

The Big Data Analytics Market 2013-2023

3.7 Global Big Data Hadoop Related Forecasts 2013-2023

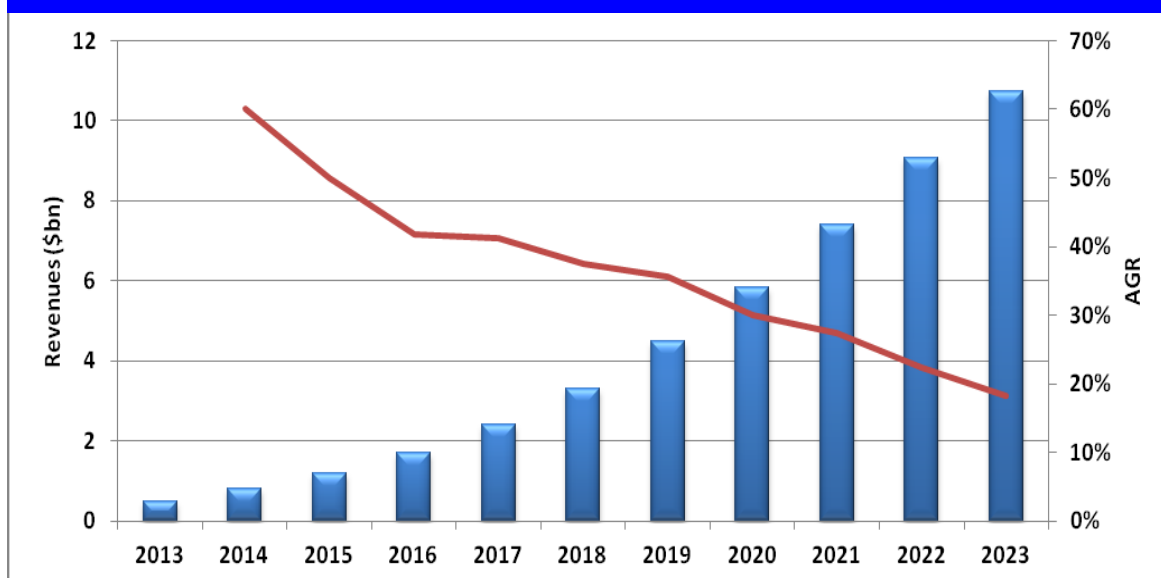
Hadoop is a major component of the big data market being used in several of the big data submarkets for software, storage, networking, server applications etc. The following forecasts will quantify two different Hadoop markets which are a part of the overall big data market.

Table 3.17: Global Hadoop-MapReduce Market Forecast 2013-2018 (\$bn, AGR %, CAGR%)

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Revenues (\$bn)	0.5	0.8	1.2	1.7	2.4	3.3	4.5	5.8	7.4	9.1	10.7
AGR (%)		60.0	50.0	41.7	41.2	37.5	35.6	30.1	27.4	22.3	18.3
CAGR (%) 2013-18	45.9					CAGR (%) 2018-23	26.5				
CAGR (%) 2013-23	35.8										

Source: visiongain, 2013

Chart 3.18: Global Hadoop-MapReduce Market Forecast 2013-2018 (\$bn, AGR %, CAGR%)



Source: visiongain, 2013

The Big Data Analytics Market 2013-2023

Table 4.34: Middle East and African BDaaS Revenue Forecasts 2013-2023 (\$bn, AGR %, CAGR %)

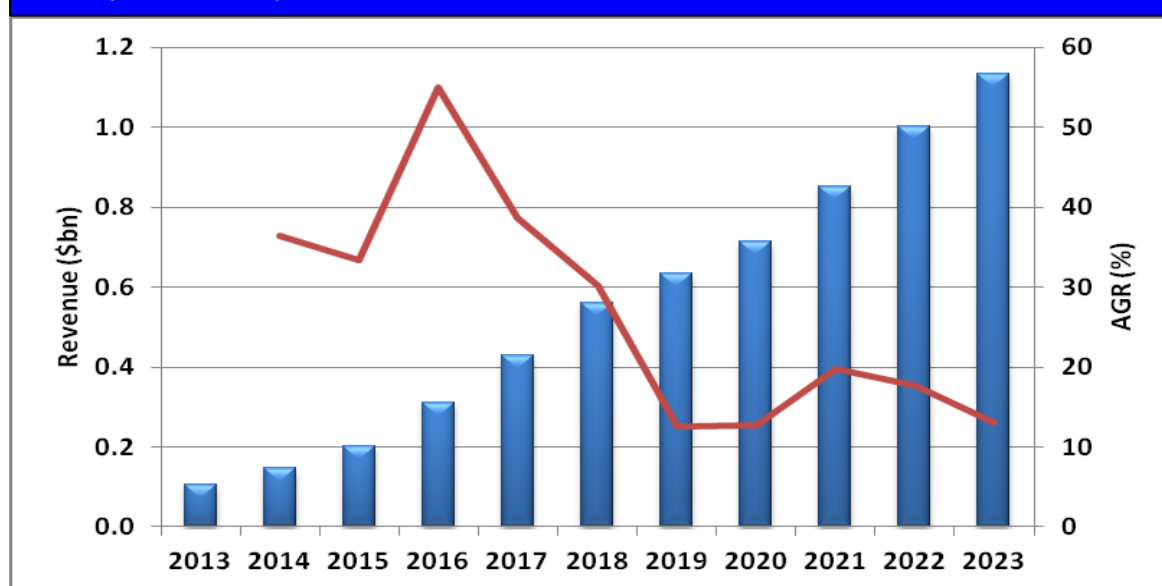
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Revenue (\$bn)	0.11	0.15	0.25	0.36	0.46	0.60	0.74	0.89	1.04	1.20	1.37
AGR %		36.4	66.7	44.0	27.8	30.4	23.3	20.3	16.9	15.4	14.2
CAGR % 2013-18	40.4					CAGR % 2018-23	18.0				
CAGR % 2013-23	30.2										

Source: visiongain, 2013

4.8.2 Middle East and African Big Data Software Revenue Forecasts 2013-2023

We expect Big Data software revenues in the Middle East and African regions to reach \$0.11 billion in 2013, growing with a CAGR of 38.5% to reach \$0.56 billion in 2018. The CAGR between 2018 and 2023 will be 15.1%, leading to 2023 revenues of \$1.13 billion. See Chart 4.35 and Table 4.36 below for a detailed summary of these figures.

Chart 4.35: Middle East and African Big Data Software Revenue Forecasts 2013-2023 (\$bn, AGR %)



Source: visiongain, 2013

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6. Expert Opinion

6.1 Qlik Tech – Interview

Below is a transcript of an exclusive interview visiongain conducted with James Richardson, Senior Director Product Marketing of Qlik Tech.

6.1.1 Qlik Tech in the Big Data Space

Visiongain: Can you tell us about Qlik Tech in the Big Data space?

James Richardson: Qlik Tech is the largest Business Discovery (BD) vendor in the market. The aim of the organisation from the outset has been to simplify decision making for everyone, and that's really a new style of Business Intelligence (BI) and analytics, including increasingly Big Data Analytics. Qlik Tech was a pioneer in disrupting the analytics space, founded on the idea that BI should be business user driven. We have 29,000 customers worldwide now, organisation like FlyBe, Toyota, Canon and other international brands. We were founded in Sweden about 20 years ago but headquartered in the US for the last few years. We are a public company as of July 2010. We are well established but still growing very quickly, we grew 21% in 2012, reaching \$388.5 million in revenues in 2012.

6.1.2 Key Trends and Developments in Big Data

Visiongain: What are the key trends and developments in the big data market?

James Richardson: I think the big trend really is analytics; the realisation in the Big Data space is that storage alone is not enough. It's ok to have a Hadoop cluster or to be using MongoDB but the reality is that analytics of that data is where you find the potential to deliver real value. The key trend is the emergence of Big Data Analytics as a category. The fact is that traditional BI approaches, those that are top down and model driven, based on key performance indicators just don't have the right frame of reference for big data at all. This realisation is that the analytics we did before on transactional data is not the type of analytics that we need to get value from highly changing, fast, massive volumes of data.

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7.2 HP Company Overview

Table 7.7: HP Company Overview 2012 (Total Revenue, Revenue from Big Data, % Revenue From Big Data, Global Market Share %, HQ, Ticker, Contact, Website)

	2012
Total company revenue \$bn	\$120.4bn
Revenue from Big Data \$bn	\$1.2bn
% of revenue from Big Data	1%
Global market share %	5.8%
Headquarters	California, United States
Ticker	HPQ
IR Contact	investor.relations@hp.com
Website	www.hp.com

Source: visiongain, 2013

In Q2 2013, HP unveiled HAVEn, a software package that knits together technology from its data analysis units. The move pits HP against IBM, the current market leaders. HAVEn combines tools from recent HP acquisitions Autonomy, Vertica Systems, and ArcSight and marks a new strategy in the Big Data offerings. See Table 7.8, 7.9 and 7.10 for a summary of HAVEn's key features, and information on technical specifications and solutions.

Table 7.8: HAVEn Key Summary (Advantages, Description)

Potential Advantages	Description
Vision and Breadth	In addition to its global IT partner ecosystem, HP offers hardware, software, services, infrastructure, and business transformation consulting.
Openness	<ul style="list-style-type: none">• Ports to multiple virtual environments and clouds• Supports all major Hadoop distributions, allowing users full freedom of choice• Interoperates with all leading BI, ETL and data visualization providers in the industry• Is open to all programming languages, tool kits and IDEs• Incorporates 700 connectors to virtually any data source and file type
Business Transformation	The global scale of HP allows users to benefit with innovations in business models from knowledge gained globally across industries.

Source: visiongain, 2013