

# Global Business Intelligence Market Forecast 2017-2024

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## Abstracts

### KEY FINDINGS

Business Intelligence (BI) is the processes, technologies, and tools needed to turn data into information, information into knowledge, and knowledge into plans that drive profitable business action. Business intelligence encompasses data warehousing, business analytic tools, and content/knowledge management.

The global business intelligence market is expected to grow at a CAGR of around 9.50 % during the forecast period of 2017-2024 and is likely to generate more revenue by 2024. Business Intelligence (BI) is a process of analyzing large volumes of data to enhance business performance by providing end users such as corporate executives and business managers to take more informed business decisions.

### MARKET INSIGHTS

The market drivers for Business Intelligence Market are rapid changes in business environments, the integration of information and stakeholder's demands for better performance management. Other factors like need customer analytics, rapid growth of enterprise resource planning (erp) and predictive analytics market increasing efficiency also drives the Business Intelligence Market growth.

The market restraints for Business Intelligence Market are cost of Implementation, resistance of adaptation and lack of organizational capabilities. The Global Business Intelligence Market is predicted to grow during the forecast period of 2017-2024.

### REGIONAL INSIGHTS

North America holds the largest market share i.e. approx. 45% in the total global business intelligence market. High adoption rate of cloud based Business intelligence and existence of key market players in the region are the major reasons for this large market share.

Asia Pacific is likely to grow with the highest CAGR of above 11% owing to rising infrastructure and GDP growth in most of its countries. Exponential growth in big data generation in the region is also boosting the growth in the market. The table below explains the market of business intelligence in top regions around the world.

## **COMPETITIVE INSIGHTS**

The key players contributing to the growth of Business Intelligence Market are Alteryx, Birst, Fair Issac Corporation (Fico), Good Data, Information Builders and Microsoft among others.

## Contents

### **1. RESEARCH SCOPE**

#### 1.1 STUDY DELIVERABLES

#### 1.2 SCOPE OF THE STUDY MARKET AND FORECASTING YEARS

### **2. RESEARCH METHODOLOGY**

#### 2.1 SOURCES OF DATA

#### 2.2 BOTTOM-UP APPROACH

#### 2.3 TOP-DOWN APPROACH

#### 2.4 DATA TRIANGULATION

#### 2.5 ESTIMATION METHODOLOGY

### **3 EXECUTIVE SUMMARY**

### **4 MARKET OVERVIEW**

#### 4.1 MARKET DEFINITION

#### 4.2 KEY FINDINGS

#### 4.3 GROWTH PARAMETERS OF BUSINESS INTELLIGENCE

##### 4.3.1 GLOBAL ADOPTION RATE OF BI

##### 4.3.2 INCREASE OF BI ACROSS APPLICATIONS

#### 4.4 KEY MARKET INSIGHTS

##### 4.4.4 TOP 3 GEOGRAPHY

#### 4.5 COMPETITIVE LANDSCAPE

##### 4.5.1 MARKET SHARE ANALYSIS

##### 4.5.2 TOP WINNING STRATEGIES

##### 4.5.3 CASE STUDIES

#### 4.6 PORTER'S FIVE FORCE MODEL

##### 4.6.1 THREAT OF NEW ENTRANTS

##### 4.6.2 THREATS OF SUBSTITUTE PRODUCTS OR SERVICES

##### 4.6.3 BARGAINING POWER OF BUYER

##### 4.6.4 BARGAINING POWER OF SUPPLIER

##### 4.6.5 INTENSITY OF COMPETITIVE RIVALRY

#### 4.7 KEY BUYING CRITERIA

##### 4.7.1 SCALABILITY

##### 4.7.2 ANALYTIC TOOLS

- 4.7.3 DATA MANAGEMENT
- 4.7.4 APPLICATION & EFFECTIVENESS
- 4.8 VALUE CHAIN ANALYSIS
- 4.9 STRATEGIC RECOMMENDATION
- 4.10 STRATEGIC CONCLUSIONS

## **5 MARKET DETERMINANTS**

### **5.1 MARKET DRIVERS**

- 5.1.1 RAPID CHANGES IN BUSINESS ENVIRONMENTS
- 5.1.2 INFORMATION INTEGRATION
- 5.1.3 STAKEHOLDERS DEMAND BETTER PERFORMANCE MANAGEMENT
- 5.1.4 NEED CUSTOMER ANALYTICS
- 5.1.5 RAPID GROWTH OF ENTERPRISE RESOURCE PLANNING (ERP)
- 5.1.6 PREDICTIVE ANALYTICS MARKET INCREASING EFFICIENCY

### **5.2 MARKET RESTRAINTS**

- 5.2.1 COST OF IMPLEMENTATION
- 5.2.2 RESISTENCE OF ADOPTION
- 5.2.3 LACK OF ORGANISATIONAL CAPABILITIES

### **5.3 MARKET OPPORTUNITIES**

- 5.3.1 USE OF SMART PHONES AND INSTANT SOCIAL NETWORK ACCESS
- 5.3.2 GRADUAL INCREASE OF AWARENESS AND ADOPTION IN SME SECTOR
- 5.3.3 NEW AVENUES
- 5.3.4 BIG DATA CHANGING THE ANALYTIC LANDSCAPE

### **5.4 MARKET CHALLENGES**

- 5.4.1 INTEROPERABILITY AND STANDARD INTERFACE

## **6 MARKET SEGMENTATION**

### **6.1 GLOBAL BUSINESS INTELLIGENCE MARKET BY DEPLOYMENT**

- 6.1.1 GLOBAL BUSINESS INTELLIGENCE MARKET BY ON PREMISE
- 6.1.2 GLOBAL BUSINESS INTELLIGENCE MARKET BY ON DEMAND BASED

### **6.2 GLOBAL BUSINESS INTELLIGENCE MARKET BY TECHNOLOGY**

- 6.2.1 GLOBAL BUSINESS INTELLIGENCE MARKET BY MOBILE BUSINESS INTELLIGENCE
- 6.2.2 GLOBAL BUSINESS INTELLIGENCE MARKET BY CLOUD BUSINESS INTELLIGENCE
- 6.2.3 GLOBAL BUSINESS INTELLIGENCE MARKET BY SOCIAL BUSINESS INTELLIGENCE

## 6.2.4 GLOBAL BUSINESS INTELLIGENCE MARKET BY TRADITIONAL BUSINESS INTELLIGENCE

### 6.3 GLOBAL BUSINESS INTELLIGENCE MARKET BY END USERS

#### 6.3.1 GLOBAL BUSINESS INTELLIGENCE MARKET FOR MANUFACTURING

#### 6.3.2 GLOBAL BUSINESS INTELLIGENCE MARKET FOR HEALTHCARE & LIFE SCIENCES

#### 6.3.3 GLOBAL BUSINESS INTELLIGENCE MARKET FOR ENERGY & POWER

#### 6.3.4 GLOBAL BUSINESS INTELLIGENCE MARKET FOR BANKING, FINANCIAL SERVICES AND INSURANCE

#### 6.3.5 GLOBAL BUSINESS INTELLIGENCE MARKET FOR AUTOMOTIVE AND LOGISTICS

#### 6.3.6 GLOBAL BUSINESS INTELLIGENCE MARKET FOR IT & TECHNOLOGY

#### 6.3.7 GLOBAL BUSINESS INTELLIGENCE MARKET FOR CONSUMER

#### 6.3.8 GLOBAL BUSINESS INTELLIGENCE MARKET FOR MEDIA & ENTERTAINMENT

#### 6.3.9 GLOBAL BUSINESS INTELLIGENCE MARKET FOR GOVERNMENT

#### 6.3.10 GLOBAL BUSINESS INTELLIGENCE MARKET FOR OTHERS (HOSPITALITY)

## 7 GEOGRAPHICAL ANALYSIS

### 7.1 NORTH AMERICA BUSINESS INTELLIGENCE MARKET

#### 7.1.1 UNITED STATES (US) BUSINESS INTELLIGENCE MARKET

#### 7.1.2 CANADA BUSINESS INTELLIGENCE MARKET

### 7.2 EUROPE BUSINESS INTELLIGENCE MARKET

#### 7.2.1 UNITED KINGDOM (UK) BUSINESS INTELLIGENCE MARKET

#### 7.2.2 FRANCE BUSINESS INTELLIGENCE MARKET

#### 7.2.3 GERMANY BUSINESS INTELLIGENCE MARKET

#### 7.2.4 SPAIN BUSINESS INTELLIGENCE MARKET

#### 7.2.5 ITALY BUSINESS INTELLIGENCE MARKET

#### 7.2.6 ROE BUSINESS INTELLIGENCE MARKET

### 7.3 ASIA PACIFIC BUSINESS INTELLIGENCE MARKET

#### 7.3.1 INDIA BUSINESS INTELLIGENCE MARKET

#### 7.3.2 CHINA BUSINESS INTELLIGENCE MARKET

#### 7.3.3 JAPAN BUSINESS INTELLIGENCE MARKET

#### 7.3.4 ROAPAC BUSINESS INTELLIGENCE MARKET

### 7.4 REST OF THE WORLD BUSINESS INTELLIGENCE MARKET

#### 7.4.1 LATIN AMERICA BUSINESS INTELLIGENCE MARKET

#### 7.4.2 MENA BUSINESS INTELLIGENCE MARKET

### 7.4.3 AFRICA BUSINESS INTELLIGENCE MARKET

## **8 COMPANY PROFILES**

8.1 ALTERYX

8.2 BIRST

8.3 FAIR ISSAC CORPORATION (FICO)

8.4 GOOD DATA

8.5 INFORMATION BUILDERS

8.6 INTERNATIONAL BUSINESS MACHINE CORPORATION ( IBM )

8.7 MICROSOFT

8.8 MICROSTRATEGY

8.9 ORACLE CORPORATION

8.10 QLIK TECHNOLOGIES INC

8.11 SALES FORCE

8.12 SAP

8.13 SAS INSTITUTE IC

8.14 TABLEAU SOFTWARE

8.15 THE INFORMATION BUS COMPANY (TIBCO) SOFTWARE INC.

## List Of Tables

### LIST OF TABLES

- 1. BI TYPE (ANTICIPATED GROWTH %PERCENTAGE)**
- 2. GLOBAL BUSINESS INTELLIGENCE MARKET BY GEOGRAPHY 2017-2024 (\$MILLION)**
- 3. TOP COUNTRIES BUSINESS INTELLIGENCE 2016-2024 (\$MILLION)**
- 4. TOP SEGMENTS, BUSINESS INTELLIGENCE 2016-2024 (\$MILLION)**
- 5. TOP REGION, BUSINESS INTELLIGENCE 2016-2024 (\$MILLION)**
- 6. TOP STRATEGIES, BUSINESS INTELLIGENCE MARKET**
- 7. GLOBAL BUSINESS INTELLIGENCE MARKET BY DEPLOYMENT 2017-2024 (\$MILLION)**
- 8. GLOBAL BUSINESS INTELLIGENCE MARKET BY TECHNOLOGY 2017-2024 (\$MILLION)**
- 9. GLOBAL BUSINESS INTELLIGENCE MARKET BY END USERS 2017-2024 (\$MILLION)**
- 10. GLOBAL BUSINESS INTELLIGENCE MARKET FOR MANUFACTURING BY GEOGRAPHY 2017-2024 (\$MILLION)**
- 11. GLOBAL BUSINESS INTELLIGENCE MARKET FOR HEALTHCARE & LIFE SCIENCES BY GEOGRAPHY 2017-2024 (\$MILLION)**
- 12. GLOBAL BUSINESS INTELLIGENCE MARKET FOR ENERGY & POWER BY GEOGRAPHY 2017-2024 (\$MILLION)**
- 13. GLOBAL BUSINESS INTELLIGENCE MARKET FOR BANKING, FINANCIAL SERVICES AND INSURANCE BY GEOGRAPHY 2017-2024 (\$MILLION)**

**14. GLOBAL BUSINESS INTELLIGENCE MARKET FOR AUTOMOTIVE AND LOGISTICS BY GEOGRAPHY 2017-2024 (\$MILLION)**

**15. GLOBAL BUSINESS INTELLIGENCE MARKET FOR IT & TECHNOLOGY BY GEOGRAPHY 2017-2024 (\$MILLION)**

**16. GLOBAL BUSINESS INTELLIGENCE MARKET FOR CONSUMER BY GEOGRAPHY 2017-2024 (\$MILLION)**

**17. GLOBAL BUSINESS INTELLIGENCE MARKET FOR MEDIA & ENTERTAINMENT BY GEOGRAPHY 2017-2024 (\$MILLION)**

**18. GLOBAL BUSINESS INTELLIGENCE MARKET FOR GOVERNMENT BY GEOGRAPHY 2017-2024 (\$MILLION)**

**19. GLOBAL BUSINESS INTELLIGENCE MARKET FOR OTHER END USERS BY GEOGRAPHY 2017-2024 (\$MILLION)**

**20. REAL GDP GROWTH (AT MARKET EXCHANGE RATES) AND WORLD INFLATION (2012-2017)**

**21. GLOBAL BUSINESS INTELLIGENCE MARKET BY REGION (2017-2024)**

**22. NORTH AMERICA BUSINESS INTELLIGENCE MARKET 2017-2024 (\$MILLION)**

**23. EUROPE BUSINESS INTELLIGENCE MARKET 2017-2024 (\$MILLION)**

**24. ASIA PACIFIC BUSINESS INTELLIGENCE MARKET 2017-2024 (\$MILLION)**

**25. REST OF THE WORLD BUSINESS INTELLIGENCE MARKET 2017-2024 (\$MILLION)**



## List Of Figures

### LIST OF FIGURES

- 1. GLOBAL BUSINESS INTELLIGENCE MARKET BY TECHNOLOGY (% PERCENTAGE)**
- 2. KEY FINDINGS OF THE REPORT**
- 3. GROWTH IN ADOPTION OF BUSINESS INTELLIGENCE 2017-2024 (% PERCENTAGE)**
- 4. ADOPTION RATE IN VARIOUS INDUSTRIAL VERTICALS 2015 (% PERCENTAGE)**
- 5. MARKET SHARE ANALYSIS, BUSINESS INTELLIGENCE MARKET (2015)**
- 6. PORTER'S FIVE FORCE MODEL IN BUSINESS INTELLIGENCE MARKET (2015)**
- 7. KEY BUYING CRITERIA, BI MARKET (2015)**
- 8. INCREASING GLOBAL PREDICTIVE MARKET REVENUE (\$MILLIONS)**
- 9. GLOBAL GROWTH OF SMART MOBILE DEVICES AND CONNECTIONS**
- 10. DIFFICULTIES FACED TO SET UP SME IN USA (2015)**
- 11. GLOBAL BUSINESS INTELLIGENCE MARKET BY ON PREMISE 2017-2024 (\$MILLION)**
- 12. GLOBAL SAAS SOFTWARE SUBSCRIPTION REVENUE PERCENTAGE CHANGES FROM PRIOR YEARS (2012-2016)**
- 13. GLOBAL BUSINESS INTELLIGENCE MARKET BY ON DEMAND BASED 2017-2024 (\$MILLION)**
- 14. GLOBAL USAGE OF PUBLIC AND PRIVATE ON DEMAND IN ENTERPRISES**

**15. GLOBAL PAAS MARKET FORECAST IN MILLION (2011-2016)**

**16. GLOBAL BUSINESS INTELLIGENCE MARKET BY MOBILE BUSINESS INTELLIGENCE 2017-2024 (\$MILLION)**

**17. US MOBILE WORK POPULATION IN MILLION (2015-2020)**

**18. GLOBAL BUSINESS INTELLIGENCE MARKET BY CLOUD BUSINESS INTELLIGENCE 2017-2024 (\$MILLION)**

**19. CLOUD BI MODEL**

**20. GLOBAL BUSINESS INTELLIGENCE MARKET BY SOCIAL BUSINESS INTELLIGENCE 2017-2024 (\$MILLION)**

**21. GLOBAL SOCIAL MEDIA ANALYTICS MARKET IN \$MILLION (2014-2019)**

**22. GLOBAL BUSINESS INTELLIGENCE MARKET BY TRADITIONAL BUSINESS INTELLIGENCE 2017-2024 (\$MILLION)**

**23. KEY INDUSTRIES USING BIG DATA EXPERTISE**

**24. GLOBAL BUSINESS INTELLIGENCE MARKET FOR MANUFACTURING 2017-2024 (\$MILLION)**

**25. DRIVERS OF BI IN HEALTHCARE & LIFE SCIENCES**

**26. GLOBAL BUSINESS INTELLIGENCE MARKET FOR HEALTHCARE & LIFE SCIENCES 2017-2024 (\$MILLION)**

**27. GLOBAL BUSINESS INTELLIGENCE MARKET FOR ENERGY & POWER 2017-2024 (\$MILLION)**

**28. BUSINESS INTELLIGENCE AREAS IN BANKING, FINANCIAL SERVICES AND INSURANCE**

**29. GLOBAL BUSINESS INTELLIGENCE MARKET FOR BANKING, FINANCIAL SERVICES AND INSURANCE 2017-2024 (\$MILLION)**

**30. BI APPLICATION IN TRANSPORT MANAGEMENT**

**31. GLOBAL BUSINESS INTELLIGENCE MARKET FOR AUTOMOTIVE AND LOGISTICS 2017-2024 (\$MILLION)**

**32. GLOBAL BUSINESS INTELLIGENCE MARKET FOR IT & TECHNOLOGY 2017-2024 (\$MILLION)**

**33. GLOBAL BUSINESS INTELLIGENCE MARKET FOR CONSUMER 2017-2024 (\$MILLION)**

**34. GLOBAL BUSINESS INTELLIGENCE MARKET FOR MEDIA & ENTERTAINMENT 2017-2024 (\$MILLION)**

**35. GLOBAL BUSINESS INTELLIGENCE MARKET FOR GOVERNMENT 2017-2024 (\$MILLION)**

**36. GLOBAL BUSINESS INTELLIGENCE MARKET FOR OTHERS 2017-2024 (\$MILLION)**

**37. UNITED STATES (US) BUSINESS INTELLIGENCE MARKET 2017-2024 (\$MILLION)**

**38. FORECAST OF CELLULAR M2M AND IOT MARKET REVENUE IN THE US DURING 2013 TO 2016 (IN MILLION U.S DOLLARS)**

**39. CANADA BUSINESS INTELLIGENCE MARKET 2017-2024 (\$MILLION)**

**40. UNITED KINGDOM (UK) BUSINESS INTELLIGENCE MARKET 2017-2024 (\$MILLION)**

**41. UK ELECTRONIC DEVICES CONNECTIVITY WITH INTERNET IN PERCENTAGE (2015)**

**42. FRANCE BUSINESS INTELLIGENCE MARKET 2017-2024 (\$MILLION)**

**43. GERMANY BUSINESS INTELLIGENCE MARKET 2017-2024 (\$MILLION)**

**44. GERMANY SHARE OF ECONOMIC SECTORS IN GROSS DOMESTIC**

**PRODUCT (GDP) IN 2015****45. SPAIN BUSINESS INTELLIGENCE MARKET 2017-2024 (\$MILLION)****46. ITALY BUSINESS INTELLIGENCE MARKET 2017-2024 (\$MILLION)****47. ITALIAN CHEMICAL PRODUCTIONS BY SECTOR, 2014****48. ROE BUSINESS INTELLIGENCE MARKET 2017-2024 (\$MILLION)****49. BIG DATA ANALYTICS AND MATURITY DISTRIBUTION ACROSS STAGES IN ASIA PACIFIC, 2016****50. INDIA BUSINESS INTELLIGENCE MARKET 2017-2024 (\$MILLION)****51. INDIA CLOUD ERP MARKET REVENUE IN \$MILLION.****52. CHINA BUSINESS INTELLIGENCE MARKET 2017-2024 (\$MILLION)****53. MARKET SIZE OF THE BIG DATA INDUSTRY IN CHINA FROM 2013 TO 2016 (\$MILLION)****54. JAPAN BUSINESS INTELLIGENCE MARKET 2017-2024 (\$MILLION)****55. PRODUCTION BY THE JAPANESE ELECTRONICS INDUSTRY IN MILLION DOLLARS (2015)****56. ROAPAC BUSINESS INTELLIGENCE MARKET 2017-2024 (\$MILLION)****57. SHARE OF TOTAL MANUFACTURING IN AUSTRALIA, 2014-2015****58. LATIN AMERICA BUSINESS INTELLIGENCE MARKET 2017-2024 (\$MILLION)****59. MENA BUSINESS INTELLIGENCE MARKET 2017-2024 (\$MILLION)****60. AFRICA BUSINESS INTELLIGENCE MARKET 2017-2024 (\$MILLION)**

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