Enterprise Data Management: Business Intelligence, Analytics, and Data Discovery

Description: The world is transforming into a data economy characterized by both real and digital goods and services optimized through the capture and analysis of business and customer data. Accordingly, companies are spending billions of dollars to better understand their customers and their own business operations with a mind towards optimizing product and service delivery as well as cutting costs.

Enterprise companies are placing big bets on Big Data, Analytics, Business Intelligence and Data Discovery technologies and solutions to allow them to tap into otherwise unrealized revenues and cost reduction strategies. It is anticipated that leading companies will leverage their data for improved operations of existing products and services as well as new B2B and B2C offerings.

This research is the most comprehensive available focused on the technologies, companies and solutions for optimized enterprise data management.

Target Audience:
- CMO, CTO, and Chief Data Officers
- Business intelligence services providers
- Big Data and analytics service providers
- Management consultants and strategy advisors
- Enterprise application and business service providers

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