IDC MarketScape

IDC MarketScape: Worldwide Decision Intelligence Platforms 2026 Vendor Assessment

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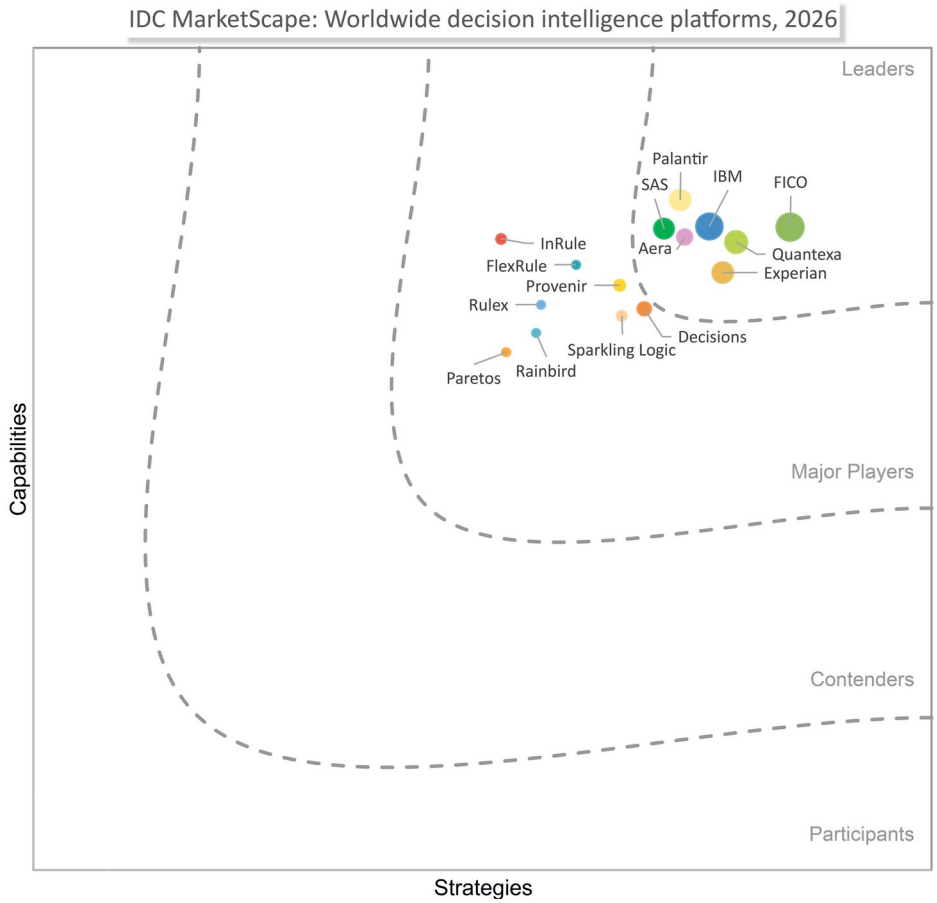
THIS EXCERPT FEATURES SAS AS A LEADER

IDC MARKETSCAPE FIGURE

FIGURE 1

IDC MarketScape: Worldwide decision intelligence platforms vendor assessment



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Please 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: IDC MarketScape: Worldwide Decision Intelligence Platforms 2026 Vendor Assessment (Doc # US54118426).

IDC OPINION

Over the past two years, the term “decision intelligence” has garnered significant attention. Vendors in business intelligence (BI) and analytics, enterprise performance management, and even broader enterprise business applications have adopted the term to describe how their solutions provide organizations with insights and recommendations that support better decision-making. In practice, this usage largely focuses on intelligence about what to consider before making a decision, without necessarily acting on it or learning from the outcome. Though some vendors do have road map features aimed at recommending which decision can be made.

Decision intelligence, as enabled by decision intelligence platforms, is more than this. As IDC defines it, decision intelligence is a discipline and set of technologies that help organizations design, engineer, and orchestrate decisions by fully or partially automating all steps in the decision-making process.

Central to this is a closed-loop decision-making process, that is, decisions are not onetime outputs but part of an ongoing cycle in which outcomes are monitored, fed back into the system, and used to refine the logic behind future decisions. Rather than simply informing a decision, decision intelligence platforms encode the logic of the decision itself, whether through rules, models, or workflows, so that all or part of the decision can be automated, monitored, and continuously improved, with humans remaining in the loop where the complexity or risk of the decision requires it.

Decision intelligence platforms already automate a significant share of decision-making, executing decisions and capturing their outcomes as part of the aforementioned closed loop. The rise of generative AI (GenAI) and agentic AI is now reshaping how this loop operates, though not necessarily by replacing the decision itself. GenAI is being used to accelerate decision design and authoring of decision logic, allowing business users to build, test, or modify rules and models through natural language rather than code. Agentic AI extends this further by enabling autonomous or semiautonomous agents to monitor decisions in production, recommend adjustments, and in some cases initiate changes to the decisioning flow itself. All of this, however, continues to be carried out under human oversight. Many decision intelligence platforms’ use cases sit within regulated industries, and organizations are not yet fully comfortable with letting AI agents run the full decision life

cycle autonomously. IDC expects human oversight to remain firmly in place, even as agentic capabilities continue to mature.

This IDC study assesses vendors in the worldwide decision intelligence platform market. This research, conducted in the first half of 2026, is based on the IDC MarketScape methodology. Key findings include the following:

- Vendors within this market frame their platform as pairing rules-based, deterministic decisioning with machine learning (ML) and generative AI, rather than replacing one with the other. Many vendors highlighted that regulated use cases keep the final decision deterministic, even as GenAI or agentic AI support the overall process.
- Majority of the vendors highlighted that agentic AI capabilities will largely be used for authoring, updating, or explaining decision logic in natural language rather than for making the decision itself.
- Multiple vendors noted that governance features are expanding beyond IT/technical audiences to serve auditors, boards, and compliance teams directly. They also stressed that decisions must be traceable back to the data, rule, or model version that produced them, citing regulatory pressure as the reason.
- All vendors offer a drag-and-drop or visual canvas for building decision logic, flows, or graphs, generally with an underlying code layer for more technical users.
- Decision intelligence platforms now include live dashboards tracking volumes, latency, model/rule performance, and drift, often with the AI assistant able to summarize or query this data conversationally.
- Platforms continue to expand their integration with external data providers, cloud data platforms, and business systems (CRM, core banking, etc.) as inputs to the decisioning process.

IDC MARKETSCAPE VENDOR INCLUSION CRITERIA

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

- The vendor supports all three aspects of decision intelligence: decision design, decision engineering, and decision orchestration. Decision intelligence should be available within the vendor product offering for at least three years.
- The vendor is not specialized in any one single industry or business process vertical.
- Software being evaluated must be in a production environment for more than 12 months.
- The platform was built for the main purpose of decision intelligence.

- Software must include some decision workflow design and have embedded AI/ML capabilities as well as governance capabilities.
- The vendor must have market presence and momentum based on IDC inquiry volume.

ADVICE FOR TECHNOLOGY BUYERS

- Beyond identifying which initial use cases will benefit from a decision intelligence platform, organizations should evaluate whether the platform can extend to other decisioning use cases across the business, supported by its underlying data, decisioning, AI, and workflow capabilities.
- It is important to evaluate aspects such as “what-if” simulations leveraging your own data to compare a proposed rule or model change against real historical data before deployment, showing concrete shifts in metrics like approval, referral, or decline rates.
- Deployment options across vendors range from SaaS to client managed, private cloud, hybrid, and full on premises, often chosen specifically to meet security, data residency, or regulatory requirements. Organizations should identify which deployment model is ideal for their organization, since not all capabilities may be equally available across all deployment options.
- The degree of true no-code/low-code independence for business users varies by vendor. It is important to evaluate how easily business users can make rule or logic changes themselves without relying on IT, while IT retains oversight, auditability, and traceability.
- Vendors must evaluate the availability of GenAI and agentic AI capabilities, as well as capabilities within the platform that help build and provide context for GenAI and agentic AI to drive trust in actions being undertaken by AI.
- Decision intelligence platforms have progressed to support both situational/operational decisions as well as scenario-based decisions. It is important to ensure governance while engaging in complex decisions. It is important to examine the depth of the decision audit trail, traceability, and human-in-the-loop governance capabilities.
- Vendors are actively building out their partner ecosystem capabilities and, in some cases, also co-innovating solutions with them. Buyers should consider vendors with professional services partners, as they can support the deployment of use cases that may be industry or domain specific.

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.

SAS

SAS is positioned in the Leaders category in the 2026 IDC MarketScape for worldwide decision intelligence platforms.

SAS was founded in 1976 and is headquartered in Cary, North Carolina. Its decision intelligence platform is the Intelligent Decisioning application, built on the SAS Viya platform, as a unified environment for designing, executing, and governing enterprise decisions. The platform combines business rules, machine learning models, mathematical optimization, and large language model calls within a single orchestrated flow, allowing decision logic to be authored once and deployed across batch, real-time, and containerized environments without rewriting. The company serves banking, insurance, healthcare, government, retail, and manufacturing organizations globally, with particular depth in regulated and high-volume transactional environments such as fraud, credit risk, and claims.

AI strategy

SAS pursues a model-agnostic approach, allowing customers to integrate commercial, open source, or privately hosted language models alongside its Copilot assistant. Generative and agentic capabilities are embedded as governed steps within decision flows rather than operating autonomously, with a public MCP server extending governed decisions as callable tools for external agent frameworks, while road map investments target natural language rule authoring and portfolio-level AI governance.

Strengths

- **Hybrid decisioning architecture:** SAS enables hybrid decisioning that combines deterministic rules, predictive and prescriptive models, and generative AI within one governed flow, letting the same logic run in subsecond real time or high-volume batch without duplicate coding.
- **Governance and explainability:** The platform's governance layer includes end-to-end data-to-decision lineage, versioned audit trails, and model cards documenting bias and sensitivity analysis, giving regulated organizations documentation readily available for compliance review.
- **Entity resolution and graph analytics:** Native entity resolution and graph-based network analysis, developed for financial crime and fraud use cases, allow

relationship data to be incorporated directly into decision logic without external tooling.

Challenges

- **Maturity of agentic features:** Several generative and agentic features, including natural language rule authoring, conversational decision model exploration, and GenAI-assisted flow generation, remain on a 12-month road map rather than being currently available.
- **Administrative overhead:** Platform administration and infrastructure maintenance can require meaningful technical expertise, though SAS-hosted managed services are positioned to offset this for customers who prefer not to self-manage.
- **Uneven monitoring coverage:** Some monitoring capabilities, such as real-time agent activity tracking and fully native GenAI-generated decision recommendations, are currently partially supported and depend on continued road map delivery.

Consider SAS when

Consider SAS if you are seeking a platform that can run identical decision logic across cloud, on-premises, and edge deployments without rewriting. It also suits multinational enterprises managing data residency requirements across jurisdictions. The platform can keep generative and agentic AI subordinate to governed rules and constraints rather than allowing them to act autonomously. It will appeal to organizations in banking, insurance, healthcare, government, or manufacturing that need decision logic to be explainable, auditable, and defensible to regulators.

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 represent 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 represents 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

IDC defines this market as the software technology that helps organizations design, engineer, and orchestrate decisions by fully or partially automating all the steps in the decision-making process:

- **Decision design:** Decision design provides functionality for users to define business goals or desired outcomes; map decision-making workflows, including feedback loops and approval points; and identify choices and constraints that limit the available options of a decision-maker.
- **Decision engineering:** Decision engineering provides functionality to organize the available data using semantic and/or ontological frameworks and analyze the data using a range of use case–specific methods that may include simulation, optimization, descriptive, and predictive analysis. The output of this process is a prioritized list of impact-weighted options or a recommendation presented to a decision-maker, or a fully automated decision made by the system.
- **Decision orchestration:** Decision orchestration provides functionality to monitor all elements of the decision-making workflow (e.g., rules, algorithms, data sets, approval hierarchies, goals, constraints, decisions), and enable their ongoing or periodic adjustment based on automated and human-generated feedback loops. Orchestration also enables ongoing learning about decision-making processes and outcomes of decisions by providing functionality to catalog and analyze these decision intelligence artifacts. This will also include decision governance.

LEARN MORE

Related research

- *IDC FutureScape: Worldwide Data and Analytics 2026 Predictions* (IDC #US53860225, October 2025)
- *State of Adoption of Decision Intelligence, 2025* (IDC #US53826825, September 2025)
- *Learnings from Customers That Implemented Decision Intelligence* (IDC #US53337025, April 2025)

Synopsis

This IDC study represents a vendor assessment of decision intelligence platforms 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 a platform to support decision design, engineering, and orchestration, as well as the ability to understand the impact of the decisions being undertaken by the organization. This assessment can be used to help define a short list of vendors

“Decision intelligence continues to evolve with the introduction of generative AI and agentic AI capabilities. These capabilities are being used to accelerate how decision logic is authored, tested, and explained while keeping the deterministic core of the decision intact. It will be important for technology leaders to consider how AI is governed and how much control the organization retains over decisions that carry regulatory or operational significance,” said Megha Kumar, research vice president, Analytics and AI, IDC.

ABOUT IDC

International Data Corporation (IDC) is the premier global market intelligence, data, and events provider 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 and industry opportunities and trends in over 110 countries. IDC's analysis and insight help IT professionals, business executives, and the investment community make fact-based technology decisions and achieve their key business objectives.

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