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Global Data Intelligence & Governance Market: Analysis By Segment, By Deployment, By Application, By Region Size and Trends with Impact of COVID-19 and Forecast up to 2026

https://marketpublishers.com/r/G8F7399E6258EN.html
Date: July 2022
Pages: 159
Price: US$ 2,350.00 (Single User License)
ID: G8F7399E6258EN

Abstracts

The global data intelligence & governance market in 2021 was valued at US$20.55 billion, and is likely to reach US$36.27 billion by 2026. Data intelligence and governance provides solution which helps in delivering trustworthy, reliable data, with provision to formalize responsibility and authority around data, so roles are clearly defined, and who can do what is transparent to all.

The volume of data available has increased dramatically in recent years, owing to a data-driven approach. Big data training, analytics technologies, and services are in high demand. Since data is useless without the ability and tools to analyze it, companies have increased their demand for data intelligence software, which helps organizations grow their businesses by enabling business analysts to find, access, understand, and trust their data in order to make impactful business decisions. Moreover, as consumers become more cautious about sharing data and governments strengthen privacy regulations, leading companies are discovering that data protection and privacy can provide a competitive edge. This factor has increased and will continue to raise global demand for data intelligence and governance solutions. The data intelligence & governance market is projected to grow at a CAGR of 13.60% during the forecast period of 2022-2026.

Market Segmentation Analysis:

By Segment: The report splits the global data intelligence & governance market into two different segments: data governance, and data intelligence. The data governance

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segment held around 61% share in global data intelligence & governance market in 2021, owing to data is the most significant factor in making corporate decisions and in many other fields such as research and analytics.

By Deployment: The market report has segmented the global data intelligence & governance market into two segments on the basis of deployment: on-premise, and cloud. On-premise segment held more than 54% of the share in data intelligence & governance market in 2021, as many businesses implement precautions to safeguard their data from being accessed by unauthorized persons, which is commonly done by inside traders in the company.

By Application: The market report has segmented the global data intelligence & governance market into seven segments on the basis of application: BFSI, IT & telecom, energy & utility, retail & consumer goods, construction & engineering, transportation & logistics, and others. IT & Telecom segment is the fastest growing segment with a CAGR of around 15.9% during forecast period, as data intelligence & governance solutions help to improve their services and make their customers happier.

By Region: According to this report, the global market can be divided into five major regions: North America (The US, Canada, and Mexico), Europe (Germany, UK, France, Spain, Italy and Rest of Europe), Asia Pacific (China, Japan, India, South Korea and Rest of Asia Pacific), Latin America, and the Middle East and Africa. North America enjoyed the major share of 34% of the global market share in 2021, primarily driven by the region's increased need for business intelligence platforms, particularly in Canada. Furthermore, the widespread use of cloud computing has been viewed as a potential to double the rate of data intelligence usage and ensure data governance in the coming years.

Asia Pacific data intelligence & governance industry is expected to grow at significant rate driven by the widespread adoption of big data analytics tools and solutions in the region. Within Asia Pacific, South Korea has been one of the fastest growing markets in the data intelligence & governance industry.

Global Data Intelligence & Governance Market Dynamics:

Growth Drivers: Data volume is getting bigger exponentially in recent times. Companies have been focused on data intelligence and governance in recent years as a result of the need to target and use the proper piece of data among the diverse data accessible to perform an effective data intelligence process. Further, the market is expected to

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increase due to rising regulatory compliance mandates, digital transformation, etc.

Challenges: Metadata management has become increasingly important for transactional and analytical applications. Creating metadata silos causes numerous challenges. Metadata management and its use in enterprise information management has become one of the critical information technologies (IT) focuses for both global 2000 corporations and large government agencies. When data silos exist, it means that some sets of people in an organization are able to access certain data or its sources and others aren't. This is a major problem for data intelligence & governance market. Additionally, other factors like, multiple data storages, etc. are some challenges to the market.

Trends: Artificial Intelligence appears to be extremely bright and dramatic. Data intelligence incorporates both artificial intelligence and machine learning tools, which permit organizations to analyze enormous amounts of data much faster and reliably than if done manually. AI and data intelligence & governance solutions are mostly demand trend globally, as data intelligence with the power of AI would help in developing predictive analytical model using the real time data, and yet providing data security to organizations at real time. Therefore, Artificial intelligence is likely to grow the overall market in coming years. More trends in the market are believed to grow the data intelligence and governance market during the forecasted period, which may include increased focus on establishing a Single Source of Truth (SSoT), rising adoption of cloud integration, metadata driven data fabric, etc.

Impact Analysis of COVID-19 and Way Forward:

The global data intelligence & governance market was impacted in many ways by the COVID-19 pandemic. The COVID-19 brought in many changes in the world, digital transformation of economic activities was seen taking place rapidly. The importance of data got redefined with the outbreak of COVID-19, there were major addition and severity in data privacy and data protection laws. The pandemic brought in positive changes into the market which are believed to continue in the post COVID era as well such as adoption of cloud computing, a trade-off between "fast" data and "good" data, wide spread of data literacy, etc.

Competitive Landscape and Recent Developments:

Global data intelligence & governance market is consolidated with presence of limited players. Some of the prominent players are Informatica Inc, SAP SE, Collibra, SAS, and

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many more. The market has been witnessing the companies entering into strategic mergers and acquisitions to leverage the growing demand for data intelligence & governance solutions.

Further, key players of the data intelligence & governance market are:

Informatica Inc.

International Business Machines Corporation (IBM)

SAP SE

Oracle Corporation

SAS

Infosys Ltd.

Cisco Systems, Inc.

OneTrust

Collibra

TrustArc

BigID, Inc.

Securiti.ai

TIBCO Software Inc.

Data intelligence & governance market is a combination of data intelligence, data security market and data privacy vendors. In 2021, the data intelligence market observed six merger & acquisitions. While the data privacy observed eight merger & acquisitions, and data security witnessed only one of these activities. On May 7, 2020, DI&G leader Informatica announced an integration with SAP that will help streamline businesses journeys to the cloud by adopting SAP’s data and analytics cloud portfolio

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and Informatica Intelligent Cloud Services and strengthen the partnership between SAP and Informatica. The adoption of cloud computing has attracted data intelligence & governance vendors to new cloud integration business models. ?

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