# The BI & Analytics Survey 23

The voice of the BI and analytics community

This is a specially produced summary
of the headline results for

## IBM Planning Analytics

BARC

# The BI & Analytics Survey 23: IBM Planning Analytics Highlights Dashboard

## KPI results

**14** top rankings

*and*

**36** leading positions

*in 4 different peer groups.*

THE BI & ANALYTICS SURVEY 23

## Recommendation

**95%** of surveyed users say they would **recommend*** IBM Plan. Analytics.

*\* Based on the aggregate of "Definitely" and "Probably".*

THE BI & ANALYTICS SURVEY 23

## Satisfaction

**89%** of surveyed users are **satisfied** with IBM Plan. Analytics.*

*\* Based on the aggregate of "Very satisfied" and "Somewhat satisfied".*

THE BI & ANALYTICS SURVEY 23
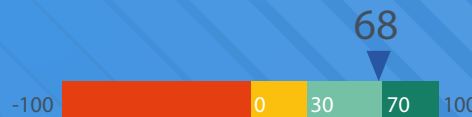
## Ad Hoc Queries and Analyses

**86%** of surveyed users rate IBM Plan. Analytics as **excellent** or **good** for **creating ad hoc queries & performing analyses**.*

*\* Compared to **65%** for the average BI & analytics tool.*

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## Net Promoter Score (NPS)

68

-100    0   30   70   100

THE BI & ANALYTICS SURVEY 23

## Implementer support

**84%** of surveyed users rate IBM Plan. Analytics´ **implementer support** as **excellent** or **good**.*

*\* Compared to **65%** for the average BI & analytics tool.*

THE BI & ANALYTICS SURVEY 23

# Peer Groups and KPIs

## The KPIs

The BI & Analytics Survey 23 uses peer groups and KPIs in order to present the survey results in a series of insightful charts. Each of the KPI charts in this document presents the results of an individual measure (KPI) for a group of comparable products (peer group). The charts summarize the collective opinion of a group of end users and do not necessarily reflect the views of BARC. The KPIs all follow these simple rules:

- Only measures that have a clear good/bad trend are used as the basis for KPIs.
- KPIs may be based on one or more measures from The BI & Analytics Survey.
- Only products with samples of at least 20 - 30 (depending on the KPI) for each of the questions that feed into the KPI are included.
- For quantitative data, KPIs are converted to a scale of 1 to 10 (worst to best).
- A linear min-max transformation is applied, which preserves the order of, and the relative distance between, products' scores.

The terms 'top-ranked' and 'leader' are used in the following KPI chart titles. 'Top-ranked' indicates first position. 'Leader' usually denotes a position in the top 25-30% of products listed in the chart.

## Peer Group Classification

The BI & Analytics Survey 23 features a range of different types of BI and analytics tools so we use peer groups to help identify competing products. The groups are essential to allow fair and useful comparisons of products that are likely to compete.

The peer groups have been defined by BARC analysts using their experience and judgment, with segmentation based on four key factors:

1. Focus - Is the product focused on and typically used for reporting and dashboards, analysis or embedded analytics?

2. Specialization – Is the vendor a BI and analytics specialist or a business software generalist, offering a broader portfolio of enterprise software for a variety of business requirements?

3. Usage scenario – Is the product typically used in midsize/departmental implementations or large/enterprise-wide implementations?

4. Global presence – Does the vendor have a global reach and offer its products worldwide?

IBM Planning Analytics features in the following peer groups:

- Analysis Focus
- Business Software Generalists
- Large/Enterprise-Wide Implementations
- International BI Giants

## Peer Groups Overview

*Report & Dashboard Focus:* Includes products that focus on the creation and distribution of standardized and governed content such as dashboards or reports.

*Analysis Focus:* Includes products that focus on ad hoc query, data navigation and analysis.

*Embedded Analytics Focus:* Includes reporting and analytics products that can be embedded in other business applications (e.g., ERP systems).

*Business Software Generalists:* Business software generalists have a broad product portfolio that is not limited to BI and analytics, including most (or all) types of enterprise software for a variety of business requirements (e.g., ERP).

*BI & Analytics Specialists:* BI & analytics specialists are software vendors who focus solely on BI and/or analytics. Often, they have just one product in their portfolio.

*Midsize/Departmental Implementations:* Products in this peer group are typically (but not exclusively) used in small and midsize scenarios and/or departmental implementations with a moderate number of users and data volumes.

*Large/Enterprise-Wide Implementations:* Products in this peer group are typically (but not exclusively) used in large scenarios and/or enterprise-wide implementations with a large number of users and data volumes.

*International BI Giants:* Includes products from companies with annual revenues of $400m+ and a truly international reach (partner ecosystem, on-site locations, global installations and revenues).

## Peer Group
### International BI Giants

**1. Top-ranked in**
Project Success
Product Satisfaction
Analyses & Ad Hoc Query
Flexibility
Performance Satisfaction
Customer Experience

**Leader in**
Business Benefits
Business Value
Recommendation
Implementer Support
Customer Satisfaction
Self-Service
Query Performance
Sales Experience
Data Preparation
Visual Design Standards
Competitive Win Rate

## Peer Group
### Large/Enterprise-Wide Implementations

**1. Top-ranked in**
Business Value
Recommendation
Product Satisfaction
Flexibility
Performance Satisfaction
Customer Experience

**Leader in**
Business Benefits
Project Success
Implementer Support
Customer Satisfaction
Analyses & Ad Hoc Query
Sales Experience
Data Preparation
Visual Design Standards
Competitive Win Rate

## BARC Summary

With 14 top ranks and 36 leading positions across four different peer groups, IBM Planning Analytics once again achieves an outstanding set of results in this year's BI & Analytics Survey. Convincing ratings in numerous important KPIs help to consolidate its position as a market-leading analytics and planning platform. Companies can benefit from IBM Planning Analytics in terms of more accurate reporting, analysis or planning; improved data quality; and reduced costs. Overall, these benefits lead to better business decisions for many customers. Many IBM Planning Analytics users say they would recommend their analytics and planning product to other organizations – a great indicator of customer satisfaction.

## Peer Group
## Business Software Generalists

**1. Top-ranked in**

Flexibility

**Leader in**

Project Success
Recommendation
Implementer Support
Product Satisfaction
Analyses & Ad Hoc Query
Self-Service
Performance Satisfaction
Sales Experience
Customer Experience
Visual Design Standards

## Peer Group
## Analysis Focus

**1. Top-ranked in**

Flexibility

**Leader in**

Business Benefits
Recommendation
Implementer Support
Product Satisfaction
Performance Satisfaction
Visual Design Standards

**6 Top ranks**

**11 Leading**

*Peer Group International BI Giants*

BI-SURVEY.com

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Top-ranked

**Analyses & Ad Hoc Query**

*Peer Group International BI Giants*

BI-SURVEY.com

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Top-ranked

**Customer Experience**

*Peer Group International BI Giants*

BI-SURVEY.com

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Top-ranked

**Flexibility**

*Peer Group International BI Giants*

BI-SURVEY.com

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Top-ranked

**Performance Satisfaction**

*Peer Group International BI Giants*

BI-SURVEY.com

---

Top-ranked

**Product Satisfaction**

*Peer Group International BI Giants*

BI-SURVEY.com

---

Top-ranked

**Project Success**

*Peer Group International BI Giants*

BI-SURVEY.com

---

**1 Top rank**

**10 Leading**

*Peer Group Business Software Generalists*

BI-SURVEY.com

---

Top-ranked

**Flexibility**

*Peer Group Business Software Generalists*

BI-SURVEY.com

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**6** Top ranks
**9** Leading
*Peer Group Large/Enterprise-Wide Implementations*
BI-SURVEY.com

Top-ranked
**Business Value**
*Peer Group Large/Enterprise-Wide Implementations*
BI-SURVEY.com

Top-ranked
**Customer Experience**
*Peer Group Large/Enterprise-Wide Implementations*
BI-SURVEY.com

Top-ranked
**Flexibility**
*Peer Group Large/Enterprise-Wide Implementations*
BI-SURVEY.com

Top-ranked
**Performance Satisfaction**
*Peer Group Large/Enterprise-Wide Implementations*
BI-SURVEY.com

Top-ranked
**Product Satisfaction**
*Peer Group Large/Enterprise-Wide Implementations*
BI-SURVEY.com

Top-ranked
**Recommendation**
*Peer Group Large/Enterprise-Wide Implementations*
BI-SURVEY.com

**1** Top rank
**6** Leading
*Peer Group Analysis Focus*
BI-SURVEY.com

Top-ranked
**Flexibility**
*Peer Group Analysis Focus*
BI-SURVEY.com

# Customer Quotes

**Excellent tool.***

*Head of a separate BI/analytics organization unit, transport, > 2500 employees*

**We are satisfied and would recommend it any time.***

*Employee of a cross-departmental BI/ analytics team, manufacturing, 100 - 2500 employees*

**Still the best OLAP database for flexible applications.***

*Employee of a cross-departmental BI/ analytics team, manufacturing, > 2500 employees*

**Solid software, especially the server component (database) is one of the leading systems on the market and can be integrated as desired via the open and documented REST API.***

*Person responsible/Project manager for BI/analytics from IT department, telecommunications, > 2500 employees*

**It makes the planning process much shorter and enables integrated planning with necessary transparency.***

*Person responsible/Project manager for departmental BI/analytics, IT, < 100 employees*

*Translated by BARC

# What Customers Like Most

Flexibility of the tool to cover customer requirements from different industries.*

BI-SURVEY.com

*External consultant, IT, < 100 employees*

High query performance; mature and proven product.*

BI-SURVEY.com

*External consultant, services, > 2500 employees*

Good performance, high flexibility, short implementation time.*

BI-SURVEY.com

*Person responsible/Project manager for BI/analytics from IT department, telecommunications, > 2500 employees*

Flexibility and scalability of the database. Possibility of integration with other tools.*

BI-SURVEY.com

*Head of a separate BI/analytics organization unit, transport, > 2500 employees*

Stability/availability; simplicity/usability; easy forecast upload; can be used in all areas of the business.*

BI-SURVEY.com

*Person responsible/Project manager for departmental BI/ analytic, financial services, 100 - 2500 employees*

*Translated by BARC

## IBM Planning Analytics overview

IBM is one of the world's largest vendors of IT hardware, software and services. The company has a global workforce of close to 350,000 employees and is active in over 170 countries.

IBM offers a comprehensive portfolio of on-premises and cloud analytics and performance management solutions (in particular, for planning and financial consolidation). The core offerings consist of IBM Cognos Analytics with Watson and IBM Planning Analytics with Watson. For financial consolidation and regulatory reporting, IBM Cognos Controller is part of the performance management portfolio.

IBM Planning Analytics – the vendor's strategic enterprise planning product – is a core element in IBM's performance management portfolio and has been on the market since the 1980s. Due to its rich functionality for planning and OLAP analysis, and its underlying in-memory TM1 technology, the product plays a strategic role for IBM. Planning Analytics is available in both classic on-premises and cloud versions. Essentially, Planning Analytics is a high-performance,

### Versions used

n=31



V8 V9
V10
3 3
10%

84%

PA2.0

multidimensional in-memory database for budgeting, planning and forecasting with Excel and web front ends. The product is targeted at business power users for building all kinds of applications (planning, analytics, strategy management). Therefore it has no dominant focus on any one particular area (e.g., financials, sales, HR, etc.). In recent versions, IBM has strengthened the web client user experience, charting options and visualizations, as well as workflow and predictive forecasting capabilities based on historical time-series data and a series of predefined algorithms.
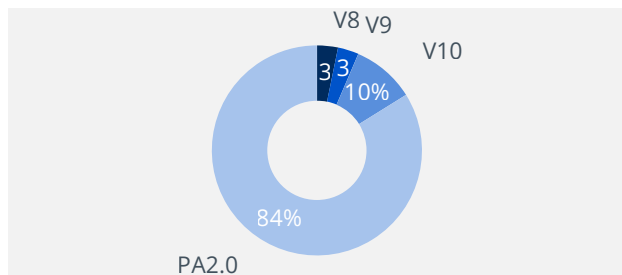
IBM Planning Analytics is used by enterprises of all sizes and industry sectors, and is suitable for creating data entry screens for multiple sub-budgets, consolidating their results, and running simple to highly complex calculations. Hundreds of solutions – from small-scale departmental tools to installations with thousands of users – have been implemented worldwide. Resources and expertise for IBM Planning Analytics are widespread.

### IBM Planning Analytics customer responses

This year we had 37 responses from IBM Planning Analytics users. At the time of the survey, 84 percent of them were using version PA 2.0, 10 percent were running version 10, and 3 percent each were using version 8 and 9.

THE BI & ANALYTICS
SURVEY 23

The BI & Analytics Survey 23 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted from March to June 2022. In total, 1,951 business intelligence and analytics end users took the survey with 1,592 answering a series of detailed questions about their use of a named product. Altogether, 24 products (or groups of products) are analyzed in detail.

The BI & Analytics Survey 23 examines user feedback on BI product selection and usage across 34 criteria (KPIs) including Business Benefits, Project Success, Business Value, Recommendation, Customer Satisfaction, Customer Experience, Innovation and Competitiveness.

This document contains just a selection of the headline findings for IBM Planning Analytics. It does not show all the KPI results and focuses mainly on the positive findings. Only products that score above the peer group average are included in the following KPI charts.

For more information on the survey, visit The BI Survey website.

# User and Use Case Demographics

## BARC Comment

Customers mainly use IBM Planning Analytics for ad hoc query (89 percent), budgeting/planning (81 percent), analysis (73 percent) and standard/enterprise reporting (70 percent). 59 percent of respondents plan to use it for advanced analytics in the future.
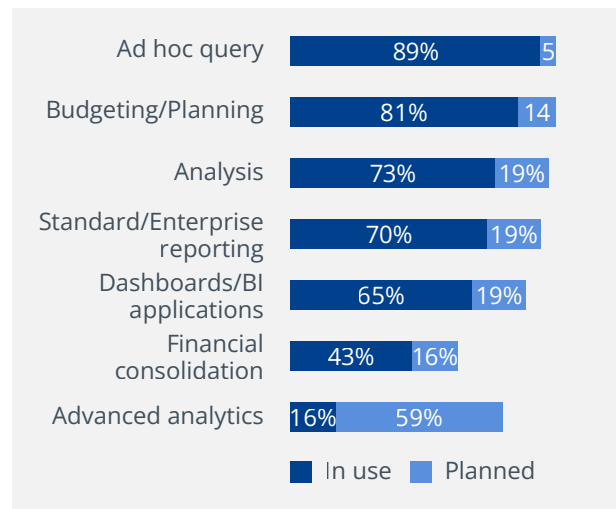
Its target audience is large corporations and mid-sized companies across all industries. 65 percent of our sample of IBM Planning Analytics customers come from large companies (with more than 2,500 employees) with a median of 100 users, but the mean of 636 users indicates there are also some much larger implementations.

IBM Planning Analytics is geared to business power users with functionality for various analytics and planning, budgeting and forecasting tasks. Typical tasks carried out by business users include viewing reports/navigating dashboards (92 percent), analyzing/exploring data (84 percent) and creating reports/dashboards (73 percent), which demonstrates the feature-richness of the product.

Customers achieve an average of 8 percent usage penetration among all employees, which is a long way below the survey average of 21 percent. This indicates that the product is focused more on trained business power users than the majority of employees.
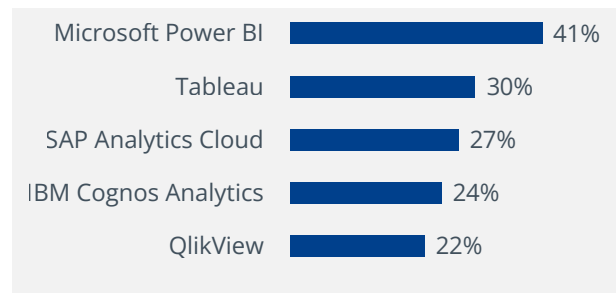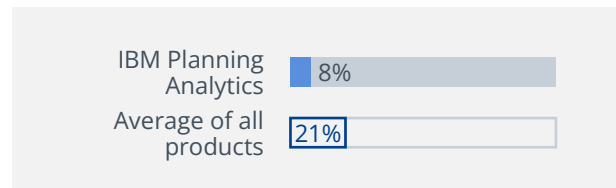
## Current vs. planned use

*n=36*

| | In use | Planned |
|---|---|---|
| Ad hoc query | 89% | 5 |
| Budgeting/Planning | 81% | 14 |
| Analysis | 73% | 19% |
| Standard/Enterprise reporting | 70% | 19% |
| Dashboards/BI applications | 65% | 19% |
| Financial consolidation | 43% | 16% |
| Advanced analytics | 16% | 59% |

■ In use   ■ Planned

## 5 products most often evaluated in competition with IBM Planning Analytics

*n=37*

| | |
|---|---|
| Microsoft Power BI | 41% |
| Tableau | 30% |
| SAP Analytics Cloud | 27% |
| IBM Cognos Analytics | 24% |
| QlikView | 22% |

## Percentage of employees using IBM Planning Analytics

*n=36*

| | |
|---|---|
| IBM Planning Analytics | 8% |
| Average of all products | 21% |

## Number of users using IBM Planning Analytics

*n=36*

| | IBM Plan. Analytics | Average of all products |
|---|---|---|
| Median | 100 | 80 |
| Mean | 636 | 989 |
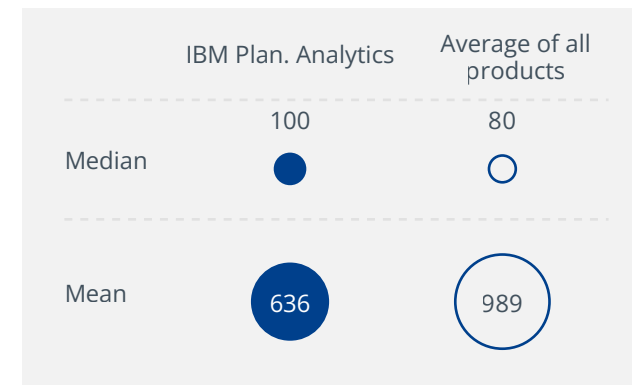
## Tasks carried out with IBM Planning Analytics by business users

*n=37*

| | IBM Planning Analytics | Average of all products |
|---|---|---|
| View reports/navigate dashboards | 92% | 88% |
| Analyze/explore data | 84% | 79% |
| Create reports/dashboards | 73% | 66% |
| Prepare data | 46% | 44% |
| Create/use advanced analytics models | 11% | 12% |

■ IBM Planning Analytics
□ Average of all products
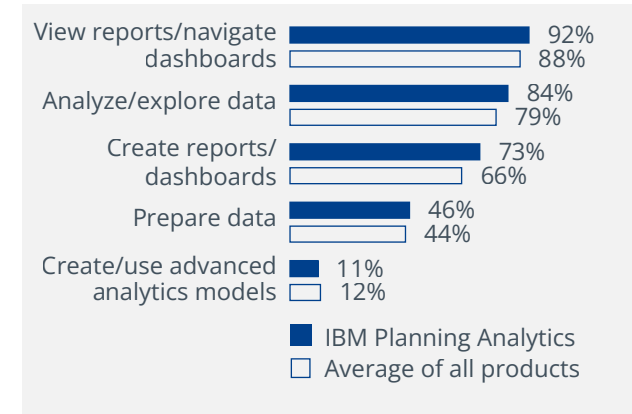
## Company size (employees)

*n=37*

| | |
|---|---|
| Less than 100 | 14% |
| 100 - 2500 | 22% |
| More than 2500 | 65% |
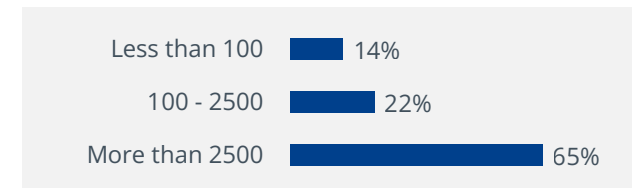
# Business Benefits

This KPI is based on the achievement level of a variety of business benefits.

## Business Benefits – Leader

*Peer Group: Large/Enterprise-Wide Implementations*

| | |
|---|---|
| MicroStrategy | 9.0 |
| Oracle Analytics Cloud | 8.5 |
| IBM Plan. Analytics | 8.4 |
| Qlik Sense | 6.7 |
| Pyramid | 6.3 |
| QlikView | 5.9 |
| Peer Group Average | 5.8 |

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This chart represents the results for one KPI in one peer group
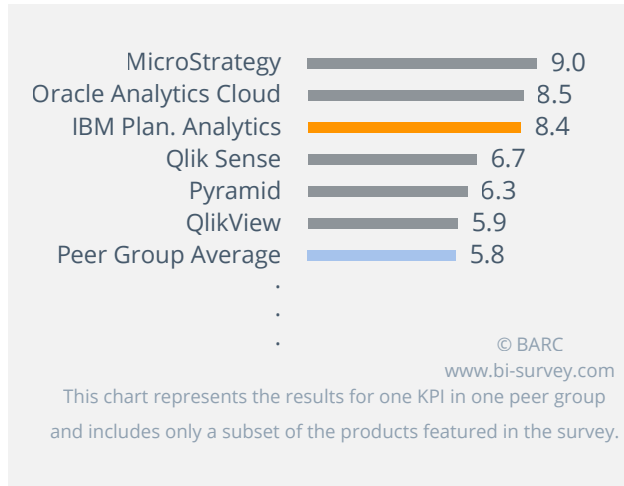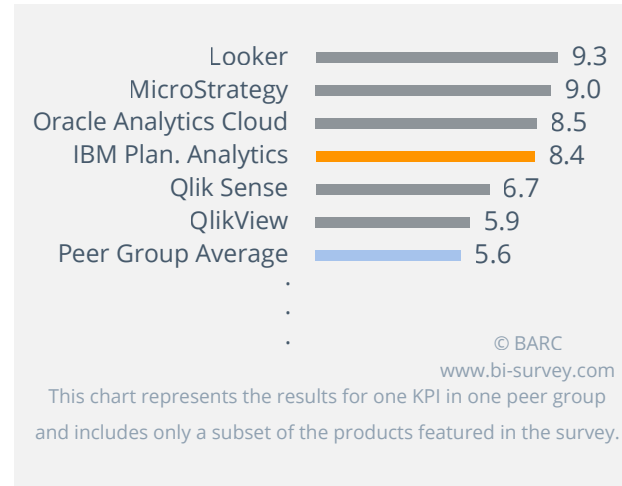and includes only a subset of the products featured in the survey.

## Business Benefits – Leader

*Peer Group: International BI Giants*

| | |
|---|---|
| Looker | 9.3 |
| MicroStrategy | 9.0 |
| Oracle Analytics Cloud | 8.5 |
| IBM Plan. Analytics | 8.4 |
| Qlik Sense | 6.7 |
| QlikView | 5.9 |
| Peer Group Average | 5.6 |

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This chart represents the results for one KPI in one peer group
and includes only a subset of the products featured in the survey.

# Business Benefits

## Business Benefits – Leader

*Peer Group: Analysis Focus*

| | |
|---|---|
| Serviceware Perf. | 8.7 |
| IBM Plan. Analytics | 8.4 |
| InfoZoom | 7.9 |
| Bissantz | 7.3 |
| Qlik Sense | 6.7 |
| Peer Group Average | 6.3 |

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This chart represents the results for one KPI in one peer group
and includes only a subset of the products featured in the survey.

## BARC Viewpoint

The BI & Analytics Survey shows that IBM Planning Analytics customers have been able to achieve a wide variety of *Business Benefits* using the vendor's flexible platform. Benefits such as more accurate reporting, analysis or planning; improved data quality; and reduced costs are achieved by an above-average proportion of IBM Planning Analytics users compared to other products. In turn, these benefits have led to better decision-making for many customers. In this year's BI & Analytics Survey, IBM Planning Analytics ranks among the leaders for *Business Benefits* in three of its peer groups.
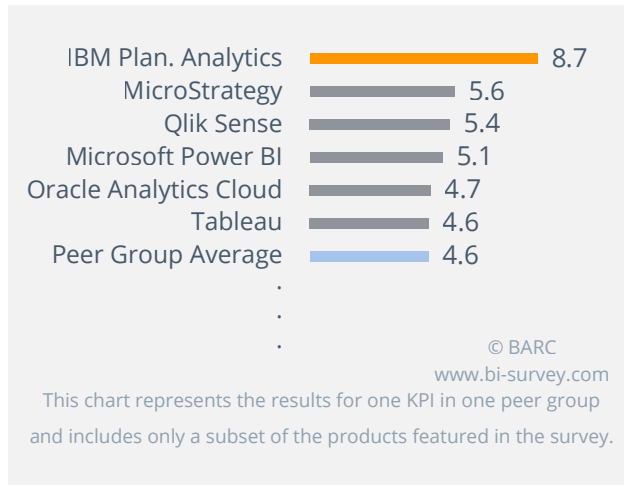
# Project Success

This KPI is based on the implementation satisfaction level and the frequency of projects completed on time and on budget.
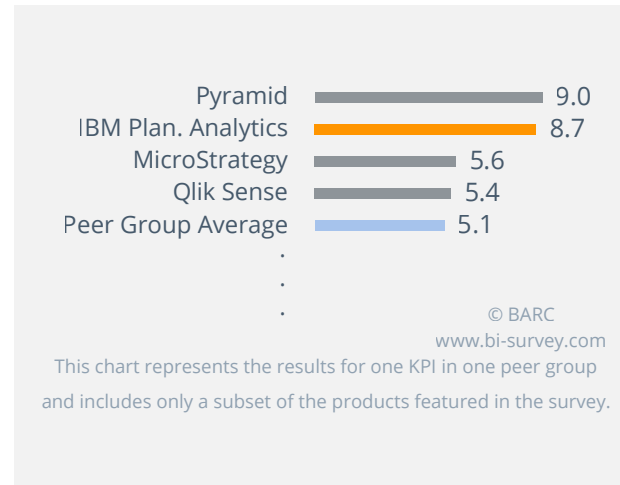
## Project Success – Top-ranked

*Peer Group: International BI Giants*

| | |
|---|---|
| IBM Plan. Analytics | 8.7 |
| MicroStrategy | 5.6 |
| Qlik Sense | 5.4 |
| Microsoft Power BI | 5.1 |
| Oracle Analytics Cloud | 4.7 |
| Tableau | 4.6 |
| Peer Group Average | 4.6 |

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This chart represents the results for one KPI in one peer group
and includes only a subset of the products featured in the survey.

## Project Success – Leader

*Peer Group: Large/Enterprise-Wide Implementations*

| | |
|---|---|
| Pyramid | 9.0 |
| IBM Plan. Analytics | 8.7 |
| MicroStrategy | 5.6 |
| Qlik Sense | 5.4 |
| Peer Group Average | 5.1 |

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This chart represents the results for one KPI in one peer group
and includes only a subset of the products featured in the survey.

# Project Success

## Project Success – Leader

*Peer Group: Business Software Generalists*

| | |
|---|---|
| InfoZoom | 10.0 |
| Serviceware Perf. | 9.8 |
| IBM Plan. Analytics | 8.7 |
| Logi Analytics | 6.7 |
| Peer Group Average | 5.5 |

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This chart represents the results for one KPI in one peer group
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## BARC Viewpoint
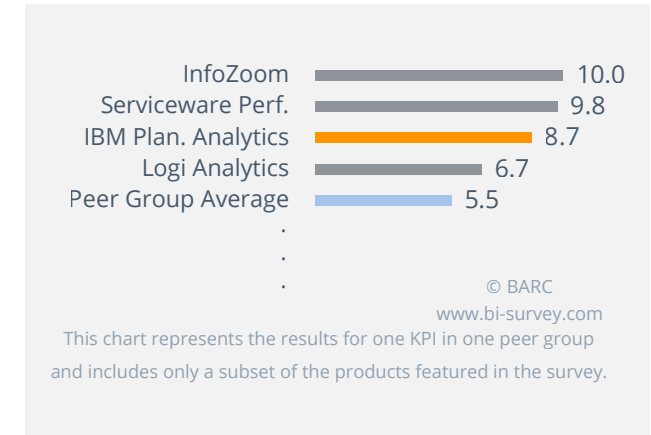
IBM Planning Analytics targets large and mid-sized global organizations across all industries. The user and use case demographics in this year's BI & Analytics Survey show that projects with IBM Planning Analytics are larger than the projects of many competitors. Nonetheless, these projects are often successful. The level of implementation satisfaction and the frequency of projects completed on time and on budget are high. Project goals defined at the outset are often reached. Deservedly, IBM Planning Analytics achieves strong ratings for *Project Success* this year.
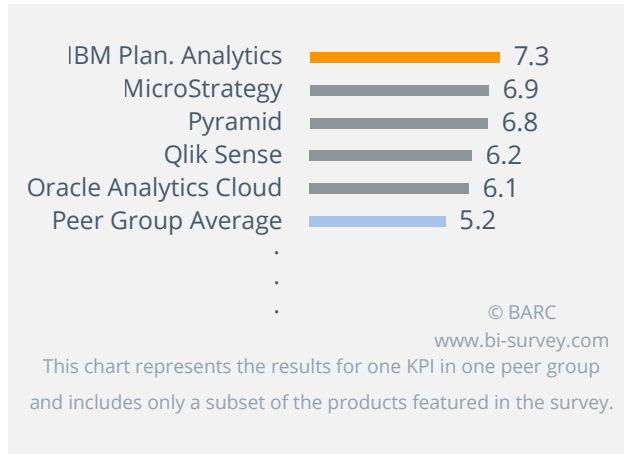
# Business Value

This KPI combines the *Business Benefits, Project Success* and *Project Length* KPIs.
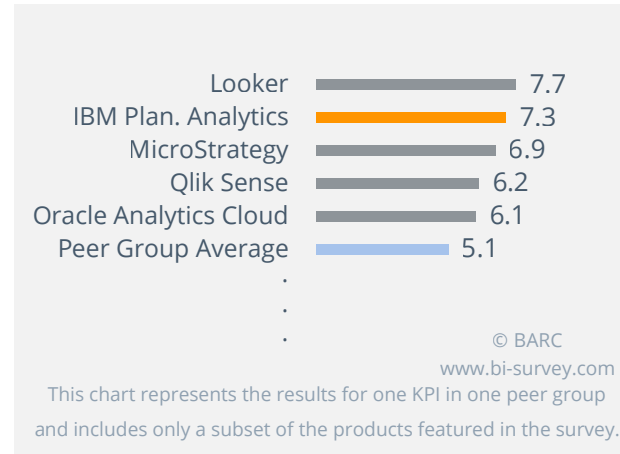
## Business Value – Top-ranked

*Peer Group: Large/Enterprise-Wide Implementations*

| | |
|---|---|
| IBM Plan. Analytics | 7.3 |
| MicroStrategy | 6.9 |
| Pyramid | 6.8 |
| Qlik Sense | 6.2 |
| Oracle Analytics Cloud | 6.1 |
| Peer Group Average | 5.2 |

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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

## Business Value – Leader

*Peer Group: International BI Giants*

| | |
|---|---|
| Looker | 7.7 |
| IBM Plan. Analytics | 7.3 |
| MicroStrategy | 6.9 |
| Qlik Sense | 6.2 |
| Oracle Analytics Cloud | 6.1 |
| Peer Group Average | 5.1 |

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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

## BARC Viewpoint

Analytics products are used to achieve benefits in various areas and to make better decisions based on data. The *Business Value* KPI aggregates the *Business Benefits*, *Project Success* and *Project Length* KPIs. Survey data shows that IBM Planning Analytics customers have achieved a wide variety of business benefits using the vendor's flexible analytics and planning platform. Furthermore, projects with IBM Planning Analytics are often successful. The level of implementation satisfaction and the frequency of projects completed on time and on budget are high, while project goals defined at the outset are often reached. A good proportion of IBM Planning Analytics customers confirm that the product creates real value for their companies. Deservedly, IBM Planning Analytics is the top-ranked product for *Business Value* in the *Large/Enterprise-Wide Implementations* peer group.
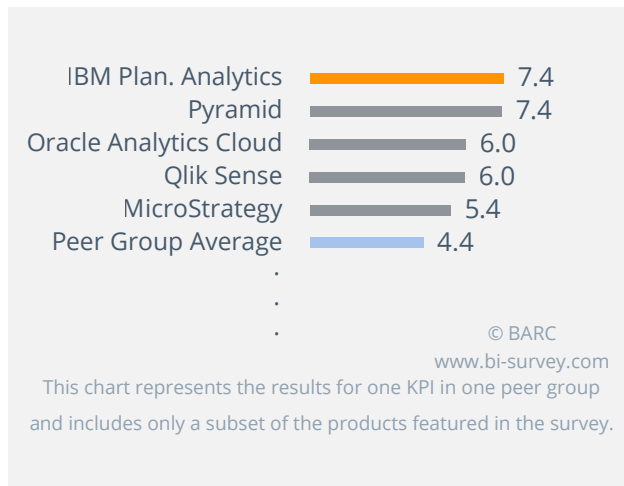
# Recommendation



This KPI is based on the proportion of users that say they would recommend the product to others.
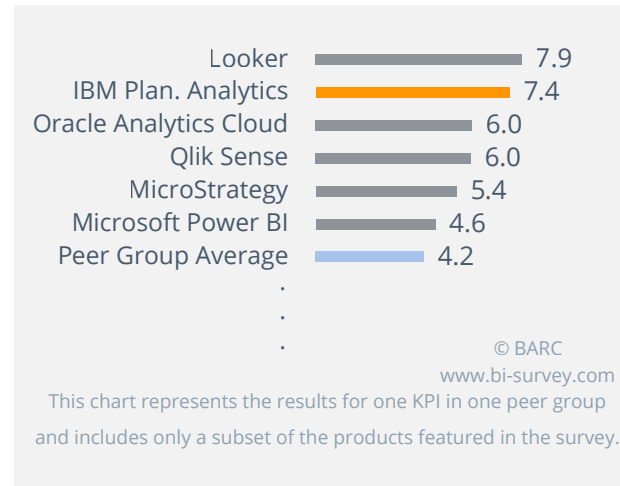
## Recommendation – Top-ranked
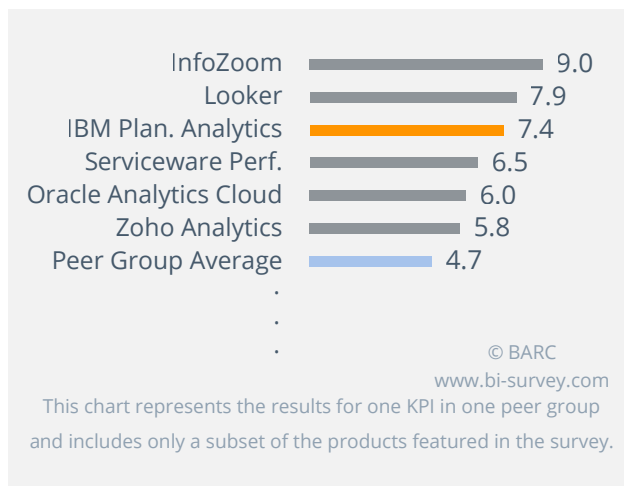
*Peer Group: Large/Enterprise-Wide Implementations*

| | |
|---|---|
| IBM Plan. Analytics | 7.4 |
| Pyramid | 7.4 |
| Oracle Analytics Cloud | 6.0 |
| Qlik Sense | 6.0 |
| MicroStrategy | 5.4 |
| Peer Group Average | 4.4 |

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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

## Recommendation – Leader

*Peer Group: International BI Giants*

| | |
|---|---|
| Looker | 7.9 |
| IBM Plan. Analytics | 7.4 |
| Oracle Analytics Cloud | 6.0 |
| Qlik Sense | 6.0 |
| MicroStrategy | 5.4 |
| Microsoft Power BI | 4.6 |
| Peer Group Average | 4.2 |

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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

## Recommendation – Leader

*Peer Group: Business Software Generalists*

| | |
|---|---|
| InfoZoom | 9.0 |
| Looker | 7.9 |
| IBM Plan. Analytics | 7.4 |
| Serviceware Perf. | 6.5 |
| Oracle Analytics Cloud | 6.0 |
| Zoho Analytics | 5.8 |
| Peer Group Average | 4.7 |

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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

## Recommendation – Leader

*Peer Group: Analysis Focus*

| | |
|---|---|
| InfoZoom | 9.0 |
| IBM Plan. Analytics | 7.4 |
| Serviceware Perf. | 6.5 |
| Bissantz | 6.1 |
| Qlik Sense | 6.0 |
| Peer Group Average | 5.4 |

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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

# Recommendation

## BARC Viewpoint

An impressive number of customers say they would "definitely" or "probably" recommend IBM Planning Analytics to other organizations, leading to high rankings for *Recommendation* in all its peer groups. This finding is confirmed by the product's excellent Net Promoter Score (NPS) of 68. The NPS illustrates the high level of customer satisfaction among users and shows their loyalty to the solution. Year after year, The BI & Analytics Survey confirms that IBM Planning Analytics has a very satisfied and loyal customer base. Thanks to the platform's flexibility, customers are able to leverage IBM Planning Analytics for a range of analytics and planning use cases.
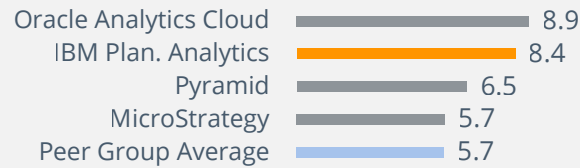
# Implementer Support



This KPI measures user satisfaction with the level of the implementer's support for the product.

## Implementer Support – Leader

*Peer Group: Large/Enterprise-Wide Implementations*

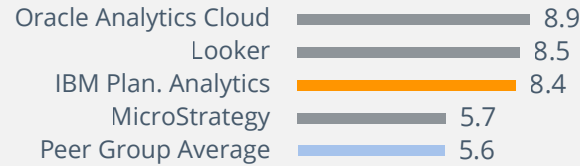| | |
|---|---|
| Oracle Analytics Cloud | 8.9 |
| IBM Plan. Analytics | 8.4 |
| Pyramid | 6.5 |
| MicroStrategy | 5.7 |
| Peer Group Average | 5.7 |

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This chart represents the results for one KPI in one peer group
and includes only a subset of the products featured in the survey.

## Implementer Support – Leader

*Peer Group: International BI Giants*

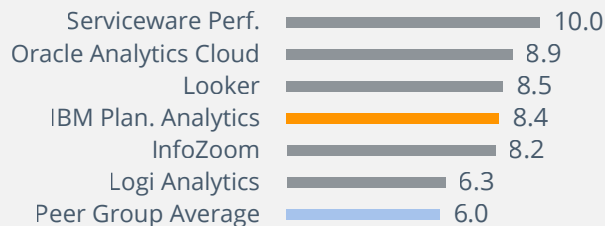| | |
|---|---|
| Oracle Analytics Cloud | 8.9 |
| Looker | 8.5 |
| IBM Plan. Analytics | 8.4 |
| MicroStrategy | 5.7 |
| Peer Group Average | 5.6 |

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This chart represents the results for one KPI in one peer group
and includes only a subset of the products featured in the survey.

## Implementer Support – Leader

*Peer Group: Business Software Generalists*

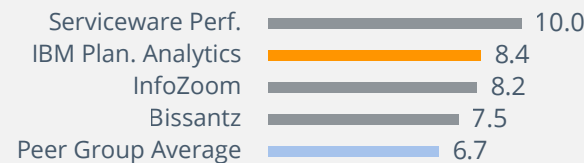| | |
|---|---|
| Serviceware Perf. | 10.0 |
| Oracle Analytics Cloud | 8.9 |
| Looker | 8.5 |
| IBM Plan. Analytics | 8.4 |
| InfoZoom | 8.2 |
| Logi Analytics | 6.3 |
| Peer Group Average | 6.0 |

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This chart represents the results for one KPI in one peer group
and includes only a subset of the products featured in the survey.

## Implementer Support – Leader

*Peer Group: Analysis Focus*

| | |
|---|---|
| Serviceware Perf. | 10.0 |
| IBM Plan. Analytics | 8.4 |
| InfoZoom | 8.2 |
| Bissantz | 7.5 |
| Peer Group Average | 6.7 |

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This chart represents the results for one KPI in one peer group
and includes only a subset of the products featured in the survey.

# Implementer Support

## BARC Viewpoint

IBM Planning Analytics is either implemented by the vendor's own consulting team or through its experienced worldwide partner network. *Implementer Support* plays a crucial role in successful software implementations. IBM Planning Analytics' strong results for *Implementer Support* in all of its peer groups confirm that a high proportion of projects are successfully implemented and the majority of customers are satisfied. The level of implementation satisfaction and the frequency of projects completed on time and on budget are high. Project goals defined at the outset are often reached.
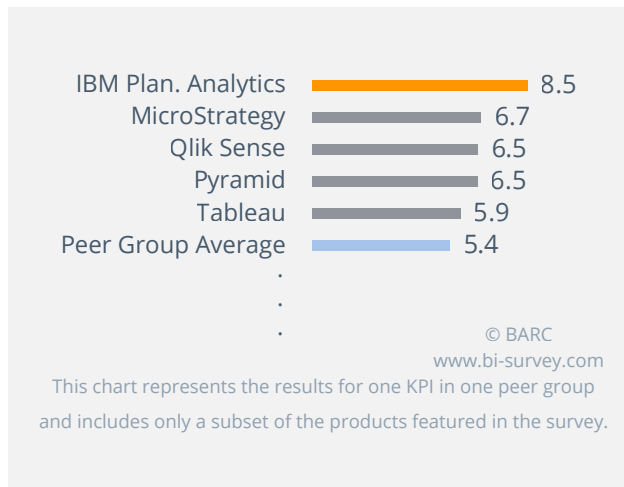
# Product Satisfaction



This KPI is based on the level of satisfaction with the product.
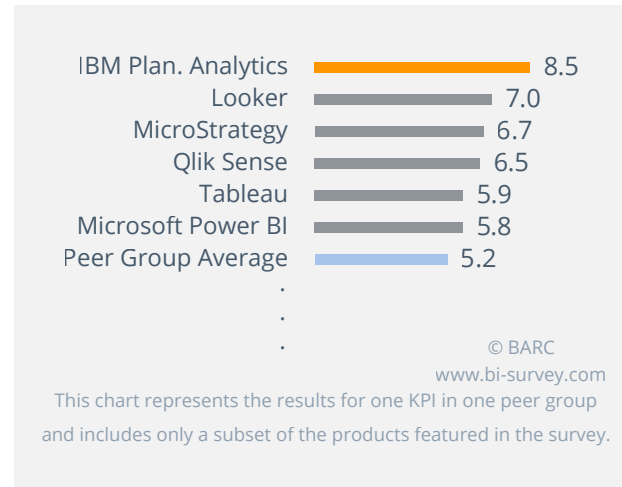
## Product Satisfaction – Top-ranked

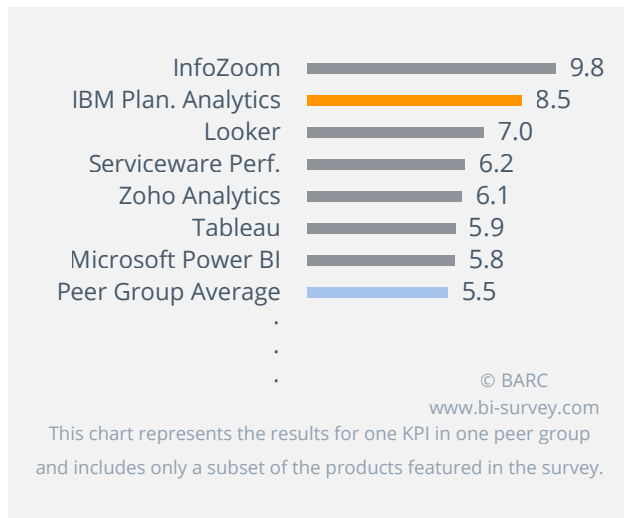*Peer Group: Large/Enterprise-Wide Implementations*

| Product | Score |
|---|---|
| IBM Plan. Analytics | 8.5 |
| MicroStrategy | 6.7 |
| Qlik Sense | 6.5 |
| Pyramid | 6.5 |
| Tableau | 5.9 |
| Peer Group Average | 5.4 |

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This chart represents the results for one KPI in one peer group
and includes only a subset of the products featured in the survey.

## Product Satisfaction – Top-ranked

*Peer Group: International BI Giants*

| Product | Score |
|---|---|
| IBM Plan. Analytics | 8.5 |
| Looker | 7.0 |
| MicroStrategy | 6.7 |
| Qlik Sense | 6.5 |
| Tableau | 5.9 |
| Microsoft Power BI | 5.8 |
| Peer Group Average | 5.2 |

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This chart represents the results for one KPI in one peer group
and includes only a subset of the products featured in the survey.

## Product Satisfaction – Leader

*Peer Group: Business Software Generalists*

| Product | Score |
|---|---|
| InfoZoom | 9.8 |
| IBM Plan. Analytics | 8.5 |
| Looker | 7.0 |
| Serviceware Perf. | 6.2 |
| Zoho Analytics | 6.1 |
| Tableau | 5.9 |
| Microsoft Power BI | 5.8 |
| Peer Group Average | 5.5 |

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This chart represents the results for one KPI in one peer group
and includes only a subset of the products featured in the survey.

## Product Satisfaction – Leader

*Peer Group: Analysis Focus*

| Product | Score |
|---|---|
| InfoZoom | 9.8 |
| IBM Plan. Analytics | 8.5 |
| Qlik Sense | 6.5 |
| Peer Group Average | 6.5 |

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This chart represents the results for one KPI in one peer group
and includes only a subset of the products featured in the survey.

# Product Satisfaction

## BARC Viewpoint

IBM Planning Analytics' high ranks in the *Product Satisfaction* KPI confirm that most customers are very pleased with the product. They are free to address various analytics and planning topics such as budgeting, forecasting and simulation as well as reporting and OLAP analysis on one common platform and user experience. The fact that 50 percent of respondents state they have no significant problems at all with the product speaks volumes. IBM Planning Analytics is a technical but business-user-friendly platform that offers both an Excel client and web interface as front ends. It is aimed at business power users who create individual analytics and planning applications. The high level of satisfaction with the product also leads many customers to say they would recommend IBM Planning Analytics to other organizations.
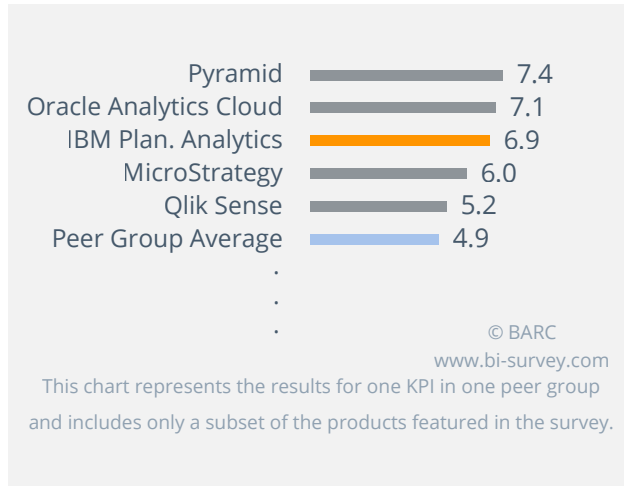
# Customer Satisfaction

This KPI combines the *Price to Value, Recommendation, Vendor Support, Implementer Support* and *Product Satisfaction* KPIs.
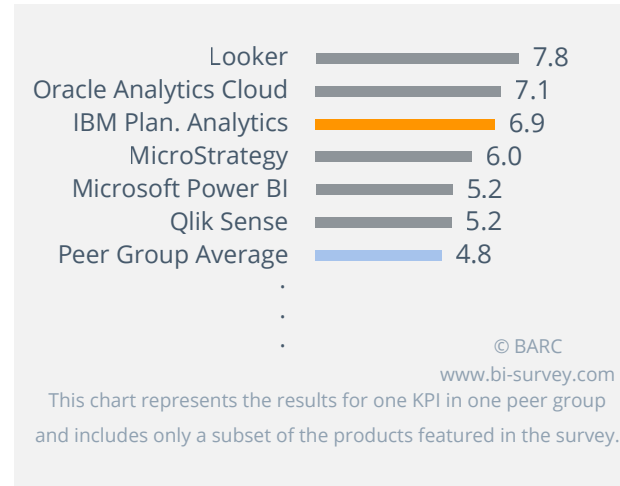
## Customer Satisfaction – Leader

*Peer Group: Large/Enterprise-Wide Implementations*

| | |
|---|---|
| Pyramid | 7.4 |
| Oracle Analytics Cloud | 7.1 |
| IBM Plan. Analytics | 6.9 |
| MicroStrategy | 6.0 |
| Qlik Sense | 5.2 |
| Peer Group Average | 4.9 |

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This chart represents the results for one KPI in one peer group
and includes only a subset of the products featured in the survey.

## Customer Satisfaction – Leader

*Peer Group: International BI Giants*

| | |
|---|---|
| Looker | 7.8 |
| Oracle Analytics Cloud | 7.1 |
| IBM Plan. Analytics | 6.9 |
| MicroStrategy | 6.0 |
| Microsoft Power BI | 5.2 |
| Qlik Sense | 5.2 |
| Peer Group Average | 4.8 |

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This chart represents the results for one KPI in one peer group
and includes only a subset of the products featured in the survey.

## BARC Viewpoint

*Customer Satisfaction* is calculated by aggregating the *Price to Value*, *Recommendation*, *Vendor Support*, *Implementer Support* and *Product Satisfaction* KPIs. Once again this year, IBM Planning Analytics achieves an outstanding set of results in many of these KPIs, leading to two respectable placings in its peer groups for *Customer Satisfaction*. IBM Planning Analytics comes highly recommended by its customers, who are clearly satisfied with the product, as well as with the vendor's and its partners' support services (e.g., for implementation). This flexible, high performance multidimensional platform with its web and Excel front ends creates real business value for many customers.
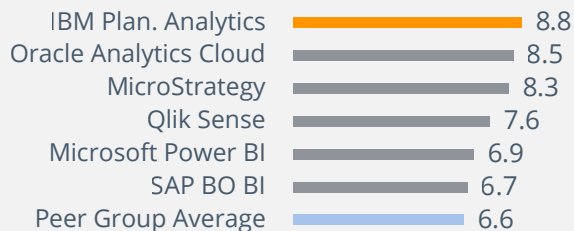
# Analyses & Ad Hoc Query

This KPI is based on how users rate their BI tool for performing analyses (navigation, visual support, automated insights) and creating ad hoc queries (usability, semantic model).

## Analyses & Ad Hoc Query – Top-ranked

*Peer Group: International BI Giants*

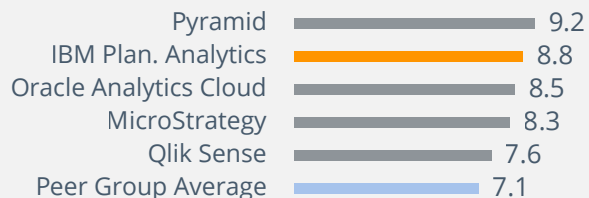| | |
|---|---|
| IBM Plan. Analytics | 8.8 |
| Oracle Analytics Cloud | 8.5 |
| MicroStrategy | 8.3 |
| Qlik Sense | 7.6 |
| Microsoft Power BI | 6.9 |
| SAP BO BI | 6.7 |
| Peer Group Average | 6.6 |

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This chart represents the results for one KPI in one peer group
and includes only a subset of the products featured in the survey.

## Analyses & Ad Hoc Query – Leader

*Peer Group: Large/Enterprise-Wide Implementations*

| | |
|---|---|
| Pyramid | 9.2 |
| IBM Plan. Analytics | 8.8 |
| Oracle Analytics Cloud | 8.5 |
| MicroStrategy | 8.3 |
| Qlik Sense | 7.6 |
| Peer Group Average | 7.1 |

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© BARC
www.bi-survey.com
This chart represents the results for one KPI in one peer group
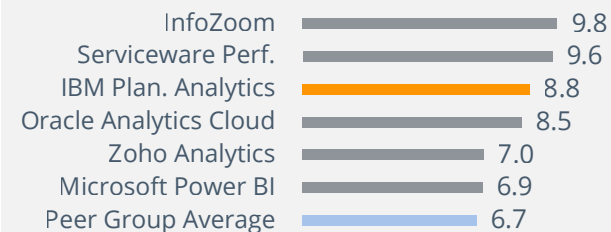and includes only a subset of the products featured in the survey.

## Analyses & Ad Hoc Query

## Analyses & Ad Hoc Query – Leader

*Peer Group: Business Software Generalists*

| | |
|---|---|
| InfoZoom | 9.8 |
| Serviceware Perf. | 9.6 |
| IBM Plan. Analytics | 8.8 |
| Oracle Analytics Cloud | 8.5 |
| Zoho Analytics | 7.0 |
| Microsoft Power BI | 6.9 |
| Peer Group Average | 6.7 |

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This chart represents the results for one KPI in one peer group
and includes only a subset of the products featured in the survey.

## BARC Viewpoint

IBM Planning Analytics' Excel-based multidimensional product approach convinces customers. In general, they are satisfied with the product and particularly with its ad hoc query and OLAP analysis functionality and performance. The in-memory database with Excel and web front ends hits the spot for many. Comprehensive capabilities for ad hoc reporting and multidimensional OLAP analyses (e.g., drill operations, slicing and dicing) are available. For analysis, the Excel add-in offers basic navigation with classic OLAP navigation functions. Guided navigations can be designed using action buttons and passing navigation parameters. With a score of 8.8/10, IBM Planning Analytics is ranked in the top three for *Analyses & Ad Hoc Query* in all of its peer groups.
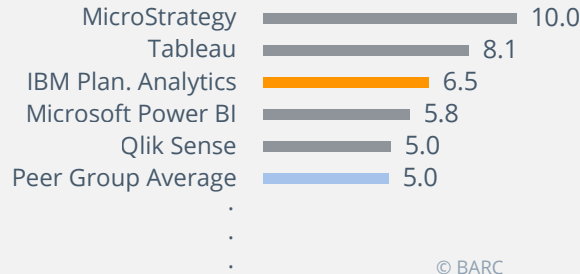
# Self-Service



This KPI is based on how many sites currently use self-service features with their BI tool.

## Self-Service – Leader

*Peer Group: International BI Giants*

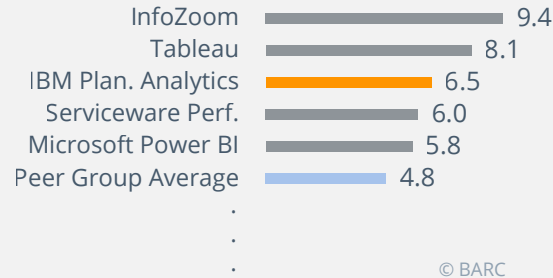| | |
|---|---|
| MicroStrategy | 10.0 |
| Tableau | 8.1 |
| IBM Plan. Analytics | 6.5 |
| Microsoft Power BI | 5.8 |
| Qlik Sense | 5.0 |
| Peer Group Average | 5.0 |

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This chart represents the results for one KPI in one peer group
and includes only a subset of the products featured in the survey.

## Self-Service – Leader

*Peer Group: Business Software Generalists*

| | |
|---|---|
| InfoZoom | 9.4 |
| Tableau | 8.1 |
| IBM Plan. Analytics | 6.5 |
| Serviceware Perf. | 6.0 |
| Microsoft Power BI | 5.8 |
| Peer Group Average | 4.8 |

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This chart represents the results for one KPI in one peer group
and includes only a subset of the products featured in the survey.

## BARC Viewpoint

IBM Planning Analytics is used in business departments in large and midsize companies across all industries. In many BARC-supported software selection processes in which the product is evaluated, companies are impressed by its web and Excel front ends, which are easy to use and therefore ideal for self-service use in business departments. The main reason for this assessment is the product's Excel-based multidimensional approach, which is very attractive to business users, particularly in finance and controlling departments. IBM Planning Analytics is ranked among the leaders for *Self-Service* in two of its peer groups. It is actually a very powerful and feature-rich product and the know-how required to develop intricate and high-performance applications should not be underestimated. Power users require technical knowledge, particularly for data management (e.g., data integration).
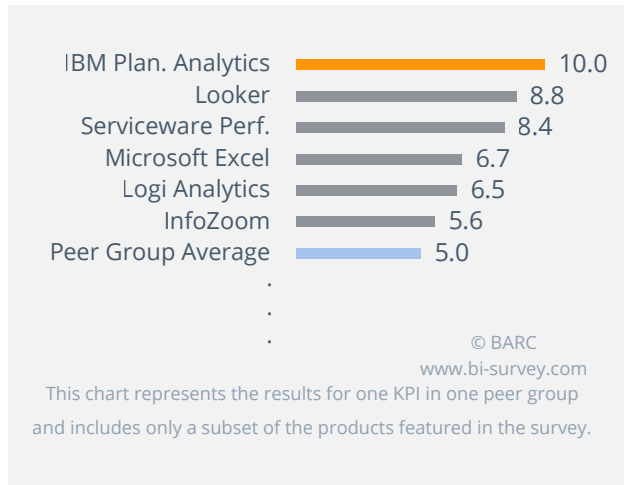
# Flexibility
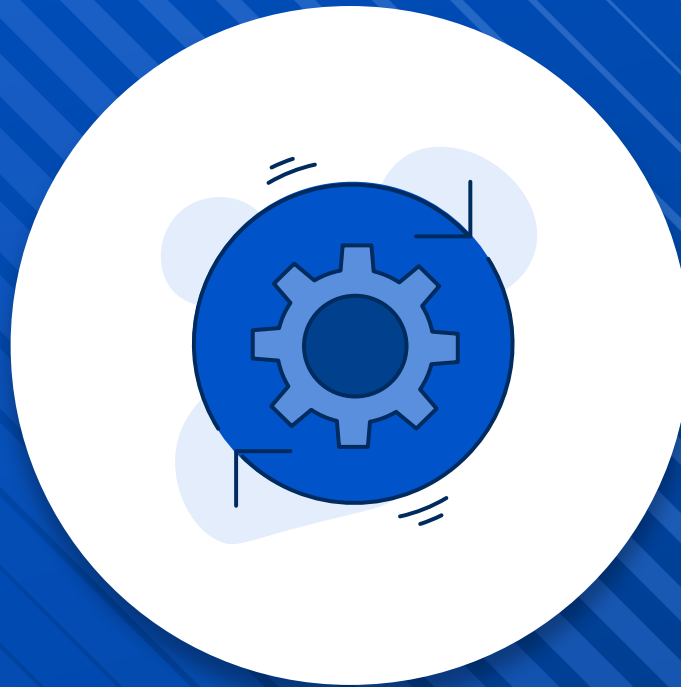
This KPI is based on how often the product was chosen for its flexibility, and on the frequency of complaints about user flexibility post-implementation.
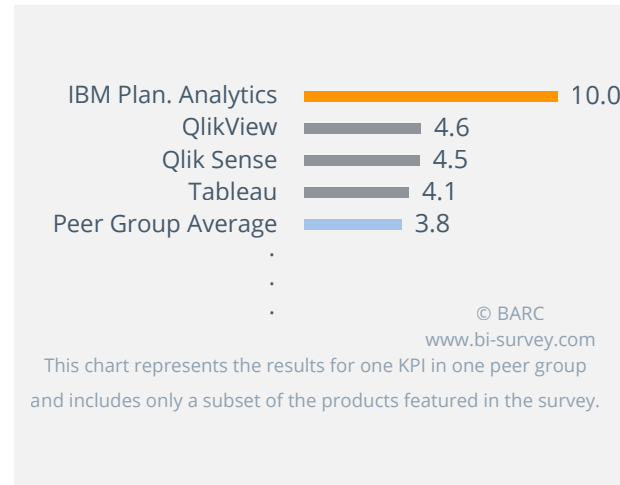
## Flexibility – Top-ranked 🏅 1.

*Peer Group: Business Software Generalists*

| | |
|---|---|
| IBM Plan. Analytics | 10.0 |
| Looker | 8.8 |
| Serviceware Perf. | 8.4 |
| Microsoft Excel | 6.7 |
| Logi Analytics | 6.5 |
| InfoZoom | 5.6 |
| Peer Group Average | 5.0 |

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This chart represents the results for one KPI in one peer group
and includes only a subset of the products featured in the survey.

## Flexibility – Top-ranked 🏅 1.

*Peer Group: Large/Enterprise-Wide Implementations*

| | |
|---|---|
| IBM Plan. Analytics | 10.0 |
| QlikView | 4.6 |
| Qlik Sense | 4.5 |
| Tableau | 4.1 |
| Peer Group Average | 3.8 |

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This chart represents the results for one KPI in one peer group
and includes only a subset of the products featured in the survey.

## Consistently top-ranked for **Flexibility**

*Peer Group: Large/Enterprise-Wide Implementations*

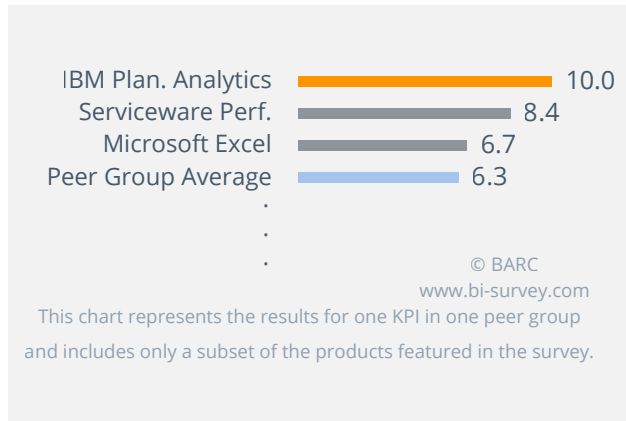| | | | | | |
|---|---|---|---|---|---|
| 1. | ● ● ● ● ● | **IBM Plan. Analytics** |
| 2. | ○ ○ ○ ○ ○ | QlikView |
| 3. | ○ ○ ○ ○ ○ | Qlik Sense |
| 4. | ○ ○ ○ ○ ○ | Tableau |
| | 18  19  21  22  23 | |
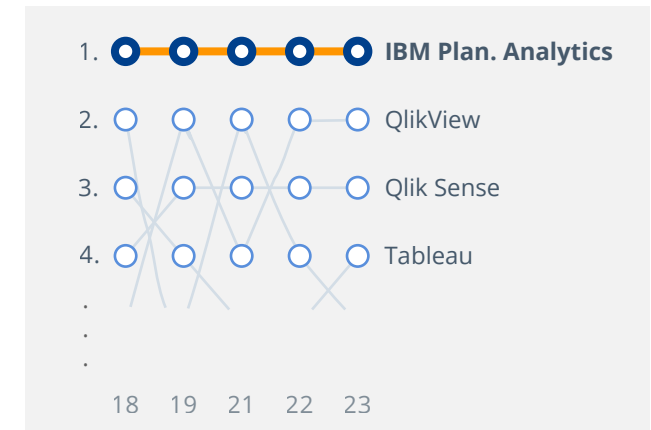
## 👁 BARC Viewpoint

'Flexibility of the software' is the number one reason why companies choose to buy IBM Planning Analytics (cited by 61 percent of users). At its core, IBM Planning Analytics is a very flexible multidimensional database, which can be individually modeled and used for various analytics and planning use cases. It is targeted at power users in business departments, who use the multidimensional database and Excel front end to model their own data: a common approach with multidimensional databases. The Excel front end offers easy-to-use capabilities for creating individual content (e.g., modeling, templates) in a familiar environment and publishing it to the web. Customers enjoy the software's flexibility, ranking it number one in the *Flexibility* KPI across all four of its peer groups.
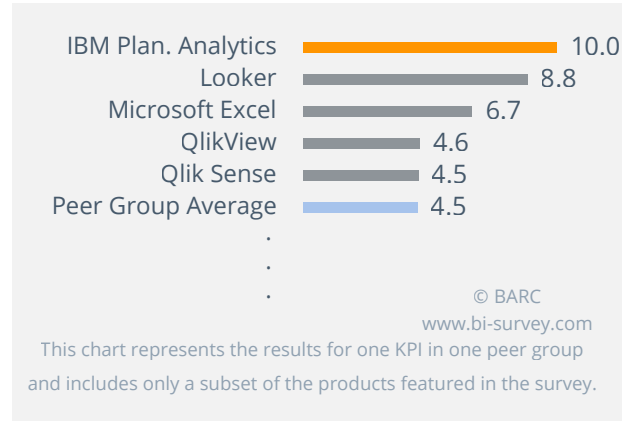
## Flexibility – Top-ranked

*Peer Group: Analysis Focus*

IBM Plan. Analytics — 10.0
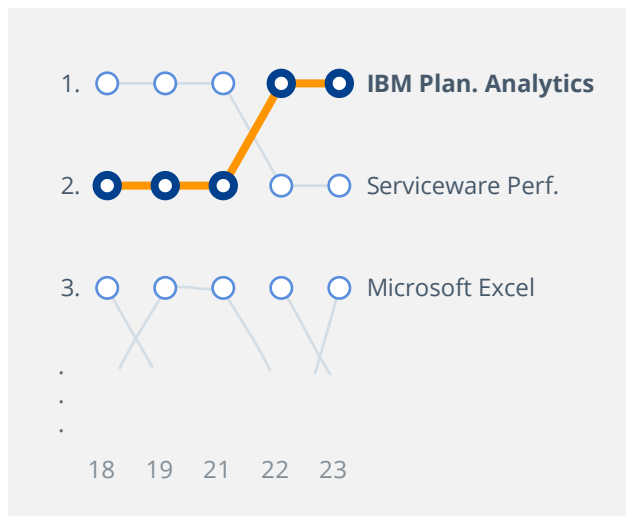Serviceware Perf. — 8.4
Microsoft Excel — 6.7
Peer Group Average — 6.3
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This chart represents the results for one KPI in one peer group
and includes only a subset of the products featured in the survey.

## Flexibility – Top-ranked

*Peer Group: International BI Giants*

IBM Plan. Analytics — 10.0
Looker — 8.8
Microsoft Excel — 6.7
QlikView — 4.6
Qlik Sense — 4.5
Peer Group Average — 4.5
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This chart represents the results for one KPI in one peer group
and includes only a subset of the products featured in the survey.

## Consistently outstanding Flexibility

*Peer Group: Analysis Focus*

1. **IBM Plan. Analytics**
2. Serviceware Perf.
3. Microsoft Excel
.
.
.

18   19   21   22   23

## Consistently outstanding Flexibility

*Peer Group: International BI Giants*

1. **IBM Plan. Analytics**
2. Looker
3. Microsoft Excel
4. QlikView
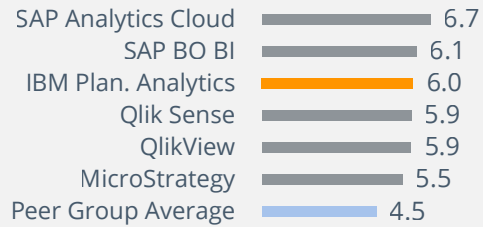5. Qlik Sense
.
.
.

18   19   21   22   23

# Query Performance

This KPI is based on how quickly queries respond
(adjusted by data volume).

## Query Performance – Leader

*Peer Group: International BI Giants*

| | |
|---|---|
| SAP Analytics Cloud | 6.7 |
| SAP BO BI | 6.1 |
| IBM Plan. Analytics | 6.0 |
| Qlik Sense | 5.9 |
| QlikView | 5.9 |
| MicroStrategy | 5.5 |
| Peer Group Average | 4.5 |

## BARC Viewpoint — Query Performance

'Fast query performance' (53 percent), 'ability to support large numbers of users' (39 percent) and 'large data handling capacity' (36 percent) are prominent reasons why customers choose to buy IBM Planning Analytics. The fact that just 3 percent of respondents complain about its query performance clearly confirms the superior performance and scalability of IBM's multidimensional database. However, some of the customer feedback we received indicates that good query performance is not a given, and that users need to know what they are doing. This applies especially to data modeling and the definition of calculation logic and multidimensional queries.
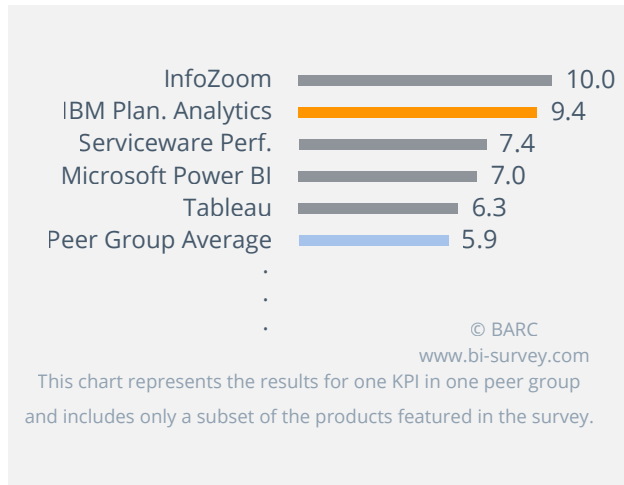
# Performance Satisfaction

This KPI measures the frequency of complaints about the system's performance.
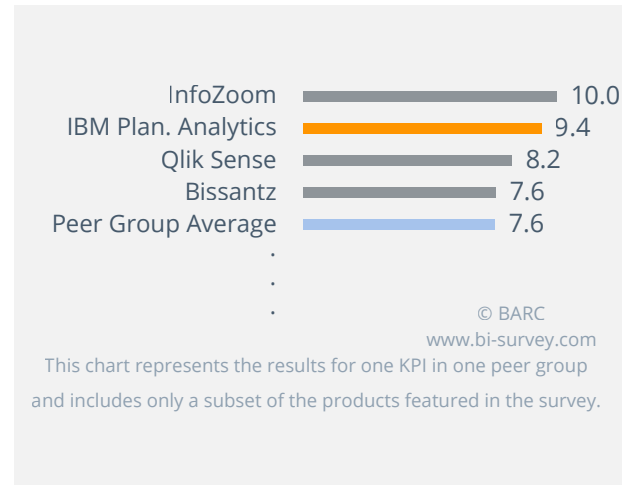
## Performance Satisfaction – Leader

*Peer Group: Business Software Generalists*

| | |
|---|---|
| InfoZoom | 10.0 |
| IBM Plan. Analytics | 9.4 |
| Serviceware Perf. | 7.4 |
| Microsoft Power BI | 7.0 |
| Tableau | 6.3 |
| Peer Group Average | 5.9 |

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This chart represents the results for one KPI in one peer group
and includes only a subset of the products featured in the survey.

## Performance Satisfaction – Leader

*Peer Group: Analysis Focus*

| | |
|---|---|
| InfoZoom | 10.0 |
| IBM Plan. Analytics | 9.4 |
| Qlik Sense | 8.2 |
| Bissantz | 7.6 |
| Peer Group Average | 7.6 |

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This chart represents the results for one KPI in one peer group
and includes only a subset of the products featured in the survey.
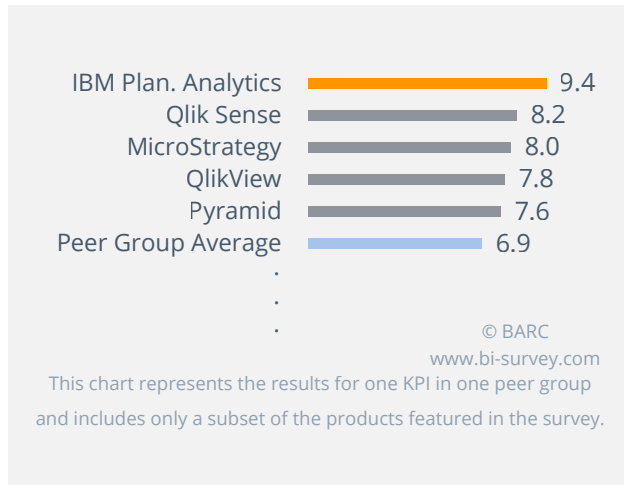
## BARC Viewpoint

The BI & Analytics Survey results over time have shown that IBM Planning Analytics is a high-performance multidimensional in-memory database for OLAP analysis and planning. The scalable product is used in thousands of implementations worldwide, from small-scale departmental scenarios with just a few users and small data volumes to installations with thousands of users. It is clear that *Performance Satisfaction* is high among users: an impressive finding given the scale of many of its deployments. Its in-memory database is clearly capable of handling large data volumes as well as large numbers of users. IBM has invested heavily in scalability and performance improvements in recent versions of the product, which is a big differentiator to rival products from IBM's point of view.
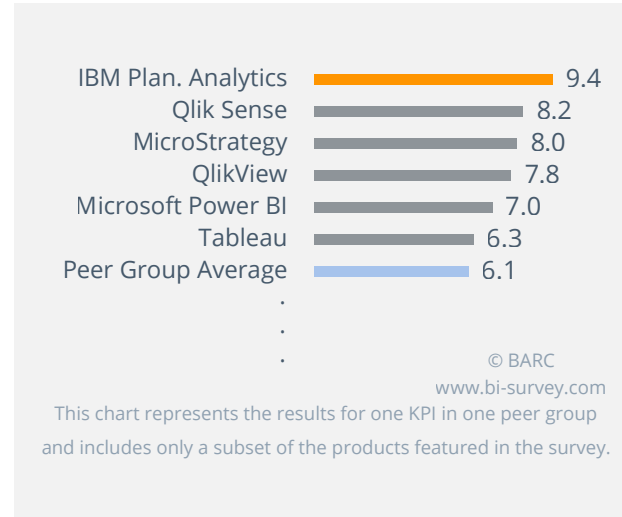
## Performance Satisfaction – Top-ranked

*Peer Group: Large/Enterprise-Wide Implementations*

| | |
|---|---|
| IBM Plan. Analytics | 9.4 |
| Qlik Sense | 8.2 |
| MicroStrategy | 8.0 |
| QlikView | 7.8 |
| Pyramid | 7.6 |
| Peer Group Average | 6.9 |

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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

## Performance Satisfaction – Top-ranked

*Peer Group: International BI Giants*

| | |
|---|---|
| IBM Plan. Analytics | 9.4 |
| Qlik Sense | 8.2 |
| MicroStrategy | 8.0 |
| QlikView | 7.8 |
| Microsoft Power BI | 7.0 |
| Tableau | 6.3 |
| Peer Group Average | 6.1 |

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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.
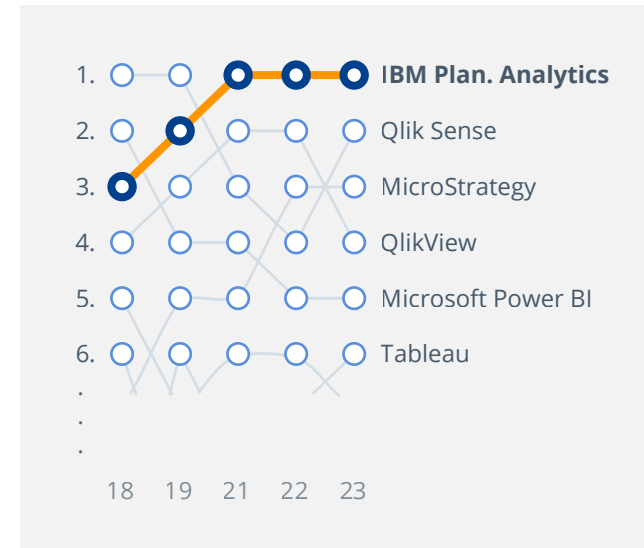
## Performance Satisfaction

### Consistently outstanding Performance Satisfaction

*Peer Group: International BI Giants*

| | |
|---|---|
| 1. | **IBM Plan. Analytics** |
| 2. | Qlik Sense |
| 3. | MicroStrategy |
| 4. | QlikView |
| 5. | Microsoft Power BI |
| 6. | Tableau |

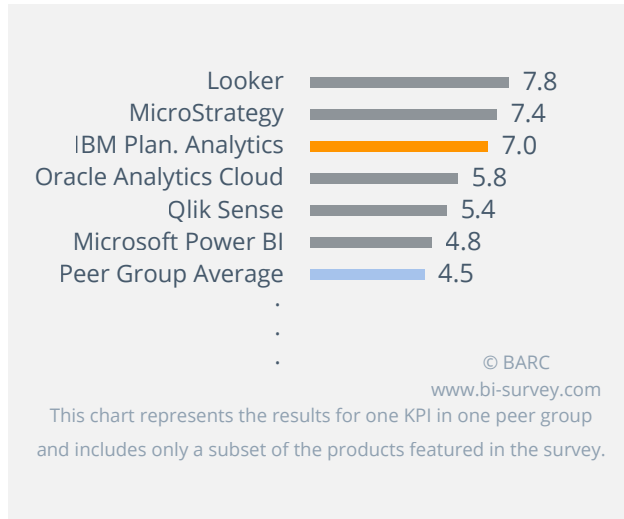18  19  21  22  23

# Sales Experience

This KPI is based on how respondents rate the sales/purchasing experience with the vendor.
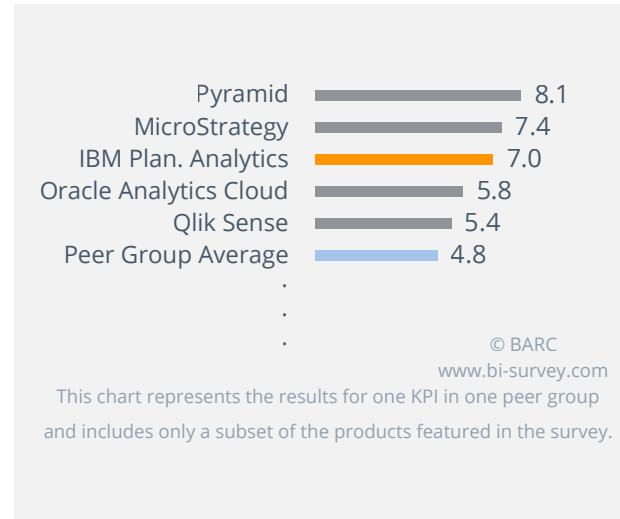
## Sales Experience – Leader

*Peer Group: International BI Giants*

| | |
|---|---|
| Looker | 7.8 |
| MicroStrategy | 7.4 |
| IBM Plan. Analytics | 7.0 |
| Oracle Analytics Cloud | 5.8 |
| Qlik Sense | 5.4 |
| Microsoft Power BI | 4.8 |
| Peer Group Average | 4.5 |

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This chart represents the results for one KPI in one peer group
and includes only a subset of the products featured in the survey.

## Sales Experience – Leader

*Peer Group: Large/Enterprise-Wide Implementations*

| | |
|---|---|
| Pyramid | 8.1 |
| MicroStrategy | 7.4 |
| IBM Plan. Analytics | 7.0 |
| Oracle Analytics Cloud | 5.8 |
| Qlik Sense | 5.4 |
| Peer Group Average | 4.8 |

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This chart represents the results for one KPI in one peer group
and includes only a subset of the products featured in the survey.

# Sales Experience

## Sales Experience – Leader

*Peer Group: Business Software Generalists*

| | |
|---|---|
| Looker | 7.8 |
| Serviceware Perf. | 7.7 |
| InfoZoom | 7.2 |
| IBM Plan. Analytics | 7.0 |
| Logi Analytics | 6.0 |
| Oracle Analytics Cloud | 5.8 |
| Peer Group Average | 4.9 |

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## BARC Viewpoint
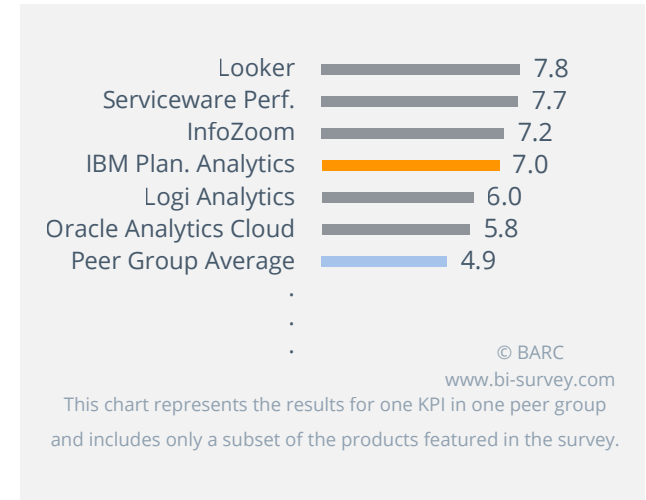
A high proportion of IBM Planning Analytics customers are happy with their purchasing experience with the vendor. In addition to its general conduct during the product evaluation, respondents rated IBM's industry-specific knowledge as excellent and are happy that marketing/sales promises were kept (or not exaggerated). In a competitive environment like the BI and analytics software market, a highly professional sales organization is essential for survival and to continue to win new customers. The results of this year's BI & Analytics Survey indicate that IBM sincerely cares for its prospects and customers. With good reason, IBM Planning Analytics is highly ranked in the *Sales Experience* KPI across all its peer groups.
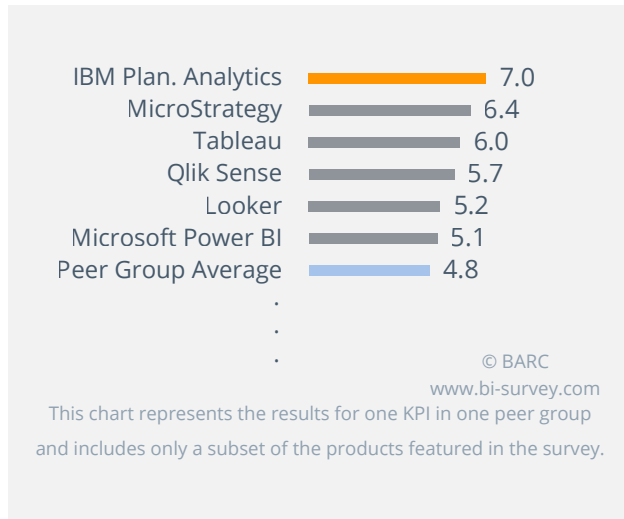
# Customer Experience

This KPI combines the *Self-Service, Ease of Use, Flexibility, Query Performance, Performance Satisfaction* and *Sales Experience* KPIs.
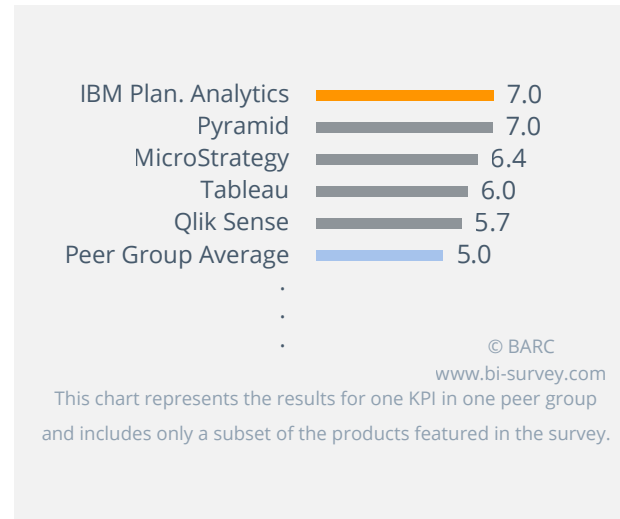
## Customer Experience – Top-ranked

*Peer Group: International BI Giants*

| | |
|---|---|
| IBM Plan. Analytics | 7.0 |
| MicroStrategy | 6.4 |
| Tableau | 6.0 |
| Qlik Sense | 5.7 |
| Looker | 5.2 |
| Microsoft Power BI | 5.1 |
| Peer Group Average | 4.8 |

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and includes only a subset of the products featured in the survey.

## Customer Experience – Top-ranked

*Peer Group: Large/Enterprise-Wide Implementations*

| | |
|---|---|
| IBM Plan. Analytics | 7.0 |
| Pyramid | 7.0 |
| MicroStrategy | 6.4 |
| Tableau | 6.0 |
| Qlik Sense | 5.7 |
| Peer Group Average | 5.0 |

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# Customer Experience

## Customer Experience – Leader

*Peer Group: Business Software Generalists*

| | |
|---|---|
| Serviceware Perf. | 7.8 |
| InfoZoom | 7.4 |
| IBM Plan. Analytics | 7.0 |
| Tableau | 6.0 |
| Logi Analytics | 5.3 |
| Looker | 5.2 |
| Microsoft Power BI | 5.1 |
| Peer Group Average | 4.9 |

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This chart represents the results for one KPI in one peer group
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## BARC Viewpoint

*Customer Experience* is an aggregated KPI that combines the *Self-Service*, *Ease of Use*, *Flexibility*, *Query Performance*, *Performance Satisfaction* and *Sales Experience* KPIs. Strong results in most of these contribute to two top rankings for *Customer Experience*. IBM Planning Analytics is regularly deployed in a self-service manner in business departments. Since users in finance and controlling are often familiar with Excel, the initial barrier to working with the product is extremely low. At its core, IBM Planning Analytics is a very flexible multidimensional database, which can be individually modeled and used for various analytics and planning use cases. The scalable product is used in thousands of implementations worldwide, from small-scale departmental scenarios with just a few users and small data volumes to installations with thousands of users. It is clear that IBM Planning Analytics and its underlying database environment are capable of dealing with the data volumes and user numbers its customers typically work with.
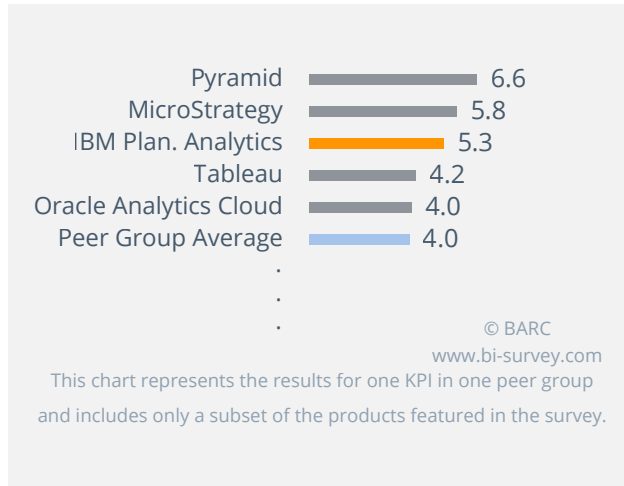
# Data Preparation



This KPI is based on the proportion of survey respondents that currently use the product for data preparation.
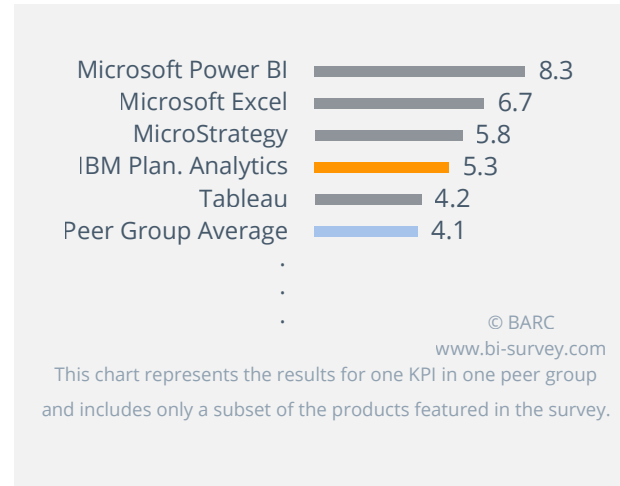
## Data Preparation – Leader

*Peer Group: Large/Enterprise-Wide Implementations*

| Product | Score |
|---|---|
| Pyramid | 6.6 |
| MicroStrategy | 5.8 |
| IBM Plan. Analytics | 5.3 |
| Tableau | 4.2 |
| Oracle Analytics Cloud | 4.0 |
| Peer Group Average | 4.0 |

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## Data Preparation – Leader

*Peer Group: International BI Giants*

| Product | Score |
|---|---|
| Microsoft Power BI | 8.3 |
| Microsoft Excel | 6.7 |
| MicroStrategy | 5.8 |
| IBM Plan. Analytics | 5.3 |
| Tableau | 4.2 |
| Peer Group Average | 4.1 |

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## BARC Viewpoint

For data preparation and data integration from operational source systems (e.g., ERPs) into the vendor's multidimensional database, IBM Planning Analytics comes with Turbo Integrator, its own ETL tool. Many customers seem to leverage Turbo Integrator and use it particularly for data preparation tasks in business departments. Turbo Integrator's rather technical user interface has been freshened up in recent releases and is now more user-friendly. Nonetheless, tasks such as integrating data into IBM Planning Analytics' OLAP cubes typically require IT support and are not really suitable for business users. IBM Planning Analytics achieves two leading ranks in the *Data Preparation* KPI this year.
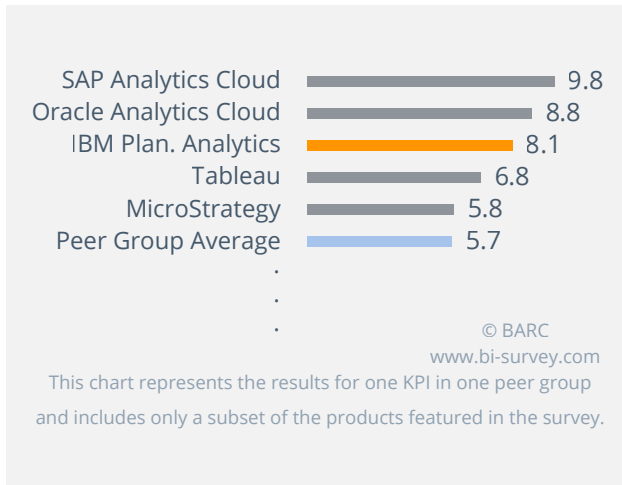
# Visual Design Standards

This KPI is based on the proportion of survey respondents that currently use visual design standards with their BI tool.
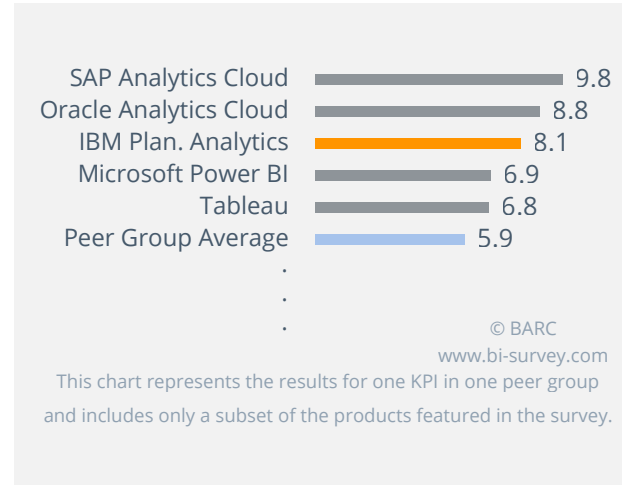
## Visual Design Standards – Leader

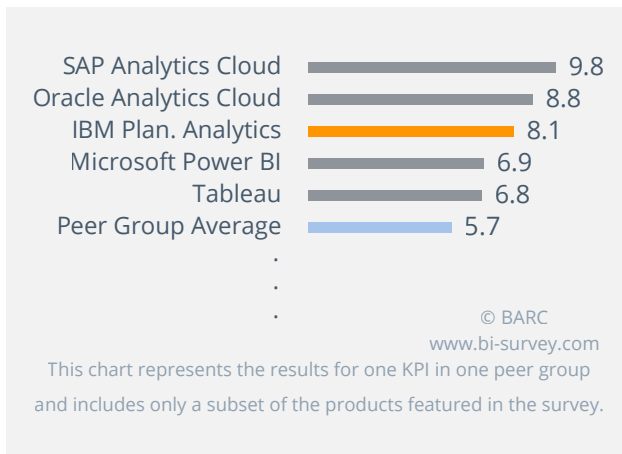*Peer Group: Large/Enterprise-Wide Implementations*

| | |
|---|---|
| SAP Analytics Cloud | 9.8 |
| Oracle Analytics Cloud | 8.8 |
| IBM Plan. Analytics | 8.1 |
| Tableau | 6.8 |
| MicroStrategy | 5.8 |
| Peer Group Average | 5.7 |

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and includes only a subset of the products featured in the survey.

## Visual Design Standards – Leader

*Peer Group: International BI Giants*

| | |
|---|---|
| SAP Analytics Cloud | 9.8 |
| Oracle Analytics Cloud | 8.8 |
| IBM Plan. Analytics | 8.1 |
| Microsoft Power BI | 6.9 |
| Tableau | 6.8 |
| Peer Group Average | 5.9 |

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and includes only a subset of the products featured in the survey.

## Visual Design Standards – Leader

*Peer Group: Business Software Generalists*

| | |
|---|---|
| SAP Analytics Cloud | 9.8 |
| Oracle Analytics Cloud | 8.8 |
| IBM Plan. Analytics | 8.1 |
| Microsoft Power BI | 6.9 |
| Tableau | 6.8 |
| Peer Group Average | 5.7 |

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This chart represents the results for one KPI in one peer group
and includes only a subset of the products featured in the survey.

## Visual Design Standards – Leader

*Peer Group: Analysis Focus*

| | |
|---|---|
| Bissantz | 10.0 |
| IBM Plan. Analytics | 8.1 |
| Tableau | 6.8 |
| Peer Group Average | 5.4 |

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This chart represents the results for one KPI in one peer group
and includes only a subset of the products featured in the survey.

## Visual Design Standards

## BARC Viewpoint

Increasingly dynamic markets and competition demand quick and data-based decision-making, so standardized preparation of data and information for decision-makers is vital. The implementation of visual design standards, often linked to the ideas of the Hichert SUCCESS rules and the International Business Communication Standards (IBCS), ensures consistent design of reports, presentations, dashboards, diagrams and tables. IBM Planning Analytics supports this approach with flexible settings options for visualizing data in the Excel add-in, including the implementation of IBCS-compliant visual design standards. According to this year's survey feedback, customers frequently implement visual design standards with IBM Planning Analytics.
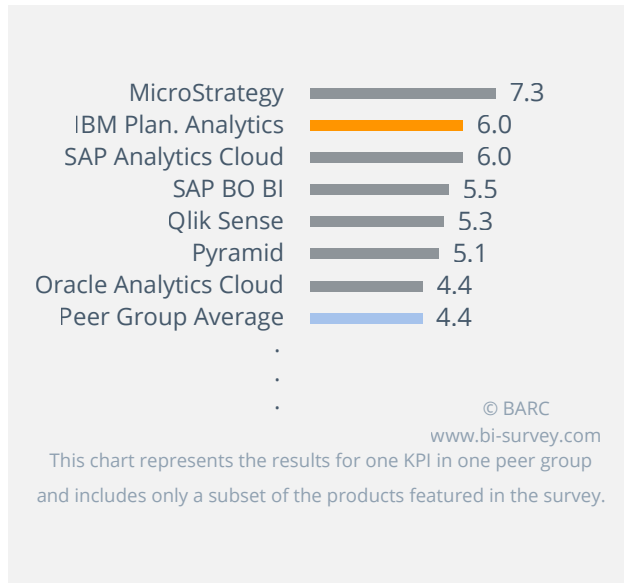
# Competitive Win Rate

This KPI is based on the percentage of wins in competitive evaluations.
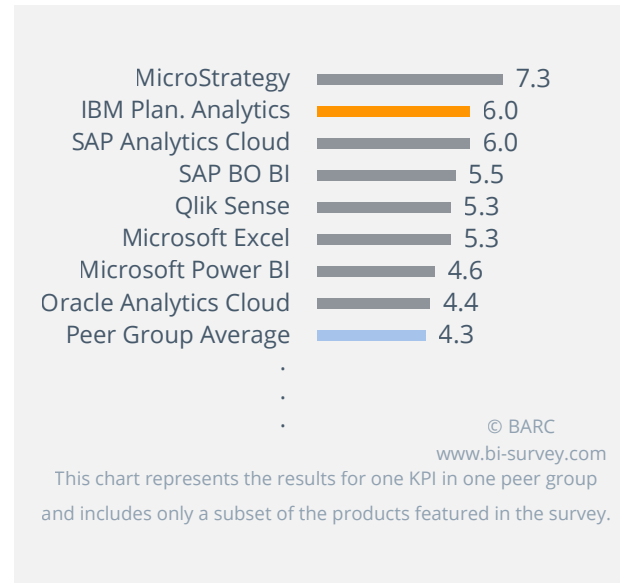
## Competitive Win Rate – Leader

*Peer Group: Large/Enterprise-Wide Implementations*

| | |
|---|---|
| MicroStrategy | 7.3 |
| IBM Plan. Analytics | 6.0 |
| SAP Analytics Cloud | 6.0 |
| SAP BO BI | 5.5 |
| Qlik Sense | 5.3 |
| Pyramid | 5.1 |
| Oracle Analytics Cloud | 4.4 |
| Peer Group Average | 4.4 |

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## Competitive Win Rate – Leader

*Peer Group: International BI Giants*

| | |
|---|---|
| MicroStrategy | 7.3 |
| IBM Plan. Analytics | 6.0 |
| SAP Analytics Cloud | 6.0 |
| SAP BO BI | 5.5 |
| Qlik Sense | 5.3 |
| Microsoft Excel | 5.3 |
| Microsoft Power BI | 4.6 |
| Oracle Analytics Cloud | 4.4 |
| Peer Group Average | 4.3 |

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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

## BARC Viewpoint

IBM Planning Analytics is a very mature and well known product in the BI and analytics market. It was one of the original multidimensional databases and, while it has been modernized over time, it has never undergone any significant change. The key concept of matching a high-performance multidimensional database with an Excel front end has always been popular. This is why IBM Planning Analytics is widely considered for purchase. Especially in presales situations, IBM's and its partners' experienced, professional consulting teams often do a fine job in convincing customers to choose their product. IBM Planning Analytics is ranked among the leaders for *Competitive Win Rate* in two of its peer groups.

# BARC — Business Application Research Center
## Making digital leaders

BARC (Business Application Research Center) is one of Europe's leading analyst firms for business software, focusing on the areas of data, business intelligence (BI) and analytics, enterprise content management (ECM), customer relationship management (CRM) and enterprise resource planning (ERP).

Our passion is to help organizations become digital companies of tomorrow. We do this by using technology to rethink the world, trusting data-based decisions and optimizing and digitalizing processes. It's about finding the right tools and using them in a way that gives your company the best possible advantage.

This unique blend of knowledge, exchange of information and independence distinguishes our services in the areas of research, events and consulting.

### Research

Our BARC studies are based on internal market research, software tests and analyst comments, giving you the security to make the right decisions. Our independent research brings market developments into clear focus, puts software and vendors through their paces and gives users a place to express their opinions.

### Events

Decision-makers and IT industry leaders come together at BARC events. BARC seminars in small groups, online webinars and conferences with more than 1,000 participants annually all offer inspiration and interactivity. Through exchange with peers and an overview of current trends and market developments, you will receive new impetus to drive your business forward.

### Consulting

In confidential expert workshops, coaching and in-house consultations, we transform the needs of your company into future-proof decisions. We provide you with successful, holistic concepts that enable you to use the right information correctly. Our project support covers all stages of the successful use of software

## Other Surveys

The BARC *Data, BI and Analytics Trend Monitor 2022* reflects on the trends currently driving the BI, analytics and data management market from a user perspective. We asked close to 2,400 users, consultants and vendors for their views on the most important BI trends.

The BARC study *Data Culture Survey 2022* investigates the flavors of data culture within organizations. It is based on a survey of 434 participants from 49 countries across a range of industries. **Download here**.

*The Planning Survey 22* is the world's largest survey of planning software users. Based on a sample of over 1,325 responses, it offers an unsurpassed level of user feedback on 19 leading planning products. Find out more at www.bi-survey.com

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