The BI & Analytics Survey 21

The voice of the BI and analytics community

This is a specially produced summary of the headline results for

Qlik

BARC

Qlik overview

Qlik was founded in 1993 in Sweden and moved its headquarters to the United States in 2005 after raising funds from several venture capital firms. In 2010 Qlik went public on NASDAQ and then went private again in 2016 after being acquired by the private equity company Thoma Bravo.

Qlik's lead product was QlikView until the general availability of Qlik Sense in 2014. Today, Qlik offers a portfolio of end-to-end platform-based solutions for analytics, data management and developers, as well as several value-added offerings that provide enhanced capabilities. With this product suite, Qlik focuses on helping customers to bridge the gaps between their data, insights and actions to better inform decisions and drive actions based on solid evidence.

Qlik Sense is the company's platform for business-user-driven analytics, supporting a broad spectrum of analytics use cases across organizations. It is powered by Qlik's associative engine and offers flexible and fast access to its in-memory data sets. Qlik focuses on business users as its target audience for all product features

Qlik peer groups

Qlik Sense features in the 'Large international BI vendors', 'Embedded analytics-focused products', 'Self-service analytics-focused products' and 'Ad hoc reporting-focused products' peer groups. QlikView features in 'Large international BI vendors', 'Self-service analytics-focused products' and 'Dashboarding-focused products'.

starting from data preparation to the creation of interactive applications. Data preparation, traditionally scripting-oriented in Qlik solutions, can now mostly be conducted in a visual environment. These improvements enhance the productivity of data preparation for developers and they also make data preparation accessible for business users. In case customers require advanced transformations, the product supports scripting for data preparation.

QlikView is a dashboard and analysis product based on the same in-memory technology. It is powered by QIX (Qlik's associative engine) and gives flexible access to data sets stored in-memory. Qlik NPrinting is a report generation, distribution and scheduling application which can be used to create reports based on QlikView or Qlik Sense content.

Qlik's offering is supplemented by several value-added products. These include Qlik Insight Bot for Conversational Analytics; Qlik GeoAnalytics for advanced mapping and geospatial analysis; and Qlik Connectors, a package of connectivity options for on-premises and cloud-based data sources.

Qlik customer responses

This year we had 121 responses from Qlik Sense users and 114 from QlikView users.

THE BI & ANALYTICS SURVEY 21

The BI & Analytics Survey 21 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted from March to June 2020. In total, 2,591 people responded to the survey with 2,136 answering a series of detailed questions about their use of a named product. Altogether, 33 products (or groups of products) are analyzed in detail.

The BI & Analytics Survey 21 examines user feedback on BI product selection and usage across 36 criteria (KPIs) including business benefits, project success, business value, recommendation, customer satisfaction, customer experience, innovation and competitiveness.

This document contains just a selection of the headline findings for Qlik. It does not show all the KPI results and focuses mainly on the positive findings.

For more information on the survey, visit The BI Survey website.

The KPIs

The BI & Analytics Survey 21 provides the reader with well-designed KPI dashboards packed with concise information, which can be absorbed at a glance. The KPIs all follow these simple rules:

- Only measures that have a clear good/bad trend are used as the basis for KPIs.

- KPIs may be based on one or more measures from The BI Survey.

- Only products with samples of at least 20 - 30 (depending on the KPI) for each of the questions that feed into the KPI are included.

- For quantitative data, KPIs are converted to a scale of 1 to 10 (worst to best).

- A linear min-max transformation is applied, which preserves the order of, and the relative distance between, products' scores.

The terms 'top-ranked' and 'leader' are used in the following KPI chart titles. 'Top-ranked' indicates first position. 'Leader' usually denotes a position in the top 25-30% of products listed in the chart.

Peer Group Classification

The BI & Analytics Survey 21 features a range of different types of BI tools so we use peer groups to help identify competing products. The groups are essential to allow fair and useful comparisons of products that are likely to compete.

The peer groups have been defined by BARC analysts using their experience and judgment, with segmentation based on two key factors:

1. Usage scenario - functional peer groups are mainly data-driven and based on how customers say they use the product.

2. Regional focus - is the vendor a large international vendor with a truly global presence or does it focus on a particular region? We also take into account the location of BI Survey respondents.

Peer Groups Overview

Large global enterprise BI platforms

Includes products equipped with functionality for enterprise deployments that focus on a broad range of BI use cases.

Dashboarding-focused products

Includes products that focus on creating advanced and highly sophisticated dashboards.

Ad hoc reporting-focused products

Includes products that focus on self-service reporting and ad hoc analysis.

OLAP analysis-focused products

Includes products that focus on analysis in dimensional and hierarchical data models.

Self-service analytics-focused products

Includes products that focus on visual data discovery and advanced data visualization.

Integrated performance management products

Includes products that provide integrated functionality for BI and performance management, especially planning and budgeting.

Large international BI vendors

Includes products from companies with annual revenues of $200m+ and a truly international reach.

EMEA-focused vendors

Includes products from vendors that have a significant presence in - and focus on - the EMEA region.

Americas-focused vendors

Includes products from vendors that have a significant presence in - and focus on - the Americas region.

Embedded analytics-focused products

Includes reporting and analytics products that can be embedded in other business applications.

Qlik Sense

The BI & Analytics Survey 21: Qlik Sense Highlights Dashboard

KPI results

11 top-rankings

and

44 leading positions

in 4 different peer groups.

THE BI & ANALYTICS SURVEY 21

Recommendation

93% of surveyed users say they would **recommend*** Qlik Sense.

* Based on the aggregate of "Definitely" and "Probably".

THE BI & ANALYTICS SURVEY 21

Performance

47% of surveyed users chose Qlik Sense because of its **fast query performance.***

* Compared to 23% for the average BI tool.

THE BI & ANALYTICS SURVEY 21

Satisfaction

94% of surveyed users are **satisfied** with Qlik Sense.*

* Based on the aggregate of "Very satisfied" and "Somewhat satisfied".

THE BI & ANALYTICS SURVEY 21

Analyses

93% of surveyed users rate Qlik Sense's **functionality for performing analyses** as **excellent** or **good.***

* Compared to 78% for the average BI tool.

THE BI & ANALYTICS SURVEY 21

Dashboards

93% of surveyed users rate Qlik Sense's **functionality for creating dashboards** as **excellent** or **good.***

* Compared to 80% for the average BI tool.

THE BI & ANALYTICS SURVEY 21

Peer Group
Large international BI vendors

1. Top-ranked in

Business benefits
Business value
Recommendation
Product satisfaction
Dashboards
Analyses
Customer experience
Data preparation

Leader in

Project success
Project length
Customer satisfaction
Ad hoc query
Advanced analytics
Functionality
Ease of use
Flexibility
Query performance
Sales experience
Visual analysis
Location intelligence
Innovation
Considered for purchase
Competitiveness

Peer Group
Self-service analytics-focused products

1. Top-ranked in

Analyses
Competitiveness

Leader in

Dashboards
Advanced analytics
Query performance
Performance satisfaction
Customer experience
Visual analysis
Location intelligence

BARC Summary

Qlik Sense has significantly improved on its already impressive results from last year's BI Survey, earning 11 number one rankings and 44 leadership positions in its various peer groups.

Qlik Sense offers customers fast query performance and innovative features to implement leading edge use cases. The modern platform with its strong query engine shines in many areas. Qlik Sense's 'Analyses' functions are top-ranked in two peer groups while it is also top-ranked in other functional areas such as 'Dashboards' and 'Data Preparation'. This broad range of sophisticated capabilities is the foundation for exceptional results in categories such as 'Business benefits', 'Business value', 'Product satisfaction', 'Recommendation' and 'Competitiveness'.

Peer Group
Embedded analytics-focused products

1. Top-ranked in

Competitiveness

Leader in

Dashboards
Analyses
Advanced analytics
Query performance
Performance satisfaction
Customer experience
Data preparation
Visual analysis
Visual design standards
Location intelligence
Considered for purchase

Peer Group
Ad hoc reporting-focused products
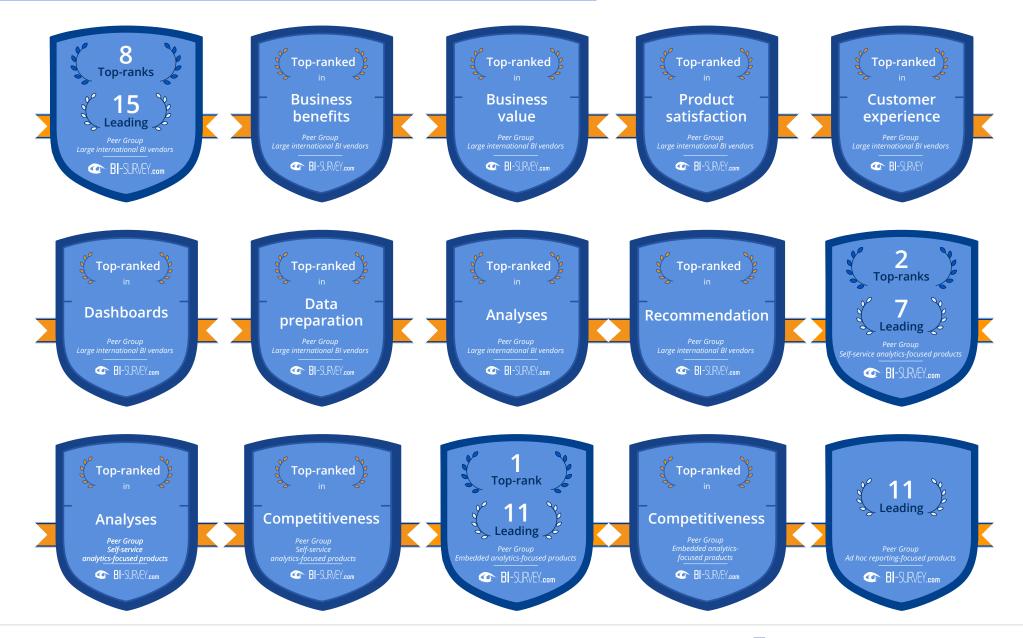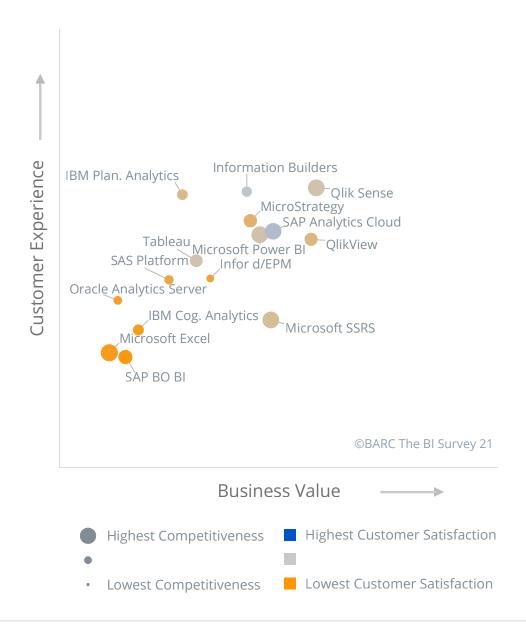
Leader in

Dashboards
Analyses
Advanced analytics
Query performance
Performance satisfaction
Customer experience
Data preparation
Visual analysis
Location intelligence
Considered for purchase
Competitiveness

The BI & Analytics Survey 21: Qlik Sense top ranks

8 Top-ranks

15 Leading

Peer Group
Large international BI vendors

BI-SURVEY.com

Top-ranked in

Business benefits

Peer Group
Large international BI vendors

BI-SURVEY.com

Top-ranked in

Business value

Peer Group
Large international BI vendors

BI-SURVEY.com

Top-ranked in

Product satisfaction

Peer Group
Large international BI vendors

BI-SURVEY.com

Top-ranked in

Customer experience

Peer Group
Large international BI vendors

BI-SURVEY

Top-ranked in

Dashboards

Peer Group
Large international BI vendors

BI-SURVEY.com

Top-ranked in

Data preparation

Peer Group
Large international BI vendors

BI-SURVEY.com

Top-ranked in

Analyses

Peer Group
Large international BI vendors

BI-SURVEY.com

Top-ranked in

Recommendation

Peer Group
Large international BI vendors

BI-SURVEY.com

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2 Top-ranks

7 Leading

Peer Group
Self-service analytics-focused products

BI-SURVEY.com

Top-ranked in

Analyses

Peer Group
*Self-service
analytics-focused products*

BI-SURVEY.com

Top-ranked in

Competitiveness

Peer Group
*Self-service
analytics-focused products*

BI-SURVEY.com

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1 Top-rank

11 Leading

Peer Group
Embedded analytics-focused products

BI-SURVEY.com

Top-ranked in

Competitiveness

Peer Group
*Embedded analytics-
focused products*

BI-SURVEY.com

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11 Leading

Peer Group
Ad hoc reporting-focused products

BI-SURVEY.com

"The best visual analytics software right now. No other tool makes it so easy to find hidden insights and answer questions that you didn't even know you had."

BI-SURVEY.com

Person responsible/Project manager for departmental BI/analytics, oil. gas and mining, >2,500 employees

"Love it! I have been in business improvement and used multiple BI products to produce my business reporting - this is the most agile and cost effective product available."

BI-SURVEY.com

Person responsible/Project manager for departmental BI/analytics, public sector, 100-2,500 employees

"Fantastic software enabling users access to powerful and insightful analysis with minimal effort."

BI-SURVEY.com

Employee of a cross-departmental BI/analytics team, retail/wholesale/trade, 100-2,500 employees

"The best business intelligence solution I have used. You can learn to use the software and create dashboards very quickly. Adding your own data sources and the insights you can gain with the software are ingenious.*"

BI-SURVEY.com

CEO, IT, 100-2,500 employees

"It's an analyst/developer's best friend because you can use it for anything, analyzing data, transforming data, pushing data, mining and so forth. It is constantly being updated and improved. As a company they lead the way in data literacy."

BI-SURVEY.com

Person responsible/Project manager for BI/analytics from IT department, retail/wholesale/trade, 100-2,500 employees

*Translated by BARC

What customers like most

> I believe Qlik Sense has flipped traditional BI development on its head. Its ability to handle large, multiple and/or poor quality data sets, without cumbersome expensive warehousing and its agility to produce cost effective, timely, consistent and meaningful BI for the business.

BI-SURVEY.com

Person responsible/Project manager for departmental BI/ analytics, public sector, 100-2,500 employees

> Even business users without skills in IT or programming can work in Qlik Sense and have accurate results. The ability to transform tables of tons of data into great visualizations is so powerful.

BI-SURVEY.com

Head of business department, manufacturing, 100-2,500 employees

> Very intuitive design makes it easy to get up and running with the basics, it's constantly being improved by the developers and there is a very active online community to help with anything.

BI-SURVEY.com

Employee of a cross-departmental BI/analytics team, media/publishing, 100-2,500 employees

> I like how intuitive it is. Both in terms of scripting and data modeling and creating dashboards on the front end. I do not come from a coding/BI background so I have been learning on the job and via an amazing Qlik community and it's amazing how quickly one can learn to develop advanced and scalable data models and user-friendly dashboards.

BI-SURVEY.com

Employee of a cross-departmental BI/analytics team, non-profit, <100 employees

> Fast deployments possible because Qlik Sense covers the whole BI process and most of the work is decentralized in the project team and not with a central support unit. The Qlik Sense setup also allows the business users to pitch in/ become cocreators and help projects move forward..

BI-SURVEY.com

Person responsible/Project manager for BI/analytics from IT department, healthcare, >2,500 employees

Advice from customers

"It is a real enterprise solution, very flexible when having multiple systems."
BI-SURVEY.com

Head of BI & Analytics Competence Center, coffee industry, 100-2,500 employees

"I believe that the important thing is knowing how to fully exploit the potential of the tool and not just stop at the static reporting function."
BI-SURVEY.com

Head of business department, retail/wholesale/trade, >2,500 employees

"GO ahead and buy it. It is a life saver."
BI-SURVEY.com

Person responsible/Project manager for BI/analytics from IT department, education, 100-2,500 employees

"Challenge your traditional BI development and flip the development phase on its head - use the ability of Qlik Sense to get a product out to your customers early, then tidy up your back end."
BI-SURVEY.com

Person responsible/Project manager for departmental BI/analytics, public sector, 100-2,500 employees

"I suggest the adoption of QS because it is very easy to use and users are also satisfied about the Excel export of the visualizations."
BI-SURVEY.com

Person responsible/Project manager for BI/analytics from IT department, consulting, >2,500 employees

User and Use Case Demographics
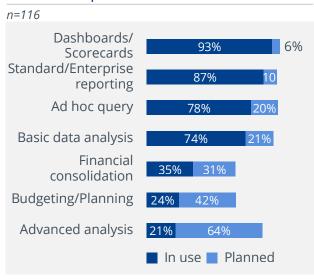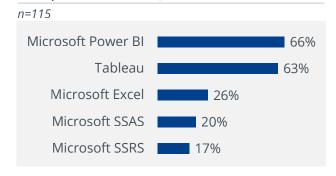
BARC Comment

Qlik Sense is used quite broadly by customers. Most respondents (93 percent) use the software for its core strength: creating interactive dashboards. In addition, 87 percent of customers Qlik Sense is used quite broadly by customers. Most respondents (93 percent) use the software for its core strength: creating interactive dashboards. In addition, 87 percent of customers use it for enterprise reporting and 78 percent for ad hoc query. 74 percent use the solution for analysis. Most users navigate and explore content provided by other users because less than half of respondents claim to create reports with the software. 35 percent of users model and enrich data using Qlik Sense, which is slightly above the survey average of 32 percent. The solution's characterization as a visual analysis solution geared to business users is also highlighted by the two most frequently evaluated competitors: Tableau and Microsoft Power BI. Roughly half of the Qlik Sense users responding to this year's survey came from mid-sized companies (45 percent) while 46 percent came from large companies. With this focus on larger companies, the solution can clearly be used successfully in larger accounts. Qlik Sense has a mean of 1,161 users and a median of 101 users, both slightly above average.
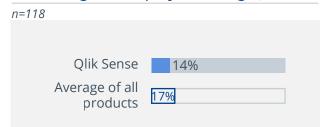
Current vs. planned use
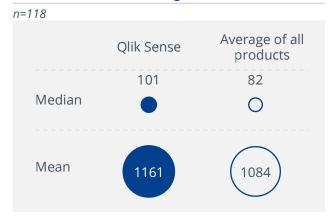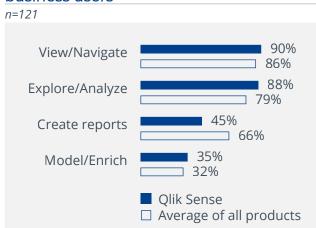
n=116

	In use	Planned
Dashboards/Scorecards	93%	6%
Standard/Enterprise reporting	87%	10
Ad hoc query	78%	20%
Basic data analysis	74%	21%
Financial consolidation	35%	31%
Budgeting/Planning	24%	42%
Advanced analysis	21%	64%

■ In use ■ Planned

5 products most often evaluated in competition with Qlik Sense

n=115

Microsoft Power BI	66%
Tableau	63%
Microsoft Excel	26%
Microsoft SSAS	20%
Microsoft SSRS	17%

Percentage of employees using Qlik Sense

n=118

Qlik Sense	14%
Average of all products	17%

Number of users using Qlik Sense

n=118

	Qlik Sense	Average of all products
Median	101	82
Mean	1161	1084
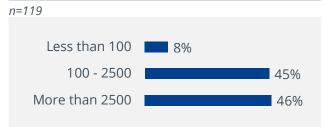
Tasks carried out with Qlik Sense by business users
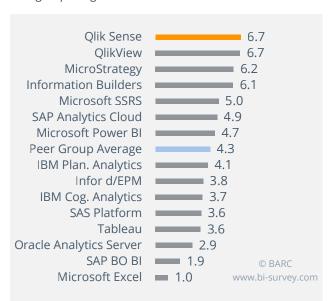
n=121

	Qlik Sense	Average of all products
View/Navigate	90%	86%
Explore/Analyze	88%	79%
Create reports	45%	66%
Model/Enrich	35%	32%

■ Qlik Sense □ Average of all products

Company size (employees)

n=119

Less than 100	8%
100 - 2500	45%
More than 2500	46%

Business benefits & Project success

The 'Business benefits' KPI is based on the achievement level of a variety of business benefits.

The 'Project success' KPI is based on the implementation satisfaction level and the frequency of projects completed on time and on budget.

Business benefits – Top-ranked

Peer group: Large international BI vendors

Vendor	Score
Qlik Sense	6.7
QlikView	6.7
MicroStrategy	6.2
Information Builders	6.1
Microsoft SSRS	5.0
SAP Analytics Cloud	4.9
Microsoft Power BI	4.7
Peer Group Average	4.3
IBM Plan. Analytics	4.1
Infor d/EPM	3.8
IBM Cog. Analytics	3.7
SAS Platform	3.6
Tableau	3.6
Oracle Analytics Server	2.9
SAP BO BI	1.9
Microsoft Excel	1.0

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BARC Viewpoint — Business benefits

'Business benefits' is one of the most important KPIs in The BI & Analytics Survey. It demonstrates the improvements customers can achieve with a solution.

The results reveal that customers not only use Qlik Sense for standard reporting and simple dashboards but also for well thought out use cases that deliver measurable benefits.

Qlik Sense is top-ranked in the 'Large international BI vendors' peer group in this KPI. More customers report having saved headcount, increased revenues and improved business decision-making compared to competitors in this peer group.

Project success — BARC Viewpoint
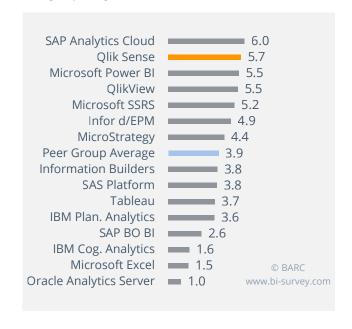
To measure 'Project success', we ask customers to rate their level of satisfaction with various aspects of their implementation projects. Several factors contribute to the perception of a successful analytics and BI project, such as the completion of a project on time and on budget as well as satisfaction with the implementation itself. Qlik has thousands of partners who are trained to support enterprises of different types and sizes. Positive customer feedback indicates that this partner network functions well. Qlik Sense takes second place in the 'Large international BI vendors' peer group for this KPI.

Project success – Leader

Peer group: Large international BI vendors

Vendor	Score
SAP Analytics Cloud	6.0
Qlik Sense	5.7
Microsoft Power BI	5.5
QlikView	5.5
Microsoft SSRS	5.2
Infor d/EPM	4.9
MicroStrategy	4.4
Peer Group Average	3.9
Information Builders	3.8
SAS Platform	3.8
Tableau	3.7
IBM Plan. Analytics	3.6
SAP BO BI	2.6
IBM Cog. Analytics	1.6
Microsoft Excel	1.5
Oracle Analytics Server	1.0

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Business value

This KPI combines the 'Business benefits', 'Project success' and 'Project length' KPIs.

Business value – Top-ranked 🏅1.

Peer group: Large international BI vendors

Vendor	Score
Qlik Sense	6.3
QlikView	6.2
SAP Analytics Cloud	5.4
Microsoft SSRS	5.3
Microsoft Power BI	5.1
MicroStrategy	4.9
Information Builders	4.8
Peer Group Average	4.1
Infor d/EPM	4.1
Tableau	3.8
IBM Plan. Analytics	3.5
SAS Platform	3.2
IBM Cog. Analytics	2.6
SAP BO BI	2.3
Oracle Analytics Server	2.2
Microsoft Excel	2.0

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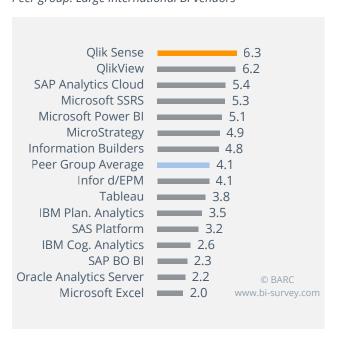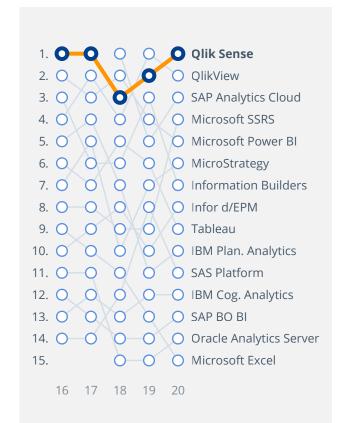
Consistently outstanding in business value

Peer group: Large international BI vendors

Rank	Vendor
1.	**Qlik Sense**
2.	QlikView
3.	SAP Analytics Cloud
4.	Microsoft SSRS
5.	Microsoft Power BI
6.	MicroStrategy
7.	Information Builders
8.	Infor d/EPM
9.	Tableau
10.	IBM Plan. Analytics
11.	SAS Platform
12.	IBM Cog. Analytics
13.	SAP BO BI
14.	Oracle Analytics Server
15.	Microsoft Excel

16   17   18   19   20

Business value $

👁 BARC   Viewpoint

The 'Business value' KPI is an important combined KPI calculated by aggregating the 'Business benefits', 'Project length' and 'Project success' KPIs.

Outstanding feedback underlines the fact that Qlik is an established analytics and BI vendor with a comprehensive portfolio of professional services and products to satisfy customer needs.

Qlik Sense has climbed to first place in the 'Large international BI vendors' peer group this year having overtaken QlikView.

Project length & Recommendation
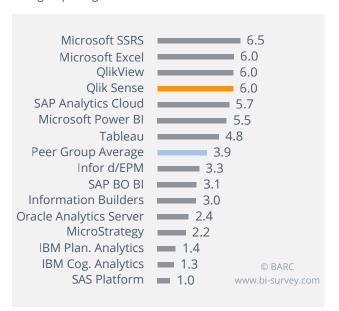
The 'Project length' KPI is based on how quickly the product is implemented.

The 'Recommendation' KPI is based on the proportion of users that say they would recommend the product to others.

Project length – Leader

Peer group: Large international BI vendors

Vendor	Score
Microsoft SSRS	6.5
Microsoft Excel	6.0
QlikView	6.0
Qlik Sense	6.0
SAP Analytics Cloud	5.7
Microsoft Power BI	5.5
Tableau	4.8
Peer Group Average	3.9
Infor d/EPM	3.3
SAP BO BI	3.1
Information Builders	3.0
Oracle Analytics Server	2.4
MicroStrategy	2.2
IBM Plan. Analytics	1.4
IBM Cog. Analytics	1.3
SAS Platform	1.0

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BARC Viewpoint — Project length

The faster the implementation, the sooner quick wins can be achieved. What sounds like a no brainer is especially relevant in analytics and BI because long-running projects often fail to deliver the benefits aspired.
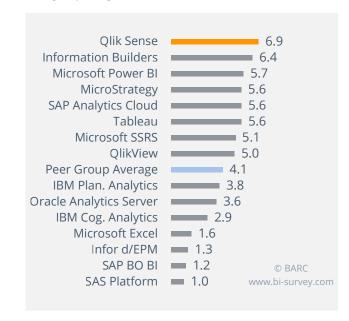
The typical implementation time of three months is clearly faster than the average reported by large companies (Qlik Sense's primary audience), demonstrating the flexibility and maturity of the software.

Qlik Sense is among the leaders in the 'Large international BI vendors' peer group for the 'Project length' KPI.

Recommendation – Top-ranked

1.

Peer group: Large international BI vendors

Vendor	Score
Qlik Sense	6.9
Information Builders	6.4
Microsoft Power BI	5.7
MicroStrategy	5.6
SAP Analytics Cloud	5.6
Tableau	5.6
Microsoft SSRS	5.1
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Microsoft Excel	1.6
Infor d/EPM	1.3
SAP BO BI	1.2
SAS Platform	1.0

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Recommendation — BARC Viewpoint

A vendor that provides a high level of benefit to customers and delivers an innovative product is likely to be recommended by its users, which makes good ratings in this KPI vital.

93 percent of customers surveyed say they would recommend Qlik Sense to companies facing similar challenges with more than two-thirds even "definitely" recommending the software.

This year, Qlik Sense jumped two places to the top ranking for the 'Recommendation' KPI in the 'Large international BI vendors' peer group.

Product satisfaction & Customer satisfaction
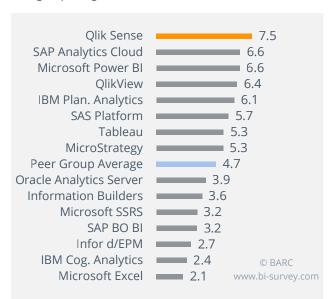
The 'Product satisfaction' KPI is based on the frequency of problems encountered with the product.

The 'Customer satisfaction' KPI combines the 'Recommendation', 'Product satisfaction', 'Vendor support' and 'Implementer support' KPIs.

Product satisfaction – Top-ranked 🏅 1.

Peer group: Large international BI vendors

Vendor	Score
Qlik Sense	7.5
SAP Analytics Cloud	6.6
Microsoft Power BI	6.6
QlikView	6.4
IBM Plan. Analytics	6.1
SAS Platform	5.7
Tableau	5.3
MicroStrategy	5.3
Peer Group Average	4.7
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Microsoft SSRS	3.2
SAP BO BI	3.2
Infor d/EPM	2.7
IBM Cog. Analytics	2.4
Microsoft Excel	2.1

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BARC Viewpoint — Product satisfaction
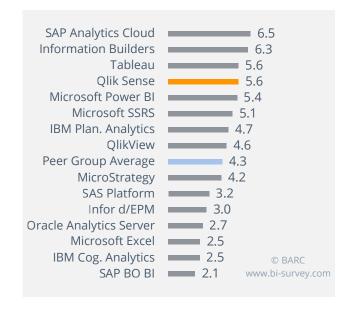
User satisfaction with a product has a huge impact on the perception and reputation of the whole business intelligence environment. In particular, end users who work intensively with the BI front end tend to blame the tools they use for most of the problems they encounter. Qlik Sense clearly deserves its first place in the 'Product satisfaction' KPI among the 'Large international BI vendors' as it satisfies most of its users in companies of all sizes. This represents a huge leap from last year's fifth place, proving that continuous development based on a solid foundation pays off.

Customer satisfaction — BARC Viewpoint

'Customer satisfaction' is difficult to measure due to several influencing factors. We calculate this aggregated KPI by combining the 'Recommendation', 'Product satisfaction', 'Price-to-value', 'Vendor support' and 'Implementer support' KPIs.

High scores for 'Product satisfaction' and 'Recommendation' show that Qlik Sense powers analytics solutions that offer significant value add for customers.

Thanks to top ratings for 'Recommendation' and 'Product satisfaction' in the 'Large international BI vendors' peer group, Qlik Sense achieves a leadership position in the 'Customer satisfaction' KPI.

Customer satisfaction – Leader 🏅

Peer group: Large international BI vendors

Vendor	Score
SAP Analytics Cloud	6.5
Information Builders	6.3
Tableau	5.6
Qlik Sense	5.6
Microsoft Power BI	5.4
Microsoft SSRS	5.1
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Oracle Analytics Server	2.7
Microsoft Excel	2.5
IBM Cog. Analytics	2.5
SAP BO BI	2.1

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Functionality &
Ad hoc query
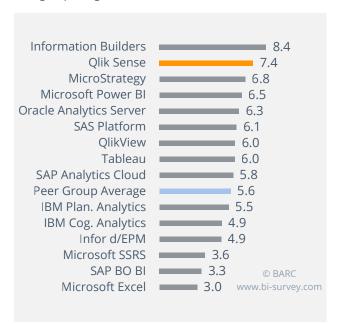
The 'Functionality' KPI combines the 'Dashboards', 'Distribution of reports', 'Ad hoc query', 'Analyses', 'Advanced analytics' and 'Planning and budgeting' KPIs.

The 'Ad hoc query' KPI is based on how users rate their BI tool in terms of its support for ad hoc queries (data access, drag-and-drop, suitability for business users).

Functionality – Leader

Peer group: Large international BI vendors

Information Builders	8.4
Qlik Sense	7.4
MicroStrategy	6.8
Microsoft Power BI	6.5
Oracle Analytics Server	6.3
SAS Platform	6.1
QlikView	6.0
Tableau	6.0
SAP Analytics Cloud	5.8
Peer Group Average	5.6
IBM Plan. Analytics	5.5
IBM Cog. Analytics	4.9
Infor d/EPM	4.9
Microsoft SSRS	3.6
SAP BO BI	3.3
Microsoft Excel	3.0

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BARC Viewpoint — Functionality
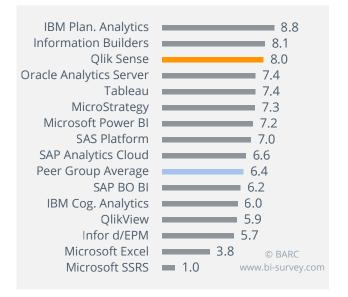
The 'Functionality' KPI reflects overall customer perception of the functionality provided. It is measured by aggregating the 'Dashboards', 'Ad hoc query', 'Analyses', 'Distribution of reports' and 'Planning and budgeting' KPIs. This produces an overall view on the breadth of the product's feature set. Qlik Sense customers reported being particularly happy with the product's capabilities for 'Dashboards', 'Ad hoc query' and 'Analyses'.

This year, Qlik Sense ranks among the leaders in the 'Large international BI vendors' peer group despite a lack of support for planning and budgeting.

Ad hoc query

BARC Viewpoint

We asked customers to give a qualitative rating of product capabilities and their usage patterns for 'Ad hoc query'. Factors considered ranged from data access to ease of use. Qlik's intention to deliver a distinctly ad hoc oriented solution has paid off. Qlik Sense is an interactive, easy-to-use solution for self-reliant data access.

Its 'Ad hoc query' capabilities are highly rated by survey respondents, who ranked Qlik Sense third in the 'Large international BI vendors' peer group.
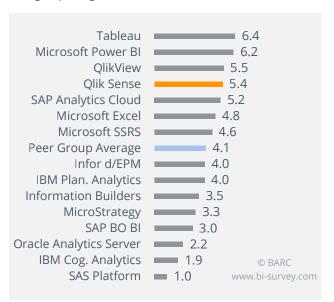
Ad hoc query – Leader

Peer group: Large international BI vendors

IBM Plan. Analytics	8.8
Information Builders	8.1
Qlik Sense	8.0
Oracle Analytics Server	7.4
Tableau	7.4
MicroStrategy	7.3
Microsoft Power BI	7.2
SAS Platform	7.0
SAP Analytics Cloud	6.6
Peer Group Average	6.4
SAP BO BI	6.2
IBM Cog. Analytics	6.0
QlikView	5.9
Infor d/EPM	5.7
Microsoft Excel	3.8
Microsoft SSRS	1.0

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Ease of use & Flexibility

The 'Ease of use' KPI is based on how often the product was chosen for its ease of use, and on the level of complaints about ease of use post-implementation.

The 'Flexibility' KPI is based on how often the product was chosen for its flexibility, and on the frequency of complaints about user flexibility post-implementation.

Ease of use – Leader

Peer group: Large international BI vendors

Vendor	Score
Tableau	6.4
Microsoft Power BI	6.2
QlikView	5.5
Qlik Sense	5.4
SAP Analytics Cloud	5.2
Microsoft Excel	4.8
Microsoft SSRS	4.6
Peer Group Average	4.1
Infor d/EPM	4.0
IBM Plan. Analytics	4.0
Information Builders	3.5
MicroStrategy	3.3
SAP BO BI	3.0
Oracle Analytics Server	2.2
IBM Cog. Analytics	1.9
SAS Platform	1.0

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BARC Viewpoint — Ease of use

'Ease of use' is often hard to assess when selecting software. With feedback from such a huge number of peers, this KPI in The BI & Analytics Survey is a great indicator. Additionally, the expectations of what easy-to-use analytics software must deliver constantly evolve. In general, customers these days want intuitive, modern and uniform interfaces.

Customers appreciate Qlik Sense's focus on business users served by a uniform and visual interface that is modern and mature at the same time.

Qlik Sense offers good usability to its customers, who rate it as a leader in the 'Large international BI vendors' peer group.

Flexibility

BARC Viewpoint
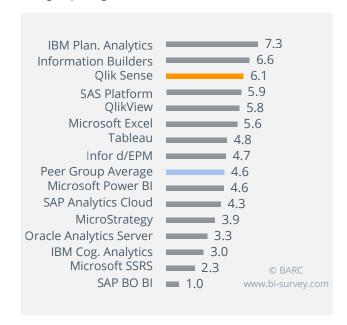
To measure the 'Flexibility' KPI, we combine the frequency with which it is cited as a reason to buy a software product with the rate of complaints about flexibility after implementation. 'Flexibility' is an increasingly decisive factor in buying decisions. Enterprises require solutions that can adapt quickly to changing business needs. In dynamic markets flexibility is critical to ensure data-driven decision-making by delivering relevant insights on time. The 'Flexibility' demonstrated is one of the top reasons why prospects decide to purchase and implement Qlik Sense. As a consequence, Qlik Sense is a leader in the 'Large international BI vendors' peer group for this KPI.
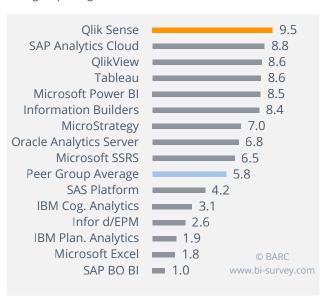
Flexibility – Leader

Peer group: Large international BI vendors

Vendor	Score
IBM Plan. Analytics	7.3
Information Builders	6.6
Qlik Sense	6.1
SAS Platform	5.9
QlikView	5.8
Microsoft Excel	5.6
Tableau	4.8
Infor d/EPM	4.7
Peer Group Average	4.6
Microsoft Power BI	4.6
SAP Analytics Cloud	4.3
MicroStrategy	3.9
Oracle Analytics Server	3.3
IBM Cog. Analytics	3.0
Microsoft SSRS	2.3
SAP BO BI	1.0

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Dashboards

This KPI is based on how users rate their BI tool for creating dashboards/ reports (data selection, data visualization, formatting/layout).

Dashboards – Top-ranked

Peer group: Large international BI vendors

Qlik Sense	9.5
SAP Analytics Cloud	8.8
QlikView	8.6
Tableau	8.6
Microsoft Power BI	8.5
Information Builders	8.4
MicroStrategy	7.0
Oracle Analytics Server	6.8
Microsoft SSRS	6.5
Peer Group Average	5.8
SAS Platform	4.2
IBM Cog. Analytics	3.1
Infor d/EPM	2.6
IBM Plan. Analytics	1.9
Microsoft Excel	1.8
SAP BO BI	1.0

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Dashboards – Leader

Peer group: Embedded analytics-focused products

Dundas	10.0
Qlik Sense	9.5
Pyramid	9.4
Zoho Analytics	9.3
Logi Analytics	8.9
Peer Group Average	8.7
TARGIT	8.7
Yellowfin	8.7
Microsoft Power BI	8.5
Information Builders	8.4
Looker	8.4
Exago	7.9
MicroStrategy	7.0

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Dashboards – Leader

Peer group: Ad hoc reporting-focused products

Dundas	10.0
Phocas	9.6
Qlik Sense	9.5
Pyramid	9.4
Zoho Analytics	9.3
CALUMO	9.1
Bissantz	8.9
Entrinsik	8.8
TARGIT	8.7
Yellowfin	8.7
Tableau	8.6
Looker	8.4
Exago	7.9
Peer Group Average	7.2
cubus	6.8
Jedox	6.3
Cubeware	3.1
Infor d/EPM	2.6
IBM Plan. Analytics	1.9
Microsoft Excel	1.8

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Dashboards – Leader

Peer group: Self-service analytics-focused products

Dundas	10.0
Qlik Sense	9.5
Pyramid	9.4
Peer Group Average	9.0
SAP Analytics Cloud	8.8
Entrinsik	8.8
Yellowfin	8.7
QlikView	8.6
Tableau	8.6
Microsoft Power BI	8.5

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Dashboards

BARC Viewpoint

Dashboards are one of the most mature usage scenarios in analytics and BI. It is a highly competitive space as almost every BI vendor provides its own flavor of dash-boarding capabilities.

Qlik Sense was conceived from early on to support interactive dashboards and analytical applications together with visual analyses. This year, many of the customers answering our survey gave the software a favorable rating, placing it on the top of the podium in the 'Large international BI vendors' peer group and in the top three in its other peer groups.

Analyses

This KPI is based on how users rate their BI tool for performing analyses
(KPI calculations, data navigation, predefined analyses).

Analyses – Top-ranked

Peer group: Large international BI vendors

Qlik Sense	9.6
Information Builders	8.2
IBM Plan. Analytics	7.7
Oracle Analytics Server	7.4
MicroStrategy	7.3
Microsoft Power BI	7.2
QlikView	7.2
SAP Analytics Cloud	6.4
Tableau	6.4
SAS Platform	6.3
Peer Group Average	6.1
IBM Cog. Analytics	6.0
Infor d/EPM	4.9
SAP BO BI	4.6
Microsoft Excel	1.8
Microsoft SSRS	1.0

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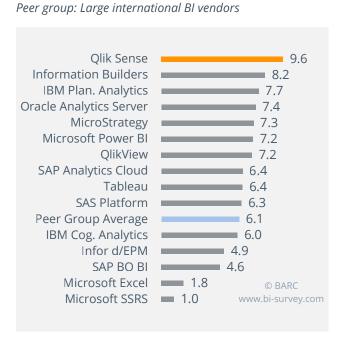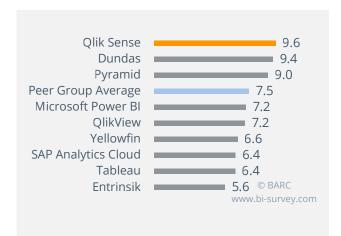
Analyses – Top-ranked

Peer group: Self-service analytics-focused products

Qlik Sense	9.6
Dundas	9.4
Pyramid	9.0
Peer Group Average	7.5
Microsoft Power BI	7.2
QlikView	7.2
Yellowfin	6.6
SAP Analytics Cloud	6.4
Tableau	6.4
Entrinsik	5.6

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BARC Viewpoint

The 'Analyses' KPI considers support for various forms of data analysis, from dimensional analysis to visual analysis and beyond. Qlik Sense was designed to support intuitive and powerful visual analyses together with interactive dashboards and analytical applications. This clear vision and its thorough execution delivers customers with the flexibility and performance needed to analyze data in depth. This year Qlik Sense scored extraordinarily well, earning it the top rank in two peer groups: 'Self-service analytics-focused products' and 'Large international BI vendors'.
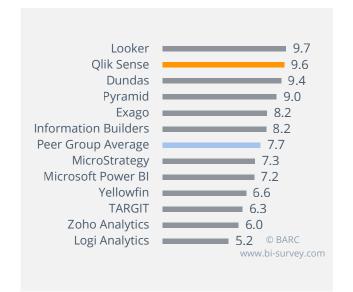
Analyses – Leader

Peer group: Ad hoc reporting-focused products

Product	Score
Bissantz	10.0
cubus	9.9
Looker	9.7
Phocas	9.7
Qlik Sense	9.6
Dundas	9.4
Pyramid	9.0
CALUMO	8.7
Exago	8.2
IBM Plan. Analytics	7.7
Peer Group Average	7.3
Jedox	7.0
Yellowfin	6.6
Tableau	6.4
TARGIT	6.3
Zoho Analytics	6.0
Entrinsik	5.6
Cubeware	5.2
Infor d/EPM	4.9
Microsoft Excel	1.8

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Analyses – Leader

Peer group: Embedded analytics-focused products

Product	Score
Looker	9.7
Qlik Sense	9.6
Dundas	9.4
Pyramid	9.0
Exago	8.2
Information Builders	8.2
Peer Group Average	7.7
MicroStrategy	7.3
Microsoft Power BI	7.2
Yellowfin	6.6
TARGIT	6.3
Zoho Analytics	6.0
Logi Analytics	5.2

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Advanced analytics

This KPI is based on how many survey respondents use advanced analysis (such as predictive analysis, data mining, machine learning).

Advanced analytics – Leader
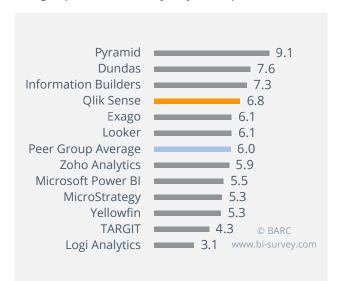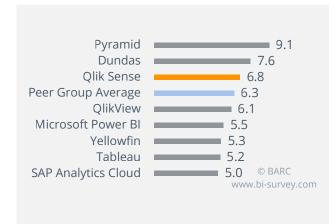
Peer group: Embedded analytics-focused products

Pyramid	9.1
Dundas	7.6
Information Builders	7.3
Qlik Sense	6.8
Exago	6.1
Looker	6.1
Peer Group Average	6.0
Zoho Analytics	5.9
Microsoft Power BI	5.5
MicroStrategy	5.3
Yellowfin	5.3
TARGIT	4.3
Logi Analytics	3.1

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Advanced analytics – Leader

Peer group: Self-service analytics-focused products

Pyramid	9.1
Dundas	7.6
Qlik Sense	6.8
Peer Group Average	6.3
QlikView	6.1
Microsoft Power BI	5.5
Yellowfin	5.3
Tableau	5.2
SAP Analytics Cloud	5.0

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BARC Viewpoint

The 'Advanced analytics' KPI is based on how many survey respondents use their tool for advanced analysis (i.e., predictive analysis, data mining, machine learning). Employing advanced analytics to find clusters, patterns and trends in data helps to identify relevant signals. Especially in huge data sets, this can help companies to gain a competitive edge. Advanced analytics functions are increasingly included in business-user-oriented analytics and BI too. Qlik Sense is an extensible tool, which offers built-in capabilities and allows the integration of analytical models. Customers regularly use it for advanced analytics, resulting in a leading position in all its four peer groups.

Advanced analytics

Advanced analytics – Leader
Peer group: Ad hoc reporting-focused products

Pyramid	9.1
Dundas	7.6
Qlik Sense	6.8
Microsoft Excel	6.4
Exago	6.1
Looker	6.1
Bissantz	5.9
Zoho Analytics	5.9
Yellowfin	5.3
Tableau	5.2
Peer Group Average	5.0
TARGIT	4.3
Infor d/EPM	4.0
cubus	3.6
CALUMO	3.2
Jedox	2.2
IBM Plan. Analytics	2.1
Cubeware	1.7

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Advanced analytics – Leader
Peer group: Large international BI vendors

SAS Platform	10.0
Information Builders	7.3
Qlik Sense	6.8
Microsoft Excel	6.4
QlikView	6.1
Microsoft Power BI	5.5
MicroStrategy	5.3
Tableau	5.2
Peer Group Average	5.1
SAP Analytics Cloud	5.0
Oracle Analytics Server	4.1
Infor d/EPM	4.0
SAP BO BI	3.2
IBM Cog. Analytics	3.1
Microsoft SSRS	2.2
IBM Plan. Analytics	2.1

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Query performance

This KPI is based on how quickly queries respond
(adjusted by data volume).

Query performance – Leader

Peer group: Large international BI vendors

IBM Plan. Analytics	8.9
Qlik Sense	8.8
QlikView	7.3
Information Builders	7.3
SAP Analytics Cloud	6.2
Microsoft Power BI	5.8
Oracle Analytics Server	5.6
Infor d/EPM	5.4
Peer Group Average	5.1
MicroStrategy	4.8
Microsoft SSRS	4.7
SAS Platform	3.1
SAP BO BI	2.9
Tableau	2.3
IBM Cog. Analytics	2.3
Microsoft Excel	1.0

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Query performance – Leader

Peer group: Embedded analytics-focused products

Pyramid	10.0
Qlik Sense	8.8
Zoho Analytics	7.5
Information Builders	7.3
TARGIT	6.3
Peer Group Average	6.0
Microsoft Power BI	5.8
Dundas	5.8
Exago	5.2
MicroStrategy	4.8
Yellowfin	4.5
Logi Analytics	4.1
Looker	2.1

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Consistently outstanding in query performance

Peer group: Large international BI vendors

1.						IBM Plan. Analytics
2.						**Qlik Sense**
3.						QlikView
4.						Information Builders
5.						SAP Analytics Cloud
6.						Microsoft Power BI
7.						Oracle Analytics Server
8.						Infor d/EPM
9.						MicroStrategy
10.						Microsoft SSRS
11.						SAS Platform
12.						SAP BO BI
13.						Tableau
14.						IBM Cog. Analytics
15.						Microsoft Excel
	16	17	18	19	20	

BARC Viewpoint

The KPI for 'Query performance' is based on the median query response time stated by the customers surveyed. 'Query performance' is influenced by numerous aspects such as data volume, query engine, data model, front-end design and more. This makes real-world peer feedback even more relevant to inform buying decisions. Providing excellent query response through its in-memory engine is Qlik's number one sales promise. With median response times of 3 seconds, Qlik Sense is rated in the top three in four peer groups: 'Self-service analytics-focused products', 'Embedded analytics-focused products', 'Large international BI vendors' and 'Ad hoc reporting-focused products'.

Query performance – Leader

Peer group: Ad hoc reporting-focused products

Product	Score
Pyramid	10.0
IBM Plan. Analytics	8.9
Qlik Sense	8.8
Jedox	8.4
Bissantz	7.5
Zoho Analytics	7.5
Phocas	7.4
CALUMO	7.3
cubus	6.9
TARGIT	6.3
Peer Group Average	5.9
Dundas	5.8
Cubeware	5.7
Infor d/EPM	5.4
Exago	5.2
Yellowfin	4.5
Entrinsik	3.0
Tableau	2.3
Looker	2.1
Microsoft Excel	1.0

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Query performance – Leader

Peer group: Self-service analytics-focused products

Product	Score
Pyramid	10.0
Qlik Sense	8.8
QlikView	7.3
SAP Analytics Cloud	6.2
Peer Group Average	6.0
Microsoft Power BI	5.8
Dundas	5.8
Yellowfin	4.5
Entrinsik	3.0
Tableau	2.3

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Query performance

Consistently outstanding in query performance

Peer group: Self-service analytics-focused products

	16	17	18	19	20	
1.						Pyramid
2.						**Qlik Sense**
3.						QlikView
4.						SAP Analytics Cloud
5.						Microsoft Power BI
6.						Dundas
7.						Yellowfin
8.						Entrinsik
9.						Tableau

Performance satisfaction

This KPI measures the frequency of complaints about the system's performance.

Performance satisfaction – Leader

Peer group: Self-service analytics-focused products

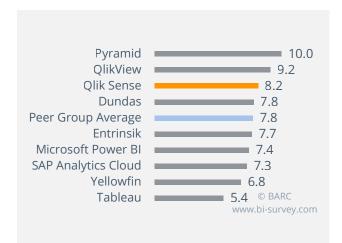| Product	Score
Pyramid	10.0
QlikView	9.2
Qlik Sense	8.2
Dundas	7.8
Peer Group Average	7.8
Entrinsik	7.7
Microsoft Power BI	7.4
SAP Analytics Cloud	7.3
Yellowfin	6.8
Tableau	5.4

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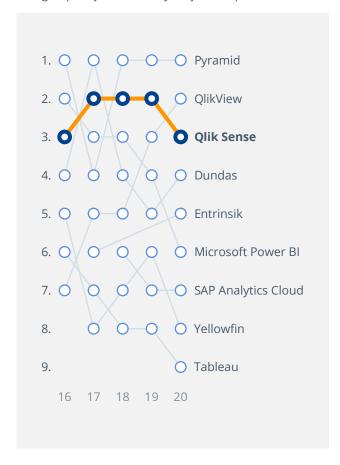
Consistently outstanding in performance satisfaction

Peer group: Self-service analytics-focused products

1. Pyramid
2. QlikView
3. **Qlik Sense**
4. Dundas
5. Entrinsik
6. Microsoft Power BI
7. SAP Analytics Cloud
8. Yellowfin
9. Tableau

16 17 18 19 20

Performance satisfaction

BARC Viewpoint

'Performance satisfaction' is the result of query performance expected versus performance experienced in daily use taking into account complaints about inferior query performance.
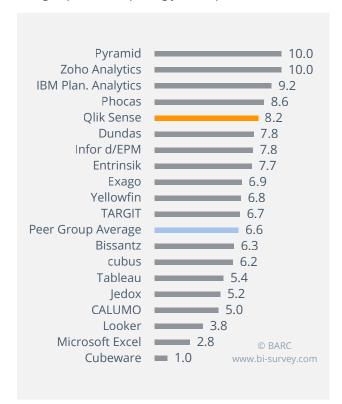
Fast query performance is one of the most important criteria when purchasing analytics and BI software. Customers selecting software that demonstrates remarkable query performance achieve more benefits through analytics.

For years, Qlik Sense has delivered outstanding query performance resulting in three leading ranks this year in the 'Self-service analytics-focused products', 'Embedded analytics-focused products' and 'Ad hoc reporting-focused products' peer groups.

Performance satisfaction – Leader
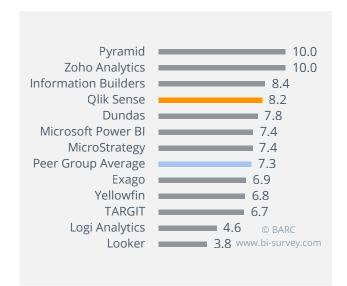
Peer group: Ad hoc reporting-focused products

Product	Score
Pyramid	10.0
Zoho Analytics	10.0
IBM Plan. Analytics	9.2
Phocas	8.6
Qlik Sense	8.2
Dundas	7.8
Infor d/EPM	7.8
Entrinsik	7.7
Exago	6.9
Yellowfin	6.8
TARGIT	6.7
Peer Group Average	6.6
Bissantz	6.3
cubus	6.2
Tableau	5.4
Jedox	5.2
CALUMO	5.0
Looker	3.8
Microsoft Excel	2.8
Cubeware	1.0

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Performance satisfaction – Leader

Peer group: Embedded analytics-focused products

Product	Score
Pyramid	10.0
Zoho Analytics	10.0
Information Builders	8.4
Qlik Sense	8.2
Dundas	7.8
Microsoft Power BI	7.4
MicroStrategy	7.4
Peer Group Average	7.3
Exago	6.9
Yellowfin	6.8
TARGIT	6.7
Logi Analytics	4.6
Looker	3.8

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Performance satisfaction

Customer experience

This KPI combines the 'Self-service', 'Ease of use', 'Flexibility', 'Query performance', 'Performance satisfaction' and 'Sales experience' KPIs.

Customer experience – Top-ranked

🏅 **1.**

Peer group: Large international BI vendors

Vendor	Score
Qlik Sense	6.7
Information Builders	6.7
IBM Plan. Analytics	6.6
MicroStrategy	6.1
SAP Analytics Cloud	5.8
Microsoft Power BI	5.8
QlikView	5.7
Tableau	5.2
Peer Group Average	5.2
Infor d/EPM	4.9
SAS Platform	4.9
Oracle Analytics Server	4.4
Microsoft SSRS	4.0
IBM Cog. Analytics	3.8
Microsoft Excel	3.4
SAP BO BI	3.3

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Customer experience – Leader
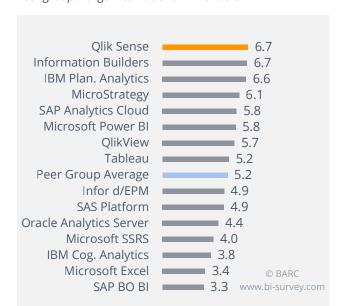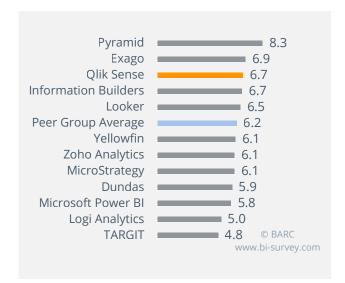
Peer group: Embedded analytics-focused products

Vendor	Score
Pyramid	8.3
Exago	6.9
Qlik Sense	6.7
Information Builders	6.7
Looker	6.5
Peer Group Average	6.2
Yellowfin	6.1
Zoho Analytics	6.1
MicroStrategy	6.1
Dundas	5.9
Microsoft Power BI	5.8
Logi Analytics	5.0
TARGIT	4.8

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Customer experience

Consistently outstanding in customer experience

Peer group: Large international BI vendors

1.		**Qlik Sense**
2.		Information Builders
3.		IBM Plan. Analytics
4.		MicroStrategy
5.		SAP Analytics Cloud
6.		Microsoft Power BI
7.		QlikView
8.		Tableau
9.		Infor d/EPM
10.		SAS Platform
11.		Oracle Analytics Server
12.		Microsoft SSRS
13.		IBM Cog. Analytics
14.		Microsoft Excel
15.		SAP BO BI

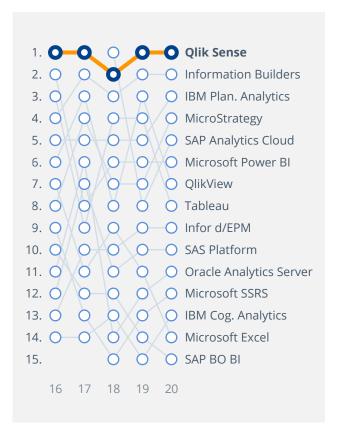16 17 18 19 20

👁 BARC Viewpoint

The 'Customer experience' KPI combines scores for 'Self-service', 'Ease of use', 'Flexibility', 'Query performance', 'Performance satisfaction' and 'Sales experience'. Achieving a high rank in this combined KPI requires good results in a diverse range of areas. Qlik Sense scored well above average in most of these KPIs, demonstrating its value to customers around the world. Earning a top rank in this KPI demonstrates a versatility to successfully support varied use cases. Qlik Sense climbed to the top of the tree in the 'Large international BI vendors' peer group last year and defended its position against challengers this year.

Customer experience – Leader

Peer group: Ad hoc reporting-focused products

Pyramid	8.3
cubus	7.5
Phocas	7.5
Exago	6.9
Qlik Sense	6.7
Entrinsik	6.7
IBM Plan. Analytics	6.6
Looker	6.5
CALUMO	6.4
Bissantz	6.4
Yellowfin	6.1
Peer Group Average	6.1
Zoho Analytics	6.1
Jedox	6.1
Dundas	5.9
Tableau	5.2
Infor d/EPM	4.9
TARGIT	4.8
Cubeware	3.9
Microsoft Excel	3.4

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Customer experience – Leader

Peer group: Self-service analytics-focused products

Pyramid	8.3
Qlik Sense	6.7
Entrinsik	6.7
Peer Group Average	6.3
Yellowfin	6.1
Dundas	5.9
SAP Analytics Cloud	5.8
Microsoft Power BI	5.8
QlikView	5.7
Tableau	5.2

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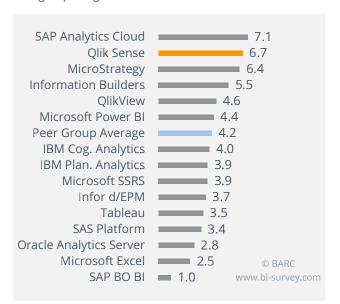
Sales experience &
Visual design standards

The 'Sales experience' KPI is based on how respondents rate the sales/purchasing experience with the vendor.

The 'Visual design standards' KPI is based on the proportion of survey respondents that currently use visual design standards with their BI tool.

Sales experience – Leader

Peer group: Large international BI vendors

Vendor	Score
SAP Analytics Cloud	7.1
Qlik Sense	6.7
MicroStrategy	6.4
Information Builders	5.5
QlikView	4.6
Microsoft Power BI	4.4
Peer Group Average	4.2
IBM Cog. Analytics	4.0
IBM Plan. Analytics	3.9
Microsoft SSRS	3.9
Infor d/EPM	3.7
Tableau	3.5
SAS Platform	3.4
Oracle Analytics Server	2.8
Microsoft Excel	2.5
SAP BO BI	1.0

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BARC Viewpoint — Sales experience

The 'Sales experience' KPI reflects the perception of the early stages of a relationship with a vendor, setting the basis for future cooperation and customer satisfaction. Successful analytics and BI environments grow and change over time. Good ties with vendor sales help to make transitions smooth and enable buyers to get the most out of their investment.Qlik achieves good overall feedback about its conduct during the product evaluation and contract negotiation stages for its Qlik Sense product. This positive 'Sales experience' for Qlik Sense ranks it in second place in the 'Large international BI vendors' peer group.
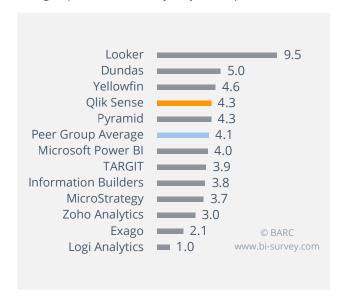
Visual design standards — BARC Viewpoint

Visual design standards help decision-makers to grasp the essence of analyses and reports faster and more precisely. They are therefore important to inform decisions and foster action from insight in corporations. The KPI for 'Visual design standards' is based on the level of use of visual design standards with the BI tool.

Qlik Sense customers value the benefits of compelling visual design to produce clear results from analytics. They use these standards regularly in their applications, resulting in a leading position in the 'Embedded analytics-focused products' peer group.

Visual design standards – Leader

Peer group: Embedded analytics-focused products

Vendor	Score
Looker	9.5
Dundas	5.0
Yellowfin	4.6
Qlik Sense	4.3
Pyramid	4.3
Peer Group Average	4.1
Microsoft Power BI	4.0
TARGIT	3.9
Information Builders	3.8
MicroStrategy	3.7
Zoho Analytics	3.0
Exago	2.1
Logi Analytics	1.0

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Data preparation

This KPI is based on the proportion of survey respondents that currently use the product for data preparation.

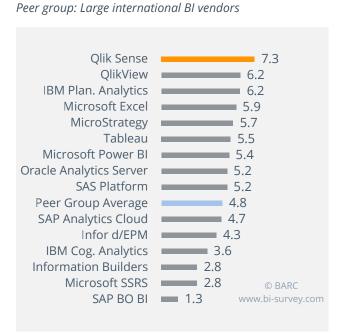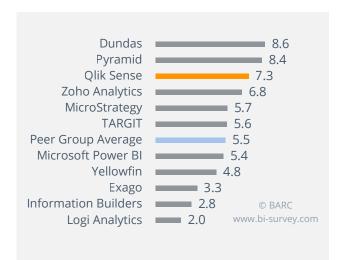## Data preparation – Top-ranked

Peer group: Large international BI vendors

Qlik Sense	7.3
QlikView	6.2
IBM Plan. Analytics	6.2
Microsoft Excel	5.9
MicroStrategy	5.7
Tableau	5.5
Microsoft Power BI	5.4
Oracle Analytics Server	5.2
SAS Platform	5.2
Peer Group Average	4.8
SAP Analytics Cloud	4.7
Infor d/EPM	4.3
IBM Cog. Analytics	3.6
Information Builders	2.8
Microsoft SSRS	2.8
SAP BO BI	1.3

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Data preparation – Leader

Peer group: Embedded analytics-focused products

Dundas	8.6
Pyramid	8.4
Qlik Sense	7.3
Zoho Analytics	6.8
MicroStrategy	5.7
TARGIT	5.6
Peer Group Average	5.5
Microsoft Power BI	5.4
Yellowfin	4.8
Exago	3.3
Information Builders	2.8
Logi Analytics	2.0

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Data preparation – Leader

Peer group: Ad hoc reporting-focused products

Entrinsik	10.0
Dundas	8.6
Pyramid	8.4
Jedox	7.4
Qlik Sense	7.3
Zoho Analytics	6.8
CALUMO	6.8
IBM Plan. Analytics	6.2
Microsoft Excel	5.9
Peer Group Average	5.9
TARGIT	5.6
Tableau	5.5
Phocas	4.9
Yellowfin	4.8
Infor d/EPM	4.3
cubus	3.4
Exago	3.3
Bissantz	1.9
Cubeware	1.0

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BARC Viewpoint

Data preparation comprises connecting to data sources and ingesting, enhancing and enriching data to publish it for use in analytics. The 'Data preparation' KPI is based on the proportion of respondents that use the product to prepare data for analytics. Helping business users to integrate new data for analyses quickly drives positive outcomes from analytics and BI. Qlik Sense has data preparation deeply ingrained in its core, delivering users a modern and versatile end-to-end platform for analytics and BI. This propels it to the number one spot in the 'Large international BI vendors' peer group as well as leadership positions in two of its other peer groups.
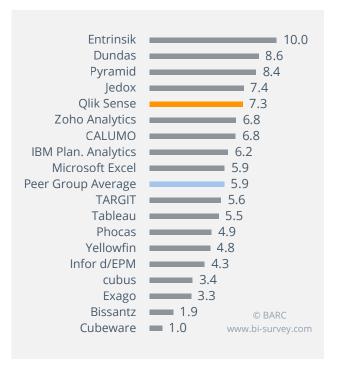
Visual analysis

This KPI is based on the proportion of survey respondents that currently perform visual analysis with their BI tool.
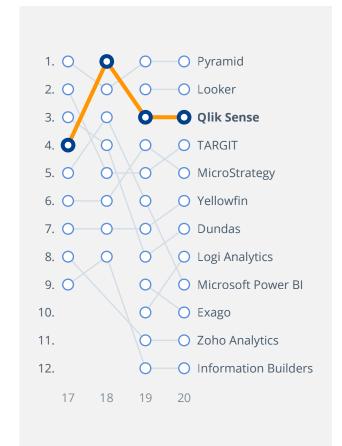
Visual analysis – Leader

Das Peer group: Embedded analytics-focused products

Pyramid	10.0
Looker	8.6
Qlik Sense	8.2
TARGIT	8.2
MicroStrategy	7.4
Yellowfin	7.1
Dundas	7.0
Peer Group Average	6.8
Logi Analytics	6.8
Microsoft Power BI	5.9
Exago	5.4
Zoho Analytics	5.1
Information Builders	1.8

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Consistently outstanding in visual analysis

Peer group: Embedded analytics-focused products

1.	Pyramid
2.	Looker
3.	**Qlik Sense**
4.	TARGIT
5.	MicroStrategy
6.	Yellowfin
7.	Dundas
8.	Logi Analytics
9.	Microsoft Power BI
10.	Exago
11.	Zoho Analytics
12.	Information Builders

17   18   19   20
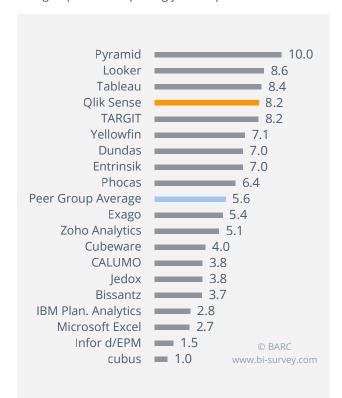
Visual analysis

BARC Viewpoint

The proportion of survey respondents that currently perform 'Visual analysis' with their BI tool is used to calculate this KPI.

Qlik Sense is a visually appealing product. It was developed with a strong focus on business users, who can work with data ad hoc by choosing different types of interactive visualizations and analysis capabilities.

Qlik Sense's customers appreciate the functionality offered and rate it as a leader in the 'Large international BI vendors', 'Self-service analytics-focused products', 'Embedded analytics-focused products' and 'Ad hoc reporting-focused products' peer groups.
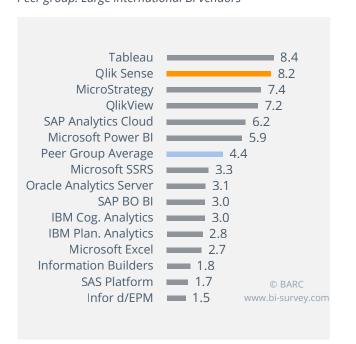
Visual analysis – Leader

Peer group: Ad hoc reporting-focused products

Pyramid	10.0
Looker	8.6
Tableau	8.4
Qlik Sense	8.2
TARGIT	8.2
Yellowfin	7.1
Dundas	7.0
Entrinsik	7.0
Phocas	6.4
Peer Group Average	5.6
Exago	5.4
Zoho Analytics	5.1
Cubeware	4.0
CALUMO	3.8
Jedox	3.8
Bissantz	3.7
IBM Plan. Analytics	2.8
Microsoft Excel	2.7
Infor d/EPM	1.5
cubus	1.0

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Visual analysis – Leader

Peer group: Large international BI vendors

Tableau	8.4
Qlik Sense	8.2
MicroStrategy	7.4
QlikView	7.2
SAP Analytics Cloud	6.2
Microsoft Power BI	5.9
Peer Group Average	4.4
Microsoft SSRS	3.3
Oracle Analytics Server	3.1
SAP BO BI	3.0
IBM Cog. Analytics	3.0
IBM Plan. Analytics	2.8
Microsoft Excel	2.7
Information Builders	1.8
SAS Platform	1.7
Infor d/EPM	1.5

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Visual analysis – Leader

Peer group: Self-service analytics-focused products

Pyramid	10.0
Tableau	8.4
Qlik Sense	8.2
Peer Group Average	7.5
QlikView	7.2
Yellowfin	7.1
Dundas	7.0
Entrinsik	7.0
SAP Analytics Cloud	6.2
Microsoft Power BI	5.9

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Location intelligence

This KPI is based on the proportion of survey respondents that currently perform spatial/location analysis with their BI tool.
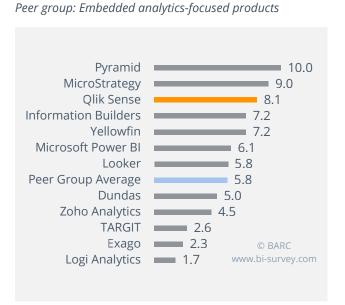
Location intelligence – Leader

Peer group: Embedded analytics-focused products

Pyramid	10.0
MicroStrategy	9.0
Qlik Sense	8.1
Information Builders	7.2
Yellowfin	7.2
Microsoft Power BI	6.1
Looker	5.8
Peer Group Average	5.8
Dundas	5.0
Zoho Analytics	4.5
TARGIT	2.6
Exago	2.3
Logi Analytics	1.7

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Location intelligence – Leader

Peer group: Self-service analytics-focused products

Pyramid	10.0
Tableau	9.2
Qlik Sense	8.1
Yellowfin	7.2
SAP Analytics Cloud	7.2
Peer Group Average	6.7
Microsoft Power BI	6.1
Dundas	5.0
QlikView	4.7
Entrinsik	3.3

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BARC Viewpoint

The 'Location intelligence' KPI is based on the proportion of survey respondents that perform spatial and location analyses with their BI tool. Analyzing location data does not only mean displaying information on a map. Companies wanting to extract more value from their data perform spatial calculations and combine geo information with enterprise data. Qlik has a long history of supporting spatial analysis in its tool portfolio. This leads to widespread use of the sophisticated features available in Qlik Sense. The tool is ranked among the leaders in four peer groups.
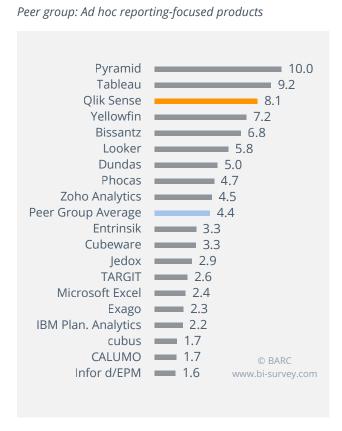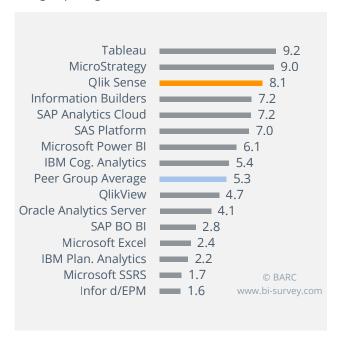
Location intelligence – Leader

Peer group: Ad hoc reporting-focused products

Pyramid	10.0
Tableau	9.2
Qlik Sense	8.1
Yellowfin	7.2
Bissantz	6.8
Looker	5.8
Dundas	5.0
Phocas	4.7
Zoho Analytics	4.5
Peer Group Average	4.4
Entrinsik	3.3
Cubeware	3.3
Jedox	2.9
TARGIT	2.6
Microsoft Excel	2.4
Exago	2.3
IBM Plan. Analytics	2.2
cubus	1.7
CALUMO	1.7
Infor d/EPM	1.6

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Location intelligence – Leader

Peer group: Large international BI vendors

Tableau	9.2
MicroStrategy	9.0
Qlik Sense	8.1
Information Builders	7.2
SAP Analytics Cloud	7.2
SAS Platform	7.0
Microsoft Power BI	6.1
IBM Cog. Analytics	5.4
Peer Group Average	5.3
QlikView	4.7
Oracle Analytics Server	4.1
SAP BO BI	2.8
Microsoft Excel	2.4
IBM Plan. Analytics	2.2
Microsoft SSRS	1.7
Infor d/EPM	1.6

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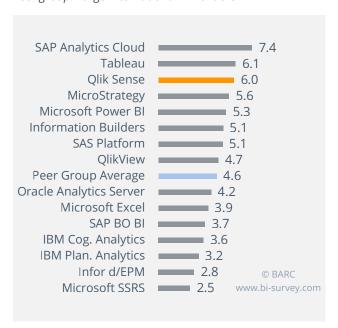www.bi-survey.com

Innovation

The 'Innovation' KPI combines the 'Cloud BI', 'Data preparation','Visual analysis', 'Visual design standards', 'Location intelligence', 'Mobile BI', 'Operational BI' and 'Embedded BI' KPIs to measure the product's level of innovation.

Innovation – Leader

Peer group: Large international BI vendors

Vendor	Score
SAP Analytics Cloud	7.4
Tableau	6.1
Qlik Sense	6.0
MicroStrategy	5.6
Microsoft Power BI	5.3
Information Builders	5.1
SAS Platform	5.1
QlikView	4.7
Peer Group Average	4.6
Oracle Analytics Server	4.2
Microsoft Excel	3.9
SAP BO BI	3.7
IBM Cog. Analytics	3.6
IBM Plan. Analytics	3.2
Infor d/EPM	2.8
Microsoft SSRS	2.5

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BARC Viewpoint — Innovation

The 'Innovation' KPI combines various KPIs related to the use of leading-edge features to measure the product's level of innovation as a predictor of future development and success. With a good set of results, especially in the 'Data preparation' and 'Visual analysis' root KPIs, Qlik Sense ranks number 3 in the 'Large international BI vendors' for this aggregated KPI. This result highlights the vendor's ability to think ahead of market trends and to listen to the changing requirements of customers and provide them with the solutions they require.
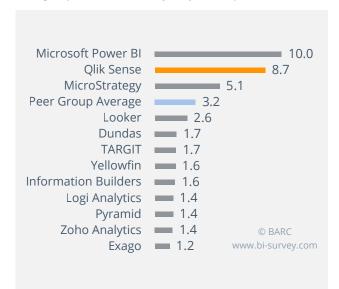
Considered for purchase

This KPI is based on whether respondents considered purchasing the product.

Considered for purchase – Leader

Peer group: Embedded analytics-focused products

Microsoft Power BI	10.0
Qlik Sense	8.7
MicroStrategy	5.1
Peer Group Average	3.2
Looker	2.6
Dundas	1.7
TARGIT	1.7
Yellowfin	1.6
Information Builders	1.6
Logi Analytics	1.4
Pyramid	1.4
Zoho Analytics	1.4
Exago	1.2

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Consistently outstanding in considered for purchase

Peer group: Embedded analytics-focused products

1. Microsoft Power BI
2. **Qlik Sense**
3. MicroStrategy
4. Looker
5. Dundas
6. TARGIT
7. Yellowfin
8. Information Builders
9. Logi Analytics
10. Pyramid
11. Zoho Analytics
12. Exago

16 17 18 19 20

Considered for purchase

BARC Viewpoint

This KPI is based on how often respondents considered the product for purchase in software evaluations. Here, Qlik Sense is a leader in three peer groups, reaching rank 2 in the 'Embedded analytics-focused products' and 'Ad hoc reporting-focused products' peer groups.
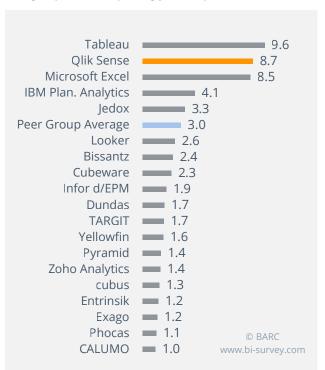
Qlik has a huge market presence and its products are often evaluated for purchase. Over the years, its portfolio has grown to address a broader spectrum of usage scenarios and customer needs. This growth has contributed to Qlik's popularity and image as a global analytics company in today's market.
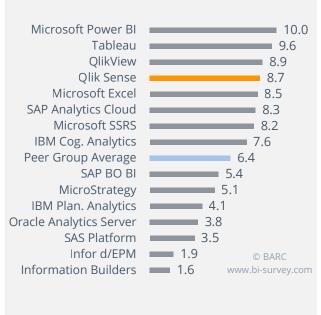
Considered for purchase – Leader

Peer group: Ad hoc reporting-focused products

Product	Score
Tableau	9.6
Qlik Sense	8.7
Microsoft Excel	8.5
IBM Plan. Analytics	4.1
Jedox	3.3
Peer Group Average	3.0
Looker	2.6
Bissantz	2.4
Cubeware	2.3
Infor d/EPM	1.9
Dundas	1.7
TARGIT	1.7
Yellowfin	1.6
Pyramid	1.4
Zoho Analytics	1.4
cubus	1.3
Entrinsik	1.2
Exago	1.2
Phocas	1.1
CALUMO	1.0

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Considered for purchase – Leader

Peer group: Large international BI vendors

Product	Score
Microsoft Power BI	10.0
Tableau	9.6
QlikView	8.9
Qlik Sense	8.7
Microsoft Excel	8.5
SAP Analytics Cloud	8.3
Microsoft SSRS	8.2
IBM Cog. Analytics	7.6
Peer Group Average	6.4
SAP BO BI	5.4
MicroStrategy	5.1
IBM Plan. Analytics	4.1
Oracle Analytics Server	3.8
SAS Platform	3.5
Infor d/EPM	1.9
Information Builders	1.6

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Considered for purchase

Competitiveness

This KPI combines the 'Considered for purchase' and 'Competitive win rate' KPIs.
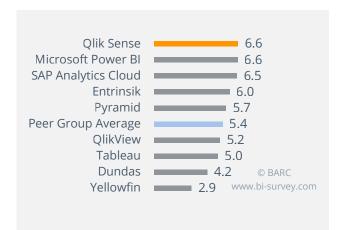
Competitiveness – Top-ranked 🏅1.

Peer group: Embedded analytics-focused products

Product	Score
Qlik Sense	6.6
Microsoft Power BI	6.6
Exago	5.7
Pyramid	5.7
MicroStrategy	5.3
Peer Group Average	4.6
TARGIT	4.5
Dundas	4.2
Information Builders	4.1
Logi Analytics	3.5
Zoho Analytics	3.5
Yellowfin	2.9
Looker	2.4

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Competitiveness – Top-ranked 🏅1.

Peer group: Self-service analytics-focused products

Product	Score
Qlik Sense	6.6
Microsoft Power BI	6.6
SAP Analytics Cloud	6.5
Entrinsik	6.0
Pyramid	5.7
Peer Group Average	5.4
QlikView	5.2
Tableau	5.0
Dundas	4.2
Yellowfin	2.9

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Competitiveness 🐟

👁 BARC | Viewpoint

The 'Competitiveness' KPI aggregates results from the 'Considered for purchase' and 'Competitive win rate' root KPIs to get an overview of the current market position of a vendor. Customers rate Qlik Sense as the most competitive solution in 'Self-service analytics-focused products' and 'Embedded analytics-focused products' with very good results in its other peer groups too.

Qlik was an early contributor to the rise of business-oriented and interactive BI and analytics solutions. It is not easy to win new customers in a crowded market while continuing to keep existing customers satisfied and acting as evangelists for your solution. Qlik's success proves that the result is worth all the hard work.
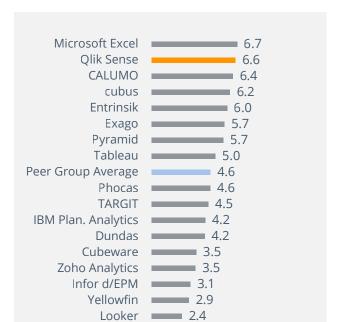
Competitiveness – Leader

Peer group: Ad hoc reporting-focused products
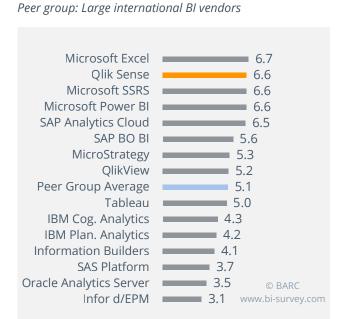
Microsoft Excel	6.7
Qlik Sense	6.6
CALUMO	6.4
cubus	6.2
Entrinsik	6.0
Exago	5.7
Pyramid	5.7
Tableau	5.0
Peer Group Average	4.6
Phocas	4.6
TARGIT	4.5
IBM Plan. Analytics	4.2
Dundas	4.2
Cubeware	3.5
Zoho Analytics	3.5
Infor d/EPM	3.1
Yellowfin	2.9
Looker	2.4
Jedox	2.3
Bissantz	2.0

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Competitiveness – Leader

Peer group: Large international BI vendors

Microsoft Excel	6.7
Qlik Sense	6.6
Microsoft SSRS	6.6
Microsoft Power BI	6.6
SAP Analytics Cloud	6.5
SAP BO BI	5.6
MicroStrategy	5.3
QlikView	5.2
Peer Group Average	5.1
Tableau	5.0
IBM Cog. Analytics	4.3
IBM Plan. Analytics	4.2
Information Builders	4.1
SAS Platform	3.7
Oracle Analytics Server	3.5
Infor d/EPM	3.1

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QlikView

The BI & Analytics Survey 21: QlikView Highlights Dashboard

KPI results

21 leading positions

in 3 different peer groups.

THE BI & ANALYTICS SURVEY 21

Recommendation

85% of surveyed users say they would **recommend*** QlikView.

* Based on the aggregate of "Definitely" and "Probably".

THE BI & ANALYTICS SURVEY 21

Performance

52% of surveyed users chose QlikView because of its **fast query performance**.*

* Compared to 23% for the average BI tool.

THE BI & ANALYTICS SURVEY 21

Satisfaction

91% of surveyed users are **satisfied** with QlikView.*

* Based on the aggregate of "Very satisfied" and "Somewhat satisfied".

THE BI & ANALYTICS SURVEY 21

Data handling

45% of surveyed users chose QlikView because of its **large data handling capacity**.*

* Compared to 18% for the average BI tool.

THE BI & ANALYTICS SURVEY 21

Dashboards

91% of surveyed users rate QlikView's **functionality for creating dashboards** as **excellent** or **good**.*

* Compared to 80% for the average BI tool.

THE BI & ANALYTICS SURVEY 21

Peer Group
Large international BI vendors

Leader in

Business benefits
Project success
Project length
Business value
Product satisfaction
Dashboards
Ease of use
Query performance
Performance satisfaction
Data preparation
Visual analysis
Considered for purchase

Peer Group
Dashboarding-focused products

Leader in

Advanced analytics
Performance satisfaction
Visual analysis
Visual design standards
Considered for purchase

Peer Group
Self-service analytics-focused products

Leader in

Query performance
Performance satisfaction
Visual design standards
Considered for purchase

BARC Summary

QlikView managed 21 leading positions across its various peer groups in The BI & Analytics Survey 21. Most remarkably, it was ranked number 2 three times behind its rival in Qlik's own portfolio – Qlik Sense.

QlikView is perceived as a solid product that provides good dashboards and analysis functionality as well as the level of query performance its customers require. 'Fast query performance' has always been among the top reasons why customers choose to purchase QlikView, which is deeply linked to its leading in-memory engine. As a result, QlikView achieved a leading position for 'Performance satisfaction' in all of it peer groups.

12 Leading
Peer Group
Large international BI vendors
BI-SURVEY.com

5 Leading
Peer Group
Dashboarding-focused vendors
BI-SURVEY.com

4 Leading
Peer Group
Self-service analytics-focused products
BI-SURVEY.com

Customer Quotes

"A very handy tool - Swiss Army knife of BI."

CEO, manufacturing, >2,500 employees

"One of the best of class business discovery software products on the market."

Employee of a cross-departmental BI/analytics team, manufacturing, 100-2,500 employees

"It is the most robust BI tool on the market."

Head of BI & Analytics Competence Center, banking and finance, >2,500 employees

"An awesome product that can bring insight into even small enterprises. We have used it since 2013 and are happy to continue with it."

Person responsible/Project manager for BI/analytics from IT department, insurance, 100-2,500 employees

"Powerful, intuitive programming, flexible interface, can access anywhere. Fast results.*"

Person responsible/Project manager for departmental BI/analytics, manufacturing, 100-2,500 employees

*Translated by BARC

What customers like most

> It is modern, chic, cool. Users enjoy it because it's easy to use.*
>
> BI-SURVEY.com

Head of BI & Analytics Competence Center, retail/wholesale/trade, 100-2,500 employees

> Easy to use, great online community, lot of possibilities in making charts/tables, can read many sorts of databases. In the past two years solved almost every need of the company.
>
> BI-SURVEY.com

IT employee, transport and logistics, 100-2,500 employees

> Query speed, natural insight discovery, ability to handle volumes of data, community support.
>
> BI-SURVEY.com

Employee of a cross-departmental BI/analytics team, healthcare, 100-2,500 employees

> Intuitive to use for the end users. Qlik's associative data model. Interactive analysis where almost anything can be searched from the depths of data through global search and selections which respond quickly. In-memory engine - The data is already loaded in RAM, so it's fast.
>
> BI-SURVEY.com

Employee of a cross-departmental BI/analytics team, manufacturing, 100-2,500 employees

> Its ability to handle big data volumes, to combine multiple data sources and represent this in a standardized, understandable view.
>
> BI-SURVEY.com

Person responsible/Project manager for departmental BI/analytics, tourism, 100-2,500 employees

*Translated by BARC

Advice from customers

> Excellent tool to step into the world of analytics and a good stepping stone in getting your staff data literate.

BI-SURVEY.com

Person responsible/Project manager for departmental BI/analytics, tourism, 100-2,500 employees

> Leverage Qlik as both visualization tool as well as lakeshore mart.

BI-SURVEY.com

Person responsible/Project manager for BI/analytics from IT department, IT, >2,500 employees

> This is a good product to manage customized analysis where KPI source of truth issues are important but an appropriate data governance model for developers is essential to ensure consistency across reports and dashboards.

BI-SURVEY.com

IT employee, healthcare, >2,500 employees

> If you use QlikView in your organization, you will get a good results/dashboard visualization in a couple of days.

BI-SURVEY.com

IT employee, banking and finance, >2,500 employees
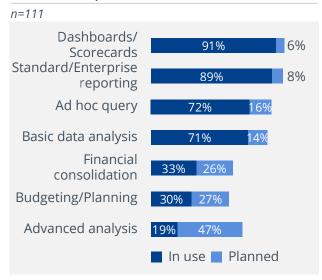
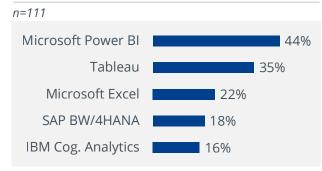## User and Use Case Demographics

BARC Comment

QlikView is put to a broad range of uses by its customers. Most (91 percent) use the software for creating interactive dashboards and BI applications. In addition, 89 percent use it for standardized enterprise reporting and 72 percent for ad hoc query. 71 percent of customers use the solution for analysis.

Most users navigate and explore content provided by other users because less than half of claim to create reports with the software (45 percent). Only 24 percent of users model and enrich data using QlikView, which is below the survey average of 32 percent. The solution's characterization as a visual analysis solution geared to business users is also highlighted by the two most frequently evaluated competitors: Microsoft Power BI and Tableau. QlikView is mostly used in mid-sized (53 percent) and large companies (39 percent) by a relatively high proportion of users. It has a median of 110 users. However, the mean value of 905 users shows that much larger customer scenarios are supported too.
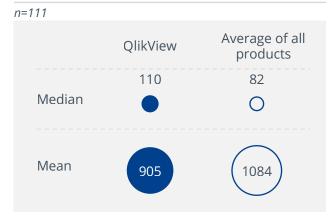
Current vs. planned use
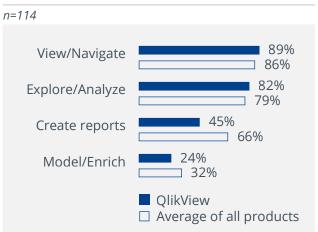
n=111

	In use	Planned
Dashboards/Scorecards	91%	6%
Standard/Enterprise reporting	89%	8%
Ad hoc query	72%	16%
Basic data analysis	71%	14%
Financial consolidation	33%	26%
Budgeting/Planning	30%	27%
Advanced analysis	19%	47%

■ In use ■ Planned

5 products most often evaluated in competition with QlikView

n=111

Microsoft Power BI	44%
Tableau	35%
Microsoft Excel	22%
SAP BW/4HANA	18%
IBM Cog. Analytics	16%

Percentage of employees using QlikView

n=111

QlikView	19%
Average of all products	17%

Number of users using QlikView

n=111

	QlikView	Average of all products
Median	110	82
Mean	905	1084
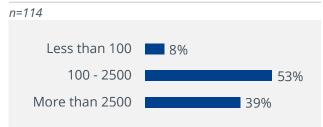
Tasks carried out with QlikView by business users

n=114

	QlikView	Average of all products
View/Navigate	89%	86%
Explore/Analyze	82%	79%
Create reports	45%	66%
Model/Enrich	24%	32%

■ QlikView ☐ Average of all products

Company size (employees)

n=114

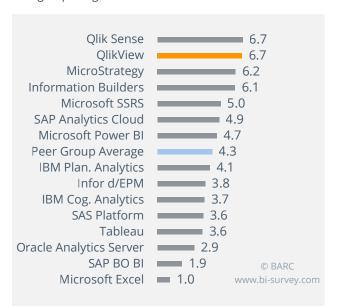|	
Less than 100	8%
100 - 2500	53%
More than 2500	39%

Business benefits &
Project success

The 'Business benefits' KPI is based on the achievement level of a variety of business benefits.

The 'Project success' KPI is based on the implementation satisfaction level and the frequency of projects completed on time and on budget.

Business benefits – Leader

Peer group: Large international BI vendors

Qlik Sense	6.7
QlikView	6.7
MicroStrategy	6.2
Information Builders	6.1
Microsoft SSRS	5.0
SAP Analytics Cloud	4.9
Microsoft Power BI	4.7
Peer Group Average	4.3
IBM Plan. Analytics	4.1
Infor d/EPM	3.8
IBM Cog. Analytics	3.7
SAS Platform	3.6
Tableau	3.6
Oracle Analytics Server	2.9
SAP BO BI	1.9
Microsoft Excel	1.0

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BARC Viewpoint — Business benefits

Business benefits' is one of the most important KPIs in The BI & Analytics Survey. It demonstrates the improvements customers can achieve with a solution. Among its 'Large international BI vendors' peers only Qlik's own Qlik Sense manages to beat QlikView in terms of 'Business benefits' achieved. QlikView has helped many customers to perform faster analysis and reporting to make better business decisions based on data. Its fast and versatile in-memory engine powers its flexibility to react to changing needs. Adapting quickly is one of the factors that often sets the most successful analytics projects apart.
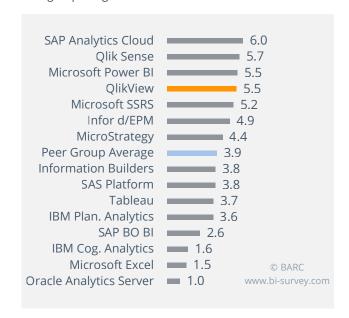
Project success

BARC Viewpoint

To measure 'Project success', we asked customers to rate their level of satisfaction with various aspects of their implementation projects. Several factors contribute to the perception of a successful analytics and BI project, such as the completion of a project on time and on budget as well as satisfaction with the implementation itself. QlikView retained its position as a leader in the 'Large international BI vendors' peer group, highlighting the continued excellence and value add provided to its customers in all industry sectors.

Project success – Leader

Peer group: Large international BI vendors

SAP Analytics Cloud	6.0
Qlik Sense	5.7
Microsoft Power BI	5.5
QlikView	5.5
Microsoft SSRS	5.2
Infor d/EPM	4.9
MicroStrategy	4.4
Peer Group Average	3.9
Information Builders	3.8
SAS Platform	3.8
Tableau	3.7
IBM Plan. Analytics	3.6
SAP BO BI	2.6
IBM Cog. Analytics	1.6
Microsoft Excel	1.5
Oracle Analytics Server	1.0

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Project length &
Business value

The 'Project length' KPI is based on how quickly the product is implemented.

The 'Business value' KPI combines the 'Business benefits', 'Project success' and 'Project length' KPIs.

Project length – Leader

Peer group: Large international BI vendors

Vendor	Score
Microsoft SSRS	6.5
Microsoft Excel	6.0
QlikView	6.0
Qlik Sense	6.0
SAP Analytics Cloud	5.7
Microsoft Power BI	5.5
Tableau	4.8
Peer Group Average	3.9
Infor d/EPM	3.3
SAP BO BI	3.1
Information Builders	3.0
Oracle Analytics Server	2.4
MicroStrategy	2.2
IBM Plan. Analytics	1.4
IBM Cog. Analytics	1.3
SAS Platform	1.0

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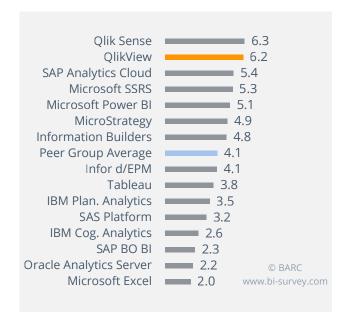
BARC Viewpoint — Project length

The faster the implementation, the sooner quick wins can be achieved. What sounds like a no brainer is especially relevant in analytics and BI as long running projects often fail to deliver the benefits aspired. QlikView achieved a typical implementation time of three months which is clearly faster than the average reported by medium and large companies (Qlik's primary audience), demonstrating the flexibility and maturity of the software.QlikView is ranked among the leaders in the 'Large international BI vendors' peer group for the 'Project length' KPI.

Business value

BARC Viewpoint

The 'Business value' KPI is an important KPI, which is calculated by aggregating the 'Business benefits', 'Project length' and 'Project success' KPIs. Excellent feedback here reinforces Qlik's position as an established analytics and BI vendor with a comprehensive portfolio of professional services and products to satisfy customer needs. QlikView is a leader in the 'Large international BI vendors' peer group, second only to another Qlik product, Qlik Sense.

Business value – Leader

Peer group: Large international BI vendors

Vendor	Score
Qlik Sense	6.3
QlikView	6.2
SAP Analytics Cloud	5.4
Microsoft SSRS	5.3
Microsoft Power BI	5.1
MicroStrategy	4.9
Information Builders	4.8
Peer Group Average	4.1
Infor d/EPM	4.1
Tableau	3.8
IBM Plan. Analytics	3.5
SAS Platform	3.2
IBM Cog. Analytics	2.6
SAP BO BI	2.3
Oracle Analytics Server	2.2
Microsoft Excel	2.0

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Product satisfaction

The 'Product satisfaction' KPI is based on the frequency of problems encountered with the product.

Product satisfaction – Leader

Peer group: Large international BI vendors

Product	Score
Qlik Sense	7.5
SAP Analytics Cloud	6.6
Microsoft Power BI	6.6
QlikView	6.4
IBM Plan. Analytics	6.1
SAS Platform	5.7
Tableau	5.3
MicroStrategy	5.3
Peer Group Average	4.7
Oracle Analytics Server	3.9
Information Builders	3.6
Microsoft SSRS	3.2
SAP BO BI	3.2
Infor d/EPM	2.7
IBM Cog. Analytics	2.4
Microsoft Excel	2.1

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BARC Viewpoint — Product satisfaction

User satisfaction with a product has a huge impact on the perception and reputation of the whole business intelligence environment. In particular, end users who work intensively with the BI front end tend to blame the tools they use for most of the problems they encounter.

The share of users experiencing significant query performance problems with QlikView is traditionally low. Qlik has a good record of acknowledging its customers' challenges and addressing them.

Good user experience earns QlikView a place among the leaders for 'Product satisfaction' in the 'Large international BI vendors' peer group.
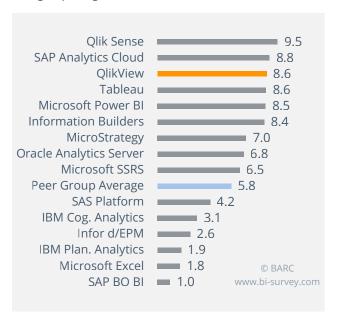
Dashboards & Advanced analytics

The 'Dashboards' KPI is based on how users rate their BI tool for creating dashboards/reports (data selection, data visualization, formatting/layout).

The 'Advanced analytics' KPI is based on how many survey respondents use advanced analysis (such as predictive analysis, data mining, machine learning).

Dashboards – Leader

Peer group: Large international BI vendors

Vendor	Score
Qlik Sense	9.5
SAP Analytics Cloud	8.8
QlikView	8.6
Tableau	8.6
Microsoft Power BI	8.5
Information Builders	8.4
MicroStrategy	7.0
Oracle Analytics Server	6.8
Microsoft SSRS	6.5
Peer Group Average	5.8
SAS Platform	4.2
IBM Cog. Analytics	3.1
Infor d/EPM	2.6
IBM Plan. Analytics	1.9
Microsoft Excel	1.8
SAP BO BI	1.0

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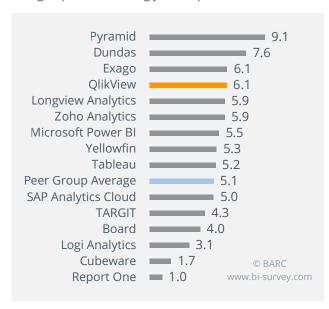
BARC Viewpoint — Dashboards

'Dashboards' are one of the most mature usage scenarios in analytics and BI. It is a highly competitive space as almost every BI vendor provides its own flavor of dashboarding capabilities.

QlikView was conceived from early on to support interactive dashboards and analytical applications. The product offers various capabilities to create tailor-made applications, which guide users through the analysis process. Some QlikView users claim to analyze data by viewing dashboards. This speaks for the strength of its dashboarding capabilities. This year, QlikView earns third spot in the 'Large international BI vendors' peer group.
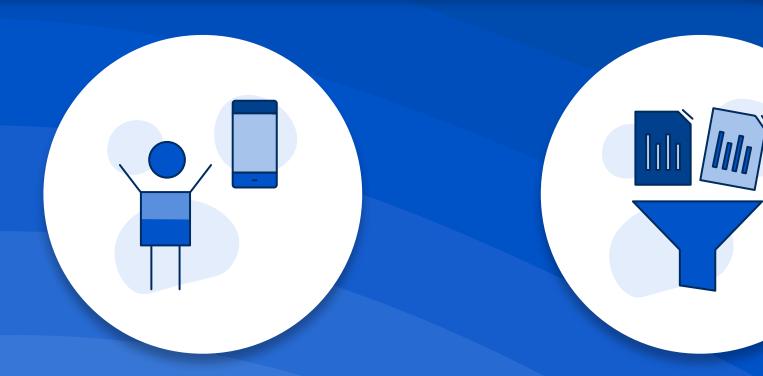
Advanced analytics — BARC Viewpoint

The 'Advanced analytics' KPI measures the proportion of survey respondents who use their tool for advanced analysis (i.e., predictive analysis, data mining, machine learning).

Employing advanced analytics to find clusters, patterns and trends in data helps to identify relevant signals. Especially in huge data sets, this can help companies to gain a competitive edge. Advanced analytics functions are increasingly included in business-user-oriented analytics and BI too. QlikView enables the integration of analytical models at runtime as well as during data preparation. This flexibility results in a leading position in the 'Dashboarding-focused products' peer group.

Advanced analytics – Leader

Peer group: Dashboarding-focused products

Vendor	Score
Pyramid	9.1
Dundas	7.6
Exago	6.1
QlikView	6.1
Longview Analytics	5.9
Zoho Analytics	5.9
Microsoft Power BI	5.5
Yellowfin	5.3
Tableau	5.2
Peer Group Average	5.1
SAP Analytics Cloud	5.0
TARGIT	4.3
Board	4.0
Logi Analytics	3.1
Cubeware	1.7
Report One	1.0

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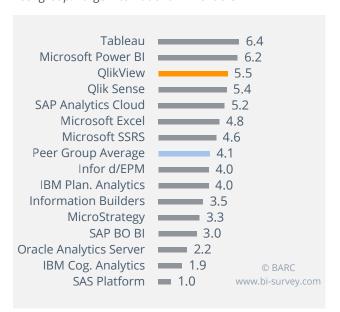
Ease of use &
Data preparation

The 'Ease of use' KPI is based on how often the product was chosen for its ease of use, and on the level of complaints about ease of use post-implementation.

The 'Data preparation' KPI is based on the proportion of survey respondents that currently use the product for data preparation.

Ease of use – Leader

Peer group: Large international BI vendors

Tableau	6.4
Microsoft Power BI	6.2
QlikView	5.5
Qlik Sense	5.4
SAP Analytics Cloud	5.2
Microsoft Excel	4.8
Microsoft SSRS	4.6
Peer Group Average	4.1
Infor d/EPM	4.0
IBM Plan. Analytics	4.0
Information Builders	3.5
MicroStrategy	3.3
SAP BO BI	3.0
Oracle Analytics Server	2.2
IBM Cog. Analytics	1.9
SAS Platform	1.0

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BARC Viewpoint — Ease of use

'Ease of use' is often hard to assess when selecting software. With feedback from such a huge number of peers, this KPI in The BI & Analytics Survey is a great indicator. Additionally, the expectations of what easy-to-use analytics software must deliver constantly evolve. In general, customers these days want intuitive, modern and uniform interfaces.

QlikView provides an interactive experience, especially for end users from business departments. The software supports the creation of visually appealing dashboard applications that can be viewed in browsers or in the full client. Customers appreciate its good usability, rating it as a leader in the 'Large international BI vendors' peer group.

Data preparation

BARC Viewpoint

Data preparation comprises connecting to data sources and ingesting, enhancing and enriching data to publish it for use in analytics. The 'Data preparation' KPI is based on the proportion of respondents that use the product to prepare data for analytics. Helping business users to integrate new data for analyses quickly drives positive outcomes from analytics and BI.

Data preparation is deeply integrated in QlikView through its in-memory engine, delivering a versatile end-to-end platform for analytics and BI. This is a clear strength according to users, who rank it in second place in the 'Large international BI vendors' peer group.

Data preparation – Leader

Peer group: Large international BI vendors

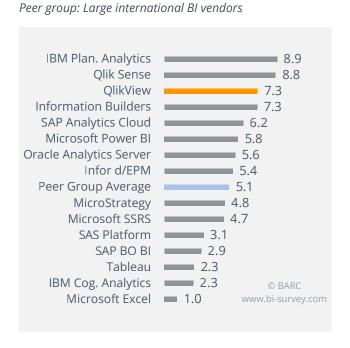|	
Qlik Sense	7.3
QlikView	6.2
IBM Plan. Analytics	6.2
Microsoft Excel	5.9
MicroStrategy	5.7
Tableau	5.5
Microsoft Power BI	5.4
Oracle Analytics Server	5.2
SAS Platform	5.2
Peer Group Average	4.8
SAP Analytics Cloud	4.7
Infor d/EPM	4.3
IBM Cog. Analytics	3.6
Information Builders	2.8
Microsoft SSRS	2.8
SAP BO BI	1.3

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Query performance

This KPI is based on how quickly queries respond
(adjusted by data volume).

Query performance – Leader

Peer group: Large international BI vendors

Product	Score
IBM Plan. Analytics	8.9
Qlik Sense	8.8
QlikView	7.3
Information Builders	7.3
SAP Analytics Cloud	6.2
Microsoft Power BI	5.8
Oracle Analytics Server	5.6
Infor d/EPM	5.4
Peer Group Average	5.1
MicroStrategy	4.8
Microsoft SSRS	4.7
SAS Platform	3.1
SAP BO BI	2.9
Tableau	2.3
IBM Cog. Analytics	2.3
Microsoft Excel	1.0

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Query performance – Leader

Peer group: Self-service analytics-focused products

Product	Score
Pyramid	10.0
Qlik Sense	8.8
QlikView	7.3
SAP Analytics Cloud	6.2
Peer Group Average	6.0
Microsoft Power BI	5.8
Dundas	5.8
Yellowfin	4.5
Entrinsik	3.0
Tableau	2.3

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BARC Viewpoint

The KPI for 'Query performance' is based on the median query response time stated by the customers surveyed. 'Query performance' is influenced by numerous aspects such as data volume, query engine, data model, front-end design and more. This makes real-world peer feedback even more relevant to inform buying decisions. Providing excellent query response through its in-memory engine is Qlik's number one sales promise, making fast query performance the top reason why customers choose to buy. QlikView delivers median response times of 4 seconds, which places it as a leader in the 'Self-service analytics-focused products' and 'Large international BI vendors' peer groups.

Performance satisfaction

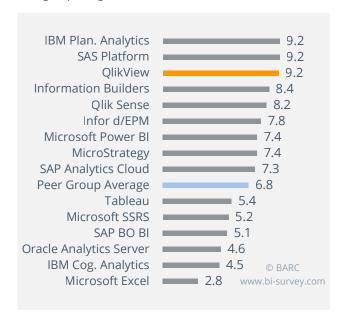This KPI measures the frequency of complaints about the system's performance.

Performance satisfaction – Leader

Peer group: Dashboarding-focused products

Pyramid	10.0
Zoho Analytics	10.0
QlikView	9.2
Phocas	8.6
Longview Analytics	8.5
Dundas	7.8
Entrinsik	7.7
Microsoft Power BI	7.4
SAP Analytics Cloud	7.3
Peer Group Average	7.0
Exago	6.9
Yellowfin	6.8
TARGIT	6.7
Report One	6.7
Tableau	5.4
Board	4.8
Logi Analytics	4.6
Cubeware	1.0

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Performance satisfaction – Leader

Peer group: Large international BI vendors

IBM Plan. Analytics	9.2
SAS Platform	9.2
QlikView	9.2
Information Builders	8.4
Qlik Sense	8.2
Infor d/EPM	7.8
Microsoft Power BI	7.4
MicroStrategy	7.4
SAP Analytics Cloud	7.3
Peer Group Average	6.8
Tableau	5.4
Microsoft SSRS	5.2
SAP BO BI	5.1
Oracle Analytics Server	4.6
IBM Cog. Analytics	4.5
Microsoft Excel	2.8

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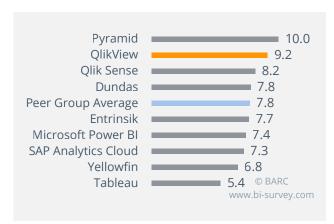
Performance satisfaction

Performance satisfaction – Leader

Peer group: Self-service analytics-focused products

Pyramid	10.0
QlikView	9.2
Qlik Sense	8.2
Dundas	7.8
Peer Group Average	7.8
Entrinsik	7.7
Microsoft Power BI	7.4
SAP Analytics Cloud	7.3
Yellowfin	6.8
Tableau	5.4

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BARC Viewpoint

'Performance satisfaction' is a combination of query performance expected versus performance experienced in daily use, taking into account complaints about inferior query performance. Fast query performance is one of the most important criteria when purchasing analytics and BI software and slow performance is one of the most common problems. Customers selecting software with remarkable query performance achieve more benefits through analytics. QlikView customers have fewer complaints about performance than users of competing products, resulting in leading positions in all of its peer groups.

Visual analysis

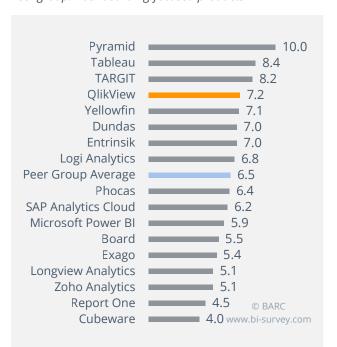This KPI is based on the proportion of survey respondents that currently perform visual analysis with their BI tool.
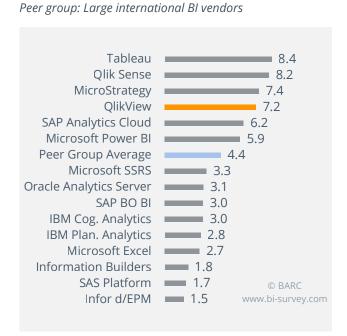
Visual analysis – Leader

Peer group: Dashboarding-focused products

Pyramid	10.0
Tableau	8.4
TARGIT	8.2
QlikView	7.2
Yellowfin	7.1
Dundas	7.0
Entrinsik	7.0
Logi Analytics	6.8
Peer Group Average	6.5
Phocas	6.4
SAP Analytics Cloud	6.2
Microsoft Power BI	5.9
Board	5.5
Exago	5.4
Longview Analytics	5.1
Zoho Analytics	5.1
Report One	4.5
Cubeware	4.0

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Visual analysis – Leader

Peer group: Large international BI vendors

Tableau	8.4
Qlik Sense	8.2
MicroStrategy	7.4
QlikView	7.2
SAP Analytics Cloud	6.2
Microsoft Power BI	5.9
Peer Group Average	4.4
Microsoft SSRS	3.3
Oracle Analytics Server	3.1
SAP BO BI	3.0
IBM Cog. Analytics	3.0
IBM Plan. Analytics	2.8
Microsoft Excel	2.7
Information Builders	1.8
SAS Platform	1.7
Infor d/EPM	1.5

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BARC Viewpoint

The proportion of survey respondents currently performing 'Visual analysis' with their BI tool is used to calculate this KPI. Besides offering interactive associative (set-based) analysis, QlikView supports the creation of tailor-made interactive analytics applications that allow business users to leverage the power of visual analysis in a guided application which can incorporate drill paths to detailed data for analyzing root causes. QlikView achieves excellent results for 'Visual analysis', attaining leadership positions in the 'Dashboarding-focused products' and 'Large international BI vendors' peer groups.
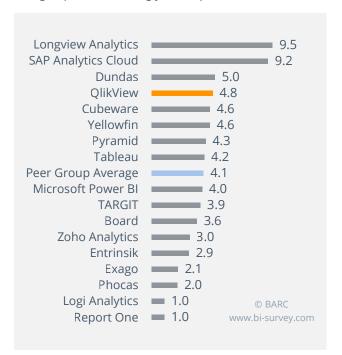
Visual design standards

This KPI is based on the proportion of survey respondents that currently use visual design standards with their BI tool.
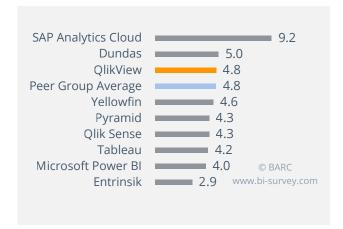
Visual design standards – Leader

Peer group: Dashboarding-focused products

Longview Analytics	9.5
SAP Analytics Cloud	9.2
Dundas	5.0
QlikView	4.8
Cubeware	4.6
Yellowfin	4.6
Pyramid	4.3
Tableau	4.2
Peer Group Average	4.1
Microsoft Power BI	4.0
TARGIT	3.9
Board	3.6
Zoho Analytics	3.0
Entrinsik	2.9
Exago	2.1
Phocas	2.0
Logi Analytics	1.0
Report One	1.0

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Visual design standards – Leader

Peer group: Self-service analytics-focused products

SAP Analytics Cloud	9.2
Dundas	5.0
QlikView	4.8
Peer Group Average	4.8
Yellowfin	4.6
Pyramid	4.3
Qlik Sense	4.3
Tableau	4.2
Microsoft Power BI	4.0
Entrinsik	2.9

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BARC Viewpoint

Visual design standards help decision-makers grasp the essence of analyses and reports faster and more precisely. They are therefore important to inform decisions and foster action from insight in corporations. The KPI for 'Visual design standards' is based on the level of use of visual design standards with the BI tool. QlikView users are aware of the benefits of employing compelling visual design to produce clear results from analytics. They use these standards regularly in their applications, resulting in leading positions in the 'Dashboarding-focused products' and 'Self-service analytics-focused products' peer groups.
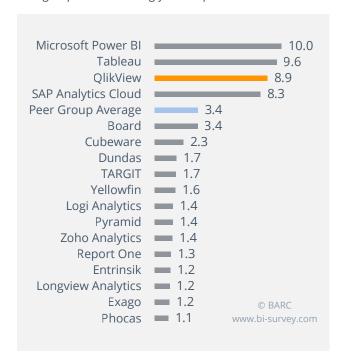
Considered for purchase

This KPI is based on whether respondents considered purchasing the product.
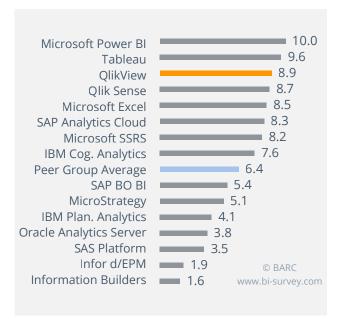
Considered for purchase – Leader

Peer group: Dashboarding-focused products

Microsoft Power BI	10.0
Tableau	9.6
QlikView	8.9
SAP Analytics Cloud	8.3
Peer Group Average	3.4
Board	3.4
Cubeware	2.3
Dundas	1.7
TARGIT	1.7
Yellowfin	1.6
Logi Analytics	1.4
Pyramid	1.4
Zoho Analytics	1.4
Report One	1.3
Entrinsik	1.2
Longview Analytics	1.2
Exago	1.2
Phocas	1.1

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Considered for purchase – Leader

Peer group: Large international BI vendors

Microsoft Power BI	10.0
Tableau	9.6
QlikView	8.9
Qlik Sense	8.7
Microsoft Excel	8.5
SAP Analytics Cloud	8.3
Microsoft SSRS	8.2
IBM Cog. Analytics	7.6
Peer Group Average	6.4
SAP BO BI	5.4
MicroStrategy	5.1
IBM Plan. Analytics	4.1
Oracle Analytics Server	3.8
SAS Platform	3.5
Infor d/EPM	1.9
Information Builders	1.6

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Considered for purchase

Considered for purchase – Leader

Peer group: Self-service analytics-focused products

Microsoft Power BI	10.0
Tableau	9.6
QlikView	8.9
Qlik Sense	8.7
SAP Analytics Cloud	8.3
Peer Group Average	5.7
Dundas	1.7
Yellowfin	1.6
Pyramid	1.4
Entrinsik	1.2

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BARC Viewpoint

This KPI is based on how often respondents considered the product for purchase in software evaluations. It largely reflects brand awareness and market presence. QlikView is a solid, mature software and is well known in the analytics and BI space. It helped Qlik to grow into a large global company, which went on to broaden its portfolio across the BI and analytics spectrum. QlikView is rated as a leader in all three of its peer groups in the 'Considered for purchase' KPI.

BARC — Business Application Research Center
Making digital leaders

BARC (Business Application Research Center) is one of Europe's leading analyst firms for business software, focusing on the areas of data, business intelligence (BI) and analytics, enterprise content management (ECM), customer relationship management (CRM) and enterprise resource planning (ERP).

Our passion is to help organizations become a digital company of tomorrow. We do this by using technology to rethink the world, trusting data-based decisions and optimizing and digitalizing processes. It's about finding the right tools and using them in a way that gives your company the best possible advantage.

This unique blend of knowledge, exchange of information and independence distinguishes our services in the areas of research, events and consulting.

Research

Our BARC studies are based on internal market research, software tests and analyst comments, giving you the security to make the right decisions. Our independent research brings market developments into clear focus, puts software and vendors through their paces and gives users a place to express their opinions.

Events

Decision-makers and IT industry leaders come together at BARC events. BARC seminars in small groups, online webinars and conferences with more than 1,000 participants annually all offer inspiration and interactivity. Through exchange with peers and an overview of current trends and market developments, you will receive new impetus to drive your business forward.

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In confidential expert workshops, coaching and in-house consultations, we transform the needs of your company into future-proof decisions. We provide you with successful, holistic concepts that enable you to use the right information correctly. Our project support covers all stages of the successful use of software

Other Surveys

The BARC BI Trend Monitor 2020 reflects on the trends currently driving the BI and data management market from a user perspective. We asked close to 2,900 users, consultants and vendors for their views on the most important BI trends.

The BARC survey 'The Future of Reporting' investigates how and why companies should modernize their reporting and is based on a survey of 600 participants from 58 countries across a range of industries. Download here.

The Planning Survey 20 is the world's largest survey of planning software users. Based on a sample of over 1,406 responses, it offers an unsurpassed level of user feedback on 23 leading planning products. Find out more at www.bi-survey.com

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