)

Table 43 NORTH AMERICA: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY SERVICE, 2015–2022 (USD MILLION)

Table 44 NORTH AMERICA: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY PROFESSIONAL SERVICE, 2015–2022 (USD MILLION)

Table 45 NORTH AMERICA: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY APPLICATION, 2015–2022 (USD MILLION)

Table 46 NORTH AMERICA: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY METADATA TYPE, 2015–2022 (USD MILLION)

Table 47 NORTH AMERICA: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY DEPLOYMENT MODEL, 2015–2022 (USD MILLION)

Table 48 NORTH AMERICA: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY BUSINESS FUNCTION, 2015–2022 (USD MILLION)

Table 49 NORTH AMERICA: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY INDUSTRY VERTICAL, 2015–2022 (USD MILLION)

Table 50 EUROPE: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY COMPONENT, 2015–2022 (USD MILLION)

Table 51 EUROPE: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY SERVICE, 2015–2022 (USD MILLION)

Table 52 EUROPE: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY PROFESSIONAL SERVICE, 2015–2022 (USD MILLION)

Table 53 EUROPE: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY APPLICATION, 2015–2022 (USD MILLION)

Table 54 EUROPE: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY METADATA TYPE, 2015–2022 (USD MILLION)

Table 55 EUROPE: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY DEPLOYMENT MODEL, 2015–2022 (USD MILLION)

Table 56 EUROPE: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY BUSINESS FUNCTION, 2015–2022 (USD MILLION)

Table 57 EUROPE: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY INDUSTRY VERTICAL, 2015–2022 (USD MILLION)

Table 58 ASIA PACIFIC: ENTERPRISE METADATA MANAGEMENT MARKET SIZE,

BY COMPONENT, 2015–2022 (USD MILLION)

Table 59 ASIA PACIFIC: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY SERVICE, 2015–2022 (USD MILLION)

Table 60 ASIA PACIFIC: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY PROFESSIONAL SERVICE, 2015–2022 (USD MILLION)

Table 61 ASIA PACIFIC: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY APPLICATION, 2015–2022 (USD MILLION)

Table 62 ASIA PACIFIC: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY METADATA TYPE, 2015–2022 (USD MILLION)

Table 63 ASIA PACIFIC: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY DEPLOYMENT MODEL, 2015–2022 (USD MILLION)

Table 64 ASIA PACIFIC: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY BUSINESS FUNCTION, 2015–2022 (USD MILLION)

Table 65 ASIA PACIFIC: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY INDUSTRY VERTICAL, 2015–2022 (USD MILLION)

Table 66 MIDDLE EAST AND AFRICA: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY COMPONENT, 2015–2022 (USD MILLION)

Table 67 MIDDLE EAST AND AFRICA: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY SERVICE, 2015–2022 (USD MILLION)

Table 68 MIDDLE EAST AND AFRICA: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY PROFESSIONAL SERVICE, 2015–2022 (USD MILLION)

Table 69 MIDDLE EAST AND AFRICA: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY APPLICATION, 2015–2022 (USD MILLION)

Table 70 MIDDLE EAST AND AFRICA: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY METADATA TYPE, 2015–2022 (USD MILLION)

Table 71 MIDDLE EAST AND AFRICA: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY DEPLOYMENT MODEL, 2015–2022 (USD MILLION)

Table 72 MIDDLE EAST AND AFRICA: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY BUSINESS FUNCTION, 2015–2022 (USD MILLION)

Table 73 MIDDLE EAST AND AFRICA: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY INDUSTRY VERTICAL, 2015–2022 (USD MILLION)

Table 74 LATIN AMERICA: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY COMPONENT, 2015–2022 (USD MILLION)

Table 75 LATIN AMERICA: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY SERVICE, 2015–2022 (USD MILLION)

Table 76 LATIN AMERICA: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY PROFESSIONAL SERVICE, 2015–2022 (USD MILLION)

Table 77 LATIN AMERICA: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY APPLICATION, 2015–2022 (USD MILLION)

Table 78 LATIN AMERICA: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY METADATA TYPE, 2015–2022 (USD MILLION)

Table 79 LATIN AMERICA: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY DEPLOYMENT MODEL, 2015–2022 (USD MILLION)

Table 80 LATIN AMERICA: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY BUSINESS FUNCTION, 2015–2022 (USD MILLION)

Table 81 LATIN AMERICA: ENTERPRISE METADATA MANAGEMENT MARKET SIZE, BY INDUSTRY VERTICAL, 2015–2022 (USD MILLION)

List Of Figures

LIST OF FIGURES

Figure 1 ENTERPRISE METADATA MANAGEMENT MARKET: MARKET SEGMENTATION

Figure 2 REGIONAL SCOPE

Figure 3 ENTERPRISE METADATA MANAGEMENT MARKET: RESEARCH DESIGN

Figure 4 BREAKDOWN OF PRIMARY INTERVIEWS: BY COMPANY, DESIGNATION, AND REGION

Figure 5 DATA TRIANGULATION

Figure 6 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

Figure 7 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH

Figure 8 ENTERPRISE METADATA MANAGEMENT MARKET: ASSUMPTIONS

Figure 9 ENTERPRISE METADATA MANAGEMENT MARKET IS EXPECTED TO WITNESS GROWTH IN THE GLOBAL MARKET FOR THE PERIOD 2017–2022

Figure 10 ENTERPRISE METADATA MANAGEMENT MARKET SNAPSHOT, BY COMPONENT (2017 VS. 2022)

Figure 11 ENTERPRISE METADATA MANAGEMENT MARKET SNAPSHOT, BY SERVICE (2017 VS. 2022)

Figure 12 ENTERPRISE METADATA MANAGEMENT MARKET SNAPSHOT, BY APPLICATION (2017 VS. 2022)

Figure 13 ENTERPRISE METADATA MANAGEMENT MARKET SNAPSHOT, BY DEPLOYMENT MODEL (2017 VS. 2022)

Figure 14 ENTERPRISE METADATA MANAGEMENT MARKET SNAPSHOT, BY INDUSTRY VERTICAL (2017–2022)

Figure 15 ENTERPRISE METADATA MANAGEMENT MARKET GROWTH IS DRIVEN BY THE NEED FOR ADVANCE ANALYTICS BY BUSINESSES FOR FUTURE ESTIMATION

Figure 16 NORTH AMERICA IS ESTIMATED TO HAVE THE LARGEST MARKET SHARE IN 2017

Figure 17 ASIA PACIFIC IS EXPECTED TO HAVE AN EXPONENTIAL GROWTH DURING THE FORECAST PERIOD

Figure 18 ENTERPRISE METADATA MANAGEMENT MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

Figure 19 CENTRALIZED DATA STORAGE AND MANAGEMENT FEATURES

Figure 20 GOVERNANCE AND COMPLIANCE MANAGEMENT APPLICATION IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 21 BUSINESS METADATA TYPE IS EXPECTED TO GROW AT THE HIGHEST

CAGR DURING THE FORECAST PERIOD

Figure 22 SERVICES COMPONENT IS EXPECTED TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

Figure 23 MANAGED SERVICES SEGMENT IS EXPECTED TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

Figure 24 CONSULTING SERVICES SEGMENT IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 25 OPERATIONS BUSINESS FUNCTION IS EXPECTED TO HAVE THE HIGHEST MARKET GROWTH DURING THE FORECAST PERIOD

Figure 26 CLOUD DEPLOYMENT MODEL IS EXPECTED TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

Figure 27 MANUFACTURING INDUSTRY VERTICAL IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 28 NORTH AMERICA IS EXPECTED TO HAVE THE LARGEST MARKET SIZE DURING THE FORECAST PERIOD

Figure 29 NORTH AMERICA: MARKET SNAPSHOT

Figure 30 ASIA PACIFIC: MARKET SNAPSHOT

Figure 31 IBM: COMPANY SNAPSHOT

Figure 32 INFORMATICA: COMPANY SNAPSHOT

Figure 33 ORACLE: COMPANY SNAPSHOT

Figure 34 SAP: COMPANY SNAPSHOT

Figure 35 TALEND: COMPANY SNAPSHOT

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