

Manufacturing Analytics Market by Type (Solution & Services), Applications (Asset Management, Inventory Management, Emergency Management, Supply Chain Planning, Sales & Marketing Management, & Others), Industry Vertical, Regions - Global Forecast to 2021

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Abstracts

“Massive surge in structured and unstructured shop floor data is driving the growth”

MarketsandMarkets estimates the global manufacturing analytics market to grow from USD 3.14 billion in 2016 to USD 8.45 billion by 2021, at a Compound Annual Growth Rate (CAGR) of 21.9%. The manufacturing analytics market is growing rapidly because of the transition from traditional Business Intelligence (BI) techniques to advanced analytics techniques and the massive surge of structured and unstructured shop floor data.

“Inventory Management application to have the largest market size in 2016”

Inventory management is estimated to have the largest market share in 2016 as inventory cost is considered to be the largest component in working capital for any manufacturer.

“Food and beverages manufacturing vertical to have the highest growth rate during the forecast period”

Manufacturing analytics solutions have been deployed across various manufacturing industry verticals, including automotive and aerospace, food & beverages, electronics equipment, pharma & life sciences, and chemicals & materials. Food and beverages manufacturing industry vertical is expected to witness the highest CAGR during the

forecast period because of the increasing demand for food products across regions which results in higher amount of data generation.

“North America is expected to hold the largest market share”

North America, followed by Europe, is expected to continue being the largest revenue generating region for the manufacturing analytics vendors for the next five years. This is mainly due to the presence of various developed economies such as Canada and the U.S. and because of the high focus on innovations through research and development and technology across manufacturing sector.

In-depth interviews were conducted with CEOs, marketing directors, other innovation and technology directors, and executives from various key organizations operating in the manufacturing analytics marketplace.

By Company type – Tier 1- 20%, Tier 2- 42%, Tier 3- 38%

By Designation – C-Level – 55%, Director Level- 26%. Others- 19%

By Region – North America- 47%, Europe-32%, Asia-Pacific- 21%

The report includes the study of key players offering manufacturing analytics software and services: SAS Institute (U.S.), Tableau Software (U.S.), Tibco Software (U.S.), Oracle Corporation (U.S.), IBM Corporation (U.S.), Computer Science Corporation (U.S.), Dell Statsoft (U.S.), SAP SE (Germany), Zensar Technologies Ltd. (India), 1010Data (U.S.), and Alteryx (U.S.). Furthermore, the report also includes in-depth competitive analysis of the key players in the manufacturing analytics market, with their company profiles, SWOT analysis, recent developments, and key market strategies.

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

1. This report segments the market into various subsegments, covering this market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market and the subsegments. The market numbers are further split across different manufacturing industry verticals and regions.
2. This report will help in better understanding of the competitors and gain more insights

to better one's position in the market. There is a separate section on competitive landscape, which includes competitor ecosystem, mergers and acquisitions, integrations and expansions, and collaborations of various market vendors. Besides, there are company profiles of ten players in this market. In this section, market internals are provided that can put one ahead of the competitors.

3. The report also helps in understanding the overall growth of the market. It provides information on key market drivers, restraints, challenges, and opportunities.

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
 - 1.3.1 MARKETS COVERED
 - 1.3.2 YEARS CONSIDERED IN THE REPORT
- 1.4 CURRENCY
- 1.5 LIMITATIONS
- 1.6 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - 2.1.1 SECONDARY DATA
 - 2.1.1.1 Key data from secondary sources
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Key data from primary sources
 - 2.1.2.2 Key industry insights
 - 2.1.2.3 Breakdown of primaries
- 2.2 MARKET SIZE ESTIMATION
 - 2.2.1 BOTTOM-UP APPROACH
 - 2.2.2 TOP-DOWN APPROACH
- 2.3 MARKET BREAKDOWN AND DATA TRIANGULATION
- 2.4 RESEARCH ASSUMPTIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE MARKET OPPORTUNITIES IN THE MANUFACTURING ANALYTICS MARKET
- 4.2 MANUFACTURING ANALYTICS MARKET: MARKET SHARE ACROSS VARIOUS REGIONS
- 4.3 MANUFACTURING ANALYTICS MARKET: BY APPLICATION AND BY REGION
- 4.4 LIFE CYCLE ANALYSIS, BY REGION, 2016

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET EVOLUTION

5.3 MARKET DYNAMICS

5.3.1 DRIVERS

5.3.1.1 Adoption of advanced data management strategies across varied manufacturing applications

5.3.1.2 Increasing need for process optimization

5.3.1.3 Emergence of Industrial Internet of Things (IIoT)

5.3.1.4 Increased business agility and scalability

5.3.1.5 Self-service access to centrally managed data

5.3.2 RESTRAINTS

5.3.2.1 Complex system structure

5.3.2.2 Lack of integration with legacy systems

5.3.2.3 Lower return on investment

5.3.3 OPPORTUNITIES

5.3.3.1 Increasing demand for real-time streaming analytics

5.3.3.2 Rising cloud adoption trends

5.3.3.3 Improved product design and development

5.3.4 CHALLENGES

5.3.4.1 Data security and privacy

5.3.4.2 Lack of appropriate analytical skills

5.4 VALUE CHAIN ANALYSIS

5.5 STRATEGIC BENCHMARKING

6 MANUFACTURING ANALYTICS MARKET ANALYSIS, BY TYPE

6.1 INTRODUCTION

6.2 SOFTWARE

6.3 SERVICES

6.3.1 MANAGED SERVICES

6.3.2 PROFESSIONAL SERVICES

6.3.2.1 Deployment and integration

6.3.2.2 Support and maintenance

6.3.2.3 Consulting services

7 MANUFACTURING ANALYTICS MARKET ANALYSIS, BY APPLICATION

- 7.1 INTRODUCTION
- 7.2 PREDICTIVE MAINTENANCE AND ASSET MANAGEMENT
- 7.3 INVENTORY MANAGEMENT
- 7.4 SUPPLY CHAIN PLANNING AND PROCUREMENT
- 7.5 ENERGY MANAGEMENT
- 7.6 EMERGENCY MANAGEMENT
- 7.7 SALES AND CUSTOMER MANAGEMENT
- 7.8 OTHERS

8 MANUFACTURING ANALYTICS MARKET ANALYSIS, BY DEPLOYMENT MODEL

- 8.1 INTRODUCTION
- 8.2 ON-PREMISES
- 8.3 ON-DEMAND

9 MANUFACTURING ANALYTICS MARKET ANALYSIS, BY INDUSTRY VERTICAL

- 9.1 INTRODUCTION
- 9.2 AUTOMOTIVE AND AEROSPACE MANUFACTURING
- 9.3 ELECTRONICS EQUIPMENT MANUFACTURING
- 9.4 FOOD AND BEVERAGES MANUFACTURING
- 9.5 CHEMICALS AND MATERIALS MANUFACTURING
- 9.6 MACHINERY AND INDUSTRIAL EQUIPMENT MANUFACTURING
- 9.7 PHARMA AND LIFE SCIENCES
- 9.8 PAPER, PULP, PLASTIC, AND RUBBER MANUFACTURING
- 9.9 OTHERS

10 GEOGRAPHIC ANALYSIS

- 10.1 INTRODUCTION
- 10.2 NORTH AMERICA
- 10.3 EUROPE
- 10.4 ASIA-PACIFIC
- 10.5 MIDDLE EAST AND AFRICA
- 10.6 LATIN AMERICA

11 COMPETITIVE LANDSCAPE

- 11.1 OVERVIEW

11.2 COMPETITIVE SITUATIONS AND TRENDS

11.2.1 NEW PRODUCT LAUNCHES

11.2.2 PARTNERSHIPS AND COLLABORATIONS

11.2.3 MERGERS AND ACQUISITIONS

11.2.4 VENTURE CAPITAL FUNDING

12 COMPANY PROFILES

12.1 INTRODUCTION

(Business Overview, Products & Services, Key Insights, Recent Developments, SWOT Analysis, Ratio Analysis, MnM View)*

12.2 INTERNATIONAL BUSINESS MACHINES CORPORATION

12.3 TABLEAU SOFTWARE

12.4 ORACLE CORPORATION

12.5 SAP SE

12.6 ZENSAR TECHNOLOGIES LTD.

12.7 SAS INSTITUTE, INC.

12.8 COMPUTER SCIENCE CORPORATION (CSC)

12.9 TIBCO SOFTWARE, INC.

12.10 STATSOFT, INC.

12.11 ALTERYX, INC.

12.12 1010DATA, INC.

*Details on Business Overview, Products & Services, Key Insights, Recent Developments, SWOT Analysis, MnM View might not be captured in case of unlisted companies.

13 KEY INNOVATORS

13.1 FACTOR-E ANALYTICS

13.2 MITS

14 APPENDIX

14.1 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

List Of Tables

LIST OF TABLES

TABLE 1 MANUFACTURING ANALYTICS MARKET SIZE AND GROWTH, 2014–2021 (USD BILLION, YOY %)

TABLE 2 MANUFACTURING ANALYTICS MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

TABLE 3 SOFTWARE: MANUFACTURING ANALYTICS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

TABLE 4 MANUFACTURING ANALYTICS MARKET SIZE, BY SERVICE, 2014–2021 (USD MILLION)

TABLE 5 MANAGED SERVICES: MANUFACTURING ANALYTICS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

TABLE 6 MANUFACTURING ANALYTICS MARKET SIZE, BY PROFESSIONAL SERVICE, 2014–2021 (USD MILLION)

TABLE 7 DEPLOYMENT AND INTEGRATION: PROFESSIONAL SERVICES MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

TABLE 8 SUPPORT AND MAINTENANCE: PROFESSIONAL SERVICES MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

TABLE 9 CONSULTING SERVICES: PROFESSIONAL SERVICES MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

TABLE 10 MANUFACTURING ANALYTICS MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

TABLE 11 PREDICTIVE MAINTENANCE AND ASSET MANAGEMENT: MANUFACTURING ANALYTICS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

TABLE 12 PREDICTIVE MAINTENANCE AND ASSET MANAGEMENT: MANUFACTURING ANALYTICS MARKET SIZE, BY INDUSTRY VERTICAL, 2014–2021 (USD MILLION)

TABLE 13 INVENTORY MANAGEMENT: MANUFACTURING ANALYTICS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

TABLE 14 INVENTORY MANAGEMENT: MANUFACTURING ANALYTICS MARKET SIZE, BY INDUSTRY VERTICAL, 2014–2021 (USD MILLION)

TABLE 15 SUPPLY CHAIN PLANNING AND PROCUREMENT: MANUFACTURING ANALYTICS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

TABLE 16 SUPPLY CHAIN PLANNING AND PROCUREMENT: MANUFACTURING ANALYTICS MARKET SIZE, BY INDUSTRY VERTICAL, 2014–2021 (USD MILLION)

TABLE 17 ENERGY MANAGEMENT: MANUFACTURING ANALYTICS MARKET SIZE,

BY REGION, 2014–2021 (USD MILLION)

TABLE 18 ENERGY MANAGEMENT: MANUFACTURING ANALYTICS MARKET SIZE, BY INDUSTRY VERTICAL, 2014–2021 (USD MILLION)

TABLE 19 EMERGENCY MANAGEMENT: MANUFACTURING ANALYTICS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

TABLE 20 EMERGENCY MANAGEMENT: MANUFACTURING ANALYTICS MARKET SIZE, BY INDUSTRY VERTICAL, 2014–2021 (USD MILLION)

TABLE 21 SALES AND CUSTOMER MANAGEMENT: MANUFACTURING ANALYTICS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

TABLE 22 SALES AND CUSTOMER MANAGEMENT: MANUFACTURING ANALYTICS MARKET SIZE, BY INDUSTRY VERTICAL, 2014–2021 (USD MILLION)

TABLE 23 OTHERS: MANUFACTURING ANALYTICS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

TABLE 24 OTHERS: MANUFACTURING ANALYTICS MARKET SIZE, BY INDUSTRY VERTICAL, 2014–2021 (USD MILLION)

TABLE 25 MANUFACTURING ANALYTICS MARKET SIZE, BY DEPLOYMENT MODEL, 2014–2021 (USD MILLION)

TABLE 26 ON-PREMISES: MANUFACTURING ANALYTICS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

TABLE 27 ON-DEMAND: MANUFACTURING ANALYTICS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

TABLE 28 MANUFACTURING ANALYTICS MARKET SIZE, BY INDUSTRY VERTICAL, 2014–2021 (USD MILLION)

TABLE 29 AUTOMOBILE AND AEROSPACE MANUFACTURING: MANUFACTURING ANALYTICS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

TABLE 30 AUTOMOBILE AND AEROSPACE MANUFACTURING: MANUFACTURING ANALYTICS MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

TABLE 31 ELECTRONICS EQUIPMENT MANUFACTURING: MANUFACTURING ANALYTICS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

TABLE 32 ELECTRONICS EQUIPMENT MANUFACTURING: MANUFACTURING ANALYTICS MARKET SIZE, BY APPLICATIONS, 2014–2021 (USD MILLION)

TABLE 33 FOOD AND BEVERAGES MANUFACTURING: MANUFACTURING ANALYTICS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

TABLE 34 FOOD AND BEVERAGES MANUFACTURING: MANUFACTURING ANALYTICS MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

TABLE 35 CHEMICALS AND MATERIALS MANUFACTURING: MANUFACTURING ANALYTICS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

TABLE 36 CHEMICALS AND MATERIALS MANUFACTURING: MANUFACTURING ANALYTICS MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

TABLE 37 MACHINERY AND INDUSTRIAL EQUIPMENT MANUFACTURING:
MANUFACTURING ANALYTICS MARKET SIZE, BY REGION, 2014–2021 (USD
MILLION)

TABLE 38 MACHINERY AND INDUSTRIAL EQUIPMENT MANUFACTURING:
MANUFACTURING ANALYTICS MARKET SIZE, BY APPLICATION, 2014–2021 (USD
MILLION)

TABLE 39 PHARMA AND LIFE SCIENCES:MANUFACTURING ANALYTICS MARKET
SIZE, BY REGION, 2014–2021 (USD MILLION)

TABLE 40 PHARMA AND LIFE SCIENCES: MANUFACTURING ANALYTICS MARKET
SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

TABLE 41 PAPER, PULP, PLASTIC, AND RUBBER MANUFACTURING:
MANUFACTURING ANALYTICS MARKET SIZE, BY REGION, 2014–2021 (USD
MILLION)

TABLE 42 PAPER, PULP, PLASTIC, AND RUBBER MANUFACTURING:
MANUFACTURING ANALYTICS MARKET SIZE, BY APPLICATION, 2014–2021 (USD
MILLION)

TABLE 43 OTHERS: MANUFACTURING ANALYTICS MARKET SIZE, BY REGION,
2014–2021 (USD MILLION)

TABLE 44 OTHERS: MANUFACTURING ANALYTICS MARKET SIZE, BY
APPLICATION, 2014–2021 (USD MILLION)

TABLE 45 MANUFACTURING ANALYTICS MARKET SIZE, BY REGION, 2014–2021
(USD MILLION)

TABLE 46 NORTH AMERICA: MANUFACTURING ANALYTICS MARKET SIZE, BY
TYPE, 2014–2021 (USD MILLION)

TABLE 47 NORTH AMERICA: MANUFACTURING ANALYTICS MARKET SIZE, BY
SERVICE, 2014–2021 (USD MILLION)

TABLE 48 NORTH AMERICA: MANUFACTURING ANALYTICS MARKET SIZE, BY
PROFESSIONAL SERVICE, 2014–2021 (USD MILLION)

TABLE 49 NORTH AMERICA: MANUFACTURING ANALYTICS MARKET SIZE, BY
DEPLOYMENT MODEL, 2014–2021 (USD MILLION)

TABLE 50 NORTH AMERICA: MANUFACTURING ANALYTICS MARKET SIZE, BY
INDUSTRY VERTICAL, 2014–2021 (USD MILLION)

TABLE 51 EUROPE: MANUFACTURING ANALYTICS MARKET SIZE, BY TYPE,
2014–2021 (USD MILLION)

TABLE 52 EUROPE: MANUFACTURING ANALYTICS MARKET SIZE, BY SERVICE,
2014–2021 (USD MILLION)

TABLE 53 EUROPE: MANUFACTURING ANALYTICS MARKET SIZE, BY
PROFESSIONAL SERVICE, 2014–2021 (USD MILLION)

TABLE 54 EUROPE: MANUFACTURING ANALYTICS MARKET SIZE, BY

DEPLOYMENT MODEL, 2014-2020 (USD MILLION)

TABLE 55 EUROPE: MANUFACTURING ANALYTICS MARKET SIZE, BY INDUSTRY VERTICAL, 2014–2021 (USD MILLION)

TABLE 56 ASIA-PACIFIC: MANUFACTURING ANALYTICS MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

TABLE 57 ASIA-PACIFIC: MANUFACTURING ANALYTICS MARKET SIZE, BY SERVICE, 2014–2021 (USD MILLION)

TABLE 58 ASIA-PACIFIC: MANUFACTURING ANALYTICS MARKET SIZE, BY PROFESSIONAL SERVICE, 2014–2021 (USD MILLION)

TABLE 59 ASIA-PACIFIC: MANUFACTURING ANALYTICS MARKET SIZE, BY DEPLOYMENT MODEL, 2014–2021 (USD MILLION)

TABLE 60 ASIA-PACIFIC: MANUFACTURING ANALYTICS MARKET SIZE, BY INDUSTRY VERTICAL, 2014–2021 (USD MILLION)

TABLE 61 MIDDLE EAST AND AFRICA: MANUFACTURING ANALYTICS MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

TABLE 62 MIDDLE EAST AND AFRICA: MANUFACTURING ANALYTICS MARKET SIZE, BY SERVICE, 2014–2021 (USD MILLION)

TABLE 63 MIDDLE EAST AND AFRICA: MANUFACTURING ANALYTICS MARKET SIZE, BY PROFESSIONAL SERVICE, 2014–2021 (USD MILLION)

TABLE 64 MIDDLE EAST AND AFRICA: MANUFACTURING ANALYTICS MARKET SIZE, BY DEPLOYMENT MODEL, 2014–2021 (USD MILLION)

TABLE 65 MIDDLE EAST AND AFRICA: MANUFACTURING ANALYTICS MARKET SIZE, BY INDUSTRY VERTICAL, 2014–2021 (USD MILLION)

TABLE 66 LATIN AMERICA: MANUFACTURING ANALYTICS MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

TABLE 67 LATIN AMERICA: MANUFACTURING ANALYTICS MARKET SIZE, BY SERVICE, 2014–2021 (USD MILLION)

TABLE 68 LATIN AMERICA: MANUFACTURING ANALYTICS MARKET SIZE, BY PROFESSIONAL SERVICE, 2014–2021 (USD MILLION)

TABLE 69 LATIN AMERICA: MANUFACTURING ANALYTICS MARKET SIZE, BY DEPLOYMENT MODEL, 2014–2021 (USD MILLION)

TABLE 70 LATIN AMERICA: MANUFACTURING ANALYTICS MARKET SIZE, BY INDUSTRY VERTICAL, 2014–2021 (USD MILLION)

TABLE 71 NEW PRODUCT LAUNCHES, 2014–2016

TABLE 72 PARTNERSHIPS AND COLLABORATIONS, 2014 – 2016

TABLE 73 MERGERS AND ACQUISITIONS, 2013–2016

TABLE 74 VENTURE CAPITAL FUNDING, 2014–2016

List Of Figures

LIST OF FIGURES

FIGURE 1 MANUFACTURING ANALYTICS MARKET: RESEARCH DESIGN

FIGURE 2 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

FIGURE 3 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH

FIGURE 4 DATA TRIANGULATION

FIGURE 5 MANUFACTURING ANALYTICS MARKET IS EXPECTED TO WITNESS SUBSTANTIAL GROWTH DURING THE FORECAST PERIOD

FIGURE 6 MANUFACTURING ANALYTICS MARKET SNAPSHOT ON THE BASIS OF TYPES (2016 VS. 2021)

FIGURE 7 MANUFACTURING ANALYTICS MARKET SNAPSHOT ON THE BASIS OF SERVICES (2016 - 2021)

FIGURE 8 MANUFACTURING ANALYTICS MARKET SNAPSHOT ON THE BASIS OF PROFESSIONAL SERVICES (2016 - 2021)

FIGURE 9 MANUFACTURING ANALYTICS MARKET SNAPSHOT ON THE BASIS OF DEPLOYMENT MODEL (2016 - 2021)

FIGURE 10 MANUFACTURING ANALYTICS MARKET SNAPSHOT ON THE BASIS OF APPLICATIONS (2016 - 2021)

FIGURE 11 MANUFACTURING ANALYTICS MARKET SNAPSHOT ON THE BASIS OF INDUSTRY VERTICALS (2016 VS. 2021)

FIGURE 12 BETTER MARKET OPPORTUNITY IN THE MANUFACTURING ANALYTICS MARKET DUE TO THE INCREASING ADOPTION OF CONNECTED DEVICES ACROSS MANUFACTURING ORGANIZATIONS

FIGURE 13 NORTH AMERICA IS EXPECTED TO LEAD THE MANUFACTURING ANALYTICS MARKET WITH THE LARGEST MARKET SHARE IN 2016

FIGURE 14 INVENTORY MANAGEMENT APPLICATION AND NORTH AMERICA EXPECTED TO HAVE THE LARGEST MARKET SIZE IN 2016

FIGURE 15 ASIA-PACIFIC IS EXPECTED TO ENTER THE EXPONENTIAL GROWTH PHASE DURING 2016–2021

FIGURE 16 MANUFACTURING ANALYTICS MARKET: EVOLUTION

FIGURE 17 RISING ADOPTION OF ADVANCED DATA MANAGEMENT AND NEED OF PROCESS OPTIMIZATION ARE THE MAJOR DRIVING FACTORS FOR THE MANUFACTURING ANALYTICS MARKET

FIGURE 18 MANUFACTURING ANALYTICS MARKET: VALUE CHAIN ANALYSIS

FIGURE 19 MANUFACTURING ANALYTICS MARKET: STRATEGIC BENCHMARKING

FIGURE 20 SERVICES SEGMENT IS EXPECTED TO GROW AT THE HIGHEST

CAGR DURING THE FORECAST PERIOD

FIGURE 21 MANAGED SERVICES SEGMENT IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 22 CONSULTING SERVICES SEGMENT IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 23 ENERGY MEASUREMENT IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 24 ON-DEMAND DEPLOYMENT MODEL IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 25 FOOD & BEVERAGES MANUFACTURING INDUSTRY VERTICAL IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 26 GEOGRAPHIC SNAPSHOT: ASIA-PACIFIC ESTIMATED TO GROW AT THE HIGHEST CAGR IN THE MANUFACTURING ANALYTICS MARKET

FIGURE 27 NORTH AMERICA IS EXPECTED TO HOLD THE HIGHEST MARKET SHARE IN THE MANUFACTURING ANALYTICS MARKET

FIGURE 28 NORTH AMERICA MARKET SNAPSHOT

FIGURE 29 ASIA-PACIFIC MARKET SNAPSHOT

FIGURE 30 COMPANIES ADOPTED NEW PRODUCT LAUNCH AS THE KEY GROWTH STRATEGY FROM 2014-2016

FIGURE 31 AREA-CHART SHOWING HISTORICAL CAGR OF TOP 5 PLAYERS

FIGURE 32 MARKET EVALUATION FRAMEWORK

FIGURE 33 BATTLE FOR MARKET SHARE: NEW PRODUCT LAUNCH IS THE KEY STRATEGY IN THE MANUFACTURING ANALYTICS MARKET

FIGURE 34 GEOGRAPHIC REVENUE MIX OF TOP FIVE MARKET PLAYERS

FIGURE 35 INTERNATIONAL BUSINESS MACHINES CORPORATION: COMPANY SNAPSHOT

FIGURE 36 INTERNATIONAL BUSINESS MACHINES CORPORATION: SWOT ANALYSIS

FIGURE 37 TABLEAU SOFTWARE: COMPANY SNAPSHOT

FIGURE 38 TABLEAU SOFTWARE: SWOT ANALYSIS

FIGURE 39 ORACLE CORPORATION: COMPANY SNAPSHOT

FIGURE 40 ORACLE CORPORATION: SWOT ANALYSIS

FIGURE 41 SAP SE: COMPANY SNAPSHOT

FIGURE 42 SAP SE: SWOT ANALYSIS

FIGURE 43 ZENSAR TECHNOLOGIES LTD.: COMPANY SNAPSHOT

FIGURE 44 ZENSAR TECHNOLOGIES LTD.: SWOT ANALYSIS

FIGURE 45 SAS INSTITUTE: COMPANY SNAPSHOT

FIGURE 46 SAS INSTITUTE, INC.: SWOT ANALYSIS

FIGURE 47 COMPUTER SCIENCE CORPORATION (CSC): COMPANY SNAPSHOT

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