IDC MarketScape

IDC MarketScape: Worldwide Business Intelligence and Analytics Platforms 2025 Vendor Assessment

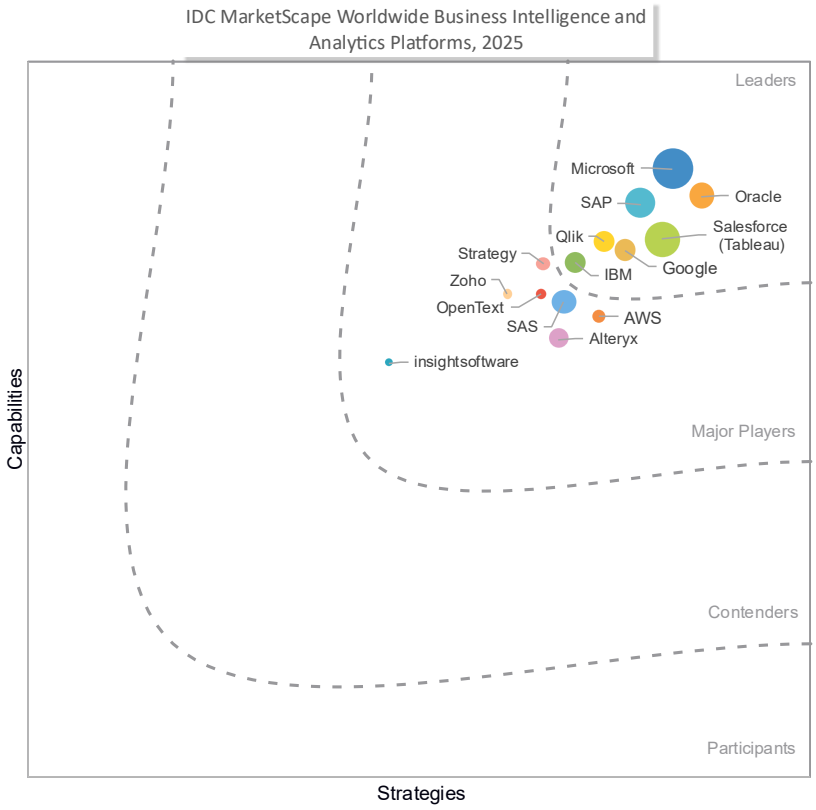
Megha Kumar

THIS EXCERPT FEATURES IBM AS A LEADER

IDC MARKETSCAPE FIGURE

FIGURE 1

IDC MarketScape Worldwide Business Intelligence and Analytics Platforms Vendor Assessment



Source: IDC, 2025

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See the Appendix for detailed methodology, market definition, and scoring criteria.

ABOUT THIS EXCERPT

The content for this excerpt was taken directly from IDC MarketScape: Worldwide Business Intelligence and Analytics Platforms 2025 Vendor Assessment (Doc # US52034725).

IDC OPINION

Organizations constantly seek to be "data driven" or wish for "decision velocity" to better respond to internal or market dynamics. This has resulted in investments into business intelligence and analytics (BIA) solutions to facilitate insights that allow for decisioning. However, the business intelligence and analytics market has evolved, with organizations wanting to go beyond dashboards. They are seeking the ability to drill down further when it comes to KPIs as well as engaging in advanced analysis.

There is increased pressure on data teams to meet the needs of their internal customers within the organizations, resulting in a growing demand for automation and embedded and self-service analytics capabilities. Generative AI (GenAI) and AI agents aim to help solve these concerns by empowering both data analysts and business users. The ability to query different data sets, create and prepare data, automate analysis, query insights, and create reports are some of the many use cases that organizations are seeking when it comes to business intelligence and analytics.

However, challenges remain around user experience, security, and cost of deploying capabilities to more employees as well as skills to use these tools. There is also the challenge of agility, that is, ensuring that insights are available as and when needed as well as aspects such as data preparation and integration. The use of AI/ML and natural language processing is not new in BIA, but the ability to automate these features and simplify interactions does hold promise to drive increased adoption.

It is also important to note that it is not just features and functionalities within BIA, but there is a growing need to double down on improving data culture and literacy within organizations. These practices will have to be "responsible" given the some of the challenges around large language models (LLMs) and the data and analytics teams within organizations will need to invest in solutions and processes to improve accuracy and trust.

BIA deployments are also being modernized, with organizations either migrating their solutions to the cloud or seeking hybrid deployments. This does create challenges around governance and trying to sustain existing practices. It is important for vendors

to prepare their partner ecosystem to support cloud migration as well as getting data ready for AI and the use of new AI features.

This IDC study assesses vendors in the worldwide business intelligence and analytics platforms market. This research, which was conducted during the first half of 2025, is based on the IDC MarketScape methodology. Key findings include the following:

- Vendors within this market have similar features and functionalities when it comes to data preparation, access, integration, and analysis. The differentiation is largely around user experience, security, pricing, and support. Some of the vendors are making investments around simplification of their solutions and ease of use.
- Advanced analytics features are being automated, and vendors are introducing low-code/no-code capabilities to simplify data preparation, integration, and analysis.
- While GenAI use cases are being introduced, many use cases are still on the road map for some vendors. AI agents are on the road map for majority of the vendors barring a few that have already made these available. Customers however have been slow to adopt these features largely due to concerns around AI trust and transparency.
- Vendors are making investments that highlight the traceability and explainability of their AI responses. They are also building out their semantic layer to ensure accurate responses.
- Vendors are moving toward an integrated strategy when it comes to analytics and data with the view to consolidate and simplify management of data workloads and access of data for analytics.
- BIA platforms are increasingly becoming feature rich, which offers the customers choice but also results in customers not using all the features to their benefits especially around collaboration, access across different form factors, and embedded analytics.

IDC MARKETSCAPE VENDOR INCLUSION CRITERIA

To be evaluated in this IDC MarketScape, a software vendor had to meet the following inclusion criteria:

- The vendor provides standalone, packaged BIA software that is used primarily for data exploration and analysis by business or data analysts via a no-code user interface.

- The vendor provides software with functionality that includes self-service data analysis software used for data exploration, ad hoc analysis, and insight identification.
- The vendor must have a presence in North America and proper sales offices in four other regions across the globe where the BIA software is being sold.
- The vendor must have market presence and momentum based on IDC inquiry and other related primary research.

Exclusions include:

- Vendors with functionality for developing, testing, and deploying statistical or ML models (advanced analytics and machine learning workbenches) were excluded. Also, solutions for production reporting or pixel-perfect reporting were excluded. Though it should be noted that pixel-perfect reporting functionality is one of the many features that is available across most business intelligence and analytics platforms. This IDC MarketScape also excluded software dedicated to data integration and data intelligence.

ADVICE FOR TECHNOLOGY BUYERS

- Building a strong data culture requires investment. Many of the customers that have had successful deployments and usage of BIA benefitted from investing in data literacy programs and having data champions within departments.
- Organizations should consider allocating time to vendor-dedicated training courses or even leverage the partner ecosystem for customized trainings based on the needs of the organization.
- Organizations should evaluate vendors on their low-code/no-code capabilities as well as the overall user experience of the platforms, especially if you intend to make the capabilities accessible to business users within the organization.
- Organizations should consider the scalability of the solution — whether it can expand to both knowledge workers and frontline workers.
- BIA vendors have marketplaces with vertical/industry-specific solutions, these will help organizations introduce new features and functionalities onto their platform.
- Data and analytics teams are usually small or short-staffed, evaluate if your BIA solutions can automate certain aspect of your data and analytics process and if it offers capabilities around self-service.
- Organizations should work with their vendors or their partner ecosystem to ensure insights can be accessible in the "flow of work" as and when needed to support collaboration and improved decision-making.

- Having an "AI ready" data strategy is important as GenAI and AI agents become pervasive within the organization let alone within BIA platforms. It will be important to consider the AI strategy of the vendor to ensure it aligns/supports the wider strategy of the organization.
- Organizations should evaluate the GenAI and agentic AI use cases that they wish to implement and how the vendor will help you sustain your data governance, privacy, and security requirements. It will be important to consider their strategy around semantic layers, model improvements, and the ability to "bring your own model."

VENDOR SUMMARY PROFILES

This section briefly explains IDC's key observations resulting in a vendor's position in the IDC MarketScape. While every vendor is evaluated against each of the criteria outlined in the Appendix, the description here provides a summary of each vendor's strengths and challenges.

IBM

IBM is positioned in the Leaders category in this 2025 IDC MarketScape for worldwide business intelligence and analytics platforms.

IBM analytics portfolio is anchored by IBM Cognos Analytics. The platform delivers a comprehensive suite of business intelligence and analytics capabilities for enterprise-scale organizations. It serves a broad spectrum of use cases, from pixel-perfect reporting to modern self-service dashboards, embedded analytics, and AI-driven insights. There is a focus on governance, semantic modeling, and deployment flexibility as well. IBM's AI strategy for Cognos is to embed AI throughout the analytics life cycle — automating content creation, surfacing actionable insights, and enabling natural language interaction — while grounding outputs in a governed semantic layer.

Strengths

- Mature, enterprise-grade platform with support for reporting, dashboarding, and governed data discovery
- Advanced AI features, including natural language querying, automated insight generation, and predictive analytics powered by watsonx
- Integration with IBM's broader data and AI portfolio, facilitating end-to-end data management and analytics

Challenges

- User experience and interface modernization may lag behind some cloud-native vendors.
- Complexity of deployment and administration can be higher for organizations without existing IBM expertise. The vendor has tried to address this by introducing Cognos Analytics Certified Containers to streamline setup and reduce overhead.
- While AI and natural language features are available out of the box, some GenAI features and agentic capabilities are still part of the road map.

Consider IBM When

Consider IBM Cognos Analytics if your organization is seeking an analytics platform with advanced analytics, automation, and AI/ML capabilities with effective governance foundations.

APPENDIX

Reading an IDC MarketScape Graph

For the purposes of this analysis, IDC divided potential key measures for success into two primary categories: capabilities and strategies.

Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well aligned the vendor is to customer needs. The capabilities category focuses on the capabilities of the company and product today, here and now. Under this category, IDC analysts will look at how well a vendor is building/delivering capabilities that enable it to execute its chosen strategy in the market.

Positioning on the x-axis, or strategies axis, indicates how well the vendor's future strategy aligns with what customers will require in three to five years. The strategies category focuses on high-level decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years.

The size of the individual vendor markers in the IDC MarketScape represents the market share of each individual vendor within the specific market segment being assessed.

IDC MarketScape Methodology

IDC MarketScape criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the range of standard characteristics by which vendors are measured through structured

discussions, surveys, and interviews with market leaders, participants, and end users. Market weightings are based on user interviews, buyer surveys, and the input of IDC experts in each market. IDC analysts base individual vendor scores, and ultimately vendor positions on the IDC MarketScape, on detailed surveys and interviews with the vendors, publicly available information and end-user experiences in an effort to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capability.

Market Definition

"Analytics and business intelligence" software are tools and platforms for supporting the life cycle of data analysis and presentation. Software products in this secondary market category support a broad range of analytic techniques across the descriptive, diagnostic, predictive, and prescriptive spectrum. Products in this market are mostly used by information consumers, business analysts, and data scientists rather than by professional programmers.

Business intelligence software includes ad hoc query and multidimensional analysis tools as well as dashboards, data visualization, and production reporting tools, which provide users with business intelligence and analytics capabilities. Query and reporting tools are designed specifically to support ad hoc data access and report building by either IT or business users. This category does not include other application development tools that may be used for building reports but are not specifically designed for that purpose. Multidimensional analysis tools include both server- and client-side analysis tools that provide a data management environment used for modeling business problems and analyzing business data. Modern BI and analytics software may include self-service data preparation functionality as well as a range of AI/ML-based features to automate specific steps in the BI and analytics process and provide users with natural language interfaces to "query" data. This market also includes embedded and "headless" BI and analytics software that is used by developers to embed such functionality into enterprise applications.

Advanced and predictive analytics software includes data mining and statistics, mathematical optimization, graph analytics, and forecasting and prediction. Advanced and predictive analytics software uses a range of techniques to create, test, and execute statistical models. Advanced and predictive analytics are used to discover relationships in data and make predictions that are hidden, not apparent, or too complex to be extracted using query, reporting, and multidimensional analysis software. Products on the market vary in scope. Some products include their own programming language and algorithms for building models, but other products include scoring engines and model management features that can execute models built using proprietary or open source modeling languages.

When advanced and predictive analytics software are available as standalone tools and when sold as part of a platform focused on developing artificial intelligence or machine learning models and applications, then they are part of IDC's Artificial Intelligence Platforms secondary market.

LEARN MORE

Related Research

- *Worldwide Business Intelligence and Analytics Software Forecast, 2025-2029* (IDC #US52422625, forthcoming)
- *Worldwide Business Intelligence and Analytics Software Market Shares, 2024: Moving to the Cloud and Embracing GenAI* (IDC #US52422425, forthcoming)
- *State of Adoption of Embedded Analytics: Insights from IDC's North American Business Intelligence and Analytics Survey, 2024* (IDC #US52421624, March 2025)
- *Worldwide Big Data and Analytics Software Forecast, 2024–2028* (IDC #US52421424, December 2024)
- *State of Business Intelligence and Analytics: Insights from IDC's North American Business Intelligence and Analytics Survey, 2024* (IDC #US52730524, November 2024)

Synopsis

This IDC study represents a vendor assessment of worldwide business intelligence and analytics vendors through the IDC MarketScape model. The evaluation is based on a comprehensive and rigorous framework that assesses vendors relative to the criteria and one another. The study highlights the factors expected to be the most influential for technology buyers as they seek to introduce, modernize, or replace the business intelligence and analytics tools within their organization. This assessment can be used to help define a short list of vendors.

"Organizations are constantly striving to engage in data-driven decisions. This need for insights across the board puts pressure on data and analytics teams. This will result in organizations seeking capabilities around automation, GenAI, and agentic AI features within their business intelligence and analytics platform. It is also important that these insights are available in the flow of work to allow for improved collaboration and decision velocity," said Megha Kumar, research vice president, Analytics and AI, IDC.

ABOUT IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology, IT benchmarking and sourcing, and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly owned subsidiary of International Data Group (IDG, Inc.).

Global Headquarters

140 Kendrick Street
Building B
Needham, MA 02494
USA
508.872.8200
Twitter: @IDC
blogs.idc.com
www.idc.com