BI in India

- “ERP Exists”
  - Majority of business audience not exposed to BI
  - BI Education
- “BI is Expensive”
  - ROI difficult to measure, takes too long
- “BI is for the Very Big Companies”
- “Tools are available”
  - Technology Initiative
  - Not a Magic Spell
- Firms which have implemented BI are facing Many Challenges
  - Vision to Delivery Mismatch
- Reluctance to move from Technology Investment
The BI Space

- **Markets**
  - North America, W Europe and Japan = 5/6 of BI Spend
  - APAC, ME&A, Latin America “greenfield”

- **Business Outlook**
  - “Top Technology Priority” for CIOs worldwide
  - Consolidation
    - SAP-BusinessObjects, IBM-Cognos, Oracle-Hyperion
    - Fewer Products will be sold aggressively

Source: Gartner Research
BI Markets – Growth

• Americas
  – CAGR of 7.2%
  – 2008 to 2012: $ 2.5bn to 3.3bn

• APAC
  – CAGR of 14.3%
  – 08 to 12: $ 403m to 670m

• India
  – CAGR of 18%
  – 08 to 12: $ 25m to 47m

Source: Gartner Research
BI in India - Conclusions

- Decision Making with Insight
  - Trusted Visibility into Customers, Suppliers, Functions...
- Becoming focus for a large amount of organizations
- Excellent growth and potential
Let’s Talk ROI

- Analytics Projects: 431% (Avg)
- BI (Overall) Range of ROI: 17-2,000%
- Average BI ROI: 317% (5 yr)

Source: IDC Research
• “Case Studies”