

Figure 2. Priority Matrix for Business Intelligence and Analytics, 2015

benefit	years to mainstream adoption			
	less than 2 years	2 to 5 years	5 to 10 years	more than 10 years
transformational		Smart Data Discovery	Big Data Decision Management Event Stream Processing	Personal Analytics
high	Governed Data Discovery	Business Analytics Services Geospatial and Location Intelligence Hadoop-Based Data Discovery Logical Data Warehouse Predictive Analytics R Search-Based Data Discovery Tools Self-Service Data Preparation Text Analytics	Context Brokering Platforms Graph Analysis Natural-Language Generation Natural-Language Question Answering Open Data Prescriptive Analytics	
moderate	Visual Data Discovery	Business Analytics PaaS (baPaaS) Mobile BI	Operational Intelligence Platforms	
low				

As of August 2015