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Data Virtualization Market Research Report– Global Forecast up to 2023

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Description:

Data Virtualization Market, By Data Consumers (Business Intelligence (BI), Mobile Enterprises, Application Servers), By Vendors (Large Software vendors, Specialize Pure Play vendors, Service providers, Supplementary Technologies), By End – User (Healthcare, Insurance, Retail, Manufacturing, E-commerce, Media, Telecom and Government) and By Region (North America, Europe, APAC and Rest of the World).

Market Synopsis of Data Virtualization Market:

Data Virtualization is a simple approach to data management by allowing an application to extract and manipulate the data without even requiring the technical details about the data (old and new file location servers). This market holds some of the renowned players which are contributing a lot. Some of the key players Cisco systems (US), Red Hat Software (US), Informatica (US), Denodo Technologies Inc (US), IBM Corporation (US), Oracle Corporation (US), SAP SE (Germany), Capsenta (US), Data Virtuality (Germany), and Microsoft corporation (US).

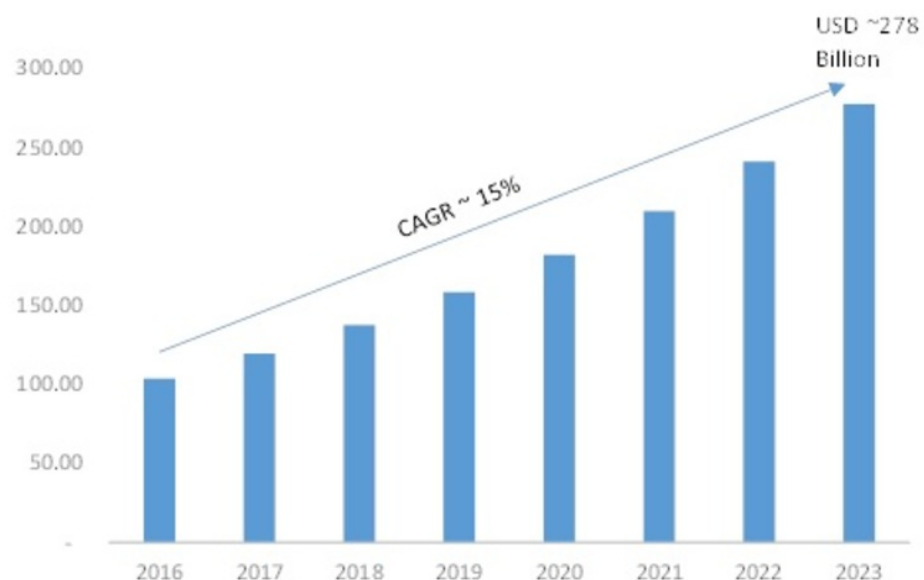
The data virtualization market is estimated to grow at a fast pace accounting to the enterprise applications like CRM, ERP, BI, CMS, ESB, Web conferencing and many others. Data Virtualization can be experienced as an advanced and more user friendly version of Data federation, however there is a big difference between the two. Data federation still revolves around data extraction, data transform and data load whereas data virtualization creates an abstraction layer which can be used to have a logical view of all the data without even worrying about the technical details of the data. Data virtualization federated data

from different sources like operational systems, cloud services, data warehouse, relational databases and others, creates an abstraction layer and delivers to the data consumers like Enterprise applications and Application servers.

The Data Virtualization market is segmented on the basis of Data consumers, Vendors, End – user and Region. On the basis of data consumers, the market is divided among Business Intelligence (BI), Mobile Enterprises and Application servers. Of these, the Mobile enterprise holds the largest market share growing significantly at 5% annual growth. The major factors that add to the value for mobile enterprise is the increase in smartphone penetration, enhancement in the real time information capture and efficiency and productivity for organization to have their business mobile ready. Also on the basis of vendors, the market is categorized as large software vendors, specialized pure play vendors, service providers and supplementary technologies. Cisco, Informatica and Denodo are the leaders and large software vendors. However, Microsoft as such is not a leader or competitor but holds the place in supplementary technologies in data virtualization.

Data Virtualization market is segmented into North America, Europe, APAC and rest of the world and North America turns out to be holding the largest share of the market. Data virtualization is held integrated by various different technologies and trends like cloud services, Enterprise services, application servers and many data architects, CIO's CTO's seem to have interest in data virtualization. Being the early adopter of innovative technologies, North America leads the space.

Data Virtualization Market, USD Billion



The Data Virtualization market is expected to reach approximately 278 USD billion by the end of 2023 with 15% CAGR during the forecasted period from 2017 – 2023.

Segments

For the purpose of this study, Market Research Future has segmented the market of Data Virtualization into Data consumers, Vendors, End

user, and region.

Data Consumers

- Business Intelligence (BI)
- Mobile Enterprise
- Application servers

Vendors

- Large Software vendors
- Specialized Pure Play vendors
- Service Providers
- Supplementary Technologies

End – User

- Healthcare
- Insurance
- Retail
- Manufacturing
- E - commerce
- Media
- Telecom
- Government

Region

- North America
- Europe
- Asia pacific
- Rest of the world.

Intended Audience

- Data Architects
- Organization heads
- CIO's
- CTO's
- Software developers
- Enablers
- Government agencies
- Financial agencies
- Telecom and media agencies
- Cloud service providers
- Data warehouse
- E – commerce

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