

Global Social Business Intelligence (BI) Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Business intelligence software is an important tool or application used by organizations to analyze data and make improved real-time market decisions. Traditionally, business intelligence was used only for reporting, designing dashboards, and resolving queries. Its goal was to track key business performance and metrics.

SCOPE OF THE REPORT:

This report studies the Social Business Intelligence (BI) market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Social Business Intelligence (BI) market by product type and applications/end industries. During 2017 the cloud-based social intelligence solutions segment accounted for almost 70% of the total share of the market and dominated the industry. Cloud-based solutions come with a regular minimal payment and eliminates the need for making a large one-time investment and also the periodic expenses for maintenance and updates. Predictable expenses, no requirement of a powerful local server, minimal requirement of skilled personnel, and free upgrades are additional benefits that will induce more businesses to prefer hosted business intelligence solutions in the next few years. The enterprises segment dominated the social business intelligence market during 2017. This segment includes several industries such as retail, IT, BFSI, healthcare, and telecommunication. These industries use business intelligence for predictive analysis as it helps them in segmenting products and services based on the preference of their customers. The higher adoption of business intelligence software by SMEs, the rise in a number of online retail customers, and the favorable government policies in the healthcare and BFSI industries will drive the growth of this market segment.

The global Social Business Intelligence (BI) market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Social Business Intelligence (BI).

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

IBM

Oracle

SAP

SAS Institute

Adobe Systems

Attensity Group

Beevolve

Clarabridge

Crimson Hexagon

Evolve24

Google

HP

Kapow Software/ Kofax

Lithium Technologies

NetBase Solutions

Radian6/Salesforce

Sysomos

Cision

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

On-premises

Cloud

Market Segment by Applications, can be divided into

SMEs

Large Enterprises

Government Organizations

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