

Waterway Transportation Software and Services Market by Solution (Warehousing, Vessel Tracking, Freight Security, Yard Management, Ship Broker, and Maritime Software), & by Service (Managed, Consulting, Simulation & Training) - Global Forecast to 2019

<https://marketpublishers.com/r/W79AD212CDDEN.html>

Date: December 2014

Pages: 132

Price: US\$ 5,650.00 (Single User License)

ID: W79AD212CDDEN

Abstracts

The widespread technological developments such as cloud and Machine to Machine (M2M) are significantly transforming the work patterns in shipping organizations. In the recent years, businesses have increasingly embraced various technological developments such as cloud, data building, and social media which further leads to the increase in the amount of data generated among shipping organizations. This is evident from the expansive adoption of tracking, data building, ship management, and maritime software to reduce cost of operation and leverage the efficiency of waterborne trade.

The waterway transportation software and services market is fast gaining traction primarily due to the introduction of containerization and development of new ports in the emerging new markets. With the introduction of containerization, the transportation industry has seen a dramatic change including waterway transportation. Containerization enabled easy handling of cargo by reducing the goods damage and also enhanced the freight security. With this evolution, the transportation industry is being more focused toward waterborne trade.

Today, most of the waterway transportation services providers are promptly adopting freight security solutions to avoid the frequent incidents of freight damage and cargo lost. Further, the rising intensity and volume of piracy incidents and ship/vessel accidents is further enabling the adoption of waterway transportation software and

services such as audit and claim software and managed services.

Though the provisions of waterway transportation software have leveraged both the user segments of shipping enterprises and Small and Medium Businesses (SMBs), there are certain apprehensions restraining the growth in this market. For instance, reluctance of small shipping companies to adopt new technologies for transportation and the lack of standardization of equipment are limiting the adoption of software and IT services across the waterway transportation industry. In addition, different emission and environmental laws and policies also impact the adoption of waterway transportation solution. Considering this, the report further helps to identify the latest patterns and trends intensifying the progression in the waterway transportation software and services market across all regions.

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, economic, social, technological, and economic factors. The dollar fluctuations are expected to not seriously affect the forecasts in the emerging regions.

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

1. This report segments the waterway transportation market into solutions and services covering this market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market and its sub-segments. The market numbers are further split across deployment type, user type, and industry vertical across all the major regions.
2. This report will help the organizations to better understand the competitors and gain more insights to better position one's business. There is a separate section on competitive landscape, including end user analysis, mergers and acquisitions, and venture capital funding. Besides this, there are company profiles of ten major players in this market. In this section, market internals are provided that can help place one's company ahead of the competitors.
3. The report helps the organizations to understand the pulse of the market. It provides information on key market drivers, restraints, and opportunities.

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About

In this report, the water transportation software and services market is described as the transportation of freight through different kind of waterways. These waterways comprise great lakes, inland waterways, and deep water seaways. The market covers all kind of software used on ports, water terminals, yard (for management), warehouse, security of freight, and other junctions where waterway transportation takes place.

It also covers all sorts of IT services provided by the solution vendors such as software installation, maintenance, data management, training, and consulting/ customization services. The market size is derived from the combined revenue generated by these software and services globally by software and consulting companies serving the waterway/marine transportation.

Objectives Of The Study

To analyze the waterway transportation software and services market with emphasis on high-growth technologies, solutions, services, and end users

To provide impact analysis of market dynamics that describe the factors currently driving as well as restraining the growth of the market, along with their impact in short, medium, and long terms

To provide competitive intelligence from market share analysis

To analyze revenue growth strategies from the market size and forecasts statistics

To analyze the opportunities for the stakeholders through the study of the competitive landscape in the waterway transportation software and services market

To provide insights on core competencies and key growth strategies of companies in the waterway transportation software and services market

To forecast the market size of the waterway transportation software and services market and its various submarkets with respect to five regions, namely North America (NA), Latin America (LA), Europe, Middle East and Africa (MEA),

and Asia-Pacific (APAC)

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