

European Intelligent Analytics and Data Strategies

AN IDC CONTINUOUS INTELLIGENCE SERVICE

The European market for analytics and big data technologies is growing strongly, fueled by demand for resiliency, agility, and digital transformation. Data and analytics are critical enablers of resiliency and innovation and the need for real-time data and insights is greater than ever before. Meanwhile, cloud computing has had a huge impact on this market: toolsets and data architectures are changing profoundly, and the ability to access vast data stores without expensive infrastructure has been a game-changer. But as analytics use cases evolve, companies are faced with the challenge of building skills and democratizing data while increasing trust and understanding of data assets.

IDC's *European Intelligent Analytics and Data Strategies* research provides a coordinated view of the complex and vibrant European market for analytics, data management, and data intelligence, combining software product-related research with coverage of the broader market opportunities, success factors and a view of the dynamic ecosystem. The research describes markets and strategies for revenue growth and compares competing vendors in the marketplace. It identifies and quantifies opportunities, attitudes, key trends, use cases, challenges, and best practices in the adoption of analytics data management and data intelligence across both Western and Eastern Europe.

Markets and Subjects Analyzed

- Data and analytics market developments
- Data platform architectures, workloads, and use cases
- Business analytics and BI tools (end-user query, reporting, visual discovery, and analytics)
- Advanced, predictive analytics & machine learning
- Data pipelines and DataOps: catalogs, data management, and data governance toolsets
- Data and analytics skills, culture, and governance

Core Research

- European Market Analysis Perspective for European Intelligent Analytics and Data Strategies
- European Analytics and Data Management Software Market Forecasts
- European Analytics and Data Management Software Vendor Market Shares
- European Intelligent Analytics and Data Strategies Technologies and Services Forecast
- European Intelligent Analytics and Data Strategies and Markets: User Views and Trends
- European Enterprise Performance Management Forecast

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: [European Intelligent Analytics and Data Strategies](#).

Key Questions Answered

1. How are the European analytics, data management, and data intelligence markets evolving and developing?
2. What are the key drivers and barriers experienced by users and buyers in this market and what are their spending plans?
3. What are the most popular use cases for analytics, BI, data management and data intelligence across European industries?
4. What is the future shape of data platforms and data lake architectures in the age of the cloud?
5. How companies should implement data and analytics as a key approach to their strategies for resiliency and digitalization.
6. Who are the leading analytics, data management, and data intelligence vendors in the European market and how do they compare? What are startups offering?

Companies Analyzed

IDC's *European Intelligent Analytics and Data Strategies* service reviews the strategies, market positioning, and future direction of providers in the European analytics, data management and data intelligence markets, including:

Alteryx, Inc., Amazon Web Services Inc., Anaplan, Board International S.A., Cloudera, Inc., Collibra NV, Confluent Inc., Couchbase, Inc., Databricks, DataStax, Inc., Dataiku SAS, Domo Inc., Exasol AG, Experian plc, FiveTran Inc, GoodData, Google LLC, Hewlett Packard Enterprise, IBM Corp, Infor, Inc., Immuta Inc, Informatica Corporation, Kognitio Ltd., Mark Logic Corp, MathWorks, Micro Focus International plc, MicroStrategy Inc, Microsoft Corp, MongoDB Inc., Neo4j, OpenText Corp, Oracle Corp, Palantir Technologies Inc., Panorama Software Inc.,

Quantexa Ltd, Qlik Technologies Inc., SAP SE, SAS Institute Inc., Salesforce.com/Tableau, Snowflake Inc., Software AG, Starburst Inc, TIBCO Software Inc., Talend Inc., Teradata Corporation, TigerGraph Inc., ThoughtSpot Inc.