

# PHILIPPINES BUSINESS INTELLIGENCE MARKET FORECAST 2017-2020

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## Abstracts

### KEY FINDINGS

Philippines business intelligence market is forecasted to evolve between the estimated years of 2017-2020. This can be concluded from the fact that, the market which initially stood at \$31.27 million in the year 2016 is expected to collect a total of \$54.28 million by the end of this forecast period.

### MARKET INSIGHTS

Increased business competition due to growing customer demands and pricing pressure, a global increase in the adoption of cloud technologies, and integration with big data analytics of several big organizations to maximize their profits and save costs are acting as critical drivers for the market growth. However, the high costs for the deployment of these solutions and slight difficulty in understanding by users with non-technical backgrounds coupled with a lack of managerial or executive support might restrain the market growth in the coming years. The retail sector contributed the most significant share of the Philippines business intelligence market by end-user segment in the year 2016. However, the utility segment is expected to rise with the highest CAGR over the forecast period.

### COMPETITIVE INSIGHTS

Established market players like Pentaho, Sas Institute Inc., Microsoft Corporation, SAP SE, and Oracle are competing in this market.

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

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