

# **Operational Intelligence (OI) Market Report by Deployment Type (On-premises, Cloud-based), Organization Size (Large Enterprises, Small and Medium Enterprises), End Use Industry (BFSI, Manufacturing, Healthcare, Retail, Transportation and Logistics, Energy and Power, Telecom and IT, and Others), and Region 2024-2032**

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## **Abstracts**

The global operational intelligence (OI) market size reached US\$ 2.9 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 6.4 Billion by 2032, exhibiting a growth rate (CAGR) of 9.2% during 2024-2032.

Operational intelligence (OI) refers to a data collection analytics technology that relies on automated data gathering techniques, such as machine learning (ML), artificial intelligence (AI) and data warehousing, used to monitor business processes and activities in real-time. Its key features include scalability, on-demand report generation, complex event processing, and dashboards and visualizations. It provides deeper insights into the functioning of IT systems and identifies patterns of activity on the network to prevent data breaches. Nowadays, OI is used in conjunction with big data to deliver key performance indicators (KPIs) and operational metrics.

OI is employed in the banking, financial services and insurance (BFSI) sector to monitor massive amounts of data and ensure uptime of critical financial systems. This, coupled with a high volume of real-time data generation, represents one of the key factors impelling the market growth. Moreover, it finds application in the logistics sector for gaining real-time insights into supply chain operations. Furthermore, the increasing focus on patient-centric care is positively influencing the adoption of OI in the healthcare

industry to optimize resources and streamline workflows. Apart from this, small and medium-sized enterprises (SMEs) are integrating OI with social media platforms to identify the latest trends and reach a wider audience. It is also used to simplify data gathered from the IT infrastructure of an organization, which helps operators in fast and reliable decision-making. Additionally, the growing e-commerce industry and the growing instances of security breaches are other factors anticipated to contribute to the market growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global operational intelligence (OI) market report, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on deployment type, organization size and end use industry.

#### Breakup by Deployment Type:

On-premises

Cloud-based

#### Breakup by Organization Size:

Large Enterprises

Small and Medium Enterprises

#### Breakup by End Use Industry:

BFSI

Manufacturing

Healthcare

Retail

Transportation and Logistics

Energy and Power

Telecom and IT

Others

Breakup by Region:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

#### Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Axway Inc., Intelligent InSites Inc. (Infor), OpenText Corp., Oversight Systems Inc., SAP SE, Software AG, Space Time Insight Inc. (Nokia), Splunk Inc., SQLsteam and Vitria Technology Inc. (Innovation Technology Group Inc).

#### Key Questions Answered in This Report:

How has the global operational intelligence (OI) market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global operational intelligence (OI) market?

What are the key regional markets?

What is the breakup of the market based on the deployment type?

What is the breakup of the market based on the organization size?

What is the breakup of the market based on the end use industry?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global operational intelligence (OI) market and who are the key players?

What is the degree of competition in the industry?

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