

# Operational Analytics Market Worth USD 9 Billion by 2022 over the CAGR of 18%

*Operational Analytics Market by Application Type (As Service, As Software), by Business Utility (Marketing, Sales, by Deployment, by Vertical - Forecast 2022*

PUNE, MAHARASHTRA, INDIA, May 19, 2017 /EINPresswire.com/ -- The global market for Operational Analytics market is expected to grow over the CAGR of around ~18% during the period 2016 to 2022 and expected to grow at market size of USD ~9 billion in 2022.

## Market Highlights

The global Operational Analytics market has been evaluated as growing market and expected that the market will touch high growth figures in upcoming years. The increase in demand for cloud-based deployments is accelerating this market due to its optimal cost and benefits of hassle-free maintenance. Since the market is emerging, it is less competitive with fewer entry and exit barriers. However, the control lies with niche players who provide dedicated IoT analytics platforms.

Major industries such as include IBM Corporation, Oracle Corporation, Microsoft Corporation, SAS Institute and various others organizations is making innovative development in the field of Operational Analytics and thereby providing their services to the end-consumers.

## Market Players:

- IBM Corporation (U.S.)
- Oracle Corporation (U.S.)
- Microsoft Corporation (U.S.)
- SAS Institute (U.S.), HPE (U.S.)
- SAP SE (Germany)



Market Research Report

- Alteryx (U.S.)
- Cloudera (U.S.)
- Bentley Systems (U.S.)
- Splunk (U.S.)

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#### Operational Analytics Market:

The Operational analytics can be segmented by application type, by business utility, by deployment, and by vertical. By application type includes As Service, As Software has capture major portion of the market and thereby dominating the Operational Analytics market. The various Business Utility such as Marketing, Sales, Finance, Human Resource and Others are therefore increasing the overall market growth of Operational Analytics. By deployment it includes on premises and on cloud and further by vertical it includes Government, Healthcare, Financial Services, Retail, Manufacturing, Energy and utilities, Transportation and Logistics, and others contributing the overall growth of the operational analytics market.

#### Market Research Analysis:

The fastest growing IoT market has building opportunity for Operational analytics to fetch useful information and to provide advanced features in IOT-enabled devices for better results. The growing market of connected device is fueling the market growth of Operational analytics. The development of new technologies such as PaaS and edge analytics is expected to provide a huge opportunity for the growth of the Operational analytics market.

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However, lack of technical expertise and high cost involvement in Operational- analytics is the current challenges which also hampering the market growth.

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