

Business Analytics, Decisioning, and Location Intelligence

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Business Analytics, Decisioning, and Location Intelligence* market research and advisory service helps product, marketing, channel, marketing intelligence, and strategic planning professionals assess business opportunities and position their products within the "build" or "buy" markets for business intelligence, augmented analytics, and decisioning 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, Decisioning, and Location Intelligence* service is aligned with IDC's Worldwide Semiannual Big Data and Analytics Software Tracker® and IDC's Worldwide Big Data and Analytics Spending Guide.

Markets and Subjects Analyzed

- Big Data and analytics adoption trends
- Big Data and analytics best practices
- Enterprise performance management
- Enterprise planning, forecasting, and simulation
- Advanced and predictive analytics
- Augmented analytics
- Impact of AI on business analytics
- Decision management and automation
- Data visualization and discovery
- Cloud adoption of business analytics
- Open source business analytics
- Embedded business analytics
- Disruptive innovations in business analytics and decisioning, such as crowd intelligence and swarm intelligence

Core Research

- Big Data and Analytics – Related IDC MaturityScapes, IDC PeerScapes, IDC MarketScapes, and IDC FutureScapes
- Big Data and Analytics Software Forecast and Shares
- Business Intelligence and Analytic Tools Forecast and Shares
- IDC MarketScapes in Key Market Segments
- Performance Management and Analytic Applications Forecast and Shares
- Analytic Data Management and Integration Software Forecast and Shares
- End-User Demand Trends Assessment Based on Surveys and In-Depth Interviews

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, Decisioning, and Location Intelligence](#).

Key Questions Answered

1. What strategies will companies use to build, buy, and integrate business analytics and decisioning software technology?
2. How will business analytics and decisioning solutions develop over the foreseeable future?
3. What challenges do organizations face in implementing business analytics and decisioning solutions?
4. What new opportunities exist in the business analytics and decisioning market?
5. What will the impact of AI be on the business analytics and decision market and its segments?
6. What strategies are effective in expanding the penetration of business analytics solutions?

Companies Analyzed

IDC's *Business Analytics, Decisioning, and Location Intelligence* market research and advisory service examines how analytics, business intelligence, enterprise performance management, planning, decisioning, and data warehousing software providers are positioning themselves to compete in the market. This service reviews the strategies, capabilities, and future direction of providers in the business analytics market, including but not limited to:

Alteryx, Amazon Web Services, Anaplan, Board International, Cloudera, Domo, FICO, Google, Hewlett Packard Enterprise, IBM, Incorta, Infor, MathWorks, Microsoft, MicroStrategy, OpenText, Oracle, Planful, Qlik, salesforce.com, SAP, SAS, Sisense, Snowflake, Syntellis, Tableau, Teradata, ThoughtSpot, TIBCO, and Workday