

# Worldwide Semiannual Big Data and Analytics Software Tracker

There are three key shifts affecting the expansion of the big data and analytics market: the increasing importance of data in the modern enterprise, the ongoing shift to public cloud, and the rise of artificial intelligence (AI) and machine learning within our enterprise applications. IDC's *Worldwide Semiannual Big Data and Analytics Software Tracker*® measures and monitors these three dynamics by tracking the performance of individual vendor's historical business performance, and it also forecasts the development of the industry, five years into the future. The tracker details which software vendors are gaining or losing share across mature and emerging countries and variations in growth patterns, now and in the future, by market segments as well as the other measurements that are critical for software vendors, supply chain partners, and the investment community.

## Technology Coverage

This tracker provides the total market size and vendor share for the following competitive software markets. The measurement for this tracker is total software revenue, which includes license, maintenance, and subscription revenue (including public cloud services). The following section lists the three secondary competitive markets, along with the individual competitive markets that comprise each.

### Core Coverage

#### Business intelligence and analytics tools and platforms:

- Advanced and predictive analytics tools
- AI software platforms
- Business intelligence tools
- Content analytics tools
- Search systems
- Spatial and location analytics tools

#### Analytic data management and integration platforms:

- Analytic data integration and integrity tools
- Continuous analytics tools
- Nonrelational analytic data stores
- Relational data warehouses

#### Performance management and analytic applications:

- Customer relationship analytic applications
- Enterprise performance management applications
- Production planning applications
- Services operations analytic applications
- Supply chain and product analytic applications
- Workforce analytic applications

#### Deployment Type Segmentation

- On-premises/other software
- Public cloud services

## Geographic Scope

- **Asia/Pacific excl. Japan and China (13):** Australia, Hong Kong, India, Indonesia, Korea, Malaysia, New Zealand, the Philippines, Singapore, Taiwan, Thailand, Vietnam, and rest of APEJC
- **Canada**
- **Central and Eastern Europe (6):** Czech Republic, Hungary, Poland, Romania, Russia, and rest of CEE
- **Japan**
- **Latin America (7):** Argentina, Brazil, Chile, Colombia, Mexico, Peru, and rest of Latin America
- **The Middle East and Africa (6):** Israel, Saudi Arabia, South Africa, Turkey, United Arab Emirates, and rest of MEA
- **China**
- **United States**
- **Western Europe (16):** Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and the United Kingdom

## Data Deliverables

This tracker is delivered on a semiannual basis via a web-based interface for online querying and downloads. The following are the deliverables for this tracker. For a complete delivery schedule, please contact an IDC sales representative.

- Half-year vendor shares by competitive market by geography
- Annual five-year forecasts by competitive market by geography

## Forecast Coverage

Annual five-year market forecasts for this tracker are updated semiannually and include five-year annual market projections. Forecasts are available at worldwide, regional, and country levels. The following are the details of the forecasts included in this tracker.

### Core Forecast Coverage

- Markets (see the Technology Coverage section)
- Regions
- Countries

### Deployment Type Segmentation

- On-premises/other software
- Public cloud services