May 29, 2025

Dresner Advisory Services, LLC

# Wisdom of Crowds® Business Intelligence Market Study

## 2025 Edition

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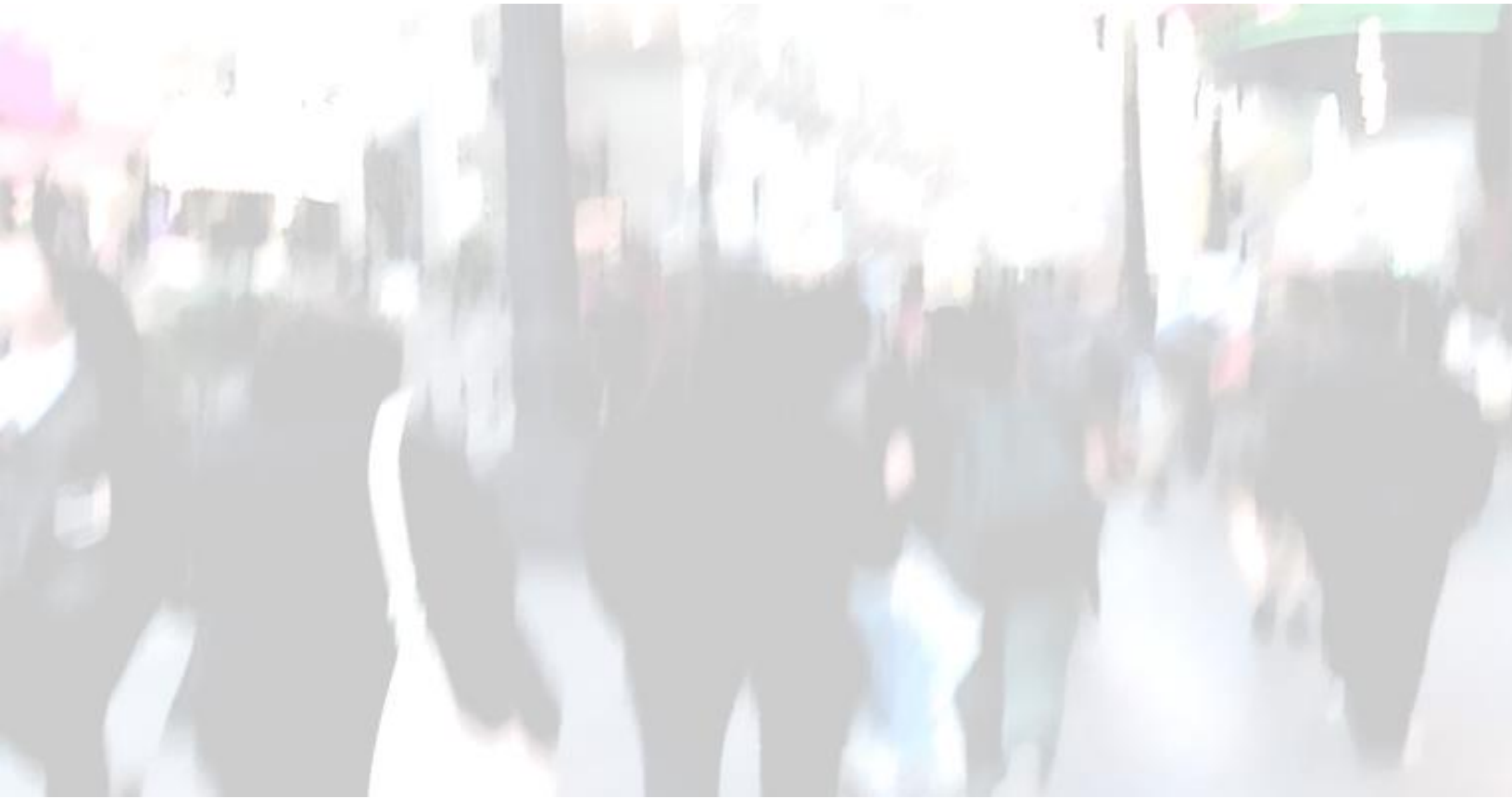


## Disclaimer

This report should be used for informational purposes only. Vendor and product selections should be made based on multiple information sources, face-to-face meetings, customer reference checking, product demonstrations, and proof-of-concept applications.

The information contained in all Wisdom of Crowds® Market Study Reports reflects the opinions expressed in the online responses of individuals who chose to respond to our online questionnaire and does not represent a scientific sampling of any kind. Dresner Advisory Services, LLC shall not be liable for the content of reports, study results, or for any damages incurred or alleged to be incurred by any of the companies included in the reports as a result of the content.

## Business Intelligence: A Definition

Business intelligence (BI) is “knowledge gained through the access and analysis of business information.

Business intelligence tools and technologies include query and reporting, online analytical processing (OLAP), data mining and advanced analytics, end-user tools for ad hoc query and analysis, and dashboards for performance monitoring.”

Howard Dresner, *The Performance Management Revolution: Business Results Through Insight and Action* (John Wiley & Sons, 2007).

## Introduction

On behalf of Dresner Advisory Services, I am delighted to introduce the highly anticipated 16th edition of our Wisdom of Crowds BI Flagship Market Study. As we celebrate our 18th anniversary, we express our heartfelt gratitude for the support and encouragement from our clients and related communities who have contributed to our growth and success.

The 16th edition of the Wisdom of Crowds BI Flagship Market Study stands as our most complete and comprehensive report to date. It encompasses detailed sections addressing important aspects such as user success with BI, drivers and targets for automation, budgets and allocations, penetration, data leadership, objectives and achievements, and much more. Furthermore, we have included an industry section that evaluates and assesses 22 suppliers of BI solutions and technology, providing valuable insights for organizations seeking to navigate the dynamic market landscape.

Since our inception, we have continually challenged ourselves to set high standards, innovate, and lead the market, all while striving to offer ever-greater value with each passing year. The 16th edition of our flagship market study exemplifies this commitment, illustrating our dedication to providing you with the most comprehensive and relevant research available.

We are confident that this landmark research report will provide you with valuable insights, help you make informed decisions, and drive your organization toward success. We sincerely hope you enjoy exploring this report and find it beneficial for your strategic initiatives.

Thank you once again for your continued support. We remain committed to serving you with excellence and look forward to your feedback on the Wisdom of Crowds BI Flagship Market Study.

With gratitude,

Howard Dresner
Founder and Chief Research Officer
Dresner Advisory Services
www.dresneradvisory.com

## Contents



## Benefits of the Study

The Wisdom of Crowds® Business Intelligence Market Study provides a wealth of information and analysis—offering value to both consumers and producers of business intelligence technology and services.

### Consumer Guide

As an objective source of industry research, the Wisdom of Crowds® Business Intelligence Market Study helps consumers to understand how their peers leverage and invest in business intelligence and related technologies.

Using our trademark 33-criteria vendor performance measurement system, users glean key insights into BI software supplier performance, enabling:

- Comparisons of current vendor performance to industry norms
- Identification and selection of new vendors

### Supplier Tool

Vendor Licensees use the Wisdom of Crowds® Business Intelligence Market Study in several important ways, such as:

#### External Awareness

- Build awareness for the business intelligence market and supplier brand, citing Wisdom of Crowds® Business Intelligence Market Study trends and vendor performance
- Create lead and demand generation for supplier offerings through association with Wisdom of Crowds® Business Intelligence Market Study brand, findings, webinars, etc.

#### Internal Planning

- Refine internal product plans and align with market priorities and realities as identified in Wisdom of Crowds® Business Intelligence Market Study
- Better understand customer priorities, concerns, and issues
- Identify competitive pressures and opportunities

## About Howard Dresner and Dresner Advisory Services

The Wisdom of Crowds® Business Intelligence Market Study was conceived, designed, and executed by Dresner Advisory Services, LLC—an independent advisory firm—and Howard Dresner, its president, founder, and chief research officer.

Howard Dresner is one of the foremost thought leaders in business intelligence and performance management, having coined the term "business intelligence" in 1989. He published two books on the subject, *The Performance Management Revolution – Business Results through Insight and Action* (John Wiley & Sons, Nov. 2007) and *Profiles in Performance – Business Intelligence Journeys and the Roadmap for Change* (John Wiley & Sons, Nov. 2009). He lectures at forums around the world and is often cited by the business and trade press.

Prior to Dresner Advisory Services, Howard served as chief strategy officer at Hyperion Solutions and was a research fellow at Gartner, where he led its business intelligence research practice for 13 years.

Howard conducted and directed numerous in-depth primary research studies over the past three decades and is an expert in analyzing these markets.

Through the Wisdom of Crowds® Business Intelligence Market Study reports, we engage with a global community to redefine how research is created and shared.

Other research reports include:

- Active Data Architecture®
- Analytical Platforms
- Cloud Computing and BI
- Collective Insights®
- Data Engineering
- Data Governance
- Embedded BI
- Generative AI
- Guided Analytics®
- Self-Service BI
- Semantic Layer

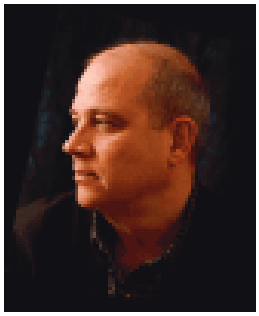
You can find more information about Dresner Advisory Services at www.dresneradvisory.com.

## About Jim Ericson

Jim Ericson is Vice President and Distinguished Analyst with Dresner Advisory Services.

Jim has served as a consultant and journalist who studies end-user management practices and industry trending in the data and information management fields.

From 2004 to 2013, he was the editorial director at *Information Management* magazine (formerly *DM Review*), where he created architectures for user and industry coverage for hundreds of contributors across the breadth of the data and information management industry.



As lead writer he interviewed and profiled more than 100 CIOs, CTOs, and program directors in an annual program called “25 Top Information Managers.” His related feature articles earned ASBPE national bronze and multiple Mid-Atlantic region gold and silver awards for Technical Article and for Case History feature writing.

A panelist, interviewer, blogger, community liaison, conference co-chair, and speaker in the data-management community, he also sponsored and co-hosted a weekly podcast in continuous production for more than five years.

Jim’s earlier background as senior morning news producer at NBC/Mutual Radio Networks and as managing editor of MSNBC’s first Washington, D.C. online news bureau cemented his understanding of fact-finding, topical reporting, and serving broad audiences.

## The Dresner Team

### About Elizabeth Espinoza

Elizabeth is Director of Analytics at Dresner Advisory and is responsible for the data preparation, analysis, and creation of charts for Dresner Advisory reports.

### About Sherry Fairchok

Sherry is Senior Editor at Dresner Advisory, ensuring the quality and consistency of all research publications.

### About Danielle Guinebertiere

Danielle is Vice President of Client Services at Dresner Advisory. She supports the ongoing research process through her work with executives at companies included in Dresner market reports.

### About Michelle Whitson-Lorenzi

Michelle is Director of Research Operations and is responsible for managing software company survey activity and our internal market research data.

## Survey Method and Data Collection

As with all our Wisdom of Crowds® market studies, we constructed a survey instrument to collect data and used social media and crowdsourcing techniques to recruit participants.

### Data Quality

We carefully scrutinized and verified all respondent entries to ensure that only qualified participants were included in the study.

# Executive Summary

## Executive Summary

- Operations, IT, executive management and finance most often drive business intelligence practices in organizations (figs. 5-10).
- Executives, individual contributors and professionals, and middle and line managers are most targeted for BI. Suppliers and customers gathered the most targeting momentum in 2025, while executives and line managers lost targeting momentum. Executive and external audience targeting is higher in younger BI practices. Successful BI organizations target broad audiences (figs. 11-18).
- Better decision making is the most critical and top objective for BI; efficiency/cost and revenue goals are the next most important. Younger organizations pursue the widest breadth of objectives (figs. 19-26).
- Top BI achievements mirror objectives, and all achievements see high or moderate achievement that is slowly increasing over time (figs. 27-32).
- Penetration of BI within organizations improves over time; expansion plans continue to be bullish. BI success is linked to higher penetration (figs. 33-41).
- The average number of BI tools in use remains in a fairly narrow historical range, despite an abundance of new subscription and role-based tools. The number of tools increases with organization size (figs. 42-47).
- Data security, data quality, and reporting are the most important BI initiatives. Natural language analytics and ESG reporting are among the gainers this year; data preparation and data engineering fell in importance (figs. 48-52).
- Success with BI is sustained over time and most often measured via user feedback. The strongest contributors to BI success are cultural; both culture and technology execution are the biggest obstacles to BI success. BI success correlates to broad BI portfolios, higher global headcount, strategic commitment to artificial intelligence, and higher average BI penetration (figs. 53-66).
- More than 90% are increasing or maintaining current BI budgets and historic budget trends are intact, though some budgets are challenged by industry, geography or function. More than 80% of budget increases are new investment and not reallocations. Subscriptions and headcount are the biggest allocations (figs. 67-77).
- Most BI tools are in place five years or less, and though longevity is increasing, tool retirement and replacement is a variable mix of licensed and subscription products and services. BI success comes with extended tool life and longevity increases with organization size (figs. 78-80).
- User measures of industry and vendor performance declined slightly and extended longer-term downward trends across nine measures: sales/acquisition experience; value for price paid, quality and usefulness; technical support; BI

vendor consulting; integrity; vendor recommendations; overall industry performance improvement; and perceived total cost of ownership (figs. 81-89).

- Our BI market models and individual vendor ratings are shown in figs. 90-114.

# Demographics

## Study Demographics

Our 2025 survey base provides a cross-section of data across geographies, functions, organization sizes, and vertical industries. We believe that, unlike other industry research, this supports a more representative sample and is a better indicator of true market dynamics. We constructed cross-tab analyses using these demographics to identify and illustrate important industry trends.

### Geography

Fifty-six percent of respondents work at North America-based organizations (including the United States, Canada, and Puerto Rico). EMEA accounts for about 22% of respondents; the remainder are distributed across Asia Pacific (17%) and Latin America (4%; fig. 1).

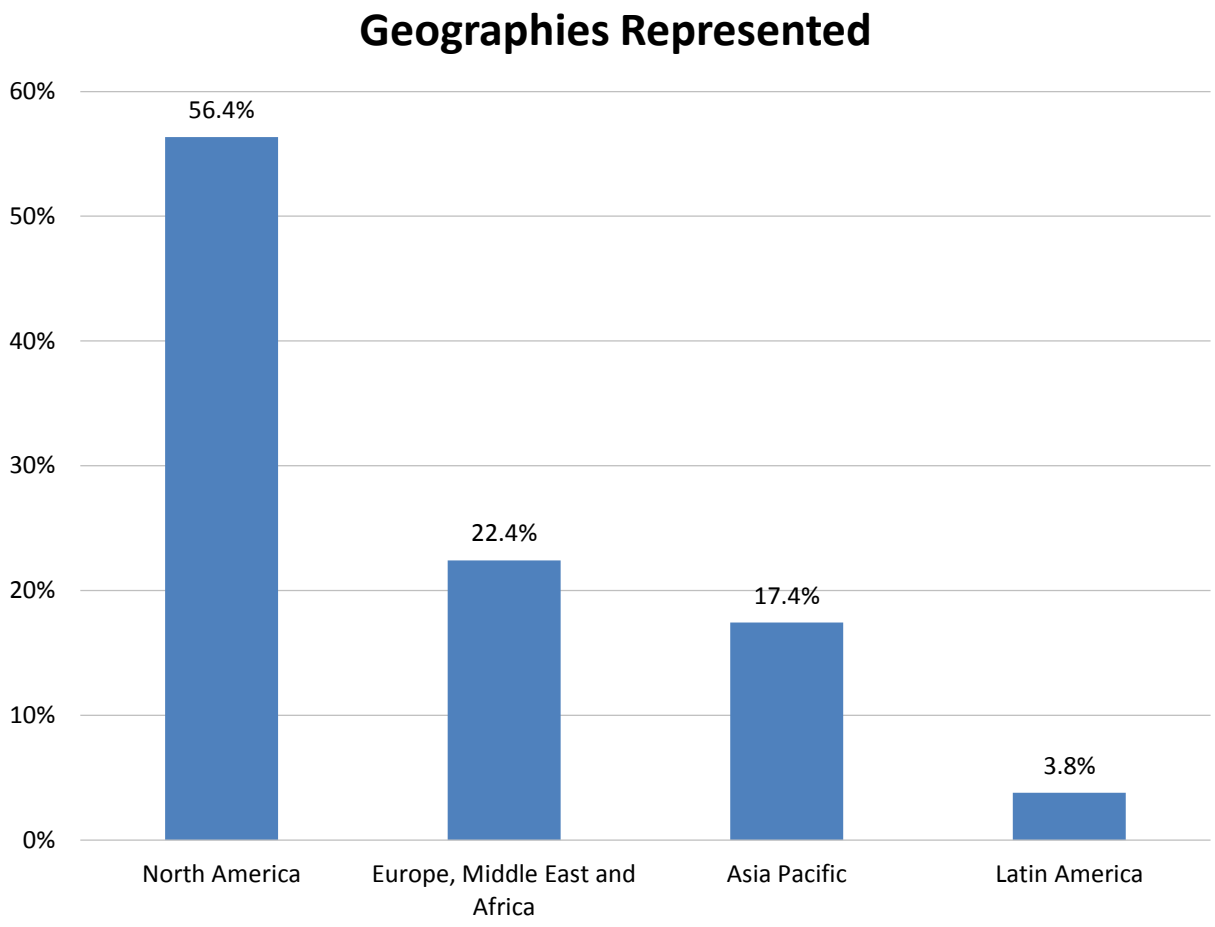



**Figure 1 – Geographies represented**

## Functions

Our 2025 study samples multiple roles and departments (fig. 2). Information technology (30%) accounts for the largest group, followed by finance (26%), executive management (16%), and the BICC (11%).

Tabulating results across functions helps us develop analyses that reflect the differences and influence of different departments within organizations.

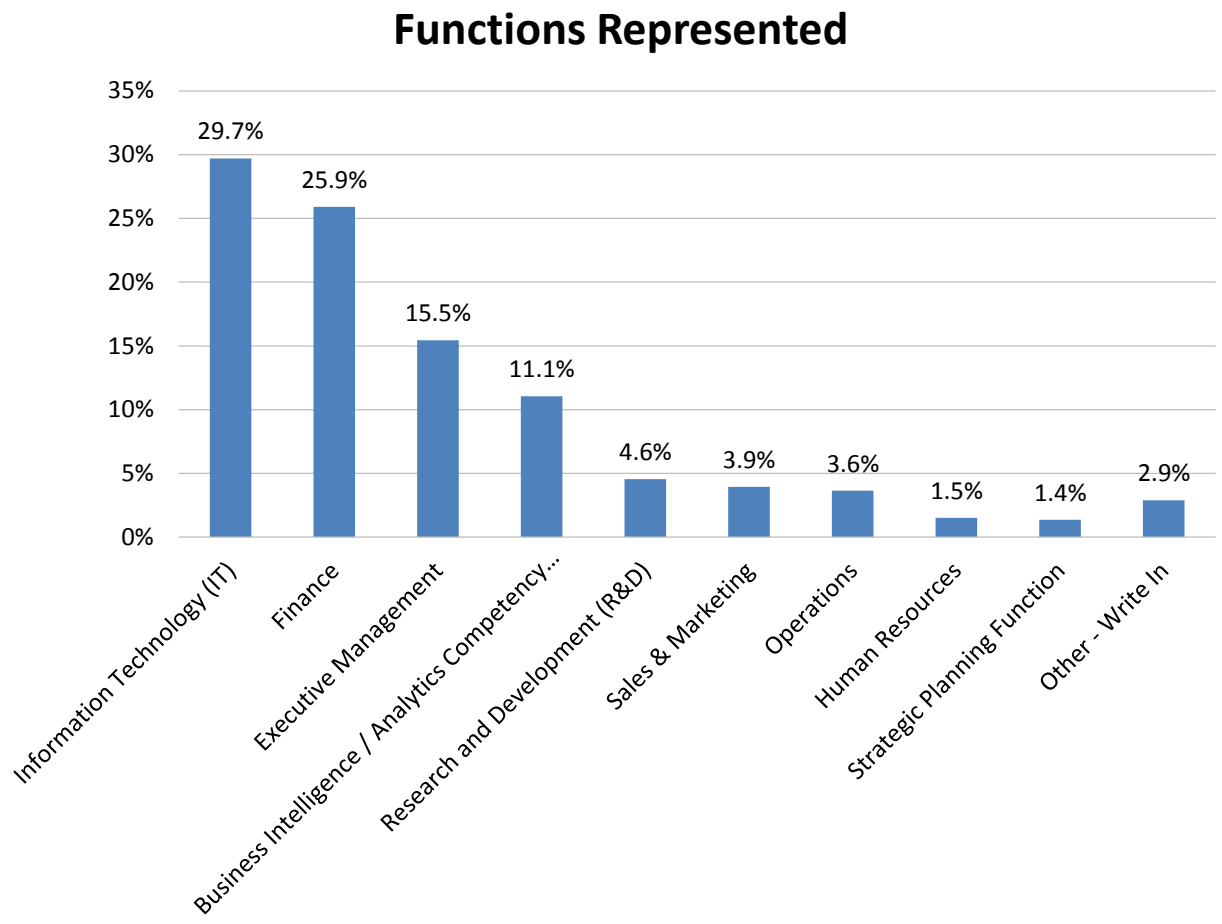



**Figure 2 – Functions represented**

## Vertical Industries

Manufacturing and technology organizations lead our 2025 vertical industry distribution (both at 20%). Business services (19%), financial services (11%), consumer services (8%), healthcare (7%), and education (5%) are the next most represented (fig. 3).Tabulating results across industries helps us develop analyses that reflect the maturity and direction of different business sectors.

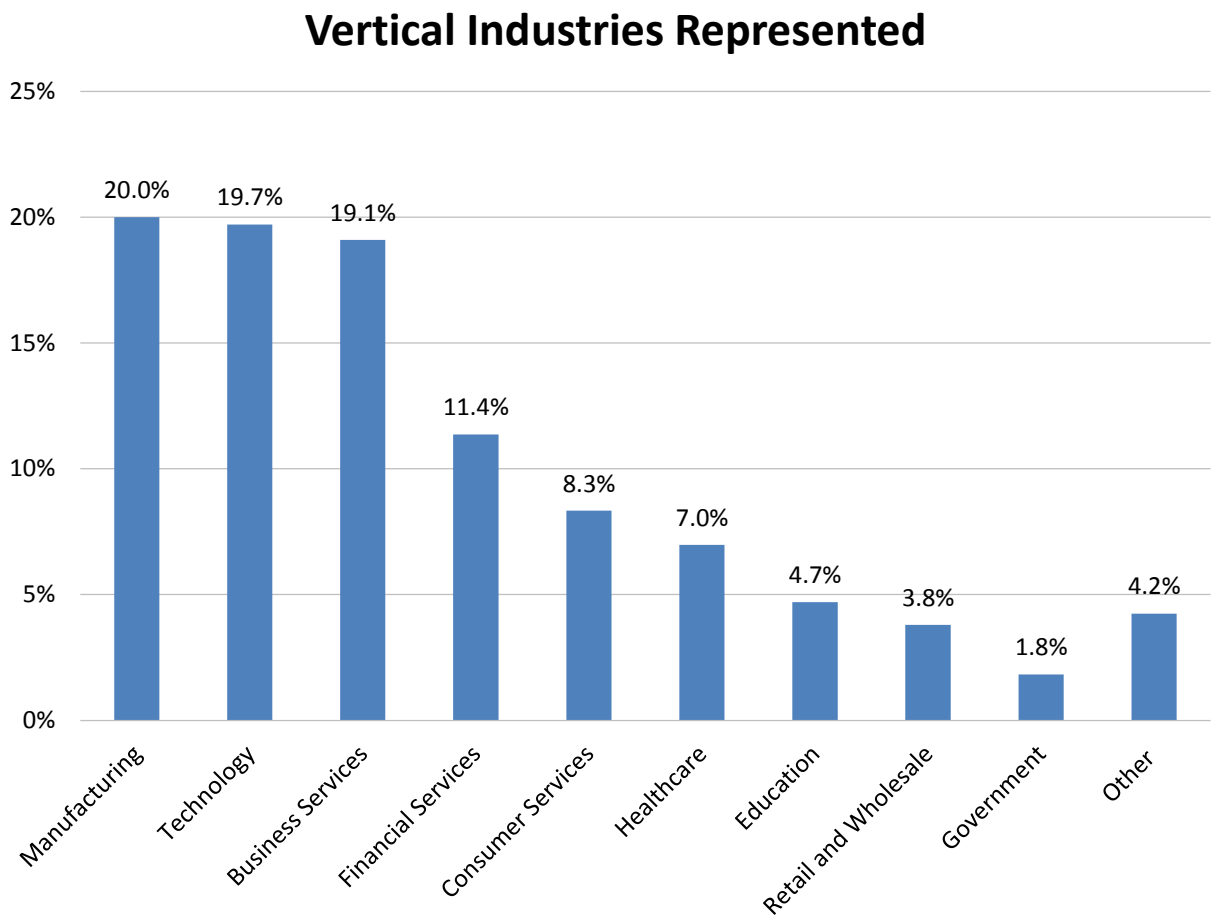



**Figure 3 – Vertical industries represented**

## Organization Size

Our 2025 sample base includes a mix of organizations of different sizes (based on global headcount). Small organizations (1-100 employees) represent about 20% of respondents, midsize organizations (101-1,000 employees) represent about 29%, and large organizations (more than1,000 employees) account for the remaining 51% (fig. 4).

Tabulating results by organization size reveals important differences in practices, planning, and maturity.

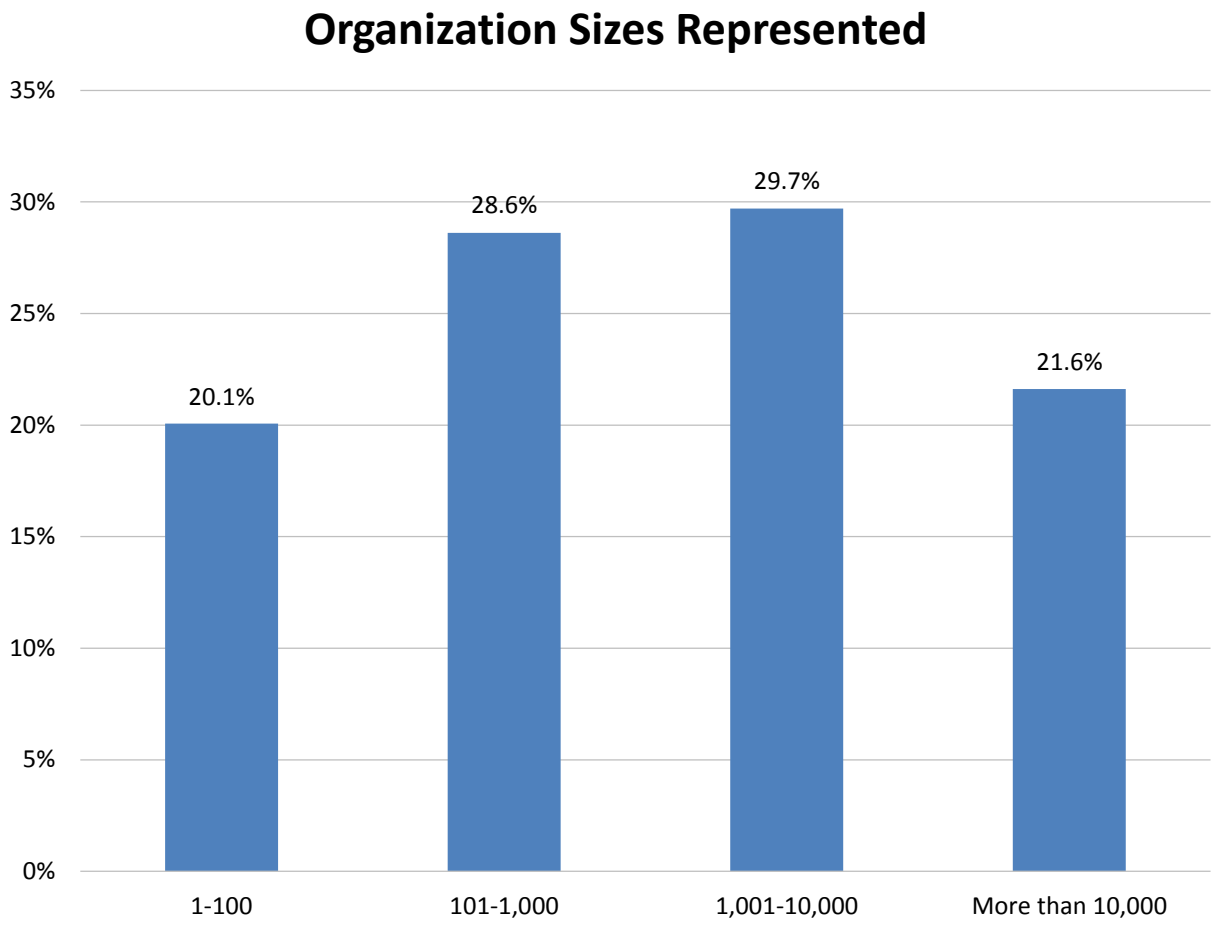



**Figure 4 – Organization sizes represented**

# Analysis and Trends

## Analysis and Trends

### Departments/Functions Driving Business Intelligence

We asked respondents which functional roles drive business intelligence "always," "often," "sometimes," "rarely," or "never" (fig. 5). In 2025, survey respondents say operations, IT, executive management, and finance are the most influential roles. Each of these is between 62%-66% likely to always or often drive BI. A second tier of sales, the strategic planning function, and customer service/support is 50%-51% likely to always or often drive BI. All functions except manufacturing are at least 62% likely to, at minimum, sometimes drive BI. While functional influence often rolls up to a centralized practice, program, or strategy, we also observe that BI deployments and influence are often widely distributed in organizations.

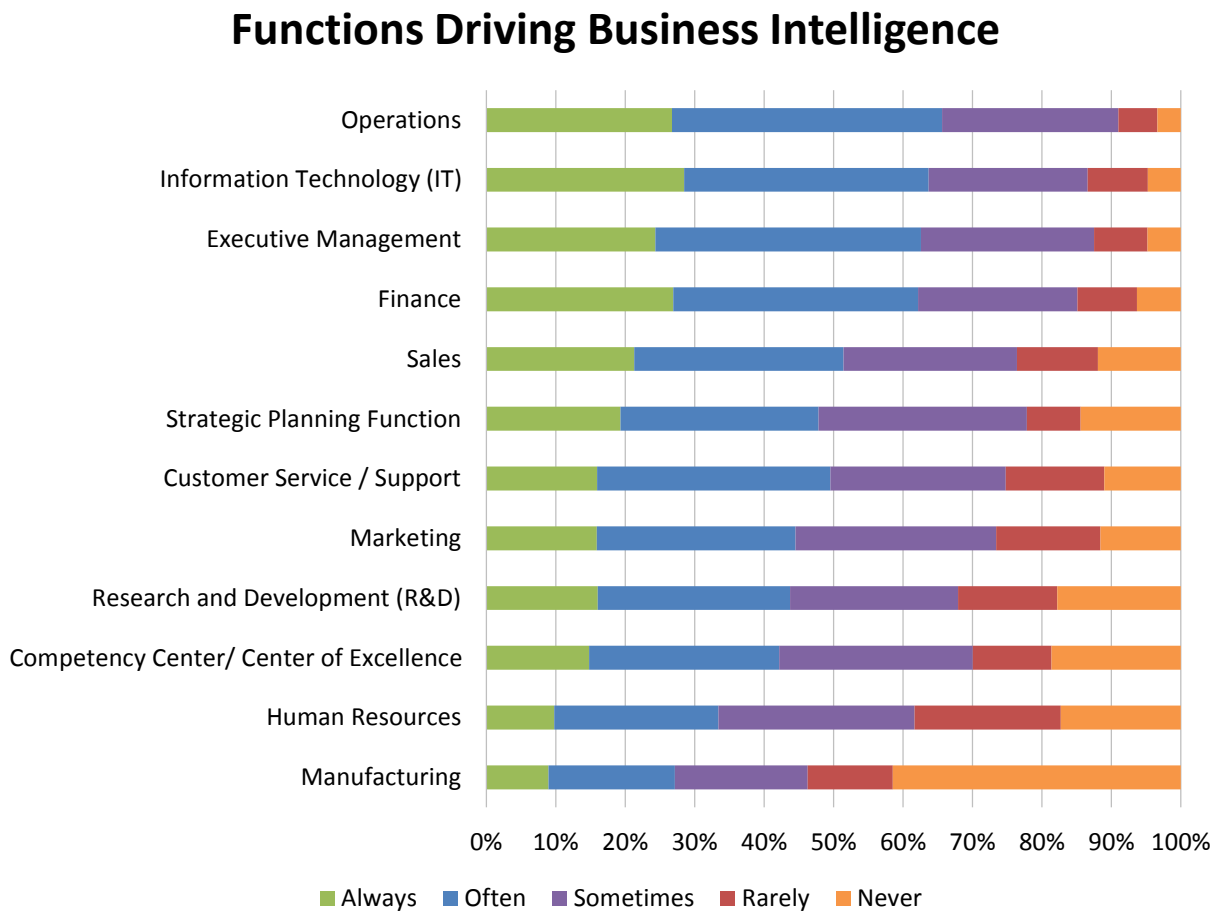



Figure 5 – Functions driving business intelligence

### Functions Driving Business Intelligence 2020-2025

Viewed across the most recent six years of data, we observe that most functional drivers of BI exert all-time or near-all-time-high levels of influence (fig. 6). Functions with high relative historic influence in 2025 include IT, strategic planning, customer service/support, R&D, HR, and manufacturing. The most consistent and clustered influence over time comes from respondents in operations, executive management, finance, sales, and customer service/support. We observe rising influence over time from multiple lower-ranked functions including R&D, the competency center, HR, and manufacturing.

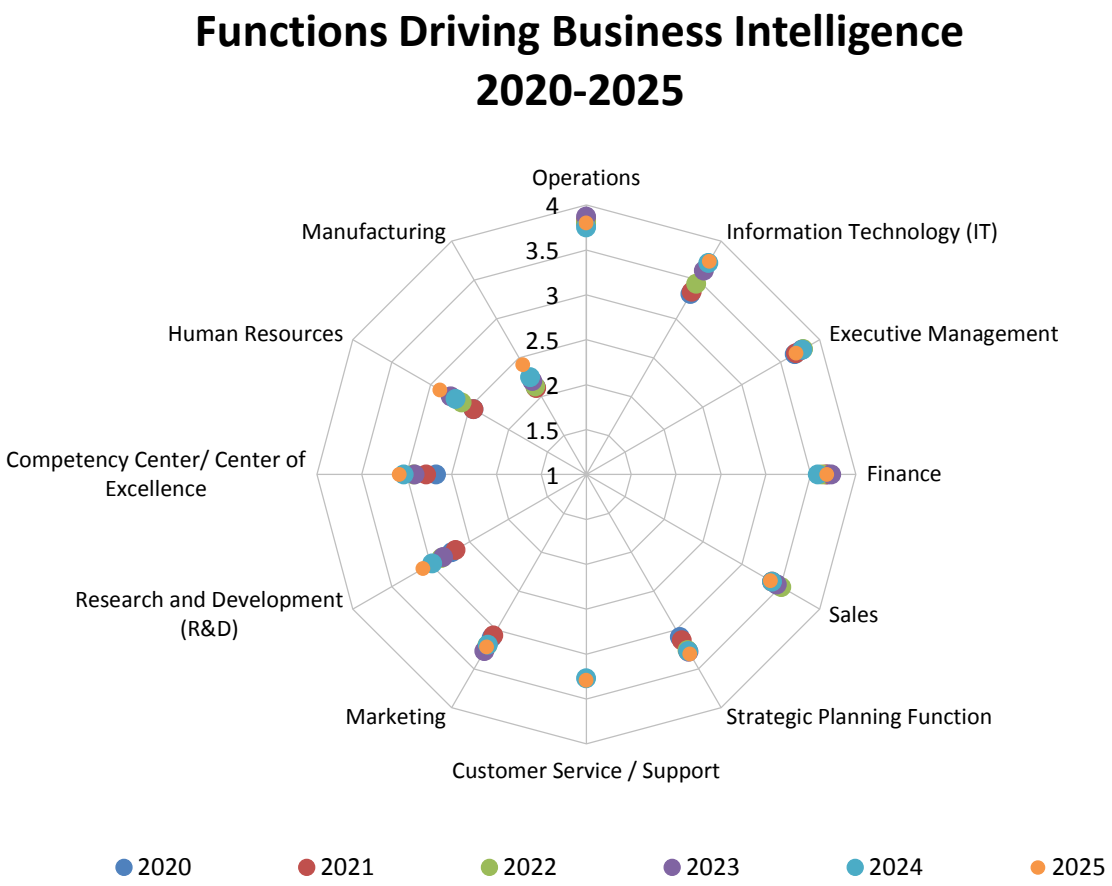



Figure 6 – Functions driving business intelligence 2020-2025

### Change in Functions Driving BI 2024-2025

Fig. 7 shows change in functional driver influence year over year from 2024-2025. This year's study shows that gainers are led by lower-ranked or secondary drivers, particularly manufacturing (+7%) and R&D (+4%), followed by finance (+3%) and the competency center (+2%). This year, executive management had the biggest decline (-2%), though we note that executives were the earliest and most-targeted function historically. Sales (-1%) was the only other function to decline in 2025. In sum, the findings show that BI relevance is widespread, and authority over it is expanding to multiple functional areas.

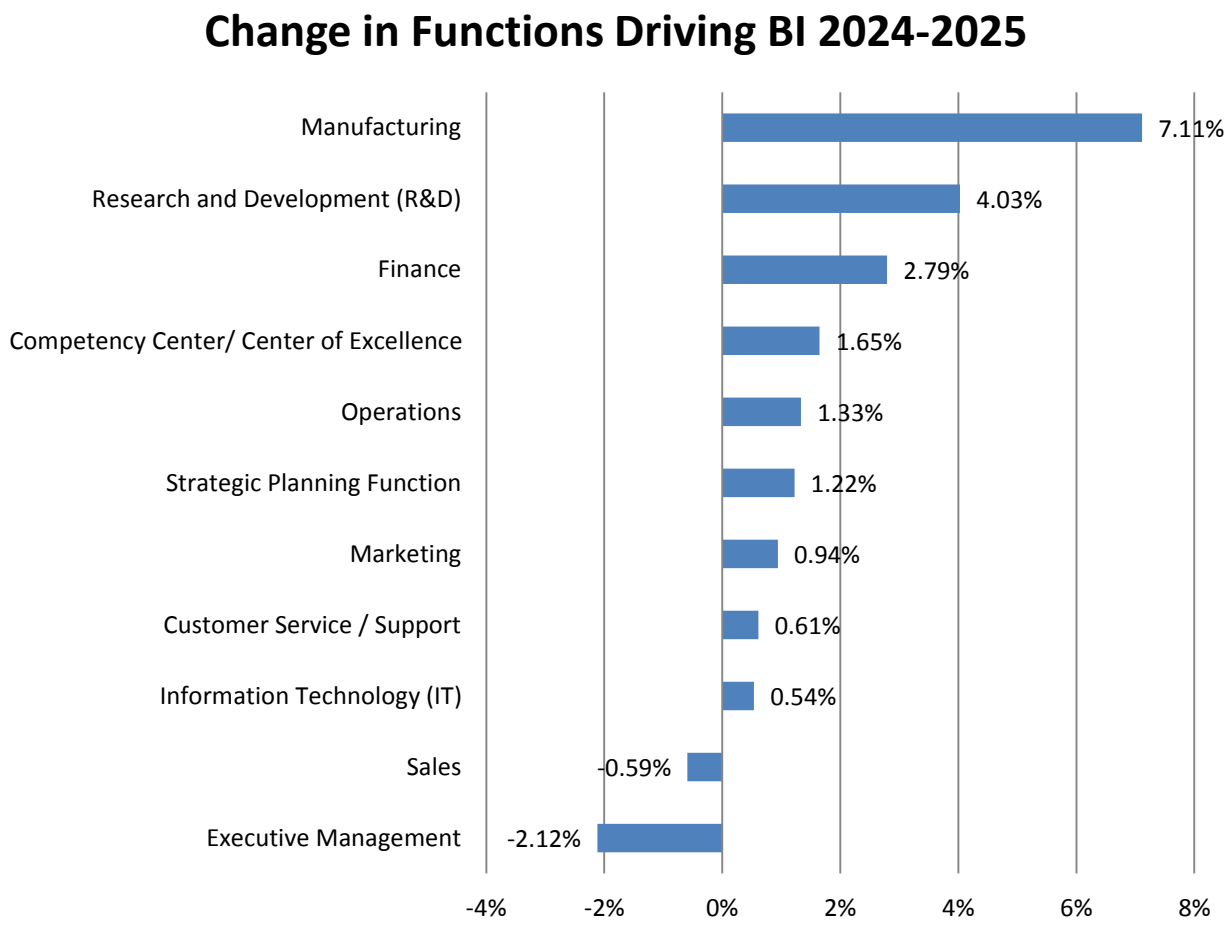



**Figure 7 – Change in functions driving BI 2024-2025**

### Functions Driving Business Intelligence by Major Geography

Functional influencers of business intelligence vary by geography, with collective regional rankings mostly following the same order as the overall sample (fig. 8). In 2025, Asia Pacific respondents post the slightly highest weighted-mean score for the full sample (3.8, above midway between "important" and "very important"), followed by Latin America (3.2), North America (3.2), and EMEA (3.2). Regional findings show some standout areas of greater interest. For example, respondents in Latin America report the highest overall interest in finance, while Asia Pacific interest is relatively highest in multiple areas, including IT and R&D.

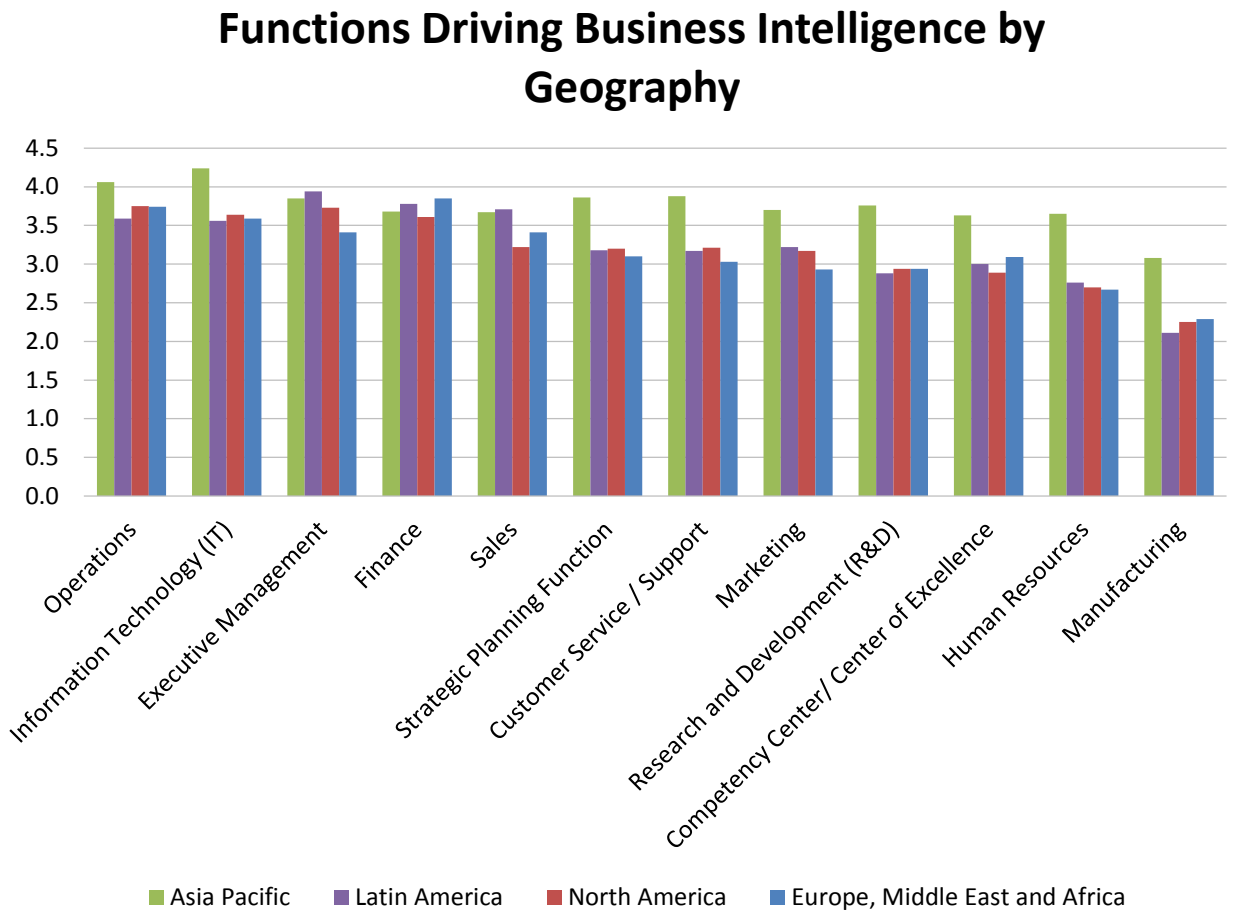



**Figure 8 – Functions driving business intelligence by geography**

### Functions Driving Business Intelligence by Industry

Viewed by industry, the most important drivers of BI by function across all industries are found in operations, IT, and executive management (fig. 9). Among all industries, importance is most clustered and universal in finance, but it varies in detail across other functions. For example, healthcare respondents report the highest overall scores for operations and executive management. Consumer services respondents are most focused on IT. Lower-ranked retail & wholesale nonetheless assigns the greatest relative importance to sales and the strategic planning function. Technology respondents, with the greatest overall score by weighted mean (3.5), assign the highest industry importance to customer service/support, marketing, R&D, the competency center, and HR.

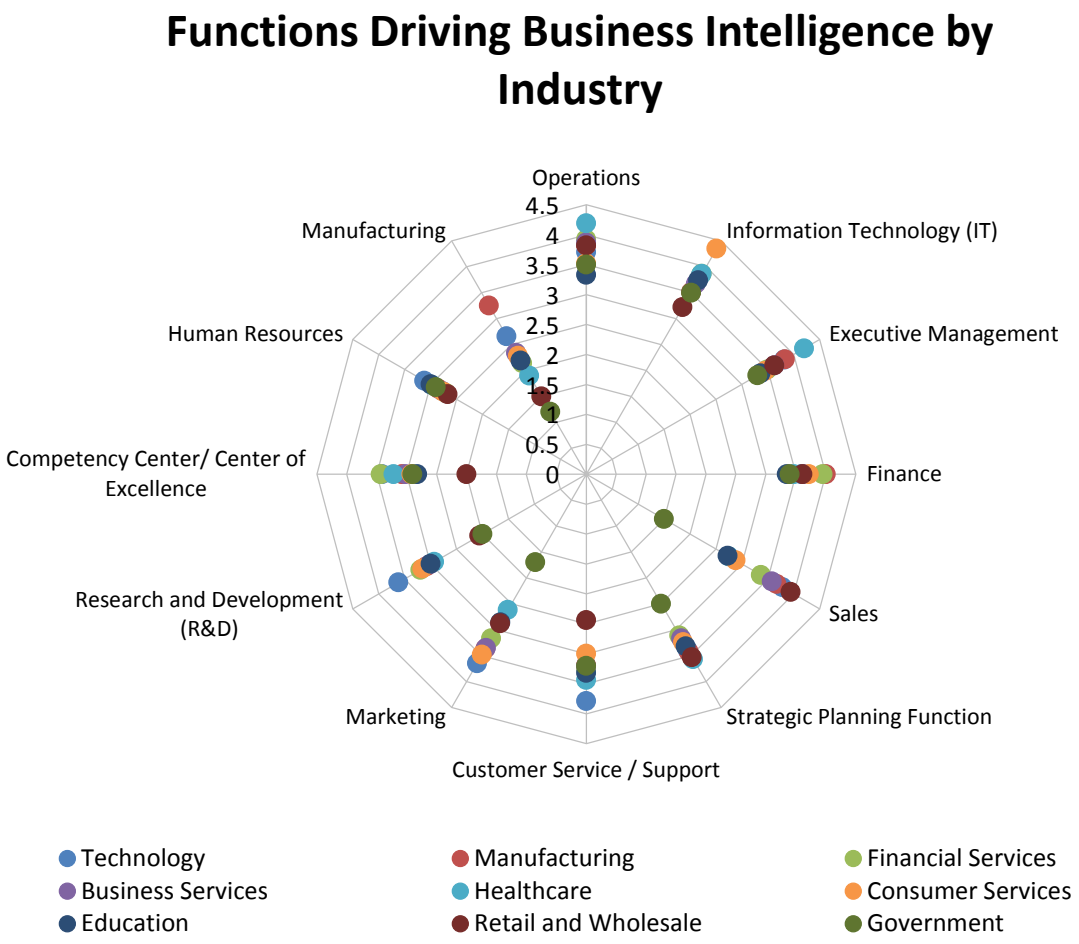



Figure 9 – Functions driving business intelligence by industry

### Functions Driving Business Intelligence by Organization Size

All functions typically gain influence as BI drivers as organization size increases, and influence by function is always highest in very large organizations with more than 10,000 employees (fig. 10). To a degree, this phenomenon is predictable, since growing headcount creates more titles with departmental ties. Examples of roles where scale creates outsized functional influence include customer service/support, and HR and manufacturing. We also observe that small organizations (1-100 employees) post scores that are higher than some larger peers in areas including sales, marketing, R&D, and the competency center. Eight of 12 functions sampled are at least "important" to all organizations regardless of size.

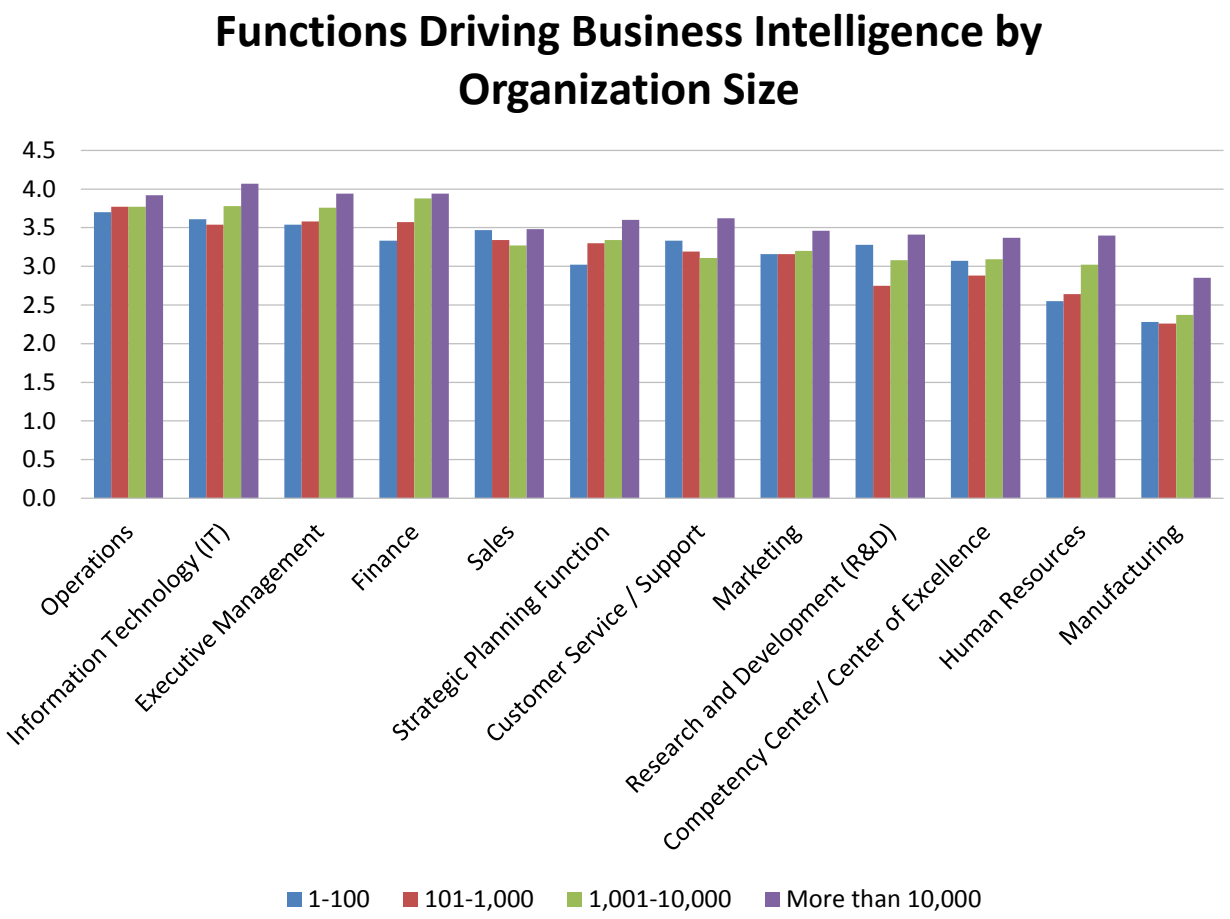



**Figure 10 – Functions driving business intelligence by organization size**

## User Roles Targeted for Business Intelligence

By a significant margin, executives remain the most likely primary (53%) and primary/secondary (88%) targeted users of business intelligence in 2025 (fig. 11). Support for executives is traditionally the top BI target area, even though this group did lose a small amount of influence as a BI driver compared to last year (fig. 7). After executives, a second tier of individual contributors and professionals, middle managers, and line managers all are between 71%-77% likely to be primary or secondary targeted users. BI primary/secondary targeting thereafter falls to 60% for customers, 45% for partners/affiliates, and just 34% for suppliers.

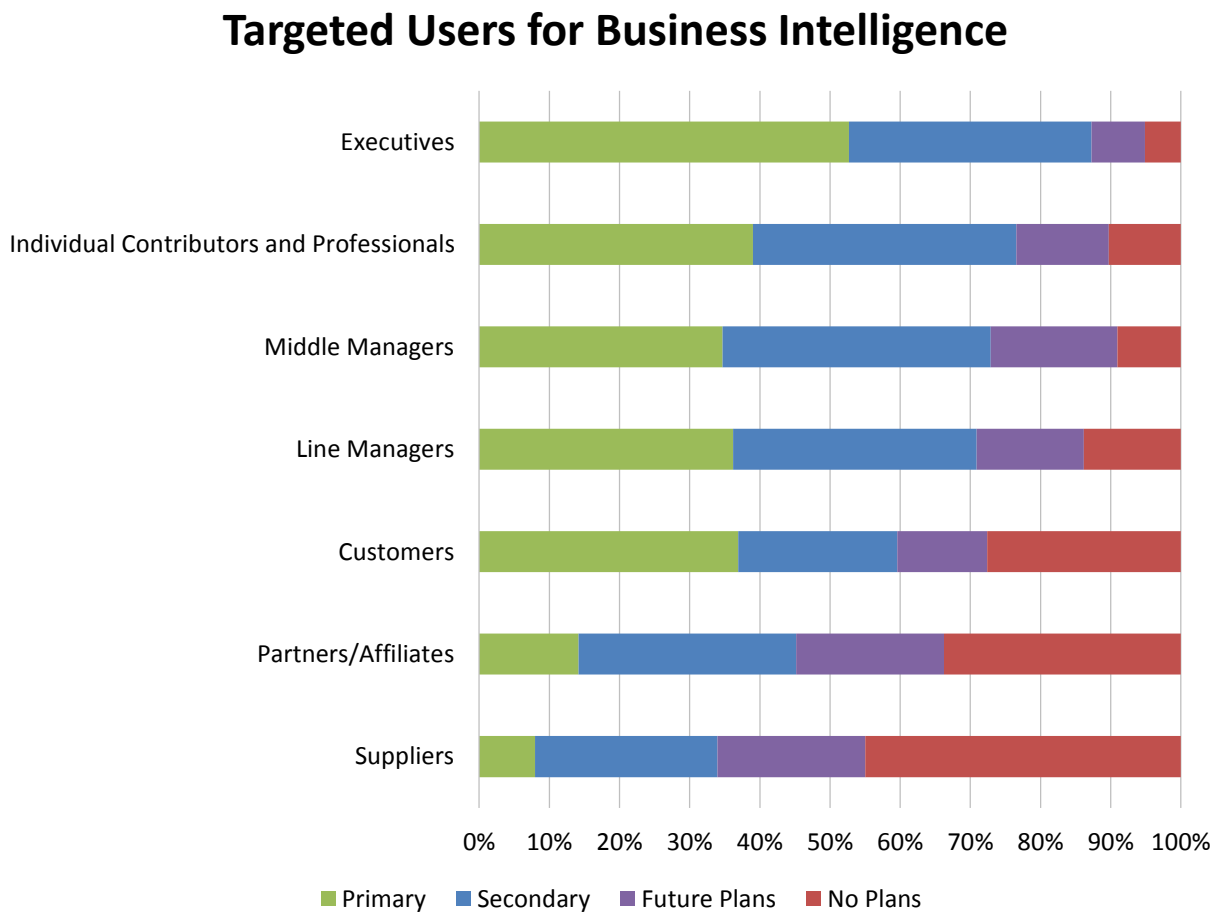



**Figure 11 – Targeted users for business intelligence**

### Targeted Users for Business Intelligence through 2019-2025

Fig. 12 shows the six most recent years of data measuring targeting of users for business intelligence. Most noticeable is a year-over-year or two-year decline in targeting of executives and managers—audiences that were historically the first and most served in BI rollouts. Since these audiences have reached full participation, attention has turned downstream to extended networks of contributors and professionals, customers, partners, and suppliers—audiences that all saw increased BI targeting in 2025.

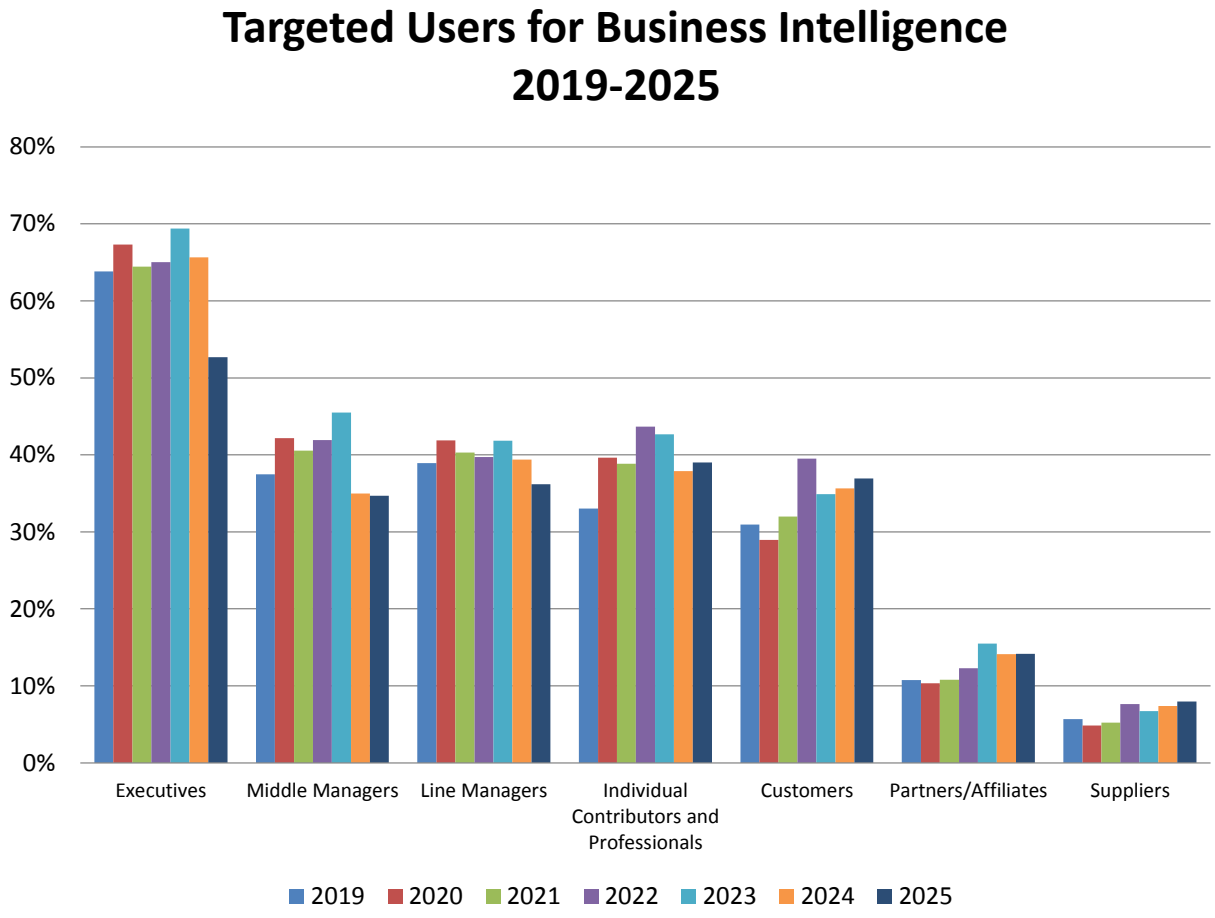



**Figure 12 – Targeted users for business intelligence 2019-2025**

### Change in Targeted Users for BI 2024-2025

Figure 13 shows the year-over-year relative percentage change from 2024 to 2025 in BI targeting for each function we sampled. Here we observe that suppliers experienced the greatest year-over-year lift (8%), albeit at a far lower level of attention than the top three categories of executives, middle managers, and line managers. These latter three top titles all experienced declines in 2025 (20%, 8%, and 1% respectively), below all-time highs seen in 2023 (see fig. 12). In contrast, relatively underserved customers saw a 4% increase in targeting, while better-served individual contributors and professionals also gained slightly.

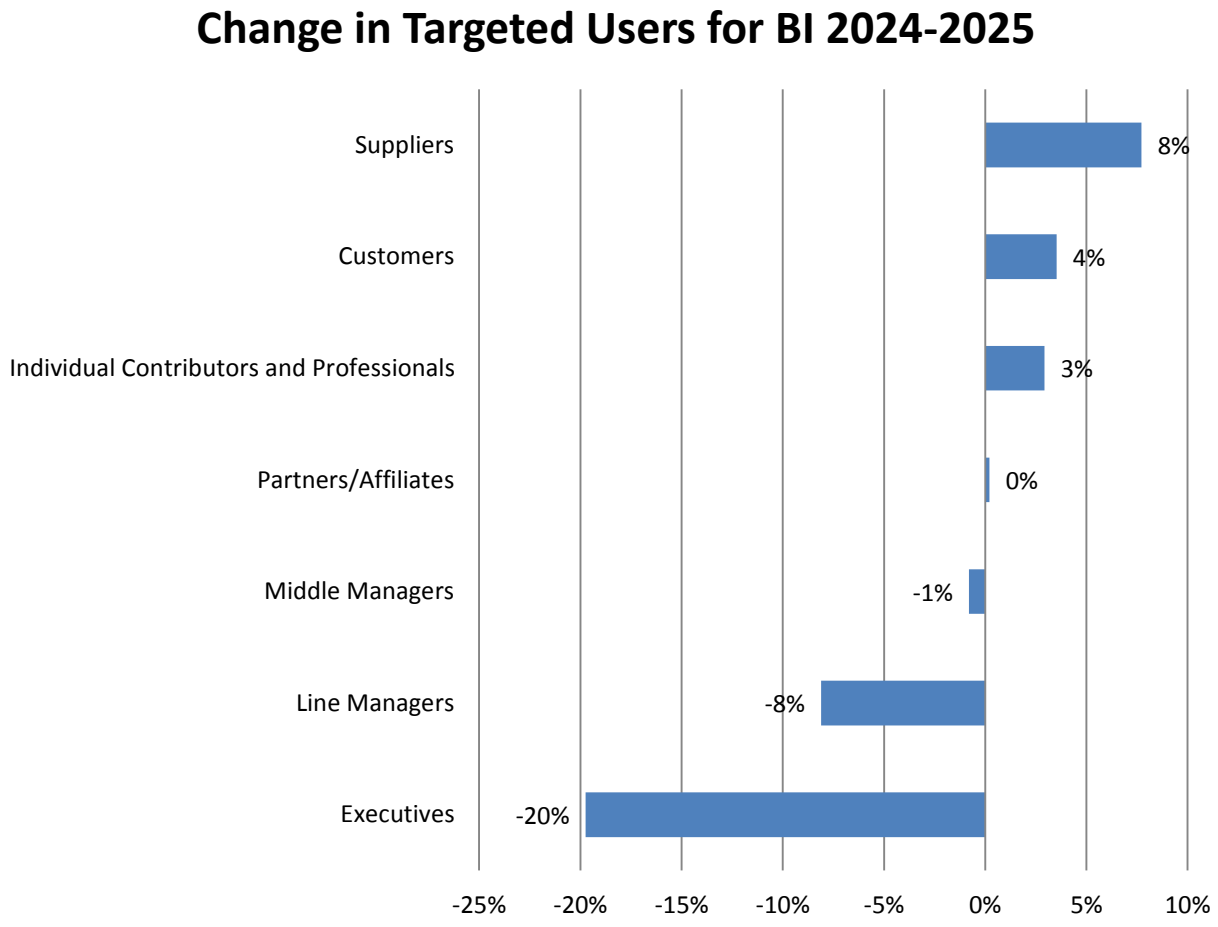



**Figure 13 – Change in targeted users for BI 2024-2025**

### Targeted Users for Business Intelligence by Geography

Among identified primary users, executives remain the most likely targets for business intelligence across all geographies, most often in EMEA (57%), Latin America (56%), and North America (53%; fig. 14). Among other findings of note, targeting of individual contributors and professionals is conspicuously highest in North America (46%, about 50% higher than the rate in EMEA). Asia Pacific organizations are far more likely to target customers (51%) compared with other regions. Targeting of partners/affiliates and suppliers is also noticeably highest in Asia Pacific.

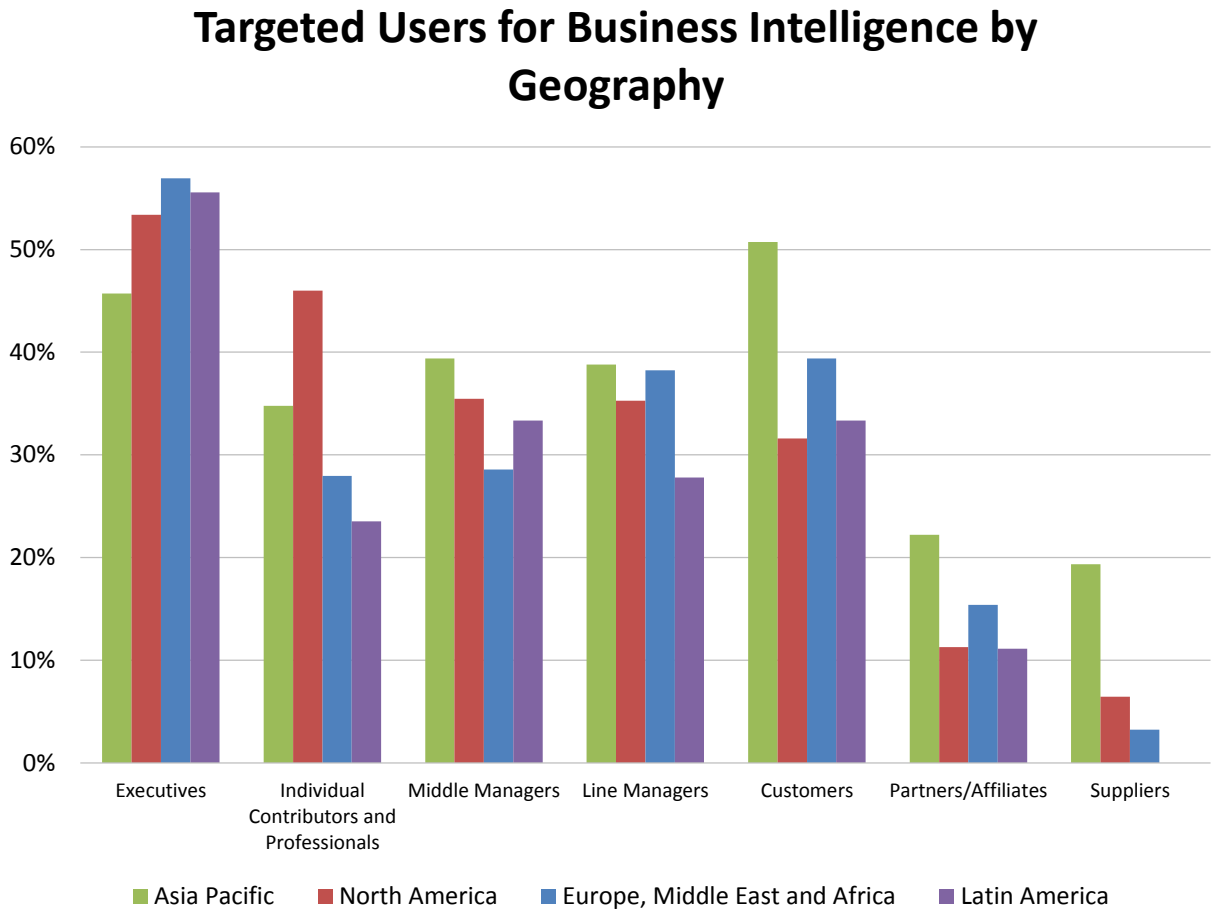



Figure 14 - Targeted users for business intelligence by geography

## User Targets for Business Intelligence by Vertical Industries

In 2025, overall weighted-mean industry targeting of users for BI is highest in healthcare, manufacturing, and financial services (fig. 15). All vertical industries most often target executives, particularly in healthcare (71%), manufacturing (61%), and government (60%). In this year's sample, manufacturing and business services respondents are most likely to target individual contributors and professionals (55% and 49%, respectively), and government respondents are least likely to target this group (20%). Healthcare and government are among industries with the highest emphasis on middle and line managers. Among other notable findings, respondents in technology organizations are by far most likely to target customers (59%) but are relatively uninterested in targeting middle and line managers.

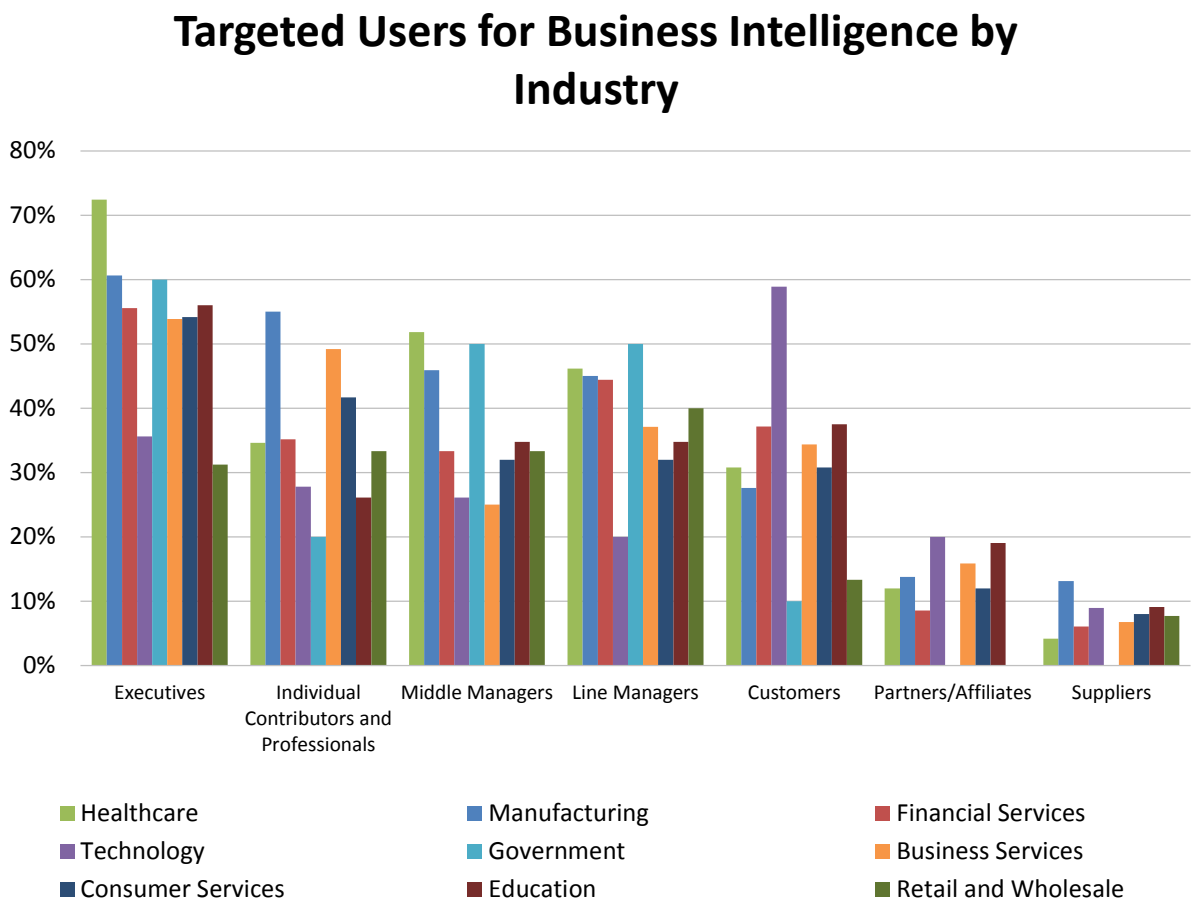



**Figure 15 – Targeted users for business intelligence by industry**

## Targeted Users for Business Intelligence by Organization Size

Targeting of specific user titles for business intelligence enablement often—but not always—correlates to organization size in 2025 (fig. 16). Without exception, organizations of any size are most likely to target executives as BI users in 2025, a finding that skews this year to large (1,001-10,000 employees) and very large (more than 10,000 employees) organizations. Large and very large organizations are also most likely to target individual contributors and professionals, and line managers. They are also more likely than average to target middle managers, though midsize organizations of 101-1,000 employees also emphasize these titles. In an exception to the rule of scale, small organizations (1-100 employees) are most likely (49%) to target customers, and at a lower level, partners and affiliates.

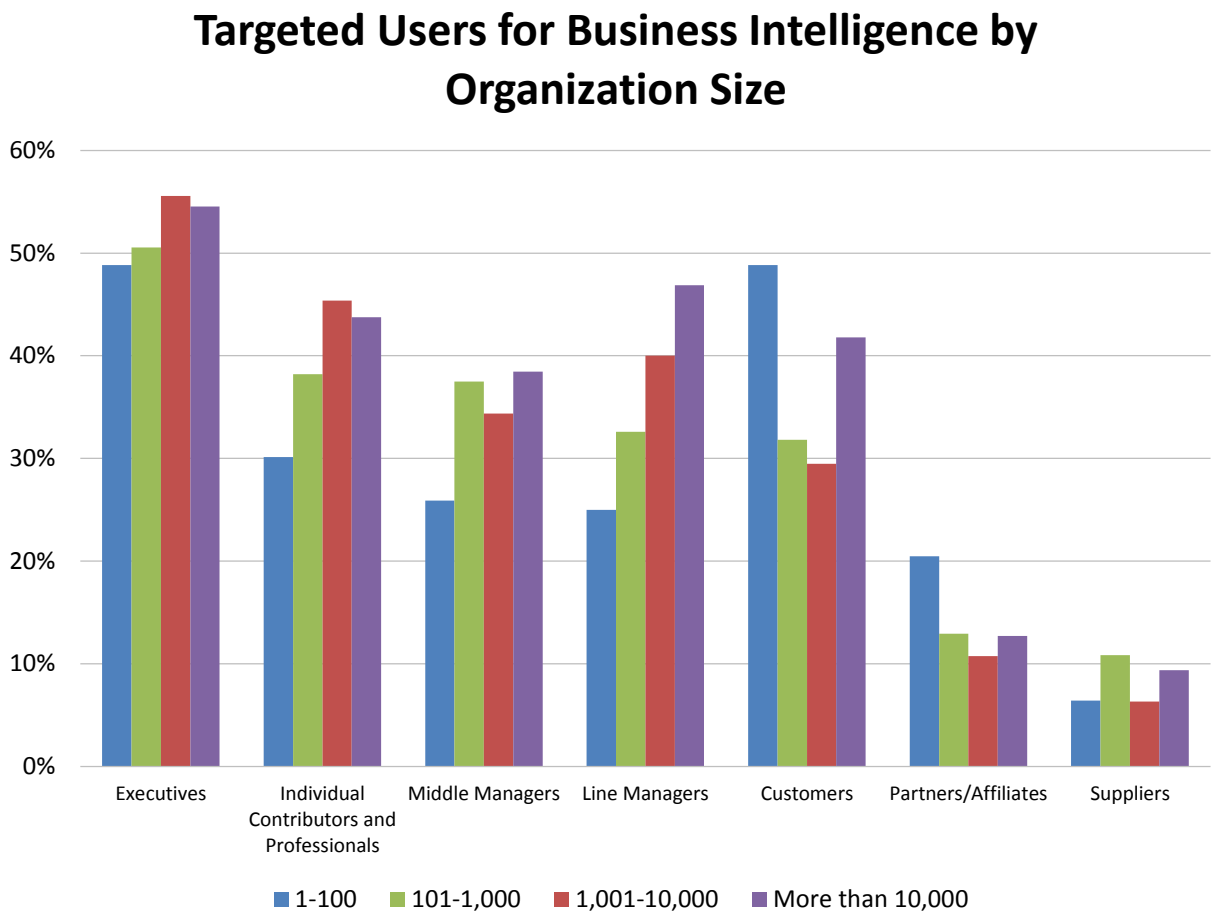



**Figure 16 – Targeted users for business intelligence by organization size**

## Targeted Users for Business Intelligence by Success with BI

Organizations that are "completely successful" or "somewhat successful" with BI are most likely to target the full breadth of potential BI audiences (fig. 17). The only noticeable outlier to the correlation between BI success and audience targeting is seen in "unsuccessful" BI organizations, where individual contributors and professionals are more pursued than executives. There may be multiple causes for this phenomenon, but one explanation might be that this circumstance could describe highly fragmented or decentralized organizations with little BI coordination.

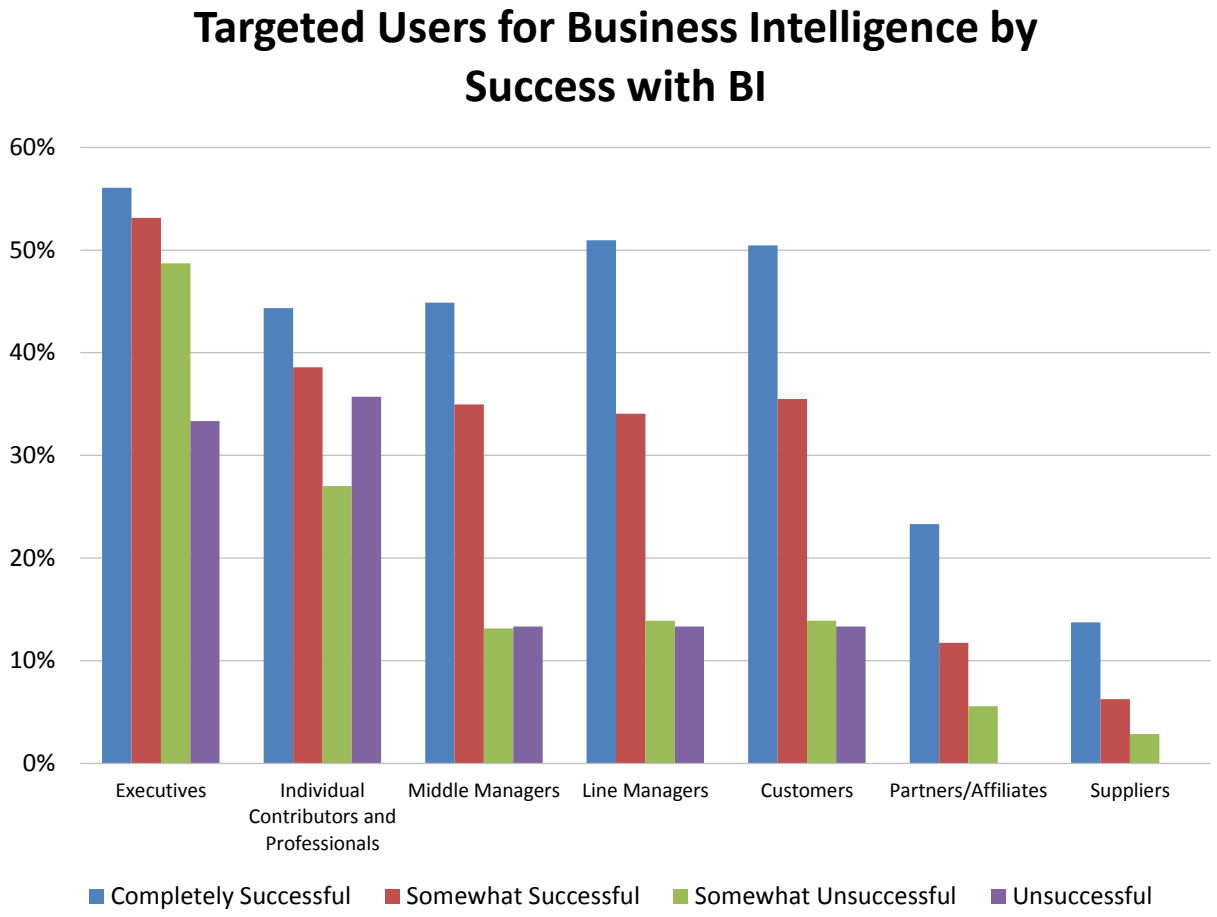



**Figure 17 – Targeted users for business intelligence by success with BI**

## Targeted Users for Business Intelligence by Company Age

Interesting patterns emerge when we view BI targeting of functions by company age (fig. 18). For example, targeting of executives is most likely in the "youngest" organizations less than five years old, which may reflect the less-mature ramping of BI programs and initiatives. Yet the next-highest executive targeting is in the oldest organizations of 16 years or more, a possible vestige of M&A, gap filling, and the complexities of scale. Another notable finding is in the category of customers, where the youngest organizations of five years or less are again most actively targeting BI users. Young companies' focus also extends visibly to partners/affiliates and suppliers. We would expect that younger organizations would be more likely to be direct-to-Web and direct-to-customers internal or external than the oldest organizations with more established channels and points of customer/partner/supplier contact.

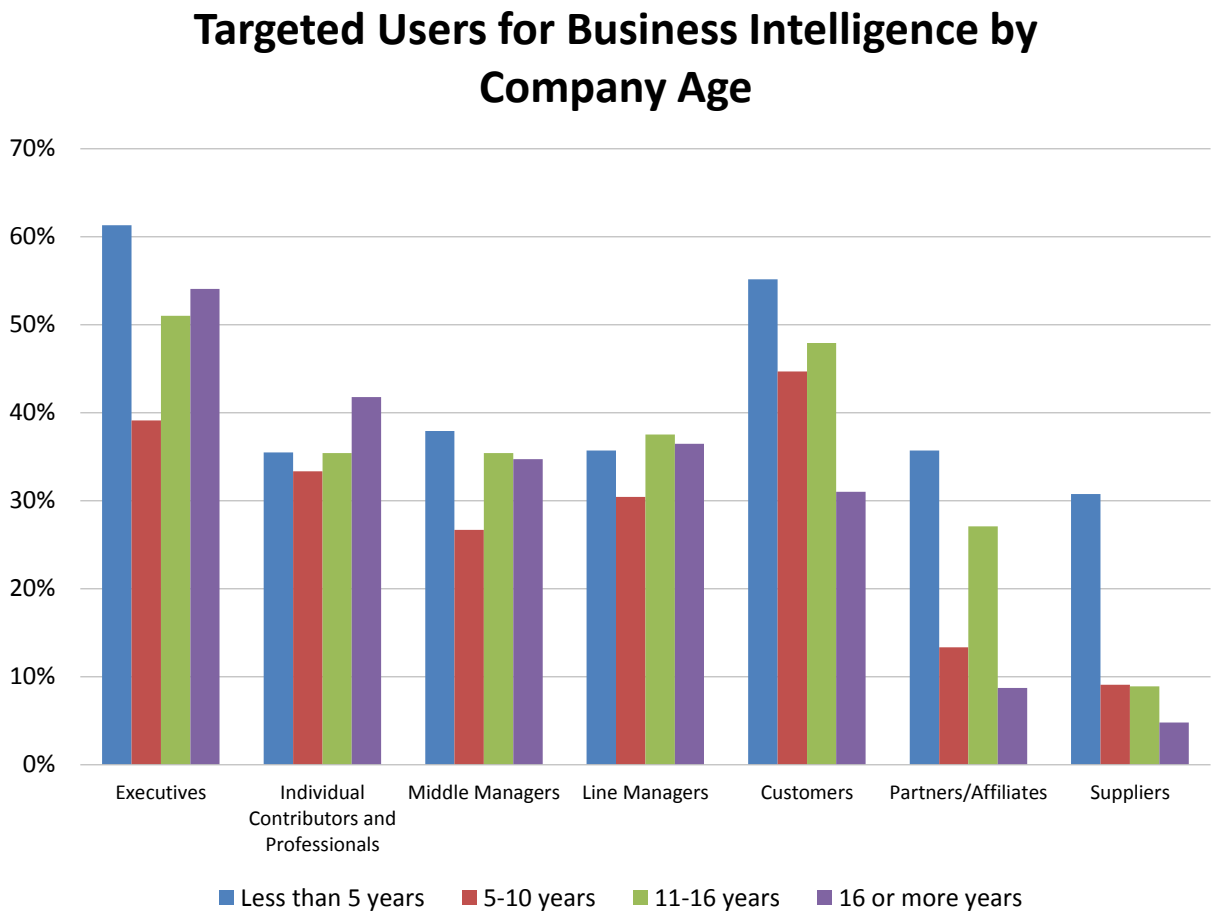



**Figure 18 – Targeted users for business intelligence by company age**

## Objectives for Business Intelligence

In 2025 (and throughout the 15 years of our study), the nonspecific goal of better decision making still sits well atop respondents' business intelligence objectives (fig. 19). We can observe at a glance that better decision making (which we associate with organizations seeking improvements wherever they may be found) is far more likely to be critical (46%) compared with any other objective. The next-most important objective is improved operational efficiency/cost savings (critical to 31%, and critical or very important to 74%) and growth in revenue (critical or very important to 66%). All three top findings are at least important to nearly 90% or far more of our respondents. The remaining three objectives—increased competitive advantage, enhanced customer service, and compliance/risk management—are critical or very important to 50%-64%. In sum, every objective is at least important to all respondents, and depending on the organization and scenario, any or all six objectives might be central to BI strategy and tactics.

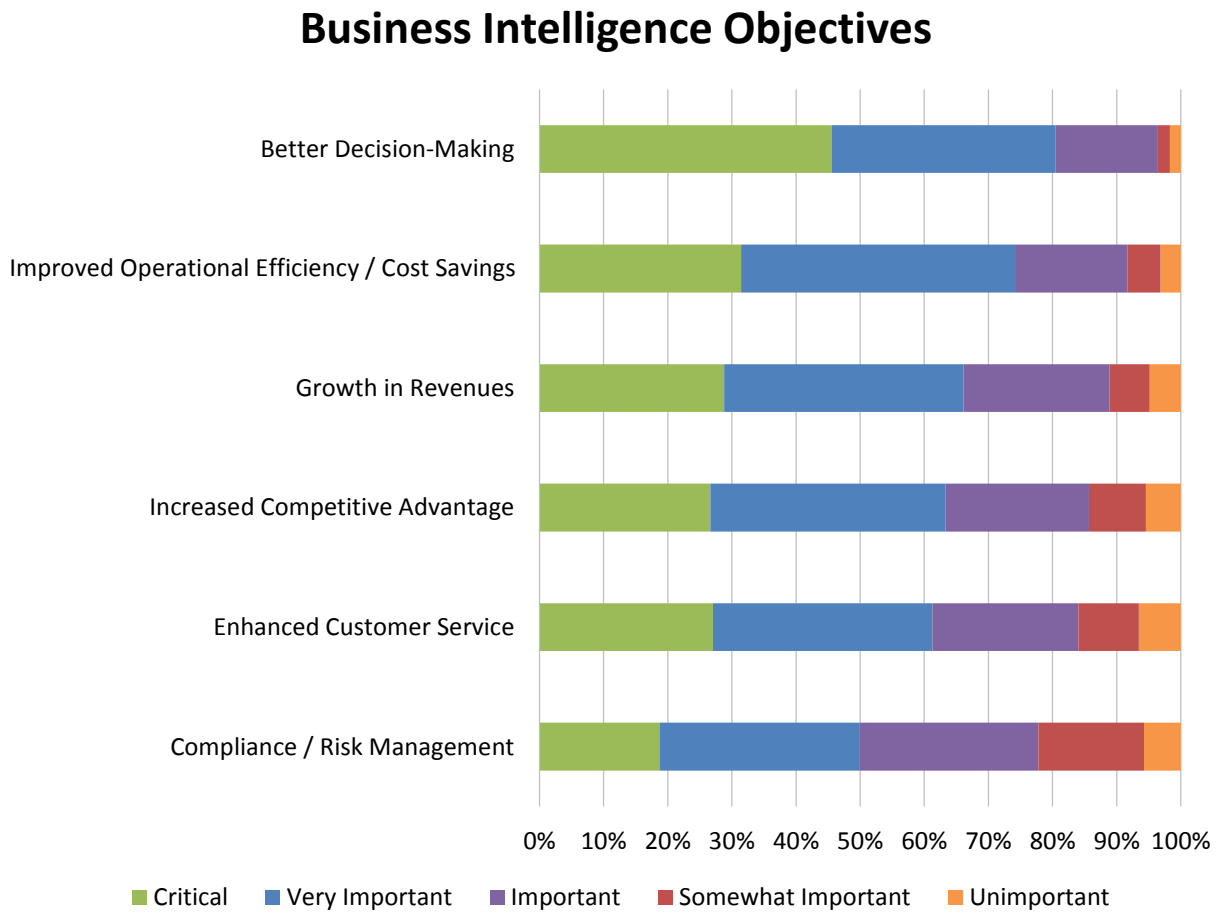



**Figure 19 – Business intelligence objectives**

### Business Intelligence Objectives 2017-2025

Across the last nine years of our study, objectives for business intelligence are very steady by rank (fig. 20). Indeed, while sentiment has ebbed and flowed slightly, rankings by objective are extremely similar for at least the last four years (2022-2025). Looking closely at the last three years 2023-2025 on a compressed measurement scale, we observe slight declines for better decision making and growth in revenue, and a flat ongoing score for improved operational efficiency. Increased competitive advantage is also flat, while enhanced customer service and compliance/risk management saw minor year-over-year upticks.

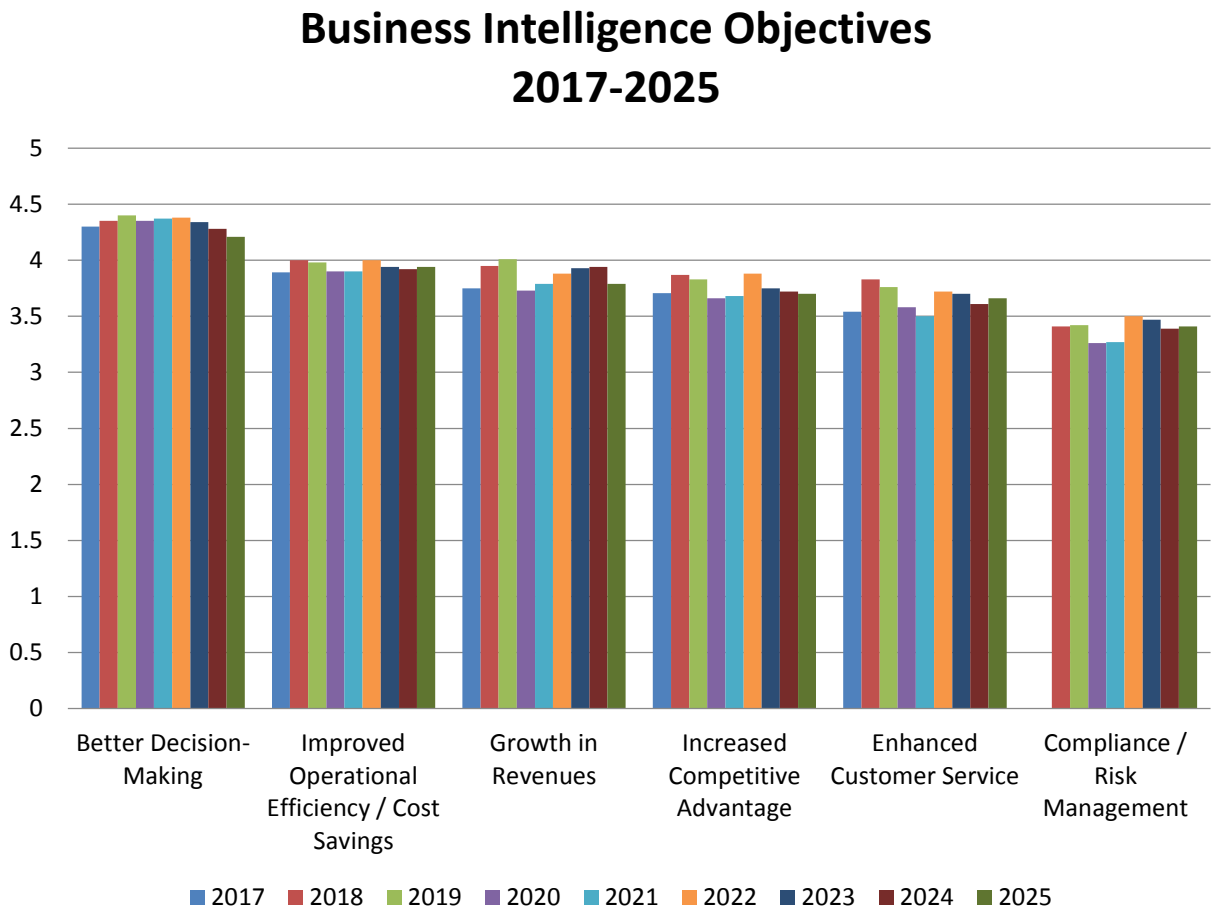



Figure 20 – Business intelligence objectives 2017-2025

### Percent Change in BI Objectives 2024-2025

Fig. 21 provides a year-over-year view of changing attitudes toward BI objectives. Beyond a noticeable decline in expectations for revenue growth, we see BI objectives mostly held the same steady course in sentiment over time, as mentioned in our analysis of the previous chart (fig. 20). Objectives for customer service did increase slightly, following the same trend as BI targeting as both slowly reach external parties with BI over time (fig. 12). Objectives for revenue growth declined most (about 4%), possibly in acknowledgment that there is no magic bullet for revenue growth amid the broader merits of adopting BI practices. As artificial intelligence tools and services creep into the BI space, it's possible that these expectations may again change.

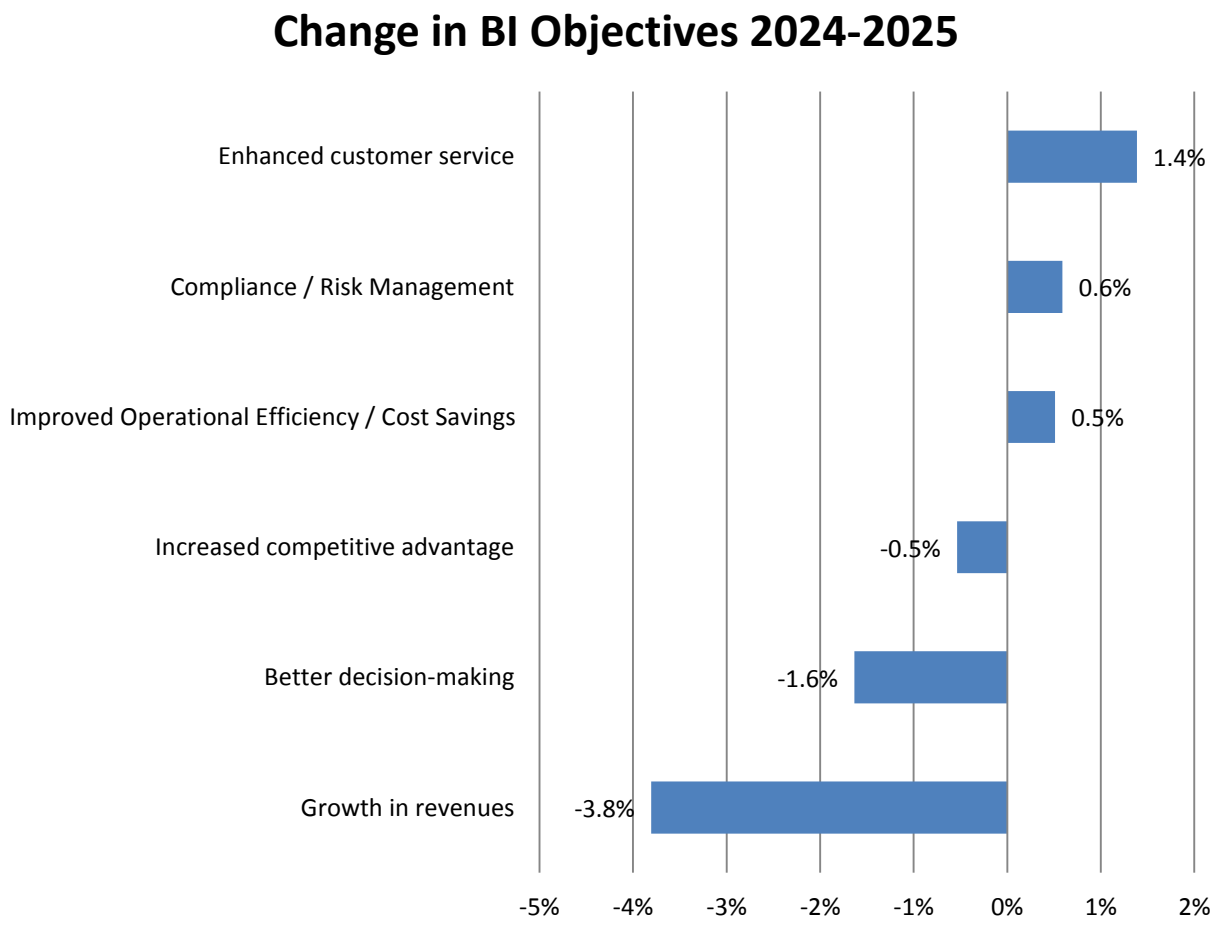



**Figure 21 – Change in BI objectives 2024-2025**

## Business Intelligence Objectives by Geography

All business intelligence objectives receive weighted-mean scores from well above important to above very important, regardless of region, signifying true global relevance and universal importance (fig. 22). In 2025, overall weighted-mean sentiment tracks strongest among respondents in Latin America (4.0), Asia Pacific (4.0), North America (3.8), and finally EMEA (3.6). The ranking of the six measured objectives is nearly identical within all four individual regions. The lone exception is enhanced customer service, which respondents in Asia Pacific and Latin America rank more highly than increased competitive advantage.

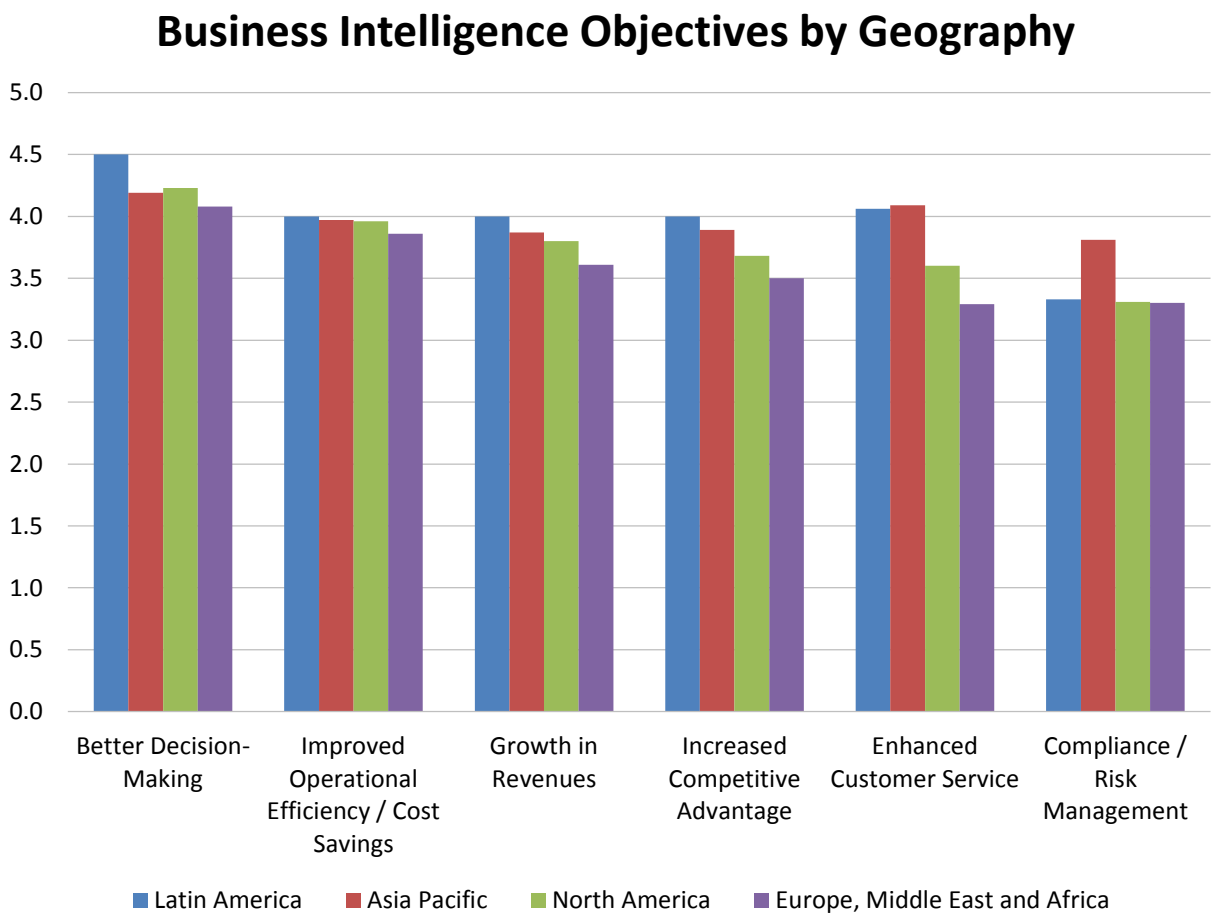



**Figure 22 – Business intelligence objectives by geography**

### Business Intelligence Objectives by Function

In 2025, the importance of business intelligence objectives varies somewhat tellingly by function (fig. 23). This year, among six functions sampled, operations, the BICC, and IT assign the highest overall objective importance score (3.9, near very important). Operations and the BICC are most likely to emphasize better decision making and improved operational efficiency. Sales and marketing expectedly give the highest importance to growth in revenue (4.1, greater than very important). R&D respondents give the highest marks to increased competitive advantage and enhanced customer service, indicating likely future emphasis and investment.

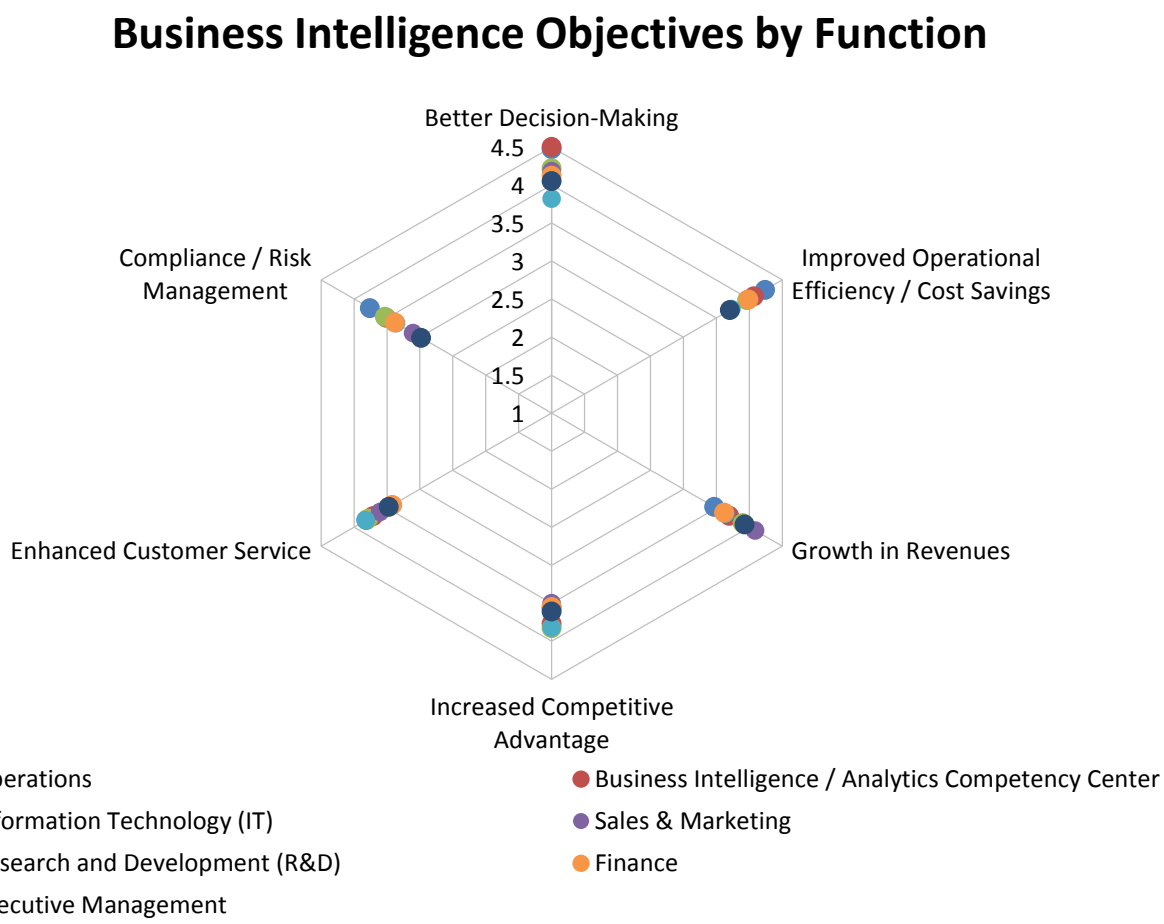



**Figure 23 – Business intelligence objectives by function**

### Business Intelligence Objectives by Vertical Industry

Viewed by industry, better decision making is the top pick across all verticals, with universal sentiment that is near or above the 4.0 level, indicating very important (fig. 24). Across nine sampled industries, the highest overall 2025 weighted-mean scores are seen in healthcare (4.0), financial services (4.0), manufacturing (3.9), and business services and technology (both 3.8). Least interested are government (3.2) and education (3.5) respondents. Among relative standout scores, we observe healthcare respondents particularly interested in enhanced customer service (4.0) and compliance/risk management (3.9). Financial services respondents give the highest score to better decision making (4.5), while retail & wholesale respondents are particularly interested in improved operational efficiency and growth in revenue. Except for a lack of government interest in revenue growth, all scores are near or above the 3.0 level signifying important.

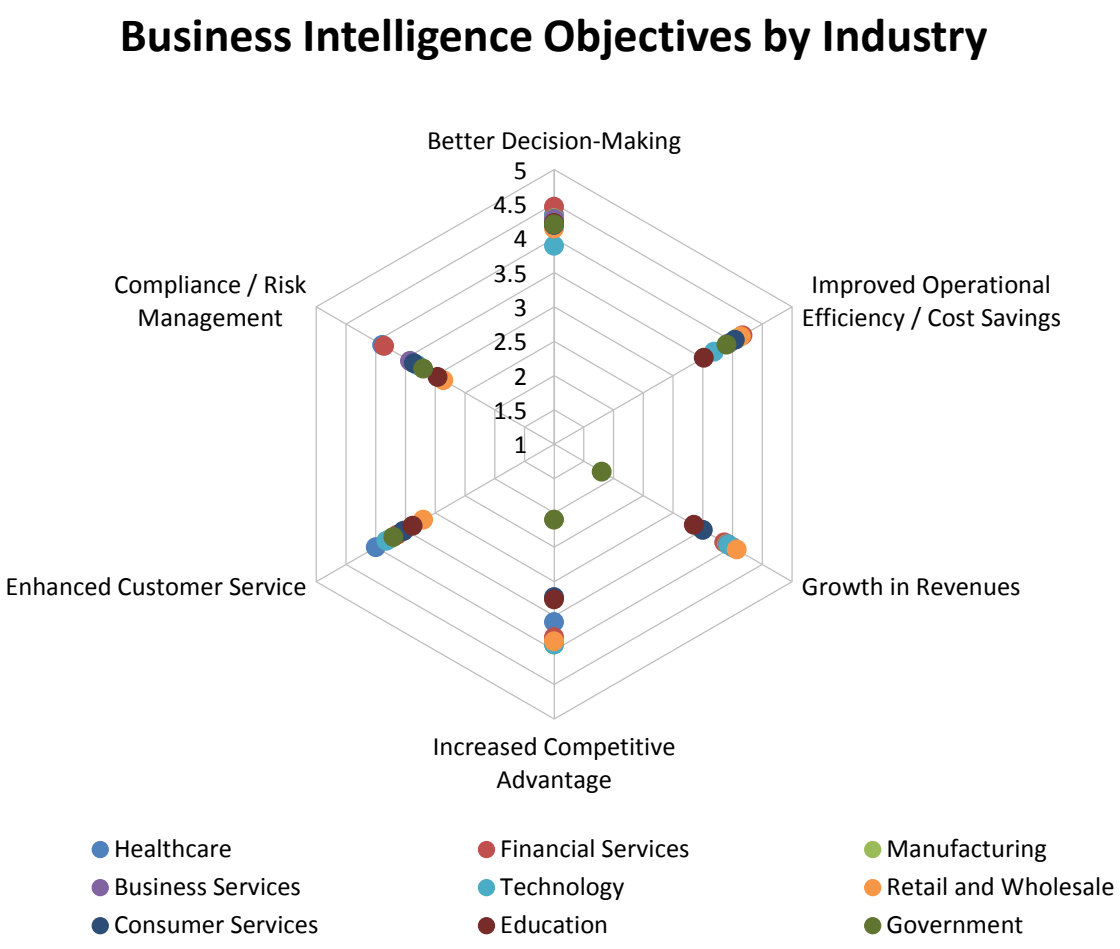



Figure 24 – Business intelligence objectives by industry

### Business Intelligence Objectives by Organization Size

Interest in BI objectives correlates somewhat, but not dramatically, with organization size in 2025 (fig. 25). Though very large organizations (more than 10,000 employees) narrowly lead in their interest in five of six objectives and show the strongest leadership in compliance/risk management and enhanced customer services, most other differences by organization size vary little. Only improved operational efficiency tracks directly to organization size in 2025. The top result, better decision making, is the only objective considered very important regardless of company size, but even the least-important objective, compliance/risk management, is greater than important to organizations of any size.

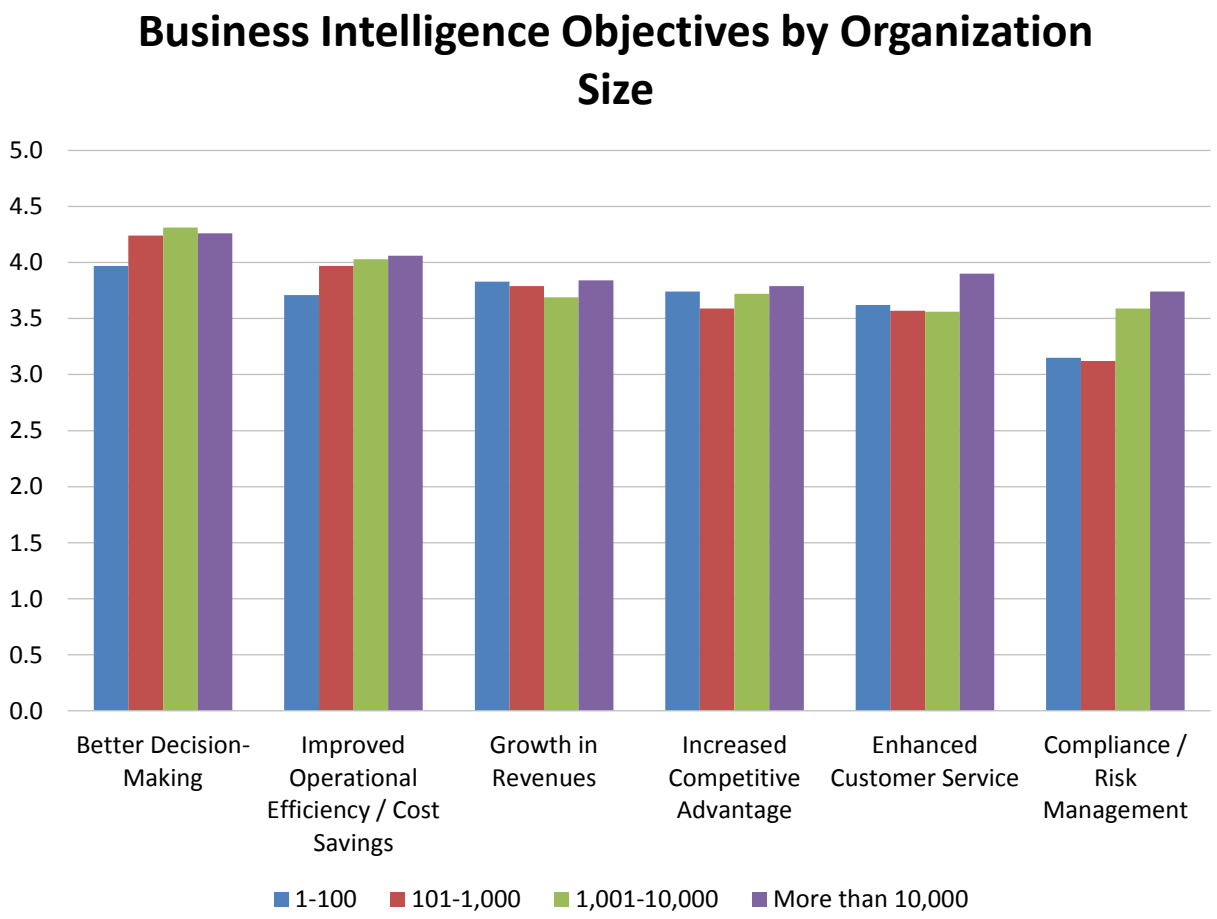



**Figure 25 – Business intelligence objectives by organization size**

### Business Intelligence Objectives by Company Age

Interest in BI objectives does not vary radically by company age, but some age-related findings are noteworthy (fig. 26). The youngest organizations of less than five years lead interest in four of six BI objectives, most noticeably increased competitive advantage and enhanced customer service. These objectives, along with growth in revenue, tend to be de-emphasized as companies age, a possible result of experience and expectations being met over time. Only in the objective of improved operational efficiency does emphasis slowly increase with company age, possibly indicating productivity and process gains in mature BI practices.

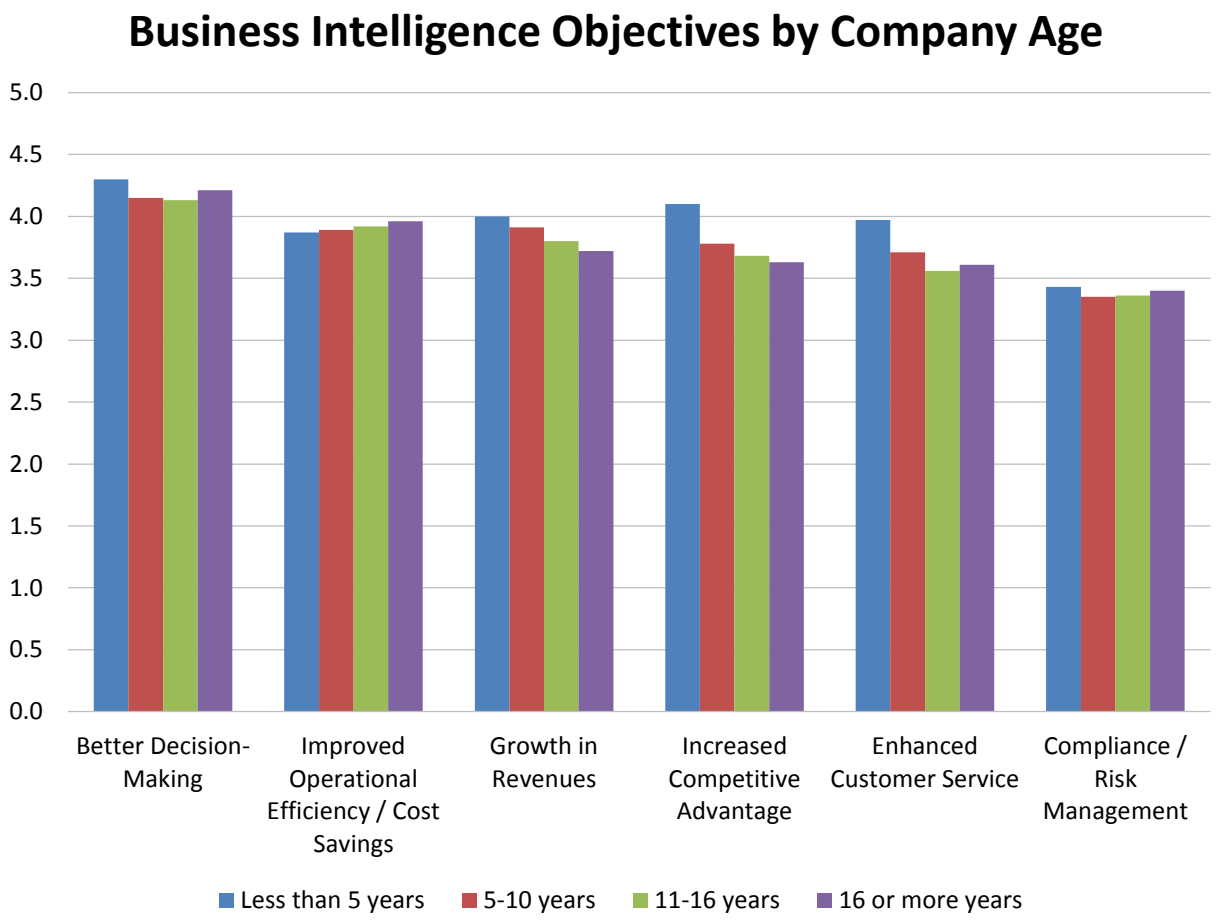



Figure 26 - Business intelligence objectives by company age

## Business Intelligence Achievements

Beginning in 2017, we asked respondents to augment their view of BI objectives by scoring their BI achievements by the same standards (fig. 27). By this measure, we find good alignment of goals and results, with nearly all achievements and objectives identically ranked (fig. 19). The lone 2025 exception is increased competitive advantage, which for the first time ranked higher as an achievement than an objective, ahead of growth in revenue. This constitutes a victory of sorts for competitive advantage (though it could also imply less success in revenue growth). Another very positive observation is that all BI objectives except compliance/risk management scored at least high achievement or moderate achievement among solid to very large majorities of respondents across all six objectives. Even in compliance, more than three-quarters of respondents see at least acceptable achievement. With the arrival of artificial intelligence and new expectations, higher achievement is unproven or in the offing, according to our next charts. (One observation might be that BI objectives will always be—and perhaps should be—loftier than realized gains.)

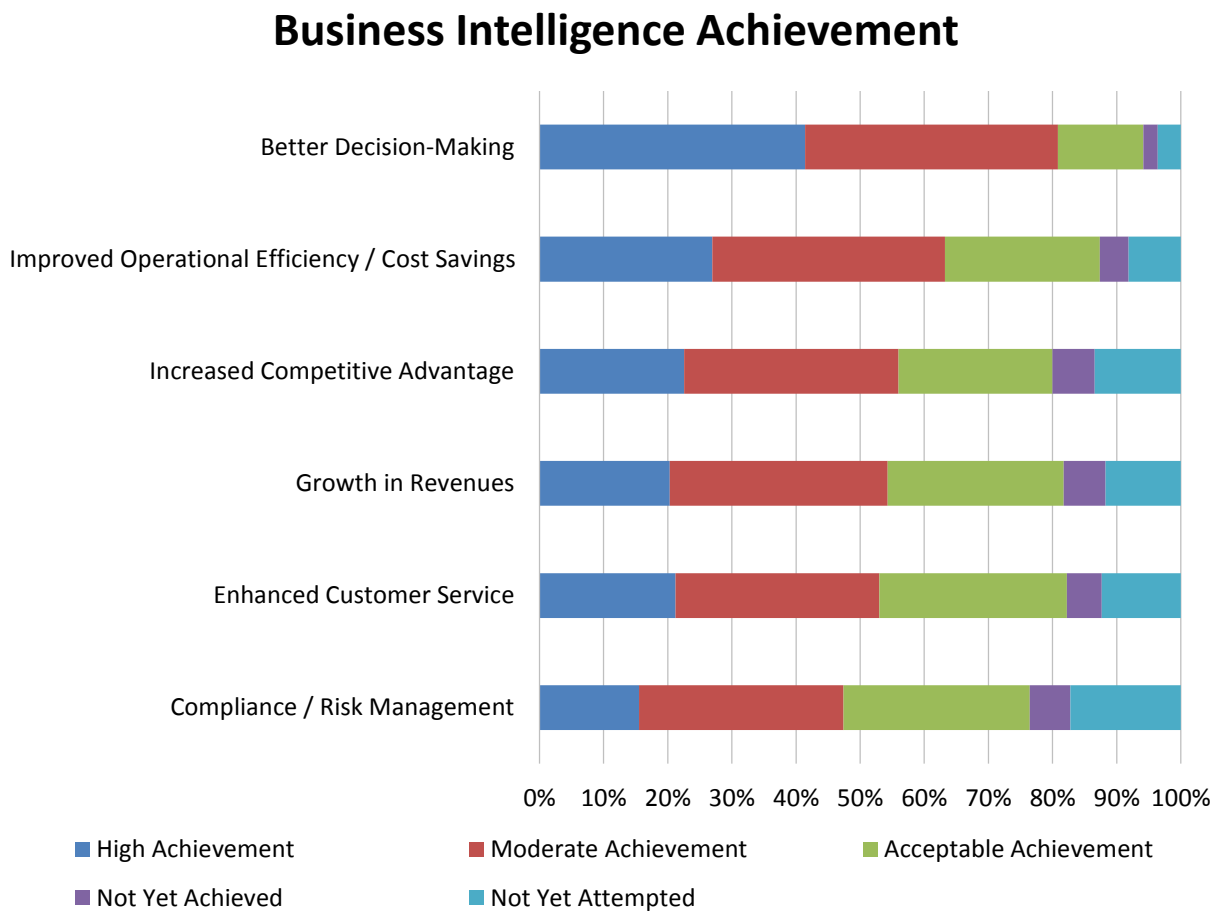



**Figure 27 – Business intelligence achievement**

## Business Intelligence Achievement 2018-2025

Fig. 28 provides a mostly upbeat review of steady and slowly increasing BI achievement over time. Though achievements have steadied or declined slightly since some all-time highs recorded in 2022-2023, none have fallen to a degree that would imply unmet expectations or declines in investment. While better decision making is the lone case of consistently greater-than-moderate achievement, all remaining weighted-mean measures are far above the level of acceptable achievement throughout the last eight years of our survey. Compared to BI objectives 2018-2025 (fig. 20), BI achievement arguably takes a more steady or positive slope.

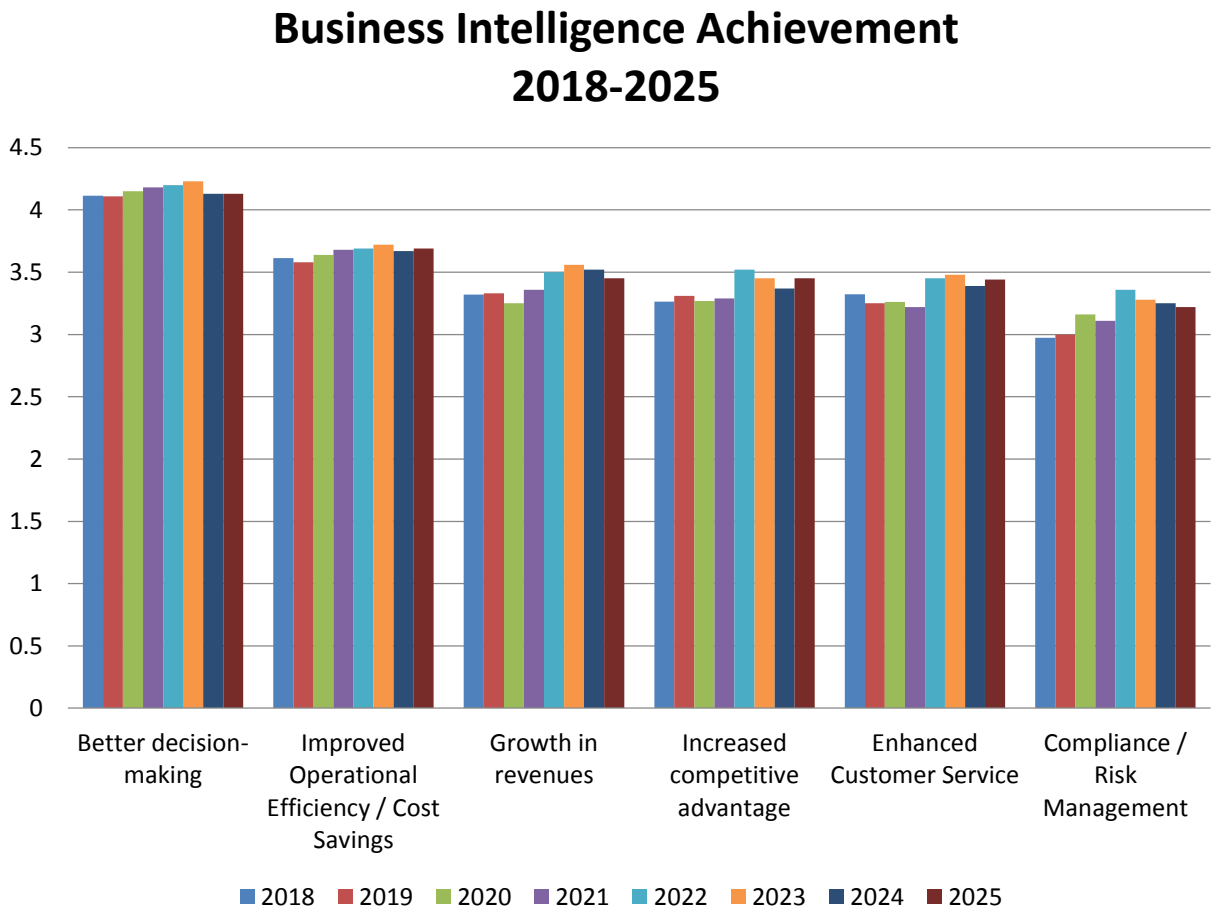



**Figure 28 – Business intelligence achievement 2018-2025**

### Change in BI Achievement 2024-2025

Fig. 29 shows a detailed year-over-year view of changes in estimations of BI achievements. Here we observe that the top-ranked BI achievement of better decision making was flat year over year, while customer service and improved operational efficiency saw very minor gains, and growth in revenue led the decliners with a 2% decrease. These findings mirror the 2024-2025 changes in BI objectives (fig. 21), where we also observed the greatest decline in goals for revenue growth. But whether in objectives or achievement, no measures changed dramatically.

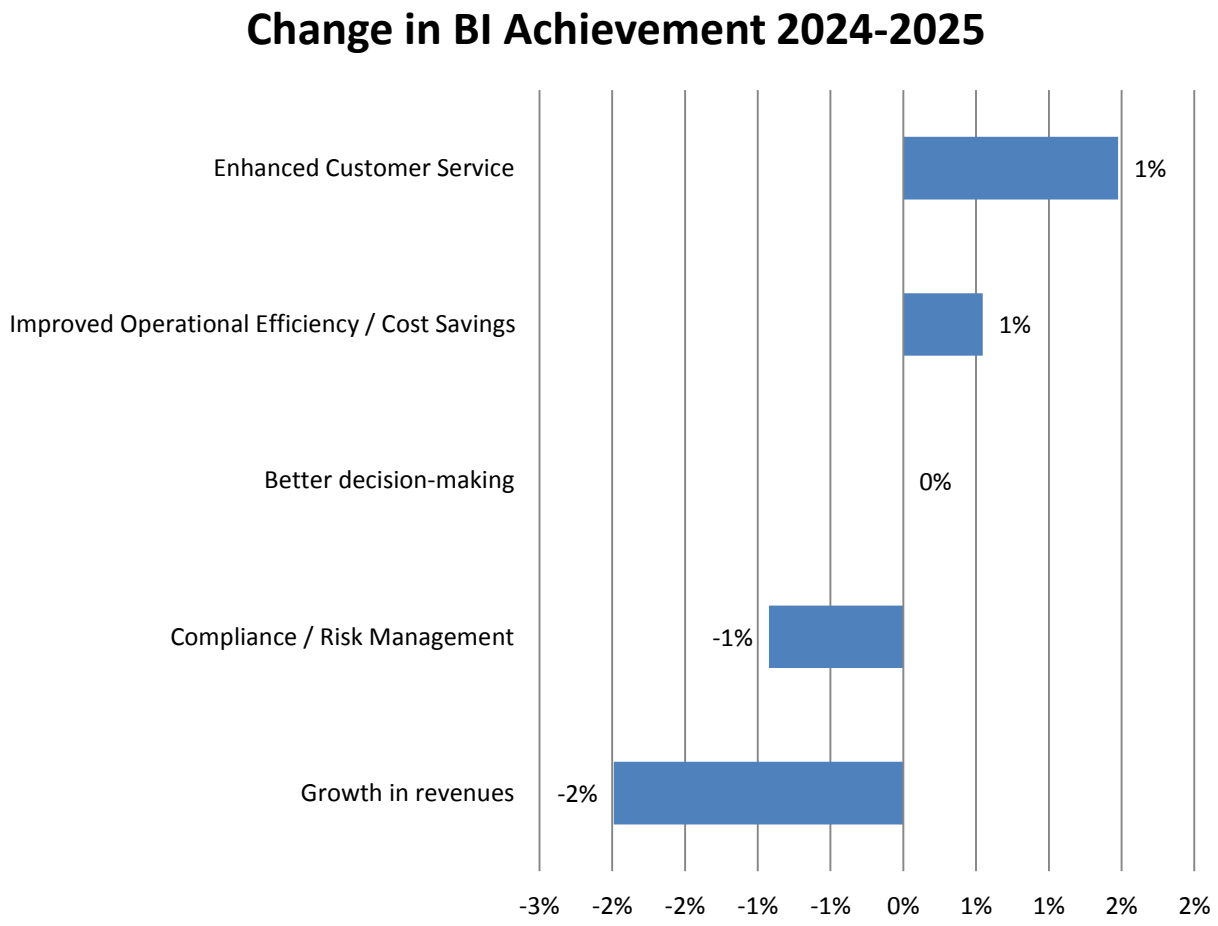



**Figure 29 – Change in BI achievement 2024-2025**

### Business Intelligence Achievements by Function

Viewed by function, all organizational roles claim their greatest achievements in better decision making, with marks in the range of moderate and higher success. The best 2025 performance by function overall is expectedly found in the BICC (often a proxy for multiple business unit initiatives), R&D, IT, and sales and marketing, all with weighted-mean importance of 3.7-3.8 (fig. 30). Operations, which led achievement by function in 2024, is next-most successful (3.6), followed by executives (3.4) and finance (3.2). We are gratified to see that sales & marketing reports the highest achievement in better decision making and improved operational efficiency. It is interesting to see R&D reports the biggest gains in increased competitive advantage, which implies some real or impending progress where minor gains may have high financial value. R&D also reported the greatest gains in enhanced customer service and compliance/risk management. Outside of finance, nearly every gain reported is comfortably or far above levels of acceptable achievement.

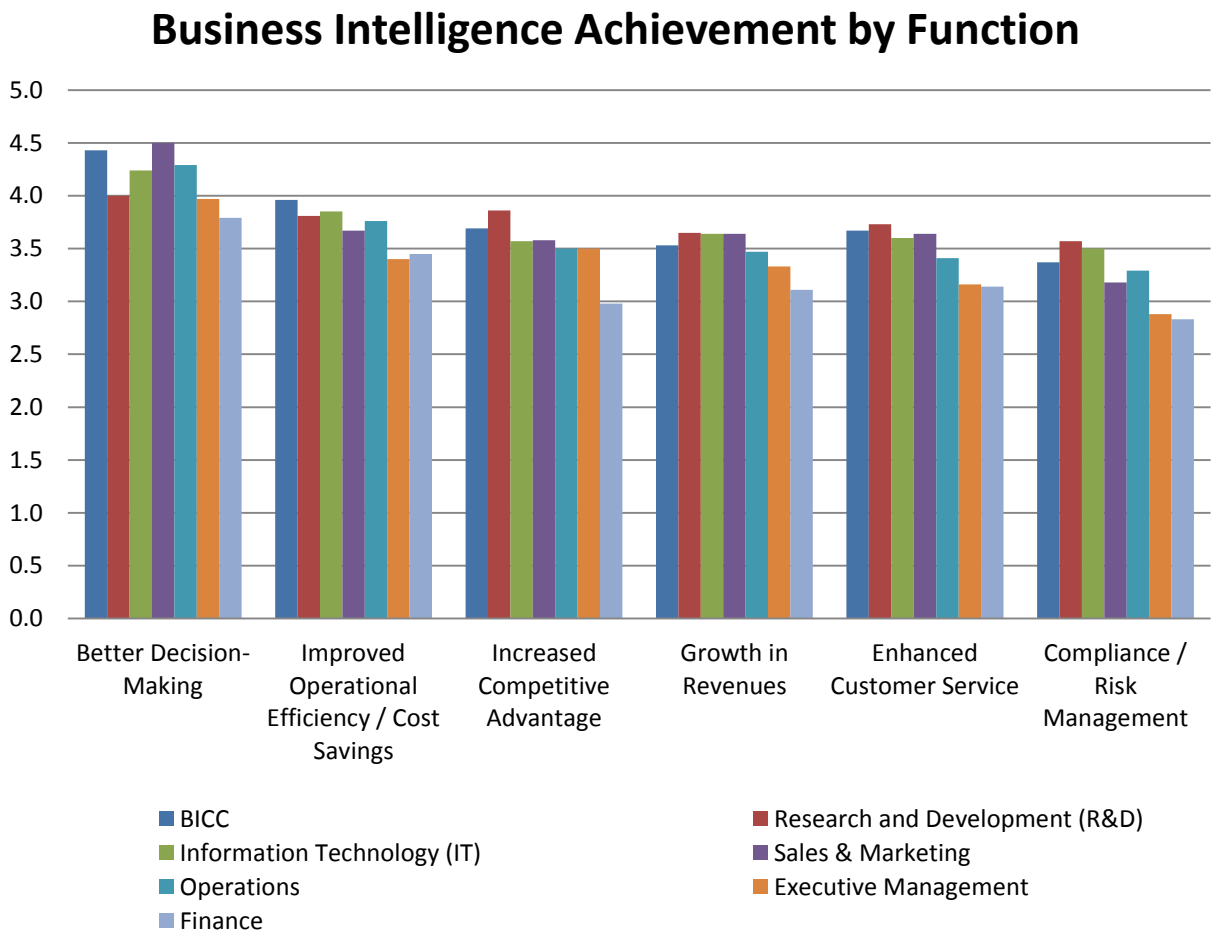



**Figure 30 – Business intelligence achievement by function**

### Business Intelligence Achievements by Industry

Viewed by industry, all respondents claim their highest (greater than moderate) level of achievement in better decision making, with seven of nine sampled industries reporting at least moderate success in 2025 (fig. 31). This year, respondents in healthcare, financial services, business services, and manufacturing report the highest overall weighted-mean achievement. In finer detail, respondents in retail & wholesale report the highest success in revenue growth, and healthcare and technology report the highest achievement in enhanced customer service. Improved operational efficiency sees the highest achievement in healthcare and financial services. Scores of at least acceptable achievement are seen for every benchmark in all industries except consumer services, education, and government, though fundamental drivers color some specific vertical results.

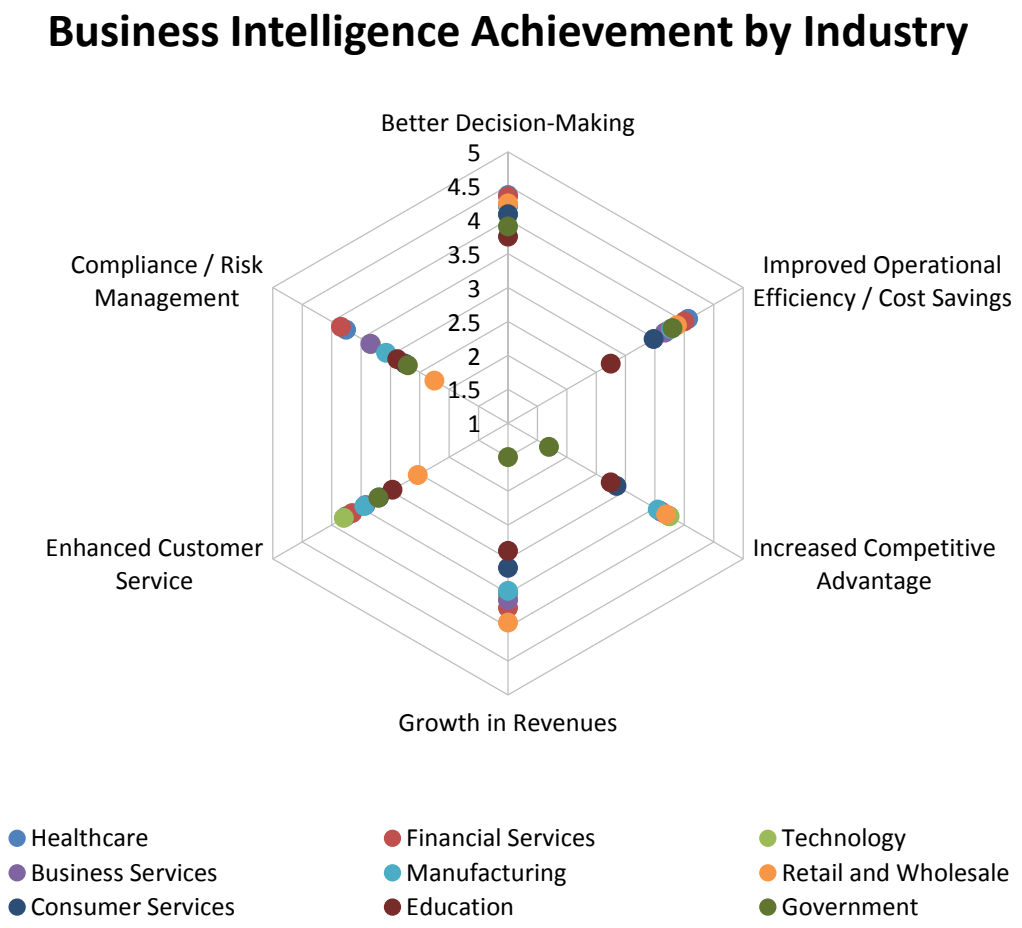



Figure 31 – Business intelligence achievement by industry

### Business Intelligence Achievements by Organization Size

Organizations' achievement with business intelligence most often increases with their headcount, though small organizations (1-100 employees) report standout results in certain areas (fig. 32). As a standalone finding, it is interesting that very large organizations claim the highest levels of achievement in every goal measured, which is perhaps a tribute to the incremental successes of coordinated or more measured institutional BI efforts. We also observe that small organizations report the second-highest achievement in five of six categories, possibly a result of less complex and more centralized BI efforts. Better decision making is the only achievement that shows a linear correlation between organization size and achievement.

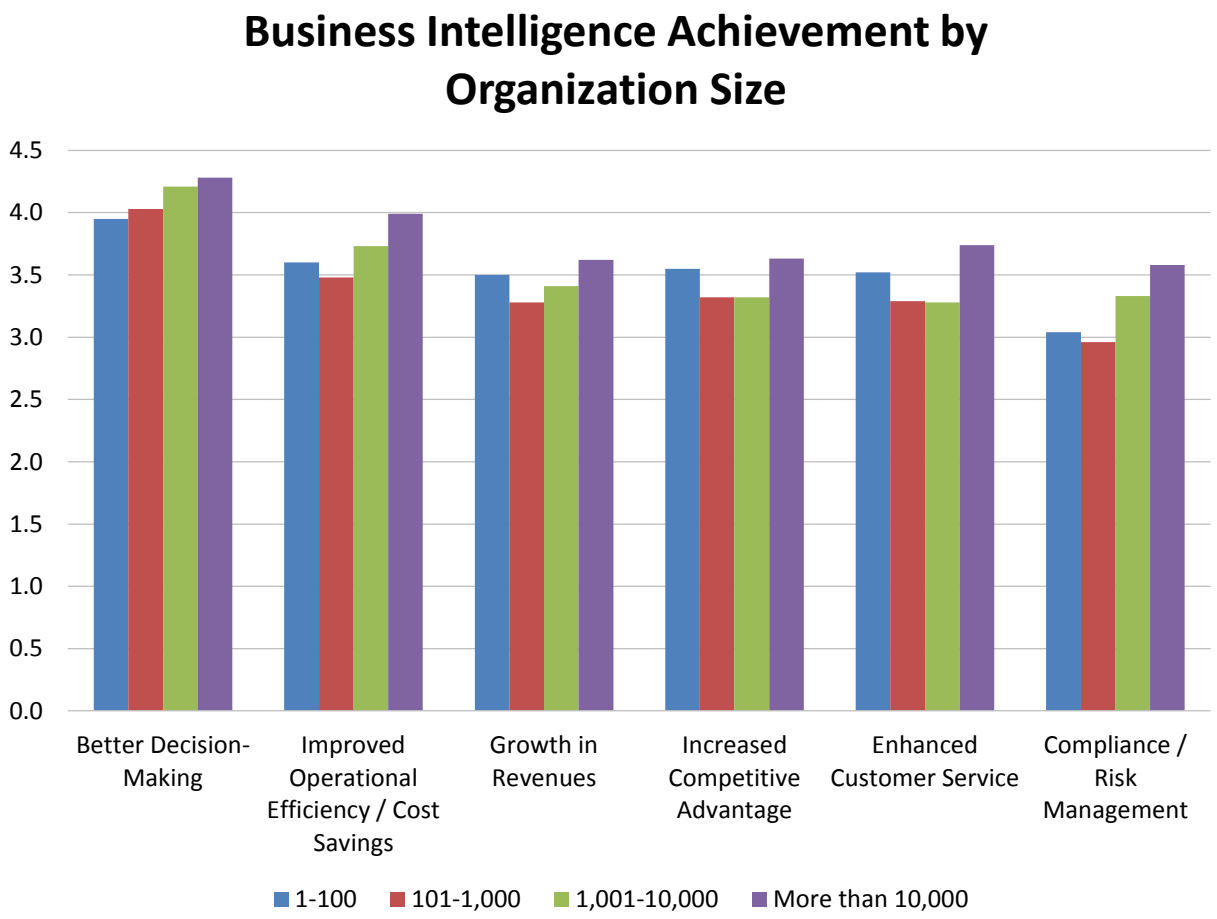



**Figure 32 – Business intelligence achievements by organization size**

## Penetration of Business Intelligence Solutions 2015-2025

Over time, we see an ongoing and positive development in the improving penetration levels of business intelligence usage (measured as percentage of total employees). Fig. 33 compares penetration of BI through the 10 most recent years and finds that net overall low-level penetration generally decreases as higher levels climb. For example, between 2015 and 2025, the lowest penetration level (< 10%) declined the most (from 35% to about 22%), and 11%-20% penetration declined from 22% to 18%. Such improvements are mostly but not always reflected in increasing higher penetration levels. While 21%-40%, 41%-60%, and 61%-80% penetration visibly show improvement over time, the highest 81% or higher category is essentially the same as in 2015—though it may also be true that 80% represents effectively full penetration in many or most organizations.

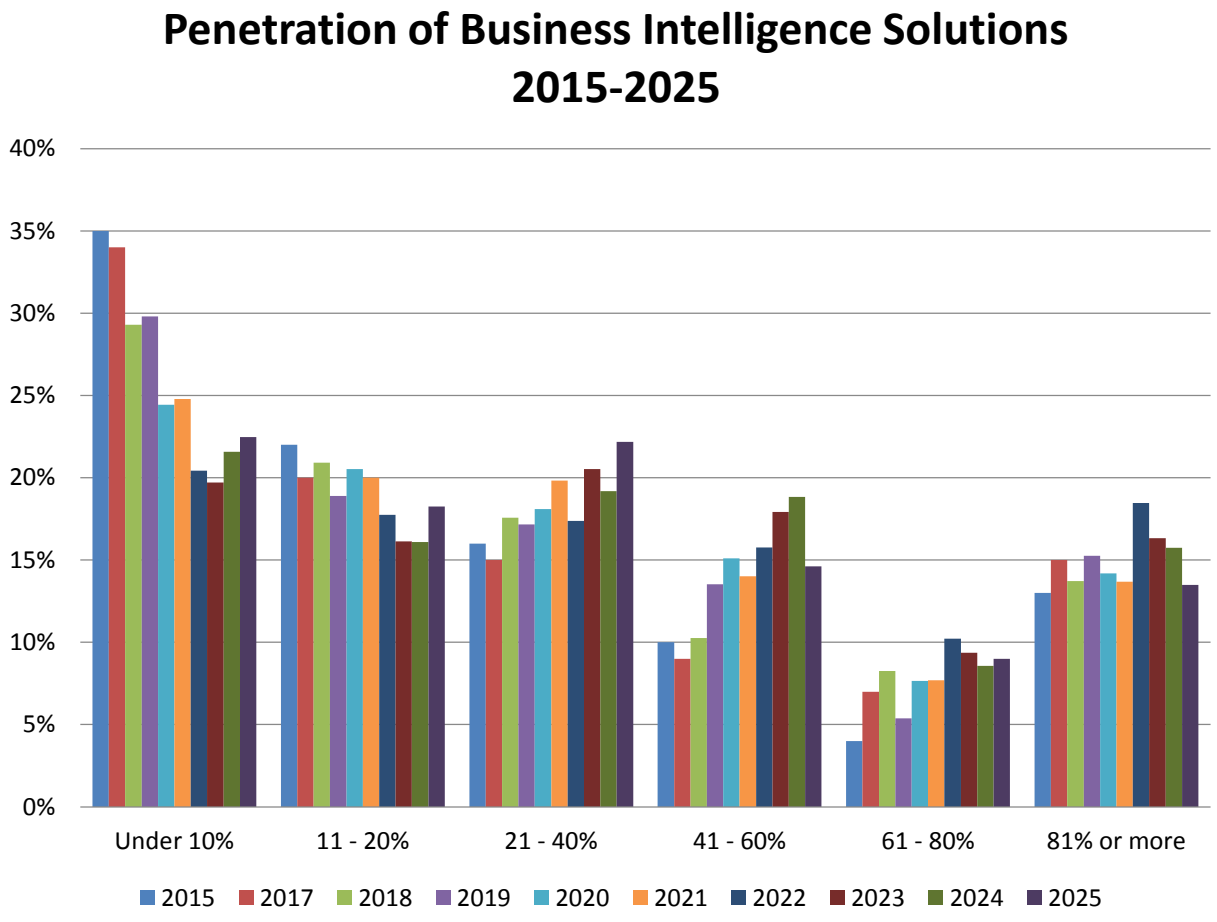



Figure 33 – Business intelligence penetration 2015-2025

## Expansion Plans for Business Intelligence Through 2028

Along with annually increasing current penetration (fig. 33), respondents describe somewhat bullish plans for expanding BI in the future (fig. 34). We consider the 12-month period the most likely to be supportable and budgeted. In this nearest time frame, respondents expect to reduce sub-10% penetration by half, from about 22% to about 11%. Respondents expect mid-level penetration in the 11%-20% and 21%-40% ranges to increase from about 27% to 32%. The highest level of 81% is expected to increase from 13% to 17% in 12 months, all the way to 30% in 36 months.

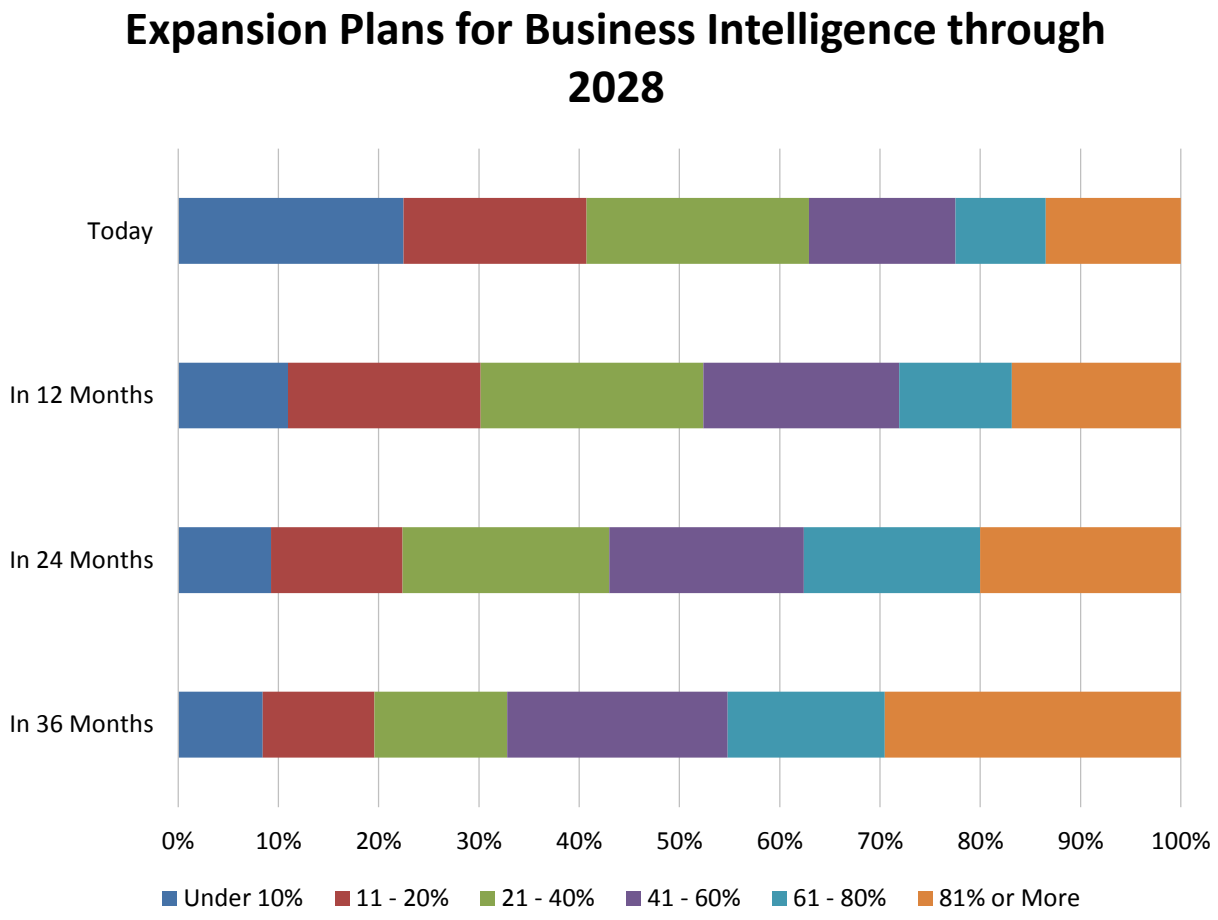



**Figure 34 – Expansion plans for business intelligence through 2028**

## Penetration of Business Intelligence Solutions 2015-2025

Another useful measure of growth in BI use is 2015-2025 net average penetration as shown in fig. 35. Here we see that average BI penetration during the last 10 years follows a visible long-term trend line stretching from 29% in 2015 to roughly 32% penetration this year. At the same time, the last three years of results have led to a shorter-term declining trend line, from the 2022 high mark of 41% back to 36% in 2025.

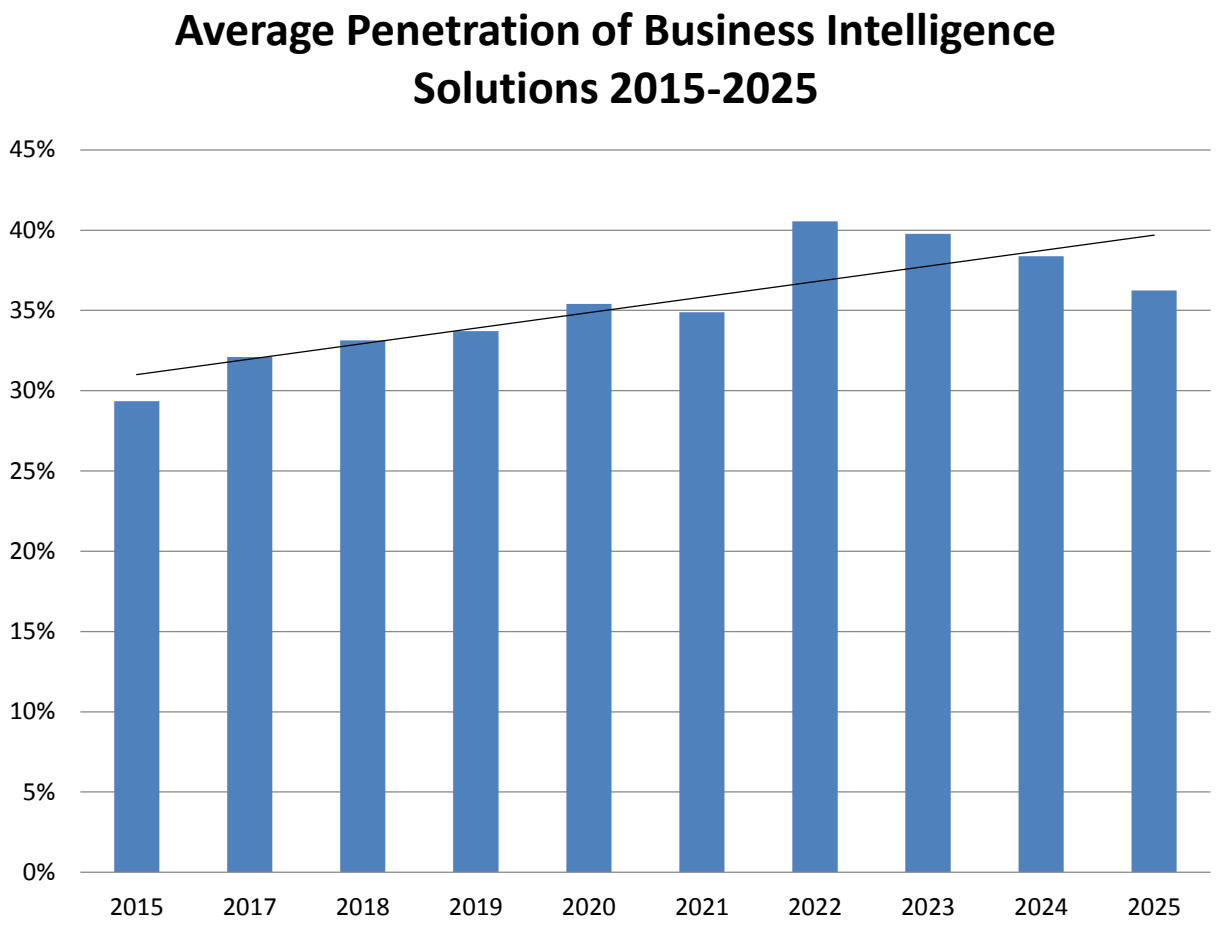



**Figure 35 – Average penetration of business intelligence solutions 2015-2025**

### Business Intelligence Penetration by Geography

Viewed by geographic region, net average BI penetration is currently highest in North America (39%), followed by EMEA (36%), Asia Pacific (32%), and Latin America (24%; fig. 36). Consecutive planned increases in penetration are plainly visible for all regions in coming time frames. Respondents expect 12- and 24-month regional rankings to remain unchanged (led again by North America), after which they expect stronger penetration momentum to shift to Asia Pacific. In the longest 36-month projection, they expect average penetration of BI to reach 58% in Asia Pacific, followed by 55% in North America, 53% in EMEA, and 44% in Latin America.

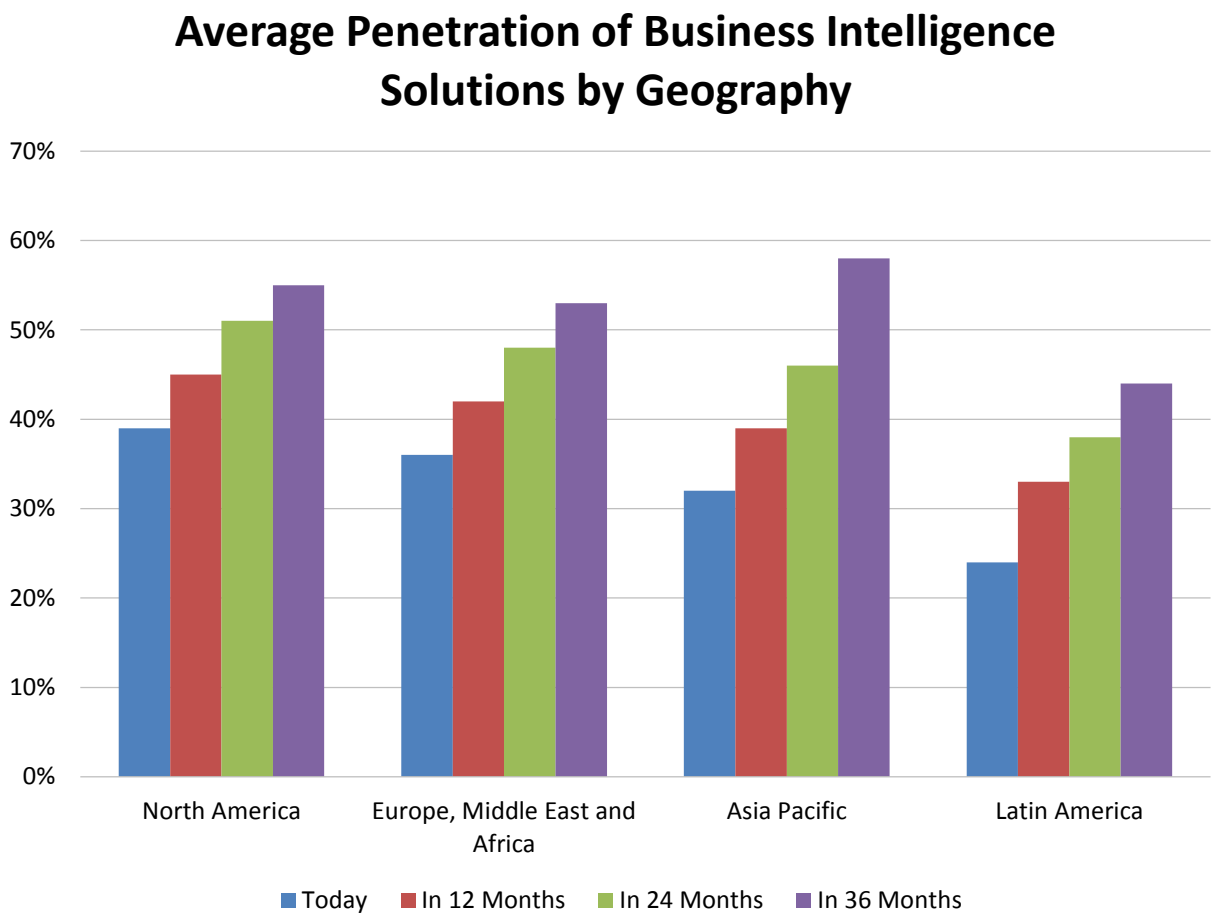



**Figure 36 – Average penetration of business intelligence solutions by geography**

### Business Intelligence Penetration by Function

Current average BI penetration levels are well distributed across multiple functions in 2025, led this year by enablement of R&D (43%), IT (38%), BICC (37%), and executive management (33%; fig. 37). This finding is interesting in part because executive audiences are historically first targeted (and executive enablement is diminishing this year compared to the overall weighted mean), though average scores might obscure a disproportionate number of highly penetrated executive roles. We also observe that younger organizations are more aggressively targeting executives than are their older peers (fig. 18). In any event, respondents expect executive audiences (and all functions) to see more penetration increases in future timelines. In all, aggressive plans for BI enablement by function may offset slower recent historical momentum, as shown in fig. 35.

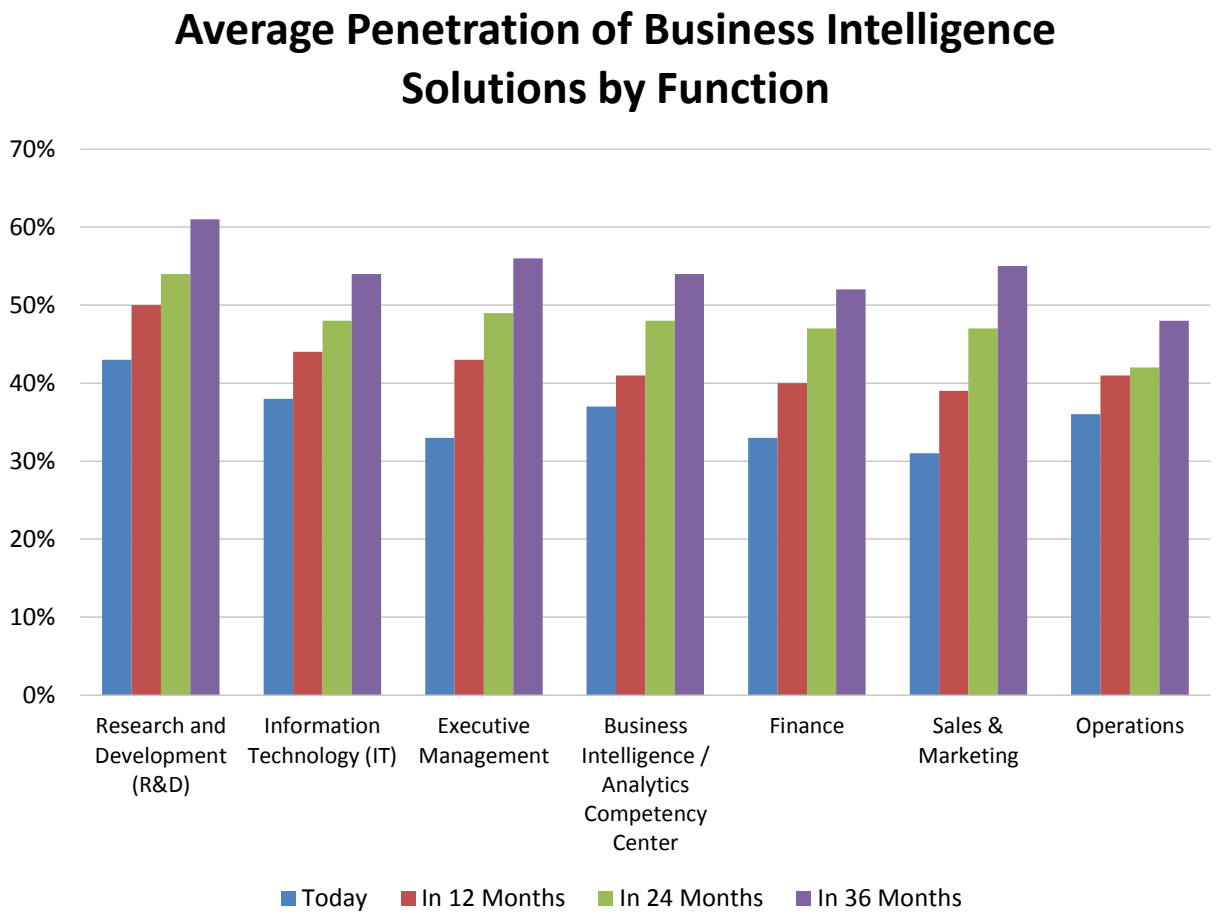



Figure 37 – Average penetration of business intelligence solutions by function

### Business Intelligence Penetration by Vertical Industry

Average levels of current BI penetration are well distributed across industries in 2025, led this year by government (44%), financial services (39%), technology (39%), manufacturing (39%), and business services (39%; fig. 38). Healthcare (36%), consumer services (28%), retail & wholesale (22%), and education (21%) are least penetrated in 2025, but all industries report consecutive aggressive penetration goals. Respondents expect relative 12-month momentum to be strongest in financial services, retail & wholesale, technology, and healthcare.

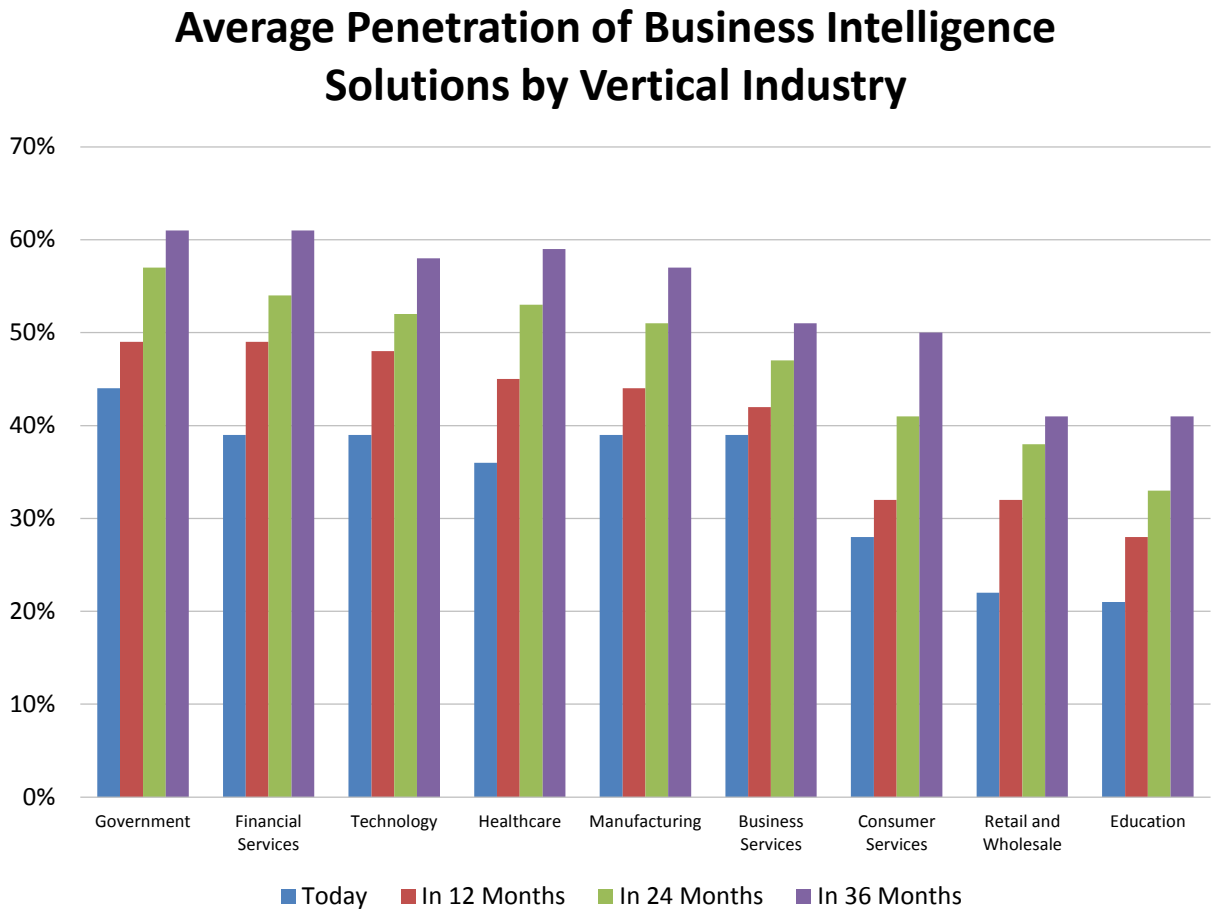



**Figure 38 – Average penetration of business intelligence solutions by vertical industry**

### Business Intelligence Penetration by Organization Size

In 2025, current and predicted future penetration of business intelligence is highest in small organizations with 1-100 employees (fig. 39). In all organizations with more than 100 employees, average penetration correlates and increases with organization size. This year, average penetration in small organizations stands at 41%, compared to 39% at very large, 35% at large, and 32% at midsize (46%) organizations. The rankings do not change in future timeframes, and all organizations of any size predict linear and similar increases in penetration in 12, 24, and 36 months.

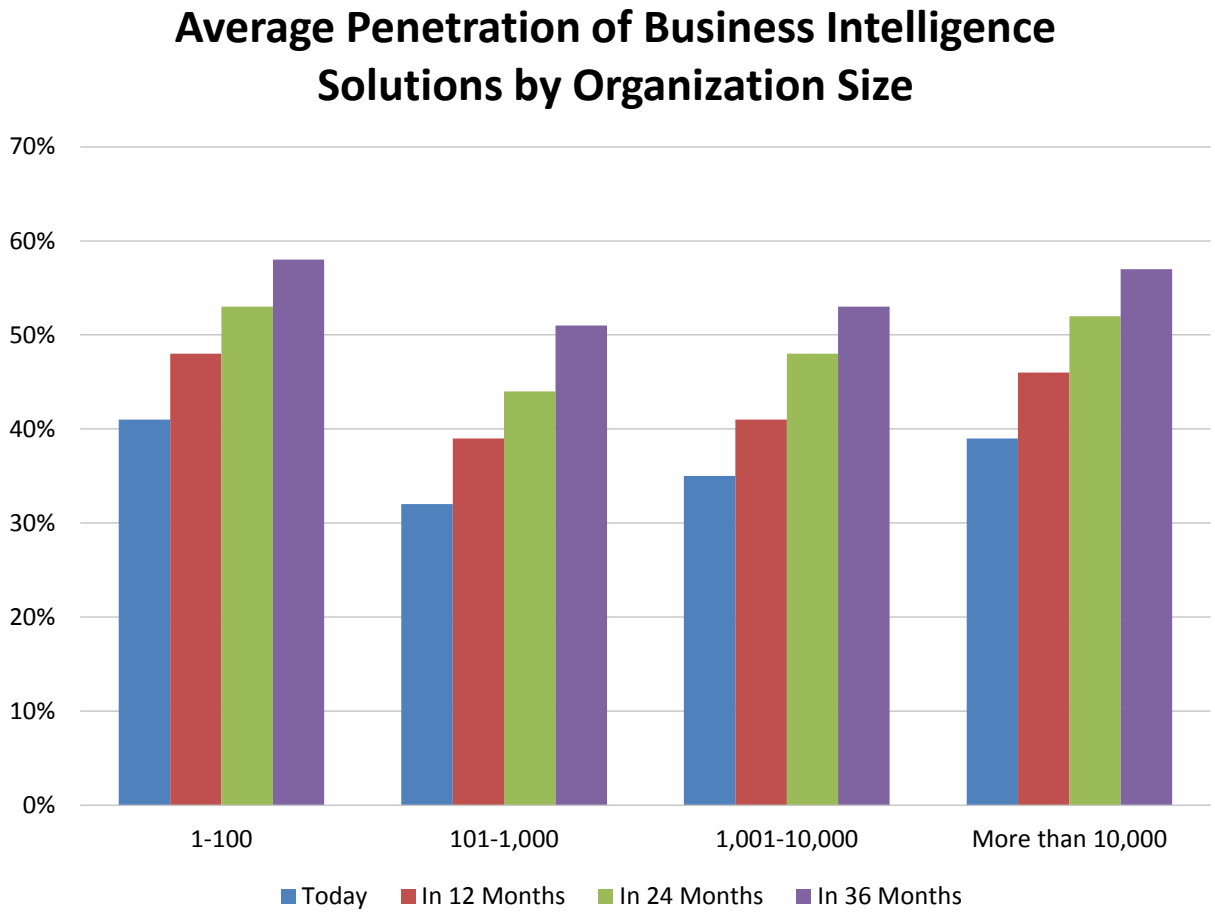



**Figure 39 – Average penetration of business intelligence solutions by organization size**

### Business Intelligence Penetration by Success with Business Intelligence

Organizations that are most successful with business intelligence are likely to have greater BI penetration today and expect more penetration in the future (fig. 40). This year, BI penetration is highest in completely successful organizations (47%), compared to 34% in somewhat successful, 25% in somewhat unsuccessful, and just 13% in unsuccessful organizations. The logic of this finding is straightforward, though we also observe that less-successful organizations predict linear penetration increases just like their more successful peers. Completely successful organizations are greater than three times more penetrated today than the worst-performing group, and that gap is predicted to continue up to 36 months from today.

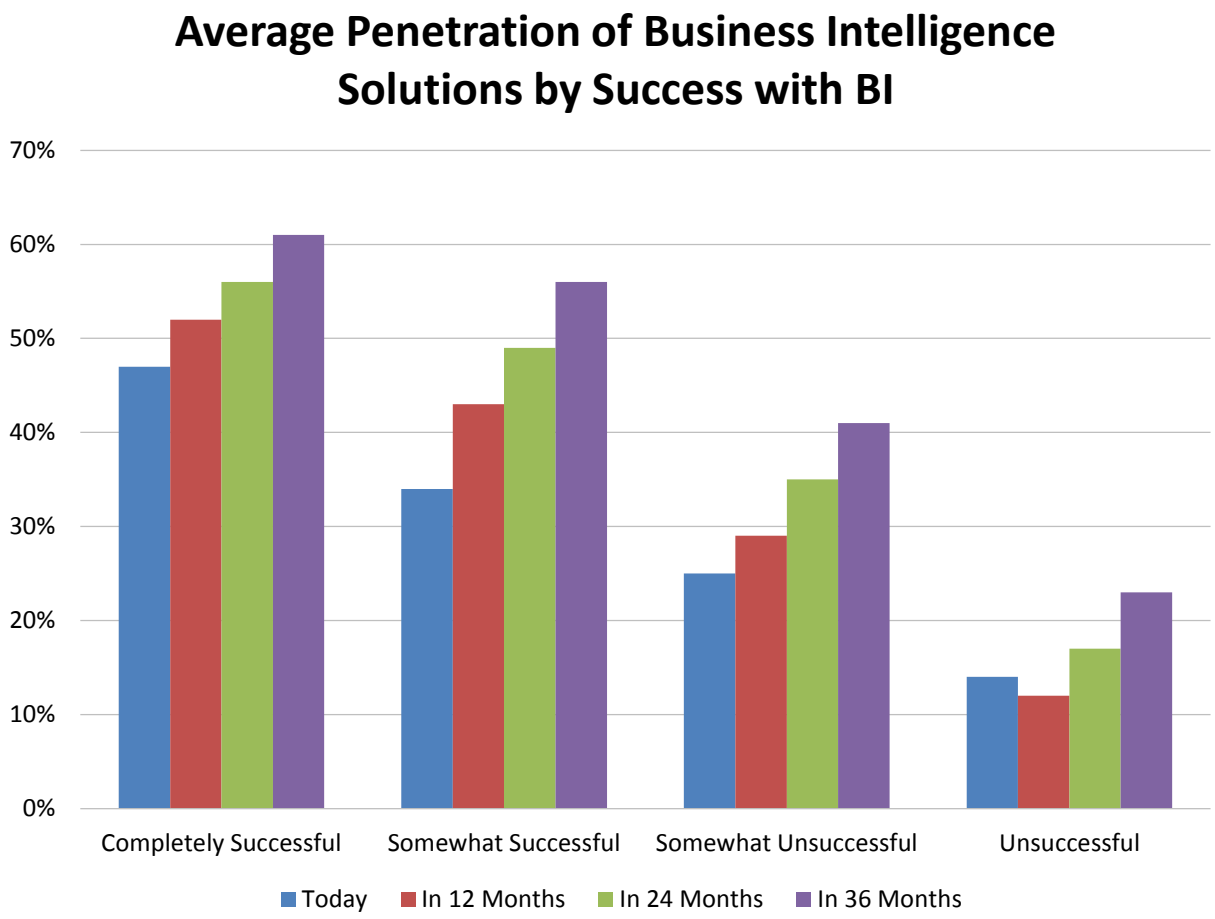



**Figure 40 – Average penetration of business intelligence solutions by success with BI**

## Business Intelligence Penetration by Company Age

Compared with all but their oldest peers, younger organizations report lower penetration today and expect lower penetration in the future than do organizations with greater longevity (fig. 41). Organizations that are less than five years old are 32% penetrated today, compared to 36% for those of 5-10 years, and 42% of organizations of 11-16 years. The same gaps and rankings extend to future time frames. By comparison, the oldest organizations of 16 years or more are 36% penetrated today, but are less optimistic about attaining greater future penetration, where they will increasingly trail the growth of penetration in all smaller organizations.

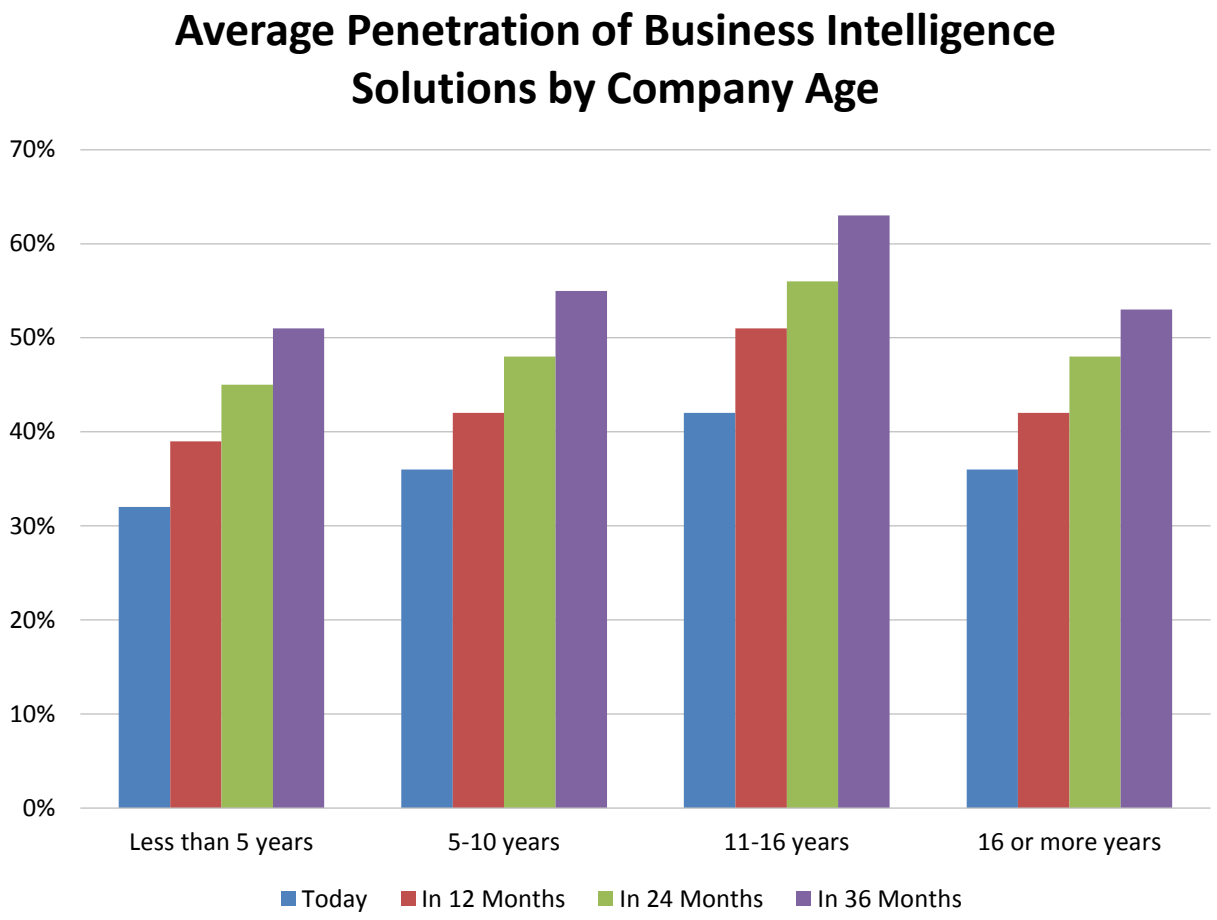



Figure 41 – Average penetration of business intelligence solutions by company age

## Number of Business Intelligence Tools in Use

### Number of Business Intelligence Tools in Use 2013 to 2025

Throughout the history of our study, we have asked respondents, "How many business intelligence products are currently used in your organization today?" (fig.42). In 2025, about 38% report the use of one or two tools, 17% report the use of three tools, and 27% report using four or more BI tools. Except for a minor lull in 2024, the last five years have seen between 26% and 29% of respondents using four or more BI tools. Throughout the last 13 years of our study, during which organizations pursued best-of-breed and platform/consolidation strategies, and vendors introduced specialized and increasingly abundant subscription and role-based tools, the number of tools in use has remained fairly constrained.

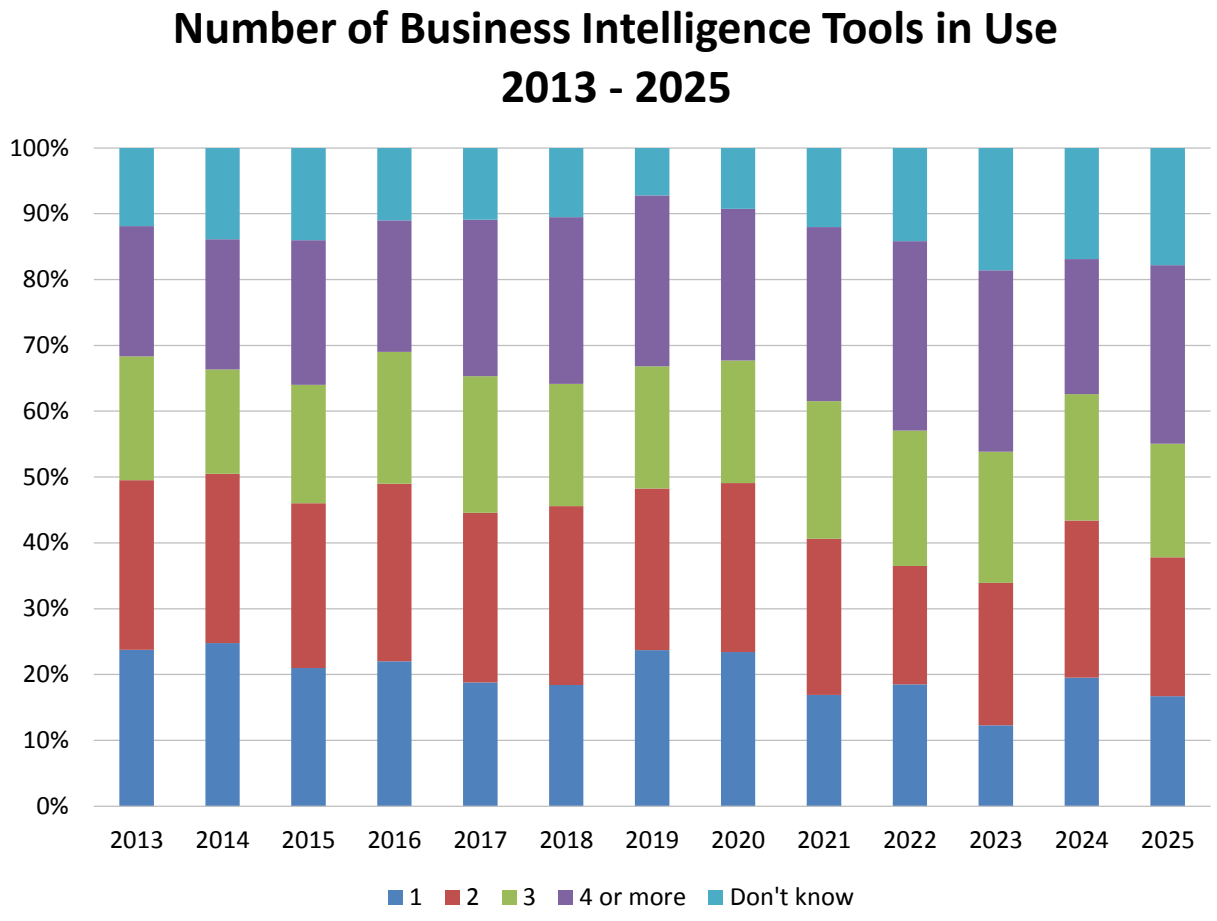



Figure 42 – Number of business intelligence tools in use 2013-2025

### Number of Business Intelligence Tools by Geography

The number of BI tools in use varies noticeably by geography (fig. 43). In 2025, North America respondents are the most likely users of four or five or more BI tools (32%), compared to 28% in Latin America, 26% in Asia Pacific, and just 14% in EMEA. By contrast, EMEA respondents are most likely to use one or two tools (53%), compared to 50% in Latin America, 34% in North America, and 31% in Asia Pacific. Organizations in North America are the least likely (11%) to use just one tool—half or less the rate seen in all other geographies.

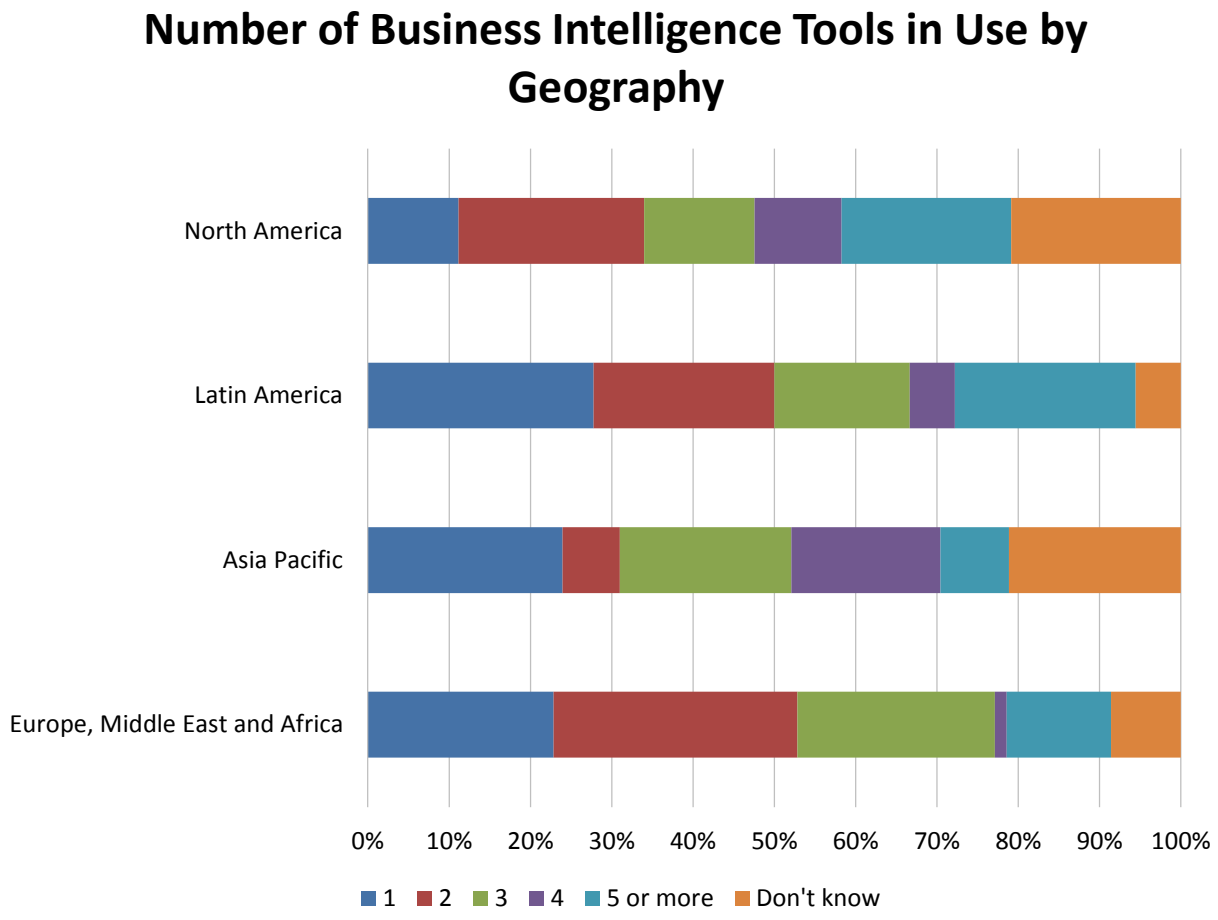



Figure 43 – Number of business intelligence tools in use by geography

### Number of Business Intelligence Tools by Function

All functions might use one or multiple BI tools in 2025, though interesting patterns emerge (fig. 44). This year, respondents in sales and marketing are most likely to report the use of five or more tools (30%), and all report the use of at least two tools. The functions that are most likely to use three or more BI tools in 2023 are the BICC (56%), R&D (54%), IT (50%), and operations (48%). By contrast, executive management is most likely to report the use of only one or two tools (55%), well ahead of IT (41%), BICC (40%), and all other roles sampled. Despite differences in detail, all functions report using multiple variable numbers of tools.

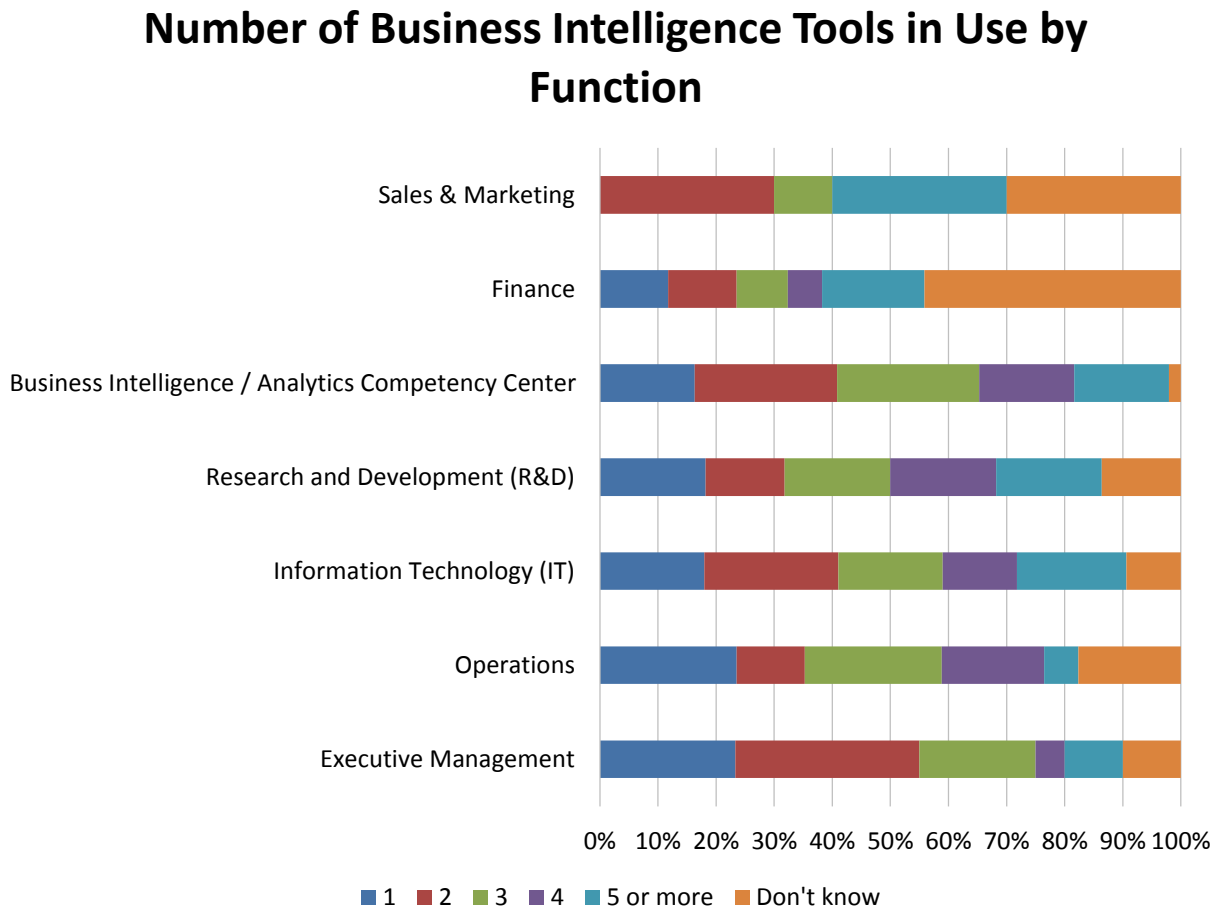



**Figure 44 – Number of business intelligence tools in use by function**

### Number of Business Intelligence Tools by Vertical Industry

The number of BI tools in use varies noticeably by industry in 2025 (fig. 45). This year, organizations that currently use only one or two BI tools are most often found in retail & wholesale (56%), healthcare (51%), financial services (50%), and government (50%). Except in healthcare and retail & wholesale, 20% or fewer users in all other industries use just one BI tool. Organizations that currently use three or more BI tools are most often in found in technology (52%), manufacturing (51%), education (46%), healthcare (45%), and consumer services (45%). Despite differences in detail, all industries report using multiple variable numbers of tools.

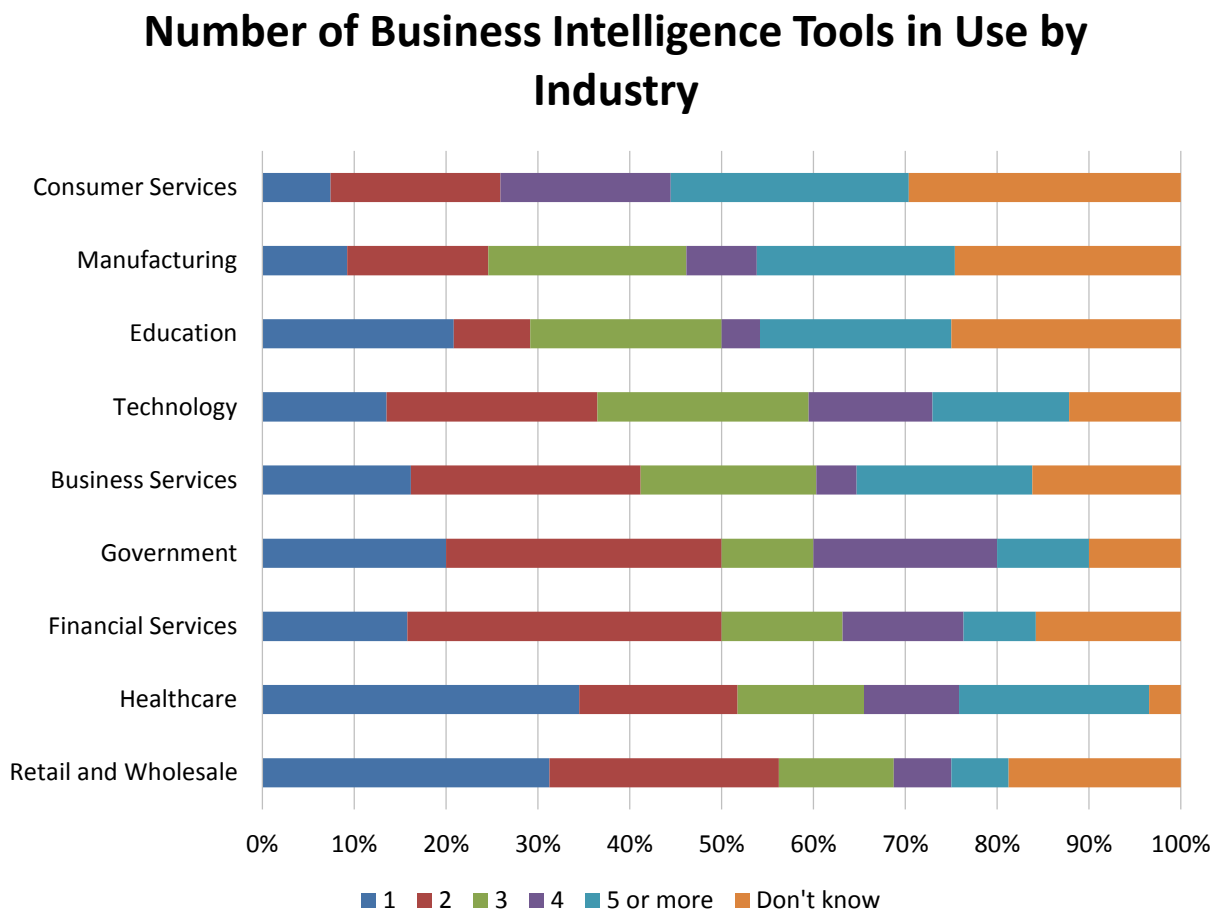



**Figure 45 – Numbers of business intelligence tools in use by industry**

### Number of Business Intelligence Tools by Organization Size

Increasing organizational headcount is an historic predictor of higher numbers of business intelligence tools currently in use, and this remains the case in 2025 (fig. 46). Looking at the green, purple, and blue bands in the chart, we see that 63% of very large organizations (more than 10,000 employees) use three or more tools, compared with 45% in large organizations (1,001-10,000 employees), 43% in midsize organizations (101-1,000 employees), and only 36% in small organizations (1-100 employees). By contrast, 48% of small organizations use only one or two BI tools, compared to 44% at midsize, 33% at large, and just 17% at very large organizations. As seen in other demographics, despite differences in detail, all industries nonetheless report using multiple variable numbers of tools.

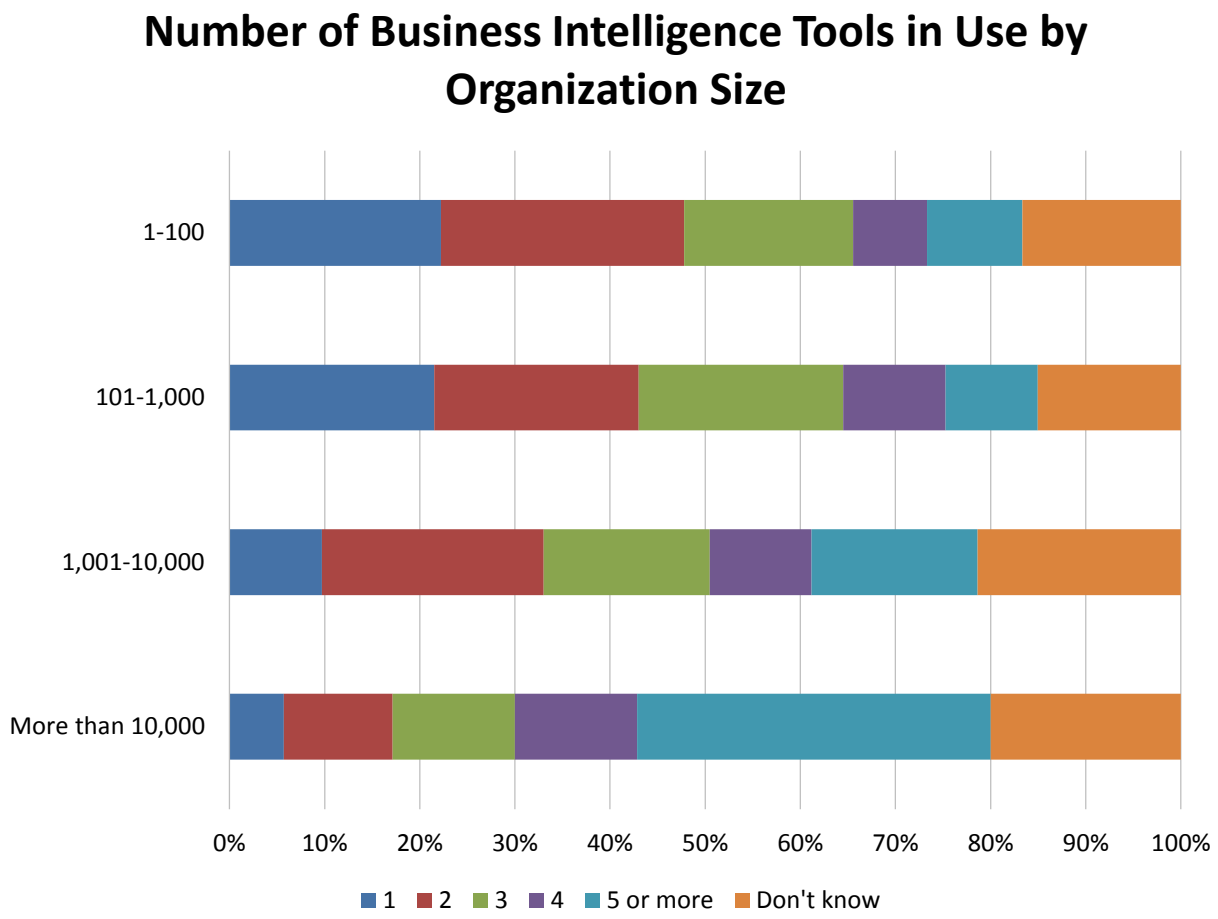



**Figure 46 – Number of business intelligence tools in use by organization size**

## Technologies and Initiatives Strategic to Business Intelligence

Familiar BI technologies—data quality, reporting, data visualization, dashboards, and data visualization—appear below more recently added data security as the top technologies and initiatives strategic to business intelligence (out of 65 topics) under our study in 2025 (fig. 48). As markets and terminology evolve, new topics are added or relabeled. Last year, for example, generative AI (40th) was added; this year agentic AI (45th) joins the list. The following charts depict demographic breakouts and some of the ebb and flow.

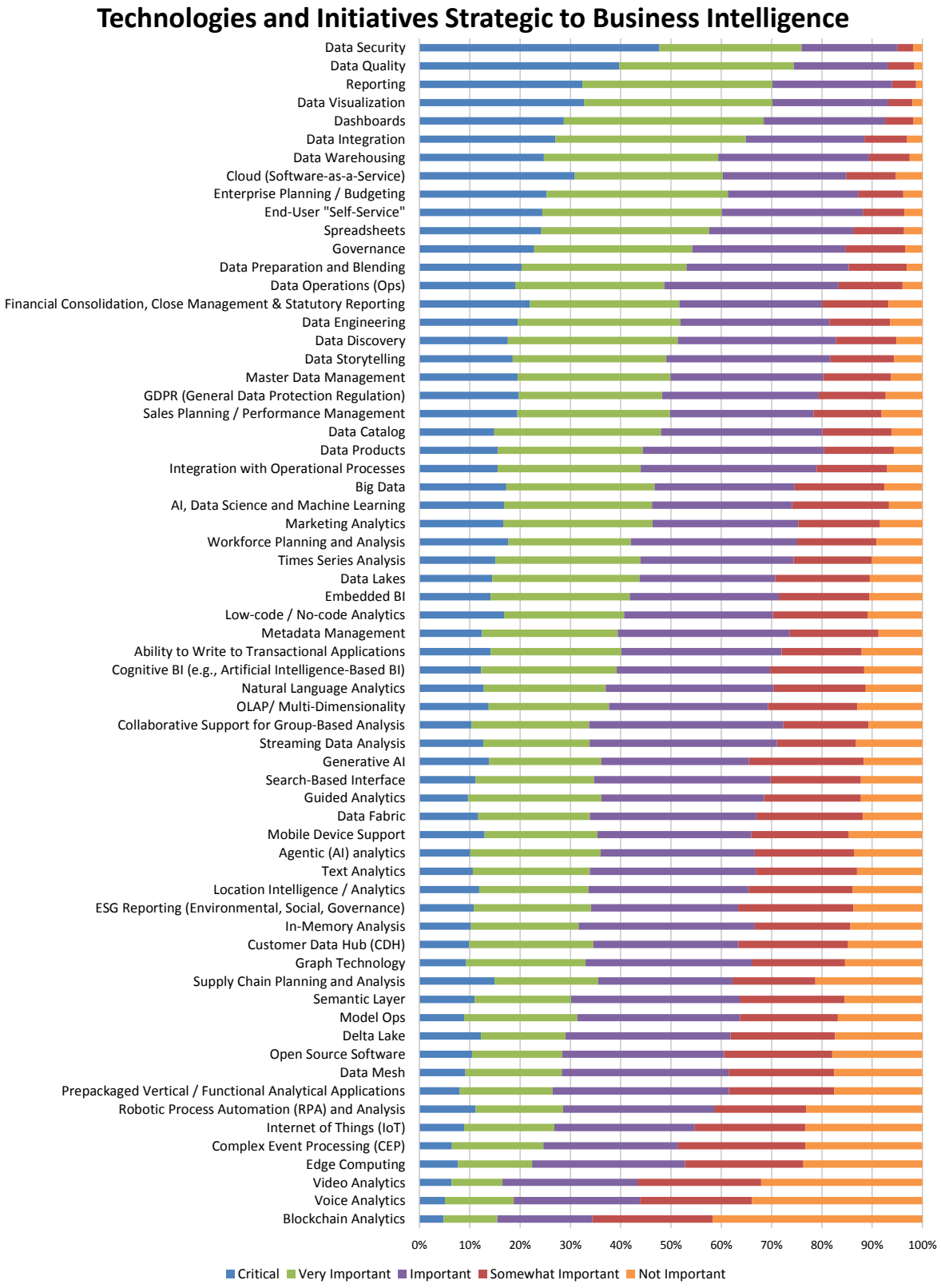



**Figure 47 – Technologies and initiatives strategic to business intelligence**

## Change in Technology Priorities 2024-2025

Fig. 48 shows year-over-year technology priority momentum and some interesting trending throughout. (Note: Changes are respondent perceptions and not based on actual investment.) The biggest relative gainers in 2025 include natural language analytics (+6%), ESG reporting (+5%), low code/no code analytics (+5%), Internet of things (+5%), model ops (+5%), and generative AI (+4%). The biggest declines by percentage include data preparation (-6%) and data engineering (-6%).

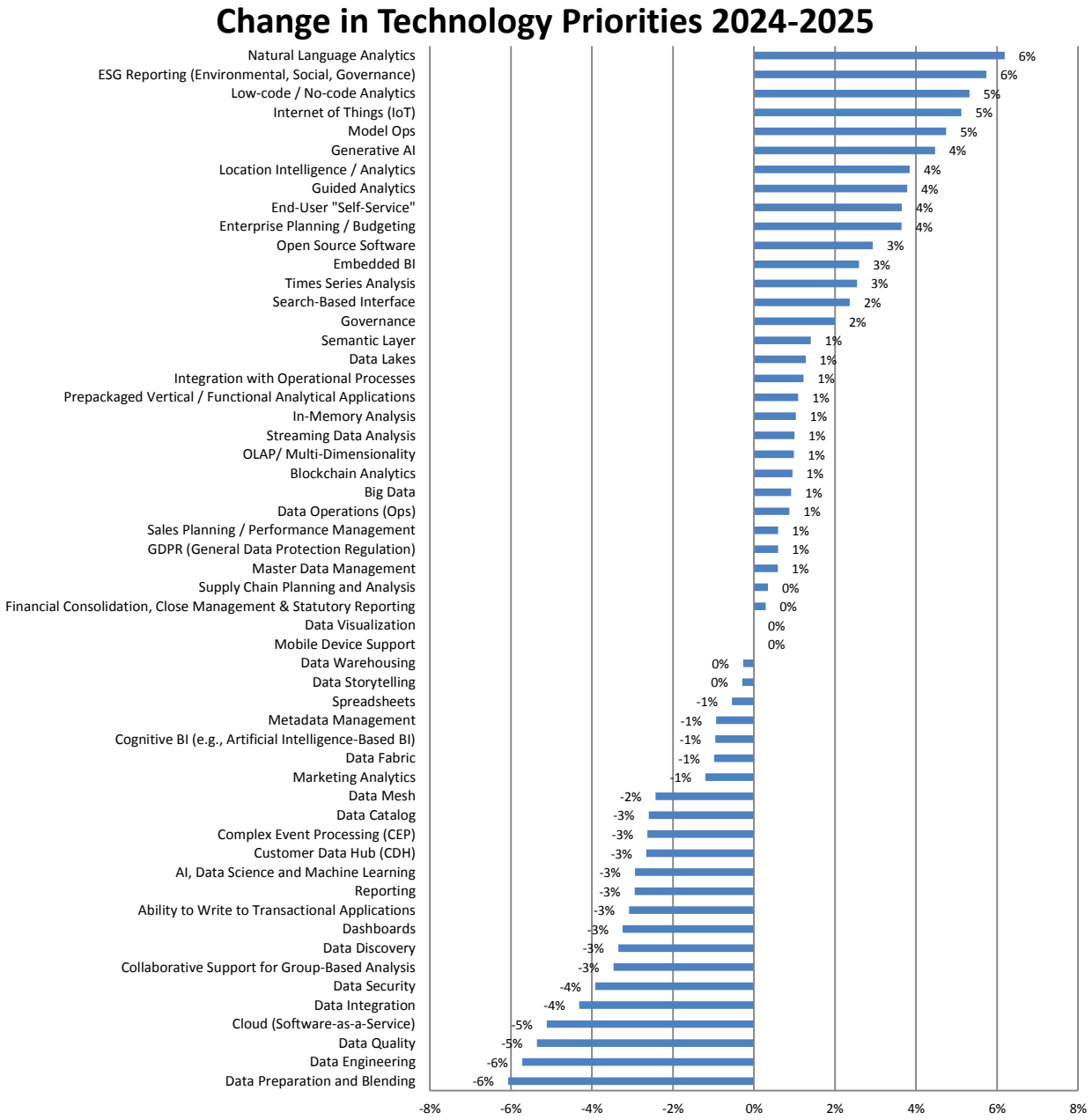



**Figure 48 – Change in technology priorities 2024-2025**

### Technologies and Initiatives Strategic to Business Intelligence by Geography

Perceived respondent sentiment toward BI technologies and initiatives is highest by overall weighted mean in Asia Pacific (3.7), followed by Latin America (3.4), North America (3.1), and EMEA (3.0; fig. 49). That said, sentiment varies wildly in detail. For example, data security and data quality are similarly very important priorities in North America and EMEA as well as Asia Pacific, while Latin America respondents rank these two priorities much lower. As matters of urgency, several newer topics, including generative AI and agentic AI, score lower than important in North America and EMEA. Amid ebbs and flows, fewer than half of technologies and priorities are at least important to respondents in every region.

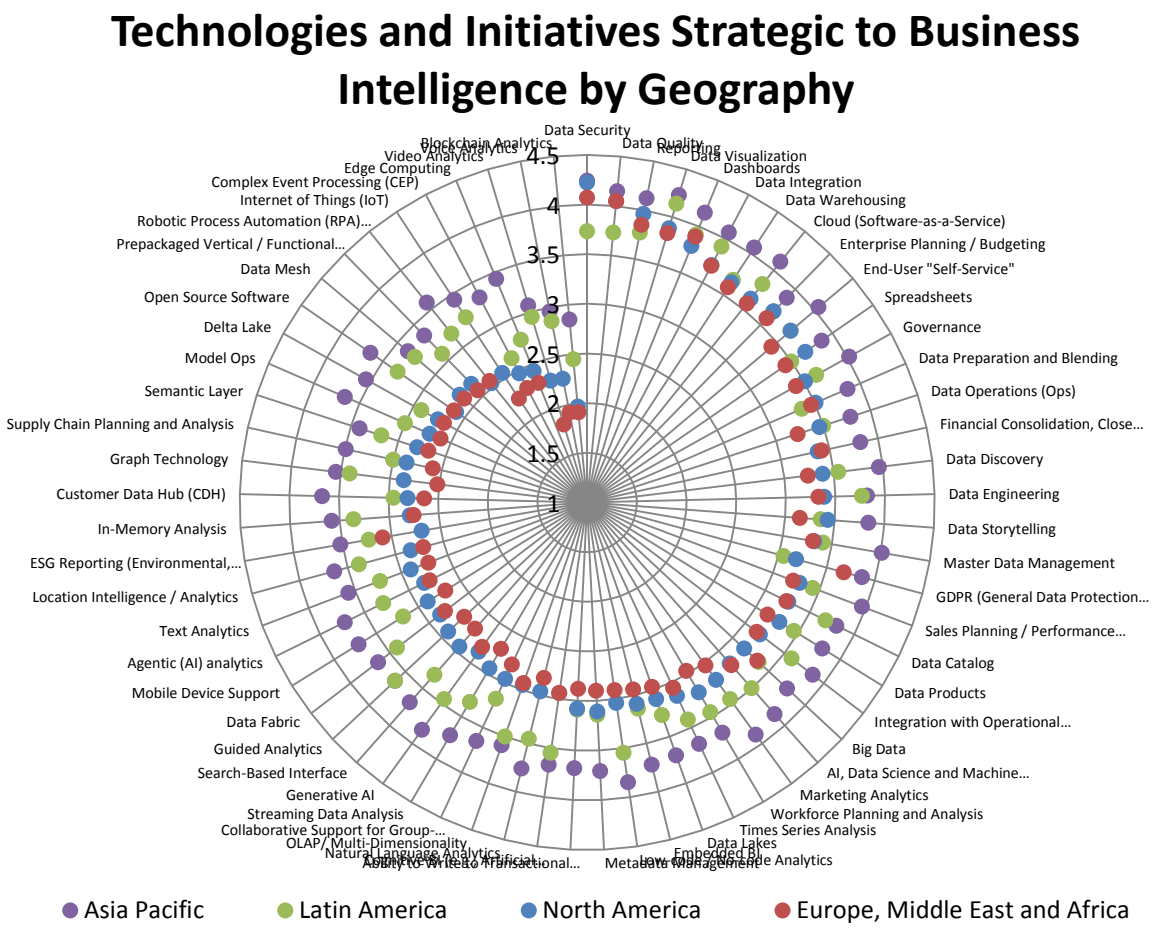



**Figure 49 – Technologies and initiatives strategic to business intelligence by geography**

### Technologies and Initiatives Strategic to Business Intelligence by Function

As we would expect, attitudes toward BI technologies and initiatives can relate to specific daily roles and responsibilities, and different functions assign them varied degrees of importance (fig. 50). Functions posting the highest overall weighted-mean scores expectedly include BICC, IT, and R&D respondents. After those three top support-centric functions, respondents in sales & marketing tell a more frontline story of applied technology and initiative prioritization. Among sales & marketing respondents, data visualization, reporting and dashboards receive the highest scores. The top priority among operations respondents is data quality, followed by data security and dashboards. Executives adhere more closely to the overall weighted mean and are the only function to rank all top five technologies and initiatives as very important.

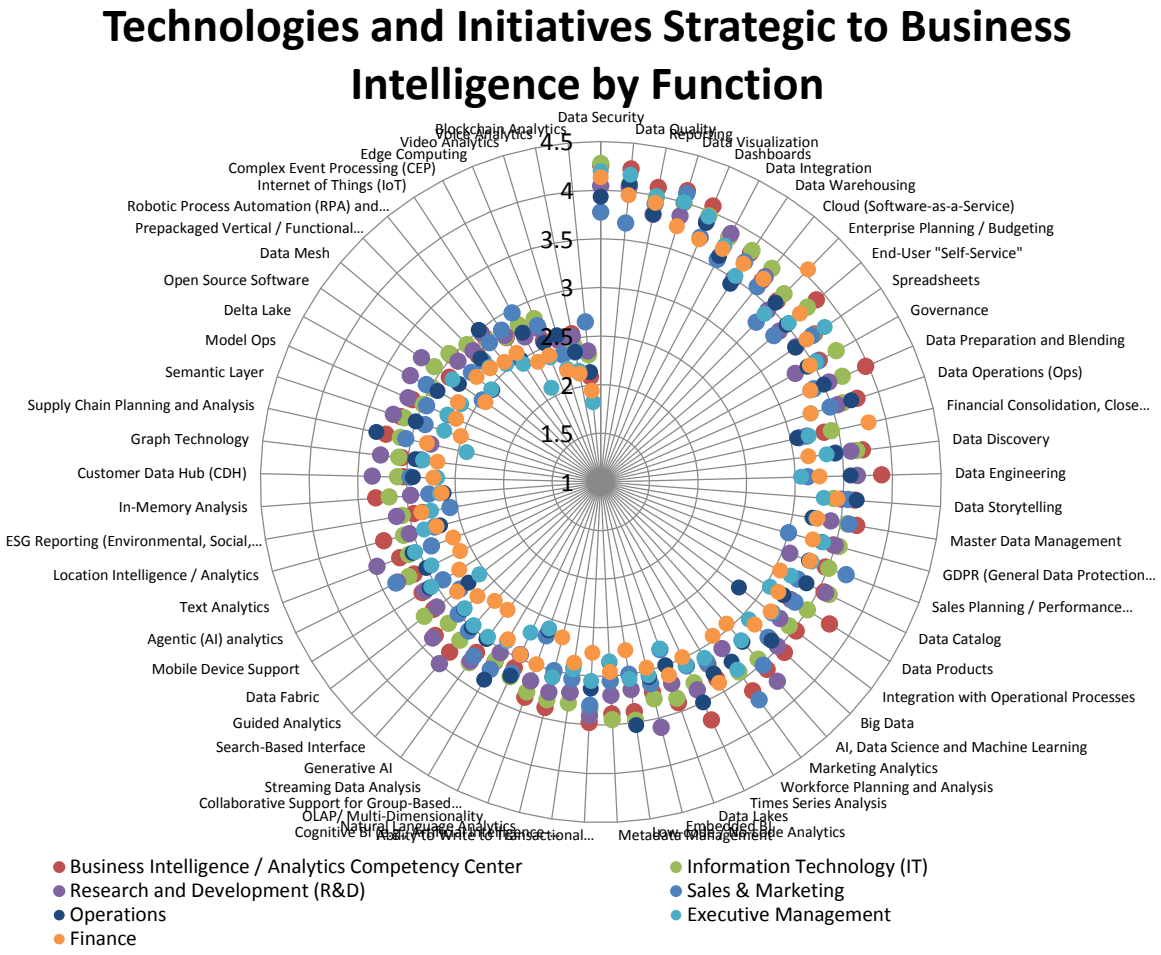



**Figure 50 – Technologies and initiatives strategic to business intelligence by function**

## Technologies and Initiatives Strategic to Business Intelligence by Vertical Industry

Vertical industries report widely distributed interest in different business intelligence initiatives and priorities, with many observations at hand (fig. 51). For example, retail & wholesale are among the industries reporting the lowest overall urgency around most strategies and initiatives, but nonetheless show very high interest in discrete areas, including sales planning, workforce planning and analysis, mobile device support, and supply chain planning. Among other observations, respondents in technology report the highest overall weighted-mean sentiment and are more likely than all other industries to prioritize many lower-ranking priorities, such as agentic AI, text analytics, location intelligence, in-memory analysis, graph technology, and semantic layer, among others.

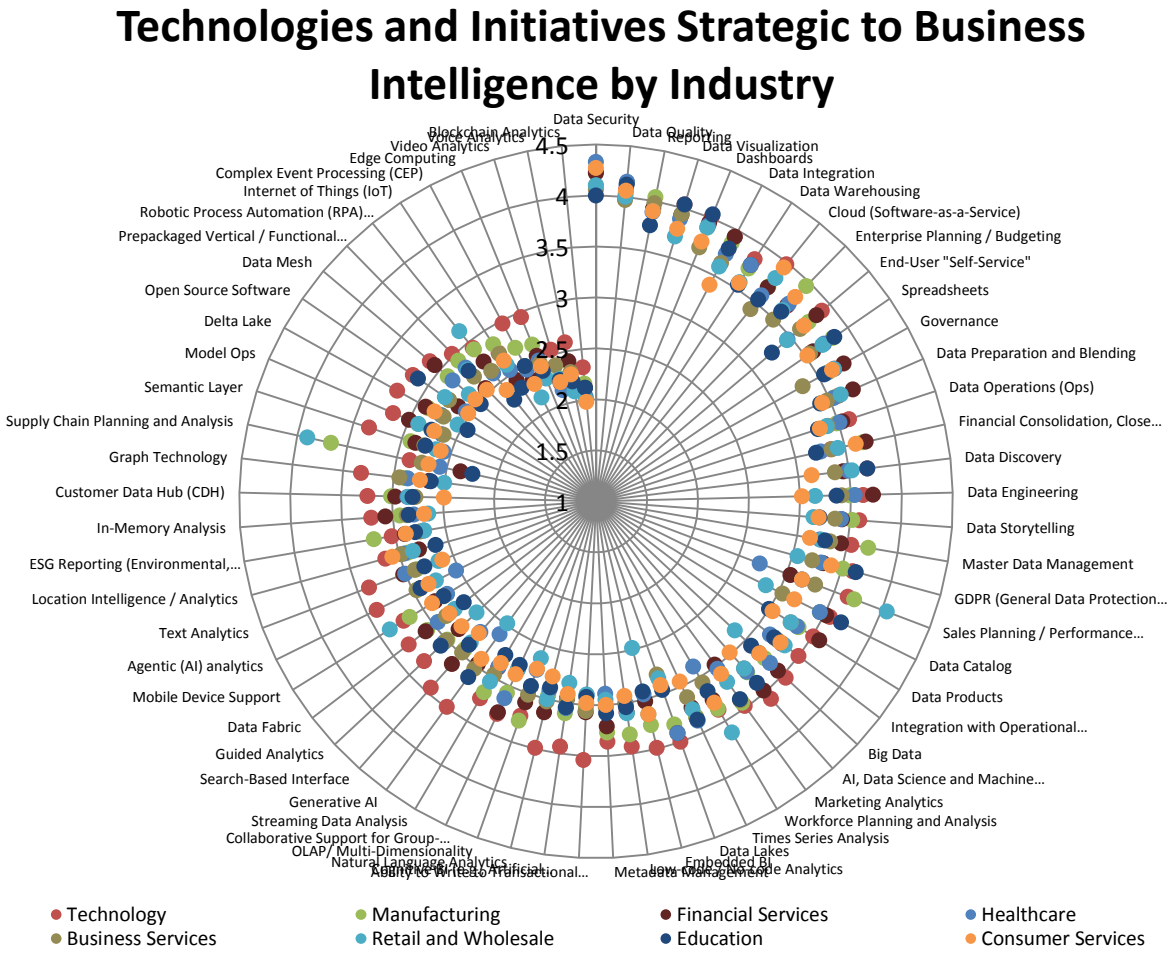



**Figure 51 – Technologies and initiatives strategic to business intelligence by industry**

## Technologies and Initiatives Strategic to Business Intelligence by Organization Size

Business intelligence technology and initiative priorities correlate positively and strongly with global headcount in 2025 (fig. 52). Very large organizations (more than 10,000 employees) followed by large organizations (1,001-10,000 employees) lead in their interest in nearly all technologies and initiatives. Said another way, very large organizations are most likely to be involved in the most technologies and initiatives strategic to BI. Some priorities nonetheless cluster among organizations of any size, particularly the top five: data security, data quality, reporting, data visualization, and dashboards. Among many areas in which very large organizations disproportionately engage, the standouts within the top half of selections are data security, data quality, master data management, data products, and metadata management.

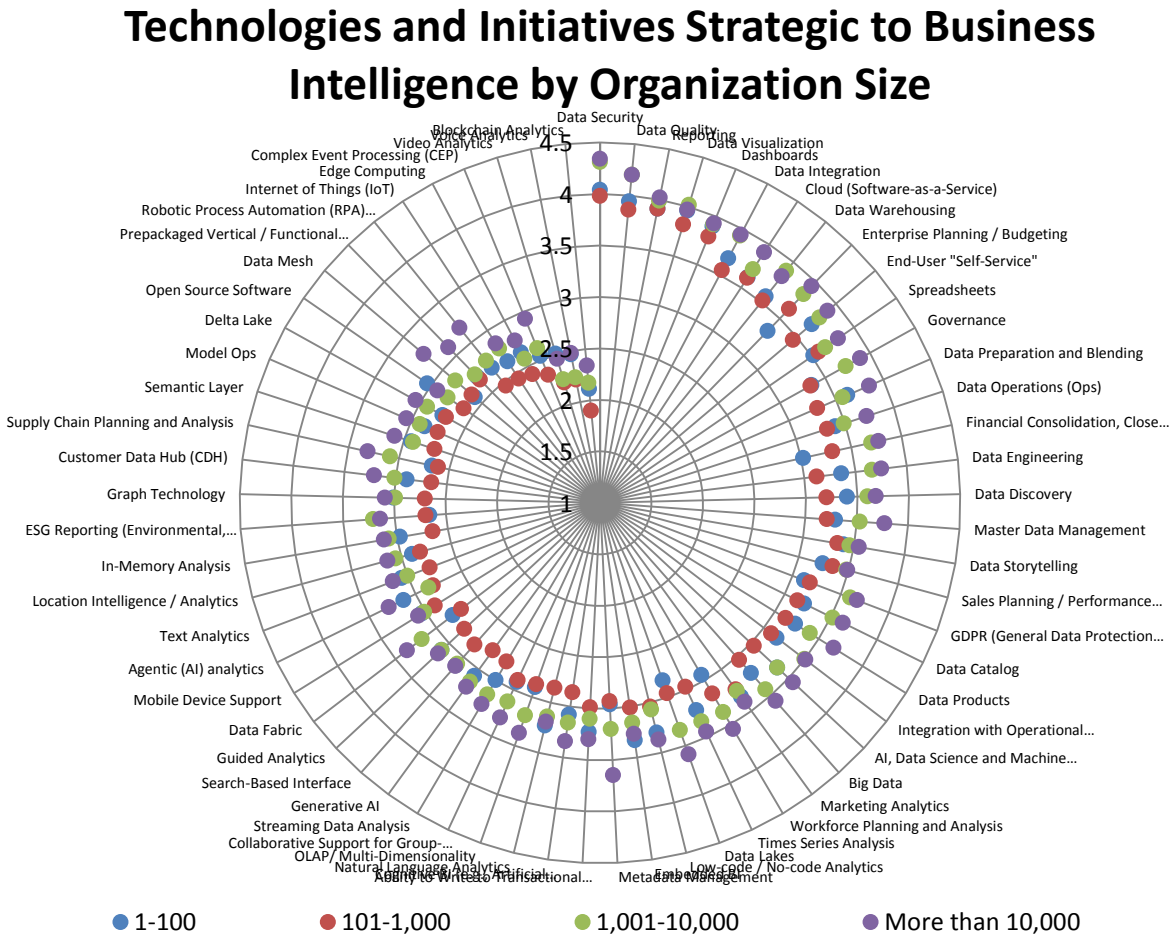



**Figure 52 – Technologies and initiatives strategic to business intelligence by organization size**

## Success with Business Intelligence 2015-2025

Organizations report a high sustained level of success with business intelligence in 2025 (fig. 53). This year, 32% of organizations report being completely successful with BI, and 87% report either completely successful or somewhat successful results. Both findings are about 2% below 2024 findings. Nonetheless, our core measure of perceived success with business intelligence has a 13-year sustained weighted-mean range of 3.1-3.2 (on a 4.0 scale). Amid many economic and other disruptions and dynamics, this self-assessment of competency and effectiveness is a strong endorsement of ongoing BI value.

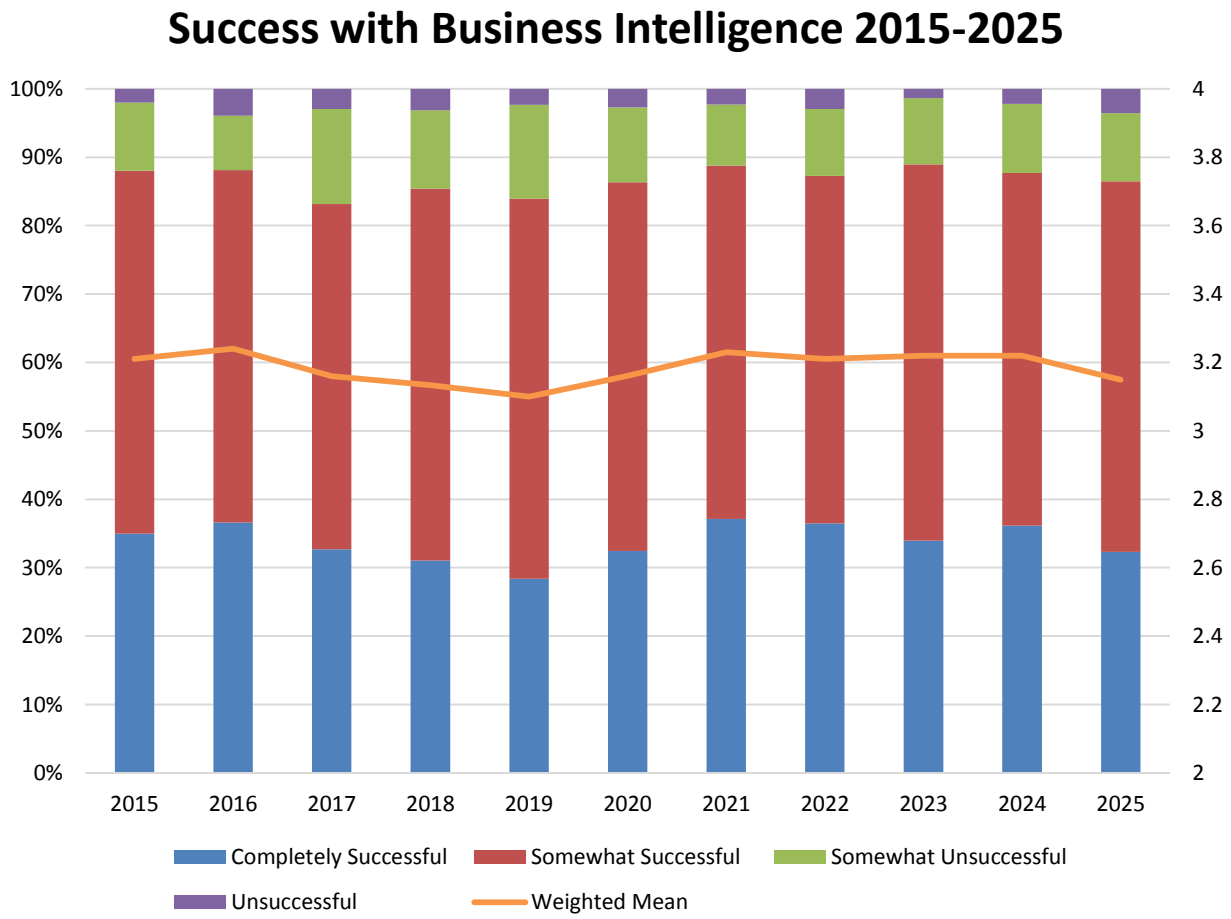



Figure 53 – Success with business intelligence 2015-2025

### Measures of Success with Business Intelligence 2020-2025

Beginning in 2017, we asked respondents to quantify in detail how they measure the success of business intelligence initiatives (fig. 54). The top result in 2025 and in all previous studies is user feedback/satisfaction (79%). This year, customer feedback/satisfaction is the next-most-cited measure (46%), which narrowly displaces return on investment (45%) and system/application activity (40%). The least-commonly named measure of success with BI is the number of deployed users, used by about 31%. The past six years of data show only minor changes, including sustained reliance on user satisfaction, and slow gains in the use of return on investment and customer satisfaction. By a wide margin, respondents continue to tell us they engage with users and measure their satisfaction in qualitative ways, rather than focusing on system activity or the sheer numbers of users.

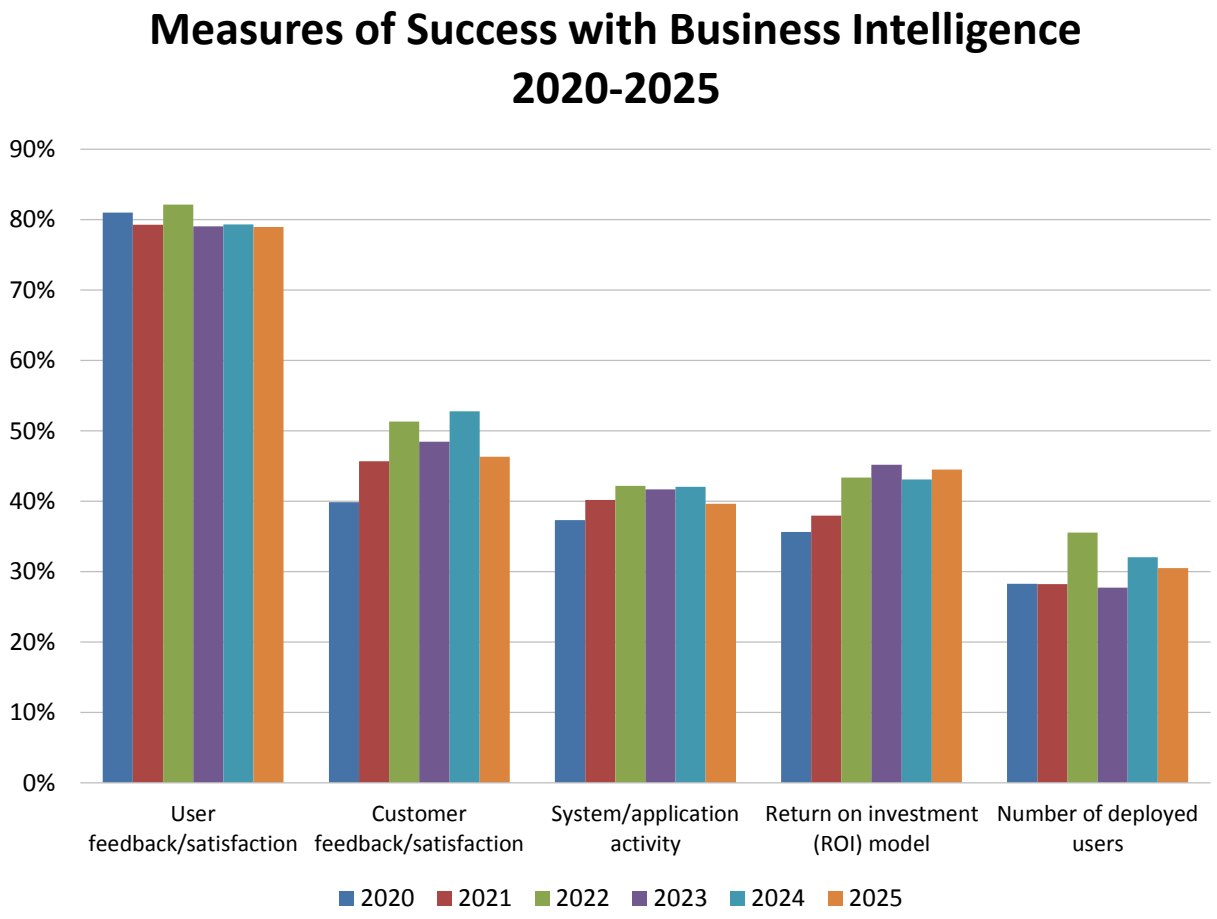



Figure 54 – Measures of success with business intelligence 2020-2025

### Measures of Success by Organization Size

Organization size plays a role in how the success of business intelligence initiatives is measured, though companies of any size might avail themselves of any or multiple success measurement methods in 2025 (fig. 55). User feedback/satisfaction is the most popular measure, regardless of organization size, and is more likely to be used as headcount increases. By contrast, the second overall choice, customer feedback/satisfaction, is more often used in small organizations (59%) than very large organizations (52%). Small organizations are also more likely than all but their very large peers to measure success using return on investment.

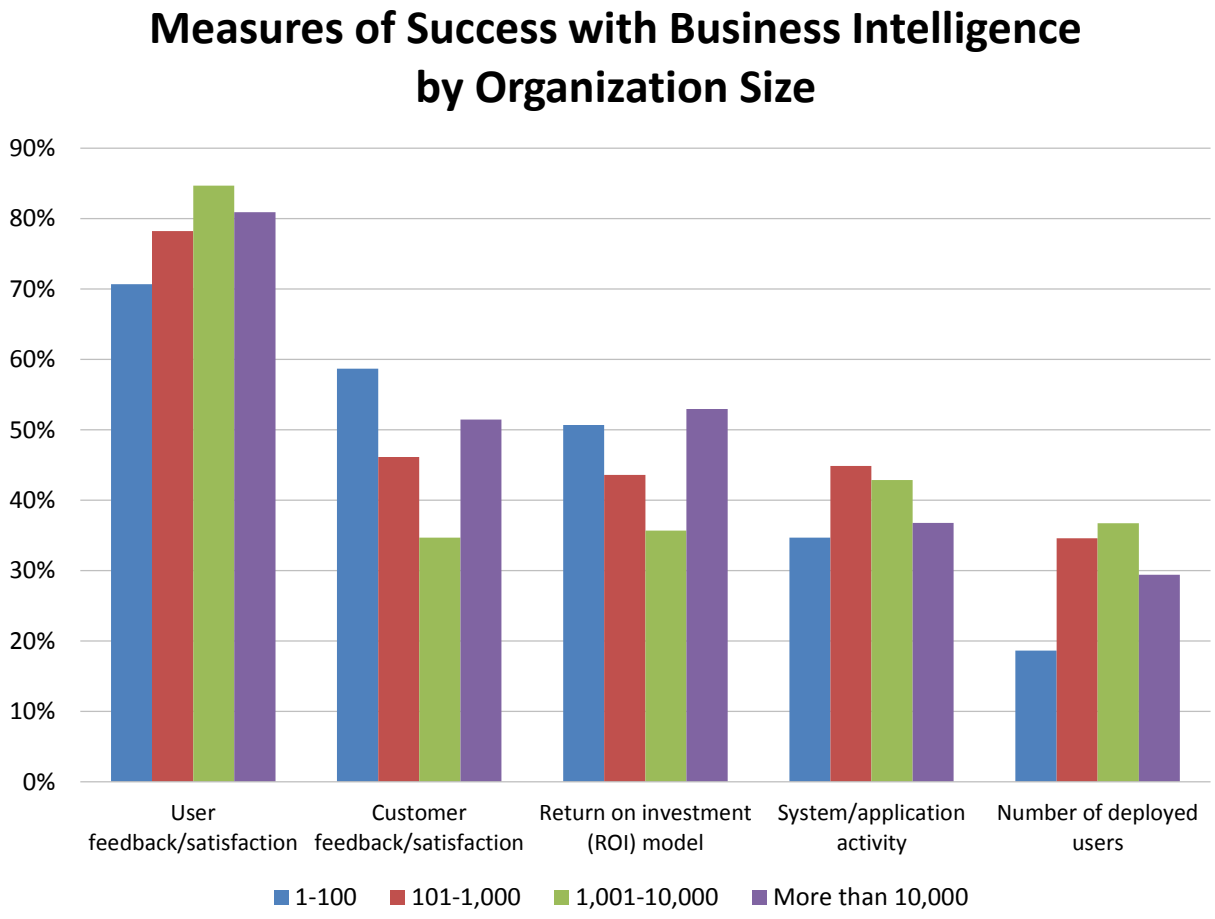



Figure 55 – Measures of success with business intelligence by organization size

### Success with Business Intelligence by Current Strategic Role of AI

The degree to which organizations commit to the use of artificial intelligence correlates with the way success with BI is measured in 2025 (fig. 56). At this early stage of AI adoption, with few measures of sophisticated use, we describe this finding as a preliminary and unproven indicator of BI success. It comes, however, with a contrary yet intuitive indicator: Companies that are more committed to AI appear relatively less likely to use user feedback and more likely to use customer feedback and return on investment as measures of BI success. It is tempting to link this finding with chatbots and customer or crowd activity, but too early to make such an assumption without more years of study.

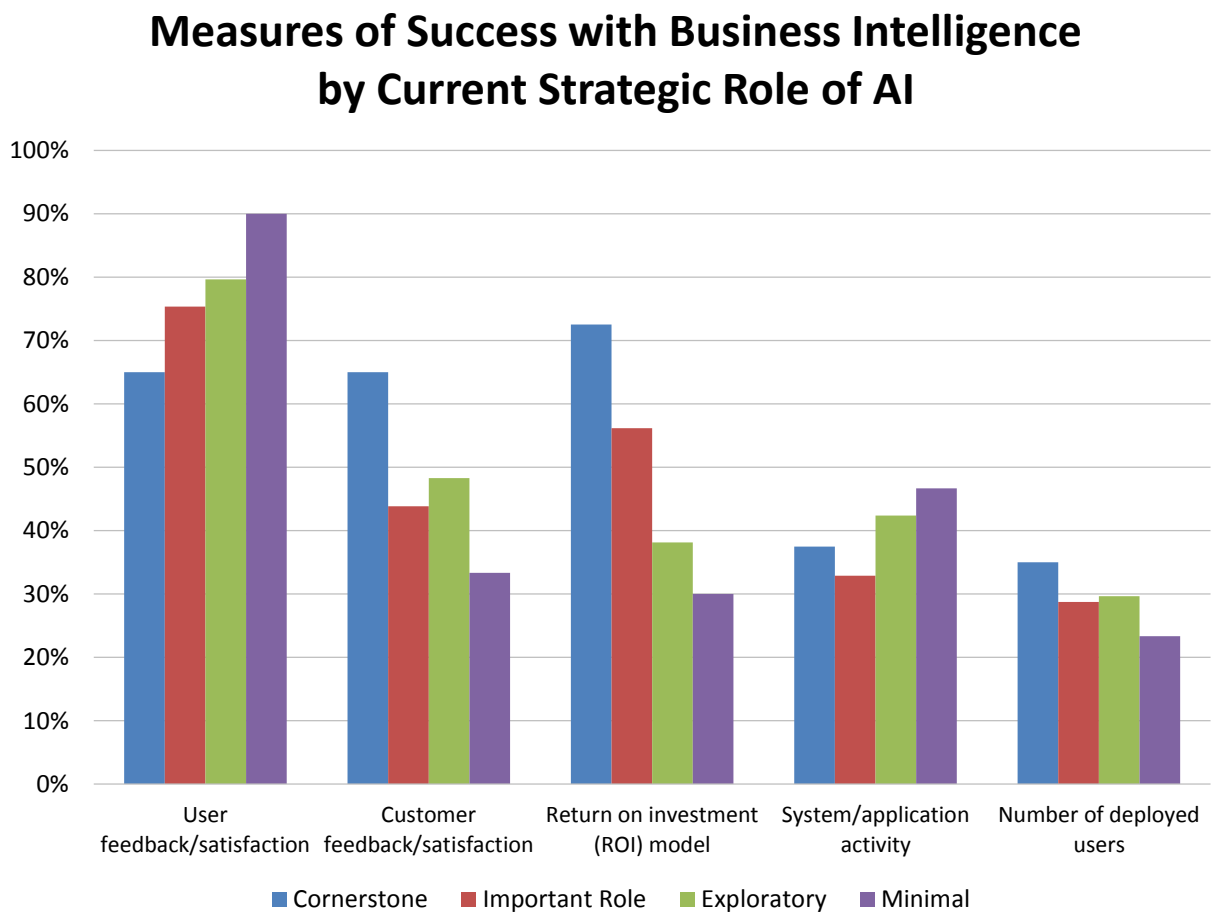



Figure 56 - Measures of success with BI by current strategic role of AI

### Contributors to Success with Business Intelligence

We asked respondents, “Which of the following factors contributed to your organization's success with business intelligence?” from a list of 11 possible responses plus “other” (fig. 57). In 2025, the three most-cited contributors are a culture that understands and values fact-based decision making; good communication/collaboration between those developing/supporting BI solution and those using it; and business objectives or needs were understood and met. These top three findings are all distinctly cultural indicators compared with most other responses that apply to data standards, specific skills, and the nature and quality of the tools used. (Also see Fig. 58.)

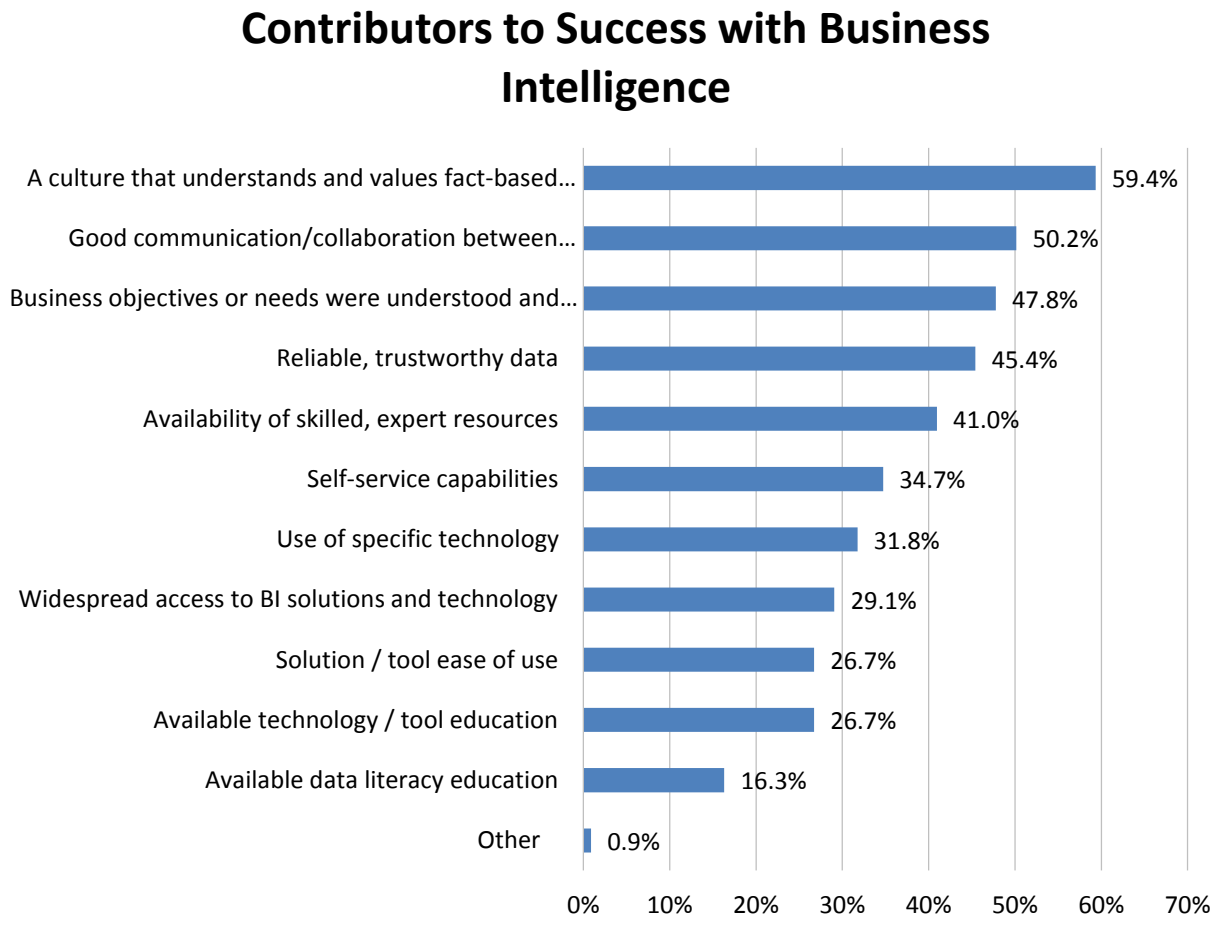



**Figure 57 – Contributors to success with business intelligence**

### Obstacles to Success with Business Intelligence

Along with contributors to BI success, we also asked respondents, “Which of the following factors contributed to your organization's obstacles to business intelligence?” (fig. 58). In 2025, the most-cited obstacle was once again workplace culture, expressed as “a culture that doesn’t understand or value fact-based decision making.” Unlike contributors to success, subsequent primary or secondary obstacles to success with BI are often related to issues with data quality, the tools used, or the resources committed. One possible conclusion from this observation is that successful BI requires (and perhaps takes for granted) quality data and tools, and that failed BI projects are sometimes undone by unexpected technical problems. In sum, the two charts show that both contributors and obstacles to BI success are dependent on culture, but subject to failure when technology or data management are not sufficiently supported.

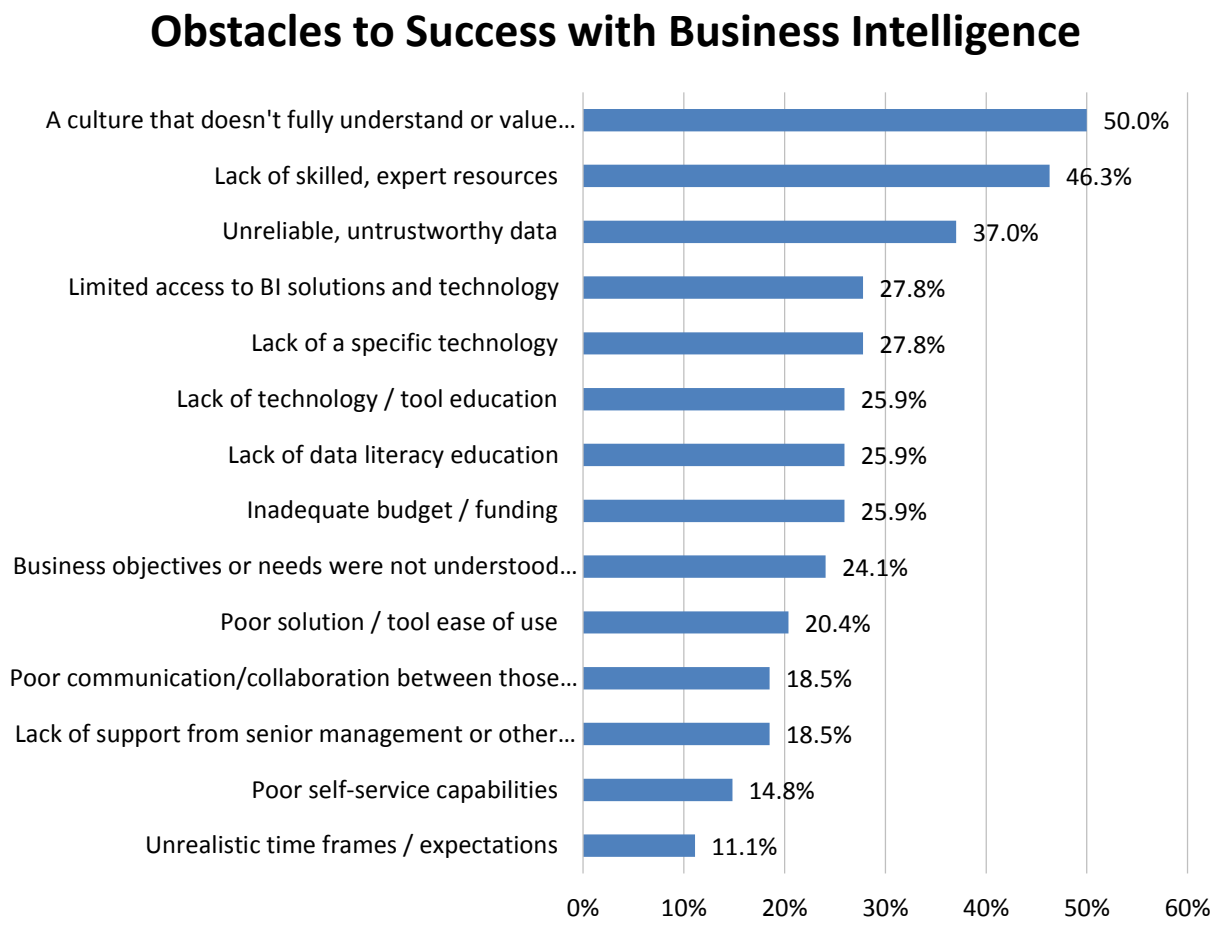



**Figure 58 – Obstacles to success with business intelligence**

### Success with Business Intelligence by Organization Size

Across the full range of scope and scale, organizations of all sizes report very high levels of complete or at least partial BI success in 2025, though benefits of scale do take greater hold in large (1,001-10,000 employees) and very large organizations (more than 10,000 employees; fig. 59). This year, complete success is reported in 28%-35% of all organizations, and complete or somewhat successful results are reported by 80%-92% of respondents. Though they are comparable, large and very large organizations clearly see the higher range of complete or somewhat successful results (90% and 92%, respectively), a finding we also observed regarding BI achievements (fig. 32). Overall, organizations of any size are, at minimum, 80% or more likely to report complete or moderate BI success.

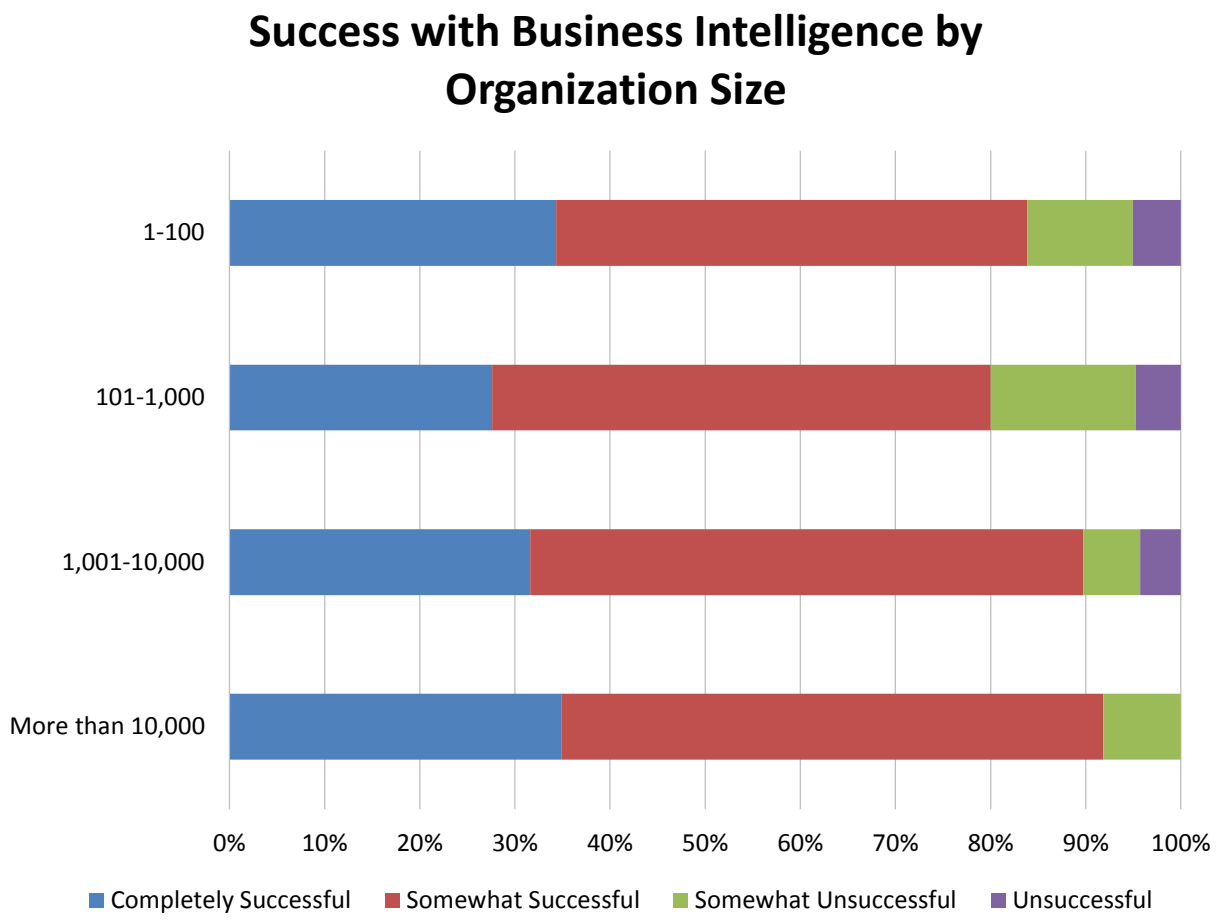



**Figure 59 – Success with business intelligence by organization size**

### Success with Business Intelligence by BI Objectives

Organizations that are most adept in applying business intelligence are more likely to focus on a full range of objectives in 2025 (fig. 60). Completely successful BI organizations post the highest overall scores for every objective, and a survey-high 4.6 weighted-mean score for better decision making. In organizations that are completely successful with BI, all objectives except compliance/risk management are above or close to a weighted-mean value of 4.0 (very important). Organizations that consider themselves somewhat unsuccessful and unsuccessful are less emphatic in all areas and possibly more likely to see more "soft" than "hard" benefits from meeting objectives.

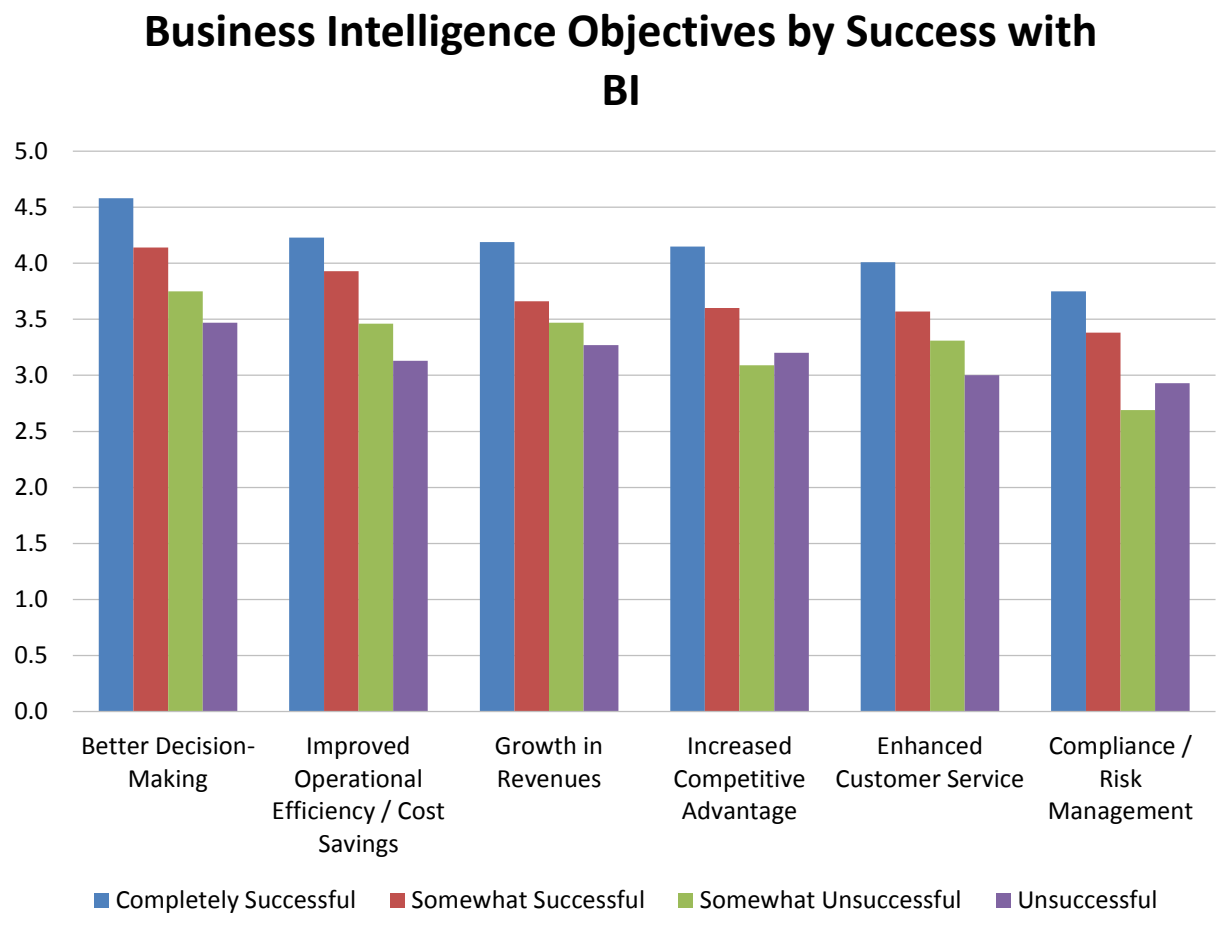



**Figure 60 – Business intelligence objectives by success with BI**

### Success with Business Intelligence by Targeted Users

In 2025, we observe that targeting multiple audiences, including nontraditional users, is associated with highly successful BI organizations to a greater extent than with less-successful peers (fig. 61). Most obviously this year, customer and line manager targeting are disproportionately associated with completely successful BI organizations by a factor of greater than 3:1 when compared with their somewhat unsuccessful and unsuccessful peers. We note that completely successful organizations target these audiences even more than they target individual contributors and professionals, and middle managers (who rank higher in overall weighted mean). At a lower percentage, we see an even greater gulf in the rate at which completely successful BI organizations target partners/affiliates and suppliers compared with less-successful peers.

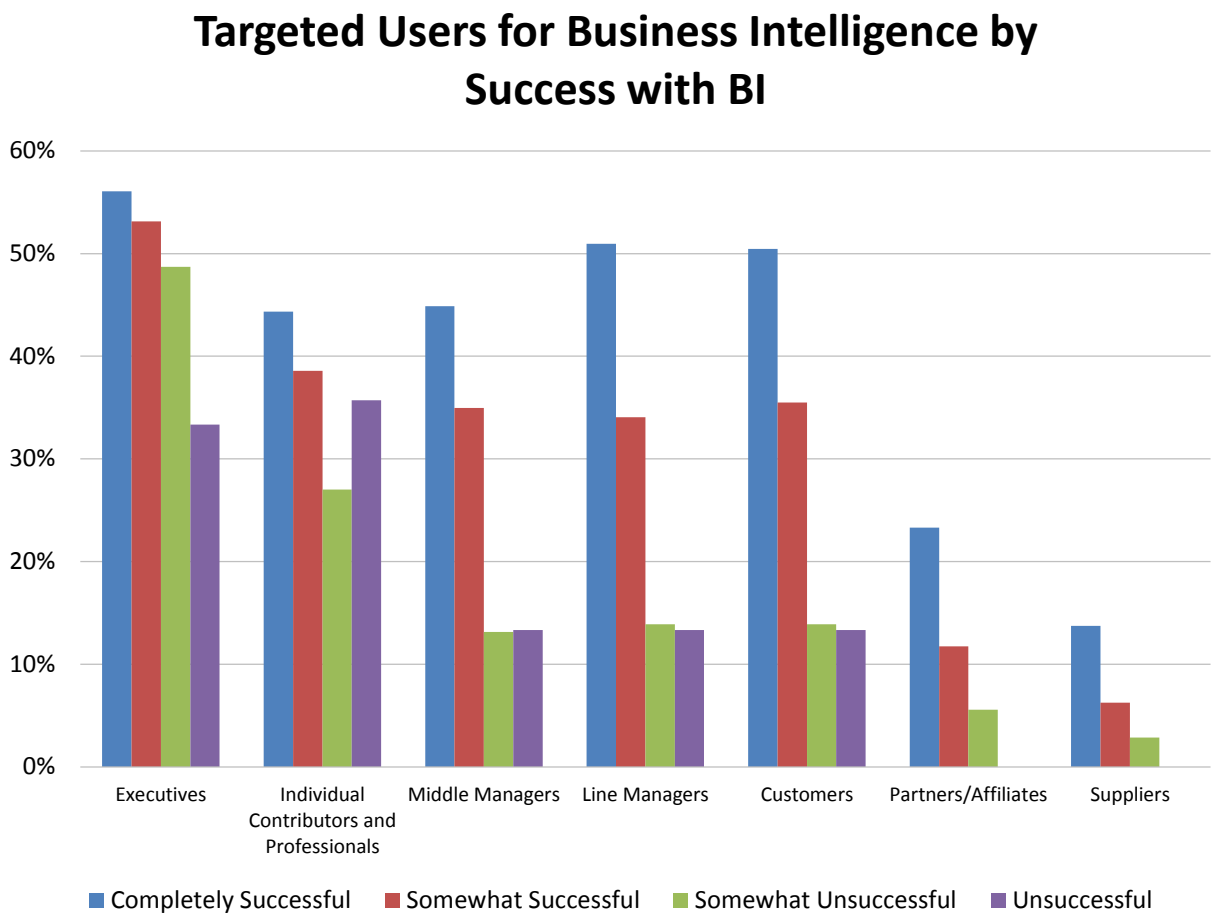



**Figure 61 – Targeted users for business intelligence by success with BI**

## Success with Business Intelligence and Technology Priorities

Organizations that are completely successful with business intelligence (and to a lesser degree, those that are somewhat successful) pay more attention to multiple BI-related technology priorities (fig. 62). The diversity of attention in high-performing organizations is remarkably broad and ranges from the most basic and important (data security, data quality, reporting, data visualization, dashboards) to more esoteric priorities (data fabric, agentic AI, etc.). By comparison, somewhat unsuccessful and unsuccessful organizations under-invest in the same and nearly all other areas.

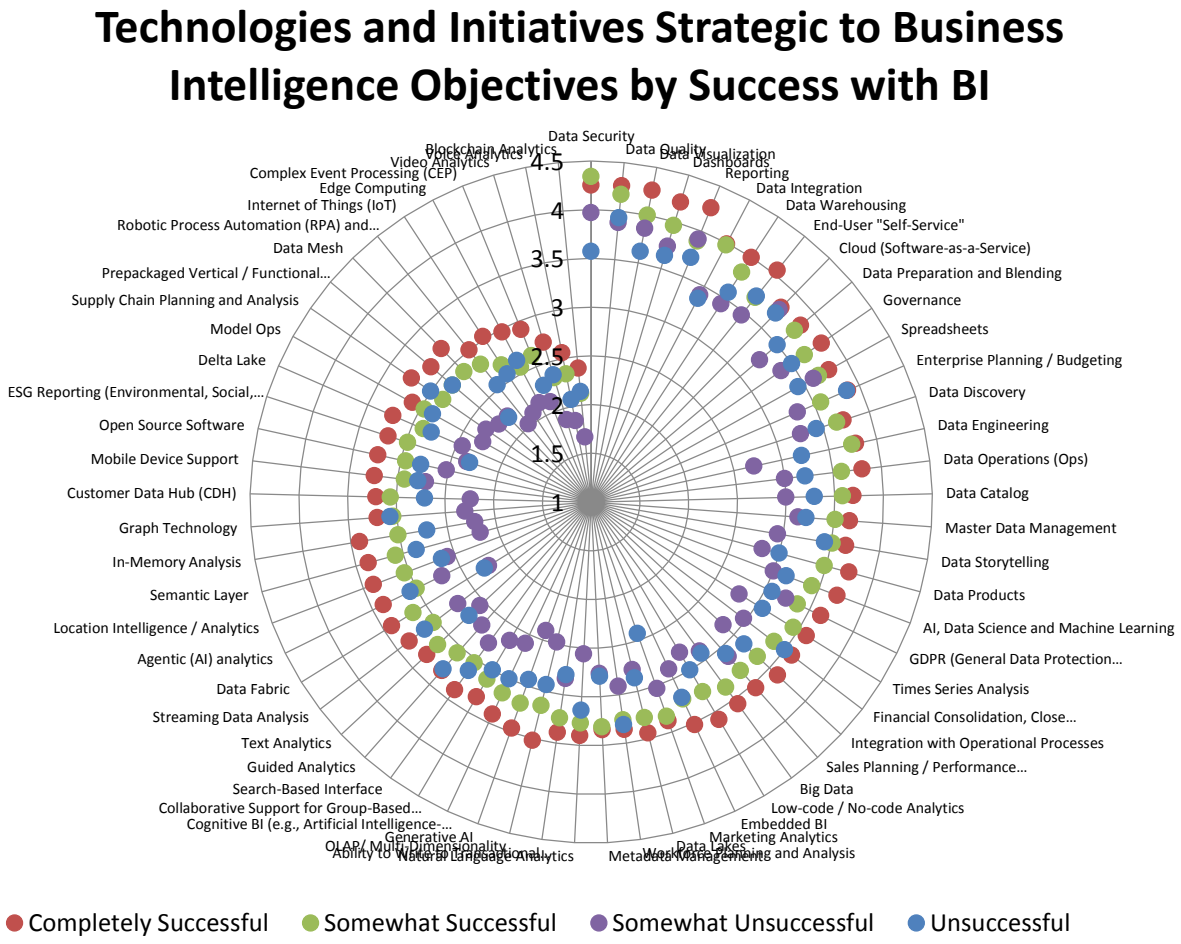



**Figure 62 – Technologies and initiatives strategic to business intelligence objectives by success with BI**

### Success with Business Intelligence and Number of BI Tools

Success with BI correlates, though not dramatically, with increasing numbers of BI tools currently in use (fig. 63). In 2025, organizations that are "unsuccessful" with BI are most likely to use one or two BI tools (54%), compared with 38%-39% of "somewhat successful" and "completely successful" BI organizations. "Completely successful" BI organizations usually offset this difference in the reported current use of three, four, or five or more BI tools. "Unsuccessful" organizations are more than twice as likely (27%) as "completely successful" peers (13%) to not know the number of BI tools in use.

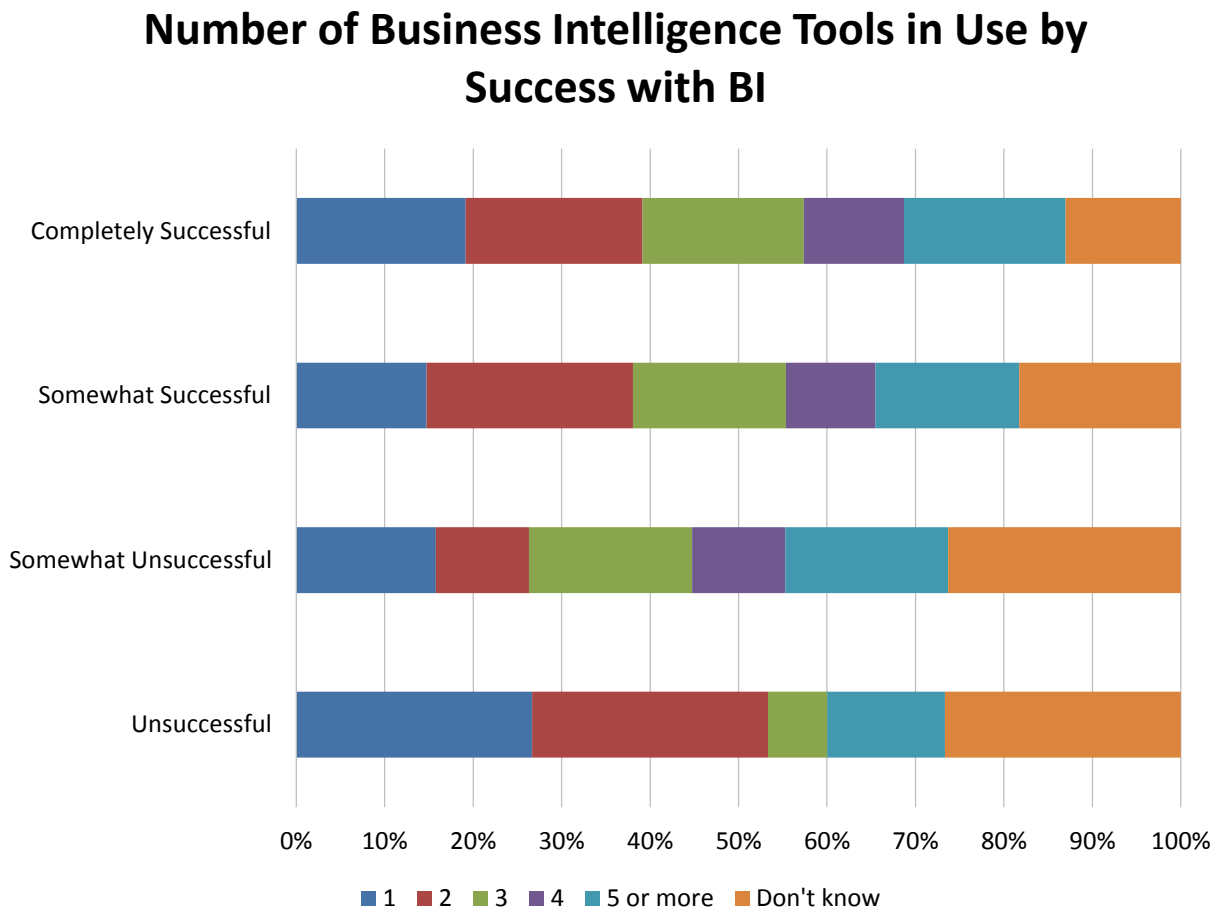



Figure 63 – Number of business intelligence tools in use by success with BI

### Success with Business Intelligence and Penetration of Users

Figure 64 compares success with BI with total average BI penetration in organizations during 2025 and in future time frames. In this cross-tabulation, we observe a clear positive correlation between higher total penetration and success with BI in every time frame we sampled. For example, completely successful BI organizations report 47% BI penetration today, compared to 34% at somewhat successful, 25% at somewhat unsuccessful, and 13% at unsuccessful BI organizations. Future time frames extrapolate positively regardless of success with BI, but organizations with greater BI success currently experience higher average penetration of usage and users and expect the same in the future.

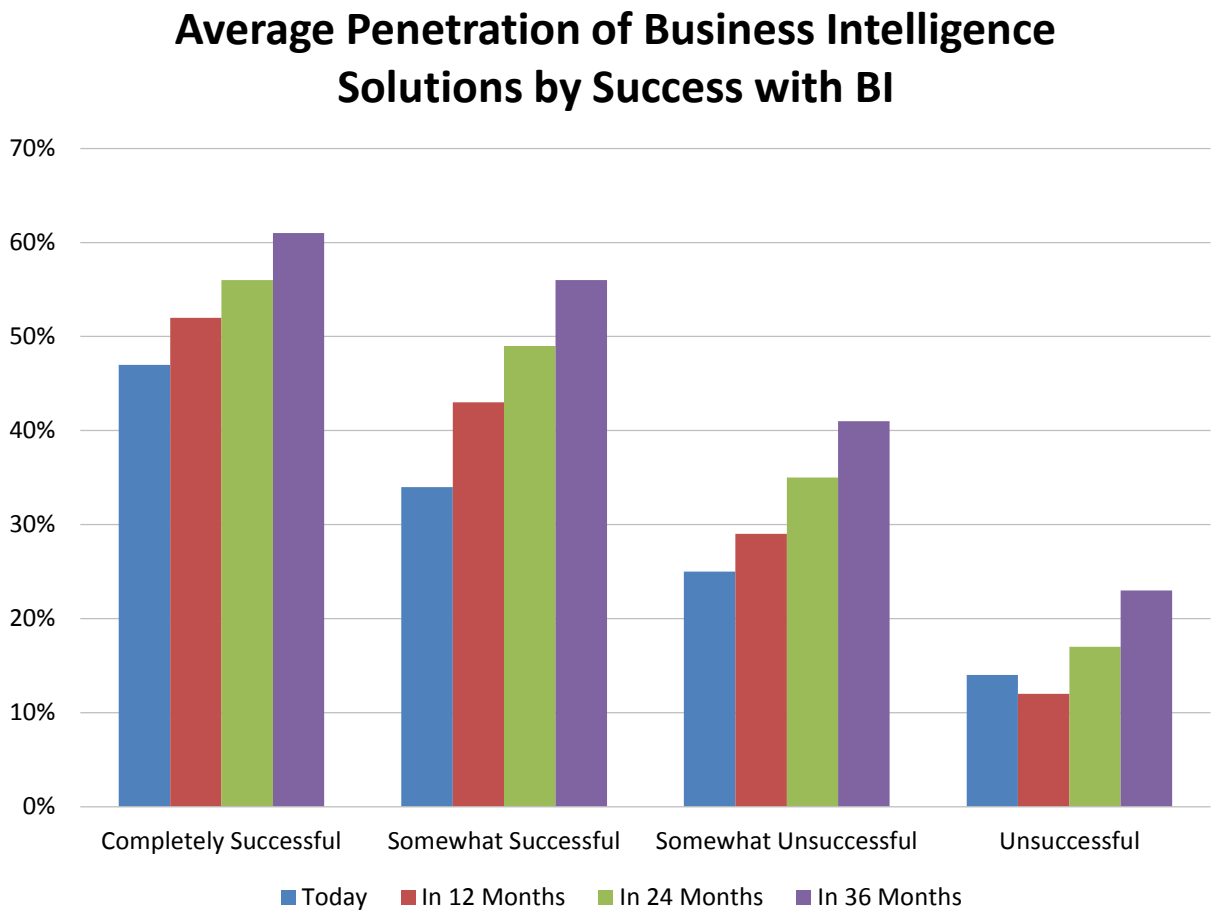



**Figure 64 – Averge penetration of business intelligence solutions by success with BI**

### Business Intelligence Achievements by Success with BI

As we would expect, high-achieving organizations are far more likely to be successful in attaining multiple BI objectives (fig. 65). In 2025, completely successful organizations execute best at every objective, starting with better decision making (weighted mean 4.6) and improved operational efficiency/cost savings (4.3). In fact, completely successful BI organizations post a criticality of 4.1 or well higher (on a five-point scale), indicating exceptional and greater than moderate success. In contrast, achievements decline dramatically and in succession among incrementally less-successful peers. Unsuccessful organizations fail to achieve even acceptable levels by any achievement measure. We can assume that somewhat unsuccessful and unsuccessful organizations are less likely to attempt, much less meet, multiple and various BI objectives.

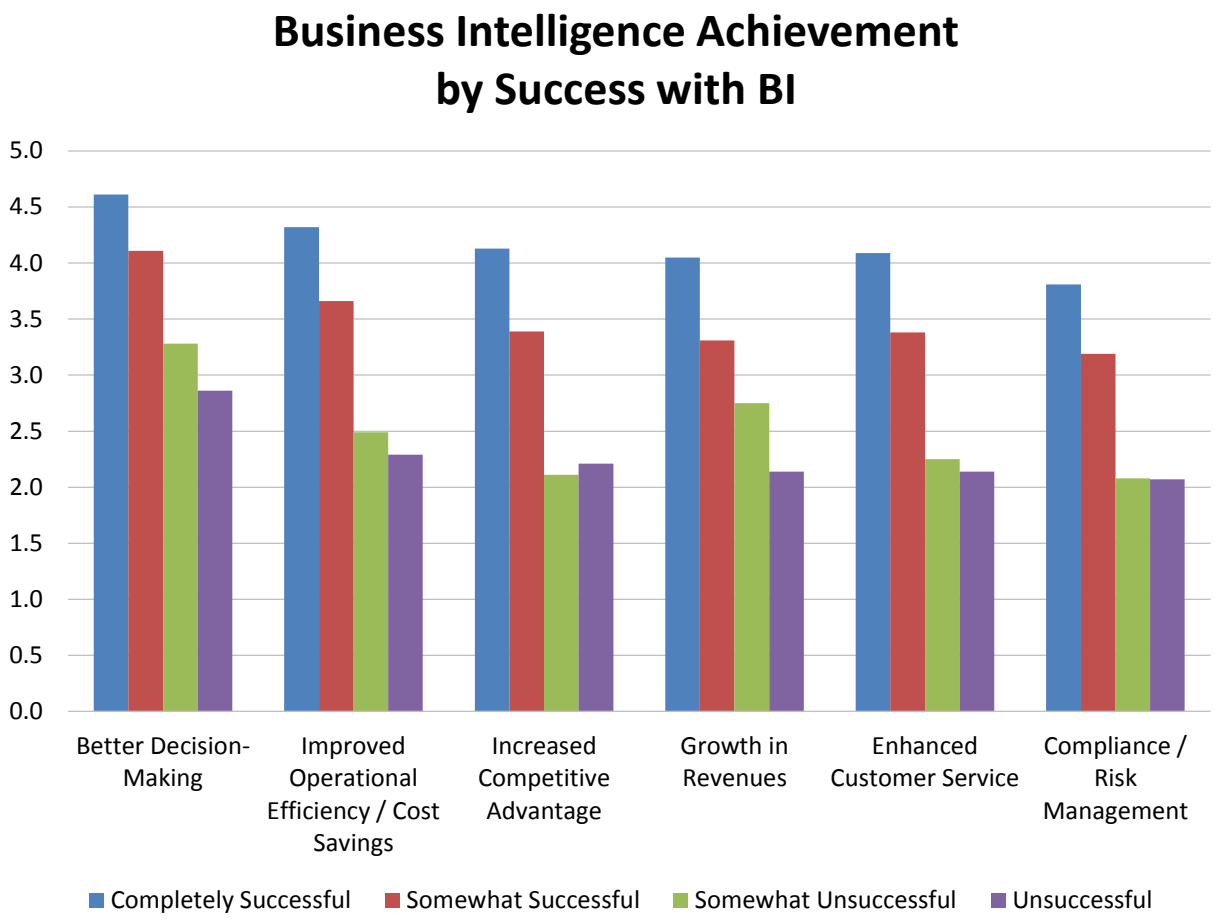



**Figure 65 – Business intelligence achievement by success with BI**

### Business Intelligence Achievements by Current Strategic Role of AI

The degree to which organizations strategically commit to the use of artificial intelligence does correlate with BI success in 2025 (fig. 66). For example, organizations that describe AI as a strategic cornerstone are more than twice as likely to be completely successful as those organizations with a minimal strategic commitment to AI. At this early stage of AI adoption, it's probable that commitment to AI among successful BI organizations is still mostly speculative and might reflect the same confidence and commitment that successful BI organizations bring to all new opportunities. Though results are unproven, such strong verbal commitment is a useful early indicator of expectations about the prospects of AI.

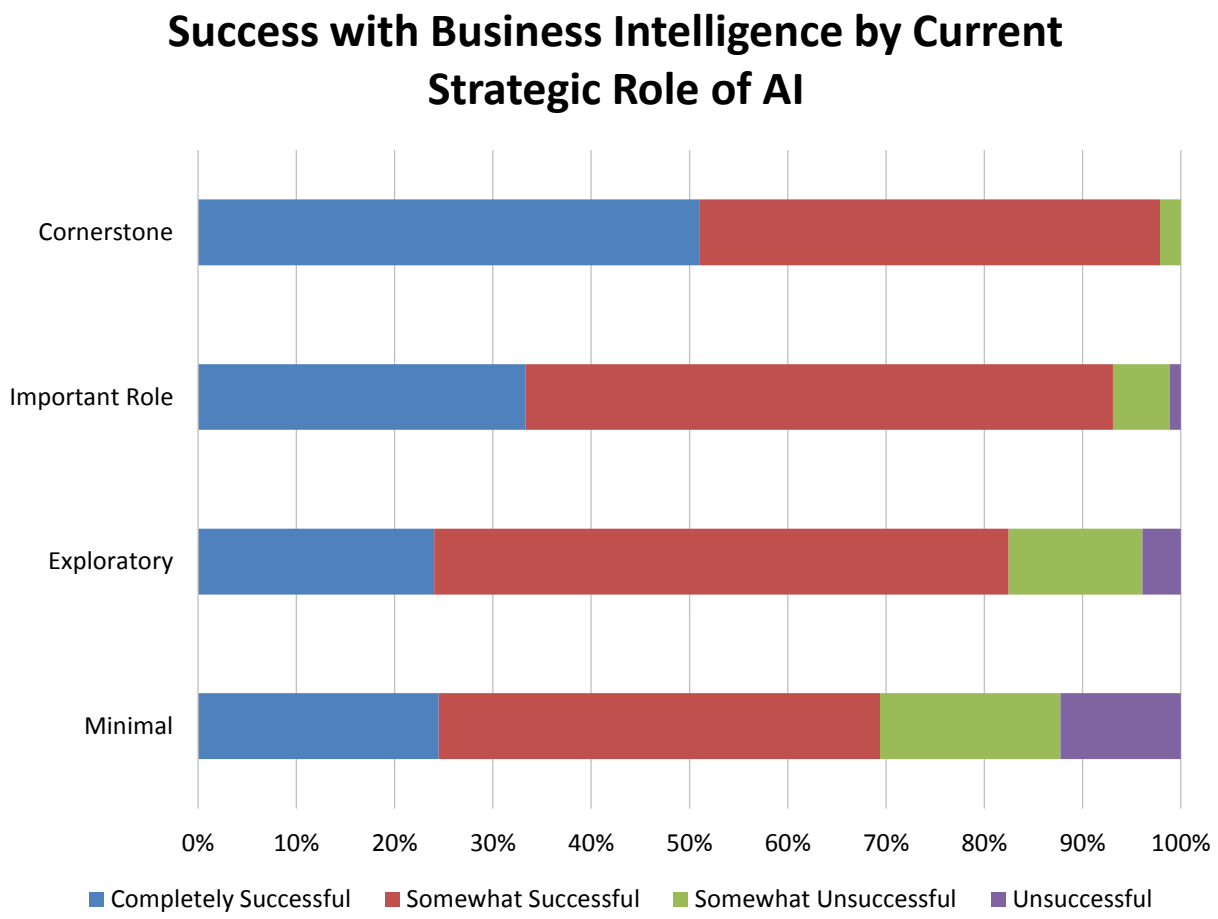



Figure 66 - Success with business intelligence by current strategic role of AI

## Budget Plans for Business Intelligence

We asked organizations (regardless of success with BI) whether they will increase, decrease, or maintain existing business intelligence budgets in 2025 (fig. 67). This year, about 49% of respondent organizations plan to increase BI investment above 2024 levels. Another 42% will maintain current budgeting, and just 9% will decrease budgeting.

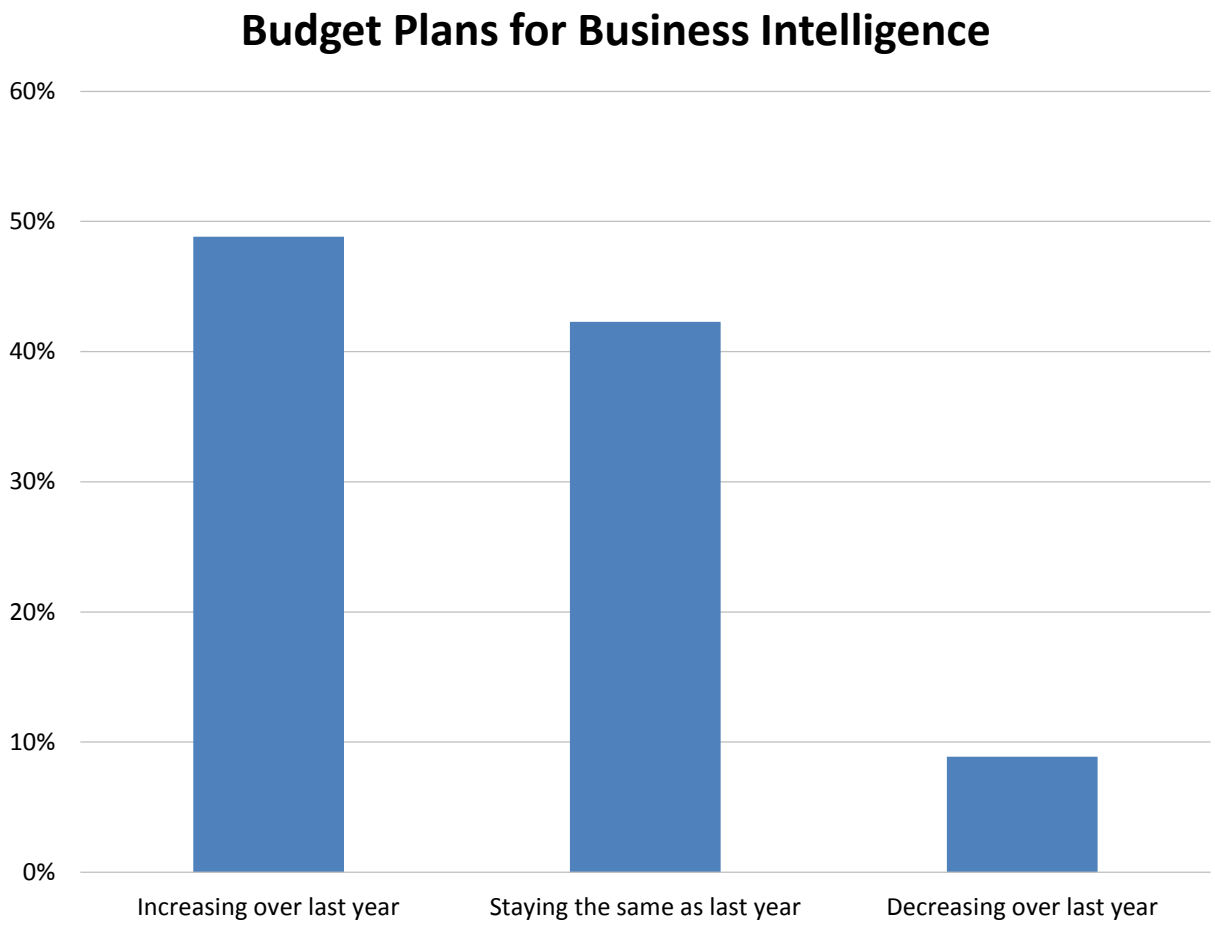



**Figure 67 – Budget plans for business intelligence**

## Budget Plans for Business Intelligence 2017-2025

2025 budget plans for business intelligence fall squarely in the middle of net average increases and decreases measured during the last nine years of our flagship study (fig. 68). Historic budget changes for business intelligence (increase, decrease, maintain) during this period fall into a steady range in which annual increases have been 45%-55%, unchanged budgets have ranged from 40%-46%, and budget decreases have ranged from 5%-11%. Amid current and earlier market and economic dynamics, and the aftermath of the COVID-19 pandemic, we characterize global BI budget activity as very stable and marked more by budget increases than decreases.

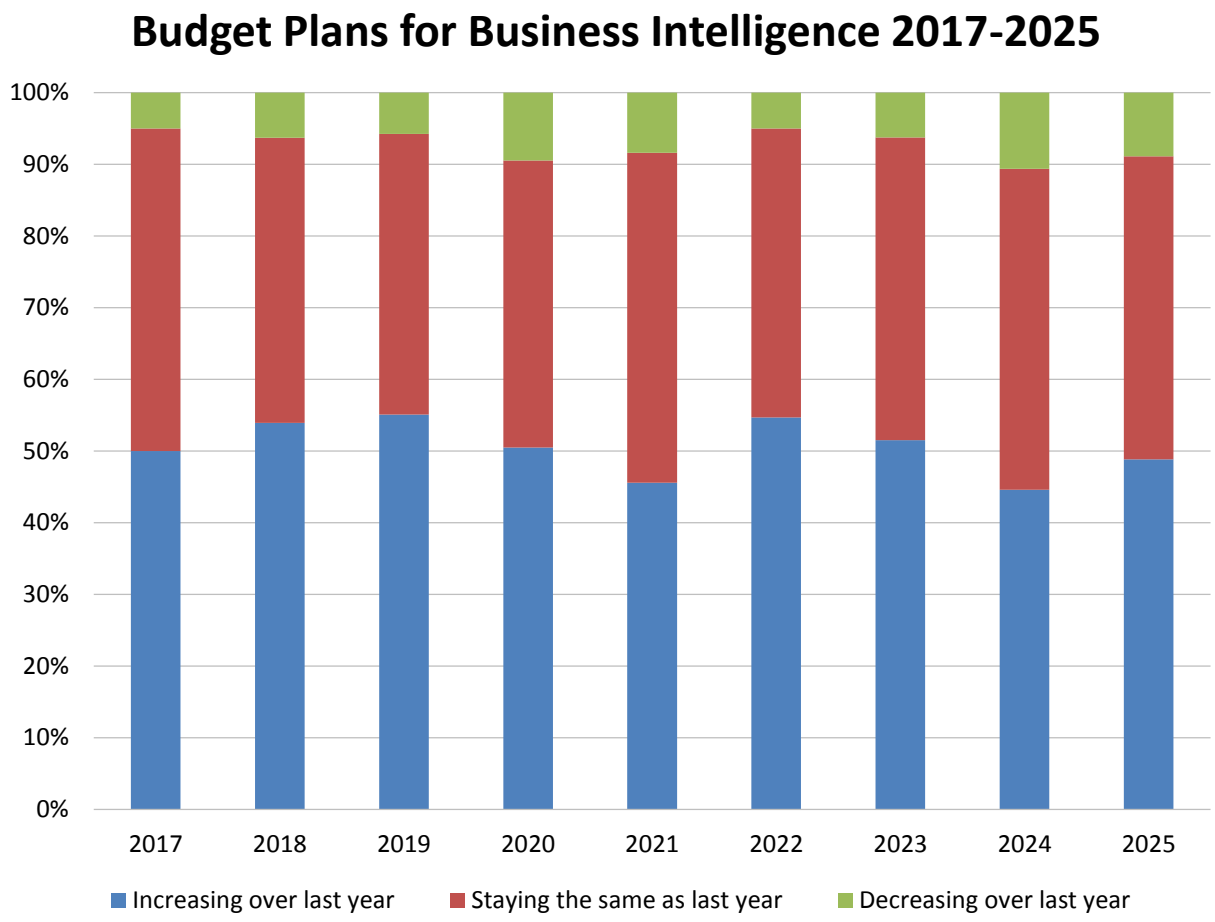



**Figure 68 – Budget plans for business intelligence 2017-2025**

### Budget Plans for Business Intelligence by Geography

In 2025, business intelligence budget plans vary by geographic region, with new investment noticeably least likely among respondent organizations in North America (fig. 69). This year, Asia Pacific respondents are 66% likely to increase budgets, compared to 53% of EMEA and Latin America respondents. Far more notably, North America is the only region where more than half of organizations (60%) are not increasing BI budgets. This finding is unusual, even though it is partly offset by only 10% of North America respondents reporting that they are decreasing BI budgets (compared to 11% in Latin America and 9% in EMEA). Just 6% of Asia Pacific respondents plan to decrease their BI budgets this year.

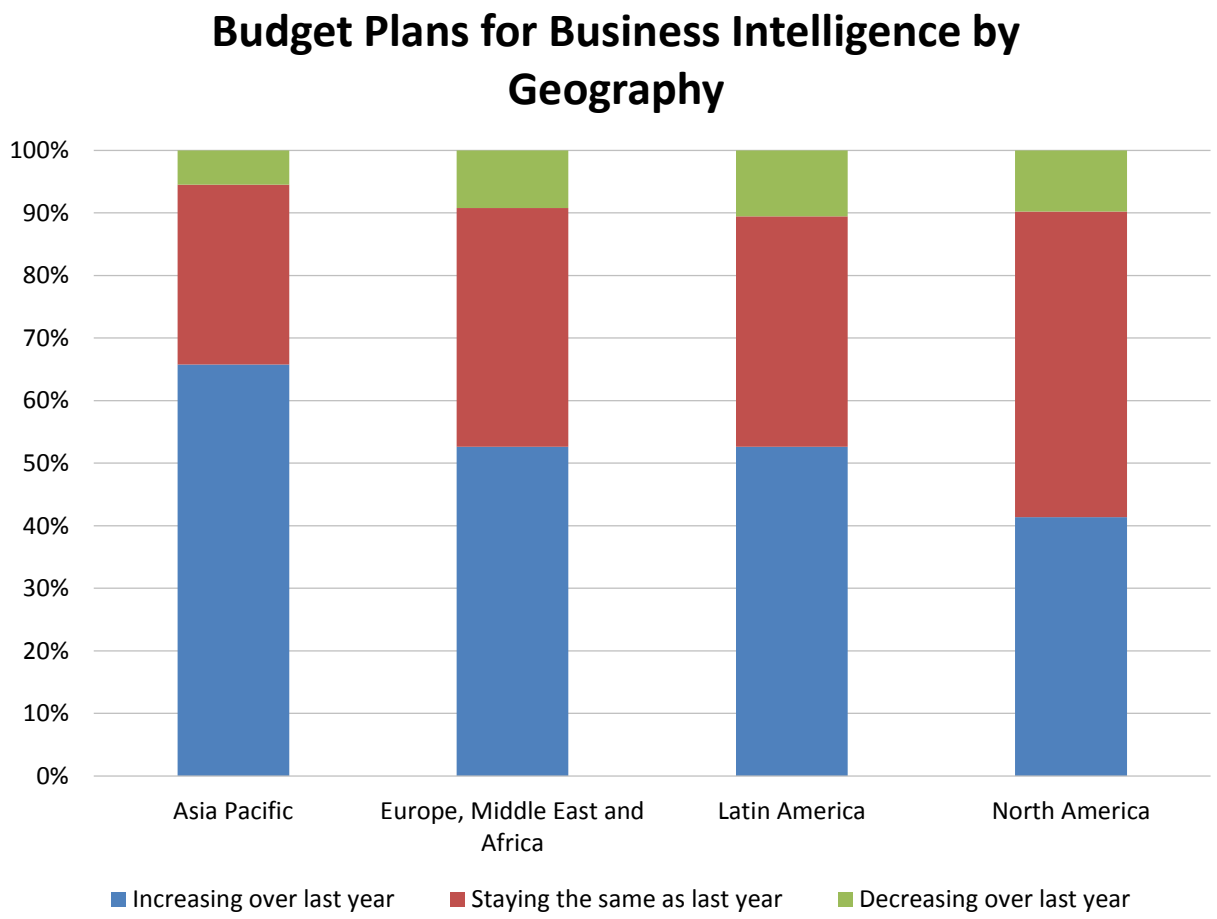



Figure 69 – Budget plans for business intelligence by geography

### Budget Plans for Business Intelligence by Function

Budget plans for BI differ according to function, and solid majorities of all functions plan to increase or maintain funding levels in 2025 (fig. 70). Even so, majorities from only three of seven functions (R&D, finance, and sales & marketing) plan increases. Fifty percent of BICC and IT respondents also plan increases, but only 41% of executives and 22% of operations respondents are increasing BI investment this year. Though 95% of executives nonetheless will maintain if not increase budgets, a surprising 33% of respondents in operations plan decreases, an unusually large number by historical standards. Eleven percent or fewer respondents from all other functions say they will decrease BI spending this year.

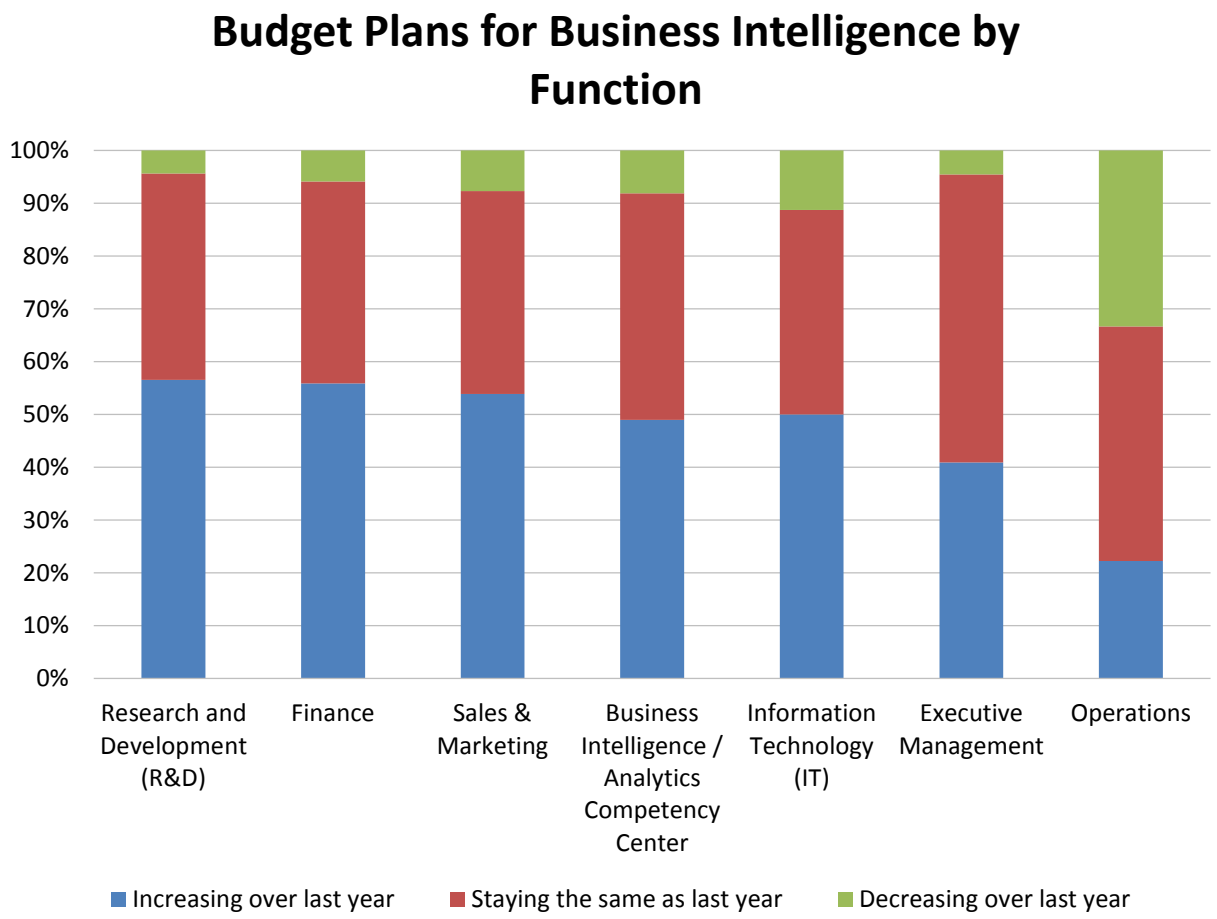



**Figure 70 – Budget plans for business intelligence by function**

### Budget Plans for Business Intelligence by Vertical Industry

In 2025, budget plans for BI vary by industry, with majorities of respondents in four of nine industries we sampled planning budget increases (fig. 71). This year, 70% of respondents in healthcare say they will increase budgets for BI, compared with 59% in retail & wholesale, 57% in technology, and 53% in financial services. In sharp contrast, likely indicative of political events, just 27% of government respondents plan to increase BI budgets this year, and a survey high of 18% expect budget decreases. Only 30% of education and 40% of business services respondents plan increases in 2025.

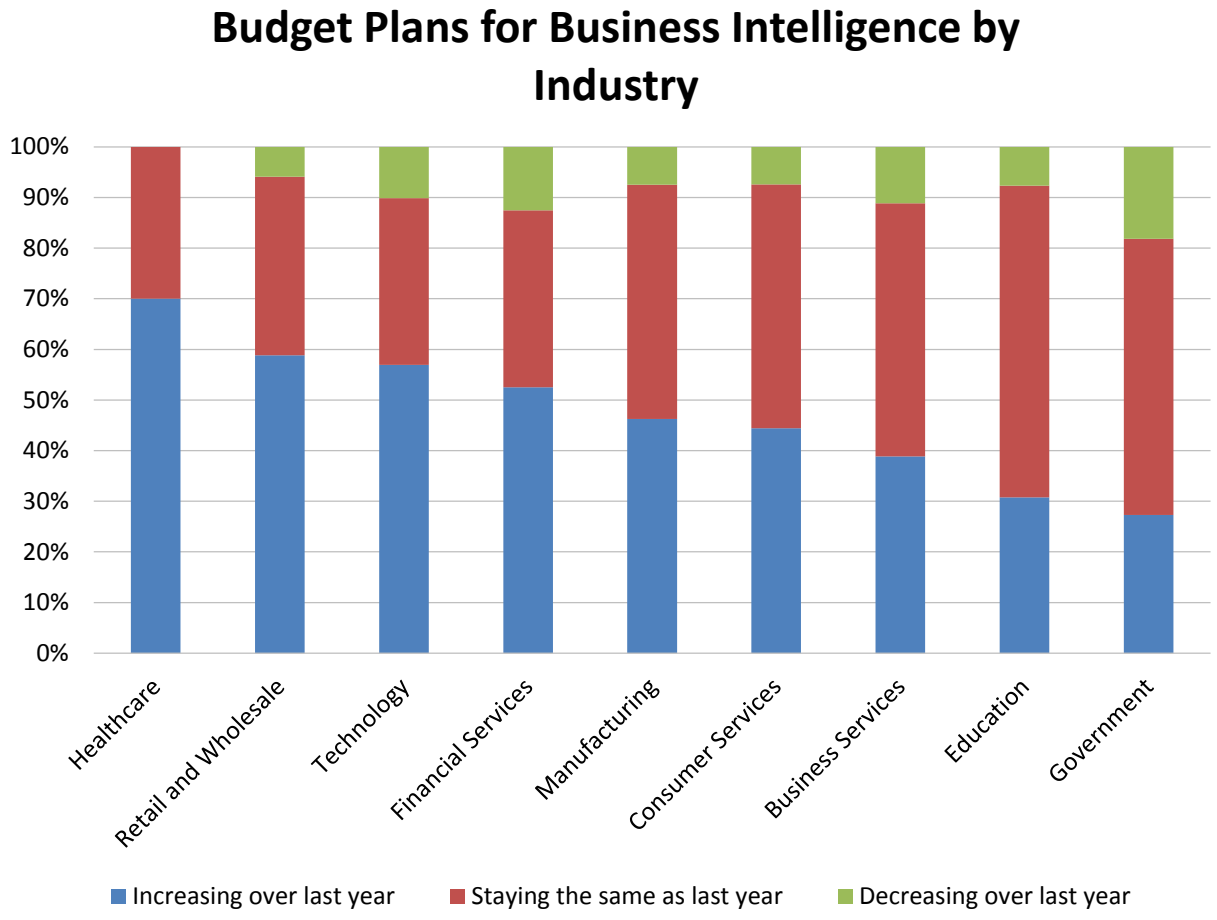



**Figure 71 – Budget plans for business intelligence by industry**

### Budget Plans for Business Intelligence by Organization Size

Budget plans for BI vary somewhat but not dramatically according to organization size in 2025 (fig. 72). This year, only large organizations (1,001-10,000 employees) are more than 50% likely (53%) to increase budgets, compared to 48% of midsize (101-1,000 employees), 47% of very large (more than 10,000 employees), and 46% of the smallest organizations (1-100 employees). Still, close to 90% or more employees in all organizations will not decrease budgets, with the most likely cuts reported at very large and midsize organizations.

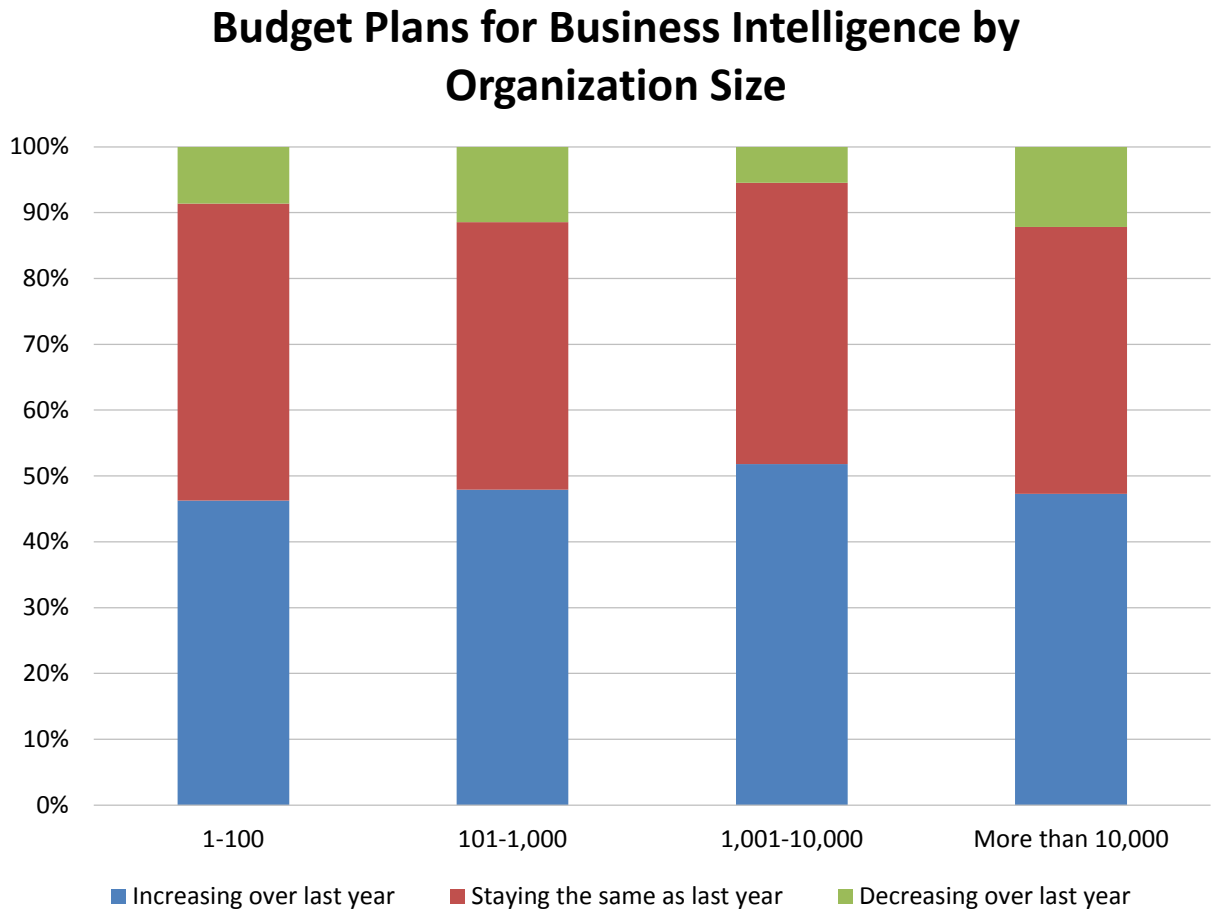



Figure 72 – Budget plans for business intelligence by organization size

### Budget Plans for Business Intelligence by Penetration of BI Solutions

Figure 73 compares BI budget plans with total average BI penetration in organizations at present and in the future time frames. In this cross-tabulation, we observe a negative correlation between higher total penetration and higher BI budgets. Said another way, contrary to norms, organizations that are decreasing BI budgets are more likely to have higher current average penetration than organizations that are maintaining or increasing BI investment. This year, organizations that are increasing BI budgets report 33% current BI penetration, compared to 39% current penetration at organizations maintaining BI budgets and 40% current penetration at organizations decreasing BI budgets. Future time frames extrapolate toward greater penetration regardless of budget plans, but organizations increasing or maintaining their budgets currently report lower average penetration of users and expect the same in the future.

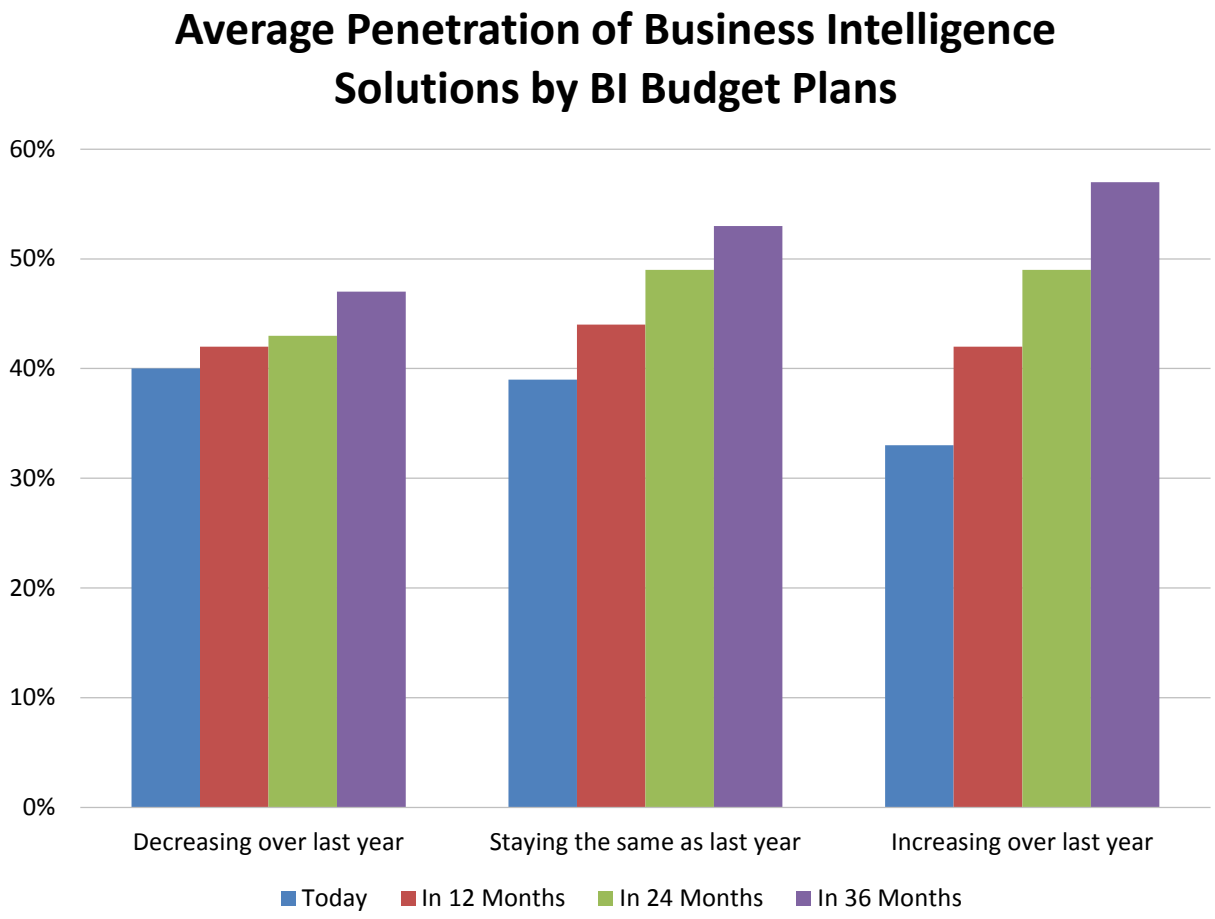



Figure 73 – Average penetration of business intelligence solutions by BI budget plans

### Budget Plans for Business Intelligence by Success with BI

Organizations that are more successful with business intelligence are incrementally more likely to increase BI spending in 2025 (fig. 74). Fifty-eight percent of completely successful organizations will increase budgets this year, compared to 50% of somewhat successful and 27% of somewhat unsuccessful and unsuccessful organizations. As success decreases, organizations are more likely to decrease year-over-year budgets. Fifteen percent of somewhat unsuccessful and 13% of unsuccessful organizations say they will decrease budgets, compared with 7%-9% of all somewhat successful and completely successful BI organizations.

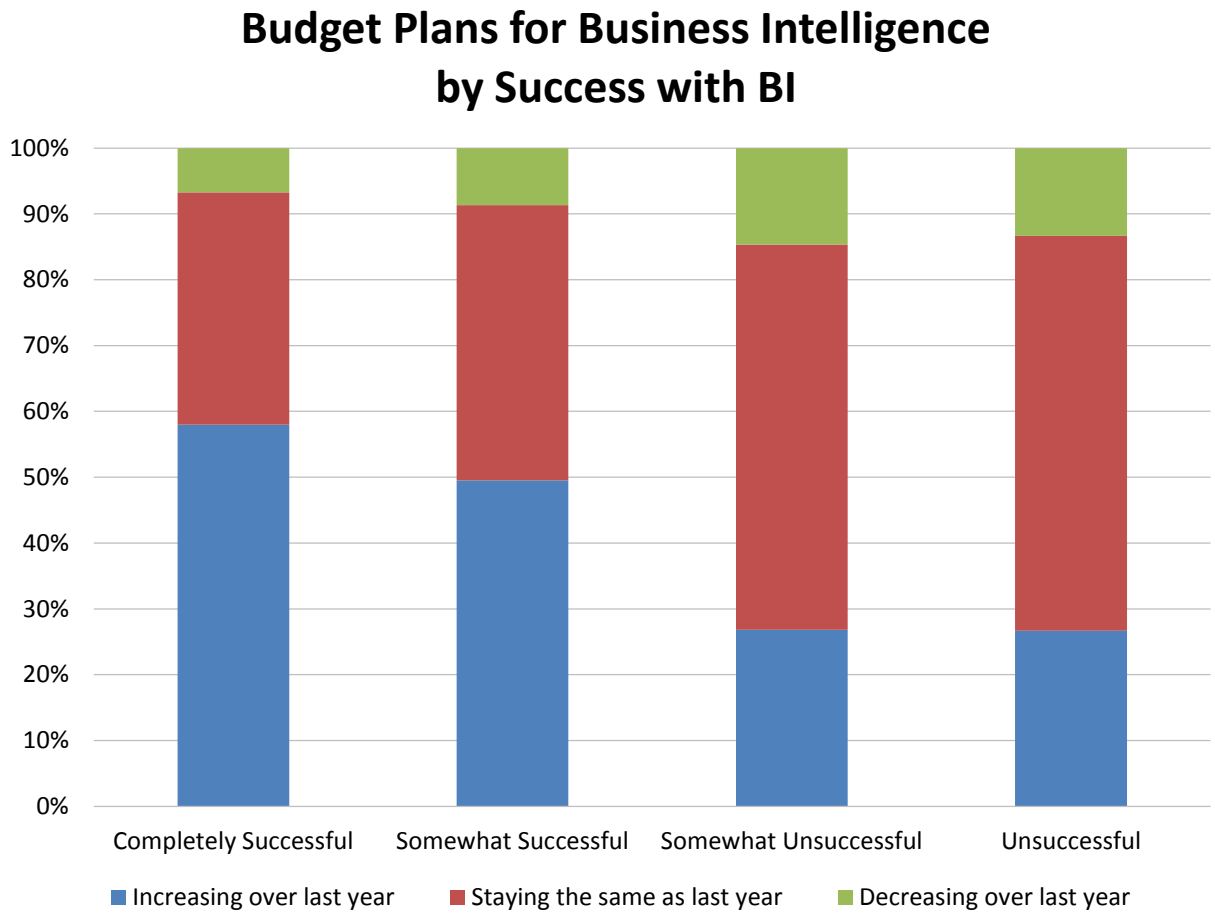



**Figure 74 – Budget plans for business intelligence by success with BI**

### Budget Plans for Business Intelligence by Current Strategic Role of AI

The degree to which organizations strategically commit to the use of artificial intelligence does correlate to increasing BI budgets in 2025 (fig. 75). Organizations that describe AI as a strategic cornerstone are 73% likely to be completely successful with BI—almost three times the rate of those organizations with minimal strategic commitment to AI (26%). Actual allocations and whether AI and BI budgets are interconnected are harder to determine, though the strength of the correlation is clear. As we observed in other measures connected to this metric, the strategic role of AI is early stage. Though results are uncertain, such a correlation is at minimum a useful early indicator of expectations about prospects for AI.

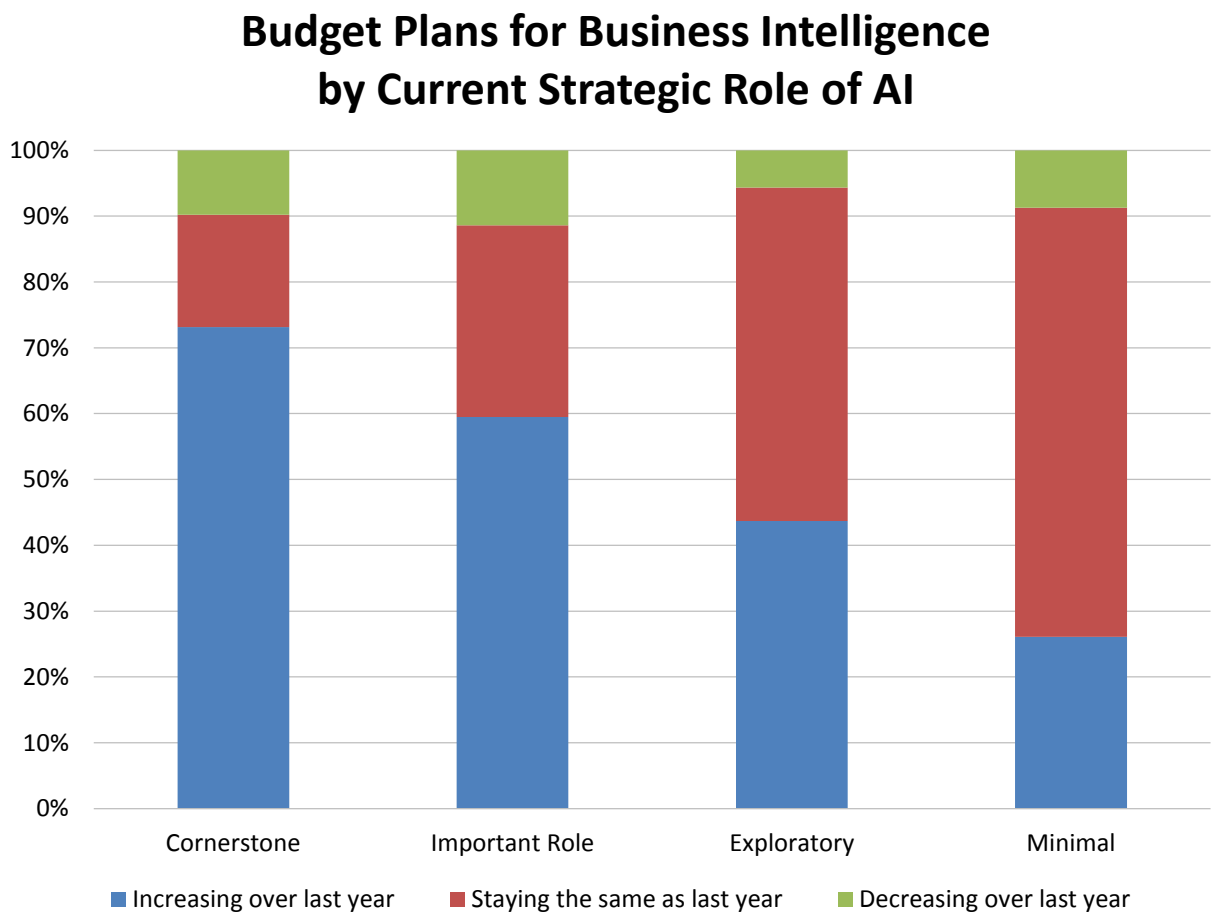



**Figure 75 – Budget plans for business intelligence by current strategic role of AI**

### Source of BI Budget Increases

Beginning in 2023, we asked respondents with a current-year BI budget increase, "Was this increase part of an overall increase in spend or a reallocation of budget from other initiatives?" (fig. 76). This year, a strong majority of 81% report their budget increase results from an overall increase in investment, and just 19% report their budget increase was the result of reallocation.

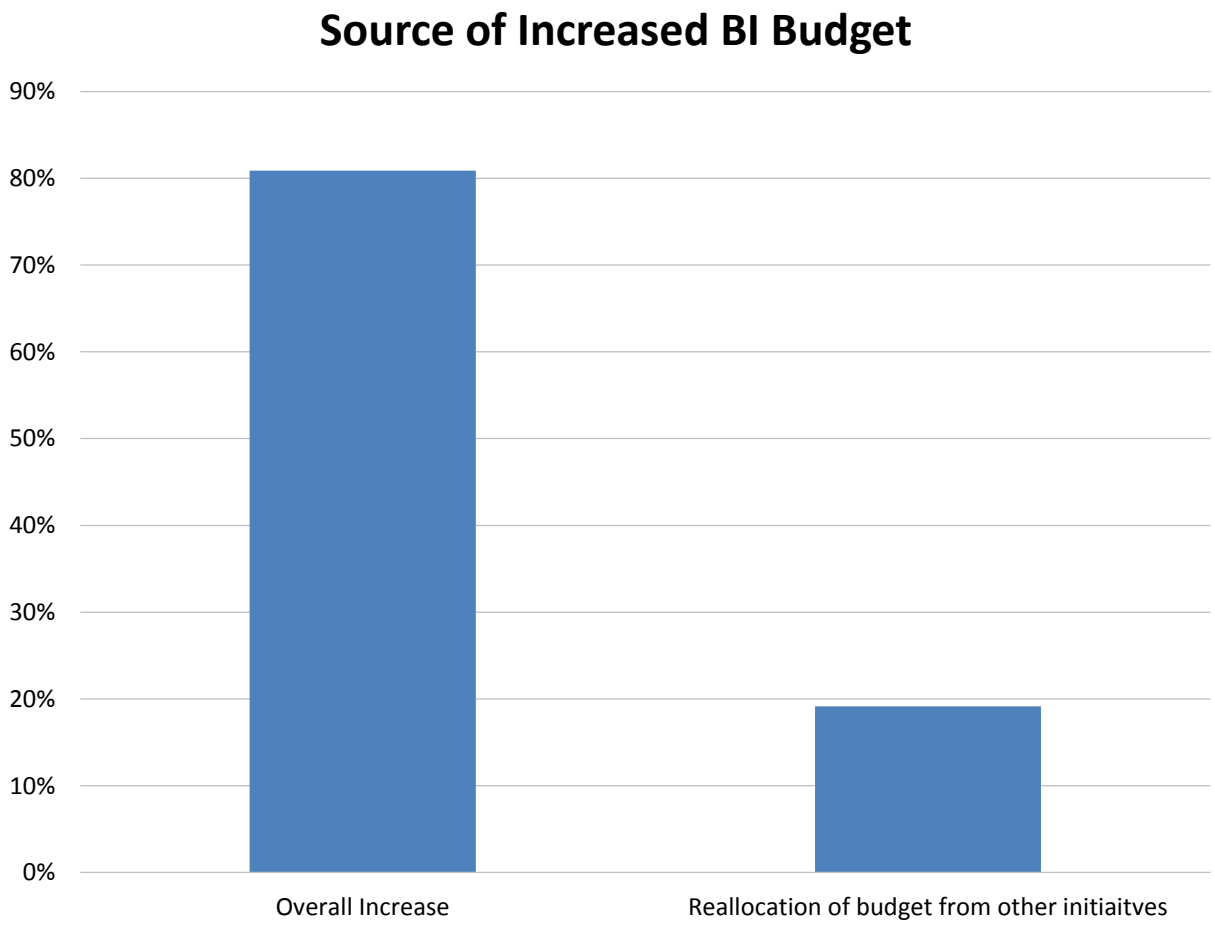



Figure 76 – Source of increased BI budget

## BI Budget Allocations

Beginning in 2023, we asked respondents, “Please indicate where your organization's business intelligence/analytics budget is allocated.” This year, the greatest average allocation (24%) is for subscription software (fig. 77). An additional 23% goes to internal headcount. Computer hardware accounts for 16% of the budget, consulting 13%, and database and infrastructure subscriptions account for 15%. It is interesting to observe that software maintenance for perpetual software licensing and perpetual software and database licensing still collectively account for about one-third of all BI budgets.

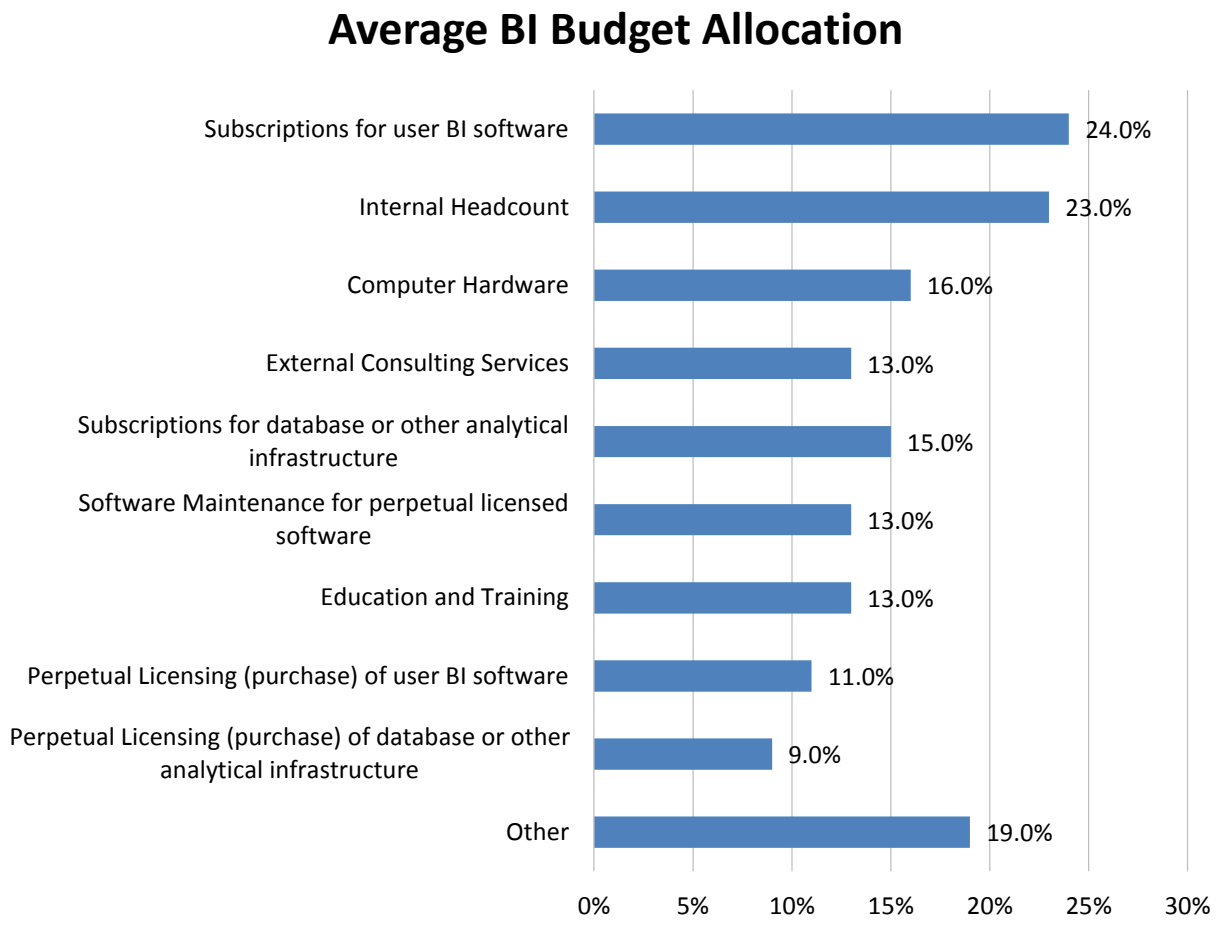



**Figure 77 – Average BI budget allocation**

## Business Intelligence Product Longevity and Replacement

### Longevity of Business Intelligence Products 2020-2025

Historical data indicates that the average longevity of BI tools in current use is increasing, though most BI tools currently used (65%) have been in place for five years or less (fig. 78). For example, the percentage of tools in use for six to 10 years and more than 10 years is sloping upward to all-time or near-all-time high percentages in 2025, while the percentage of tools in use for less than one year is mostly flat, and the percentage of tools in use one to two and three to five years is sloping downward. This process is not uniform, and tools in use are subject to multiple owned and licensed products and services. The 13% of "new" BI tools adopted for less than one year likely indicates both new allocations and selective sun setting and replacement. Also, we cannot say how much of this finding reflects cloud-based versus on-premises installations, though we have some sense of both in fig.77, which indicates substantial investment in subscription and perpetually licensed software and infrastructure.

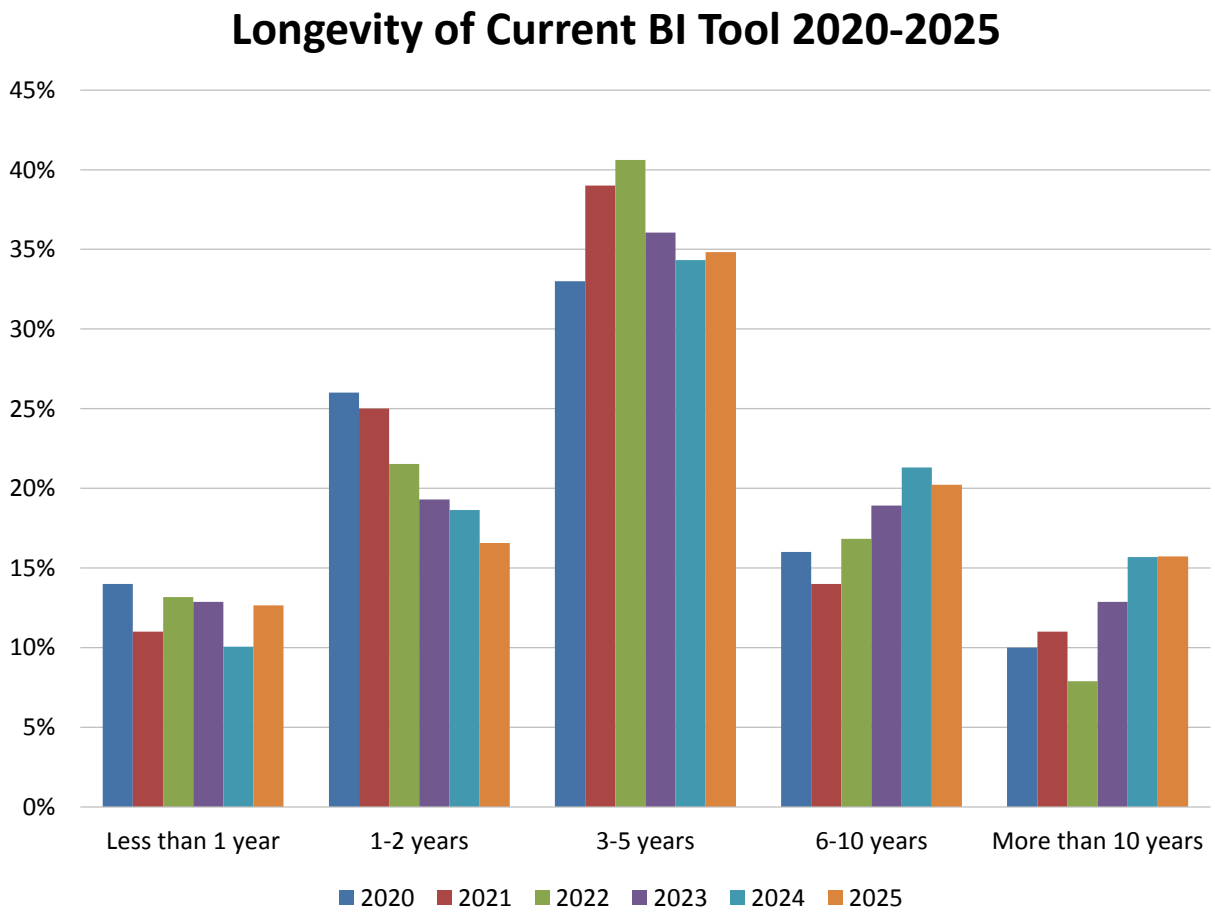



Figure 78 – Longevity of current BI tool 2020-2025

### Longevity of Business Intelligence Products by Organization Size

As we would expect, the longevity of current BI tools clearly increases as organization size increases (fig. 79). Among other causes, larger organizations are more likely to standardize, engage in perpetual license and maintenance agreements, and face higher cost, complexity, and technology debt with tool replacement. Thus, we see far fewer BI tools in use for less than one year within very large organizations, compared with smaller organizations that see lower risk and cost of entry for changing BI tools. Nonetheless, where multiple and newer tools are adopted by departments or lines of business, risks of entry are lower at organizations of any size due to the proliferation of subscription services and cloud-based applications and infrastructure.

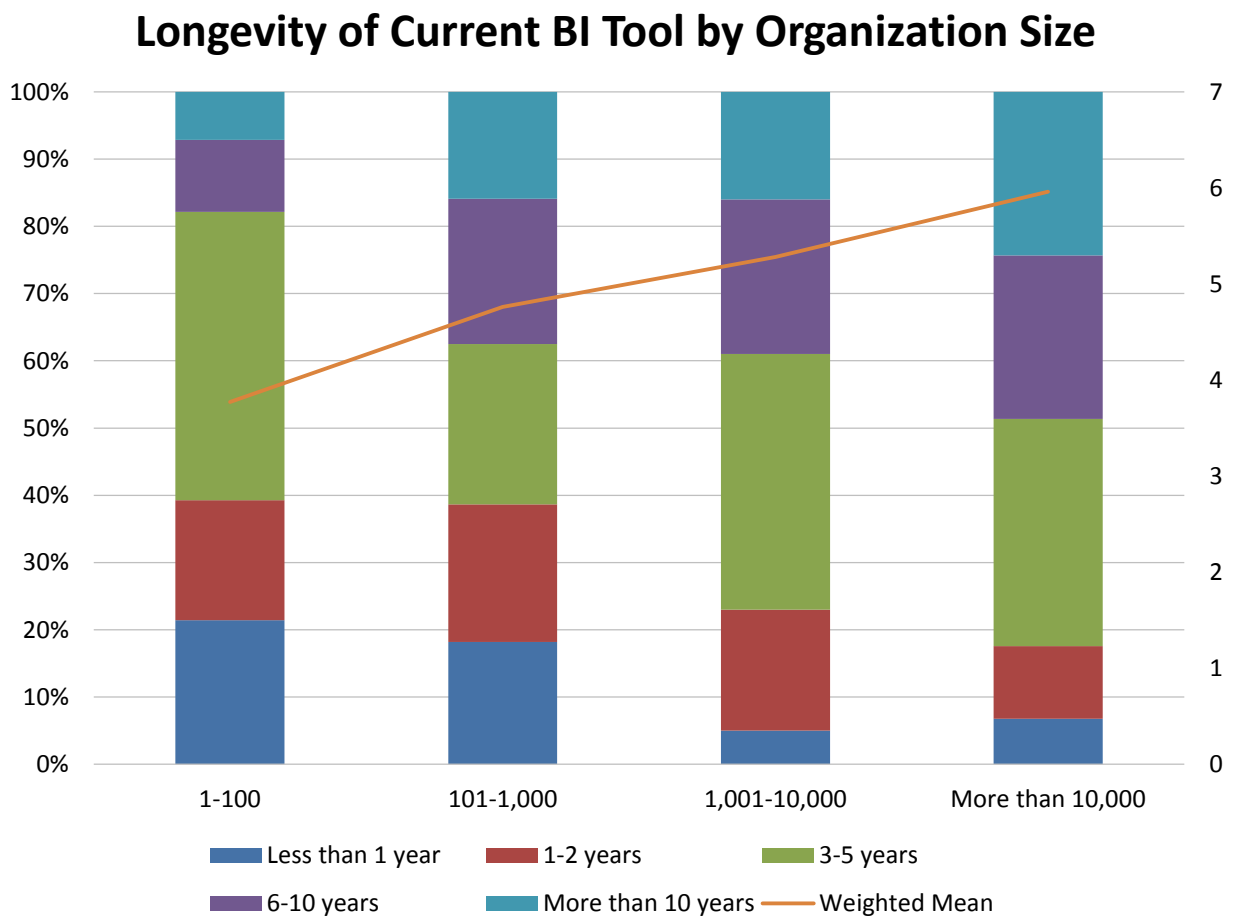



Figure 79 - Longevity of current BI tool by organization size

### Longevity of Business Intelligence Products by Success with BI

Organizations that are highly successful with business intelligence most often have extended experience with their BI tools (fig. 80). Stated another way, increasing tool longevity positively correlates with BI success. For example, tools in use for more than 10 years are more than twice as likely to be present (22% versus 9%) in completely successful versus unsuccessful BI organizations. The effect is pronounced for tools of short as well as long duration. Unsuccessful organizations are three times as likely as completely successful organizations to have a BI tool in use for less than one year (36% versus 12%). We do not suggest that new tool introduction leads to a lack of BI success or that legacy tools do not need replacement. for a multitude of reasons. Rather, our sample finding might reflect overall BI maturity and success for majorities of users through consistent use of common standardized tools and institutionalized practices.

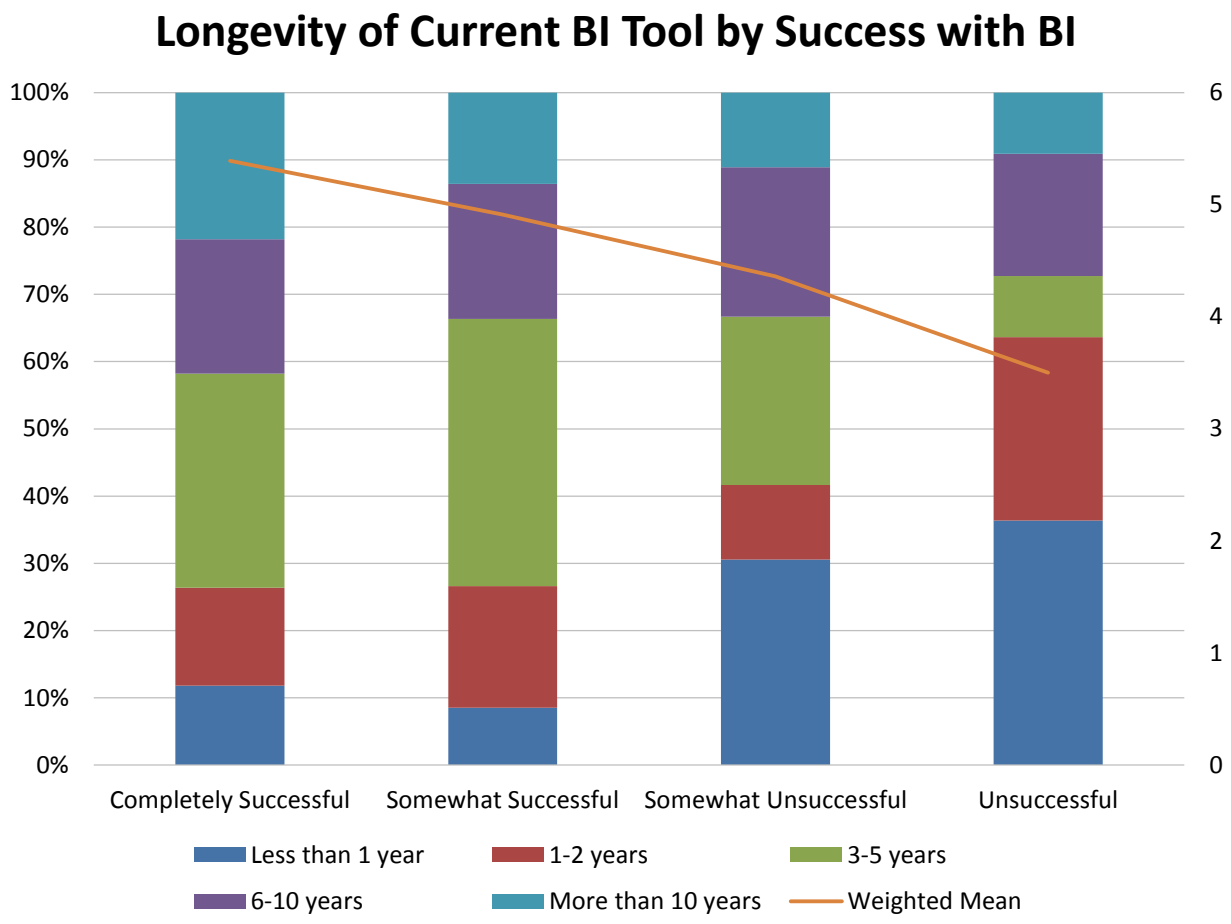



Figure 80 – Longevity of current BI tool by success with BI

# Industry and Vendor Analysis

## Industry and Vendor Analysis

In this section, we review business intelligence vendor and market performance, using our trademark 33-criteria evaluation model.

### Scoring Criteria

The criteria for the various industry and vendor rankings are grouped into a total of nine categories, including sales/acquisition experience; value for price paid; quality and usefulness of product; quality of technical support; quality and value of consulting; integrity; whether the vendor is recommended; overall performance improvement; and perceived total cost of ownership.

## Industry Performance

### Sales/Acquisition Experience 2017-2025

We observe a slow but steady four-year (and longer-term) decline in respondent scores for industry sales and acquisition performance (fig. 81). Following an across-the-board spike in 2024, 2025 again finds industry scores lower than in 2023 and preceding years in every metric. While summary scores are not indicative of any individual vendor's performance (see vendor scores in figs. 93-114), we see a slow, sustained decline in the incremental survey benchmarks (excellent, very good, adequate. poor, and very poor) for the industry as a whole. Despite the downturn, 2025 sales and acquisition scores remain at levels well higher than adequate.

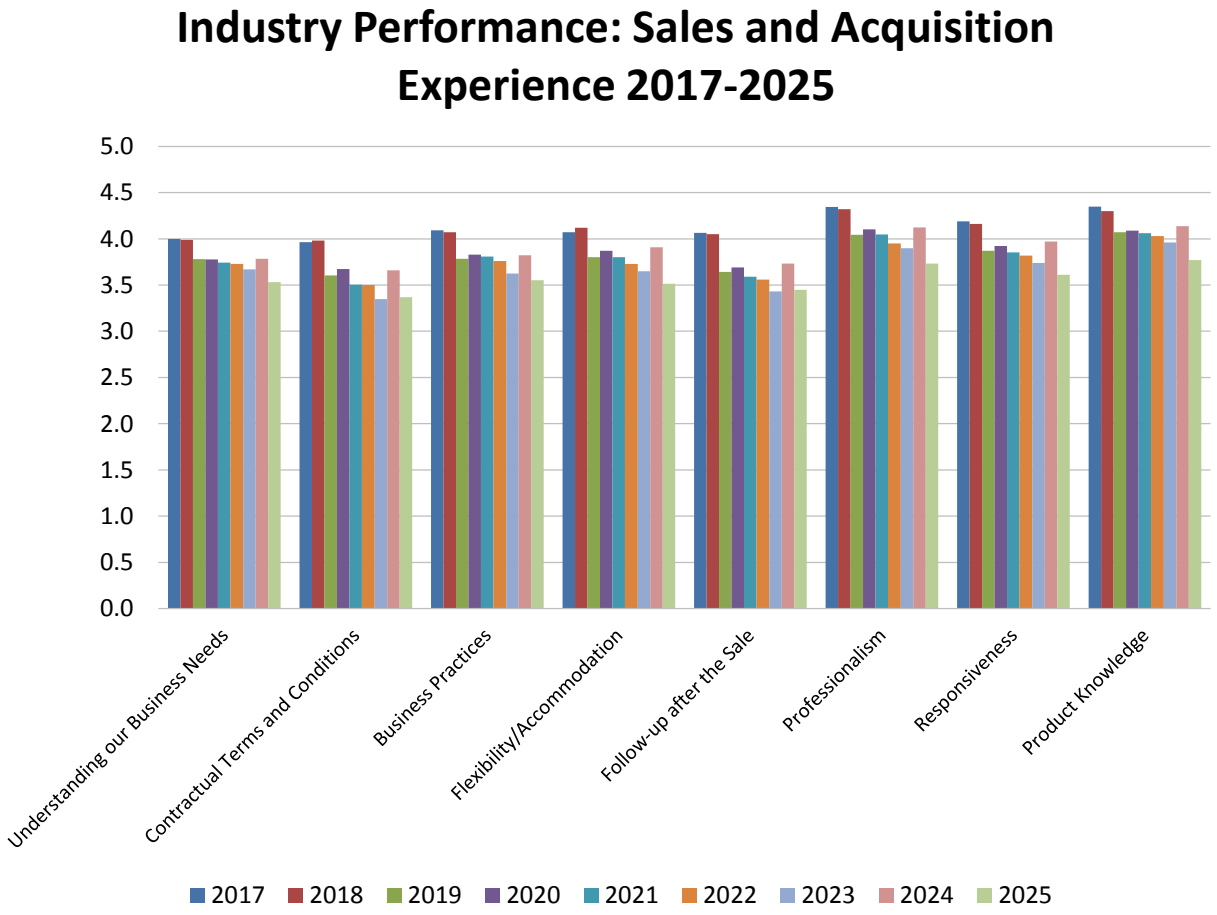



Figure 81 – Industry performance: sales and acquisition experience 2017-2025

### Value 2017-2025

End users reported a noticeable decline in weighted-mean scores for industry value for the price paid in 2025 (fig. 82). This year, mean value fell to 4.0 (the threshold for very good value), compared to 4.2 in 2023-2024. 2025 is also the first year in the last nine when scores fell below the historic 4.1-4.2 range. (Respondent scoring choices include great value, good value, average value, poor value, and very poor value.) While 4.0 remains a strong and desirable value endorsement, we might conclude that customers are more attentive and discerning in their 2025 BI portfolio investments.

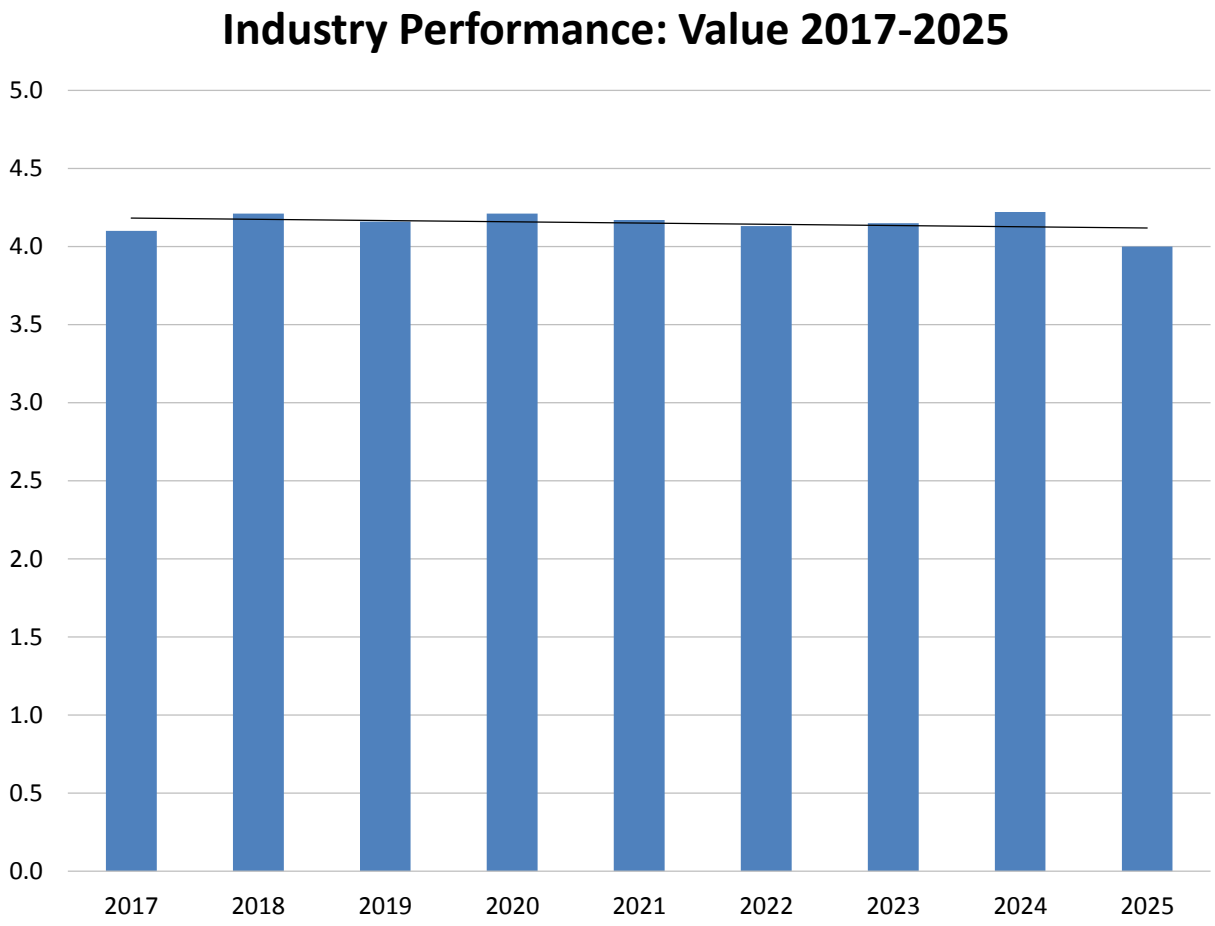



Figure 82 – Industry performance: value 2017-2025

### Quality and Usefulness of Product 2017-2025

In 2025, various measures of industry quality and usefulness of product are mostly flat or slightly lower than historic average user scores (fig. 83). As we observe in other industry measures, and disregarding a temporary 2024 spike, nearly all scores declined mildly in 2025 compared with 2023 and most prior years. The top four measures—overall usability, robustness/sophistication, scalability, and reliability of technology—all maintained a rounded score of 4.0 or higher (very good), while all remaining measures dipped below the 4.0 level. All scores are nonetheless well above the level representing adequate. (Respondents were given quality/usefulness score choices of excellent, very good, adequate, poor, and very poor.)

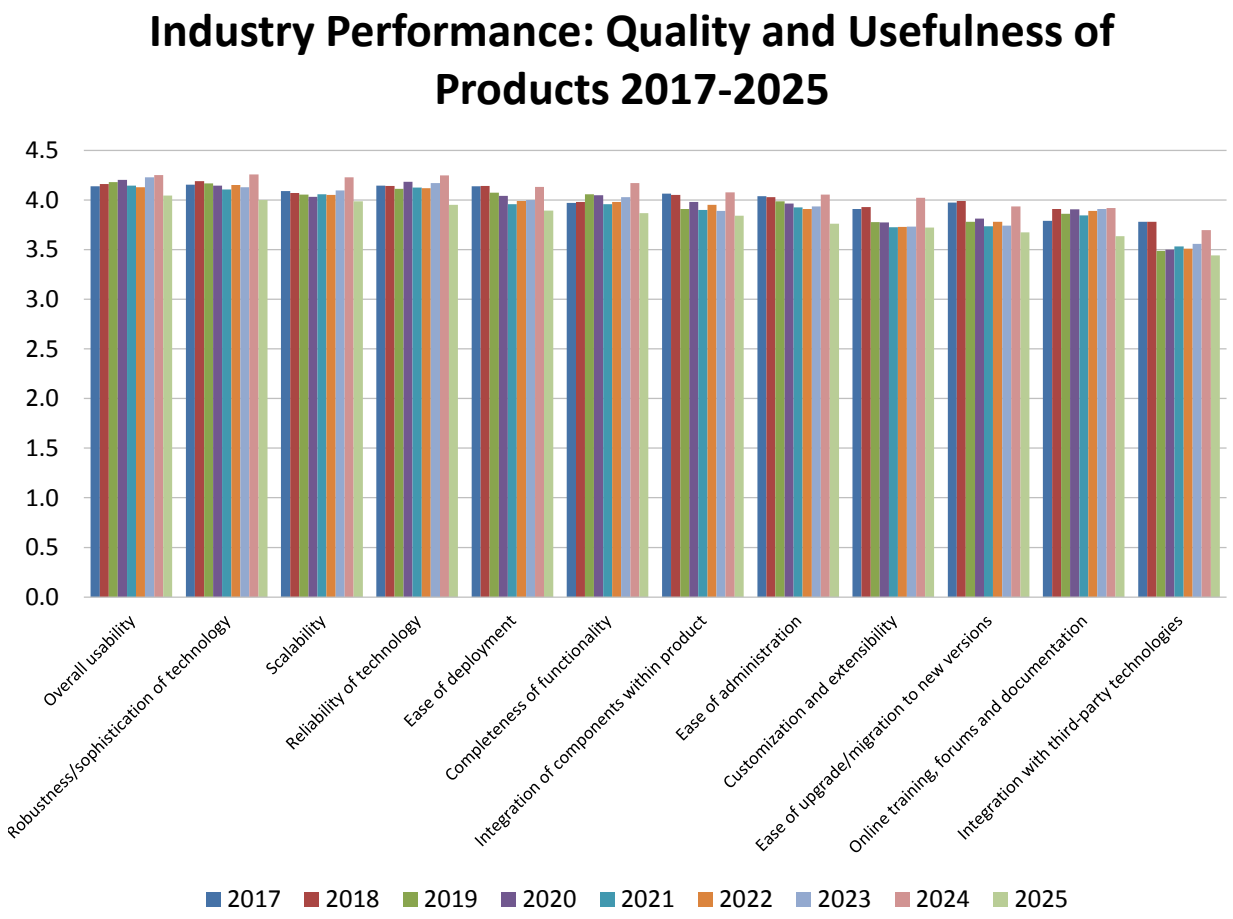



**Figure 83 – Industry performance: quality and usefulness of products 2017-2025**

### Technical Support 2017-2025

In 2025, measures of industry technical support are at the low end of nine-year historical range that shows a very slow but continuous historic decline (fig. 84). Year-over-year measures declined for all metrics of technical support performance, but all 2025 scores are above or well above the 3.0 score representing adequate performance. (Respondents were given technical support score choices of excellent, very good, adequate, poor, and very poor.)

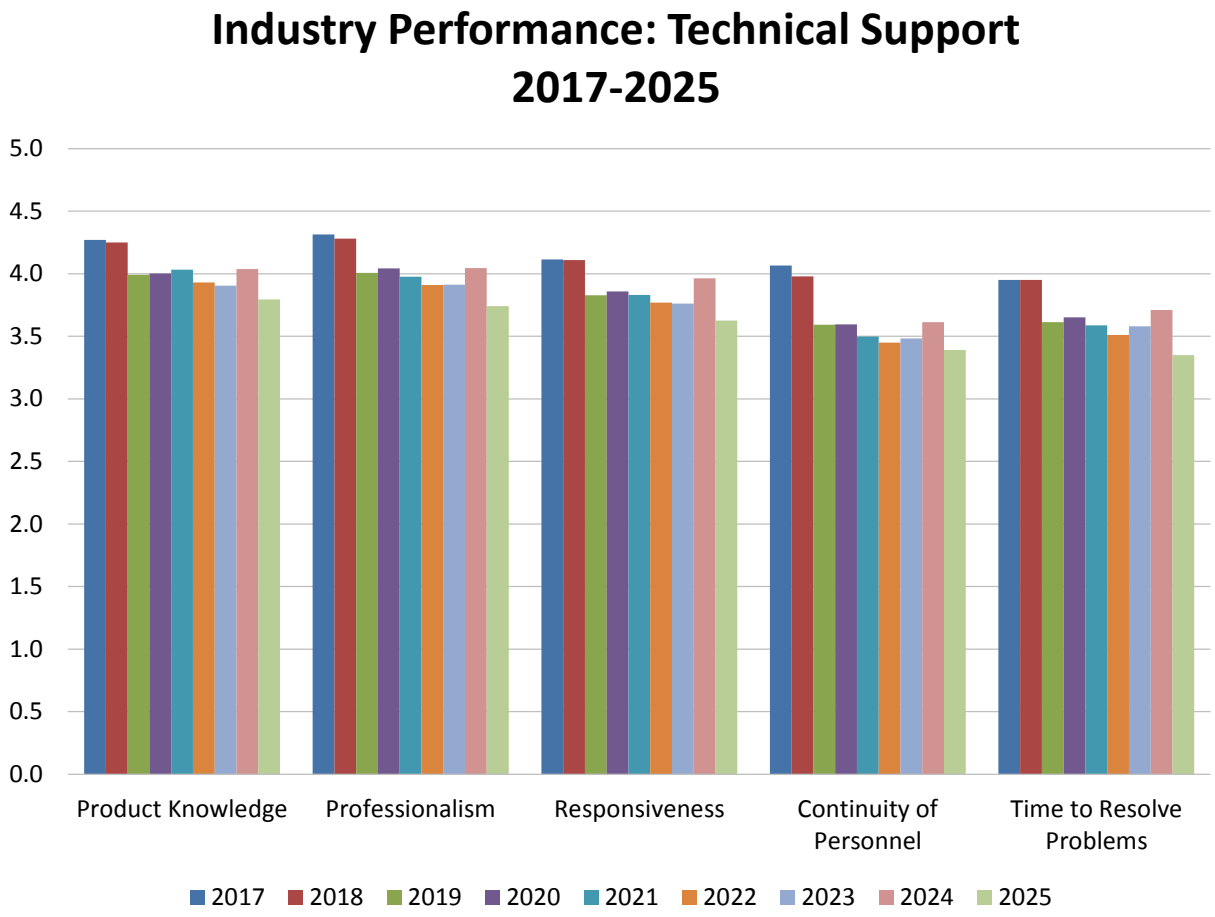



Figure 84 – Industry performance: technical support 2017-2025

### BI Vendor Consulting 2017-2025

In 2025, for a ninth year, BI consulting is the weakest-scoring area of industry performance, described by users as only adequate (fig. 85). Across nine years of data, consulting performance improves during 2018-2019, and except for a 2024 spike, returns to mostly flat performance. Though some attributes have rebounded slightly when compared to 2023, all consulting attributes (continuity, experience, product knowledge, professionalism, and value) are in a long-term range slightly above the 3.0 level, signifying a score of adequate. (Respondents were given vendor consulting score choices of excellent, very good, adequate, poor, and very poor.)

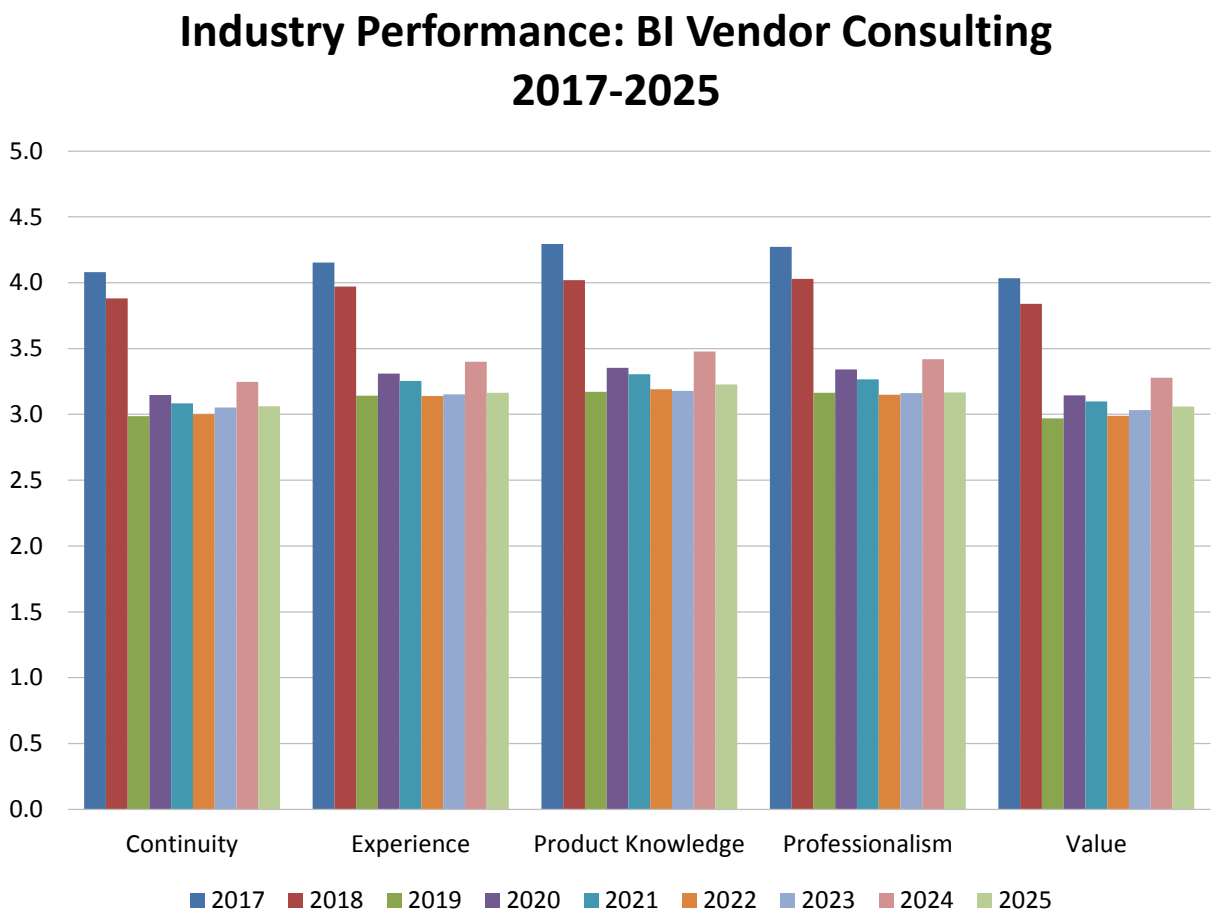



Figure 85 – Industry performance: BI vendor consulting 2015-2025

### Integrity 2017-2025

Vendor integrity—measured as honesty and truthfulness in all dealings—is in a slow decline trend for a fifth consecutive year, from 4.3 in 2020 to 4.2 in 2021-2023, to 4.0 in 2025 (fig. 86). The current level is very narrowly an all-time low that nonetheless remains at the 4.0 level signifying "very good." (Respondents were given integrity score choices of excellent, very good, adequate, poor, and very poor.) While the scores in this view are compressed and remain far above anything we would describe as dissatisfaction, an earlier positive trend line has tipped to the negative.

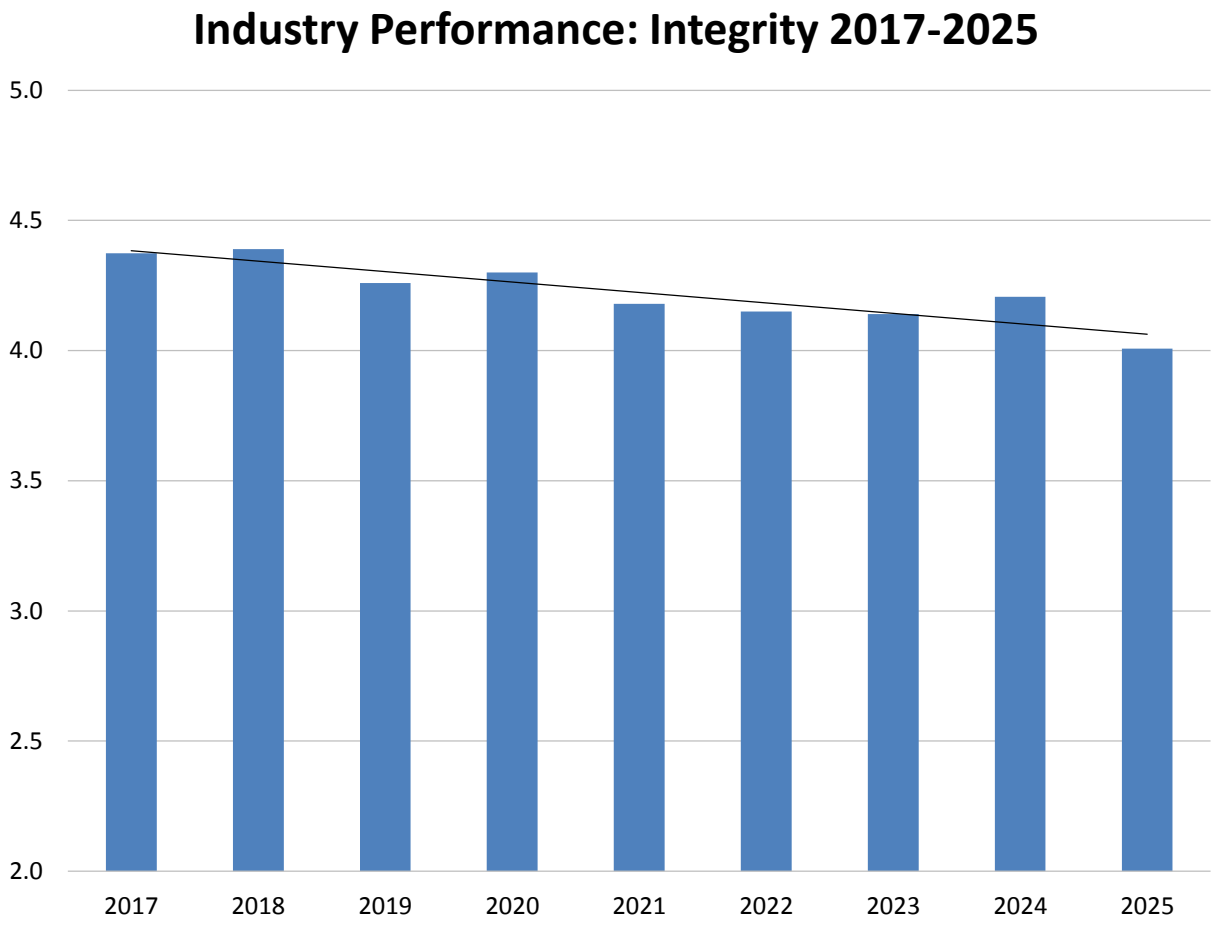



**Figure 86 – Industry performance: integrity 2017-2025**

### Recommended 2015-2025

An ongoing and welcome trend that continues into 2025 is the extremely positive user response to the question, “Would you recommend this vendor/product?” This year, respondents again offer a near-perfect endorsement of their software service provider with a 4.7 score that is only fractionally lower than an all-time high (fig. 87). The 11-year positive 4.7-4.8 range of well above very likely to recommend is very close to our highest allowable score of 5.0, leaving little room for improvement.

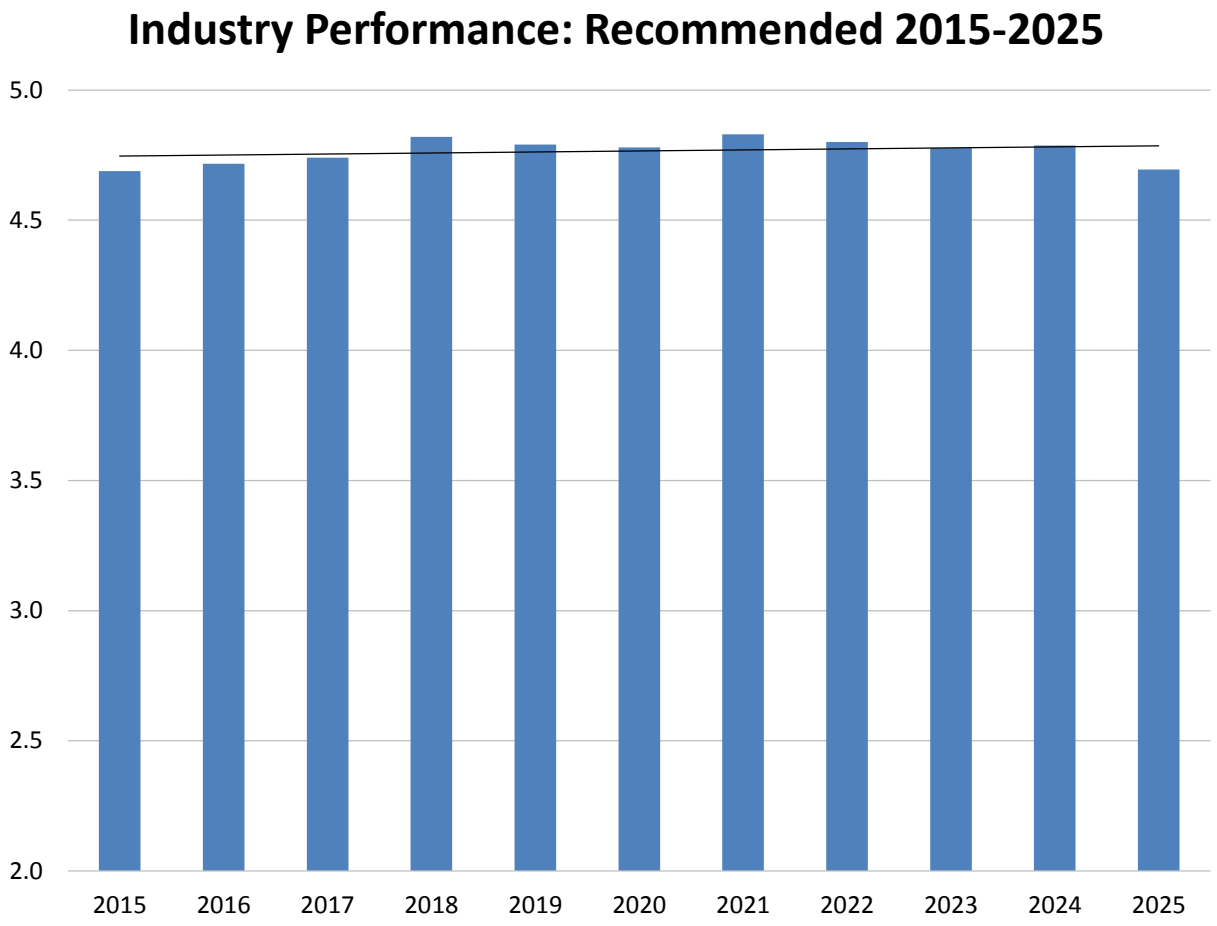



Figure 87 – Industry performance: recommended 2015-2025

### Overall Industry Performance Improvement 2017-2025

Another high-level view of vendor performance is overall industry performance improvement, which rose in 2025, reversing a 2023-2024 decline (fig. 88). This year, nearly 40% of respondents found overall industry performance improved, similar to the numbers reported during the years 2019-2022. Additionally, a near-historic low 4% of respondents (compared to 7%-9% in 2023-2024) said overall industry performance declined in 2025. While these findings deserve positive attention and reflection, we can describe historic industry performance as sustained and consistent, especially given economic, geopolitical, and COVID-19 pandemic disruptions of recent years.

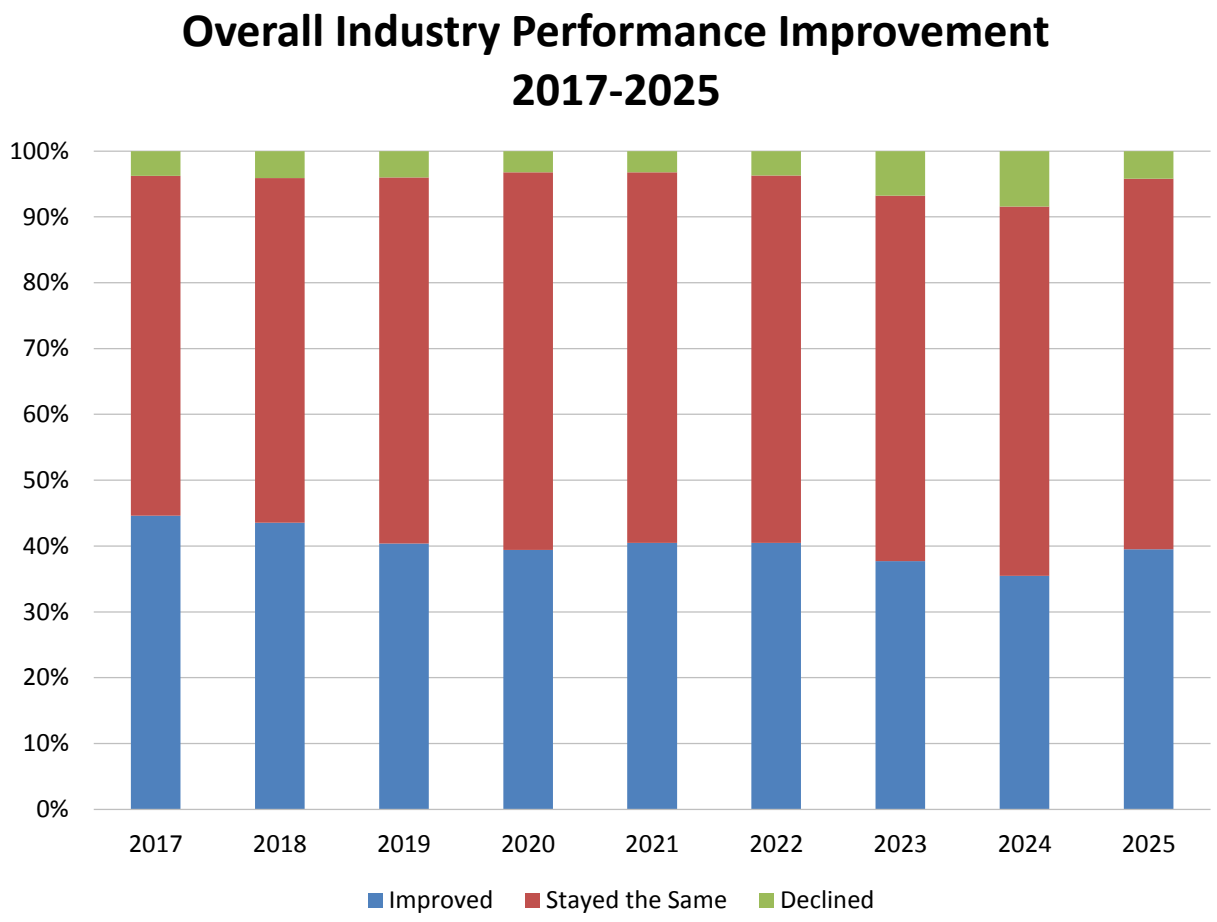



**Figure 88 – Overall industry performance improvement 2017-2025**

### Perceived Total Cost of Ownership 2023-2025

A final user measurement we added in 2023 is the respondents' perceived total cost of ownership (TCO; fig. 89). This year, a historic high of 25% of respondents describe their perceived TCO as very good. In another all-time high, nearly 80% believe their TCO is either very good, good, or at least average. Just 7% say their ROI is poor, and only 4% say ROI is very poor. Ten percent don't know their total cost of ownership or how it compares to expectations. In sum and at a very high level, a very large majority of respondents clearly believes they are receiving at least average and often much better efficiencies and returns from BI compared with other investments.

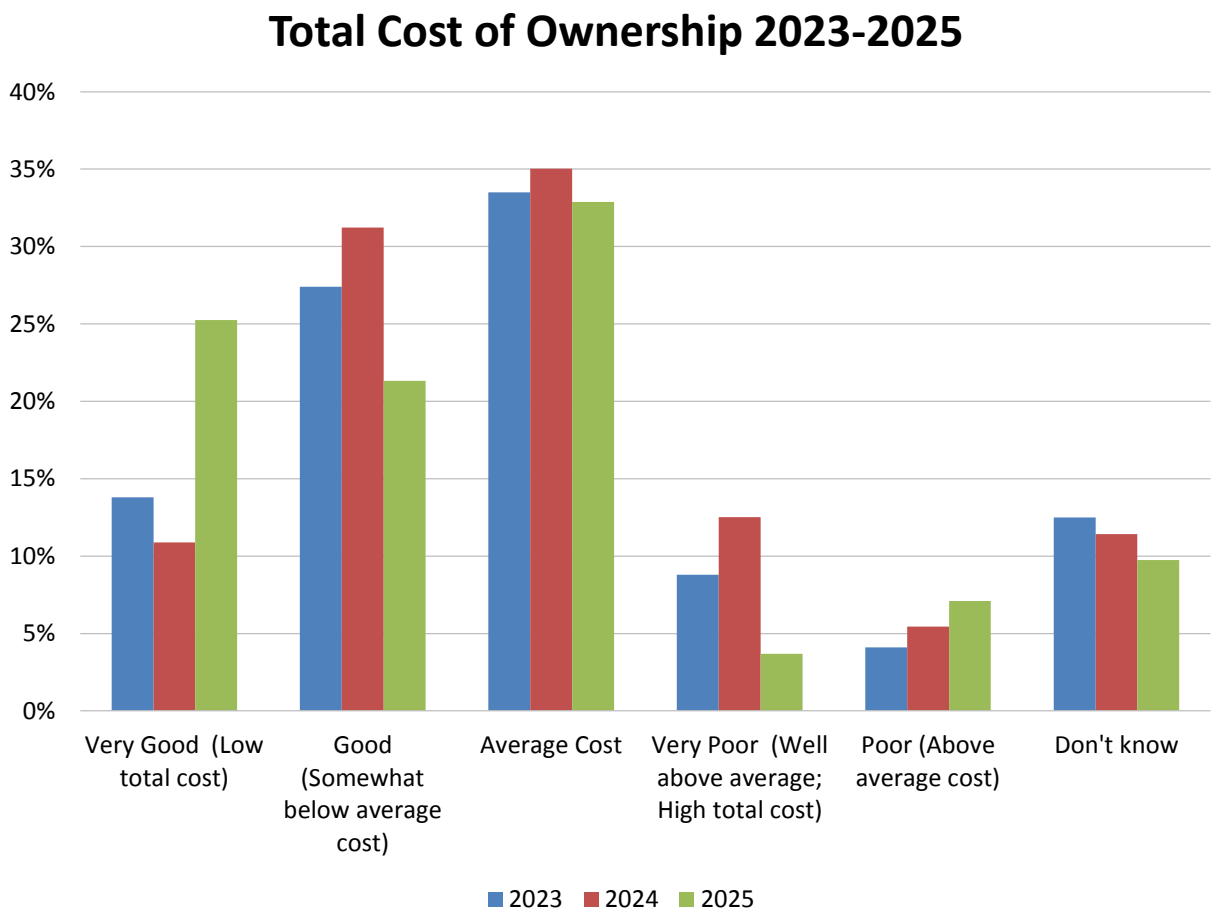



Figure 89 – Total cost of ownership 2023-2025

# Vendor Ratings

## Vendor Ratings

In this section, we offer ratings of business intelligence vendors. We rate vendors using 33 different criteria, on a five-point scale for each. Criteria cover sales/acquisition experience (eight criteria), value for price paid (1), quality and usefulness of product (12), quality of technical support (5), quality and value of consulting services (5), whether the vendor is recommended (1), and integrity (1).

As we explore vendor performance in more detail, it is important to understand the scale we use in scoring the industry and vendors:

- 5.0 = Excellent
- 4.0 = Very good
- 3.0 = Adequate
- 2.0 = Poor
- 1.0 = Very poor

Based on our scoring methodology, all vendors perform at a level that is considered more than “adequate” for all criteria categories.

*Please note that “average score” is the mathematical mean of all items included in vendor ratings. Each column in the chart represents a scale consisting of varying numbers of items (for example, "sales" is a scale consisting of eight items, while "value for price paid” is one item). As such, each column is weighted differently (based on the number of items represented and the number of respondents rating those items) in calculating the overall average rating. The average score cannot be calculated by simply averaging across the subscale scores.*

## Business Intelligence Market Models

We use three models for examining and understanding the business intelligence/analytics market. Using quadrants, we plot aggregated user sentiment into x and y axes.

The inclusion of vendors in our models is based on user responses. Since not all users answer every question, this results in incomplete data for some vendors. Consequently, only vendors with sufficient data, determined by user response rates, are included in each model.

### Customer Experience Model

The Customer Experience Model considers the real-world experience of customers working with BI products daily (fig. 90).

For the x axis, we combine all vendor touchpoints—including the sales and acquisition process (eight measures), technical support (five measures), and consulting services (five measures)—into a single “sales and service” dimension.

On the y axis, we plot customer sentiment surrounding the product, derived from the 12 product and technology measures used to rank vendors. On the resulting four quadrants, we plot vendors based on these measures.

The upper-right quadrant contains the highest-scoring vendors and is named Overall Experience Leaders. Technology Leaders (upper-left quadrant) identifies vendors with strong product offerings but relatively lower services scores. Service Leaders offer strong customer service but fall short on product and technology. Contenders (lower-left quadrant) would benefit from varying degrees of improvement to product, services, or both.

User sentiment surrounding outliers (outside of the four quadrants) suggests that significant improvements to product and services are required.

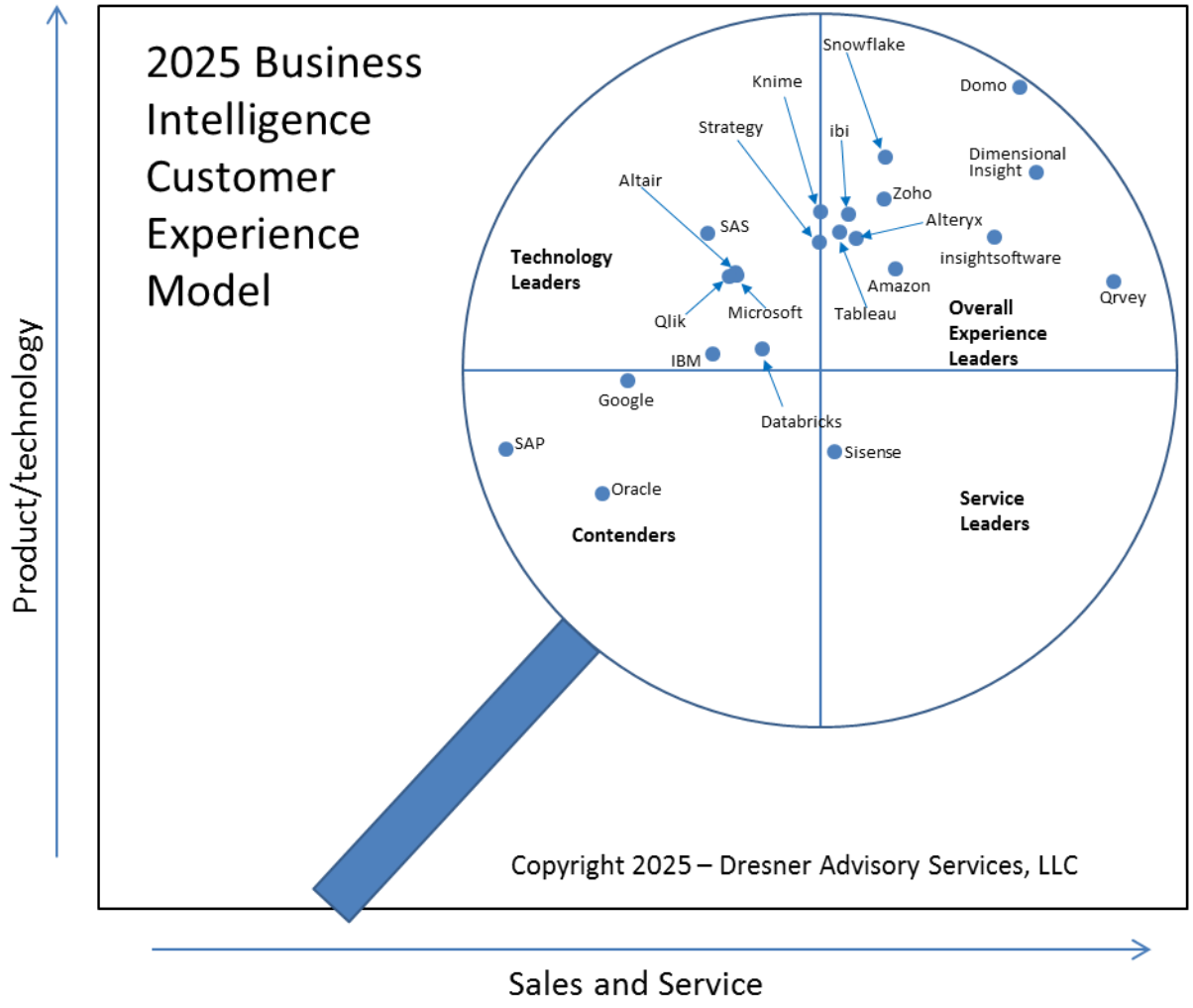



**Figure 90 – 2025 Business Intelligence Customer Experience Model**

## Vendor Credibility Model

The Vendor Credibility Model considers how customers “feel” about their vendor (fig. 91). The x axis plots perceived value for the price paid. The y axis combines the integrity and recommend measures, creating a “confidence” dimension. The resulting four quadrants position vendors based on these dimensions.

The upper-right quadrant contains the highest-scoring vendors and is named Overall Credibility Leaders. Trust Leaders (upper-left quadrant) identifies vendors with solid perceived confidence but relatively lower value scores. Contenders (lower-left quadrant) would benefit from working to improve customer value, confidence, or both.

User sentiment surrounding outliers (outside of the four quadrants) suggests that significant improvements are required to improve perceived value and confidence.

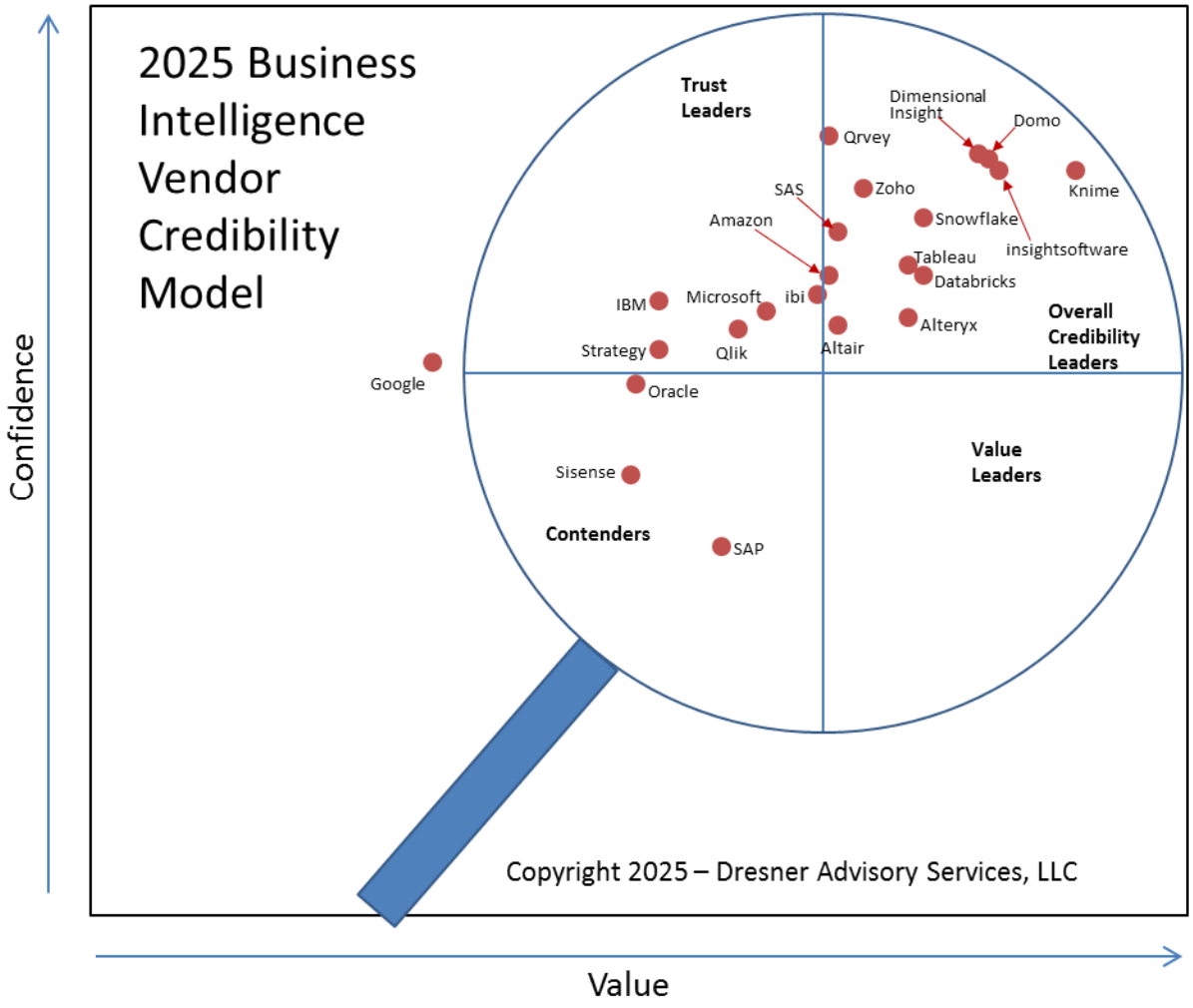



**Figure 91 – 2025 Business Intelligence Vendor Credibility Model**

## BI Value/TCO Model

Starting last year, we created a new model, the BI Value/Total Cost of Ownership (TCO) Model (fig. 92). This model is based solely on input from users of each BI vendor and represents opinions related to the perceived value for price paid and perceived TCO.

On the X axis, we measure perceived value left to right, from low to high. On the Y axis, we measure perceived TCO, bottom to top, from high to low. Hence, vendors in the upper right quadrant hold the highest perceived value and lowest perceived TCO.

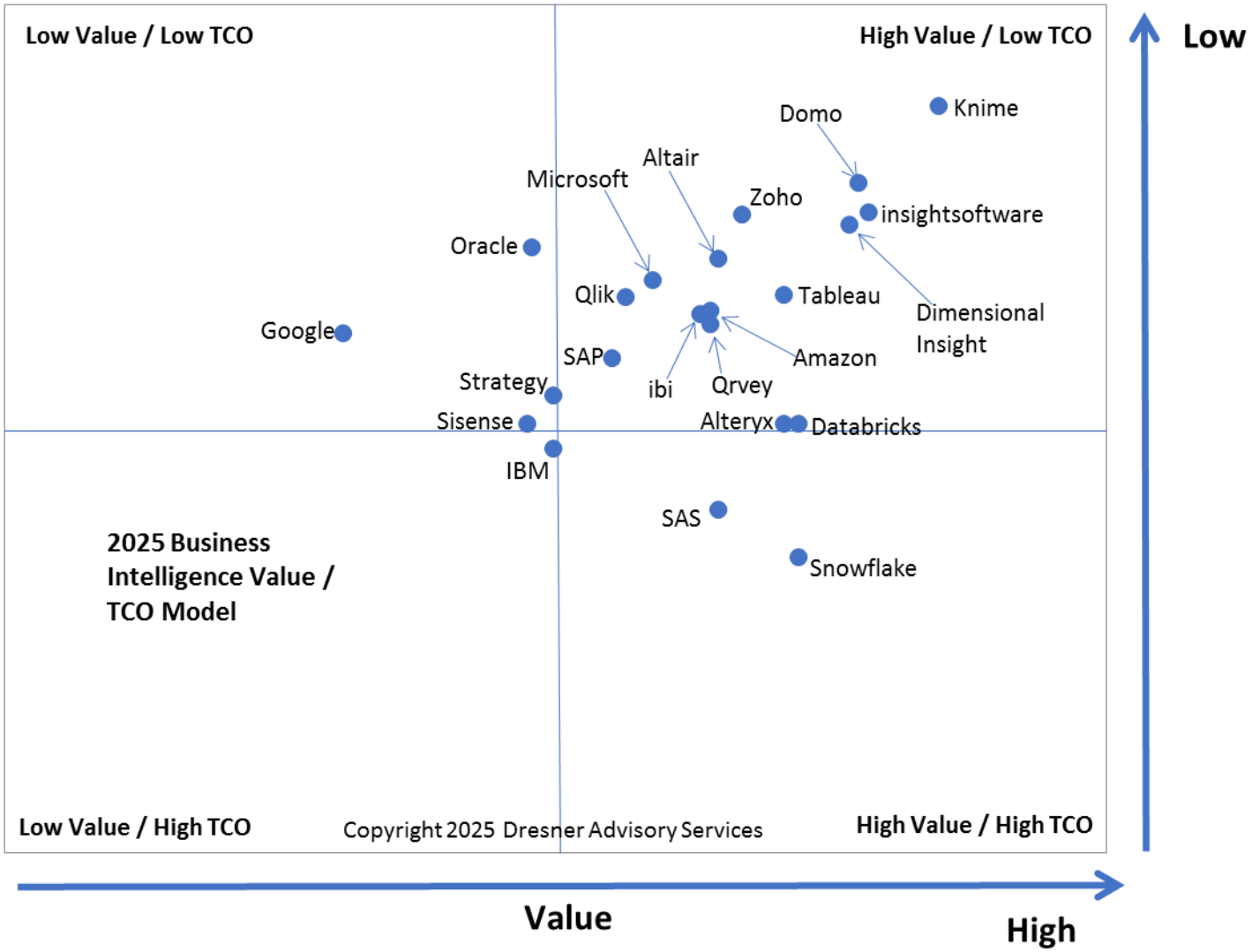



Figure 92 – 2025 Business Intelligence Value/TCO Model

## Detailed Vendor Ratings

In this section, we offer detailed vendor scores. Using our 33-criteria evaluation model, we compare each vendor's performance to its previous year's performance and to the average for all vendors (all records in the study population).

Table 1 shows the detailed criteria. We include "clock" position information to assist in locating specific scores.

**Table 1 - Detailed vendor rating criteria**

- **Sales/acquisition experience** *(12 - 2 o'clock)*
  - Professionalism
  - Product knowledge
  - Understanding our business/needs
  - Responsiveness
  - Flexibility/accommodation
  - Business practices
  - Contractual terms and conditions
  - Follow-up after the sale
- **Value for price** *(3 o'clock)*
- **Quality and usefulness of product** *(3 - 7 o'clock)*
  - Robustness/sophistication of technology
  - Completeness of functionality
  - Reliability of technology
  - Scalability
  - Integration of components within product
  - Integration with third-party technologies
  - Overall usability
  - Ease of installation
  - Ease of administration
- **Quality and usefulness of product (continued)**
  - Customization and extensibility
  - Ease of upgrade/migration to new versions
  - Online forums and documentation
- 
- **Quality of technical support** *(8 - 9 o'clock)*
  - Professionalism
  - Product knowledge
  - Responsiveness
  - Continuity of personnel
  - Time to resolve problems
- **Quality and value of consulting services** *(9 - 10 o'clock)*
  - Professionalism
  - Product knowledge
  - Experience
  - Continuity
  - Value
- **Integrity** *(11 o'clock)*
- **Whether vendor is recommended** *(12 o'clock)*

## Altair Detailed Score

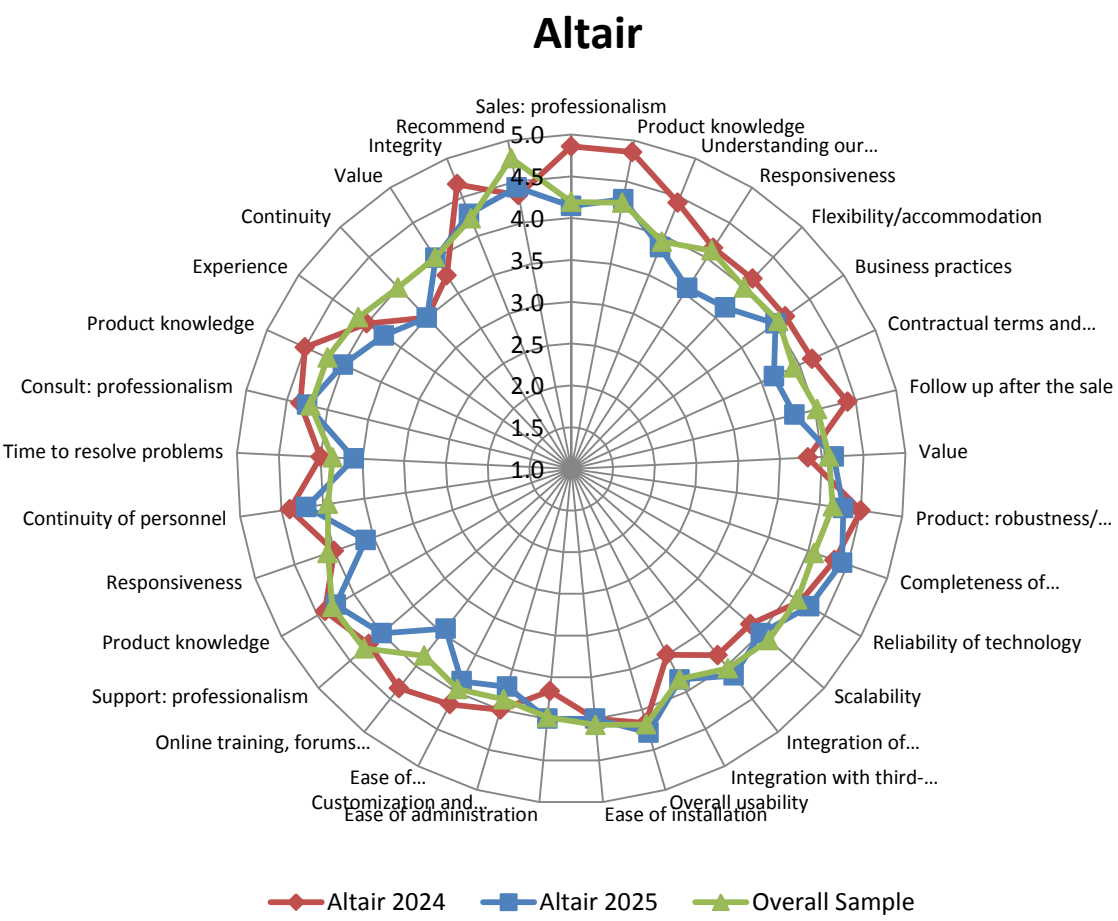



**Figure 93 – Altair detailed score**

For 2025, a majority of Altair's scores have declined year over year, with the exception of "product," where 50% of measures improved and 50% declined.

Altair is considered a Technology Leader in the Customer Experience Model and an Overall Credibility Leader in the Vendor Credibility Model. It is best in class for completeness of product functionality and has a favorable score (low TCO and high value) in the Value/TCO Model.

## Alteryx Detailed Score

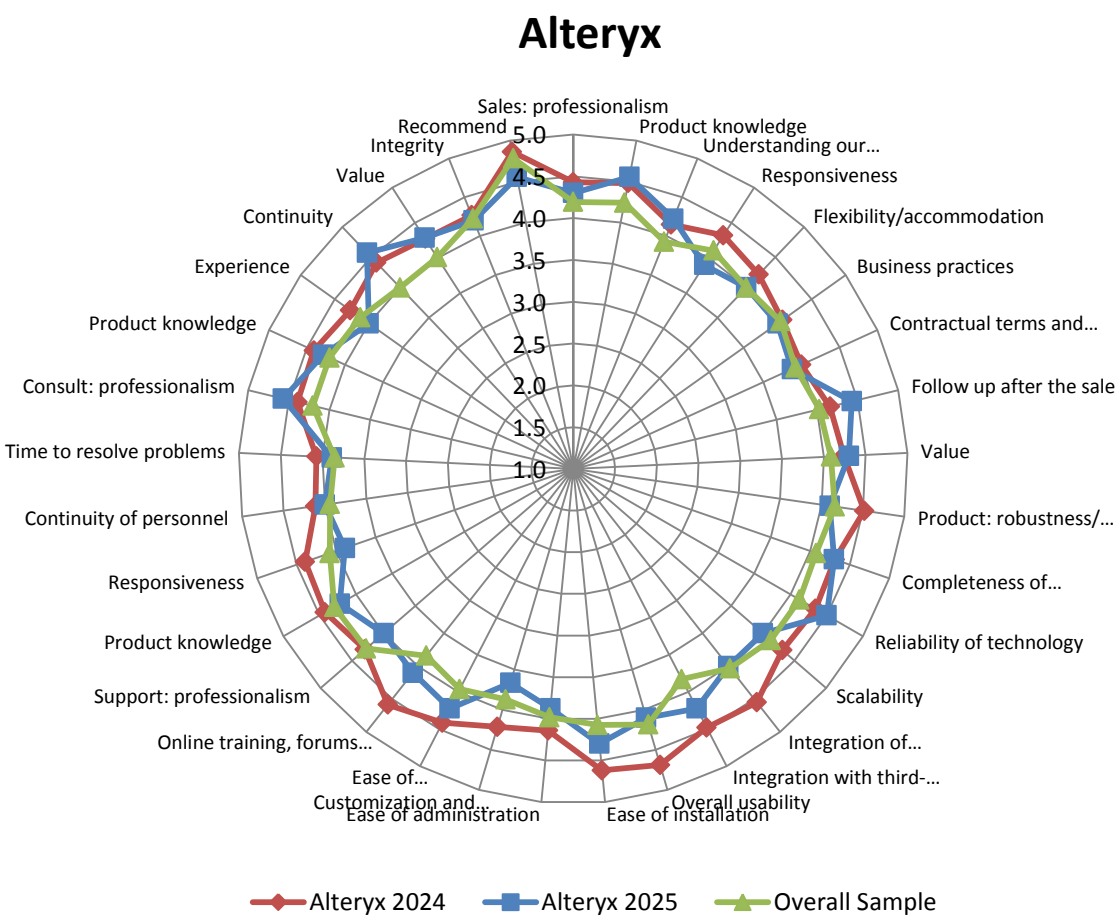



**Figure 94 – Alteryx detailed score**

In 2025, Alteryx is generally above the overall sample for all measures, with a performance that is similar to last year. It is an Overall Leader in both Customer Experience and Vendor Credibility models. It is best in class for reliability of technology and has a relatively favorable score in the Value/TCO Model.

## Amazon Detailed Score

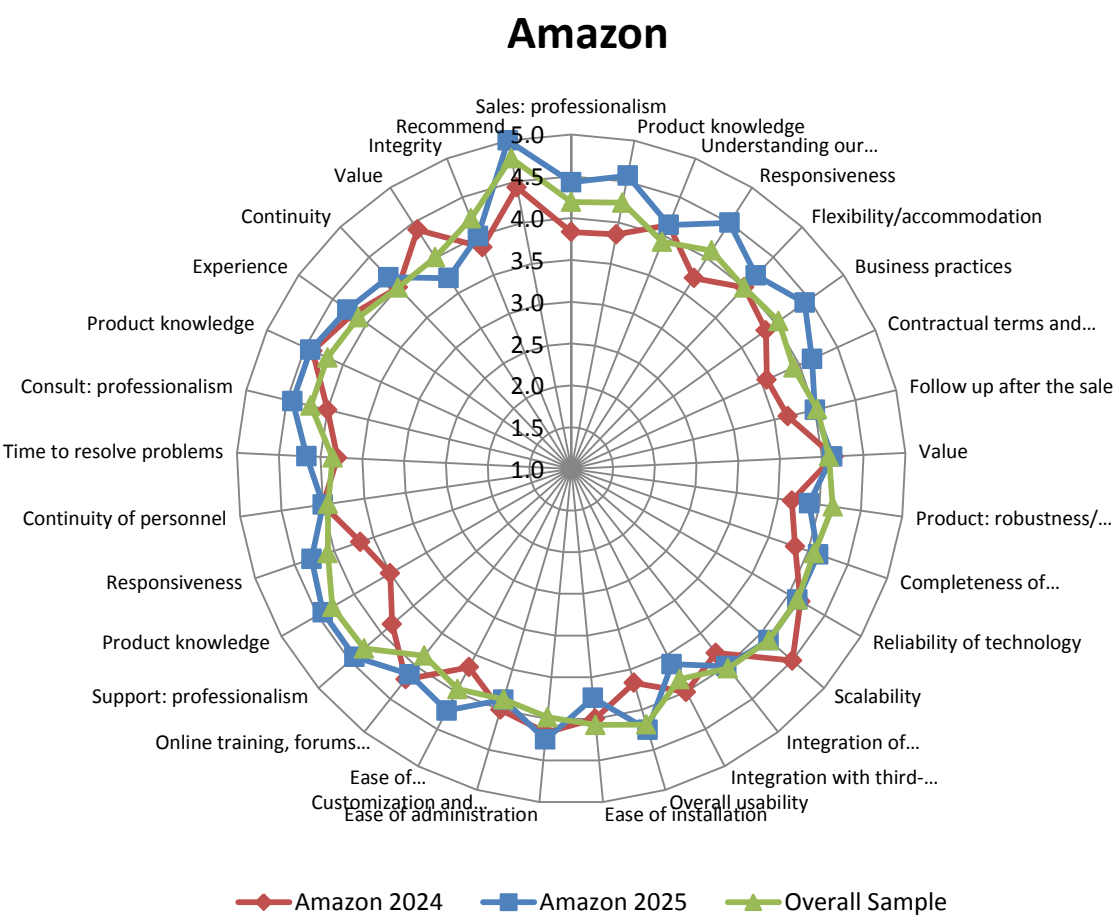



**Figure 95 – Amazon detailed score**

In 2025, Amazon shows improvement over 2024, with increases for a majority of measures in sales, product, technical support, and consulting. It is generally above the overall sample for most measures and is considered an Overall Leader in both Customer Experience, and Vendor Credibility models. It has a favorable score in the Value/TCO model (low TCO and high value) and a perfect “recommend” score.

## Databricks Detailed Score

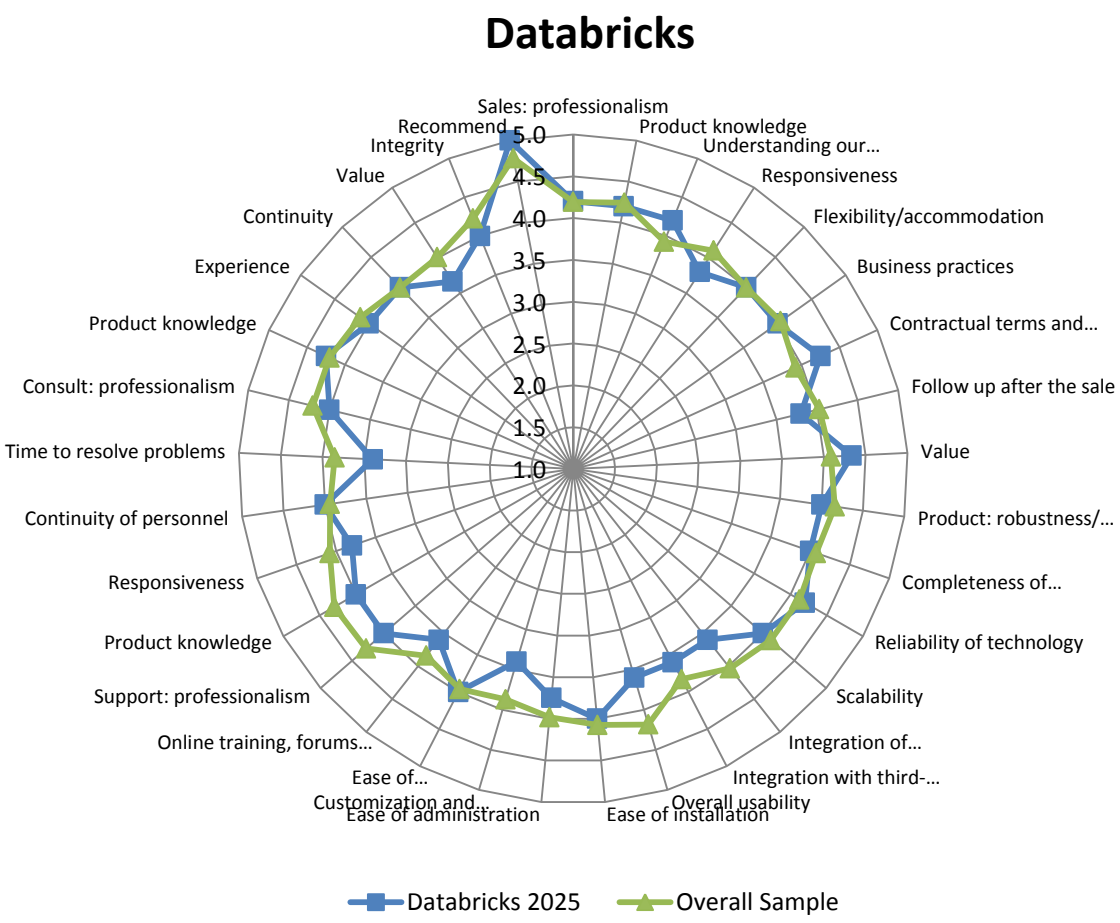



**Figure 96 – Databricks detailed score**

In its first year of inclusion, Databricks is generally aligned with or somewhat below the overall sample. It is considered a Technology Leader in the Customer Experience Model and an Overall Credibility Leader in the Vendor Credibility Model. It has a perfect "recommend" score and a relatively favorable rating in the Value/TCO Model.

## Dimensional Insight Detailed Score

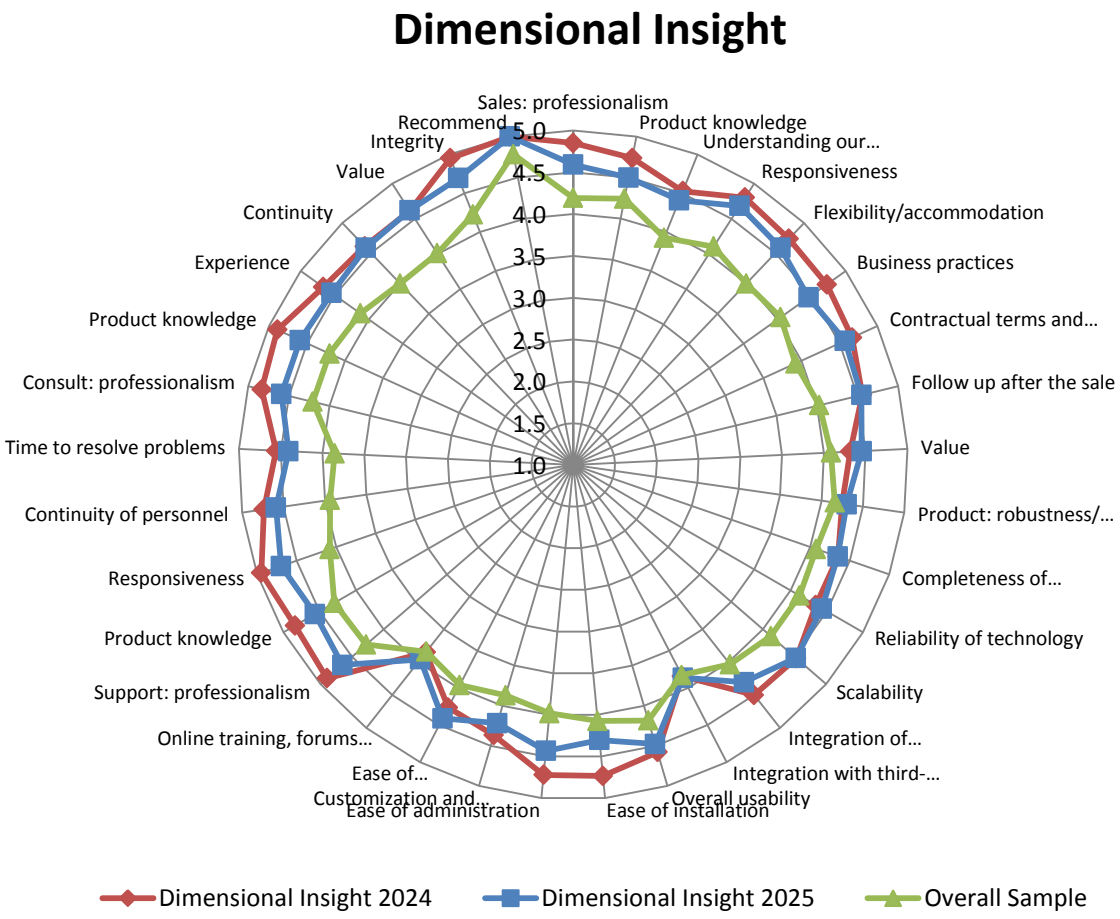



**Figure 97 – Dimensional Insight detailed score**

In 2025, Dimensional Insight remains above the overall sample for a majority of measures. It scores similarly to last year, with some declines. It is an Overall Leader in both the Customer Experience and Vendor Credibility models, and is best in class for several sales and technical support measures. It also has a favorable score in the Value/TCO Model and maintains a perfect “recommend” score.

## Domo Detailed Score

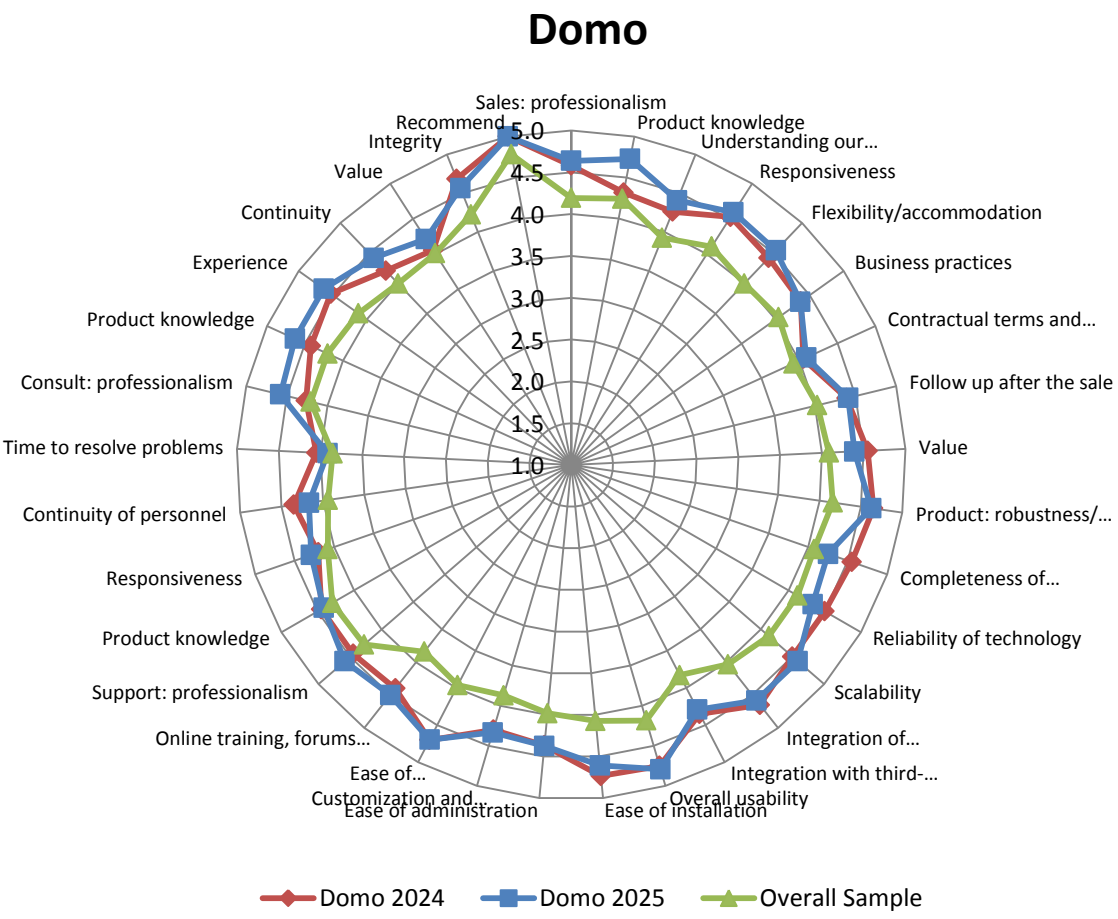



Figure 98 – Domo detailed score

In 2025, Domo is above the overall sample for all measures. Its scores are similar to last year with key improvements in sales, product, and consulting. It is an Overall Leader in both Customer Experience and Vendor Credibility models.

Domo is best in class for sales professionalism, product knowledge, and understanding business/needs. It is also best in class for overall value, and product scalability, integration of components within product, overall usability, ease of implementation, ease of upgrade/migration to new versions, and online training, forums and documentation.

It scores well in the Value/TCO Model (low TCO and high value) and maintains a perfect “recommend” score.

## Google Detailed Score

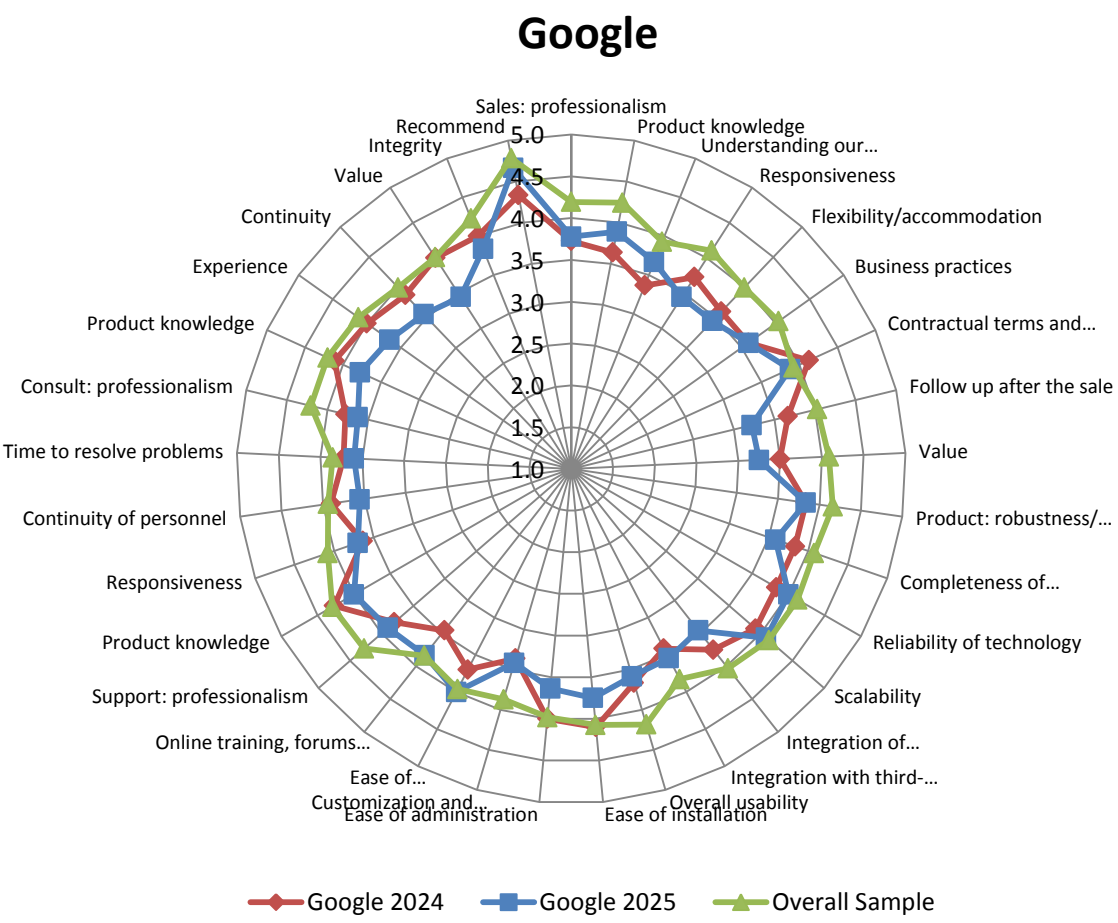



**Figure 99 – Google detailed score**

For 2025, Google's scores remain below the overall sample for nearly all measures. While there were some improvements in sales and in product, a majority of measures declined. It is considered a Contender in the Customer Experience Model, and an outlier in the Vendor Credibility Model. It is rated as low value and low TCO in the Value/TCO Model.

## ibi Detailed Score

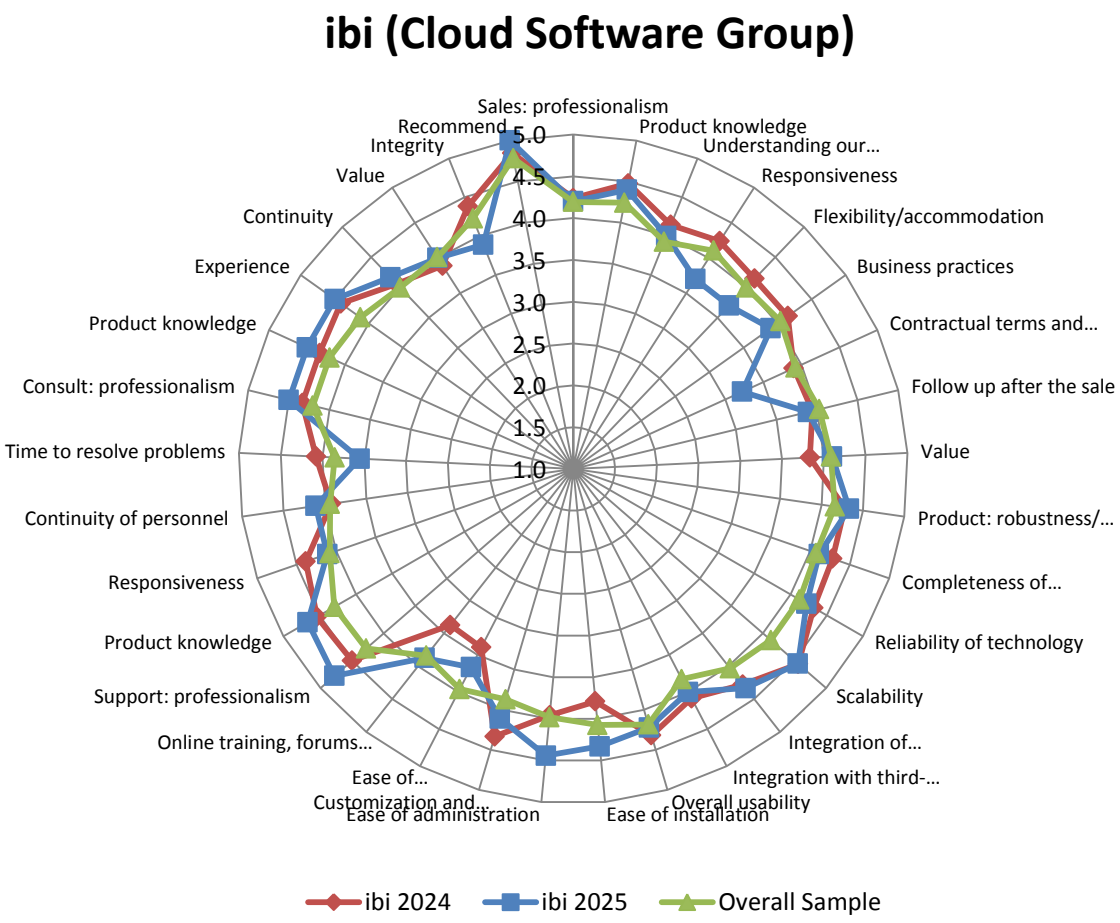



**Figure 100 – ibi Software detailed score**

In 2025, ibi scores generally in line with the overall sample, performing similarly to last year with some key improvements in overall value, product, technical support, and consulting. It is an Overall Experience Leader in the Customer Experience Model and a Trust Leader in the Vendor Credibility Model.

It is best in class for ease of administration and lands in the high value and low TCO quadrant of the Value/TCO Model. It has a perfect “recommend” score.

## IBM Detailed Score

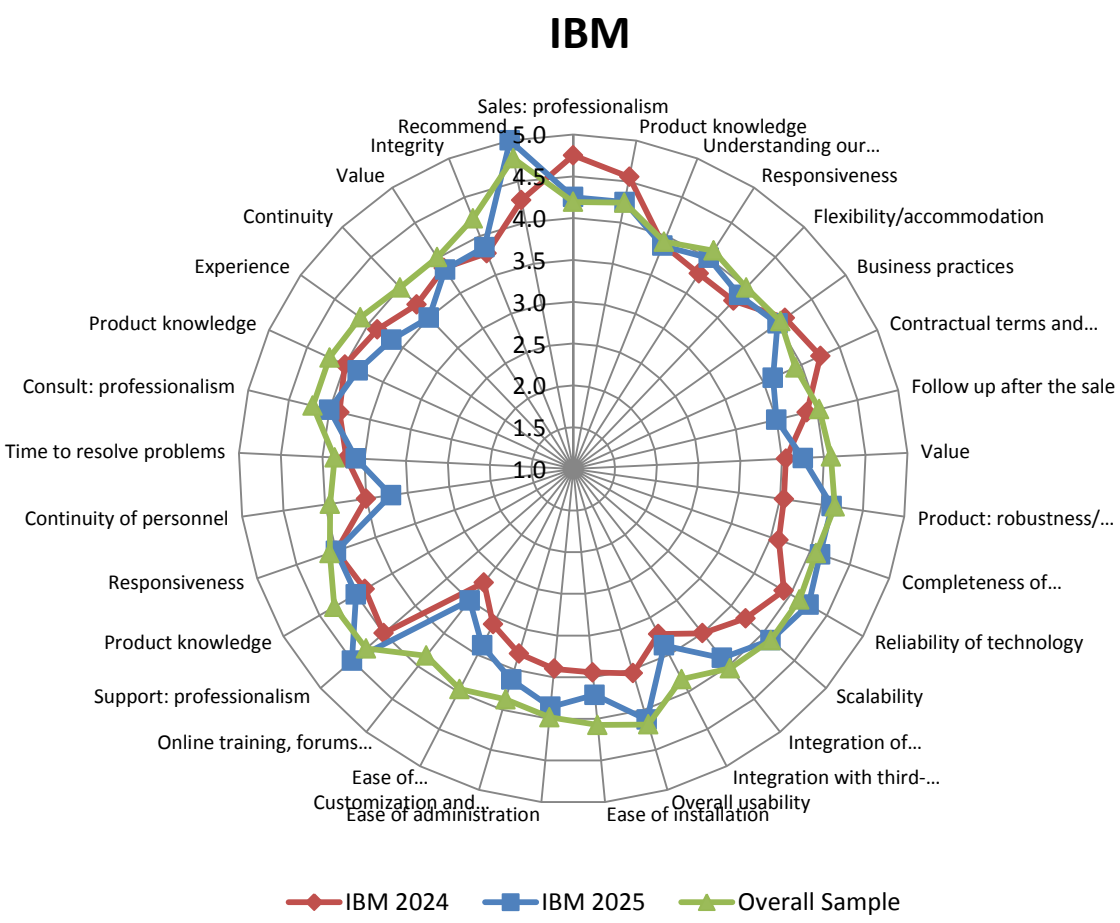



**Figure 101 – IBM detailed score**

In 2025, IBM is generally in line with or below the overall sample, with key improvements for all product measures. It is considered a Technology Leader in the Customer Experience Model and Trust Leader in the Vendor Credibility Model. It is considered a low value and high TCO vendor by a small margin in the Value/TCO Model and has a perfect “recommend” score.

## insightsoftware Detailed Score

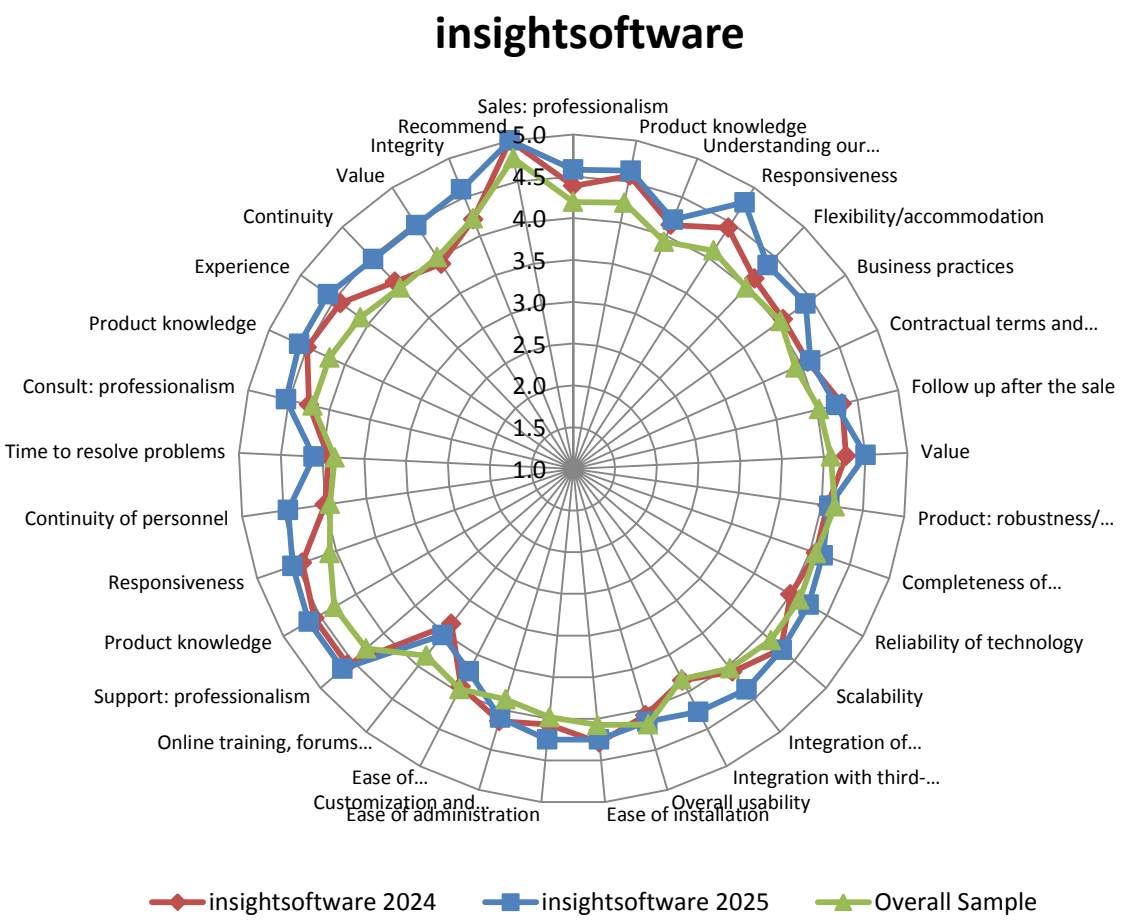



Figure 102 – insightsoftware detailed score

In 2025, insightsoftware is above the overall sample for most measures with improvements in most categories of measurement, including sales, product, value, technical support, and consulting. It is best in class for sales responsiveness.

It is an Overall Leader in both Customer Experience and Vendor Credibility models. It is considered to be high value and low TCO in the Value/TCO model and it maintains a perfect “recommend” score.

## Knime Detailed Score

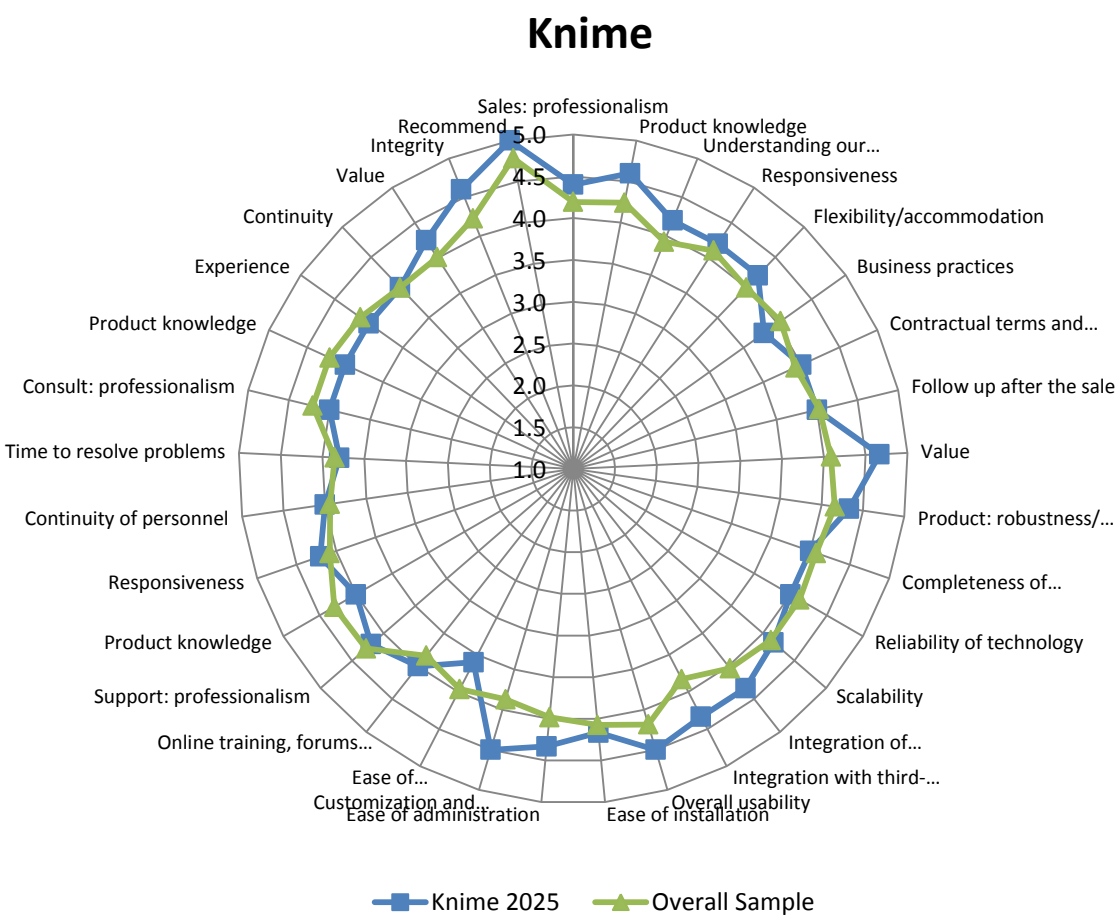



**Figure 103 – Knime detailed score**

In its first appearance in this report, Knime is generally above or in line with the overall sample. It is considered a Technology Leader in the Customer Experience Model and an Overall Credibility Leader in the Vendor Credibility Model and is best in class for overall value, integration with third-party technologies, and customization and extensibility. It has a very favorable placement in the Value/TCO Model as both very low TCO and very high value and has a perfect “recommend” score.

## Microsoft Detailed Score

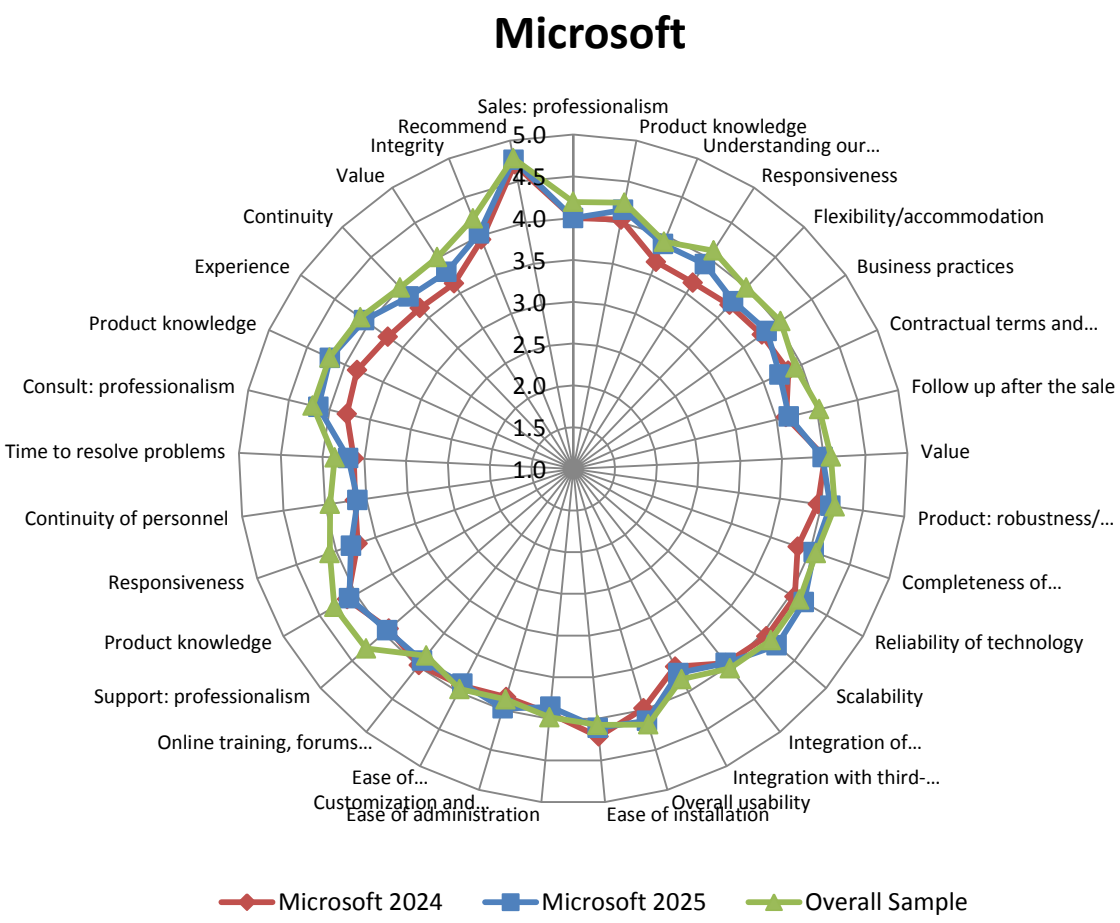



Figure 104 – Microsoft detailed score

In 2025, Microsoft is generally aligned with, or somewhat below, the overall sample, with key improvements in many categories of measurement. It remains a Technology Leader in the Customer Experience Model and a Trust Leader in the Vendor Credibility Model. It is considered high value and low TCO in the Value/TCO Model.

## Oracle Detailed Score

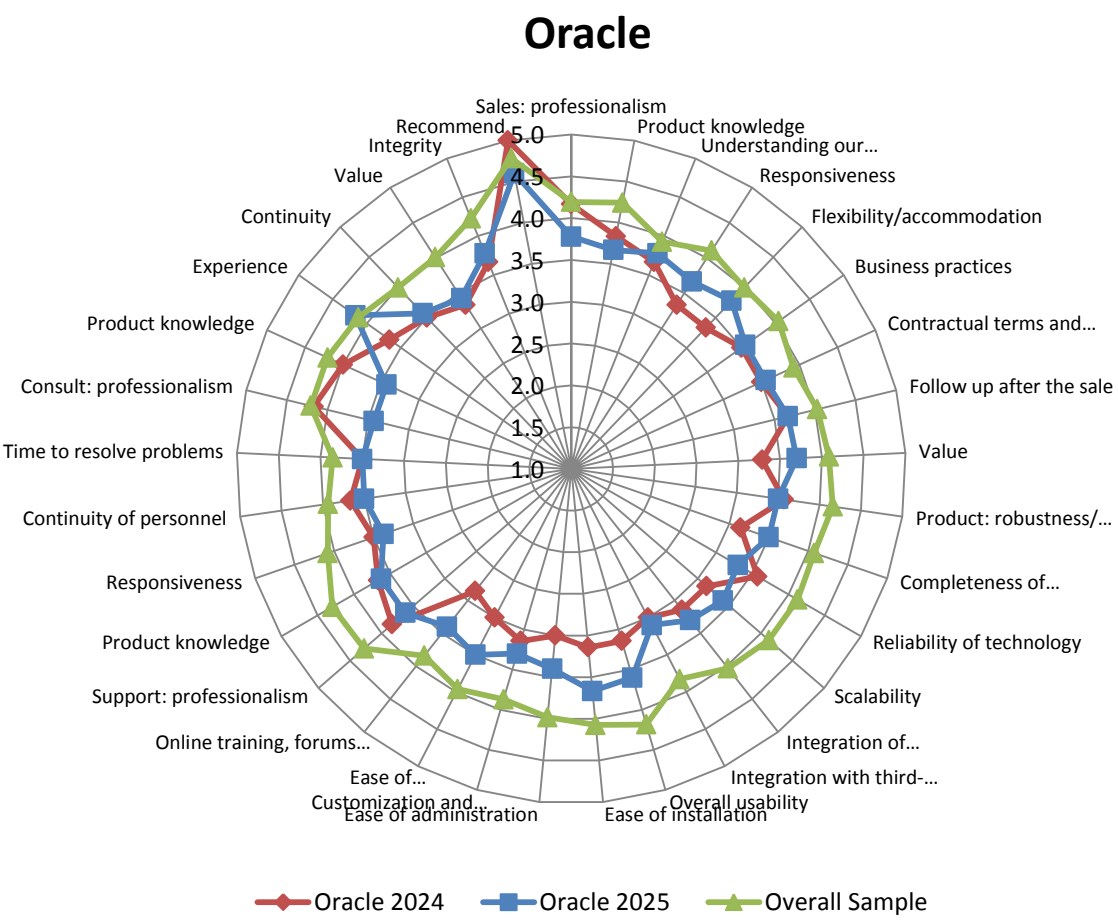



Figure 105 – Oracle detailed score

In 2025, Oracle's scores have improved from 2024, but remain generally below the overall sample. It is considered a Contender in both the Customer Experience and Vendor Credibility models and relatively low value and low TCO in the Value/TCO Model.

## Qlik Detailed Score

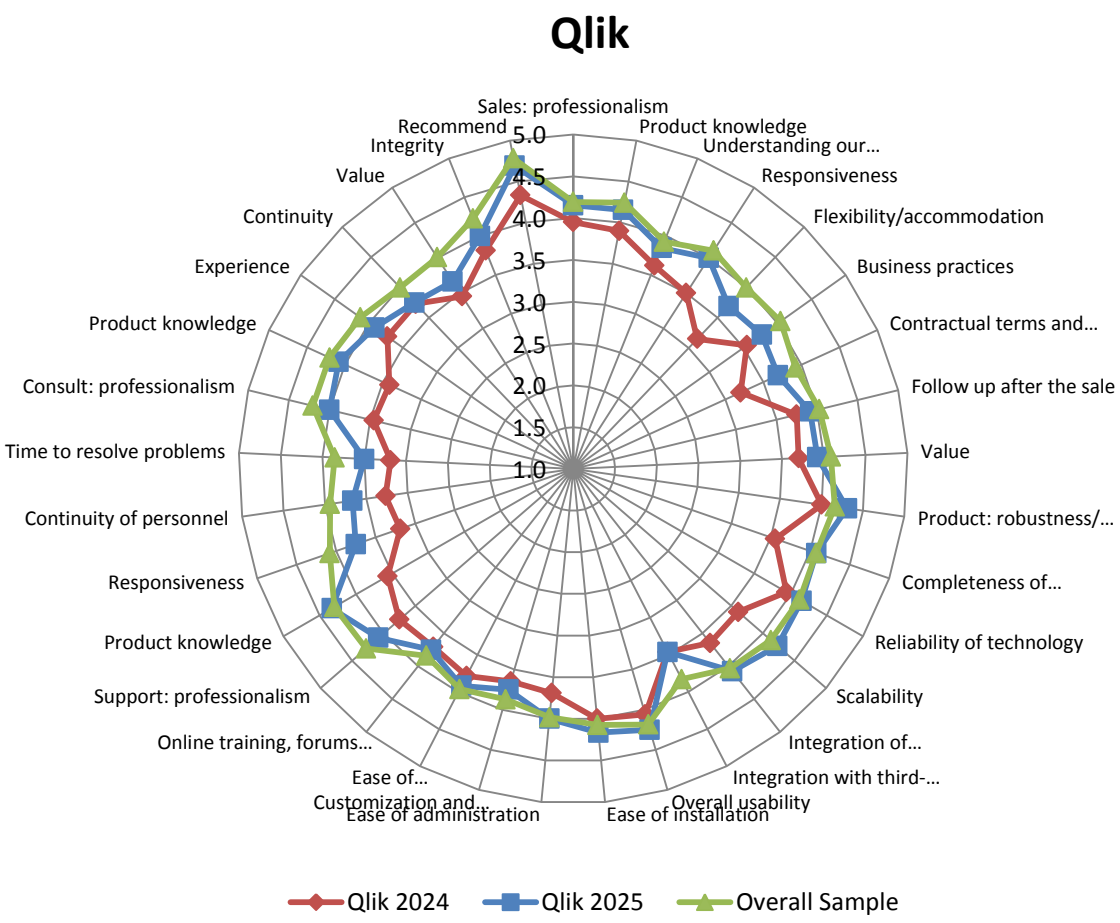



**Figure 106 – Qlik detailed score**

For 2025, Qlik is generally aligned with or above the overall sample, with improvements across all categories of measurement. It is considered a Technology Leader in the Customer Experience Model and a Trust Leader in the Vendor Credibility Model with high value and low TCO in the Value/TCO Model.

## Qrvey Detailed Score

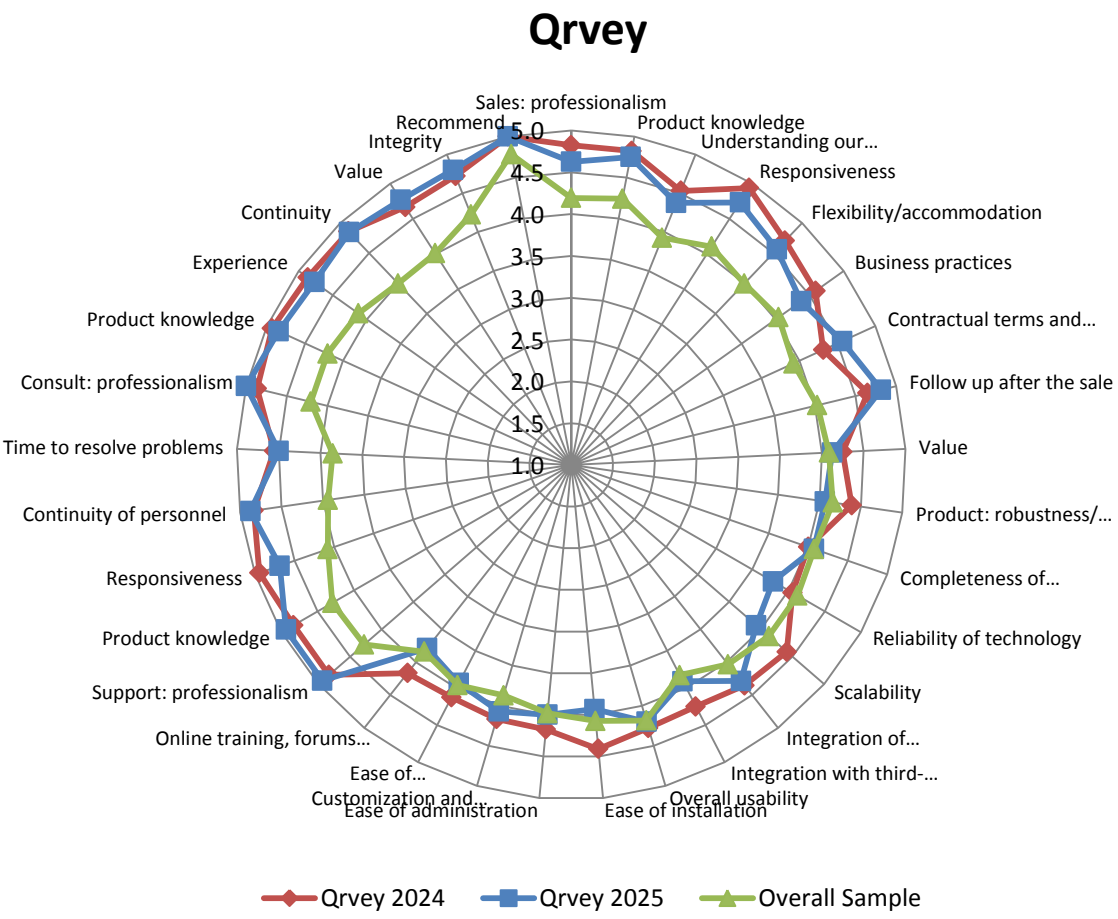



**Figure 107 – Qrvey detailed score**

In 2025, Qrvey's scores remain above the overall sample for most measures, with scores that are somewhat similar to last year. It is an Overall Leader in both Customer Experience and Vendor Credibility models. It is best in class for sales product knowledge, follow-up after the sale, technical support professionalism, product knowledge, and continuity of personnel. It is also best in class for all consulting measures, and integrity.

It is considered high value and low TCO in the Value/TCO Model and maintains a perfect "recommend" score.

## SAP Detailed Score

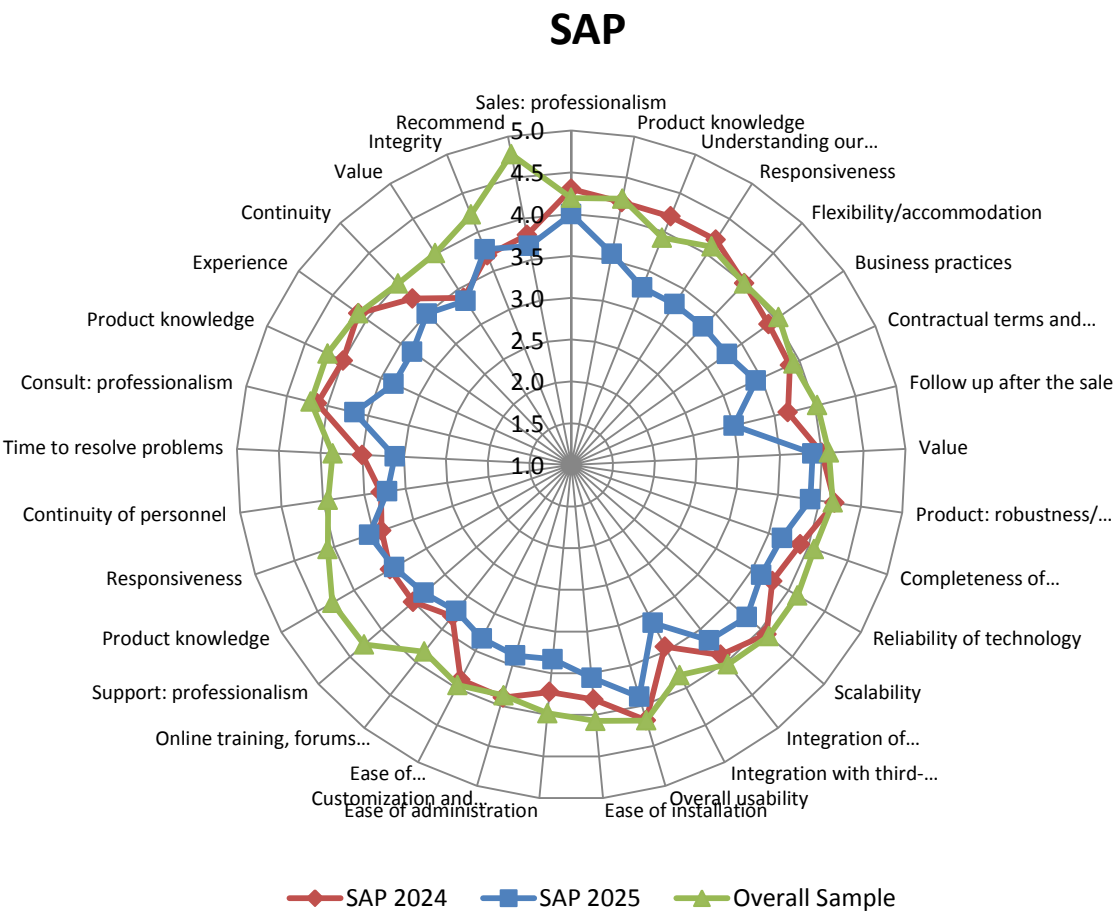



**Figure 108 – SAP detailed score**

For 2025, SAP remains below the overall sample for most measures and has declined across all categories. It is a Contender in both the Customer Experience Model and Vendor Credibility Model. It is considered relatively high value and low TCO in the Value/TCO Model.

## SAS Detailed Score

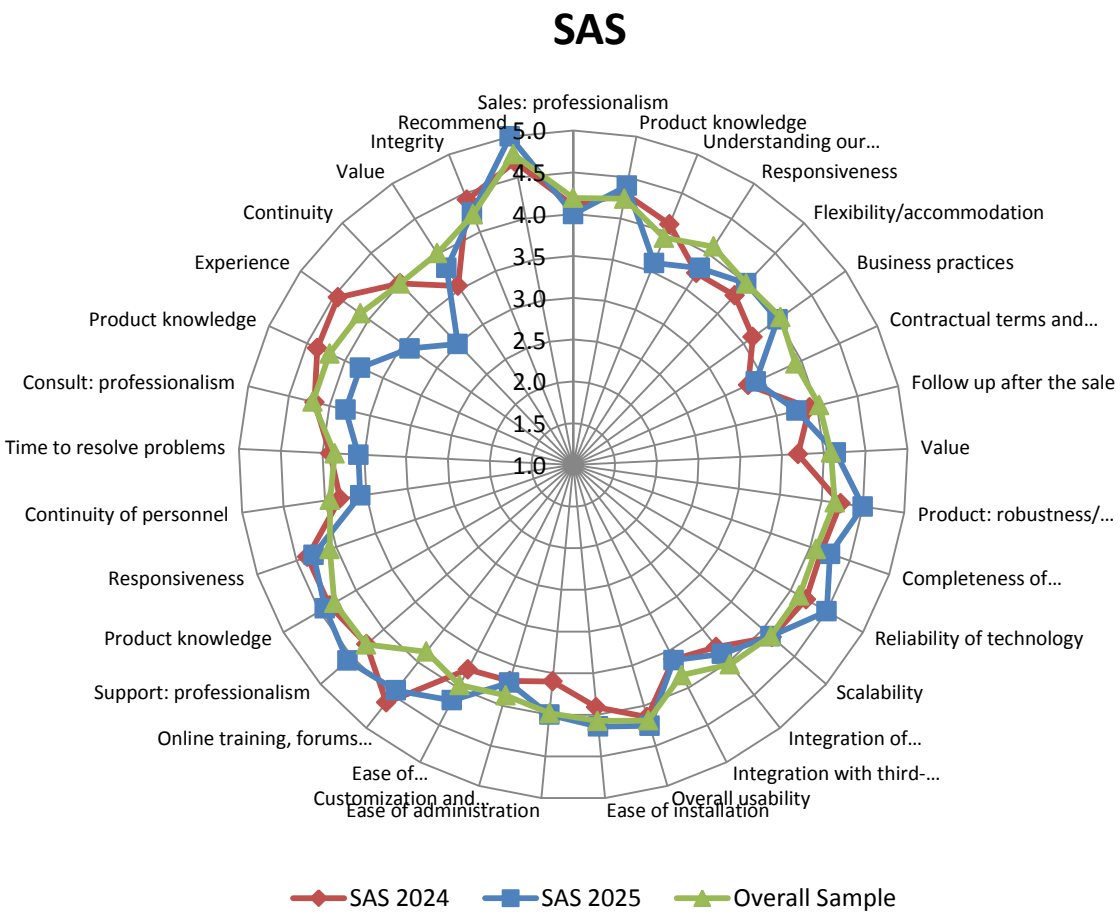



Figure 109 – SAS detailed score

In 2025, SAS is generally aligned with or below the overall sample with a mix of improvements and decline. It is a Technology Leader in the Customer Experience Model and an Overall Credibility Leader in the Vendor Credibility Model and is best in class for reliability of technology. It is considered high value and high TCO in the Value/TCO Model.

## Sisense Detailed Score

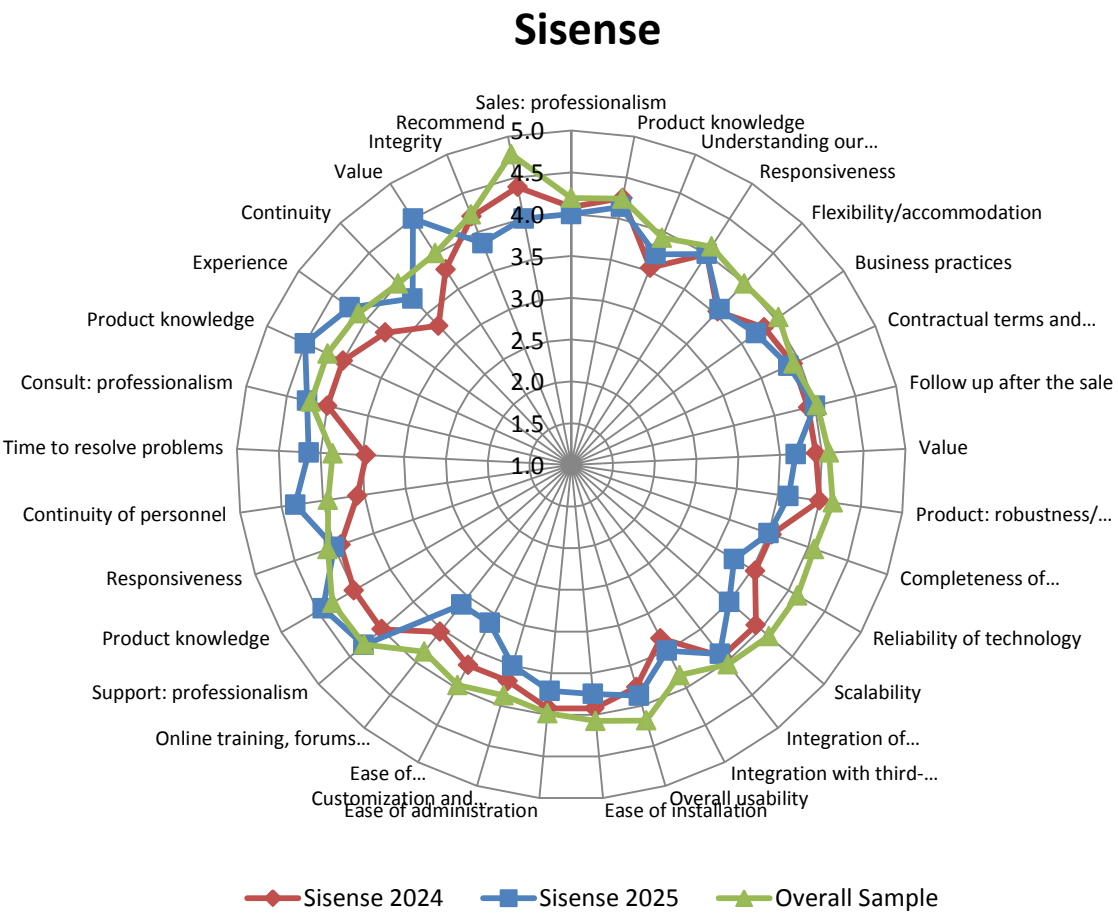



Figure 110 – Sisense detailed score

In 2025, Sisense's scores are generally below or in line with the overall sample, with improvements in technical support, and consulting, and decline in other areas. It is a Service Leader in the Customer Experience Model and a Contender in the Vendor Credibility Model. It is rated as marginally low value and low TCO in the Value/TCO Model.

## Snowflake Detailed Score

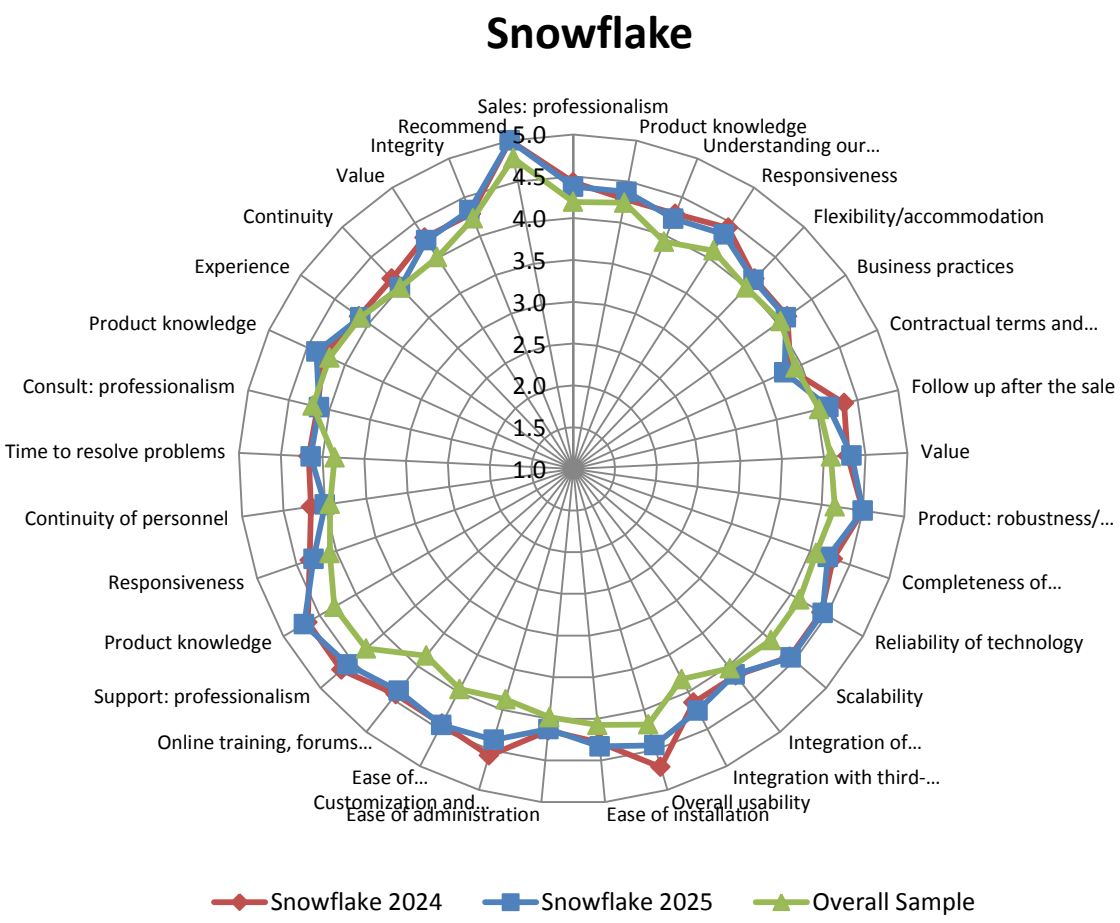



**Figure 111 – Snowflake derailed score**

For 2025, Snowflake's scores are similar to last year and remain above the overall sample for most measures. It is an Overall Leader in both the Customer Experience and Vendor Credibility models. It is considered high value and high TCO in the Value/TCO Model and maintains a perfect "recommend" score.

## Strategy Detailed Score

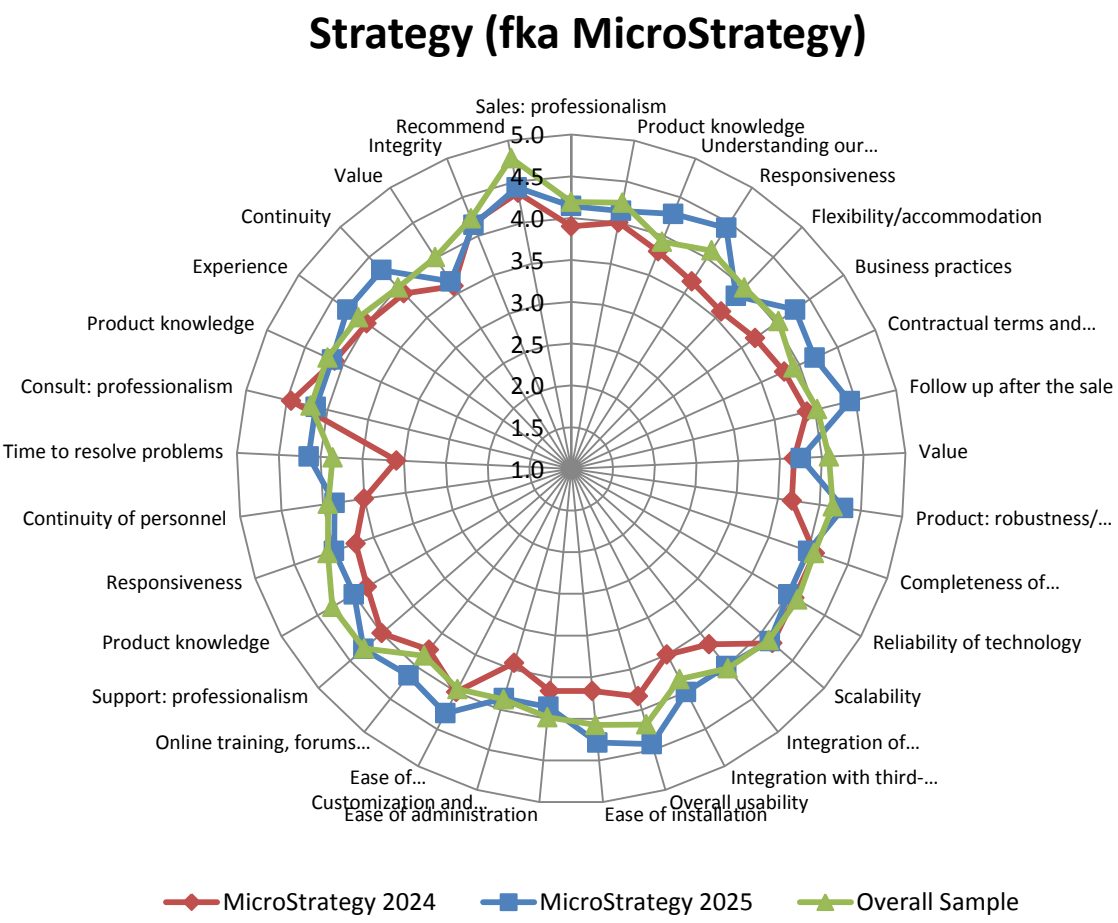



**Figure 112 – Strategy detailed score**

In 2025, Strategy (formerly known as MicroStrategy) has shown improvement over 2024 for most categories of measurement and is generally in line with the overall sample. It is a Technology Leader in the Customer Experience Model and a Trust Leader in the Vendor Credibility Model. It is considered relatively low value and low TCO by a small margin in the Value/TCO Model.

## Tableau Detailed Score

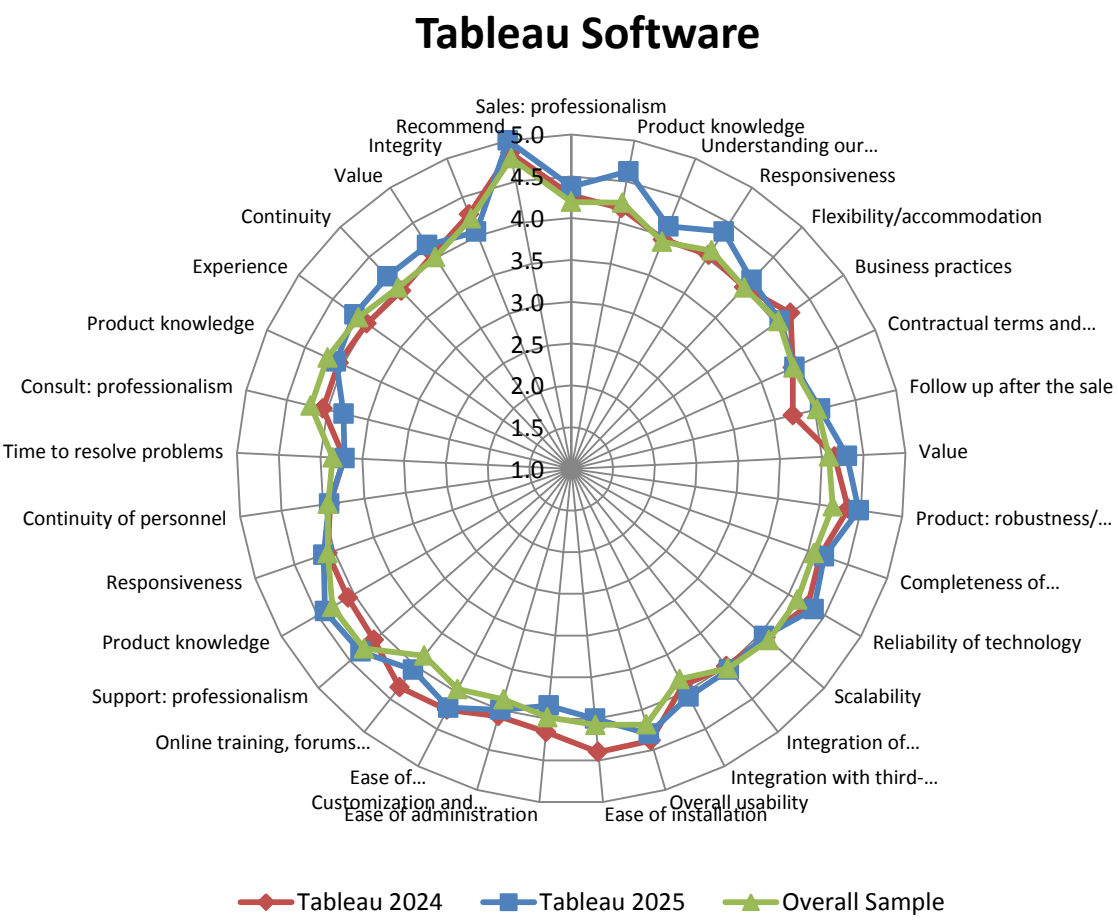



Figure 113 – Tableau detailed score

In 2025, Tableau's scores are generally above or aligned with the overall sample. With key improvements in most categories of measurement, it is an Overall Leader in both the Customer Experience and the Vendor Credibility models. It is considered high value and low TCO in the Value/TCO Model and has a perfect "recommend" score.

## Zoho Detailed Score

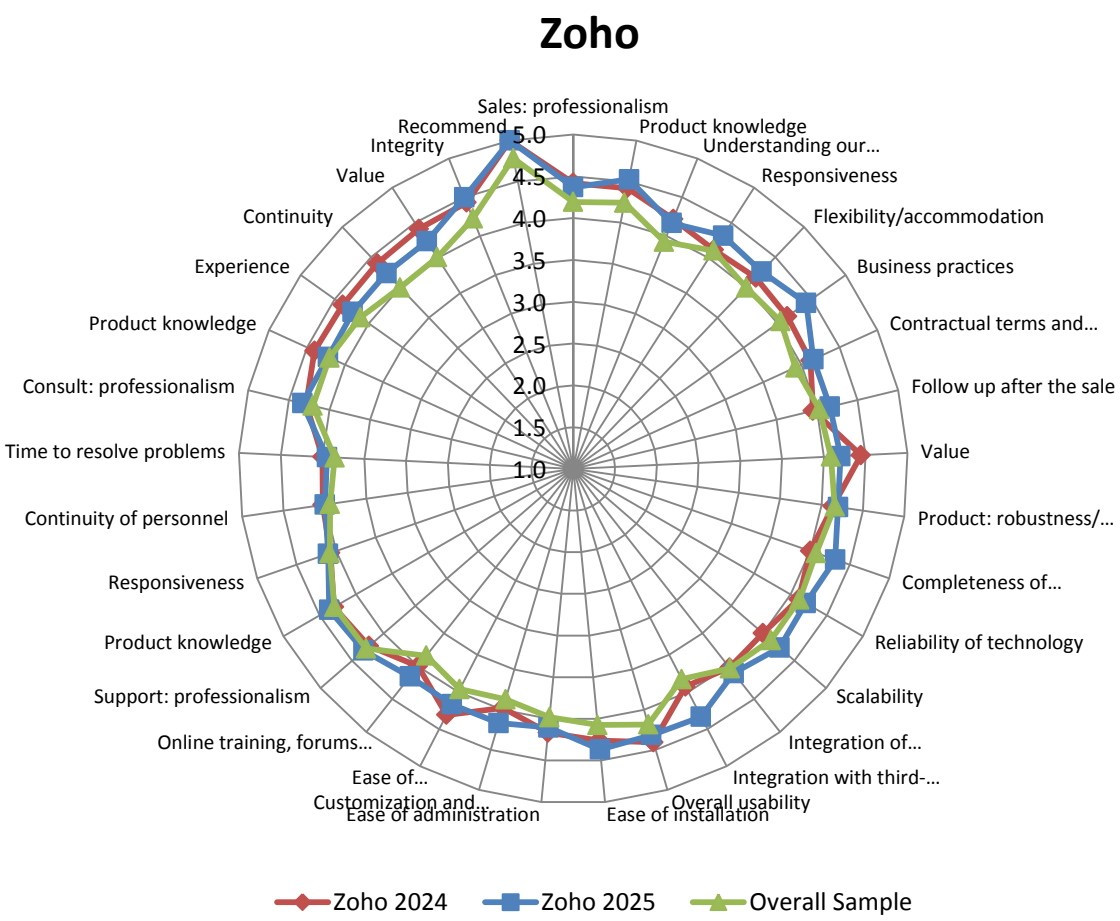



Figure 114 – Zoho detailed score

In 2025, Zoho's scores are generally above or in line with the overall sample, with key improvements in sales, product, and technical support. It is an Overall Leader in both the Customer Experience and Vendor Credibility models and is best in class for integration with third-party technologies. It is considered high value and low TCO in the Value/TCO Model. It maintains a perfect "recommend" score.

## Other Dresner Advisory Services Research Reports

- Wisdom of Crowds® "Flagship" Business Intelligence Market Study
- Active Data Architecture
- AI, Data Science and Machine Learning
- Analytical Data Infrastructure
- Analytical Platforms
- BI Competency Center
- Cloud Computing and Business Intelligence
- Collective Insights®
- Data Catalog
- Data Engineering
- Data Governance
- Embedded Business Intelligence
- Enterprise Performance Management
- Enterprise Resource Planning (ERP)
- ESG Reporting
- Financial Consolidations, Close Management, and Reporting
- Generative AI
- Guided Analytics®
- Master Data Management
- ModelOps
- Sales Performance Management
- Self-Service Business Intelligence
- Semantic Layer
- Small and Mid-Sized Enterprise Business Intelligence
- Small and Mid-Sized Enterprise Performance Management
- Supply Chain Planning and Analysis
- Workforce Planning and Analysis

## Dresner Advisory Services - Wisdom of Crowds® Survey Instrument

Please enter your contact information below

First Name*: _____

Last Name*: _____

Title: _____

Company Name*: _____

Street Address: _____

City: _____

State: _____

Zip: _____

Country: _____

Email Address*: _____

Phone Number: _____

URL: _____

May we contact you to discuss your responses and for additional information?

( ) Yes

( ) No

What major geography do you reside in?*

( ) North America

( ) Europe, Middle East, and Africa

( ) Latin America

( ) Asia Pacific

Please identify your primary industry*

( ) Advertising

( ) Aerospace

( ) Agriculture

( ) Apparel & Accessories

( ) Automotive

( ) Aviation

( ) Biotechnology

( ) Broadcasting

( ) Business Services

( ) Chemical

( ) Construction

( ) Consulting

( ) Consumer Products

( ) Defense

( ) Distribution & Logistics

( ) Education (Higher Ed)

( ) Education (K-12)

( ) Energy

( ) Entertainment & Leisure

( ) Executive search

( ) Federal Government

( ) Financial Services

( ) Food, Beverage, & Tobacco

( ) Healthcare (Payer)

( ) Healthcare (Provider)

( ) Hospitality

( ) Insurance

( ) Legal

( ) Manufacturing

( ) Mining

( ) Motion Picture & Video

( ) Not for Profit

( ) Pharmaceuticals

( ) Publishing

( ) Real Estate (Commercial)

( ) Real Estate (Residential)

( ) Retail & Wholesale

( ) Sports

( ) State & Local Government

( ) Technology

( ) Telecommunications

( ) Transportation

( ) Travel

( ) Utilities

( ) Other - Please specify below

Please type in your industry

_____

How many employees does your company employ worldwide?

( ) 1-100

( ) 101-1,000

( ) 1,001-2,000

( ) 2,001-5,000

( ) 5,001-10,000

( ) More than 10,000

What function do you report into?

( ) Business Intelligence Competency Center

( ) Executive Management

( ) Finance

( ) Human Resources

( ) Information Technology (IT)

( ) Marketing

( ) Operations (e.g., Manufacturing, Supply Chain, Services)

( ) Research and Development (R&D)

( ) Sales

( ) Strategic Planning Function

( ) Other - Write In

How many years has your company been in existence?

( ) Less than 5 years

( ) 5-10 years

( ) 11-16 years

( ) 16 or more years

Strategic Technologies

Please indicate the importance of the following technologies to your strategy and plans.

| | Critical | Very Important | Important | Somewhat Important | Not Important |
|---|---|---|---|---|---|
| Ability to Write to Transactional Applications | ( ) | ( ) | ( ) | ( ) | ( ) |
| Agentic (AI) analytics | ( ) | ( ) | ( ) | ( ) | ( ) |
| AI, Data Science and Machine Learning | ( ) | ( ) | ( ) | ( ) | ( ) |
| Big Data | ( ) | ( ) | ( ) | ( ) | ( ) |
| Blockchain Analytics | ( ) | ( ) | ( ) | ( ) | ( ) |
| Cloud (Software-as-a-Service) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Cognitive BI (e.g., Artificial Intelligence- | ( ) | ( ) | ( ) | ( ) | ( ) |

| | | | | | |
|---|---|---|---|---|---|
| Based BI) | | | | | |
| Collaborative Support for Group-Based Analysis | ( ) | ( ) | ( ) | ( ) | ( ) |
| Complex Event Processing (CEP) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Customer Data Hub (CDH) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Dashboards | ( ) | ( ) | ( ) | ( ) | ( ) |
| Data Catalog | ( ) | ( ) | ( ) | ( ) | ( ) |
| Data Discovery | ( ) | ( ) | ( ) | ( ) | ( ) |
| Data Engineering | ( ) | ( ) | ( ) | ( ) | ( ) |
| Data Fabric | ( ) | ( ) | ( ) | ( ) | ( ) |
| Data Integration | ( ) | ( ) | ( ) | ( ) | ( ) |
| Data Lakes | ( ) | ( ) | ( ) | ( ) | ( ) |
| Data Mesh | ( ) | ( ) | ( ) | ( ) | ( ) |
| Data Operations (Ops) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Data Preparation and Blending | ( ) | ( ) | ( ) | ( ) | ( ) |
| Data Products | ( ) | ( ) | ( ) | ( ) | ( ) |
| Data Quality | ( ) | ( ) | ( ) | ( ) | ( ) |

| | | | | | |
|---|---|---|---|---|---|
| Data Security | ( ) | ( ) | ( ) | ( ) | ( ) |
| Data Storytelling | ( ) | ( ) | ( ) | ( ) | ( ) |
| Data Visualization | ( ) | ( ) | ( ) | ( ) | ( ) |
| Data Warehousing | ( ) | ( ) | ( ) | ( ) | ( ) |
| Delta Lake | ( ) | ( ) | ( ) | ( ) | ( ) |
| Edge Computing | ( ) | ( ) | ( ) | ( ) | ( ) |
| Embedded BI (contained within an application, portal, etc.) | ( ) | ( ) | ( ) | ( ) | ( ) |
| End-User "Self-Service" | ( ) | ( ) | ( ) | ( ) | ( ) |
| Enterprise Planning / Budgeting | ( ) | ( ) | ( ) | ( ) | ( ) |
| ESG Reporting (Environmental, Social, Governance) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Financial Consolidation, Close Management & Statutory Reporting | ( ) | ( ) | ( ) | ( ) | ( ) |
| GDPR (General | ( ) | ( ) | ( ) | ( ) | ( ) |

| | | | | | |
|---|---|---|---|---|---|
| Data Protection Regulation) | | | | | |
| Generative AI | ( ) | ( ) | ( ) | ( ) | ( ) |
| Governance | ( ) | ( ) | ( ) | ( ) | ( ) |
| Graph Technology | ( ) | ( ) | ( ) | ( ) | ( ) |
| Guided Analytics | ( ) | ( ) | ( ) | ( ) | ( ) |
| In-Memory Analysis | ( ) | ( ) | ( ) | ( ) | ( ) |
| Integration with Operational Processes | ( ) | ( ) | ( ) | ( ) | ( ) |
| Internet of Things (IoT) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Location Intelligence / Analytics | ( ) | ( ) | ( ) | ( ) | ( ) |
| Low-code / No-code Analytics | ( ) | ( ) | ( ) | ( ) | ( ) |
| Master Data Management | ( ) | ( ) | ( ) | ( ) | ( ) |
| Marketing Analytics | ( ) | ( ) | ( ) | ( ) | ( ) |
| Metadata Management | ( ) | ( ) | ( ) | ( ) | ( ) |
| Mobile Device Support | ( ) | ( ) | ( ) | ( ) | ( ) |

| | | | | | |
|---|---|---|---|---|---|
| Model Ops | ( ) | ( ) | ( ) | ( ) | ( ) |
| Natural Language Analytics (natural language query/ natural language generation) | ( ) | ( ) | ( ) | ( ) | ( ) |
| OLAP/ Multi-Dimensionality | ( ) | ( ) | ( ) | ( ) | ( ) |
| Open Source Software | ( ) | ( ) | ( ) | ( ) | ( ) |
| Prepackaged Vertical / Functional Analytical Applications | ( ) | ( ) | ( ) | ( ) | ( ) |
| Reporting | ( ) | ( ) | ( ) | ( ) | ( ) |
| Robotic Process Automation (RPA) and Analysis | ( ) | ( ) | ( ) | ( ) | ( ) |
| Sales Planning / Performance Management | ( ) | ( ) | ( ) | ( ) | ( ) |
| Search-Based Interface | ( ) | ( ) | ( ) | ( ) | ( ) |
| Semantic Layer | ( ) | ( ) | ( ) | ( ) | ( ) |
| Spreadsheets | ( ) | ( ) | ( ) | ( ) | ( ) |
| Streaming Data | ( ) | ( ) | ( ) | ( ) | ( ) |

| | | | | | |
|---|---|---|---|---|---|
| Analysis | | | | | |
| Supply Chain Planning and Analysis | ( ) | ( ) | ( ) | ( ) | ( ) |
| Text Analytics | ( ) | ( ) | ( ) | ( ) | ( ) |
| Times Series Analysis | ( ) | ( ) | ( ) | ( ) | ( ) |
| Video Analytics | ( ) | ( ) | ( ) | ( ) | ( ) |
| Voice Analytics | ( ) | ( ) | ( ) | ( ) | ( ) |
| Workforce Planning and Analysis | ( ) | ( ) | ( ) | ( ) | ( ) |

Please respond to the following statement: "My organization considers our business intelligence initiatives a success."*

( ) Completely Agree

( ) Agree Somewhat

( ) Disagree Somewhat

( ) Disagree

Which of the following factors contributed to your organization's success with business intelligence?

[ ] Support from senior management or other BI champions

[ ] A culture that understands and values fact-based decision-making

[ ] Business objectives or needs were understood and met

[ ] Good communication/collaboration between those developing/supporting BI solution and those using it

[ ] Use of specific technology

[ ] Reliable, trustworthy data

[ ] Availability of skilled, expert resources

[ ] Available data literacy education

[ ] Widespread access to BI solutions and technology

[ ] Available technology / tool education

[ ] Self-service capabilities

[ ] Solution / tool ease of use

[ ] Other - Write In: _____

[ ] Other - Write In: _____

How do you determine BI success?

[ ] Return on investment (ROI) model

[ ] User feedback/satisfaction

[ ] Customer feedback/satisfaction

[ ] Number of deployed users

[ ] System/application activity

[ ] Other - Write In: _____

[ ] Other - Write In: _____

Which of the following factors contributed to your organization's obstacles to business intelligence?

[ ] A culture that doesn't fully understand or value fact-based decision-making

[ ] Business objectives or needs were not understood or met

[ ] Inadequate budget / funding

[ ] Lack of a specific technology

[ ] Unreliable, untrustworthy data

[ ] Lack of skilled, expert resources

[ ] Lack of data literacy education

[ ] Limited access to BI solutions and technology

[ ] Lack of support from senior management or other BI champions

[ ] Lack of technology / tool education

[ ] Poor communication/collaboration between those developing/supporting BI solution and those using it

[ ] Poor self-service capabilities

[ ] Poor solution / tool ease of use

[ ] Unrealistic time frames / expectations

[ ] Other - Write In: _____

[ ] Other - Write In: _____

This year our budget for business intelligence / analytics is:

( ) Increasing over last year

( ) Decreasing over last year

( ) Staying the same as last year

Was this increase part of an overall increase in spend or a reallocation of budget from other initiatives?

( ) Overall Increase

( ) Reallocation of budget from other initiatives

Please indicate - in percentages - where your organization's business intelligence / analytics budget is allocated.

_____Computer Hardware

_____Internal Headcount

_____Education and Training

_____External Consulting Services

_____Subscriptions for user BI software

_____Subscriptions for database or other analytical infrastructure

_____Perpetual Licensing (purchase) of user BI software

_____Perpetual Licensing (purchase) of database or other analytical infrastructure

_____Software Maintenance for perpetual licensed software

_____Other

Which function drives your business intelligence initiatives?

| | **Always** | **Often** | **Sometimes** | **Rarely** | **Never** |
|---|---|---|---|---|---|
| Operations | ( ) | ( ) | ( ) | ( ) | ( ) |
| Competency Center/ Center of Excellence | ( ) | ( ) | ( ) | ( ) | ( ) |
| Customer Service / Support | ( ) | ( ) | ( ) | ( ) | ( ) |
| Sales | ( ) | ( ) | ( ) | ( ) | ( ) |
| Finance | ( ) | ( ) | ( ) | ( ) | ( ) |
| Research and | ( ) | ( ) | ( ) | ( ) | ( ) |

| | | | | | |
|---|---|---|---|---|---|
| Development (R&D) | | | | | |
| Information Technology (IT) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Human Resources | ( ) | ( ) | ( ) | ( ) | ( ) |
| Executive Management | ( ) | ( ) | ( ) | ( ) | ( ) |
| Marketing | ( ) | ( ) | ( ) | ( ) | ( ) |
| Manufacturing | ( ) | ( ) | ( ) | ( ) | ( ) |
| Strategic Planning Function | ( ) | ( ) | ( ) | ( ) | ( ) |

Where has business intelligence helped to achieve business goals?

| | **High Achievement** | **Moderate Achievement** | **Acceptable Achievement** | **Not Yet Attempted** | **Not Yet Achieved** |
|---|---|---|---|---|---|
| Better Decision-Making | ( ) | ( ) | ( ) | ( ) | ( ) |
| Compliance / Risk Management | ( ) | ( ) | ( ) | ( ) | ( ) |
| Growth in Revenues | ( ) | ( ) | ( ) | ( ) | ( ) |
| Improved | ( ) | ( ) | ( ) | ( ) | ( ) |

| | | | | | |
|---|---|---|---|---|---|
| Operational Efficiency / Cost Savings | | | | | |
| Enhanced Customer Service | ( ) | ( ) | ( ) | ( ) | ( ) |
| Increased Competitive Advantage | ( ) | ( ) | ( ) | ( ) | ( ) |

What does your organization expect to achieve with business intelligence?

| | **Critical** | **Very Important** | **Important** | **Somewhat Important** | **Unimportant** |
|---|---|---|---|---|---|
| Better Decision-Making | ( ) | ( ) | ( ) | ( ) | ( ) |
| Compliance / Risk Management | ( ) | ( ) | ( ) | ( ) | ( ) |
| Growth in Revenues | ( ) | ( ) | ( ) | ( ) | ( ) |
| Improved Operational Efficiency / Cost Savings | ( ) | ( ) | ( ) | ( ) | ( ) |
| Enhanced Customer Service | ( ) | ( ) | ( ) | ( ) | ( ) |
| Increased | ( ) | ( ) | ( ) | ( ) | ( ) |

| | | | | | |
|---|---|---|---|---|---|
| Competitive Advantage | | | | | |

Who are the targeted consumers of business intelligence within your organization?

| | **Primary** | **Secondary** | **Future Plans** | **No Plans** |
|---|---|---|---|---|
| Customers | ( ) | ( ) | ( ) | ( ) |
| Executives | ( ) | ( ) | ( ) | ( ) |
| Individual Contributors and Professionals | ( ) | ( ) | ( ) | ( ) |
| Line Managers | ( ) | ( ) | ( ) | ( ) |
| Middle Managers | ( ) | ( ) | ( ) | ( ) |
| Partners/Affiliates | ( ) | ( ) | ( ) | ( ) |
| Suppliers | ( ) | ( ) | ( ) | ( ) |

What percentage of all employees have access to business intelligence solutions?

| | **Under 10%** | **11 - 20%** | **21 - 40%** | **41 - 60%** | **61 - 80%** | **81% or More** |
|---|---|---|---|---|---|---|
| Today | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| In 12 Months | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| In 24 Months | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |

| | | | | | | |
|---|---|---|---|---|---|---|
| In 36 Months | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |

How many business intelligence products are currently used in your organization today?

( ) Don't know

( ) 1

( ) 2

( ) 3

( ) 4

( ) 5

( ) 6

( ) 7

( ) 8

( ) 9

( ) 10 or more

Are you planning to consolidate the number of tools currently in place?

( ) Yes

( ) No

Why are you planning to consolidate BI tools? Check all that apply.

[ ] Cost savings

[ ] Corporate standard

[ ] Ease of use

[ ] Improved functionality

[ ] Strategic initiative

[ ] Unused "shelf ware"

[ ] Modernization

[ ] Other - Write In

[ ] Other - Write In: _____

---

Business Intelligence Vendor Ratings

Please select one vendor to rate. You will have an opportunity to rate a second vendor at the end of this section.*

( ) Adaptive Insights (Workday)

( ) Altair (Datawatch, RapidMiner)

( ) Alteryx

( ) Amazon (i.e., QuickSight)

( ) Astrato

( ) C3.AI

( ) DataBricks

( ) DataChat

( ) Dataiku

( ) DataRobot

( ) Dimensional Insight

( ) Domino Data Labs

( ) Domo

( ) Eyko

( ) GoodData

( ) Google (including Looker)

( ) Grow (Epicor)

( ) H2O.ai

( ) HEAVY.AI

( ) Hex

( ) IBM

( ) iGenius

( ) Incorta

( ) InetSoft

( ) Infor

( ) Information Builders

( ) insightsoftware

( ) KNIME

( ) Metabase

( ) Microsoft

( ) MicroStrategy (now Strategy)

( ) Omni Analytics

( ) Oracle

( ) Palantir

( ) Panintelligence

( ) Pentaho (Hitachi)

( ) Pyramid Analytics

( ) Qlik

( ) Qrvey

( ) Row Zero

( ) SAP

( ) SAS Institute

( ) Sigma Computing

( ) Sisense

( ) Snowflake (i.e., Snowsight)

( ) Spotfire (TIBCO)

( ) Tableau (Salesforce)

( ) TARGIT

( ) Tellius

( ) ThoughtSpot

( ) VeeZoo

( ) Yellowfin (Idera)

( ) Zoho

( ) Other - Write In: _____

Please specify the product name and version for the selected vendor

_____

How long has this product been in use in your organization?

( ) Less than 1 year

( ) 1-2 years

( ) 3-5 years

( ) 6-10 years

( ) More than 10 years

BI Product Replacement

Did this product replace another BI product?

( ) Yes ( ) No

Which product did it replace?:

_____

Why was it replaced?

| | **Primary Reason** | **Secondary Reason** | **Was Not a Factor** |
|---|---|---|---|
| Cost | ( ) | ( ) | ( ) |
| Functionality | ( ) | ( ) | ( ) |
| Corporate Standard | ( ) | ( ) | ( ) |
| Modernization | ( ) | ( ) | ( ) |
| Product Reliability | ( ) | ( ) | ( ) |
| Licensing | ( ) | ( ) | ( ) |

How many users currently use this product?

( ) 1-10

( ) 11-50

( ) 51-100

( ) 101-200

( ) 201-500

( ) More than 500

How would you characterize the sales/acquisition experience with this vendor?

| | Excellent | Very Good | Adequate | Poor | Very Poor | Don't Know |
|---|---|---|---|---|---|---|
| Professionalism | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Product Knowledge | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Understanding our Business Needs | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Responsiveness | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Flexibility/Accommodation | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Business Practices | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Contractual Terms and Conditions | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Follow-up after the Sale | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |

How would you characterize the value for the price paid?

( ) Great Value (Well exceeded expectations)

( ) Good Value (Somewhat exceeded expectations)

( ) Average Value (Met expectations)

( ) Poor Value (Fell short of expectations)

( ) Very Poor Value (Fell far short of expectations)

How would you characterize the quality and usefulness of the product?

| | Excellent | Very Good | Adequate | Poor | Very Poor | Don't Know |
|---|---|---|---|---|---|---|
| Robustness/Sophistication of Technology | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Completeness of Functionality | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Reliability of Technology | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Scalability | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Integration of Components within Product | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Integration with Third-party Technologies | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Overall Usability | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Ease of deployment | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Ease of Administration | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Customization and Extensibility | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Ease of Upgrade/Migration to New Versions | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Online Training, Forums and Documentation | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |

99) How would you characterize the vendor's technical support?

| | Excellent | Very Good | Adequate | Poor | Very Poor | Don't Know |
|---|---|---|---|---|---|---|
| Professionalism | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Product Knowledge | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Responsiveness | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Continuity of Personnel | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Time to Resolve Problems | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |

How would you characterize the vendor's consulting services?

| | Excellent | Very Good | Adequate | Poor | Very Poor | Don't Know |
|---|---|---|---|---|---|---|
| Professionalism | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Product Knowledge | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Experience | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Continuity | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Value | ( ) | ( ) | ( ) | ( ) | ( ) | ( ) |

How would you rate the integrity (i.e., truthfulness, honesty) of this BI vendor?

( ) Excellent

( ) Very Good

( ) Adequate

( ) Poor

( ) Very Poor

( ) Don't Know

Did your experience with this vendor improve, remain the same or decline from last year?

( ) Improved

( ) Stayed the Same

( ) Declined

103) What is the perceived total cost of ownership (TCO) for this product?

( ) Very Poor (Well above average; High total cost)

( ) Poor (Above average cost)

( ) Average Cost

( ) Good (Somewhat below average cost)

( ) Very Good (Low total cost)

( ) Don't know

Would you recommend this vendor/product?

( ) I would recommend this vendor/product

( ) I would NOT recommend this vendor/product

105) Please enter any additional comments regarding this vendor and/or its products