

North America Business Intelligence Market Forecast 2017-2024

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Abstracts

KEY FINDINGS

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

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 or 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, the rapid growth of enterprise resource planning (ERP) and predictive analytics market increasing efficiency also drive the Business Intelligence Market growth.

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

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 SUMMARIES

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

5 KEY ANALYTICAL

- 5.1 TOP 3 GEOGRAPHIES
- 5.2 PORTER'S FIVE FORCE MODEL
 - 5.2.1 THREAT OF NEW ENTRANTS
 - 5.2.2 THREATS OF SUBSTITUTE PRODUCTS OR SERVICES
 - 5.2.3 BARGAINING POWER OF BUYER
 - 5.2.4 BARGAINING POWER OF SUPPLIER
 - 5.2.5 INTENSITY OF COMPETITIVE RIVALRY
- 5.3 COMPETITIVE LANDSCAPE
 - 5.3.1 MARKET SHARE ANALYSIS
 - 5.3.2 TOP WINNING STRATEGIES
 - 5.3.3 CASE STUDIES
- 5.4 KEY BUYING CRITERIA

- 5.4.1 SCALABILITY
- 5.4.2 ANALYTIC TOOLS
- 5.4.3 DATA MANAGEMENT
- 5.4.4 APPLICATION & EFFECTIVENESS
- 5.5 STRATEGIC RECOMMENDATION
- 5.6 STRATEGIC CONCLUSIONS
- 5.7 VALUE CHAIN ANALYSIS

6 MARKET DETERMINANTS

- 6.1 MARKET DRIVERS
 - 6.1.1 RAPID CHANGES IN BUSINESS ENVIRONMENTS
 - 6.1.2 INFORMATION INTEGRATION
 - 6.1.3 STAKEHOLDERS DEMAND BETTER PERFORMANCE MANAGEMENT
 - 6.1.4 NEED CUSTOMER ANALYTICS
 - 6.1.5 RAPID GROWTH OF ENTERPRISE RESOURCE PLANNING (ERP)
 - 6.1.6 PREDICTIVE ANALYTICS MARKET INCREASING EFFICIENCY
- 6.2 MARKET RESTRAINTS
 - 6.2.1 COST OF IMPLEMENTATION
 - 6.2.2 RESISTANCE TO ADAPTATION
 - 6.2.3 LACK OF ORGANISATIONAL CAPABILITIES
- 6.3 MARKET OPPORTUNITIES
 - 6.3.1 USE OF SMARTPHONES AND INSTANT SOCIAL NETWORK ACCESS
 - 6.3.2 GRADUAL INCREASE OF AWARENESS AND ADOPTION IN SME SECTOR
 - 6.3.3 NEW AVENUES
 - 6.3.4 BIG DATA CHANGING THE ANALYTIC LANDSCAPE
- 6.4 MARKET CHALLENGES
 - 6.4.1 INTEROPERABILITY
 - 6.4.2 STANDARD INTERFACE

7 MARKET SEGMENTATION

- 7.1 NORTH AMERICA BUSINESS INTELLIGENCE MARKET BY DEPLOYMENT
 - 7.1.1 NORTH AMERICA BUSINESS INTELLIGENCE MARKET BY ON-PREMISE
 - 7.1.2 NORTH AMERICA BUSINESS INTELLIGENCE MARKET BY ON-DEMAND BASED
- 7.2 NORTH AMERICA BUSINESS INTELLIGENCE MARKET BY TECHNOLOGY
 - 7.2.1 NORTH AMERICA BUSINESS INTELLIGENCE MARKET BY MOBILE BUSINESS INTELLIGENCE

7.2.2 NORTH AMERICA BUSINESS INTELLIGENCE MARKET BY CLOUD BUSINESS INTELLIGENCE

7.2.3 NORTH AMERICA BUSINESS INTELLIGENCE MARKET BY SOCIAL BUSINESS INTELLIGENCE

7.2.4 NORTH AMERICA BUSINESS INTELLIGENCE MARKET BY TRADITIONAL BUSINESS INTELLIGENCE

7.3 NORTH AMERICA BUSINESS INTELLIGENCE MARKET BY END USERS

7.3.1 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR MANUFACTURING

7.3.2 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR HEALTHCARE & LIFE SCIENCES

7.3.3 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR ENERGY & POWER

7.3.4 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR BANKING, FINANCIAL SERVICES, AND INSURANCE

7.3.5 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR AUTOMOTIVE AND LOGISTICS

7.3.6 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR IT & TECHNOLOGY

7.3.7 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR CONSUMER

7.3.8 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR MEDIA & ENTERTAINMENT

7.3.9 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR GOVERNMENT

7.3.10 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR OTHERS (HOSPITALITY)

8 GEOGRAPHICAL ANALYSIS

8.1 NORTH AMERICA BUSINESS INTELLIGENCE MARKET

8.1.1 UNITED STATES (US) BUSINESS INTELLIGENCE MARKET

8.1.2 CANADA BUSINESS INTELLIGENCE MARKET

9 COMPANY PROFILES

9.1 ALTERYX

9.2 BIRST

9.3 FAIR ISSAC CORPORATION (FICO)

9.4 GOOD DATA

9.5 INFORMATION BUILDERS

9.6 INTERNATIONAL BUSINESS MACHINE CORPORATION (IBM)

9.7 MICROSOFT

9.8 MICROSTRATEGY

9.9 ORACLE CORPORATION

9.10 QLIK TECHNOLOGIES INC

9.11 SALES FORCE

9.12 SAP

9.13 SAS INSTITUTE IC

9.14 TABLEAU SOFTWARE

9.15 THE INFORMATION BUS COMPANY (TIBCO) SOFTWARE INC.

List Of Tables

LIST OF TABLES

- TABLE 1 BI TYPE (ANTICIPATED GROWTH %PERCENTAGE)
- TABLE 2 TOP REGION, BUSINESS INTELLIGENCE 2016-2024 (\$MILLION)
- TABLE 3 STRATEGIC MOVES OF THE BUSINESS INTELLIGENCE MARKET
- TABLE 4 NORTH AMERICA BUSINESS INTELLIGENCE MARKET BY DEPLOYMENT 2017-2024 (\$MILLION)
- TABLE 5 NORTH AMERICA BUSINESS INTELLIGENCE MARKET BY TECHNOLOGY 2017-2024 (\$MILLION)
- TABLE 6 NORTH AMERICA BUSINESS INTELLIGENCE MARKET BY END USERS 2017-2024 (\$MILLION)
- TABLE 7 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR MANUFACTURING BY GEOGRAPHY 2017-2024 (\$MILLION)
- TABLE 8 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR HEALTHCARE & LIFE SCIENCES BY GEOGRAPHY 2017-2024 (\$MILLION)
- TABLE 9 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR ENERGY & POWER BY GEOGRAPHY 2017-2024 (\$MILLION)
- TABLE 10 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR BANKING, FINANCIAL SERVICES, AND INSURANCE BY GEOGRAPHY 2017-2024 (\$MILLION)
- TABLE 11 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR AUTOMOTIVE AND LOGISTICS BY GEOGRAPHY 2017-2024 (\$MILLION)
- TABLE 12 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR IT & TECHNOLOGY BY GEOGRAPHY 2017-2024 (\$MILLION)
- TABLE 13 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR CONSUMER BY GEOGRAPHY 2017-2024 (\$MILLION)
- TABLE 14 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR MEDIA & ENTERTAINMENT BY GEOGRAPHY 2017-2024 (\$MILLION)
- TABLE 15 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR GOVERNMENT BY GEOGRAPHY 2017-2024 (\$MILLION)
- TABLE 16 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR OTHER END USERS BY GEOGRAPHY 2017-2024 (\$MILLION)
- TABLE 17 REAL GDP GROWTHS (AT MARKET EXCHANGE RATES) AND WORLD INFLATION (2012-2017)
- TABLE 18 NORTH AMERICA BUSINESS INTELLIGENCE MARKET BY REGION (2017-2024)
- TABLE 19 NORTH AMERICA BUSINESS INTELLIGENCE MARKET 2017-2024 (\$MILLION)

List Of Figures

LIST OF FIGURES

FIGURE 1 KEY FINDINGS OF THE REPORT

FIGURE 2 INCREASING ADOPTION OF BUSINESS INTELLIGENCE 2014-2022 (% PERCENTAGE)

FIGURE 3 ADOPTION RATE IN VARIOUS INDUSTRIAL VERTICALS 2016(% PERCENTAGE)

FIGURE 4 PORTER'S FIVE FORCE MODEL IN BUSINESS INTELLIGENCE MARKET (2015)

FIGURE 5 MARKET SHARE ANALYSIS, BUSINESS INTELLIGENCE MARKET (2015)

FIGURE 6 KEY BUYING CRITERIA, BI MARKET (2015)

FIGURE 7 CUSTOMER INTERACTIONS MEDIUM

FIGURE 8 INCREASING NORTH AMERICA PREDICTIVE MARKET REVENUE (\$MILLIONS)

FIGURE 9 SMART DEVICES TO DOMINATE THE FUTURE

FIGURE 10 NORTH AMERICA BUSINESS INTELLIGENCE MARKET BY ON-PREMISE 2017-2024 (\$MILLION)

FIGURE 11 NORTH AMERICA BUSINESS INTELLIGENCE MARKET BY ON-DEMAND BASED 2017-2024 (\$MILLION)

FIGURE 12 NORTH AMERICA USAGES OF PUBLIC AND PRIVATE ON DEMAND IN ENTERPRISES

FIGURE 13 NORTH AMERICA PAAS MARKET FORECAST IN MILLION (2011-2016)

FIGURE 14 NORTH AMERICA BUSINESS INTELLIGENCE MARKET BY MOBILE BUSINESS INTELLIGENCE 2017-2024 (\$MILLION)

FIGURE 15 US USAGE IN MILLION (2015-2020)

FIGURE 16 NORTH AMERICA BUSINESS INTELLIGENCE MARKET BY CLOUD BUSINESS INTELLIGENCE 2017-2024 (\$MILLION)

FIGURE 17 CLOUD BI MODEL

FIGURE 18 NORTH AMERICA BUSINESS INTELLIGENCE MARKET BY SOCIAL BUSINESS INTELLIGENCE 2017-2024 (\$MILLION)

FIGURE 19 NORTH AMERICA BUSINESS INTELLIGENCE MARKET BY TRADITIONAL BUSINESS INTELLIGENCE 2017-2024 (\$MILLION)

FIGURE 20 KEY INDUSTRIES HIRING BIG DATA EXPERTISE 2015

FIGURE 21 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR MANUFACTURING 2017-2024 (\$MILLION)

FIGURE 22 DRIVERS OF BI IN HEALTHCARE & LIFE SCIENCES

FIGURE 23 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR

HEALTHCARE & LIFE SCIENCES 2017-2024 (\$MILLION)

FIGURE 24 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR ENERGY & POWER 2017-2024 (\$MILLION)

FIGURE 25 BUSINESS INTELLIGENCE AREAS IN BANKING, FINANCIAL SERVICES, AND INSURANCE

FIGURE 26 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR BANKING, FINANCIAL SERVICES AND INSURANCE 2017-2024 (\$MILLION)

FIGURE 27 BI APPLICATIONS IN TRANSPORT MANAGEMENT

FIGURE 28 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR AUTOMOTIVE AND LOGISTICS 2017-2024 (\$MILLION)

FIGURE 29 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR IT & TECHNOLOGY 2017-2024 (\$MILLION)

FIGURE 30 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR CONSUMER 2017-2024 (\$MILLION)

FIGURE 31 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR MEDIA & ENTERTAINMENT 2017-2024 (\$MILLION)

FIGURE 32 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR GOVERNMENT 2017-2024 (\$MILLION)

FIGURE 33 NORTH AMERICA BUSINESS INTELLIGENCE MARKET FOR OTHERS 2017-2024 (\$MILLION)

FIGURE 34 UNITED STATES (US) BUSINESS INTELLIGENCE MARKET 2017-2024 (\$MILLION)

FIGURE 35 FORECAST OF CELLULAR M2M AND IOT MARKET REVENUE IN THE US DURING 2013 TO 2016 (IN MILLION U.S DOLLARS)

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