Optimize your webinar experience

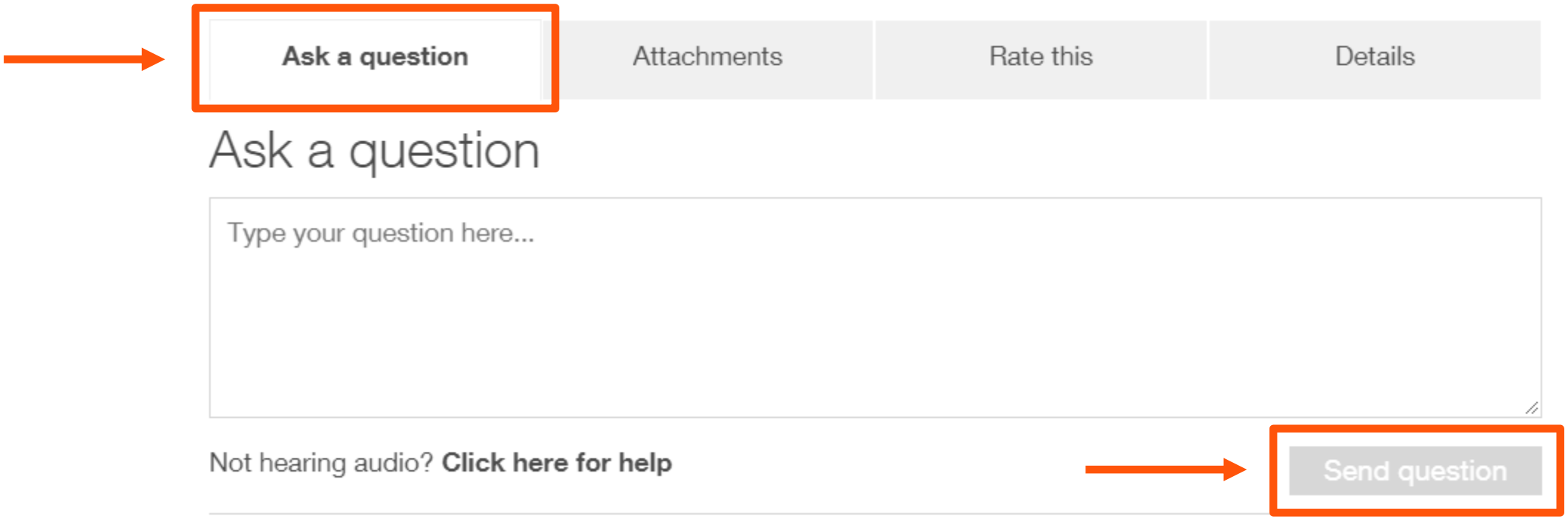
Download the presentation slides

Turn up your device's volume

© 2019 Gartner, Inc. and/or its affiliates. All rights reserved. Gartner is a registered trademark of Gartner, Inc. and its affiliates.

Gartner®

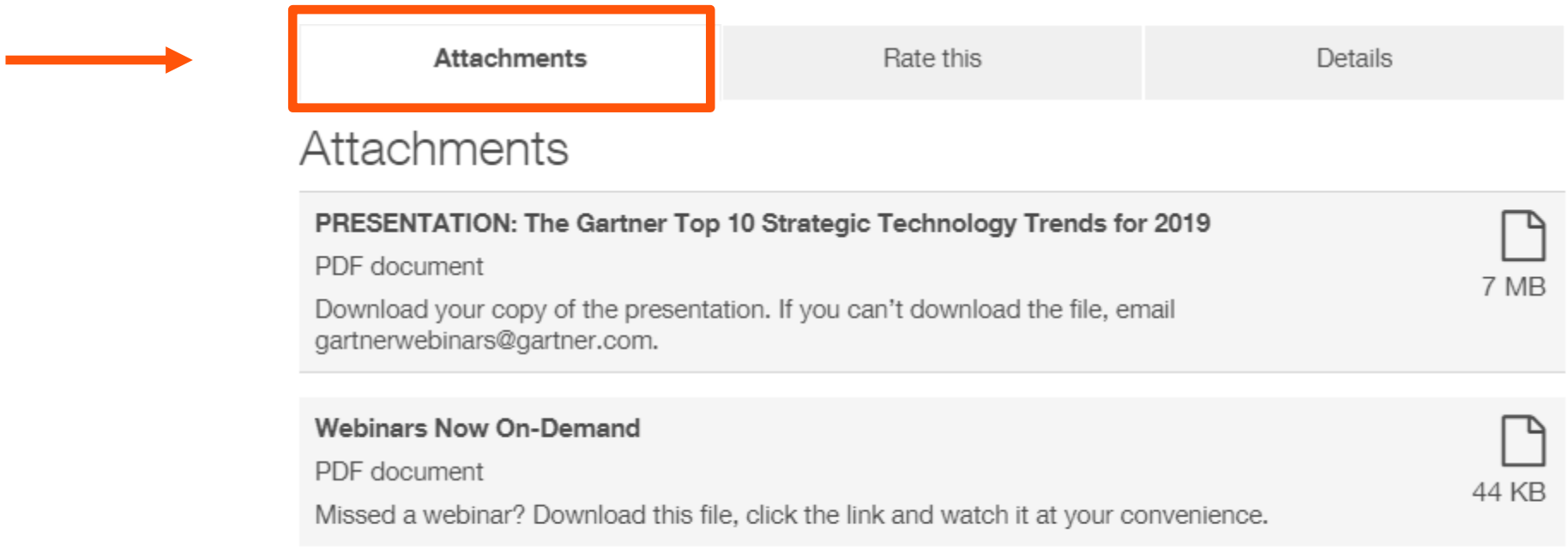
Ask your questions



© 2019 Gartner, Inc. and/or its affiliates. All rights reserved. Gartner is a registered trademark of Gartner, Inc. and its affiliates.

Gartner®

Download attachments, including the presentation



© 2019 Gartner, Inc. and/or its affiliates. All rights reserved. Gartner is a registered trademark of Gartner, Inc. and its affiliates.

Gartner®

The 2019 Analytics and BI Magic Quadrant Highlights

Connect with Gartner

Rita Sallam
VP Analyst

Rita Sallam is a VP analyst and Gartner Fellow in the Data and Analytics team. Her focus includes tracking and predicting market trends, vendor assessment and selection, and identifying best practices for making analytics pervasive and strategic to the business.

Connect with Rita

Austin Kronz
Assoc Principal Analyst

Austin Kronz specializes in analytics & BI strategy, and data and analytics programs, including business intelligence, reporting, dashboards, analytics center of excellence (ACE), augmented data discovery, augmented analytics, citizen data science, and advanced analytics.

Connect with Austin

James Richardson
Sr Director Analyst

James Richardson is a Research Director at Gartner, where he focuses on business analytics and the modernization of BI. This includes writing about and advising organizations on market trends, vendors and best practices.

Connect with James

© 2018 Gartner, Inc. and/or its affiliates. All rights reserved. Gartner is a registered trademark of Gartner, Inc. and its affiliates.

Gartner

State of the Art

© 2019 Gartner, Inc. and/or its affiliates. All rights reserved.

Gartner

State of the Art

© 2019 Gartner, Inc. and/or its affiliates. All rights reserved.

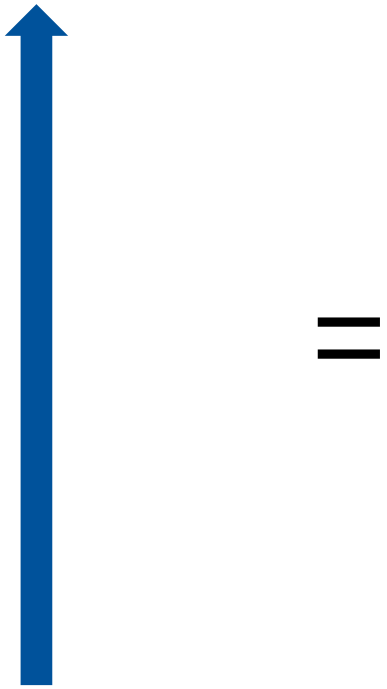
Gartner®

Key Topics

1. Overview of Magic Quadrant Scoring
2. Analytics and BI Trends and Magic Quadrant
3. Critical Capabilities aka Product Strengths and Weaknesses
4. Recommendations

© 2019 Gartner, Inc. and/or its affiliates. All rights reserved.

Magic Quadrant for Strategic Market Positioning of Vendors



=

Ability to Execute

- **Customer Experience* (H)**
  - Business Benefits, User Enablement, Skilled Resources
- **Operations* (H)**
- **Product or Service (H) (Critical Capabilities)**
- Overall Viability (H)
- **Sales Execution* (H)**
- Market Responsiveness and Track Record(H)
  - Diversity, Ethics, PI Value for Money, Data for Good

*Heavily Influenced by MQ Customer Reference Survey Results and Peer Insights

© 2019 Gartner, Inc. and/or its affiliates. All rights reserved.

Gartner

Magic Quadrant for Strategic Market Positioning of Vendors

=

Completeness of Vision

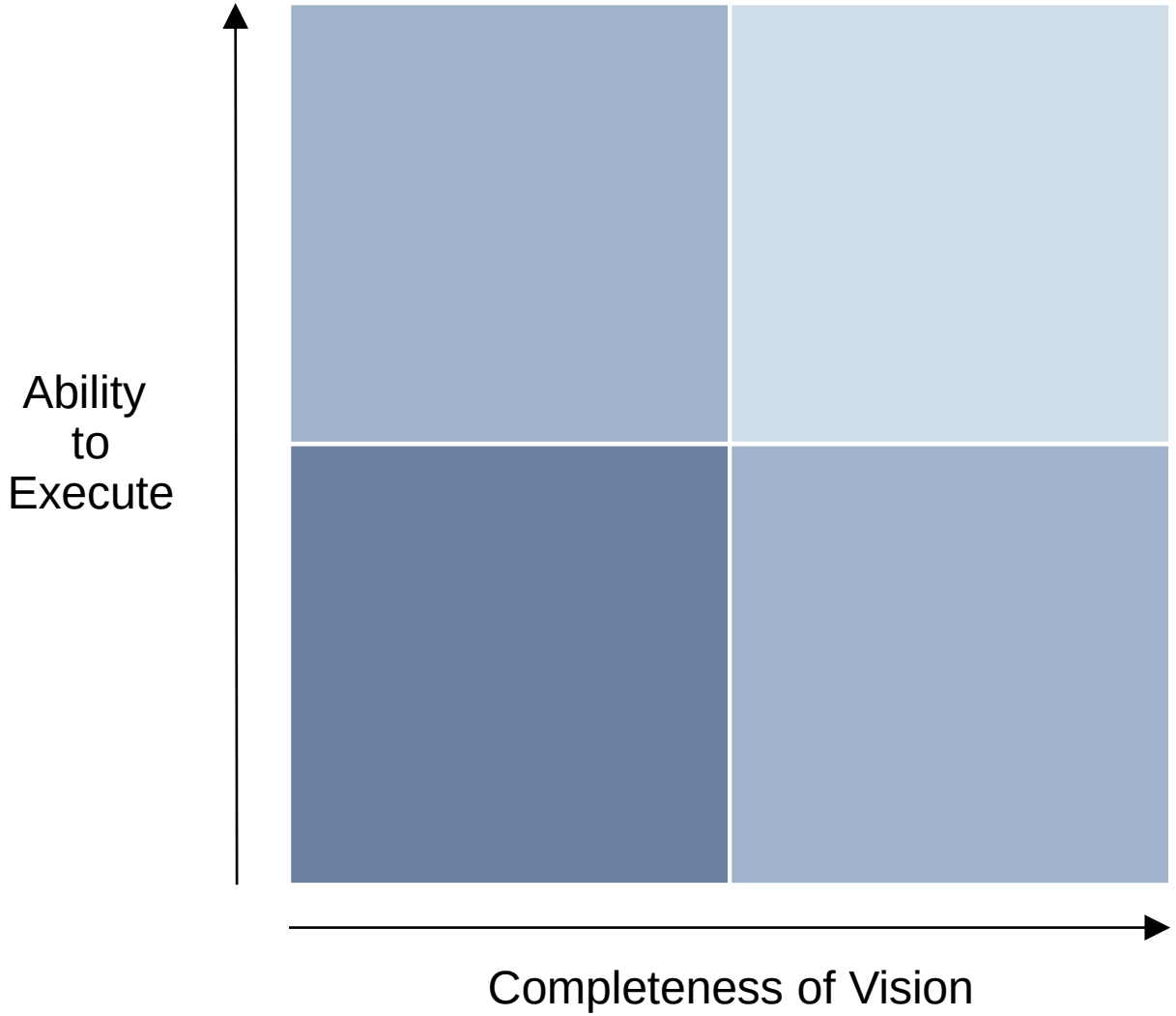
- **Market Understanding* (H)**
  - Complexity of Analysis, Ease of use, Mode 1/2
- Offering (Product) Strategy (H)
- Innovation (H)
- Marketing Strategy (H)
  - Awareness, Differentiated
- Vertical/Industry Strategy (M)
- Sales Strategy (H)
- Geographic Strategy (L)

*Heavily Influenced by MQ Customer Reference Survey Results

© 2019 Gartner, Inc. and/or its affiliates. All rights reserved.

Gartner

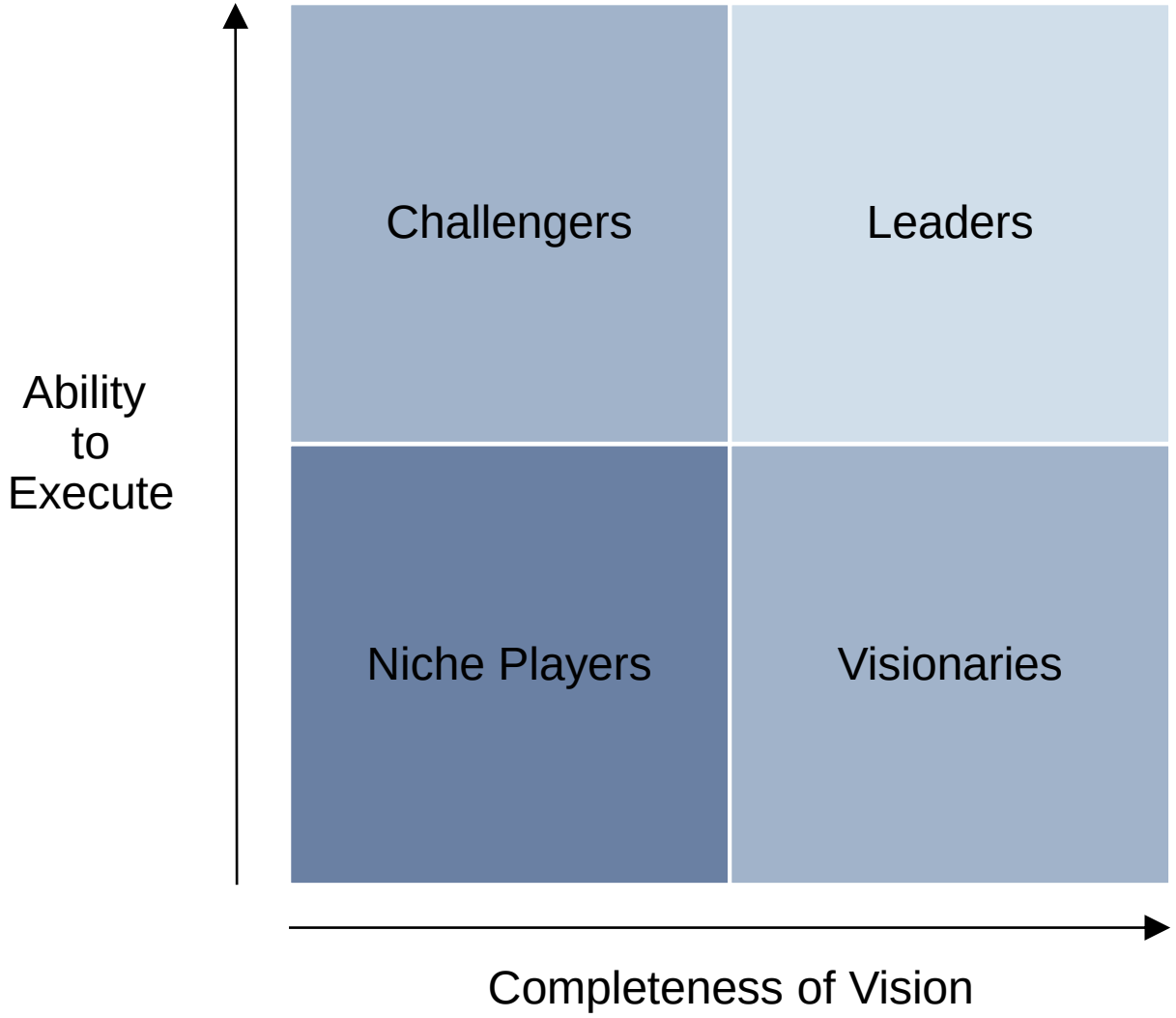
Magic Quadrant for Strategic Market Positioning of Vendors



© 2019 Gartner, Inc. and/or its affiliates. All rights reserved.

Gartner®

Magic Quadrant for Strategic Market Positioning of Vendors



© 2019 Gartner, Inc. and/or its affiliates. All rights reserved.

Gartner®

Polling Question 1 of 1

What is the state of your modernization efforts to support agile, self-service ABI?

A. **Not yet deployed capabilities and no plans to offer**
B. **We are reducing this content and users**
C. **Flat and maintaining**
D. **Increasing content but NOT users**
E. **Increasing users and content**

How to participate in our polling

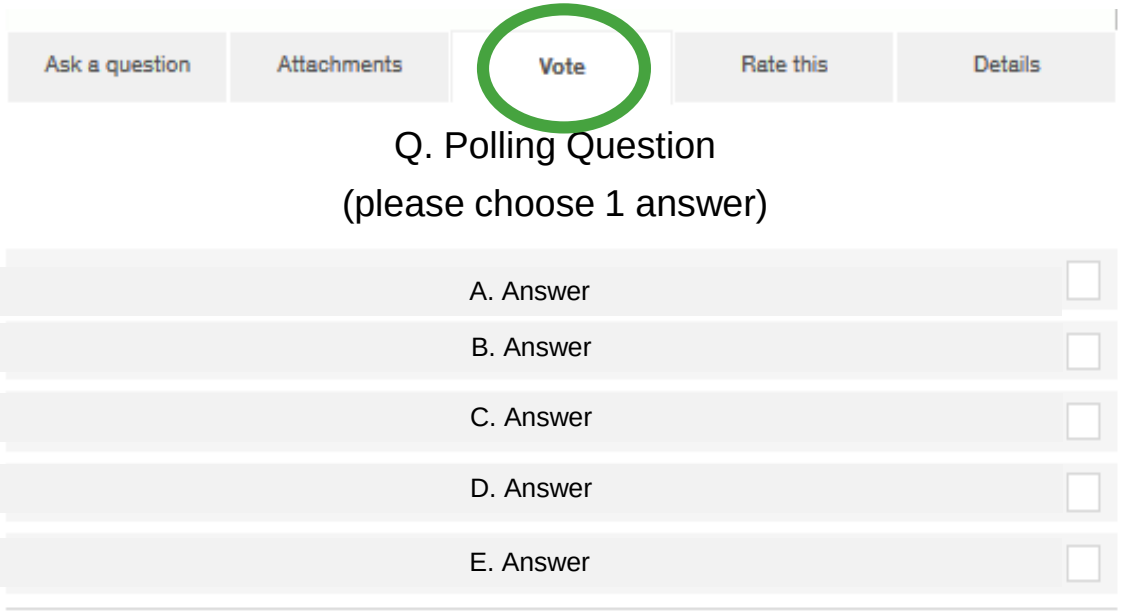
If you are in full screen mode – click Esc

The poll question is on the “Vote” tab.

Please click the box to make your selection.

Upon voting you will see the results.

Thank you!



© 2019 Gartner, Inc. and/or its affiliates. All rights reserved.

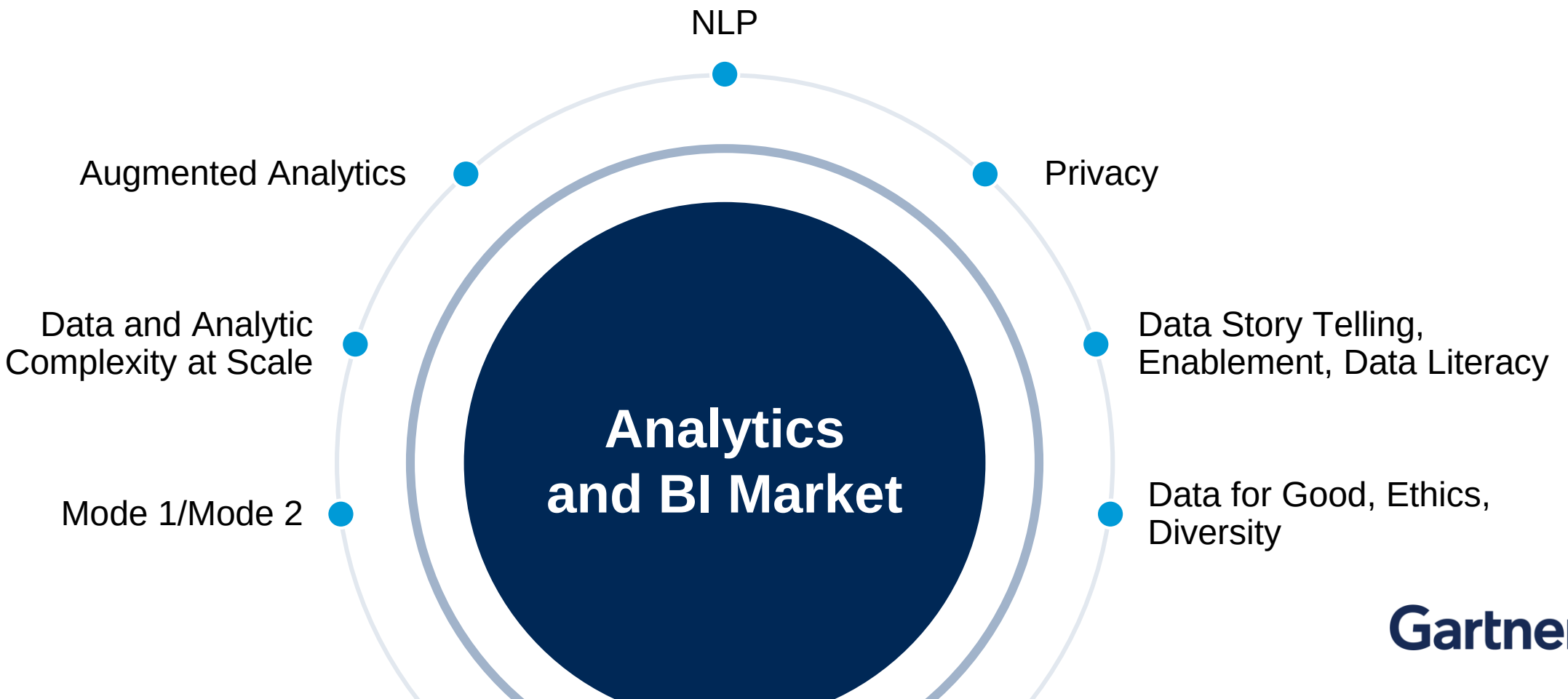
Gartner®

Key Topics

1. Overview of Magic Quadrant Scoring
2. Analytics and BI Trends and Magic Quadrant
3. Critical Capabilities aka Product Strengths and Weaknesses
4. Recommendations

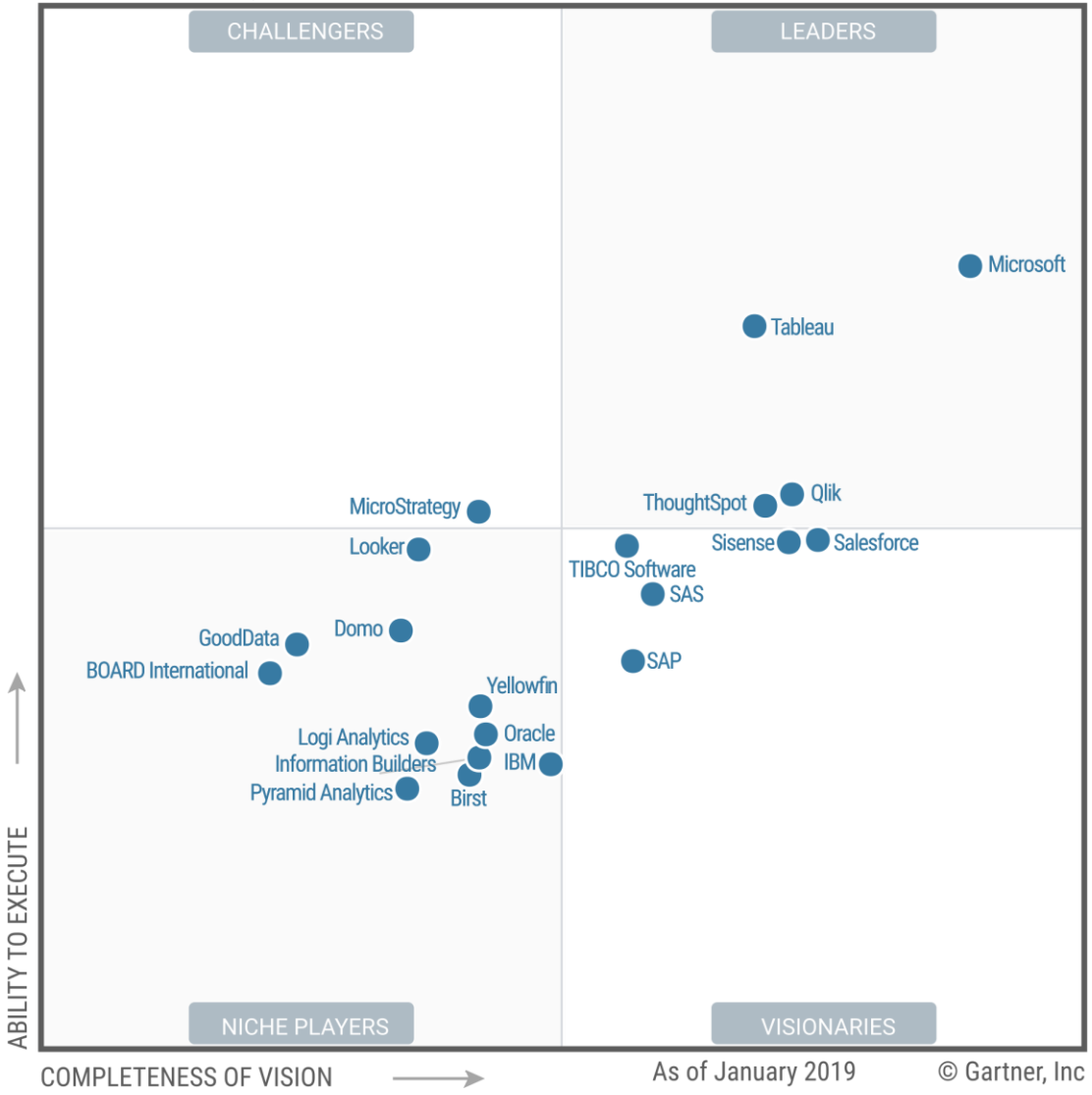
© 2019 Gartner, Inc. and/or its affiliates. All rights reserved.

Key Trends Impacting the Analytics and BI Market



Gartner

Magic Quadrant for Analytics and Business Intelligence Platforms, 2019



From "Magic Quadrant for Analytics and Business Intelligence Platforms," 11 February 2019 (G00354763)

Gartner

Magic Quadrant for Analytics and Business Intelligence Platforms, 2019

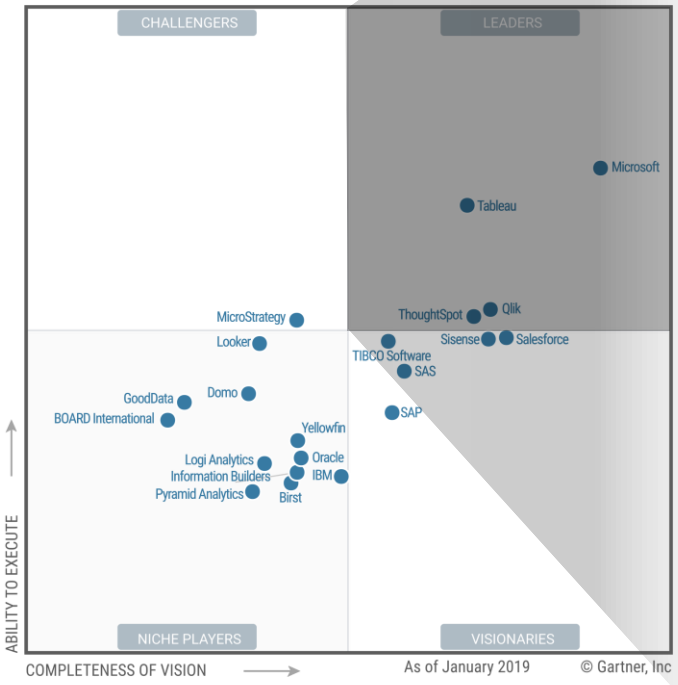
New Vendor Added to MQ

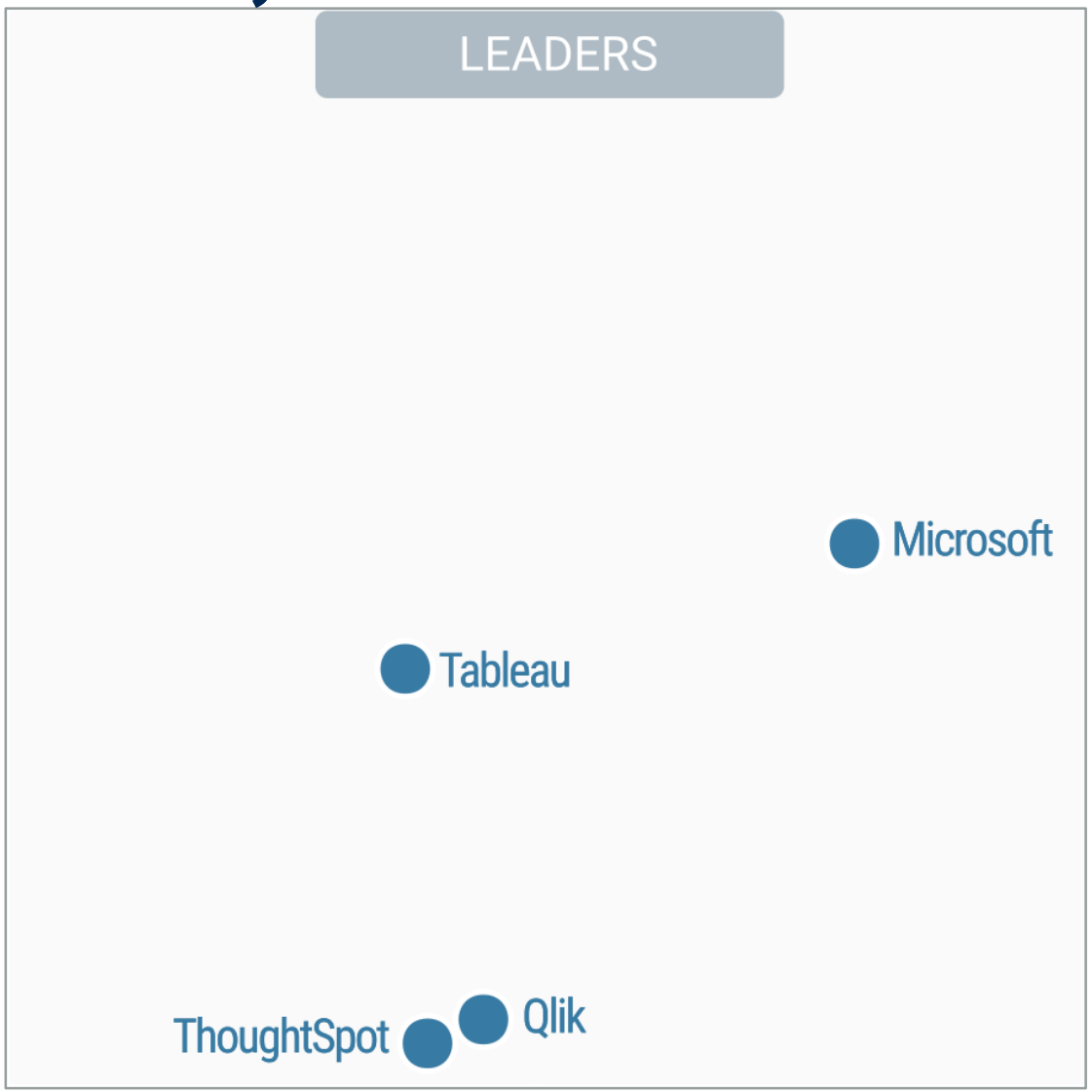
- GoodData

From "Magic Quadrant for Analytics and Business Intelligence Platforms," 11 February 2019 (G00354763)

Gartner

Magic Quadrant for Analytics and Business Intelligence Platforms, 2019

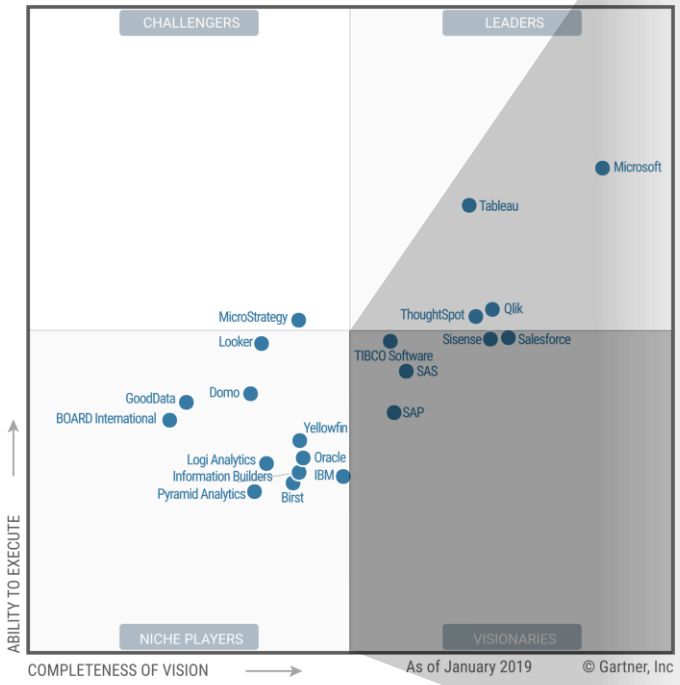


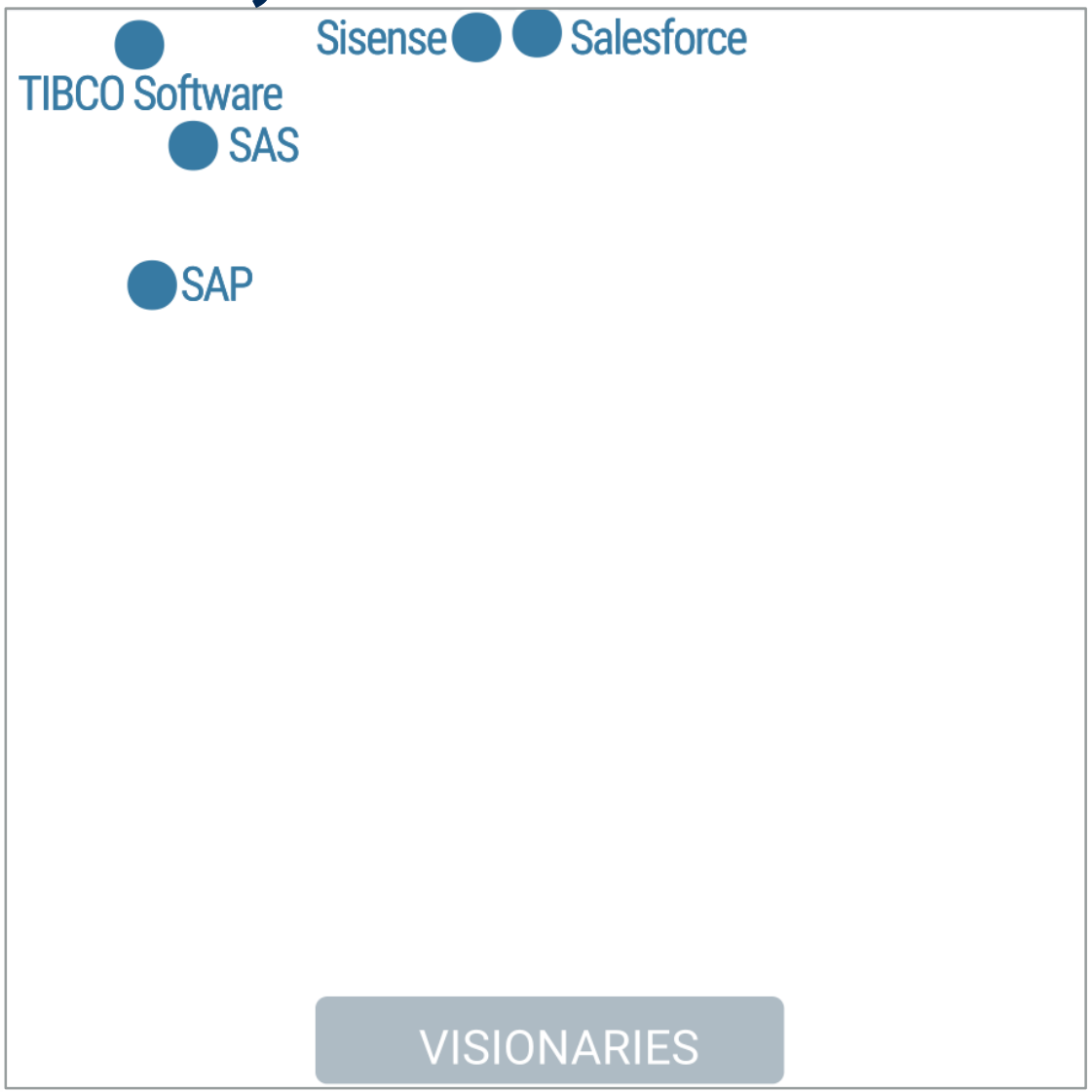


From "Magic Quadrant for Analytics and Business Intelligence Platforms," 11 February 2019 (G00354763)

Gartner

Magic Quadrant for Analytics and Business Intelligence Platforms, 2019

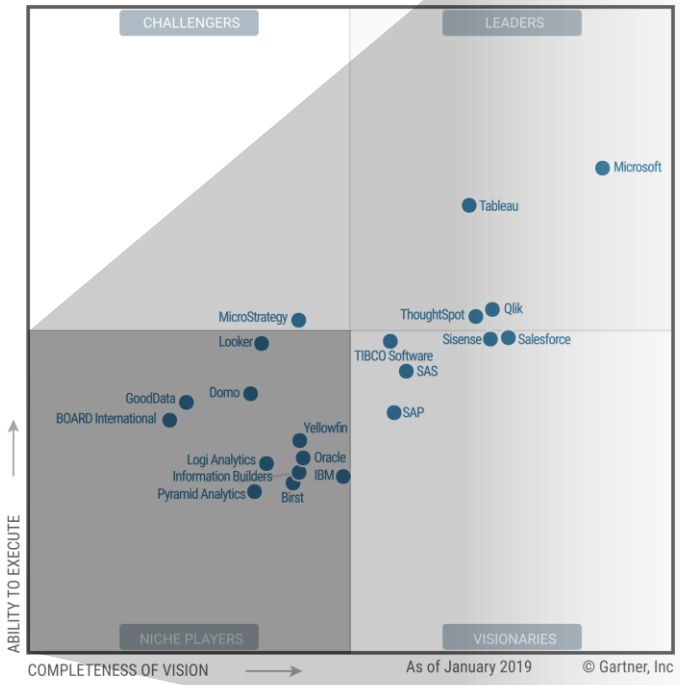


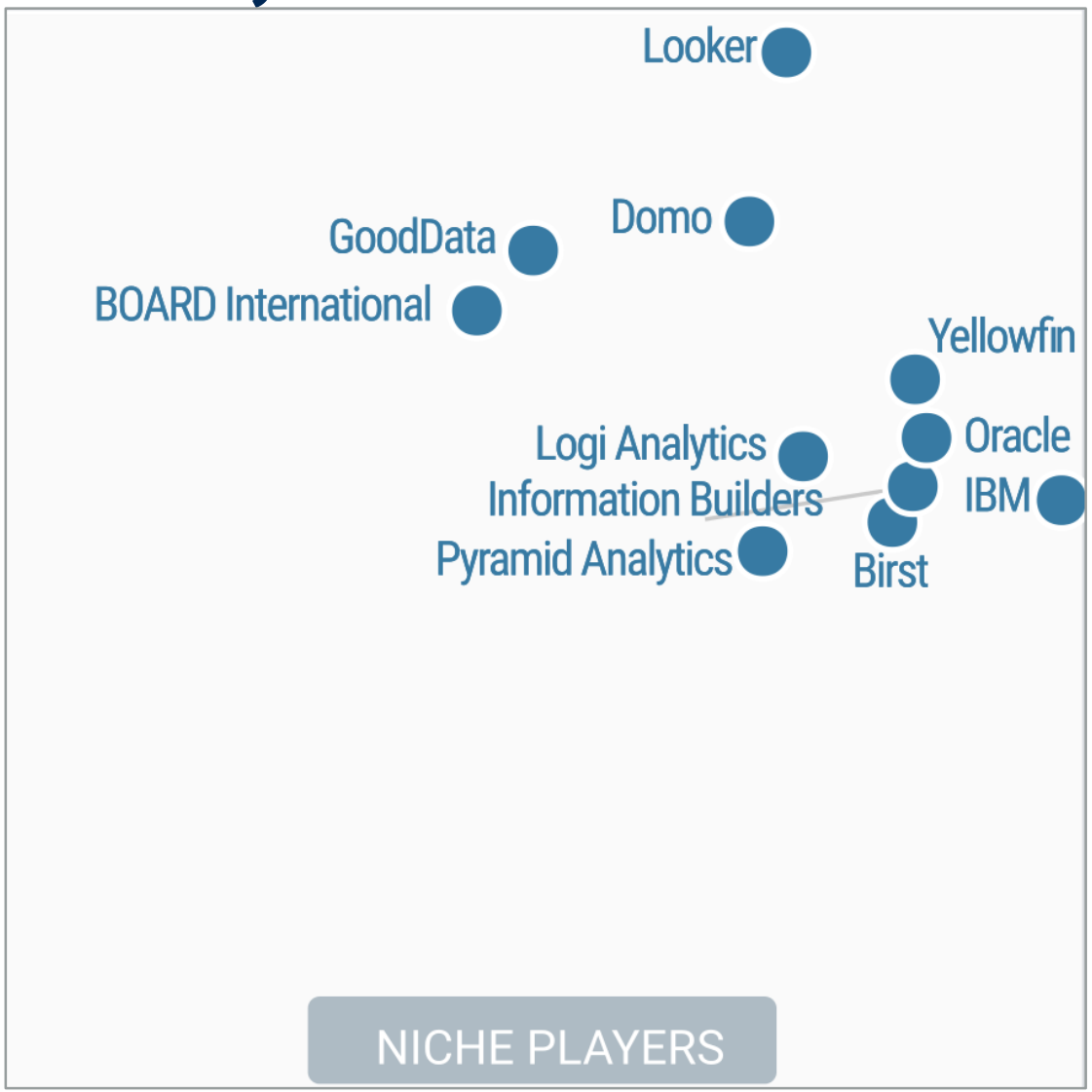


From "Magic Quadrant for Analytics and Business Intelligence Platforms," 11 February 2019 (G00354763)

Gartner

Magic Quadrant for Analytics and Business Intelligence Platforms, 2018

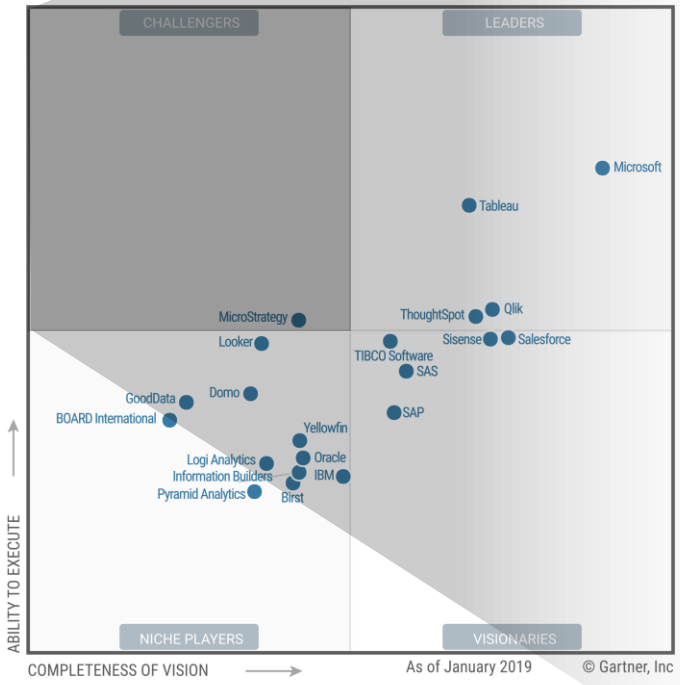




From "Magic Quadrant for Analytics and Business Intelligence Platforms," 11 February 2019 (G00354763)

Gartner

Magic Quadrant for Analytics and Business Intelligence Platforms, 2019



From "Magic Quadrant for Analytics and Business Intelligence Platforms," 11 February 2019 (G00354763)

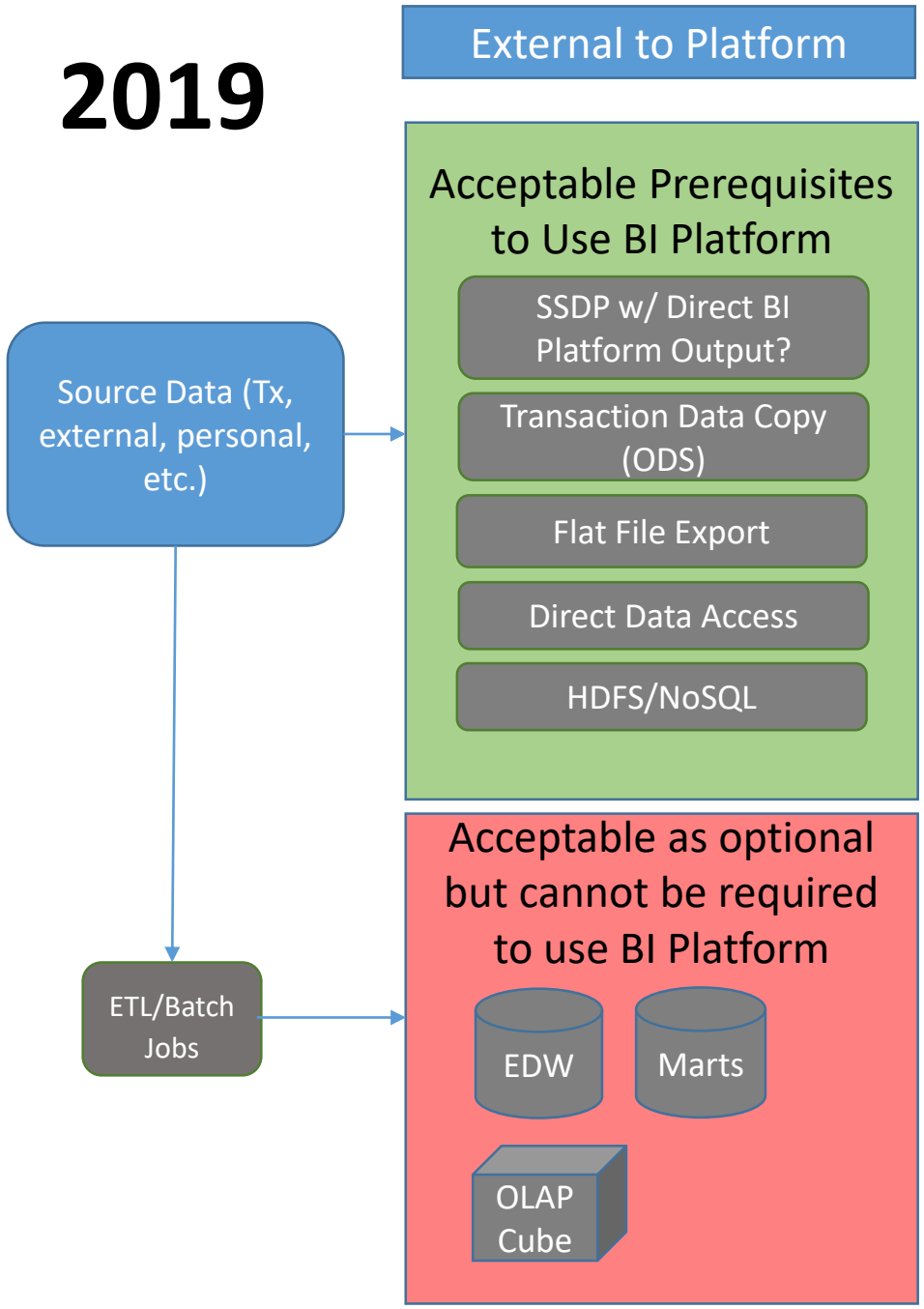
Gartner

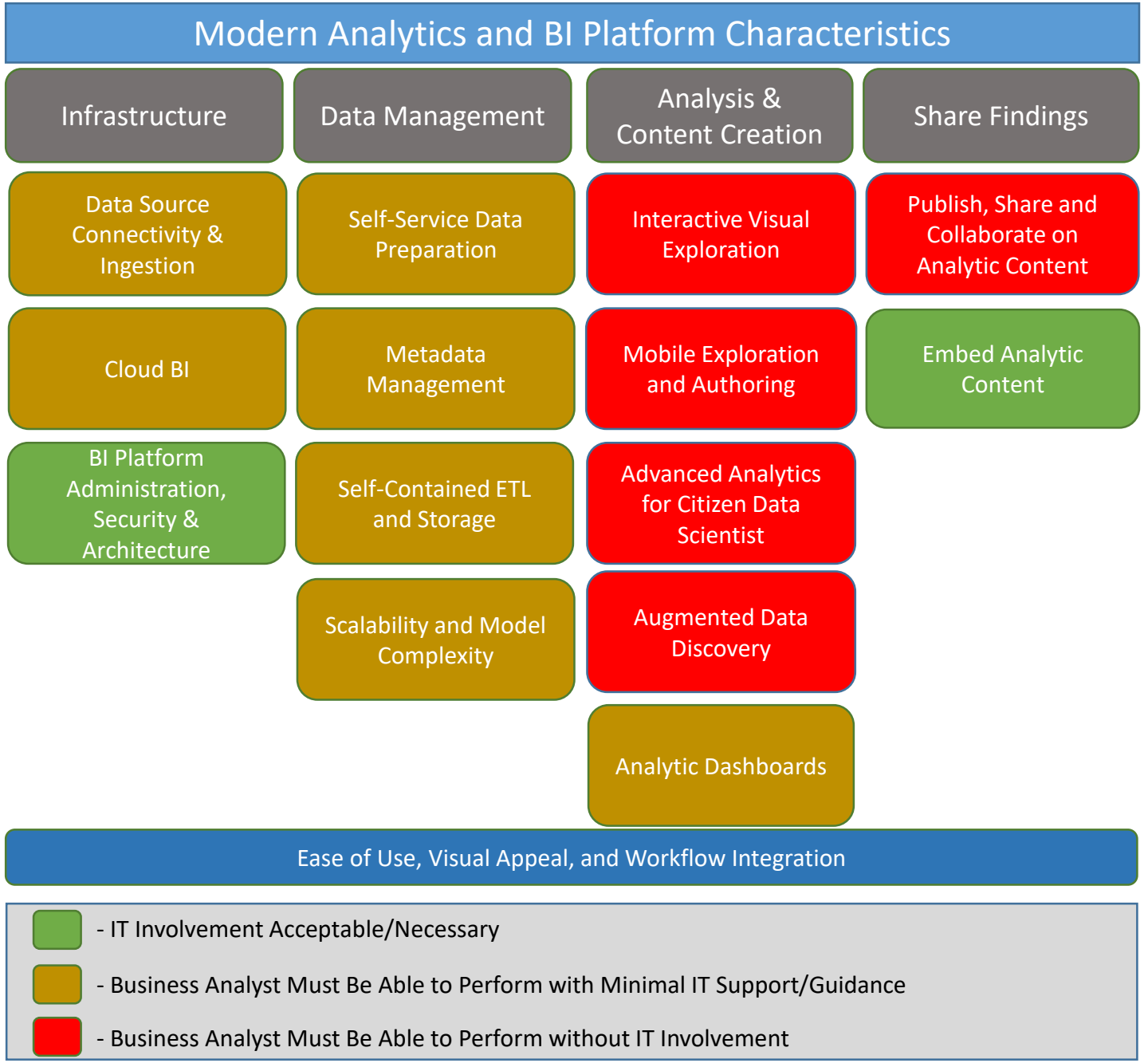
Key Topics

1. Overview of Magic Quadrant Scoring
2. Analytics and BI Trends and Magic Quadrant
3. Critical Capabilities aka Product Strengths and Weaknesses
4. Recommendations

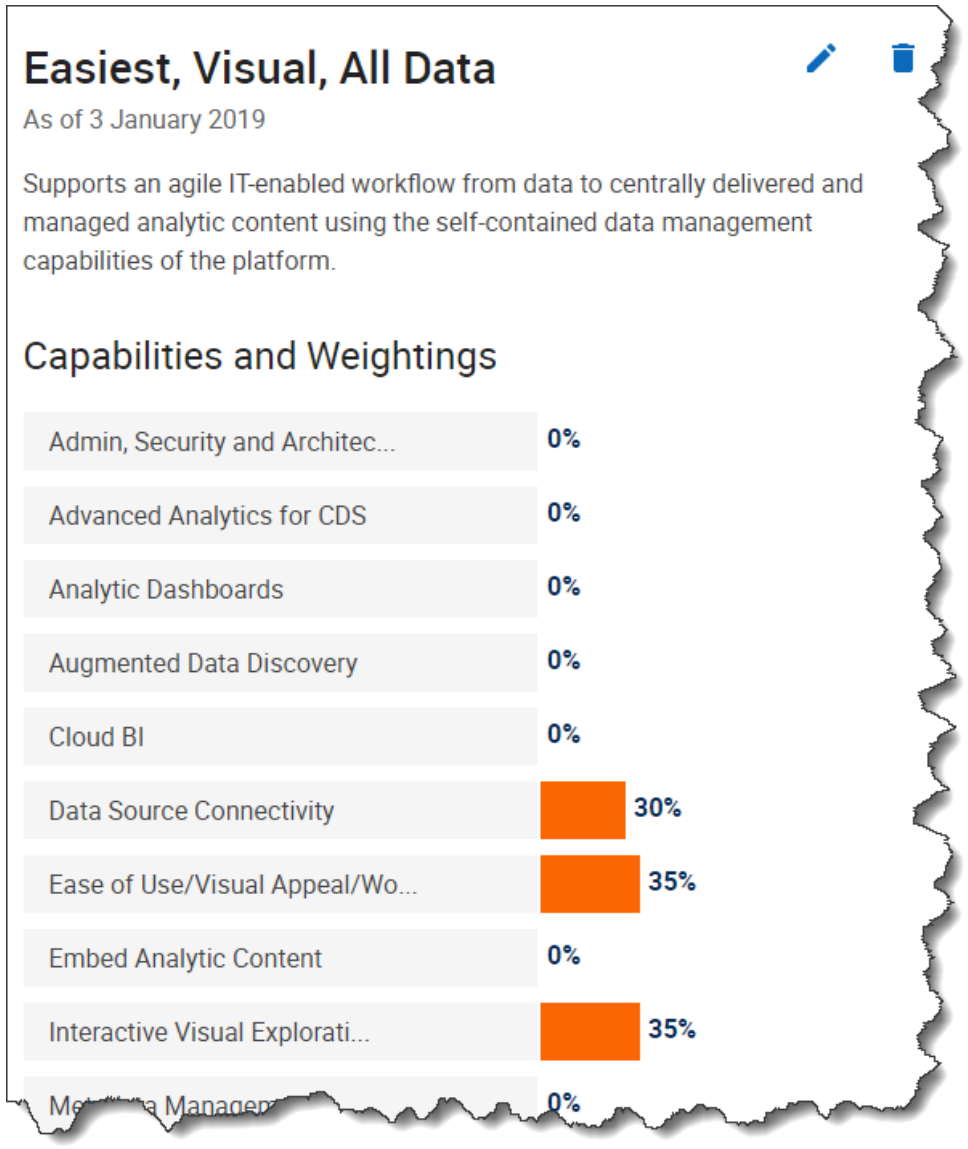
© 2019 Gartner, Inc. and/or its affiliates. All rights reserved.

2019


External to Platform
Acceptable Prerequisites to Use BI Platform
SSDP w/ Direct BI Platform Output?
Transaction Data Copy (ODS)
Flat File Export
Direct Data Access
HDFS/NoSQL
Source Data (Tx, external, personal, etc.)
ETL/Batch Jobs
Acceptable as optional but cannot be required to use BI Platform
EDW
Marts
OLAP Cube


Modern Analytics and BI Platform Characteristics
Infrastructure
Data Management
Analysis & Content Creation
Share Findings
Data Source Connectivity & Ingestion
Self-Service Data Preparation
Interactive Visual Exploration
Publish, Share and Collaborate on Analytic Content
Cloud BI
Metadata Management
Mobile Exploration and Authoring
Embed Analytic Content
BI Platform Administration, Security & Architecture
Self-Contained ETL and Storage
Advanced Analytics for Citizen Data Scientist
Scalability and Model Complexity
Augmented Data Discovery
Analytic Dashboards
Ease of Use, Visual Appeal, and Workflow Integration
- IT Involvement Acceptable/Necessary
- Business Analyst Must Be Able to Perform with Minimal IT Support/Guidance
- Business Analyst Must Be Able to Perform without IT Involvement

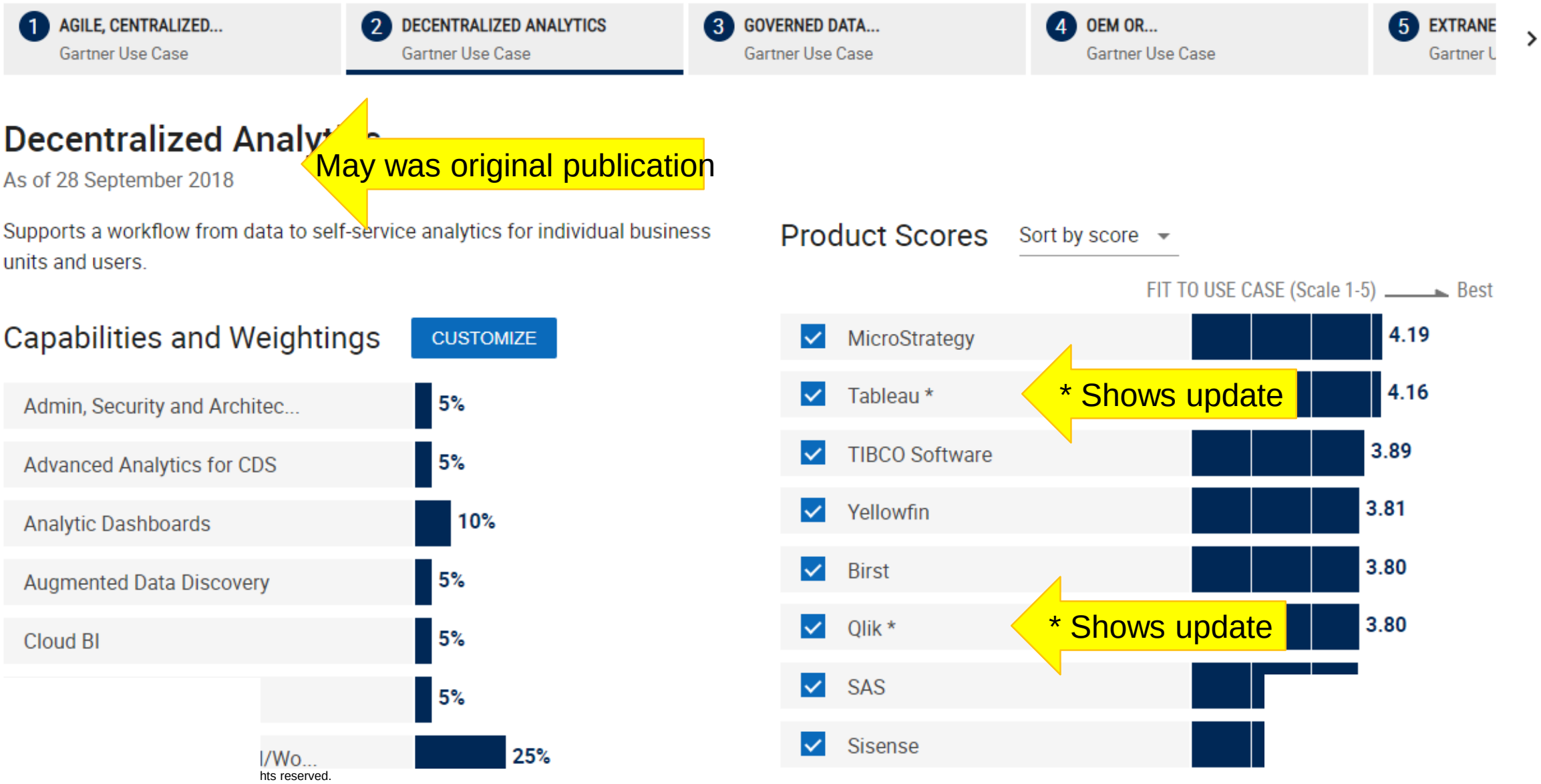
Ease of Use Is Critical for Self-Service BI and Analytics



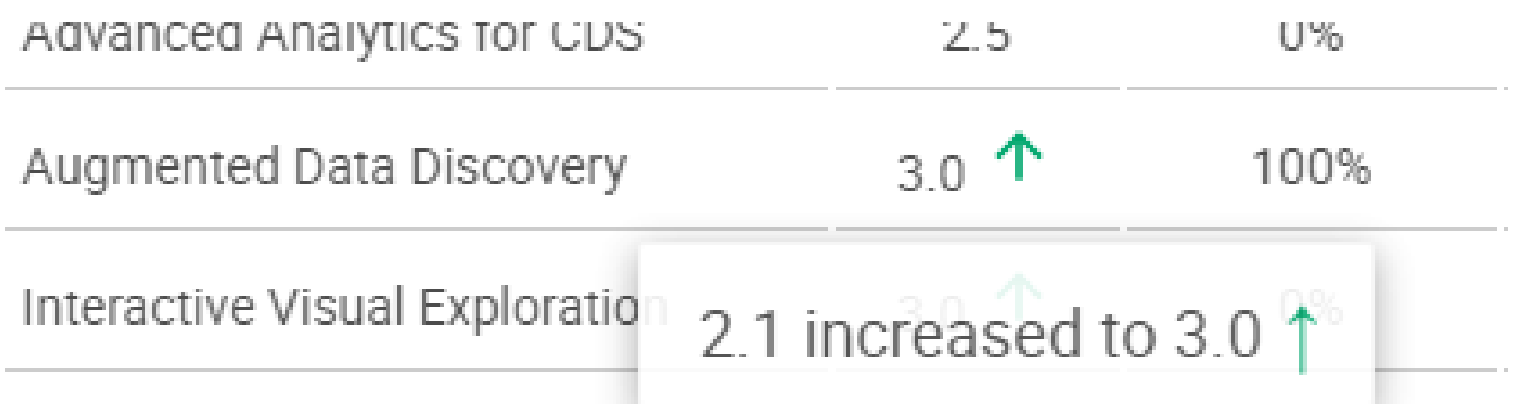
© 2019 Gartner, Inc. and/or its affiliates. All rights reserved.

Gartner

Watch for Mid Year Updates indicated with *



See Score Improvement within Product View



© 2019 Gartner, Inc. and/or its affiliates. All rights reserved.

Gartner®

Key Topics

1. Overview of Magic Quadrant Scoring
2. Analytics and BI Trends and Magic Quadrant
3. Critical Capabilities aka Product Strengths and Weaknesses
4. Recommendations

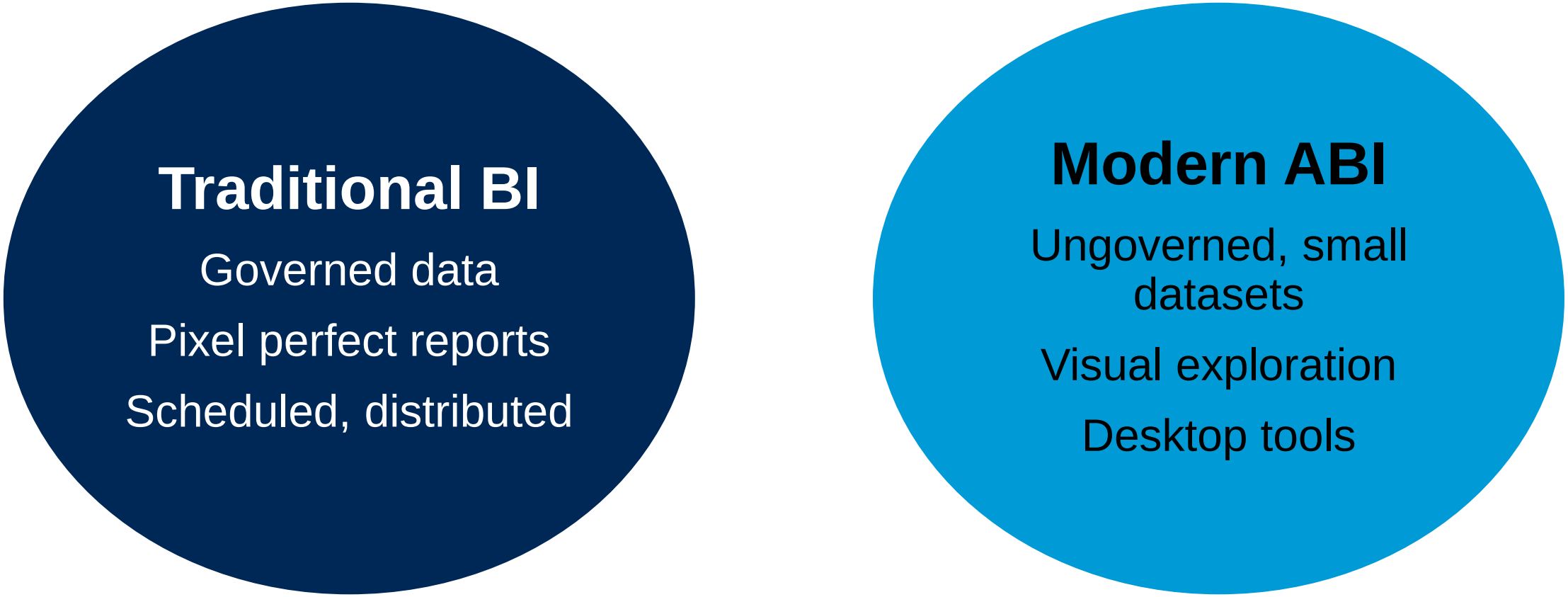
© 2019 Gartner, Inc. and/or its affiliates. All rights reserved.

Common Mistakes to Avoid When Using the Magic Quadrant

- Looking only at the graphic
- Applying your internal definitions to the axes
- Looking only at the leaders
- Using only the Magic Quadrant in your vendor selection
  - Use the Critical Capabilities for deep dive on product

© 2019 Gartner, Inc. and/or its affiliates. All rights reserved.

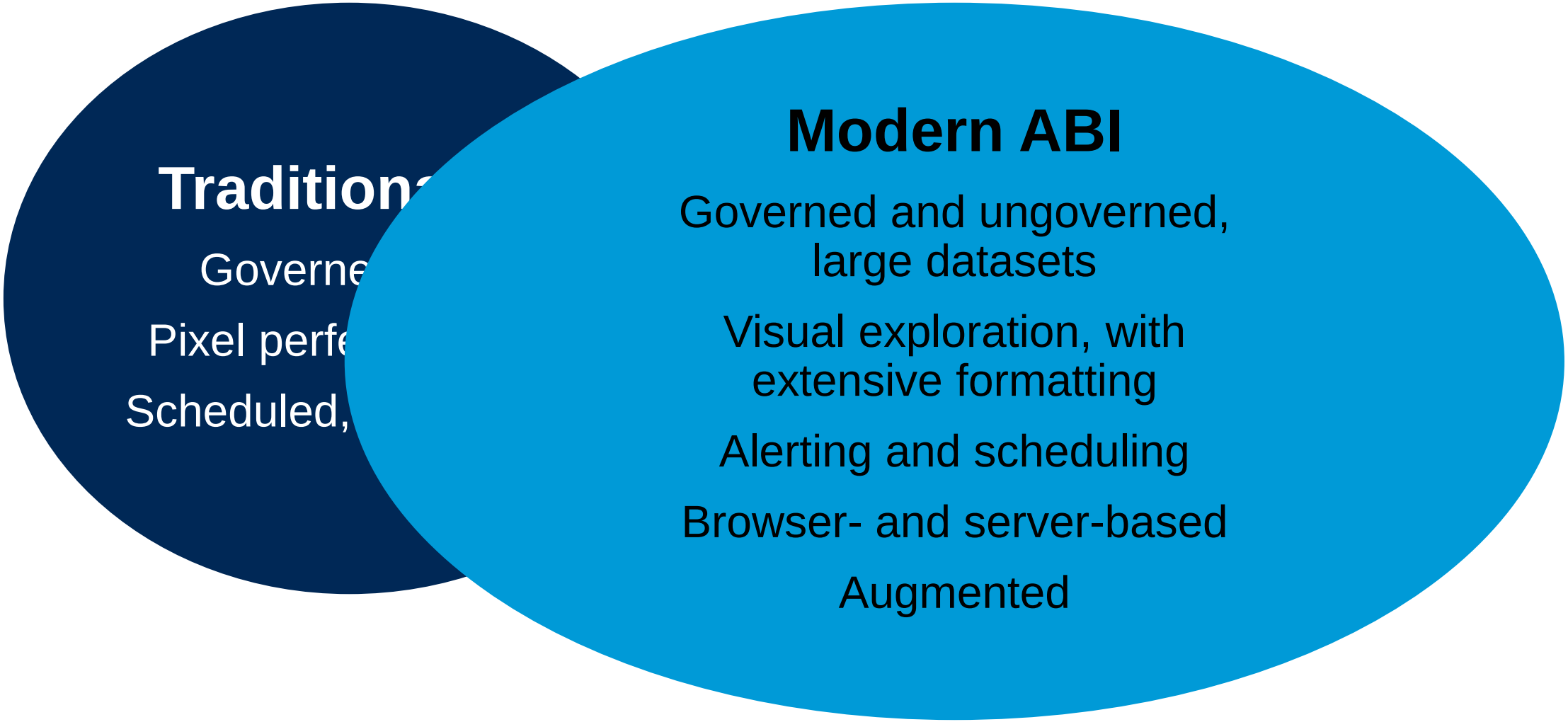
Upgrade or Complement Used to Be an Easy Decision in 2008



© 2019 Gartner, Inc. and/or its affiliates. All rights reserved.

Gartner®

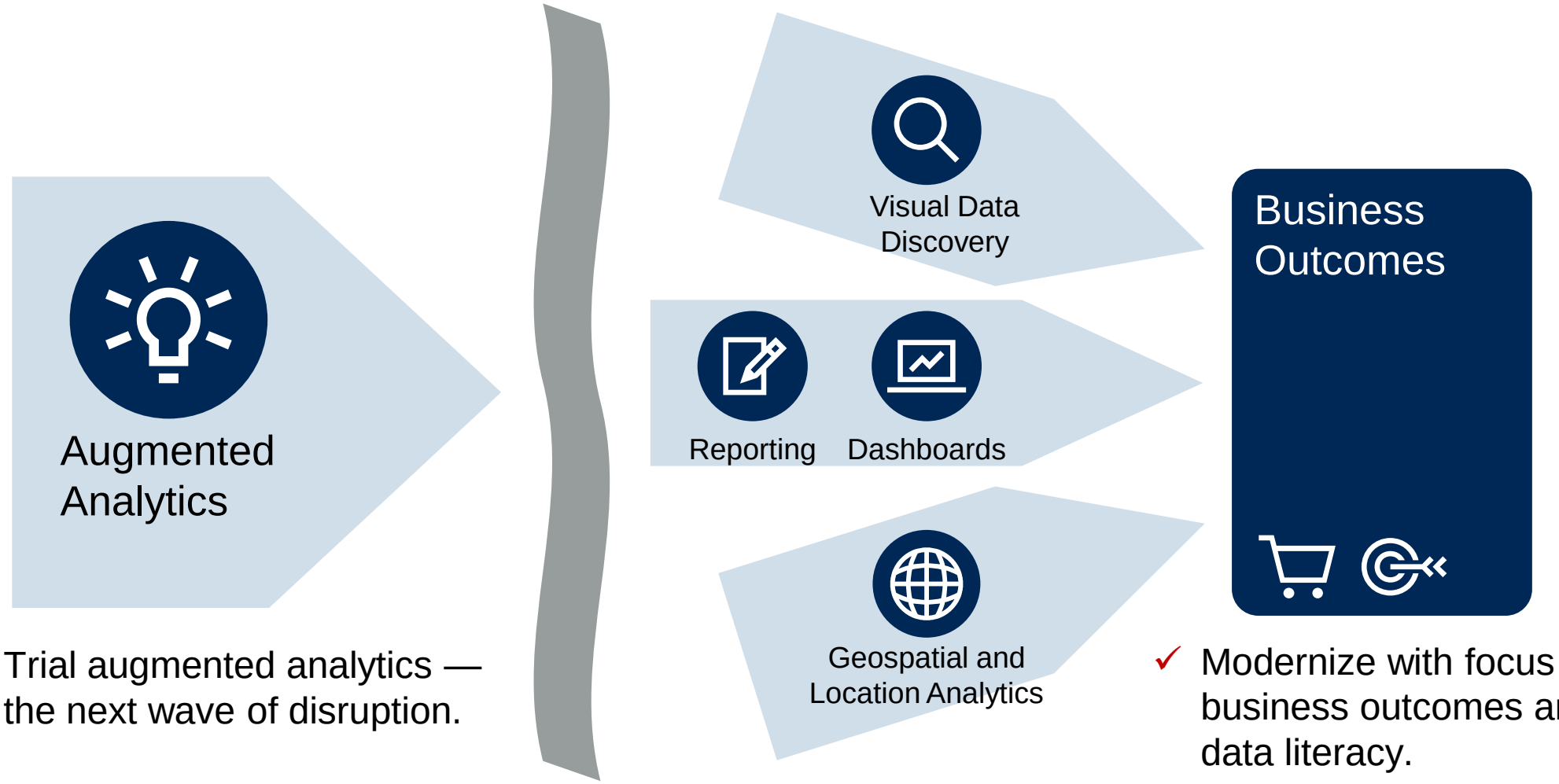
Upgrade or Complement Is Less Clear in 2019



© 2019 Gartner, Inc. and/or its affiliates. All rights reserved.

Gartner®

Recommendations for Analytics and BI



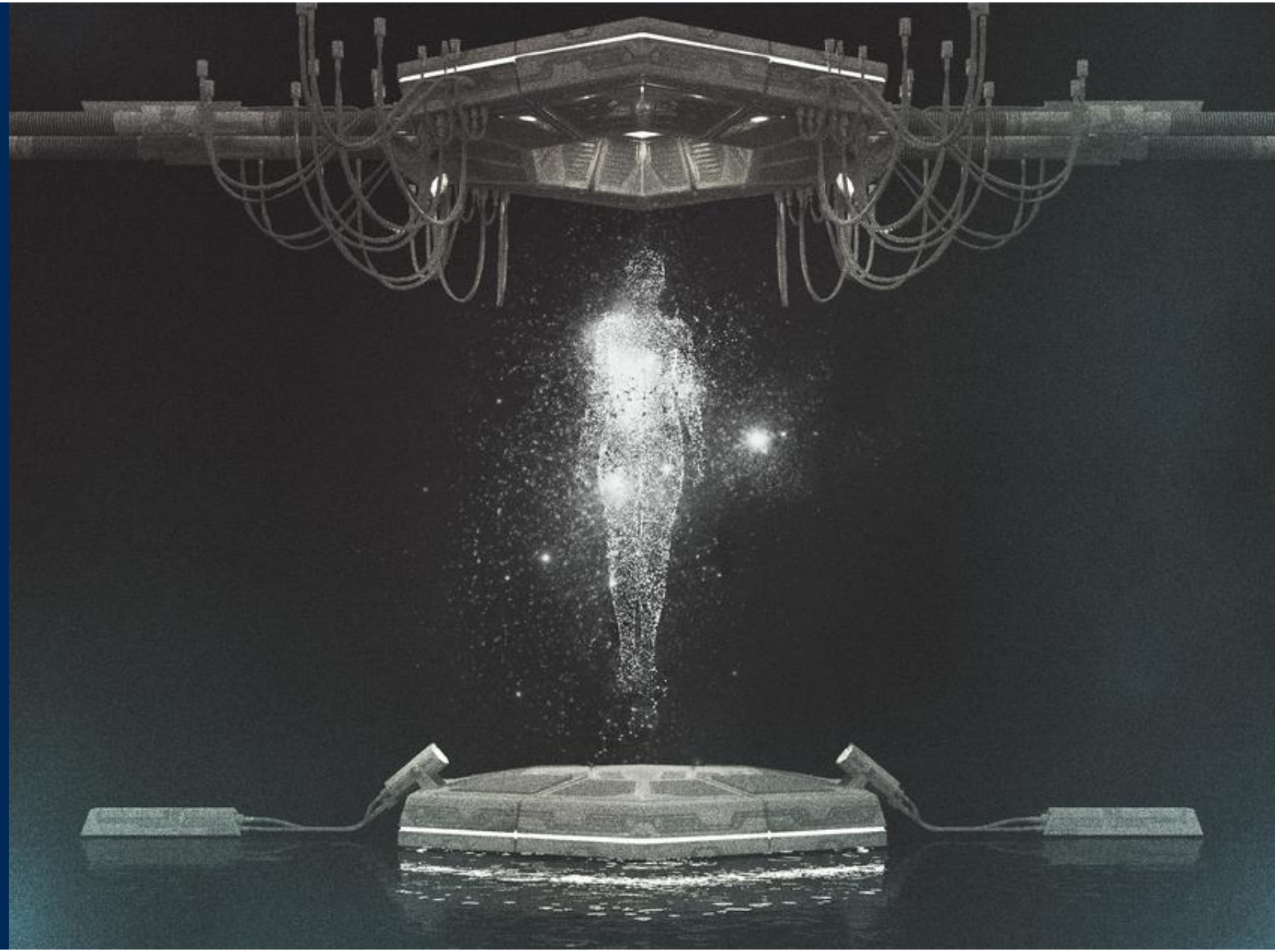
- ✓ Trial augmented analytics — the next wave of disruption.
- ✓ Consider a “best-of-breed” tool portfolio strategy.
- ✓ Modernize with focus on business outcomes and data literacy.

© 2019 Gartner, Inc. and/or its affiliates. All rights reserved.

Gartner®

Future State of the Art: From Vinyl to Holograms

?



© 2019 Gartner, Inc. and/or its affiliates. All rights reserved.

Gartner

Future State of the Art:
Augmented Analytics

© 2019 Gartner, Inc. and/or its affiliates. All rights reserved.

Gartner®

Future State of the Art:
Augmented Analytics

© 2019 Gartner, Inc. and/or its affiliates. All rights reserved. Gartner is a registered trademark of Gartner, Inc. and its affiliates.

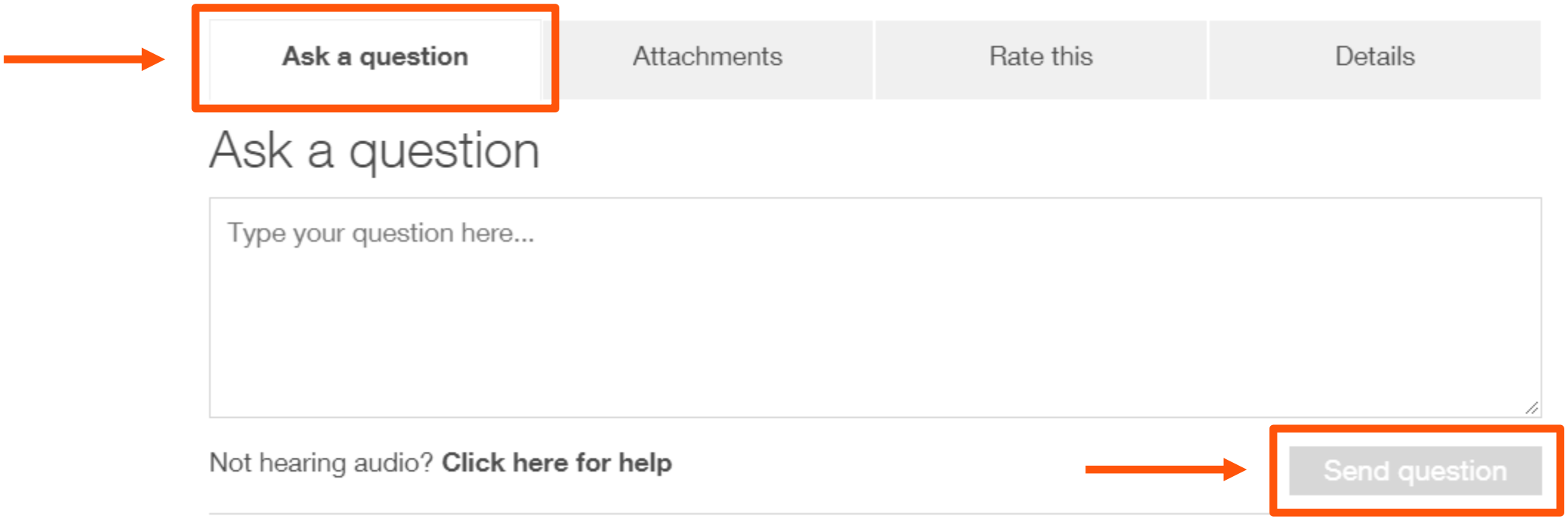
Gartner®

Recommended Gartner Research

- **Magic Quadrant for Analytics and Business Intelligence Platforms**
  Cindi Howson, Rita Sallam, James Richardson and Others (G00354763)
- **Critical Capabilities for Analytics and Business Intelligence Platforms**
  James Richardson, Joao Tapadinhas and Others (G00327433)
- **Technology Insight for Modern Analytics and Business Intelligence Platforms**
  Cindi Howson, Rita Sallam and Others (G00331857)
- **Select the Right Analytics and Business Intelligence for the Right User and Use Case**
  Cindi Howson (G00356508)
- **Information as a Second Language: Enabling Data Literacy for Digital Society**
  Valerie Logan (G00300137)

© 2019 Gartner, Inc. and/or its affiliates. All rights reserved.

Ask your questions!



© 2019 Gartner, Inc. and/or its affiliates. All rights reserved. Gartner is a registered trademark of Gartner, Inc. and its affiliates.

Gartner®

Gartner®

IT SYMPOSIUM | Xpo™

20 – 24 October 2019 | Orlando, FL, USA
28 – 31 October 2019 | Gold Coast, Australia
11 – 14 November 2019 | Goa, India

The World's Most Important Gathering of CIOs and IT Executives™

Find out more about all of Gartner's upcoming conferences

Stay up to speed on related topics

Listen to Gartner ThinkCast Podcasts @

gartner.com/podcasts

View upcoming and on-demand Gartner Webinars @

gartner.com/en/webinars

© 2019 Gartner, Inc. and/or its affiliates. All rights reserved. Gartner is a registered trademark of Gartner, Inc. and its affiliates.

Gartner®

Before you go

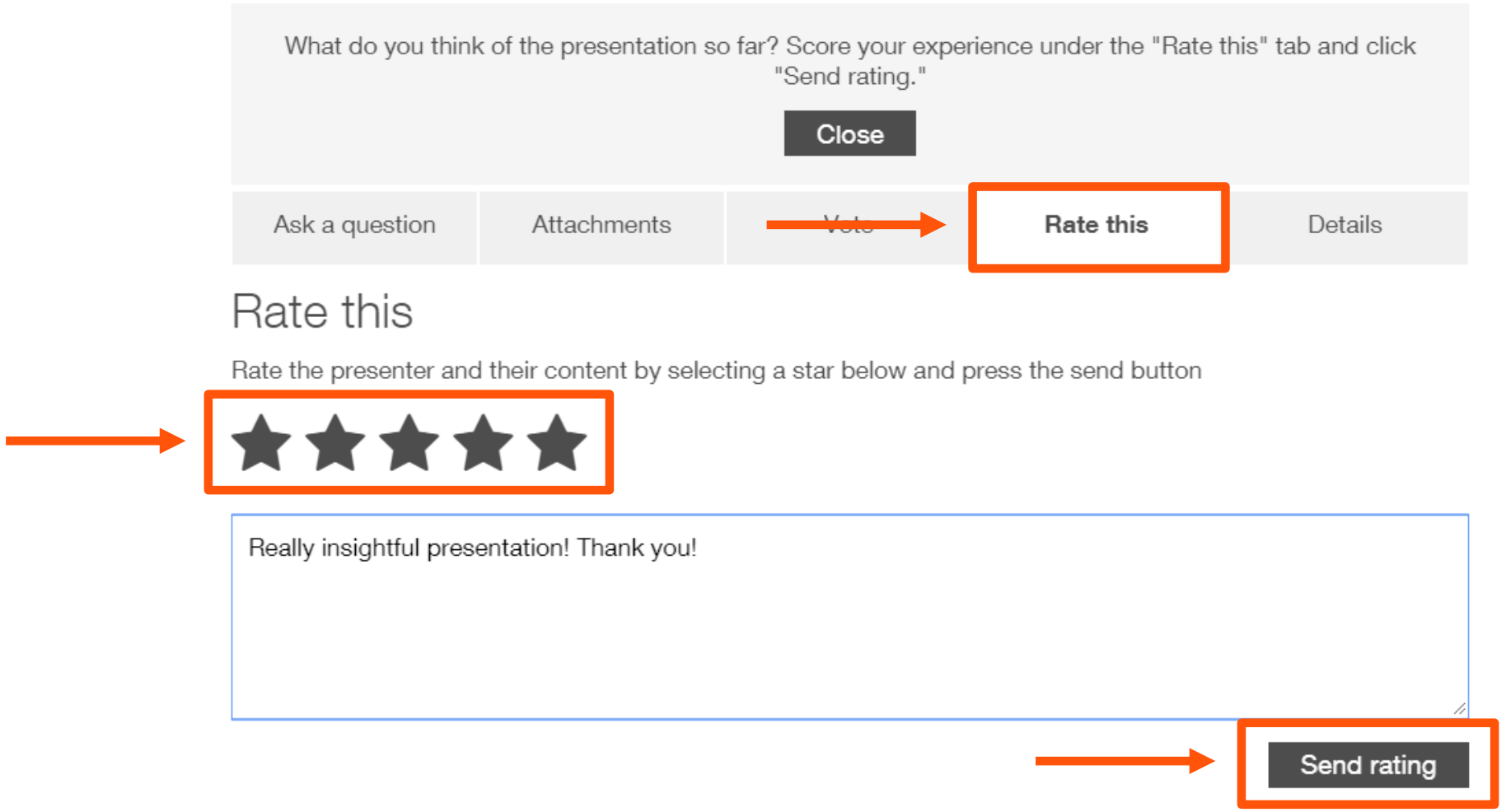
Download the presentation slides

Rate this presentation

© 2019 Gartner, Inc. and/or its affiliates. All rights reserved. Gartner is a registered trademark of Gartner, Inc. and its affiliates.

Gartner®

Let us know what you think



© 2019 Gartner, Inc. and/or its affiliates. All rights reserved. Gartner is a registered trademark of Gartner, Inc. and its affiliates.

Gartner