

# **Global Augmented Analytics Market By Deployment (On-premise and Cloud), By Organization Size (SMEs and Large Enterprises), By End-User (BFSI, Telecom & IT, Logistics, Healthcare, Government, Retail and Others), By Region, Competition, Forecast & Opportunities, 2024**

<https://marketpublishers.com/r/GA7B296A59BEN.html>

Date: July 2019

Pages: 110

Price: US\$ 4,900.00 (Single User License)

ID: GA7B296A59BEN

## **Abstracts**

Global augmented analytics market was valued at \$ 1.6 billion in 2018 and is forecast to grow at a CAGR of over 39% to cross \$ 11 billion by 2024, on account of increasing adoption of advanced analytics tools. Augmented analytics makes use of natural language processing and machine learning to improve business intelligence, data sharing and data analytics. Data analytics software can also integrate augmented analytics tools, allowing easy handling of large data sets. Increasing demand for gathering business insights is expected to aid global augmented analytics market through 2024. Moreover, growing proliferation of artificial intelligence and machine learning technologies is anticipated to drive global augmented analytics market during the forecast period.

Augmented analytics market can be segmented based on deployment, organization size and end-user. Based on organization size, the market can be bifurcated into small & medium enterprise (SME) and large enterprise. SME segment is likely to capture the largest market share in coming years, owing to increasing adoption of augmented analytics solutions by SMEs for simplifying and automating their tasks. In terms of deployment, cloud segment is expected to grow at the fastest CAGR due to the flexibility offered to organizations to adjust to dynamic business environment.

Augmented analytics market caters to various end-users such as BFSI, telecom & IT, healthcare, government, retail, logistics and others. Telecom & IT is the largest end-

user segment in global augmented analytics market, as it enables IT & Telecom sector to analyze large amount of data and getting a better insight of the business.

North America dominated global augmented analytics market in 2018 and is likely to maintain its market dominance in the coming years as well, on account of early adoption and initiatives for advanced analytics solutions and practices.

Major players operating in global augmented analytics market include Tableau Software, Inc., IBM Corp., Microsoft Corp., SAP SE, Salesforce.com, Inc., Oracle Corp., SAS Institute Inc., etc. Major companies are developing advanced technologies and launching new products in order to stay competitive in the market. Other competitive strategies include mergers & acquisitions and new product developments. In the end of 2016, Salesforce acquired BeyondCore to enhance its analytics portfolio and strengthen artificial intelligence platform. In October 2018, IBM partnered with Motio to accelerate the upgrades to Cognos Analytics 11.1.

Years considered for this report:

Historical Years: 2014-2017

Base Year: 2018

Estimated Year: 2019

Forecast Period: 2020-2024

Objective of the Study:

To analyze and forecast global augmented analytics market size.

To classify and forecast global augmented analytics market based on deployment, organization size end-user and regional distribution.

To identify drivers and challenges for global augmented analytics market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in global augmented analytics market.

To identify and analyze the profile of leading players operating in global augmented analytics market.

Some of the leading players in global augmented analytics market are Tableau Software, Inc., IBM Corp., Microsoft Corp., SAP SE, Salesforce.com, Inc., Oracle Corp., SAS Institute Inc., etc.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of service providers across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the service providers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the service offerings, distribution channels and presence of all major service providers across the globe.

TechSci Research calculated global augmented analytics market size using a bottom-up approach, where data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Augmented analytics service providers and solution providers

Security and intelligence service providers

Research organizations and consulting companies

Government bodies such as regulating authorities and policy makers

Organizations, forums and alliances related to augmented analytics

The study is useful in providing answers to several critical questions that are important for industry stakeholders such as service providers and partners, end-users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

#### Report Scope:

In this report, global augmented analytics market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

#### Market, by Deployment:

On-premise

Cloud

#### Market, by Organization Size:

Small & Medium Sized Enterprises

Large Enterprises

#### Market, by End-User:

BFSI

Telecom & IT

Logistics

Healthcare

Government

Retail

Others

#### Market, by Region:

## North America

United States

Mexico

Canada

## Europe

Germany

United Kingdom

France

Italy

Spain

Rest of Europe

## Asia-Pacific

China

India

Japan

South Korea

Australia

Rest of Asia-Pacific

## South America

Brazil

Argentina

Colombia

Rest of South America

Middle East & Africa

South Africa

Saudi Arabia

UAE

Qatar

Rest of MEA

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in global augmented analytics market.

## Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

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