

Enterprise Synthetic Application Monitoring - Global Market Outlook (2017-2023)

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Abstracts

According to Statistics MRC, the Global Enterprise Synthetic Application Monitoring market is accounted for \$956.30 million in 2016 and is expected to reach \$3,274.29 million by 2023 growing at a CAGR of 19.2%. Synthetic monitoring is website monitoring that is done using web browser emulation or scripted recordings of web transactions. This monitoring application is used mostly for measuring availability and response time of critical pages, uptime and transaction but doesn't monitor or capture actual end-user interactions. In the present era of software's and applications, which are driving the economy across globe, the testing procedure or to monitor these technologies is must to ensure its full capability. Increasing management of critical applications and growing importance of SaaS (Software as a Service) application are some of the factors proliferating market growth. However, lack of awareness and rooted traditional methods are some restraints inhibiting the market growth.

SaaS (Software as a Service) application segment is expected to dominate the market growing with highest CAGR, the reason behind is its actively monitoring and troubleshooting end-user experience. Large enterprise segment is expected to dominate the market owing to its maximum use in professional software's and legitimate applications. North American market has humongous share in market as compared to other regions on account of demand for active monitoring techniques for complex applications.

Some of the key players for this global Enterprise Synthetic Application Monitoring market include NetScout Systems Inc., New Relic Inc., BMC Software Inc., CA Technologies Inc., AppDynamics Inc., AppNeta, SmartBear Software, SolarWinds, Splunk Inc., Dynatrace, Hewlett Packard Enterprise, International Business Machines (IBM) Corporation, Rigor, Riverbed Technology, Catchpoint Systems Inc., Dell

Technologies Inc. and Microsoft Corporation.

Deployment Types Covered:

On-Premises

Hosted

Verticals Covered:

Entertainment and Media

Retail

Transportation, Automotive and Logistics

Financial Services, Banking and Insurance

Defense and Government

Healthcare

Telecom & IT

Other Verticals

Organization Size Covered:

Large Enterprises

Small and Medium Enterprises

Components Covered:

Services

Monitoring Type

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

Market share assessments for the regional and country level segments

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 7 years of all the mentioned segments, sub segments and the regional markets

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges,

Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends.

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

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