

Analytics and Data Warehousing Solutions

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Analytics and Data Warehousing Solutions* service helps product, marketing, channels, and strategic planning professionals assess business opportunities and position their products within the "build" or "buy" markets for analytics and business intelligence (BI). The build market comprises the tools for populating, managing, and accessing a data warehouse (DW) or mart. The buy market comprises packaged "analytic applications" (a term coined by IDC in 1997) specialized to a business process, function, or vertical industry. This service also provides critical information about the professional services opportunity associated with the business analytics software market. Subscribers to this service receive direct access to IDC's top industry experts, who can supply competitive analysis and positioning advice, identify strategic partnering opportunities, assist with speaking to the investment community, provide press quotes, and more.

Markets Covered

This service covers the following segments of the analytics and data warehousing market:

- Business intelligence and data warehousing strategies
- Spatial information management
- Supply chain, workforce, and services operations analytic applications
- Business analytics services

Subjects Analyzed

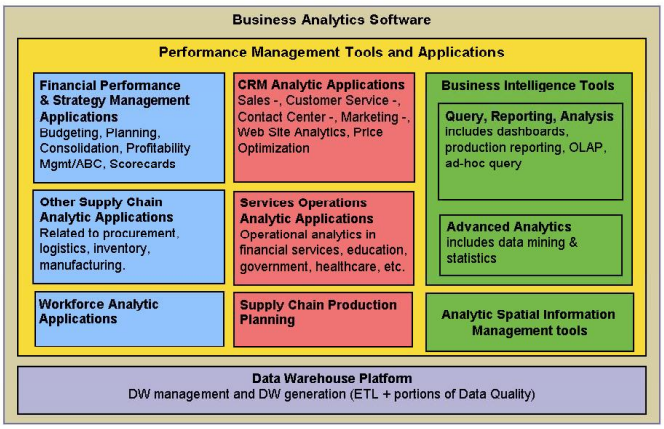
Throughout the year, this service will address the following topics:

- Pervasive business intelligence
- Open source business intelligence solutions
- Business intelligence tools and services
- Advanced analytics
- Business analytics appliances
- Supply chain management analytic applications
- Data warehousing tools and services
- Location intelligence
- Data visualization
- Convergence of BI and business process automation
- Unified access to content and data
- Software as a service delivery model for business analytics

Key Questions Answered

1. What strategies will companies use to build, buy, and integrate analytic applications?
2. How will spatial information be incorporated into business intelligence and analytic applications?
3. What will be the impact of Web 2.0 technology on broader business intelligence?
4. What challenges do organizations face in implementing BI and DW solutions?
5. What opportunities exist in the business analytics services market?
6. How will broader options of business analytics solutions develop over the foreseeable future?

Business Analytics Taxonomy



Source: IDC

Companies Analyzed

IDC's *Analytics and Data Warehousing Solutions* service examines how analytics and data warehousing software providers are positioning themselves to compete in the market. This service reviews the strategies, market positioning, and future direction of several providers in the analytics and data warehousing market, including:

Actuate, Autodesk, AVS, Business Objects, CA, CODA, Cognos, CorVu, Dataupia, Datawatch, Epicor, ESRI, Fair Isaac, GoldenGate Software, Hitachi Consulting, HP, IBM, Informatica, Information Builders, Insightful, Intergraph, JasperSoft, Kalido, Lawson, Microsoft, MicroStrategy, Netezza, Oracle, Panorama, ParAccel, Patni, Progress Software, QlikTech, SAP, SAS Institute, Satyam, Silvon, Tibco/Spotfire, SPSS, Sybase, Tableau Software, Tata Consultancy Services, Teradata, Unica, and Visual Numerics.

Core Research

This service focuses on the following core research. In addition to the insight provided in this service, IDC may conduct additional research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment.

Worldwide Business Intelligence Tools Forecast and Analysis
This document forecasts and analyzes business intelligence tools, including end-user query/reporting/analysis, data mining, and packaged data warehouses/marts.

Data Warehouse Appliances
This study provides competitive analysis of the data warehouse appliances market and examines end-user adoption trends for this solution.

Data Warehousing Adoption: A Study Based on IDC's Demand-Side Research
This study presents major influencers of data warehousing purchases, levels of adoption, and strategies for decision support.

Worldwide Supply Chain Analytic Applications Forecast and Analysis
This document provides a market model and landscape for product-centric analytic applications, such as inventory analysis and demand planning.

Worldwide Business Analytics Services Forecast
This document forecasts and analyzes the professional services market for business analytics solutions.

Worldwide Spatial Information Management Forecast and Analysis
This document forecasts and analyzes spatial information management software and the trend toward spatially enabled business intelligence and analytic applications.

A Complete Intelligence Solution

IDC offers a complete market intelligence solution customized to meet your business requirements. The array of products and services available to you includes:

- The opportunity to have your specific questions answered through personal interaction with industry experts who cover the topics and markets in your service
- Around-the-clock access to our market intelligence on idc.com, IDC's personalized Web experience
- A view of the market's future with 12 months of continuous intelligence about its direction and the reasons behind it, along with actionable advice for taking advantage of existing and emerging opportunities
- Special client discount pricing on purchases of research from other services
- Complimentary admission to IDC's annual Directions conference, where you'll hear our latest forecasts and network with IDC analysts and other industry professionals
- Complimentary invitations to monthly executive telebriefings, interactive forums designed to provide you with insights about research and strategies directly from IDC analysts

To find out how our flexible packaging options can meet your specific business needs, please contact your IDC sales executive.

IDC's Investment Philosophy

As a privately held company, IDC believes that our customers are our primary constituency. A large percentage of every revenue dollar is reinvested back into our products, including more analysts, more geographic coverage, and extensive primary research.

Our steady growth over the past 10-plus years reflects our commitment to investing in our customers.

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IDC Analyze the Future

IDC is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,000 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For more than 43 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting www.idc.com.

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