

Latin America 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 Latin America cloud analytics market is estimated to grow at a CAGR of 31.5% from 2014-2019. Although Brazil holds the larger share of this regional market, Argentina is expected to grow considerably in coming years. The growth of cloud analytics market in this region is driven by technological advancements and the vast amounts of big data that can be used to obtain valuable insights into customer behavior. Increasing usage of social media to analyze the consumer behavior is also driving the growth of cloud analytics market in SMB's in this region.

Latin America cloud analytics market is segmented and forecast on the basis of solutions, such as cloud BI tools, hosted data warehouse solutions, enterprise performance management, & governance, risk management & compliance. It is also segmented on the basis of industry verticals, such as BFSI, telecommunication, consumer goods & retail, business & consulting, and manufacturing. The market is further segmented on the basis of major countries in this region, including Brazil, Argentina, and Colombia.

As of 2014, the Latin America cloud analytics market was dominated by IBM (U.S.), Oracle (U.S.), SAP (Germany) & SAS (U.S.). New product launches, partnerships, acquisitions and collaborations are the major strategies adopted by the most of the players to achieve growth in the Latin America cloud analytics market.

Reasons to Buy the Report:

From an insight perspective, this research report focuses 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 Latin America 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 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 five market players

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

Market Development: Comprehensive information about lucrative emerging markets

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

Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading market players

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET SEGMENTATION AND COVERAGE
- 1.3 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 INTEGRATED ECOSYSTEM OF CLOUD ANALYTICS MARKET
- 2.2 ARRIVING AT THE LATIN AMERICAN CLOUD ANALYTICS MARKET SIZE
 - 2.2.1 TOP-DOWN APPROACH
 - 2.2.2 BOTTOM-UP APPROACH
 - 2.2.3 DEMAND SIDE APPROACH
 - 2.2.4 MACRO INDICATOR-BASED APPROACH
- 2.3 ASSUMPTIONS

3 EXECUTIVE SUMMARY

4 MARKET OVERVIEW

- 4.1 INTRODUCTION
- 4.2 CLOUD ANALYTICS MARKET: COMPARISON WITH PARENT MARKET
- 4.3 MARKET DRIVERS AND INHIBITORS
- 4.4 KEY MARKET DYNAMICS
- 4.5 DEMAND SIDE ANALYSIS

5 CLOUD ANALYTICS MARKET, BY SOLUTION

- 5.1 INTRODUCTION
- 5.2 DEMAND SIDE ANALYSIS
- 5.3 LATIN AMERICA CLOUD ANALYTICS MARKET IN HOSTED DATA WAREHOUSE SOLUTIONS, BY GEOGRAPHY
- 5.4 LATIN AMERICA CLOUD ANALYTICS MARKET IN GOVERNANCE, RISK MANAGEMENT & COMPLIANCE, BY GEOGRAPHY
- 5.5 LATIN AMERICA CLOUD ANALYTICS MARKET IN ENTERPRISE INFORMATION MANAGEMENT, BY GEOGRAPHY
- 5.6 LATIN AMERICA CLOUD ANALYTICS MARKET IN CLOUD BI TOOLS, BY

GEOGRAPHY

5.7 LATIN AMERICA CLOUD ANALYTICS MARKET IN ENTERPRISE PERFORMANCE MANAGEMENT, BY GEOGRAPHY

5.8 SNEAK VIEW: LATIN AMERICA CLOUD ANALYTICS MARKET, BY SOLUTION 2014

6 CLOUD ANALYTICS MARKET, BY INDUSTRY VERTICAL

6.1 INTRODUCTION

6.2 DEMAND SIDE ANALYSIS

6.3 LATIN AMERICA CLOUD ANALYTICS MARKET IN BFSI, BY GEOGRAPHY

6.4 LATIN AMERICA CLOUD ANALYTICS MARKET IN TELECOMMUNICATION, BY GEOGRAPHY

6.5 LATIN AMERICA CLOUD ANALYTICS MARKET IN MANUFACTURING, BY GEOGRAPHY

6.6 LATIN AMERICA CLOUD ANALYTICS MARKET IN CONSUMER GOODS & RETAIL

6.7 LATIN AMERICA CLOUD ANALYTICS MARKET IN BUSINESS & CONSULTING SERVICES, BY GEOGRAPHY

6.8 LATIN AMERICA CLOUD ANALYTICS MARKET IN GOVERNMENT, BY GEOGRAPHY

6.9 SNEAK VIEW: LATIN AMERICA MARKET, BY VERTICALS

7 CLOUD ANALYTICS MARKET, BY GEOGRAPHY

7.1 INTRODUCTION

7.2 BRAZIL CLOUD ANALYTICS MARKET

7.3 BRAZIL CLOUD ANALYTICS MARKET, BY VERTICAL

7.3.1 BRAZIL CLOUD ANALYTICS MARKET, BY SOLUTION

7.4 ARGENTINA CLOUD ANALYTICS

7.5 ARGENTINA CLOUD ANALYTICS, BY VERTICAL

7.5.1 ARGENTINA CLOUD ANALYTICS MARKET, BY SOLUTION

7.6 COLOMBIA CLOUD ANALYTICS MARKET

7.7 COLOMBIA CLOUD ANALYTICS MARKET, BY VERTICAL

7.7.1 COLOMBIA CLOUD ANALYTICS MARKET, BY SOLUTION

8 CLOUD ANALYTICS MARKET: COMPETITIVE LANDSCAPE

8.1 CLOUD ANALYTICS MARKET: COMPANY SHARE ANALYSIS

8.2 COMPANY PRESENCE IN LATIN AMERICA CLOUD ANALYTICS MARKET

8.3 MERGERS & ACQUISITIONS

8.4 EXPANSIONS

8.5 INVESTMENTS

8.6 JOINT VENTURES

9 LATIN AMERICA CLOUD ANALYTICS MARKET, BY COMPANY

9.1 INTERNATIONAL BUSINESS MACHINES CORPORATION (IBM)

9.1.1 OVERVIEW

9.1.2 KEY FINANCIALS

9.1.3 PRODUCT AND SERVICE OFFERINGS

9.1.4 RELATED DEVELOPMENTS

9.1.5 MMM VIEW

9.2 ORACLE CORPORATION

9.2.1 OVERVIEW

9.2.2 KEY FINANCIALS

9.2.3 PRODUCT AND SERVICE OFFERINGS

9.2.4 RELATED DEVELOPMENTS

9.2.5 MMM VIEW

9.3 SAP SE

9.3.1 OVERVIEW

9.3.2 KEY FINANCIAL

9.3.3 PRODUCT AND SERVICE OFFERINGS

9.3.4 RELATED DEVELOPMENTS

9.3.5 MMM VIEW

9.4 SAS INSTITUTE INC.

9.4.1 OVERVIEW

9.4.2 KEY FINANCIAL

9.4.3 PRODUCT AND SERVICE OFFERINGS

9.4.4 RELATED DEVELOPMENTS

9.4.5 MMM VIEW

9.5 SALESFORCE, INC.

9.5.1 OVERVIEW

9.5.2 KEY FINANCIALS

9.5.3 PRODUCT AND SERVICE OFFERINGS

9.5.4 RELATED DEVELOPMENTS

9.5.5 MMM VIEW

10 APPENDIX

10.1 CUSTOMIZATION OPTIONS

10.1.1 CLOUD ANALYTICS SOLUTIONS AND SEGMENTS MATRIX

10.1.2 CLOUD ANALYTICS COMPETITIVE BENCHMARKING

10.1.3 CLOUD ANALYTICS VENDOR LANDSCAPING

10.1.4 CLOUD ANALYTICS R&D WATCH

10.1.5 CLOUD ANALYTICS CLIENT TRACKER

10.1.6 CLOUD ANALYTICS VERTICAL ANALYSIS

10.1.7 CLOUD ANALYTICS MARKET DATA TRACKER

10.2 RELATED REPORTS

10.3 INTRODUCING RT: REAL-TIME MARKET INTELLIGENCE

10.3.1 RT SNAPSHOTS

List Of Tables

LIST OF TABLES

TABLE 1 GLOBAL ANALYTICS PEER MARKET SIZE, 2014 (USD MN)

TABLE 2 LATIN AMERICA CLOUD ANALYTICS VERTICAL MARKET, 2014 (USD MN)

TABLE 3 LATIN AMERICA CLOUD ANALYTICS MARKET, MACRO INDICATOR, BY GEOGRAPHY (USD MN)

TABLE 4 CLOUD ANALYTICS MARKET: COMPARISON WITH MARKET, 2013-2019 (USD MN)

TABLE 5 LATIN AMERICA CLOUD ANALYTICS MARKET: DRIVERS AND INHIBITORS

TABLE 6 LATIN AMERICA CLOUD ANALYTICS MARKET, BY VERTICAL, 2013-2019 (USD MN)

TABLE 7 LATIN AMERICA CLOUD ANALYTICS MARKET, BY SOLUTION, COUNTRY WISE, 2014 (USD MN)

TABLE 8 LATIN AMERICA CLOUD ANALYTICS MARKET: COMPARISON WITH VERTICALS, 2013-2019 (USD MN)

TABLE 9 LATIN AMERICA CLOUD ANALYTICS MARKET, BY INDUSTRY SOLUTION, 2013-2019 (USD MN)

TABLE 10 LATIN AMERICA CLOUD ANALYTICS MARKET: SOLUTION COMPARISON WITH ANALYTICS MARKET, 2013-2019 (USD MN)

TABLE 11 LATIN AMERICA CLOUD ANALYTICS MARKET IN HOSTED DATA WAREHOUSE SOLUTIONS, BY GEOGRAPHY, 2013-2019 (USD MN)

TABLE 12 LATIN AMERICA CLOUD ANALYTICS MARKET IN GOVERNANCE, RISK MANAGEMENT & COMPLIANCE, BY GEOGRAPHY, 2013-2019 (USD MN)

TABLE 13 LATIN AMERICA CLOUD ANALYTICS MARKET IN ENTERPRISE INFORMATION MANAGEMENT, BY GEOGRAPHY, 2013-2019 (USD MN)

TABLE 14 LATIN AMERICA CLOUD ANALYTICS MARKET IN CLOUD BI TOOLS, BY GEOGRAPHY, 2013-2019 (USD MN)

TABLE 15 LATIN AMERICA CLOUD ANALYTICS MARKET IN ENTERPRISE PERFORMANCE MANAGEMENT, BY GEOGRAPHY, 2013-2019 (USD MN)

TABLE 16 LATIN AMERICA CLOUD ANALYTICS MARKET: BY INDUSTRY VERTICAL, 2013-2019 (USD MN)

TABLE 17 LATIN AMERICA CLOUD ANALYTICS MARKET IN BFSI, BY GEOGRAPHY, 2013-2019 (USD MN)

TABLE 18 LATIN AMERICA CLOUD ANALYTICS MARKET IN TELECOMMUNICATION, BY GEOGRAPHY, 2013-2019 (USD MN)

TABLE 19 LATIN AMERICA CLOUD ANALYTICS MARKET IN MANUFACTURING, BY

GEOGRAPHY, 2013-2019 (USD MN)

TABLE 20 LATIN AMERICA CLOUD ANALYTICS MARKET IN CONSUMER GOODS & RETAIL, BY GEOGRAPHY, 2013-2019 (USD MN)

TABLE 21 LATIN AMERICA CLOUD ANALYTICS MARKET IN BUSINESS & CONSULTING SERVICES, BY GEOGRAPHY, 2013-2019 (USD MN)

TABLE 22 LATIN AMERICA CLOUD ANALYTICS MARKET IN GOVERNMENT, BY GEOGRAPHY, 2013-2019 (USD MN)

TABLE 23 LATIN AMERICA CLOUD ANALYTICS MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

TABLE 24 BRAZIL CLOUD ANALYTICS MARKET, BY VERTICAL, 2013-2019 (USD MN)

TABLE 25 BRAZIL CLOUD ANALYTICS MARKET, BY SOLUTION, 2013-2019 (USD MN)

TABLE 26 ARGENTINA CLOUD ANALYTICS MARKET, BY VERTICAL, 2013-2019 (USD MN)

TABLE 27 ARGENTINA CLOUD ANALYTICS MARKET, BY SOLUTION, 2013-2019 (USD MN)

TABLE 28 COLOMBIA CLOUD ANALYTICS MARKET, BY VERTICAL, 2013-2019 (USD MN)

TABLE 29 COLOMBIA CLOUD ANALYTICS MARKET, BY SOLUTION, 2013-2019 (USD MN)

TABLE 30 CLOUD ANALYTICS MARKET: COMPANY SHARE ANALYSIS, 2013 (%)

TABLE 31 LATIN AMERICA CLOUD ANALYTICS MARKET: MERGERS & ACQUISITIONS

TABLE 32 LATIN AMERICA CLOUD ANALYTICS MARKET: EXPANSIONS

TABLE 33 LATIN AMERICA CLOUD ANALYTICS MARKET: INVESTMENTS

TABLE 34 LATIN AMERICA CLOUD ANALYTICS MARKET: JOINT VENTURES

TABLE 35 DEVELOPMENT/LAUNCH

TABLE 36 IBM REVENUE: BY SEGMENT (USD MN)

TABLE 37 ORACLE CORPORATION: REVENUE, BY BUSINESS SEGMENT (USD MN)

TABLE 38 SAP: REVENUE, BY BUSINESS SEGMENT(USD MN)

TABLE 39 SAS: REVENUE, BY BUSINESS SEGMENT(USD MN)

TABLE 40 SALESFORCE: REVENUE, BY BUSINESS SEGMENT(USD MN)

List Of Figures

LIST OF FIGURES

FIGURE 1 LATIN AMERICA: CLOUD ANALYTICS MARKET SEGMENTATION & COVERAGE

FIGURE 2 CLOUD ANALYTICS MARKET: INTEGRATED ECOSYSTEM

FIGURE 3 RESEARCH METHODOLOGY

FIGURE 4 TOP-DOWN APPROACH

FIGURE 5 BOTTOM-UP APPROACH

FIGURE 6 DEMAND SIDE APPROACH

FIGURE 7 ICT EXPENDITURE

FIGURE 8 LATIN AMERICA CLOUD ANALYTICS MARKET SNAPSHOT

FIGURE 9 CLOUD ANALYTICS: GROWTH ASPECTS

FIGURE 10 LATIN AMERICA CLOUD ANALYTICS MARKET, BY INDUSTRY VERTICAL, 2014-2019 (USD MN)

FIGURE 11 LATIN AMERICA CLOUD ANALYTICS MARKET, BY SOLUTION, 2014 (USD MN)

FIGURE 12 LATIN AMERICA CLOUD ANALYTICS MARKET: DEMAND SIDE ANALYSIS, BY VERTICAL, 2014 (USD MN)

FIGURE 13 LATIN AMERICA CLOUD ANALYTICS MARKET, BY INDUSTRY SOLUTION, 2014-2019 (USD MN)

FIGURE 14 LATIN AMERICA CLOUD ANALYTICS MARKET: SOLUTION COMPARISON WITH ANALYTICS MARKET, 2013-2019 (USD MN)

FIGURE 15 LATIN AMERICA CLOUD ANALYTICS MARKET IN HOSTED DATA WAREHOUSE SOLUTIONS: COMPARISON WITH CLOUD ANALYTICS MARKET, 2013-2019 (USD MN)

FIGURE 16 LATIN AMERICA CLOUD ANALYTICS MARKET IN GOVERNANCE, RISK MANAGEMENT & COMPLIANCE: COMPARISON WITH CLOUD ANALYTICS MARKET, 2013-2019 (USD MN)

FIGURE 17 LATIN AMERICA CLOUD ANALYTICS MARKET IN ENTERPRISE INFORMATION MANAGEMENT: COMPARISON WITH CLOUD ANALYTICS MARKET, 2013-2019 (USD MN)

FIGURE 18 LATIN AMERICA CLOUD ANALYTICS MARKET IN CLOUD BI TOOLS: COMPARISON WITH CLOUD ANALYTICS MARKET, 2013-2019 (USD MN)

FIGURE 19 LATIN AMERICA CLOUD ANALYTICS MARKET IN ENTERPRISE PERFORMANCE MANAGEMENT: COMPARISON WITH CLOUD ANALYTICS MARKET, 2013-2019 (USD MN)

FIGURE 20 CLOUD ANALYTICS: INDUSTRY VERTICALS SCENARIO

FIGURE 21 LATIN AMERICA CLOUD ANALYTICS MARKET, BY INDUSTRY VERTICAL, 2014-2019 (USD MN)

FIGURE 22 LATIN AMERICA CLOUD ANALYTICS MARKET IN BFSI, BY GEOGRAPHY, 2013-2019 (USD MN)

FIGURE 23 LATIN AMERICA CLOUD ANALYTICS MARKET IN TELECOMMUNICATION, BY GEOGRAPHY, 2013-2019 (USD MN)

FIGURE 24 LATIN AMERICA CLOUD ANALYTICS MARKET IN MANUFACTURING, BY GEOGRAPHY, 2013-2019 (USD MN)

FIGURE 25 LATIN AMERICA CLOUD ANALYTICS MARKET IN CONSUMER GOODS & RETAIL, BY GEOGRAPHY, 2013-2019 (USD MN)

FIGURE 26 LATIN AMERICA CLOUD ANALYTICS MARKET IN BUSINESS & CONSULTING SERVICES, BY GEOGRAPHY, 2013-2019 (USD MN)

FIGURE 27 SNEAK VIEW: LATIN AMERICA CLOUD ANALYTICS MARKET, BY VERTICAL (USD MN)

FIGURE 28 LATIN AMERICA CLOUD ANALYTICS MARKET: GROWTH ANALYSIS, BY GEOGRAPHY, 2013-2019 (USD MN)

FIGURE 29 BRAZIL CLOUD ANALYTICS OVERVIEW, 2014 & 2019 (%)

FIGURE 30 BRAZIL CLOUD ANALYTICS MARKET, BY VERTICAL, 2014-2019 (USD MN)

FIGURE 31 BRAZIL CLOUD ANALYTICS MARKET SNAPSHOT, BY VERTICAL

FIGURE 32 BRAZIL CLOUD ANALYTICS MARKET, BY SOLUTION, 2013-2019 (USD MN)

FIGURE 33 BRAZIL CLOUD ANALYTICS MARKET SHARE, BY SOLUTION, 2014-2019 (%)

FIGURE 34 ARGENTINA CLOUD ANALYTICS OVERVIEW, 2014 & 2019 (%)

FIGURE 35 ARGENTINA CLOUD ANALYTICS MARKET, BY VERTICAL, 2014-2019 (USD MN)

FIGURE 36 ARGENTINA CLOUD ANALYTICS MARKET SNAPSHOT, BY VERTICAL

FIGURE 37 ARGENTINA CLOUD ANALYTICS MARKET, BY SOLUTION, 2013-2019 (USD MN)

FIGURE 38 ARGENTINA CLOUD ANALYTICS MARKET SHARE, BY SOLUTION, 2014-2019 (%)

FIGURE 39 COLOMBIA CLOUD ANALYTICS MARKET OVERVIEW, 2014 & 2019 (%)

FIGURE 40 COLOMBIA CLOUD ANALYTICS MARKET, BY VERTICAL, 2014-2019 (USD MN)

FIGURE 41 COLUMBIA CLOUD ANALYTICS MARKET SNAPSHOT, BY VERTICAL

FIGURE 42 COLOMBIA CLOUD ANALYTICS MARKET, BY SOLUTION, 2013-2019 (USD MN)

FIGURE 43 COLOMBIA CLOUD ANALYTICS MARKET SHARE, BY SOLUTION,

2014-2019 (%)

FIGURE 44 CLOUD ANALYTICS MARKET: COMPANY SHARE ANALYSIS, 2013 (%)

FIGURE 45 CLOUD ANALYTICS: COMPANY WISE PRODUCT AND SOLUTIONS
COVERAGE

FIGURE 46 IBM CORPORATION: REVENUE MIX, 2014 (%)

FIGURE 47 ORACLE CORPORATION: REVENUE MIX, 2014 (%)

FIGURE 48 SAP CORPORATION: REVENUE MIX, 2013 (%)

FIGURE 49 SAS: REVENUE MIX, 2013 (%)

FIGURE 50 SALESFORCE: REVENUE MIX, 2013 (%)

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