

When will BI head downstream?

The major players have overseen a consolidation of the business intelligence market, but few viable options are available for small and medium-sized businesses. There is a shuffle to provide for this unmet need, and solutions appear to be on the way, writes Shadan Malik, CEO of iDashboards.

Over the past year, the business intelligence (BI) landscape has transformed drastically. Formerly, this market was comprised of a vast collection of solution providers, but it has evolved to just four major players: IBM (NYSE: IBM), SAP (NYSE: SAP), Oracle (Nasdaq: ORCL) and Microsoft (Nasdaq: MSFT).

These BI titans have expanded through acquisition, snatching up the BI solutions provided by Cognos, Business Objects, Hyperion and ProClarity, while also growing organically, all in an attempt to increase their footprint in the enterprise applications space.

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