

# Software Development platform from various software vendors for business Intelligence

Specifically about **Software Development Platforms for Business Intelligence (BI)** from different **software vendors**.

These platforms are not just reporting tools — many offer **development environments (SDKs, APIs, automation, integrations)** so BI solutions can be extended and embedded into enterprise applications.

Here's a structured overview:

## 1. Microsoft

- **Power BI + Azure Synapse + SQL Server BI stack**
    - Development via Power BI Embedded (SDK + REST APIs).
    - Integrates with Azure ML, Excel, and Microsoft Fabric.
    - Strong for self-service BI + enterprise-scale reporting.
    - Dev Tools: DAX, M, Power Query, Power BI Service APIs.
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## 2. Google

- **Looker (Google Cloud Looker Studio)**
    - Developer-friendly: LookML (semantic modeling layer).
    - APIs for embedding dashboards & custom app integration.
    - Works with BigQuery for cloud-scale analytics.
    - Strong for building **data apps** inside GCP ecosystem.
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## 3. Amazon Web Services (AWS)

- **Amazon QuickSight**
    - Serverless BI platform with pay-per-session pricing.
    - QuickSight Embedded SDK for developers.
    - ML Insights built-in (forecasting, anomaly detection).
    - Integrates with AWS data lake + SageMaker.
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## 4. IBM

- **IBM Cognos Analytics**
    - Long-standing BI development framework.
    - Embedding & customization via SDKs and APIs.
    - Strong governance and compliance.
    - Integrates with IBM Cloud Pak for Data.
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## 5. Oracle

- **Oracle Analytics Cloud (OAC)**
    - Cloud-native BI + analytics.
    - SDKs for embedding analytics into Oracle ERP/CRM apps.
    - Machine learning integration (Oracle ML).
    - Best suited for enterprises using Oracle stack.
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## 6. SAP

- **SAP BusinessObjects BI & SAP Analytics Cloud (SAC)**
    - On-prem (BusinessObjects) and cloud-native (SAC).
    - SAC provides APIs for custom app development.
    - Tight integration with SAP HANA and ERP.
    - Strong enterprise security + governance.
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## 7. Tableau (Salesforce)

- **Tableau Platform**
    - Developer APIs (REST, JavaScript API, Tableau Extensions).
    - Tableau Embedded Analytics for app integration.
    - Salesforce Einstein Analytics integration for AI-driven BI.
    - Strong visualization & community support.
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## **8. Qlik**

- **Qlik Sense**
    - Associative data model for flexible analytics.
    - Qlik's APIs (Engine API, Capability API, REST API) for embedding.
    - Strong in real-time and in-memory analytics.
    - Works across hybrid data environments.
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## **9. TIBCO**

- **TIBCO Spotfire**
    - BI + advanced analytics with real-time streaming.
    - Supports custom analytics apps via APIs and extensions.
    - Integration with R, Python, and data science workflows.
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## **10. SAS**

- **SAS Visual Analytics**
    - Advanced statistical & BI platform.
    - APIs for embedding dashboards into enterprise apps.
    - Strong predictive analytics + AI/ML integration.
    - Common in regulated industries (healthcare, finance).
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## **11. Zoho**

- **Zoho Analytics**
    - Cloud BI with APIs + SDK for app developers.
    - Embeddable dashboards for SaaS products.
    - Cost-effective option for SMEs.
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## **12. MicroStrategy**

- **MicroStrategy Platform**
  - Enterprise-grade BI platform.
  - Developer APIs & SDKs for embedding analytics.
  - HyperIntelligence cards (contextual insights).
  - Strong focus on enterprise-scale governance.

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✓ **Summary:**

- **Cloud-Native BI Platforms:** Microsoft Power BI, Google Looker, AWS QuickSight, Oracle Analytics Cloud.
- **Enterprise BI Platforms:** SAP BusinessObjects, IBM Cognos, MicroStrategy, SAS, TIBCO Spotfire.
- **Visualization-Focused BI Platforms:** Tableau, Qlik, Zoho Analytics.