The BI & Analytics Survey 23

The voice of the BI and analytics community

This is a specially produced summary
of the headline results for

TARGIT

BARC

The BI & Analytics Survey 23: TARGIT Highlights Dashboard

KPI results

3 top rankings

and

37 leading positions

in 4 different peer groups.

THE BI & ANALYTICS SURVEY 23

Recommendation

95%

of surveyed users say they would **recommend*** TARGIT.

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

THE BI & ANALYTICS SURVEY 23

Satisfaction

100%

of surveyed users are **satisfied** with TARGIT.*

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

THE BI & ANALYTICS SURVEY 23

Creating reports and dashboards

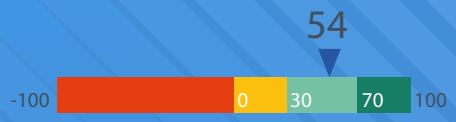
95%

of surveyed users rate TARGIT's **functionality for crating reports and dashboards as excellent or good.***

** Compared to **84%** for the average data management tool.*

THE BI & ANALYTICS SURVEY 23

Net Promoter Score (NPS)



THE BI & ANALYTICS SURVEY 23

Price-to-value

97%

of surveyed users rate TARGIT's **price-to-value as excellent or good.***

** Compared to **72%** for the average data management tool.*

THE BI & ANALYTICS SURVEY 23

Peer Groups and KPIs

The KPIs

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

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

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

Peer Group Classification

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

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

1. Focus - Is the product focused on and typically used for reporting and dashboards, analysis or embedded analytics?
2. Specialization – Is the vendor a BI and analytics specialist or a business software generalist, offering a broader portfolio of enterprise software for a variety of business requirements?
3. Usage scenario – Is the product typically used in midsize/departmental implementations or large/enterprise-wide implementations?
4. Global presence – Does the vendor have a global reach and offer its products worldwide?

TARGIT features in the following peer groups:

- Report & Dashboard Focus
- Embedded Analytics Focus
- BI & Analytics Specialists
- Midsize/Departmental Implementations

Peer Groups Overview

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

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

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

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

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

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

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

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

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The BI & Analytics Survey 23: TARGIT Highlights

Peer Group
Embedded Analytics Focus

1. Top-ranked in

Project Length
Competitive Win Rate

. . . . . .

Leader in

Project Success
Business Value
Price to Value
Vendor Support
Product Satisfaction
Dashboards
Ease of Use
Visual Analysis
Visual Design Standards
Competitiveness
Mobile B

Peer Group
Midsize/Departmental Implementations

1. Top-ranked in

Visual Analysis

. . . . . .

Leader in

Project Length
Price to Value
Product Satisfaction
Dashboards
Distribution of Reports
Visual Design Standards
Location Intelligence
Mobile BI
Competitive Win Rate

Peer Group
Report & Dashboard Focus

Leader in

Project Success
Project Length
Business Value
Price to Value
Product Satisfaction
Dashboards
Visual Analysis
Visual Design Standards
Competitive Win Rate

BARC Summary

Customers seeking a solid BI & analytics platform that serves a range of usage scenarios and various user types may well find everything they need in TARGIT Decision Suite. According to customers, the main appeal of the product lies in its 'price-performance ratio' and 'good coverage of BI/analytics-specific requirements'. Positive survey feedback about functionality in KPIs such as *Dashboards, Distribution of Reports* and *Analyses and Ad Hoc Query* demonstrate the breadth and quality of the suite's feature set.

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Peer Group
BI & Analytics Specialists

Leader in

Project Length
Business Value
Price to Value
Product Satisfaction
Visual Analysis
Visual Design Standards
Competitive Win Rate
Competitiveness

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The BI & Analytics Survey 23: TARGIT Top Ranks















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Customer Quotes

TargIt is a very good overall value for money solution. Easy to support & maintain in terms of upgrades with powerful and intuitive visualisation and reporting capability for end users.

BI-SURVEY.com

Head of a separate BI/analytics organization unit (e.g. BICC, BICoE), Transport, 100-2,500 employees

It is an excellent product for Business Analytics.

BI-SURVEY.com

CIO/Head of IT, Retail/ Wholesale, 100-2,500 employees

Absolutely love it, great BI tool.

BI-SURVEY.com

Person responsible/Project manager for departmental BI/ analytics, 100-2,500 employees

I am very satisfied with Targit as it provides a lot of variety in the solution using the data in the cubes. Dynamic time function is very valuable as well as the possibility to make user dimensions easily across various dimensions with the data, to make data transformation easy within the cube. Multiple drill down functions enable data discovery from group level down to very detailed levels in pursuit of locating deviations or discrepancies.

BI-SURVEY.com

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

Targit listens to their customers.

BI-SURVEY.com

Person responsible/Project manager for departmental BI/analytics, Public sector and Education, >2,500 employees



What Customers Like Most

Graphical, easy to use interface, dynamic time series analysis and comparisons.

BI-SURVEY.com

Head of department (except IT), IT, 100-2,500 employees

Ease of use of the product and constant updating to stay current. Excellent vendor/customer relationship.

BI-SURVEY.com

CIO/Head of IT, Retail/Wholesale, 100-2,500 employees

Very nice product, go for it.

BI-SURVEY.com

IT employee, Manufacturing, <100 employees

- Look and feel - Large amount of options to tweak dashboards - Very user friendly for end-users - Continuous improvements - Scheduled jobs.

BI-SURVEY.com

Person responsible/Project manager for departmental BI/analytics, 100-2,500 employees

It is user friendly and very flexible to make different analysis and reports. Also a good platform for user security.

BI-SURVEY.com

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



TARGIT overview

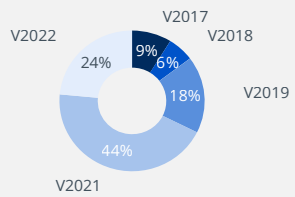
TARGIT is a privately-owned software provider founded in 1986 with its headquarters in Aalborg, Denmark. The company has close to 8,000 customers, most of whom are located in Europe and North America, while one-third are distributed across the rest of the world.

TARGIT aims to help businesses make impactful data-driven decisions by offering innovative software, industry insight and services focused on strong customer and partner relationships. TARGIT is positioned well for companies of all sizes requiring an all-integrated BI platform with vertical content.

TARGIT Decision Suite offers integrated self-service analysis, ad hoc reporting and dashboards with capabilities for batch reporting, mobility, slideshows and data mashups. Through a no-footprint web-client, TARGIT provides capabilities to embed dashboard applications and visuals into other applications and web portals. The Document Model is intended to reduce the effort required to design content and make it available across all devices and output types.

Versions used

n=34



The company offers a multitude of vertical solutions. The most prominent are those for manufacturing and retail, while niche solutions for heavy machinery, waste management, fleet management, medical billing, fashion design and apparel are showing traction as well. Providing not only a BI solution but also knowledge in the software remains a strong focus of TARGIT. The vendor continues to add verticals (e.g., airports) and predefined content to its portfolio. Moreover, its partner network is expanding. Partners also provide vertical solutions for different industries.

For several years, TARGIT has invested heavily in modernizing its solution. It began by reducing its dependency on Microsoft, enabling customers to access data sources other than Microsoft SQL Server. Now, an option to use its own in-memory database, as well as access to a number of additional data sources, has been introduced. TARGIT continues to work on enhancing its enterprise features by improving the deployment process and optimizing the UI/UX experience to enable designers to create dashboards, analyses and reports that are ready for easy consumption on large enterprise portals with better support for an improved cross-platform experience.

TARGIT customer responses

This year we had 37 responses from TARGIT users. At the time of the survey, 44 percent of them were using version 2021, 24 percent were running version 2022, 18 percent were running version 2019, 9 percent were running version 2017 and 6 percent version 2018.

Introduction

THE BI & ANALYTICS SURVEY 23

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

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

This document contains just a selection of the headline findings for TARGIT. 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.

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User and Use Case Demographics

BARC Comment

TARGIT Decision Suite is a true BI & analytics platform capable of serving scenarios such as dashboards/BI applications, standard/enterprise reporting, ad hoc query and analysis. Although it does not specifically focus on planning and budgeting, 54 percent of customers use it to create reports and dashboards on actual and budget data. This underlines the platform's versatility.

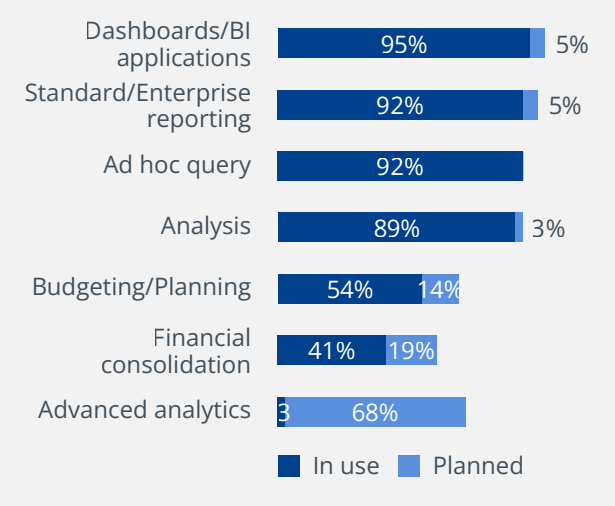
TARGIT's customer base is dominated by mid-sized companies. In this year's survey, 68 percent of respondents came from companies with 100 to 2,500 employees. Overall, a mean average of 140 users per company use TARGIT, while the median is 70.

As a Danish company, TARGIT's strongest market is Europe: 89 percent of the respondents to this survey came from Europe and the remaining 11 percent from North America. A detailed European split shows that more than half (58 percent) came from Northern Europe, with 27 percent coming from German-speaking countries and the remainder from Benelux and UK.

As TARGIT has historically been installed predominantly in accounts using operational software from Microsoft, and the software itself traditionally focused on the Microsoft SQL Server platform, Microsoft remains one of its biggest competitors.

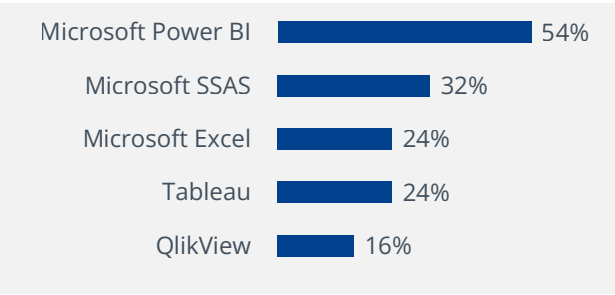
Current vs. planned use

n=37



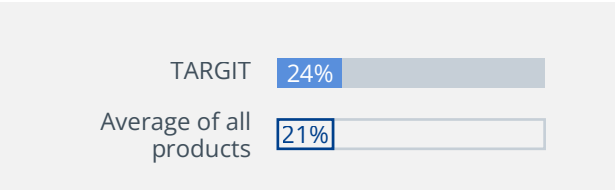
5 products most often evaluated in competition with TARGIT

n=37



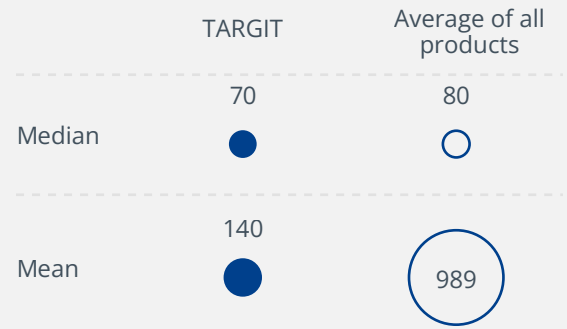
Percentage of employees using TARGIT

n=37



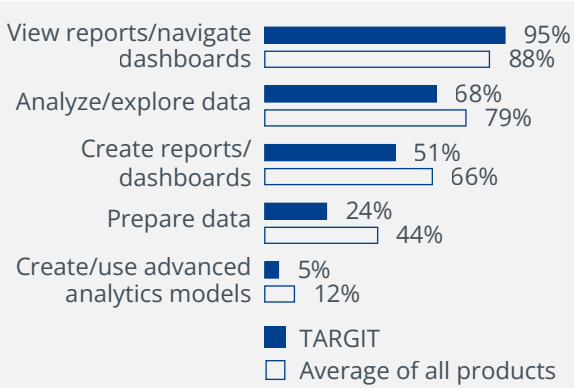
Number of users using TARGIT

n=37



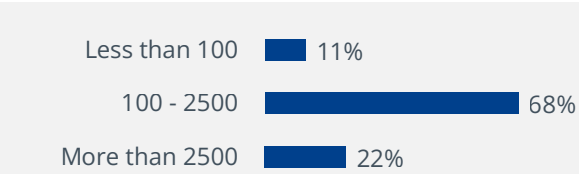
Tasks carried out with TARGIT by business users

n=37



Company size (employees)

n=37



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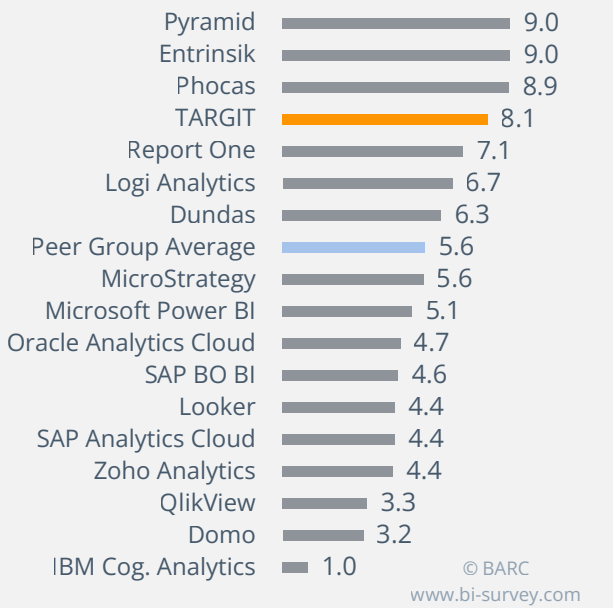
Project Success



This KPI is based on the implementation satisfaction level and the frequency of projects completed on time and on budget.

Project Success – Leader

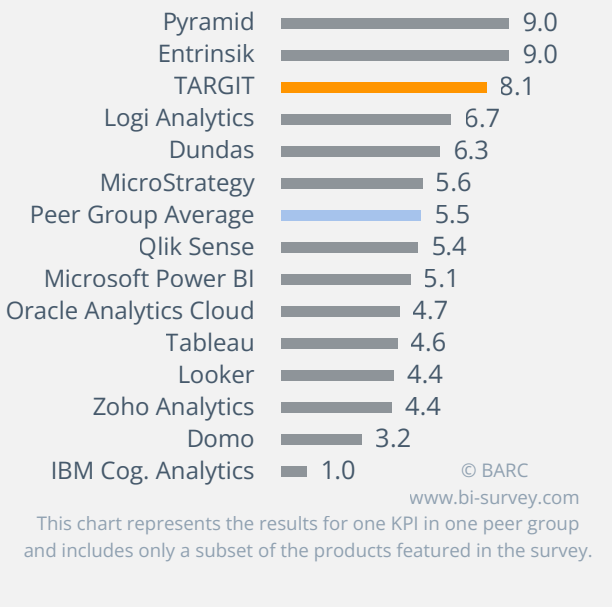
Peer Group: Report & Dashboard Focus



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

Project Success – Leader

Peer Group: Embedded Analytics Focus



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

Project Success

BARC Viewpoint

Good software is only one side of the coin when a vendor wants to expand its footprint within existing customer organizations and beyond. Successful projects not only satisfy users but also boost the reputation of the software within a company. To assess *Project Success* we asked respondents for feedback on four different aspects of their implementation: 'Satisfaction with the implementation of the technical aspects', 'satisfaction with the implementation of the business aspects', 'completion within the timeframe originally specified' and 'completion within the budget originally set'. TARGIT scored well in all categories, resulting in an overall rating of 9.0/10 in the *Project Success* KPI.

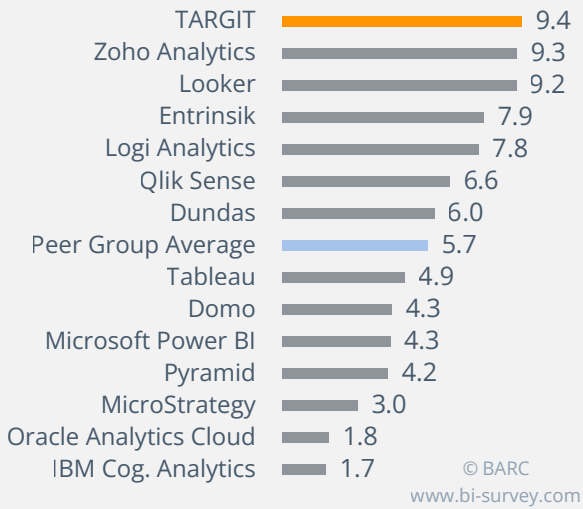
Project Length



This KPI is based on how quickly the product is implemented.

Project Length – Top-ranked

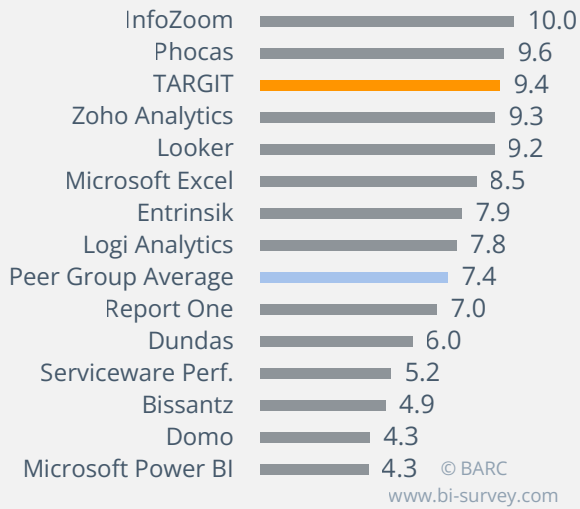
Peer Group: Embedded Analytics Focus



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

Project Length – Leader

Peer Group: Midsize/Departmental Implementations

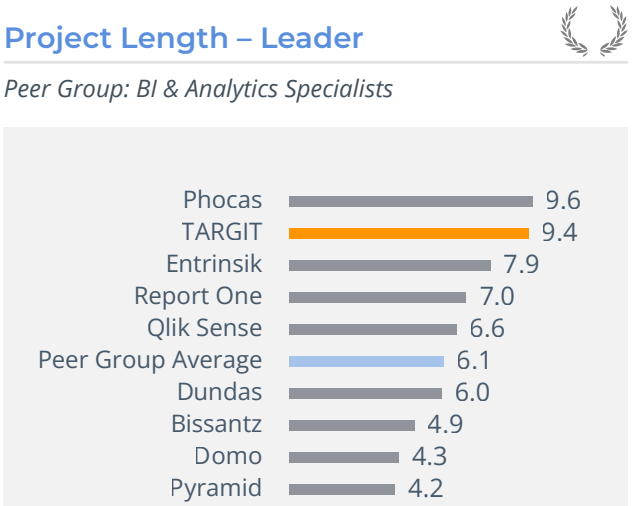


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Project Length

Project Length – Leader

Peer Group: BI & Analytics Specialists



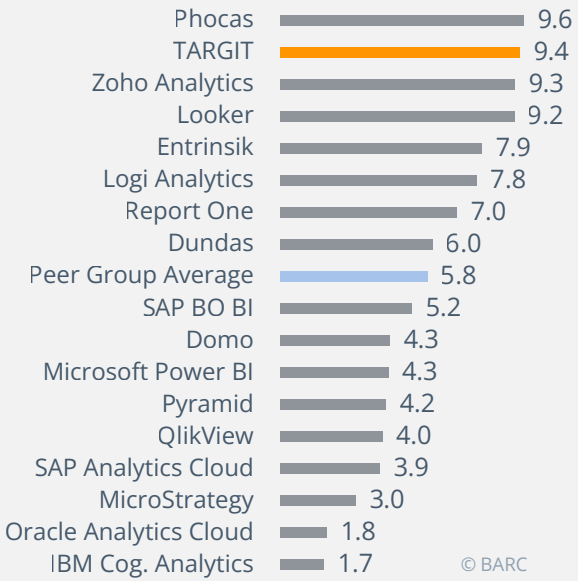
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

Customers reported that the average TARGIT Decision Suite implementation took a median of 2.18 months. For a BI & analytics platform that serves a variety of use cases and user types, this is impressively fast. There are various options to speed up implementation times: Firstly, the vendor offers pre-packaged solutions for industries such as airports, automotive, heavy equipment and manufacturing. It also provides 'BI Accelerators', which focus on predefined content for specific systems such as Microsoft Dynamics. These clearly have value and impact positively on *Project Length* and *Project Success*.

Project Length – Leader

Peer Group: Report & Dashboard Focus



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

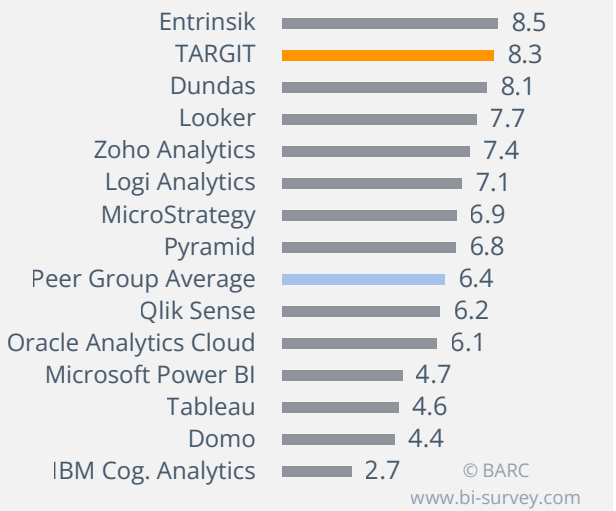
Business Value



This KPI combines the *Business Benefits*, *Project Success* and *Project Length* KPIs.

Business Value – Leader

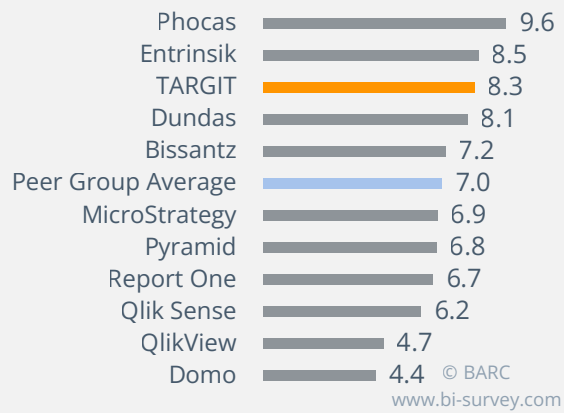
Peer Group: Embedded Analytics Focus



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

Business Value – Leader

Peer Group: BI & Analytics Specialists

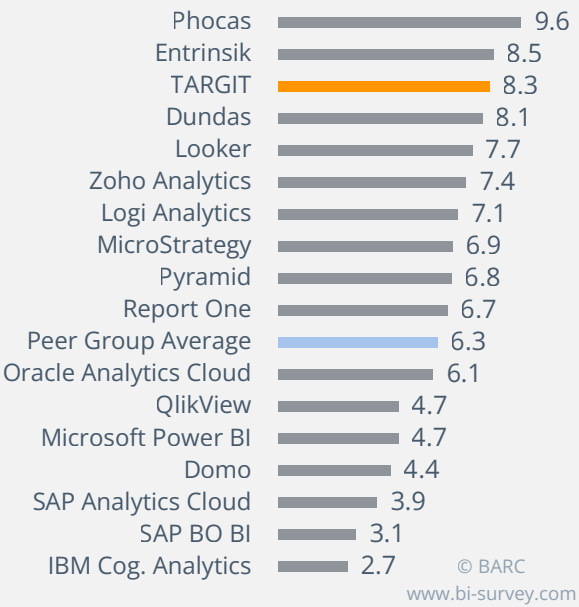


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Business Value

Business Value – Leader

Peer Group: Report & Dashboard Focus



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

BARC Viewpoint

With a track record of implementing projects successfully and relatively quickly, TARGIT Decision Suite is highly ranked in the aggregated *Business Value* KPI, which comprises the *Business Benefits*, *Project Success* and *Project Length* KPIs. Many customers achieve business benefits such as faster reporting, analysis or planning and better business decision-making through their use of TARGIT Decision Suite. An 8.3/10 rating for *Business Value* secures second place in the *Embedded Analytics Focus, BI & Analytics Specialists* and *Midsize/Departmental Implementations* peer groups. It is therefore no surprise to read comments from users such as “increased efficiency” and “satisfied with our choice” in this year’s BI & Analytics Survey.

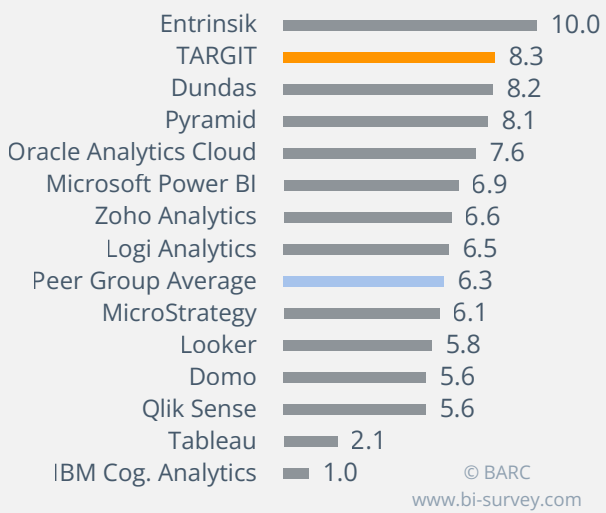
Price to Value



This KPI is based on how users rate their BI tool in terms of its price-performance ratio.

Price to Value – Leader

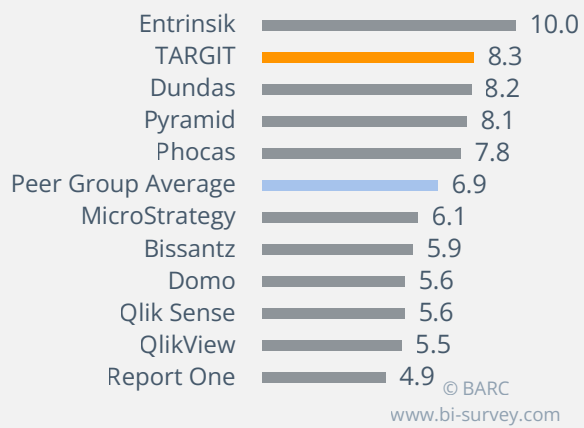
Peer Group: Embedded Analytics Focus



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

Price to Value – Leader

Peer Group: BI & Analytics Specialists

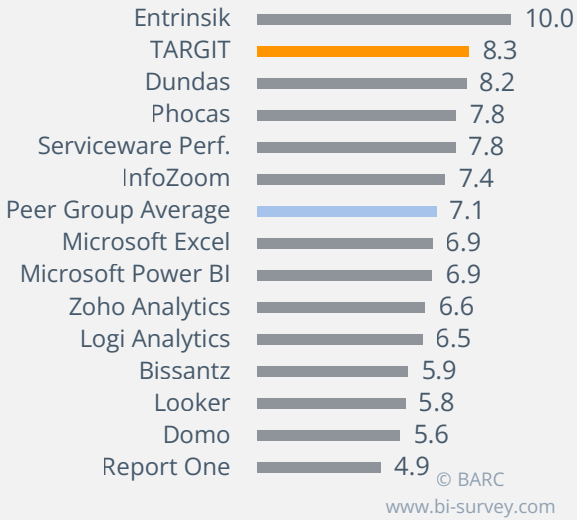


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Price to Value

Price to Value – Leader

Peer Group: Midsize/Departmental Implementations



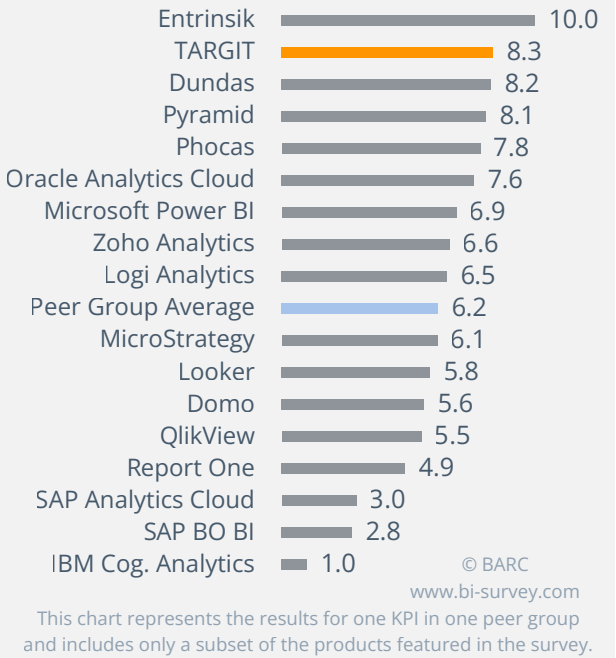
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

Price seems to be important for TARGIT Decision Suite customers. Price-performance ratio is one of the top reasons why customers choose to buy the software, as cited by 53 percent of users (compared to 36 percent on average for all products). And a remarkable 97 percent of customers rated its price-to-value as 'good' or 'excellent'. When surveyed about their experience during the sales process, customers rated TARGIT's 'pricing and contract flexibility' as the second best in The BI & Analytics Survey 23.

Price to Value – Leader

Peer Group: Report & Dashboard Focus



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

Vendor Support & Ease of Use



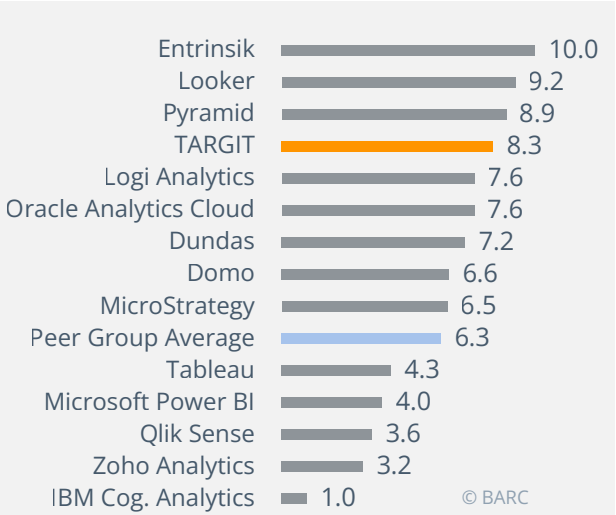


The *Vendor Support* KPI measures user satisfaction with the level of vendor support provided for the product.

The *Ease of Use* KPI is based on how often the product was chosen for its ease of use, and on the level of complaints about ease of use post-implementation.

Vendor Support – Leader

Peer Group: Embedded Analytics Focus



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

BARC Viewpoint

Vendor Support

TARGIT once again received strong feedback for its *Vendor Support* this year. 92 percent of Decision Suite customers rated it as ' good' or 'excellent', and not a single user reported 'very poor' or 'not very good' support. Several comments underlined customer satisfaction with the quality of support and their closeness to the vendor. The majority of the users this year came from Europe with a good portion from Northern Europe and especially Denmark, TARGIT's home market. It seems that customers are proud of their 'local' BI vendor, with one user hailing the company as "[...] World-famous in Denmark foremost!"

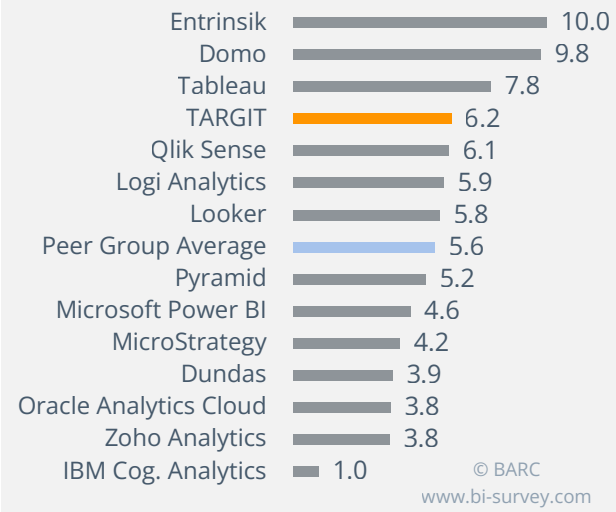
Ease of Use

BARC Viewpoint

Ease of use is important for TARGIT Decision Suite customers. 50 percent of respondents purchased the software for its 'ease of use for report consumers' (compared to the survey average of 38 percent) and 40 percent for its 'ease of use for report designers' (28 percent on average). A below-average proportion of complaints about the ease of use of the software underlines that customers who place value on ease of use were not disappointed. Some of the customers surveyed homed in on this point. For example, one said, "very intuitive for end users[...]," while another praised its "[...] ease of use, especially for non-developer users."

Ease of Use – Leader

Peer Group: Embedded Analytics Focus



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

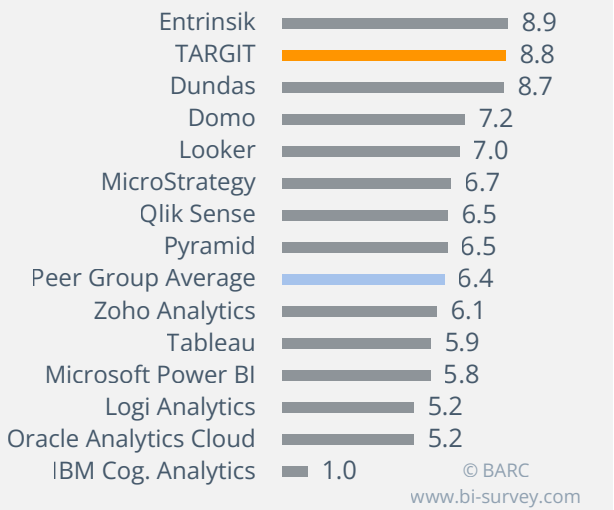
Product Satisfaction



This KPI is based on the level of satisfaction with the product.

Product Satisfaction – Leader

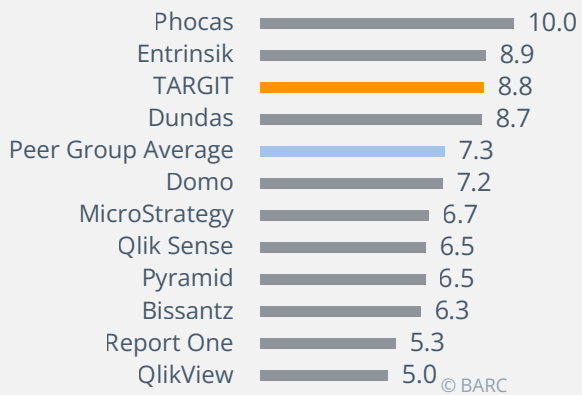
Peer Group: Embedded Analytics Focus



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

Product Satisfaction – Leader

Peer Group: BI & Analytics Specialists

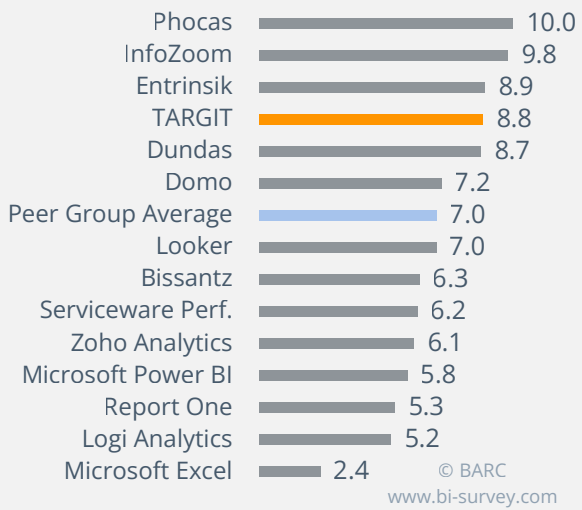


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Product Satisfaction

Product Satisfaction – Leader

Peer Group: Midsize/Departmental Implementations



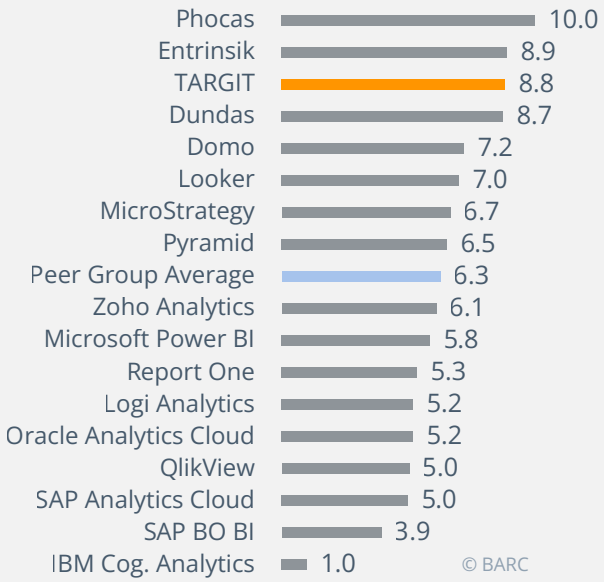
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

TARGIT Decision Suite users have an incredible opinion of the product. 70 percent are 'very satisfied' with it and the remaining 30 percent are 'somewhat satisfied'. This positive impression is also backed up by a strong recommendation rate for the product, with 95 percent stating that they would 'definitely' or 'probably' recommend it to others. TARGIT's score of 8.8/10 in the *Product Satisfaction* KPI secures leading positions in all four of its peer groups.

Product Satisfaction – Leader

Peer Group: Report & Dashboard Focus



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

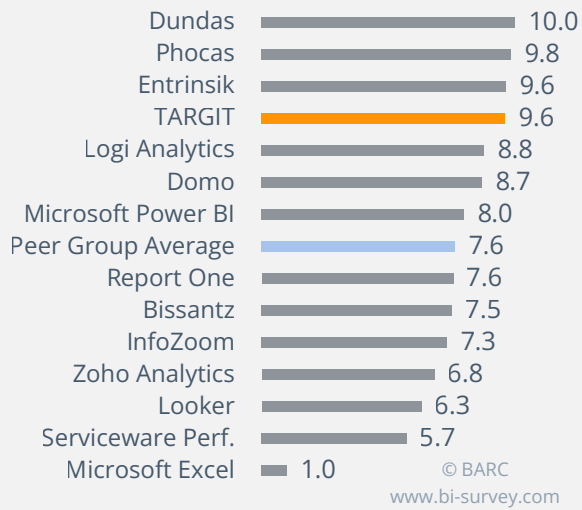
Dashboards



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

Dashboards – Leader

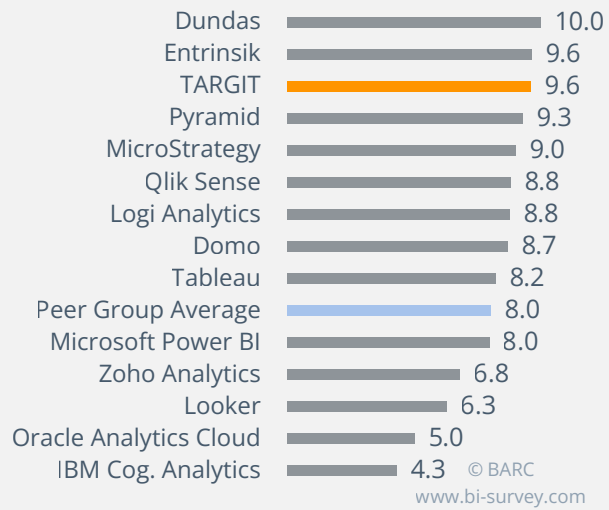
Peer Group: Midsize/Departmental Implementations



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

Dashboards – Leader

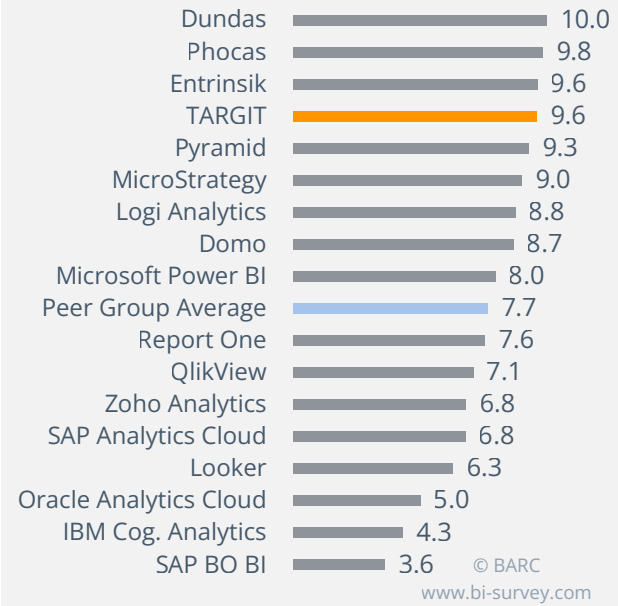
Peer Group: Embedded Analytics Focus



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

Dashboards – Leader

Peer Group: Report & Dashboard Focus



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

BARC Viewpoint

70 percent of users rate TARGIT Decision Suite's functionality for creating dashboards/reports (i.e., data selection, data visualization and formatting/layouting) as 'excellent', while a further 24 percent find it to be 'good'. This is great feedback, especially as 95 percent of respondents confirm that dashboards and BI applications is the main usage scenario for the product. 92 percent also use the suite for standard/enterprise reporting. The vendor has recently modernized its dashboard and report building environment by introducing one central object (known as a 'Document') with the aim of speeding up development. Customers seem to be happy with this enhancement.

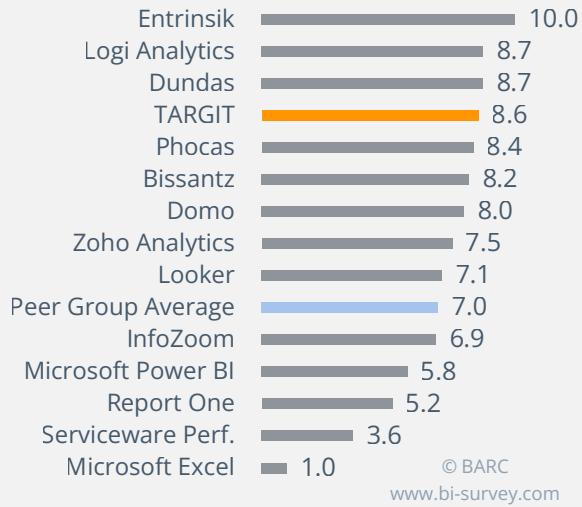
Distribution of Reports



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: Midsize/Departmental Implementations



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

BARC Viewpoint

Standard/enterprise reporting is the second most common usage scenario reported by TARGIT Decision Suite customers. 92 percent of the respondents to this year's survey use the solution to create and distribute reports. TARGIT has always offered a module for report creation. It was modernized a few years ago to meet fast-changing customer requirements. Now, one unified development component is used to create 'Documents', which can be further developed into web-focused dashboards or page-oriented reports. Documents can be scheduled to be distributed to specified recipients using defined criteria. 87 percent of customers rated TARGIT's functionality for the *Distribution of Reports* as 'excellent' or 'good' this year.

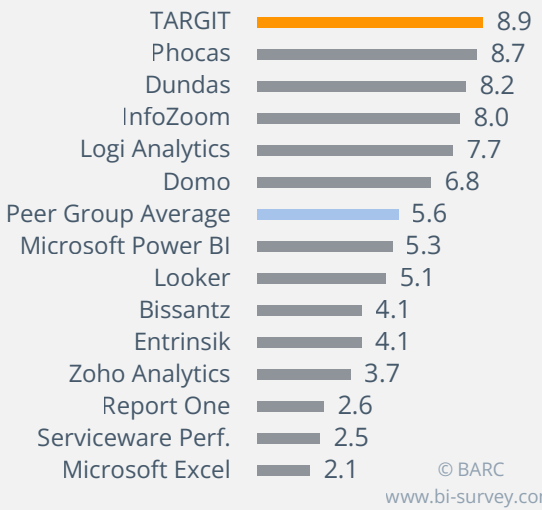
Visual Analysis



This KPI is based on the proportion of survey respondents that currently perform visual analysis with their BI tool.

Visual Analysis – Top-ranked

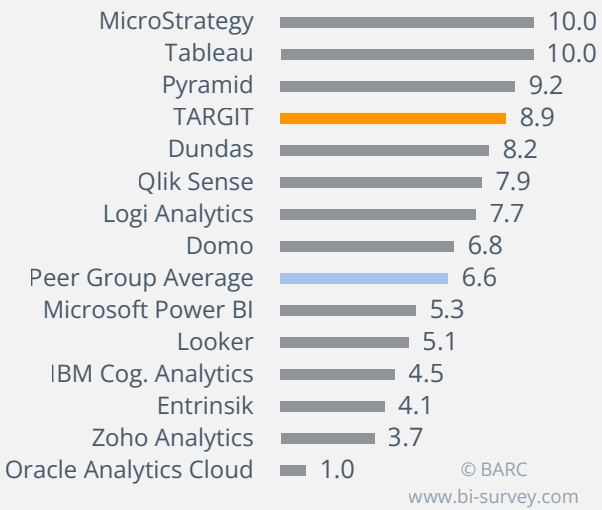
Peer Group: Midsize/Departmental Implementations



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

Visual Analysis – Leader

Peer Group: Embedded Analytics Focus

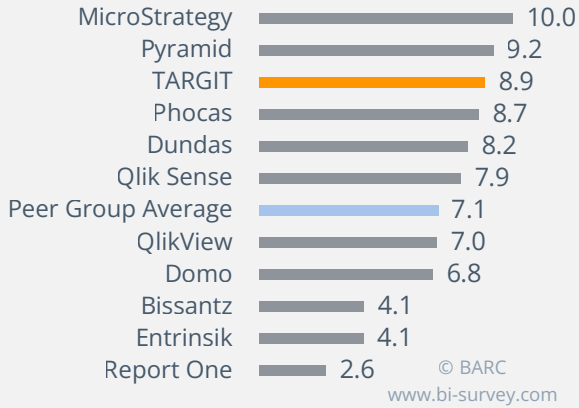


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Visual Analysis

Visual Analysis – Leader

Peer Group: BI & Analytics Specialists



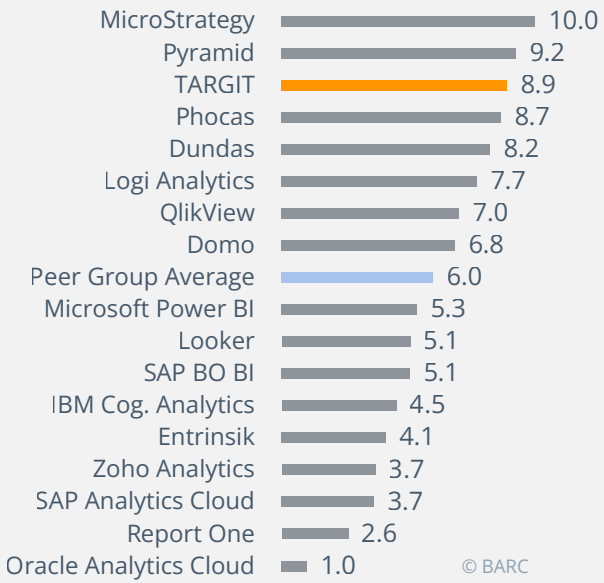
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

While most vendors favor developing their dashboard and application-oriented functionality, TARGIT is one of the few remaining providers on the market still investing in ad hoc query and analysis functionality. 76 percent of respondents stated that they use the product for visual analysis, which is a little surprising as this is not the primary focus of the software. It could be explained by the high level of interactivity of dashboards and web applications that can be created with the software and tailored to users' needs so they can visually navigate their data.

Visual Analysis – Leader

Peer Group: Report & Dashboard Focus



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

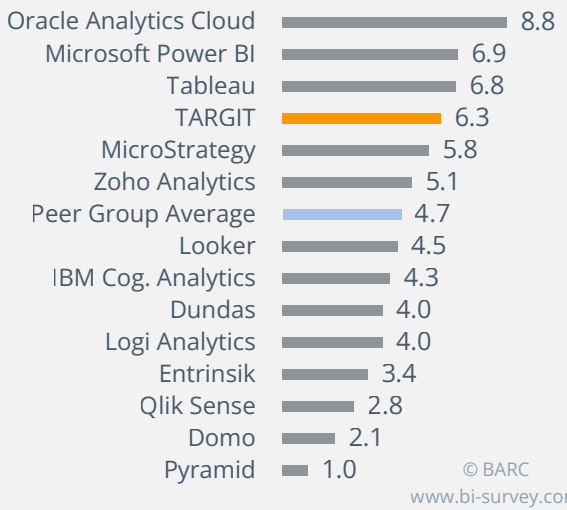
Visual Design Standards



This KPI is based on the proportion of survey respondents that currently use visual design standards with their BI tool.

Visual Design Standards – Leader

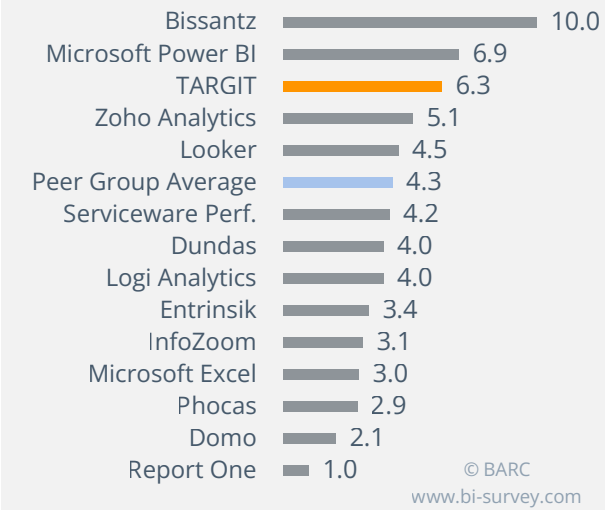
Peer Group: Embedded Analytics Focus



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

Visual Design Standards – Leader

Peer Group: Midsize/Departmental Implementations

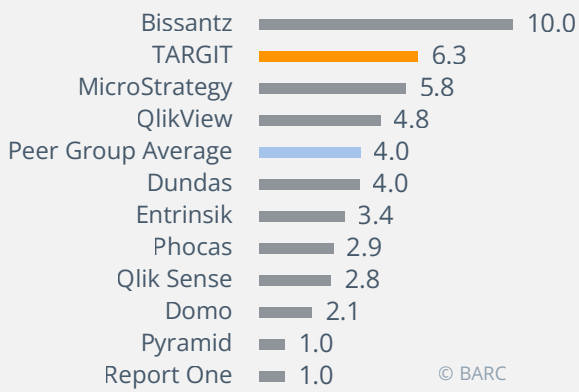


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Visual Design Standards

Visual Design Standards – Leader

Peer Group: BI & Analytics Specialists



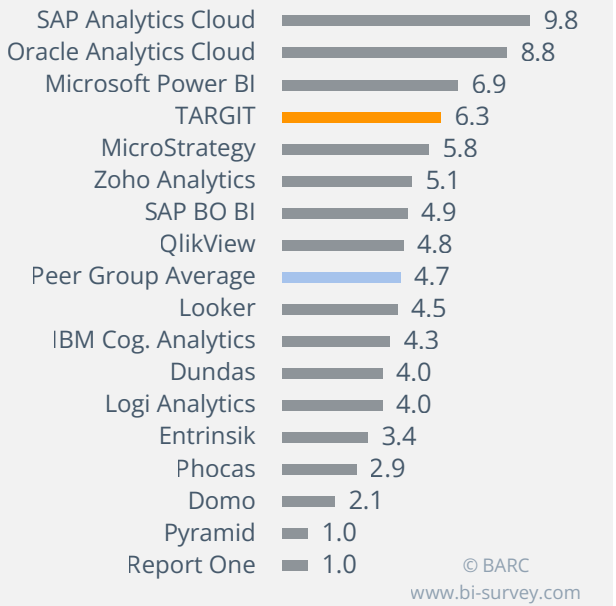
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

TARGIT's strong and flexible capabilities in terms of formatting/layouting documents and creating custom applications and reports are reflected in high ratings in the *Dashboards* KPI. It is therefore no surprise to discover that 26 percent of TARGIT Decision Suite customers are using the product to implement customized visual design standards. 95 percent of the TARGIT customers surveyed said that business users in their organization use the suite to view reports or navigate dashboards. Setting up rules for the formatting of data and KPIs improves the readability of displayed content, helps viewers to grasp the information presented more quickly and prevents misinterpretation.

Visual Design Standards – Leader

Peer Group: Report & Dashboard Focus



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

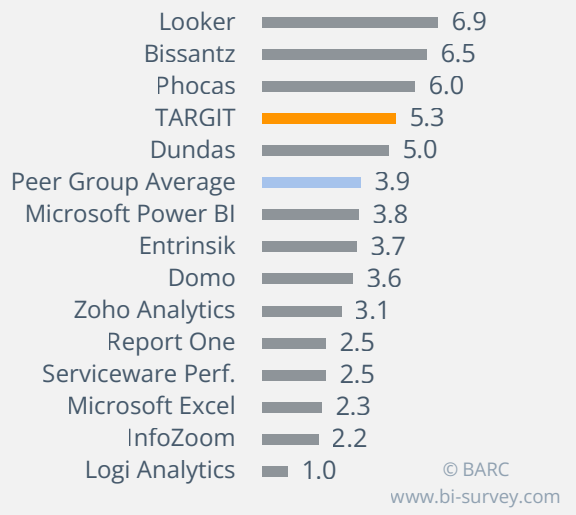
Location Intelligence



The *Location Intelligence* KPI is based on the proportion of survey respondents that currently perform spatial/location analysis with their BI tool.

Location Intelligence – Leader

Peer Group: Midsize/Departmental Implementations



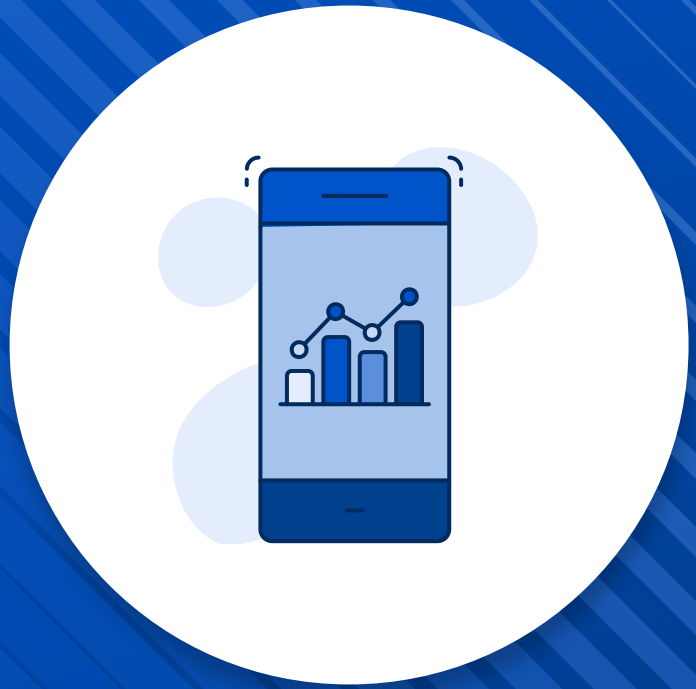
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Location Intelligence

BARC Viewpoint

Almost one third of TARGIT Decision Suite respondents have used the software to perform location and spatial intelligence. Given the industries that our survey respondents work in, it is clear that this usage scenario plays an important role. For instance, 22 percent of the TARGIT Decision Suite users surveyed come from the retail/wholesale industry, where this type of analysis is often required. Moreover, 49 percent of respondents have used TARGIT in their logistics departments and 73 percent in sales. TARGIT supports a range of offline formats with automatic longitude/latitude mapping.

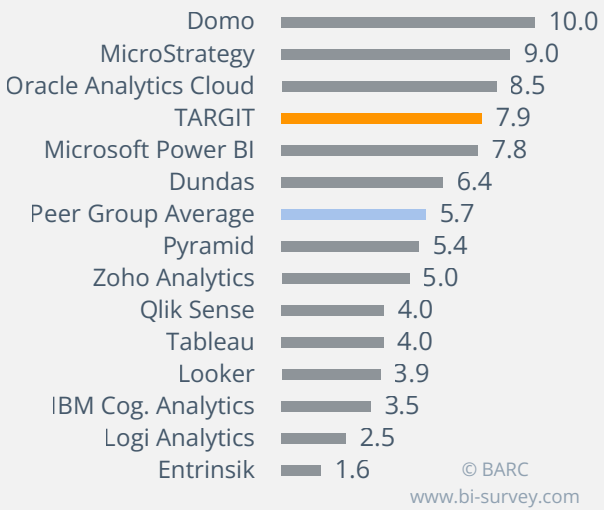
Mobile BI



This KPI is based on the proportion of survey respondents that currently use their BI tool on a mobile device.

Mobile BI – Leader

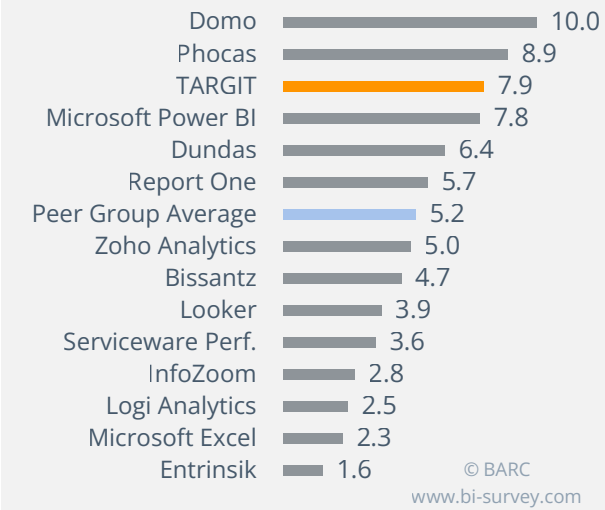
Peer Group: Embedded Analytics Focus



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

Mobile BI – Leader

Peer Group: Midsize/Departmental Implementations



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

BARC Viewpoint

43 percent of TARGIT Decision Suite customers use the solution in mobile BI scenarios. 86 percent of users reported having used the product in management (CXO), 86 percent in finance and 73 percent in sales. TARGIT has optimized its Anywhere (web) client for mobile usage to serve these scenarios. For instance, landscape/portrait layout is automatically chosen when the mobile device is put into one or the other mode.

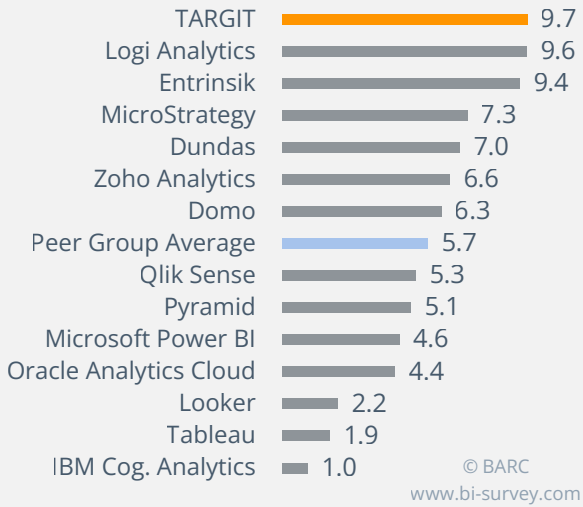
Competitive Win Rate



This KPI is based on the percentage of wins in competitive evaluations.

Competitive Win Rate – Top-ranked

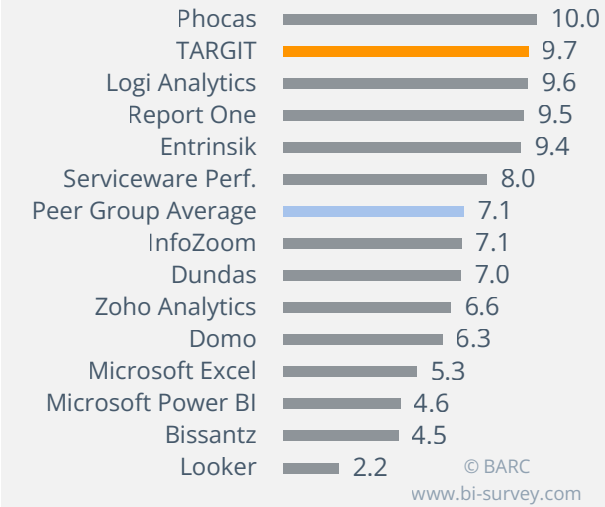
Peer Group: Embedded Analytics Focus



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

Competitive Win Rate – Leader

Peer Group: Midsize/Departmental Implementations

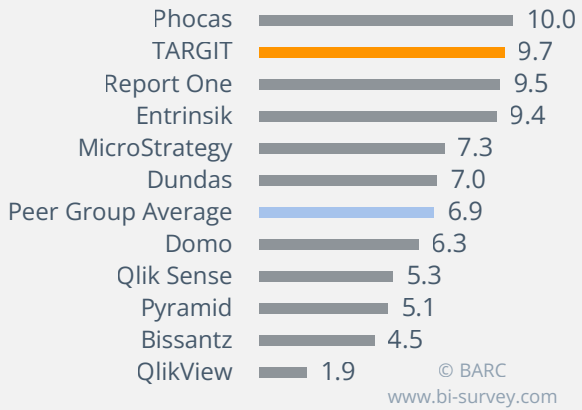


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Competitive Win Rate

Competitive Win Rate – Leader

Peer Group: BI & Analytics Specialists



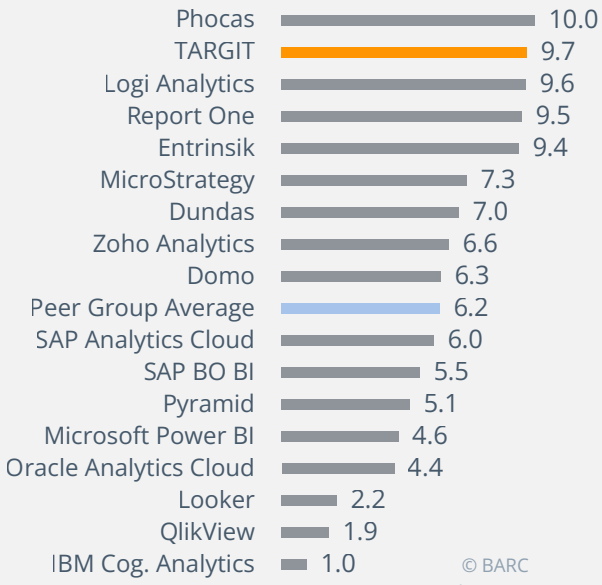
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

Over 70 percent of respondents said they performed a competitive evaluation before purchasing TARGIT Decision Suite. Although other vendors with huge brands are considered for purchase more often, some of them do not win a good proportion of the deals they go for. 30 out of the 34 respondents who evaluated TARGIT Decision Suite in this survey followed through and purchased the product, resulting in an excellent score of 9.7/10 in the *Competitive Win Rate* KPI. This result underlines the product's ability to serve multiple use cases and provide various user types with the information they need.

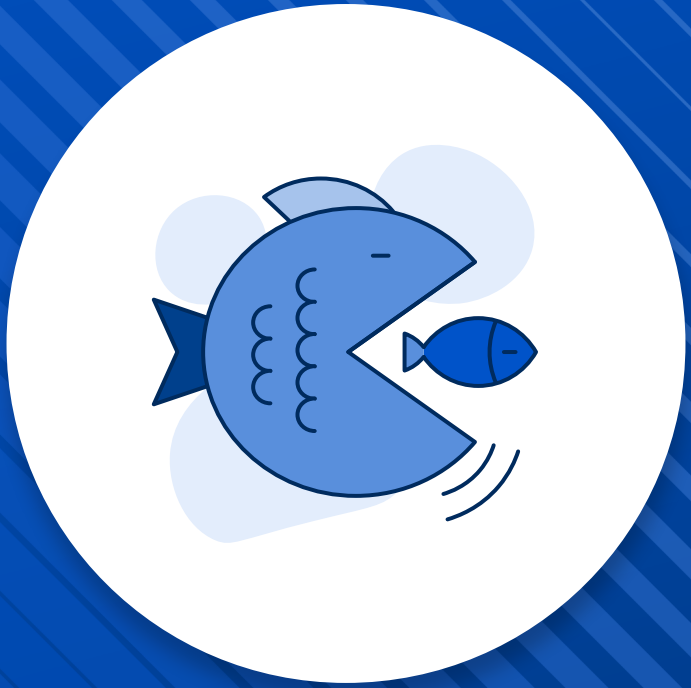
Competitive Win Rate – Leader

Peer Group: Report & Dashboard Focus



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

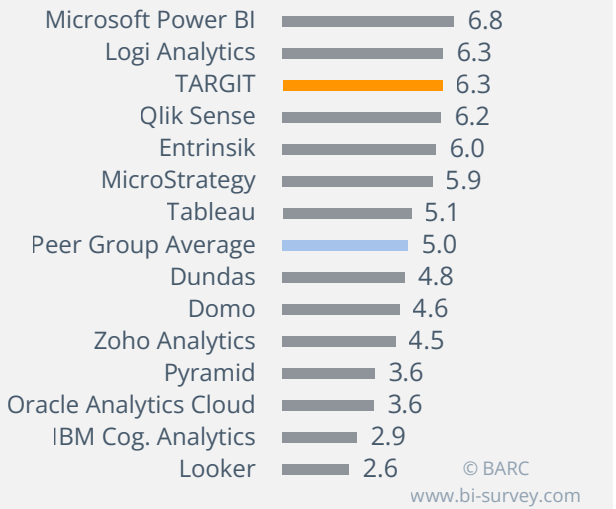
Competitiveness



This KPI combines the *Considered for Purchase* and *Competitive Win Rate* KPIs.

Competitiveness – Leader

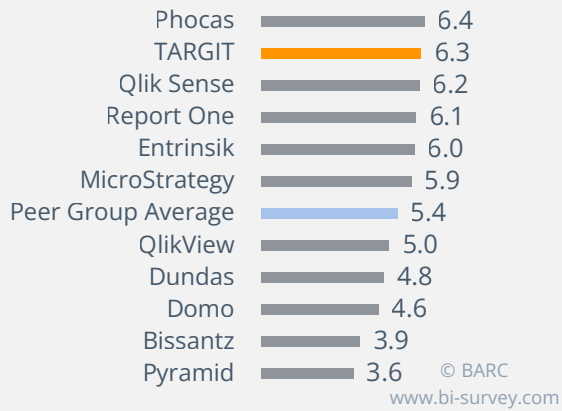
Peer Group: Embedded Analytics Focus



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

Competitiveness – Leader

Peer Group: BI & Analytics Specialists



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

BARC Viewpoint

TARGIT Decision Suite is ranked second best overall and top of the *Embedded Analytics* Focus peer group for its ability to win customers once they have evaluated the product (see *Competitive Win Rate* KPI). There are several reasons why customers opt for TARGIT Decision Suite. The most compelling and frequently mentioned are its breadth of features and ability to serve various user types and departments. Pricing and ease of use are also important considerations for TARGIT customers. Great feedback for *Product Satisfaction* and features such as *Dashboards* and *Distribution* of Reports underline the vendor's ability to keep its promises and deliver a competitive solution.

BARC — Business Application Research Center

Making digital leaders

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

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

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

Research

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

Events

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

Consulting

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

Other Surveys



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



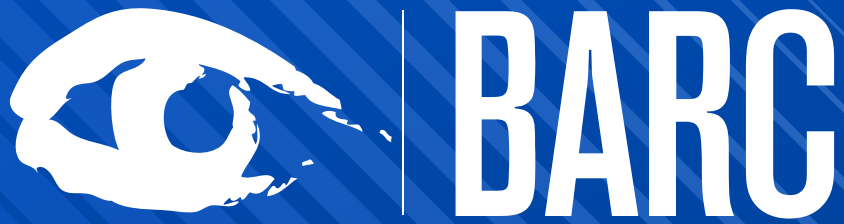
The BARC study *Data Culture Survey 2022* investigates the flavors of data culture within organizations. It is based on a survey of 434 participants from 49 countries across a range of industries. **Download here**.



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

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