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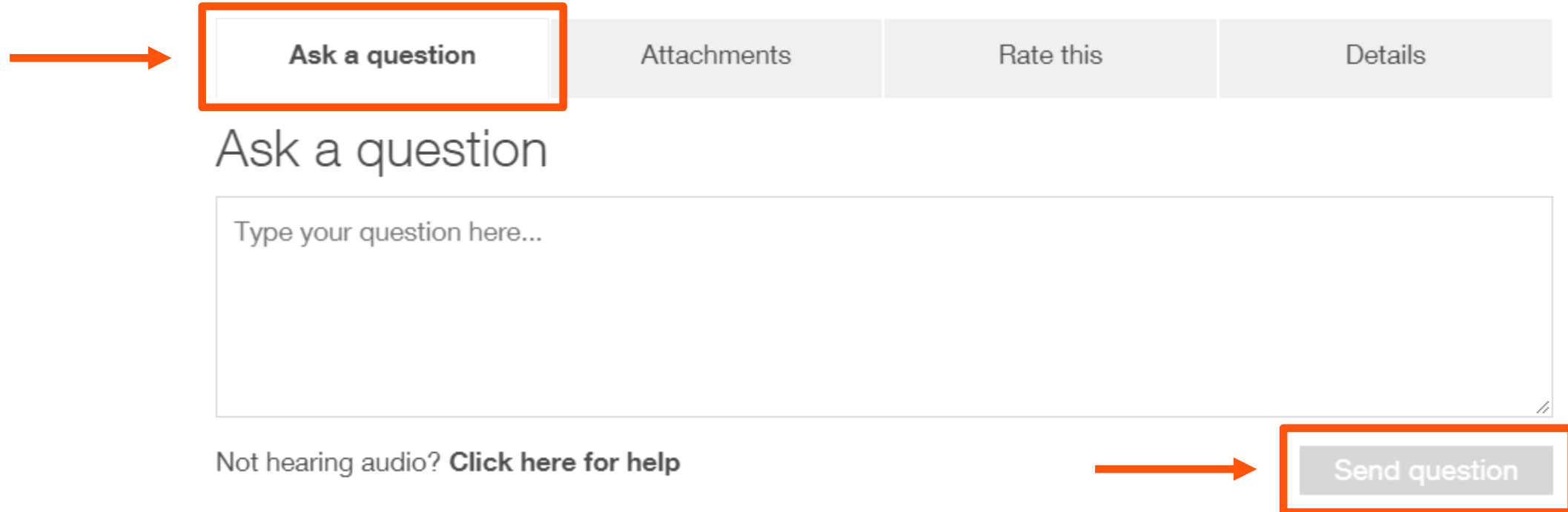


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Ask a question

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# 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



# State of the Art



# State of the Art



# 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

# 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



# Magic Quadrant for Strategic Market Positioning of Vendors

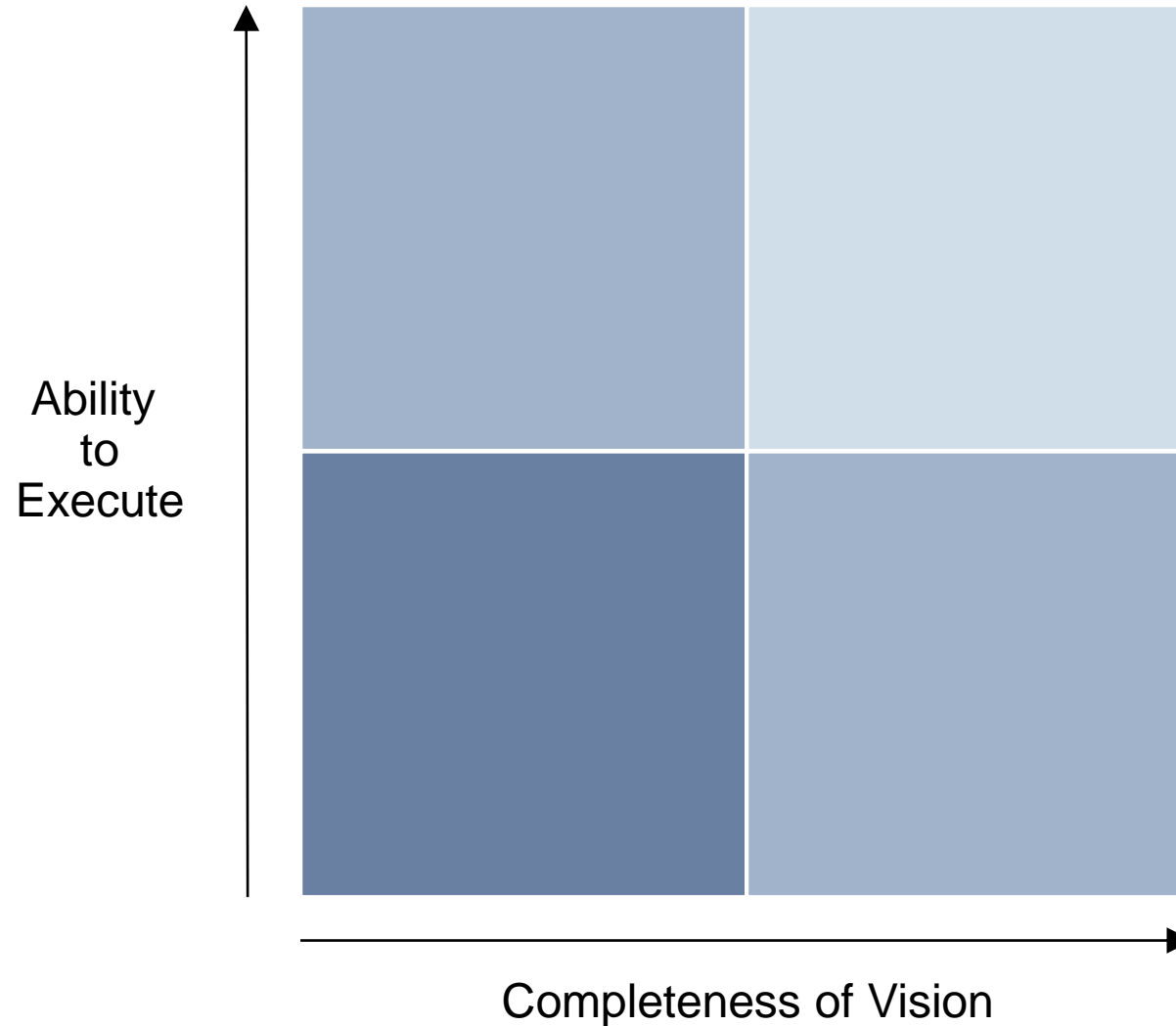


## Completeness of Vision

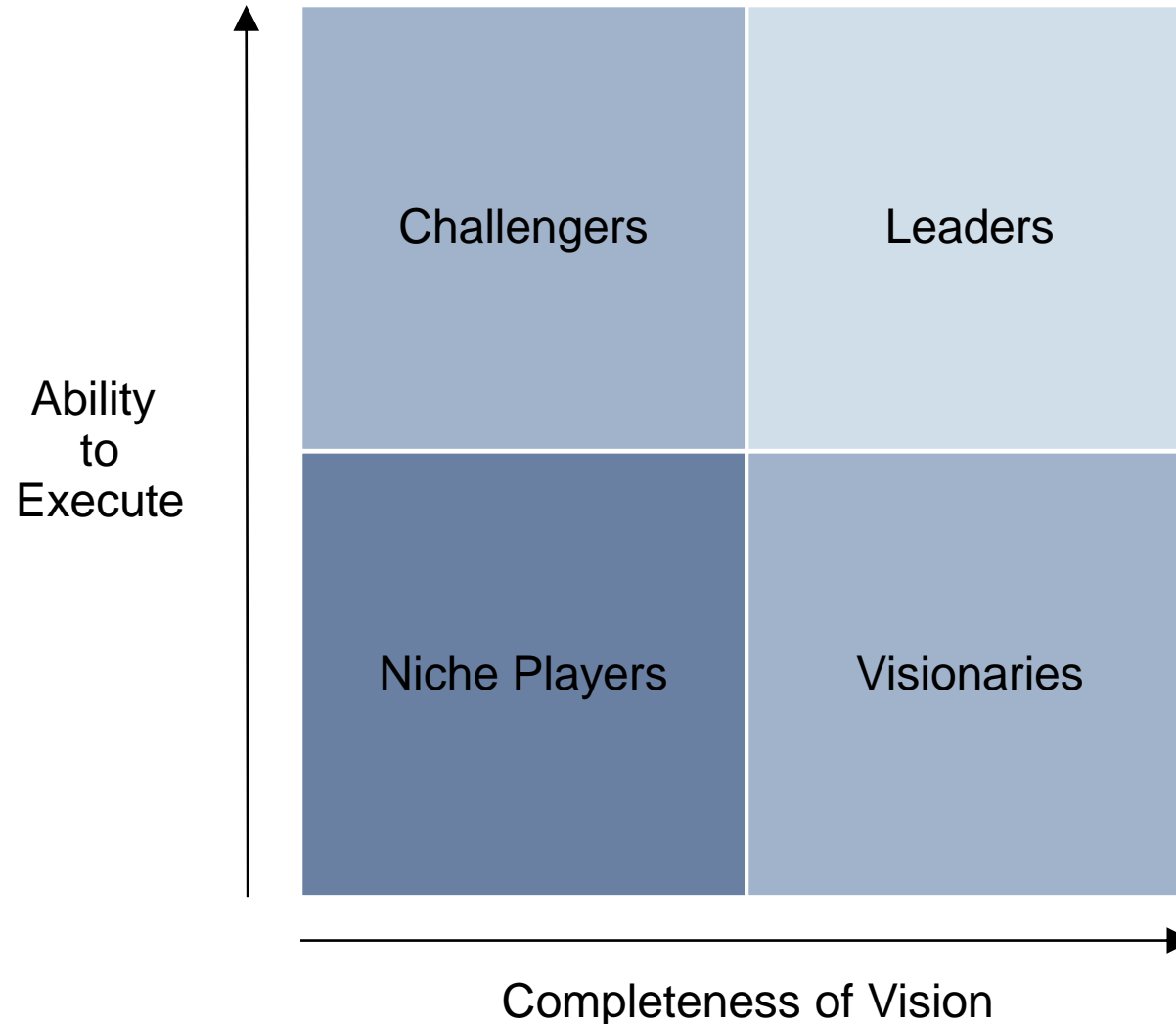
- **Market Understanding\* (H)**
  - Complexity of Analysis, Ease of use, **Mode 1/2**
- Offering (Product) Strategy (H)
- Innovation (H)
- Marketing Strategy (H)
  - Awareness, Differentiated
- Vertical/Industry Strategy (M)
- Sales Strategy (H)
- Geographic Strategy (L)

\*Heavily Influenced by MQ Customer Reference Survey Results

# Magic Quadrant for Strategic Market Positioning of Vendors



# Magic Quadrant for Strategic Market Positioning of Vendors



# 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

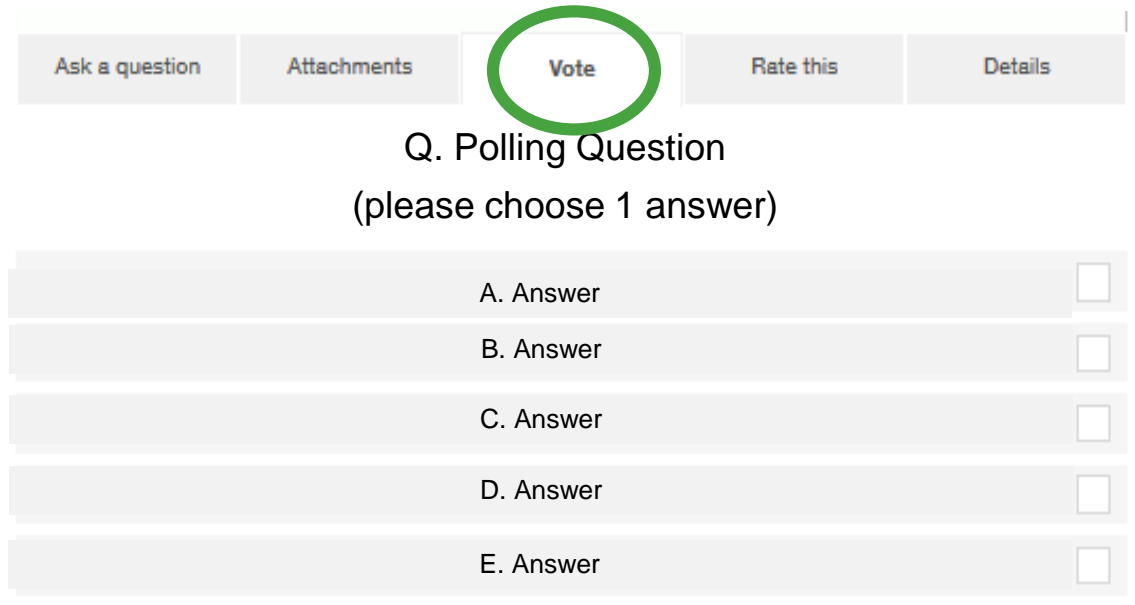
If you are in full screen mode – click Esc

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!



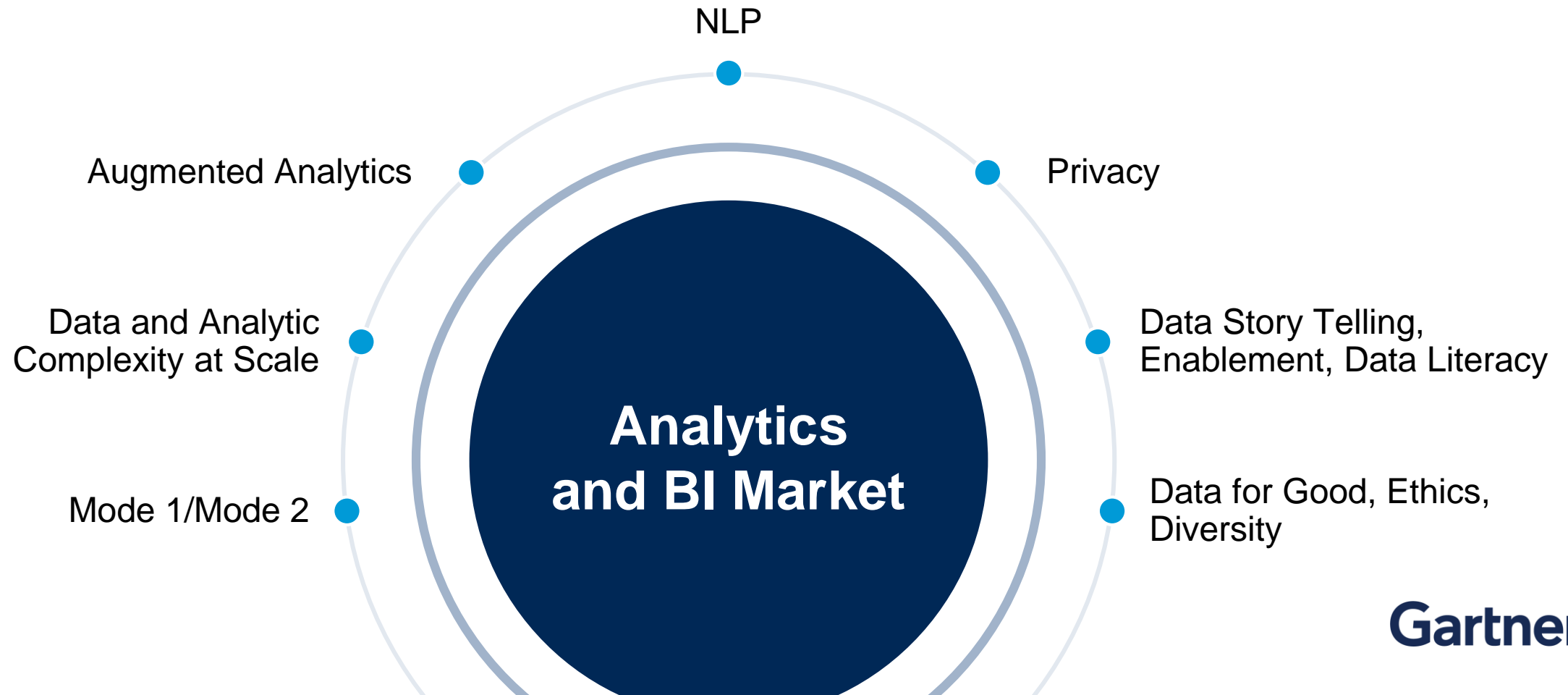
The screenshot shows a horizontal navigation bar with five tabs: 'Ask a question', 'Attachments', 'Vote', 'Rate this', and 'Details'. The 'Vote' tab is highlighted with a green circle. Below the tabs, the text 'Q. Polling Question' is displayed, followed by '(please choose 1 answer)'. Below this, there are five rows, each with an answer option and a checkbox:

A. Answer	<input type="checkbox"/>
B. Answer	<input type="checkbox"/>
C. Answer	<input type="checkbox"/>
D. Answer	<input type="checkbox"/>
E. Answer	<input type="checkbox"/>

# Key Topics

1. Overview of Magic Quadrant Scoring
- 2. Analytics and BI Trends and Magic Quadrant**
3. Critical Capabilities aka Product Strengths and Weaknesses
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# Key Trends Impacting the Analytics and BI Market



# Magic Quadrant for Analytics and Business Intelligence Platforms, 2019



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

# Magic Quadrant for Analytics and Business Intelligence Platforms, 2019



**New Vendor  
Added to MQ**

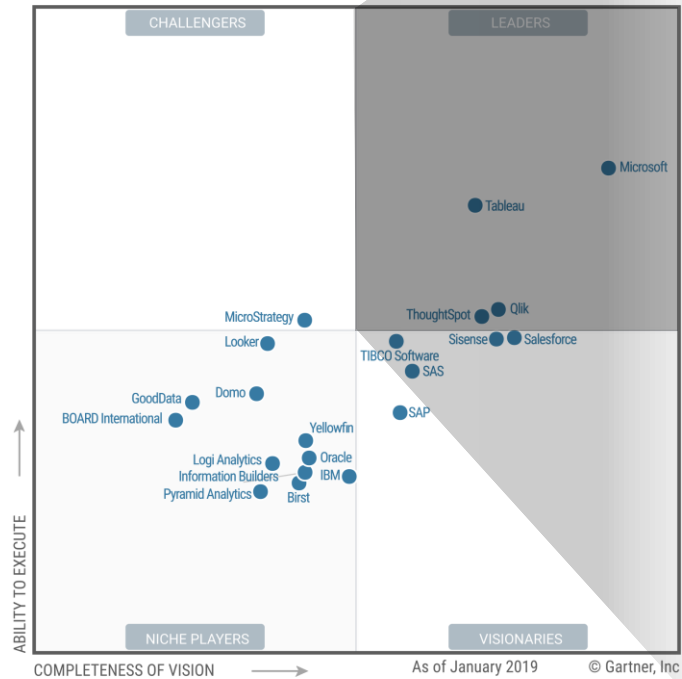
- GoodData

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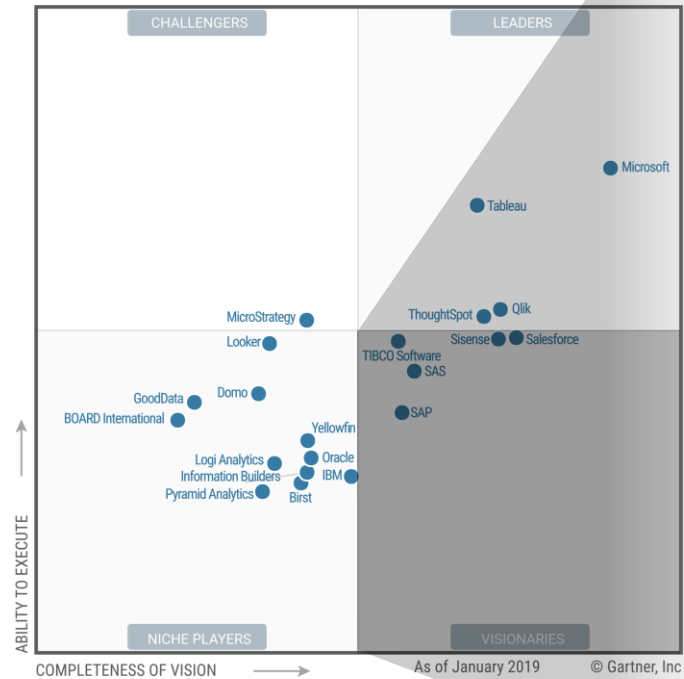
# Magic Quadrant for Analytics and Business Intelligence Platforms, 2019



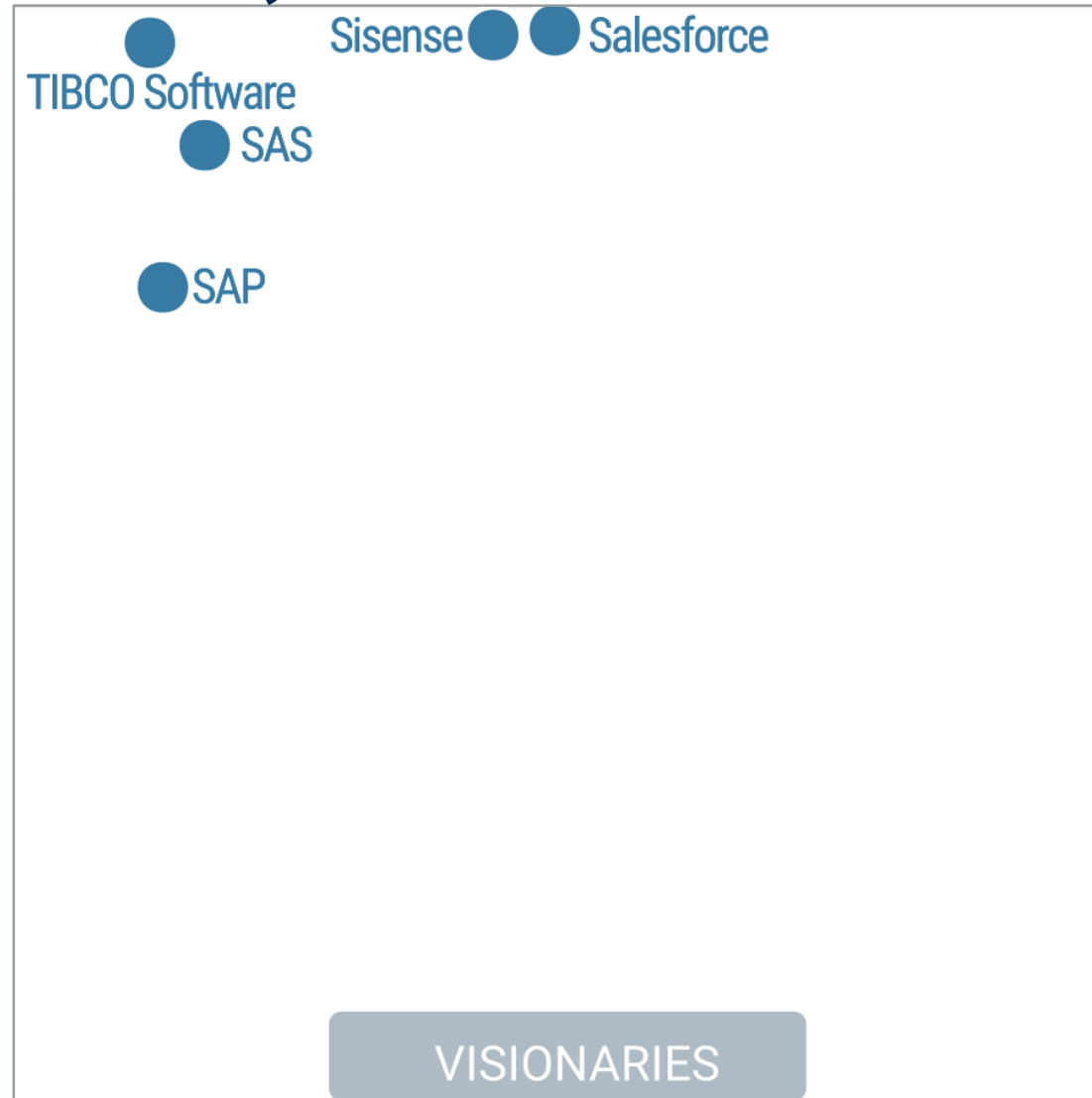
From "[Magic Quadrant for Analytics and Business Intelligence Platforms](#)," 11 February 2019 (G00354763)



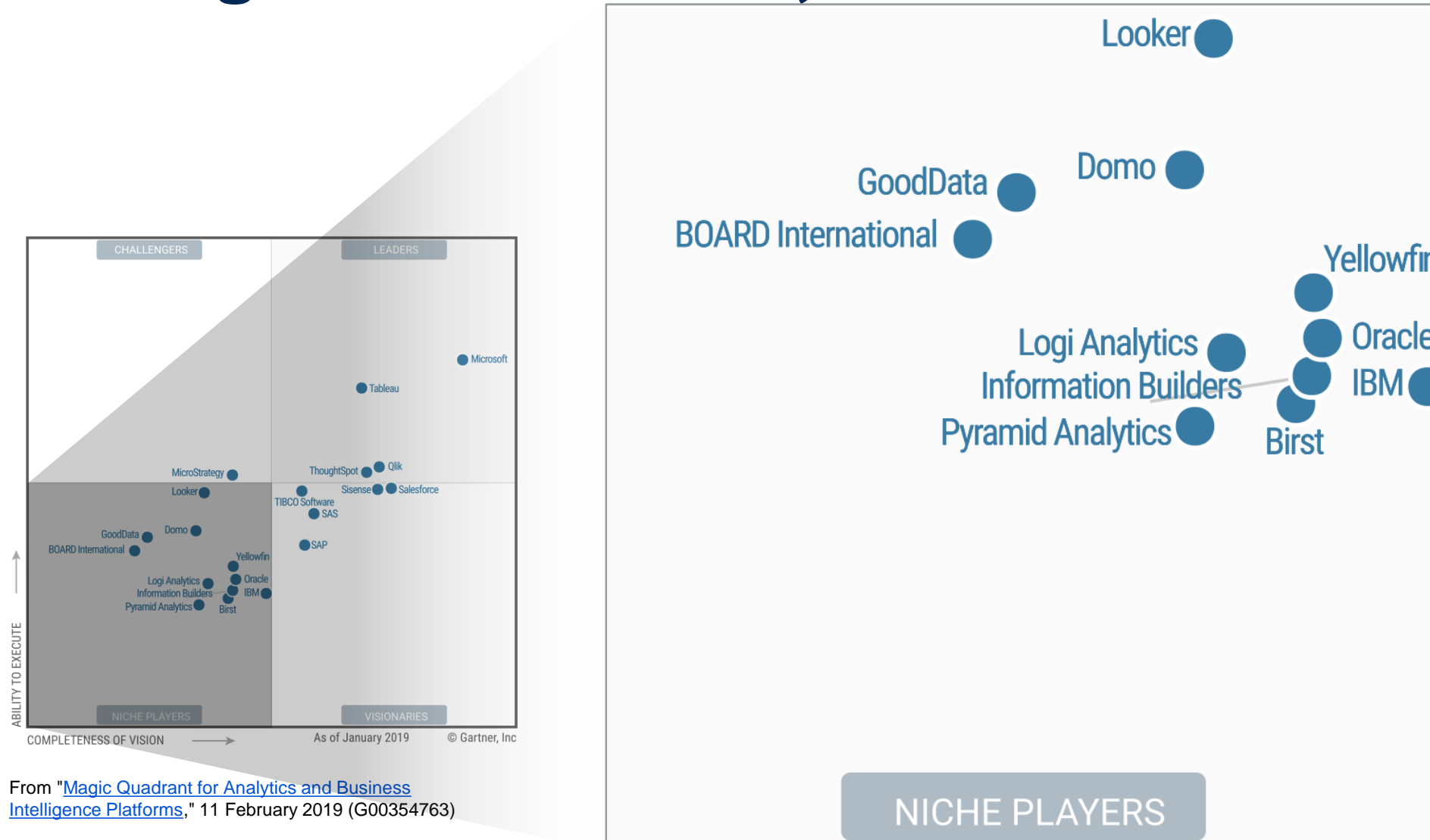
# Magic Quadrant for Analytics and Business Intelligence Platforms, 2019



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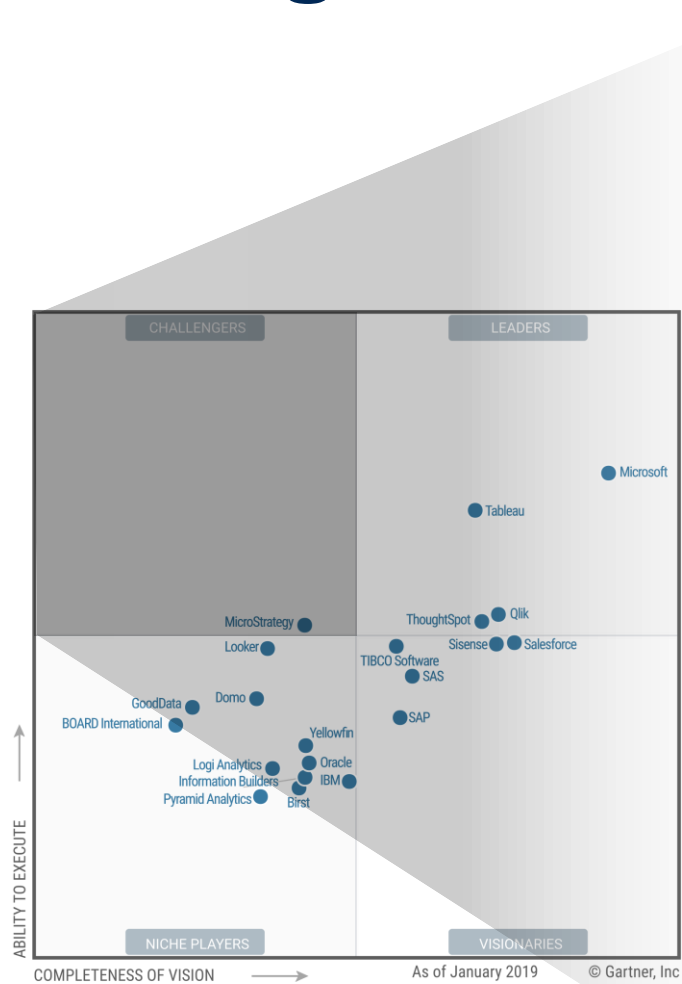


# Magic Quadrant for Analytics and Business Intelligence Platforms, 2018



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

# Magic Quadrant for Analytics and Business Intelligence Platforms, 2019



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

MicroStrategy ●

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# Key Topics

1. Overview of Magic Quadrant Scoring
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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

Acceptable as optional but cannot be required to use BI Platform

- EDW
- Marts
- OLAP Cube

Source Data (Tx, external, personal, etc.)

ETL/Batch Jobs

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

## Easiest, Visual, All Data

As of 3 January 2019

Supports an agile IT-enabled workflow from data to centrally delivered and managed analytic content using the self-contained data management capabilities of the platform.

### Capabilities and Weightings

Admin, Security and Architec...	0%
Advanced Analytics for CDS	0%
Analytic Dashboards	0%
Augmented Data Discovery	0%
Cloud BI	0%
Data Source Connectivity	30%
Ease of Use/Visual Appeal/Wo...	35%
Embed Analytic Content	0%
Interactive Visual Explorati...	35%
Metadata Manager	0%

# Watch for Mid Year Updates indicated with \*

- 1 AGILE, CENTRALIZED...  
Gartner Use Case
- 2 DECENTRALIZED ANALYTICS  
Gartner Use Case
- 3 GOVERNED DATA...  
Gartner Use Case
- 4 OEM OR...  
Gartner Use Case
- 5 EXTRANE...  
Gartner U

## Decentralized Analytics

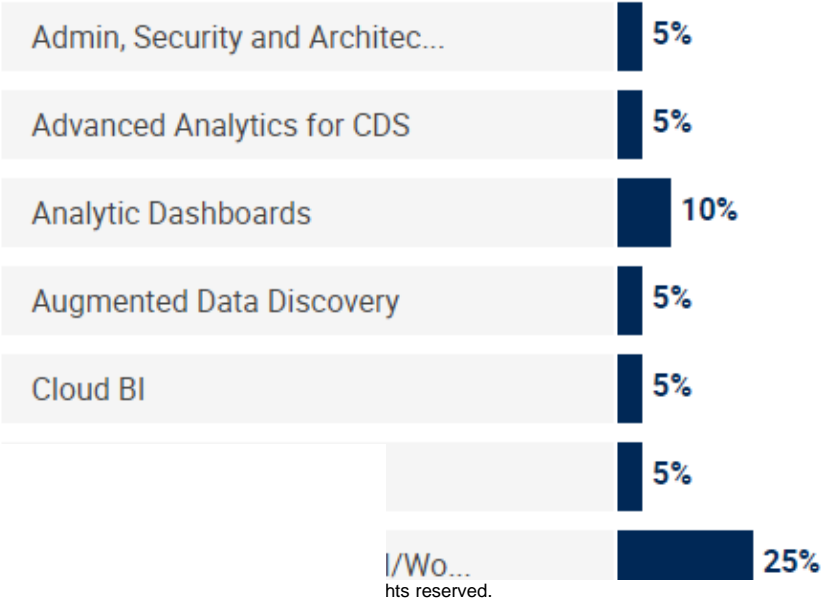
As of 28 September 2018

Supports a workflow from data to self-service analytics for individual business units and users.

May was original publication

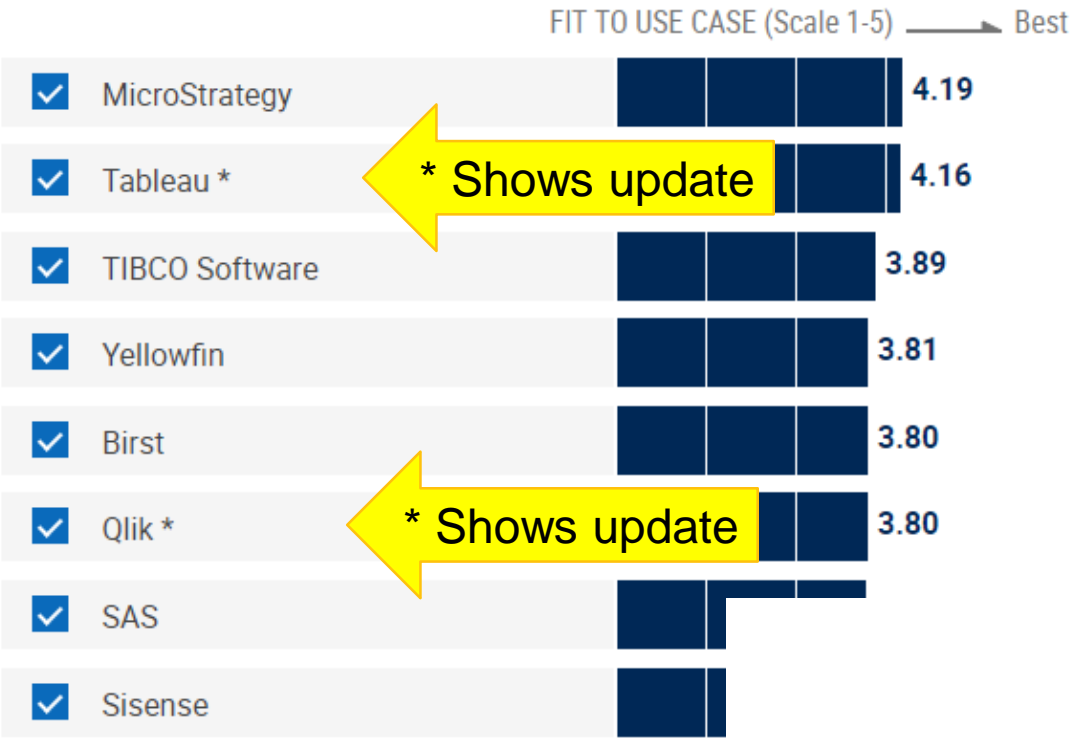
### Capabilities and Weightings

CUSTOMIZE



### Product Scores

Sort by score ▾





# See Score Improvement within Product View

Advanced Analytics for CDS	2.5	0%
Augmented Data Discovery	3.0 ↑	100%
Interactive Visual Exploration	2.1 increased to 3.0 ↑	0%

# Key Topics

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# 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

# Upgrade or Complement Used to Be an Easy Decision in 2008

## Traditional BI

Governed data  
Pixel perfect reports  
Scheduled, distributed

## Modern ABI

Ungoverned, small  
datasets  
Visual exploration  
Desktop tools

# Upgrade or Complement Is Less Clear in 2019

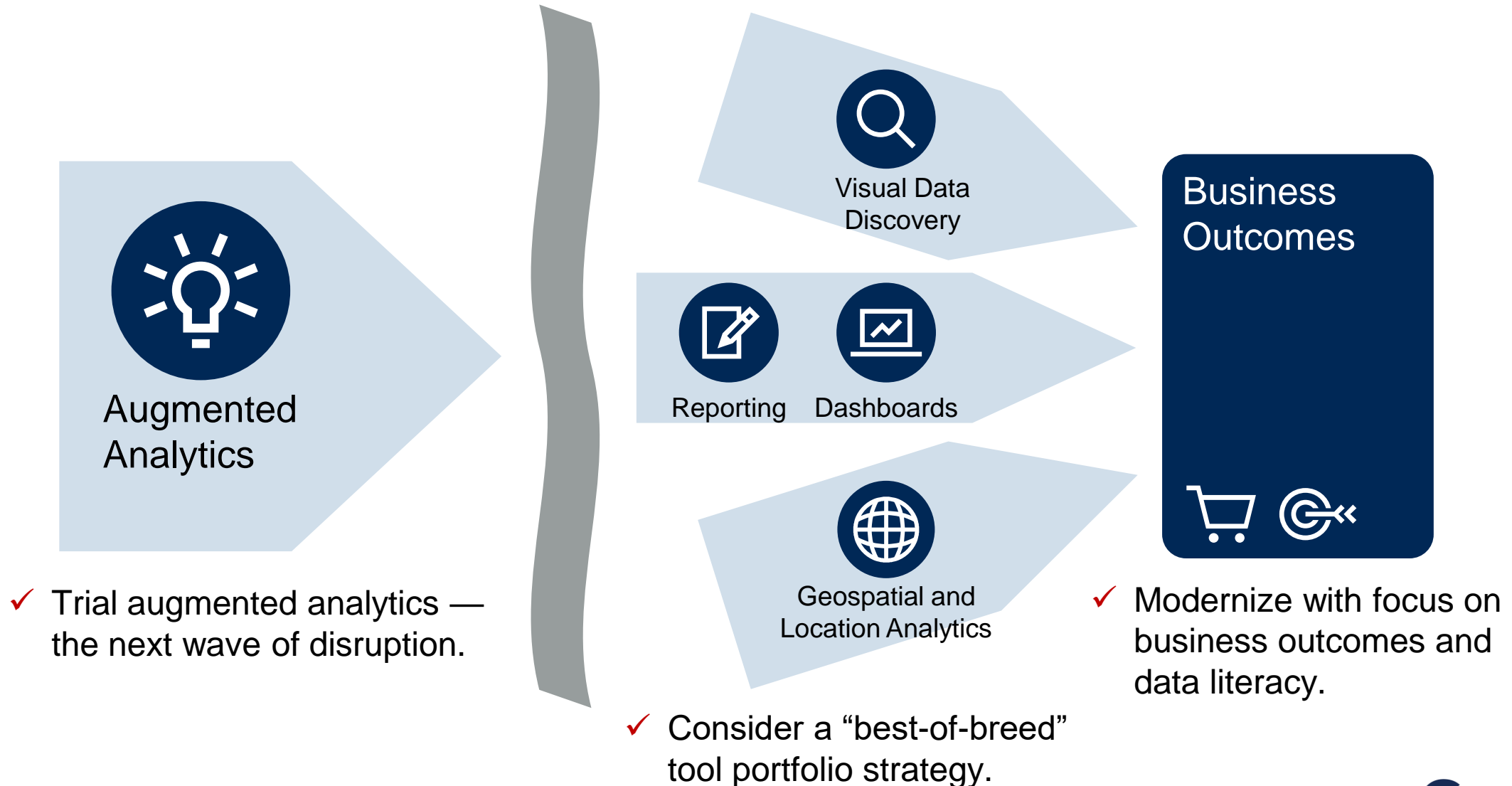
## Traditional

Governed  
Pixel perfect  
Scheduled,

## Modern ABI

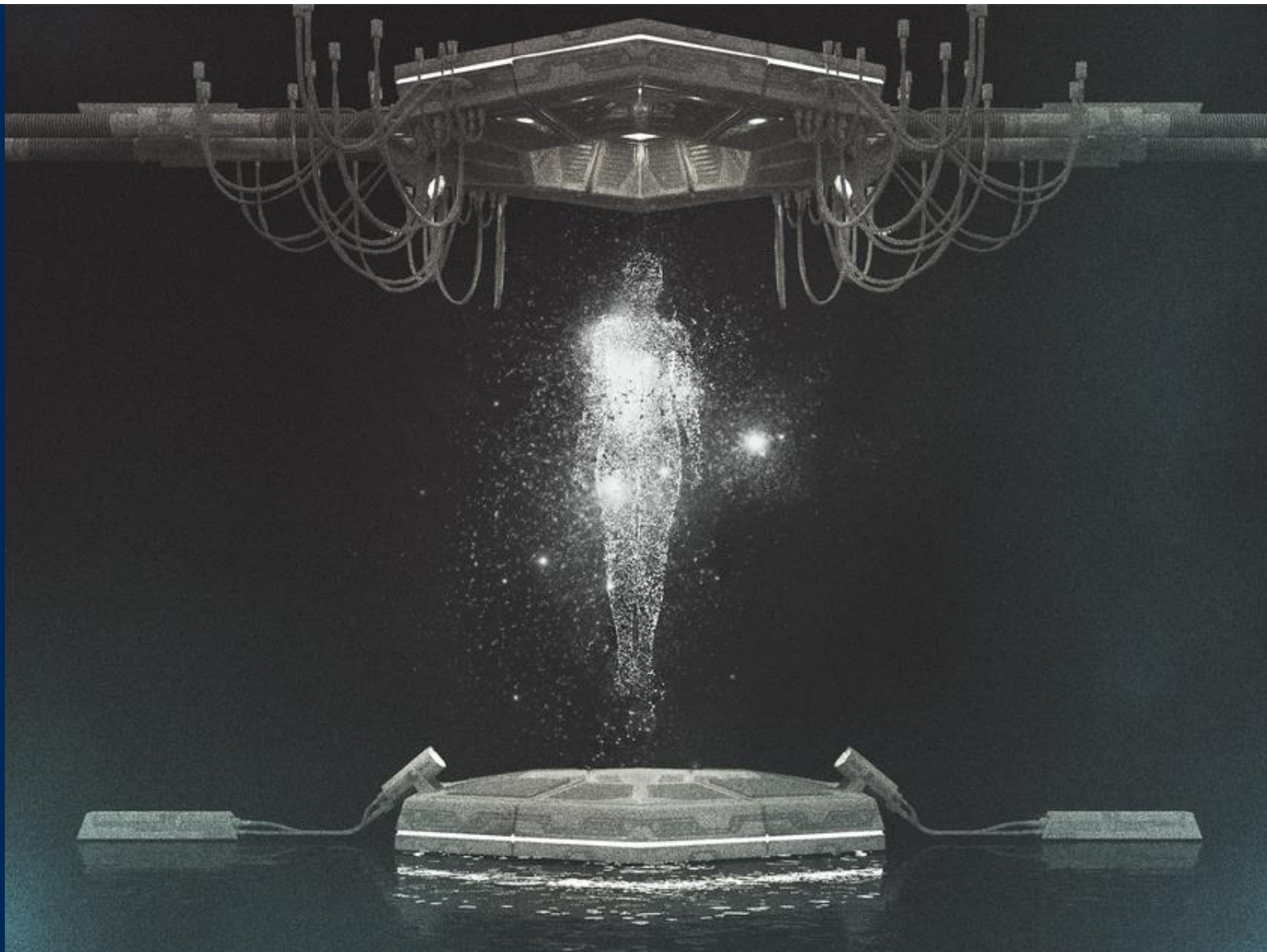
Governed and ungoverned,  
large datasets  
Visual exploration, with  
extensive formatting  
Alerting and scheduling  
Browser- and server-based  
Augmented

# Recommendations for Analytics and BI



# Future State of the Art: From Vinyl to Holograms

# ?



# **Future State of the Art: Augmented Analytics**

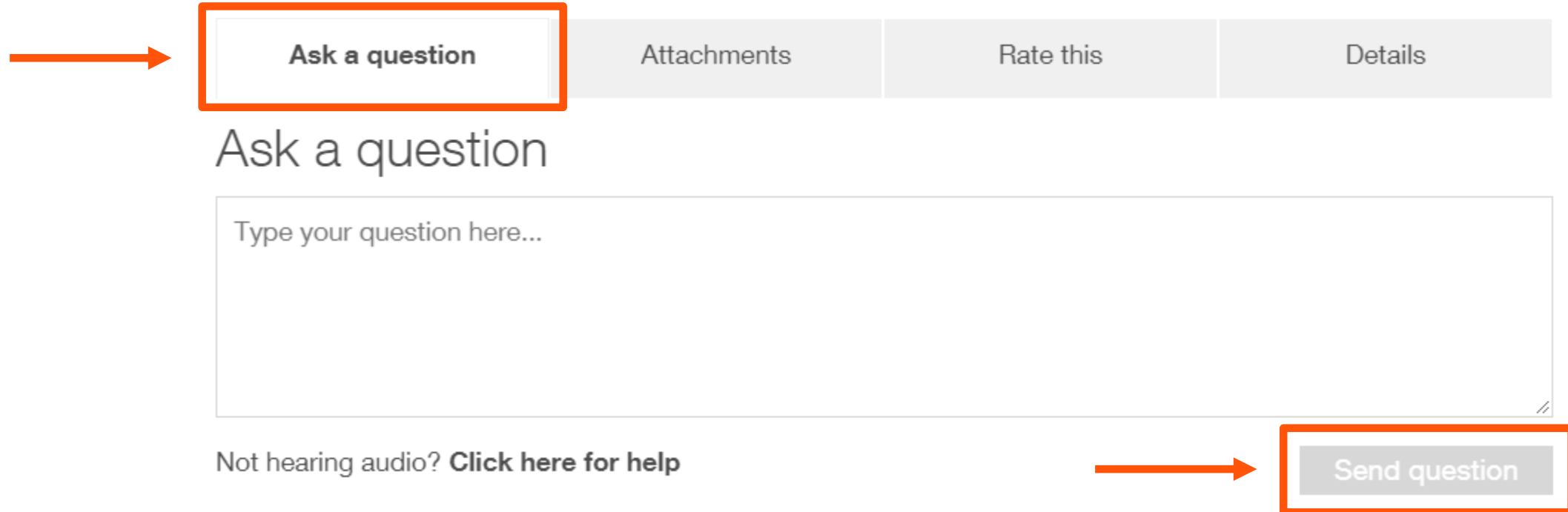


# **Future State of the Art: Augmented Analytics**

# 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)

# Ask your questions!



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Really insightful presentation! Thank you!

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