The BI & Analytics Survey 22

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 22: TARGIT Highlights Dashboard

KPI results

46 leading positions

in 5 different peer groups.

THE BI & ANALYTICS SURVEY 22

Recommendation

93%

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

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

THE BI & ANALYTICS SURVEY 22

Satisfaction

95%

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

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

THE BI & ANALYTICS SURVEY 22

Dashboards

91%

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

** Compared to 82% for the average BI tool.*

THE BI & ANALYTICS SURVEY 22

Vendor support

93%

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

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

THE BI & ANALYTICS SURVEY 22

Implementer support

90%

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

** Compared to 67% for the average BI tool.*

THE BI & ANALYTICS SURVEY 22

Peer Groups and KPIs

The KPIs

The BI & Analytics Survey 22 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 22-33% or top 2 (in case of five vendors) products listed in the chart.

Peer Group Classification

The BI & Analytics Survey 22 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 those key factors:

1. Focus – Is the product focused on and typically used for dashboarding, ad hoc reporting, self-service analytics, integrated performance management or embedded analytics?
2. Specialization – Is the vendor a BI & 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:

- Dashboarding-focused Products
- Ad Hoc Reporting-focused Products
- Embedded Analytics-focused Products
- BI & Analytics Specialists
- Midsize/Departmental Implementations

Peer Groups Overview

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.

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, analytics and performance management, especially planning and budgeting.

Embedded Analytics-focused Products: 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 $200m+ and a truly international reach (partner ecosystem, on-site locations, global installations and revenues).

Largest Enterprise BI & Analytics Platforms: Includes products used in the largest deployments (median of at least 120 users and a majority of installations in large companies with more than 2,500 employees in the last four editions of this survey). Products must be equipped with functionality for enterprise deployments and serve a broad range of BI and analytics use cases.

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The BI & Analytics Survey 22: TARGIT Highlights

Peer Group
Embedded Analytics-focused Products

Leader in

Business Benefits
Project Success
Business Value
Recommendation
Vendor Support
Customer Satisfaction
Distribution of Reports
Advanced Analytics
Functionality
Query Performance
Sales Experience
Data Preparation
Visual Design Standards
Mobile BI
Operational BI
Embedded BI
Competitive Win Rate

Peer Group
Ad Hoc Reporting-focused Products

Leader in

Business Benefits
Business Value
Distribution of Reports
Advanced Analytics
Sales Experience
Mobile BI
Operational BI
Innovation
Competitive Win Rate

Peer Group
Dashboarding-focused Products

Leader in

Business Benefits
Business Value
Vendor Support
Distribution of Reports
Advanced Analytics
Sales Experience
Mobile BI
Operational BI

BARC Summary

TARGIT Decision Suite is a solid platform that serves a broad number of usage scenarios in the BI area. The product receives above-average feedback in all the individual functional KPIs including *Dashboards, Ad Hoc Query, Analyses* and *Advanced Analytics.* Customers not only like these features but also use the suite quite broadly for reporting, dashboards and ad hoc query, not only in traditional BI scenarios but also in trending areas such as *Operational BI* and *Mobile BI*. Customers report achieving a high level of benefits and therefore feel happy to recommend the software to others.

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The BI & Analytics Survey 22: TARGIT Highlights

Peer Group
BI & Analytics Specialists

Leader in

Business Benefits
Business Value
Advanced Analytics
Sales Experience
Mobile BI
Operational BI

Peer Group
Midsize/Departmental Implementations

Leader in

Business Benefits
Distribution of Reports
Advanced Analytics
Mobile BI
Operational BI
Innovation











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Customer Quotes

> It is excellent and immediately effective.
> BI-SURVEY.com

Employee of a cross-departmental BI/analytics team, consulting, <100 employees

> Best functionality, ease of use, great product.
> BI-SURVEY.com

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

> It is a great tool.
> BI-SURVEY.com

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

> I really like the solution, and it has progressed a lot in the last years. I'd definitely recommend it.
> BI-SURVEY.com

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

> Nice BI application with a lot of features to use for company decision making.
> BI-SURVEY.com

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



What Customers Like Most

> The user interface is very appealing and super easy to use. Ability to easily create reports.
>
> BI-SURVEY.com

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

> Great features such as user dimensions, Targit management, user governance, reporting engine and data analysis drill down.
>
> BI-SURVEY.com

Head of BI & Analytics Competence Center, oil, gas and mining, 100-2,500 employees

> It's fast and can be connected easily with other platforms.
>
> BI-SURVEY.com

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

> Ease of use and implementation, has some features that other BI tools still lack like dynamic date/time features and the scheduling/distribution options.
>
> BI-SURVEY.com

External consultant, consulting, 100-2,500 employees

> How easy it is to create the Dashboards, and how robust the solution is, giving us plenty of options on how to handle different scenarios within the company, and its different branches and divisions.
>
> BI-SURVEY.com

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



Advice From Customers

> Use it immediately, without a second thought.
>
> BI-SURVEY.com

Employee of a cross-departmental BI/analytics team, consulting, <100 employees

> Just do it.
>
> BI-SURVEY.com

Employee of a cross-departmental BI/analytics team, public sector, >2,500 employees

> Very flexible and communicates very well with other systems (e.g., SAP).
>
> BI-SURVEY.com

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



TARGIT overview

TARGIT is a privately-owned software provider founded in 1986 with its headquarters in Aalborg, Denmark and an additional office in Copenhagen, Denmark. The vendor also has offices in the United States. The company serves approximately 6,000 customers, most of whom are located in Europe and North America, while one third are distributed across the rest of the world.

The vendor pursues a mission to help organizations making impactful data-driven decisions by offering innovative software, industry insight, and services focused on strong customer and partner relationships.

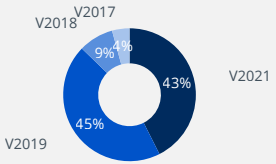
TARGIT aims to support the customer's entire data ecosystem by connecting its BI and analytics platform – TARGIT Decision Suite – to different data sources. TARGIT Decision Suite is an integrated BI platform that offers integrated reporting, dashboard creation, ad hoc reporting and data discovery capabilities. The product can be used for building applications, as an OEM solution and also to create content that can be embedded into other applications. The vendor continuously works on enhancing its enterprise features by improving the deployment process and optimizing the UI/UX experience. This enables designers to create dashboards, analyses and reports that are ready for consumption on large enterprise portals with better support for an improved cross-platform experience.

TARGIT's industry expertise and packaged solutions are designed to help customers use their data to inform decisions and, in turn, make a positive impact on their business. The company offers a multitude of vertical solutions. The most prominent are those for manufacturing and retail, while niche solutions for heavy machinery, fleet management, public sector, fashion design and apparel are showing traction as well.

Besides providing customer-oriented software and industry expertise, TARGIT puts a particular emphasis on its relationships with customers and partners. The vendor aims to deliver long-term value through its support services and partner ecosystem.

Versions used

n=57



TARGIT customer responses

This year we had 57 responses from TARGIT users. At the time of the survey, 45 percent of them were using version 2019, 43 percent were running version 2021, 9 percent version 2018 and 4 percent version 2017.

Introduction

THE BI & ANALYTICS SURVEY 22

The BI & Analytics Survey 22 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted from March to June 2021. In total, 2,478 business intelligence and analytics end users to the survey with 1,877 answering a series of detailed questions about their use of a named product. Altogether, 30 products (or groups of products) are analyzed in detail.

The BI & Analytics Survey 22 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. 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

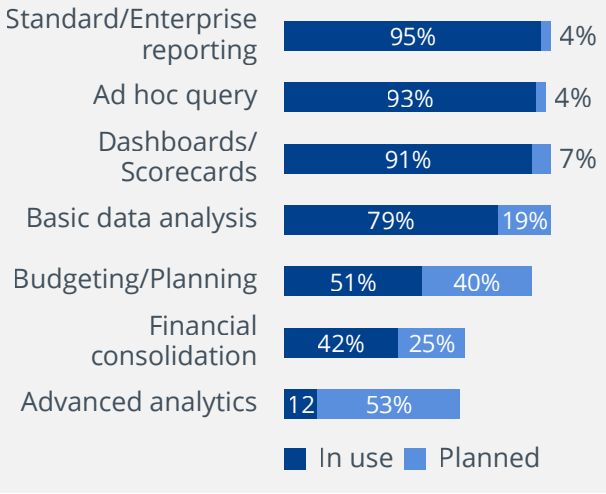
TARGIT Decision Suite is clearly not a typical BI & analytics specialist serving one particular scenario. In contrast, it is a feature-rich business intelligence platform that customers typically buy for its good coverage of BI and analytics-specific requirements. More than 90 percent of customers use the product for reporting, ad hoc query and dashboards. Although it does not focus on planning and budgeting scenarios, 51 percent also 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, 77 percent of respondents came from companies with 100 to 2,500 employees. Overall, an average (mean) of 131 users per company use TARGIT, while the median is 63.

As TARGIT has historically been installed 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.

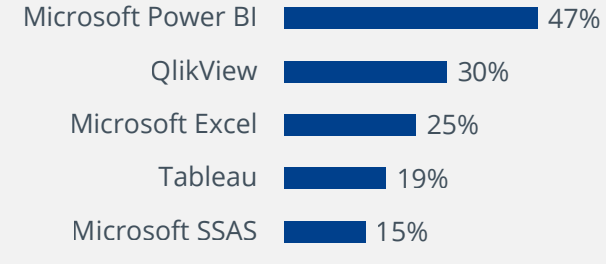
Current vs. planned use

n=57



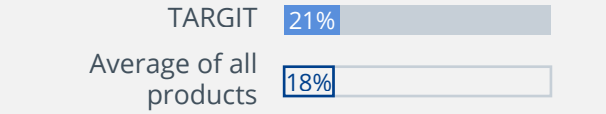
5 products most often evaluated in competition with TARGIT

n=81



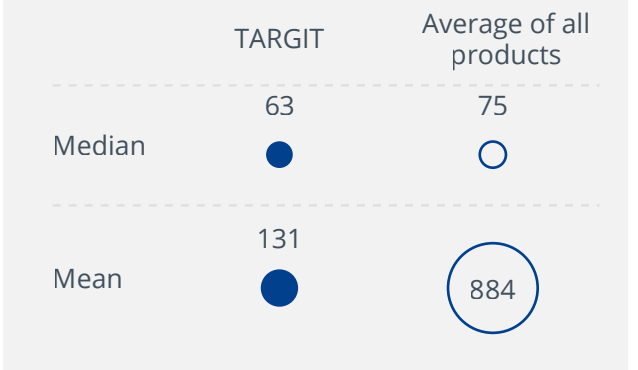
Percentage of employees using TARGIT

n=72



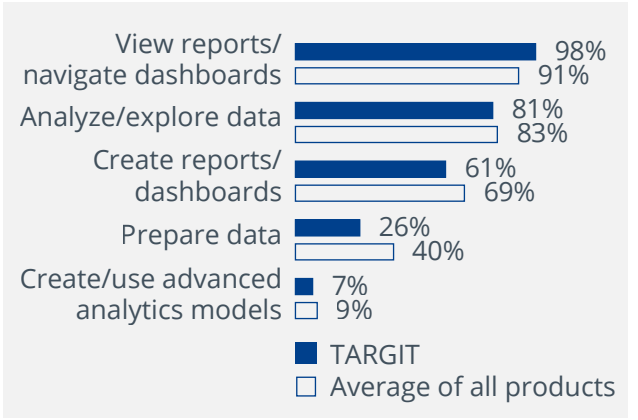
Number of users using TARGIT

n=57



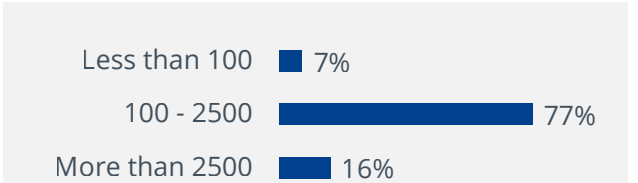
Tasks carried out with TARGIT by business users

n=75



Company size (employees)

n=57



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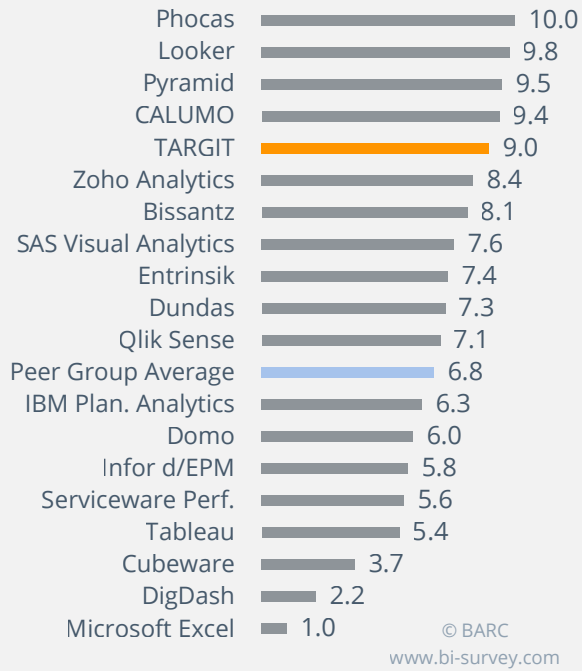
Business Benefits



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

Business Benefits – Leader

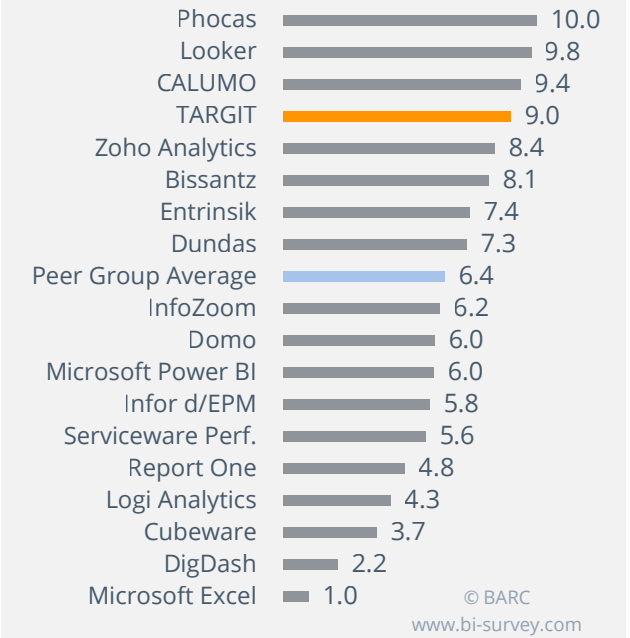
Peer Group: Ad Hoc Reporting-focused Products



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 Benefits – 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.

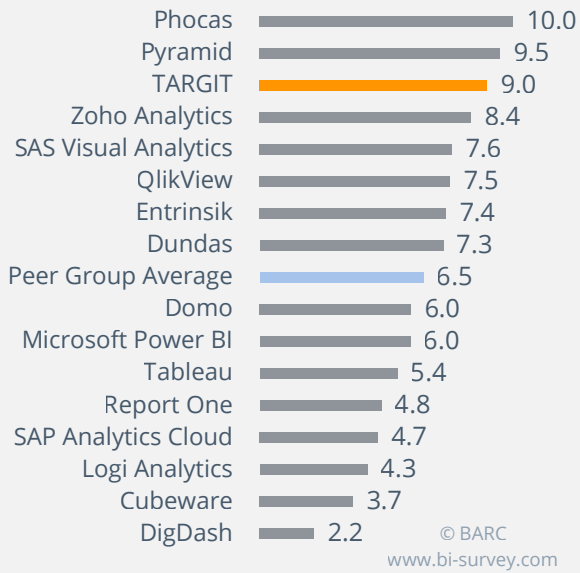
Business Benefits

BARC Viewpoint

Customers can achieve various benefits when using BI & analytics software. We asked them to rate their level of achievement of 11 potential benefits through the use of TARGIT Decision Suite. For 10 out of those 11 benefits, TARGIT users reported above-average success, leading to an excellent score of 9.0/10 in the Business Benefits KPI, which is clearly above the overall survey average of 6.2/10. Among the more frequently achieved benefits are improved data quality; better business decisions; improved operational efficiency; more accurate reporting, analysis or planning; and faster reporting, analysis or planning. TARGIT Decision Suite is the second highest ranked product this year for 'more accurate reporting, analysis or planning'.

Business Benefits – Leader

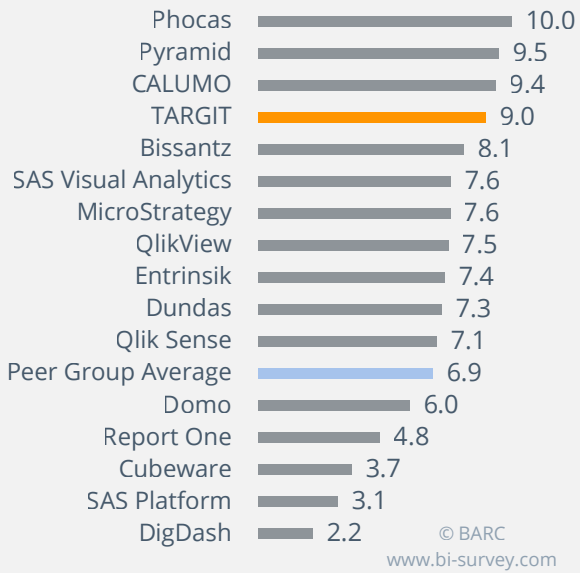
Peer Group: Dashboarding-focused Products



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 Benefits – Leader

Peer Group: BI & Analytics Specialists

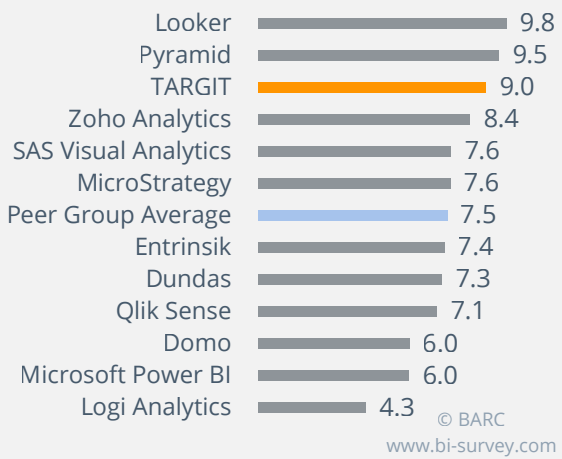


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Business Benefits

Business Benefits – Leader

Peer Group: Embedded Analytics-focused Products



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 & Recommendation



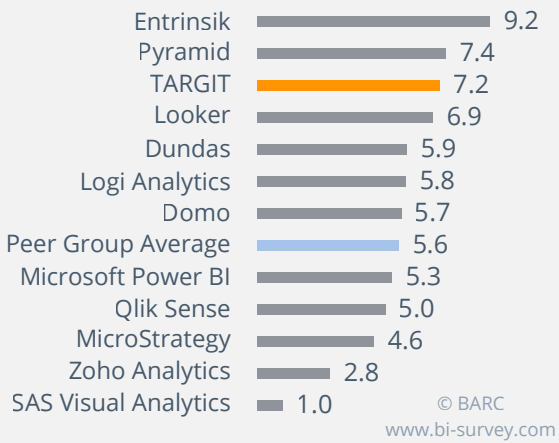


The *Project Success* KPI is based on the implementation satisfaction level and the frequency of projects completed on time and on budget.

The *Recommendation* KPI is based on the proportion of users that say they would recommend the product to others.

Project Success – Leader

Peer Group: Embedded Analytics-focused Products



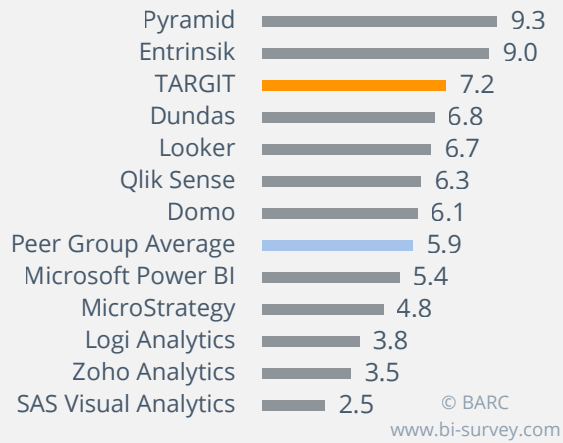
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint – Project Success

Smooth projects often lay a solid foundation for the adoption of a product within the enterprise. Moreover, satisfied customers can become ambassadors and in turn attract new prospects for the vendor. Therefore, even if projects are often implemented by the vendor's partners, every vendor should be aware of their importance and ensure that partners are well trained and their quality is monitored. Compared to other *Embedded Analytics-focused Products*, TARGIT Decision Suite scores third best in the *Project Success* KPI. In general, the software is highly rated across all the aspects of a successful implementation that we quizzed users about in this survey.

Recommendation – Leader

Peer Group: Embedded Analytics-focused Products



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

Recommendation

BARC Viewpoint – Recommendation

Satisfied users are likely to recommend a solution to others. In turn, vendors gain greater market awareness and can therefore attract new prospects. 70 percent of the respondents to this survey said they would definitely recommend the solution to others, while a further 23 percent said "probably" and 7 percent "maybe". This excellent feedback elevates TARGIT Decision Suite to third place among other *Embedded Analytics-focused Products* in the *Recommendation* KPI.

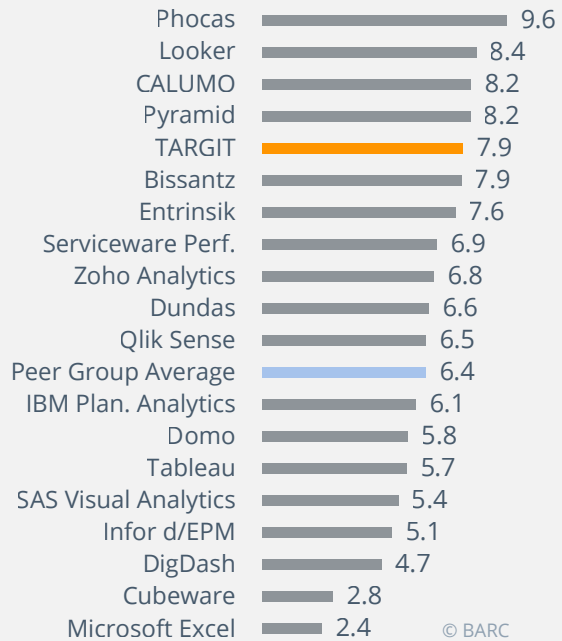
Business Value



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

Business Value – Leader

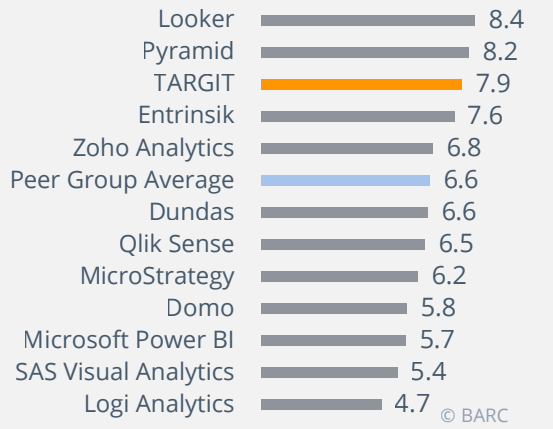
Peer Group: Ad Hoc Reporting-focused Products



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: Embedded Analytics-focused Products



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

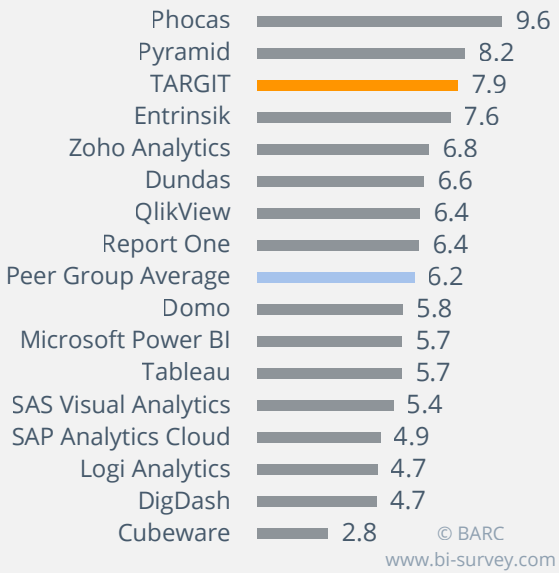
Business Value

BARC Viewpoint

The *Business Value* KPI highlights products that deliver a high level of business benefits and are implemented successfully as well as quickly. TARGIT Decision Suite provides customers with many benefits and scores an excellent 9.0/10 in this KPI. Customers also value the success of their projects with a rating of 7.2/10, which is well above the overall survey average of 5.7/10. The product is implemented in a median of 3 months, which is also faster than average. As a result, TARGIT Decision Suite ranks among the leaders in four of its peer groups.

Business Value – Leader

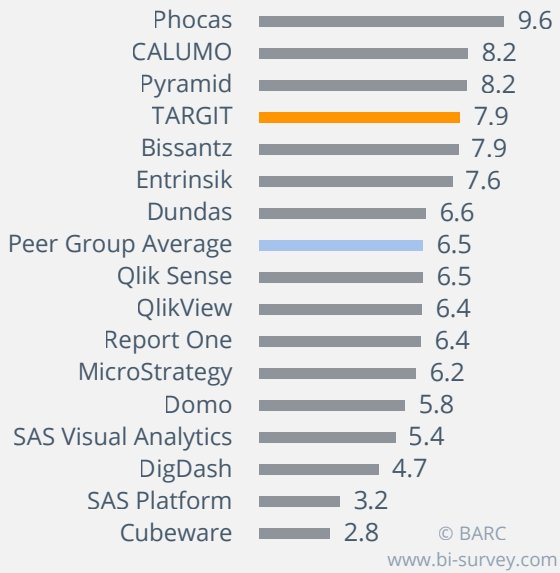
Peer Group: Dashboarding-focused Products



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.

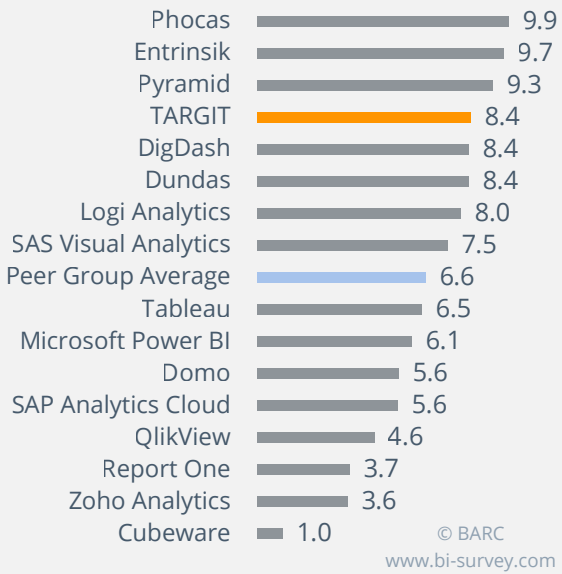
Vendor Support



This KPI measures user satisfaction with the level of vendor support provided for the product.

Vendor Support – Leader

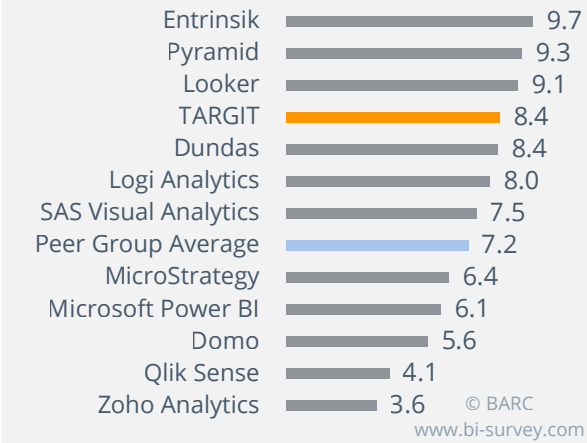
Peer Group: Dashboarding-focused Products



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 – Leader

Peer Group: Embedded Analytics-focused Products



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

BARC Viewpoint

As no software in the world is bug-free, support is an important aspect of the overall service a vendor is able to offer. Well-trained, helpful and polite staff are needed for this role. Customer feedback about support is generally good in this year's survey, with several respondents taking the opportunity to praise the vendor's support team. It is therefore not surprising to see TARGIT in leading positions in the Vendor Support KPI compared to other vendors of *Dashboarding-focused Products* and *Embedded Analytics-focused Products.*

Functionality & Customer Satisfaction



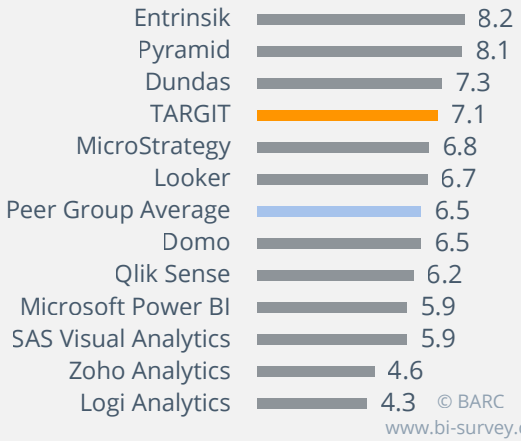


The *Functionality* KPI combines the *Dashboards, Distribution of Reports, Ad Hoc Query, Analyses, Advanced Analytics* and *Planning and Budgeting* KPIs.

The *Customer Satisfaction* KPI combines the *Recommendation, Product Satisfaction, Vendor Support* and *Implementer Support* KPIs.

Functionality – Leader

Peer Group: Embedded Analytics-focused Products



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 — Functionality

TARGIT Decision Suite is a multi-faceted software product for BI & analytics. Customers have a broad range of use cases – from reports and dashboards to ad hoc queries. They also appear to be very satisfied with the functionality on offer across all the functional KPIs (*Dashboards, Distribution of Reports, Ad Hoc Query, Analyses* and *Advanced Analytics*). Therefore TARGIT Decision Suite ranks above average in the aggregated Functionality KPI. Customer quotes about the product such as "excellent as BI tool", "all round good tool compared to other tools" and "great product" say it all.

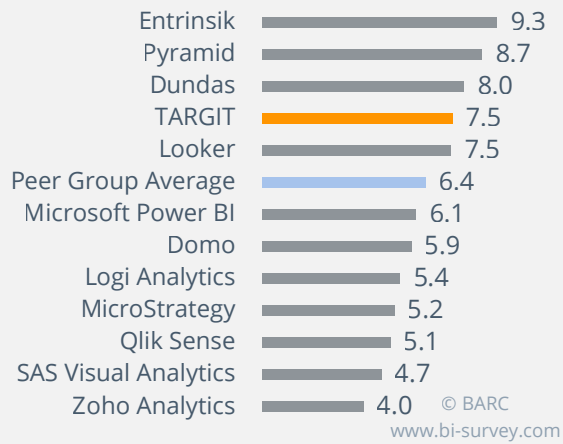
Customer Satisfaction

BARC Viewpoint — Customer Satisfaction

TARGIT Decision Suite ranks above the survey average in all the root KPIs feeding into our *Customer Satisfaction* rating: *Recommendation, Vendor Support, Implementer Support* and *Product Satisfaction*. These results lead to an above-average placement (7.5/10 vs. 6.0/10) in the aggregated *Customer Satisfaction* KPI. Feedback from TARGIT customers regarding its ability to listen to users and develop the software in the right direction has been consistently good over the years. It is clear that customers have a generally positive attitude towards TARGIT as a vendor and TARGIT Decision Suite as a product.

Customer Satisfaction – Leader

Peer Group: Embedded Analytics-focused Products



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

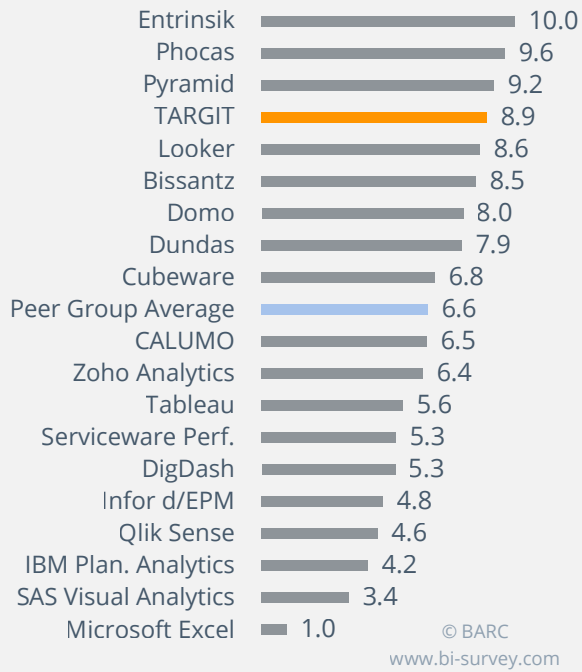
Distribution of Reports



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

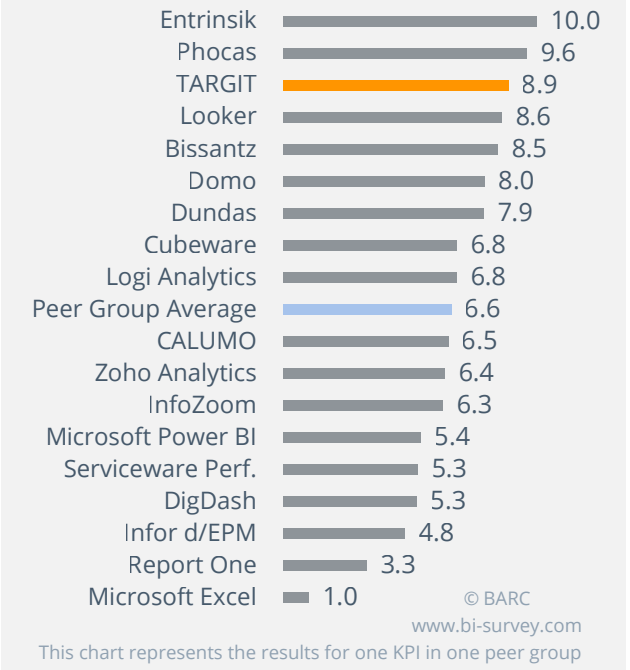
Peer Group: Ad Hoc Reporting-focused Products



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

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.

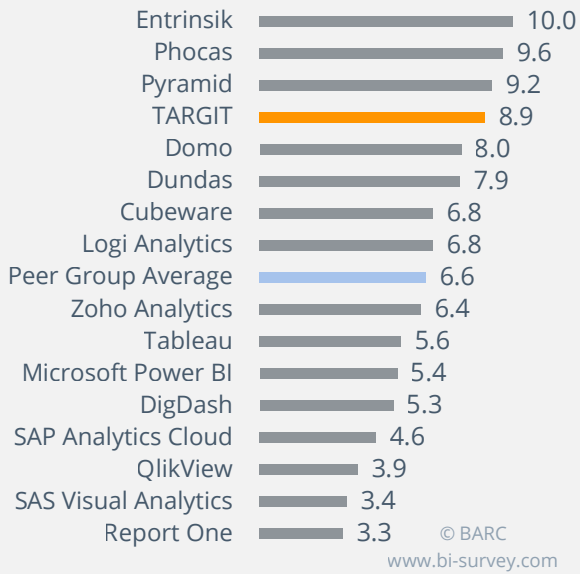
Distribution of Reports

BARC Viewpoint

Standard/enterprise reporting is the most common usage scenario reported by TARGIT Decision Suite customers. 95 percent of the respondents to this year's survey use the solution to create and distribute reports. TARGIT had always offered a module for report creation but the 2019 release included a modernized reporting environment 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. Customers value this functionality with a high score of 8.9/10 in this year's survey.

Distribution of Reports – Leader

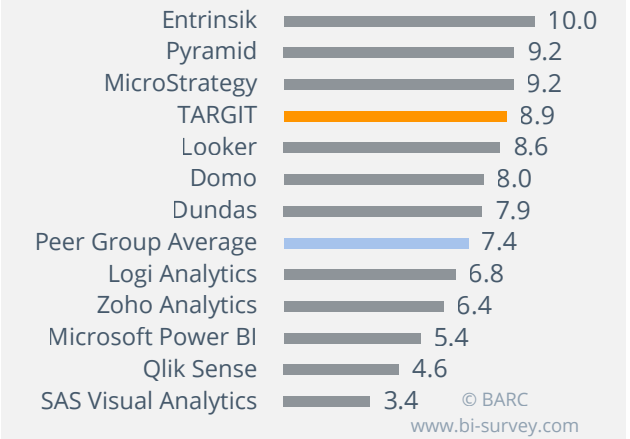
Peer Group: Dashboarding-focused Products



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

Distribution of Reports – Leader

Peer Group: Embedded Analytics-focused Products



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

Distribution of Reports

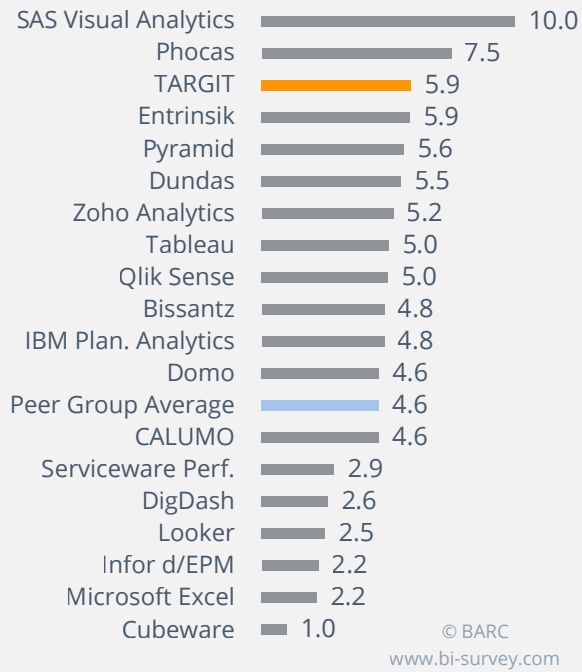
Advanced Analytics



This KPI is based on how many survey respondents use advanced analysis (such as predictive analysis, data mining, machine learning) with their BI tool and how users rate those capabilities.

Advanced Analytics – Leader

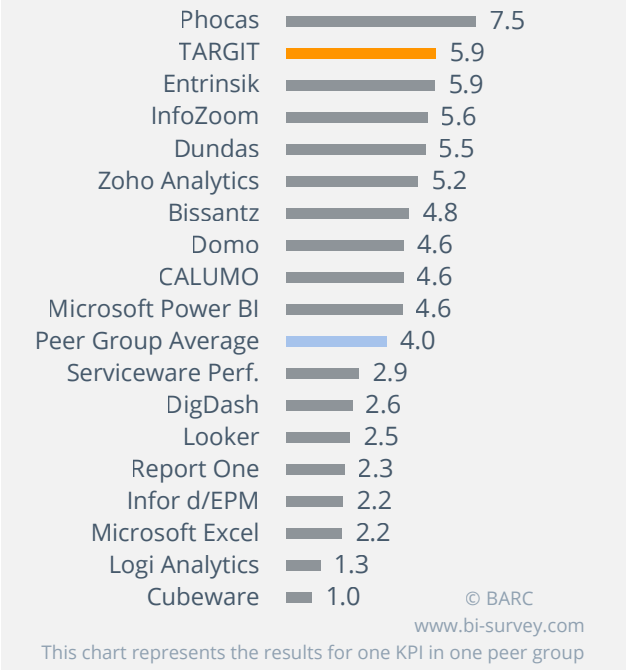
Peer Group: Ad Hoc Reporting-focused Products



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Advanced Analytics – Leader

Peer Group: Midsize/Departmental Implementations



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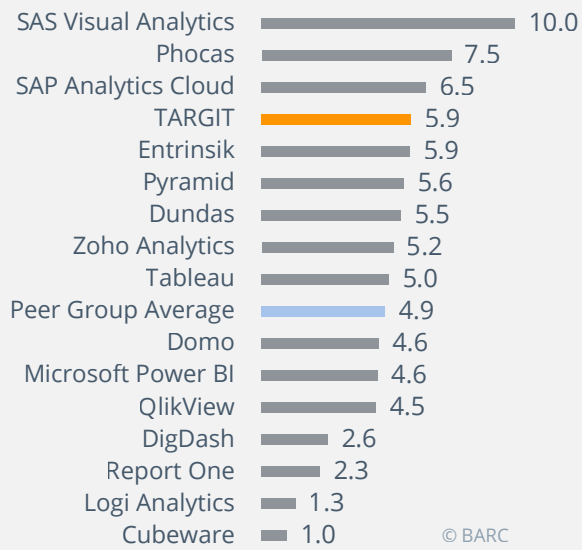
Advanced Analytics

BARC Viewpoint

The field of advanced analytics covers a broad range of very specific use cases. Some think of variance or trend analysis as advanced analytics, while for others, it is about the creation and training of individual statistical models and their operationalization. TARGIT customers also have a broad view on the topic, with 12 percent saying they use Decision Suite for advanced analytics. In its Data Discovery module, TARGIT offers Python, IronPython and R support. Slightly more than a third of customers do not need that functionality or may see it as a distinct field and therefore said they combine the software with specialized advanced analytics solutions.

Advanced Analytics – Leader

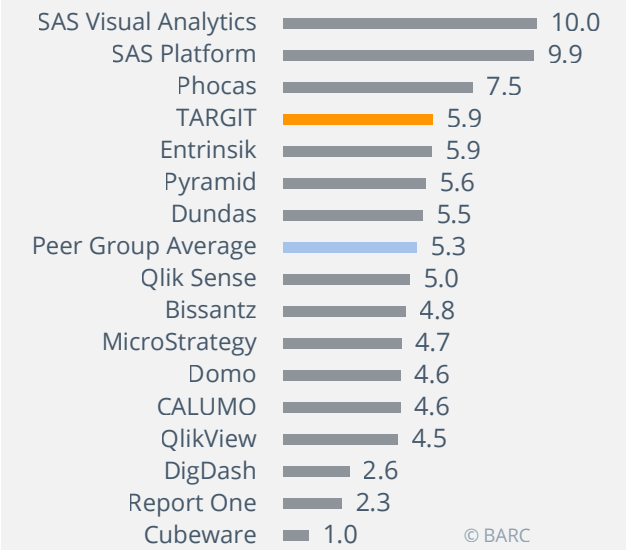
Peer Group: Dashboarding-focused Products



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

Advanced Analytics – Leader

Peer Group: BI & Analytics Specialists

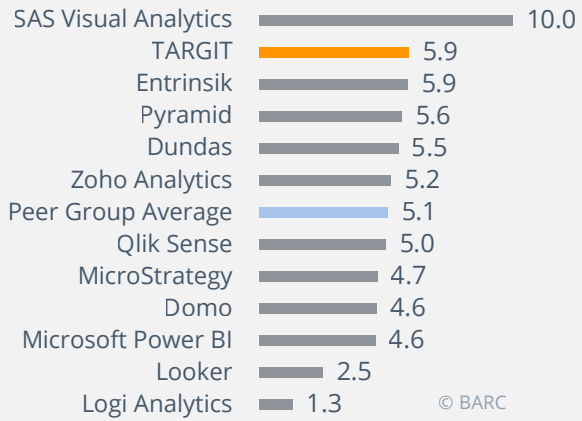


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Advanced Analytics

Advanced Analytics – Leader

Peer Group: Embedded Analytics-focused Products



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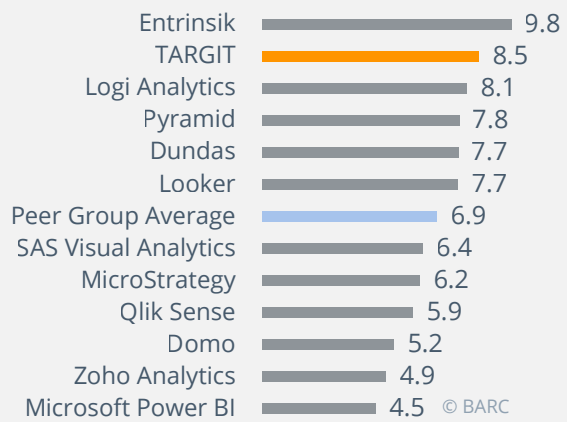
Sales Experience



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

Sales Experience – Leader

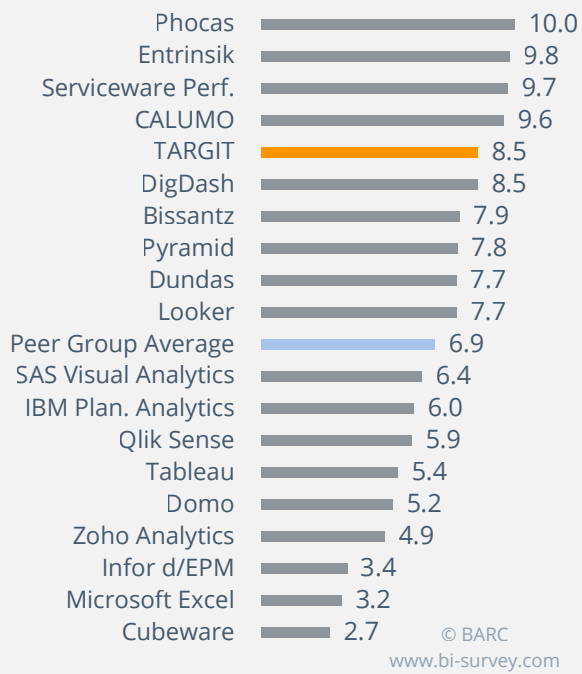
Peer Group: Embedded Analytics-focused Products



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

Sales Experience – Leader

Peer Group: Ad Hoc Reporting-focused Products



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

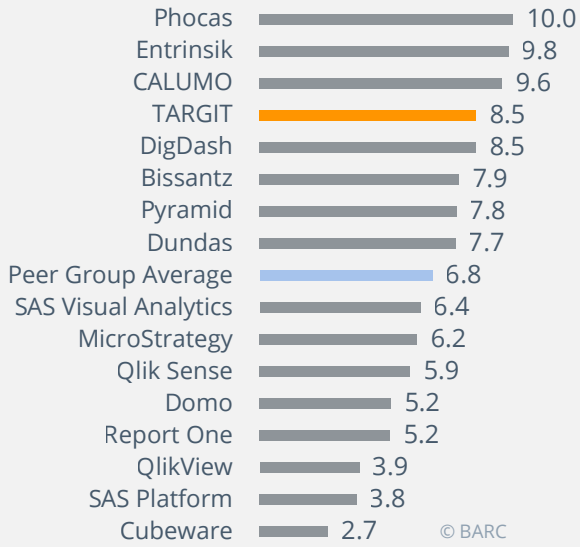
Sales Experience

BARC Viewpoint

We asked customers to rate seven different aspects of interaction with the vendor during the sales process. This year, TARGIT was rated above 7/10 in all seven categories: 'overall rating of product evaluation and contract negotiation',' timely and thorough response to product-related and technical questions', 'ability to understand the organization's needs', 'pricing and contract flexibility', 'industry-specific knowledge', 'general conduct' and 'meeting expectations of marketing/sales promises'. With a score of 8.5/10, TARGIT is the second-best *Embedded Analytics-focused Products* vendor in the *Sales Experience* KPI and receives leading ranks in its other three peer groups.

Sales Experience – Leader

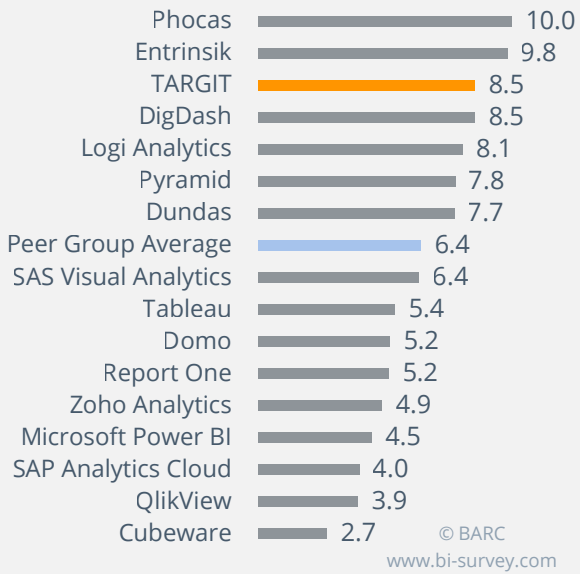
Peer Group: BI & Analytics Specialists



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

Sales Experience – Leader

Peer Group: Dashboarding-focused Products



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Data Preparation & Visual Design Standards



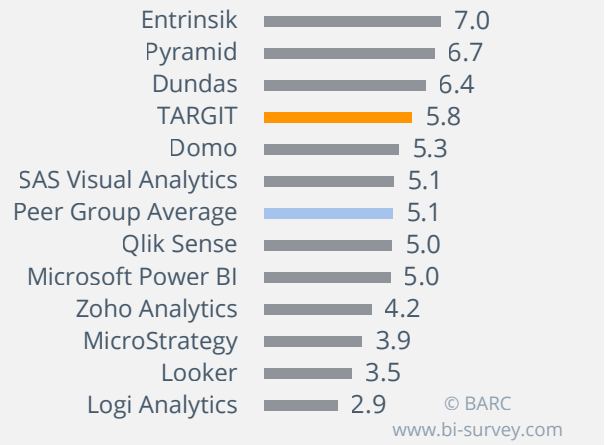


The *Data Preparation* KPI is based on the proportion of survey respondents that currently use the product for data preparation.

The *Visual Design Standards* KPI is based on the proportion of survey respondents that currently use visual design standards with their BI tool.

Data Preparation – Leader

Peer Group: Embedded Analytics-focused Products



BARC Viewpoint — Data Preparation

Raw data from different operational systems and other sources needs to be shaped to be used for BI & analytics. Many of TARGIT's customers use Microsoft SQL Server and tools such as Integration Services (SSIS) as the underlying platform for data management. Therefore, SSIS often serves customers as the tool of choice for sophisticated data integration tasks. Moreover, the suite itself offers data integration capabilities as well as data preparation functions for business users in its Discovery module. Half of the TARGIT Decision Suite customers responding to this survey use the product for data preparation and 26 percent of business users prepare data themselves.

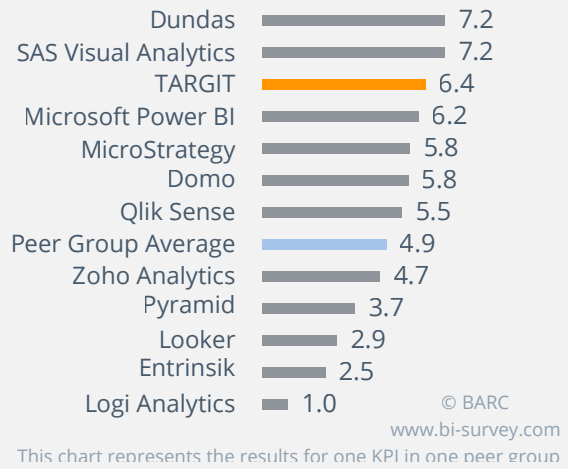
Visual Design Standards

BARC Viewpoint — Visual Design Standards

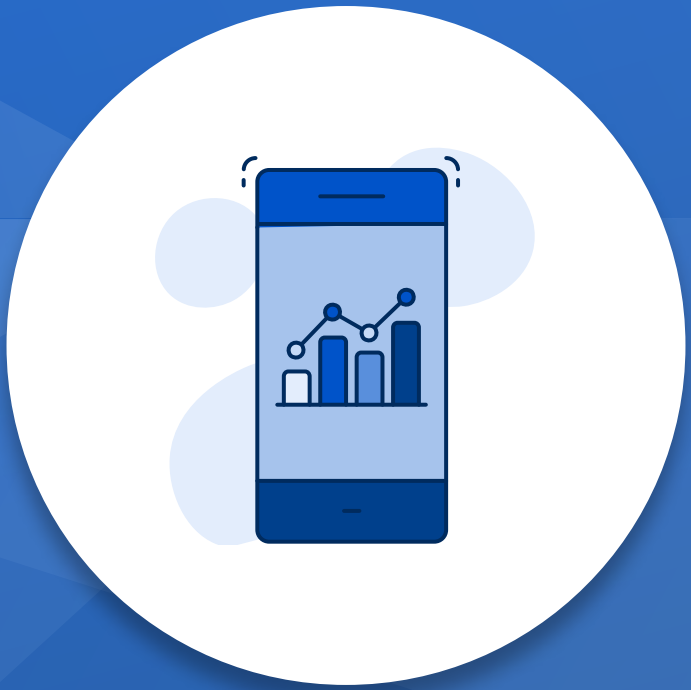
More than 90 percent of respondents use the product for report or dashboard creation and almost every single TARGIT Decision Suite respondent (98 percent) said that business users in their organization use the suite to view reports or navigate dashboards. With TARGIT Decision Suite, customers have selected a suite that offers the functionality needed to implement customized visual design standards. 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: Embedded Analytics-focused Products



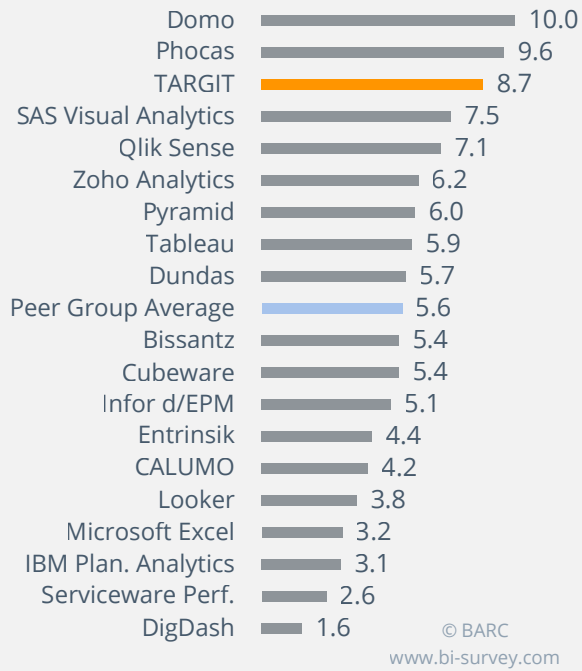
Mobile BI



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

Mobile BI – Leader

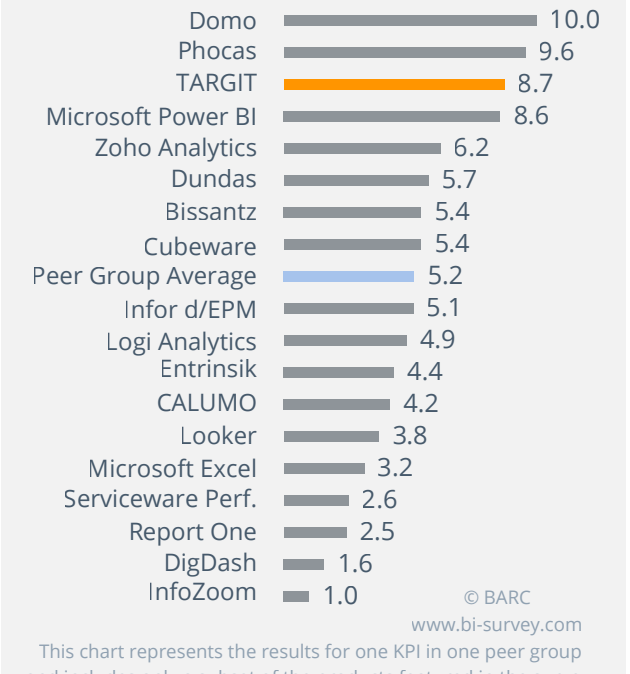
Peer Group: Ad Hoc Reporting-focused Products



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



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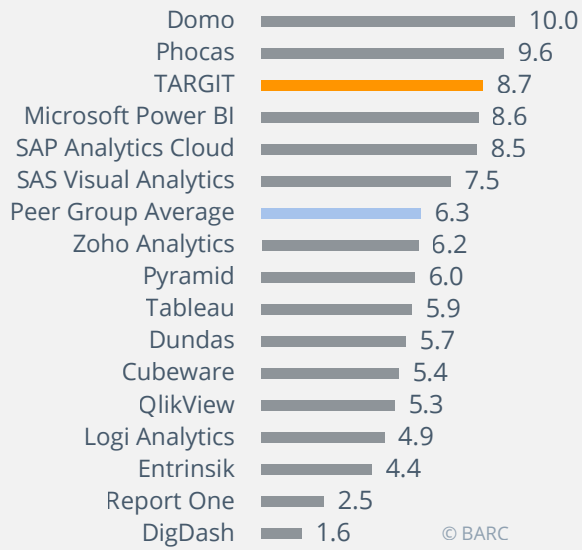
Mobile BI

BARC Viewpoint

This year, almost half of TARGIT Decision Suite respondents (48 percent) said they use the solution in mobile BI scenarios. Compared to recent years (28 percent in The BI Survey 19, 42 percent in The BI & Analytics Survey 21), this represents another increase. Only 17 percent said that mobile BI is not relevant to them, which underlines TARGIT's frequent usage in operational scenarios. At the time of the survey, 88 percent were using the 2019 version or above, so they would have had access to TARGIT's updated mobile BI offering.

Mobile BI – Leader

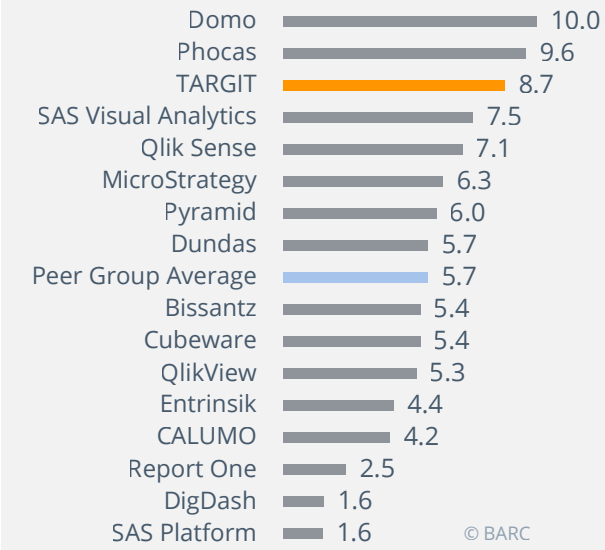
Peer Group: Dashboarding-focused Products



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Mobile BI – Leader

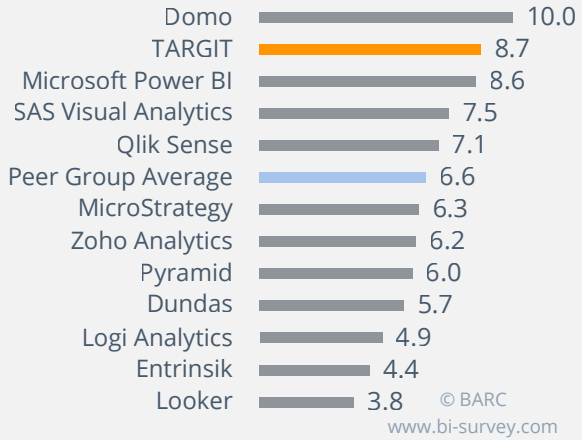
Peer Group: BI & Analytics Specialists



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

Mobile BI – Leader

Peer Group: Embedded Analytics-focused Products



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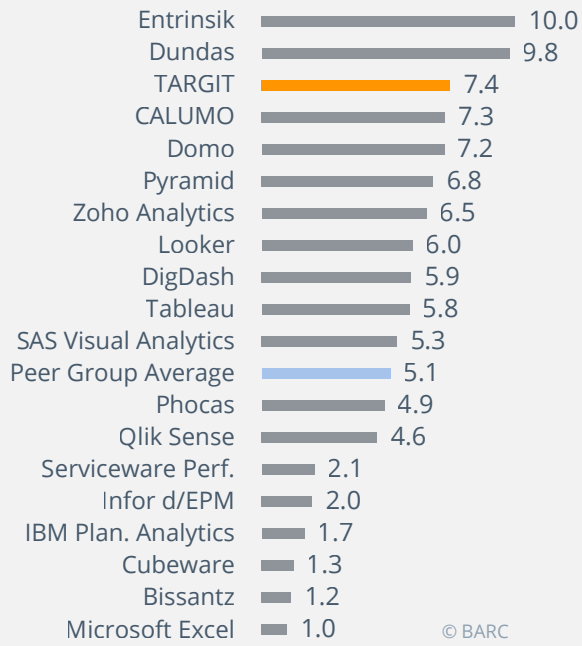
Operational BI



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

Operational BI – Leader

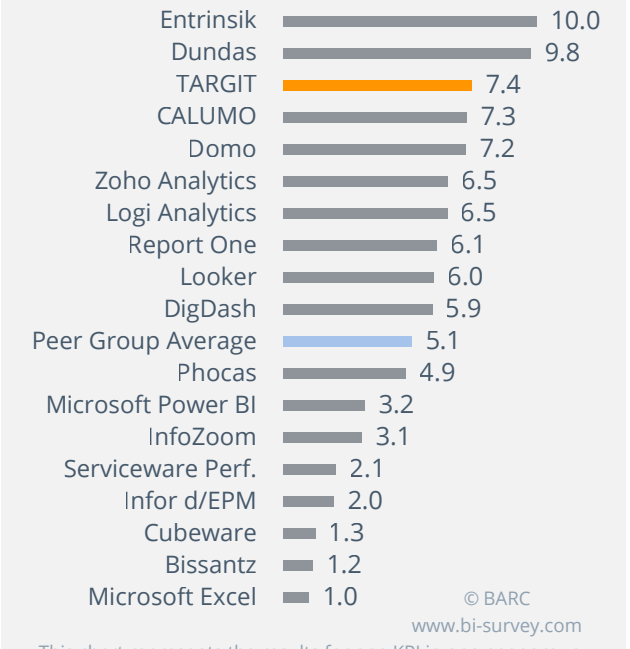
Peer Group: Ad Hoc Reporting-focused Products



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

Operational BI – Leader

Peer Group: Midsize/Departmental Implementations



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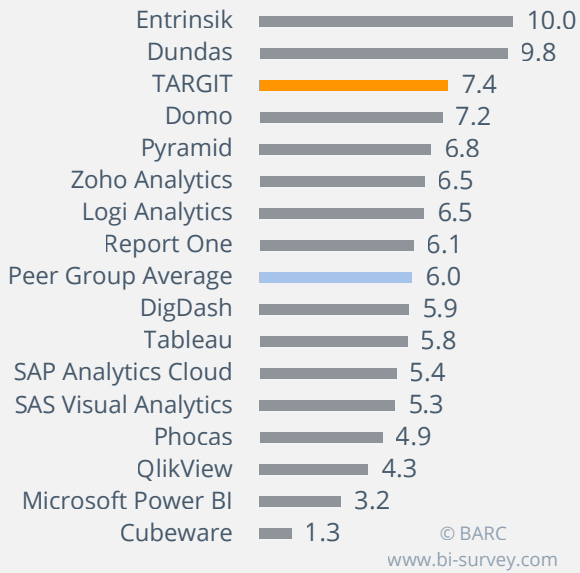
Operational BI

BARC Viewpoint

We asked survey respondents about their use of reports with detailed data in real-time. 57 percent stated that they use the software for *Operational BI*. In this KPI, the vendor ranks third best in all of its five peer groups with a score of 7.4/10. Operational BI has always been an important usage scenario for TARGIT. The vendor offers a number of applications for various industries to support their reporting needs with predefined connectors and content. Moreover, TARGIT Decision Suite is deeply integrated with Microsoft's operational systems.

Operational BI – Leader

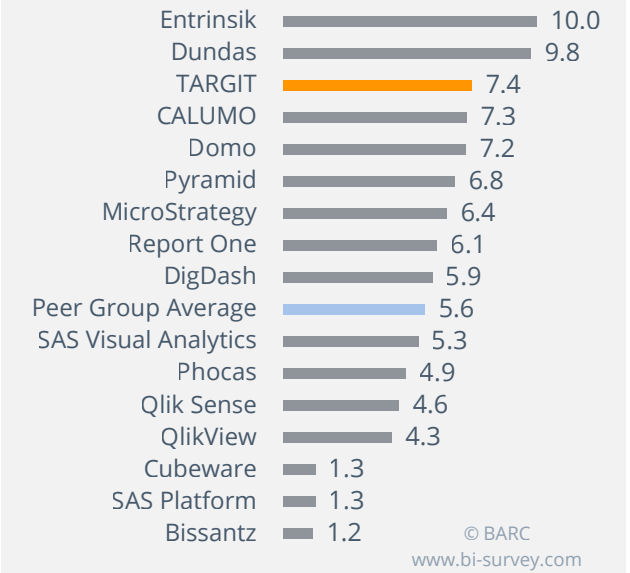
Peer Group: Dashboarding-focused Products



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

Operational BI – Leader

Peer Group: BI & Analytics Specialists

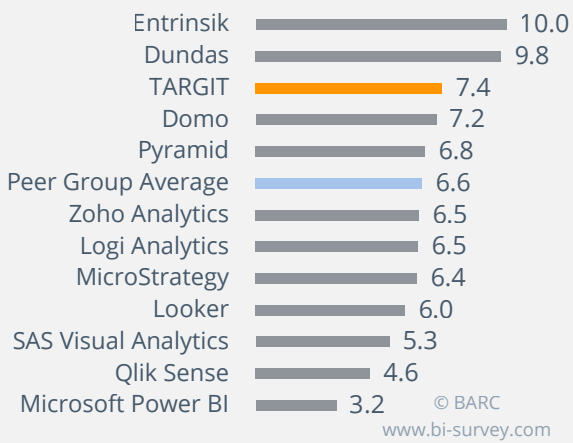


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Operational BI

Operational BI – Leader

Peer Group: Embedded Analytics-focused Products



This chart represents the results for one KPI in one peer group

Embedded BI & Query Performance



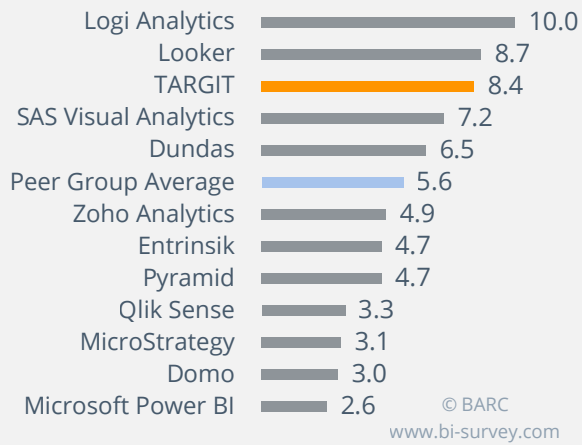


The *Embedded BI* KPI is based on the proportion of survey respondents that use embedded BI.

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

Embedded BI – Leader

Peer Group: Embedded Analytics-focused Products



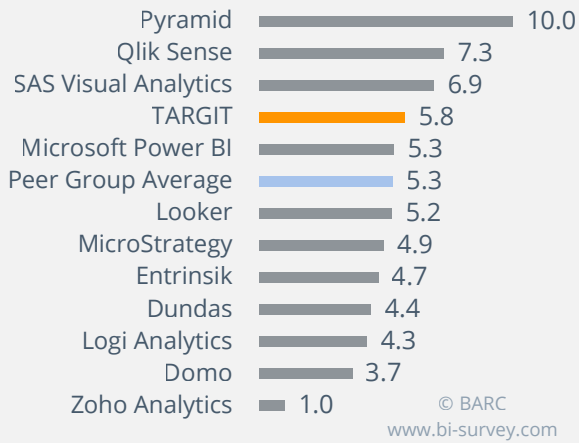
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint – Embedded BI

As strong results in the *Operational BI* KPI have already shown, TARGIT places a particular emphasis on helping customers to provide information to decision-makers at all levels, not only management. In the past, the vendor focused on the provision of embedded content for Microsoft's operational systems. With its Anywhere client, the HTML5-based technology can now be integrated in other systems. In the latest releases of TARGIT Decision Suite, the vendor has expanded its suite to a generic embedding offering. Customers often use the product for *Embedded BI*, as its strong standing in the *Embedded Analytics-focused Products* peer group shows.

Query Performance – Leader

Peer Group: Embedded Analytics-focused Products



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

Query Performance

BARC Viewpoint – Query Performance

The *Query Performance* KPI is based on the query response time adjusted by the typical data volume being processed. TARGIT Decision Suite respondents use a median of 708 GB of data and report a median query response time of 4.65 seconds. These figures place TARGIT Decision Suite among the leaders for *Query Performance* in the E*mbedded Analytics-focused Products* peer group.

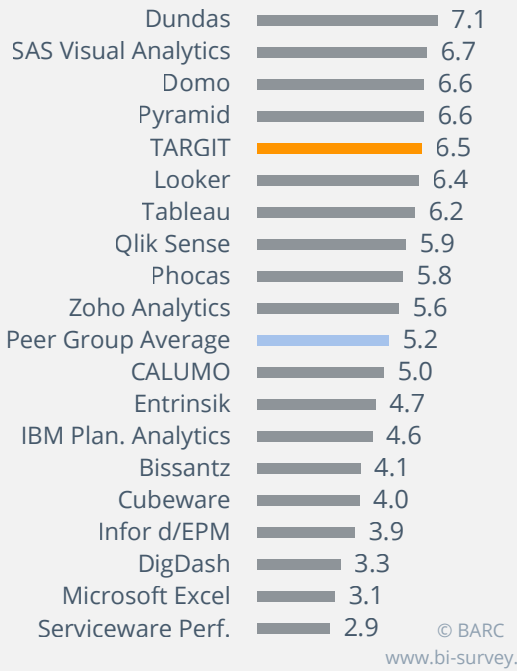
Innovation



This KPI combines the *Cloud BI, Data Preparation, Visual Analysis, Visual Design Standards, Location Intelligence, Mobile BI, Operational BI* and *Embedded BI* KPIs to measure the product's level of innovation.

Innovation – Leader

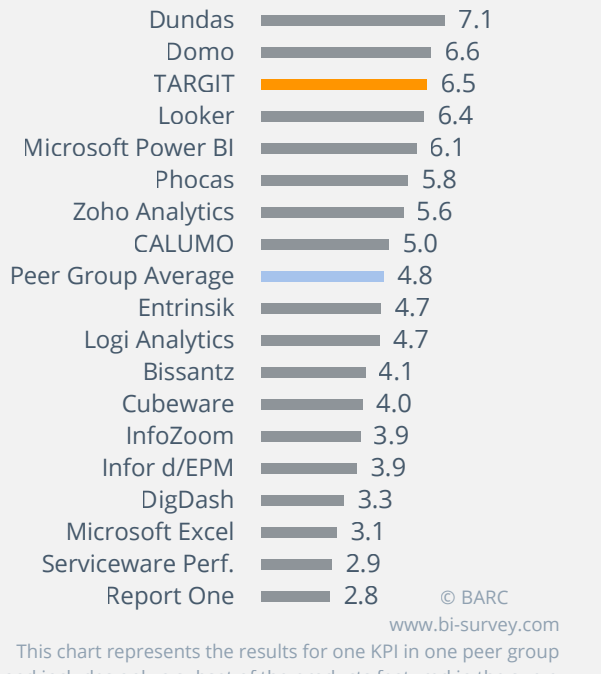
Peer Group: Ad Hoc Reporting-focused Products



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

Innovation – 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.

Innovation

BARC Viewpoint

The BI & analytics market is a very dynamic and can be extremely challenging for a software vendor. It is not easy to balance the technological updates customers demand with fast-changing business user requirements. However, only a software capable of serving modern usage scenarios is able to survive in this tough environment. We measure each vendor's degree of innovation based on the frequency of trending usage scenarios that customers have implemented. TARGIT customers report above-average adoption rates in seven of the eight listed usage scenarios, giving TARGIT leading ranks in two of its peer groups in the *Innovation* KPI.

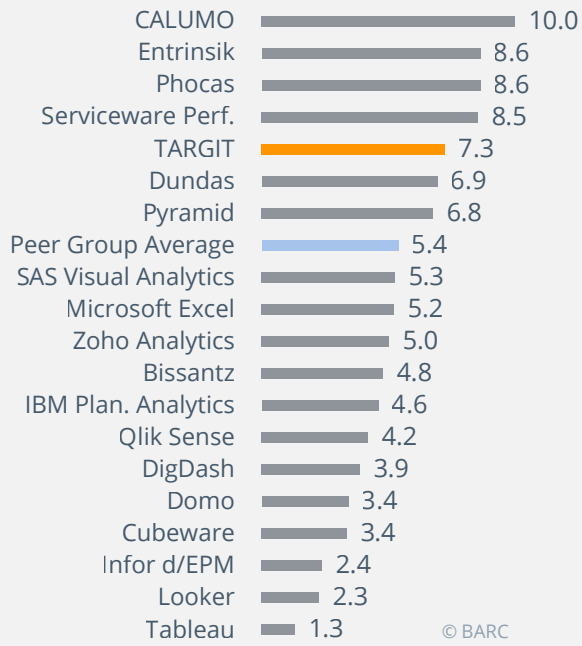
Competitive Win Rate



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

Competitive Win Rate – Leader

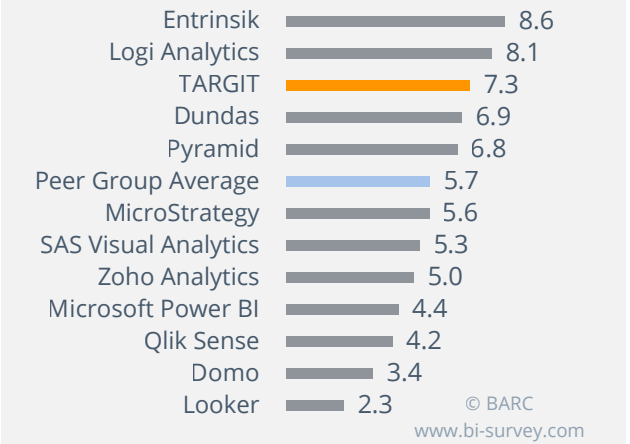
Peer Group: Ad Hoc Reporting-focused Products



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: Embedded Analytics-focused Products



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

BARC Viewpoint

79 percent of TARGIT Decision Suite respondents said they performed a competitive evaluation before purchasing their BI product. Although other vendors with huge brands are considered for purchase more often, some of them are not able to win a good proportion of the deals they go for. Customers who have evaluated TARGIT Decision Suite often follow through and purchase the product, as shown by its above-average score of 7.3/10 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. One customer summed up TARGIT Decision Suite very aptly: "It is a good product that can handle large governance plans and advanced data needs on user levels. Overall very good to solve our needs."

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.

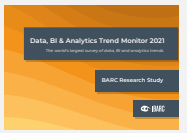
Events

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 2021* reflects on the trends currently driving the BI, analytics 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 study *The Future of Reporting* investigates how and why companies should modernize their reporting. It is based on a survey of 600 participants from 58 countries across a range of industries. **Download here**.



The Planning Survey 21 is the world's largest survey of planning software users. Based on a sample of 1,422 responses, it offers an unsurpassed level of user feedback on 21 leading planning products. Find out more at www.bi-survey.com

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