Big data as a Service 2016 Global Market Expected to Grow at CAGR 60% and Forecast to 2020

WiseGuyReports.Com Publish a New Market Research Report On – "Big data as a Service 2016 Global Market Expected to Grow at CAGR 60% and Forecast to 2020".

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This market research report presents a detailed segmentation of the [global big data as a service market](#) by application (HaaS, analytics as a service, and data PaaS), by end-user (financial services, telecom, oil and gas, retail, and others), and by geography (Americas, APAC, and EMEA). The key vendors identified in the market are HP, IBM, SAP, SAS, and Teradata

Outlook of the big data as a service market

Extensive research carried out by the analysts at has shown that the global big data as a service market will grow tremendously at an impressive CAGR of more than 60% over the forecast period. With the increasing use of cloud-based predictive analytics, the market for big data as a service has a positive outlook until the end of 2020. Recently, there has been an upsurge in the number of predictive modeling tools, accompanied with interactive visualization and automation. These tools aid in accelerating the methods of developing, ascertaining and analyzing predictive models that are used by financial institutions for conducting operations such as customer analytics, product innovation, risk reporting, and threat management. Moreover, organizations are streamlining their sales pipelines from lead generation to customer base resulting in the generation of large volumes of customer data. With an increasing number of industries such as retail, banking, insurance, and financial services adopting big data solutions, this market has a positive outlook in the coming years.

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In this market research, analysts have estimated eminent factors, such as the emergence of social media analytics to spur market growth during the forecast period. Over the past few years, social media has emerged as a primary data source for most retail organizations as they can

obtain instant feedback about their products and services through blogs and social networking sites. A rapid increase in the number of social media sites has created an augmented demand to track user interactions on these sites. Moreover, the increasing importance of sentiment analysis and advances in text analysis have prompted organizations to integrate social media into their business process. This has resulted in huge amount of data stored by an enterprise, which will, in turn, impel the growth prospects of the big data as a service market over the predicted period.

Segmentation by end-user and analysis of the big data as a service market
-Financial services
-Healthcare
-Telecom
-Oil and gas
-Retail

In this market study, analysts have estimated the financial services segment as the largest market segment and accounted for more than 36% of the market share. Over the last few years, financial firms are experiencing explosive data growth with the rise in financial transaction volumes. Moreover, advances in digital marketing and search engine optimization practices have changed the way customers look at products and services. This has resulted in the accumulation of a lot of actionable data to be analyzed which can be converted to sales. Furthermore, some of the big data technologies are integrated with existing customer relationship management systems that help the company understand new market opportunities, thereby driving this market segment's growth until the end of 2020.

Geographical segmentation and analysis of the big data infrastructure market
-Americas
-APAC
-EMEA

During 2015, the Americas dominated this market and accounted for an impressive market share of more than 51%. The US is the major market in the region, as the country is home to major market players like HP, Dell, Cisco, and IBM. Also, many companies in the US are adopting big data technologies to improve risk management and customer target marketing abilities. Also, many banks in the US are leveraging big data technologies to gain a competitive edge over their competitors. Thus, the increasing adoption of big data is anticipated to elevate the growth of the financial services spending market in the Americas.

Competitive landscape and key vendors

The global big data as a service market is highly fragmented and is characterized by the presence of many well=diversified vendors. Different vendors dominate the servers, storage, and networking segments of the market. The vendors are trying to increase their market presence by adopting aggressive marketing strategies like mergers and acquisitions. International vendors are continuously launching products and services in developing economies to take advantage of the economic growth in these regions.

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Key vendors in the market are -
-HP
-IBM
-SAP
-SAS
-Teradata

Other prominent vendors analyzed in this market analysis are 1010data, Accenture, Alteryx, Altiscale, Atos, Attivio, Chartio, Cirro, ClearStory Data, Cloudera, Continuum Analytics, Datameer, DataStax, Doopex, EMC, Enthought, Hortonworks, MAANA, MapR Technologies, MarkLogic. Microsoft, MongoDB, Mu Sigma, and Predixion Software.

Key questions answered in the report include
-What will the market size and the growth rate be in 2020?
-What are the key factors driving the global big data as a service market?
-What are the key market trends impacting the growth of the global big data as a service market?

-What are the challenges to market growth?
-Who are the key vendors in the global big data as a service market?
-What are the market opportunities and threats faced by the vendors in the global big data as a service market?
-Trending factors influencing the market shares of the Americas, APAC, and EMEA.
-What are the key outcomes of the five forces analysis of the global big data as a service market?

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