Article Side
Business Intelligence Market India 2011 by Bharatbook

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Growth in the countryâ€™s GDP over the past years and a strong surge in trading activities within key industry verticals have resulted in the expansion pf business which in turn has directly amplified the customer base tremendously in India. This increase in customer base and an urgency to cater to the massive amount of data is stimulating the need for business intelligence and analytical tools market in India. Currently, the market is valued at INR 7.9 bn and is expected to attain a CAGR of 22% to reach INR 17.5 bn by 2015. Key industry verticals like Retail and the Healthcare will further intensify the demand for BI tools and vendors in the market will enjoy ample opportunity to capitalize.

http://www.bharatbook.com/market-research-reports/business-intelligence-market-research-report/business-intelligence-market-india-2011.html

The report commences with an illustration of Business Intelligence (BI) architectural model followed by an explanation of various types of BI solutions. The section enlightens readers on topics such as the basic function of a BI tool. Market Overview section lists the major BI adopting industry verticals and their primary reasons of adoption. The section also depicts the present and future market size figures of BI in India, thereby giving a clear picture of the current and future market scenario. It also illustrates the share of BI users in the SMB market space. Moving along, the report further elaborates on the BI market scenario within the SMB space, wherein market size and the segments of the type of BI used, is illustrated to give a better insight of the market space. It talks about the key areas of BI implementation amongst SMBs and highlights the breakup between traditional and SaaS based BI. The report also features a section on the Cloud Based BI or on-demand BI, which talks about the various crucial aspects with relevance to BI implementation such as evaluation of appropriate vendors, deployment strategy, usage and the benefits of on-demand BI. It is followed by the Popular Features section which lists and elaborates on the functionality of the most popular features within the Indian BI market. Primarily, the features have been derived and sorted after an in-depth research on the most widely used BI tools by organizations across industries in India.

This report features a separate section on Selection and Implementation of BI focusing solely on the most crucial phases of selection and implementation phases of a BI solution. The section enlists and elaborates on three important BI selection procedures, namely Selection by Solution Model, Selection by Solution Purpose and Selection by Solution Components, thereby giving readers with a comprehensive set of value added guidelines, using which the overall selection procedure within an organization can be effectively carried out. This section is immediately followed by Recurring Costs section which chalks out the major cost driven issues of BI implementation in an organization. It enlightens readers on the various BI associated expenditure, a company is likely to face post implementation of a BI tool. Best Practices section lists some strategically derived principles which can effectively reap maximum Return on Investment (ROI) within a span of an optimal time period. BI Benefits talks about the five basic advantages a company is most likely to gain after implementing a BI tool. It clearly distinguishes the primary benefits and the main objective of a BI solution. Industry Analysis

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Bharat Book Bureau

Tel: +91 22 27810772 / 27810773

Fax: + 91 22 27812290

Email: info@bharatbook.com

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