



# The global Data Management Platform Market is expected to grow at a CAGR of 15% during the forecast period 2018-2023

*Database management system interface with many different technologies and have important effect on organization's resource*

HYDERABAD, TELANGANA, INDIA, September 14, 2018 /EINPresswire.com/ -- [Data Management Extracts Data and Enhances Organization Strategy](#)

When starting a business adventure, data collected is very important and will define the vision of the company and business. Managing data is one of the most difficult task for an organization to achieve. Many companies look for a vendor data managing company to find a solution to a problem. Data Management Platform comprises of discipline related to practice of organizing and maintaining data as a valuable resource, develop the tools to manage the big data. Data management solutions make validation, processing and all the other essential functions simpler.

Companies collect loads of data but fail to manage it. Data management and analytics will be successful only when companies understand it and gain value out of it. Other challenges faced by companies in collection of data are regional and language variation, limited attribute coverage.

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<https://industryarc.com/Report/17930/data-management-platform-market.html>

Database management system needs sophisticated hardware, high version of software, high skilled personnel. The cost of maintenance of these assets to operate and manage data base systems can be very high. Database management system interface with many different technologies and have important effect on organization's resource, so the changes adopted by database system must be properly managed, vendors should frequently update their products and every new feature coming up with new hardware should be present in replacement cycle. Effective data management leads to transparency, high quality and meets the customers' expectations. Oracle Corporation is one of the top player in database management system funded 1999 to 2018 with two leading investors' internet brands and CarsDirect with \$280 million. Adobe system leading in digital marketing with highest funded company 2001 to 2018 with \$650 million of funding amount. Krux raised the \$50 million between years 2010-2014 with lead investors Sapphire Venture.

Blockchain can simplify the data management system, it will leverage existing capabilities of mature data and information, increase data security, and assure privacy. Blockchain automatically enable analytics services, bring out intelligent and active oriented data, and work across off chain data too. There are tremendous opportunities for enterprises, organizations and vendors to cooperate in blockchain development projects in data management. Data management along with blockchain will develop most transparent and active resources of data.

Talk to one of our sales representative about the full report by providing your details in the below link:

Data Management Platform market report is segmented as indicated below:

1. Data Management Platform Market – By Data/Platform Type

- 1.1. Open Data Management Platforms
- 1.2. Private Data Management Platforms

2. Data Management Platform Market – By Data Source

- 2.1. Introduction
- 2.2. Web Analytics Tools
- 2.3. Mobile Web
- 2.4. Mobile Apps
- 2.5. CRM Data
- 2.6. POS Data
- 2.7. Social Network
- 2.8. Others

3. Data Management Platform Market – By Development Type

- 3.1. Introduction
  - 3.1.1. Basis point share (BPS) Analysis
  - 3.1.2. Y-o-Y growth comparison
- 3.2. Market forecast
  - 3.2.1. Cloud based
  - 3.2.2. On premises

4. Data Management Platform Market – By End-users

- 4.1. Advertisers
- 4.2. Publishers
- 4.3. Marketers
  - 4.3.1. Import data
  - 4.3.2. Match customer IDs
  - 4.3.3. Collect new data
  - 4.3.4. Help define groups
  - 4.3.5. Provide access to data vendors
  - 4.3.6. Estimate price and reach
  - 4.3.7. Suggest new groups of people to target
  - 4.3.8. Use above information to buy advertising
  - 4.3.9. Generate reports
- 4.4. Media agency
- 4.5. Brand/Retailer

5. Data Management Platform Market – By Market Entropy

6. Data Management Platform Market – By Geography

Companies Cited/Interviewed/Referenced

- Microsoft
- IBM
- General Motors
- Juniper Research
- Movimento Inc.
- Navy Inc.
- Maluuba Inc.
- Cybercar
- BMW
- Ford

Renault  
Company 15+

Related Reports:

A. Data Center Cooling System Market

<https://industryarc.com/Report/80/global-data-center-cooling-systems-market.html>

B. Next Generation Data Center Market

<https://industryarc.com/Report/15591/next-generation-datacenter-dynamic-infrastructure-market.html>

What can you expect from the report?

The Data Management Platform 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 Data Management Platform Market?

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

1. North America Data Management Platform Market (2018-2023)
2. South America Data Management Platform Market (2018-2023)
3. Europe Data Management Platform Market (2018-2023)
4. Asia Pacific Data Management Platform Market (2018-2023)
5. Middle East and Africa Data Management Platform Market (2018-2023)
6. Private Data Management Platform Market (2018-2023)
7. Web Analytics Tools Data Management Platform Market (2018-2023)
8. Cloud based Data Management Platform Market (2018-2023)

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

Response: Yes, we can customize the report by extracting data from our database of reports and annual subscription databases. We can provide the following free customization

1. Increase the level of data in application or end user industry.
2. Increase the number of countries in geography or product chapter.
3. Find out market shares for other smaller companies or companies which are of interest to you.
4. Company profiles can be requested based on your interest.
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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