Gartner

Press Release

Gartner Says Worldwide Business Intelligence, Analytics and Performance Management Software Market Grew 4 Per Cent in 2009

STAMFORD, Conn., April 22, 2010 — Worldwide business intelligence (BI) platform, analytic applications and performance management (PM) software revenue surpassed $9.3 billion in 2009, a 4.2 per cent increase from 2008 revenue of $8.9 billion, according to Gartner, Inc.

"Even though growth was nowhere near the levels of 2008, and by no means immune to the recession, BI showed that it is not as cyclical as many other software areas, recording healthy growth in one of the toughest years recorded in software history," said Dan Sommer, senior research analyst at Gartner. "The dominant vendors continued to put BI, analytics and PM front and centre of their messaging. Organisations largely continued their BI projects, hoping that resulting transparency and insight would enable cost-cuts and improved productivity and agility. However, there is no doubt pressure has intensified on deal sizes and price points on new sales throughout the year."

The top five vendors continued to make up most of the market with 71 per cent market share. "The large vendors held their own. As IT is consolidating, BI spending often went to a few strategic vendors. However, the application-centric vendors didn't have the same up-selling momentum as they did in 2008," said Mr Sommer.

SAP was the No. 1 vendor in combined worldwide BI, analytics and PM software revenue in 2009, accounting for 22 per cent of the market (see Table 1), followed by Oracle, SAS Institute, IBM and Microsoft. Looking at the subsegments of BI, there were different market share leaders. In BI platforms, SAP continued to maintain the lead. In the area of corporate performance management (CPM), Oracle maintained its leadership with the former Hyperion portfolio, while SAS remained the leader in analytic applications and PM. In all three areas, IBM emerged as a strong challenger with its services-led offering, showing above market growth and strengthening its positions during 2009. Microsoft also continued to gain users by embedding BI functionality in their wider Microsoft environments.

Table 1
Worldwide BI, Analytics and Performance Management Revenue Estimates for 2009 (Millions of US Dollars)

Company	2009	2009 Market Share (%)	2008	2008 Market Share (%)	2009-2008 Growth (%)
SAP	2,084.1	22.4	2,096.1	23.4	-0.6
Oracle	1,351.1	14.5	1,284.0	14.4	5.2
SAS Institute	1,324.6	14.2	1,286.6	14.4	3.0
IBM	1,135.6	12.2	996.5	11.1	14.0
Microsoft	739.1	7.9	681.5	7.6	8.5
MicroStrategy	295.0	3.2	280.0	3.1	5.4
Others	2,392.4	25.7	2,322.3	26.0	3.0
Total	**9,321.9**	**100.0**	**8,946.9**	**100.0**	**4.2**

Source: Gartner (April 2010)

All three subsegments of BI showed growth. BI platforms showed slightly stronger growth than CPM suites and analytic applications and PM, excluding CPM (see Table 2).

Table 2

Worldwide BI, Analytics and Performance Management Revenue Estimates for 2009 by Subsegment (Millions of US Dollars)

Subsegment	2009	2009 Market Share (%)	2008	2008 Market Share (%)	2009-2008 Growth (%)
BI Platform	5,982.4	64.2	5,706.5	63.8	4.8
CPM Suites	1,937.1	20.8	1,869.4	20.9	3.6
Analytic Applications and Performance Management	1,402.4	15.0	1,371.0	15.3	2.3
Total	**9,321.9**	**100.0**	**8,946.9**	**100.0**	**4.2**

Source: Gartner (April 2010)

"While IT is trying to rationalise around one or a few vendors, the market for self-service BI is wide open. All vendors, small and large, on-premises, open-source or in the cloud, are flocking to cater for this space, trying to co-exist with the enterprise standard" said Mr Sommer. "We see more buying from line-of-business, as dashboards and data discovery tools with in-memory analytics and ease-of-use visualisation has made it an attractive and fastvalue proposition to bypass IT. The vendors in this segment, together with the open-source crowd, continue to be the fastest growers in the BI market."

Additional detail is available in the Gartner report "Market Share: Business Intelligence, Analytics and Performance Management Software, Worldwide, 2009" The report is available on Gartner's website at http://www.gartner.com/resId=1355937.

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