

# Business Analytics Solutions

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Business Analytics Solutions* service helps product, marketing, channel, and strategic planning professionals assess business opportunities and position their products within the "build" or "buy" markets for business analytics solutions. This market encompasses horizontal tools and prepackaged analytic applications deployed for a broad range of decision support and decision automation use cases and includes software to support the full analytics life cycle. IDC's *Business Analytics Solutions* service is aligned with the IDC Worldwide Semi-Annual Big Data and Analytics Software Tracker® and IDC Worldwide Semi-Annual Big Data and Analytics Spending Guide.

## Markets and Subjects Analyzed

- Big Data and analytics maturity benchmarks
- Enterprise performance management
- Advanced and predictive analytics
- Spatial and location information management
- Big Data and analytics best practices
- Impact of AI on business analytics
- Decision management
- Data visualization and discovery
- Unified access to content and data
- Cloud (hybrid cloud and multicloud) adoption of business analytics
- Open source business analytics
- Mobile business analytics

## Core Research

- Big Data and Analytics–related MaturityScapes, PeerScapes, MarketScapes, and FutureScapes
- Worldwide Big Data and Analytics Software Forecast and Shares
- Business Intelligence and Analytic Tools Forecast and Shares
- Worldwide Performance and Analytic Applications Forecast and Shares
- Worldwide Analytic Data Management and Integration Software Forecast and Shares
- End-User Demand Trends for Business Analytics

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Business Analytics Solutions](#).

## Key Questions Answered

1. What strategies will companies use to build, buy, and integrate analytic applications?
2. How will broader options of business analytics solutions develop over the foreseeable future?
3. What challenges do organizations face in implementing business analytics solutions?
4. What opportunities exist in the business analytics services market?
5. What will be the impact of Big Data and analytics on the broader market?
6. What strategies are effective in expanding the penetration of business analytics solutions?

## Companies Analyzed

IDC's *Business Analytics Solutions* service examines how analytics and data warehousing software providers are positioning themselves to compete in the market. This service reviews the strategies, market positioning, and future direction of several providers in the business analytics market, including:

Anaplan, Alteryx, Amazon Web Services, BOARD Int'l., Domo, Esri, FICO, Host Analytics, IBM, Information Builders, MathWorks, Microsoft, MicroStrategy, OpenText, Oracle, QlikTech, salesforce.com, SAP, SAS, Tableau Software, Teradata, and TIBCO.