

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.

✓ **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.