

# Big Data Market in India 2013

<https://marketpublishers.com/r/BF24A8C174DEN.html>

Date: July 2013

Pages: 88

Price: US\$ 950.00 (Single User License)

ID: BF24A8C174DEN

## Abstracts

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The new report, 'Big Data Market in India', highlights the current as well as the future big data market scenario in India. The report furnishes explicit details on the crucial aspects of the overall market to provide a holistic view, with the aide of crisp and insightful representation of market data.

Currently, the market is at its growing stage and is mainly dominated by foreign vendors who have managed to mark a significant presence in the country. With the continual growth in computerization and digitization across all verticals, amount of data generated is skyrocketing on a daily basis. Additionally, the vast demographic diversification prevailing in the country will further technology adoption amongst business of all nature, thereby amplifying digital data generation by manifolds.

Some factors such as the burgeoning internet usage across the nation, emergence of smart handheld devices and the explosion in the social media domain were identified to be prime reasons driving the big data market. While the key hindrances for the market comprise of the lack of big data handling expertise, severe time constraint to analyze data and the lurking threat to data security and integrity.

As seen in the market, proper analysis of the big data so generated has not yet attained full swing in the Indian market. Currently a very small fraction of the market comprises of big data analysis and hence this opportunity can be effectively targeted by vendors to garner a stronger foothold in the market for better revenue generation.

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## About

### Market

Big data market was worth more than INR xx bn in the year 20-- and is expected to attain a whopping CAGR of more than yy% to reach INR zz bn by the year 20-

In the year 20—, big data in India was estimated to be approximately abc Exabytes and is expected to grow exponentially to reach about abc Zettabytes by 20—

Consequently, India's share in the global big data market will also increase to xxx% in the year 20- - from yyyy% in 20—

### Big data can be broadly classified as the following:

Size

Speed

Diversification

Valuation

### The market influencers for the big data market in India can be enlisted as below:

Burgeoning internet usage

Emergence of smart handheld devices

Explosion in social media usage

### Big Data Market Overview – India

As of now, adoption levels are still at its nascent stage, there by offering ample opportunities for vendors to capitalize on

Some of the key industry verticals to adopt big data include telecom, healthcare and oil & gas

Demographic diversification in India will push businesses to adopt technology oriented business models, which in turn will fuel the growth of big data in the near future

**Some of the most important design aspects of big data implementation includes the following:**

### **Cluster Design**

Application requirements pertaining to workload and volume are analyzed

Being a non-iterative process, design of the cluster is checked and validated in advanced with the help of test data and applications

### **Hardware Architecture**

A careful designing of the hardware architecture is extremely important as the hardware costs are directly proportional to the system's scalability

Special focus should be given at the quality of the equipments being procured

### **Network Architecture**

- Network architecture much like hardware architecture needs to be planned well ahead in time so as to avoid over or under estimated network deployment and should be aligned according to the hardware architecture
- A full proof and efficient network architecture guideline is the key to a successful big data solution implementation

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