Respondent regions

- United Kingdom of Great Britain: 30%
- Rest of Europe: 19%
- Switzerland: 7%
- Belgium: 5%
- Germany: 5%
- Ireland: 4%
- Netherlands: 4%
- Italy: 3%
- Poland: 3%
- Russian Federation: 3%
- Finland: 3%
- Croatia: 3%
- France: 2%
- Sweden: 2%
- Bosnia: 2%

N = 208
Respondent company sizes

- 1 - 99: 24%
- 100 - 499: 16%
- 500 - 999: 13%
- 1,000 - 4,999: 19%
- 5,000 - 9,999: 7%
- 10,000 - 24,999: 11%
- 25,000 - 49,999: 2%
- 50,000 or more: 8%

N = 208
Respondent positions/functions

Titles include…
- CEO
- CFO
- CIO/CTO
- CMO
- COO
- Corporate/business executive
- Corporate/business manager
- Business analyst

Business manager/professional 25%

IT/BI/analytics/data warehousing/data management professional 75%

Titles include…
- IT director/VP
- BI director/VP
- BI manager
- Application manager
- Data services manager
- Data warehouse manager
- Data/information architect
- Database administrator
- Database/systems manager

N = 208
Top BI/business analytics vendors

Which vendors or technologies does your organization use or plan to use for BI/business analytics?

- Microsoft, PowerPivot, SQL: 46%
- SAP, Business Objects, SAP: 38%
- Custom-developed applications: 35%
- Oracle, Hyperion, Oracle BI, etc.: 26%
- IBM, Cognos, SPSS, etc.: 22%
- SAS: 18%
- QlikTech: 16%
- Other(s): 9%
- Still evaluating/deciding: 9%
- MicroStrategy: 7%
- Tableau Software: 5%
- Open source BI vendor(s): 5%
- No BI tools in use or BI adoption: 4%
- Tibco (Spotfire): 3%
- Information Builders: 2%
- SaaS BI vendor(s): 1%

N = 165
Integration tops the list of major factors in BI purchasing decisions

What were the top 3 factors in evaluating and selecting the BI tools that your organization uses or plans to use?

<table>
<thead>
<tr>
<th>Factor</th>
<th>2013 Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integration with enterprise applications</td>
<td>1</td>
</tr>
<tr>
<td>Cost</td>
<td>2</td>
</tr>
<tr>
<td>Best technology fit for our requirements</td>
<td>3</td>
</tr>
<tr>
<td>Usability/ease of use</td>
<td>4</td>
</tr>
<tr>
<td>Ease of implementation</td>
<td>5</td>
</tr>
<tr>
<td>ROI</td>
<td>6</td>
</tr>
<tr>
<td>Corporate standard or preferred vendor</td>
<td>7</td>
</tr>
<tr>
<td>Customization capabilities</td>
<td>8</td>
</tr>
<tr>
<td>Vendor support and maintenance</td>
<td>9</td>
</tr>
</tbody>
</table>

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N = 159
Current and future BI technology use continues to grow

Nearly half of respondents plan to add mobile BI software within the next year. Real-time/operational BI and data visualization/discovery also scored high.

Which of these BI technologies does your organization use now or plan to add within the next 12 months?

<table>
<thead>
<tr>
<th>Technology</th>
<th>In Use Now</th>
<th>Plan to Add</th>
<th>Not In Use/No Plans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile BI software</td>
<td>10%</td>
<td>48%</td>
<td>42%</td>
</tr>
<tr>
<td>Real-time/operational BI tools</td>
<td>29%</td>
<td>42%</td>
<td>29%</td>
</tr>
<tr>
<td>Data visualization/discovery tools</td>
<td>39%</td>
<td>39%</td>
<td>22%</td>
</tr>
<tr>
<td>Self-service BI tools</td>
<td>36%</td>
<td>38%</td>
<td>27%</td>
</tr>
<tr>
<td>Social or collaborative BI tools</td>
<td>13%</td>
<td>30%</td>
<td>58%</td>
</tr>
<tr>
<td>Dashboards and scorecards</td>
<td>58%</td>
<td>29%</td>
<td>13%</td>
</tr>
<tr>
<td>Location intelligence tools</td>
<td>12%</td>
<td>25%</td>
<td>64%</td>
</tr>
</tbody>
</table>
Solution consideration still a major BI-related challenge

What do you expect to be your biggest BI-related challenges over the next 12 months?

- Data quality/accuracy/consistency issues: 54%
- Data integration issues: 40%
- Implementing or migrating to new BI technology: 32%
- Increasing data delivery speeds and the...: 28%
- Getting funding/executive support for BI projects: 27%
- Keeping up with requests from BI users (new...): 26%
- Evaluating and selecting BI technology: 21%
- Maintaining system performance and availability: 21%
- Incorporating unstructured forms of big data into...: 16%
- Deploying and supporting mobile BI tools: 11%
- Deploying and supporting self-service BI tools: 11%
- End-user training: 9%
- Other: 3%

Many are still in consideration phase and previous solutions are not meeting current needs.

N = 159
BI teams becoming more centralized, cross-functional

Has your organization set up a business intelligence competency center or another form of a centralized BI team?

- **No, and no plans to create one** (25%)
- **Yes** (37%)
- **Plan to do so within the 12 months** (38%)

Over 3/5 have/plan to add a centralized BI team.

*N = 159*
Adoption of analytics becoming more advanced, predictive analytics leading the way

Predictive analytics is in the #1 slot, but customer analytics is another technology area to watch, with more than half the audience either planning or currently using advanced analytics.

What kinds of advanced analytics is your organization doing now or planning to do within the next year?

- Predictive analytics: 52%
- Customer analytics: 51%
- Data mining: 48%
- Marketing analytics: 37%
- Big data analytics: 29%
- Web analytics: 29%
- Social media analytics: 16%
- Sentiment/text/content analytics: 16%
- No advanced analytics in use or planned: 14%
- Other: 1%

N = 147
Majority of big data management and analytics programs still in consideration/planning phases

Do you have a big data management and analytics program under way in your organization or plan to implement one within the next year?

- Yes, big data analytics program in place: 11%
- Plan to add in next 12 months: 26%
- No program in place or planned: 36%
- Considering, but no set plans: 27%

A large portion of our audience is still in consideration phase – which represents a huge opportunity for key vendors to influence buyers and gain market share

N = 129

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Planning and implementation-stage analytics challenges are growing in importance

Although data quality concerns top the list, gaining funding, evaluating and selecting tools, and implementation remain consistent challenges.

What do you expect to be your biggest analytics-related challenges over the next 12 months?

- Data quality/accuracy/consistency issues: 46%
- Effectively tying analytics results to business actions: 34%
- Data integration issues: 32%
- Getting funding/executive support for analytics projects: 32%
- Evaluating and selecting analytics tools: 30%
- Implementing new analytics technology: 28%
- Analytics staffing and skills issues: 26%
- Building effective predictive models and data mining: 22%
- Building the data infrastructure needed to support analytics: 20%
- Implementing/managing a big data analytics program: 19%
- Maintaining analytics system performance and availability: 13%

N = 128
2 out of 7 respondents are planning or considering data warehouse deployments

Does your organization have a data warehouse or multiple data warehouses installed, or does it plan a deployment within the next year?

- Yes: 58%
- Plan to deploy in the next 12 months: 16%
- Considering, but no definite plans: 13%
- No data warehouse, and no plans to implement one: 13%

This data clearly shows that users are still actively involved in making data warehousing purchase decisions, which makes now a great time to message this audience.

N = 134
Data warehousing expected to see largest spending increase in next 12 mos.

Over the next 12 months, how do you expect your organization’s spending to change in the following technology areas?

<table>
<thead>
<tr>
<th>Technology Area</th>
<th>Increase</th>
<th>Stay the same</th>
<th>Decrease</th>
<th>Don't have</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data warehousing</td>
<td>52%</td>
<td>35%</td>
<td>2%</td>
<td>10%</td>
</tr>
<tr>
<td>Predictive analytics/data mining</td>
<td>50%</td>
<td>25%</td>
<td>1%</td>
<td>24%</td>
</tr>
<tr>
<td>Data visualization/discovery</td>
<td>50%</td>
<td>26%</td>
<td>5%</td>
<td>19%</td>
</tr>
<tr>
<td>Self-service BI</td>
<td>40%</td>
<td>23%</td>
<td>2%</td>
<td>35%</td>
</tr>
<tr>
<td>Mobile BI</td>
<td>40%</td>
<td>13%</td>
<td>1%</td>
<td>46%</td>
</tr>
<tr>
<td>Real-time BI</td>
<td>38%</td>
<td>28%</td>
<td>2%</td>
<td>32%</td>
</tr>
<tr>
<td>Big data analytics</td>
<td>32%</td>
<td>19%</td>
<td>2%</td>
<td>46%</td>
</tr>
<tr>
<td>Text/social media analytics</td>
<td>21%</td>
<td>23%</td>
<td>2%</td>
<td>54%</td>
</tr>
<tr>
<td>Columnar/MPP databases</td>
<td>17%</td>
<td>25%</td>
<td>2%</td>
<td>56%</td>
</tr>
<tr>
<td>Hadoop/NoSQL technologies</td>
<td>13%</td>
<td>15%</td>
<td>2%</td>
<td>71%</td>
</tr>
</tbody>
</table>

N = 130
2/3 readers plan to add/upgrade server hardware to support BI, analytics, DW systems

Does your organization plan to buy new server hardware in the next 12 months or upgrade existing servers to support your BI, analytics and data warehousing systems?

- No: 33%
- Yes, new purchases or upgrades planned: 33%
- Considering purchases/upgrades, but no set plans: 34%

67% planning or considering

N = 131
Cloud continues to play a critical role in supporting BI, analytics, DW initiatives

Does your organization run or plan to run any part of its BI, analytics and data warehousing systems in the cloud?

- No
- Considering, but no set plans
- Plan to start using the cloud in the next 12 months
- Yes, active cloud user

Nearly 1 out of 2 respondents are planning, considering, or actively using cloud. Interesting to note that a large portion of readers are still in the consideration phase, which is why ongoing education of cloud benefits is important.

N = 130