The BI & Analytics Survey 21

The voice of the BI and analytics community

This is a specially produced summary
of the headline results for

TARGIT Decision Suite

BARC

The BI & Analytics Survey 21: TARGIT Decision Suite Highlights Dashboard

KPI results

1 top-ranking

and

21 leading positions

in 5 different peer groups.

THE BI & ANALYTICS SURVEY 21

Price-to-value

84%

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

** Compared to 71% for the average BI tool.*

THE BI & ANALYTICS SURVEY 21

Implementer support

79%

of surveyed users rate TARGIT's **implementer support** as **excellent** or **good**.*

** Compared to 65% for the average BI tool.*

THE BI & ANALYTICS SURVEY 21

Satisfaction

96%

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

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

THE BI & ANALYTICS SURVEY 21

Reports

82%

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

** Compared to 62% for the average BI tool.*

THE BI & ANALYTICS SURVEY 21

Dashboards

93%

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

** Compared to 80% for the average BI tool.*

THE BI & ANALYTICS SURVEY 21

The BI & Analytics Survey 21 TARGIT Decision Suite Highlights

Peer Group
OLAP analysis-focused products

1. Top-ranked in

Distribution of reports

. . . . . .

Leader in

Business benefits
Sales experience
Visual analysis
Mobile BI
Operational BI
Innovation
Competitive win rate

Peer Group
Embedded analytics-focused products

Leader in

Business benefits
Distribution of reports
Sales experience
Visual analysis
Competitive win rate

Peer Group
EMEA-focused vendors

Leader in

Business benefits
Distribution of reports
Visual analysis
Mobile BI

Peer Group
Dashboarding-focused products

Leader in

Distribution of reports
Visual analysis

Peer Group
Ad hoc reporting-focused products

Leader in

Distribution of reports
Visual analysis
Mobile BI

BARC Summary

This year's survey results underline TARGIT's strength as a solid BI platform that provides good functional breadth ranging from enterprise reporting and dashboards to ad hoc analysis. Customers are especially satisfied with the product's support for the distribution of reports and dashboard creation. They seem to have used the solution to create interactive web applications, which offer visual assistance to end users performing data analysis. The recently introduced mobile app has also shown strong uptake. Customers report having a good sales experience with TARGIT, citing their relationship with the vendor as an above-average reason for choosing to buy the software.

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The BI & Analytics Survey 21: TARGIT Decision Suite top ranks



Customer Quotes

Excellent product, visualization, reporting and support.

BI-SURVEY.com

Head of BI & Analytics Competence Center, transportation and logistics, 100-2,500 employees

It is an easy-to-access BI system where the end user does not need any programming or special computing skills.

BI-SURVEY.com

Employee of a cross-departmental BI/ analytics team, media/publishing, 100-2,500 employees

It is still the best tool out there.

BI-SURVEY.com

Business applications manager, public sector, 100-2,500 employees

Very strong BI tool, with good vendor support.

BI-SURVEY.com

Head of BI & Analytics Competence Center, agriculture, 100-2,500 employees

TARGIT Decision Suite is a brilliant BI tool. It presents infinite possibilities to drive data analysis and insights.

BI-SURVEY.com

Line of business employee, transportation and logistics, 100-2,500 employees



What customers like most

> Adaptable, flexible, great dashboards, easy to design.
>
> BI-SURVEY.com

Head of business department, health and safety equipment, <100 employees

> Intuitive to use, simple configuration of analyses, automated (system-side) analyses (alerting).*
>
> BI-SURVEY.com

CEO, process industry , 100-2,500 employees

> Variety of tools to improve data visualization and reliable database.
>
> BI-SURVEY.com

Line of business employee, transportation and logistics, 100-2,500 employees

> It's simple, and very easy to maintain and make secure - you have full control of your data, reports and access, in a non-technical tool.
>
> BI-SURVEY.com

Business Applications Manager, public sector, 100-2,500 employees

> Easy to create dashboards. Good filtering options for end users. Nice design/layout.
>
> BI-SURVEY.com

Head of BI & Analytics Competence Center, retail/wholesale/trade, 100-2,500 employees

*Translated by BARC



Advice from customers

> Simply set up a sample cube and start testing - it takes just few hours.*
>
> BI-SURVEY.com

CEO, process industry, 100-2,500 employees

> Get in touch with them - my experience with account managers and developers is very positive.
>
> BI-SURVEY.com

Head of BI & Analytics Competence Center, transportation and logistics, 100-2,500 employees

> It is worth the time to invest.
>
> BI-SURVEY.com

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

> I'd always advise companies to implement TARGIT Decision Suite bearing in mind that the product has infinite possibilities, it's user-friendly and provides great visualization tools.
>
> BI-SURVEY.com

Line of business employee, transportation and logistics, 100 -2,500 employees

> Use the good client relationship that TARGIT have with their customers to get fully use out of the solution.
>
> BI-SURVEY.com

Head of BI & Analytics Competence Center, retail/wholesale/trade, 100-2,500 employees

*Translated by BARC



TARGIT Decision Suite overview

TARGIT is a privately-owned software provider founded in 1986 with its headquarters in Aalborg, Denmark. The company employs more than 85 people and has over 6,800 customers, most of whom are located in Europe and North America, while one-third are distributed across the rest of the world.

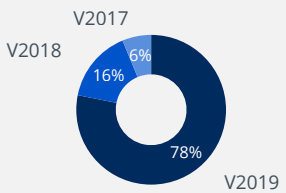
TARGIT is positioned for companies of all sizes requiring an all-integrated BI platform with vertical content. TARGIT Decision Suite offers integrated data discovery/self-service analysis, ad hoc reporting and dashboards with capabilities for batch reporting, mobility, slideshows and data mashups. The most recent 2019 release supports a range of trending features including speech recognition for natural language queries, alerts and notifications, an intelligent wizard that finds relevant content as the user types, an in-memory data mashup tool and support for creating custom visualizations. Through a no footprint web client, TARGIT has added to its capabilities for embedding into other applications and web portals. The newly introduced document model is intended to reduce the effort required to design content and make it available across all devices and output types.

Providing not only a BI solution but also knowledge about the software remains a strong focus of TARGIT. 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.

For several years, TARGIT has invested heavily in modernizing its solution. First, it began to reduce its Microsoft dependency by enabling customers to access data sources other than Microsoft SQL Server. Now an option to use its own in-memory database has been introduced along with support for additional data sources. Furthermore, TARGIT continues to work on optimizing its UI/UX experience to enable designers to create dashboards, analyses and reports that are ready for easy consumption on enterprise portals with better support for an improved cross-platform experience.

Versions used

n=44



TARGIT Decision Suite customer responses

This year we had 44 responses from TARGIT Decision Suite users. At the time of the survey, 78 percent of them were using version 2019, 16 percent were running version 2018 and 6 percent version 2017.

Introduction

THE BI & ANALYTICS SURVEY 21

The BI & Analytics Survey 21 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted from March to June 2020. In total, 2,591 people responded to the survey with 2,136 answering a series of detailed questions about their use of a named product. Altogether, 33 products (or groups of products) are analyzed in detail.

The BI & Analytics Survey 21 examines user feedback on BI product selection and usage across 36 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 Decision Suite. 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

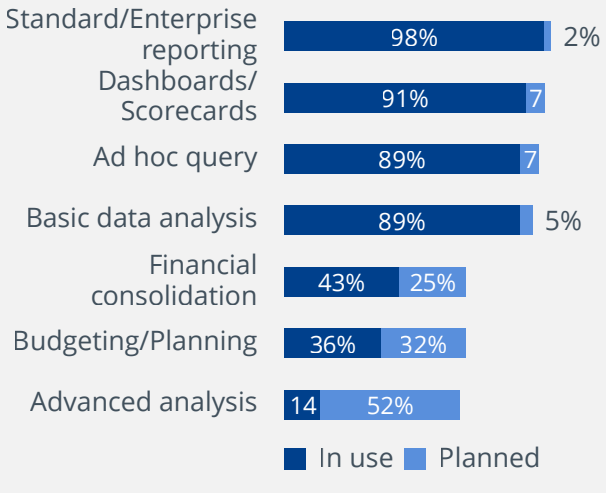
TARGIT Decision Suite is a business intelligence platform that provides reporting, dashboards, ad hoc query and analysis capabilities. Most customers use the solution for reporting, dashboards and ad hoc query with a slightly greater emphasis on standard/ enterprise reporting. At the time of the survey, almost all respondents were using the latest version (2019), which notably delivered improvements on the previous version in the area of dashboard and report creation. This resulted in increased use of the software for dashboard creation this year (91 percent of customers, compared to 83 percent last year).

TARGIT's customer base is dominated by mid-sized companies. In this year's survey, 77 percent of respondents came from companies with 100 to 2,500 employees. Overall, a mean of 112 users per company use TARGIT. The median is somewhat lower at 60.

As TARGIT has historically been installed in accounts using Microsoft CRM or ERP systems and the software itself traditionally focused on the Microsoft SQL Server platform, Microsoft Power BI remains one of its biggest competitors.

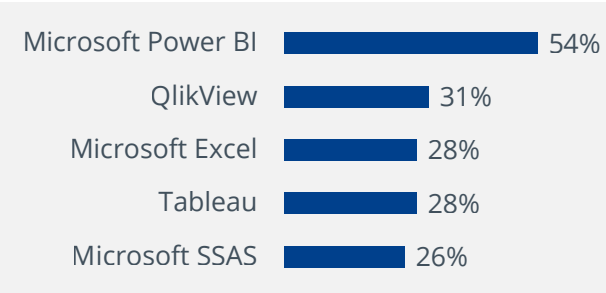
Current vs. planned use

n=44



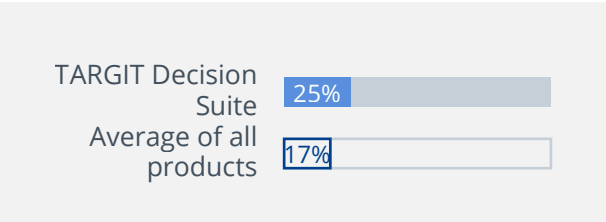
5 products most often evaluated in competition with TARGIT Decision Suite

n=39



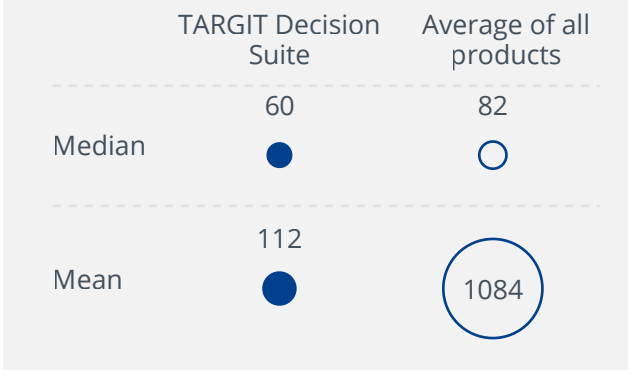
Percentage of employees using TARGIT Decision Suite

n=44



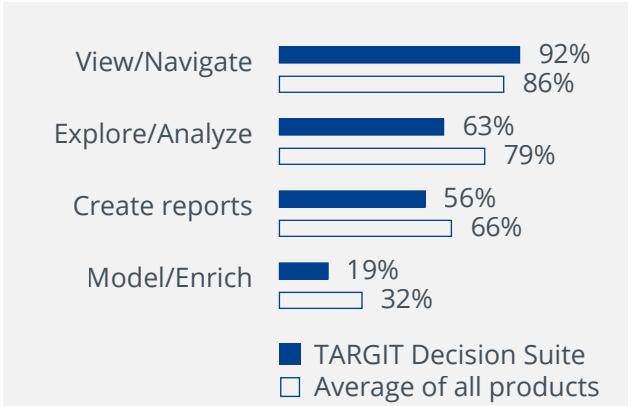
Number of users using TARGIT Decision Suite

n=44



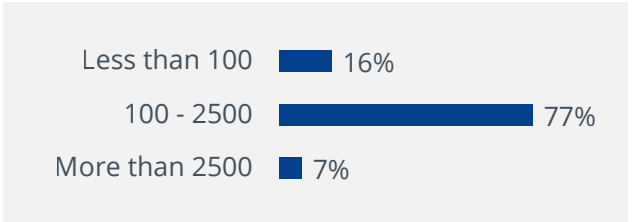
Tasks carried out with TARGIT Decision Suite by business users

n=43



Company size (employees)

n=44



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Peer Groups and KPIs

The KPIs

The BI & Analytics Survey 21 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 & Analytics Survey 21 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.

TARGIT Decision Suite features in the following peer groups:

- Dashboarding-focused products
- Ad hoc reporting-focused products
- OLAP analysis-focused products
- EMEA-focused 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.

Self-service analytics-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.

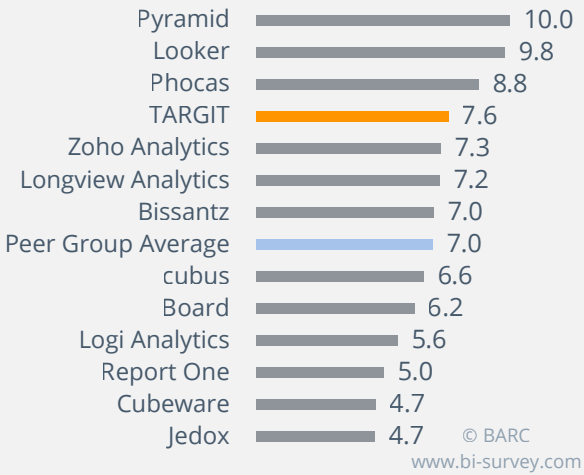
Business benefits



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

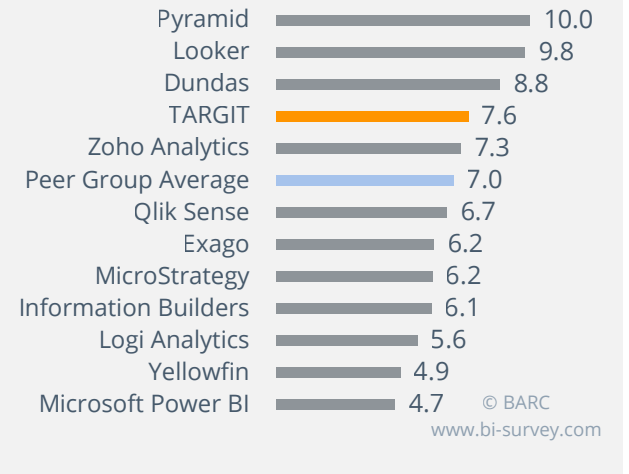
Business benefits – Leader

Peer group: EMEA-focused vendors



Business benefits – Leader

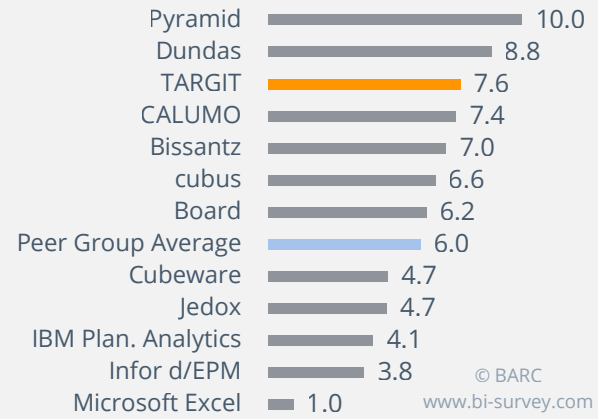
Peer group: Embedded analytics-focused products



Business benefits

Business benefits – Leader

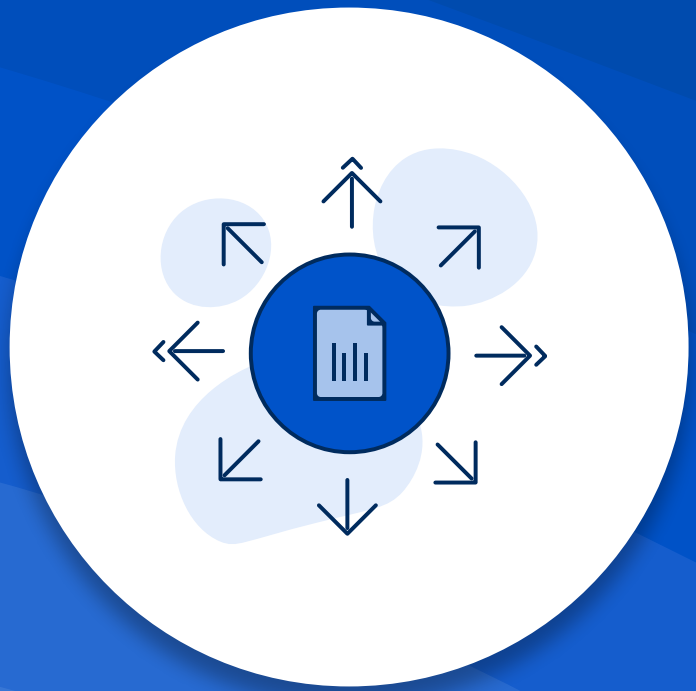
Peer group: OLAP analysis-focused products



BARC Viewpoint

The 'Business benefits' KPI takes into account the impact that using the software has had on 11 different aspects of the customers' business. TARGIT ranks among the leaders in the 'EMEA-focused vendors', 'OLAP analysis-focus products' and 'Embedded analytics-focused products' peer groups in this KPI. Respondents reported achieving the following benefits in particular: more accurate reporting, analysis or planning (8.7/10), faster reporting, analysis or planning (9.1/10), improved data quality (8.8/10) and better business decisions (8.2/10). "It's simple, and very easy to maintain and make secure - you have full control of your data, reports and access in a non-technical tool," was one customer's summation of TARGIT Decision Suite.

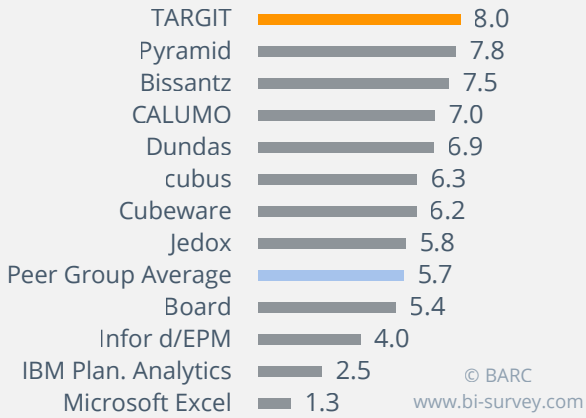
Distribution of reports



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).

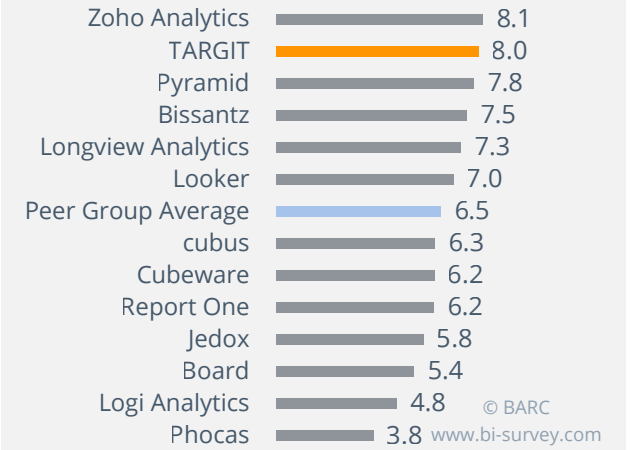
Distribution of reports – Top-ranked

Peer group: OLAP analysis-focused products



Distribution of reports – Leader

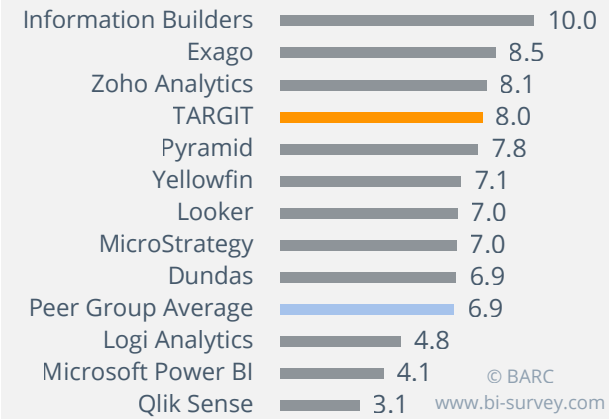
Peer group: EMEA-focused vendors



Distribution of reports

Distribution of reports – Leader

Peer group: Embedded analytics-focused products

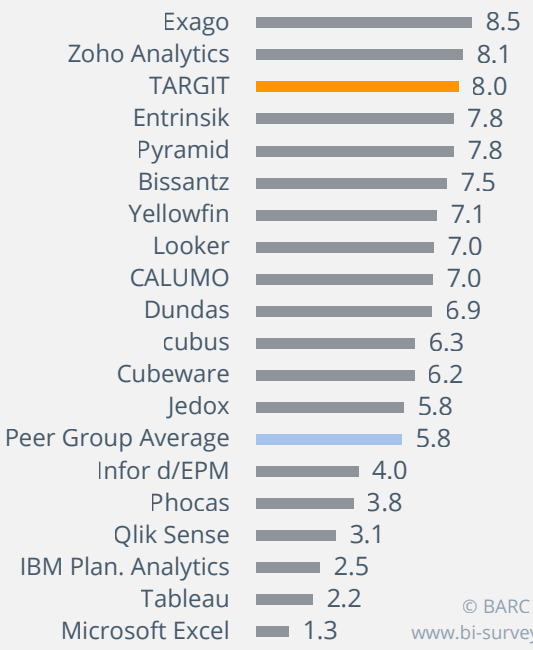


BARC Viewpoint

TARGIT Decision Suite customers have always used its enterprise reporting functionality heavily. To meet changing requirements in this area, the vendor redesigned and unified its report and dashboard creation environment with the 2019 release. Users now create “documents” in one central module. Document distribution can be scheduled to specified recipients using defined criteria. In addition, the product has been recently enhanced with advanced features such as scheduling on dimension attributes. These improvements have resulted in a high level of satisfaction with Decision Suite’s report distribution capabilities (8/10), placing TARGIT top of the ‘OLAP analysis-focused products’ peer group and among the leaders in its remaining peer groups.

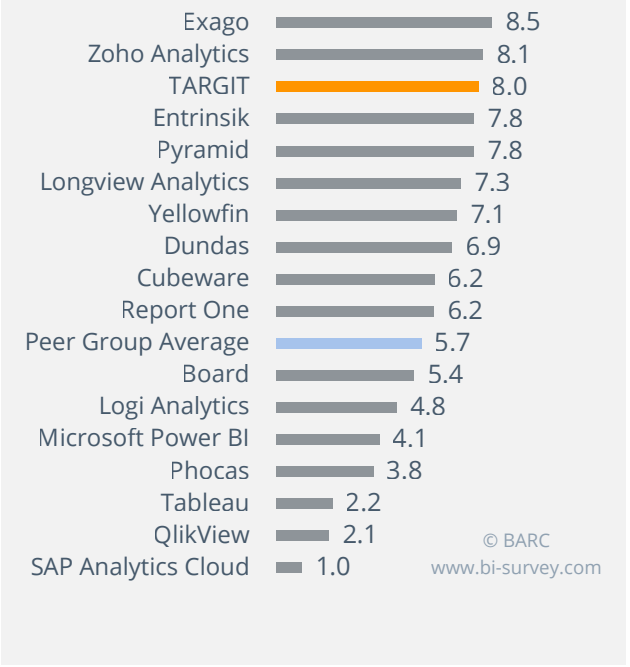
Distribution of reports – Leader

Peer group: Ad hoc reporting-focused products



Distribution of reports – Leader

Peer group: Dashboarding-focused products



Distribution of reports

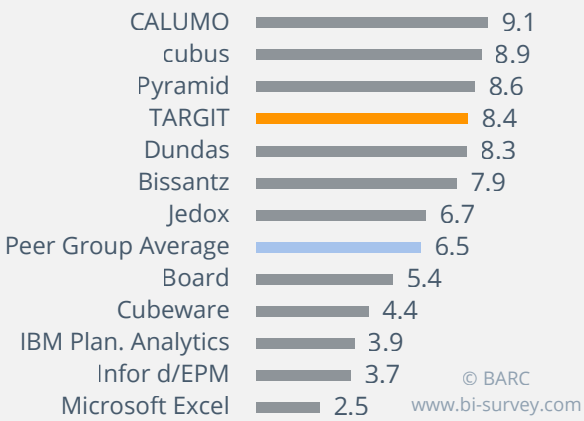
Sales experience



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

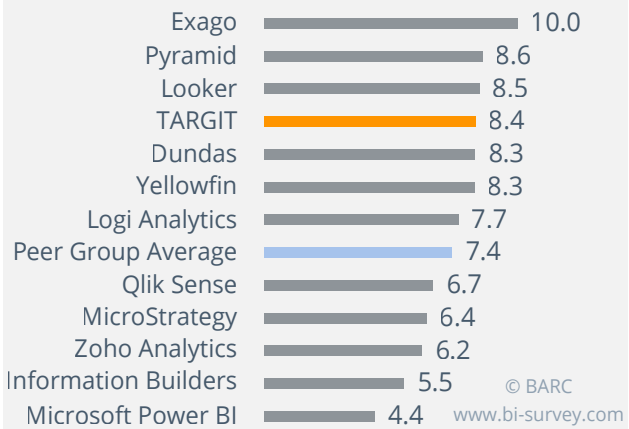
Sales experience – Leader

Peer group: OLAP analysis-focused products



Sales experience – Leader

Peer group: Embedded analytics-focused products



BARC Viewpoint

The customer experience during the sales process has an important impact on the future relationship with the vendor. The 'Sales experience' KPI is based on customer ratings of seven different criteria. TARGIT is rated among the leaders in the 'OLAP analysis-focused products' and 'Embedded analytics-focused products' peer groups with a score of 8.4/10. Compared to its competitors, TARGIT was scored especially highly for its general behavior (8.9/10) as well as customers' overall rating of the product evaluation and contract negotiation stages (7.1/10). One customer stated, "Use the good client relationship that TARGIT has with its customers to get full use out of the solution."

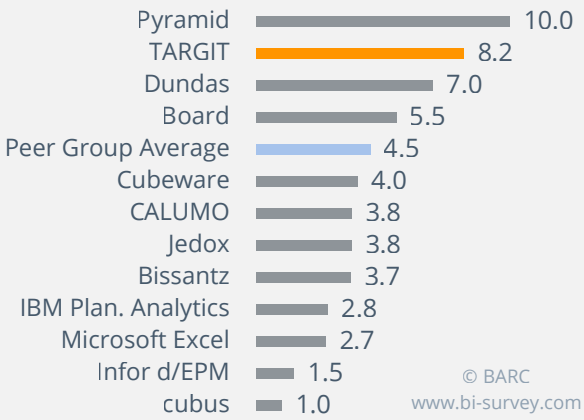
Visual analysis



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

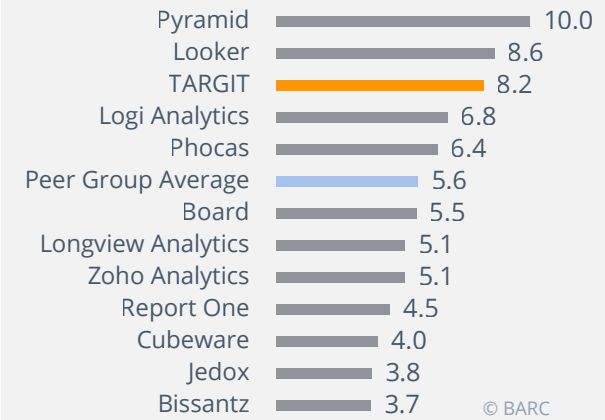
Visual analysis – Leader

Peer group: OLAP analysis-focused products



Visual analysis – Leader

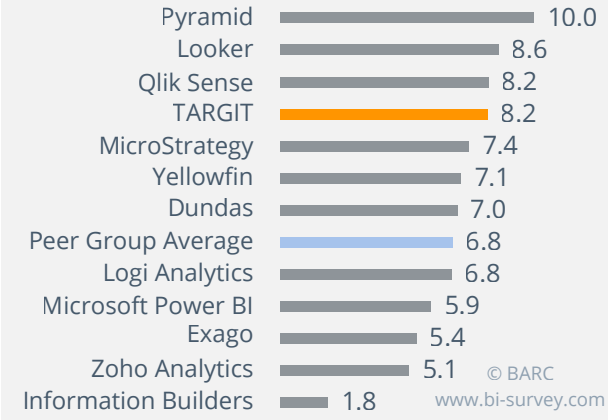
Peer group: EMEA-focused vendors



Visual analysis

Visual analysis – Leader

Peer group: Embedded analytics-focused products

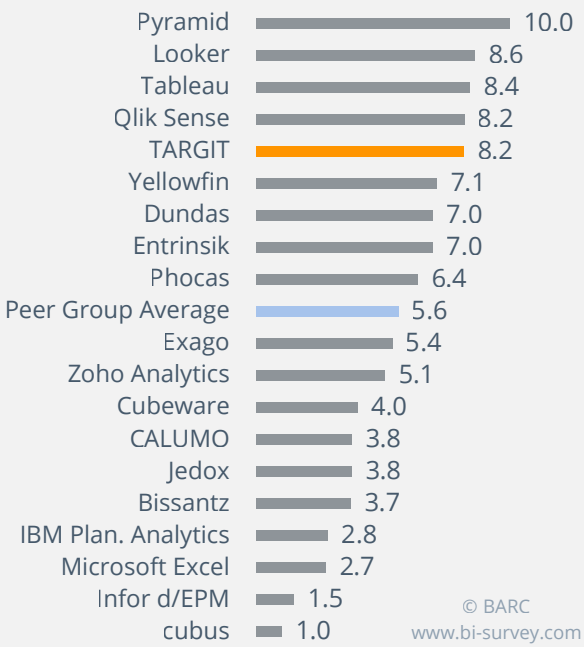


BARC Viewpoint

Ease of use for report recipients/consumers is the second most frequently cited reason why customers chose to buy TARGIT Decision Suite. It therefore seems that many were looking for a solution to help end users navigate data in an intuitive and interactive way. 92 percent of business users use the product in this way, which is above the overall survey average of 86 percent. TARGIT Decision Suite offers features for creating interactive web applications and dashboards which can be used to navigate data using interactive charts. Customers seem to be convinced by this functionality and rated the product highly for 'Visual analysis' in all of its peer groups this year.

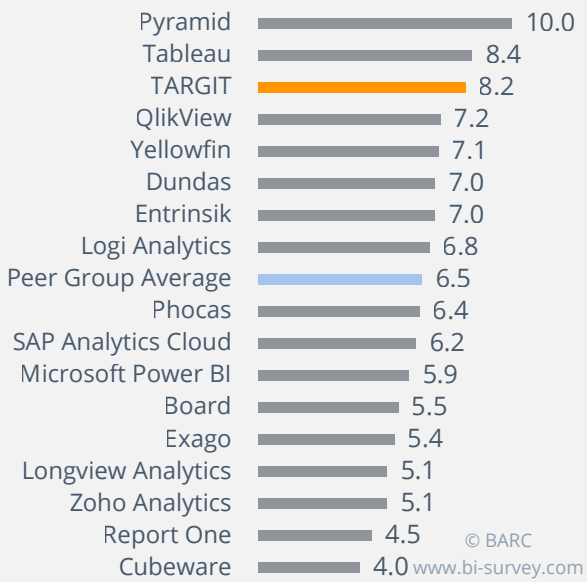
Visual analysis – Leader

Peer group: Ad hoc reporting-focused products

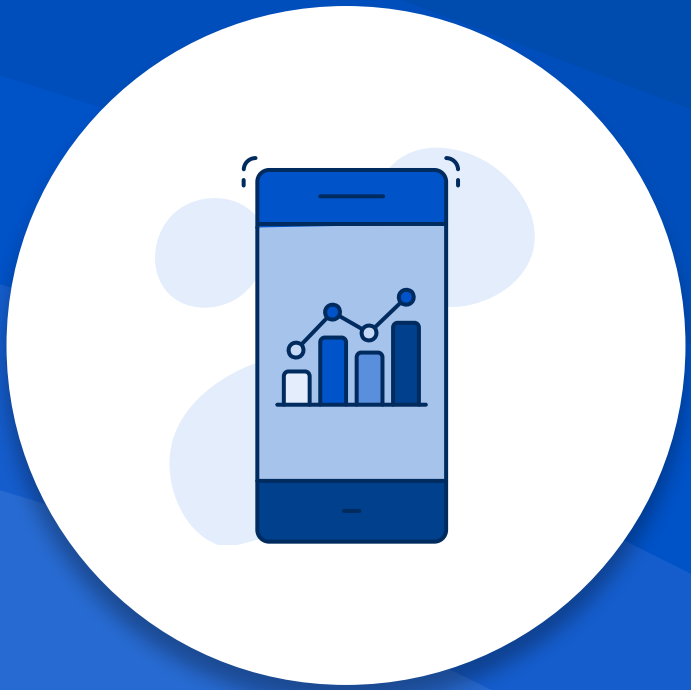


Visual analysis – Leader

Peer group: Dashboarding-focused products



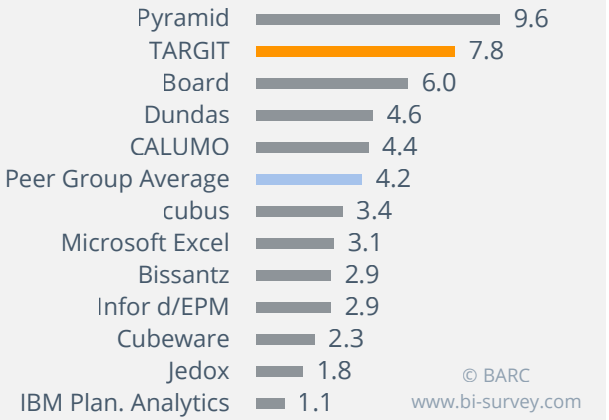
Mobile BI



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

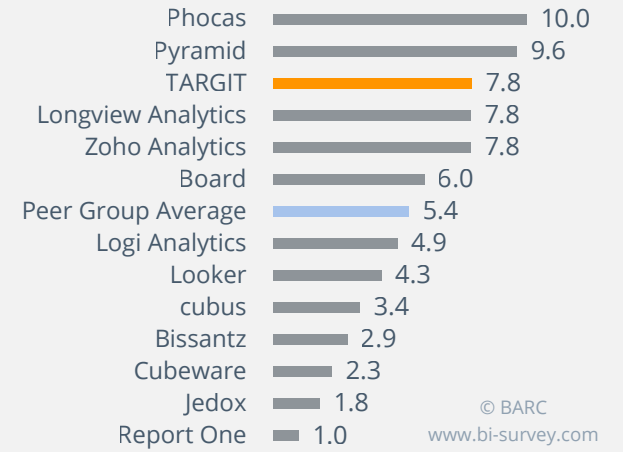
Mobile BI – Leader

Peer group: OLAP analysis-focused products



Mobile BI – Leader

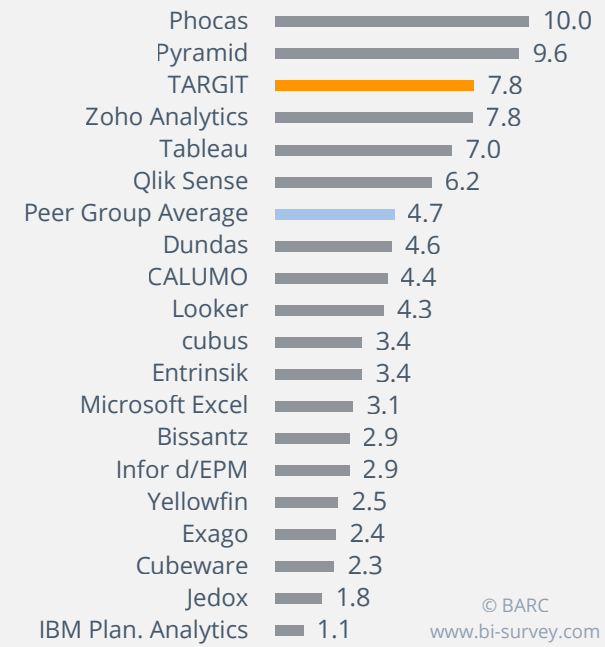
Peer group: EMEA-focused vendors



Mobile BI

Mobile BI – Leader

Peer group: Ad hoc reporting-focused products



BARC Viewpoint

Almost half of TARGIT Decision Suite customers (42 percent) use the product in mobile BI scenarios. Compared to the last year's value of 28 percent, this is a big jump. As a result, TARGIT Decision Suite ranks second in the 'OLAP analysis-focused products' peer group and third in the 'Ad hoc reporting-focused products' and 'EMEA-focused vendors' peer groups for the 'Mobile BI' KPI. At the time of the survey, 83 percent of respondents were using the 2019 version, which includes improvements in dashboard creation and an updated mobile BI offering. With TARGIT Touch, the vendor provides native mobile apps for various Android and iOS devices.

Operational BI & Innovation



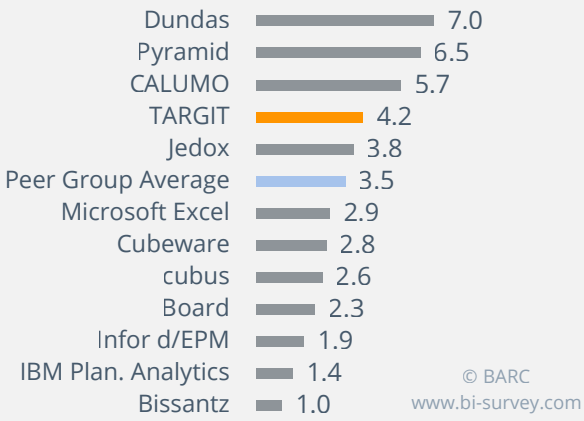


The ‘Operational BI’ KPI is based on the proportion of survey respondents that currently use real-time data from transactional systems with their BI tool.

The ‘Innovation’ KPI combines the ‘Cloud BI’, ‘Mobile BI’, ‘Operational BI‘, ‘Visual design standards‘, ‘Location intelligence‘, ‘Visual analysis‘, ‘Data preparation‘, and ‘Embedded BI‘ KPIs to measure the product’s level of innovation.

Operational BI – Leader

Peer group: OLAP analysis-focused products



BARC Viewpoint — Operational BI

TARGIT is well known among customers of Microsoft's operational systems and is deeply integrated with Dynamics NAV, Dynamics AX, Dynamics CRM and SharePoint. The third most frequent reason for choosing to buy TARGIT Decision Suite is "predefined data connection", cited by 38 percent of respondents. This is almost twice the overall survey average of 20 percent. It seems that customers have benefited from the predefined connectors and content the vendor offers. The latter is also a particular strength. TARGIT offers industry applications for the likes of the manufacturing, retail, heavy equipment and wine-producing sectors. This almost certainly contributes to its top-four position in the 'OLAP analysis-focused products' peer group.

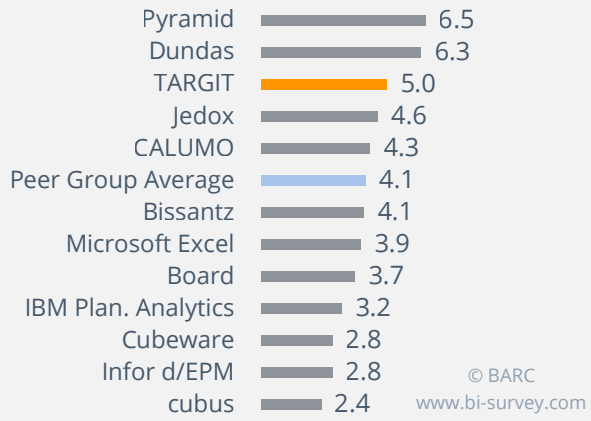
Innovation

BARC Viewpoint

Especially in the past few years, TARGIT has been working hard on the modernization of its software. The web client and mobile clients, as well as the dashboard and report creation environment, have all been updated. Therefore, it is not surprising to see customers adopting the software for trending usage scenarios. Most notably, this year's respondents regularly use TARGIT Decision Suite for visual analysis, mobile BI and operational BI. With leading placements in these KPIs, TARGIT is ranked among the leaders for 'Innovation' in the 'OLAP analysis-focused products' peer group. One customer commended the recent improvements by saying, "I like how TARGIT has added user-friendly features that are required to make visual dashboards."

Innovation – Leader

Peer group: OLAP analysis-focused products



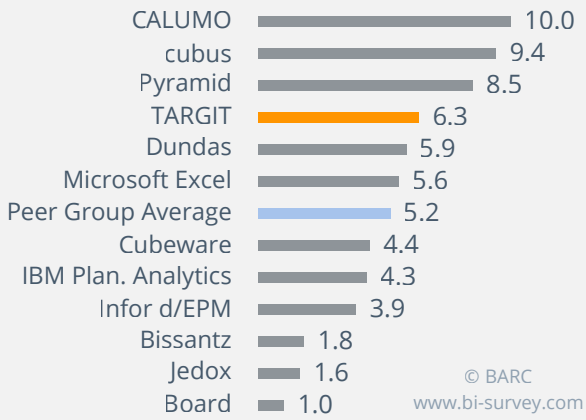
Competitive win rate



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

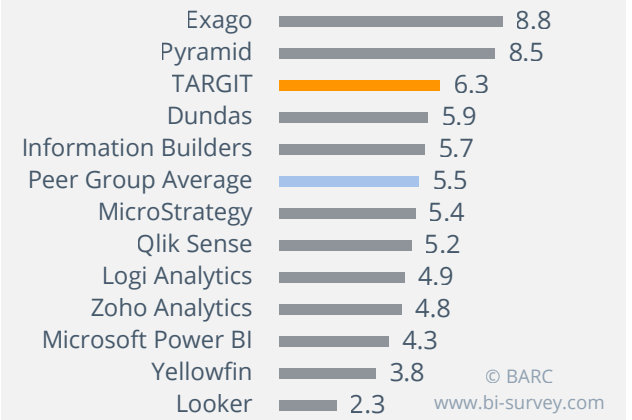
Competitive win rate – Leader

Peer group: OLAP analysis-focused products



Competitive win rate – Leader

Peer group: Embedded analytics-focused products



BARC Viewpoint

TARGIT Decision Suite is rated among the leaders in the 'OLAP analysis-focused products' and 'Embedded analytics-focused products' peer groups in the 'Competitive win rate' KPI. According to customers, sales staff do a convincing job in selling TARGIT Decision Suite. This positive sales experience lays an important foundation for future cooperation and clearly impacts the buying decision. The breadth of the suite and the flexibility to use it in a variety of usage scenarios also play a major role in buyers' purchasing decisions. The software offers solid enterprise reporting, dashboard creation and ad hoc analysis capabilities, and its modern web and mobile clients smooth the path to adoption in trending scenarios.

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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 a digital company 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.

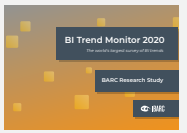
Events

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 BI Trend Monitor 2020 reflects on the trends currently driving the BI and data management market from a user perspective. We asked close to 2,900 users, consultants and vendors for their views on the most important BI trends.



The BARC survey 'The Future of Reporting' investigates how and why companies should modernize their reporting and is based on a survey of 600 participants from 58 countries across a range of industries. **Download here**.



The Planning Survey 20 is the world's largest survey of planning software users. Based on a sample of over 1,406 responses, it offers an unsurpassed level of user feedback on 23 leading planning products. Find out more at www.bi-survey.com

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