

APAC Operational Intelligence - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 122 pages | Mordor Intelligence

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Report description:

The APAC Operational Intelligence Market size is estimated at USD 8.96 billion in 2025, and is expected to reach USD 14.69 billion by 2030, at a CAGR of 10.38% during the forecast period (2025-2030).

Operational intelligence (OI) is a technology that the IT department uses to increase the visibility of potential business events and uncover insights across numerous organizational verticals. The technology uses real-time data to function.

Key Highlights

- Asia Pacific's market for Operational Intelligence is estimated to grow at a rapid pace because of the effectiveness of the technology. Operational Intelligence helps to increase operational efficiency. It helps organizations with intelligence about the key drivers in their supply chain and to get the maximum out of it. It applies the benefits of real-time analytics, alerts, and actions to a broad spectrum of use cases across and beyond the enterprise. It correlates the data and events in real time with the historical data, and the companies gain real-time visibility of information. It gives the information at their fingertips so that the companies can make smarter decisions and maximize profits.
- In October 2023, FPT, a global technology firm headquartered in Vietnam, and Landing AI, offering a computer vision platform and artificial intelligence (AI) software company, announced a strategic relationship that would drive the application and education of AI.
- Operational Intelligence is one of the key levers for uplifting operational efficiency. It equips organizations with actionable insights into their key drivers across the entire value chain. Operational Intelligence places complete information at one's fingertips, enabling one to make smarter decisions in time to maximize impact. By correlating a wide variety of events and data from both streaming feeds and historical data silos, OI helps organizations gain real-time visibility of information, in context, through advanced dashboards, real-time insight into business performance, health, and status so that immediate action based on

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business policies and processes can be taken.

- Operational Intelligence applies the benefits of real-time analytics, alerts, and actions to a broad spectrum of use cases across and beyond the enterprise. The collection, sharing, analysis, and application of Operational Intelligence via web-based technology gives decision-makers at all levels in a commercial organization an exceptional means to maximize the use of their resources. OI tells them precisely what is going on in the precise domain or geographical location of their operation that concerns them.
- Operational Intelligence is an evolutionary and technological leap beyond Business Intelligence and Management Information systems that presents a retrospective, static, and at best generic Intelligence about an organization's performance. These unique advantages of OI over conventional tools will drive the market ahead in the coming years as companies that enable their management to respond in a timely manner to operational variances and market volatility are better placed to minimize the adverse impacts caused by uncertain operational procedures and disturbances in the market.
- COVID-19's spread hastened the implementation of operational intelligence techniques. It is critical for businesses to use digitally enabled solutions to improve the efficiency of operations when working remotely.
- The Asia-Pacific energy industry is accelerating its adoption of the 4th Industrial Revolution digital toolbox and embedding better operational efficiencies as a result of the economic demand devastation caused by the COVID-19 epidemic. In addition, as the pandemic takes a toll on the energy sector, worldwide investment in the sector is likely to drop 20%, or over USD 400 billion, compared to previous years, according to International Energy Agency. There has also been an impact of the Russia-Ukraine war on the overall packaging ecosystem.

APAC Operational Intelligence Market Trends

Growing Need for Real Time Data Analytics is Expected to Drive the Market

- Real-time big data analytics is a big data innovation. While big data analysis converts the database after the raw files are created, real-time big data analysis converts the raw files as they are created. In other words, the hazy raw data is turned into useful data milliseconds after creation. The responses come in a timely manner.
- Businesses lose money due to delays in decision-making and operations. Real-time analytics overcomes this problem by allowing company leaders to make decisions based on rapid and actionable data insights. This means businesses can avoid costly delays, seize opportunities, and anticipate issues.
- Real-time data analytics can be used for various purposes in almost any business (and even on an individual basis). Real-time data analytics is a prerequisite when it comes to running a firm and keeping a finance team going at full capacity. Finance teams can use real-time data analytics for a variety of purposes, including determining how everyday operations are working (identify bottlenecks), implementing process improvements (analyze KPIs), and monitoring a company's financial position (reporting), to mention a few.
- SAP HANA is a single database that combines powerful data processing, application services, and flexible data integration capabilities into a single database. HANA uses in-memory database software, which allows users to query data kept in the system's memory (RAM) rather than on physical drives. Customers may now process data in various ways much faster and create a series of what-if scenarios to help them capitalize on opportunities or prevent pitfalls. Established technology suppliers, such as IBM and Oracle, have also used new technology to enable real-time operations in their platforms.
- Despite being attentive in dealing with massive amounts of data, real-time data analytics has some drawbacks. Real-time data analytics must be accessible to manage enormous amounts of data and respond quickly to requests. This implies that real-time big data analytics should be capable of dealing with market and business elements to make effective and efficient real-time judgments.

Increasing Adoption of Big Data Analytics and the Internet-of-Things (IoT) is Expected to Drive the Market

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- The market is driven by end-user adoption of big data analytics and the Internet of Things (IoT). Operational intelligence (OI) and analytics solutions have earned a significant market share in the last decade thanks to the rise of Big Data and the growing need to make key business decisions quickly. According to IBM, 62% of merchants believe using data (Big Data and analytics) gives their businesses a competitive advantage. This number compares to 63% of responses from all industries.
- Furthermore, the Internet of Things (IoT) is a digital connectivity extension to gadgets and sensors in homes, workplaces, automobiles, and practically any place. As a result of this breakthrough, nearly any device may now collect and communicate data on its activities, which can then be analyzed to aid monitoring and various automatic functions. IoT requires operational intelligence to complete these duties (OI). PTC Inc, for example, uses IIoT-delivered operational efficiency insights to evaluate real-time production performance and anticipate problems before they occur.
- During the pandemic, digital transformation in healthcare, manufacturing, retail, and other industries increased data creation. Automation in the manufacturing business is driven by industrial IoT and artificial intelligence (AI). Inventory management, asset management and predictive maintenance, real-time alerts, network manufacturing, and other technologies are being introduced to help the manufacturing industry prosper in uncertain business situations.
- According to GSMA, the global number of Internet of Things (IoT) connections is expected to increase through the period from 2020 to 2030, with an forecast total of 24 billion enterprise IoT connections in 2030. The Asia Pacific region leads the list is expected to 18.2 billion connections by 2030.

APAC Operational Intelligence Industry Overview

The Asia-Pacific market for operational intelligence is fragmented and competitive, with small and big vendors providing visibility and insight into the business operations, allowing companies to make data-driven decisions. Key players are Vitria Technology Inc., Splunk Inc., etc.

- August 2023 - OpenText announced a partnership with Google Cloud to deliver AI-powered integrations that would assist organizations in unlocking the power of their data on Google Cloud to their competitive advantage. The co-innovation of OpenText's information management solutions and Google Cloud's AI capabilities will accelerate how organizations of all sizes surface insights quickly, boost productivity, and transform customer experiences.
- December 2022 - Accenture acquired advisory and customer insights company Fiftyfive5. This acquisition will enable Accenture Song (formerly Accenture Interactive) to better assist clients in Australia and New Zealand in utilizing data insights and performance marketing to drive growth and innovation. The acquisition of Fiftyfive5 is aimed at improving Accenture's customer intelligence capabilities in Australia and New Zealand. Fiftyfive5, founded in 2010, specializes in opportunity identification, brand strategy and positioning, innovation, category strategy (channel, shopper, retail, and loyalty), pricing, CX and experience measurement, and brand communications tracking.
- May 2022 - PreIPO Corporation, a Wyoming-based company with offices in South Florida, signed a contract to purchase the assets and intellectual property of TABS Suite Pte. Ltd. The Singaporean business was founded by the Kabra family office and its exclusive "Diligence-as-a-Service™" technology will be incorporated as a crucial component of the PreIPO Operating Platform.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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