



BI Trend Monitor 2018

The World's Largest Survey on BI Trends



BARC Research Study









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Foreword



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The IT industry and the world at large have always been subject to technology and business trends, sometimes undergoing major changes, such as the development of the personal computer, client/server computing, the evolution of the internet, and now cloud computing. Over the last few years, new trends have emerged that have had an enormous influence on how organizations work, interact, communicate, collaborate and protect themselves.

IT 'meta-trends' influence organizations' strategies,

operations and investments in a wide variety of ways: Digitalization and security & privacy seem to make the most headlines now, but agility, cloud, mobile and artificial intelligence are also major technology drivers. These meta-trends can be considered as the main drivers behind a number of important trends, either related to the use of software and technologies for business intelligence/analytics (BI) and data management or to the way the use of technology is organized in companies.

The BI Trend Monitor 2018 from BARC reflects on the

trends currently driving the BI and data management market from a user perspective. In order to obtain useful data for the BI Trend Monitor, we asked 2,770 users, consultants and vendors for their views on the most important BI trends. Their responses reveal a comprehensive picture of regional, company and industry specific differences and deliver an up-to-date perspective on the BI market.

Dr. Carsten Bange
Würzburg, Germany. November 2017.

Management Summary



ISO



The market for BI and data management is constantly changing. As an industry analyst, we frequently highlight and predict important topics that have an impact on the agendas of organizations and the people within them. For this study

we took a unique approach in identifying trends: we asked close to 2,800 users, consultants and vendors for their views on the most important BI trends, revealing a comprehensive picture of regional, company and industry specific differences

and delivering an up-to-date perspective on the BI market. We have summarized the main findings of this study into six themes.

Result area 1

Top trending topics

For the first time, BI practitioners identify data quality and master data management as the most important trend in their work. In second place last year, the importance of data as a driver of digital transformation seems to have propelled it into first place this year. The related trend towards more data governance (the fourth most important trend this year) also supports this impression. Data discovery/visualization and self-service BI follow in second and third place and maintain their strong positions among the top three trends this year. At the other end of the spectrum, data labs/data science and cloud BI were voted as the least important of the twenty trends covered in this report. This shows that 'hyped' topics or initiatives in early-moving companies are not winning a greater mindshare as important trends than more mainstream or fundamental topics that are relevant to the current work of our survey participants.

It is interesting to note that the average rating of most trends has decreased this year. It looks like the overall importance of BI has decreased, although it remains at a good level with absolute average scores of 6.4 to 6.9 for the top three rated trends.

Result area 2

Best-in-class companies

Best-in-class companies* attach greater importance to all BI trends than organizations that see themselves as laggards*. The perception of some trends like agile BI development, cloud BI and data governance is very similar between these two types of companies. But there are also some trends that best-in-class companies consider much more important than laggard companies. This year, the gap was widest for collaboration, mobile BI and using external/open data.

Laggard companies might consider how to improve the acceptance of these topics to become more data and analytics driven.

* Best-in-class companies comprise the top 10 percent in terms of achievement of specific BI-related business benefits (e.g. "Faster reporting, analysis or planning" and "Increased competitive advantage") in this survey. Laggards represent the lowest 10 percent.

Result area 3

Vendors vs. users

Vendors, consultants and users often agree on their rating of the importance of BI trends. However, a difference of opinion can be seen when it comes to cloud BI, data storytelling and mobile BI. Vendors consider these topics to be much more important than users do, especially business users. And the gap is particularly wide when it comes to cloud BI. Increasing interest and spending from users in this area indicate that they are more concerned with the quality and what they can do with data rather than how they access the software.

Conversely, users attach greater importance to master data/data quality management than software vendors do. Vendors of BI software rely on the quality of the data reported, visualized and analyzed, and we are now seeing some of them add capabilities for their users to deal with data quality concerns.



Result area 4

Industry comparison

Generally speaking, the manufacturing industry considers BI trends less important than other industries despite the ongoing discussion around big data analytics, digitalization and the industrial internet. The same is true for utilities companies.

Telecommunications and services generally regard BI trends as more important than other industries. This probably reflects the level of BI maturity in this highly competitive sector.

The biggest differences in the perception of importance of trends between industries can be seen with cloud BI (important for technology companies, but much less important for manufacturing), data governance (most important in financial services, but less so in utilities) and real-time analytics (important for telcos, but less important in financial services).

Result area 5

Global differences

Overall, Asia, North America and especially South America seem to view BI trends as more important than Europe. It is unclear whether there might be cultural factors favoring a more euphoric response behavior, or if they really do regard most BI trends as more important.

Looking at Europe, particularly the German-speaking region (see Hot Spot 6), almost all trends are rated as less relevant than in other regions. On a global level, the biggest differences from region to region can be seen in predictive analytics/machine learning, mobile BI, agile BI and cloud BI.

Result area 6

Europe

The perception of importance of BI trends varies significantly across different regions of Europe. Participants from Eastern Europe generally view trends as more important. Compared to the rest of Europe, BI practitioners in Eastern Europe attach greater significance to predictive analytics/machine learning, mobile BI and data labs/science.

The German-speaking countries ("DACH") are more reserved and assign medium to medium-high importance to most trends – with one notable exception: visual design standards. This trend is much more relevant to companies in the DACH region than anywhere else. Compared to other European countries, survey participants from the DACH region see less significance in a wide range of topics including collaboration, data governance, cloud BI, data discovery, data preparation for business users, and data storytelling.

Survey Results



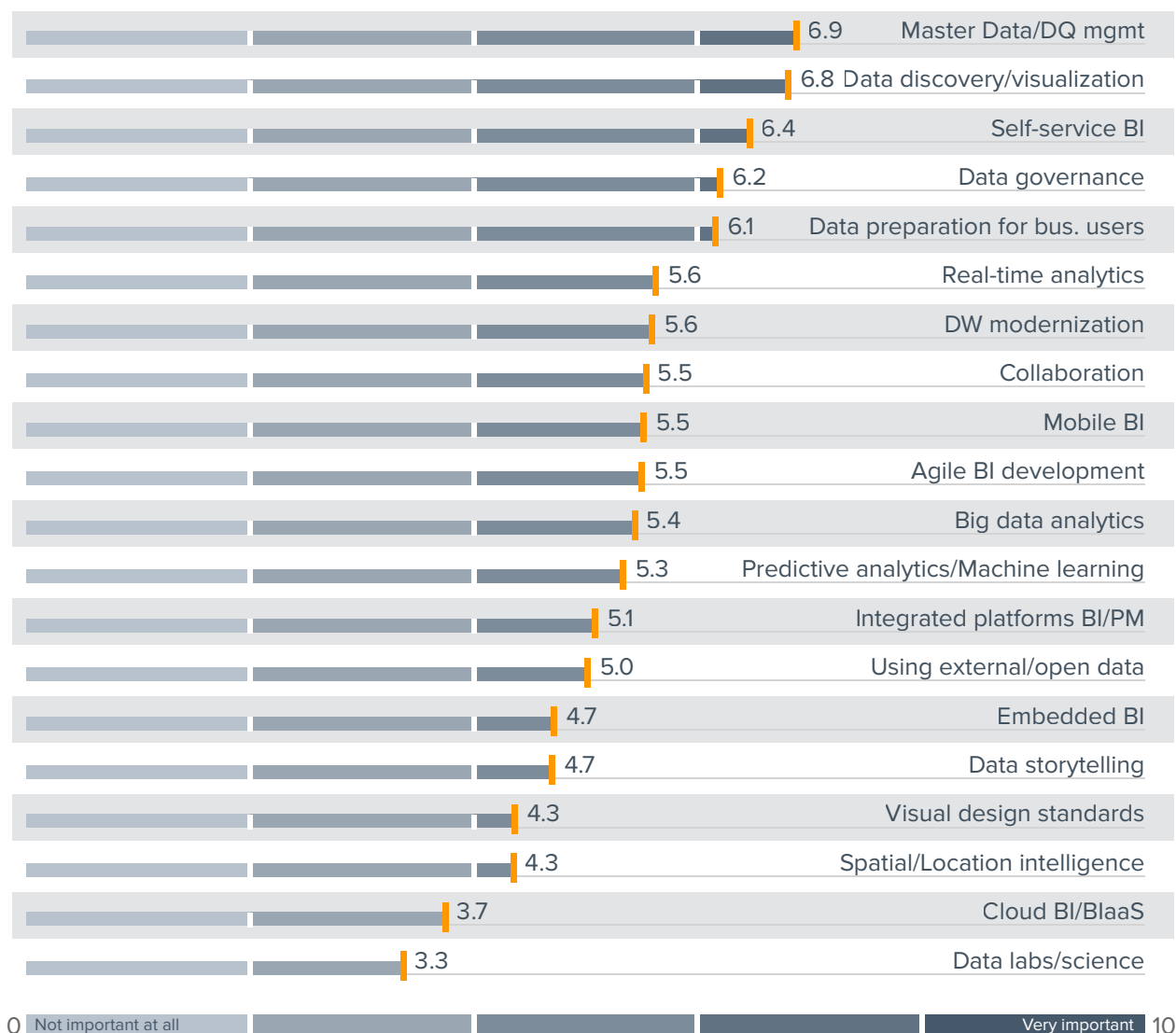
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BI Trends Overview





Importance of BI trends from “not important at all” (0) to “very important” (10)



n = 2770



Viewpoint

We asked users, consultants and software vendors of BI and data management technology to rate their personal view of the importance of twenty trending topics that we presented to them. For the first time, data quality and master data management was voted as the most important trend this year. Our 2,770 participants send a strong message – highly appealing topics like data discovery, visualization and self-service BI are nothing without a solid foundation of data. We hope this perceived importance does not lead to initiatives that are announced with a fanfare before quickly moving down the list of priorities – as has often happened in the past. Business intelligence will not work without comprehensive data integration and data quality initiatives, but these have to be backed up with the right level of attention, resources and funding.

All four of the following top trends - data discovery / visualization, self-service BI, data governance and data integration for business users – are related. Business users need more autonomy and agility when it comes to integrating, analyzing and visualizing data. Often they achieve it (e.g. by using self-service tools), but when too many people have too much freedom to manipulate and communicate data, a call for more data governance is the natural reaction to restore trust in data and efficiency in decision-making.

BI Trends Development

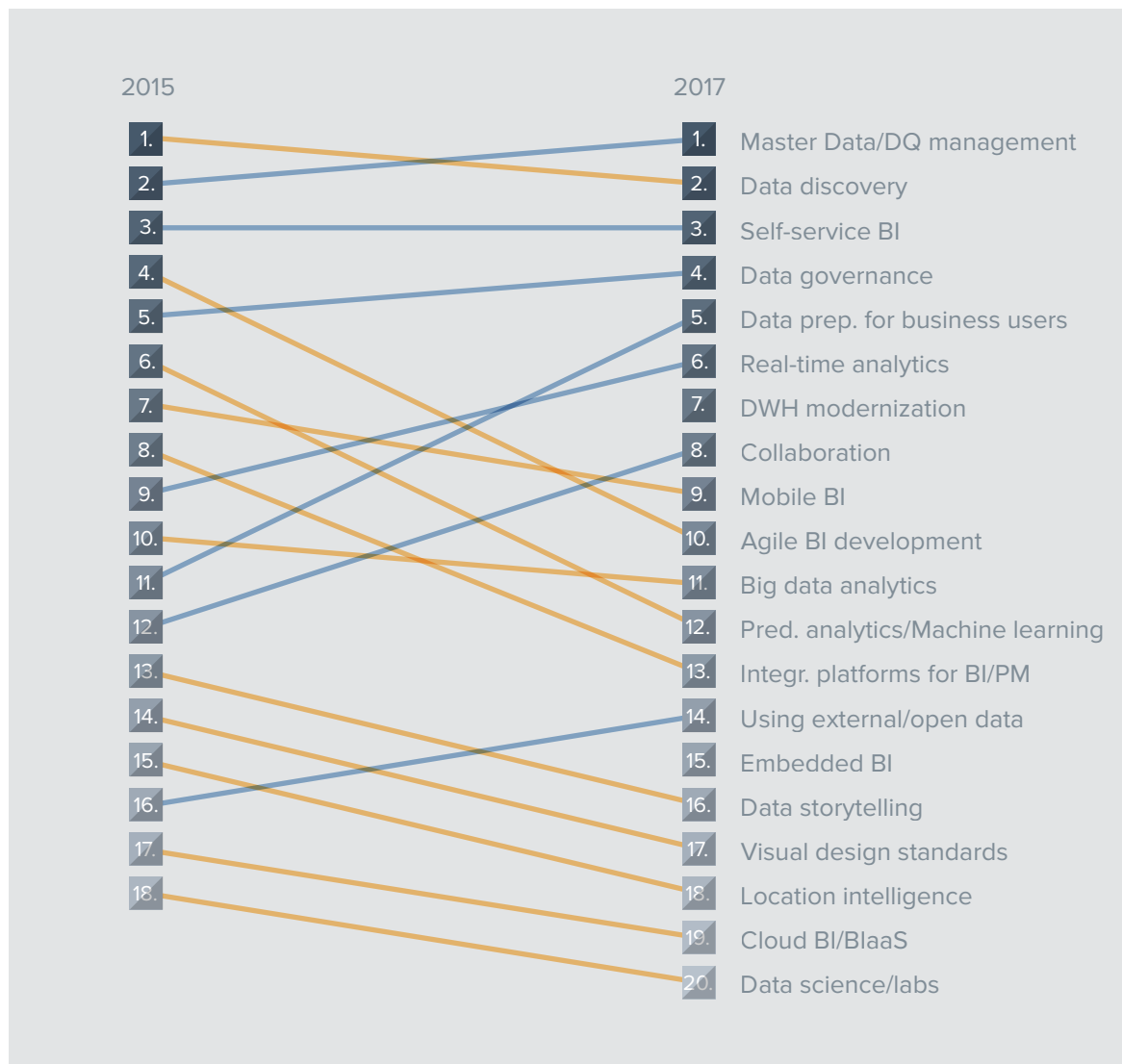


ISO

The biggest surge in interest is seen with data preparation for business users and collaboration.



Development of rankings of BI trends



n = 2794/2770



Viewpoint

Trends that ranked higher compared to previous years include real-time analytics, collaboration and using external/open data. While collaboration is a more organizational topic, which supports the increased use of BI across different user types within the organization, real-time analytics and using external/open data are more commonly linked to typical digitalization initiatives. Analyzing IoT/sensor or log data in real time and expanding the available data space beyond internally available data (e.g. for building predictive models) are new application areas that companies are exploring. While concrete big data use cases are thriving, participants rank the more (maybe too) general topics “big data analytics” and “predictive analytics” as considerably less important than in previous years. The same is true for mobile BI, agile BI development and integrated platforms for BI and performance management. This perceived decrease in importance might result from the maturity of the trends and the fact that many companies have already adopted them, making room for other topics to gain in importance.

The Trends in Detail



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18		Master Data/Data Quality Management	40		Predictive Analytics/Machine Learning
20		Data Discovery/Visualization	42		Integrated Platforms for BI and PM
22		Self-Service BI	44		Using External/Open Data
24		Data Governance	46		Embedded BI
26		Data Preparation for Business Users	48		Data Storytelling
28		Real-Time Analytics	50		Visual Design Standards
30		Data Warehouse Modernization	52		Spatial/Location Intelligence
32		Collaboration	54		Cloud BI
34		Mobile BI	56		Data Labs/Science
36		Agile BI Development			
38		Big Data Analytics			

Master Data/Data Quality Management



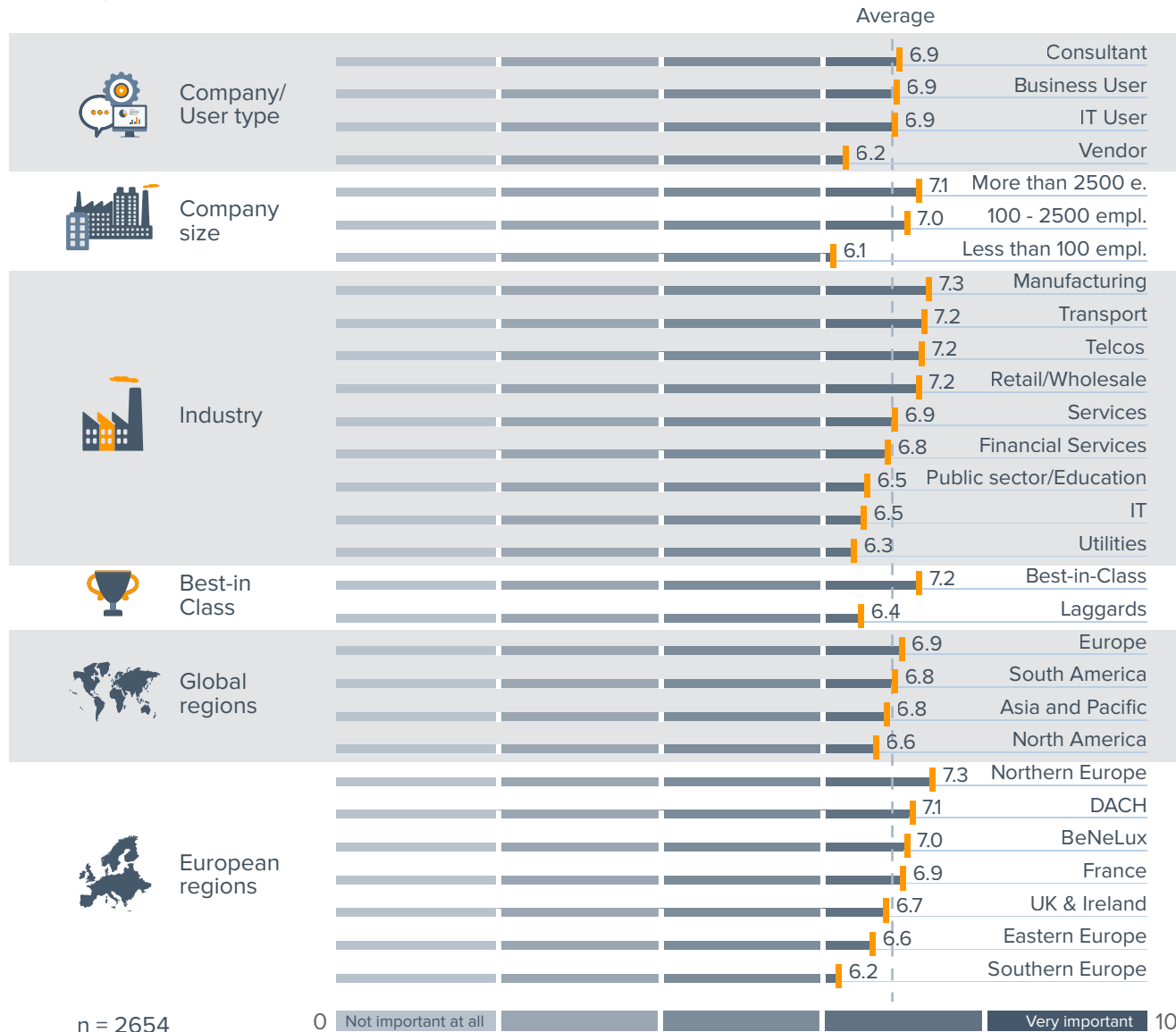
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Best-in-class, Northern Europe and manufacturing regard master data & data quality management as very important. Vendors see it as less relevant.

Master Data/Data Quality Management



Importance of master data/data quality management from “not important at all” (0) to “very important” (10)



Viewpoint

The importance of data quality and master data management can be explained very simply: people can only make the right decisions based on accurate data. Through their aggregation mechanisms, BI reports and analyses can help reveal data quality issues. Operational and decision-making processes also profit from high data quality.

The goal of master data management is to bring together and exchange master data such as customer, supplier or product master data across multiple systems. Aside from a “master” ERP system, many companies also work with other CRM or SCM systems, use web services, or need to merge systems following corporate mergers, or to co-operate as partners effectively. There are proven concepts for increasing data quality and implementing master data management. One example is the Data Quality Cycle, which many software vendors have implemented in their tools.

In today's digital age, in which data is increasingly emerging as a factor of production, there is a growing need to use or produce high quality data in new services and products. Defining roles and responsibilities as well as monitoring and optimizing quality assurance processes within a well-devised software solution for data quality and master data management are critical success factors.

Data Discovery/Visualization

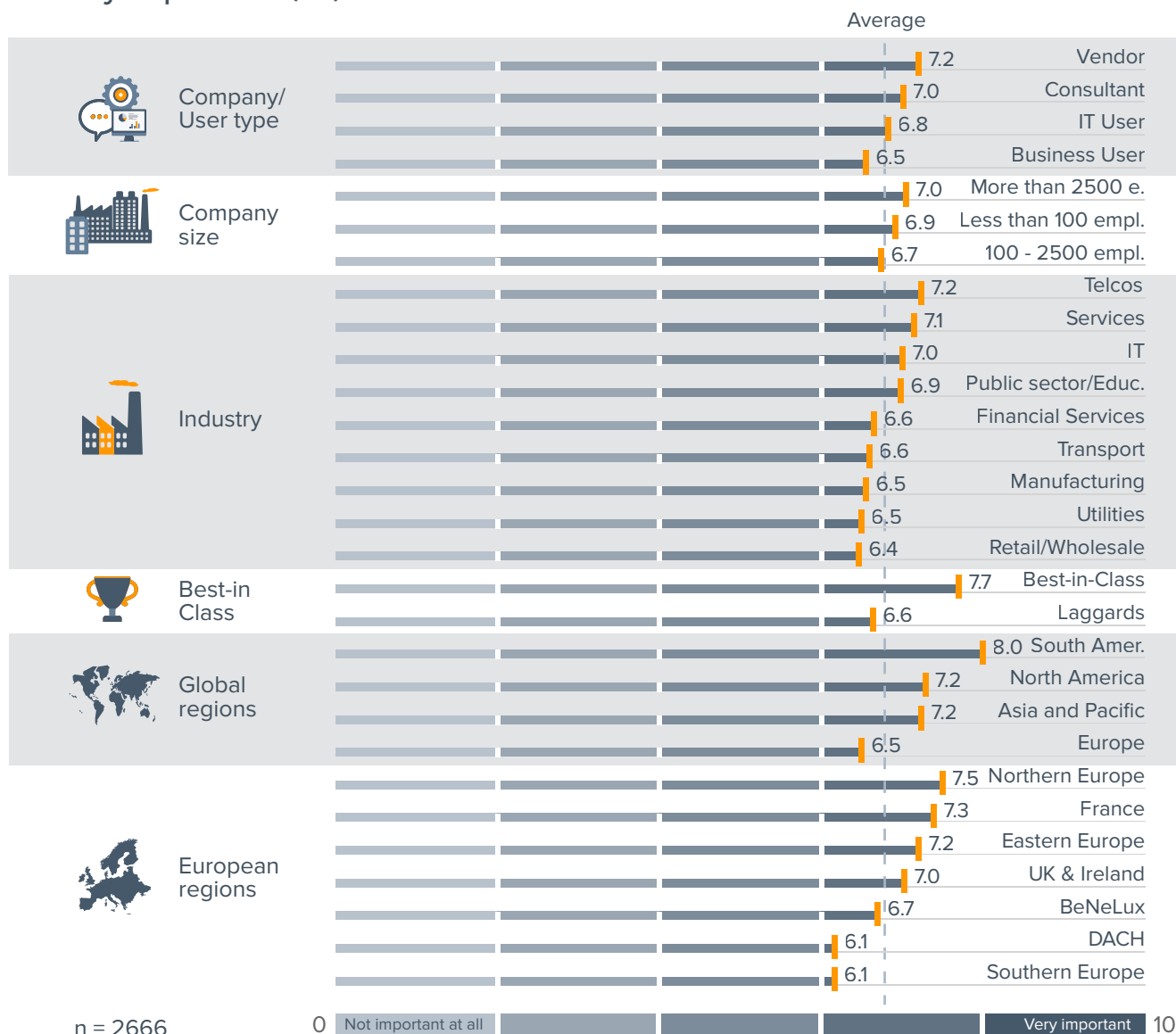


ISO

Best-in-class companies value data discovery/visualization very highly, the German-speaking region and Southern Europe less so.



Importance of data discovery/visualization from "not important at all" (0) to "very important" (10)



Viewpoint

Data discovery is the business user driven and iterative process of discovering patterns and outliers in data. To efficiently and effectively identify and evaluate patterns and outliers, modern data discovery has to cover three functional areas in a tightly integrated manner to support iterative analytics. In order to enable users to execute their self-reliant discovery endeavors, cleansing data, enrichment and connection to diverse data sources must be supported to create data sets for analytics (data preparation). These data sets can be analyzed in an interactive and explorative fashion based on rich visualizations (visual analysis) or by applying advanced analytics in a user-friendly manner to find patterns not visible to the human eye (guided advanced analytics).

Within the area of data discovery, two major developments towards increasing efficiency and quality are happening right now. Improving user guidance is at the top of the agenda for most vendors. Machine learning is increasingly being added to data discovery tools to guide business analysts through all steps of discovery. To connect diverse and distributed data preparation and discovery efforts, we are also observing a tendency to integrate data discovery with BI suites that are typically strong on data governance.

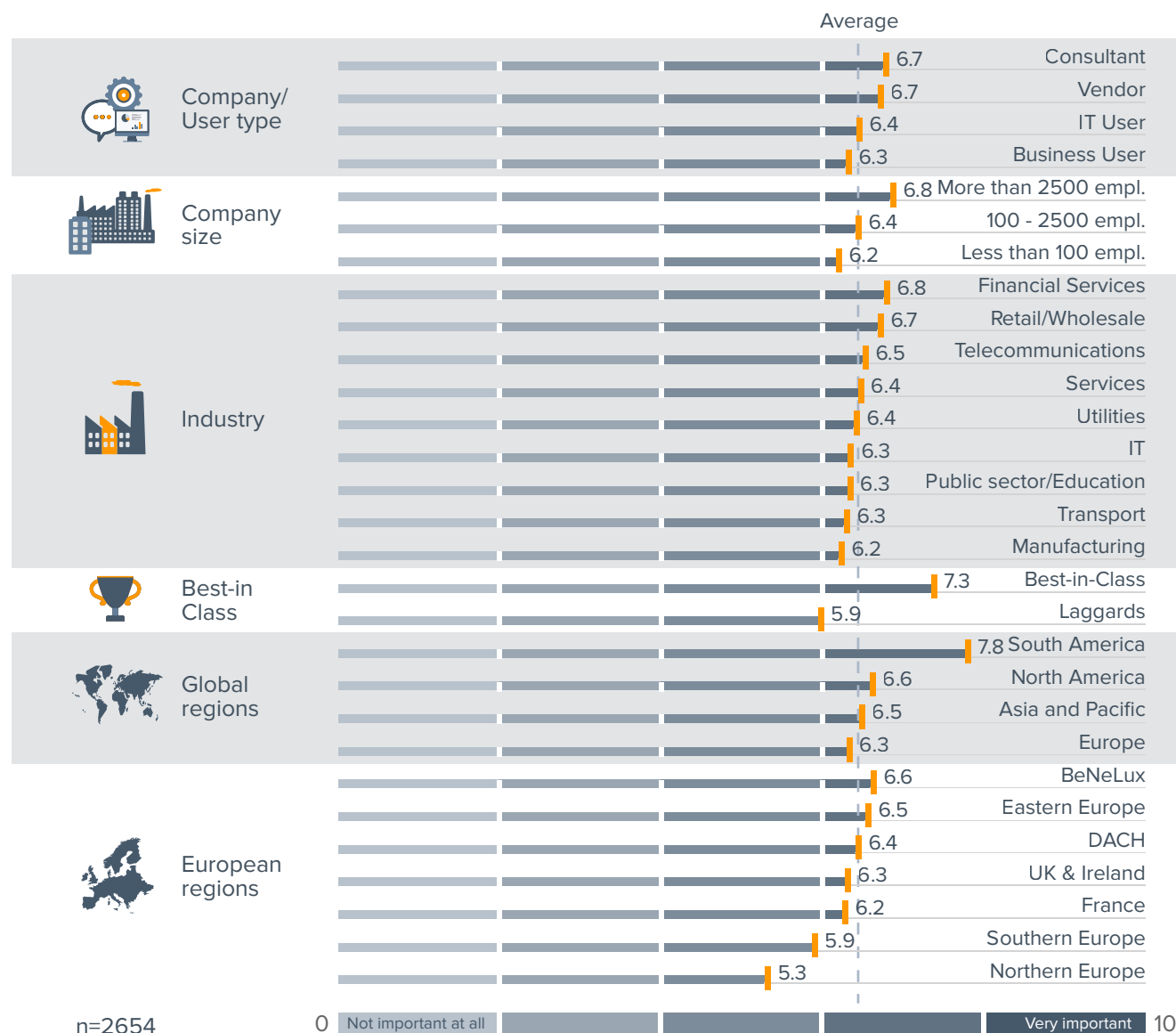
Self-Service BI



Best-in-class companies & South America lead the way. An important trend in large companies, which decreases with company size.



Importance of self-service BI from “not important at all” (0) to “very important” (10)



Viewpoint

Self-service BI has been on organizations' wish lists for a long time and data from our survey confirms that it is still a high priority. The continuously high demand from business users and equally high rates of implementation underpin its importance.

Departmental users require data to be accessible anytime, anywhere and on any device, and new analyses and reports have to be provided at short notice. This is increasing the pressure on IT and BI organizations by showing that traditional development methods are simply not suitable for many use cases. As a result we are continuing to see an increasing number of implementations that enable business users to build or design their own queries, reports, dashboards or explorative analytics (data discovery).

With largely decentralized content creation, connecting and governing the efforts of business users is becoming increasingly challenging. Self-service provides the required agility and increases the time-to-market. But this must not take place at the expense of quality for critical use cases or efficiency. So it is important to support content reuse and to find the right level of self-service for all types of use cases and users.

Data Governance

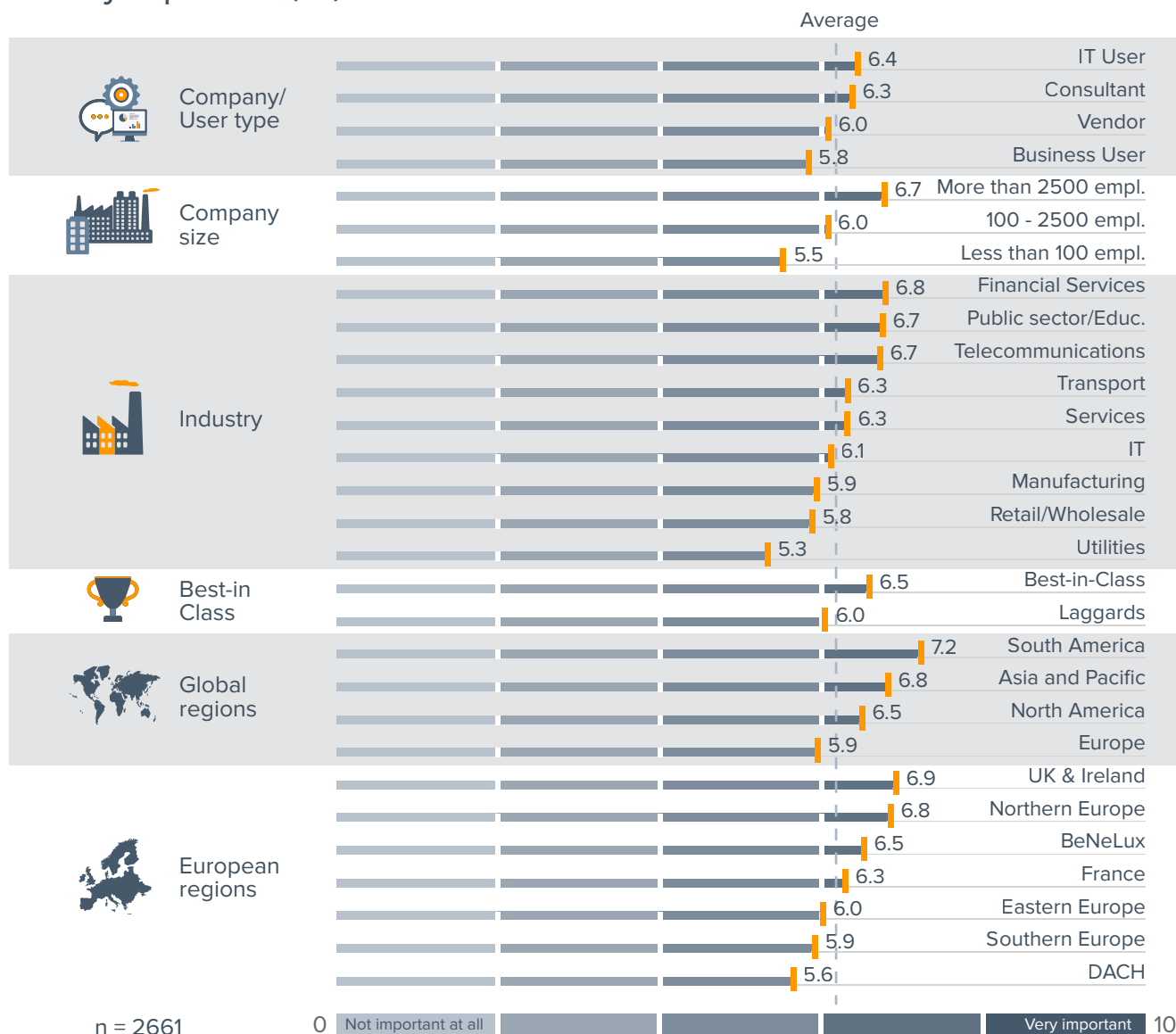


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Most relevant in large enterprises and in South America. Less popular with business users, utilities and mid-sized/smaller companies.



Importance of data governance from “not important at all” (0) to “very important” (10)

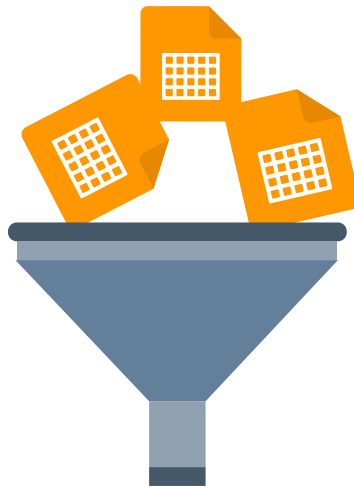


Viewpoint

Unlike BI governance, which centers on analytics, data governance focuses on the data in analytics and operational systems. Data governance is essential for data-driven companies that are extending existing BI investments with exploratory and operational analytics. Governance must go beyond classic BI systems and, from a data perspective, incorporate operational systems. This ensures that companies can utilize new findings and modify processes directly, but also requires broader thinking in terms of knowledge, organization and technology.

A proper data strategy orchestrates how business strategy is translated into data and analytics. Data strategy manages the exploitation of data across all business processes to promote business efficiency and innovation. Data governance is the steering mechanism needed to implement data strategy, including policies and frameworks to manage, monitor and protect data capital while taking people, processes and technologies into account. Establishing data governance is a long-term endeavor. Most of all, it requires a clear, conscious management decision on how to work with and use data.

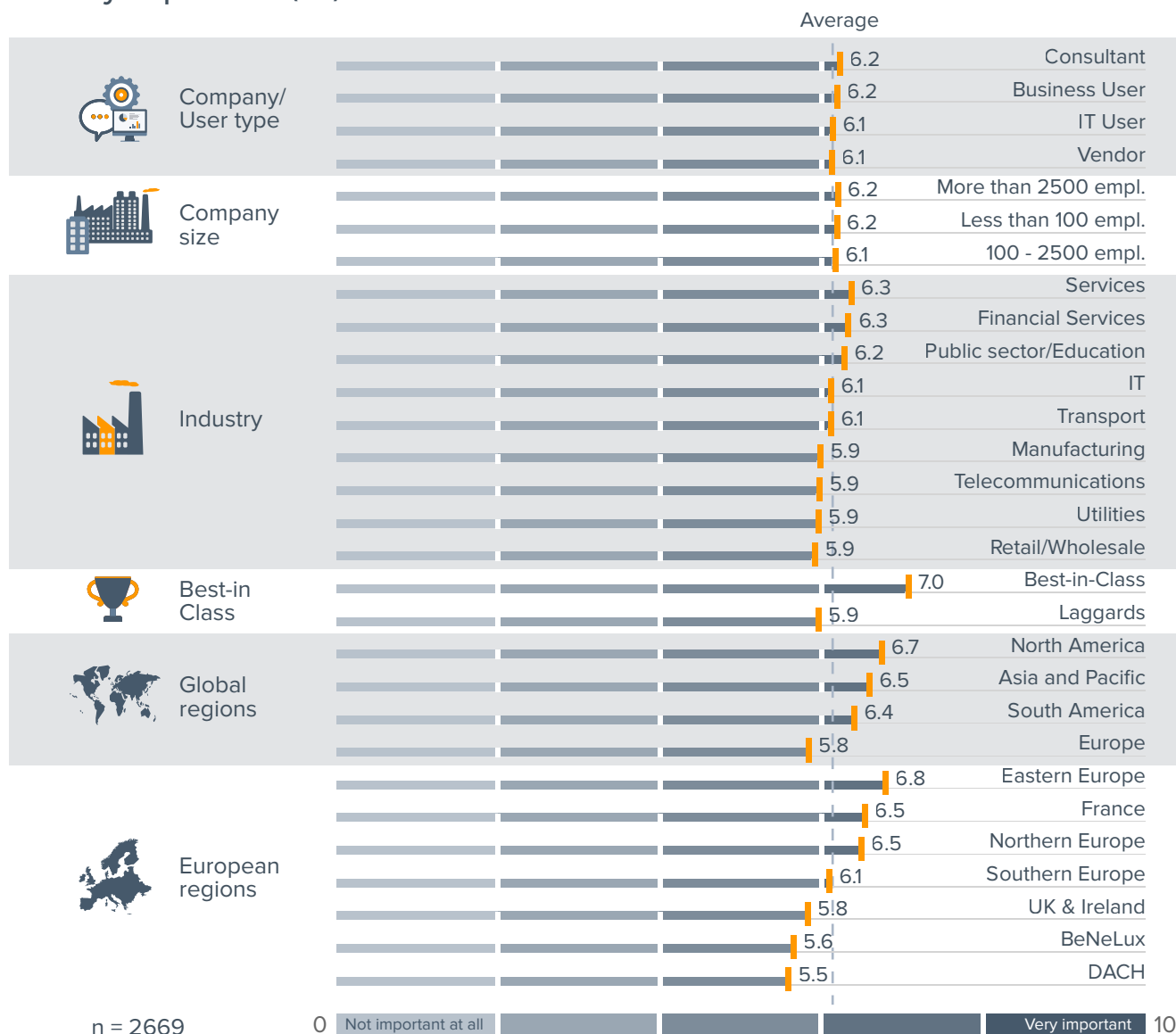
Data Preparation for Business Users



Best-in-class, North America and Eastern Europe place the most value on data preparation for business users. The DACH region is a long way behind.



Importance of data preparation for business users from “not important at all” (0) to “very important” (10)



Viewpoint

In today's economy, achieving efficient and agile data preparation is of utmost importance. Many companies today view data preparation as the key to increasing their ability to efficiently use data in a distributed manner to optimize business processes, or to enabling new, innovative business models in the first place. Data preparation is the iterative process of cleaning, structuring and enriching raw data or diverse data sources for use in explorative analytics. The goal of self-service data preparation is to support business users to access and refine data for their analytical requirements without having to resort to IT.

Traditional IT tasks in data management like data preparation are increasingly being taken over by business departments, as the growing importance of this trend proves. To ensure high efficiency and quality without sacrificing the newly gained agility, it is important to find the right method of collaboration between development resources in IT and business users. Good usability and intuitive tools with user guidance and immediate results are vital to democratize data preparation. Clear guard rails have to be defined to allow the reuse of data preparation efforts of other users and their analytical data sets.

Real-Time Analytics

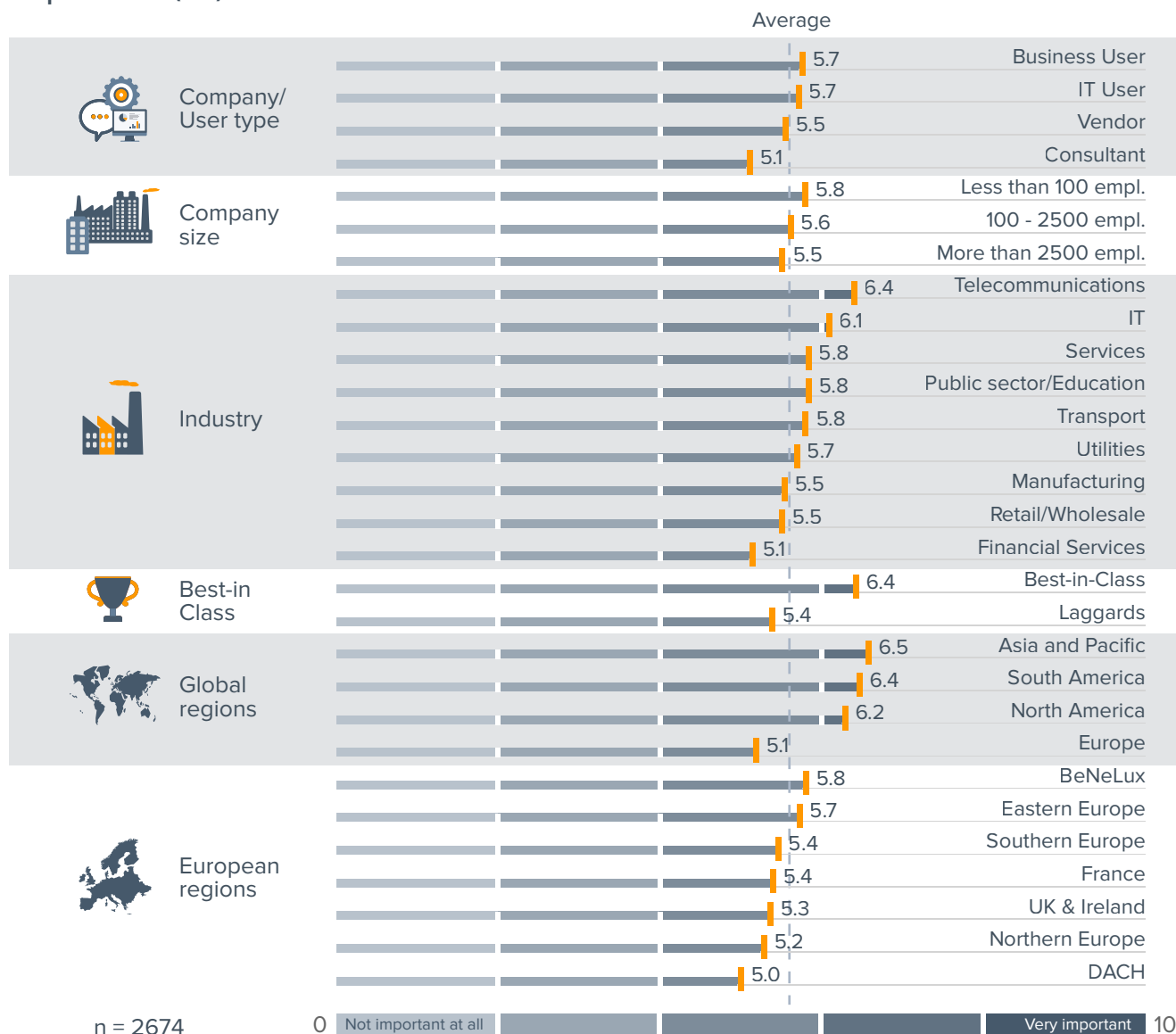


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Real-time analytics is very popular in telcos and Asia & Pacific companies. Its relevance is much lower in Europe, especially the DACH region.



Importance of real-time analytics from “not important at all” (0) to “very important” (10)



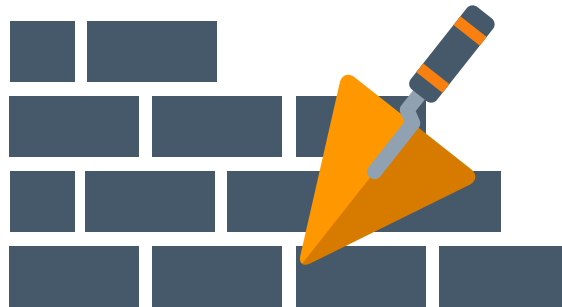
Viewpoint

Faster reporting and analysis of data, not only in terms of query performance (which is still one of the biggest problems users experience with their BI tools), is a challenge in many companies. There is an increasing need to make data from transactional systems available immediately to support faster and fact-based operational decision-making.

BI with real-time data refers to the near-immediate processing and provision of information about business operations in transactional systems (i.e. streaming). Real-time analytics is about catching events or other new data immediately after their occurrence and processing them for display (e.g. in an operational dashboard) or analysis. Constantly increasing amounts of data, high-performance computing time and pattern recognition of events (complex event processing) are just some of the challenges companies now face when focusing on BI with real-time data.

Like visual BI or predictive analytics, BI with real-time data can complement an organization's existing BI strategy to gain new insights into data with additional, valuable findings. An organization's decision-making culture, available skills and the identification and promotion of appropriate use cases are key aspects to consider when exploring a real-time analytics project. Real time analytics receives above average importance scores with small and medium sized companies. The telecommunications sector assigns the highest importance to the topic.

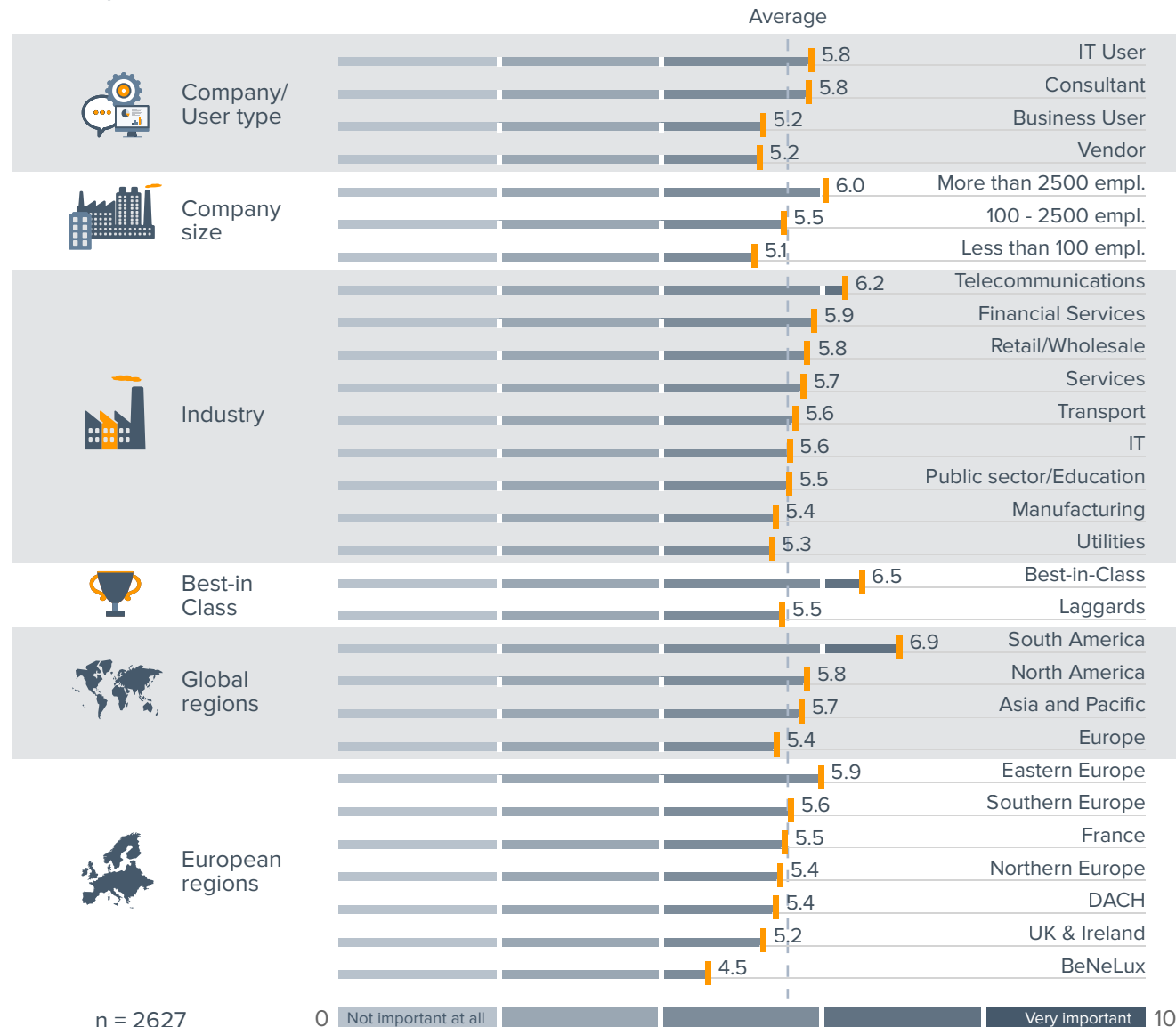
Data Warehouse Modernization



Important in South American and best-in-class companies, but not so much in the BeNeLux region.



Importance of data warehouse modernization from “not important at all” (0) to “very important” (10)



Viewpoint

New analytical challenges, increasing data variety, rising data volumes, faster decision processes, process automation and decreasing hardware costs are all having major effects on how companies store their data. Firstly, older data warehouse landscapes have become too complex to support agile development, or too expensive to have their functionality extended to accommodate modern analytics requirements. Furthermore, the type of implementation for which many data warehouse landscapes were originally designed and optimized does not cover the way analytics is currently moving forward in the direction of exploration and operational processing alongside classical BI requirements.

Now organizations are beginning to understand the new challenges and the potential of alternative methodologies, architectural approaches or utilizing more hardware/technology options like in-memory or popular (and cheap) off-the-shelf storage systems like Hadoop. IT departments have to prepare for faster, changing analytical requirements, and they must also compete against new and cheaper implementation options from external service providers or have to find collaborative approaches to cover the increasing expectations of the business to monetize data. It is now time to assess historically grown data warehouses against present requirements and evaluate how updated hardware and technology could make life easier.

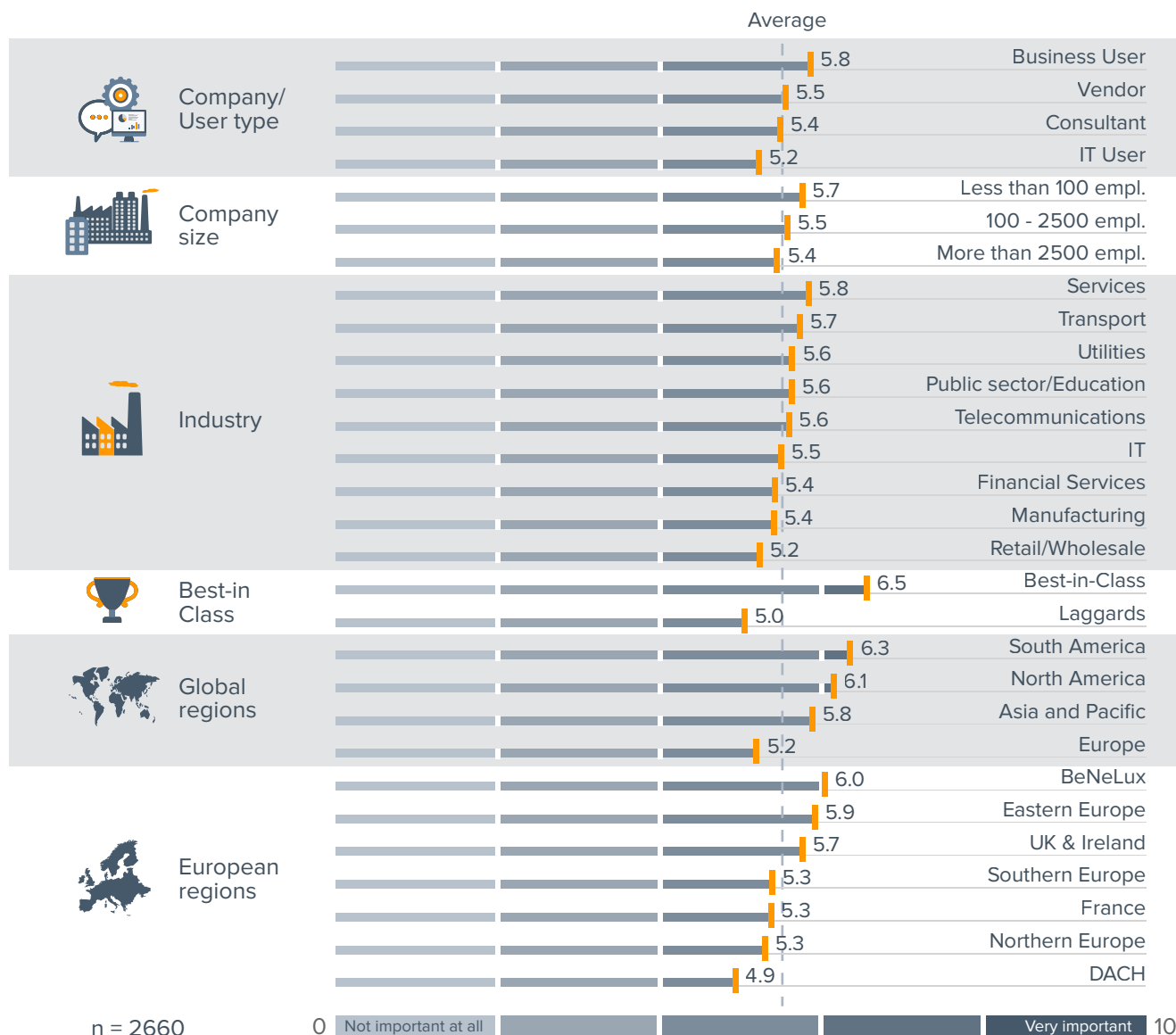
Collaboration



Very important in best-in-class companies. Less important in the DACH region & the retail sector.



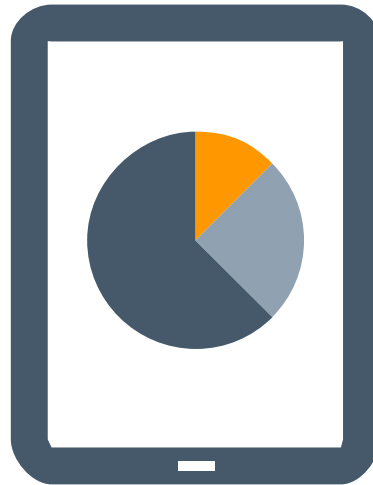
Importance of collaboration from “not important at all” (0) to “very important” (10)



Viewpoint

Collaboration is an important, but not a new trend in business intelligence. Different collaboration features are available for a variety of BI use cases. First of all, almost everyone sees functionality such as commenting, chats and threads as classic collaboration characteristics. In the area of planning and budgeting, workflows are an important collaboration component and are especially needed in large and distributed planning scenarios. Workflows are also sometimes required by customers for standardized reporting to make sure enterprise reports get approval prior to their distribution. In the last two years, data storytelling has also emerged as a new, more collaborative publication format for BI content, instead of using PowerPoint for instance. The more customers develop BI in agile mode, the more important collaboration features to support BI development will become (e.g. between IT and line of business). Despite its importance, we do not see many customers using collaborative BI intensively. This may be partly due to shortcomings in the BI products in use today. Ideally, collaboration tools should enable a closed-loop collaborative approach which ensures that all collaboration items have a direct impact on new content and improve working tasks, rather than creating additional items to consider.

Mobile BI

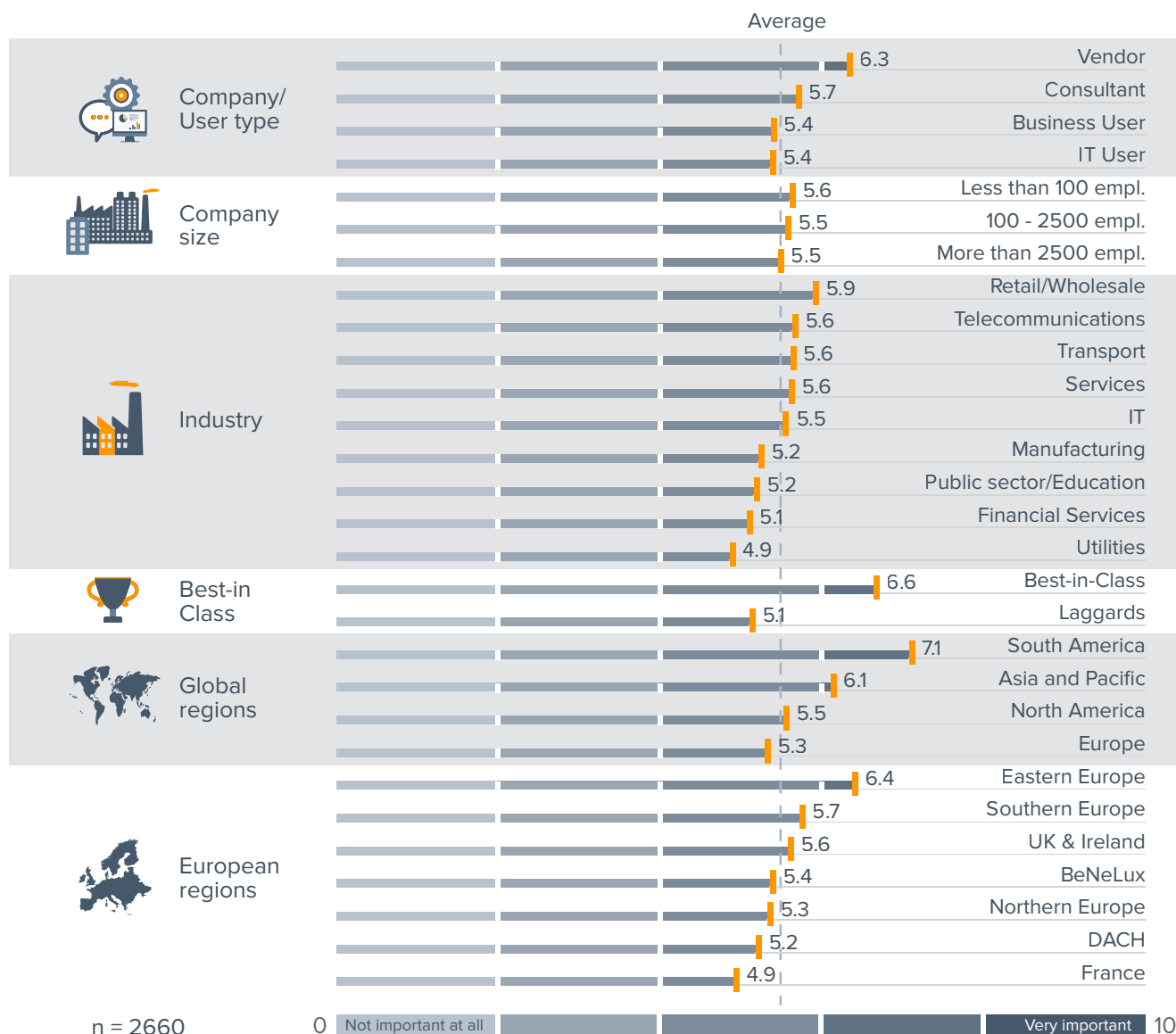


ISO

Vendors see mobile BI as much more important than users do. France and utilities companies are less sold on the idea.



Importance of mobile BI from “not important at all” (0) to “very important” (10)



Viewpoint

Mobile BI – driven by the success of mobile devices – was considered by many as a big wave in BI and analytics a few years ago. Today there is a level of disillusion in the market and users attach much less importance to mobile BI. Our survey data shows that market penetration is growing relatively slowly: in 2017, 28 percent of BI users say that mobile BI is in use in their organization (up from 23 percent in 2016, 21 percent in 2015, 18 percent in 2014, and 16 percent in 2013 and 2012).

In our experience, the most successful mobile deployments are those in which a mobile strategy has already been devised and the needs of mobile workers are carefully addressed with the BI tool. So, for example, simply copying an existing (web) dashboard to a mobile environment is not always a successful approach. There is great potential for mobile BI to support operational processes while simultaneously increasing the penetration of BI within organizations. However, there are not many mobile BI apps out there that are truly mobile-friendly and easy to use for business users. Therefore, user acceptance of mobile solutions is often rather low.

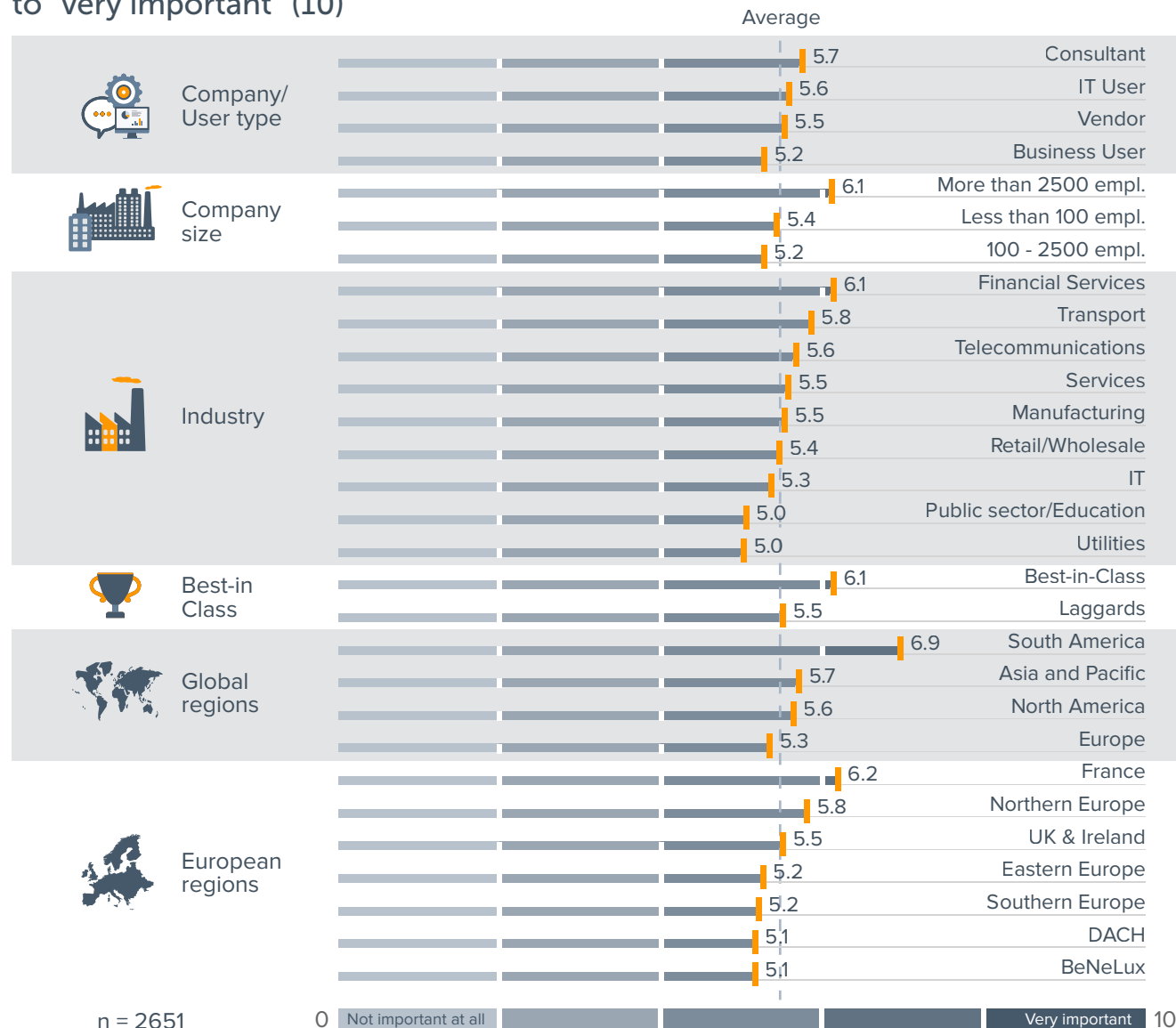
Agile BI Development



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Importance of agile BI development from “not important at all” (0) to “very important” (10)

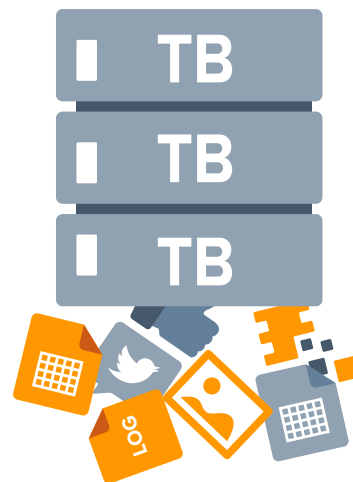


Viewpoint

The term “agile” has increasingly been adopted in the context of business intelligence in recent years. Originally referring to a software development methodology, the “agile” moniker is now often used as a requirement for the development of new data models, reports, dashboards or visualizations. Arguably, most users requesting “agile BI” have very little understanding of the agile development methodology and use the term as a synonym for “flexible”, indicating a pressing need for faster development cycles.

Agile BI requires organizations to adopt an iterative development approach. Instead of the traditional waterfall method, by which requirements are gathered before the development process starts, close collaboration between business and IT, using rapid prototyping, enables organizations to increase development speed while better responding to business needs. Many companies are not set up organizationally for this approach, however, and some changes in organizational structures may be required. Ideally, the agile BI development approach is also supported by agile project management, by which planning, requirements collection, development, but also functional, regression and usability testing are managed in an iterative manner. An important aspect, and one that is often considered a bottleneck, is the availability of business users to collaborate in the development process.

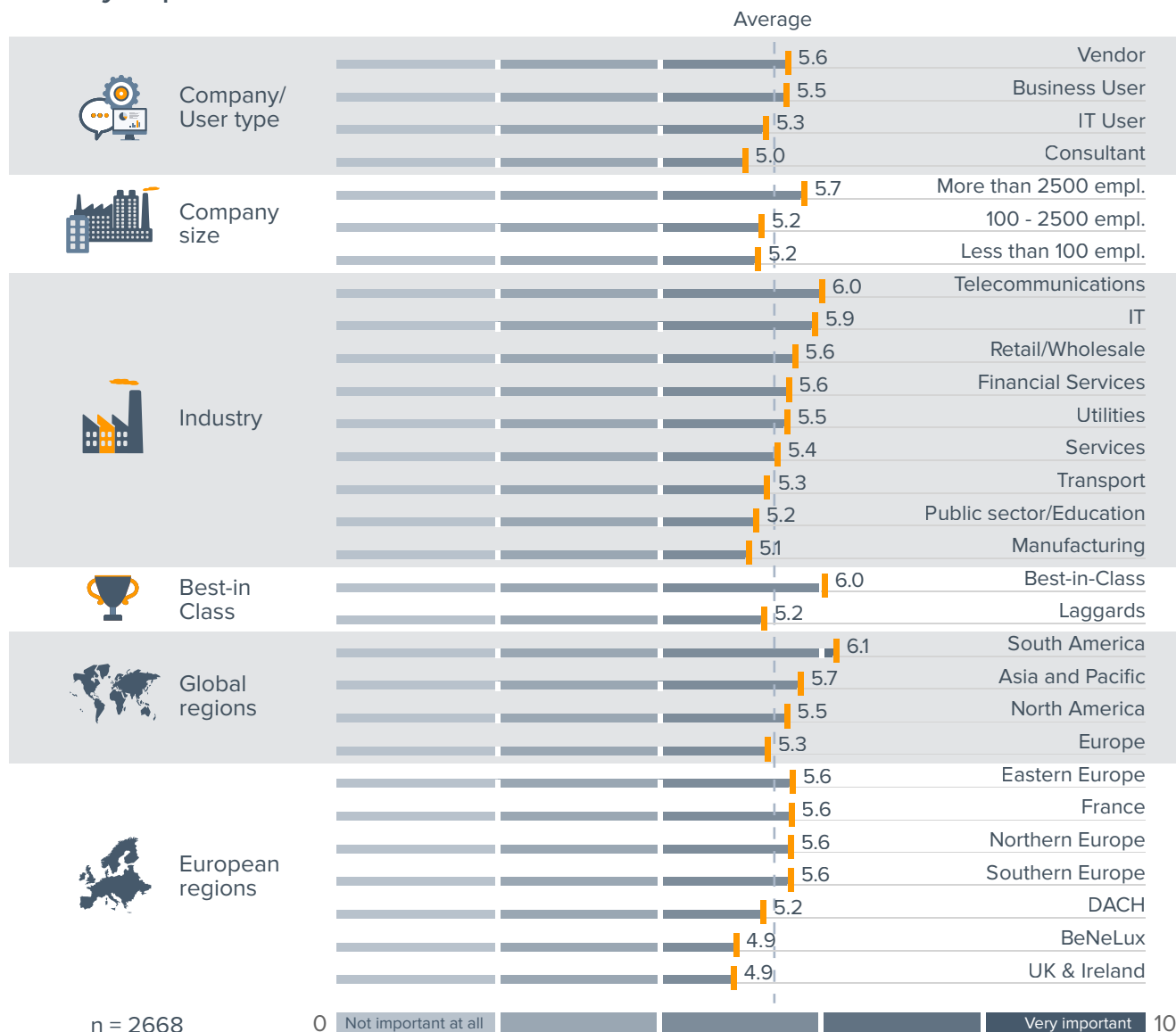
Big Data Analytics



Big data is prominent in best-in-class companies but less important to organizations in the UK, Ireland and BeNeLux



Importance of big data analytics from “not important at all” (0) to “very important” (10)



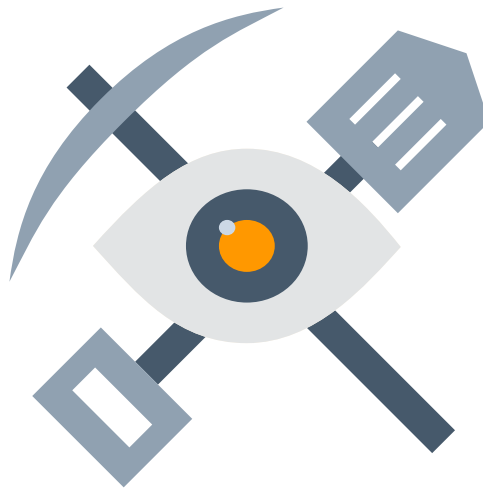
Viewpoint

Big data analytics is a strategic initiative and seeks to use various internal, and increasingly external, data sources and data types for competitive advantage. There is widespread interest in capturing and drawing insights from data streaming from the Internet of Things, as well as social media, mobile devices and enterprise applications.

Deriving actionable insights from an expanding data universe supports not only operational decisions but also strategic management decisions. There are plenty of good examples of organizations that could derive significant value from data by combining existing business intelligence and analytics environments with sensor, geolocation, behavior or social media data.

Using big data is a core competency for companies wishing to develop into data-driven organizations. Data is viewed as an asset in data-driven organizations, and is even considered the most important asset for an increasing number of companies. Business processes and business models will become increasingly data-driven, meaning that data will drive decisions and increase the efficiency and effectiveness of processes.

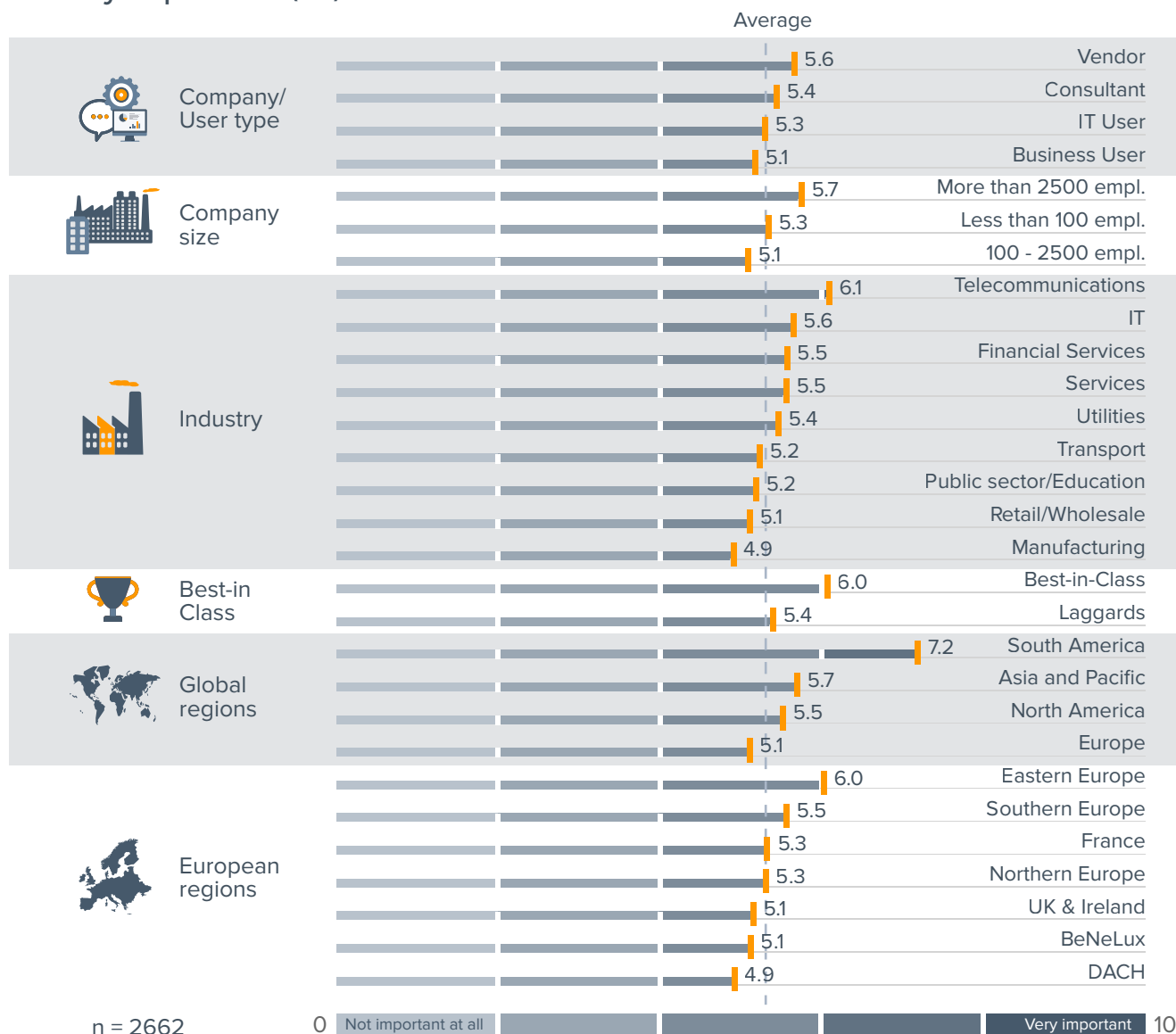
Predictive Analytics/ Machine Learning



South America leads the way. This trend is much less important in manufacturing companies and the German-speaking region.



Importance of predictive analytics/machine learning from “not important at all” (0) to “very important” (10)



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Viewpoint

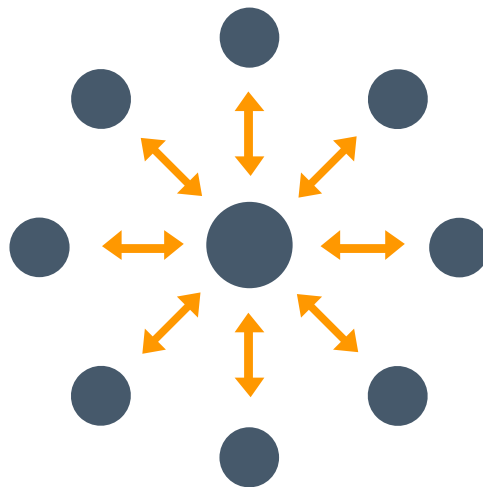
Predictive analytics and data mining are important trends among BI decision-makers for 2018. Advanced analytics goes beyond mathematical calculations such as sums and averages. It uses mathematical and statistical formulas and algorithms in order to generate new information, identify patterns and dependencies, and calculate forecasts.

The number of possible use cases in this area is immense, and ranges from conducting forecasts on income, prices, sales, requirements or customer value to preventing contract cancellations, forecasting machine downtime, monitoring and evaluating social media, and predictive policing.

The expansion of predictive analytics and machine learning also means changes for IT decision-makers and managers. They need to assess which use cases to tackle with advanced analytics, the level of priority advanced analytics should have in the company as a whole, which roles are required (and with which capabilities), and which technology fits best taking account of the IT landscape and intended users.

With the increasing use and maturity of advanced analytics, many companies have now moved past the experimentation phase into more practical, day-to-day use cases. Especially larger companies are investing in resources to conduct predictive analytics and machine learning. The deployment of analytics solutions and operationalization of new findings and insights by creating new products and services brings fresh challenges that need to be addressed in both organizational and technological terms. The operationalization of use cases is one of the major challenges in this context. Vendors that assign the highest importance to the topic are profiting from the increasing knowledge of business users and growing investment in this field.

Integrated Platforms for BI and Performance Management (PM)



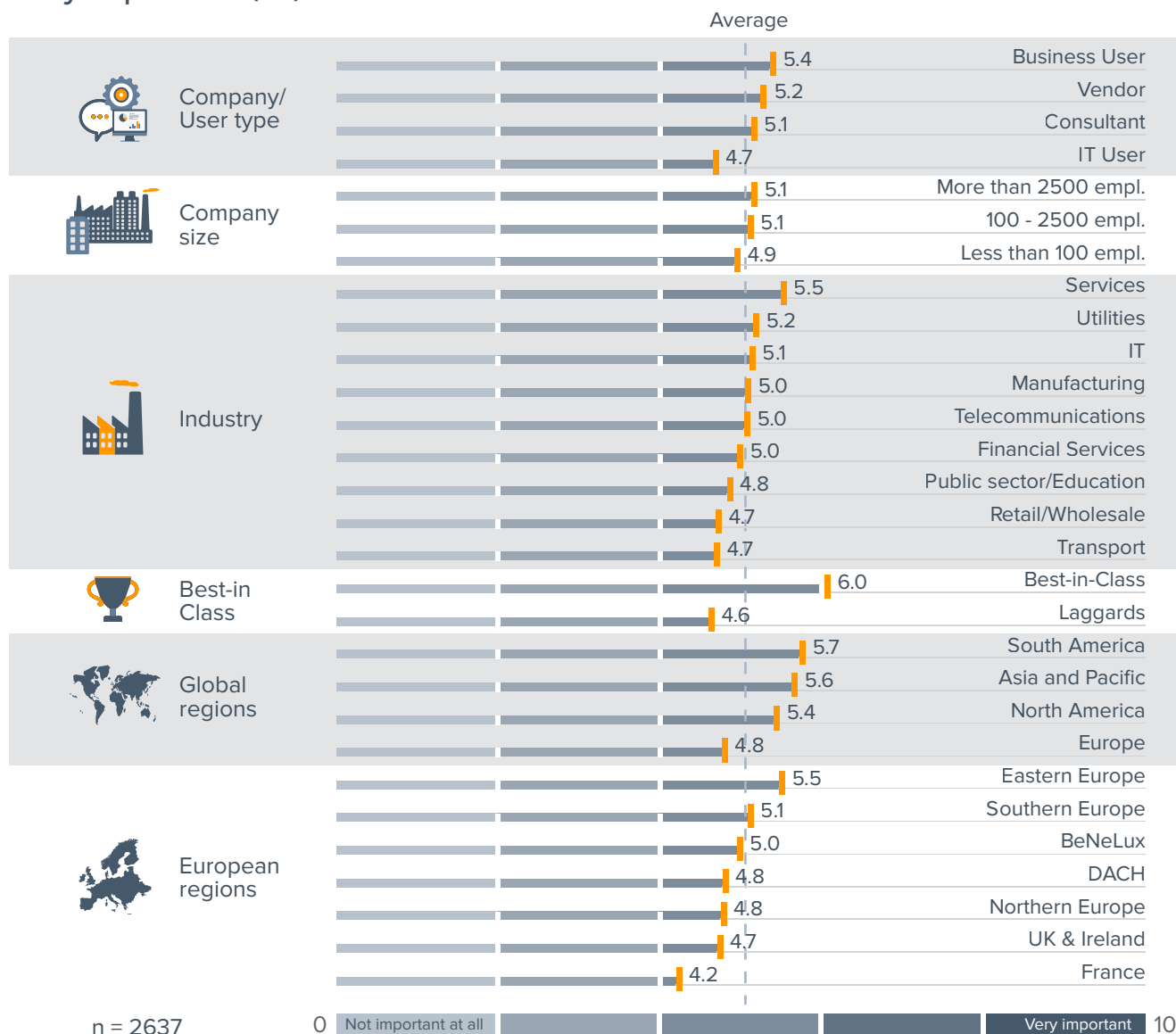
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Best-in-class companies attach much more importance to an integrated platform for BI and PM than other companies.

Integrated Platforms for BI and PM



Importance of integrated platforms for BI and PM from “not important at all” (0) to “very important” (10)



Viewpoint

Integrated functionality for BI and performance management (particularly planning) in one common platform has been one of the most stable and relevant trends in the market for years. Many companies and users know that there can be no planning without supporting functionality for reporting (e.g. results reports), analysis (e.g. analyses of planned and actual values) and dashboarding (monitoring). The seamless integration of planning and BI functionality is essential to support planning processes optimally.

Integrated platforms for BI and performance management are equally relevant for all user types, company sizes and industries. Best-in-class companies in particular have invested heavily in integrating BI and performance management processes and the benefits from this effort have been empirically proven. Supporting BI and performance management on an integrated data platform with an integrated tool is a goal worth investing in.

A decisive factor for sustained success when integrating BI and planning is the support of specialist software solutions. To avoid time-consuming and error-prone data transfer processes between software systems, an integrated database for actuals and plan data represented in a consistent data model forms the solid basis for integrated software solutions. The centrally harmonized master data provides a single, common data basis for BI and planning as well as other additional performance management processes.

Using External/Open Data

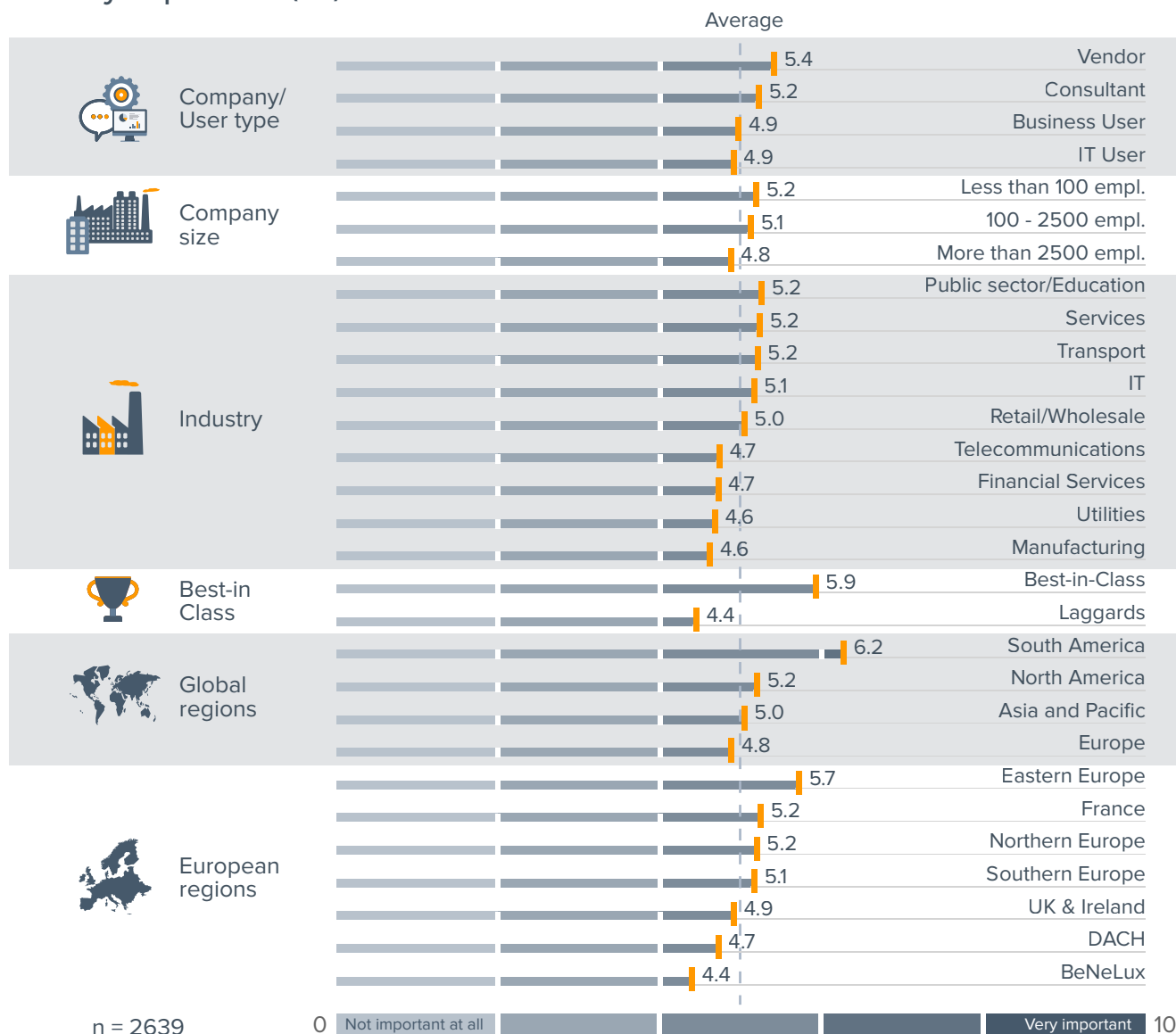


ISO

Best-in-class companies are much more aware of the value of data. This trend hasn't reached the BeNeLux region yet.



Importance of using external/open data from "not important at all" (0) to "very important" (10)



Viewpoint

It is no secret that data is growing in importance to companies. Expectations around data and analysis are also growing and, with that, awareness of the value of data is heightened. Whether it is used for optimizing existing processes or as a basis for innovative, new business ideas, data is available in a variety of formats from internal and external sources that go far beyond the purchase of address data.

Data has established itself as a product and extends analyses with targeted insights from social media, customer, market, weather, geographical and demographical data, and even analytical findings. Companies can purchase these and many other types of data for their own analysis from BI generalists, specialist service providers or data trade platforms. A new development is emerging for consumers as well: targeted sales of their own data.

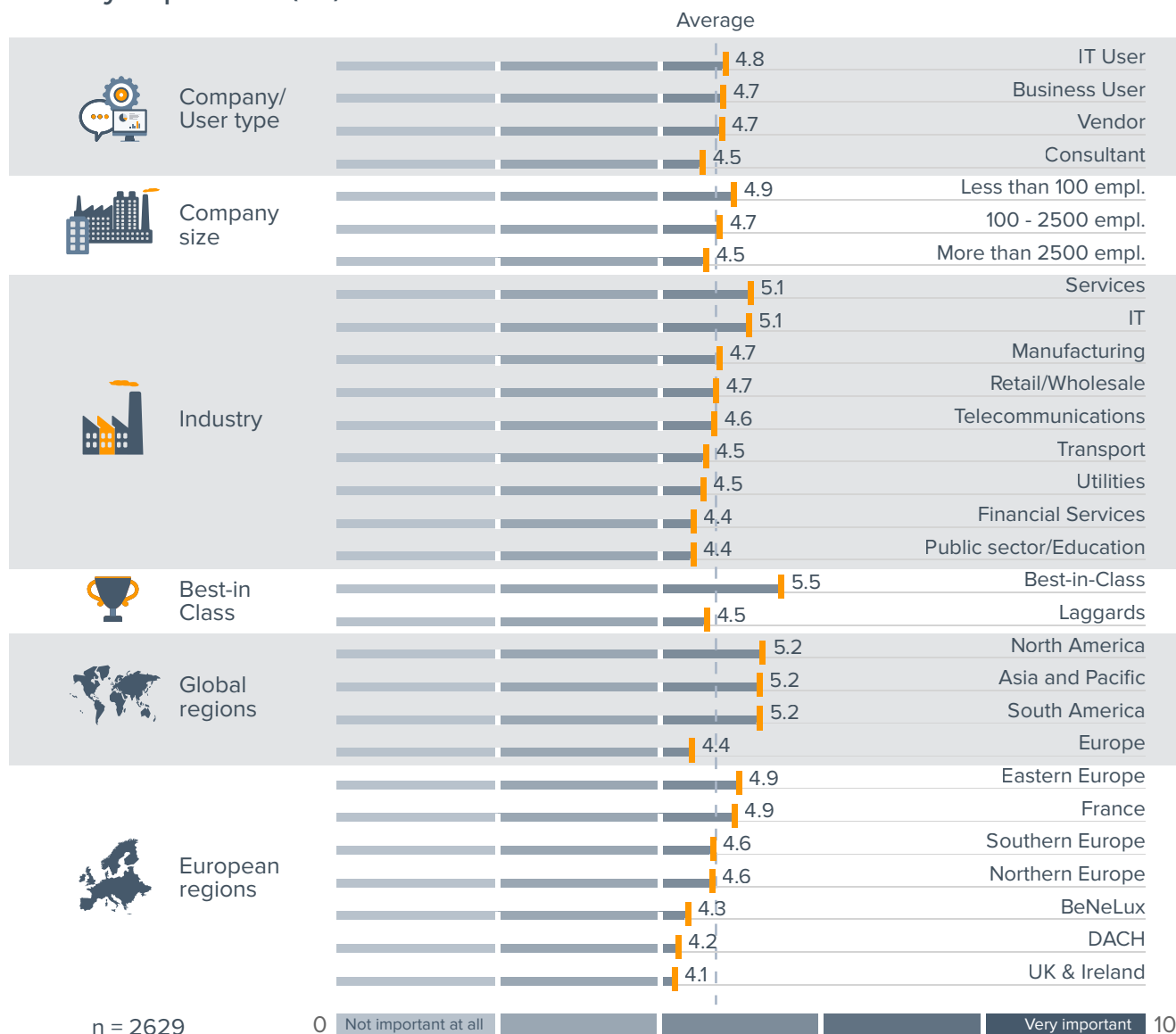
Embedded BI



Important for best-in-class and North American companies, but not so much in the UK, Ireland and the DACH region.



Importance of embedded BI data from “not important at all” (0) to “very important” (10)



Viewpoint

Embedding intelligence in operational applications is growing steadily in popularity. From dashboards to prediction and optimization models, users can access complementary functions directly in their specific operational processes and act on the findings – closing the classic management loop from information to action. Embedding BI into operational applications moves BI to the process execution and reduces the need to exclusively use a BI tool to get access to data and reporting and analysis capabilities. In effect, many more people gain access to information and BI capabilities, making BI more pervasive or “democratic”. However, this operationalization of BI and analytics presents various challenges. For example, separating the responsibilities of the BI and the application teams, delimiting operational BI from classic BI and data warehouses, or deciding whether to “make or buy” embedded functions. Also, the broad approach of automating decisions through embedded models and rules brings about completely new possibilities and challenges. For example, the change in role of the human being from decision-maker to creator and supervisor of decision-making models.

Data Storytelling

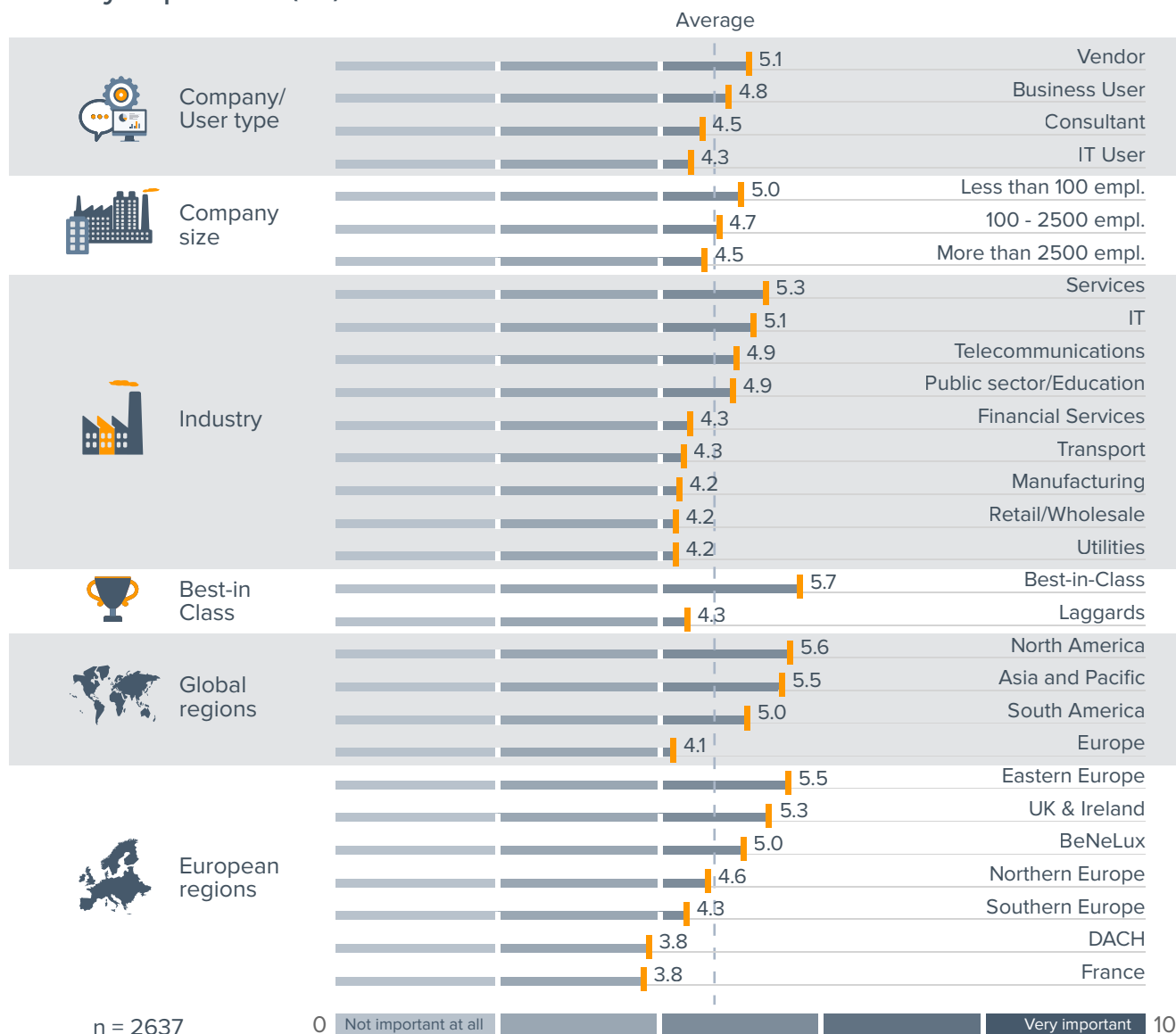


ISO

Data storytelling is especially popular in North America and Eastern Europe, but less popular in France and for IT users.



Importance of data storytelling from “not important at all” (0) to “very important” (10)

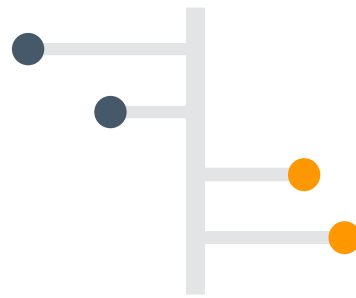


Viewpoint

Data relies on you to give it a voice. Data storytelling has emerged as a sophisticated method to explain the meaning of data and insights gained from analytics to foster action in the right direction. Data stories supplement and usually build on components of standardized reports and dashboards (e.g. graphs and tables). They are modified, annotated and compiled in a narrative to form the supporting evidence for a call to action. Neuroscience shows that stories have a much greater impact on us than bare numbers. The communication of insights and messages can no longer solely rely on reports. It takes engaging and inspiring stories to drive action.

Today BI and analytics tools are the dominant source of information in corporations. Meaning is applied to data through BI tools and presenting information in a tightly integrated manner allows for high efficiency and helps to ensure data quality and a high level of trust. Preparing and presenting stories within an integrated tool enables interaction with data. This interactive analytical storytelling enhances the credibility of stories and allows executives to gain further insights that might have been more difficult to glean from static, predefined analyses.

Visual Design Standards



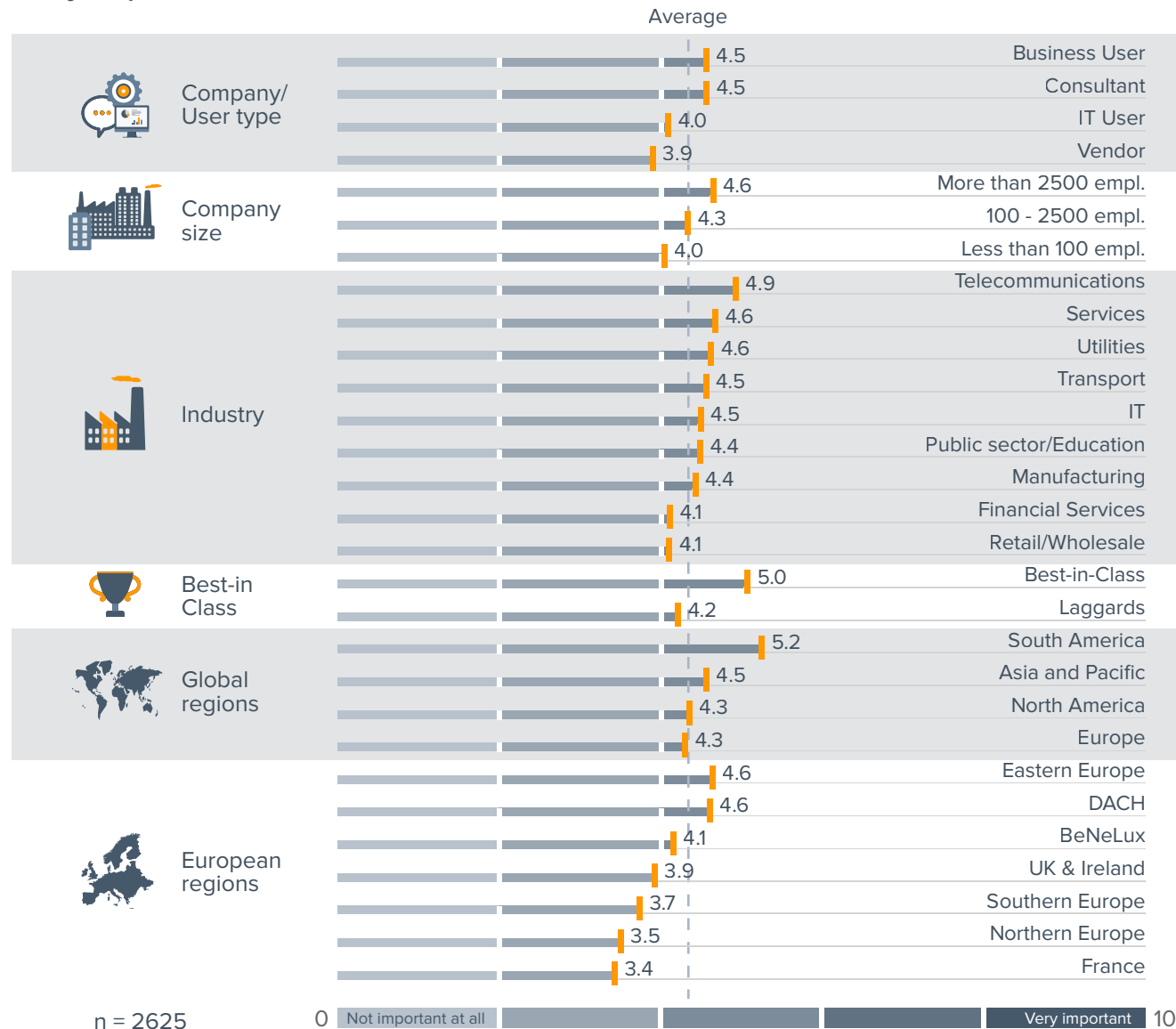
ISO



ISO

A major trend in the German-speaking region, but of much less importance to French and Northern European companies.

Importance of visual design standards from “not important at all” (0) to “very important” (10)



Viewpoint

“Visual design standards” describes the practice of presenting relevant information in a way that it can be understood in an effective and efficient manner. This involves the deployment of a common ‘visual language’ (usually called notation guideline) for reports, dashboards and presentations throughout a department or organization with established formatting rules and design standards.

Authorities such as Stephen Few and Edward Tufte in North America, and Prof. Dr. Rolf Hichert in Germany, are among the most influential thought leaders in this area and the rules they have defined often form the basis of corporate visual design standards and vendor development strategies alike.

Due to the growing need to analyze huge amounts of data in order to stay competitive and to provide the results in the most direct fashion, the trend for visual design standards has come to establish itself in the last three years and is gaining in importance, especially in the German-speaking region. In our experience, support for visual design standards is increasingly seen as a KO criterion for BI vendors in software selection processes.

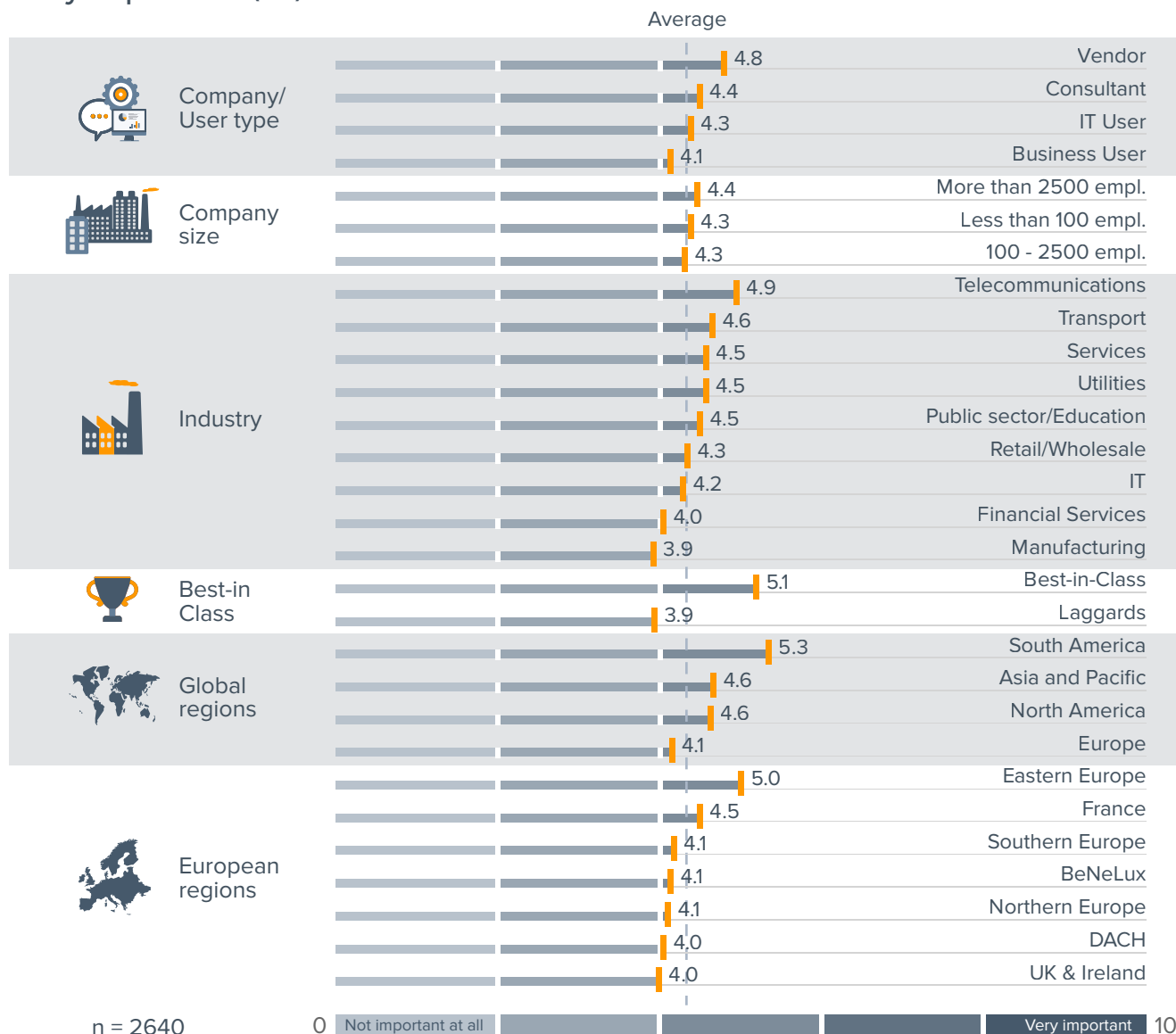
Spatial/Location Intelligence



ISO



Importance of spatial/location intelligence from “not important at all” (0) to “very important” (10)



Viewpoint

Spatial/location intelligence has been around for a long time, albeit as something of a niche area, often performed using specialist tools that have little or no integration with reporting, dashboarding and analysis solutions. Given that almost every data set includes some kind of geographical information (e.g. city, zip code, longitude, latitude), this approach seems rather shortsighted. However, with the recent trend for visualization and data discovery, there is a renewed demand for geo-visualization and analysis, whereby solutions that represent data in a visual manner are able to plot data on maps or other objects to provide additional insights.

Software providers have taken various approaches to providing location intelligence, ranging from simple pins of longitude and latitude points on a map to specialized geo data warehouses and calculation of shapes, distances and so on. The latter is often provided via specialized solutions whereas most BI vendors offer the former. However, more and more BI vendors are introducing at least basic support for different map layers, which brings additional capabilities for displaying more information on maps. Others choose to partner with, or even acquire, geo specialists to provide better support for spatial analysis.

Cloud BI

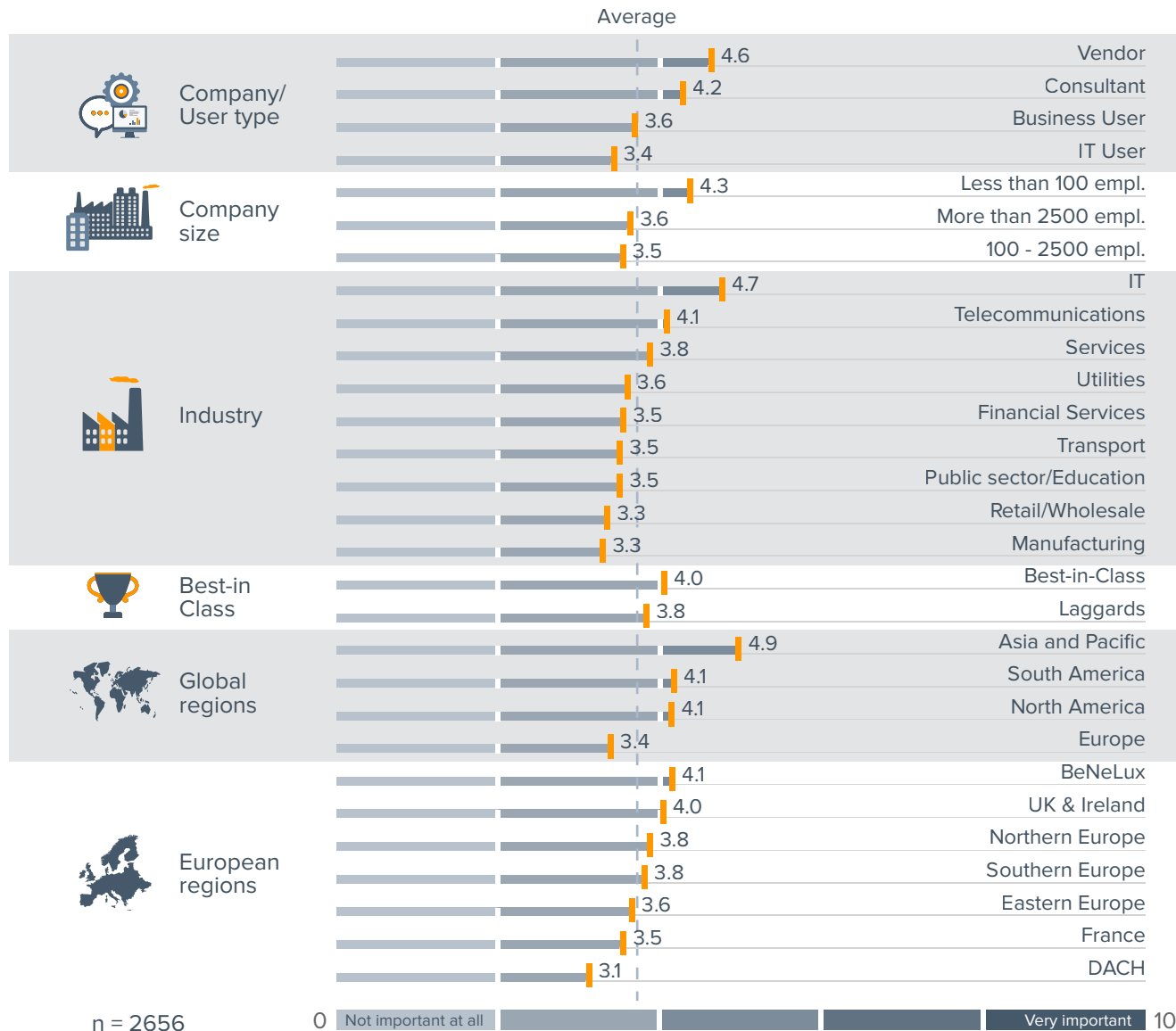


ISO

Big gap between vendor and user perception of cloud BI as a trend. German-speaking region & manufacturing remain the most skeptical.



Importance of cloud BI from “not important at all” (0) to “very important” (10)



Viewpoint

The global trend of running applications in a cloud environment started to branch out into the business intelligence and analytics domain about ten years ago. Start-ups were founded to disrupt the established BI vendors with the software-as-a-service business model, by which organizations source their reports and dashboards from a hosted infrastructure. The incumbent vendors – who typically generated their revenues from on-premise implementations – eventually followed suit and now virtually every BI vendor offers a cloud-based BI solution.

Although cloud BI has very similar functional capabilities to corresponding on-premise products, it is often competitively priced and reduces the burden on local IT departments. The adoption rate for cloud BI deployments is rising, albeit very slowly. It is not the attractiveness of the platform that deters organizations from moving their BI landscapes into the cloud, but legal, security and privacy concerns, a lack of trust in the vendors or their viability, and the desire to keep company data under their own control. However, the overarching issue is that BI leaders prefer to bring the analytics to the data, and not the other way around. As such, organizations with much of their data already in the cloud show a much higher cloud BI affinity than those with all their data on premise.

Data Labs/Science

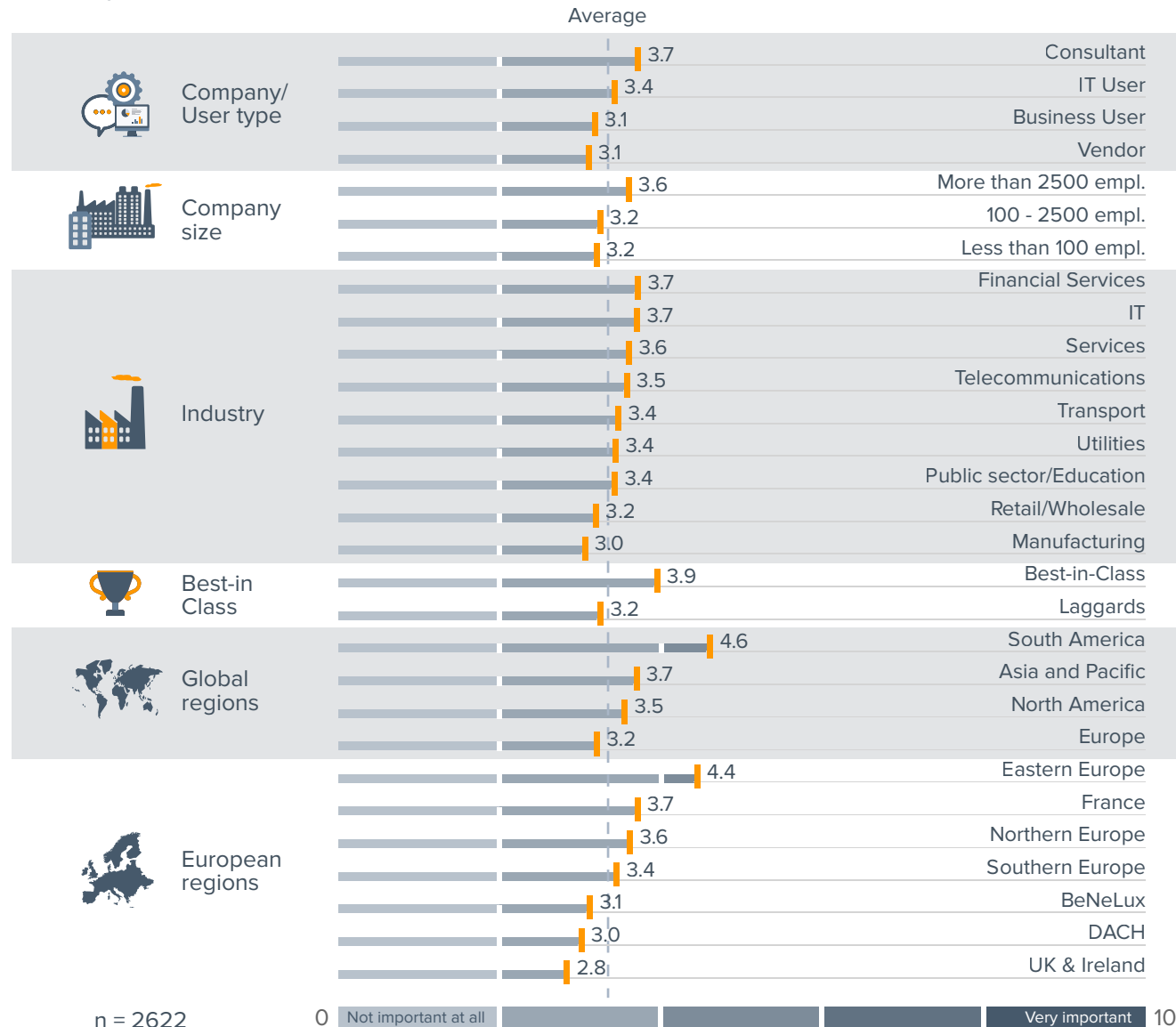


ISO

Important in South America and Eastern Europe, but not so much in manufacturing as well as in the UK and Ireland.



Importance of data labs/science from “not important at all” (0) to “very important” (10)



Viewpoint

Data science is the generic term for processes that generate knowledge out of data using methods from statistics, machine learning and operations research. Data labs are separate business units, specifically targeted to start data science in an organization. They offer a space for design thinking and experimentation, aside from established processes in an organization. Data labs require investments in personnel as well as new technologies to store, process and analyze data.

Against that backdrop, it is not surprising that data science and data labs are of increasing importance for larger companies. The IT and the financial industries are the most likely sectors to adopt data science and data labs. The financial industry, in particular, has a long track record of using data analytics methods. But generally the importance assigned to data labs is much lower compared to the importance assigned to predictive analytics and machine learning. Labs require considerable investment in terms of staff and infrastructure and not many companies choose to set up data labs to start doing data science. As analytics gains in maturity, the deployment and productivity of such solutions become more important – tasks that are not typically related to data labs. This poses new challenges for software solutions providers and requires revised organizational approaches to link data labs, IT departments and business units.

Top 5 Trends per Category

**Top
5**



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European regions

#	Eastern Europe	DACH	France	Southern Europe	UK & Ireland
1	Data discovery/visualization	Master Data/DQ management	Data discovery/visualization	Master Data/DQ management	Data discovery/visualization
2	Data preparation for bus. users	Self-service BI	Master Data/DQ management	Data discovery/visualization	Data governance
3	Master Data/DQ management	Data discovery/visualization	Data preparation for bus. users	Data preparation for bus. users	Master Data/DQ management
4	Self-service BI	Data preparation for bus. users	Data governance	Data governance	Self-service BI
5	Mobile BI	Data governance	Self-service BI	Self-service BI	Data preparation for bus. users

European regions

BeNeLux	Northern Europe
Master Data/DQ management	Data discovery/visualization
Data discovery/visualization	Master Data/DQ management
Self-service BI	Data governance
Data governance	Data preparation for bus. users
Collaboration	Agile BI development

Company size

#	Less than 100 employees	100 - 2500 employees	More than 2500 employees
1	Data discovery/visualization	Master Data/DQ management	Master Data/DQ management
2	Self-service BI	Data discovery/visualization	Data discovery/visualization
3	Data preparation for bus. users	Self-service BI	Self-service BI
4	Master Data/DQ management	Data preparation for bus. users	Data governance
5	Real-time analytics	Data governance	Data preparation for bus. users

Global regions

#	Europe	North America	South America	Asia Pacific
1	Master Data/DQ management	Data discovery/visualization	Data discovery/visualization	Data discovery/visualization
2	Data discovery/visualization	Data preparation for bus. users	Self-service BI	Data governance
3	Self-service BI	Master Data/DQ management	Data governance	Master Data/DQ management
4	Data governance	Self-service BI	Predictive analy./Mach. learn.	Data preparation for bus. users
5	Data preparation for bus. users	Data governance	Mobile BI	Real-time analytics

Company/User type

#	Business User	IT User	Vendor	Consultant
1	Master Data/DQ management	Master Data/DQ management	Data discovery/visualization	Data discovery/visualization
2	Data discovery/visualization	Data discovery/visualization	Self-service BI	Master Data/DQ management
3	Self-service BI	Self-service BI	Mobile BI	Self-service BI
4	Data preparation for bus. users	Data governance	Master Data/DQ management	Data governance
5	Collaboration	Data preparation for bus. users	Data preparation for bus. users	Data preparation for bus. users

Industries

#	Financial services	Manufacturing	Public sector/Education	Retail/Wholesale	Services
1	Master Data/DQ management	Master Data/DQ management	Data discovery/visualization	Master Data/DQ management	Data discovery/visualization
2	Self-service BI	Data discovery/visualization	Data governance	Self-service BI	Master Data/DQ management
3	Data governance	Self-service BI	Master Data/DQ management	Data discovery/visualization	Self-service BI
4	Data discovery/visualization	Data preparation for bus. users	Self-service BI	Mobile BI	Data preparation for bus. users
5	Data preparation for bus. users	Data governance	Data preparation for bus. users	Data preparation for bus. users	Data governance

Industries

#	Telecommunications	Transport	Utilities	IT
1	Data discovery/visualization	Master Data/DQ management	Data discovery/visualization	Data discovery/visualization
2	Master Data/DQ management	Data discovery/visualization	Self-service BI	Master Data/DQ management
3	Data governance	Data governance	Master Data/DQ management	Self-service BI
4	Self-service BI	Self-service BI	Data preparation for bus. users	Data governance
5	Real-time analytics	Data preparation for bus. users	Real-time analytics	Data preparation for bus. users

Best-in-Class

#	Best-in-Class	Laggards
1	Data discovery/visualization	Data discovery/visualization
2	Self-service BI	Master Data/DQ management
3	Master Data/DQ management	Data governance
4	Data preparation for bus. users	Self-service BI
5	Mobile BI	Data preparation for bus. users

Recommendations



ISO



BI and data management have been among the most important IT-related topics in the business world for a long time. The high importance rating of many of the trends covered in this report also supports this obser-

vation. And with digitalization as a primary strategic initiative for many companies, analyzing and managing data has become even more vital. After all, data and analytics are at the core of the digitalization of pro-

cesses and business models. Based on our survey findings, we have six recommendations on how best to embrace the trends described in this study:

#1 | Venture into trending topics

The best-in-class companies in this study show that there are substantial benefits to be attained from adopting BI trends. Start with pilot projects that can show the value of new approaches to BI and data. If possible, try piloting use cases that incorporate different departments and processes. Also, addressing several trends at the same time in combined initiatives can be useful, for example, making data discovery and self-service BI and data integration capabilities available while putting high importance on data quality and master data management in an accompanying data governance effort.

#4 | Be aware of the challenges of SSBI

Enabling your business user community through 'self-service BI' and possibilities for reporting, analysis, data discovery and visualization is a good idea, as long as there is an agreed data and tool governance framework. Ideally, IT departments or BI units should align very closely with key and power users across the organization to support the creation of a governed BI system.

#2 | Train your staff

Start training your existing staff while scouring the labor market for technical and analytical expertise. New technologies and applications require specific resources and know-how and the success of digitalization also depends on an openness and culture to embrace new use cases for data and analytics. However, people with the necessary skills and mindsets are hard to find in many organizations. Given all the exciting developments in the various fields of IT, organizations need to invest in the skills required to leverage all the interesting new products and services.

#5 | Review your information architecture

IT organizations should review their existing information architecture to ensure it can support the level of agility required, handle large volumes of poly-structured data (also in real time) and support rapidly growing demand for big data and advanced analytics. It can also be a good idea to create a data lab adjacent to the BI factory to better support explorative approaches to BI with data discovery or predictive analytics.

#3 | Pay attention to data quality

Organizations seem to be aware that the best looking dashboard is worth nothing if the data shown is flawed. Business intelligence does not make a lot of sense without comprehensive data integration and data quality initiatives, but these have to be backed up with the right level of attention, resources and funding. Organizational backing of data quality by implementing data ownership and stewardship processes is also vital.

#6 | Understand data analysis requirements

BI leaders need to understand the different data analysis requirements in their organizations and the possibilities and approaches modern tools encompass. Set-based, visual, real-time and predictive analytics are not separate, but rather complementary capabilities that are becoming increasingly important. The decision-making culture of your organization, the available skills, and the identification and promotion of use cases for more data analysis are all key aspects to consider.

Sample & Methodology





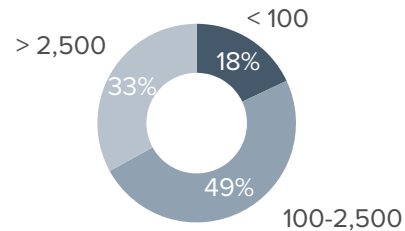
Information on the survey

The data used in the BI Trend Monitor 2018 was sourced from an online user survey conducted worldwide in the summer of 2017. BARC promoted this survey on websites, at events and in email newsletters. After data cleansing, a total of 2,770 survey responses remained. Respondents came from a wide range of industries, countries, professional backgrounds, company types and sizes.

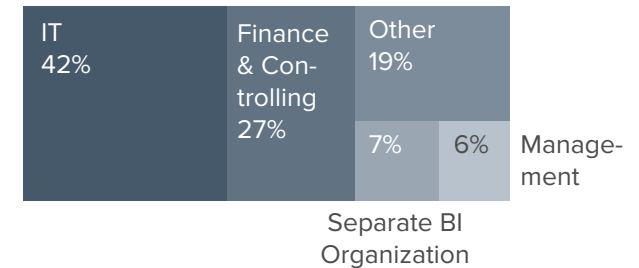
Participants were asked to rate each trend on a scale from “very important” (10) to “not important at all” (0). We use a weighted scoring system (from 10 to 0), to derive a composite score for each of the trends based on their level of importance. It is a dimensionless number with an arbitrary value, but as long as the weighting system remains constant it can be used for comparisons between segments of the sample, such as the sample for industries or regions, to name just two.

Best-in-class companies comprise the top 10 percent in terms of achievement of specific BI-related business benefits (e.g. “Faster reporting, analysis or planning” and “Increased competitive advantage”) in this survey. Lag-gards represent the lowest 10 percent.

Number of employees



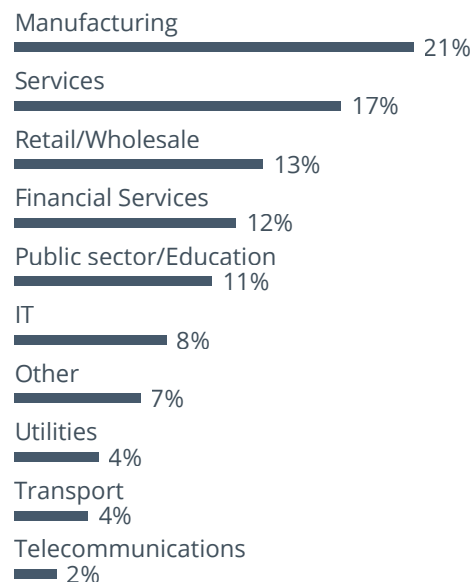
Department



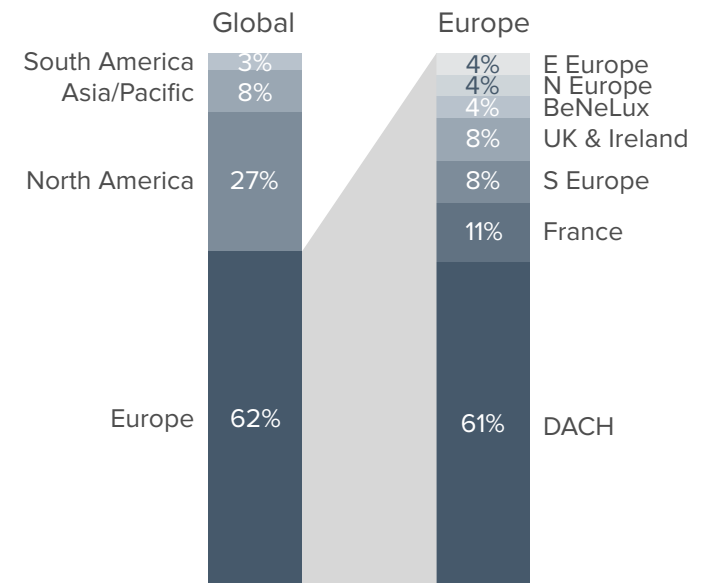
Company type



Industry



Region



BARC Company Profile



BARC

A CXP GROUP COMPANY

BARC is a leading enterprise software industry analyst and consulting firm delivering information to more than 1,000 customers each year. Major companies, government agencies and financial institutions rely on BARC's expertise in software selection, consulting and IT strategy projects.

For over twenty years, BARC has specialized in core research areas including Data Management (DM), Business Intelligence (BI), Customer Relationship Management (CRM) and Enterprise Content Management (ECM).

BARC's expertise is underpinned by a continuous program of market research, analysis and a series of product comparison studies to maintain a detailed and up-to-date understanding of the most important software vendors and products, as well as the latest market trends and developments.

BARC research focuses on helping companies find the right software solutions to align with their business goals. It includes evaluations of the leading vendors and products using methodologies that enable our clients to easily draw comparisons and reach a software selection decision with confidence. BARC also publishes insights into market trends and developments, and dispenses proven best practice advice.

BARC consulting can help you find the most reliable and cost effective products to meet your specific requirements, guaranteeing a fast return on your investment. Neutrality and competency are the two cornerstones of BARC's approach to consulting. BARC also offers technical architecture reviews and coaching and advice on developing a software strategy for your organization, as well as helping software vendors with their product and market strategy.

BARC organizes regular conferences and seminars on Business Intelligence, Enterprise Content Management and Customer Relationship Management software. Vendors and IT decision-makers meet to discuss the latest product updates and market trends, and take advantage of valuable networking opportunities.

Along with CXP and Pierre Audoin Consultants (PAC), BARC forms part of the CXP Group – the leading European IT research and consulting firm with 140 staff in eight countries including the UK, US, France, Germany, Austria and Switzerland. CXP and PAC complement BARC's expertise in software markets with their extensive knowledge of technology for IT Service Management, HR and ERP.

For further information see: www.cxpgroup.com

Other Surveys



The BI Survey 17 is the world's largest annual survey of BI users. Based on a sample of over 3,000 survey responses, The BI Survey 17 offers an unsurpassed level of user feedback on 42 leading BI solutions. To see the results go to <https://bi-survey.com>



'BI and Data Management in the Cloud': A BARC and Eckerson Group study on current attitudes, issues and trends relating to the use of BI and DM technologies in the cloud. [Download here.](#)



The Planning Survey 18 is BARC's major annual survey of planning software users. With feedback from over 1,600 respondents, eighteen market-leading planning products are evaluated and compared in detail. Find out more at <https://bi-survey.com>

Seit 1997 hilft Cubeware Unternehmen jeder Couleur mit integrierten Lösungen für Business Intelligence und Performance Management dabei, dass aus Daten Informationen werden, Informationen zu Wissen führen und dieses Wissen die richtigen Entscheidungen zur richtigen Zeit ermöglicht! Im gesamten Unternehmen. Über alle Fachbereiche hinweg. Für alle Mitarbeiter. Zielgerichtet. Kostengünstig. Schnell. Angepasst. Die Cubeware Solutions Platform bietet Analyse, Dashboarding, Planung und Reporting integriert aus einer Hand. Das ist unser Anspruch. Warum sollten Sie sich auch mit weniger zufriedengeben? Über 4.000 Kunden weltweit wollen darauf nicht mehr verzichten.

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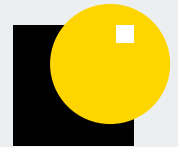
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Zusammen mit unserem exklusiven Partner-Ökosystem verfügen wir über Fach-, Branchen- und Corporate-Performance-Management-Experten aus nahezu allen Unternehmensbereichen, die Ihre Sprache sprechen, genau wissen, worauf es ankommt und neue Denkanstöße liefern. Unser Versprechen: Beratung auf Augenhöhe.

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Wir arbeiten mit einem flexiblen und skalierbaren Lizenzmodell, das sich Ihren Gegebenheiten individuell anpasst – nicht umgekehrt. Damit Sie jederzeit so kostensensitiv wie nur irgend möglich agieren können – bei niedrigen Gesamtbetriebskosten, einem klar berechenbaren Return on Investment und natürlich ohne qualitative Abstriche machen zu müssen.

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Domo

www.domo.com

Domo helps all employees – from the CEO to the front-line worker – optimize business performance by connecting them to the right data and people they need to improve business results. Domo's Business Cloud is the world's first customizable platform that enables decision makers to identify and act on strategic opportunities in real time. The company works with the world's leading and most progressive brands across multiple industries including retail, media and entertainment, manufacturing, finance and more.

Josh James, CEO & Chairman of the Board, founded Domo in 2010 to help CEOs and other leaders change the way they do business and obtain value from the tens of billions of dollars spent on traditional business intelligence systems. Before founding Domo, Josh was the CEO of Omniture, which he co-founded in 1996 and took public in 2006; and from 2006-2009, he was the youngest CEO of a publicly traded company.

Domo is a cloud-based business management platform that integrates with thousands of data sources, including spreadsheets, databases, social media and any existing cloud-based or on-premises software solutions. It is suitable for company sizes ranging from small businesses to large enterprises, and is compatible on Windows

or Mac platforms, iPad tablets, and on mobile devices.

Domo provides both micro- and macro-level data visibility and analysis; from cash balances and top-selling product lines to forecasted revenue by region, marketing return on investment (ROI) by channel, and more. It offers real-time, up-to-date dashboards with data pertaining to multiple business areas and performance metrics (e.g., key performance indicators, ROI, etc.). Domo offers interactive visualization tools and instant access to company-wide data via customized dashboards.

For more information, visit www.domo.com.

The Domo logo consists of the word "DOMO" in a white, sans-serif, uppercase font, centered within a solid blue square.

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Information Builders

www.informationbuilders.com

In our new connected world, data is pervasive. But raw data is only as good as the trusted insights you can derive and action. As such, data and analytics are the cornerstone of the digital evolution.

Information Builders provides solutions for business intelligence (BI), analytics, data integration, and data quality that help organizations convert raw data into actionable insights. The company believes that better data is trusted information, not data discrepancies. Better analytics are actionable insights, not lots of dashboards. Better data and analytics means differentiating your business by empowering more people to make better decisions.

Information Builders powerful, scalable solutions not only help to accelerate business value, but also enable organizations to connect the most people to the most data – from partners to customers and citizens. The company's dedication to customer success is unmatched with thousands of organizations from nearly every sector relying on Information Builders as their trusted partner.

Founded in 1975, Information Builders is headquartered in New York, NY, with offices around the globe. Learn more by visiting informationbuilders.com, following them on Twitter at @infobldrs, liking them on Facebook, and visiting their LinkedIn page.

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MicroStrategy, Inc.

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Company profile

MicroStrategy is a comprehensive analytics platform that empowers everyone from IT professionals to business users in organizations of any size. MicroStrategy combines an easy and empowering user experience for data discovery and self-service with enterprise-grade performance, management, and security allowing organizations to quickly deploy analytics and mobility applications with a reusable, governed, and scalable architecture.

Enterprise Analytics:

From enterprise reporting and data discovery to pixel-perfect dashboards, OLAP reporting and personalized delivery, organizations and teams of all sizes have the full breadth of capabilities needed to transform data into actionable insights. Dossiers, available only with MicroStrategy helps organizations drive adoption with collaboration tools and proactive notifications.

Enterprise Mobility:

MicroStrategy delivers instant, native, mobile access to existing reports and dashboards, and allows organizations to deploy productivity apps that mobilize existing enterprise investments. By being fully integrated into the platform, organizations can instantly deploy BI on mobile devices with responsive design, offline access and transaction capabilities.

Enterprise IOT:

With Usher, MicroStrategy differentiates from others in the EIoT space by delivering a digital identity to your enterprise's constituents that facilitates and logs their daily interactions with other logical and physical assets. Usher can also aggregate and analyze telemetry data to gain visibility into how the components of a business effectively interact.

Enterprise Cloud:

MicroStrategy on AWS combines the most comprehensive enterprise analytics platform in the market with the industry's leading cloud provider. Organizations can deploy new enterprise analytics and mobility environments in minutes while delivering administrators complete control to their environments, delivering the lowest possible total cost of ownership (TCO).

Embedded Analytics:

MicroStrategy provides a modern and service-oriented architecture designed to adapt to the demands of enterprise applications. With its open architecture, external applications can take full advantage of its functionality, performance, fail-over, load balancing, and end-user interfaces by plugging directly into the platform, thus enabling extensive user experience customizations and product innovations.



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Prevero

www.prevero.com

prevero provides Corporate Performance Management (CPM) and Business Intelligence (BI) solutions for planning, budgeting, forecasting, data analysis, dashboarding and reporting. At organisations large, small, and in-between, we help finance teams improve decision-making and control.

prevero solutions cover financial and operational planning, project planning, HR planning, strategy planning, risk planning and financial consolidation. We also support the sector-specific requirements of the energy, manufacturing, finance, airport, telecommunications, and automotive industries.

prevero provides everything you need to transform disparate sources of financial data into actionable business intelligence. An extensive library of template-driven content makes it easy for power-users and end-users to create bespoke analyses, reports, charts, and simulation models for particular sectors or specialist fields with speed and agility. Surface risks and opportunities with predictive analytics. Enhance budgeting with visualisations. Track relevant KPIs quickly on dashboards using live data.

Headquartered in Munich with offices in Europe, Asia and the USA, our extensive network of international partners serves over 4,500 customers worldwide. Customers include Ricola, Liebherr, Carglass, ABB, Endemol, Fresenius Medical Care, Konica-Minolta, Swiss Life and Swisscom. In 2016 we became part of Unit4, a global leader in enterprise applications for service organizations.

For more than 20 years we've been driven by one aim: to deliver solutions that provide key insights and help take the finance teams to the next level. Shorter cycles, lower TCO, better decision-making – prevero helps finance work smarter, with more confidence and less risk. You spend more time executing business strategies that improve financial results, less time toiling on routine, manual tasks.

prevero
a Unit4 company

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Tableau

www.tableau.com

Tableau (NYSE: DATA) helps people transform data into actionable insights that make an impact. Easily connect to data stored anywhere, in any format. Quickly perform ad hoc analyses that reveal hidden opportunities. Drag and drop to create interactive dashboards with advanced visual analytics. Then share across your organization and empower teammates to explore their perspective on data. From global enterprises to early-stage startups and small businesses, people everywhere use Tableau's analytics platform to see and understand their data.

Tableau Desktop: Get results fast with intuitive visual analytics from Tableau Desktop. Connect to any data in just a few clicks. Leave chart builders behind—make discoveries with live visualizations and interactive dashboards. Apply powerful analytics, from forecasting to regressions, that answer deeper questions. Quickly spot trends and outliers to reveal everyday opportunities and eureka moments alike. Tableau Desktop gives you results that matter with analytics that work the way you think.

Tableau Server: Give your business the freedom to explore data and discover opportunities in a trusted environment. Share insights and collaborate with data sources, interactive dashboards,

and ad hoc analyses. Ensure the security of your data with fine-grained control of user and content-level permissions. Choose how to deploy—on-premises or in the cloud—and scale up as your business grows. Tableau Server is true enterprise-scale analytics your business will love, made easy to deploy, manage, and scale.

Tableau Online: Share insights across your organization with a fully-hosted analytics solution. Start publishing data sources and dashboards in seconds, empowering everyone in your business with access to interactive visual analytics. With Tableau Online, your analytics are hosted in the cloud. Anyone—from coworkers to clients and partners—can collaborate with data from a browser or mobile device. Say goodbye to VPNs, software upgrades, and capacity limits.

Tableau Public: Tableau Public is a free platform that lets anyone create, publish, and share interactive visualizations online. Drag and drop to explore your data and create richly interactive data stories. Easily design custom dashboards for desktops, phones, or tablets. Share your work on social media in just a few clicks or embed dashboards on your site or blog, no programming required. Data in. Brilliance out.



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TARGIT

www.targit.com

TARGIT is the software company behind TARGIT Decision Suite, the business intelligence and analytics solution for companies looking for a single platform to accommodate the need for comprehensive business intelligence and analytics across the company. From its humble beginnings more than 20 years ago in Denmark, today TARGIT is one of the world's premier business intelligence and analytics software companies. TARGIT blossomed globally thanks to Decision Suite's seamless integration with Microsoft technologies. They have since expanded their footprint with inventive new business intelligence and analytics capabilities for all technological platforms, a global community of partners and resellers, and one of the industry's most loyal customer bases.

TARGIT Decision Suite analyzes, visualizes, and delivers valuable insights from business data. TARGIT pulls data from any source, size, or complexity, making it possible for any employee, in every role, in every industry to analyze it simply and seamlessly.

TARGIT is one of the industry's leading visual discovery-focused products that organizations are opting to use as their standard BI solution across the organization. Of the market's leading 42 products that were analyzed in detail across its peer

groups in The BARC BI Survey 17, TARGIT was a leading vendor in 22 categories and the top ranked vendor in two peer groups for product satisfaction against all vendors. This year, TARGIT received increased marks in a number of categories including Project Success, Business Value, Product Satisfaction, Customer Satisfaction, Ease of Use, and Customer Experience.

TARGIT customers are consistently the happiest in the BI industry, with TARGIT positioned as a leader for customer satisfaction KPIs in all of its peer groups. The increase in satisfaction is owed to TARGIT's recent investment in architecture, improved business-user-oriented UIs, and recent advancements in in-memory data processing and data mashup features. TARGIT received high marks in ease-of-use, leading in areas such as visual analysis, mobile BI, and embedded BI. Customers also see TARGIT as an innovator, ranking the software highly in KPIs such as location intelligence, cloud BI, and visual design standards. This is owed to TARGIT's recent investments in the modernization of its software and trending areas such as collaboration, mobile BI, and data discovery.

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Yellowfin

www.yellowfinbi.com

Yellowfin is a Business Intelligence (BI) and analytics platform aimed at solving real enterprise analytics challenges, and helping business people understand not only what happened, but why. Founded in 2003 in response to the complexity and costs associated with implementing and using traditional BI tools, Yellowfin is an intuitive, 100-percent Web-based reporting and analytics platform. Yellowfin has been included in two BARC Scores and consistently scored as a leader in key categories of the BI Survey from BARC.

More than 25,000 organisations, and more than three million end-users across 75 different countries use Yellowfin every day. Many of these people use Yellowfin as an embedded analytics layer, as Yellowfin integrates seamlessly into applications by adopting their look and feel. Butler Analytics declared, “Yellowfin is something of a breath of fresh air in the over-hyped BI market. This is a platform that will address many needs in both large and small organisations, without the pretence that everyone with a display should spend all day playing with charts and dashboards”.

The 7.4 version, available in October 2017, makes Yellowfin a feature-rich analytics platform. Instant insights allow business users to automatically

discover why something happened without adding to data analysts’ workload. Assisted data discovery shows data analysts the most relevant and meaningful results from their queries, so that analysts don’t have to spend hours looking for pertinent data. Data transformation enables data stewards to transform their data to meet enterprise requirements and deliver more trustworthy data faster. And data-science tools allow data-science models to be utilised within the corporate reporting platform faster.



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