

# **Asia-Pacific Cloud Analytics Market by Solution (Hosted Data Warehouse Solutions, Cloud BI Tools, Enterprise Information Management, Enterprise Performance Management, Governance, Risk Management & Compliance), by Verticals, by Geography - Analysis and Forecast to 2019**

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## **Abstracts**

The APAC cloud analytics market is estimated to grow at a CAGR of 30.3% from 2014 to 2019. Although Japan holds the largest share in the APAC cloud analytics market, China is expected to grow considerably. The growth of cloud analytics market in this region is driven by technological advancements and the availability of useful data accessible on web. However, cloud analytics is time consuming sometimes when the tools for efficient data extraction and analysis are not present. The APAC cloud analytics market has been segmented and forecast on the basis of solutions such as cloud BI tools, hosted data warehouse solutions, complex event processing enterprise, performance management, governance, risk and compliance, analytics solutions. Also, it has been segmented on the basis of industry verticals such as BFSI, healthcare, media & entertainment, telecommunication, consumer goods & retail, business & consulting, education & research, manufacturing & energy. The market has been further segmented on the basis of organization sizes such as Enterprises, Small and Medium Businesses (SMBs). The APAC cloud analytics market has been segmented on the basis of major countries in this region such as Japan, China, and Australia & New Zealand. Factors like increase in usage of social media to analyze the consumer behavior by the organization to design the strategies accordingly and the rapid growth in the tech-savvy population are driving the growth of the cloud analytics market in SMBs in this region.

Geographically, APAC is estimated to command a moderate share by 2014 of the global cloud analytics market, but the potential of expansion of this share is very high considering the developing stage of the APAC countries. Japan holds a share of 37% of the overall APAC cloud analytics market, by 2014. The APAC cloud analytics market is primarily driven by the technological advancement and extensive use of social media in this region.

#### Reasons to Buy the Report:

From an insight perspective, this research report has focused on various levels of analysis—industry analysis (industry trends, and PEST analysis), market share analysis of top players, supply chain analysis, and company profiles, which together comprise and discuss the basic views on the competitive landscape, emerging- and high-growth segments of the APAC Cloud Analytics market, high-growth countries and their respective regulatory policies, government initiatives, 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 in garnering a greater 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 cloud analytics solutions offered by the top 10 players in the APAC cloud analytics market.

**Product Development/Innovation:** Detailed insights on upcoming technologies, research and development activities, and new product launches in the APAC cloud analytics market.

**Market Development:** Comprehensive information about lucrative emerging markets. The report analyses the markets for various APAC text analytics solutions across geographies.

**Market Diversification:** Exhaustive information about new products, untapped geographies, recent developments, and investments in the APAC cloud

analytics solutions.

Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in APAC cloud analytics market.

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