BI trends

Arató Bence
BI Consulting

#BudapestBI

Actually, what are the trends?

Perspective #1

Vendors

- Scalability
  - Cluster support
  - In-database analytics
  - Hadoop and NOSQL connectivity

- Mobility

  - Platform strategy: Dedicated or Universal

  - Device type and size

  - Extra features, positioning

  - Ease of development

- Cloud support
  - Source in the cloud
  - DW in the cloud / BI in the cloud
  - Full stack/ Platform as a service

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- Data blending/merging/joining
  - Local/DW/Apps/Big Data
  - On-the-fly vs. Build-and-store
  - Interesting data governance challenges

- Collaboration
  - Context-aware notes & comments
  - Notifications
  - Strong/Weak networks
  - Content discovery
  - Activity measurement & pagerank

Perspective #2

Users

The BI Survey 13:
The largest BI end-user survey

100% unbiased
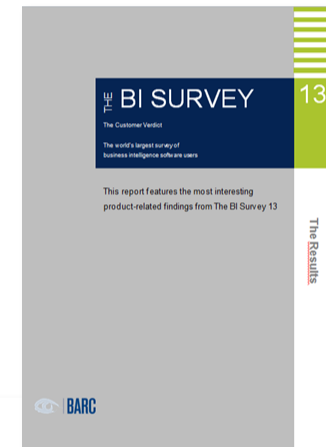- Product weaknesses are reported by users

High relevancy:
- Big, international sample (3150 respondents, 69 countries, Europe 64%, Northern America 23%, other countries 13%)
- Large number of analyzed products (30)
- Many detailed questions (>50)
- Results of the survey are supplemented by analyses

Publication: 11.11.2013

Consistency
- Trend analyses for 12 years

THE BI SURVEY 13
The Customer Verdict
The world's largest survey of business intelligence software users
This report features the most interesting product-related findings from The BI Survey 13
The Results
BARC

THE BI SURVEY 13 ANALYZER
BARC

30 Products analyzed in detail
from Europe, USA, Australia, …

Arcplan	98	Microsoft SSAS	145
Bissantz	92	Microsoft SSRS	50
BOARD	74	MicroStrategy	128
Corporate Planning	34	Oracle BI Foundation Suite	47
Cubeware	88	Oracle Essbase	54
Cyberscience	60	Pentaho	36
Dimensional Insight	61	Phocas	68
Evidanza	29	Pyramid	45
IBM Cognos BI	96	QlikTech	178
IBM Cognos TM1	51	SAP BO Webl	71
Infor	85	SAP BW	103
Information Builders	52	SAS	36
Jedox	127	Tableau	48
Logi Analytics	41	TARGIT	62

BARC

In which country are you located? (most common stated)

Country	Count
Germany	751
United States of America	464
United Kingdom	118
Australia	117
Austria	107
France	92
Switzerland	83
Spain	69
Netherlands	42
Canada	36
Italy	35
Hungary	33
Denmark	32
Israel	26
India	25

Hungary: #12

n = 2298

Purchasing BI
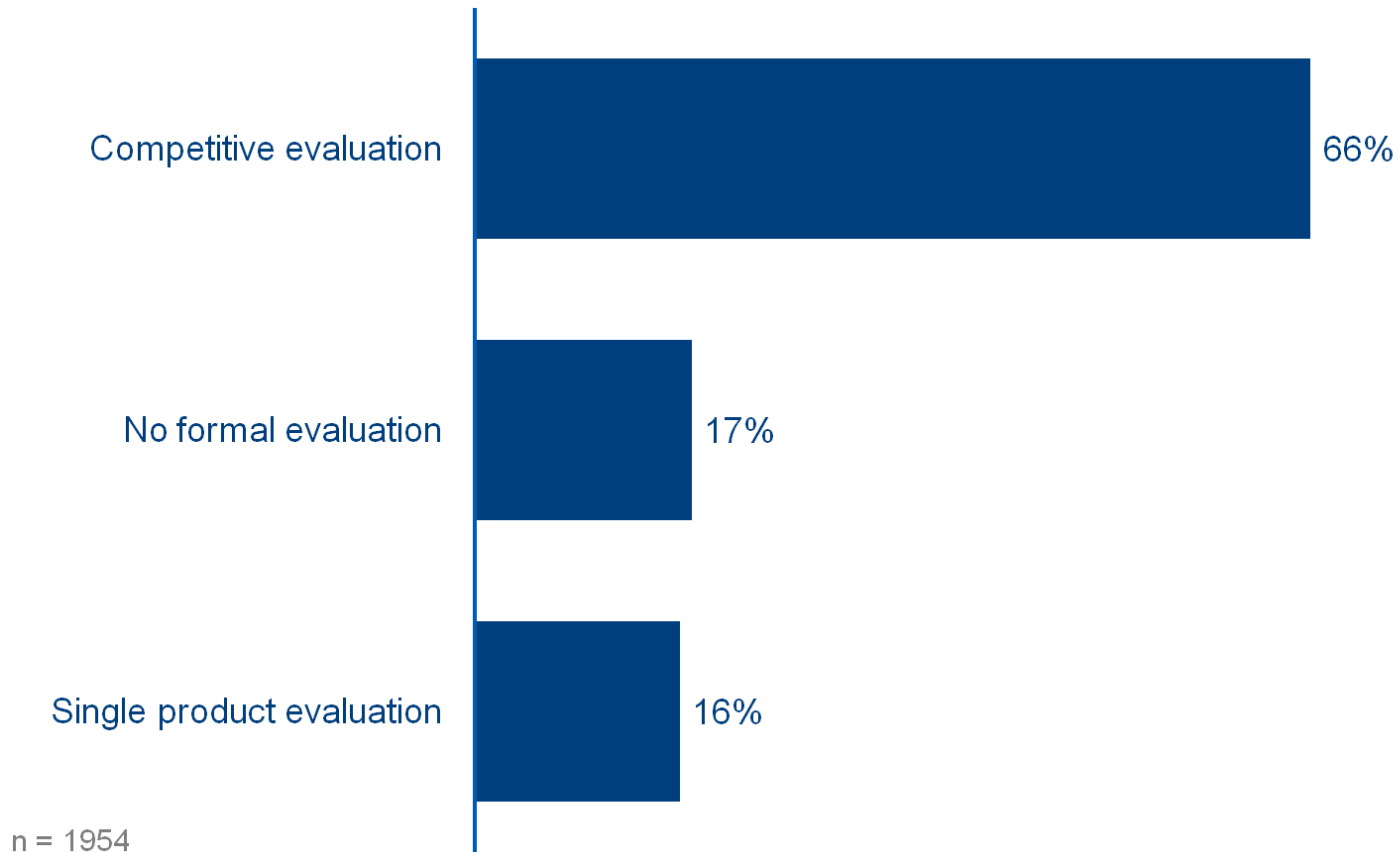
Why was your BI product chosen? Grouped

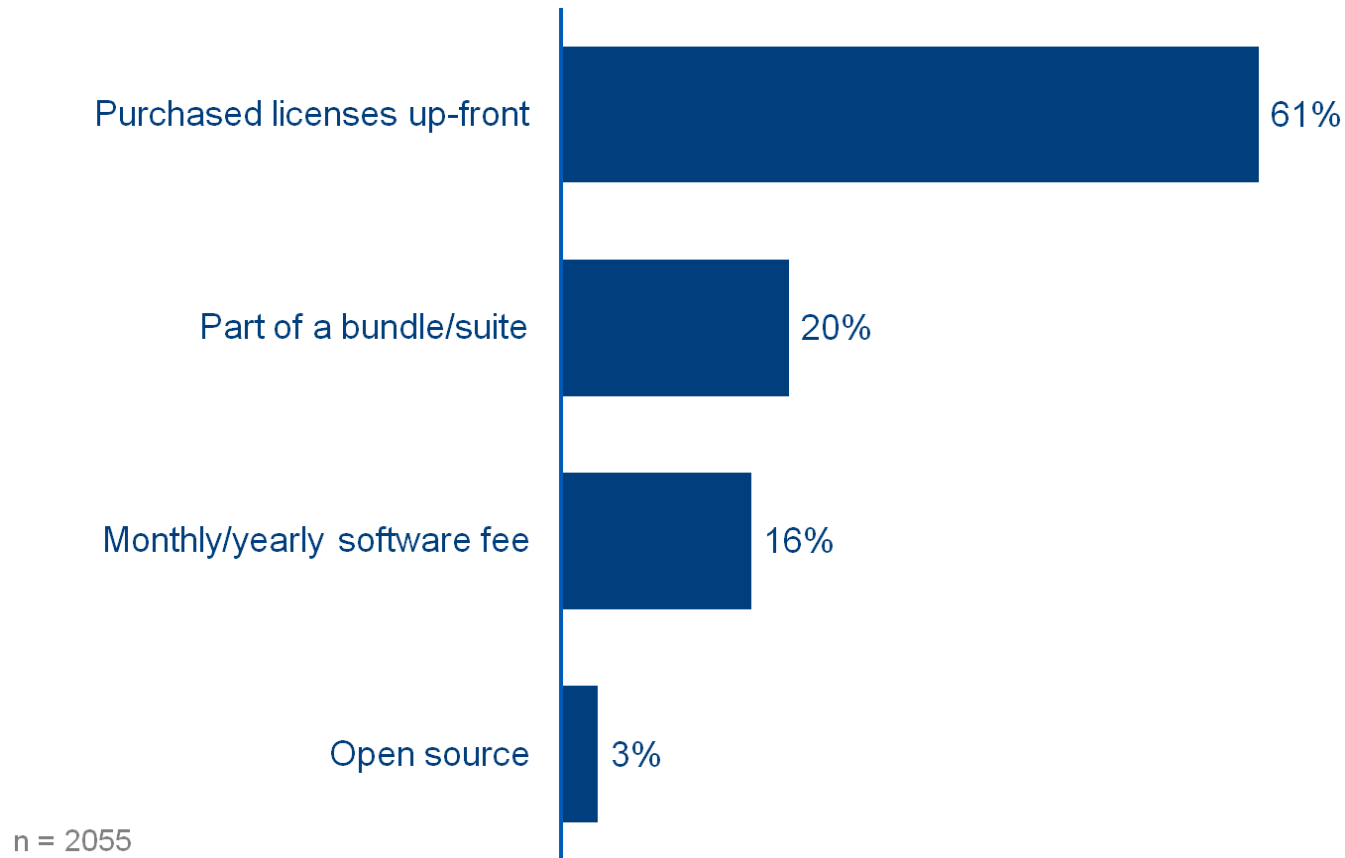|	
Functionality	47%
Ease of use for report..	42%
Fast query performance	36%
Price-performance ratio	34%
Ease of use for report..	34%
Flexibility of the software	29%
Predefined data..	26%
Large data handling..	21%
Proof of concept faster..	19%
Ability to support large..	18%
Vendor/product reputation	15%
Availability of local support	15%
Vendor listed as..	10%
Innovative capacity of..	10%
Bundled with another..	9%
Support for mobile devices	8%
Vendor relationship	7%
Size/Financial stability..	7%
International focus of..	4%
External hosting or..	1%

■ Product-related　　■ Cost-related　　▢ Vendor-related

n = 2141

Which type of license model does your organization use for your BI product?

- Purchased licenses up-front — 61%
- Part of a bundle/suite — 20%
- Monthly/yearly software fee — 16%
- Open source — 3%

n = 2055

Approximately what was the total cost of license fees in US dollars for your BI product only?

Category	Percentage
None	1%
Less than $10,000	14%
$10,000 to less than $25,000	15%
$25,000 to less than $50,000	24%
$50,000 to less than $100,000	20%
$100,000 to less than $250,000	13%
$250,000 to less than $500,000	8%
$500,000 to less than $1m	3%
$1m to less than $2m	1%
$2m to less than $5m	0%

n = 632
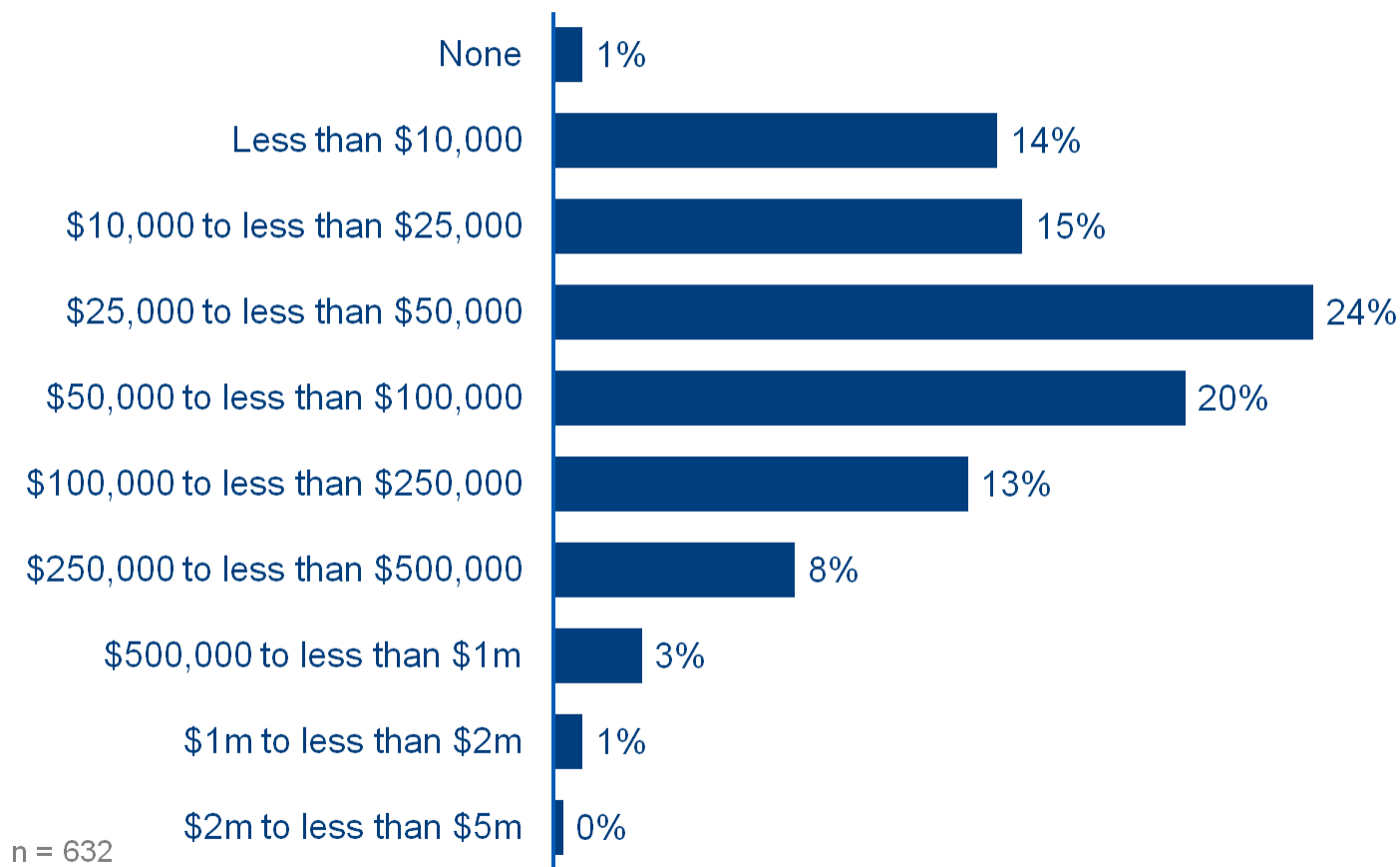
Implementing BI

How long did it take to implement the BI aspect of the application from software purchase to initial rollout?

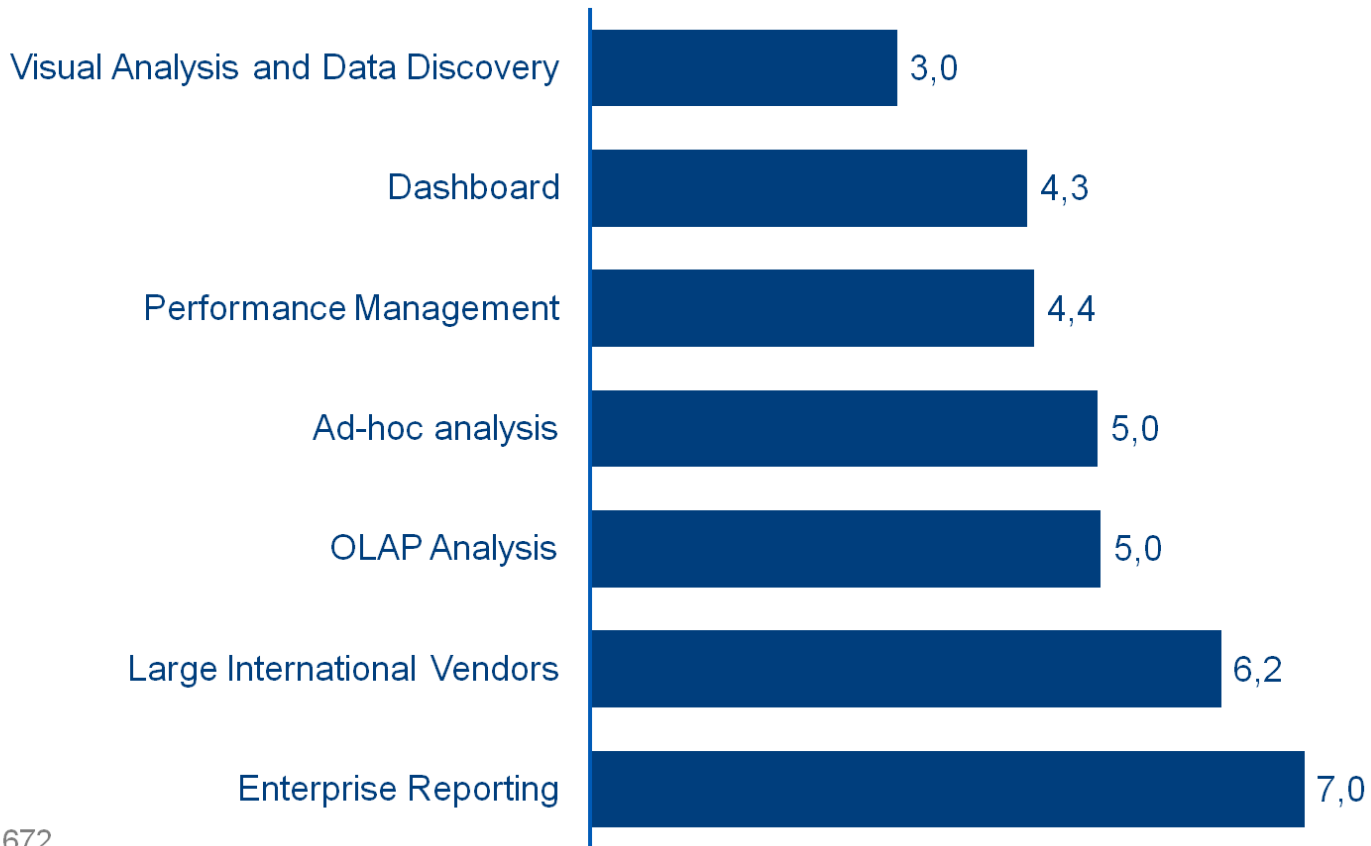|	
Less than 1 month	12%
1 to 3 months	25%
3 to 6 months	27%
6 to 12 months	22%
1 to 2 years	10%
2 to less than 3 years	2%
3 years or more	2%

n = 2018

BUDAPEST
November 6-7, 2013
BI FORUM
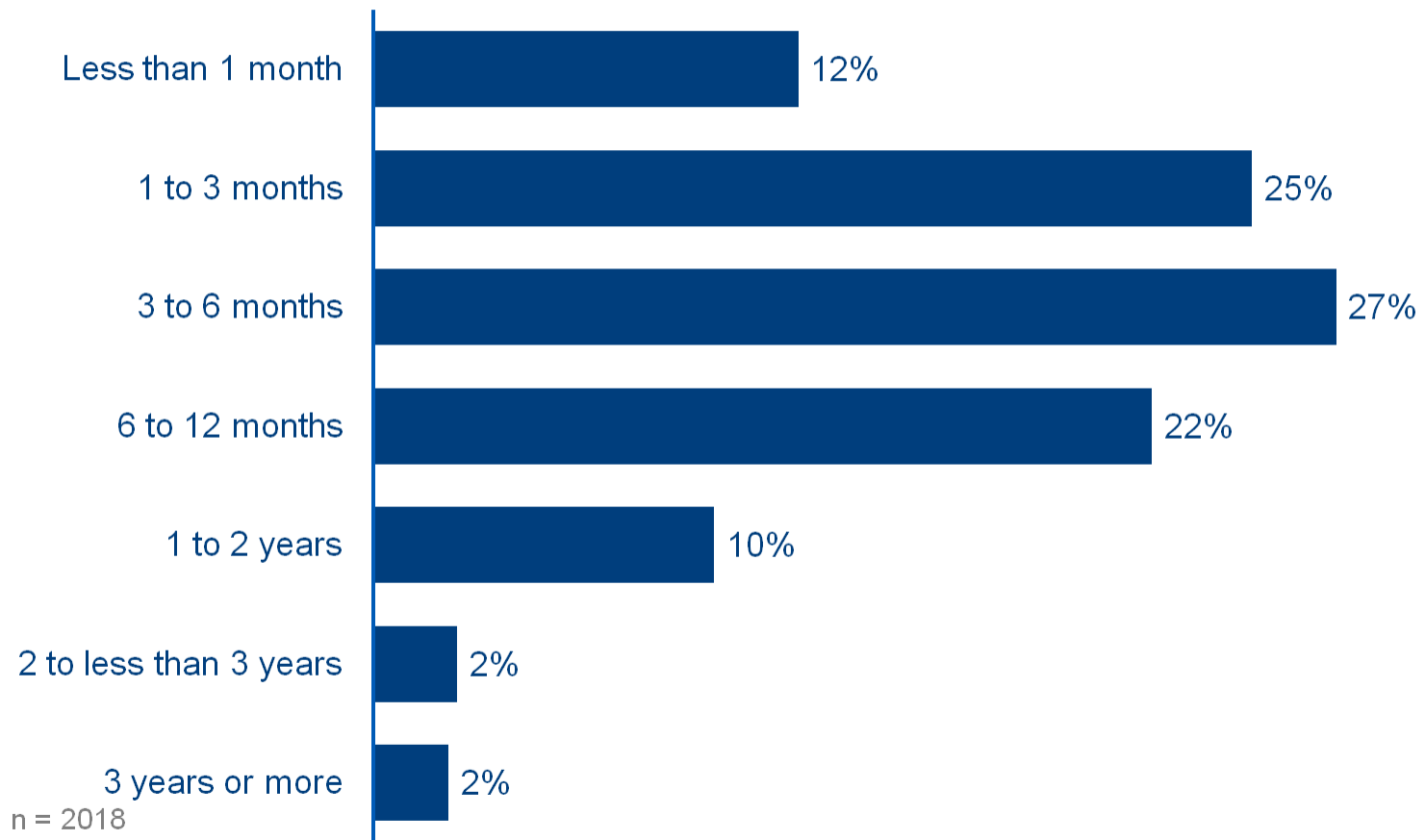
Average implementation time in months analyzed by product peer group (median)

Category	Months
Visual Analysis and Data Discovery	3,0
Dashboard	4,3
Performance Management	4,4
Ad-hoc analysis	5,0
OLAP Analysis	5,0
Large International Vendors	6,2
Enterprise Reporting	7,0

n = 1672

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How much did you spend (in US dollars) on external consulting to implement the BI aspect of the application?
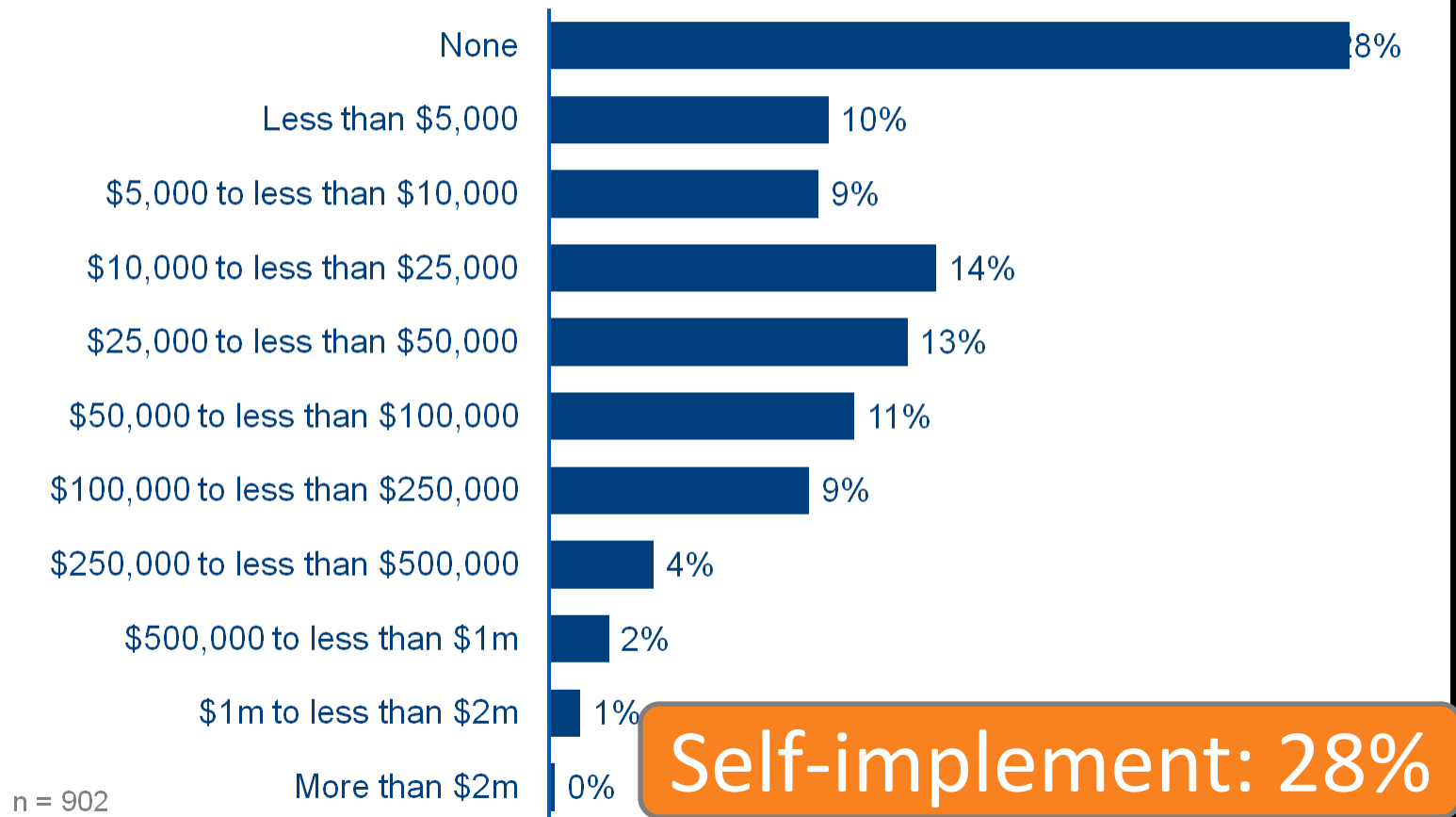
Category	Percentage
None	28%
Less than $5,000	10%
$5,000 to less than $10,000	9%
$10,000 to less than $25,000	14%
$25,000 to less than $50,000	13%
$50,000 to less than $100,000	11%
$100,000 to less than $250,000	9%
$250,000 to less than $500,000	4%
$500,000 to less than $1m	2%
$1m to less than $2m	1%
More than $2m	0%

n = 902

Self-implement: 28%
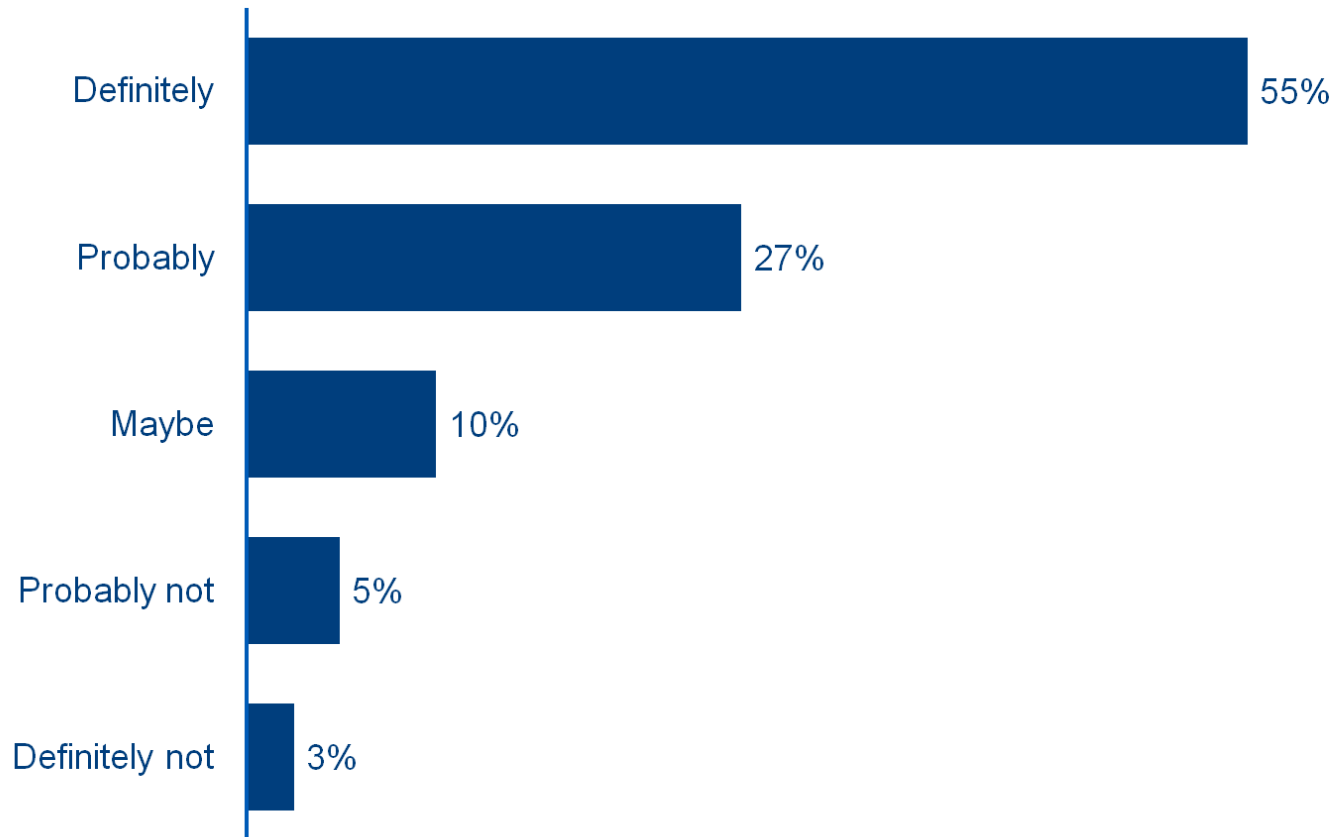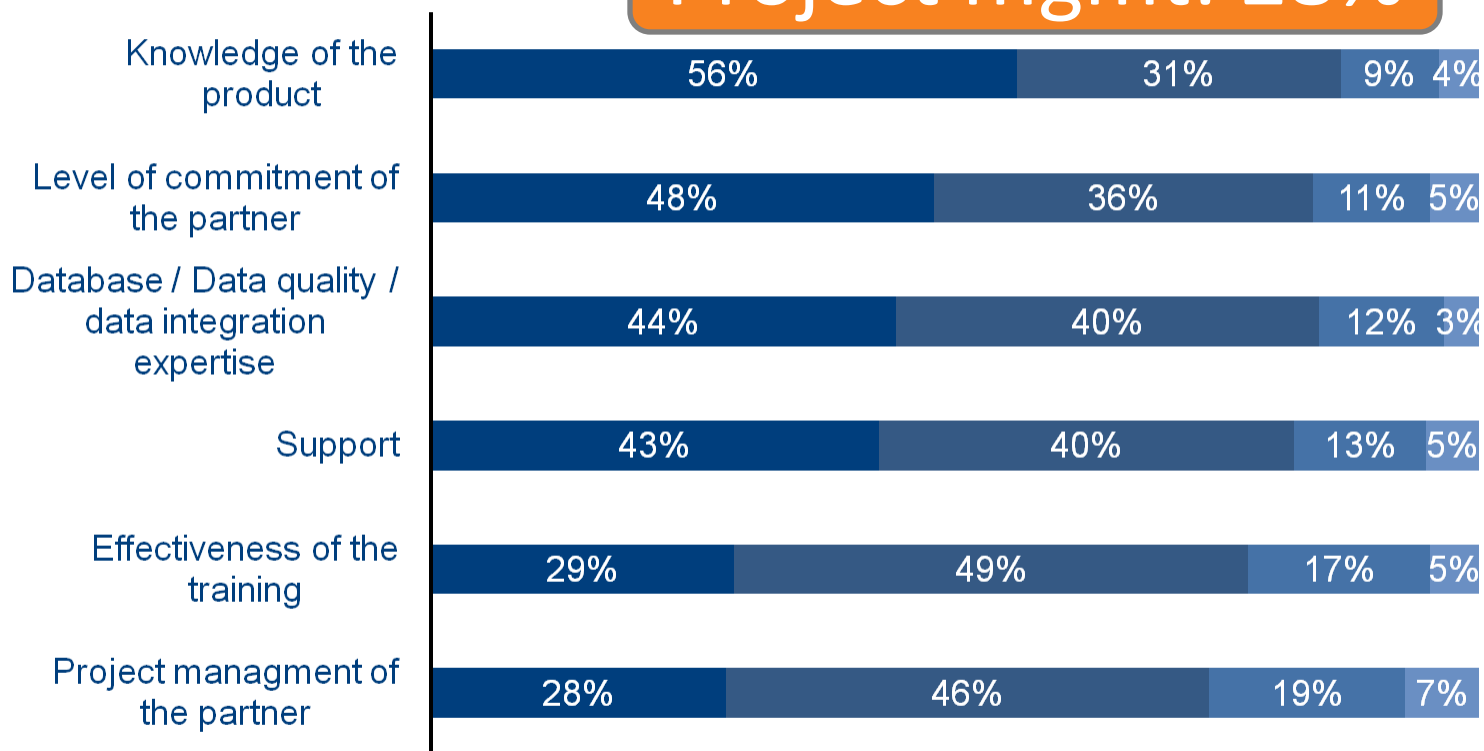
Using BI
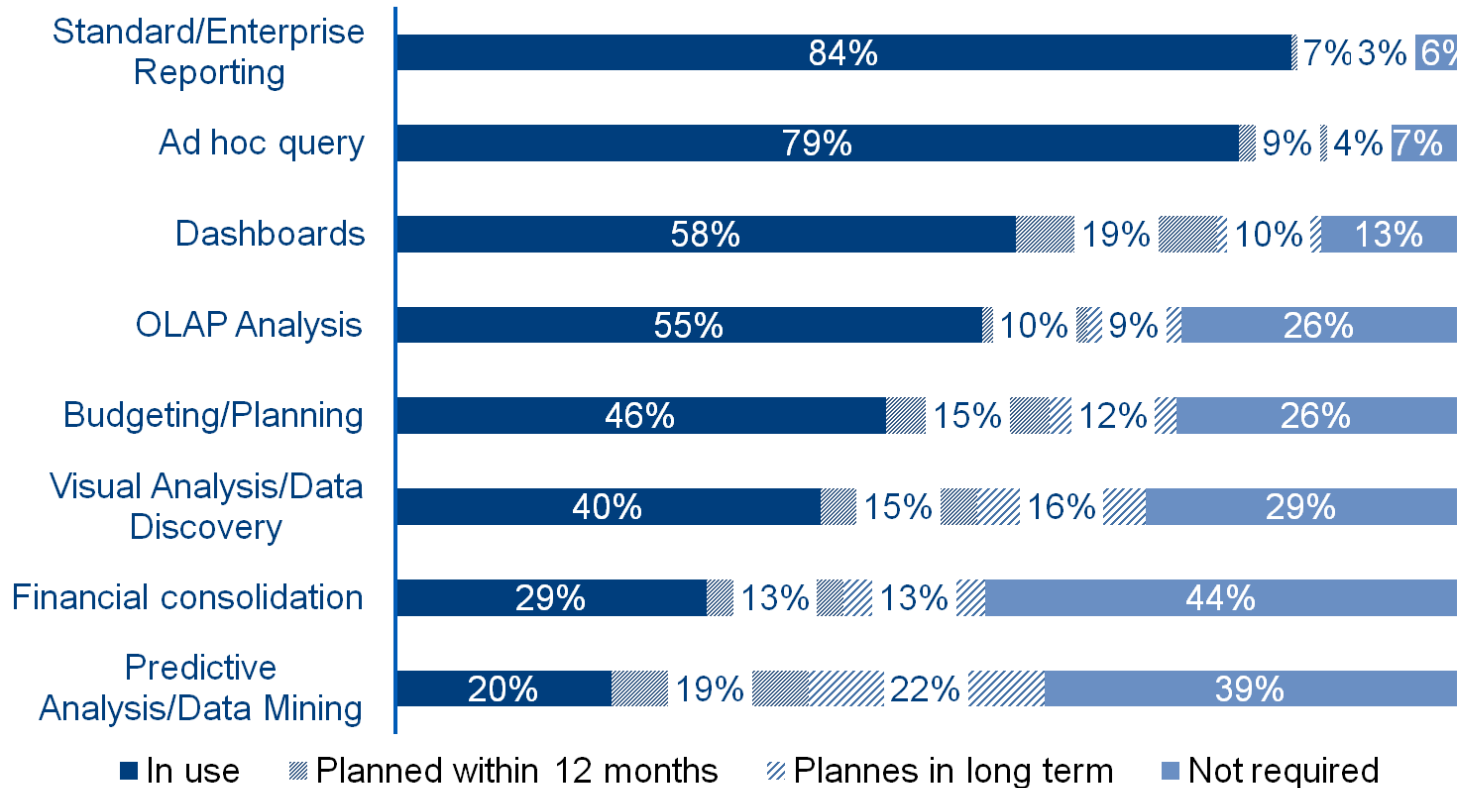
Which of the following does your company do with your BI product?

Social media: <10%

Category	In use	Planned within 12 months	Planned in the long-term	Not required
Self Service	51%	15%	10%	23%
Collaboration	26%	11%	13%	50%
Information Design	25%	10%	11%	54%
Analyzing sensor/log data	22%	5%	7%	67%
Mobile BI	16%	26%	23%	35%
Analyzing text/unstructured data	12%	6%	12%	69%
Cloud BI/BIaaS	7%	5%	11%	77%
Analyzing social media data	4%	5%	14%	76%

■ In use ▨ Planned within 12 months ▨ Planned in the long-term ■ Not required

n = 2265

Which self-service tasks are/planned to be carried out by business users in your company?

Task		
Creating analysis for personal use	56%	76%
Creating reports or dashboards for other business users	50%	69%
Manually accessing data sources	34%	45%
Monitoring data quality	22%	32%
Monitoring and controlling automatic data import	19%	26%
Creating or modifying data models	16%	21%
Manual data cleansing	14%	19%

n = 1998

06.11.2013

Data Blending: 34% -> 45%

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November 6-7, 2013
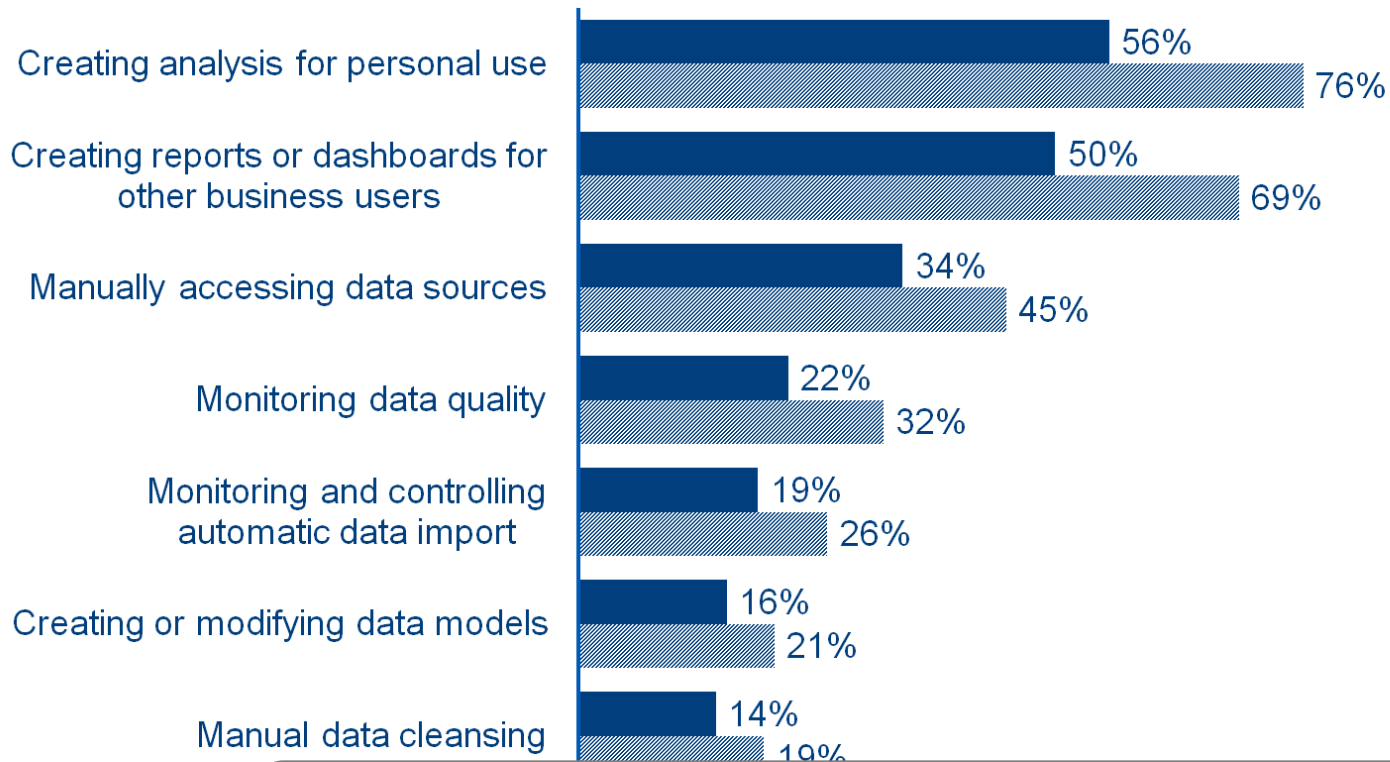
Which collaboration features do you use with your BI tools?

>50%: Sharing and commenting

Sharing of dashboards/reports	82%
Commenting on values/reports	54%
Support of workflows in the planning process	32%
Collaborative analysis	31%
Notification of changes of BI objects	23%
Commenting on the progress of projects	21%
Integration in a collaborative environment	15%
Tracking of discussion histories	11%
Integration in a social media environment	5%
None	5%
Other	1%

n = 592

BI Problems

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What, if any, are the most serious problems you have encountered in your use of your BI product?

Problem	Percentage
No significant problems	36%
Slow query performance	15%
Poor data quality	15%
	14%
Requirements changed	13%
	12%
Company politics	12%
Administrative problems	12%
Poor data governance	10%
Software not flexible enough	8%
Unreliable software	8%
Unable to get data from..	7%
Software too hard to use	6%
Missing key features	6%
Can not handle data volume	5%
Product security limitations	3%
Can not handle number of..	2%
Other	1%

Speed: 15%

Data Quality: 15%

n = 2225

What is the typical query response time that end users see in your BI product ?

Response time	Percentage
Less than 1 second	10%
1 to less than 5 seconds	45%
5 to less than 10 seconds	21%
10 to less than 30 seconds	13%
30 to less than 60 seconds	6%
1 to less than 5 minutes	4%
5 to less than 10 minutes	1%
10 to less than 30 minutes	1%
30 minutes or more	0%

n = 2145

< 10 sec: 76%