

# Japan Big Data and Analytics (Japanese Version with Key English Language Reports)

AN IDC CONTINUOUS INTELLIGENCE SERVICE

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Japan Big Data and analytics (BDA) market is one of the rapidly growing markets using business analytics and marketing analytics. In addition, because of the cognitive computing and PaaS, the buyers pay attention to this market as the infrastructure to realize the digital transformation (DX). IDC's *Japan Big Data and Analytics (Japanese Version with Key English Language Reports)* is a continuous research service for the business analytics market, mainly focusing on the software segment. This service provides market size and forecast for each market segment, the enterprise user survey, vendors' activities, and the Big Data and analytics market directions. In 2018, this service will enhance several research to cover the nonrelational analytic data store market.

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## Markets and Subjects Analyzed

- Big Data and analytics market in Japan
  - Cloud data service market in Japan
  - Middleware market in Japan
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## Core Research

- Japan Big Data and Analytics Market Forecast
  - Japan Middleware Market Forecast
  - Japan Big Data and Analytics Market User Survey
  - Japan Big Data and Analytics Software Market Share
  - IDC FutureScape: Worldwide Big Data and Analytics 2018 Predictions — Japan Implications
  - IDC PlanScape: Data Analytics in Public Cloud
  - IDC PeerScape: Nonrelational Data Analytics for Business
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Note: All documents will be delivered in local language with the exception of up to two market share and market forecast documents, which will be delivered in both English and local language.

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Japan Big Data and Analytics \(Japanese Version with Key English Language Reports\)](#).

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## Key Questions Answered

1. How is the deployment situation of business analytics technology in Japan?
  2. Which business area and/or vertical solution is growing through business analytics technology?
  3. Which business analytics solution market is favorable to invest for catching up with this market sooner?
  4. How is the foresight of business analytics technology deployment among enterprises in Japan?
  5. What is the strategy of software, services, and infrastructure vendors in the Japan Big Data market?
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## Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the Japan Big Data/analytics market, including:

Accenture, Dell Inc., Fujitsu, Google, Hitachi, IBM, KDDI, Microsoft, NEC, NTT Communications, NTT DATA, Oracle, SAP, SAS, SoftBank, and Unisys.

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