

# Enterprise Intelligence, Business Analytics and Decisioning, and Location Intelligence

AN IDC CONTINUOUS INTELLIGENCE SERVICE

*Enterprise Intelligence, Business Analytics and Decisioning, and Location Intelligence* targets both the strategic and tactical (technology) areas related to enterprise intelligence. The enterprise intelligence scorecard and framework help organizations set an overall data and analytics strategy that encompasses people, processes, and technology related to enterprise intelligence. The business analytics and decisioning research will cover technologies related to analyzing data and generating insights from data. Location intelligence is a theme in this program that cover technologies that have the capability to enter, manipulate, analyze, and visualize data with a location and/or geospatial component.

## Markets and Subjects Analyzed

- Usage patterns and use cases associated with the future of enterprise intelligence
- Business intelligence and analytics markets including enterprise performance management; forecasts, shares, and MAPs for these markets and associated technologies

## Core Research

- IDC MarketScape: Decision Intelligence Software
- Worldwide Big data and Analytics Taxonomy
- Business Analytics Market Share
- Impact of GenAI on Business Intelligence

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: [Enterprise Intelligence, Business Analytics and Decisioning, and Location Intelligence](#).

## Key Questions Answered

1. How should enterprises rethink their investments to enable superior enterprise intelligence?
2. What metrics can be used to measure enterprise intelligence?
3. What business analytics technologies are there, and who are the top vendors?
4. What is the impact of AI/GenAI on this space?
5. What are the user behaviors and trends in the overall analytics market?

## Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the enterprise intelligence, business analytics and decisioning, and location intelligence market, including:

Aera, Anaplan, Databricks, Esri, FICO, Google, IBM, Microsoft, OneStream, Oracle, Palantir, Qlik, SAP, SAS, Salesforce-Tableau, Snowflake, Teradata, ThoughtSpot, and Workday