

# **Oil and Gas Data Management Market by Type (Information technology infrastructure, Data organization, and Service), and by Region (North America, Europe, Asia-Pacific, Middle East & Africa and Latin America) - Global Forecast to 2020**

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## **Abstracts**

The total Oil and Gas Data management market is expected to grow from \$6.09 billion in 2015 to \$21.22 billion in 2020, at an estimated Compound Annual Growth Rate (CAGR) of 28.4% from 2015 to 2020.

The energy companies invest heavily upon seismic software, visualization tools and other digital technologies. The digital upstream, midstream, and downstream activities generate huge volumes of operational and financial data. The oil and gas industry is rapidly shifting from traditional processes to smarter operations for deploy minimum workforce over remote and offshore exploration sites. The operational data helps organization to drive decision-making for production & recovery and to increase productivity and efficiency across all major business units through the best practices for data analysis. The phenomenal data volumes are challenging operational and sub-surface data management. A combination of drilling innovation and data analytics play big role in solving these issues. The intense need to transform big data into informational insights will drive the data management market.

This report gives detailed insights into the global Oil and Gas Data Management market split across various regions and type. While the type include IT infrastructure, data organization, and services, the regions include NA, Europe, APAC, MEA and LA. The report also emphasizes on key adoption trends, evolution of data centers, future opportunities, and business cases in this innovative market. MarketsandMarkets expects an increasing adoption of Oil and Gas data management solutions, as major

vendors are aggressively investing and rigorously working towards building cost effective data center solutions, in an effort to reduce the overall cost incurred by end users..

Geographically, North America (comprising the U.S. and Canada) is estimated to command the largest share of 38.51% of the global software defined data center market in 2014, followed by APAC. NA has the largest market share of the total Oil and Gas data management market in 2015, followed by EU. All the markets are in growth phase except LA which is still in introductory phase. APAC is one the major growing region in the Oil and Gas Data Management market due to presence of emerging economies.

The global Oil and Gas Data Management market vendors include big market players such as SAP, IBM, Wipro, NetApp and Oracle. New product launches, partnerships, agreements, collaborations, and acquisition are the major strategies adopted by most market players to achieve growth in the Oil and Gas Data Management market market.

### **Reasons to Buy the Report:**

From an insight perspective, this research report has focused on various levels of analysis—industry analysis (industry trends, and Porter analysis), analysis of top players, their offered products and services, value chain analysis, and company profiles, which together comprise and discuss the basic views on the competitive landscape, emerging and high-growth segments of the software defined data center market, high-growth regions, drivers, restraints, and opportunities.

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help the firms penetrate into the market share. Firms purchasing the report could use any one or combination of the below mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market share.

The report provides insights on the following pointers:

**Market Penetration:** Comprehensive information on software defined data center solutions offered by the top 10 players in the Oil and Gas Data Management market

**Product Development/Innovation:** Detailed insights on upcoming technologies,

research and development (R&D) activities, and new product launches in the software defined data center market

**Market Development:** Comprehensive information about lucrative emerging markets. The report analyzes the markets for Oil and Gas Data Management solutions across various countries across the regions

**Market Diversification:** Exhaustive information about new products, untapped regions, recent developments, and investments in the software defined data center market

**Competitive Assessment:** In-depth assessment of market shares, strategies, products, and capabilities of leading players in the Oil and Gas Data Management market

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