Self-Service BI Market by Type (Software, Services), Application (Sales & Marketing Management, Customer Engagement & Analysis, Predictive Asset Maintenance), Business Function, Deployment Model, Vertical, & Region - Global Forecast to 2021

Description: It's estimated the global self-service Business Intelligence (BI) market will grow from USD 3.61 billion in 2016 to USD 7.31 billion by 2021, at a Compound Annual Growth Rate (CAGR) of 15.2%. The self-service BI market is growing rapidly because of the transition from traditional BI techniques to advanced BI and analytics techniques, which can be managed and utilized even without any help from the IT and data science teams, and the massive surge in the volume of business data across industry verticals. Factors such as high investment costs and lack of proper data governance process are expected to limit the market growth.

Organizations across industry verticals are using various tools and systems to collect internal data for analyzing the performance of sales people and external data for analyzing sales performance at regular intervals and also in real time. Therefore, sales departments face challenges in integrating these technologies for obtaining value from all these data sets. Self-service BI helps the sales department in resolving these issues even without any help from the IT team or data scientists, allowing them to generate insights as per their convenience. Hence, sales is estimated to have the largest market share in 2016 among all business functions.

Self-service BI solutions have been deployed across various industry verticals, including BFSI, telecommunication & IT, retail & e-commerce, manufacturing, healthcare & life sciences, energy & utilities, transportation & logistics, media & entertainment, government & defense, and others. The healthcare & life sciences industry vertical is expected to witness the highest CAGR during the forecast period because of the increasing need for managing real-time data of various healthcare activities including patients’ sleep analysis, calories burnt based on physical activities conducted, and so on.

North America, followed by Europe, is expected to continue being the largest revenue generating region for the self-service BI vendors for the next five years. This is mainly due to the presence of various developed economies such as Canada and the U.S. and the high focus on innovations through research and development and technology across industry verticals in the region. APAC is expected to be the highest growing region in the self-service BI market because of the increasing adoption of Internet of Things (IoT) and smart technologies and government initiatives such as smart cities in APAC countries including China and India.

In-depth interviews were conducted with CEOs, marketing directors, other innovation and technology directors, and executives from various key organizations operating in the self-service BI marketplace.

- By Company Type: Tier 1: 22%, Tier 2: 30%, and Tier 3: 48%
- By Designation: C-Level: 30%, Director Level: 45%, and Others: 25%
- By Region: North America: 48%, Europe: 30%, APAC: 22%

The self-service BI ecosystem comprises the following major vendors:

1. Microsoft Corporation (U.S.)
2. IBM Corporation (U.S.)
3. Oracle Corporation (U.S.)
4. SAP SE (Germany)
5. SAS Institute (U.S.)
6. MicroStrategy (U.S.)
7. Tableau Software (U.S.)
8. TIBCO Software (U.S.)
9. Qlik Technologies (U.S.)
10. Zoho Corporation (U.S.)
Scope of the report

The self-service BI market revenue is primarily classified into revenues from software and revenues from services. The software revenue is associated with standalone software offerings. The services revenue is associated with managed services and professional services. The professional services comprise deployment & integration, support & maintenance, and consulting services. The market is also segmented by business functions, applications, deployment models, industry verticals, and regions.

Reasons to buy the report

- To get a comprehensive overview of the global self-service BI market
- To gain wide ranging information about the top players in this market sphere, their product portfolios, and the key strategies adopted by them
- To gain insights about the major countries/regions in which the self-service BI market is flourishing in various industries

Contents:

1 Introduction
1.1 Objectives of the Study
1.2 Market Definition
1.3 Market Scope
1.3.1 Markets Covered
1.3.2 Years Considered in the Report
1.4 Currency
1.5 Limitations
1.6 Stakeholders

2 Research Methodology
2.1 Research Data
2.1.1 Secondary Data
2.1.1.1 Key Data From Secondary Sources
2.1.2 Primary Data
2.1.2.1 Key Data From Primary Sources
2.1.2.2 Key Industry Insights
2.1.2.3 Breakdown of Primaries
2.2 Market Size Estimation
2.3 Market Breakdown and Data Triangulation
2.4 Vendor Dive Matrix Methodology
2.5 Research Assumptions
2.5.1 Assumptions

3 Executive Summary

4 Premium Insights
4.1 Attractive Market Opportunities in the Market
4.2 Market Share Across Various Regions
4.3 Self-Service BI Market : Industry Verticals and Region Market
4.4 Life Cycle Analysis, By Region, 2016

5 Market Overview
5.1 Introduction
5.2 Market Evolution
5.3 Market Segmentation
  5.3.1 By Type
  5.3.2 By Service
  5.3.3 By Professional Service
  5.3.4 By Business Function
  5.3.5 By Application
  5.3.6 By Deployment Model
  5.3.7 By Industry Vertical
  5.3.8 By Region
5.4 Market Dynamics
5.4.1 Drivers
5.4.1.1 Ease of Use for Non-Technical Staff
5.4.1.2 Increasing Need for In-Depth Competitive Insights
5.4.1.3 Expanding Volume of Business Data
5.4.2 Restraints
5.4.2.1 High Investment Costs
5.4.2.2 Lack of Proper Data Governance Process
5.4.3 Opportunities
5.4.3.1 Advancement of Cloud Computing in the BI Market
5.4.3.2 Expanding Market in Small and Midsized Enterprises (SMES) Segment
5.4.4 Challenges
5.4.4.1 Data Security and Privacy Concerns
5.4.4.2 Reluctance in the Investment in New Technologies and Lack of Transformation
5.5 Self-Service BI: Type of Data Processing
5.5.1 Batch Data Processing
5.5.2 Real-Time Streaming Data Processing

6 Self-Service BI Market Industry Trends
6.1 Introduction
6.2 Value Chain Analysis
6.3 Self-Service BI User Trends
6.3.1 Business Users
6.3.1.1 Power Users
6.3.1.2 Casual Users
6.3.2 Developers
6.4 Data Governance for Self-Service BI
6.5 Strategic Benchmarking
6.5.1 Strategic Benchmarking: Partnerships and Collaborations
6.5.2 Strategic Benchmarking: New Product Development

7 Self-Service BI Market Analysis, By Type
7.1 Introduction
7.2 Software
7.3 Services
7.3.1 Managed Services
7.3.2 Professional Services
7.3.2.1 System Deployment and Integration
7.3.2.2 Support and Maintenance
7.3.2.3 Consulting Services

8 Self-Service BI Market Analysis, By Business Function
8.1 Introduction
8.2 Finance
8.3 Marketing
8.4 Sales
8.5 Operations
8.6 Human Resources

9 Self-Service BI Market Analysis, By Deployment Model
9.1 Introduction
9.2 On-Premises
9.3 On-Cloud/Hosted

10 Self-Service BI Market Analysis, By Business Applications
10.1 Introduction
10.2 Fraud and Security Management
10.3 Sales and Marketing Management
10.4 Predictive Asset Maintainence
10.5 Risk and Compliance Management
10.6 Customer Engagement and Analysis
10.7 Supply Chain Management and Procurement
10.8 Operations Management
10.9 Other Applications
11 Self-Service BI Market Analysis, By Industry Vertical
11.1 Introduction
11.2 Healthcare and Life Sciences
11.3 Banking, Financial Services and Insurance
11.4 Manufacturing
11.5 Retail and Consumer Goods
11.6 IT and Telecommunications
11.7 Transportation and Logistics
11.8 Media and Entertainment
11.9 Energy and Utilities
11.10 Government and Defense
11.11 Others

12 Geographic Analysis
12.1 Introduction
12.2 North America
12.3 Europe
12.4 Asia-Pacific (APAC)
12.5 Middle East and Africa (MEA)
12.6 Latin America

13 Competitive Landscape
13.1 Overview
13.2 Competitive Situations and Trends
13.2.1 New Product Launches
13.2.2 Partnerships, Collaborations, and Agreements
13.2.3 Mergers and Acquisitions
13.2.4 Venture Capital Funding
13.3 Self-Service BI: MnM Dive - Vendor Comparison

14 Company Profiles
14.1 Introduction
14.2 Microsoft Corporation
14.2.1 Overview
14.2.2 Products and Services Offered
14.2.3 Recent Developments
14.2.4 MnM View
14.2.4.1 SWOT Analysis
14.2.4.2 Key Strategies
14.3 International Business Machines Corporation
14.3.1 Overview
14.3.2 Products Offered
14.3.3 Recent Developments
14.3.4 MnM View
14.3.4.1 SWOT Analysis
14.3.4.2 Key Strategies
14.4 Oracle Corporation
14.4.1 Overview
14.4.2 Products and Services Offered
14.4.3 Recent Developments
14.4.4 MnM View
14.4.4.1 SWOT Analysis
14.4.4.2 Key Strategies
14.5 SAP SE
14.5.1 Overview
14.5.2 Products and Services Offered
14.5.3 Recent Developments
14.5.4 MnM View
14.5.4.1 SWOT Analysis
14.5.4.2 Key Strategies
14.6 SAS Institute
14.6.1 Overview
14.6.2 Products and Services Offered
14.6.3 Recent Developments
14.6.4 MnM View
14.6.4.1 SWOT Analysis
14.6.4.2 Key Strategies
14.7 Tableau Software
14.7.1 Overview
14.7.2 Products and Services Offered
14.7.3 Recent Developments
14.8 Microstrategy, Inc.
14.8.1 Overview
14.8.2 Products and Services Offered
14.8.3 Recent Developments
14.9 Qlik Technologies, Inc.
14.9.1 Overview
14.9.2 Products and Services Offered
14.9.3 Recent Developments
14.10 Tibco Software
14.10.1 Overview
14.10.2 Products and Services Offered
14.10.3 Recent Developments
14.11 Zoho Corporation
14.11.1 Overview
14.11.2 Products Offered
14.11.3 Recent Developments

15 Appendix
15.1 Insights of Industry Experts
15.2 Discussion Guide

List of Tables

Table 1 Self-Service BI Market Size and Growth, 2016-2021 (USD Billion, Y-O-Y %)
Table 2 Market Size, By Type, 2016-2021 (USD Million)
Table 3 Software: Market Size, By Region, 2016-2021 (USD Million)
Table 4 Services: Market Size, By Type, 2016-2021 (USD Million)
Table 5 Services: Market Size, By Region, 2016-2021 (USD Million)
Table 6 Managed Services: Market Size, By Region, 2016-2021 (USD Million)
Table 7 Professional Services: Market Size, By Region, 2014-2021 (USD Million)
Table 8 System Deployment and Integration: Market Size, By Region, 2014-2021 (USD Million)
Table 9 Support and Maintenance: Market Size, By Region, 2014-2021 (USD Million)
Table 10 Consulting Services: Market Size, By Region, 2014-2021 (USD Million)
Table 11 Self-Service BI Market Size, By Business Function, 2016-2021 (USD Million)
Table 12 Finance: Market Size, By Region, 2014-2021 (USD Million)
Table 13 Marketing: Market Size, By Region, 2014-2021 (USD Million)
Table 14 Operations: Market Size, By Region, 2014-2021 (USD Million)
Table 15 Finance: Market Size, By Region, 2014-2021 (USD Million)
Table 16 Human Resources: Market Size, By Region, 2014-2021 (USD Million)
Table 17 Self-Service BI Market Size, By Deployment Model, 2014-2021 (USD Million)
Table 18 On-Premises: Market Size, By Region, 2014-2021 (USD Million)
Table 19 On-Demand: Market Size, By Region, 2014-2021 (USD Million)
Table 20 Self-Service BI Market Size, By Business Applications, 2014-2021 (USD Million)
Table 21 Fraud and Security Management: Market Size, By Region, 2014-2021 (USD Million)
Table 22 Sales and Marketing: Market Size, By Region, 2014-2021 (USD Million)
Table 23 Predictive Asset Maintenance: Market Size, By Region, 2014-2021 (USD Million)
Table 24 Risk and Compliance Management: Market Size, By Region, 2014-2021 (USD Million)
Table 25 Customer Engagement and Analysis: Market Size, By Region, 2014-2021 (USD Million)
Table 26 Supply Chain Management and Procurement: Market Size, By Region, 2014-2021 (USD Million)
Table 27 Operation Management: Market Size, By Region, 2014-2021 (USD Million)
Table 28 Other Applications: Market Size, By Region, 2014-2021 (USD Million)
Table 29 Self-Service BI Market Size, By Industry Vertical, 2014-2021 (USD Million)
Table 30 Healthcare and Life Sciences: Market Size, By Region, 2014-2021 (USD Million)
Table 31 Banking, Financial Services, and Insurance: Market Size, By Region, 2014-2021 (USD Million)
Table 32 Manufacturing: Market Size, By Region, 2014-2021 (USD Million)
Table 33 Retail and Consumer Goods: Market Size, By Region, 2014-2021 (USD Million)
Table 34 IT and Telecommunications: Market Size, By Region, 2014-2021 (USD Million)
Table 35 Transportation and Logistics: Market Size, By Region, 2014-2021 (USD Million)
Table 36 Media and Entertainment: Market Size, By Region, 2014-2021 (USD Million)
Table 37 Energy and Utilities: Market Size, By Region, 2014-2021 (USD Million)
Table 38 Government and Defense: Market Size, By Region, 2014-2021 (USD Million)
Table 39 Others: Market Size, By Region, 2014-2021 (USD Million)
Table 40 Self-Service BI Market Size, By Region, 2014-2021 (USD Million)
Table 41 North America: Market Size, By Industry Vertical, 2014-2021 (USD Million)
Table 42 North America: Market Size, By Type, 2014-2021 (USD Million)
Table 43 North America: Market Size, By Service, 2014-2021 (USD Million)
Table 44 North America: Market Size, By Professional Service, 2014-2021 (USD Million)
Table 45 North America: Market Size, By Deployment Model, 2014-2021 (USD Million)
Table 46 North America: Market Size, By Business Function, 2014-2021 (USD Million)
Table 47 North America: Market Size, By Business Applications, 2014-2021 (USD Million)
Table 48 Europe: Self-Service BI Market Size, By Type, 2014-2021 (USD Million)
Table 49 Europe: Market Size, By Service, 2014-2021 (USD Million)
Table 50 Europe: Market Size, By Professional Service, 2014-2021 (USD Million)
Table 51 Europe: Market Size, By Deployment Model, 2014-2021 (USD Million)
Table 52 Europe: Market Size, By Business Function, 2014-2021 (USD Million)
Table 53 Europe: Market Size, By Business Applications, 2014-2021 (USD Million)
Table 54 Asia-Pacific: Self-Service BI Market Size, By Type, 2014-2021 (USD Million)
Table 55 Asia-Pacific: Market Size, By Service, 2014-2021 (USD Million)
Table 56 Asia-Pacific: Market Size, By Professional Service, 2014-2021 (USD Million)
Table 57 Asia-Pacific: Market Size, By Deployment Model, 2014-2021 (USD Million)
Table 58 Asia-Pacific: Market Size, By Business Function, 2014-2021 (USD Million)
Table 59 Asia-Pacific: Market Size, By Business Applications, 2014-2021 (USD Million)
Table 60 Middle East and Africa: Self-Service BI Market Size, By Type, 2014-2021 (USD Million)
Table 61 Middle East and Africa: Market Size, By Service, 2014-2021 (USD Million)
Table 62 Middle East and Africa: Market Size, By Professional Service, 2014-2021 (USD Million)
Table 63 Middle East and Africa: Market Size, By Deployment Model, 2014-2021 (USD Million)
Table 64 Middle East and Africa: Market Size, By Business Function, 2014-2021 (USD Million)
Table 65 Middle East and Africa: Market Size, By Business Applications, 2014-2021 (USD Million)
Table 66 Latin America: Market Size, By Industry Vertical, 2014-2021 (USD Million)
Table 67 Latin America: Market Size, By Deployment Model, 2014-2021 (USD Million)
Table 68 Latin America: Market Size, By Business Function, 2014-2021 (USD Million)
Table 69 Latin America: Market Size, By Business Applications, 2014-2021 (USD Million)
Table 70 Latin America: Market Size, By Industry Vertical, 2014-2021 (USD Million)
Table 71 New Product Launches, 2014-2016
Table 72 Partnerships, Collaborations, and Agreements, 2014 - 2016
Table 73 Mergers and Acquisitions, 2013-2016
Table 74 Venture Capital Funding, 2014-2016

List of Figures

Figure 1 Research Design
Figure 2 Market Size Estimation Methodology: Bottom-Up Approach
Figure 3 Market Size Estimation Methodology: Top-Down Approach
Figure 4 Data Triangulation
Figure 5 Vendor Dive Matrix: Criteria Weightage
Figure 6 Self-Service BI Market is Poised to Witness Growth in the Global Market for the Period 2016-2021
Figure 7 Market Snapshot on the Basis of Type (2016 vs 2021)
Figure 8 Market Snapshot on the Basis of Services (2016 - 2021)
Figure 9 Market Snapshot on the Basis of Professional Services (2016 - 2021)
Figure 10 Market Snapshot on the Basis of Business Function (2016 - 2021)
Figure 11 Market Snapshot on the Basis of Application (2016 - 2021)
Figure 12 Market Snapshot on the Basis of Deployment Model (2016 - 2021)
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit 
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

- Product Name: Self-Service BI Market by Type (Software, Services), Application (Sales & Marketing Management, Customer Engagement & Analysis, Predictive Asset Maintenance), Business Function, Deployment Model, Vertical, & Region - Global Forecast to 2021
- Web Address: http://www.researchandmarkets.com/reports/3960364/
- Office Code: SC

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Product Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td></td>
<td>USD 5650</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td></td>
<td>USD 6650</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
<td></td>
<td>USD 8150</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td></td>
<td>USD 10000</td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

- Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
- First Name: ____________________________ Last Name: ____________________________
- Email Address: * ____________________________
- Job Title: ____________________________
- Organisation: ____________________________
- Address: ____________________________
- City: ____________________________
- Postal / Zip Code: ____________________________
- Country: ____________________________
- Phone Number: ____________________________
- Fax Number: ____________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World