

Global Business Intelligence and Analytics Software Market 2016 Share, Trend, Segmentation and Forecast to 2022

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The Global [Business Intelligence and Analytics Software](#) market is projected to reach \$ 35.26 billion by 2022 growing at a CAGR of 8.84% during the forecast period 2014 to 2022. Rising data quantity, demand of mobile BI and analytics, soaring competition across businesses are some of the key factors fueling the market growth. However, lack of skilled workers and high costs are the factors inhibiting the growth of global business intelligence and analytics software market. Embedded business intelligence creates ample of opportunities for the vendors of this market. Locality- Based Intelligence is observed as the key market trend.

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Cloud based BI and analytics will be among the fast budding options within the coming years. The escalation of Business intelligence with Cloud will enhance the growth rate by almost more than 80% annually in the next two years. SAP continues to solidify its market leadership in BI and analytics with Oracle being the second-largest vendor in 2013. IBM's Social Media Analytics Software as a service tool is particularly good at helping digital marketers segment campaigns and discover new sentiments that their constituencies are engaging with. Tableau was the fastest growing business analytics software company in 2013, growing around 80% in a year. The key players in Global Business Intelligence and Analytics Software market are Oracle Corporation, Micro strategy Incorporated, Microsoft Corporation, INFOR, IBM, Tibco Software, Inc., Tableau Software, Inc., SAS Institute, Inc., SAP SE and QLIK Technologies, Inc.

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Deployment type Covered:

- On-site
- Cloud

Applications Covered

- Telecom and IT
- Retail
- Media and Entertainment
- Manufacturing
- Healthcare
- Government
- Energy and Power
- Education
- Banking, Financial Services and Insurance
- Others

Platforms Covered

- Business Intelligence (Bi) Platform
- Advanced and Predictive Analytics
- Analytics Application
- Content Analytics
- Corporate Performance Management (CPM) Suite

End user's covered

- Small & Medium Business (SMB)
- Large Scale Enterprises

Services covered

- Professional Services
- Support and maintenance Services

What our report offers:

- Market share assessments for the regional and country level segments
- Market share analysis of the top industry players
- Strategic recommendations for the new entrants
- Market forecasts for a minimum of 8 years of all the mentioned segments, sub segments and the regional markets
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

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