

Social Business Intelligence (BI) 2017 Global Market Expected to Grow at CAGR 33.79 % and Forecast to 2019

The report provides in depth study of "Social Business Intelligence (BI)" using SWOT analysis i.e. Strength, Weakness, Opportunities and Threat to organization

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/EINPresswire.com/ -- [Social Business Intelligence Market Analysis And Forecast](#)

About Social Business Intelligence

Social media is a business tool helps organizations to create and maintain the visibility and their brand image to their customers. Social media provides wide range of services, communications, and feedbacks which in turn helps to understand the customer demands and needs. In this process social media networks generate huge volume of data from diverse sources and creates a gap of understanding the huge volume of data and use of it for organizations future benefits. Business intelligence fulfils the gap and convert the unstructured data into actionable insights and helps organizations to take informative decisions. Social business intelligence uses enterprise tools such as CRM and marketing automation with business intelligence outputs for the purpose of making collective decisions. It helps to interpret the data generated from social networks.

TechNavio's analysts forecast the Global Social Business Intelligence Market to grow at a CAGR of 33.79 percent over the period 2014-2019.

Covered in this Report

This report covers the present scenario and the growth prospects of the Global Social Business Intelligence Market for the period 2015-2019. To calculate the market size, the report considers revenue generated from social business intelligence solutions, software, tools, applications,



services, support, and maintenance.

The report also presents the vendor landscape and a corresponding detailed analysis of the major four vendors in the market. It provides a geographical segmentation of the market for 2014 and details of the major drivers, challenges, and trends in the market. It also provides a segmentation based on applications and end-users in the market.

Key Regions

- Americas
- EMEA
- APAC

Key Vendors

- IBM Corp.
- Oracle Corp.
- SAP AG
- SAS Institute, Inc.

Other Prominent Vendors

- Adobe Systems
- Attensity Group
- Beevolve
- Clarabridge
- Crimson Hexagon
- Evolve24
- Google
- HP
- Kapow Software/ Kofax
- Lithium Technologies
- NetBase Solutions
- Radian6/Salesforce
- Sysomos
- Visible Technologies

Market Driver

- Increasing Volume of Information Generated from Social Networks
- For a full, detailed list, view our report

Market Challenge

- High Implementation Cost
- For a full, detailed list, view our report

Market Trend

- Emergence of Social-Media

- For a full, detailed list, view our report

Key Questions Answered in this Report

- What will the market size be in 2019 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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