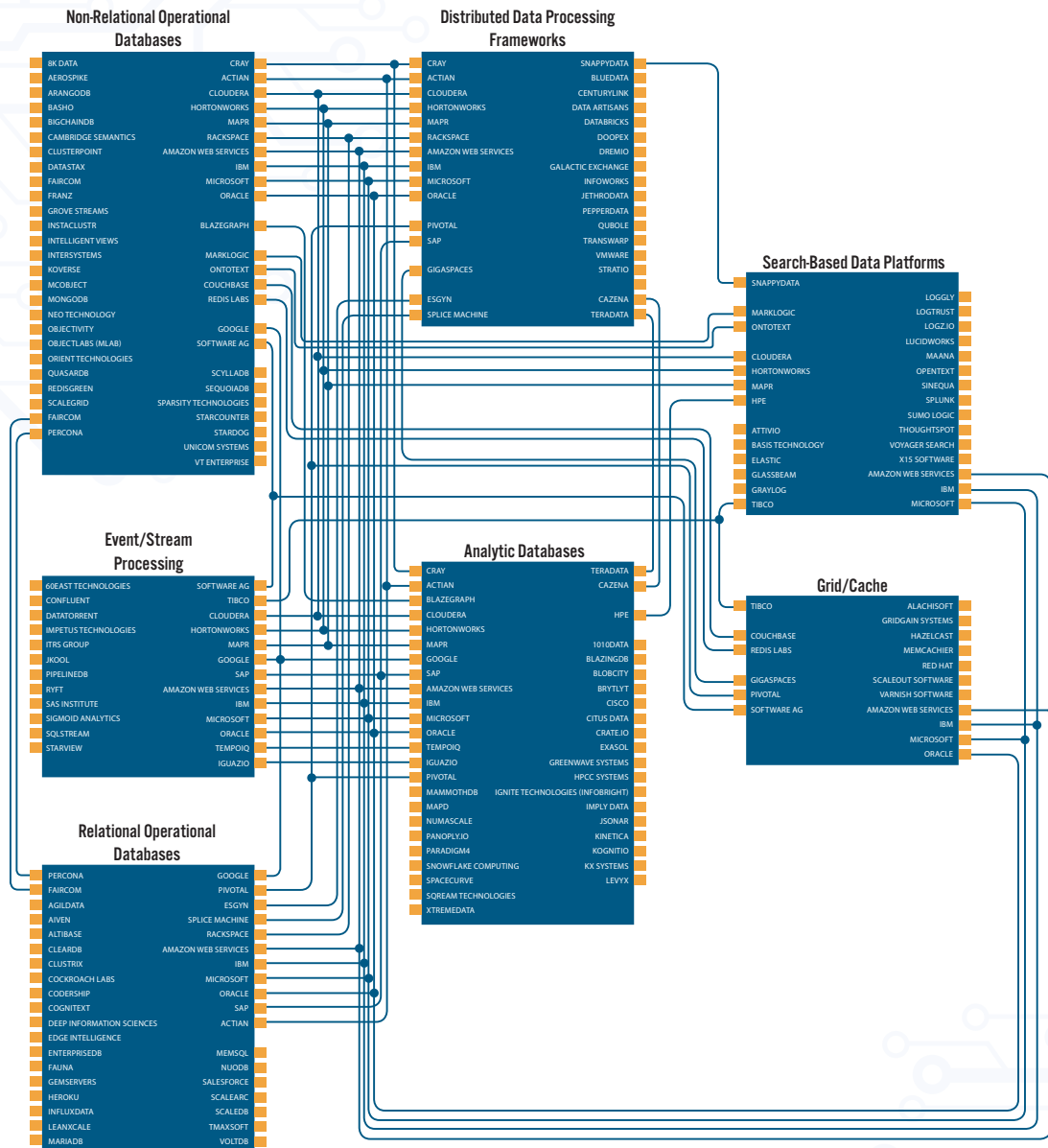


451 Research Market Map™

Data Platforms

June 2017



451 Research Market Maps™ are designed to provide a view of the vendor landscape by major segment. The Map highlights companies competing in multiple segments by connecting them through a circuit line. Identification and placement of companies into these segments is based on analysis, both published and unpublished, performed by 451 Research. This analysis includes interviews, reports and advisory work with several thousand enterprises, vendors, service providers and investors annually. 451 Research Market Maps™ are not intended to represent a comprehensive list of every vendor operating in this market. Inclusion on 451 Research Market Maps™ does not imply that a given vendor will be specifically featured in one or more 451 Research reports.

The 451 Take

The data platforms and analytics market has experienced a burst of activity in recent years, with a significant number of vendors emerging to address the ever-burgeoning need to store, process and analyze data. While there has been an ever-so-slight cool-off of a few CAGR percentage points from 2015, growth is still on the upswing for a number of segments, including NoSQL, Hadoop, NewSQL, grid/cache, search and event/streaming. Many of these newer technologies, while still young in many respects, are expanding and adapting to market conditions; some of the more established technologies are adjusting to the changing environment. Cloud seems to be the catalyst for driving overall market growth, as enterprises seek to take advantage of not only the favorable economics of the cloud but also the processing options that it affords. The dominance of established vendors means that noticeable change in terms of market landscape and revenue share is slow in coming, but we are seeing the signs of pressure on established incumbents, and there is no sign of a slowdown in terms of the emergence of new challengers. The Data Platforms and Analytics Market Map provides an illustration of markets that are inching closer to the potential for significant change.



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