

## Market Share

# Worldwide Big Data and Analytics Software 2017 Market Shares: Healthy Growth Across the Board

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## IN THIS EXCERPT

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The content for this excerpt was taken directly from the IDC report Worldwide Big Data and Analytics Software 2017 Market Shares: Healthy Growth Across the Board (September 2018, IDC # US44237418) as well as other IDC reports referenced in the Related Research section of this excerpt.

## MARKET DEFINITION

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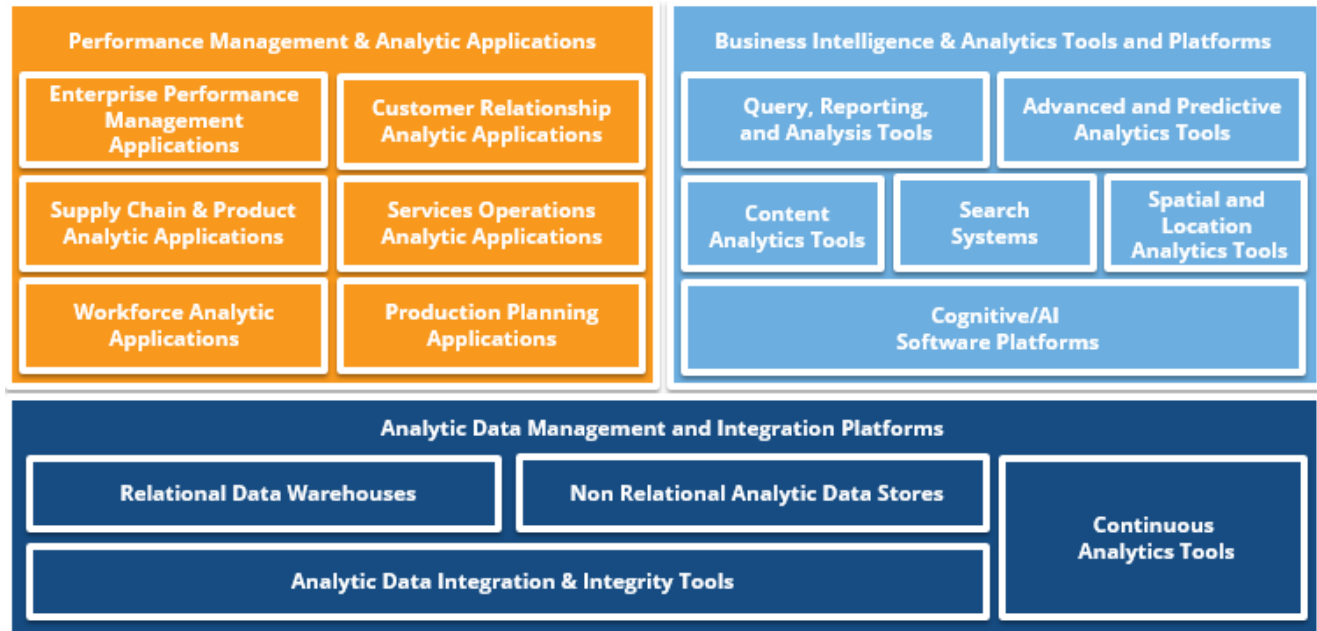
IDC defines the big data and analytics (BDA) software market as an aggregation of several software tools and application markets with the functionality to aggregate, manage, organize, analyze, access, and deliver structured and unstructured data.

The BDA software market has three primary segments: performance management and analytic applications, business intelligence and analytic tools, and analytic data management and integration platforms software. Each of the primary segments has sub-segments as shown in figure 1.

For detailed descriptions of each of these sub-segments, please refer to IDC's Worldwide Big Data and Analytics Software Taxonomy, 2017 (#US42353216, March 2017)

**FIGURE 1**

**IDC's Big Data and Analytics Software Taxonomy, 2018**



Source: IDC, 2018

**MARKET SHARE**

Table 1 displays the big data and analytics market share by vendor from 2015-2017.

**TABLE 1**

**Worldwide Big Data and Analytics Software Revenue by Vendor, 2015-2017 (\$M)**

Vendor	Revenue			Share of Total Market (%)			Growth (%)	
	2015	2016	2017	2015	2016	2017	2015-2016	2016-2017
Oracle	6,826.2	6,957.5	7,423.6	18.2	17.1	16.5	1.9	6.7
Microsoft	4,224.3	4,766.9	5,750.3	11.3	11.7	12.8	12.8	20.6
SAP	5,150.7	5,434.5	5,727.8	13.7	13.3	12.7	5.5	5.4
IBM	4,547.3	4,605.2	4,775.7	12.1	11.3	10.6	1.3	3.7
SAS	2,841.8	2,899.1	2,965.5	7.6	7.1	6.6	2.0	2.3
Salesforce.com	760.7	949.8	1,245.6	2.0	2.3	2.8	24.9	31.1
Amazon Web Services	431.7	691.8	1,090.3	1.2	1.7	2.4	60.2	57.6
Teradata	1,024.7	912.6	958.2	2.7	2.2	2.1	-10.9	5.0
Adobe	644.2	770.8	864.9	1.7	1.9	1.9	19.7	12.2

**TABLE 1****Worldwide Big Data and Analytics Software Revenue by Vendor, 2015-2017 (\$M)**

Vendor	Revenue			Share of Total Market (%)			Growth (%)	
	2015	2016	2017	2015	2016	2017	2015-2016	2016-2017
Tableau Software	630.6	792.4	830.5	1.7	1.9	1.8	25.7	4.8
Subtotal	27,082.2	28,780.7	31,632.4	72.2	70.6	70.3	6.3	9.9
Others	10,422.8	11,989.1	13,363.7	27.8	29.4	29.7	15.0	11.5
Total	37,505.0	40,769.8	44,996.0	100.0	100.0	100.0	8.7	10.4

Note: This table does not include any mergers and acquisitions that closed after December 31, 2017

Source: IDC, WW Semiannual Big Data and Analytics Software Tracker, May 2018

Table 2 displays 2015-2017 market shares for the business intelligence and analytics tools segment of the overall BDA market.

**TABLE 2****Worldwide Business Intelligence and Analytics Tools Revenue by Vendor, 2015-2017 (\$M)**

Vendor	Revenue			Share of Total Market (%)			Growth (%)	
	2015	2016	2017	2015	2016	2017	2015-2016	2016-2017
Microsoft	1,833.7	1,985.3	2,185.6	10.0	10.0	10.1	8.3	10.1
SAP	1,871.2	1,899.3	2,001.8	10.3	9.5	9.3	1.5	5.4
IBM	1,518.8	1,603.0	1,709.7	8.3	8.0	7.9	5.5	6.7
SAS	1,378.0	1,427.1	1,444.3	7.6	7.2	6.7	3.6	1.2
Oracle	1,131.7	1,112.0	1,162.3	6.2	5.6	5.4	-1.7	4.5
Tableau Software	630.6	792.4	830.5	3.5	4.0	3.8	25.7	4.8
Qlik	556.5	636.0	701.4	3.0	3.2	3.2	14.3	10.3
Palantir	589.2	592.9	651.1	3.2	3.0	3.0	0.6	9.8
Nuance Communications	489.0	455.2	427.2	2.7	2.3	2.0	-6.9	-6.1
MicroStrategy	428.7	429.1	415.5	2.3	2.2	1.9	0.1	-3.2
Subtotal	10,427.5	10,932.3	11,529.4	57.1	54.8	53.3	4.8	5.5
Others	7,824.4	9,003.4	10,093.9	42.9	45.2	46.7	15.1	12.1
Total	18,251.8	19,935.8	21,623.3	100.0	100.0	100.0	9.2	8.5

Note: This table does not include any mergers and acquisitions that closed after December 31, 2017

Source: IDC, WW Semiannual Big Data and Analytics Software Tracker, May 2018

Table 3 displays 2015-2017 market shares for the advanced and predictive analytics tools market.

**TABLE 3****Worldwide Advanced and Predictive Analytics Tools Revenue by Vendor, 2015-2017 (\$M)**

Vendor	Revenue			Share of Total Market (%)			Growth (%)	
	2015	2016	2017	2015	2016	2017	2015-2016	2016-2017
SAS	873.9	917.6	963.5	32.6	31.8	30.8	5.0	5.0
IBM	349.8	361.1	386.6	13.0	12.5	12.4	3.2	7.0
MathWorks	300.5	321.9	348.1	11.2	11.2	11.1	7.1	8.1
Microsoft	82.7	88.9	96.6	3.1	3.1	3.1	7.5	8.6
FICO	62.2	72.9	76.3	2.3	2.5	2.4	17.2	4.7
Alteryx	28.6	45.1	66.2	1.1	1.6	2.1	57.6	46.8
SAP	24.2	26.6	28.7	0.9	0.9	0.9	9.9	8.0
CGI Information Systems	22.5	21.8	25.5	0.8	0.8	0.8	-3.0	17.2
TIBCO	16.0	18.6	22.2	0.6	0.6	0.7	16.1	19.3
Oracle	13.9	15.0	15.8	0.5	0.5	0.5	8.2	5.2
Subtotal	1,774.4	1,889.6	2,029.5	66.1	65.5	64.9	6.5	7.4
Others	910.5	996.8	1,095.4	33.9	34.5	35.1	9.5	9.9
Total	2,684.8	2,886.4	3,125.0	100.0	100.0	100.0	7.5	8.3

Note: This table does not include any mergers and acquisitions that closed after December 31, 2017

Source: IDC, WW Semiannual Big Data and Analytics Software Tracker, May 2018

Table 4 displays 2015-2017 market shares for the analytic data integration and integrity software market.

Insert table 4

**TABLE 4****Worldwide Analytic Data Integration and Integrity Software Revenue by Vendor, 2015 - 2017**

Vendor	Revenue (\$M)			Share (%)			Growth (%)	
	2015	2016	2017	2015	2016	2017	2015-2016	2016-2017
SAS	555.9	561.0	559.2	21.3	20.3	19.0	0.9	-0.3
Informatica	454.1	468.1	481.8	17.4	16.9	16.4	3.1	2.9
IBM	455.0	476.3	468.1	17.5	17.2	15.9	4.7	-1.7
Microsoft	276.5	303.9	348.7	10.6	11.0	11.9	9.9	14.7
SAP	79.5	87.3	102.1	3.1	3.2	3.5	9.8	17.0
Syncsort	79.3	79.2	100.7	3.0	2.9	3.4	-0.1	27.1
Oracle	74.4	73.8	79.3	2.9	2.7	2.7	-0.9	7.5
Talend	29.6	42.8	62.1	1.1	1.5	2.1	44.3	45.3

**TABLE 4****Worldwide Analytic Data Integration and Integrity Software Revenue by Vendor, 2015 - 2017**

Vendor	Revenue (\$M)			Share (%)			Growth (%)	
	2015	2016	2017	2015	2016	2017	2015-2016	2016-2017
Alteryx	23.4	39.4	58.8	0.9	1.4	2.0	68.5	49.2
Denodo Technologies	16.9	29.4	34.9	0.6	1.1	1.2	73.8	18.7
Subtotal	2,044.7	2,161.2	2,295.7	78.4	78.1	78.2	5.7	6.2
Others	562.4	606.3	640.9	21.6	21.9	21.8	7.8	5.7
Total	2,607.1	2,767.5	2,936.6	100.0	100.0	100.0	6.2	6.1

Note: This table does not include any mergers and acquisitions that closed after December 31, 2017

Source: IDC, Semi-annual Big Data and Analytics Software Tracker, May 2018

Table 5 displays 2015-2017 market share for the analytic and performance management applications segment of the overall BDA market.

**TABLE 5****Worldwide Performance Management and Analytic Applications Revenue by Vendor, 2015-2017**

	Revenue (\$M)			Share (%)			Growth (%)	
	2015	2016	2017	2015	2016	2017	2015-2016	2016-2017
SAP	2,332.9	2,481.9	2,609.9	17.5	17.5	16.8	6.4	5.2
Oracle	2,056.2	2,106.7	2,269.7	15.5	14.8	14.6	2.5	7.7
Salesforce.com	737.6	885.0	1,136.6	5.5	6.2	7.3	20.0	28.4
SAS	796.4	816.9	874.5	6.0	5.8	5.6	2.6	7.1
Adobe	644.2	770.8	864.9	4.8	5.4	5.6	19.7	12.2
IBM	845.5	793.5	828.9	6.4	5.6	5.3	-6.1	4.5
FICO	322.5	328.8	352.3	2.4	2.3	2.3	2.0	7.1
Infor	346.6	350.4	348.7	2.6	2.5	2.2	1.1	-0.5
JDA Software	197.1	217.2	232.5	1.5	1.5	1.5	10.2	7.1
WebTrends	150.5	170.1	190.3	1.1	1.2	1.2	13.0	11.9
Subtotal	8,429.5	8,921.4	9,708.3	63.3	62.8	62.6	5.8	8.8
Others	4,877.7	5,278.6	5,797.1	36.7	37.2	37.4	8.2	9.8
Total	13,307.2	14,199.9	15,505.4	100.0	100.0	100.0	6.7	9.2

Note: This table does not include any mergers and acquisitions that closed after December 31, 2017

Source: IDC's Worldwide Semiannual Big Data and Analytics Software Tracker, May 2018

Table 6 displays 2015-2017 market share for the customer relationship analytic applications market.

**TABLE 6****Worldwide Customer Relationship Analytic Applications Revenue by Vendor, 2015-2017**

	Revenue (\$M)			Share (%)			Growth (%)	
	2015	2016	2017	2015	2016	2017	2015-2016	2016-2017
Salesforce.com	737.6	885.0	1,136.6	18.1	19.9	22.5	20.0	28.4
Adobe	644.2	770.8	864.9	15.8	17.3	17.1	19.7	12.2
Oracle	612.7	661.7	749.6	15.0	14.9	14.8	8.0	13.3
SAS	419.3	419.1	421.3	10.3	9.4	8.3	-0.1	0.5
IBM	323.2	299.4	310.1	7.9	6.7	6.1	-7.4	3.6
SAP	186.8	204.1	213.6	4.6	4.6	4.2	9.3	4.6
WebTrends	150.5	170.1	190.3	3.7	3.8	3.8	13.0	11.9
Marketo	94.1	122.0	156.6	2.3	2.7	3.1	29.6	28.4
Subtotal	3,168.3	3,532.2	4,043.0	77.7	79.4	79.9	11.5	14.5
Others	908.8	918.9	1,014.2	22.3	20.6	20.1	1.1	10.4
Total	4,077.2	4,451.0	5,057.2	100.0	100.0	100.0	9.2	13.6

Note: This table does not include any mergers and acquisitions that closed after December 31, 2017

Source: IDC's Worldwide Semiannual Big Data and Analytics Software Tracker, May 2018

Table 7 displays 2015-2017 market share for the services operations analytic applications market.

**TABLE 7****Worldwide Services Operations Analytic Applications Revenue by Vendor, 2015-2017**

	Revenue (\$M)			Share (%)			Growth (%)	
	2015	2016	2017	2015	2016	2017	2015-2016	2016-2017
SAS	251.3	286.3	342.0	15.0	16.2	17.7	13.9	19.5
FICO	310.0	315.5	337.6	18.5	17.8	17.5	1.8	7.0
IBM	140.6	140.0	149.0	8.4	7.9	7.7	-0.5	6.5
FIS	98.5	98.5	119.6	5.9	5.6	6.2	0.0	21.4
Fiserv	65.1	68.7	73.1	3.9	3.9	3.8	5.4	6.5
Subtotal	865.7	909.0	1021.5	51.6	51.4	53.0	5.0	12.4
Others	810.6	859.6	905.8	48.4	48.6	47.0	6.0	5.4
Total	1676.3	1768.6	1927.3	100.0	100.0	100.0	5.5	9.0

Note: This table does not include any mergers and acquisitions that closed after December 31, 2017

Source: IDC's Worldwide Semiannual Big Data and Analytics Software Tracker, May 2018

**METHODOLOGY**

The IDC software market sizing and forecasts are presented in terms of commercial software revenue. IDC uses the term *commercial software* to distinguish commercially available software from custom

software. Commercial software is programs or code sets of any type commercially available through sale, lease, rental, or as a service. Commercial software revenue typically includes fees for initial and continued right-to-use commercial software licenses. These fees may include, as part of the license contract, access to product support and/or other services that are inseparable from the right-to-use license fee structure, or this support may be priced separately. Upgrades may be included in the continuing right of use or may be priced separately. All of these are counted by IDC as commercial software revenue.

Commercial software revenue *excludes* service revenue derived from training, consulting, and system integration that is separate (or unbundled) from the right-to-use license but does include the implicit value of software included in a service that offers software functionality by a different pricing scheme. It is the total commercial software revenue that is further allocated to markets, geographic areas, and operating environments. The worldwide software market includes all commercial software revenue across all functional markets or market aggregations. For further details, see *IDC's Software Taxonomy, 2017* (IDC # US442961816, August 2017) and *IDC's Big Data and Analytics Software Taxonomy, 2017* (IDC #US42353216, Mar,2017)

Bottom-up/company-level data collection for calendar year 2017 began in January 2018 with in-depth vendor surveys and analysis to develop detailed 2017 company models by market, geographic region, and operating environment.

## RELATED RESEARCH

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- Worldwide Analytic Data Management and Integration Software Market Shares, 2017: Growth Across Market Segments (IDC #US 44235117, September 2018)
- Worldwide Cognitive/AI Software Platforms Market Shares, 2017: Significant Growth Continues (IDC #US44013718, June 2018)
- Worldwide End-User Query, Reporting and Analysis Software Market Shares, 2017: Platform Becomes Mainstream (IDC #US43979218, June 2018)
- Worldwide Advanced and Predictive Analytics Software Market Shares,2017: Open Source Continues to Threaten (IDC # US43979418, June 2018)
- Worldwide Performance Management and Analytic Applications Market Shares, 2017: Enterprise Adopts the Cloud (IDC # US44257318, September 2018)
- Worldwide Big Data and Analytics Software Market Shares, 2017: Healthy Growth Across the Board (IDC # US44237418, September 2018)
- IDC's Worldwide Big Data and Analytics Software Taxonomy, 2017 (IDC # US42353216, Mar 2017)

## About IDC

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