

# Global Insights-as-a-Service Market: Size, Trend, Share, Opportunity Analysis & Forecast, 2014–2025

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## Abstracts

Insights-as-a-service is a cloud-based service, which processes structured and unstructured data to extract insights. These insights enable business organizations to make effective decisions, increase efficiency, reduce operational costs, provide customized offerings, and enhance customer services. There has been a significant increase in the data generated by organizations, owing to greater adoption of mobile devices, social media, and growing development of multimedia content. This large amount of raw data is obtained, cleaned, sorted, and processed to gain actionable insights. Significant increase in data generation coupled with reducing costs of data storage encourages organizations to analyze large amount of data through various quantitative and qualitative techniques to gain market and customer insights. Small and medium sized enterprises are increasingly adopting Insights-as-a-Service for quick decision making, increased customer satisfaction, and increased production efficiency.

Based on type, the market is divided into descriptive insights, predictive insights, and prescriptive insights. According to deployment model, the market is categorized into public cloud, private cloud, and hybrid cloud. Based on vertical, the market is divided into banking, financial services, & insurance, manufacturing, healthcare, energy and utilities, retail, telecommunication and IT, and others. Geographic breakdown and deep analysis of each of the aforesaid segments is included for North America, Europe, Asia-Pacific, and LAMEA.

## MARKET DYNAMICS:

Drivers:

Growing requirement of customer management

Increasing adoption of IOT technology

Stringent market competition

Restraints:

Data security and privacy concerns

### **MARKET PLAYERS:**

The top players in the global Insights-as-a-Service market include Accenture PLC, GoodData Corporation, International Business Machines Corporation, Oracle Corporation, Cap Gemini S.A., Dell Inc., NTT Data Corporation, Zephyr Health, Inc., SmartFocus, and Deloitte Touche Tohmatsu Limited

### **KEY TAKEAWAYS**

### **MARKET LANDSCAPE**

By Type

Descriptive Insights

Predictive Insights

Prescriptive Insights

By Deployment Model

Public Cloud

Private Cloud

Hybrid Cloud

By Vertical

Banking, Financial Services, and Insurance

Manufacturing

Healthcare

Energy and Utilities

Retail

Telecommunication and IT

Others

By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

## Asia-Pacific

China

Japan

India

Australia

Rest of Asia-Pacific

## LAMEA

Brazil

South Africa

Saudi Arabia

Rest of LAMEA

## Contents

### 1. EXECUTIVE SUMMARY

- 1.1. Key findings
- 1.2. Market attractiveness and trend analysis
- 1.3. Competitive landscape and recent industry development analysis

### 2. INTRODUCTION

- 2.1. Report description
- 2.2. Scope and definitions
- 2.3. Research methodology

### 3. MARKET LANDSCAPE

- 3.1. Growth drivers
  - 3.1.1. Impact analysis
- 3.2. Restraints and challenges
  - 3.2.1. Impact analysis
- 3.3. Porter's analysis
  - 3.3.1. Bargaining power of buyers
  - 3.3.2. Bargaining power of suppliers
  - 3.3.3. Threat of substitutes
  - 3.3.4. Industry rivalry
  - 3.3.5. Threat of new entrants
- 3.4. Global insights-as-a-service market shares analysis, 2014-2025
  - 3.4.1. Global insights-as-a-service market shares by type, 2014-2025
  - 3.4.2. Global insights-as-a-service market shares by deployment model, 2014-2025
  - 3.4.3. Global insights-as-a-service market shares by vertical, 2014-2025
  - 3.4.4. Global insights-as-a-service market shares by geography, 2014-2025

### 4. GLOBAL INSIGHTS-AS-A-SERVICE MARKET BY TYPE

- 4.1. Descriptive insights
  - 4.1.1. Historical market size by region, 2014-2016
  - 4.1.2. Market forecast by region, 2017-2025
- 4.2. Predictive insights
  - 4.2.1. Historical market size by region, 2014-2016

- 4.2.2. Market forecast by region, 2017-2025
- 4.3. Prescriptive insights
  - 4.3.1. Historical market size by region, 2014-2016
  - 4.3.2. Market forecast by region, 2017-2025

## **5. GLOBAL INSIGHTS-AS-A-SERVICE MARKET BY DEPLOYMENT MODEL**

- 5.1. Public cloud
  - 5.1.1. Historical market size by region, 2014-2016
  - 5.1.2. Market forecast by region, 2017-2025
- 5.2. Private cloud
  - 5.2.1. Historical market size by region, 2014-2016
  - 5.2.2. Market forecast by region, 2017-2025
- 5.3. Hybrid cloud
  - 5.3.1. Historical market size by region, 2014-2016
  - 5.3.2. Market forecast by region, 2017-2025

## **6. GLOBAL INSIGHTS-AS-A-SERVICE MARKET BY VERTICAL**

- 6.1. Banking, financial services, and insurance
  - 6.1.1. Historical market size by region, 2014-2016
  - 6.1.2. Market forecast by region, 2017-2025
- 6.2. Manufacturing
  - 6.2.1. Historical market size by region, 2014-2016
  - 6.2.2. Market forecast by region, 2017-2025
- 6.3. Healthcare
  - 6.3.1. Historical market size by region, 2014-2016
  - 6.3.2. Market forecast by region, 2017-2025
- 6.4. Energy and utilities
  - 6.4.1. Historical market size by region, 2014-2016
  - 6.4.2. Market forecast by region, 2017-2025
- 6.5. Retail
  - 6.5.1. Historical market size by region, 2014-2016
  - 6.5.2. Market forecast by region, 2017-2025
- 6.6. Telecommunication and it
  - 6.6.1. Historical market size by region, 2014-2016
  - 6.6.2. Market forecast by region, 2017-2025
- 6.7. Others
  - 6.7.1. Historical market size by region, 2014-2016

6.7.2. Market forecast by region, 2017-2025

## **7. GLOBAL INSIGHTS-AS-A-SERVICE MARKET BY GEOGRAPHY**

### 7.1. North America

#### 7.1.1. U.S.

7.1.1.1. Historical market size, 2014-2016

7.1.1.2. Market forecast, 2017-2025

#### 7.1.2. Canada

7.1.2.1. Historical market size, 2014-2016

7.1.2.2. Market forecast, 2017-2025

#### 7.1.3. Mexico

7.1.3.1. Historical market size, 2014-2016

7.1.3.2. Market forecast, 2017-2025

### 7.2. Europe

#### 7.2.1. UK

7.2.1.1. Historical market size, 2014-2016

7.2.1.2. Market forecast, 2017-2025

#### 7.2.2. Germany

7.2.2.1. Historical market size, 2014-2016

7.2.2.2. Market forecast, 2017-2025

#### 7.2.3. France

7.2.3.1. Historical market size, 2014-2016

7.2.3.2. Market forecast, 2017-2025

#### 7.2.4. Spain

7.2.4.1. Historical market size, 2014-2016

7.2.4.2. Market forecast, 2017-2025

#### 7.2.5. Italy

7.2.5.1. Historical market size, 2014-2016

7.2.5.2. Market forecast, 2017-2025

#### 7.2.6. Rest of Europe

7.2.6.1. Historical market size, 2014-2016

7.2.6.2. Market forecast, 2017-2025

### 7.3. Asia-Pacific

#### 7.3.1. China

7.3.1.1. Historical market size, 2014-2016

7.3.1.2. Market forecast, 2017-2025

#### 7.3.2. Japan

7.3.2.1. Historical market size, 2014-2016

- 7.3.2.2. Market forecast, 2017-2025
- 7.3.3. India
  - 7.3.3.1. Historical market size, 2014-2016
  - 7.3.3.2. Market forecast, 2017-2025
- 7.3.4. Australia
  - 7.3.4.1. Historical market size, 2014-2016
  - 7.3.4.2. Market forecast, 2017-2025
- 7.3.5. South Korea
  - 7.3.5.1. Historical market size, 2014-2016
  - 7.3.5.2. Market forecast, 2017-2025
- 7.3.6. Rest of Asia-Pacific
  - 7.3.6.1. Historical market size, 2014-2016
  - 7.3.6.2. Market forecast, 2017-2025
- 7.4. LAMEA
  - 7.4.1. Brazil
    - 7.4.1.1. Historical market size, 2014-2016
    - 7.4.1.2. Market forecast, 2017-2025
  - 7.4.2. Saudi Arabia
    - 7.4.2.1. Historical market size, 2014-2016
    - 7.4.2.2. Market forecast, 2017-2025
  - 7.4.3. South Africa
    - 7.4.3.1. Historical market size, 2014-2016
    - 7.4.3.2. Market forecast, 2017-2025
  - 7.4.4. Rest of LAMEA
    - 7.4.4.1. Historical market size, 2014-2016
    - 7.4.4.2. Market forecast, 2017-2025

## **8. COMPANY PROFILES**

- 8.1. Accenture PLC
  - 8.1.1. Overview
  - 8.1.2. Financials and business segments
  - 8.1.3. Recent developments
- 8.2. GoodData Corporation
  - 8.2.1. Overview
  - 8.2.2. Financials and business segments
  - 8.2.3. Recent developments
- 8.3. International Business Machines Corporation
  - 8.3.1. Overview



- 8.3.2. Financials and business segments
- 8.3.3. Recent developments
- 8.4. Oracle Corporation
  - 8.4.1. Overview
  - 8.4.2. Financials and business segments
  - 8.4.3. Recent developments
- 8.5. Cap Gemini S.A
  - 8.5.1. Overview
  - 8.5.2. Financials and business segments
  - 8.5.3. Recent developments
- 8.6. Dell Inc.
  - 8.6.1. Overview
  - 8.6.2. Financials and business segments
  - 8.6.3. Recent developments
- 8.7. NTT Data Corporation
  - 8.7.1. Overview
  - 8.7.2. Financials and business segments
  - 8.7.3. Recent developments
- 8.8. Zephyr Health, Inc.
  - 8.8.1. Overview
  - 8.8.2. Financials and business segments
  - 8.8.3. Recent developments
- 8.9. SmartFocus
  - 8.9.1. Overview
  - 8.9.2. Financials and business segments
  - 8.9.3. Recent developments
- 8.10. Deloitte Touche Tohmatsu Limited
  - 8.10.1. Overview
  - 8.10.2. Financials and business segments
  - 8.10.3. Recent developments

## List Of Tables

### LIST OF TABLES

Table 1. Insights-as-a-Service Market Share, by Type, 2014-2025

Table 2. Insights-as-a-Service Market Share, by Deployment Model, 2014-2025

Table 3. Insights-as-a-Service Market Share, by Vertical, 2014-2025

Table 4. Insights-as-a-Service Market Share, by Region, 2014-2025

Table 5. Insights-as-a-Service Market Value for Descriptive Insights, by Region, 2017-2025, \$million

Table 6. Insights-as-a-Service Market Value for Predictive Insights, by Region, 2017-2025, \$million

Table 7. Insights-as-a-Service Market Value for Prescriptive Insights, by Region, 2017-2025, \$million

Table 8. Insights-as-a-Service Market Value for Public Cloud, by Region, 2017-2025, \$million

Table 9. Insights-as-a-Service Market Value for Private Cloud, by Region, 2017-2025, \$million

Table 10. Insights-as-a-Service Market Value for Hybrid Cloud, by Region, 2017-2025, \$million

Table 11. Insights-as-a-Service Market Value for Banking, Financial Services, and Insurance, by Region, 2017-2025, \$million

Table 12. Insights-as-a-Service Market Value for Manufacturing, by Region, 2017-2025, \$million

Table 13. Insights-as-a-Service Market Value for Healthcare, by Region, 2017-2025, \$million

Table 14. Insights-as-a-Service Market Value for Energy and Utilities, by Region, 2017-2025, \$million

Table 15. Insights-as-a-Service Market Value for Retail, by Region, 2017-2025, \$million

Table 16. Insights-as-a-Service Market Value for Telecommunication and IT, by Region, 2017-2025, \$million

Table 17. Insights-as-a-Service Market Value for others, by Region, 2017-2025, \$million

Table 18. Insights-as-a-Service Market Value for North America, by Country, 2014-2025, \$million

Table 19. Insights-as-a-Service Market Value for North America, by Type, 2014-2025, \$million

Table 20. Insights-as-a-Service Market Value for North America, by Deployment Model, 2014-2025, \$million

Table 21. Insights-as-a-Service Market Value for North America, by Vertical, 2014-2025,

\$million

Table 22. Insights-as-a-Service Market Value for Europe, by Country, 2014-2025, \$million

Table 23. Insights-as-a-Service Market Value for Europe, by Type, 2014-2025, \$million

Table 24. Insights-as-a-Service Market Value for Europe, by Deployment Model, 2014-2025, \$million

Table 25. Insights-as-a-Service Market Value for Europe, by Vertical, 2014-2025, \$million

Table 26. Insights-as-a-Service Market Value for Asia-Pacific, by Country, 2014-2025, \$million

Table 27. Insights-as-a-Service Market Value for Asia-Pacific, by Type, 2014-2025, \$million

Table 28. Insights-as-a-Service Market Value for Asia-Pacific, by Deployment Model, 2014-2025, \$million

Table 29. Insights-as-a-Service Market Value for Asia-Pacific, by Vertical, 2014-2025, \$million

Table 30. Insights-as-a-Service Market Value for LAMEA, by Country, 2014-2025, \$million

Table 31. Insights-as-a-Service Market Value for LAMEA, by Type, 2014-2025, \$million

Table 32. Insights-as-a-Service Market Value for LAMEA, by Deployment Model, 2014-2025, \$million

Table 33. Insights-as-a-Service Market Value for LAMEA, by Vertical, 2014-2025, \$million

Table 34. Accenture PLC - Company Snapshot

Table 35. GoodData Corporation - Company Snapshot

Table 36. International Business Machines Corporation - Company Snapshot

Table 37. Oracle Corporation - Company Snapshot

Table 38. Cap Gemini S. A. - Company Snapshot

Table 39. Dell Inc. - Company Snapshot

Table 40. NTT Data Corporation - Company Snapshot

Table 41. Zephyr Health, Inc. - Company Snapshot

Table 42. SmartFocus - Company Snapshot

Table 43. Deloitte Touche Tohmatsu Limited - Company Snapshot

## List Of Figures

### LIST OF FIGURES

- Figure 1. Insights-as-a-Service Descriptive Insights Market Value, 2014-2016, \$million
- Figure 2. Insights-as-a-Service Predictive Insights Market Value, 2014-2016, \$million
- Figure 3. Insights-as-a-Service Prescriptive Insights Market Value, 2014-2016, \$million
- Figure 4. Insights-as-a-Service Public Cloud Market Value, 2014-2016, \$million
- Figure 5. Insights-as-a-Service Private Cloud Market Value, 2014-2016, \$million
- Figure 6. Insights-as-a-Service Hybrid Cloud Market Value, 2014-2016, \$million
- Figure 7. Insights-as-a-Service Banking, Financial Services, and Insurance Market Value, 2014-2016, \$million
- Figure 8. Insights-as-a-Service Manufacturing Market Value, 2014-2016, \$million
- Figure 9. Insights-as-a-Service Healthcare Market Value, 2014-2016, \$million
- Figure 10. Insights-as-a-Service Energy and Utilities Market Value, 2014-2016, \$million
- Figure 11. Insights-as-a-Service Retail Market Value, 2014-2016, \$million
- Figure 12. Insights-as-a-Service Telecommunication and IT Market Value, 2014-2016, \$million
- Figure 13. Insights-as-a-Service Others Market Value, 2014-2016, \$million
- Figure 14. Insights-as-a-Service: U.S. Market Value, 2014-2016, \$million
- Figure 15. Insights-as-a-Service: U.S. Market Value, 2017-2025, \$million
- Figure 16. Insights-as-a-Service: Canada Market Value, 2014-2016, \$million
- Figure 17. Insights-as-a-Service: Canada Market Value, 2017-2025, \$million
- Figure 18. Insights-as-a-Service: Mexico Market Value, 2014-2016, \$million
- Figure 19. Insights-as-a-Service: Mexico Market Value, 2017-2025, \$million
- Figure 20. Insights-as-a-Service: UK Market Value, 2014-2016, \$million
- Figure 21. Insights-as-a-Service: UK Market Value, 2017-2025, \$million
- Figure 22. Insights-as-a-Service: Germany Market Value, 2014-2016, \$million
- Figure 23. Insights-as-a-Service: Germany Market Value, 2017-2025, \$million
- Figure 24. Insights-as-a-Service: France Market Value, 2014-2016, \$million
- Figure 25. Insights-as-a-Service: France Market Value, 2017-2025, \$million
- Figure 26. Insights-as-a-Service: Spain Market Value, 2014-2016, \$million
- Figure 27. Insights-as-a-Service: Spain Market Value, 2017-2025, \$million
- Figure 28. Insights-as-a-Service: Italy Market Value, 2014-2016, \$million
- Figure 29. Insights-as-a-Service: Italy Market Value, 2017-2025, \$million
- Figure 30. Insights-as-a-Service: Rest of Europe Market Value, 2014-2016, \$million
- Figure 31. Insights-as-a-Service: Rest of Europe Market Value, 2017-2025, \$million
- Figure 32. Insights-as-a-Service: China Market Value, 2014-2016, \$million
- Figure 33. Insights-as-a-Service: China Market Value, 2017-2025, \$million

Figure 34. Insights-as-a-Service: Japan Market Value, 2014-2016, \$million

Figure 35. Insights-as-a-Service: Japan Market Value, 2017-2025, \$million

Figure 36. Insights-as-a-Service: India Market Value, 2014-2016, \$million

Figure 37. Insights-as-a-Service: India Market Value, 2017-2025, \$million

Figure 38. Insights-as-a-Service: Australia Market Value, 2014-2016, \$million

Figure 39. Insights-as-a-Service: Australia Market Value, 2017-2025, \$million

Figure 40. Insights-as-a-Service: South Korea Market Value, 2014-2016, \$million

Figure 41. Insights-as-a-Service: South Korea Market Value, 2017-2025, \$million

Figure 42. Insights-as-a-Service: Rest of Asia-Pacific Market Value, 2014-2016, \$million

Figure 43. Insights-as-a-Service: Rest of Asia-Pacific Market Value, 2017-2025, \$million

Figure 44. Insights-as-a-Service: Brazil Market Value, 2014-2016, \$million

Figure 45. Insights-as-a-Service: Brazil Market Value, 2017-2025, \$million

Figure 46. Insights-as-a-Service: Saudi Arabia Market Value, 2014-2016, \$million

Figure 47. Insights-as-a-Service: Saudi Arabia Market Value, 2017-2025, \$million

Figure 48. Insights-as-a-Service: South Africa Market Value, 2014-2016, \$million

Figure 49. Insights-as-a-Service: South Africa Market Value, 2017-2025, \$million

Figure 50. Insights-as-a-Service: Rest of LAMEA Market Value, 2014-2016, \$million

Figure 51. Insights-as-a-Service: Rest of LAMEA Market Value, 2017-2025, \$million

## **COMPANIES MENTIONED**

The top players in the global Insights-as-a-Service market include Accenture PLC, GoodData Corporation, International Business Machines Corporation, Oracle Corporation, Cap Gemini S.A., Dell Inc., NTT Data Corporation, Zephyr Health, Inc., SmartFocus, and Deloitte Touche Tohmatsu Limited

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