



# Big Data Services Market In Small & Medium Business: By Data Type , By Characteristics, Forecast (2018-2023)

*Small and Medium Enterprises (SME's) can potentially trap the big data analytics similar to large industry for their businesses*

HYDERABAD, TELANGANA, INDIA, September 3, 2018 /EINPresswire.com/ -- Large scale industry is usually blessed with huge infrastructure and operational capabilities to gain actionable insights from big data. [Small and Medium Enterprises](#) (SME's) can potentially trap the big data analytics similar to large industry for their businesses to build a comprehensive vision and road map to innovate, analyze and sustain in the market.

Large enterprises are making effort to leverage the big data into their business to make profit but Small and Medium Enterprises (SME's) are lagging behind as they are slow adopters of new technology of big data analytics.

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Small and Medium Enterprises (SME's) play an important role in digital revolution as well as they cover 99.8% of all enterprises. According to World Bank Small and Medium Enterprises (SME's) contribute up to 60% of total employment and 40% of GDP in emerging economies. Leveraging of big data can be beneficial to SME's but the barriers such as lack of data security, high cost; processing, regulation and infrastructure are keeping the SME's from realizing the benefit of big data. The Small and Medium Enterprises (SME's) should consider building up in house infrastructure, advancing security architecture or leasing out the services of technical vendors who provides the solution on single platform to meet all the challenges.

Realizing that big data can be beneficial for the Small and Medium Enterprises (SME's) in European Union, Horizon 2020 research program was initiated by European commission. The European Commission has built a single market for IoT and set up a European cloud initiative to strengthen Europe's position in data analytics. They have proposed to concentrate to speed up the focus on Cybersecurity, Data technology, IoT and Cloud computing. The other commission actions were building up Big Data Public-Private partnership with industries and Horizon 2020 to strengthen data value chain, efficient management, research and innovation in Big Data.

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To push up the revenue and businesses the Small and Medium Enterprises (SME's) should take up the emerging technologies such as IoT, cloud computing and Cybersecurity. Super market chains, Travel and Tourism Industry, automobile, airlines, real estate and banks are some of the SME's which can benefit from leveraging big data analytics.

European Data Incubator a project funded by European Union's Horizon 2020 research program is providing 100,000 Euros (\$1, 16,808) equity free for European Union Big Data startups to

support SME's and new companies specializing in big data technologies. The funding and initiatives from government organizations can be leveraged by big data in SME's growth which in turn result in overall economic growth of the country.

Big Data Services in Small and Medium Business market report in segmented as indicated below:

1. Big Data Services in Small and Medium Business - By Deployment

- 1.1. Introduction
- 1.2. On Premise
- 1.3. On Cloud
- 1.4. Hybrid

2. Big Data Services in Small and Medium Business – By Analytics

- 2.1. Introduction
- 2.2. Business Analytics
- 2.3. Web Analytics
- 2.4. Sales Analytics
- 2.5. Predictive Analytics
- 2.6. Others

3. Big Data Services in Small and Medium Business- By Industry Type

- 3.1. Introduction
- 3.2. Micro Industry
- 3.3. Small Scale Industry
- 3.4. Medium Scale Industry
- 3.5. Large Scale Industry

4. Big Data Services in Small and Medium Business- By Application

- 4.1. Super Market Chains
- 4.2. Travel and Tourism Industry
- 4.3. Banks
- 4.4. Food and Beverages
- 4.5. Automobiles and Airlines
- 4.6. Real Estate
- 4.7 Others

5. Big Data Services – By Market Entropy

6. Big Data Services – By Geography

Companies Cited/Interviewed/Referenced

Netezza Corp  
i2 Technologies Inc  
Algorithmics Inc  
Teradata Corp  
Cloudera Inc  
Couchbase Inc  
EMC Corp  
SAP AG  
Splunk Inc  
Answare  
Apis  
ATC  
Data Centric  
Company 15+

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What can you expect from the report?

The Big Data Services In Small & Medium Business Market Report is Prepared with the Main Agenda to Cover the following 20 points:

1. Market Size by Product Categories
2. Market trends
3. Manufacturer Landscape
4. Distributor Landscape
5. Pricing Analysis
6. Top 10 End user Analysis
7. Product Benchmarking
8. Product Developments
9. Mergers & Acquisition Analysis
10. Patent Analysis
11. Demand Analysis ( By Revenue & Volume )
12. Country level Analysis (15+)
13. Competitor Analysis
14. Market Shares Analysis
15. Value Chain Analysis
16. Supply Chain Analysis
17. Strategic Analysis
18. Current & Future Market Landscape Analysis
19. Opportunity Analysis
20. Revenue and Volume Analysis

Frequently Asked Questions:

Q. Does IndustryARC publish country, or application based reports in Big Data Services In Small & Medium Business Market?

Response: Yes, we do have separate reports and database as mentioned below:

1. North America Big Data Services In Small & Medium Business Market (2018-2023)
2. South America Big Data Services In Small & Medium Business Market (2018-2023)
3. Europe Big Data Services In Small & Medium Business Market (2018-2023)
4. Asia Pacific Big Data Services In Small & Medium Business Market (2018-2023)
5. Middle East and Africa Big Data Services In Small & Medium Business Market (2018-2023)
6. Analytics market for Big Data Services In Small & Medium Business Market (2018-2023)
7. Super Market Chains market for Big Data Services In Small & Medium Business Market (2018-2023)
8. Travel and Tourism Industry market for Big Data Services In Small & Medium Business Market (2018-2023)
9. Banks market for Big Data Services In Small & Medium Business Market (2018-2023)
10. Food and Beverages market for Big Data Services In Small & Medium Business Market (2018-2023)
11. Automobiles and Airlines market for Big Data Services In Small & Medium Business Market (2018-2023)
12. Real Estate market for Big Data Services In Small & Medium Business Market (2018-2023)

Q. Does IndustryARC provide customized reports and charge additionally for limited

customization?

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5. Patent analysis, pricing, product analysis, product benchmarking, value and supply chain analysis can be requested for a country or end use segment.

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