

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

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