Select and Implement a Business Intelligence and Analytics Solution

Find the diamond in your data-rough using the right BI & Analytics solution.

INFO~TECH
RESEARCH GROUP

STEP

Create Your Vendor Shortlist

4

Phase

1 2 3

Step 4 – Produce your vendor shortlist

1	2	3	4	5	6	7
Executive Brief	Structure the BI select and implement project	Identify the requirements for your BI platform	**Produce your vendor shortlist**	Select your BI solution	Create an implementation plan	Measure the value of your BI solution

This step will walk you through the following activities:

- Review each BI vendor that Info-Tech has identified.
- Discuss the pros and cons for each vendor.
- Evaluate the fit for each vendor in regards to Info-Tech's BI use cases.
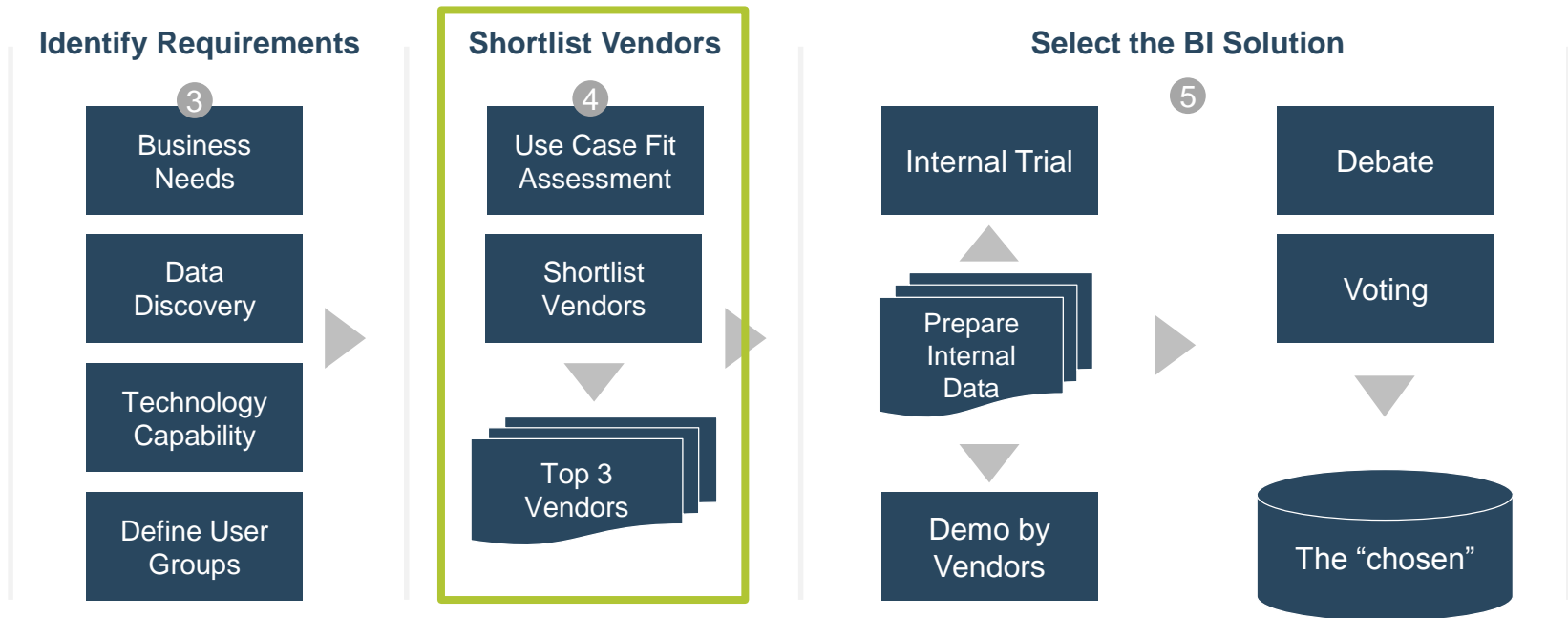- Create a shortlist based on knock-off criteria.

This step involves the following participants:

- Project sponsor(s) and stakeholders.
- The BI project team.

Outcomes of this step:

- Selection criteria have been customized and modified to reflect your context.
- Vendors are evaluated and presented in a matrix to identify the most suitable products and the leading vendors.
- Apply BI requirements to create a vendor shortlist with three vendors for conducting proof of concept.

Step 4 Shortlist Vendors

Identify Requirements

③

Business Needs
Data Discovery
Technology Capability
Define User Groups

Shortlist Vendors

④

Use Case Fit Assessment
Shortlist Vendors

Top 3 Vendors

Select the BI Solution

⑤

Internal Trial

Prepare Internal Data

Demo by Vendors

Debate
Voting

The "chosen"

Why shortlisting?

There are many BI vendors out there. The fact is you cannot invite all vendors to demonstrate the product and/or conduct a trial with those vendors. You need to reduce the complexity by reducing the number of vendors to proceed with the demo and trial. Shortlisting involves researching and reviewing vendor materials to eliminate vendors that do not fit and to identify candidates for IT approval. Once IT approves on the selected vendors, an in-depth trial and demo can be performed.

VENDOR LANDSCAPE

4.1 Info-Tech's **Methodology**

Vendor Landscape use-case scenarios are evaluated based on weightings of features and vendor/product considerations
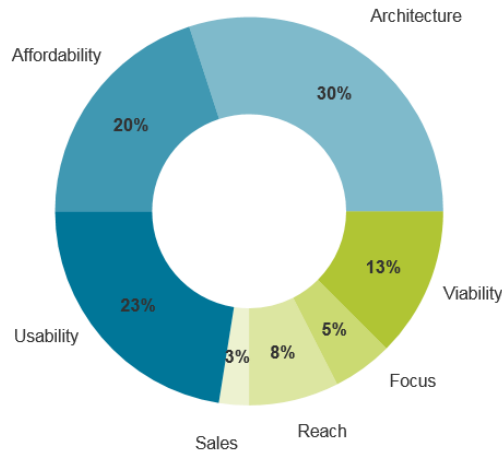
4.1 Scoring Overview

Use cases were scored around the features identified in the general scoring as being relevant to the functional considerations and drivers for each scenario.
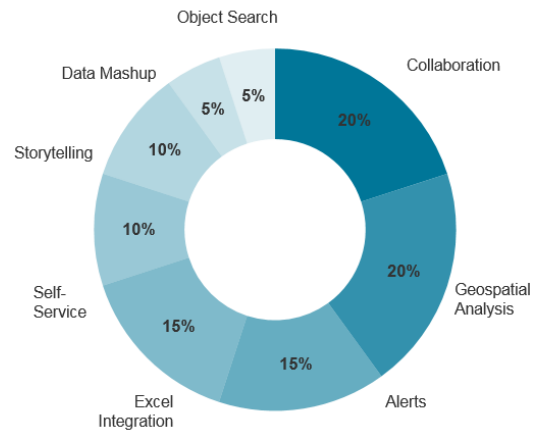
Calculation Overview
Advanced Features Score X Vendor Multiplier = Vendor Performance for Each Scenario

Please note that both advanced feature scores and vendor multipliers are based on the specific weightings calibrated for each scenario.

Feature Weightings
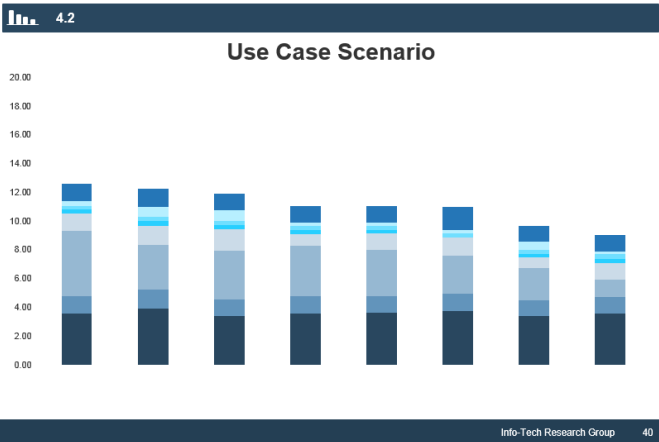
Product and Vendor Weightings

Advanced Features Weightings

Vendor performance for each use-case scenario is documented in a weighted bar graph

Vendor Performance for the Use Case Scenario

Vendor Performance

Vendors qualify and rank in each use-case scenario based on their relative placement and scoring for the scenario.

Vendor Ranking

Champion: The top vendor scored in the scenario

Leaders: The vendors who placed second and third in the scenario

Players: Additional vendors who qualified for the scenarios based on their scoring

Value Index for the use case scenario

Value Score™

Each use-case scenario also includes a Value Index that identifies the Value Score for a vendor relative to their price point. This additional framework is meant to help price-conscious enterprises identify vendors who provide the best "bang for the buck."

VENDOR LANDSCAPE

4.2 Review the Business Intelligence Vendor Evaluation

Review Info-Tech's Vendor Landscape of the Business Intelligence market to identify vendors that meet your requirements

The following section includes an overview of vendor performance and the analysis of each use-case scenario. **Review the accompanying deliverable in order to understand the strengths, weaknesses, and capabilities of each vendor.**

Vendors Evaluated

Each vendor in this landscape was evaluated based on their **features, product considerations,** and **vendor considerations.** Each vendor was profiled using these evaluations and, based on their performance, qualified and placed in specific use-case scenarios.

Business Intelligence Market Overview

4.3

How it got here

Where it's going

- Business Intelligence **has traditionally been an IT-driven centralized solution** that was highly governed. Business users were typically the consumers of reports and dashboards created by IT upon request.

- In the last 5 years, we have seen a fundamental shift in the business intelligence and analytics market, moving away from such large scale, centralized IT-driven solutions focused on basic reporting and administration, **towards more advanced user-friendly data discovery and visualization platforms.**

- Many **incumbent market leaders have been disrupted** by the demand for more user friendly business intelligence solutions, allowing **"pure-play" BI** software vendors to not only carve out a niche but expand rapidly into more enterprise environments.

- Where the need for reporting and dashboards remains, we're seeing **data discovery platforms** fulfilling the needs of non-technical business users by providing **easy-to-use interactive solutions, increasing adoption across enterprises.**

- While data discovery and visualization tools would traditionally complement larger enterprise solutions, more organizations are opting to replace them altogether as these **newer platforms grow in maturity and scalability.**

- With more end users demanding access to data and the tools to extract business insights, IT is looking to meet these needs while continuing to maintain governance and administration over a much larger base of users. The race for **governed data discovery** is heated and will be a market differentiator.

- **BI-on-the-cloud** is becoming a solid alternative to in-house implementation and operation.

Table Stakes represent the minimum standard; without these, a product doesn't even get reviewed

4.2 Vendor Landscape Overview

The Table Stakes

Feature:	What it is:
Dashboard	Create a user-friendly, intuitive, and interactive interface that makes use of rich visualizations to organize and present information to the end users.
Mobile	Allow information users to access BI content on mobile devices in real time and/or on the go, allowing native interactions. It gives the ability to leverage your mobile interface, including device-specific navigation and interactions.
Multi-Tenant	Multi-tenancy architecture can be supported in which a single BI instance manages the tenant content independently.
Security	Leverage a security model that is based on authorization, authentication, and role-based security; be able to integrate with popular directory services.
Administration	Centralized console to manage BI portal administration. Management metrics/reports to provide insight into usage, resource utilization, security, and activities.
Multi-Lingual	Be able to configure to support multiple languages in the BI portal.
Report Bursting	Reports can be run once to provide results for distribution to other recipients.

What does this mean?

The products assessed in this Vendor Landscape™ meet, at the very least, the requirements outlined as Table Stakes.

Many of the vendors go above and beyond the outlined Table Stakes, some even do so in multiple categories. This section aims to highlight the products' capabilities **in excess** of the criteria listed here.

Info-Tech Insight

If Table Stakes are all you need from your BI solution, the only true differentiator for the organization is price. Otherwise, dig deeper to find the best price to value for your needs.

Advanced Features are the capabilities that allow for granular differentiation of market players and use case performance

4.2 Vendor Landscape Overview

Scoring Methodology	Feature:	What we looked for:
Info-Tech scored each vendor's features on a cumulative four-point scale. Zero points are awarded to features that are deemed absent or unsatisfactory, one point is assigned to features that are partially present, two points are assigned to features that require an extra purchase in the vendor's product portfolio or through a third-party, three points are assigned to features that are fully present and native to the solution, and four points are assigned to the best-of-breed native feature.	Alert	Notifications and alerts to users when predefined conditions are met.
	Collaboration	Allowing users to collaborate via social media integration, notifications, discussion threads, comments, and/or workflow.
	Connections to Big Data	Ability to connect to popular Big Data sources (Hadoop, HANA, etc.).
	Data Mashup	Ability to mash up and/or integrate data sources at the semantic layer.
	Data Warehouse Automation	Enabling data warehouse/data-mart/data vault to be created automatically to accelerate the preparation for analytics.
	Embeddable BI	Ability to embed BI content as an object to other enterprise applications.
	Excel Integration	BI-Excel integration that allows BI content and functionalities to be incorporated in Excel for further manipulation.
	Forecast and Statistical Analysis	The ability to create scenarios and/or statistical models to predict future outcomes.
	Geospatial Analysis	Empower users to perform geospatial analysis such as thematic mapping, clustering, radius search, etc.
	Object Search	Search BI objects and artifacts with a search box.
	Performance Enhancement	Enhance BI platform performance via in-memory, columnar, or other acceleration technologies.
	Self-Service	Selected user groups are able to interact with BI data, slice and dice, and find answers on their own.
	Storytelling	The ability to reorganize BI content in a guided sequence to tell a story about the findings.
	Text Analytics	Perform text analytics, e.g. sentiment analysis and semantic extraction.

For an explanation of how Advanced Features are determined, see Information Presentation – Feature Ranks (Stoplights) in the Appendix.

Vendor scoring focused on overall product attributes and vendor performance in the market

Scoring Methodology

Info-Tech Research Group scored each vendor's overall product attributes, capabilities, and market performance.

Features are scored individually as mentioned in the previous slide. The scores are then modified by the individual scores of the vendor across the product and vendor performance features.

Usability, overall affordability of the product, and the technical features of the product are considered, and scored on a five-point scale. The score for each vendor will fall between worst and best in class.

The vendor's performance in the market is evaluated across four dimensions on a five-point scale. Where the vendor places on the scale is determined by factual information, industry position, and information provided by customer references, and/or available from public sources.

Product Evaluation Features

Usability	The end-user and administrative interfaces are intuitive and offer streamlined workflow.
Affordability	Implementing and operating the solution is affordable given the technology.
Architecture	Multiple deployment options, platform support, and integration capabilities are available.

Vendor Evaluation Features

Viability	Vendor is profitable, knowledgeable, and will be around for the long term.
Focus	Vendor is committed to the space and has a future product and portfolio roadmap.
Reach	Vendor offers global coverage and is able to sell and provide post-sales support.
Sales	Vendor channel partnering, sales strategies, and process allow for flexible product acquisition.

Balance individual strengths to find the best fit for your enterprise

4.2 Vendor Performance

	Product				Vendor				
	Overall	Usability	Afford.	Arch.	Overall	Viability	Focus	Reach	Channel
GoodData	Good	Adequate	Inadequate	Poor	Good	Inadequate	Exemplary	Poor	Inadequate
IBM	Adequate	Poor	Inadequate	Adequate	Good	Inadequate	Exemplary	Inadequate	Inadequate
Microsoft	Good	Inadequate	Exemplary	Poor	Good	Exemplary	Inadequate	Inadequate	Inadequate
MicroStrategy	Good	Inadequate	Inadequate	Inadequate	Good	Inadequate	Inadequate	Inadequate	Inadequate
Oracle	Adequate	Adequate	Poor	Adequate	Good	Exemplary	Adequate	Inadequate	Inadequate
Qlik	Good	Exemplary	Inadequate	Inadequate	Good	Inadequate	Inadequate	Inadequate	Inadequate
SAP	Good	Adequate	Inadequate	Inadequate	Exemplary	Exemplary	Exemplary	Exemplary	Exemplary
SAS	Good	Inadequate	Inadequate	Inadequate	Exemplary	Exemplary	Exemplary	Exemplary	Exemplary
Tableau	Good	Exemplary	Inadequate	Inadequate	Good	Inadequate	Exemplary	Inadequate	Inadequate
TIBCO	Good	Inadequate	Inadequate	Inadequate	Good	Inadequate	Inadequate	Inadequate	Inadequate
Yellowfin	Good	Inadequate	Inadequate	Inadequate	Good	Inadequate	Inadequate	Inadequate	Exemplary

Legend ● = Exemplary ◕ = Good ◑ = Adequate ◔ = Inadequate ○ = Poor

*The vendor declined to provide pricing and publically available pricing could not be found

For an explanation of how the Info-Tech Harvey Balls are calculated, see Information Presentation – Criteria Scores (Harvey Balls) in the Appendix.

Balance individual strengths to find the best fit for your enterprise

4.2 Vendor Performance

Evaluated Features

	Alert	Collaboration	Connections to Big Data	Data Mashup	Data Warehouse Automation	Embeddable BI	Excel Integration	Forecast and Statistical Analysis	Geospatial Analysis	Object Search	Performance Enhancement	Self Service	Storytelling	Text Analytics
GoodData	green	green	green	green	green	green	orange	green	green	green	yellow	green	red	green
IBM	green	green	yellow	green	yellow	green	yellow	yellow	orange	green	green	green	red	yellow
Microsoft	green	yellow	yellow	green	red	green	green	green	yellow	green	red	green	red	yellow
MicroStrategy	green	green	green	green	red	green	yellow	red	green	green	green	green	red	yellow
Oracle	yellow	red	orange	green	red	green	yellow	red	green	green	green	green	red	yellow
Qlik	green	green	green	green	red	green	orange	red	green	green	green	green	green	orange
SAP	green	green	green	green	yellow	green	green	yellow	green	green	green	green	green	green
SAS	green	orange	green	green	red	green	green	green	green	green	green	green	green	green
Tableau	yellow	green	green	green	red	green	orange	green	green	green	green	green	green	yellow
TIBCO	yellow	green	green	green	red	green	orange	yellow	green	green	green	green	red	yellow
Yellowfin	green	green	green	green	red	green	orange	green	green	green	green	green	green	red

Legend
- ⭐ = Feature is best in its class
- 🟢 (green) = Feature is fully present in its native solution
- 🟡 (yellow) = Feature is present at additional cost
- 🟠 (orange) = Feature is partially present
- 🔴 (red) = Feature is absent

For an explanation of how Advanced Features are determined, see Information Presentation – Feature Ranks (Stoplights) in the Appendix.

Identify the Info-Tech use-case scenario that applies to your business

BI can be used in different ways to support the needs of your organization. Info-Tech has identified four BI use cases that can help you understand your usage to facilitate the BI selection process. Each use case evaluates the vendors differently and the goal is to find the top vendors for your specific use case.

Use Case	Description
Enterprise Business Intelligence	This is for organizations with more than 250 unique BI users. These BI implementations need to support multiple lines of business or business units, as well different levels of hierarchy. Enterprises typically use BI for reporting, dashboarding, and some self-services capabilities to make sense of the on-going and historical business processes.
Mid-Market Business Intelligence	Mid-market business intelligence organizations are firms with less than 250 BI users, a small IT department with IT professionals covering multiple roles, and a strong interest in low initial investment, scalability, and rapid implementation. This use case typically covers BI usage such as reporting, dashboarding, and some self-services capabilities to make sense of the activities of the on-going and historical business processes.
Enterprise Business Analytics	This is for organizations with more than 250 unique BI users. Those BI implementations need to support multiple lines of business or business units, as well as different levels of hierarchy. Enterprises in this use case typically use Business Analytics for traditional BI purposes, as well as to perform data discovery, big data analytics, predictive analytics, social network analytics, and/or text analytics to proactively leverage data to predict and plan for the future.
Mid-Market Business Analytics	Mid-market business intelligence organizations are firms that have a culture of making decisions based on data although they have a user base of less than 250 users. Many of these organizations are growing quickly and looking for more analytics support in the future. They typically use analytics for traditional BI purposes, on top of using analytics to perform data discovery, big data analytics, predictive analytics, social network analytics, and/or text analytics.

Drill down and understand the differentiators between use cases

Enterprise Business **Intelligence**
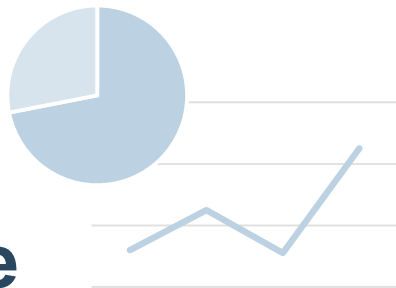
IDEAL FOR

- More than 250 unique BI users.
- Need to support multiple lines of business with different levels of hierarchy.
- Analyzing how the organization is doing at the moment.

FOCUS

- Support a large user base; be able to scale up.
- Reporting, dashboards, and some self-service BI.

USAGE

- Creation of a **daily sales report** and burst the report to different regional managers according to the content.
- Develop an executive dashboard to provide visual representation of business activities in a summarized fashion with some drill-down functionalities.

Enterprise Business **Analytics**
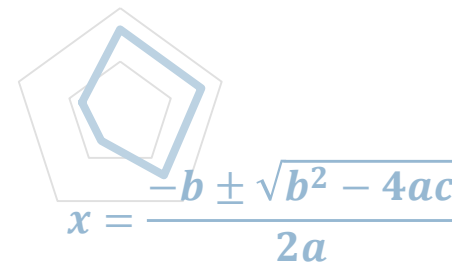
$$x = \frac{-b \pm \sqrt{b^2 - 4ac}}{2a}$$

IDEAL FOR

- More than 250 unique BI users.
- Need to support multiple lines of business with different levels of hierarchy.
- Want to understand the root causes, and predict the future.

FOCUS

- Support a power user community; be able to scale up.
- Big data analytics, and predictive analytics.
- Social network analytics and/or text analytics.

USAGE

- Perform data discovery via mashing up different data sources and data manipulation.
- Analyze big data sources.
- Perform statistical analysis to identify associations between profit and contributing factors.

Understand the differentiators between use cases

Mid-Market Business **Intelligence**
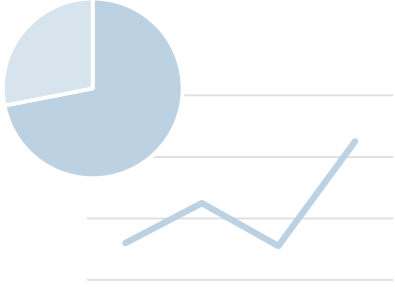
IDEAL FOR

- Firms with less than 250 BI users, and a small IT department with IT staff covering multiple roles.
- A strong interest in low initial investment, scalability, and rapid implementation.
- Want to analyze how the organization is doing at the moment.

FOCUS

- Scalable; cloud, open source, and subscription based.
- Reporting, dashboards, and some self-service BI.

USAGE

- Develop an **operational scorecard** to summarize goal achievement.
- Create **alerts** for higher than normal churn to notify the churn department to offer discount.
- Integrate with **Excel** so that BI data can be manipulated in Excel for some Excel users.

Mid-Market Business **Analytics**
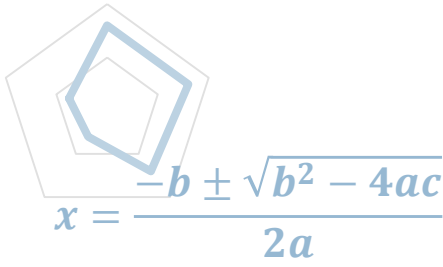
$$x = \frac{-b \pm \sqrt{b^2 - 4ac}}{2a}$$

IDEAL FOR

- Firms with less than 250 BI users, and a small IT department with IT staff covering multiple roles.
- A strong interest in low initial investment, scalability, and rapid implementation.
- Want to understand the root causes and associations, and to predict the future.

FOCUS

- Analyze to find business drivers in an agile fashion.
- Big data analytics, and predictive analytics.
- Social network analytics and/or text analytics.

USAGE

- Connect to textual data sources and perform text and sentiment analytics.
- Preform an ad hoc analysis that combines data from a data-mart and data from a NoSQL database.

USE CASE 1

4.3.1 Enterprise Business Intelligence

This is for organizations with more than 250 unique BI users. These BI implementations need to support multiple lines of business or business units, as well as different levels of hierarchy. Enterprises typically use BI for reporting, dashboarding, and some self-services capabilities to make sense of the on-going and historical business processes.
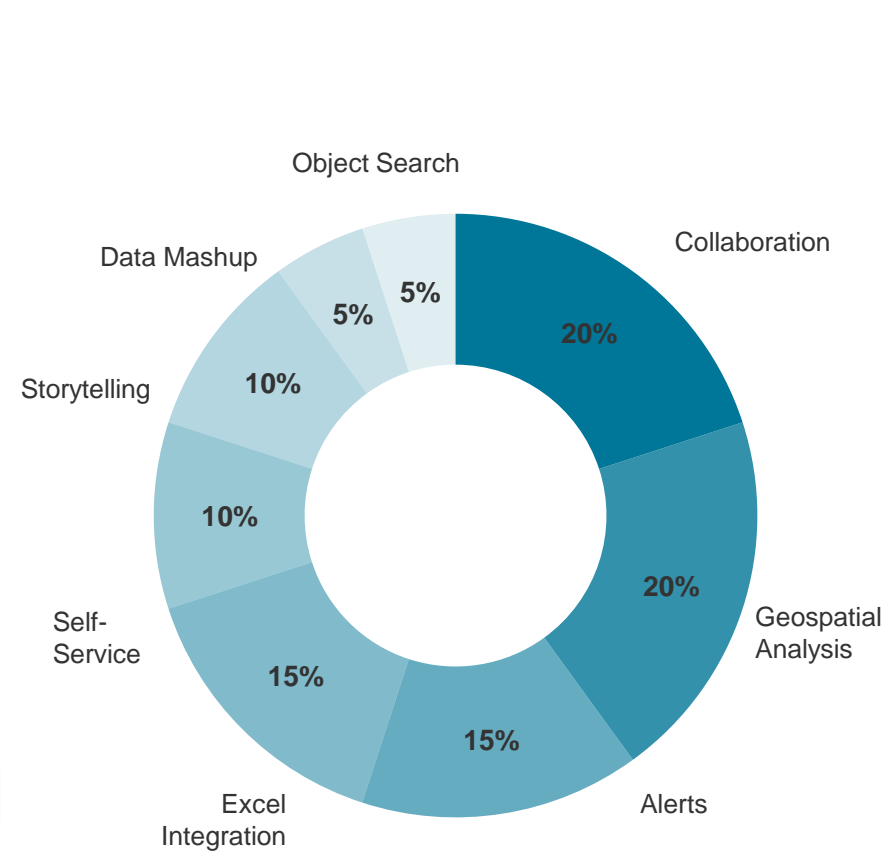
Feature weightings for Enterprise Business Intelligence

4.3.1

Core Features

Collaboration	Large enterprises contain many employees across multiple business units, working on shared projects and concurrent business process. Collaboration features allow for these employees to work together efficiently via social media integration, notifications, comments, and workflows.
Geospatial Analysis	Large enterprises most often are dealing with many products across many different customer groups residing in different locations. Mapping helps make geographical sense of the organizational data by leveraging thematic mapping, clustering, radius search, etc.
Alert	Similar to collaboration, large enterprises can make use of alerts and notifications to keep track of multiple complex and intricate business processes.
Excel Integration	Enterprise organizations often have many different Excel data marts living across multiple business units. Strong Excel integration helps them to reinforce Excel data governance in which the same data is provisioned from BI while users can choose Excel if they like.

Additional Features

Self-Service
Storytelling
Data Mashup
Object Search

Feature Weightings

- Object Search 5%
- Data Mashup 5%
- Storytelling 10%
- Self-Service 10%
- Excel Integration 15%
- Alerts 15%
- Geospatial Analysis 20%
- Collaboration 20%

Vendor considerations for Enterprise Business Intelligence
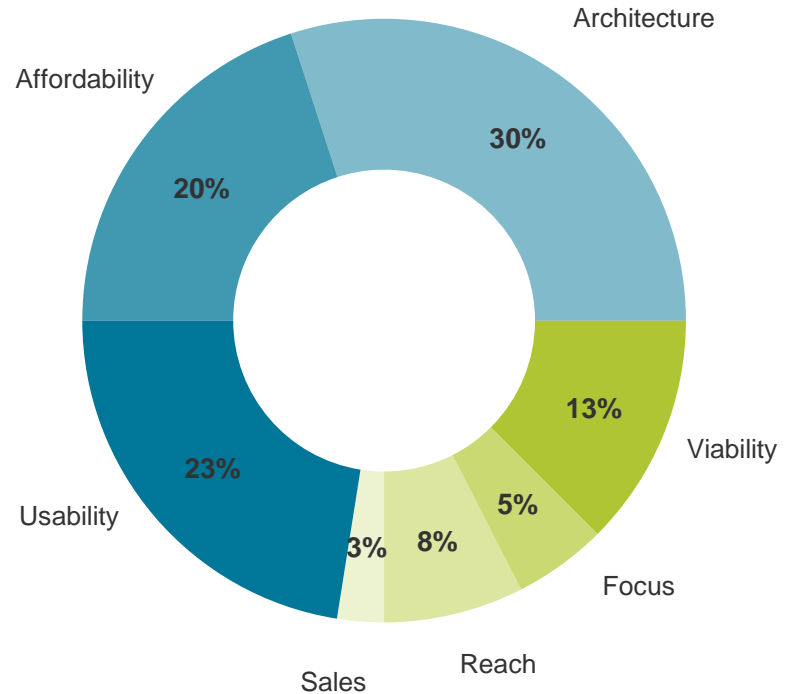
4.3.1

Product Evaluation Features

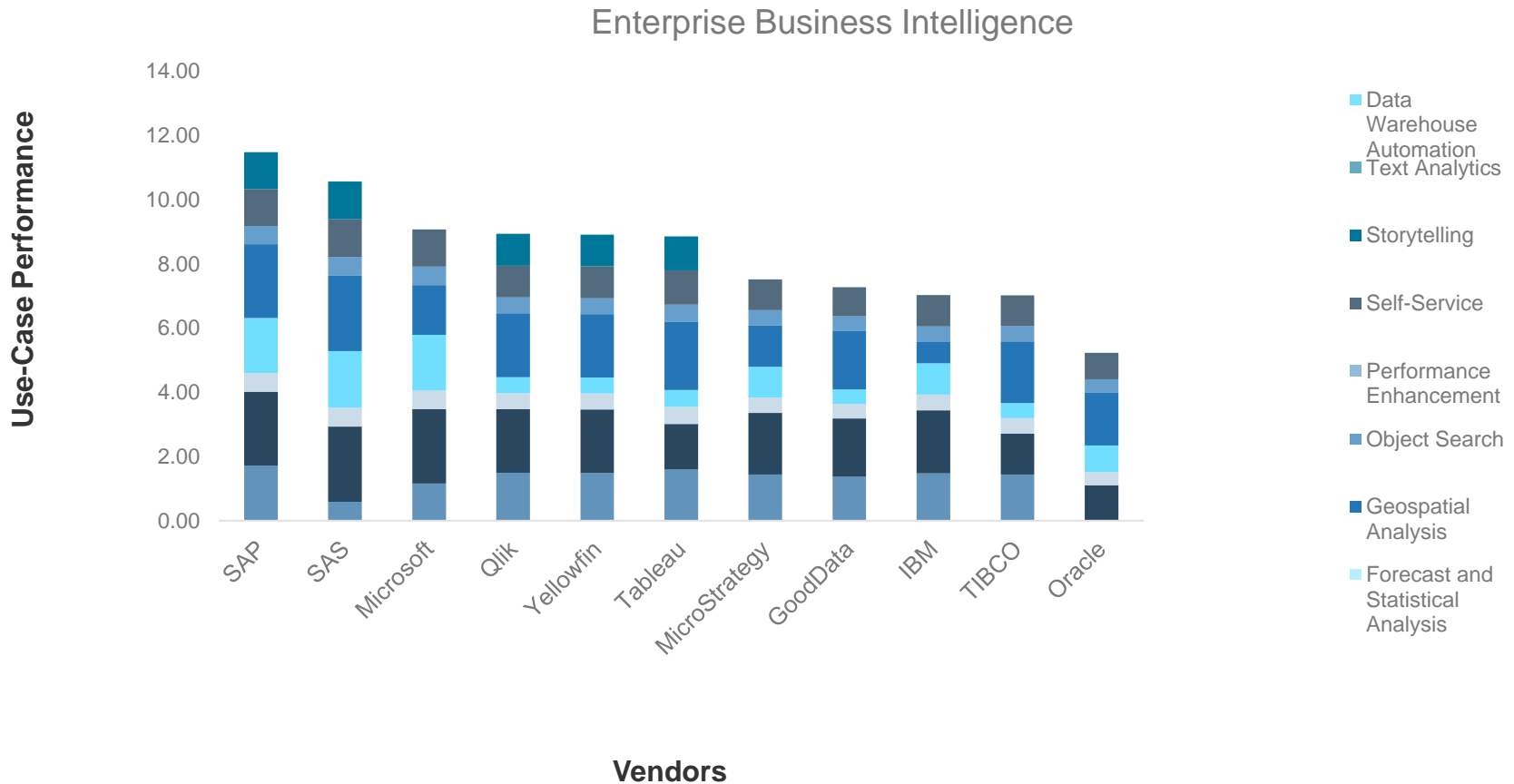|	
Usability	As business intelligence becomes more widely adopted by non-technical business users, the ease of use is an essential feature to consider.
Affordability	Everyone is looking for the lowest cost option; however, this might not be a priority for large enterprises.
Architecture	BI software architecture is an essential consideration for large enterprise organizations that are likely already heavily invested in one or more software environments.

Vendor Evaluation Features

Viability	Large enterprises are likely to make very large investments in BI software and therefore need to know they are investing in a long-term solution.
Focus	No matter the size of the organization, it is important that the vendor is committed to the product space and will continue to innovate and compete.
Reach	Large enterprises often have offices in multiple companies around the world and therefore need reliable support in a variety of languages/locations.
Sales	The sales experience is essential for all organizations, but less so for a large enterprise that is guaranteed to get the appropriate attention from a vendor.

Donut chart: Architecture 30%, Affordability 20%, Usability 23%, Sales 3%, Reach 8%, Focus 5%, Viability 13%

Vendor performance for the Enterprise BI use case

Enterprise Business Intelligence

Value Index for the Enterprise BI use case
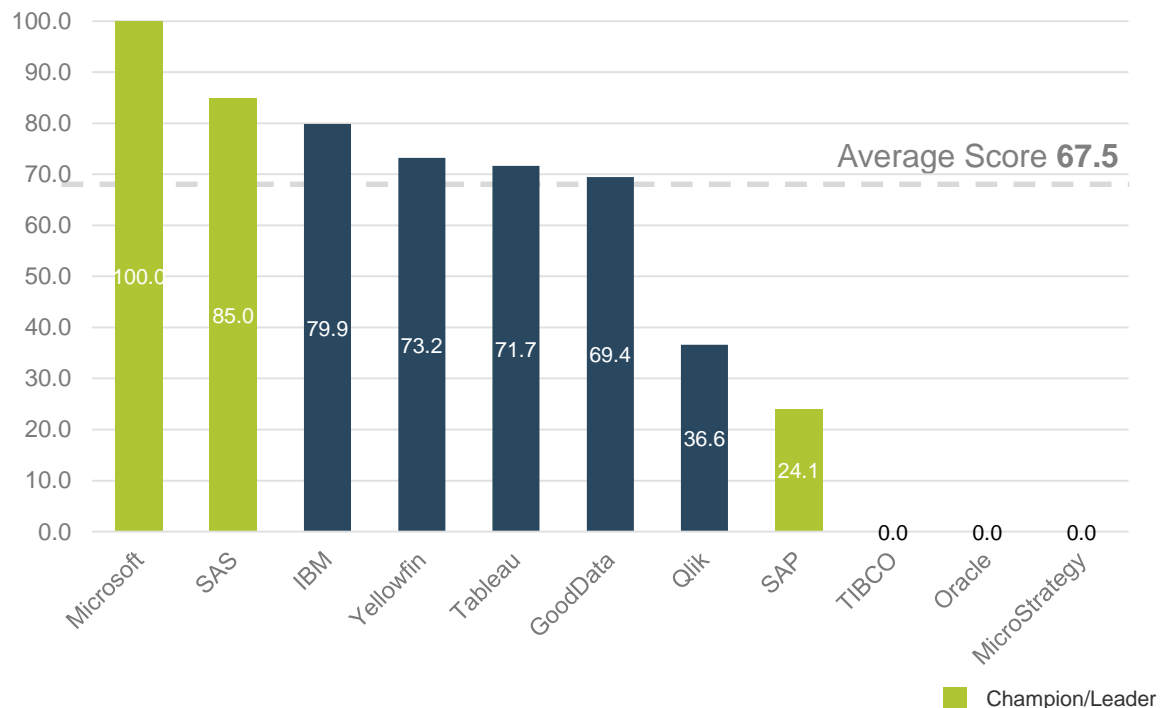
What is a Value Score?

The Value Score indexes each vendor's product offering and business strength **relative to its price point.** It **does not** indicate vendor ranking.

Vendors that score high offer more **bang-for-the-buck** (e.g. features, usability, stability, etc.) than the average vendor, while the inverse is true for those that score lower.

Price-conscious enterprises may wish to give the Value Score more consideration than those who are more focused on specific vendor/product attributes.

*Vendors who scored 0 declined to provide pricing and publicly available pricing could not be found.

Value Index: Enterprise Business Intelligence

Vendor	Score
Microsoft	100.0
SAS	85.0
IBM	79.9
Yellowfin	73.2
Tableau	71.7
GoodData	69.4
Qlik	36.6
SAP	24.1
TIBCO	0.0
Oracle	0.0
MicroStrategy	0.0

Average Score **67.5**

■ Champion/Leader

For an explanation of how Price is determined, see Information Presentation – Price Evaluation in the Appendix.

For an explanation of how the Info-Tech Value Index is calculated, see Information Presentation – Value Index in the Appendix.

USE CASE 2

4.3.2 Mid-Market Business Intelligence

Mid-market business intelligence organizations are firms with less than 250 BI users, a small IT department with IT professionals covering multiple roles, and a strong interest in low initial investment, scalability, and rapid implementation. This use case typically covers BI usage such as reporting, dashboarding, and some self-services capabilities to make sense of the activities of the on-going and historical business processes.

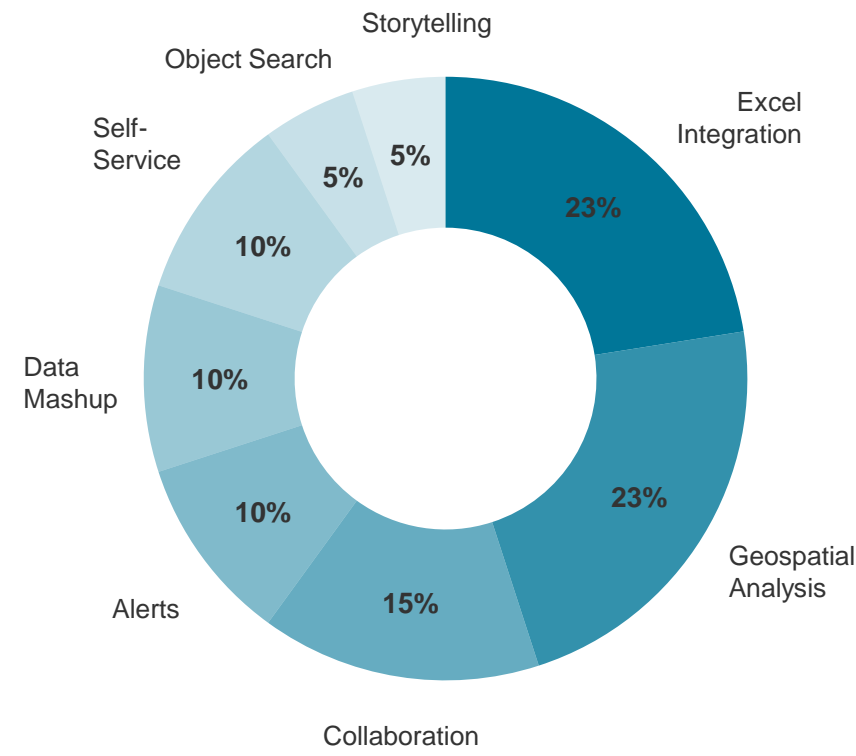# Feature weightings for Mid-Market Business Intelligence

4.3.2

Core Features

Excel Integration	Many of the business processes in Mid-Market BI firms are still Excel-driven. The BI tool needs to integrate with Excel to make sure existing Excel-driven processes can be reused.
Geospatial Analysis	Mid-Market BI may have existing reports and dashboards; what they are missing is the geographic insight. Geospatial analytics helps to make sense of the geographic component of the data, delivering valuable insight to small organizations looking for an edge.
Collaboration	Mid-Market BI organizations are smaller in workforce resources, with end users wearing multiple hats at the same time. Collaboration helps those employees to proactively share questions and comments productively.
Alert	Alerts and notifications allow Mid-Market organizations to set up automated BI processes receiving notifications when predefined conditions are met.

Additional Features

Self-Service
Storytelling
Data Mashup
Object Search

Feature Weightings

Excel Integration 23%
Geospatial Analysis 23%
Collaboration 15%
Alerts 10%
Data Mashup 10%
Self-Service 10%
Object Search 5%
Storytelling 5%

Vendor considerations for Mid-Market Business Intelligence
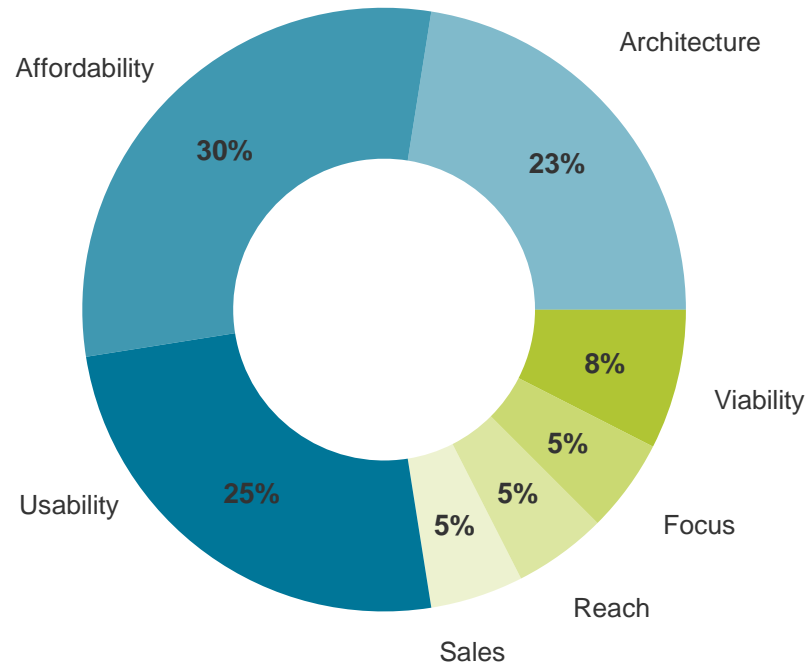
4.3.2

Product Evaluation Features

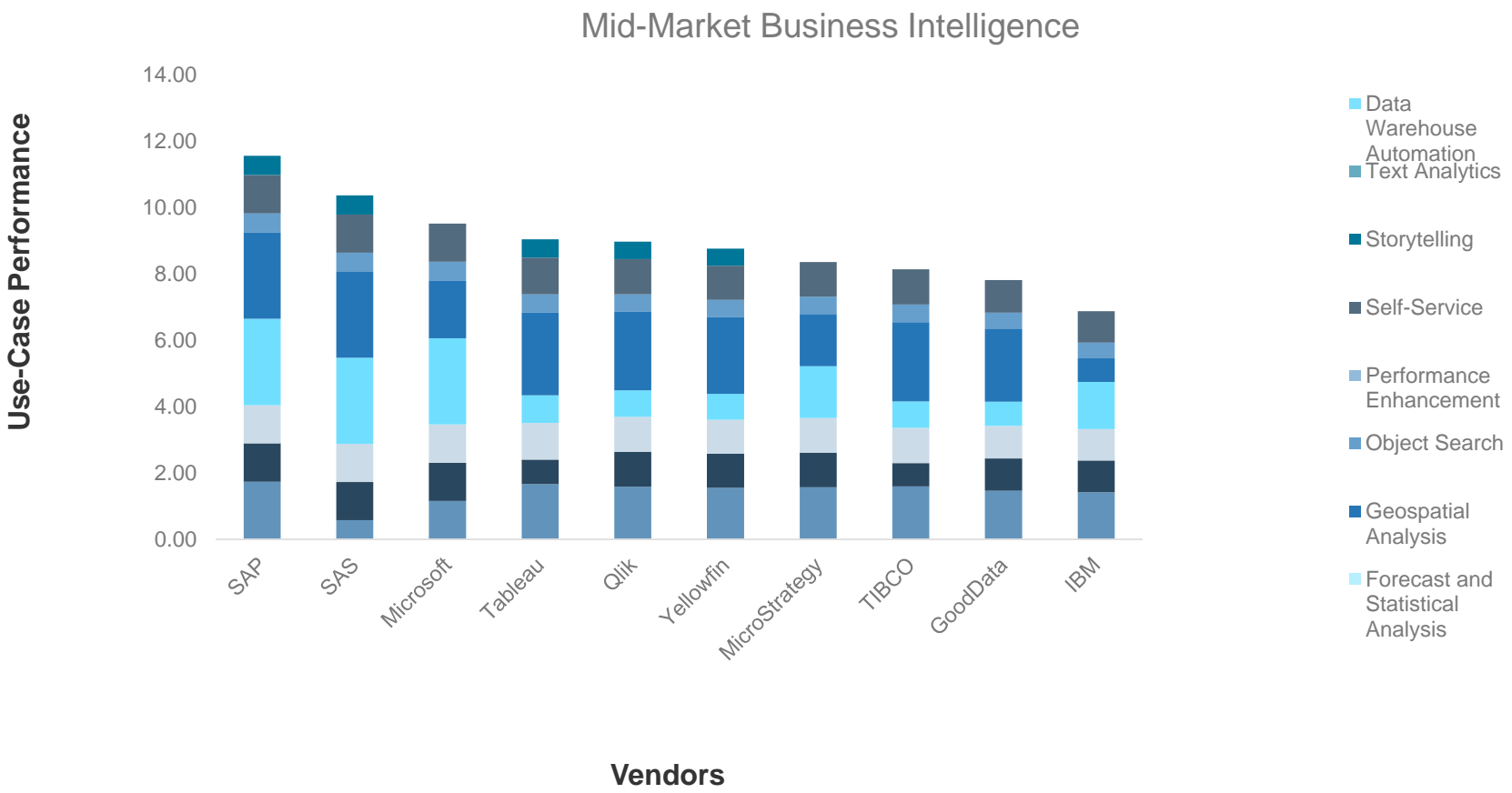|	
Usability	Mid-Market organizations likely have less technical staff and more business users interacting directly with the software, increasing the needs for an intuitive user interface.
Affordability	Small organizations with limited resources will place high priority on an affordable BI solution.
Architecture	Software architecture is always a concern when investing, and especially so when it comes to the initial time investment for a small Mid-Market organization.

Vendor Evaluation Features

Viability	Viability is important, but a vendor's strategy to support the market is more important.
Focus	Vendor is committed to the market segment and product improvements and listens to customers' requests for new features.
Reach	Smaller organizations tend to be more localized, but still need support from their vendor.
Sales	The sales process for the mid-market needs to be flexible and adaptable to meet the budgetary constraints of these organizations.

Affordability 30%
Architecture 23%
Viability 8%
Focus 5%
Reach 5%
Sales 5%
Usability 25%

Vendor performance for the Mid-Market BI use case

4.3.2

Mid-Market Business Intelligence

Chart showing Use-Case Performance (y-axis, 0.00 to 14.00) by Vendors (x-axis): SAP, SAS, Microsoft, Tableau, Qlik, Yellowfin, MicroStrategy, TIBCO, GoodData, IBM.

Legend: Data Warehouse Automation, Text Analytics, Storytelling, Self-Service, Performance Enhancement, Object Search, Geospatial Analysis, Forecast and Statistical Analysis

Value Index for the Mid-Market BI use case
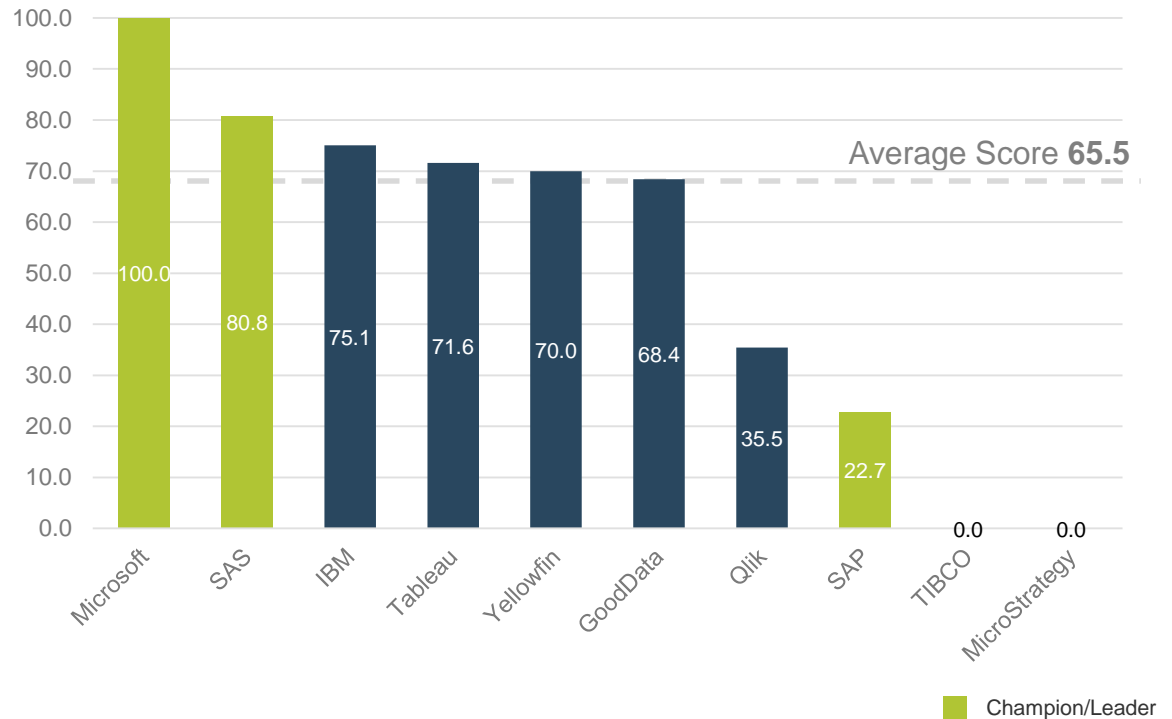
4.3.2

What is a Value Score?

The Value Score indexes each vendor's product offering and business strength **relative to its price point.** It **does not** indicate vendor ranking.

Vendors that score high offer more **bang-for-the-buck** (e.g. features, usability, stability, etc.) than the average vendor, while the inverse is true for those that score lower.

Price-conscious enterprises may wish to give the Value Score more consideration than those who are more focused on specific vendor/product attributes.

*Vendors who scored 0 declined to provide pricing and publicly available pricing could not be found.

Value Index: Mid-market Business Intelligence

Vendor	Score
Microsoft	100.0
SAS	80.8
IBM	75.1
Tableau	71.6
Yellowfin	70.0
GoodData	68.4
Qlik	35.5
SAP	22.7
TIBCO	0.0
MicroStrategy	0.0

Average Score **65.5**

■ Champion/Leader

For an explanation of how Price is determined, see Information Presentation – Price Evaluation in the Appendix.

For an explanation of how the Info-Tech Value Index is calculated, see Information Presentation – Value Index in the Appendix.

USE CASE 3

4.3.3 **Enterprise** Business Analytics

This is for organizations with more than 250 unique BI users. Those BI implementations need to support multiple lines of business or business units, as well as different levels of hierarchy. Enterprises in this use case typically use Business Analytics for traditional BI purposes, as well as to perform data discovery, big data analytics, predictive analytics, social network analytics, and/or text analytics to proactively leverage data to predict and plan for the future.

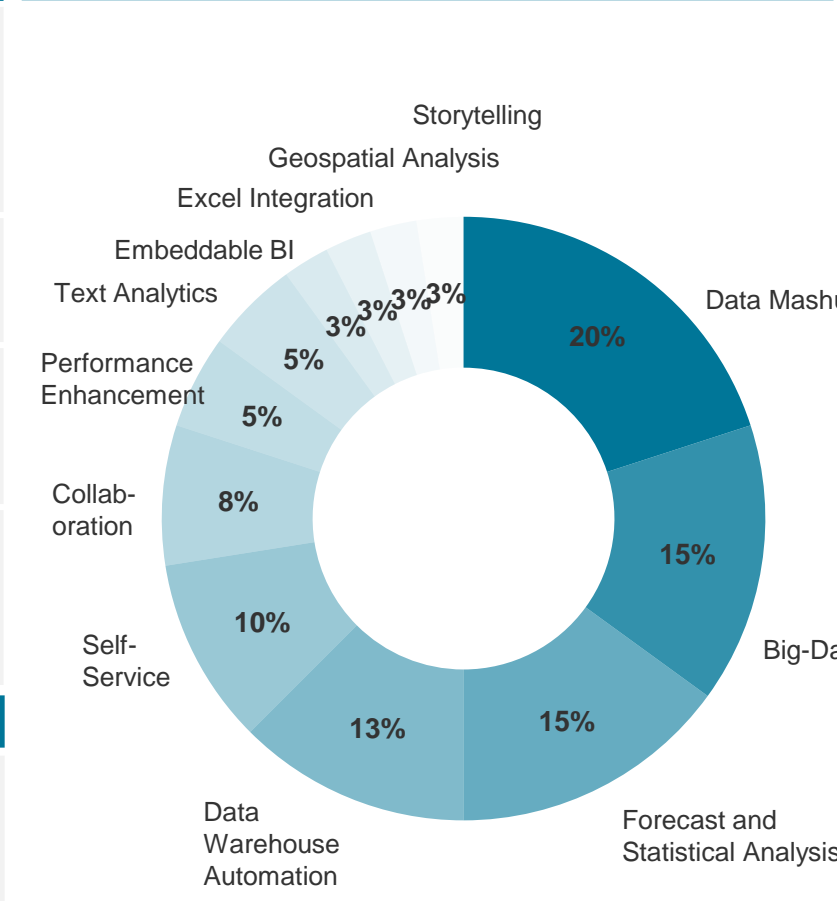# Feature weightings for Enterprise Business Analytics

4.3.3

Core Features

Data Mashup	Enterprise BA organizations have done basic BI – reporting, dashboard, and some self-service. They want to incorporate and integrate more data sources. Data mashup helps these organizations analyze more data sources, creating more information available for strategic decision making.
Connections to Big-Data	Enterprise organizations are beginning to leverage both structured and unstructured, internal and external, Big Data. Often this data is hosted on servers such as Hadoop or HANA.
Forecast and Statistical Analysis	Enterprise BA at its core is an attempt to look into the future. This use case is for organizations interested in knowing what if, identifying business drivers statistically, or predicting the future with statistic models.
Data Warehouse Automation	Enterprise BA wants to accelerate the analytical process. Data warehouse automation helps to automate and accelerate the initial stages of analysis, in addition to helping to prototype data models and testing different model options.

Additional Features

Self-Service	Embeddable BI
Collaboration	Excel Integration
Performance Enhancement	Geospatial Analysis
Text Analytics	Storytelling

Feature Weightings

Storytelling
Geospatial Analysis
Excel Integration
Embeddable BI
Text Analytics
Performance Enhancement — 5%
Collaboration — 8%
Self-Service — 10%
Data Warehouse Automation — 13%
Forecast and Statistical Analysis — 15%
Big-Data — 15%
Data Mashup — 20%
3% 3% 3% 3% 3% 5%

Vendor considerations for the Enterprise Business Analytics
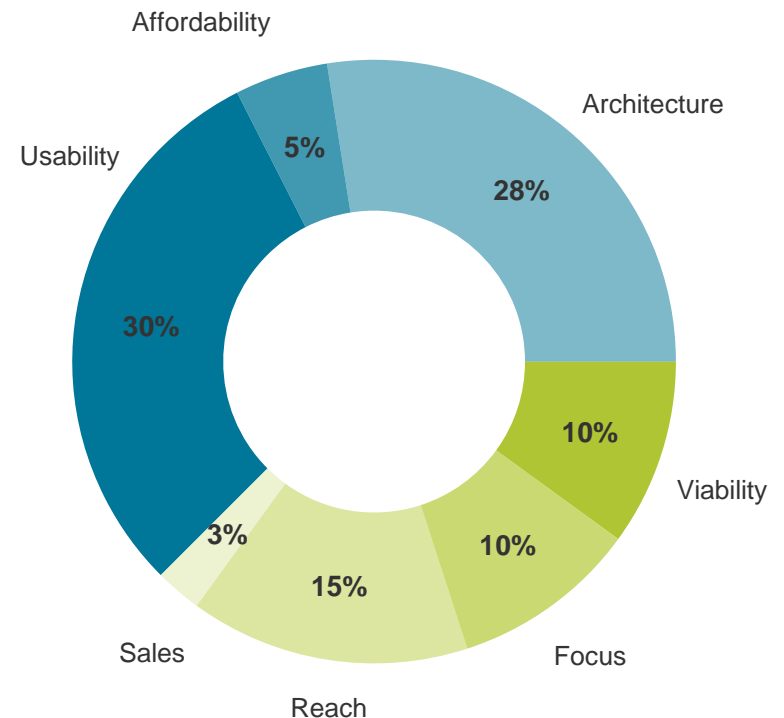
4.3.3

Product Evaluation Features

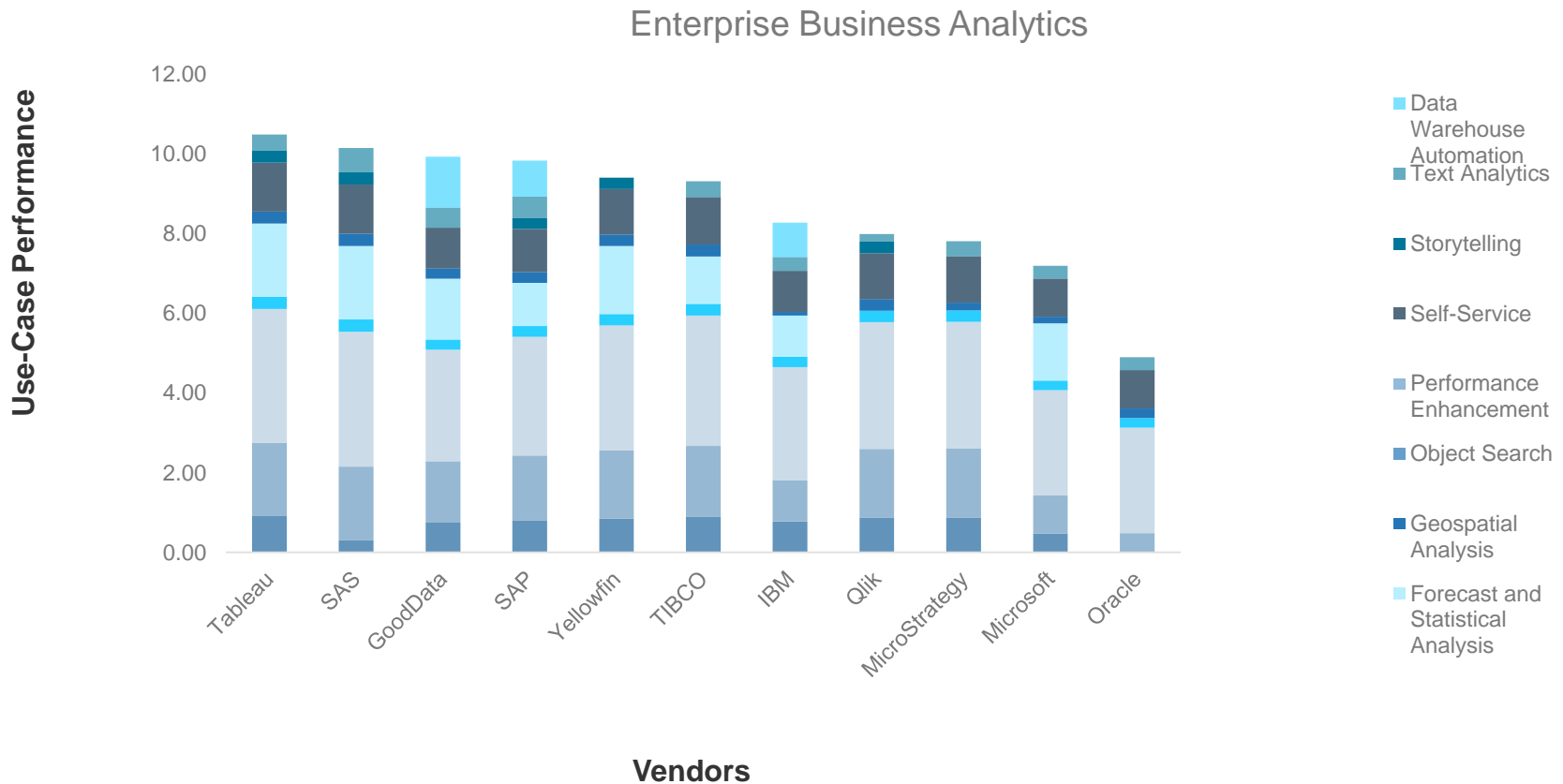|	
Usability	Advanced analytics and data discovery is being migrated from the hands of IT to the business user, making an intuitive platform essential for learning and adoption.
Affordability	Large enterprises will be able to bend here more so than other organizations due to available resources.
Architecture	Software architecture is always a concern when investing, and especially so when it comes to the initial time investment for a small Mid-Market organization.

Vendor Evaluation Features

Viability	Large enterprises are likely to make very large investments in BI software and therefore need to know they are investing in a long-term solution.
Focus	No matter the size of the organization, it is important that the vendor is committed to the product space and will continue to innovate and compete.
Reach	Large enterprises often have offices in multiple companies around the world and therefore need reliable support in a variety of languages/locations.
Sales	The sales experience is essential for all organizations, but less so for a large enterprise that is guaranteed to get the appropriate attention from a vendor.

Affordability — 5%
Architecture — 28%
Usability — 30%
Viability — 10%
Focus — 10%
Reach — 15%
Sales — 3%

Vendor performance for the Enterprise BA use case

Enterprise Business Analytics

Use-Case Performance

Vendors

Legend:
- Data Warehouse Automation
- Text Analytics
- Storytelling
- Self-Service
- Performance Enhancement
- Object Search
- Geospatial Analysis
- Forecast and Statistical Analysis

Value Index for the Enterprise BA use case

What is a Value Score?

The Value Score indexes each vendor's product offering and business strength **relative to its price point.** It **does not** indicate vendor ranking.

Vendors that score high offer more **bang-for-the-buck** (e.g. features, usability, stability, etc.) than the average vendor, while the inverse is true for those that score lower.

Price-conscious enterprises may wish to give the Value Score more consideration than those who are more focused on specific vendor/product attributes.

*Vendors who scored 0 declined to provide pricing and publicly available pricing could not be found.

Value Index: Enterprise Business Analytics

Vendor	Score
Microsoft	100.0
IBM	93.6
SAS	92.8
Tableau	89.7
GoodData	86.5
Yellowfin	83.7
Qlik	39.6
SAP	23.8
TIBCO	0.0
Oracle	0.0
MicroStrategy	0.0

Average Score **76.2**

■ Champion/Leader

For an explanation of how Price is determined, see Information Presentation – Price Evaluation in the Appendix.

For an explanation of how the Info-Tech Value Index is calculated, see Information Presentation – Value Index in the Appendix.

USE CASE 4

4.3.4 Mid-Market Business Analytics

Mid-market business analytics organizations are firms that have a culture of making decisions based on data although they have a user base of less than 250 users. Many of these organizations are growing quickly and they are looking for more analytics support in the future. They typically use analytics for traditional BI purposes, on top of using analytics to perform data discovery, big data analytics, predictive analytics, social network analytics, and/or text analytics.

Feature weightings for Mid-Market Business Analytics

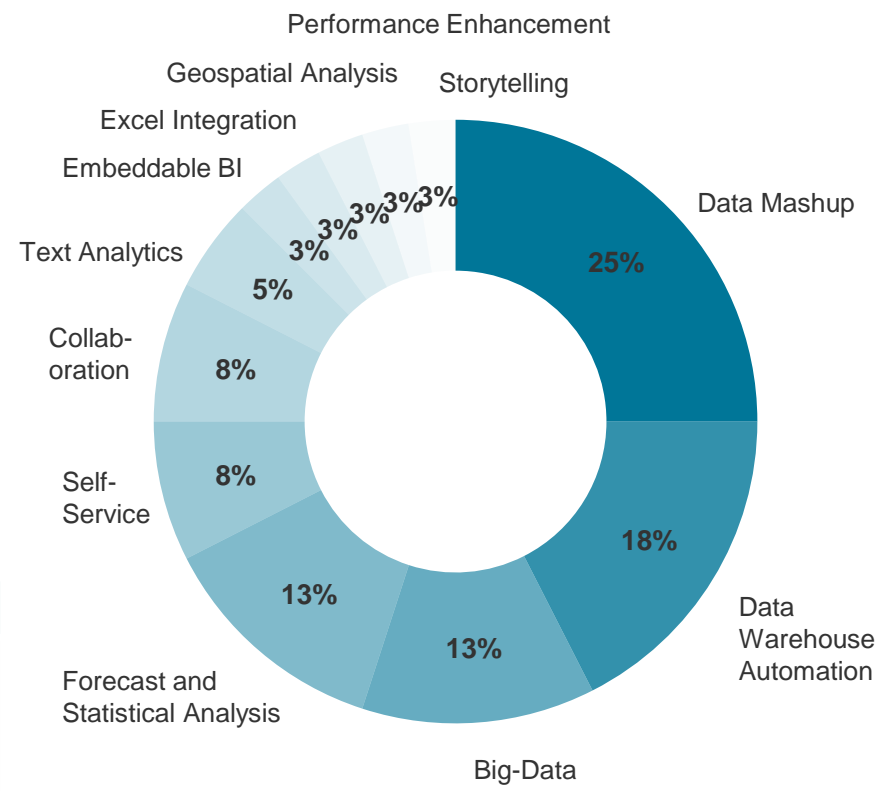## 4.3.4

Core Features

Data Mashup	Mashing up various data sources, such as internal and external data, allows Mid-Market BA organizations to generate insights from the rapidly growing amount of available data.
Data Warehouse Automation	Mid-Market BA firms are fast growing and therefore need to obtain answers quickly. Data warehouse automation helps them to accelerate the creation of data models and BI content so that they can quickly react to market changes.
Connections to Big-Data	Most Mid-Market BA organizations will have experience with some basic BI, but are looking to take advantage of the increasingly large volume of available data, both internally and externally.
Forecast and Statistical Analysis	Mid-Market BA firms want to use scenarios, forecasts, and statistical models to predict how they should invest and allocate their limited resources to foster rapid growth.

Additional Features

Self-Service	Embeddable BI
Collaboration	Excel Integration
Performance Enhancement	Geospatial Analysis
Text Analytics	Storytelling

Feature Weightings

Feature weightings donut chart:
- Data Mashup: 25%
- Data Warehouse Automation: 18%
- Big-Data: 13%
- Forecast and Statistical Analysis: 13%
- Self-Service: 8%
- Collaboration: 8%
- Text Analytics: 5%
- Embeddable BI: 3%
- Excel Integration: 3%
- Geospatial Analysis: 3%
- Performance Enhancement: 3%
- Storytelling: 3%

Vendor considerations for Mid-Market Business Analytics
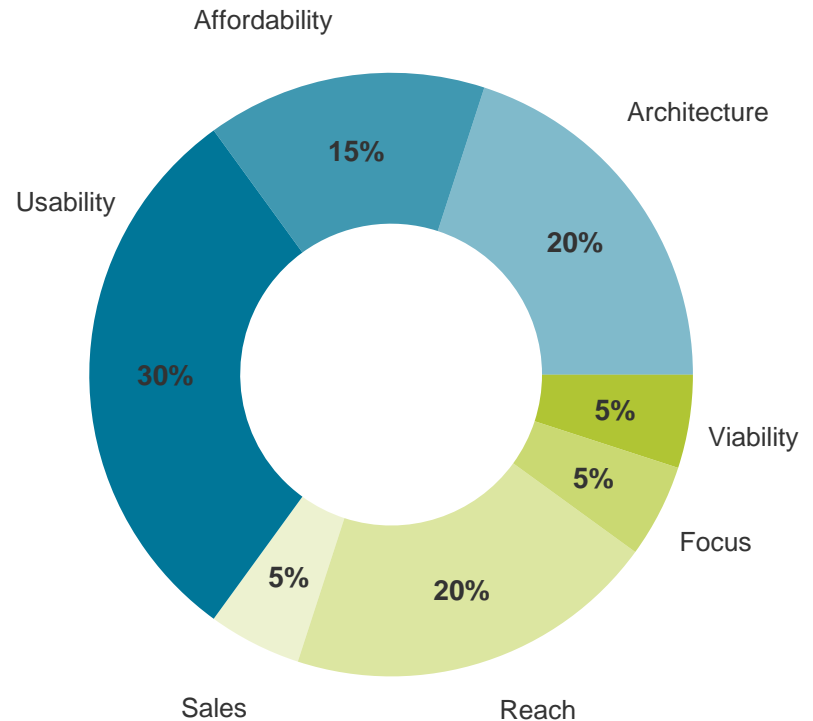
4.3.4

Product Evaluation Features

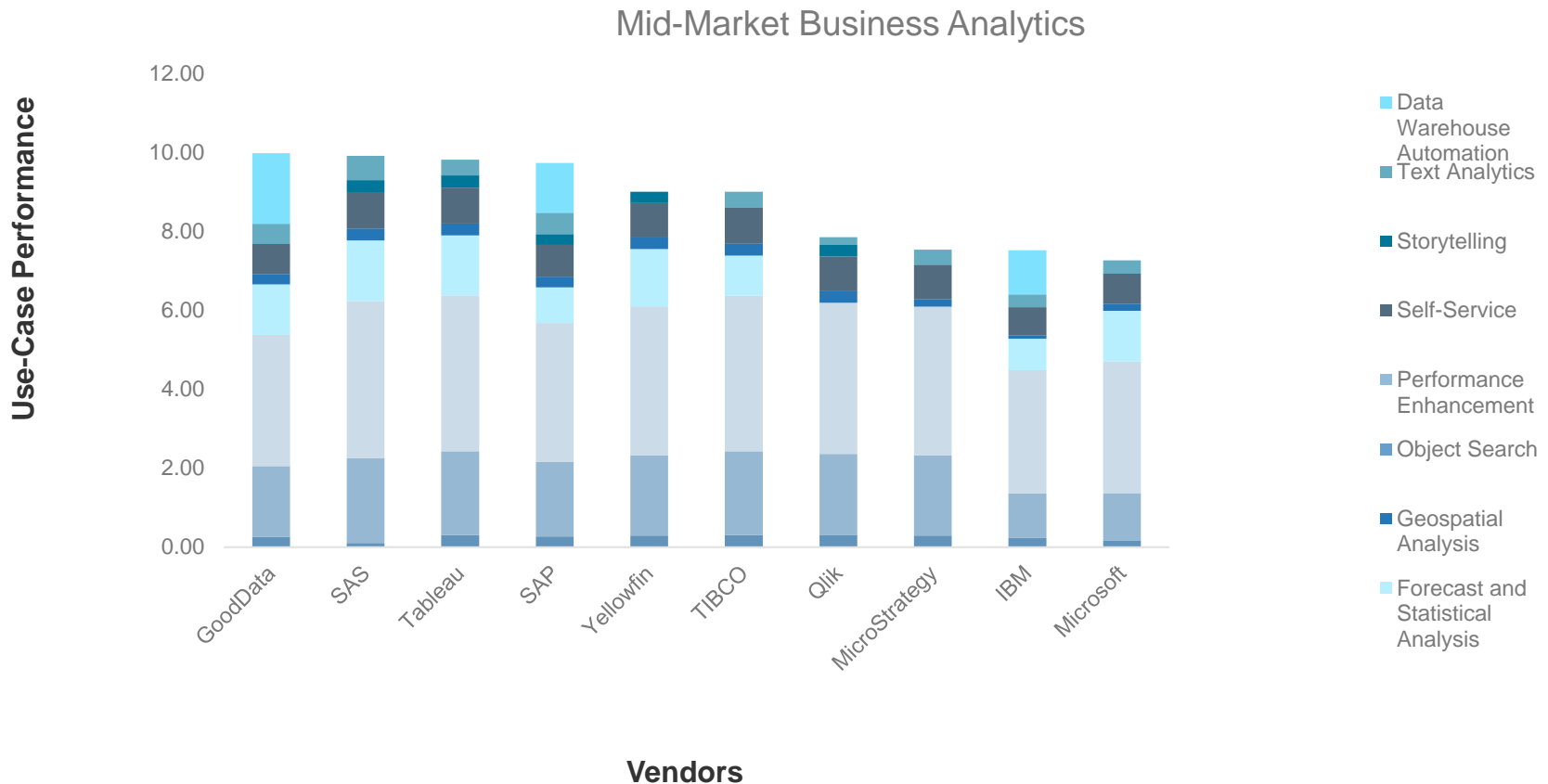|	
Usability	Mid-Market organizations likely have less technical staff and more business users interacting directly with the software, increasing the need for an intuitive user interface, especially for difficult analytical functions.
Affordability	Small organizations with limited resources will place high priority on an affordable BA solution.
Architecture	Architecture is always a concern when investing, effecting the initial time investment and future scalability for a small Mid-Market organization.

Vendor Evaluation Features

Viability	Viability is important, but a vendor's strategy to support the market is more important.
Focus	Vendor is committed to the market segment and product improvements and listens to customers' requests for new features.
Reach	Smaller organizations tend to be more localized, but still need support from their vendor.
Sales	The sales process for the mid-market needs to be flexible and adaptable to meet the budgetary constraints of these organizations.

Affordability 15%
Architecture 20%
Viability 5%
Focus 5%
Reach 20%
Sales 5%
Usability 30%

Vendor performance for the Mid-Market BA use case

Mid-Market Business Analytics

Value Index for the Mid-Market BA use case
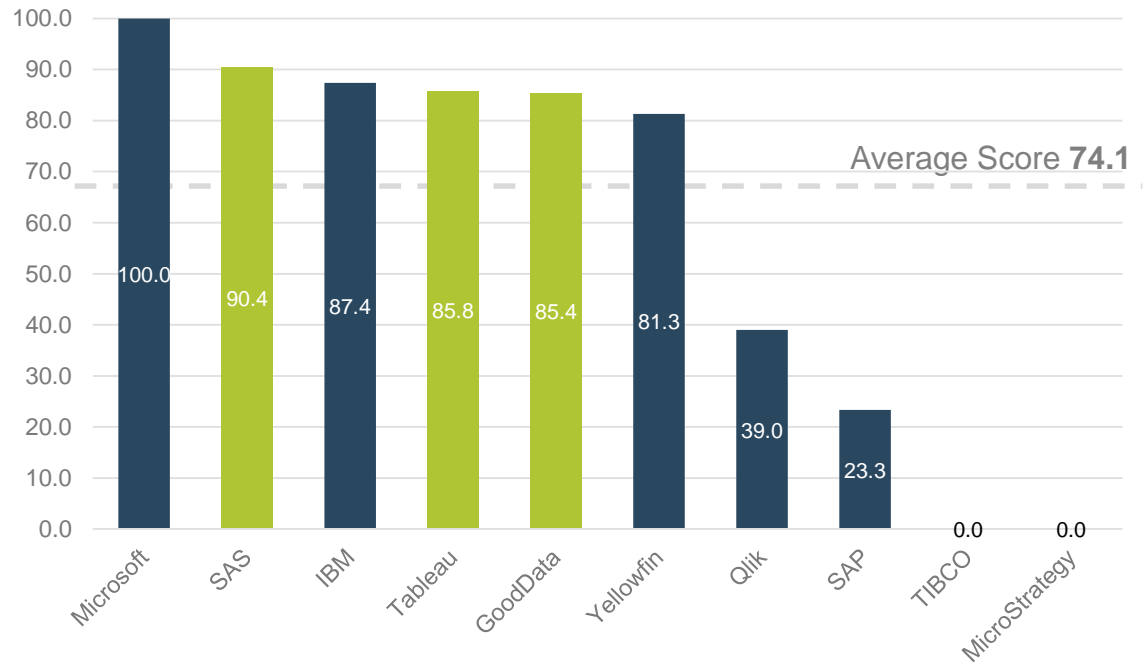
What is a Value Score?

The Value Score indexes each vendor's product offering and business strength **relative to its price point.** It **does not** indicate vendor ranking.

Vendors that score high offer more **bang-for-the-buck** (e.g. features, usability, stability, etc.) than the average vendor, while the inverse is true for those that score lower.

Price-conscious enterprises may wish to give the Value Score more consideration than those who are more focused on specific vendor/product attributes.

*Vendors who scored 0 declined to provide pricing and publicly available pricing could not be found.

Value Index: Mid-market Business Analytics

Vendor	Score
Microsoft	100.0
SAS	90.4
IBM	87.4
Tableau	85.8
GoodData	85.4
Yellowfin	81.3
Qlik	39.0
SAP	23.3
TIBCO	0.0
MicroStrategy	0.0

Average Score **74.1**

For an explanation of how Price is determined, see Information Presentation – Price Evaluation in the Appendix.

For an explanation of how the Info-Tech Value Index is calculated, see Information Presentation – Value Index in the Appendix.

VENDOR LANDSCAPE

4.4 Vendor **Profiles and Scoring**

Use the information in the BI Vendor Landscape analysis to streamline your own vendor analysis process

4.4 Vendor Landscape Overview

This section of the Vendor Landscape includes vendor profiles and scoring for each vendor against the evaluation framework previously outlined.

Vendor Profiles
- Include an overview for each company.
- Identify the strengths and weaknesses of the product and vendor.
- Identify the three-year TCO of the vendor's solution (based on a ten-tiered model).

Vendor Scoring

Use the Harvey Ball scoring of vendor and product considerations to assess alignment with your own requirements.

Review the use-case scenarios relevant to your organization's Use-Case Fit Assessment results to identify a vendor's fit to your organization's Business Intelligence needs. (See the following slide for further clarification on the use-case assessment scoring process.)

Review the stoplight scoring of advanced features to identify the functional capabilities of vendors.

SAS

Vendor Landscape

Product	SAS Office Analytics/Visual Analytics
Employees	13,814
Headquarters	Cary, NC
Website	sas.com
Founded	1976
Presence	Privately Held

3 year TCO for this solution falls into pricing tier 7, between $250,000 and $500,000

$1 ⟶ $2.5M+

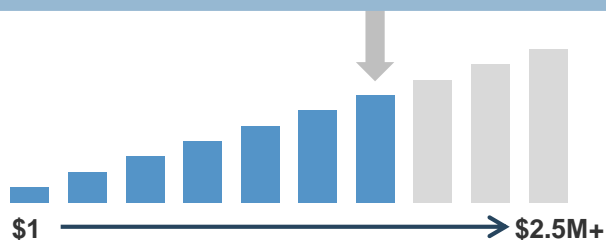Pricing provided by vendor

OVERVIEW

SAS was founded in 1976 through a North Carolina University project which sought to analyze agricultural data. It continues to promote its product's analytical strength, along with the vendor's uniquely large pool of data scientists and professional services."

STRENGTHS

- It has strong integration with Base SAS, the analytical engine that provides native predictive and forecasting functions in SAS BI.
- Visual Analytics is an alternative to emerging data visualization tools.
- With a strong presence in industry verticals, SAS offers custom solutions that many other vendors do not.
- It's a good fit for organizations already using SAS Data Management or DataFlux as their ETL platform.

CHALLENGES

- It overlaps with other SAS products, causing some confusion in finding the right tool to meet requirements.
- Users cite initial high licensing costs as the primary barrier; however, Info-Tech is confident that a positive ROI will be realized by organizations that see substantial benefits to enhanced analytics as offered by SAS.

SAS

Vendor Landscape

Product					Vendor				
Overall	Usability	Afford.	Arch.		**Overall**	Viability	Focus	Reach	Sales
◕	◑	◑	◑		●	●	●	●	●

Info-Tech Recommends

Building on analytics, SAS's BI platform and visual analytics are providing ways to combine BI analyses with simplified predictive analytics, extending your ability to predict and model the future.

Use	Enterprise BI	Mid-Market BI	Enterprise BA	Mid-Market BA

Scenario Performance

VENDOR LANDSCAPE AWARD LEADER — INFO-TECH	VENDOR LANDSCAPE AWARD LEADER — INFO-TECH	VENDOR LANDSCAPE AWARD LEADER — INFO-TECH	VENDOR LANDSCAPE AWARD LEADER — INFO-TECH

Value Index

2 out of 11	2 out of 10	3 out of 11	2 out of 10

Features

Alert	Collaboration	Connections to Big Data	Data Mashup	Data Warehouse Automation	Embeddable BI	Excel Integration	Forecast and Statistical Analysis	Geospatial Analysis	Object Search	Performance Enhancement	Self-Service	Storytelling	Text Analytics
🟢	🟠	🟢	🟢	🔴	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢	🟢