

INDONESIA BUSINESS INTELLIGENCE MARKET FORECAST 2017-2020

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Abstracts

KEY FINDINGS

The annual collections of Indonesia business intelligence market are expected to increase from \$72.96 million in 2016 to \$105.38 million by 2020, due to a CAGR increase of 9.70% for the forecast years of 2017-2020

MARKET INSIGHTS

The market has exhibited a healthy spending on BI tools. Indonesia has witnessed a rapid technological penetration in the last few years. The Software and services spending growth in this region are forecasted to outperform hardware by a wide margin in 2017, with respective growth rates of 11% and 10.8%. The market segmentation is made on the basis of type, end-user, technology and deployment model. Mobile browsing and shopping dominate Indonesia's internet activity. Thus e-commerce in the region is on the verge of becoming the nation's next big industry. Since most of the business intelligence solutions employ social media strategies for the marketing of their product, the growing e-commerce is likely to prove a boon to the market expansion in this region.

COMPETITIVE INSIGHTS

Major market players like Microsoft Corporation, Oracle, Sas Institute Inc, Pentaho and Sap Se are increasingly involved in this market.

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2. MICROSOFT CORPORATION
3. SAS INSTITUTE INC.
4. SAP SE
5. PENTAHO

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