

How To Choose the Best BI Tool for Your Business

With the plethora of data analytics tools available on the market, choosing the right one may seem like a daunting task. Knowing what to focus on in your selection process as well as how to approach it will help you better **understand the nuanced differences between individual tools**. It will also minimize the time needed to evaluate the options available to you, while maximizing your efforts in the long run.

What does an efficient selection process look like?



1

Defining Your BI Strategy

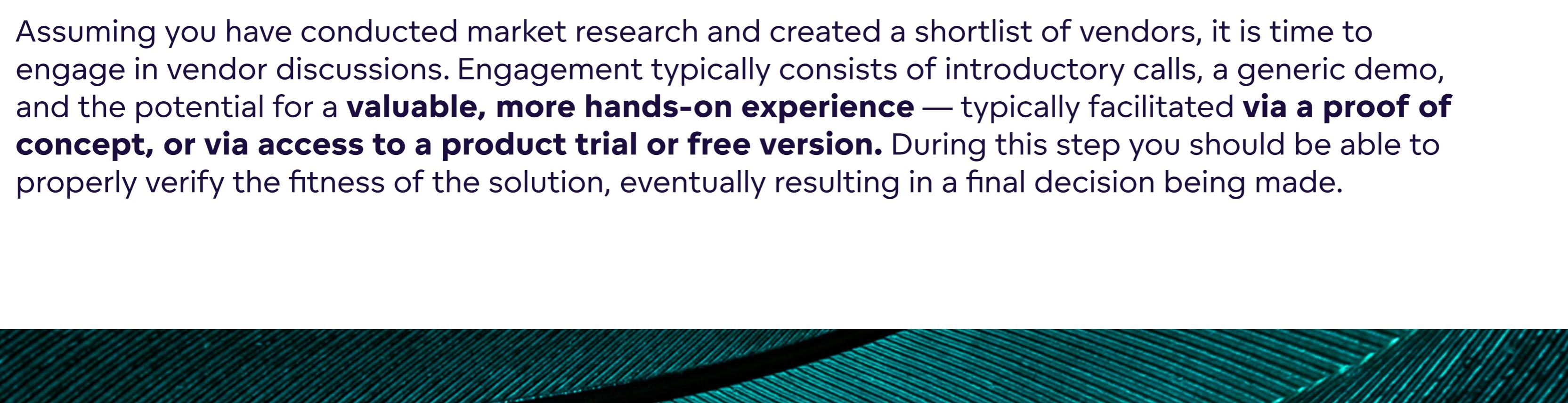
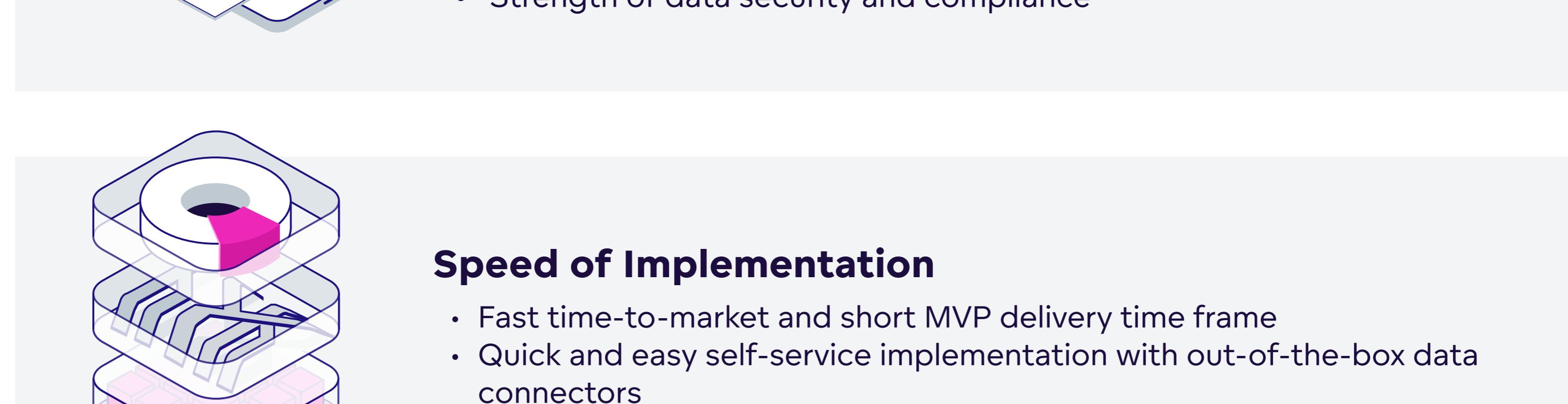
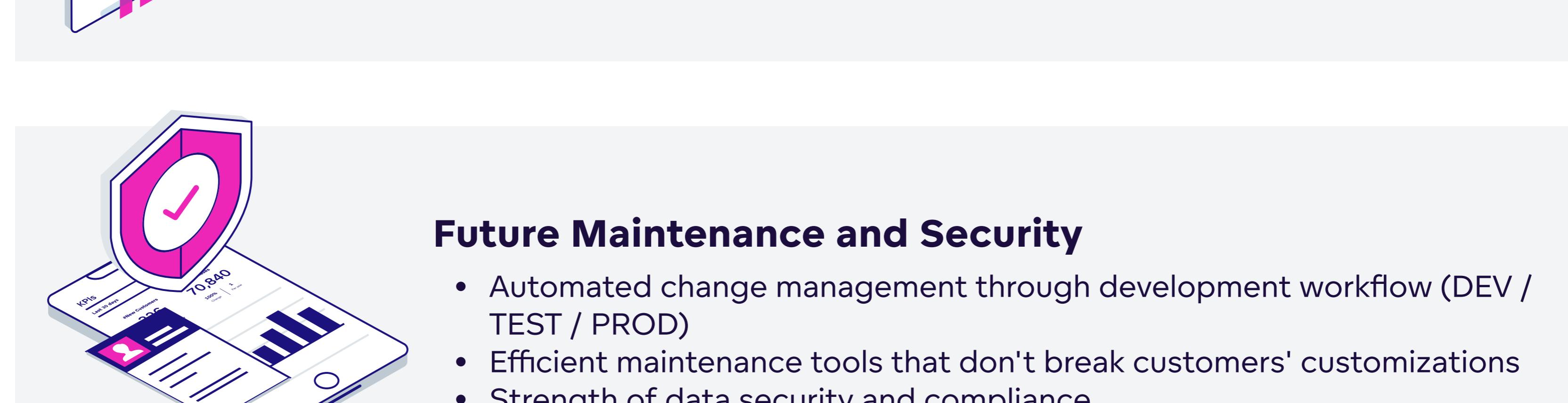
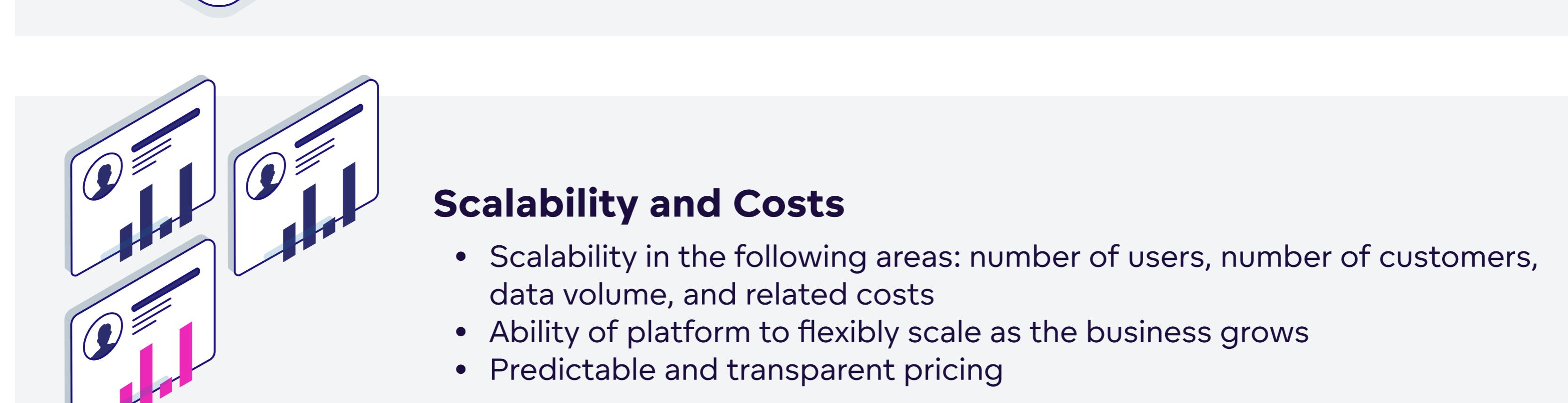
Align internally on your BI strategy: **Understand your business goals and use case**, what the prevalent capabilities of the tool should be, and the persona(s) of your typical end user(s). On top of that, rather than only focusing on your requirements, focus also on **how you envision your BI strategy to evolve** over the next 3 years. All of this will help the decision-makers reach a consensus on what a successful BI implementation should look like. Asking the following questions can help:

- What business need(s) does my company want to meet with business intelligence software?
- What are the goals that a BI tool can help us reach?
- What challenges do my end users face in their day-to-day job when working with data?
- Which set of tools and capabilities will my end users and my developers most likely require?

2

Defining Your Selection Criteria

Build a list of the BI tool's must-haves and nice-to-haves based on the outcomes of step one. Having clearly-defined requirements will not only make the selection process faster and smoother, it will also ensure as many criteria as possible are met for the long-term success of your data analytics project. Some **areas that companies most often consider include**:



3

Evaluation of Vendors

Assuming you have conducted market research and created a shortlist of vendors, it is time to engage in vendor discussions. Engagement typically consists of introductory calls, a generic demo, and the potential for a **valuable, more hands-on experience** — typically facilitated **via a proof of concept, or via access to a product trial or free version**. During this step you should be able to properly verify the fitness of the solution, eventually resulting in a final decision being made.

[Get a demo](#)

Curious to explore how GoodData approaches the world of data analytics, and how it can meet your company's needs? Get in touch with us and we'll provide personalized guidance together with our product walkthrough!