

# **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.

## Contents

### 1 INTRODUCTION

#### 1.1 STUDY OBJECTIVES

#### 1.2 MARKET DEFINITION

##### 1.2.1 INCLUSIONS & EXCLUSIONS

#### 1.3 STUDY SCOPE

##### 1.3.1 MARKET SEGMENTATION

##### 1.3.2 REGIONS COVERED

#### 1.4 YEARS CONSIDERED

#### 1.5 CURRENCY CONSIDERED

#### TABLE 1 USD EXCHANGE RATE, 2020–2023

#### 1.6 STAKEHOLDERS

#### 1.7 SUMMARY OF CHANGES

##### 1.7.1 IMPACT OF RECESSION

### 2 RESEARCH METHODOLOGY

#### 2.1 RESEARCH DATA

#### FIGURE 1 DECISION INTELLIGENCE MARKET: RESEARCH DESIGN

##### 2.1.1 SECONDARY DATA

##### 2.1.2 PRIMARY DATA

#### TABLE 2 PRIMARY INTERVIEWS

##### 2.1.2.1 Breakup of primary profiles

##### 2.1.2.2 Key insights from industry experts

#### 2.2 DATA TRIANGULATION

#### FIGURE 2 DATA TRIANGULATION

#### 2.3 MARKET SIZE ESTIMATION

#### FIGURE 3 DECISION INTELLIGENCE MARKET: TOP-DOWN AND BOTTOM-UP APPROACHES

##### 2.3.1 TOP-DOWN APPROACH

##### 2.3.2 BOTTOM-UP APPROACH

#### FIGURE 4 APPROACH 1 (SUPPLY SIDE): REVENUE OF

#### PLATFORMS/SOLUTIONS/SERVICES IN DECISION INTELLIGENCE MARKET

#### FIGURE 5 APPROACH 2 (BOTTOM-UP; SUPPLY SIDE): COLLECTIVE REVENUE OF PLATFORMS/SOLUTIONS/SERVICES IN MARKET

#### FIGURE 6 APPROACH 3 (BOTTOM-UP; SUPPLY SIDE): COLLECTIVE REVENUE FROM PLATFORMS/SOLUTIONS/SERVICES OF DECISION INTELLIGENCE

## MARKET

FIGURE 7 MARKET SIZE ESTIMATION METHODOLOGY—APPROACH 3—BOTTOM-UP (DEMAND SIDE): SHARE OF DECISION INTELLIGENCE MARKET THROUGH OVERALL SPENDING

### 2.4 MARKET FORECAST

TABLE 3 FACTOR ANALYSIS

### 2.5 RESEARCH ASSUMPTIONS

### 2.6 LIMITATIONS

### 2.7 IMPACT OF RECESSION ON GLOBAL DECISION INTELLIGENCE MARKET

## 3 EXECUTIVE SUMMARY

TABLE 4 DECISION INTELLIGENCE MARKET AND GROWTH RATE, 2019–2023 (USD MILLION, Y-O-Y)

TABLE 5 DECISION INTELLIGENCE MARKET AND GROWTH RATE, 2024–2030 (USD MILLION, Y-O-Y)

FIGURE 8 PLATFORMS SEGMENT TO ACCOUNT FOR LARGEST MARKET IN 2024

FIGURE 9 INTEGRATED SOLUTIONS SEGMENT TO ACCOUNT FOR LARGER MARKET SHARE IN 2024

FIGURE 10 CLOUD DEPLOYMENT MODE TO ACCOUNT FOR LARGER MARKET SHARE IN 2024

FIGURE 11 PROFESSIONAL SERVICES SEGMENT TO ACCOUNT FOR LARGER MARKET SHARE IN 2024

FIGURE 12 CONSULTING SERVICES SEGMENT TO ACCOUNT FOR LARGEST MARKET IN 2024

FIGURE 13 DECISION AUTOMATION SEGMENT TO ACCOUNT FOR LARGEST MARKET IN 2024

FIGURE 14 MARKETING & SALES SEGMENT TO ACCOUNT FOR LARGEST MARKET IN 2024

FIGURE 15 BFSI SEGMENT TO ACCOUNT FOR LARGEST MARKET IN 2024

FIGURE 16 NORTH AMERICA TO ACCOUNT FOR LARGEST MARKET SHARE IN 2024

## 4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES FOR KEY VENDORS IN DECISION INTELLIGENCE MARKET

FIGURE 17 GROWING ADVENT OF MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE TO PROPEL MARKET

## 4.2 OVERVIEW OF RECESSION IN DECISION INTELLIGENCE MARKET

FIGURE 18 DECISION INTELLIGENCE MARKET TO WITNESS A MINOR DECLINE IN Y-O-Y GROWTH IN 2024

## 4.3 DECISION INTELLIGENCE MARKET: TOP THREE BUSINESS FUNCTIONS

FIGURE 19 MARKETING & SALES SEGMENT TO ACCOUNT FOR LARGEST MARKET DURING FORECAST PERIOD

## 4.4 DECISION INTELLIGENCE MARKET, BY OFFERING AND KEY VERTICAL, 2024

FIGURE 20 PLATFORMS AND BFSI SEGMENTS TO ACCOUNT FOR SIGNIFICANT MARKET SHARES IN 2024

## 4.5 DECISION INTELLIGENCE MARKET, BY REGION, 2024

FIGURE 21 NORTH AMERICA TO ACCOUNT FOR THE LARGEST MARKET SHARE IN 2024

# 5 MARKET OVERVIEW AND INDUSTRY TRENDS

## 5.1 INTRODUCTION

## 5.2 MARKET DYNAMICS

FIGURE 22 DECISION INTELLIGENCE MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

### 5.2.1 DRIVERS

5.2.1.1 Advent of ML and AI helping various industries to maximize potential

5.2.1.2 Increase in need to lower risks associated with human decisions

### 5.2.2 RESTRAINTS

5.2.2.1 Information overload and dependence on decision support systems

5.2.2.2 Inability to quantify RoI

### 5.2.3 OPPORTUNITIES

5.2.3.1 Surge in developments of big data technology for actionable business intelligence

5.2.3.2 Elimination of mistakes and biases from decision-making process to boost adoption of decision intelligence technology

### 5.2.4 CHALLENGES

5.2.4.1 Extraction of data from data silos

5.2.4.2 Concerns about security and privacy of data

## 5.3 EVOLUTION

FIGURE 23 DECISION INTELLIGENCE MARKET EVOLUTION

## 5.4 ECOSYSTEM ANALYSIS

FIGURE 24 KEY PLAYERS IN DECISION INTELLIGENCE MARKET ECOSYSTEM

TABLE 6 ROLE OF PLAYERS IN DECISION INTELLIGENCE MARKET ECOSYSTEM

### 5.4.1 SOLUTION PROVIDERS

#### 5.4.2 SERVICE PROVIDERS

#### 5.4.3 PLATFORM PROVIDERS

#### 5.4.4 END USERS

#### 5.4.5 REGULATORY BODIES

### 5.5 CASE STUDY ANALYSIS

#### 5.5.1 FACULTY AI LEVERAGED AI TO ENHANCE MILITARY CAPABILITIES AND PROTECT CITIZENS

#### 5.5.2 BIGBEAR.AI SUPPORTED DOD IN ACHIEVING DECISION ADVANTAGE THROUGH AI-POWERED ANALYTICS

#### 5.5.3 HUMANA USED IBM WATSON ASSISTANT TO ADDRESS CUSTOMER QUERIES

#### 5.5.4 COCA-COLA USED IBM WATSON SERVICES FOR CORE MACHINE LEARNING TO IDENTIFY EQUIPMENT ISSUES, DIAGNOSE PROBLEMS, AND TROUBLESHOOT REPAIRS

#### 5.5.5 FREEANDSINGLE GENERATED 5? MORE VALUE FROM EXISTING USER BASE WITH PEAK.AI

#### 5.5.6 PYRAMID ANALYTICS HELPED BROWARD COUNTY AVIATION'S FORT LAUDERDALE-HOLLYWOOD INTERNATIONAL AIRPORT TAKE DECISION INTELLIGENCE TO NEW HEIGHTS

#### 5.5.7 CLEARSENSE IMPROVED HEALTHCARE OPERATIONS THROUGH DATA ANALYSIS WITH SMARTVIEW

### 5.6 SUPPLY CHAIN ANALYSIS

#### FIGURE 25 SUPPLY/VALUE CHAIN ANALYSIS

### 5.7 REGULATORY LANDSCAPE

#### 5.7.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

#### TABLE 7 NORTH AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

#### TABLE 8 EUROPE: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

#### TABLE 9 ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

#### TABLE 10 MIDDLE EAST & AFRICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

#### TABLE 11 LATIN AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

##### 5.7.1.1 North America

##### 5.7.1.1.1 US

##### 5.7.1.1.2 Canada

5.7.1.2 Europe

5.7.1.3 Asia Pacific

5.7.1.3.1 China

5.7.1.3.2 India

5.7.1.4 Middle East & Africa

5.7.1.4.1 UAE

5.7.1.4.2 KSA

5.7.1.4.3 Israel

5.7.1.5 Latin America

5.7.1.5.1 Brazil

5.7.1.5.2 Mexico

## 5.8 PATENT ANALYSIS

5.8.1 METHODOLOGY

5.8.2 PATENTS FILED, BY DOCUMENT TYPE

TABLE 12 PATENTS FILED, 2013–2023

5.8.3 INNOVATION AND PATENT APPLICATIONS

FIGURE 26 PATENTS GRANTED, 2013–2023

5.8.4 TOP 10 APPLICANTS IN DECISION INTELLIGENCE MARKET

FIGURE 27 TOP 10 APPLICANTS IN DECISION INTELLIGENCE MARKET,  
2013–2023

FIGURE 28 REGIONAL ANALYSIS OF PATENTS GRANTED, 2013–2023

TABLE 13 TOP 20 PATENT OWNERS IN DECISION INTELLIGENCE MARKET,  
2013–2023

TABLE 14 LIST OF PATENTS GRANTED IN DECISION INTELLIGENCE MARKET,  
2021–2023

## 5.9 TECHNOLOGICAL ANALYSIS

5.9.1 KEY TECHNOLOGIES

5.9.1.1 Artificial Intelligence (AI)

5.9.1.2 Big data

5.9.1.3 Cybersecurity

5.9.2 ADJACENT TECHNOLOGIES

5.9.2.1 Blockchain

5.9.2.2 IoT

5.9.3 COMPLEMENTARY TECHNOLOGIES

5.9.3.1 NLP

5.9.3.2 Cloud computing

5.9.3.3 Digital twins

## 5.10 PORTER'S FIVE FORCES ANALYSIS

FIGURE 29 PORTER'S FIVE FORCES ANALYSIS

**TABLE 15 DECISION INTELLIGENCE MARKET: PORTER'S FIVE FORCES ANALYSIS****5.10.1 THREAT OF NEW ENTRANTS****5.10.2 THREAT OF SUBSTITUTES****5.10.3 BARGAINING POWER OF SUPPLIERS****5.10.4 BARGAINING POWER OF BUYERS****5.10.5 INTENSITY OF COMPETITIVE RIVALRY****5.11 KEY STAKEHOLDERS & BUYING CRITERIA****5.11.1 KEY STAKEHOLDERS IN BUYING PROCESS****FIGURE 30 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE VERTICALS****TABLE 16 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR KEY VERTICALS****5.11.2 BUYING CRITERIA****FIGURE 31 KEY BUYING CRITERIA FOR TOP THREE VERTICALS****TABLE 17 KEY BUYING CRITERIA FOR TOP THREE VERTICALS****5.12 TECHNOLOGY ROADMAP OF DECISION INTELLIGENCE MARKET****TABLE 18 SHORT-TERM ROADMAP (UP TO 2027)****TABLE 19 LONG-TERM ROADMAP (UP TO 2030)****5.13 BUSINESS MODELS OF DECISION INTELLIGENCE MARKET****TABLE 20 BUSINESS MODELS OF DECISION INTELLIGENCE MARKET****5.14 IMPACT OF DECISION INTELLIGENCE ON ENVIRONMENT, SOCIAL, AND GOVERNANCE INITIATIVES****5.15 KEY CONFERENCES & EVENTS****TABLE 21 DECISION INTELLIGENCE MARKET: DETAILED LIST OF CONFERENCES & EVENTS, 2024–2025****5.16 INVESTMENT AND FUNDING SCENARIO****FIGURE 32 DECISION INTELLIGENCE MARKET: INVESTMENT LANDSCAPE, 2017–2022****5.17 TRENDS/DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES****FIGURE 33 TRENDS/DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES****5.18 PRICING ANALYSIS****5.18.1 AVERAGE SELLING PRICE TRENDS OF KEY PLAYERS, BY APPLICATION****FIGURE 34 AVERAGE SELLING PRICE TRENDS OF KEY PLAYERS, BY APPLICATION****TABLE 22 AVERAGE SELLING PRICE TRENDS OF KEY PLAYERS, BY APPLICATION****5.18.2 INDICATIVE PRICING ANALYSIS, BY DECISION INTELLIGENCE PLATFORM VENDOR**

## TABLE 23 DECISION INTELLIGENCE PLATFORM: INDICATIVE PRICING LEVELS OF DECISION INTELLIGENCE PLATFORM, BY OFFERING

### 6 DECISION INTELLIGENCE MARKET, BY OFFERING

#### 6.1 INTRODUCTION

##### 6.1.1 OFFERINGS: DECISION INTELLIGENCE MARKET DRIVERS

FIGURE 35 SOLUTIONS SEGMENT TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

TABLE 24 DECISION INTELLIGENCE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 25 DECISION INTELLIGENCE MARKET, BY OFFERING, 2024–2030 (USD MILLION)

#### 6.2 PLATFORMS

6.2.1 PLATFORMS TO OFFER SCALABILITY AND FLEXIBILITY, ADAPT TO GROWING ORGANIZATIONAL NEEDS, AND SUPPORT VARIOUS DEPLOYMENT OPTIONS

TABLE 26 PLATFORMS: DECISION INTELLIGENCE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 27 PLATFORMS: DECISION INTELLIGENCE MARKET, BY REGION, 2024–2030 (USD MILLION)

#### 6.3 SOLUTIONS

6.3.1 OPTIMIZATION OF RESOURCE ALLOCATION AND NEED TO MAKE INFORMED DECISIONS TO DRIVE MARKET

FIGURE 36 INTEGRATED SOLUTIONS SEGMENT TO REGISTER HIGHER CAGR DURING FORECAST PERIOD

TABLE 28 SOLUTIONS: DECISION INTELLIGENCE MARKET, BY INTEGRATION LEVEL, 2019–2023 (USD MILLION)

TABLE 29 SOLUTIONS: DECISION INTELLIGENCE MARKET, BY INTEGRATION LEVEL, 2024–2030 (USD MILLION)

##### 6.3.2 BY INTEGRATION LEVEL

###### 6.3.2.1 Integrated solutions

TABLE 30 INTEGRATED SOLUTIONS: DECISION INTELLIGENCE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 31 INTEGRATED SOLUTIONS: DECISION INTELLIGENCE MARKET, BY REGION, 2024–2030 (USD MILLION)

###### 6.3.2.2 Standalone solutions

TABLE 32 STANDALONE SOLUTIONS: DECISION INTELLIGENCE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 33 STANDALONE SOLUTIONS: DECISION INTELLIGENCE MARKET, BY REGION, 2024–2030 (USD MILLION)

#### 6.3.3 BY DEPLOYMENT MODE

FIGURE 37 CLOUD SEGMENT TO REGISTER HIGHER CAGR DURING FORECAST PERIOD

TABLE 34 SOLUTIONS: DECISION INTELLIGENCE MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 35 SOLUTIONS: DECISION INTELLIGENCE MARKET, BY DEPLOYMENT MODE, 2024–2030 (USD MILLION)

##### 6.3.3.1 On-premises

6.3.3.1.1 Handling sensitive data, maintaining control over data security, and ensuring compliance with regulations to propel market

TABLE 36 ON-PREMISES: DECISION INTELLIGENCE SOLUTIONS MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 37 ON-PREMISES: DECISION INTELLIGENCE SOLUTIONS MARKET, BY REGION, 2024–2030 (USD MILLION)

##### 6.3.3.2 Cloud

6.3.3.2.1 Need for seamless integration with other applications and enhancement of agility and scalability for efficient decision-making to contribute to market growth

TABLE 38 CLOUD: DECISION INTELLIGENCE SOLUTIONS MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 39 CLOUD: DECISION INTELLIGENCE SOLUTIONS MARKET, BY REGION, 2024–2030 (USD MILLION)

#### 6.4 SERVICES

6.4.1 DECISION INTELLIGENCE SERVICES TO EVALUATE CURRENT PROCESSES, IDENTIFY IMPROVEMENT AREAS, AND DEVISE IMPLEMENTATION STRATEGIES

FIGURE 38 PROFESSIONAL SERVICES SEGMENT TO ACCOUNT FOR LARGER MARKET DURING FORECAST PERIOD

TABLE 40 DECISION INTELLIGENCE MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 41 DECISION INTELLIGENCE MARKET, BY SERVICE, 2024–2030 (USD MILLION)

TABLE 42 SERVICES: DECISION INTELLIGENCE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 43 SERVICES: DECISION INTELLIGENCE MARKET, BY REGION, 2024–2030 (USD MILLION)

##### 6.4.2 PROFESSIONAL SERVICES

FIGURE 39 CONSULTING SERVICES SEGMENT TO ACCOUNT FOR LARGEST

## MARKET DURING FORECAST PERIOD

TABLE 44 DECISION INTELLIGENCE MARKET, BY PROFESSIONAL SERVICE, 2019–2023 (USD MILLION)

TABLE 45 DECISION INTELLIGENCE MARKET, BY PROFESSIONAL SERVICE, 2024–2030 (USD MILLION)

TABLE 46 PROFESSIONAL SERVICES: DECISION INTELLIGENCE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 47 PROFESSIONAL SERVICES: DECISION INTELLIGENCE MARKET, BY REGION, 2024–2030 (USD MILLION)

### 6.4.2.1 Consulting services

TABLE 48 CONSULTING SERVICES: DECISION INTELLIGENCE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 49 CONSULTING SERVICES: DECISION INTELLIGENCE MARKET, BY REGION, 2024–2030 (USD MILLION)

### 6.4.2.2 Deployment & integration services

TABLE 50 DEPLOYMENT & INTEGRATION SERVICES: DECISION INTELLIGENCE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 51 DEPLOYMENT & INTEGRATION SERVICES: DECISION INTELLIGENCE MARKET, BY REGION, 2024–2030 (USD MILLION)

### 6.4.2.3 Support & maintenance services

TABLE 52 SUPPORT & MAINTENANCE SERVICES: DECISION INTELLIGENCE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 53 SUPPORT & MAINTENANCE SERVICES: DECISION INTELLIGENCE MARKET, BY REGION, 2024–2030 (USD MILLION)

### 6.4.3 MANAGED SERVICES

TABLE 54 MANAGED SERVICES: DECISION INTELLIGENCE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 55 MANAGED SERVICES: DECISION INTELLIGENCE MARKET, BY REGION, 2024–2030 (USD MILLION)

## 7 DECISION INTELLIGENCE MARKET, BY TYPE

### 7.1 INTRODUCTION

#### 7.1.1 TYPES: DECISION INTELLIGENCE MARKET DRIVERS

FIGURE 40 DECISION SUPPORT SYSTEMS SEGMENT TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 56 DECISION INTELLIGENCE MARKET, BY TYPE, 2019–2023 (USD MILLION)

TABLE 57 DECISION INTELLIGENCE MARKET, BY TYPE, 2024–2030 (USD

MILLION)

## 7.2 DECISION AUTOMATION

7.2.1 NEED TO REDUCE ERRORS, ENSURE CONSISTENCY IN DECISION OUTCOMES, AND ENHANCE OVERALL DECISION QUALITY WHILE MINIMIZING OPERATIONAL COSTS TO SPUR MARKET GROWTH

TABLE 58 DECISION AUTOMATION: DECISION INTELLIGENCE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 59 DECISION AUTOMATION: DECISION INTELLIGENCE MARKET, BY REGION, 2024–2030 (USD MILLION)

## 7.3 DECISION AUGMENTATION

7.3.1 GROWING DEMAND FOR DATA-CENTRIC DECISION-MAKING SOLUTIONS AND NEED FOR AGILE DECISION-MAKING PROCESSES TO PROPEL MARKET

TABLE 60 DECISION AUGMENTATION: DECISION INTELLIGENCE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 61 DECISION AUGMENTATION: DECISION INTELLIGENCE MARKET, BY REGION, 2024–2030 (USD MILLION)

## 7.4 DECISION SUPPORT SYSTEMS (DSS)

7.4.1 NEED FOR SOPHISTICATED SYSTEMS AND COMPLIANCE WITH INDUSTRY REGULATIONS IN REGULATED INDUSTRIES TO DRIVE MARKET

TABLE 62 DECISION SUPPORT SYSTEMS: DECISION INTELLIGENCE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 63 DECISION SUPPORT SYSTEMS: DECISION INTELLIGENCE MARKET, BY REGION, 2024–2030 (USD MILLION)

# 8 DECISION INTELLIGENCE MARKET, BY BUSINESS FUNCTION

## 8.1 INTRODUCTION

8.1.1 BUSINESS FUNCTIONS: DECISION INTELLIGENCE MARKET DRIVERS

FIGURE 41 SALES & MARKETING SEGMENT TO LEAD MARKET DURING FORECAST PERIOD

TABLE 64 DECISION INTELLIGENCE MARKET, BY BUSINESS FUNCTION, 2019–2023 (USD MILLION)

TABLE 65 DECISION INTELLIGENCE MARKET, BY BUSINESS FUNCTION, 2024–2030 (USD MILLION)

## 8.2 MARKETING & SALES

8.2.1 DECISION INTELLIGENCE TO PROVIDE PREDICTIVE INSIGHTS, OPTIMIZE DECISION-MAKING PROCESSES, AND ENHANCE OVERALL BUSINESS PERFORMANCE

TABLE 66 MARKETING & SALES: DECISION INTELLIGENCE MARKET, BY REGION,

2019–2023 (USD MILLION)

TABLE 67 MARKETING & SALES: DECISION INTELLIGENCE MARKET, BY REGION,  
2024–2030 (USD MILLION)

8.2.2 BRAND PERFORMANCE

8.2.3 PROMOTION/INCENTIVE OPTIMIZATION

8.2.4 CUSTOMER SEGMENTATION

8.2.5 MULTICHANNEL ANALYSIS

8.2.6 OTHER MARKETING & SALES FUNCTIONS

8.3 FINANCE & ACCOUNTING

8.3.1 NEED TO MAKE INFORMED AND IMPACTFUL DECISIONS TO DRIVE  
SUSTAINABLE GROWTH AND PROFITABILITY

TABLE 68 FINANCE & ACCOUNTING: DECISION INTELLIGENCE MARKET, BY  
REGION, 2019–2023 (USD MILLION)

TABLE 69 FINANCE & ACCOUNTING: DECISION INTELLIGENCE MARKET, BY  
REGION, 2024–2030 (USD MILLION)

8.3.2 FINANCIAL PLANNING & ANALYSIS

8.3.3 COST OPTIMIZATION & MANAGEMENT

8.3.4 TAX PLANNING & OPTIMIZATION

8.3.5 OTHER FINANCE & ACCOUNTING FUNCTIONS

8.4 HUMAN RESOURCES

8.4.1 DECISION INTELLIGENCE IN HUMAN RESOURCES TO AMPLIFY  
ORGANIZATIONAL EFFICACY, NURTURE EMPLOYEE CONTENTMENT, AND FUEL  
SUSTAINABLE GROWTH THROUGH JUDICIOUS DECISION-MAKING

TABLE 70 HUMAN RESOURCES: DECISION INTELLIGENCE MARKET, BY REGION,  
2019–2023 (USD MILLION)

TABLE 71 HUMAN RESOURCES: DECISION INTELLIGENCE MARKET, BY REGION,  
2024–2030 (USD MILLION)

8.4.2 EMPLOYEE RETENTION

8.4.3 WORKFORCE ALLOCATION OPTIMIZATION

8.4.4 SKILL ASSESSMENT

8.4.5 OTHER HUMAN RESOURCE FUNCTIONS

8.5 OPERATIONS

8.5.1 DECISION INTELLIGENCE TO PROCESS LARGE AMOUNTS OF DATA,  
IMPROVE DECISION-MAKING PROCESSES, AND DEMOCRATIZE ANALYTICS BY  
MERGING SOCIAL SCIENCE WITH DATA SCIENCE

TABLE 72 OPERATIONS: DECISION INTELLIGENCE MARKET, BY REGION,  
2019–2023 (USD MILLION)

TABLE 73 OPERATIONS: DECISION INTELLIGENCE MARKET, BY REGION,  
2024–2030 (USD MILLION)

8.5.2 ROOT CAUSE ANALYSIS

8.5.3 DEMAND FORECASTING

8.5.4 SUPPLIER PERFORMANCE

8.5.5 OTHER OPERATIONAL FUNCTIONS

8.6 RESEARCH & DEVELOPMENT

8.6.1 DECISION INTELLIGENCE TO FOCUS ON FORWARD-LOOKING, DATA-DRIVEN DECISIONS, UTILIZING AI TOOLS AND HUMAN EXPERTISE TO MITIGATE UNCERTAINTY PROCESS

TABLE 74 RESEARCH & DEVELOPMENT: DECISION INTELLIGENCE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 75 RESEARCH & DEVELOPMENT: DECISION INTELLIGENCE MARKET, BY REGION, 2024–2030 (USD MILLION)

8.6.2 IDEA EVALUATION

8.6.3 RESOURCE ALLOCATION

8.6.4 PROJECT PRIORITIZATION

8.6.5 PORTFOLIO MANAGEMENT

8.6.6 OTHER RESEARCH & DEVELOPMENT FUNCTIONS

## **9 DECISION INTELLIGENCE MARKET, BY VERTICAL**

9.1 INTRODUCTION

9.1.1 VERTICALS: DECISION INTELLIGENCE MARKET DRIVERS

FIGURE 42 BFSI SEGMENT TO ACCOUNT FOR LARGEST MARKET DURING FORECAST PERIOD

TABLE 76 DECISION INTELLIGENCE MARKET, BY VERTICAL, 2019–2023 (USD MILLION)

TABLE 77 DECISION INTELLIGENCE MARKET, BY VERTICAL, 2024–2030 (USD MILLION)

9.2 BFSI

9.2.1 NEED FOR BANKS TO EXPAND THEIR CUSTOMER BASE, ENHANCE MARKET PRESENCE, AND BOOST REVENUE WHILE MINIMIZING COSTS TO PROPEL MARKET

TABLE 78 BANKING, FINANCIAL SERVICES, AND INSURANCE: USE CASES

TABLE 79 BFSI: DECISION INTELLIGENCE MARKET, BY APPLICATION, 2019–2023 (USD MILLION)

TABLE 80 BFSI: DECISION INTELLIGENCE MARKET, BY APPLICATION, 2024–2030 (USD MILLION)

TABLE 81 BFSI: DECISION INTELLIGENCE MARKET, BY REGION, 2019–2023 (USD MILLION)

**TABLE 82 BFSI: DECISION INTELLIGENCE MARKET, BY REGION, 2024–2030 (USD MILLION)**

9.2.2 ASSET &amp; INVESTMENT MANAGEMENT

9.2.3 CUSTOMER SUPPORT

9.2.4 CREDIT DECISIONS

9.2.5 FRAUD DETECTION

9.2.6 INSURANCE PRODUCT &amp; POLICY DESIGN

9.2.7 OTHER BFSI APPLICATIONS

**9.3 RETAIL & ECOMMERCE**

9.3.1 DECISION INTELLIGENCE TO OPTIMIZE PRICING STRATEGIES, ENHANCE POLICY FORMULATION, AND IMPROVE REVENUE

**TABLE 83 RETAIL & ECOMMERCE: USE CASES****TABLE 84 RETAIL & ECOMMERCE: DECISION INTELLIGENCE MARKET, BY APPLICATION, 2019–2023 (USD MILLION)****TABLE 85 RETAIL & ECOMMERCE: DECISION INTELLIGENCE MARKET, BY APPLICATION, 2024–2030 (USD MILLION)****TABLE 86 RETAIL & ECOMMERCE: DECISION INTELLIGENCE MARKET, BY REGION, 2019–2023 (USD MILLION)****TABLE 87 RETAIL & ECOMMERCE: DECISION INTELLIGENCE MARKET, BY REGION, 2024–2030 (USD MILLION)**

9.3.2 PERSONALIZED RECOMMENDATIONS

9.3.3 SUPPLY CHAIN MANAGEMENT

9.3.4 VIRTUAL ASSISTANT

9.3.5 OMNICHANNEL INTEGRATION

9.3.6 OTHER RETAIL &amp; ECOMMERCE APPLICATIONS

**9.4 HEALTHCARE & LIFE SCIENCES**

9.4.1 DECISION INTELLIGENCE SOLUTIONS TO PROVIDE BETTER HEALTHCARE SYSTEM WITH LESSER DATA ISSUES

**TABLE 88 HEALTHCARE & LIFE SCIENCES: USE CASES****TABLE 89 HEALTHCARE & LIFE SCIENCES: DECISION INTELLIGENCE MARKET, BY APPLICATION, 2019–2023 (USD MILLION)****TABLE 90 HEALTHCARE & LIFE SCIENCES: DECISION INTELLIGENCE MARKET, BY APPLICATION, 2024–2030 (USD MILLION)****TABLE 91 HEALTHCARE & LIFE SCIENCES: DECISION INTELLIGENCE MARKET, BY REGION, 2019–2023 (USD MILLION)****TABLE 92 HEALTHCARE & LIFE SCIENCES: DECISION INTELLIGENCE MARKET, BY REGION, 2024–2030 (USD MILLION)**

9.4.2 MEDICAL IMAGING &amp; DIAGNOSTICS

9.4.3 EMERGENCY SUPPORT

#### 9.4.4 DRUG DISCOVERY & CLINICAL RESEARCH

#### 9.4.5 TECHNICAL DIAGNOSIS & SUPPORT

#### 9.4.6 OTHER HEALTHCARE & LIFE SCIENCES APPLICATIONS

### 9.5 TELECOMMUNICATIONS

#### 9.5.1 DECISION INTELLIGENCE TO ENABLE HIGH-QUALITY DATA GOVERNANCE AND DATA-DRIVEN DECISION-MAKING FOR CUSTOMERS' BUSINESS ACTIVITIES

##### TABLE 93 TELECOMMUNICATIONS: USE CASES

##### TABLE 94 TELECOMMUNICATIONS: DECISION INTELLIGENCE MARKET, BY APPLICATION, 2019–2023 (USD MILLION)

##### TABLE 95 TELECOMMUNICATIONS: DECISION INTELLIGENCE MARKET, BY APPLICATION, 2024–2030 (USD MILLION)

##### TABLE 96 TELECOMMUNICATIONS: DECISION INTELLIGENCE MARKET, BY REGION, 2019–2023 (USD MILLION)

##### TABLE 97 TELECOMMUNICATIONS: DECISION INTELLIGENCE MARKET, BY REGION, 2024–2030 (USD MILLION)

#### 9.5.2 AGENT SUPPORT & CUSTOMER SERVICES

#### 9.5.3 SERVICE ASSURANCE

#### 9.5.4 NETWORK ANALYSIS

#### 9.5.5 SPECTRUM MANAGEMENT

#### 9.5.6 OTHER TELECOMMUNICATION APPLICATIONS

### 9.6 ENERGY & UTILITIES

#### 9.6.1 DECISION INTELLIGENCE SOLUTIONS TO ENHANCE UNDERSTANDING OF EXTERNAL FACTORS AFFECTING OPERATING PARAMETERS AND HELP REDUCE WASTE

##### TABLE 98 ENERGY & UTILITIES: USE CASES

##### TABLE 99 ENERGY & UTILITIES: DECISION INTELLIGENCE MARKET, BY APPLICATION, 2019–2023 (USD MILLION)

##### TABLE 100 ENERGY & UTILITIES: DECISION INTELLIGENCE MARKET, BY APPLICATION, 2024–2030 (USD MILLION)

##### TABLE 101 ENERGY & UTILITIES: DECISION INTELLIGENCE MARKET, BY REGION, 2019–2023 (USD MILLION)

##### TABLE 102 ENERGY & UTILITIES: DECISION INTELLIGENCE MARKET, BY REGION, 2024–2030 (USD MILLION)

#### 9.6.2 PREDICTIVE MAINTENANCE

#### 9.6.3 OUTAGE MANAGEMENT

#### 9.6.4 BUSINESS PROCESS AUTOMATION

#### 9.6.5 ENERGY MONITORING

#### 9.6.6 OTHER ENERGY & UTILITY APPLICATIONS

## 9.7 MANUFACTURING

### 9.7.1 DECISION INTELLIGENCE TO TACKLE MANUFACTURING CHALLENGES WITH FASTER AND SMARTER DECISION-MAKING

TABLE 103 MANUFACTURING: USE CASES

TABLE 104 MANUFACTURING: DECISION INTELLIGENCE MARKET, BY APPLICATION, 2019–2023 (USD MILLION)

TABLE 105 MANUFACTURING: DECISION INTELLIGENCE MARKET, BY APPLICATION, 2024–2030 (USD MILLION)

TABLE 106 MANUFACTURING: DECISION INTELLIGENCE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 107 MANUFACTURING: DECISION INTELLIGENCE MARKET, BY REGION, 2024–2030 (USD MILLION)

#### 9.7.2 PERFORMANCE MONITORING & CONTROL

#### 9.7.3 QUALITY CONTROL

#### 9.7.4 GENERATIVE DESIGN

#### 9.7.5 PRODUCTION YIELD OPTIMIZATION

#### 9.7.6 OTHER MANUFACTURING APPLICATIONS

## 9.8 GOVERNMENT

### 9.8.1 DECISION INTELLIGENCE TO HELP POLICYMAKERS ANALYZE LARGE DATASETS OF DIFFERENT POLICY OPTIONS, ALLOCATE RESOURCES EFFICIENTLY BASED ON DATA-DRIVEN INSIGHTS, AND MITIGATE RISKS

TABLE 108 GOVERNMENT: USE CASES

TABLE 109 GOVERNMENT: DECISION INTELLIGENCE MARKET, BY APPLICATION, 2019–2023 (USD MILLION)

TABLE 110 GOVERNMENT: DECISION INTELLIGENCE MARKET, BY APPLICATION, 2024–2030 (USD MILLION)

TABLE 111 GOVERNMENT: DECISION INTELLIGENCE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 112 GOVERNMENT: DECISION INTELLIGENCE MARKET, BY REGION, 2024–2030 (USD MILLION)

#### 9.8.2 UNIFYING DATA

#### 9.8.3 AI-POWERED CHATBOTS

#### 9.8.4 POLICYMAKING

#### 9.8.5 AUTOMATING INCIDENT RESPONSE

#### 9.8.6 TARGETED RESOURCE ALLOCATION

#### 9.8.7 IMPROVED CITIZEN SERVICES

#### 9.8.8 OTHER GOVERNMENT APPLICATIONS

## 9.9 DEFENSE

### 9.9.1 DECISION INTELLIGENCE TO AID IN ENHANCING INTEROPERABILITY AND

## COALITION

### TABLE 113 DEFENSE: USE CASES

TABLE 114 DEFENSE: DECISION INTELLIGENCE MARKET, BY APPLICATION, 2019–2023 (USD MILLION)

TABLE 115 DEFENSE: DECISION INTELLIGENCE MARKET, BY APPLICATION, 2024–2030 (USD MILLION)

TABLE 116 DEFENSE: DECISION INTELLIGENCE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 117 DEFENSE: DECISION INTELLIGENCE MARKET, BY REGION, 2024–2030 (USD MILLION)

#### 9.9.2 TARGET RECOGNITION

#### 9.9.3 COMMAND & CONTROL SYSTEMS

#### 9.9.4 INTELLIGENCE & SURVEILLANCE

#### 9.9.5 MISSION PLANNING

#### 9.9.6 EMERGENCY MANAGEMENT

#### 9.9.7 OTHER DEFENSE APPLICATIONS

### 9.10 OTHER VERTICALS

TABLE 118 OTHER VERTICALS: DECISION INTELLIGENCE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 119 OTHER VERTICALS: DECISION INTELLIGENCE MARKET, BY REGION, 2024–2030 (USD MILLION)

## 10 DECISION INTELLIGENCE MARKET, BY REGION

### 10.1 INTRODUCTION

FIGURE 43 NORTH AMERICA TO ACCOUNT FOR LARGEST SHARE DURING FORECAST PERIOD

FIGURE 44 INDIA TO WITNESS HIGHEST GROWTH DURING FORECAST PERIOD

TABLE 120 DECISION INTELLIGENCE MARKET, BY REGION, 2019–2023 (USD MILLION)

TABLE 121 DECISION INTELLIGENCE MARKET, BY REGION, 2024–2030 (USD MILLION)

### 10.2 NORTH AMERICA

#### 10.2.1 NORTH AMERICA: DECISION INTELLIGENCE MARKET DRIVERS

#### 10.2.2 NORTH AMERICA: RECESSION IMPACT

FIGURE 45 NORTH AMERICA: DECISION INTELLIGENCE MARKET SNAPSHOT

TABLE 122 NORTH AMERICA: DECISION INTELLIGENCE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 123 NORTH AMERICA: DECISION INTELLIGENCE MARKET, BY OFFERING,

2024–2030 (USD MILLION)

TABLE 124 NORTH AMERICA: DECISION INTELLIGENCE SOLUTIONS MARKET, BY INTEGRATION LEVEL, 2019–2023 (USD MILLION)

TABLE 125 NORTH AMERICA: DECISION INTELLIGENCE SOLUTIONS MARKET, BY INTEGRATION LEVEL, 2024–2030 (USD MILLION)

TABLE 126 NORTH AMERICA: DECISION INTELLIGENCE MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 127 NORTH AMERICA: DECISION INTELLIGENCE MARKET, BY SERVICE, 2024–2030 (USD MILLION)

TABLE 128 NORTH AMERICA: DECISION INTELLIGENCE MARKET, BY PROFESSIONAL SERVICE, 2019–2023 (USD MILLION)

TABLE 129 NORTH AMERICA: DECISION INTELLIGENCE MARKET, BY PROFESSIONAL SERVICE, 2024–2030 (USD MILLION)

TABLE 130 NORTH AMERICA: DECISION INTELLIGENCE SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 131 NORTH AMERICA: DECISION INTELLIGENCE SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2024–2030 (USD MILLION)

TABLE 132 NORTH AMERICA: DECISION INTELLIGENCE MARKET, BY TYPE, 2019–2023 (USD MILLION)

TABLE 133 NORTH AMERICA: DECISION INTELLIGENCE MARKET, BY TYPE, 2024–2030 (USD MILLION)

TABLE 134 NORTH AMERICA: DECISION INTELLIGENCE MARKET, BY BUSINESS FUNCTION, 2019–2023 (USD MILLION)

TABLE 135 NORTH AMERICA: DECISION INTELLIGENCE MARKET, BY BUSINESS FUNCTION, 2024–2030 (USD MILLION)

TABLE 136 NORTH AMERICA: DECISION INTELLIGENCE MARKET, BY VERTICAL, 2019–2023 (USD MILLION)

TABLE 137 NORTH AMERICA: DECISION INTELLIGENCE MARKET, BY VERTICAL, 2024–2030 (USD MILLION)

TABLE 138 NORTH AMERICA: DECISION INTELLIGENCE MARKET, BY COUNTRY, 2019–2023 (USD MILLION)

TABLE 139 NORTH AMERICA: DECISION INTELLIGENCE MARKET, BY COUNTRY, 2024–2030 (USD MILLION)

### 10.2.3 US

10.2.3.1 Rapid advancements in AI and ML and rise of sophisticated predictive analytics and prescriptive insights to spur market growth

TABLE 140 US: DECISION INTELLIGENCE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 141 US: DECISION INTELLIGENCE MARKET, BY OFFERING, 2024–2030

(USD MILLION)

TABLE 142 US: DECISION INTELLIGENCE SOLUTIONS MARKET, BY INTEGRATION LEVEL, 2019–2023 (USD MILLION)

TABLE 143 US: DECISION INTELLIGENCE SOLUTIONS MARKET, BY INTEGRATION LEVEL, 2024–2030 (USD MILLION)

TABLE 144 US: DECISION INTELLIGENCE MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 145 US: DECISION INTELLIGENCE MARKET, BY SERVICE, 2024–2030 (USD MILLION)

TABLE 146 US: DECISION INTELLIGENCE MARKET, BY PROFESSIONAL SERVICE, 2019–2023 (USD MILLION)

TABLE 147 US: DECISION INTELLIGENCE MARKET, BY PROFESSIONAL SERVICE, 2024–2030 (USD MILLION)

TABLE 148 US: DECISION INTELLIGENCE SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 149 US: DECISION INTELLIGENCE SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2024–2030 (USD MILLION)

#### 10.2.4 CANADA

10.2.4.1 Government initiatives to boost investments in decision intelligence to propel market

#### 10.3 EUROPE

##### 10.3.1 EUROPE: DECISION INTELLIGENCE MARKET DRIVERS

##### 10.3.2 EUROPE: RECESSION IMPACT

TABLE 150 EUROPE: DECISION INTELLIGENCE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 151 EUROPE: DECISION INTELLIGENCE MARKET, BY OFFERING, 2024–2030 (USD MILLION)

TABLE 152 EUROPE: DECISION INTELLIGENCE SOLUTIONS MARKET, BY INTEGRATION LEVEL, 2019–2023 (USD MILLION)

TABLE 153 EUROPE: DECISION INTELLIGENCE SOLUTIONS MARKET, BY INTEGRATION LEVEL, 2024–2030 (USD MILLION)

TABLE 154 EUROPE: DECISION INTELLIGENCE MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 155 EUROPE: DECISION INTELLIGENCE MARKET, BY SERVICE, 2024–2030 (USD MILLION)

TABLE 156 EUROPE: DECISION INTELLIGENCE MARKET, BY PROFESSIONAL SERVICE, 2019–2023 (USD MILLION)

TABLE 157 EUROPE: DECISION INTELLIGENCE MARKET, BY PROFESSIONAL SERVICE, 2024–2030 (USD MILLION)

TABLE 158 EUROPE: DECISION INTELLIGENCE SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 159 EUROPE: DECISION INTELLIGENCE SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2024–2030 (USD MILLION)

TABLE 160 EUROPE: DECISION INTELLIGENCE MARKET, BY TYPE, 2019–2023 (USD MILLION)

TABLE 161 EUROPE: DECISION INTELLIGENCE MARKET, BY TYPE, 2024–2030 (USD MILLION)

TABLE 162 EUROPE: DECISION INTELLIGENCE MARKET, BY BUSINESS FUNCTION, 2019–2023 (USD MILLION)

TABLE 163 EUROPE: DECISION INTELLIGENCE MARKET, BY BUSINESS FUNCTION, 2024–2030 (USD MILLION)

TABLE 164 EUROPE: DECISION INTELLIGENCE MARKET, BY VERTICAL, 2019–2023 (USD MILLION)

TABLE 165 EUROPE: DECISION INTELLIGENCE MARKET, BY VERTICAL, 2024–2030 (USD MILLION)

TABLE 166 EUROPE: DECISION INTELLIGENCE MARKET, BY COUNTRY, 2019–2023 (USD MILLION)

TABLE 167 EUROPE: DECISION INTELLIGENCE MARKET, BY COUNTRY, 2024–2030 (USD MILLION)

### 10.3.3 GERMANY

10.3.3.1 Rise in tech advancements and growing demand for data-driven solutions to spur growth

TABLE 168 GERMANY: DECISION INTELLIGENCE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 169 GERMANY: DECISION INTELLIGENCE MARKET, BY OFFERING, 2024–2030 (USD MILLION)

TABLE 170 GERMANY: DECISION INTELLIGENCE SOLUTIONS MARKET, BY INTEGRATION LEVEL, 2019–2023 (USD MILLION)

TABLE 171 GERMANY: DECISION INTELLIGENCE SOLUTIONS MARKET, BY INTEGRATION LEVEL, 2024–2030 (USD MILLION)

TABLE 172 GERMANY: DECISION INTELLIGENCE MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 173 GERMANY: DECISION INTELLIGENCE MARKET, BY SERVICE, 2024–2030 (USD MILLION)

TABLE 174 GERMANY: DECISION INTELLIGENCE MARKET, BY PROFESSIONAL SERVICE, 2019–2023 (USD MILLION)

TABLE 175 GERMANY: DECISION INTELLIGENCE MARKET, BY PROFESSIONAL SERVICE, 2024–2030 (USD MILLION)

TABLE 176 GERMANY: DECISION INTELLIGENCE SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 177 GERMANY: DECISION INTELLIGENCE SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2024–2030 (USD MILLION)

#### 10.3.4 UK

10.3.4.1 Recent advancements in technology and notable government initiatives to drive growth

#### 10.3.5 FRANCE

10.3.5.1 Need for actionable insights facilitated by seamless integration of AI and ML into existing business intelligence frameworks to drive market

#### 10.3.6 ITALY

10.3.6.1 Government initiatives to support growth of digital economy and foster innovation to propel market

#### 10.3.7 SPAIN

10.3.7.1 Advancements in technology and increasing adoption of decision intelligence solutions to drive its demand

#### 10.3.8 REST OF EUROPE

### 10.4 ASIA PACIFIC

#### 10.4.1 ASIA PACIFIC: DECISION INTELLIGENCE MARKET DRIVERS

#### 10.4.2 ASIA PACIFIC: RECESSION IMPACT

FIGURE 46 ASIA PACIFIC: DECISION INTELLIGENCE MARKET SNAPSHOT

TABLE 178 ASIA PACIFIC: DECISION INTELLIGENCE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 179 ASIA PACIFIC: DECISION INTELLIGENCE MARKET, BY OFFERING, 2024–2030 (USD MILLION)

TABLE 180 ASIA PACIFIC: DECISION INTELLIGENCE SOLUTIONS MARKET, BY INTEGRATION LEVEL, 2019–2023 (USD MILLION)

TABLE 181 ASIA PACIFIC: DECISION INTELLIGENCE SOLUTIONS MARKET, BY INTEGRATION LEVEL, 2024–2030 (USD MILLION)

TABLE 182 ASIA PACIFIC: DECISION INTELLIGENCE MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 183 ASIA PACIFIC: DECISION INTELLIGENCE MARKET, BY SERVICE, 2024–2030 (USD MILLION)

TABLE 184 ASIA PACIFIC: DECISION INTELLIGENCE MARKET, BY PROFESSIONAL SERVICE, 2019–2023 (USD MILLION)

TABLE 185 ASIA PACIFIC: DECISION INTELLIGENCE MARKET, BY PROFESSIONAL SERVICE, 2024–2030 (USD MILLION)

TABLE 186 ASIA PACIFIC: DECISION INTELLIGENCE SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 187 ASIA PACIFIC: DECISION INTELLIGENCE SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2024–2030 (USD MILLION)

TABLE 188 ASIA PACIFIC: DECISION INTELLIGENCE MARKET, BY TYPE, 2019–2023 (USD MILLION)

TABLE 189 ASIA PACIFIC: DECISION INTELLIGENCE MARKET, BY TYPE, 2024–2030 (USD MILLION)

TABLE 190 ASIA PACIFIC: DECISION INTELLIGENCE MARKET, BY BUSINESS FUNCTION, 2019–2023 (USD MILLION)

TABLE 191 ASIA PACIFIC: DECISION INTELLIGENCE MARKET, BY BUSINESS FUNCTION, 2024–2030 (USD MILLION)

TABLE 192 ASIA PACIFIC: DECISION INTELLIGENCE MARKET, BY VERTICAL, 2019–2023 (USD MILLION)

TABLE 193 ASIA PACIFIC: DECISION INTELLIGENCE MARKET, BY VERTICAL, 2024–2030 (USD MILLION)

TABLE 194 ASIA PACIFIC: DECISION INTELLIGENCE MARKET, BY COUNTRY, 2019–2023 (USD MILLION)

TABLE 195 ASIA PACIFIC: DECISION INTELLIGENCE MARKET, BY COUNTRY, 2024–2030 (USD MILLION)

#### 10.4.3 CHINA

10.4.3.1 Increasing integration of AI-driven predictive analytics and ML algorithms into decision-making frameworks to encourage market growth

TABLE 196 CHINA: DECISION INTELLIGENCE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 197 CHINA: DECISION INTELLIGENCE MARKET, BY OFFERING, 2024–2030 (USD MILLION)

TABLE 198 CHINA: DECISION INTELLIGENCE SOLUTIONS MARKET, BY INTEGRATION LEVEL, 2019–2023 (USD MILLION)

TABLE 199 CHINA: DECISION INTELLIGENCE SOLUTIONS MARKET, BY INTEGRATION LEVEL, 2024–2030 (USD MILLION)

TABLE 200 CHINA: DECISION INTELLIGENCE MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 201 CHINA: DECISION INTELLIGENCE MARKET, BY SERVICE, 2024–2030 (USD MILLION)

TABLE 202 CHINA: DECISION INTELLIGENCE MARKET, BY PROFESSIONAL SERVICE, 2019–2023 (USD MILLION)

TABLE 203 CHINA: DECISION INTELLIGENCE MARKET, BY PROFESSIONAL SERVICE, 2024–2030 (USD MILLION)

TABLE 204 CHINA: DECISION INTELLIGENCE SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

**TABLE 205 CHINA: DECISION INTELLIGENCE SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2024–2030 (USD MILLION)****10.4.4 JAPAN**

10.4.4.1 Rapid tech advancements and government initiatives to drive demand for decision intelligence solutions

**10.4.5 INDIA**

10.4.5.1 Rapid digitization across various industries, proliferation of cloud computing infrastructure, and availability of affordable computing resources to boost market growth

**10.4.6 SOUTH KOREA**

10.4.6.1 Need for ethical and responsible utilization of AI and data in decision-making paradigms to drive market

**10.4.7 AUSTRALIA & NEW ZEALAND**

10.4.7.1 Emphasis on collaboration between government, industries, and academia to drive growth of decision intelligence market

**10.4.8 REST OF ASIA PACIFIC****10.5 MIDDLE EAST & AFRICA****10.5.1 MIDDLE EAST & AFRICA: DECISION INTELLIGENCE MARKET DRIVERS****10.5.2 MIDDLE EAST & AFRICA: RECESSION IMPACT****TABLE 206 MIDDLE EAST & AFRICA: DECISION INTELLIGENCE MARKET, BY OFFERING, 2019–2023 (USD MILLION)****TABLE 207 MIDDLE EAST & AFRICA: DECISION INTELLIGENCE MARKET, BY OFFERING, 2024–2030 (USD MILLION)****TABLE 208 MIDDLE EAST & AFRICA: DECISION INTELLIGENCE SOLUTIONS MARKET, BY INTEGRATION LEVEL, 2019–2023 (USD MILLION)****TABLE 209 MIDDLE EAST & AFRICA: DECISION INTELLIGENCE SOLUTIONS MARKET, BY INTEGRATION LEVEL, 2024–2030 (USD MILLION)****TABLE 210 MIDDLE EAST & AFRICA: DECISION INTELLIGENCE MARKET, BY SERVICE, 2019–2023 (USD MILLION)****TABLE 211 MIDDLE EAST & AFRICA: DECISION INTELLIGENCE MARKET, BY SERVICE, 2024–2030 (USD MILLION)****TABLE 212 MIDDLE EAST & AFRICA: DECISION INTELLIGENCE MARKET, BY PROFESSIONAL SERVICE, 2019–2023 (USD MILLION)****TABLE 213 MIDDLE EAST & AFRICA: DECISION INTELLIGENCE MARKET, BY PROFESSIONAL SERVICE, 2024–2030 (USD MILLION)****TABLE 214 MIDDLE EAST & AFRICA: DECISION INTELLIGENCE SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)****TABLE 215 MIDDLE EAST & AFRICA: DECISION INTELLIGENCE SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2024–2030 (USD MILLION)****TABLE 216 MIDDLE EAST & AFRICA: DECISION INTELLIGENCE MARKET, BY**

TYPE, 2019–2023 (USD MILLION)

TABLE 217 MIDDLE EAST & AFRICA: DECISION INTELLIGENCE MARKET, BY TYPE, 2024–2030 (USD MILLION)

TABLE 218 MIDDLE EAST & AFRICA: DECISION INTELLIGENCE MARKET, BY BUSINESS FUNCTION, 2019–2023 (USD MILLION)

TABLE 219 MIDDLE EAST & AFRICA: DECISION INTELLIGENCE MARKET, BY BUSINESS FUNCTION, 2024–2030 (USD MILLION)

TABLE 220 MIDDLE EAST & AFRICA: DECISION INTELLIGENCE MARKET, BY VERTICAL, 2019–2023 (USD MILLION)

TABLE 221 MIDDLE EAST & AFRICA: DECISION INTELLIGENCE MARKET, BY VERTICAL, 2024–2030 (USD MILLION)

TABLE 222 MIDDLE EAST & AFRICA: DECISION INTELLIGENCE MARKET, BY COUNTRY, 2019–2023 (USD MILLION)

TABLE 223 MIDDLE EAST & AFRICA: DECISION INTELLIGENCE MARKET, BY COUNTRY, 2024–2030 (USD MILLION)

#### 10.5.3 UAE

10.5.3.1 Strategic incorporation of AI across sectors to drive market growth

#### 10.5.4 KSA

10.5.4.1 Adoption of decision intelligence solutions to strengthen country's decision-making processes and drive economic growth

#### 10.5.5 QATAR

10.5.5.1 Need for optimizing inventory management to boost demand for decision intelligence solutions

#### 10.5.6 ISRAEL

10.5.6.1 Need to leverage advanced technologies for decision-making processes to fuel market growth

#### 10.5.7 SOUTH AFRICA

10.5.7.1 Steps taken by government to educate and create awareness regarding advanced technologies to drive market

#### 10.5.8 REST OF MIDDLE EAST & AFRICA

### 10.6 LATIN AMERICA

#### 10.6.1 LATIN AMERICA: DECISION INTELLIGENCE MARKET DRIVERS

#### 10.6.2 LATIN AMERICA: RECESSION IMPACT

TABLE 224 LATIN AMERICA: DECISION INTELLIGENCE MARKET, BY OFFERING, 2019–2023 (USD MILLION)

TABLE 225 LATIN AMERICA: DECISION INTELLIGENCE MARKET, BY OFFERING, 2024–2030 (USD MILLION)

TABLE 226 LATIN AMERICA: DECISION INTELLIGENCE SOLUTIONS MARKET, BY INTEGRATION LEVEL, 2019–2023 (USD MILLION)

TABLE 227 LATIN AMERICA DECISION INTELLIGENCE SOLUTIONS MARKET, BY INTEGRATION LEVEL, 2024–2030 (USD MILLION)

TABLE 228 LATIN AMERICA: DECISION INTELLIGENCE MARKET, BY SERVICE, 2019–2023 (USD MILLION)

TABLE 229 LATIN AMERICA: DECISION INTELLIGENCE MARKET, BY SERVICE, 2024–2030 (USD MILLION)

TABLE 230 LATIN AMERICA: DECISION INTELLIGENCE MARKET, BY PROFESSIONAL SERVICE, 2019–2023 (USD MILLION)

TABLE 231 LATIN AMERICA: DECISION INTELLIGENCE MARKET, BY PROFESSIONAL SERVICE, 2024–2030 (USD MILLION)

TABLE 232 LATIN AMERICA: DECISION INTELLIGENCE SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2019–2023 (USD MILLION)

TABLE 233 LATIN AMERICA: DECISION INTELLIGENCE SOLUTIONS MARKET, BY DEPLOYMENT MODE, 2024–2030 (USD MILLION)

TABLE 234 LATIN AMERICA: DECISION INTELLIGENCE MARKET, BY TYPE, 2019–2023 (USD MILLION)

TABLE 235 LATIN AMERICA: DECISION INTELLIGENCE MARKET, BY TYPE, 2024–2030 (USD MILLION)

TABLE 236 LATIN AMERICA: DECISION INTELLIGENCE MARKET, BY BUSINESS FUNCTION, 2019–2023 (USD MILLION)

TABLE 237 LATIN AMERICA: DECISION INTELLIGENCE MARKET, BY BUSINESS FUNCTION, 2024–2030 (USD MILLION)

TABLE 238 LATIN AMERICA: DECISION INTELLIGENCE MARKET, BY VERTICAL, 2019–2023 (USD MILLION)

TABLE 239 LATIN AMERICA: DECISION INTELLIGENCE MARKET, BY VERTICAL, 2024–2030 (USD MILLION)

TABLE 240 LATIN AMERICA: DECISION INTELLIGENCE MARKET, BY COUNTRY, 2019–2023 (USD MILLION)

TABLE 241 LATIN AMERICA: DECISION INTELLIGENCE MARKET, BY COUNTRY, 2024–2030 (USD MILLION)

#### 10.6.3 BRAZIL

10.6.3.1 Growing digital transformation to fuel demand for AI solutions

#### 10.6.4 MEXICO

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

#### 10.6.5 ARGENTINA

10.6.5.1 Government initiatives in Argentina to foster market growth

#### 10.6.6 REST OF LATIN AMERICA

## 11 COMPETITIVE LANDSCAPE

### 11.1 OVERVIEW

#### 11.2 KEY PLAYER STRATEGIES/RIGHT TO WIN

TABLE 242 OVERVIEW OF STRATEGIES ADOPTED BY KEY DECISION INTELLIGENCE VENDORS

### 11.3 REVENUE ANALYSIS

FIGURE 47 TOP FIVE PLAYERS DOMINATING MARKET IN LAST FIVE YEARS

### 11.4 MARKET SHARE ANALYSIS

FIGURE 48 MARKET SHARE ANALYSIS FOR KEY PLAYERS, 2023

#### 11.4.1 MARKET RANKING ANALYSIS

TABLE 243 DECISION INTELLIGENCE MARKET: DEGREE OF COMPETITION

### 11.5 BRAND/PRODUCT COMPARATIVE ANALYSIS

FIGURE 49 BRAND/PRODUCT COMPARATIVE ANALYSIS

### 11.6 COMPANY EVALUATION MATRIX: KEY PLAYERS, 2023

#### 11.6.1 STARS

#### 11.6.2 EMERGING LEADERS

#### 11.6.3 PERVASIVE PLAYERS

#### 11.6.4 PARTICIPANTS

FIGURE 50 DECISION INTELLIGENCE MARKET: COMPANY EVALUATION MATRIX (KEY PLAYERS), 2023

#### 11.6.5 COMPANY FOOTPRINT: KEY PLAYERS, 2023

##### 11.6.5.1 Overall company footprint

FIGURE 51 COMPANY FOOTPRINT (15 COMPANIES)

##### 11.6.5.2 Offering footprint

TABLE 244 OFFERING FOOTPRINT (15 COMPANIES)

##### 11.6.5.3 Regional footprint

TABLE 245 REGIONAL FOOTPRINT (15 COMPANIES)

##### 11.6.5.4 Vertical footprint

TABLE 246 VERTICAL FOOTPRINT (15 COMPANIES)

##### 11.6.5.5 Business function footprint

TABLE 247 BUSINESS FUNCTION FOOTPRINT (18 COMPANIES)

### 11.7 COMPANY EVALUATION MATRIX: START-UPS/SMES, 2023

#### 11.7.1 PROGRESSIVE COMPANIES

#### 11.7.2 RESPONSIVE COMPANIES

#### 11.7.3 DYNAMIC COMPANIES

#### 11.7.4 STARTING BLOCKS

FIGURE 52 DECISION INTELLIGENCE MARKET: COMPANY EVALUATION MATRIX (START-UPS/SMES), 2023

#### 11.7.5 COMPETITIVE BENCHMARKING: START-UPS/SMES, 2023

TABLE 248 DECISION INTELLIGENCE MARKET: DETAILED LIST OF KEY START-UPS/SMES

TABLE 249 DECISION INTELLIGENCE MARKET: COMPETITIVE BENCHMARKING OF KEY START-UPS/SMES

#### 11.8 COMPETITIVE SCENARIO AND TRENDS

##### 11.8.1 PRODUCT LAUNCHES

TABLE 250 DECISION INTELLIGENCE MARKET: PRODUCT LAUNCHES & ENHANCEMENTS, MAY 2022–FEBRUARY 2024

##### 11.8.2 DEALS

TABLE 251 DECISION INTELLIGENCE MARKET: DEALS, AUGUST 2021–NOVEMBER 2023

#### 11.9 COMPANY VALUATION AND FINANCIAL METRICS OF KEY VENDORS

FIGURE 53 COMPANY VALUATION AND FINANCIAL METRICS OF KEY VENDORS

FIGURE 54 YEAR-TO-DATE (YTD) PRICE TOTAL RETURN AND 5-YEAR STOCK BETA OF KEY VENDORS

## 12 COMPANY PROFILES

### 12.1 KEY PLAYERS

(Business Overview, Products/Solutions/Services offered, Recent Developments, MnM View)\*

#### 12.1.1 IBM

TABLE 252 IBM: BUSINESS OVERVIEW

FIGURE 55 IBM: COMPANY SNAPSHOT

TABLE 253 IBM: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 254 IBM: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 255 IBM: DEALS

#### 12.1.2 ORACLE

TABLE 256 ORACLE: BUSINESS OVERVIEW

FIGURE 56 ORACLE: COMPANY SNAPSHOT

TABLE 257 ORACLE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 258 ORACLE: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 259 ORACLE: DEALS

#### 12.1.3 GOOGLE

TABLE 260 GOOGLE: BUSINESS OVERVIEW

FIGURE 57 GOOGLE: COMPANY SNAPSHOT

TABLE 261 GOOGLE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 262 GOOGLE: PRODUCT LAUNCHES & ENHANCEMENTS

## TABLE 263 GOOGLE: DEALS

## 12.1.4 INTEL

## TABLE 264 INTEL: BUSINESS OVERVIEW

## FIGURE 58 INTEL: COMPANY SNAPSHOT

## TABLE 265 INTEL: PRODUCTS/SOLUTIONS/SERVICES OFFERED

## TABLE 266 INTEL: PRODUCT LAUNCHES &amp; ENHANCEMENTS

## TABLE 267 INTEL: DEALS

## 12.1.5 MICROSOFT

## TABLE 268 MICROSOFT: BUSINESS OVERVIEW

## FIGURE 59 MICROSOFT: COMPANY SNAPSHOT

## TABLE 269 MICROSOFT: PRODUCTS/SOLUTIONS/SERVICES OFFERED

## TABLE 270 MICROSOFT: PRODUCT LAUNCHES &amp; ENHANCEMENTS

## TABLE 271 MICROSOFT: DEALS

## 12.1.6 TCS

## TABLE 272 TCS: BUSINESS OVERVIEW

## FIGURE 60 TCS: COMPANY SNAPSHOT

## TABLE 273 TCS: PRODUCTS/SOLUTIONS/SERVICES OFFERED

## TABLE 274 TCS: PRODUCT LAUNCHES &amp; ENHANCEMENTS

## 12.1.7 DOMO

## TABLE 275 DOMO: BUSINESS OVERVIEW

## FIGURE 61 DOMO: COMPANY SNAPSHOT

## TABLE 276 DOMO: PRODUCTS/SOLUTIONS/SERVICES OFFERED

## TABLE 277 DOMO: PRODUCT LAUNCHES &amp; ENHANCEMENTS

## 12.1.8 BOARD INTERNATIONAL

## TABLE 278 BOARD INTERNATIONAL: BUSINESS OVERVIEW

TABLE 279 BOARD INTERNATIONAL: PRODUCTS/SOLUTIONS/SERVICES  
OFFERED

## TABLE 280 BOARD INTERNATIONAL: PRODUCT LAUNCHES &amp; ENHANCEMENTS

## TABLE 281 BOARD INTERNATIONAL: DEALS

## 12.1.9 H2O.AI

## TABLE 282 H2O.AI: BUSINESS OVERVIEW

## TABLE 283 H2O.AI: PRODUCTS/SOLUTIONS/SERVICES OFFERED

## TABLE 284 H2O.AI: PRODUCT LAUNCHES &amp; ENHANCEMENTS

## TABLE 285 H2O.AI: DEALS

## 12.1.10 PROVENIR

## TABLE 286 PROVENIR: BUSINESS OVERVIEW

## TABLE 287 PROVENIR: PRODUCTS/SOLUTIONS/SERVICES OFFERED

## TABLE 288 PROVENIR: PRODUCT LAUNCHES &amp; ENHANCEMENTS

## TABLE 289 PROVENIR: DEALS

**TABLE 290 PROVENIR: OTHERS****12.1.11 PYRAMID ANALYTICS****TABLE 291 PYRAMID ANALYTICS: BUSINESS OVERVIEW****TABLE 292 PYRAMID ANALYTICS: PRODUCTS/SOLUTIONS/SERVICES OFFERED****TABLE 293 PYRAMID ANALYTICS: PRODUCT LAUNCHES & ENHANCEMENTS****TABLE 294 PYRAMID ANALYTICS: DEALS****12.1.12 4CAST****TABLE 295 4CAST: BUSINESS OVERVIEW****TABLE 296 4CAST: PRODUCTS/SOLUTIONS/SERVICES OFFERED****TABLE 297 4CAST: DEALS****12.1.13 SYSTEMS TECHNOLOGY GROUP (STG)****12.1.14 COURSE5I****12.1.15 EY****12.1.16 QUANTEXA**

\*Details on Business Overview, Products/Solutions/Services offered, Recent Developments, MnM View might not be captured in case of unlisted companies.

**12.2 START-UPS/SMES****12.2.1 QUANTELLIA****12.2.2 PLANNINGFORCE****12.2.3 PEAK.AI****12.2.4 DIWO****12.2.5 REMI AI****12.2.6 CEREBRA****12.2.7 CLARIFAI****12.2.8 FLYR****12.2.9 METAPHACTS****12.2.10 PARETOS****12.2.11 TELLIOUS****12.2.12 EVOLUTION ANALYTICS****12.2.13 HYPERFINITY****12.2.14 AERA TECHNOLOGY****12.2.15 URBINT****13 ADJACENT AND RELATED MARKETS****13.1 INTRODUCTION****13.2 ARTIFICIAL INTELLIGENCE MARKET—GLOBAL FORECAST TO 2030****13.2.1 MARKET DEFINITION****13.2.2 MARKET OVERVIEW**

TABLE 298 ARTIFICIAL INTELLIGENCE MARKET SIZE AND GROWTH RATE,  
2017–2022 (USD MILLION, Y-O-Y GROWTH)

TABLE 299 ARTIFICIAL INTELLIGENCE MARKET SIZE AND GROWTH RATE,  
2023–2030 (USD BILLION, Y-O-Y GROWTH)

#### 13.2.3 ARTIFICIAL INTELLIGENCE MARKET, BY OFFERING

TABLE 300 ARTIFICIAL INTELLIGENCE MARKET, BY OFFERING, 2017–2022 (USD  
MILLION)

TABLE 301 ARTIFICIAL INTELLIGENCE MARKET, BY OFFERING, 2023–2030 (USD  
MILLION)

TABLE 302 ARTIFICIAL INTELLIGENCE MARKET, BY HARDWARE, 2017–2022 (USD  
MILLION)

TABLE 303 ARTIFICIAL INTELLIGENCE MARKET, BY HARDWARE, 2023–2030 (USD  
MILLION)

TABLE 304 ARTIFICIAL INTELLIGENCE MARKET, BY PROCESSOR, 2017–2022  
(USD MILLION)

TABLE 305 ARTIFICIAL INTELLIGENCE MARKET, BY PROCESSOR, 2023–2030  
(USD MILLION)

TABLE 306 SOFTWARE: ARTIFICIAL INTELLIGENCE MARKET, BY TYPE,  
2017–2022 (USD MILLION)

TABLE 307 SOFTWARE: ARTIFICIAL INTELLIGENCE MARKET, BY TYPE,  
2023–2030 (USD MILLION)

TABLE 308 SOFTWARE: ARTIFICIAL INTELLIGENCE MARKET, BY DEPLOYMENT,  
2017–2022 (USD MILLION)

TABLE 309 SOFTWARE: ARTIFICIAL INTELLIGENCE MARKET, BY DEPLOYMENT,  
2023–2030 (USD MILLION)

TABLE 310 ARTIFICIAL INTELLIGENCE MARKET, BY SERVICE, 2017–2022 (USD  
MILLION)

TABLE 311 ARTIFICIAL INTELLIGENCE MARKET, BY SERVICE, 2023–2030 (USD  
MILLION)

TABLE 312 ARTIFICIAL INTELLIGENCE MARKET, BY PROFESSIONAL SERVICE,  
2017–2022 (USD MILLION)

TABLE 313 ARTIFICIAL INTELLIGENCE MARKET, BY PROFESSIONAL SERVICE,  
2023–2030 (USD MILLION)

#### 13.2.4 ARTIFICIAL INTELLIGENCE MARKET, BY DEPLOYMENT MODE

TABLE 314 ARTIFICIAL INTELLIGENCE MARKET, BY TECHNOLOGY, 2017–2022  
(USD MILLION)

TABLE 315 ARTIFICIAL INTELLIGENCE MARKET, BY TECHNOLOGY, 2023–2030  
(USD MILLION)

TABLE 316 ARTIFICIAL INTELLIGENCE MARKET, BY MACHINE LEARNING,

2017–2022 (USD MILLION)

TABLE 317 ARTIFICIAL INTELLIGENCE MARKET, BY MACHINE LEARNING,  
2023–2030 (USD MILLION)

13.2.5 ARTIFICIAL INTELLIGENCE MARKET, BY BUSINESS FUNCTION

TABLE 318 ARTIFICIAL INTELLIGENCE MARKET, BY BUSINESS FUNCTION,  
2017–2022 (USD MILLION)

TABLE 319 ARTIFICIAL INTELLIGENCE MARKET, BY BUSINESS FUNCTION,  
2023–2030 (USD MILLION)

13.2.6 ARTIFICIAL INTELLIGENCE MARKET, BY VERTICAL

TABLE 320 ARTIFICIAL INTELLIGENCE MARKET, BY VERTICAL, 2017–2022 (USD  
MILLION)

TABLE 321 ARTIFICIAL INTELLIGENCE MARKET, BY VERTICAL, 2023–2030 (USD  
MILLION)

13.2.7 ARTIFICIAL INTELLIGENCE MARKET, BY REGION

TABLE 322 ARTIFICIAL INTELLIGENCE MARKET, BY REGION, 2017–2022 (USD  
MILLION)

TABLE 323 ARTIFICIAL INTELLIGENCE MARKET, BY REGION, 2023–2030 (USD  
MILLION)

13.3 AI GOVERNANCE MARKET - GLOBAL FORECAST TO 2026

13.3.1 MARKET DEFINITION

13.3.2 MARKET OVERVIEW

13.3.3 BUSINESS INTELLIGENCE MARKET, BY COMPONENT

TABLE 324 BUSINESS INTELLIGENCE MARKET, BY COMPONENT, 2016–2019  
(USD MILLION)

TABLE 325 BUSINESS INTELLIGENCE MARKET, BY COMPONENT, 2019–2025  
(USD MILLION)

13.3.4 BUSINESS INTELLIGENCE MARKET, BY SOLUTION

TABLE 326 BUSINESS INTELLIGENCE MARKET, BY SOLUTION, 2016–2019 (USD  
MILLION)

TABLE 327 BUSINESS INTELLIGENCE MARKET, BY SOLUTION, 2019–2025 (USD  
MILLION)

13.3.5 BUSINESS INTELLIGENCE MARKET, BY SERVICE

TABLE 328 BUSINESS INTELLIGENCE MARKET, BY SERVICE, 2016–2019 (USD  
MILLION)

TABLE 329 BUSINESS INTELLIGENCE MARKET, BY SERVICE, 2019–2025 (USD  
MILLION)

13.3.6 BUSINESS INTELLIGENCE MARKET, BY DEPLOYMENT MODE

TABLE 330 BUSINESS INTELLIGENCE MARKET, BY DEPLOYMENT MODE,  
2016–2019 (USD MILLION)

TABLE 331 BUSINESS INTELLIGENCE MARKET, BY DEPLOYMENT MODE,  
2019–2025 (USD MILLION)

13.3.7 BUSINESS INTELLIGENCE MARKET, BY ORGANIZATION SIZE

TABLE 332 BUSINESS INTELLIGENCE MARKET, BY ORGANIZATION SIZE,  
2016–2019 (USD MILLION)

TABLE 333 BUSINESS INTELLIGENCE MARKET, BY ORGANIZATION SIZE,  
2019–2025 (USD MILLION)

13.3.8 BUSINESS INTELLIGENCE MARKET, BY BUSINESS FUNCTION

TABLE 334 BUSINESS INTELLIGENCE MARKET, BY BUSINESS FUNCTION,  
2016–2019 (USD MILLION)

TABLE 335 BUSINESS INTELLIGENCE MARKET, BY BUSINESS FUNCTION,  
2019–2025 (USD MILLION)

13.3.9 BUSINESS INTELLIGENCE MARKET, BY INDUSTRY VERTICAL

TABLE 336 BUSINESS INTELLIGENCE MARKET, BY INDUSTRY VERTICAL,  
2016–2019 (USD MILLION)

TABLE 337 BUSINESS INTELLIGENCE MARKET, BY INDUSTRY VERTICAL,  
2019–2025 (USD MILLION)

13.3.10 BUSINESS INTELLIGENCE MARKET, BY REGION

TABLE 338 BUSINESS INTELLIGENCE MARKET, BY REGION, 2016–2019 (USD  
MILLION)

TABLE 339 BUSINESS INTELLIGENCE MARKET, BY REGION, 2019–2025 (USD  
MILLION)

## **14 APPENDIX**

14.1 DISCUSSION GUIDE

14.2 KNOWLEDGESTORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

14.3 CUSTOMIZATION OPTIONS

14.4 RELATED REPORTS

14.5 AUTHOR DETAILS

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