



Japan Big Data and Analytics

AN IDC CONTINUOUS INTELLIGENCE SERVICE

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* 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.

Markets and Subjects Analyzed

- Big Data and analytics market in Japan
 - Cognitive solution market in Japan
 - Business analytics market in Japan
 - PaaS market in Japan
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Core Research

- Japan Big Data and Analytics Market Forecast
 - Japan PaaS Market Forecast
 - Japan Big Data Solution Market
 - Japan Cognitive Solution Market
 - IDC MaturityScape Benchmark: Japan Financial Market
 - IDC FutureScape: Worldwide Big Data and Analytics 2017 Predictions — Japan Implications
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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](#).

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, EMC, Fujitsu, Google, Hitachi, IBM, KDDI, Microsoft, NEC, NTT Communications, NTT Data, Oracle, SAP, SAS, Softbank, and Unisys.

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