Asia/Pacific Business Analytics and Data Strategies

IDC's *Asia/Pacific Business Analytics and Data Strategies* program aims to analyze market trends, dynamics, customer adoption, use cases, priorities, and challenges in the following data and analytics segments: Business intelligence, advanced and predictive analytics, database management systems (including data warehouses, data lakes, and data lakehouses), data integration and intelligence software, and enterprise performance management.

MARKETS AND SUBJECTS ANALYZED

- Big data and analytics adoption trends
- Data warehouse, data lake and data lakehouse adoption trends, and pain points in APJ
- Business intelligence in APJ market
- Data governance, security, and privacy
- Enterprise performance management
- Enterprise planning, forecasting, and simulation
- Advanced and predictive analytics

CORE RESEARCH

- APEJ Enterprise Performance Market Vendor Share 2023
- Data Integration and Intelligence (Including Data Quality) Software Market and Vendor Ecosystem Overview
- APEJ Business Intelligence Software Market Forecast
- Database Management Systems Including Data Platforms Like Datawarehouse, Data lakes and Other Non-Schematic Data Storage Platforms (vectorDB, graph DB)
- Real-Time Analytics: Use Cases, Adoption, and Pain Points of Asia/Pacific Enterprises
- IDC Playbook for Tech Marketers: Analytical Data Platforms

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: Asia/Pacific Business Analytics and Data Strategies.

KEY QUESTIONS ANSWERED

1. What is the market and opportunity size for business intelligence (BI) software in Asia/Pacific? What are some key trends, priorities, and challenges for BI adoption in the region?
2. What is the outlook for adoption and opportunity pie for enterprise performance management applications market in Asia/Pacific?
3. What is the current state of demand for data integration and intelligence solutions in the region?
4. What are the emerging architecture and technology trends in the data integration and intelligence space in the region?
5. Who are the key ecosystem players in the business intelligence data integration and intelligence software space in Asia/Pacific?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the business analytics and data management solutions market, including:

Alibaba, Alteryx, AWS, Baidu, Cloudera, Databricks, Denodo, Domo, ESRI, Experian, Google, Huawei, IBM, Microsoft, Oracle, Qlik, Salesforce, SAP, SAS, Snowflake, Tencent, and TIBCO.