

Business Intelligence for everyone

Business Intelligence – a very common term used in today’s corporate scenario. Every one who has heard about this term, perceives it to be an extremely high end and complex IT solution. In technical language, Business intelligence is *broad category of application programs and technologies for gathering, storing, analyzing, and providing access to data to help enterprise users make better business decisions*. Otherwise, Business Intelligence is nothing but **the process of enhancing data into information and then into knowledge**. BI has been in existence since 90’s but has been named with different synonyms like DSS (Decision Support System), EIS (Executive Information System), MIS (Management Information System), OLAP (On Line Analytical Processing). The market has been growing rapidly on both datawarehouse and presentation layer front.

Many Analysts firms have given their observation about this growing industry. According to Frost & Sullivan in 2004, the total BI application market in India was estimated at \$10.7 million. By 2005, it was expected to touch \$30.4 million, growing at a CAGR of 33.9 percent. Where as Gartner has said that India is the fastest growing Business Intelligence (BI) Platforms market in Asia (including Japan), posting a growth of 35.6 percent in 2005-06. BI Platforms revenues in India grew from US\$ 12.1 million in 2005 to reach US\$ 16.4 million in 2006.

Since India is currently in the implementation wave of business applications platforms like enterprise resource planning (ERP), customer relationship management (CRM), and supply chain management (SCM), the demand for business intelligence platforms will continue to rise.

The BI market in India has tremendous potential, with growth expected to be over 35%. We believe that Indian enterprises are viewing Business Intelligence software as a strategic and operational tool and the market is seeing investments ranging from pure reporting and democratizing BI by giving to masses which earlier was considered as area of few expert BI analysts, to CPM tools, Balance Scorecard and KPI tools and so on.

The Indian BI market is growing rapidly, on account of the increasing IT adoption across industry verticals, increasing competition and globalization, bringing with it new business challenges. Indian enterprises are adopting BI and Analytics solutions in an effort to overcome the challenges of competition and globalization, and in an effort to pave the way for increased revenue growth and profitability.

Banking, Trading, Telecom, Retail, Manufacturing, Healthcare, Service and other verticals are opting for Business intelligence Solutions to identify and explore unique opportunities. BI software products are essential components in a strategy that enables them to compete in a marketplace. Using BI Suite software, they can have modular based multiple phases of its enterprise level business intelligence initiative, which seeks to deliver greater insight into production planning, business processes, distribution channels, and customer relationships.