

# Decision Intelligence Market by Offering (Platforms, Solutions (Integrated & Standalone), Services), Type (Decision Automation, Decision Augmentation, Decision Support System (DSS)), Business Function, Vertical and Region - Global Forecast to 2030

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## Abstracts

The global decision intelligence market is valued at USD 13.3 billion in 2024 and is estimated to reach USD 50.1 billion in 2030, registering a CAGR of 24.7% during the forecast period. Decision intelligence integrates data, analytics, and AI to optimize outcomes by evaluating scenarios, weighing potential outcomes, and selecting the best option based on data-driven insights. It improves decision-making efficiency, reduces risks, and increases collaboration by streamlining processes and leveraging advanced analytics. Decision intelligence drives better outcomes in a rapidly evolving business landscape by enhancing decision accuracy, improving operational efficiency through automation, and fostering team collaboration. Embracing decision intelligence methodologies empowers organizations to make informed decisions across various functions, improving agility, innovation, and competitive advantages in today's dynamic business environment.

“By offering, the platform segment is projected to hold the largest market size during the forecast period.”

Platforms are experiencing significant growth in the decision intelligence market, driven by AI integration, automation, and scalable analytics capabilities. These platforms leverage advanced algorithms, machine learning, and natural language processing to extract actionable insights from vast datasets. They enable businesses to streamline decision-making processes, optimize resource allocation, and improve operational efficiency. Cloud-based solutions offer flexibility, scalability, and real-time analytics,

empowering organizations to make data-driven decisions swiftly. Integrated dashboards and visualization tools enhance data interpretation, fostering team collaboration and alignment. Platform growth in decision intelligence underscores the importance of agile, data-centric approaches in modern business strategies.

“By type, decision support system is registered to grow at the highest CAGR during the forecast period.”

The adoption of DSS in the decision intelligence market is driven by several key factors. Businesses recognize the importance of data-driven decision-making processes, prompting the need for sophisticated systems that can analyze vast datasets. Technological advancements, particularly in AI, ML, and data analytics, have facilitated the development of these systems, enabling organizations to gain valuable insights for informed decision-making. Additionally, competitive pressures compel companies to make quick and well-informed decisions to maintain their edge in the market. As businesses grow in complexity, decision support systems help manage the increasing number of variables and factors involved in decision-making. Cost reduction is also a significant driver, as DSS can automate processes and minimize errors associated with manual analysis. Furthermore, decision support systems ensure compliance with industry regulations in regulated industries, such as finance and healthcare, by providing evidence-based decision-making processes. Adopting DSS in the decision intelligence market is essential for organizations to stay competitive, make better decisions, and navigate the complexities of today's business landscape effectively.

“Asia Pacific is projected to witness the highest CAGR during the forecast period.”

The Asia-Pacific (APAC) region significantly impacts the Decision Intelligence market through its rapid adoption of advanced analytics, machine learning, and AI technologies. Key industries such as finance, healthcare, and retail leverage data-driven insights to enhance decision-making processes and gain competitive advantages. APAC's growing digital transformation initiatives, coupled with the increasing adoption of cloud computing and big data analytics platforms, fuel the demand for Decision Intelligence solutions. The region's emphasis on optimizing operational efficiencies, improving customer experiences, and achieving business scalability drives substantial investments and innovations in the Decision Intelligence market across diverse sectors.

Breakdown of primaries

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation

and technology directors, system integrators, and executives from various key organizations operating in the decision intelligence market.

By Company: Tier I: 35%, Tier II: 45%, and Tier III: 20%

By Designation: C-Level Executives: 35%, Directors: 25%, and Others: 40%

By Region: North America: 45%, Europe: 20%, Asia Pacific: 30%, RoW: 5%

Major vendors offering decision intelligence solution and services across the globe are IBM (US), Oracle (US), Intel (US), Microsoft (US), Google (US), TCS (INDIA), DOMO(US), Board International (Switzerland), Provenir (New Jersey), Pyramid Analytics (Netherlands), 4CAST(Israel), H20.ai(CA), Remi.AI (Australia), Quantellia (US), Peak.AI (UK), DIWO(US), Cerebra (US), Clarifai (US), FLYR LABS(US), Metaphacts (Germany), Systems Technology Group (US), Paretos(Germany), Course5i(US), Telius (US), Evolution Analytics (US), HyperFinity (UK), Aera Technology (US), Quantexa (UK), Urbint(US), PlanningForce(Belgium), EY(UK).

## Research Coverage

The market study covers decision intelligence across segments. It aims at estimating the market size and the growth potential across different segments, such as offering, type, business functions, verticals, and region. It includes an in-depth competitive analysis of the key players in the market, their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

## Key Benefits of Buying the Report

The report would provide the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall market for decision intelligence and its subsegments. It would help stakeholders understand the competitive landscape and gain more insights better to position their business and plan suitable go-to-market strategies. It also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Advent of ML and AI helping various industries to maximize potential of decision intelligence, Increasing need to lower risks associated with human decisions), restraints (Information overload and dependence on decision support systems, Inability to quantify ROI), opportunities (Surge in developments of big data technology for actionable business intelligence, Elimination of mistakes and biases from the decision-making process to boost the adoption of decision intelligence technology), and challenges (Integration of data from data silos, Security of data and concerns on privacy to hinder widespread adoption of decision intelligence) influencing the growth of the decision intelligence market

**Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the decision intelligence market.

**Market Development:** Comprehensive information about lucrative markets – the report analyses the decision intelligence market across varied regions.

**Market Diversification:** Exhaustive information about new products & services, untapped geographies, recent developments, and investments in decision intelligence market strategies; the report also helps stakeholders understand the pulse of the decision intelligence market and provides them with information on key market drivers, restraints, challenges, and opportunities.

**Competitive Assessment:** In-depth assessment of market shares, growth strategies, and service offerings of leading players such as IBM (US), Oracle (US), Intel (US), Microsoft (US), Google (US), TCS (INDIA), among others in the decision intelligence market.

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10.6.3.1 Growing digital transformation to fuel demand for AI solutions

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10.6.4.1 Increasing trade, rising customer base, and government initiatives to fuel growth of decision intelligence solutions

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10.6.5.1 Government initiatives in Argentina to foster market growth

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