The BI Survey 19

The voice of the BI and analytics community

This document is a specially produced summary of the headline results for

MicroStrategy

BARC

The BI Survey 19 MicroStrategy Highlights Dashboard

KPI results

4 top-rankings

and

22 leading positions

in 3 different peer groups.

THE BI SURVEY 19

Recommendation

94%

of surveyed users would **recommend*** MicroStrategy.

* Based on the aggregate of "Definitely", "Probably" or "Maybe".

THE BI SURVEY 19

Ad hoc query

97%

of surveyed users rate MicroStrategy's **functionality for the support of ad hoc queries** as **excellent, good** or **satisfactory** . *

* Compared to 92% for the average BI tool.

THE BI SURVEY 19

Users

On average **1663 of the employees** in a company **use MicroStrategy***

* Compared to 562 for the average BI tool.

THE BI SURVEY 19

Requirements

66%

of surveyed users chose MicroStrategy because of **its good coverage of BI specific requirements.***

* Compared to 36% for the average BI tool.

THE BI SURVEY 19

Number of users

45%

of surveyed users chose MicroStrategy because of **ability to support large numbers of users.***

* Compared to 36% for the average BI tool.

THE BI SURVEY 19

Peer Group
Large global enterprise BI platforms

1. Top-ranked in

Self-service
Location intelligence
Visual analysis

Leader in

Business benefits
Business value
Sales experience
Query performance
Performance satisfaction
Customer experience
Mobile BI
Innovation
Dashboards
Distribution of reports
Functionality

Peer Group
Large international BI vendors

1. Top-ranked in

Self-service
. . . .

Leader in

Business benefits
Sales experience
Mobile BI
Location intelligence
Visual analysis
Distribution of reports
Functionality

Peer Group
Embedded analytics-focused products

Leader in

Self-service
Mobile BI
Location intelligence
Considered for purchase

BARC Summary

MicroStrategy platform convinces with its broad and scalable functionality in The BI Survey 19. Once again this year, feedback on MicroStrategy's high average user numbers and data volumes underlines the platform's ability to serve complex scenarios and highlights one of its major strengths: scalability.

Customers use its features for dashboards, enterprise reporting, ad hoc query and analysis. The vendor ranks as a leader for functionality, a qualitative rating of the product newly introduced to The BI Survey this year. Users also appreciate MicroStrategy's innovative features. The platform is frequently used to implement trending usage scenarios such as mobile BI, visual analysis and location intelligence.

The BI Survey 19 MicroStrategy top ranks

Leader in **4** categories

Peer Group
Embedded analytics-focused products

BI-SURVEY.com

Top-ranked in **3** categories | **Leader** in **11** categories

Peer Group
Large global enterprise BI platforms

BI-SURVEY.com

Top-ranked in **1** category | **Leader** in **7** categories

Peer Group
Large international BI vendors

BI-SURVEY.com

Top-ranked in **Location intelligence**

Peer Group
Large global enterprise BI platforms

BI-SURVEY.com

Top-ranked in **Self-service**

Peer Group
Large international BI vendors

BI-SURVEY.com

Top-ranked in **Self-service**

Peer Group
Large global enterprise BI platforms

BI-SURVEY.com

Top-ranked in **Visual analysis**

Peer Group
Large global enterprise BI platforms

BI-SURVEY.com

"

Très bon produit, répond à l'ensemble de nos besoins. Depuis 2009 l'éditeur a fait évoluer son offre à travers différentes releases majeures, lesquelles ont été implémentées sans aucun problèmes au sein de notre SI.

BI-SURVEY.com

CIO/Head of IT, retail/wholesale/trade, 100-2,500 employees

"

Powerful and comprehensive in one tool, ever improving with each release.

BI-SURVEY.com

Person responsible/Project manager for BI from IT department, manufacturing, >2,500 employees

"

Globalement l'outil répond parfaitement à l'ensemble de nos uses cases. Les innovations de l'éditeur durant ces dernières années nous ouvrent de nouvelles perspectives et nous permettent d'adresser des populations d'utilisateurs avec lesquelles nous n'avions pas l'occasion de travailler. La qualité du service commerciale et de l'avant vente nous permettent de travailler efficacement avec l'éditeur depuis de nombreuses années.

BI-SURVEY.com

Head of BI & Analytics Competence Center, banking and finance, >2,500 employees

"

MicroStrategy is not difficult to learn or to navigate, it easily integrates with other data sources. It enables end-users to quickly create self-service reports. It makes creating dashboards for quick data anlaysis that aids in business decisions. SQL knowledge is not required for front end-users to create reports.

BI-SURVEY.com

Person responsible/Project manager for BI from IT department, healthcare, 100-2,500 employees

"

An excellent full-stack BI platform that is rapidly developing. Solid security model, platform administration, excellent connectivity to different data sources/products, and ability to use MSTR cubes and projects as data sources for other tools with great API connectivity combines the best of ‚traditional' BI and data discovery with more modern analytics use cases and capabilities.

BI-SURVEY.com

Head of BI & Analytics Competence Center, retail/wholesale/trade, >2,500 employees

MicroStrategy overview

MicroStrategy, founded in 1989, is one of the best known vendors in the business intelligence market worldwide. In 2003, it became the first vendor to release a fully integrated product providing formatted reports, dashboards and interactive data discovery in a single solution using the same infrastructure. With its library of statistical and advanced analytics functions, the vendor offers comprehensive analytic capabilities for a wide variety of use cases.

MicroStrategy has one of the best integrated architectures on the market, built from the ground up without acquisitions. The vendor focuses on providing solutions a customer needs to become an "Intelligent Enterprise". The analytics and mobility suite offers web, desktop and native mobile apps for front-end clients, which connect to a variety of data sources via a proprietary enterprise semantic graph to deliver a common and governed business logic layer. The vendor has invested much over the years in supporting 200+ native connectors to data sources, as well as offering native support for Hadoop systems. Besides direct connectivity to source systems,

Versions used

n=100

MicroStrategy offers a native in-memory engine with parallel processing and partitioning capabilities to drive faster performance on big data. In 2019, the vendor started to allow access to its governed datasets from third-party tools.

In general, MicroStrategy has always taken market trends seriously. The vendor provides a no-code development framework to build native mobile apps for iOS and Android devices. Offline capabilities and write-back data entry for transactions and operational use cases are available as built-in capabilities. To fulfil requirements in the area of self-service BI, data discovery and data preparation, two integrated clients are available (Windows and web). In 2019, MicroStrategy introduced HyperIntelligence, a new category of analytics that provides contextual information directly in web applications and portals from enterprise systems with zero clicks. It is available via a Chrome extension and as a native mobile app called HyperIntelligence for Mobile, and injects real-time, contextual insights and recommendations directly into users' browser-based or mobile workflows.
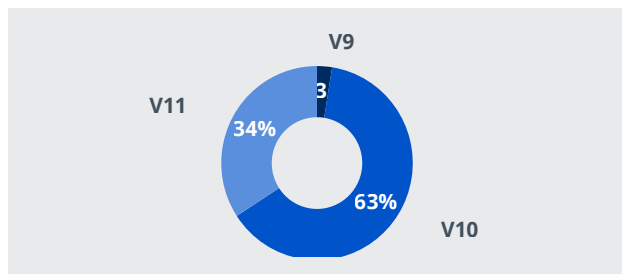
MicroStrategy customer responses

This year we had 100 responses from MicroStrategy users. At the time of the survey, 63 percent of them were using version 10, 34 percent version 11 and 3 percent were still running version 9.

THE BI SURVEY 19

The BI Survey 19 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted from March to June 2019. In total, 3,021 people responded to the survey with 2,477 answering a series of detailed questions about their use of a named product. Altogether, 36 products (or groups of products) are analyzed in detail.

The BI Survey 19 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 MicroStrategy. It does not show all the KPI results and focuses mainly on the positive findings.

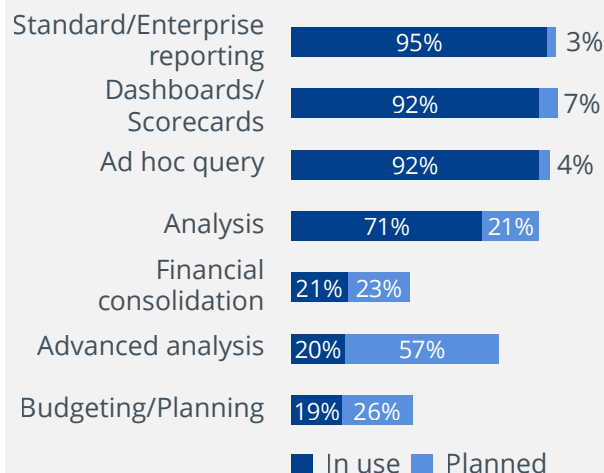For more information on the survey, visit The BI Survey website.

User and Use Case Demographics

BARC Comment

MicroStrategy was designed to serve a broad number of usage scenarios. Over 90 percent of customers use the product for standard/enterprise reporting, dashboards/scorecards and ad hoc query. Although these use cases might sound traditional, the vendor has invented new formats for information consumption such as Dossiers (interactive book-oriented format) and HyperCards (task-oriented operational information views). 71 percent of customers take advantage of the solution's analysis capabilities and a further 21 percent plan to do so. For a suite vendor, it is impressive that so many business users (40 percent) perform model/enrich tasks. This is much higher than The BI Survey average of 31 percent – an additional indicator of the software's widespread use in analytical scenarios. In our sample, 58 percent of the companies that have bought MicroStrategy are large enterprises with more than 2500 employees. This is reflected in the numbers of users reported: Both the mean of 1,663 and median of 550 users are a long way clear of the overall BI Survey average. MicroStrategy is also the number one vendor in terms of the data volumes it processes with a median of 2,523 GB. These figures confirm unequivocally that the platform is capable of serving very large usage scenarios.
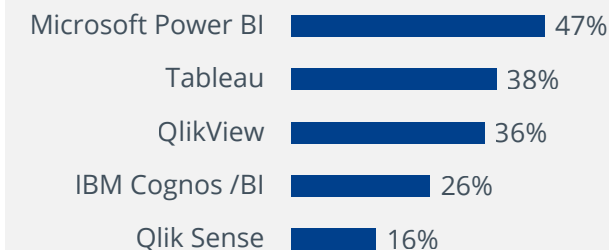
Current vs. planned use

n=100

Use case	In use	Planned
Standard/Enterprise reporting	95%	3%
Dashboards/Scorecards	92%	7%
Ad hoc query	92%	4%
Analysis	71%	21%
Financial consolidation	21%	23%
Advanced analysis	20%	57%
Budgeting/Planning	19%	26%

■ In use ■ Planned

5 products most often evaluated in competition with MicroStrategy

n=90

Product	%
Microsoft Power BI	47%
Tableau	38%
QlikView	36%
IBM Cognos /BI	26%
Qlik Sense	16%

Percentage of employees using MicroStrategy

n=99

	%
MicroStrategy	20%
Average of all products	18%

Number of users using MicroStrategy

n=99

	MicroStrategy	Average of all products
Median	550	50
Mean	1663	562
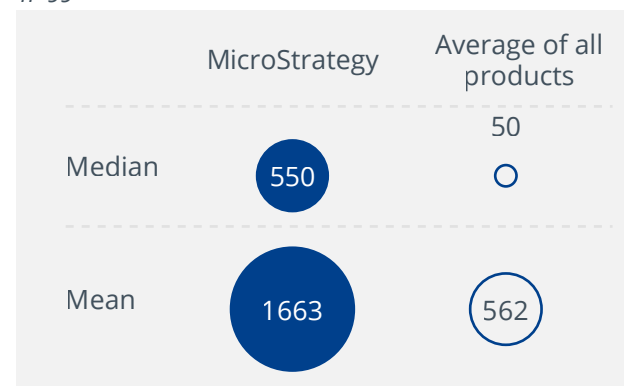
Tasks carried out with MicroStrategy by business users

n=100

Task	MicroStrategy	Average of all products
View	93%	92%
Explore/Analyze	88%	77%
Navigate	86%	82%
Create reports	83%	65%
Model/Enrich	40%	31%

■ MicroStrategy □ Average of all products
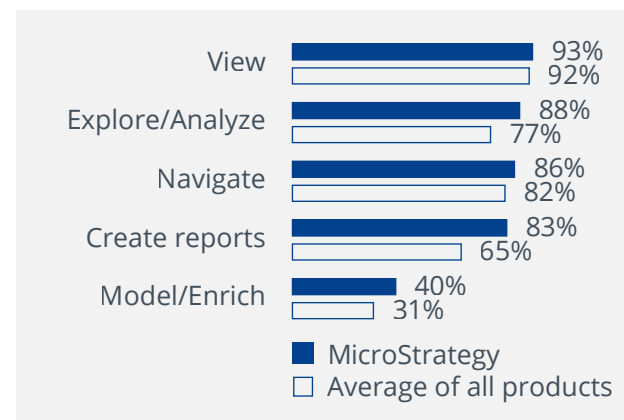
Company size (employees)

n=99

	%
Less than 100	4%
100 - 2500	38%
More than 2500	58%
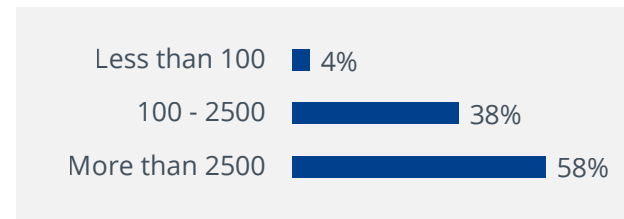
The KPIs

The BI Survey 19 provides the reader with well-designed KPI dashboards packed with concise information, which can be absorbed at a glance. 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 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 Survey 19 features a range of different types of BI 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 two key factors:

1. Usage scenario - functional peer groups are mainly data-driven and based on how customers say they use the product.

2. Regional focus - is the vendor a large international vendor with a truly global presence or does it focus on a particular region? We also take into account the location of BI Survey respondents.

MicroStrategy features in the following peer groups:

- Large global enterprise BI platforms

- Large international BI vendors

- Embedded analytics-focused products

Peer Groups Overview

Large global enterprise BI platforms

Includes products equipped with functionality for enterprise deployments that focus on a broad range of BI use cases.

Dashboarding-focused products

Includes products that focus on creating advanced and highly sophisticated dashboards.

Ad hoc reporting-focused products

Includes products that focus on self-service reporting and ad hoc analysis.

OLAP analysis-focused products

Includes products that focus on analysis in dimensional and hierarchical data models.

Data discovery-focused products

Includes products that focus on visual data discovery and advanced data visualization.

Integrated performance management products

Includes products that provide integrated functionality for BI and performance management, especially planning and budgeting.

Large international BI vendors

Includes products from companies with annual revenues of $200m+ and a truly international reach.

EMEA-focused vendors

Includes products from vendors that have a significant presence in - and focus on - the EMEA region.

Americas-focused vendors

Includes products from vendors that have a significant presence in - and focus on - the Americas region.

Embedded analytics-focused products

Includes reporting and analytics products that
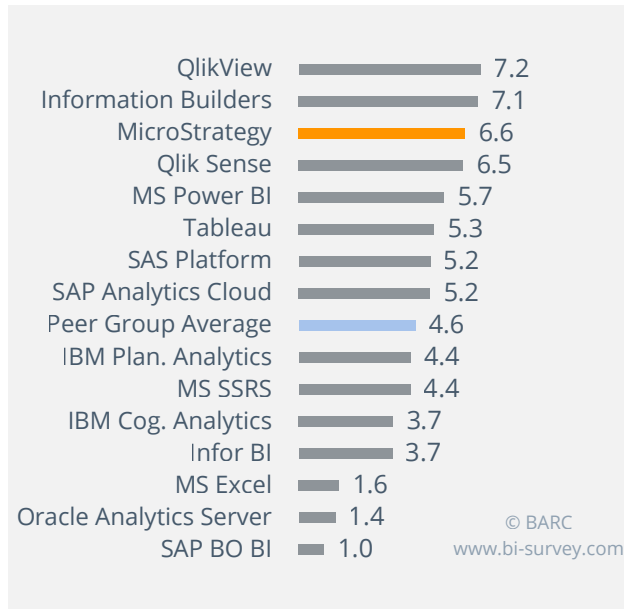
can be embedded in other business applications.

Business benefits

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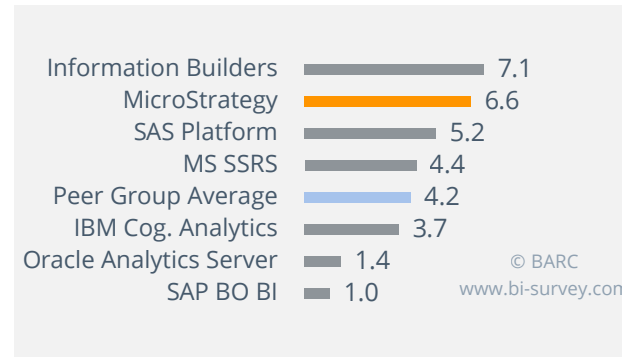
Business benefits – Leader

Peer group: Large international BI vendors

Vendor	Score
QlikView	7.2
Information Builders	7.1
MicroStrategy	6.6
Qlik Sense	6.5
MS Power BI	5.7
Tableau	5.3
SAS Platform	5.2
SAP Analytics Cloud	5.2
Peer Group Average	4.6
IBM Plan. Analytics	4.4
MS SSRS	4.4
IBM Cog. Analytics	3.7
Infor BI	3.7
MS Excel	1.6
Oracle Analytics Server	1.4
SAP BO BI	1.0

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Business benefits – Leader

Peer group: Large global enterprise BI platforms

Vendor	Score
Information Builders	7.1
MicroStrategy	6.6
SAS Platform	5.2
MS SSRS	4.4
Peer Group Average	4.2
IBM Cog. Analytics	3.7
Oracle Analytics Server	1.4
SAP BO BI	1.0

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Business benefits

Consistently outstanding in business benefits

Peer group: Large global enterprise BI platforms

1.						Information Builders
2.						**MicroStrategy**
3.						SAS Platform
4.						MS SSRS
5.						IBM Cog. Analytics
6.						Oracle Analytics Server
7.						SAP BO BI

15 16 17 18 19

BARC Viewpoint
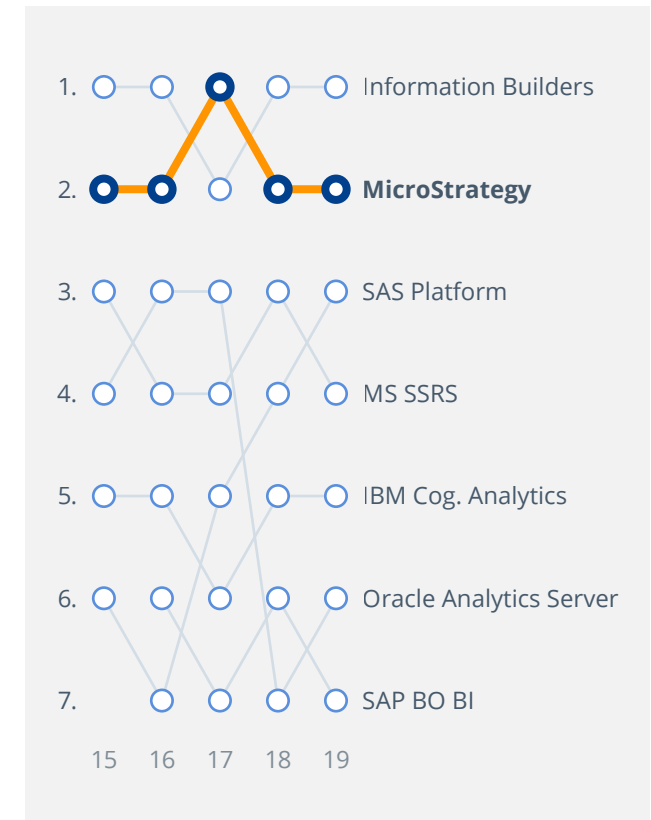
MicroStrategy pays attention to customers' business needs as its leading results in the 'Business benefits' KPI for the past five years show. In contrast to many other vendors in The BI Survey, MicroStrategy customers have seen improved customer satisfaction, saved headcount and increased revenues as a result of using the software. These results are in line with the company's strategic direction towards supporting customers in becoming intelligent enterprises through the pervasive use of information. The vendor is convinced that companies that want to become data-driven need to use information at all levels of hierarchy and take actions based on it.
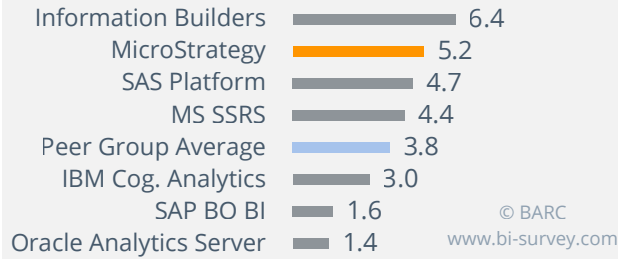
Business value

The 'Business value' KPI combines the 'Business benefits', 'Project success' and 'Project length' KPIs.

Business value – Leader

Peer group: Large global enterprise BI platforms

Information Builders	6.4
MicroStrategy	5.2
SAS Platform	4.7
MS SSRS	4.4
Peer Group Average	3.8
IBM Cog. Analytics	3.0
SAP BO BI	1.6
Oracle Analytics Server	1.4

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BARC Viewpoint

Business value

MicroStrategy inhabits a highly competitive market. Usage scenarios such as reporting, dashboarding and traditional analysis are for the most part already in place at customer sites. However we often see environments that are outdated, inefficient, lacking in innovation and unsatisfactory for business users. For companies wanting to become data-driven, it is essential to have a well-thought out concept for information use by all relevant employees. MicroStrategy has invested in the modernization of its platform and strives to regularly introduce new formats for information consumption. This results in a strong rating in the 'Business value' KPI in the 'Large global enterprise BI platforms' peer group.
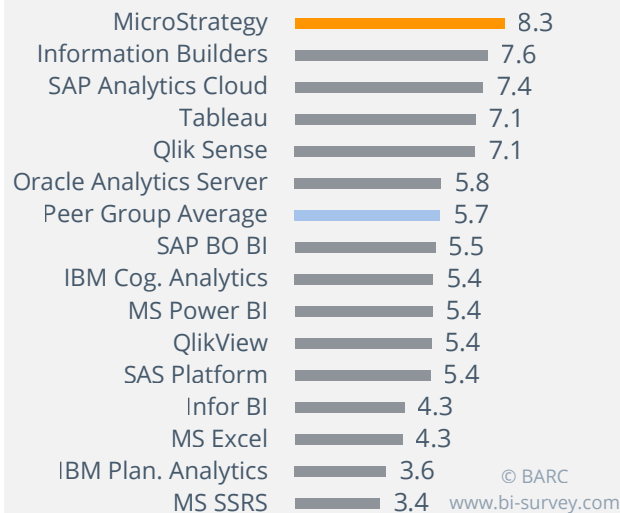
Self-service

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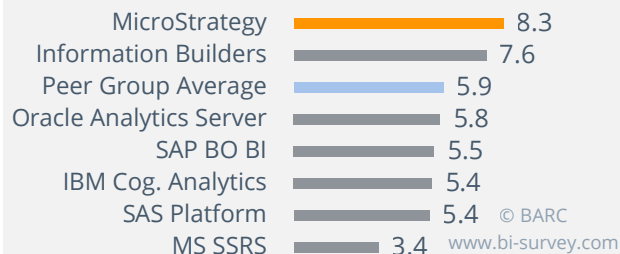
Self-service – Top-ranked

Peer group: Large international BI vendors

Vendor	Score
MicroStrategy	8.3
Information Builders	7.6
SAP Analytics Cloud	7.4
Tableau	7.1
Qlik Sense	7.1
Oracle Analytics Server	5.8
Peer Group Average	5.7
SAP BO BI	5.5
IBM Cog. Analytics	5.4
MS Power BI	5.4
QlikView	5.4
SAS Platform	5.4
Infor BI	4.3
MS Excel	4.3
IBM Plan. Analytics	3.6
MS SSRS	3.4

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Self-service – Top-ranked

Peer group: Large global enterprise BI platforms

Vendor	Score
MicroStrategy	8.3
Information Builders	7.6
Peer Group Average	5.9
Oracle Analytics Server	5.8
SAP BO BI	5.5
IBM Cog. Analytics	5.4
SAS Platform	5.4
MS SSRS	3.4

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Self-service

Self-service – Leader

Peer group: Embedded analytics-focused products

Vendor	Score
Looker	10.0
Pyramid A.OS	8.4
MicroStrategy	8.3
Information Builders	7.6
Exago	7.2
Qlik Sense	7.1
Peer Group Average	5.5
MS Power BI	5.4
Yellowfin	4.5
TARGIT	4.1
Sisense	3.5
Logi Analytics	2.7
Zoho Analytics	1.7
Dundas	1.0

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BARC Viewpoint
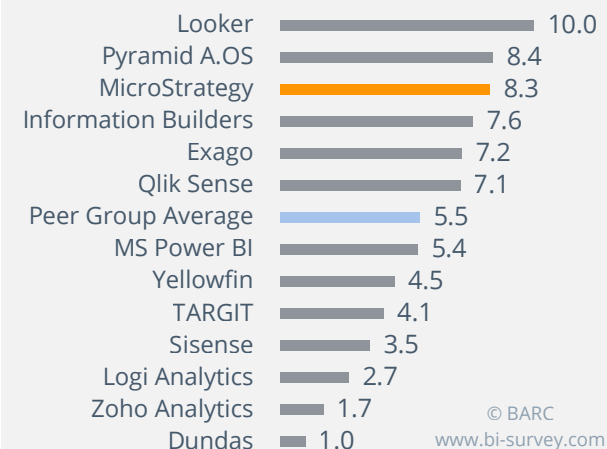
MicroStrategy achieves top ranks in the 'Large international BI vendors' and 'Large global enterprise BI platforms' peer groups for self-service. Moreover, the vendor takes third spot in the 'Embedded analytics-focused products' peer group for this KPI. Different self-service capabilities are provided depending on the user type. MicroStrategy was one of the first platform suppliers to introduce visual analysis and data discovery capabilities in its suite. The solution has expanded over the years and now offers sophisticated analysis capabilities. Interactive formats such as dashboards and Dossiers can incorporate personalized information and provide management users and operational staff with the self-service possibilities they need.
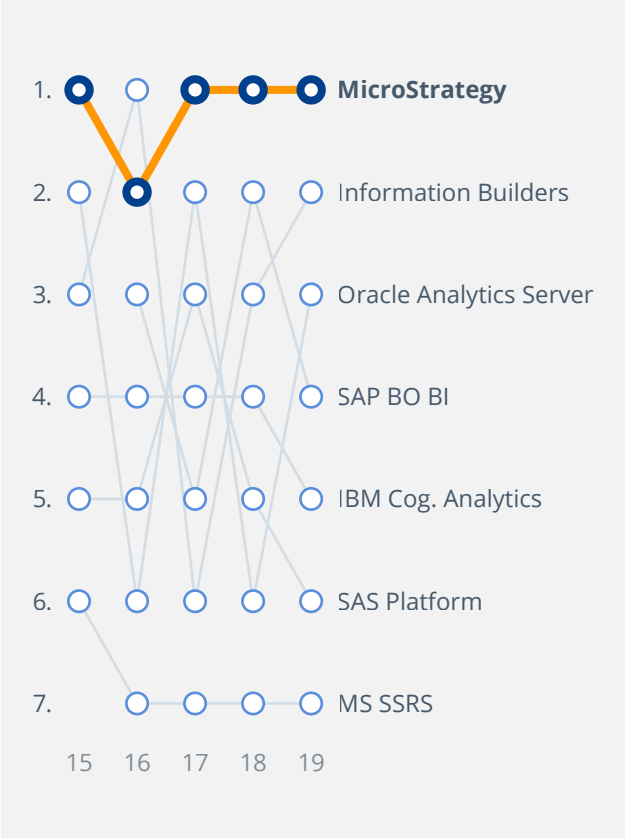
Consistently outstanding in self-service
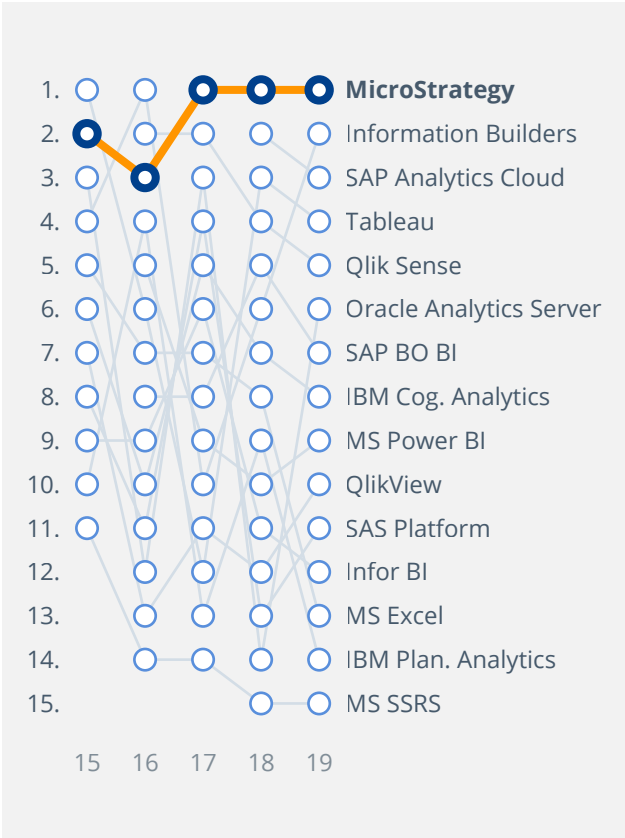
Peer group: Large international BI vendors

1.					**MicroStrategy**
2.					Information Builders
3.					SAP Analytics Cloud
4.					Tableau
5.					Qlik Sense
6.					Oracle Analytics Server
7.					SAP BO BI
8.					IBM Cog. Analytics
9.					MS Power BI
10.					QlikView
11.					SAS Platform
12.					Infor BI
13.					MS Excel
14.					IBM Plan. Analytics
15.					MS SSRS

15   16   17   18   19

Consistently outstanding in self-service

Peer group: Large global enterprise BI platforms

1.					**MicroStrategy**
2.					Information Builders
3.					Oracle Analytics Server
4.					SAP BO BI
5.					IBM Cog. Analytics
6.					SAS Platform
7.					MS SSRS

15   16   17   18   19

Self-service
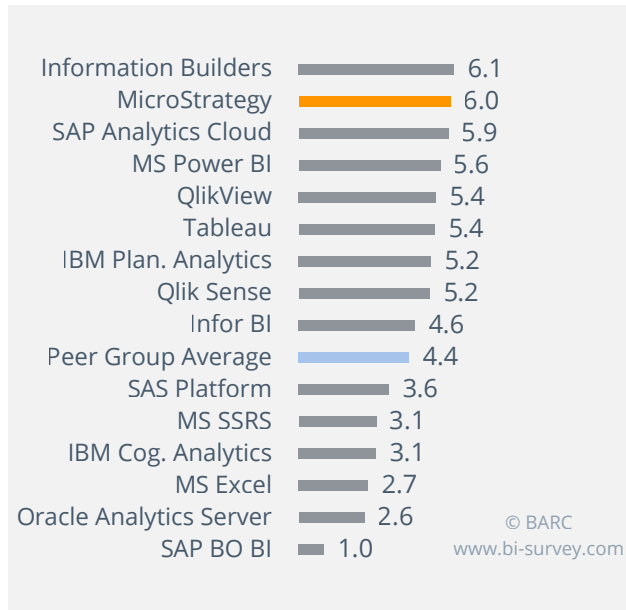
Sales experience

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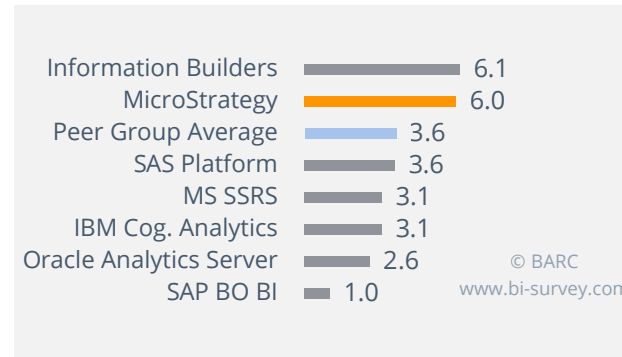
Sales experience – Leader

Peer group: Large international BI vendors

Information Builders	6.1
MicroStrategy	6.0
SAP Analytics Cloud	5.9
MS Power BI	5.6
QlikView	5.4
Tableau	5.4
IBM Plan. Analytics	5.2
Qlik Sense	5.2
Infor BI	4.6
Peer Group Average	4.4
SAS Platform	3.6
MS SSRS	3.1
IBM Cog. Analytics	3.1
MS Excel	2.7
Oracle Analytics Server	2.6
SAP BO BI	1.0

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Sales experience – Leader

Peer group: Large global enterprise BI platforms

Information Builders	6.1
MicroStrategy	6.0
Peer Group Average	3.6
SAS Platform	3.6
MS SSRS	3.1
IBM Cog. Analytics	3.1
Oracle Analytics Server	2.6
SAP BO BI	1.0

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Consistently outstanding in sales experience

Peer group: Large global enterprise BI platforms

1. Information Builders
2. **MicroStrategy**
3. SAS Platform
4. MS SSRS
5. IBM Cog. Analytics
6. Oracle Analytics Server
7. SAP BO BI

17   18   19

BARC Viewpoint
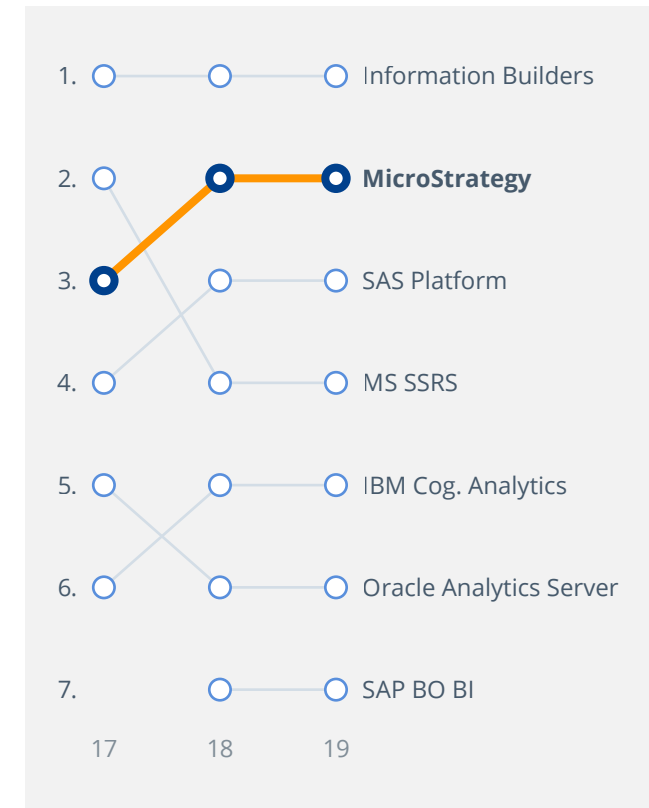
Contact with sales staff is often the first personal touchpoint with a software vendor. The impressions made in these meetings lay the foundation for further cooperation and often set the tone of the relationship between vendor and customer. Compared to its competitors, user feedback suggests that MicroStrategy provides a good overall sales experience and ranks highly in the 'Large international BI vendors' and 'Large global enterprise BI platforms' peer groups. In the latter peer group, the vendor has been among the leaders in this KPI for the past three years. These results indicate that MicroStrategy understands the importance of forging good relationships with prospects and hires sales staff who are able to put this into practice.
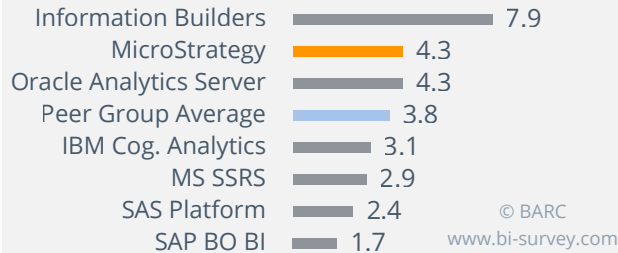
Query performance & Performance satisfaction

The 'Query performance' KPI is based on how quickly queries respond (adjusted by data volume).

The 'Performance satisfaction' KPI measures the frequency of complaints about the system's performance.

Query performance – Leader

Peer group: Large global enterprise BI platforms

Information Builders	7.9
MicroStrategy	4.3
Oracle Analytics Server	4.3
Peer Group Average	3.8
IBM Cog. Analytics	3.1
MS SSRS	2.9
SAS Platform	2.4
SAP BO BI	1.7

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BARC Viewpoint — Query performance

MicroStrategy customers are aware of the platform's ability to serve sophisticated scenarios. Its support for large numbers of users and its handling of large amounts of data are two of the three most frequently cited reasons for choosing to buy the product. Many of the MicroStrategy users who responded to this year's survey came from large enterprises, often with thousand of users. Furthermore, 61 of the 85 respondents claimed to use MicroStrategy with more than 500GB of data. Overall, it is clear that MicroStrategy customers need a scalable solution that is able to handle complex scenarios and loads. MicroStrategy ranks as the second best large global enterprise BI platform in the 'Query performance' KPI.
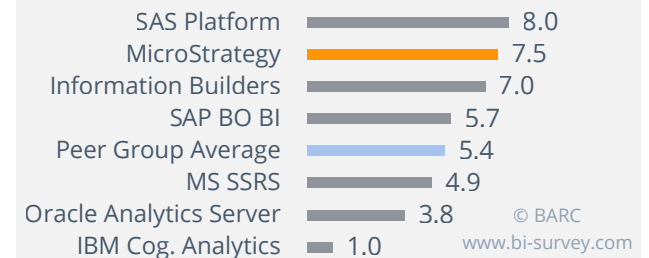
Performance satisfaction — BARC Viewpoint

As a platform that handles complex scenarios, MicroStrategy not only queries large amounts of data in satisfactory time frames but also provides customers with good performance. MicroStrategy customers report less complaints about performance than the average level across all products featured in The BI Survey 19. The platform is equipped with sophisticated multi-level caching mechanisms and modernized front ends to ensure good response times. Its monitoring capabilities and administrator clients have been enhanced recently to deliver more options to monitor and improve systems management. This has helped propel MicroStrategy to a strong ranking in the 'Large global enterprise BI platforms' peer group for 'Performance satisfaction' this year.
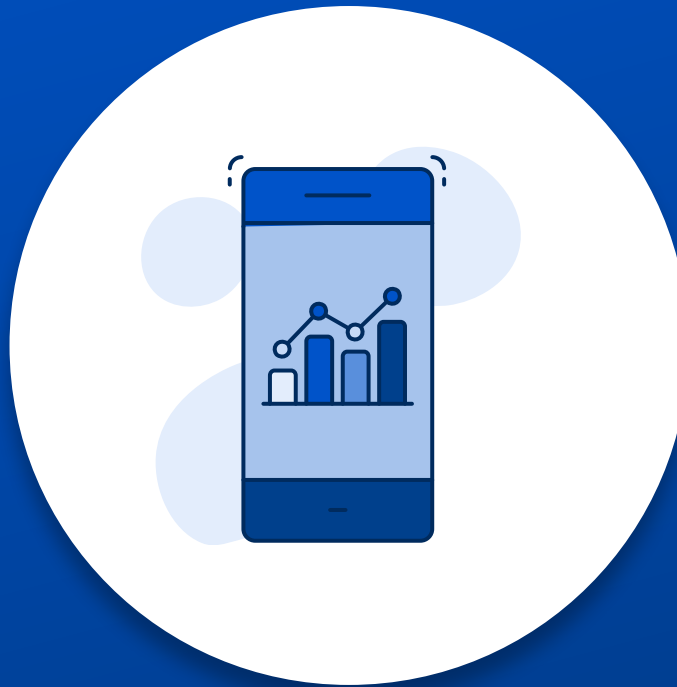
Performance satisfaction – Leader

Peer group: Large global enterprise BI platforms

SAS Platform	8.0
MicroStrategy	7.5
Information Builders	7.0
SAP BO BI	5.7
Peer Group Average	5.4
MS SSRS	4.9
Oracle Analytics Server	3.8
IBM Cog. Analytics	1.0

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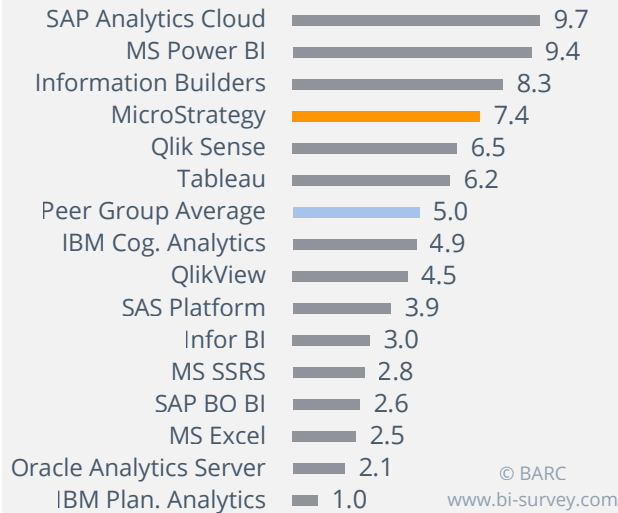www.bi-survey.com

Mobile BI

This KPI is based on how many survey respondents currently use their
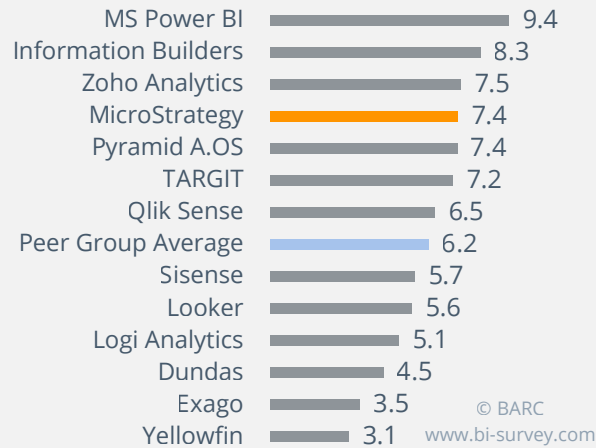BI tool on a mobile device.

Mobile BI – Leader

Peer group: Large international BI vendors

SAP Analytics Cloud	9.7
MS Power BI	9.4
Information Builders	8.3
MicroStrategy	7.4
Qlik Sense	6.5
Tableau	6.2
Peer Group Average	5.0
IBM Cog. Analytics	4.9
QlikView	4.5
SAS Platform	3.9
Infor BI	3.0
MS SSRS	2.8
SAP BO BI	2.6
MS Excel	2.5
Oracle Analytics Server	2.1
IBM Plan. Analytics	1.0

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Mobile BI – Leader

Peer group: Embedded analytics-focused products

MS Power BI	9.4
Information Builders	8.3
Zoho Analytics	7.5
MicroStrategy	7.4
Pyramid A.OS	7.4
TARGIT	7.2
Qlik Sense	6.5
Peer Group Average	6.2
Sisense	5.7
Looker	5.6
Logi Analytics	5.1
Dundas	4.5
Exago	3.5
Yellowfin	3.1

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Mobile BI – Leader

Peer group: Large global enterprise BI platforms

Information Builders	8.3
MicroStrategy	7.4
IBM Cog. Analytics	4.9
Peer Group Average	4.6
SAS Platform	3.9
MS SSRS	2.8
SAP BO BI	2.6
Oracle Analytics Server	2.1

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BARC Viewpoint

Mobility is an indispensable part of MicroStrategy's vision of an intelligent enterprise. Actions based on information are taken by different types of employees, ranging from C-level executives to operational staff. Mobile devices are an important medium in the pervasive use of information. Recently the vendor introduced its zero-click intelligence concept whereby staff are supplied with data in the applications they use and, if necessary, on mobile devices. The vendor also provides a no-code development framework for building native mobile apps with offline capabilities and write-back data entry for transactions if required. MicroStrategy is among the leaders in the 'Large global enterprise BI platforms', 'Large international BI vendors' and 'Embedded analytics-focused products' peer groups for 'Mobile BI'.
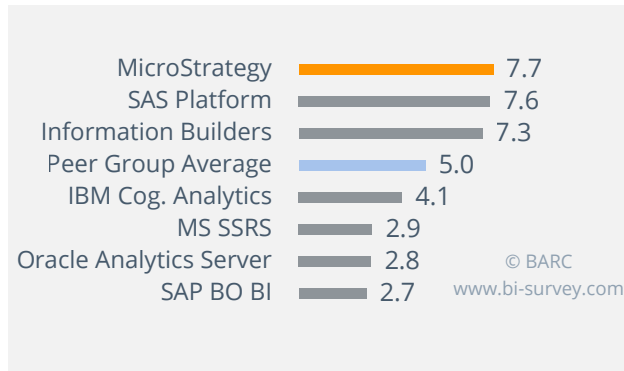
Location intelligence

This KPI is based on how many sites currently perform spatial/location analysis with their BI tool.
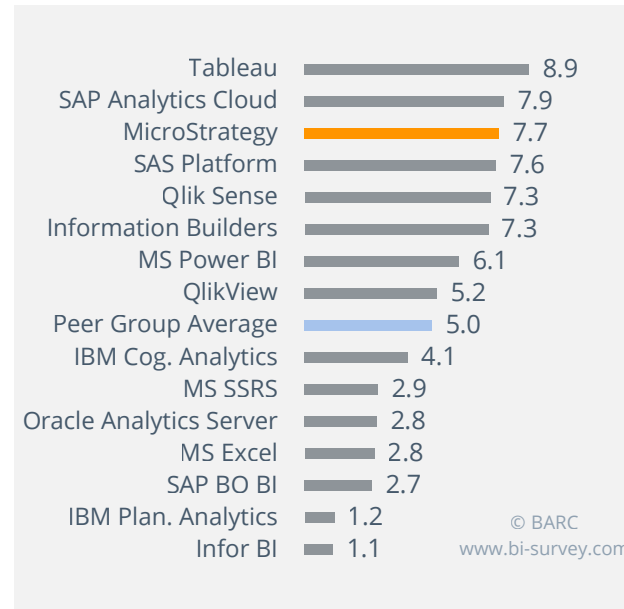
Location intelligence – Top-ranked

Peer group: Large global enterprise BI platforms

MicroStrategy	7.7
SAS Platform	7.6
Information Builders	7.3
Peer Group Average	5.0
IBM Cog. Analytics	4.1
MS SSRS	2.9
Oracle Analytics Server	2.8
SAP BO BI	2.7

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Location intelligence – Leader

Peer group: Large international BI vendors

Tableau	8.9
SAP Analytics Cloud	7.9
MicroStrategy	7.7
SAS Platform	7.6
Qlik Sense	7.3
Information Builders	7.3
MS Power BI	6.1
QlikView	5.2
Peer Group Average	5.0
IBM Cog. Analytics	4.1
MS SSRS	2.9
Oracle Analytics Server	2.8
MS Excel	2.8
SAP BO BI	2.7
IBM Plan. Analytics	1.2
Infor BI	1.1

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Location intelligence

Location intelligence – Leader

Peer group: Embedded analytics-focused products

Pyramid A.OS	10.0
Looker	8.3
MicroStrategy	7.7
Qlik Sense	7.3
Information Builders	7.3
Yellowfin	6.3
MS Power BI	6.1
Peer Group Average	5.7
Sisense	5.2
Dundas	3.8
TARGIT	3.6
Zoho Analytics	3.5
Exago	2.8
Logi Analytics	2.2

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BARC Viewpoint
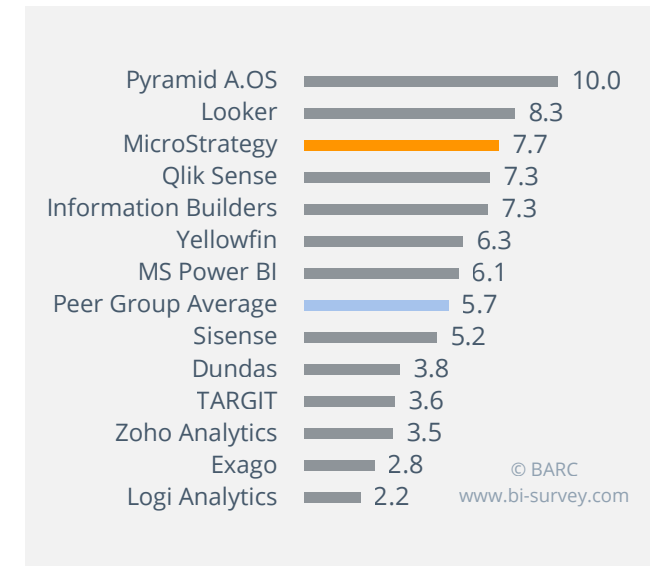
Location intelligence seems to be a favored usage scenario for MicroStrategy customers. The platform is top-ranked in this KPI in the 'Large global enterprise BI platforms' peer group for the fourth consecutive year. It also achieves excellent placings in two of its other peer groups. These outstanding results justify MicroStrategy's efforts to constantly improve its spatial capabilities. Besides offering free multi-level ESRI maps, a deep integration with MapBox (Geospatial Services) that can be installed as an add-on was introduced in the most recent version of the software. Customers with certain requirements are also able to use the SDK provided.
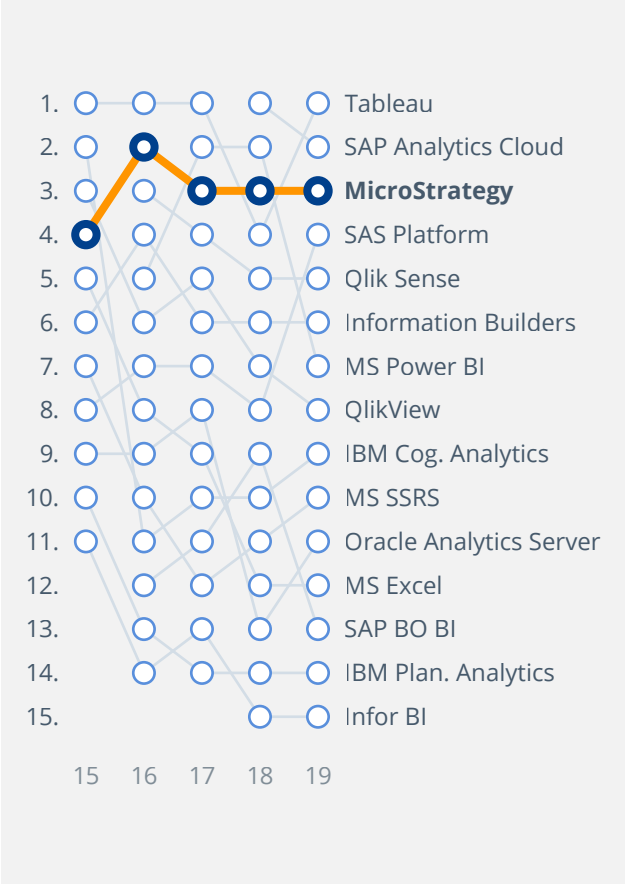
Consistently outstanding in location intelligence

Peer group: Large global enterprise BI platforms

1. **MicroStrategy**
2. SAS Platform
3. Information Builders
4. IBM Cog. Analytics
5. MS SSRS
6. Oracle Analytics Server
7. SAP BO BI

15 16 17 18 19

Consistently outstanding in location intelligence

Peer group: Large international BI vendors

1. Tableau
2. SAP Analytics Cloud
3. **MicroStrategy**
4. SAS Platform
5. Qlik Sense
6. Information Builders
7. MS Power BI
8. QlikView
9. IBM Cog. Analytics
10. MS SSRS
11. Oracle Analytics Server
12. MS Excel
13. SAP BO BI
14. IBM Plan. Analytics
15. Infor BI
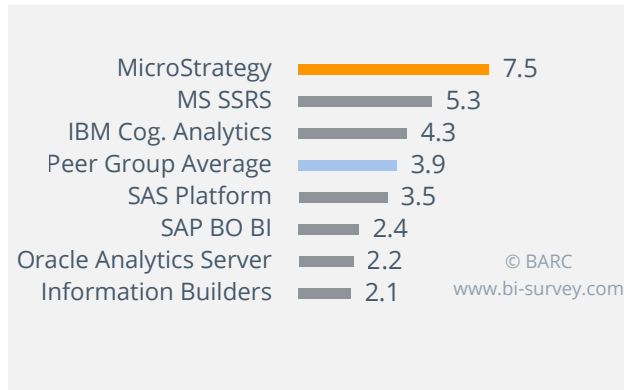
15 16 17 18 19
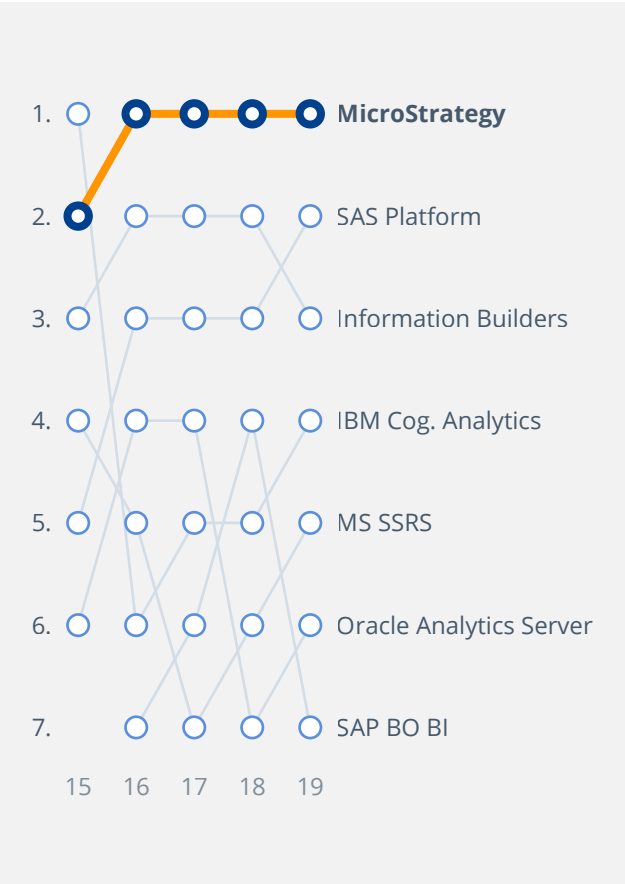
Visual analysis

This KPI is based on how many sites currently perform visual analysis with their BI tool.

Visual analysis – Top-ranked

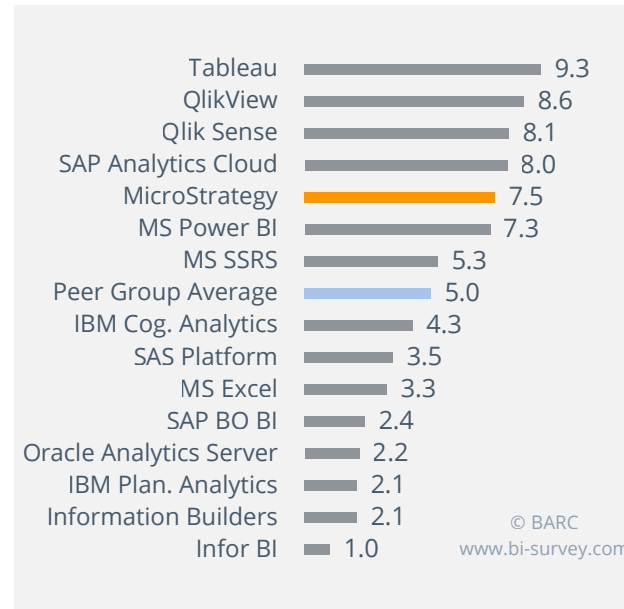*Peer group: Large global enterprise BI platforms*

MicroStrategy	7.5
MS SSRS	5.3
IBM Cog. Analytics	4.3
Peer Group Average	3.9
SAS Platform	3.5
SAP BO BI	2.4
Oracle Analytics Server	2.2
Information Builders	2.1

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Visual analysis – Leader

Peer group: Large international BI vendors

Tableau	9.3
QlikView	8.6
Qlik Sense	8.1
SAP Analytics Cloud	8.0
MicroStrategy	7.5
MS Power BI	7.3
MS SSRS	5.3
Peer Group Average	5.0
IBM Cog. Analytics	4.3
SAS Platform	3.5
MS Excel	3.3
SAP BO BI	2.4
Oracle Analytics Server	2.2
IBM Plan. Analytics	2.1
Information Builders	2.1
Infor BI	1.0

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Consistently top-ranked in visual analysis

Peer group: Large global enterprise BI platforms

Rank	17	18	19	
1.	●	●	●	**MicroStrategy**
2.	○	○	○	MS SSRS
3.	○	○	○	IBM Cog. Analytics
4.	○	○	○	SAS Platform
5.	○	○	○	SAP BO BI
6.	○	○	○	Oracle Analytics Server
7.		○	○	Information Builders

BARC Viewpoint
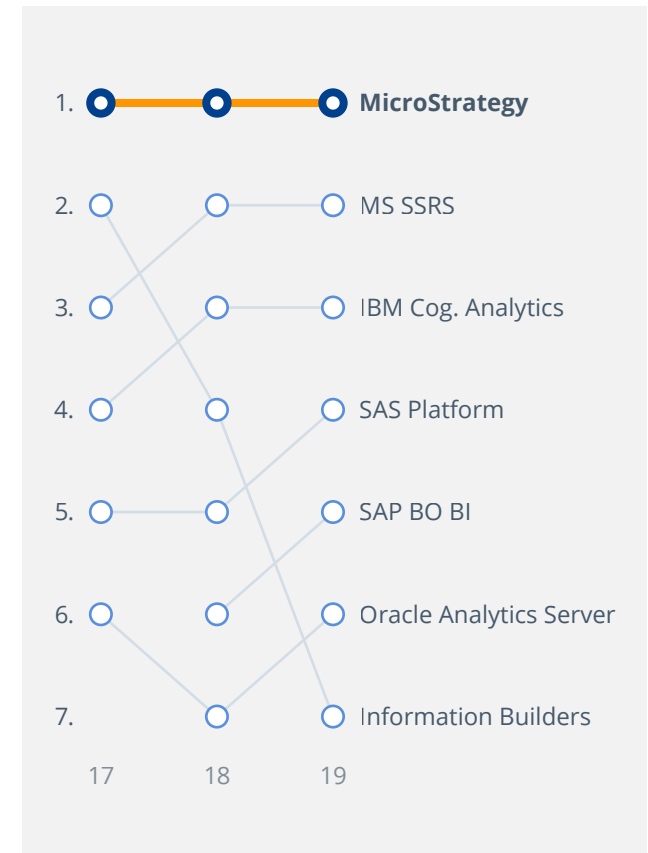
For the third year in row, MicroStrategy is the top-ranked large global enterprise BI platform in the 'Visual analysis' KPI. The vendor also ranks among the leaders in the 'Large international BI vendors' peer group. MicroStrategy has the vision to provide intelligence everywhere and enable customers to harness the power of their data. By offering strong visual analysis and data discovery capabilities, power users from business departments are able to combine governed data from the Enterprise Semantic Graph (MicroStrategy's semantic layer) with ad hoc connected data sources to reveal insights. Interactive visualizations, recommendations for preparation steps and further guidance features help users to navigate the data.

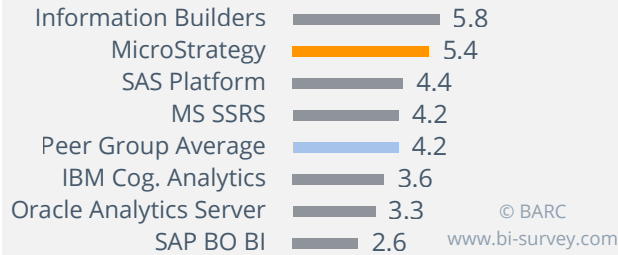# Innovation & Considered for purchase
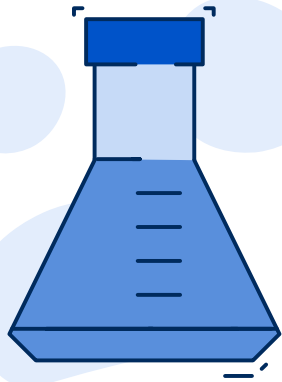
The 'Innovation' KPI combines the 'Embedded BI', 'Cloud BI', 'Visual analysis', 'Mobile BI', 'Operational BI', 'Location intelligence' and 'Visual design standards' KPIs to measure the product's level of innovation.

The 'Considered for purchase' KPI is based on whether respondents considered purchasing the product.

Innovation – Leader

Peer group: Large global enterprise BI platforms

Information Builders	5.8
MicroStrategy	5.4
SAS Platform	4.4
MS SSRS	4.2
Peer Group Average	4.2
IBM Cog. Analytics	3.6
Oracle Analytics Server	3.3
SAP BO BI	2.6

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BARC Viewpoint — Innovation

Innovation is very important to MicroStrategy. The vendor continuously takes on board the changing needs of customers and brings out new features. It is one of the few providers that has been able to come up with genuinely innovative features not offered by anyone else over the past few years. The 'Innovation' KPI reflects the extent to which trending features have been adopted by customers. Thanks to its strength in areas such as location intelligence, mobile BI and visual analysis, MicroStrategy is rated as one of the leaders in the 'Large global enterprise BI platforms' peer group. However, given what MicroStrategy has to offer, we believe there is plenty of scope for existing customers to utilize the platform to implement in many more different scenarios.
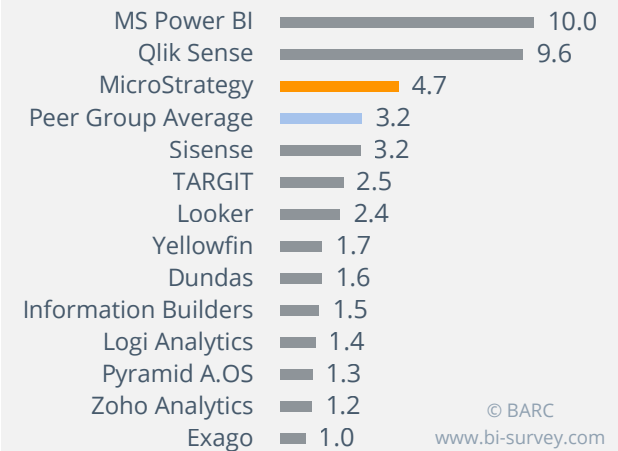
Considered for purchase — BARC Viewpoint

The 'Considered for purchase' KPI reflects how often a vendor is invited to competitive evaluations, and therefore indirectly gives an indication of its market visibility. MicroStrategy is an established global vendor founded in the late 1980s to help customers visualize their data. It is one of the few companies that has stuck to its own platform and placed an emphasis on providing an integrated product without any acquired technology. This is not always a simple approach to take as innovation has to come from within and be directly implemented into the existing platform. The product receives technological upgrades every few years as well as functional improvements on a more regular basis.

Considered for purchase – Leader

Peer group: Embedded analytics-focused products

MS Power BI	10.0
Qlik Sense	9.6
MicroStrategy	4.7
Peer Group Average	3.2
Sisense	3.2
TARGIT	2.5
Looker	2.4
Yellowfin	1.7
Dundas	1.6
Information Builders	1.5
Logi Analytics	1.4
Pyramid A.OS	1.3
Zoho Analytics	1.2
Exago	1.0

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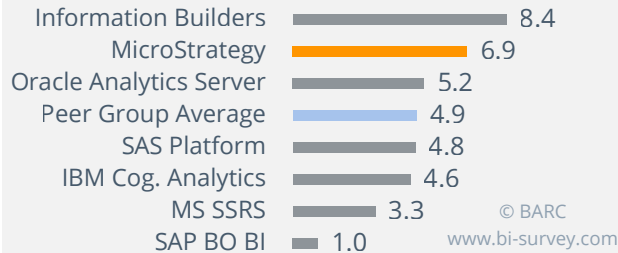www.bi-survey.com

Dashboards & Customer experience

The 'Dashboards' KPI is based on how users rate their BI tool for creating dashboards/reports (data selection, data visualization, formatting/layout).

The 'Customer experience' KPI combines the 'Ease of use', 'Self-service', 'Performance satisfaction', 'Flexibility', 'Query performance' and 'Sales experience' KPIs.

Dashboards – Leader

Peer group: Large global enterprise BI platforms

Information Builders	8.4
MicroStrategy	6.9
Oracle Analytics Server	5.2
Peer Group Average	4.9
SAS Platform	4.8
IBM Cog. Analytics	4.6
MS SSRS	3.3
SAP BO BI	1.0

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BARC Viewpoint — Dashboards

MicroStrategy is the second ranked large global enterprise BI platform in the 'Dashboards' KPI. 92 percent of surveyed users use its broad capabilities to create individual dashboard applications. This good result in such a competitive area of the BI market reflects the high opinion customers have of its dashboard capabilities. MicroStrategy offers a format called Documents for the creation of dashboards and formatted reports. Depending on the use case, users can apply a number of formatting options, templates and predefined autostyles. Dossiers – an interactive format for presenting data to end users – are also available. They are held in a book-oriented format and can incorporate visualizations from various sources.
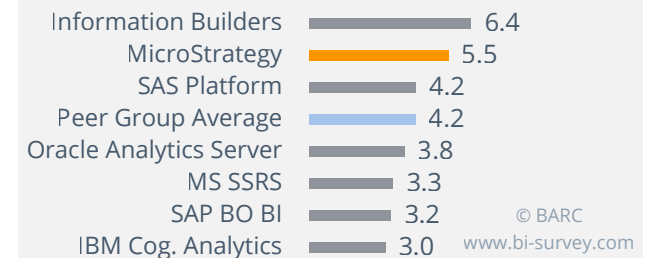
Customer experience — BARC Viewpoint

MicroStrategy is highly rated by users for the customer experience it offers, especially in comparison to other large global enterprise BI platforms. The vendor receives above-average feedback in this peer group in all the KPIs that count towards the calculation of the 'Customer experience' KPI. This result underlines the overall impression our survey results give: MicroStrategy is a modern BI and analytics software that offers good performance, scalability, flexibility, self-service and ease of use. 94 percent of users say they would definitely, probably or maybe recommend the platform.
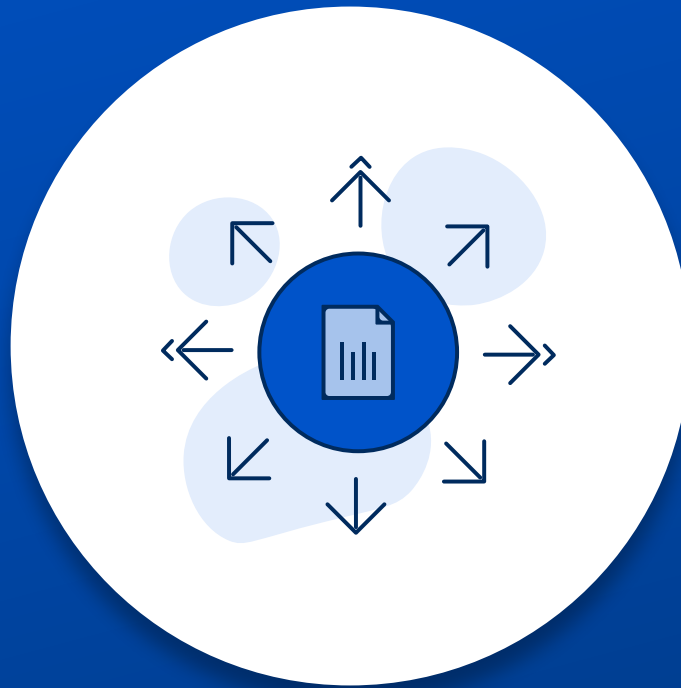
Customer experience – Leader

Peer group: Large global enterprise BI platforms

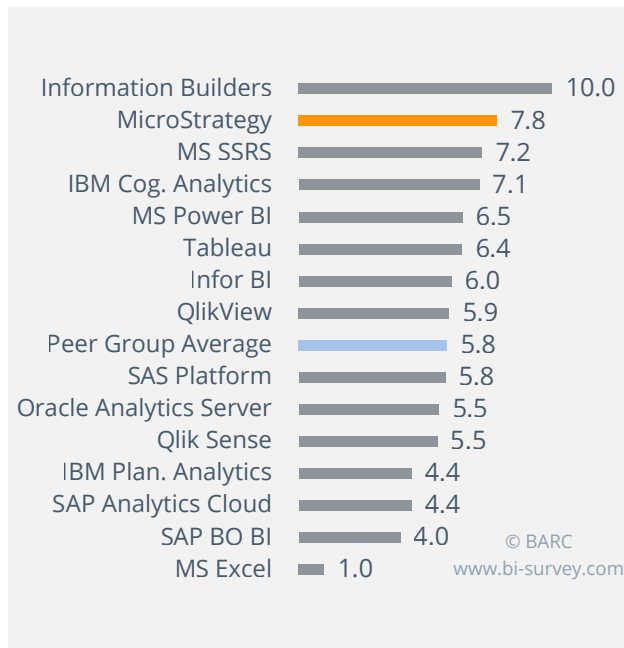|	
Information Builders	6.4
MicroStrategy	5.5
SAS Platform	4.2
Peer Group Average	4.2
Oracle Analytics Server	3.8
MS SSRS	3.3
SAP BO BI	3.2
IBM Cog. Analytics	3.0

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Distribution of reports

This KPI is based on how users rate their BI tool in terms of its support for the distribution of reports (dispatch/publication, scheduling, formats).
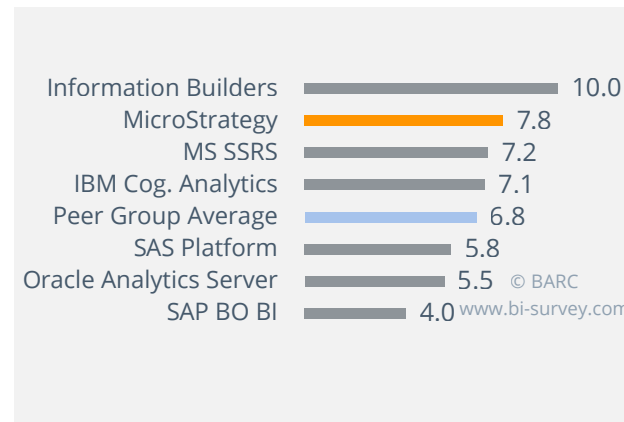
Distribution of reports – Leader

Peer group: Large international BI vendors

Information Builders	10.0
MicroStrategy	7.8
MS SSRS	7.2
IBM Cog. Analytics	7.1
MS Power BI	6.5
Tableau	6.4
Infor BI	6.0
QlikView	5.9
Peer Group Average	5.8
SAS Platform	5.8
Oracle Analytics Server	5.5
Qlik Sense	5.5
IBM Plan. Analytics	4.4
SAP Analytics Cloud	4.4
SAP BO BI	4.0
MS Excel	1.0

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Distribution of reports – Leader

Peer group: Large global enterprise BI platforms

Information Builders	10.0
MicroStrategy	7.8
MS SSRS	7.2
IBM Cog. Analytics	7.1
Peer Group Average	6.8
SAS Platform	5.8
Oracle Analytics Server	5.5
SAP BO BI	4.0

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BARC Viewpoint

MicroStrategy customers are very satisfied with the product's information distribution functionality, voting it into second place in both the 'Large international BI vendors' and 'Large global enterprise BI platforms' peer groups. The MicroStrategy platform supports the creation and distribution of personalized reports to thousands of users. The MicroStrategy Distribution Services module enables the management of information distribution to dynamic recipient lists at a set time or based on an event or threshold-based trigger. All the information is bursted to users by leveraging their preferences and security roles.
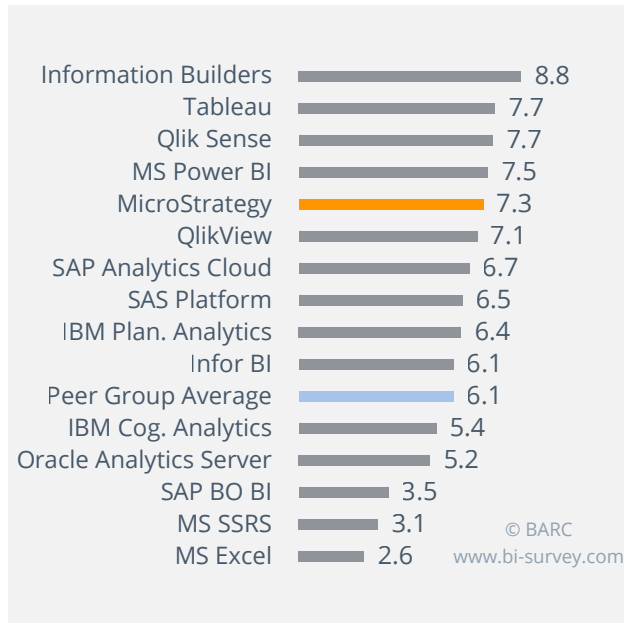
Functionality

This KPI combines the 'Dashboards', 'Ad hoc query', 'Analyses', 'Distribution of reports' and 'Planning & budgeting' KPIs.
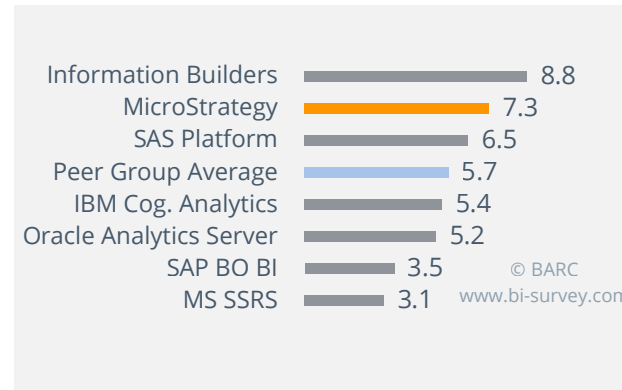
Functionality – Leader

Peer group: Large international BI vendors

Information Builders	8.8
Tableau	7.7
Qlik Sense	7.7
MS Power BI	7.5
MicroStrategy	7.3
QlikView	7.1
SAP Analytics Cloud	6.7
SAS Platform	6.5
IBM Plan. Analytics	6.4
Infor BI	6.1
Peer Group Average	6.1
IBM Cog. Analytics	5.4
Oracle Analytics Server	5.2
SAP BO BI	3.5
MS SSRS	3.1
MS Excel	2.6

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Functionality – Leader

Peer group: Large global enterprise BI platforms

Information Builders	8.8
MicroStrategy	7.3
SAS Platform	6.5
Peer Group Average	5.7
IBM Cog. Analytics	5.4
Oracle Analytics Server	5.2
SAP BO BI	3.5
MS SSRS	3.1

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BARC Viewpoint

On average, customers responding to the past two BI Surveys have been using their chosen BI software for between 5 and 5.5 years. Therefore, prospects searching for a BI and analytics platform should thoroughly evaluate multiple options to find a good fit for their requirements. The number one reason why customers choose MicroStrategy is its coverage of BI specific requirements. An impressive 66 percent (compared to the survey average of 36 percent) cited this as a significant factor in their purchasing decision, showing that the platform is able to attract prospects with its broad functionality. The MicroStrategy platform is well placed in both the 'Large global enterprise BI platforms' and 'Large international BI vendors' peer groups in the aggregated 'Functionality' KPI.

BARC — Business Application Research Center

BARC is a leading enterprise software industry analyst and consulting firm delivering information to more than 1,000 customers each year. Major companies, government agencies and financial institutions rely on BARC's expertise in software selection, consulting and IT strategy projects.

For over twenty years, BARC has specialized in core research areas including Data Management (DM), Business Intelligence (BI), Customer Relationship Management (CRM) and Enterprise Content Management (ECM).

BARC's expertise is underpinned by a continuous program of market research, analysis and a series of product comparison studies to maintain a detailed and up-to-date understanding of the most important software vendors and products, as well as the latest market trends and developments.

BARC research focuses on helping companies find the right software solutions to align with their business goals. It includes evaluations of the leading vendors and products using methodologies that enable our clients to easily draw comparisons and reach a software selection decision with confidence. BARC also publishes insights into market trends and

developments, and dispenses proven best practice advice.

BARC consulting can help you find the most reliable and cost effective products to meet your specific requirements, guaranteeing a fast return on your investment. Neutrality and competency are the two cornerstones of BARC's approach to consulting. BARC also offers technical architecture reviews and coaching and advice on developing a software strategy for your organization, as well as helping software vendors with their product and market strategy.

BARC organizes regular conferences and seminars on Business Intelligence, Enterprise Content Management and Customer Relationship Management software. Vendors and IT decision-makers meet to discuss the latest product updates and market trends, and take advantage of valuable networking opportunities.

For further information see:

www.barc-research.com

Other Surveys

The BARC **BI Trend Monitor 2019** reflects on the trends currently driving the BI and data management market from a user perspective. We asked close to 2,700 users, consultants and vendors for their views on the most important BI trends.

The Planning Survey 19 is the world's largest survey of planning software users. Based on a sample of over 1,300 responses, it offers an unsurpassed level of user feedback on 22 leading planning products. Find out more at **www.bi-survey.com**

The Advanced Analytics Survey 19 - BARC's new survey-based study - gauges satisfaction among advanced analytics, data discovery and data preparation software users worldwide. Ten leading software products are compared in detail.

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