IDC MarketScape

IDC MarketScape: U.S. Business Intelligence and Analytics Platforms 2022 Vendor Assessment

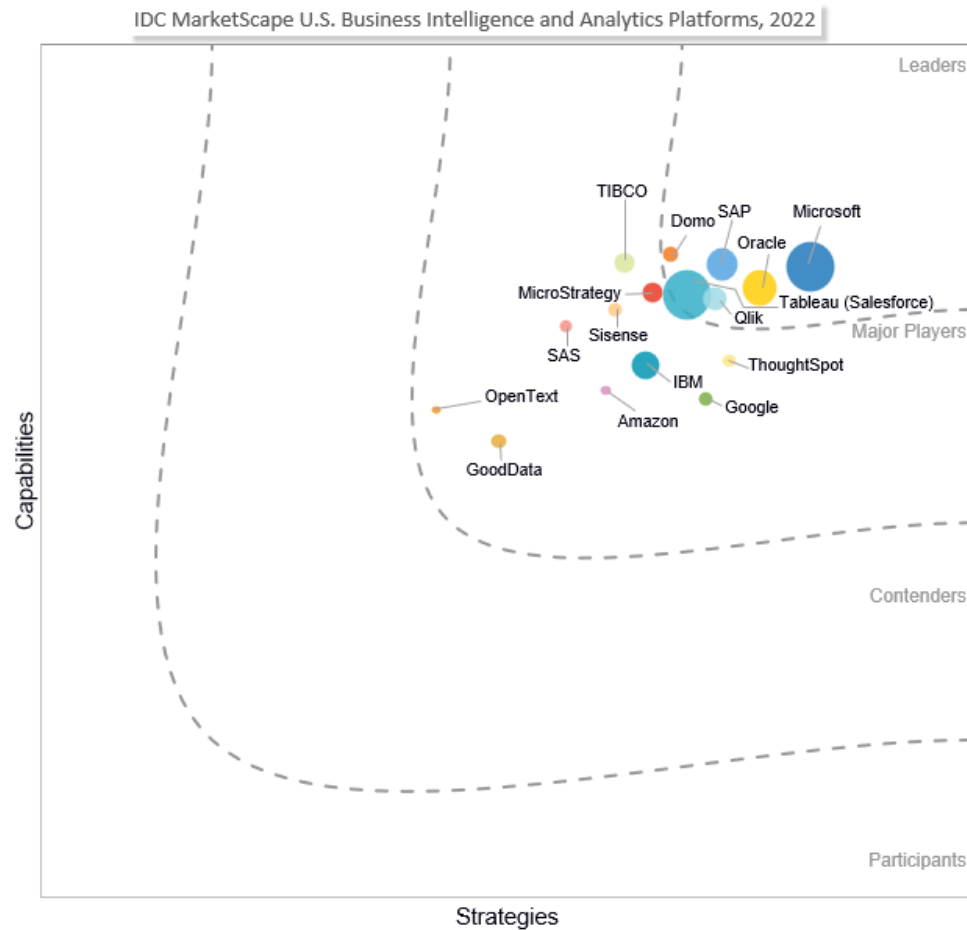Dan Vesset   Ray Huo

THIS IDC MARKETSCAPE EXCERPT FEATURES: ORACLE

IDC MARKETSCAPE FIGURE

FIGURE 1

IDC MarketScape U.S. Business Intelligence and Analytics Platforms Vendor Assessment

Source: IDC, 2022

Please see the Appendix for detailed methodology, market definition, and scoring criteria.

IN THIS EXCERPT

The content for this excerpt was taken directly from IDC MarketScape: U.S. Business Intelligence and Analytics Platforms 2022 Vendor Assessment (Doc #US48061021e). All or parts of the following sections are included in this excerpt: IDC Opinion, IDC MarketScape Vendor Inclusion Criteria, Essential Guidance, Vendor Summary Profile, Appendix and Learn More. Also included is Figure 1.

IDC OPINION

IDC's April 2022 *U.S. Business Intelligence and Analytics Survey* of over 500 organizations yet again highlighted the high level of executive support for investing in data-driven decision making across the enterprise. Previous confirmation of the recognition of the need and willingness to invest in data-driven decision making came from IDC's August 2021 study of enterprise intelligence.

These and other market research studies continue to define the value of a broad range of data, analytics, artificial intelligence (AI)/machine learning (ML), and related technologies – one of which is business intelligence and analytics (BIA) software. In 2021, the total market size of the BIA software market, as defined for the purposes of this IDC MarketScape, topped $16 billion, with the United States representing half of the total market.

This software spending was distributed among a number of BIA technology providers, ranging from large, diversified IT vendors with broad portfolios to midsize specialist and start-ups. There is no shortage of BIA software today to address organizations' needs for data analysis and exploration, visualization, and storytelling. This IDC MarketScape includes select BIA software vendors that met the criteria described in the section that follows. No attempt was made to provide an evaluation of an exhaustive list of BIA vendors. Note that other IDC research in this market showcases some of the latest innovative start-ups and growth rates and share of various BIA software vendors, as well as latest BIA software capabilities organizations find most important and challenges with and benefits derived using BIA software.

As organizations identify, evaluate, and select their BIA software, we encourage them to incorporate this IDC MarketScape as one of the inputs in this process.

IDC MARKETSCAPE VENDOR INCLUSION CRITERIA

Any software vendor participating in this IDC MarketScape had to meet the following inclusion criteria:

- Provides to the market standalone, packaged business intelligence and analytics software that is used primarily for data exploration and analysis by business or data analysts via a no-code user interface (UI)
- Provides BIA software with functionality that includes self-service data analysis software used for data exploration, ad hoc analysis, and insight identification (Some of the functionality may be enabled by underlying AI or ML functionality, elsewhere referred to by IDC as AI-infused analytics.)

- Uses BIA software based on a no-code user interface with typical users including business analysts, data analysts, and business function employees, rather than statisticians or data scientists
- Uses inclusion criteria that did not include BIA software deployment options (e.g., public cloud or on premises) or pricing models (e.g., subscription versus perpetual license)
- Meets the threshold of $50 million in BIA software revenue in the United States in 2021 based on IDC's Semiannual Software Tracker
- Has market presence and momentum based on IDC inquiry and other related primary research

Exclusions for this IDC MarketScape include:

- Software with functionality for developing, testing, and deploying statistical or ML models (advanced analytics and machine learning workbenches) was excluded from this IDC MarketScape.
- Software for production reporting or pixel-perfect reporting was excluded from this IDC MarketScape.
- Software dedicated to data integration and data intelligence was excluded from this IDC MarketScape.

ADVICE FOR TECHNOLOGY BUYERS

Business intelligence and analytics software is one of the most visible pieces of the technology stack that enables data-driven or data-informed decision making and greater enterprise intelligence. While data warehouses, data lakes, lake houses, and various data integration and data intelligence software form the foundation of an organization's data and analytics technology architecture, it is BIA software that data analysts, business analysts, and others in the organization interact with daily.

When evaluating and selecting appropriate BIA software consider the following:

- Conduct an in-depth technical and vendor alignment assessment.
- Technical evaluation should include all steps in the workflow of a typical user. These steps should encompass data connectivity, data preparation, data analysis, and communicating to others with data.
- Ensure that BIA software includes a range of adjacent functionality, including support for collaboration and automation of certain steps in the users' workflow using ML and/or rules.
- Don't become distracted by jargon about AI. Develop a clear understanding of the vendor's use of ML for automating steps of data analysis and use of AI for enhancing human-computer interactions using natural language (NL) query and generation of explanatory narratives of analysis results.
- Expect growing demand for access to BIA software and evaluate scalability and performance specifications — keeping in mind expected data volumes and query concurrency.
- Ensure data security, data privacy and protection, and data sovereignty management features match your organization's requirements.
- Request conversations with references to assess ongoing customer service and support from the vendor.

- Discuss vendors' vision, plans, and foreseeable research and development investments to ensure alignment with your organization's strategy for BIA and enterprise intelligence overall.
- Explore the existing community of the BIA software vendor, including their other customers and partners, and the level of support available from these community members.
- Evaluate pricing models, options, and contract terms as part of overall price negotiation.

VENDOR SUMMARY PROFILES

This section briefly explains IDC's key observations resulting in a vendor's position in the IDC MarketScape. While every vendor is evaluated against each of the criteria outlined in the Appendix, the description here provides a summary of each vendor's strengths and challenges. Note that vendors are listed in alphabetical order by name.

Oracle

Oracle is positioned in the Leaders category in the 2022 IDC MarketScape for U.S. business intelligence and analytics platforms. The technology vendor is represented by its Oracle Analytics Cloud and Oracle Analytics Server offering, although it had and to various degrees maintains a range of its own legacy BIA products, the best known and most widely used of which is Oracle Business Intelligence Enterprise Edition (OBIEE).

Quick facts about Oracle are as follows:

- **Company vision:** To help people see data in new ways, discover insights, unlock endless possibilities
- **BIA mission:** Empower business users, data engineers, and data scientists to access and process relevant data, evaluate predictions, and make quick, accurate decisions.
- **Interesting fact:** While today, Oracle offers the market its modern analytic platform, the company's lineage in the BIA market starts 1995, when it acquired Information Resources Inc., which in turn had acquired Management Decision Systems and its first-ever OLAP software in 1970.

Starting in 2019, Oracle underwent an overhaul of its BIA portfolio, rationalizing and consolidating on four main offerings: Oracle Analytics Cloud (OAC), Oracle Analytics Server (OAS), NetSuite Analytics, and Fusion Analytics, which are application embeddable BIA packages for the company's various enterprise applications. The distinction between the first two offerings essentially boils down to deployment type, with OAC being delivered as a cloud service and OAS being deployed on premises.

One of the key areas has been significant improvement in the user interface – part of Oracle's broader Redwood experience initiative. Oracle in-memory analytics engine enables generally expected descriptive data analysis and visualization, but it also supports infusion of ML to automate steps and guide the user along the analytics workflow, geospatial analytics, text analytics, graph analytics, and advanced or predictive analytics, among other capabilities. Oracle provides natural language interactivity for users via its Oracle Digital Assistant (ODA) technology embedded into OAC.

ML-based guidance within OAC is based on automated insights generation, which identifies "interesting" features in the data, such as anomalies or trends. This capability is complemented by the "explain" feature, which auto-generates explanations of analysis results in multiple languages. OAC includes functionality to create scenarios and thus conduct what-if analysis.

OAC provides a multitude of connectors to data sources. On data ingest, each data column is analyzed to identify data quality issues, provide users with initial descriptive statics of each column of data, and suggest fixed for the data set. Outside the core OAC functionality, Oracle offers integration with OCI AI Vision Cloud Service within the OAC user interface, allowing users to derive insights from images.

OAC is available on the cloud in dozens of geographic regions and via Oracle's Cloud@Customer deployment model. OAC is primarily priced as a metered cloud service on a pay-per-use basis, but multiple pricing options exist. OAS is priced by CPU or by user.

Strengths

- Strong NL capabilities that combine AI-based linguistics and semantic modeling of the data; NLQ driven on-the-fly calculation and dashboard generation, negations, and expression filters
- Allows third-party data visualization tools to connect to OAC's semantic layer and analytics catalog services
- Extensive customer support ecosystem of Oracle employees, partners, and customer peers connected to virtual and physical events and online communities

Challenges

- Oracle's challenge, which it is addressing and which afflicts most vendors that have been in the market for several decades, is to overcome the perceptions of users that have long-term experience with previous generations of the company's BIA products.
- Oracle need to continue to keep pace with R&D investments in the rapidly evolving BIA software market, especially with latest innovations in various AI and ML services and their infusion into OAC and Oracle's other analytics tools and applications.

Consider Oracle When

Consider Oracle BIA software if your organization has broad requirements for ad hoc data exploration, performance management, scenario analysis, and embedded analytics. By offering multiple-related BIA products, Oracle enables clients to take advantage of its capabilities in the environment and use cases of their choice. In addition, if your organization is a user of Oracle's other technologies (databases, applications, and cloud infrastructure), then consider including Oracle BIA software on your evaluation list.

APPENDIX

Reading an IDC MarketScape Chart

For the purposes of this analysis, IDC divided potential key measures for success into two primary categories: capabilities and strategies.

Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well aligned the vendor is to customer needs. The capabilities category focuses on the capabilities of the company and product today, here and now. Under this category, IDC analysts will look at how well a vendor is building/delivering capabilities that enable it to execute its chosen strategy in the market.

Positioning on the x-axis, or strategies axis, indicates how well the vendor's future strategy aligns with what customers will require in three to five years. The strategies category focuses on high-level

decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years.

The size of the individual vendor markers in the IDC MarketScape represents the market share of each individual vendor within the specific market segment being assessed. For this IDC MarketScape, vendor size was determined by data in IDC's Worldwide Semiannual Big Data and Analytics Software Tracker.

IDC MarketScape Methodology

IDC MarketScape criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the range of standard characteristics by which vendors are measured through structured discussions, surveys, and interviews with market leaders, participants and end users. Market weightings are based on user interviews, buyer surveys, and the input of IDC experts in each market. IDC analysts base individual vendor scores, and ultimately vendor positions on the IDC MarketScape, on detailed surveys and interviews with the vendors, publicly available information, and end-user experiences in an effort to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capability.

Market Definition

Business intelligence and analytics (BIA) software are tools and platforms for supporting the life cycle of data analysis and decision support. Software products in this market support a broad range of analytic techniques for descriptive, diagnostic, predictive, and prescriptive analytics. Some examples of such data analysis are root-cause evaluation, key driver identification, trend analysis, and anomaly identification.

Software in this category is most used by data and business analysts and information consumers, rather than data scientists or application developers. Modern BIA software provides functionality to address multiple steps in the workflow of its primary users. These steps include connecting to the data, preparing the data for analysis, analyzing the data, and communicating the results of the analysis using data visualization and storytelling. Some BIA software provides further capabilities to push results of the analysis into downstream applications.

While the business intelligence software market also includes other functionality, such as production reporting and embedding analytics into other enterprise applications, products specifically marketed and used for these purposes were not included in this IDC MarketScape.

LEARN MORE

Related Research

- *Worldwide Big Data and Analytics Software Forecast, 2022-2026* (forthcoming)
- *Worldwide Business Intelligence and Analytics 2021 Market Shares: Uncertainty Drives Demand for Analytics* (IDC #US48083222, forthcoming)
- *Staying in the Flow with Embedded Analytics* (IDC #US49375922, June 2022)
- *Self-Service Analytics in the Age of Machine Learning* (IDC #US48733822, May 2022)
- *IDC Market Glance: Business Intelligence, Analytics, and Decisioning Software, 4Q21* (IDC #US48082921, December 2021)

- *Misalignment About Benefits of Data and Analytics Investments Can Hinder Decision Support and Automation Initiatives* (IDC #US48363221, November 2021)
- *IDC TechBrief: AI-Infused Analytics* (IDC #US48288221, October 2021)
- *IDC Innovators: Business Intelligence and Decisioning Software Solutions, 2021* (IDC #US48290421, October 2021)

Synopsis

This IDC study provides an assessment of 16 business intelligence and analytics software platform vendors. The evaluation is based on a comprehensive and rigorous framework that assesses vendors relative to the criteria and one another. The study highlights the factors expected to be the most influential for buyers as they seek new software to support data analysis to enable data-driven or data-informed decision making. This assessment can be used to help define a short list of vendors.

"Demand for business intelligence and analytics software remains high, especially in the current time of uncertainty that demand visibility into data and data-driven or data-informed decision making," added Dan Vesset, group vice president of Analytics and Information Management and head of IDC's Global Future of Enterprise Intelligence practice. "There is significant room for improvement in the penetration of BIA software within any given organization as well as in migrating to newest versions of this software to take advantage of the latest scalability, performance, and AI/ML-based automation and interactivity features," added Raymond Huo, senior analyst, IDC's Business Analytics and Decisions Software practice.

About IDC

International Data Corporation (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 1,100 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For 50 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.

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