

# **Business Intelligence Platform Market by Deployment (Cloud, On-Premise), by Industry (Healthcare, Retail, Government, BFSI, Telecom & IT, Media & Entertainment, Education, Energy & Power, Manufacturing, Others) - Global Forecasts to 2019**

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## **Abstracts**

With continual businesses going on over the years, large amount of data has been generated among the organizations. For these organizations, suitably maintaining this vast amount of data is of utmost importance. To cater to this, companies are expansively considering the usage of the business intelligence platform to efficiently understand and analyze this large amount of data. This in turn would help them take timely business decisions, and also enhance their overall business value. Further, these business intelligence and analytics solutions expansively facilitate business organizations derive useful insights from this structured and unstructured data present with them, and eventually help them stay competitive in the market.

The enterprises and Small and Medium Businesses (SMBs) are largely considering the business intelligence platform in order to cost-effectively build certain analytics and business intelligence solutions which would specifically cater to their individual business needs. Through comprehensive data analysis, these solutions also help organizations to solve their various business problems.

Increase in data generation, affordability, low cost of data storage, increasing competition, need to take better business decisions, analytics, and mobile business intelligence—are some of the factors driving the adoption of business intelligence platforms. On the other hand, complexity of technology and lack of skilled workforce are some of the restraining factors hindering the growth of the business intelligence platform market.

North America, Europe, and Asia-Pacific have the highest adoption and usage market of business intelligence platforms. The regions of Latin America, and Middle East and Africa are gradually considering these business intelligence platforms, and in turn offer a lot of opportunities for the vendors in the business intelligence platform market.

There are various assumptions that have been taken into consideration for the market sizing and forecasting exercise. A few of the global assumptions include political, social, economic, and technological factors. For instance, exchange rates are some of the factors which are expected to have an impact on this market. Therefore, the dollar fluctuations are expected to not seriously affect the forecasts in the emerging Asia-Pacific regions.

This report will help the business intelligence platform vendors in the following ways:

1. This report segments the overall business intelligence platform market on the basis of deployments. The report provides the closest approximations of the revenue numbers for the overall market and the sub-segments. The market numbers are further split into user type, industry, and region.
2. The report will help business intelligence platform vendors to better understand the competitors and gain more insights for better positioning of business. There is a separate section on competitive landscape, which includes mergers and acquisitions, and venture capital funding. This report also covers company profiles of major players in this market.
3. The report will help suppliers understand the pulse of the market and provide information on key market drivers, restraints, and opportunities.

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