

THE BI Survey 16

The world´s largest survey of BI software users



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

TARGIT

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THE BI Survey 16 TARGIT highlights

Peer group

EMEA-focused vendors

1. Top-ranked in

Big data analytics

. . . . . .

Leader in

Business value

Data volume

Collaboration

Data discovery/visualization

Mobile BI



Peer group

Visual discovery-focused products

1. Top-ranked in

Implementer support

. . . . . .

Leader in

Mobile BI

Chosen as standard

Product satisfaction

Vendor support

Customer satisfaction



Peer group

OLAP analysis-focused products

Leader in

Business value

Collaboration

Data discovery/visualization

Mobile BI

Innovation

Peer group

Self-service reporting-focused products

Leader in

Mobile BI

BARC A CXP GROUP COMPANY | Summary

TARGIT Decision Platform offers a broad spectrum of BI functionality including dashboards, standard reports, basic data analysis and data discovery. It is targeted at business users for content creation and to support mid-sized data-driven enterprises by helping decision makers in their daily tasks.

Customers see TARGIT as an innovator, rating it highly in KPIs such as 'Collaboration', 'Data discovery/visualization' and 'Mobile BI'. The product has definitively changed in recent releases. Firstly there is a new HTML5-based Web client, which is continually being enhanced with new features and charting options. In addition, the mobile apps have been reconfigured to support the HTML5 Web client and provide extra collaboration features on top. The vendor has also invested in the cloud and now supports Microsoft Azure with a 'bring your own license' model.

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Introduction

THE BI Survey 16 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted from February 2016 to May 2016. In total, 3,137 people responded to the survey with 2,611 answering a series of detailed questions about their usage of a named product. Altogether, 37 products (or groups of products) are analyzed in detail.

THE BI Survey 16 examines BI product selection and usage among users in categories (KPIs) including business benefits, project success, business value, recommendation, customer satisfaction, customer experience, innovation and agility. There are 32 KPIs in total.

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 our new BI Survey homepage.

TARGIT overview

TARGIT is a privately held Denmark-based BI software company that launched its flagship Decision Suite product in 1996. With more than 5,000 customers across the world, TARGIT is ideal for mid-size companies seeking a one-size-fits-all BI platform.

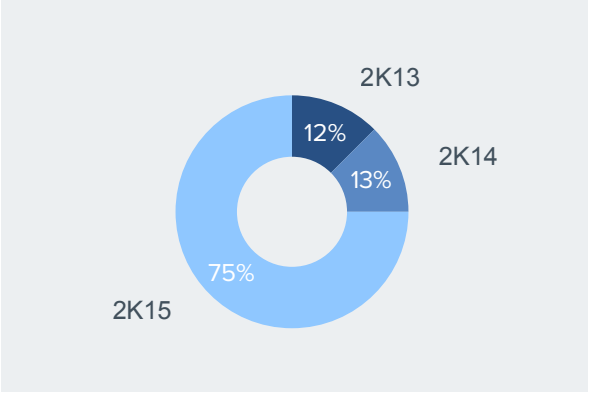
TARGIT Decision Suite is its core business intelligence and analytics software solution. It primarily covers reporting, dashboarding and analysis but also has data discovery and analytics capabilities. It is built on a single, tightly integrated platform. To speed up processing, the vendor includes its XBone in-memory processing capability. TARGIT recently rolled out a comprehensive mobile BI offering, as well as tools to support the processing of data from the Internet of Things. The vendor's philosophy is to provide an integrated, easy-to-administer BI product rather than build a BI environment from a diverse set of tools and databases. The solution has plenty of advantages, especially for Microsoft Dynamics customers. In particular, the platform comes with prebuilt connectors and solution accelerators for all versions of Microsoft Dynamics.

TARGIT customer responses

This year we had 34 responses from TARGIT users. 12 percent of them used Version 2k13, 13 percent used 2k14, and 75 percent Version 2k15.

Versions used

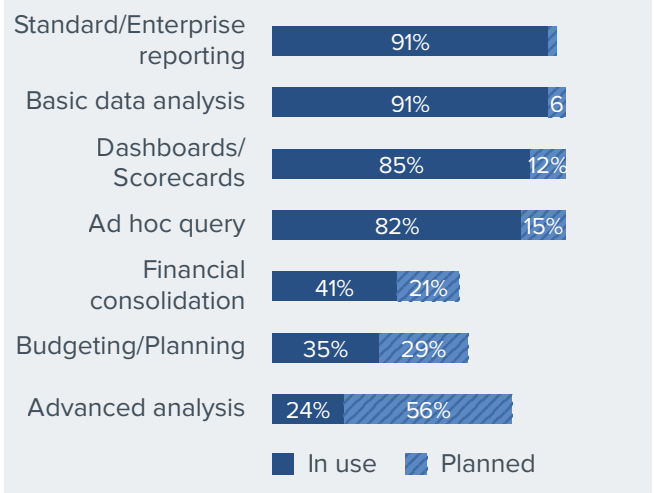
n=24



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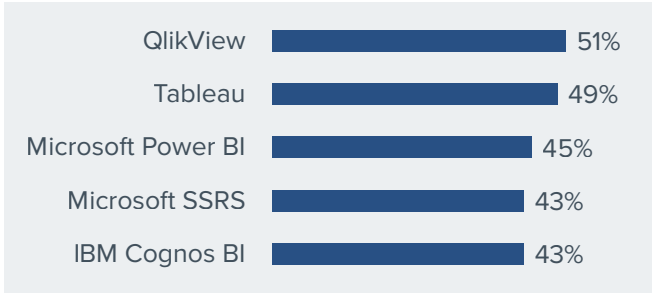
Current vs. planned use

n=34



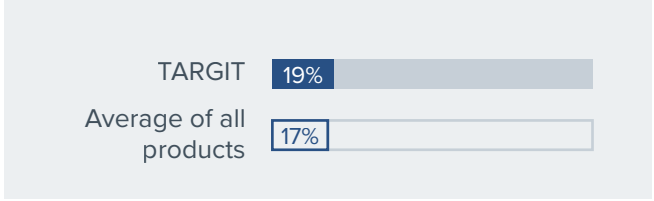
5 products most often evaluated in competition with TARGIT

n=69



Percentage of employees using TARGIT

n=34



Number of users using TARGIT

n=34

Tasks carried out with TARGIT by business users

n=32

Company size (employees)

n=34

User & use case demographics

BARC Comment

TARGIT's demographics clearly show the strengths of the platform: it offers integrated broad functionality for standard reporting, basic data analysis, dashboards and ad hoc query. The product is often used to create pre-defined interactive applications, which are typically used in operational use cases in mid-sized companies. The company introduced data discovery and self-service BI capabilities a few releases ago. However, this functionality is still young so the vendor has yet to convince more customers to model and enrich data.

TARGIT is often used in companies where Microsoft is the strategic provider of the ERP and database systems. Therefore it is not surprising to see Microsoft among its competitors.

Licensing models

n=30

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Peer Groups & KPIs

The KPIs

THE BI Survey 16 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 feeds 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 20-25% of products listed in the chart.

Peer Group Classification

THE BI Survey 16 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 features in the following peer groups:

- Self-service reporting-focused products
- Visual discovery-focused products
- OLAP analysis-focused products
- EMEA-focused vendors

Peer Groups Overview

Large 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.

Self-service 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.

Visual data discovery-focused products

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

Integrated performance management products

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

Large international BI vendors

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

EMEA-focused vendors

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

Americas-focused vendors

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

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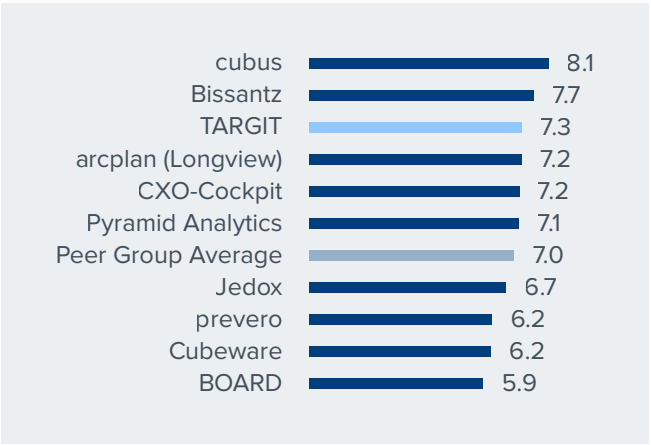


Business value

This KPI combines the ‘Business benefits’, ‘Project success’, ‘Price-to-value perception’, ‘Project length’ and ‘Innovation‘ KPIs.

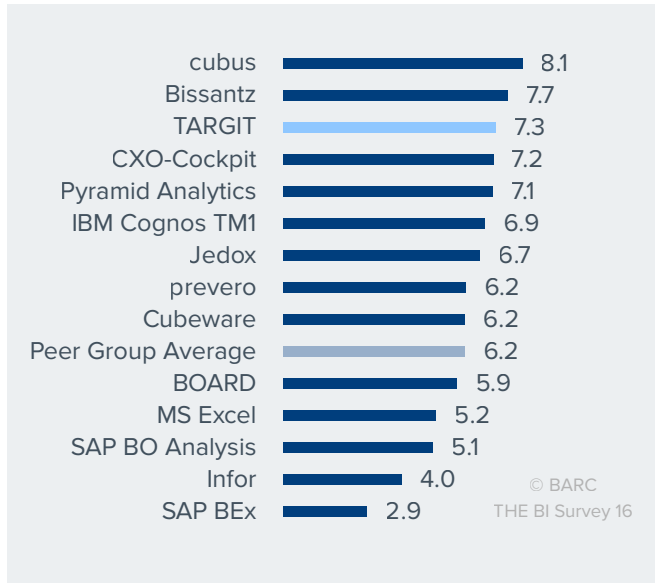
Business value – Leader

Peer group: EMEA-focused vendors



Business value – Leader

Peer group: OLAP analysis-focused products

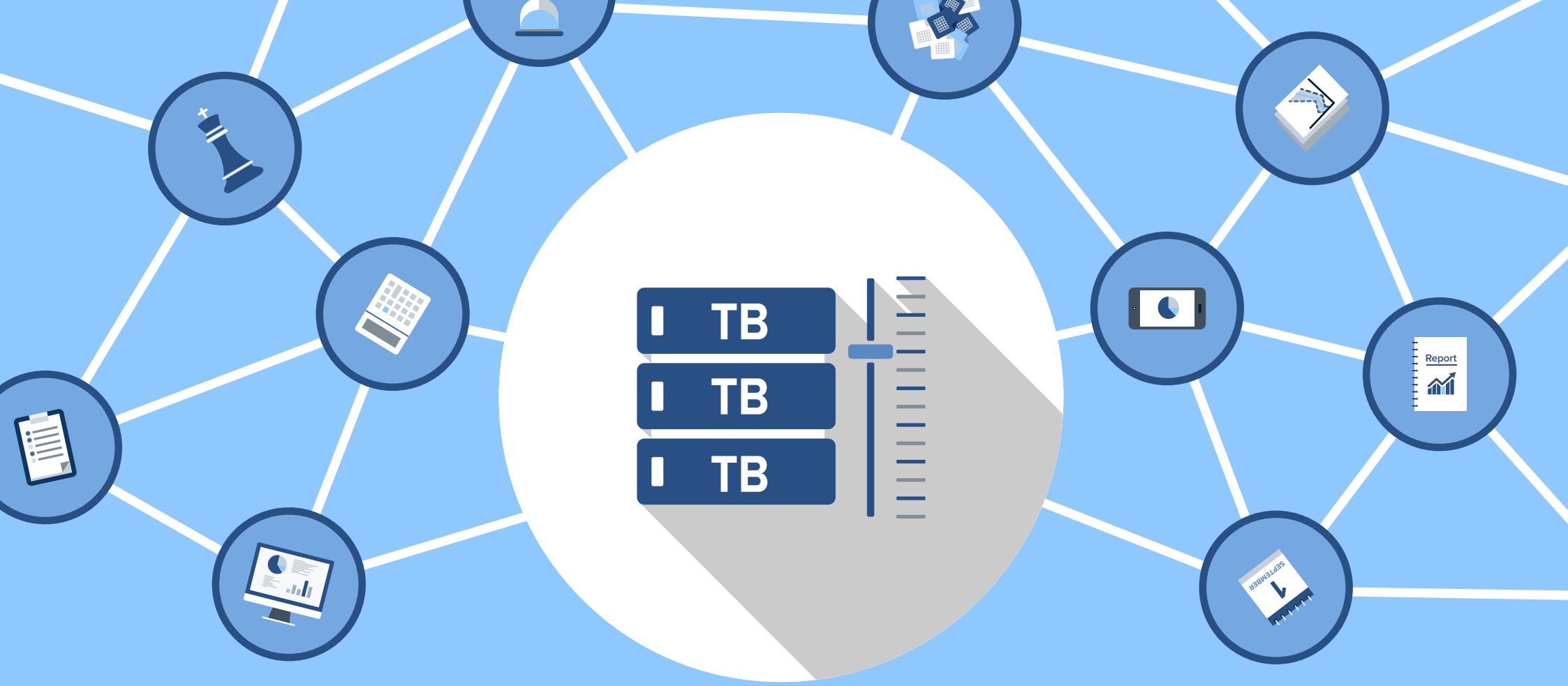


BARC Viewpoint

TARGIT ranks as one of the leading EMEA-focused vendors and OLAP analysis-focused products in providing business value to its customers. This KPI aggregates results from the 'Project success', 'Price-to-value perception', 'Project length' and 'Innovation' KPIs.

These results show that TARGIT's customers see Decision Suite as an affordable product that offers them the functionality they require along with a good level of innovation.

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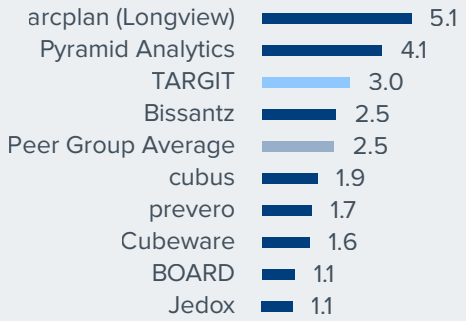


Data volume

This KPI is based on the median volume of data in databases used with the BI tool.

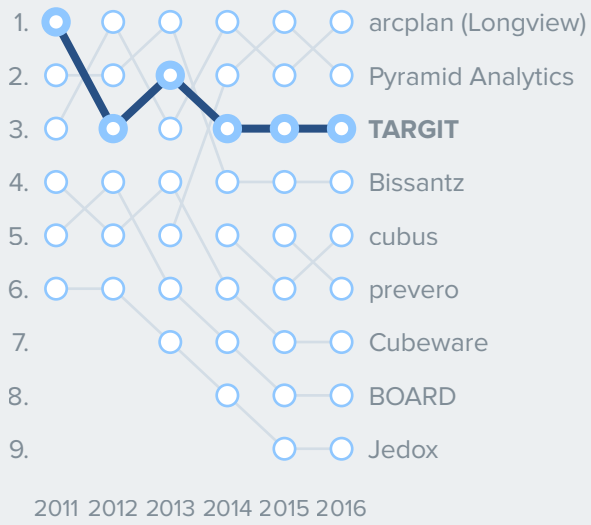
Data volume – Leader

Peer group: EMEA-focused vendors



Consistently outstanding in data volume

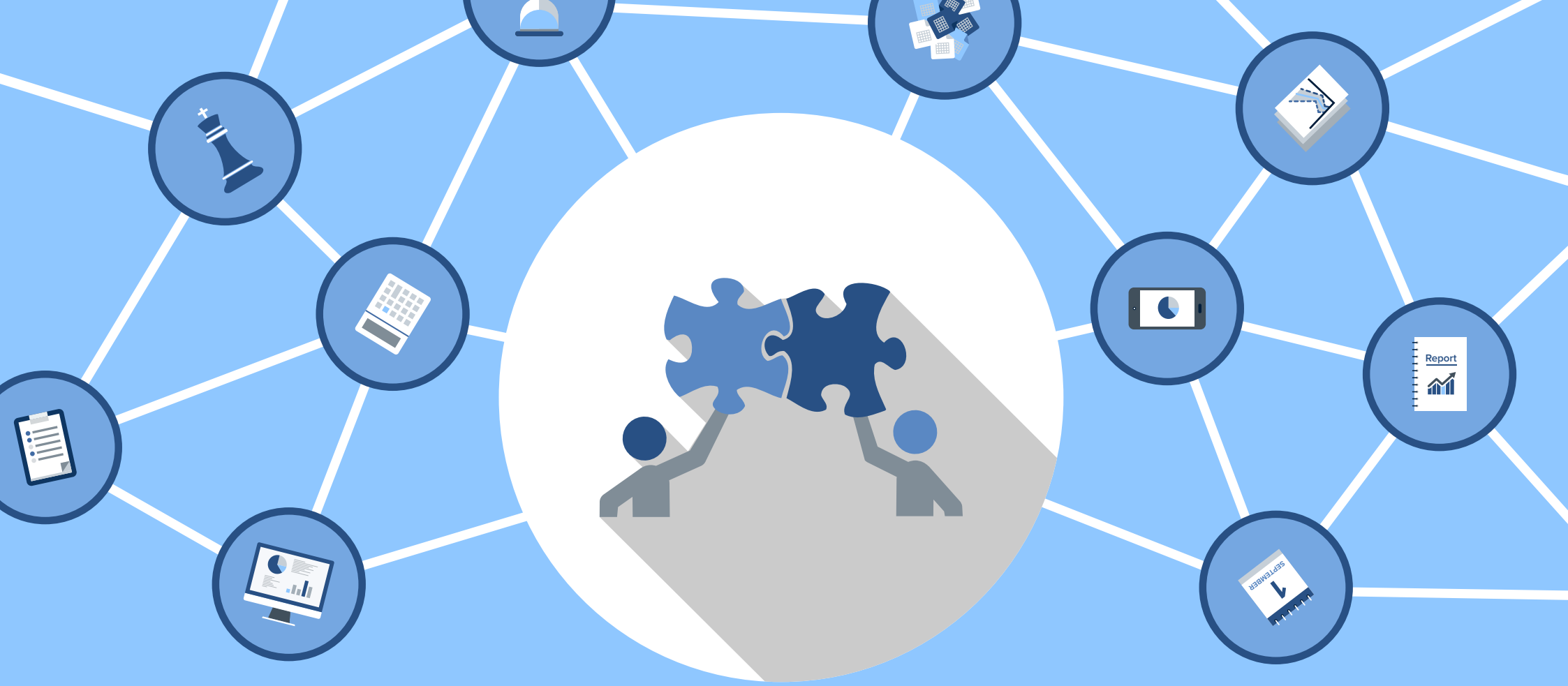
Peer group: EMEA-focused vendors



BARC Viewpoint

TARGIT has consistently been one of the leading EMEA-focused vendors at processing high data volumes in the last six years. All BI solutions should be able to process the amounts of data their customers typically hold, whether they're used in mid-sized or large scenarios. TARGIT's customers seem content with the product's data handling, showing that the Decision Suite is suitable for use in mid-sized operational scenarios.

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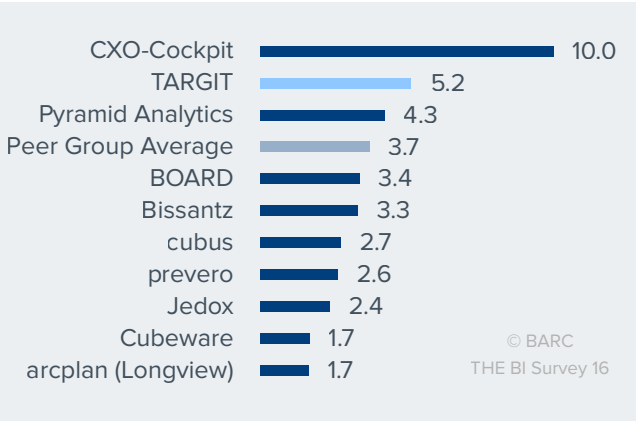


Collaboration

This KPI is based on how many sites currently use collaboration features with their BI tool.

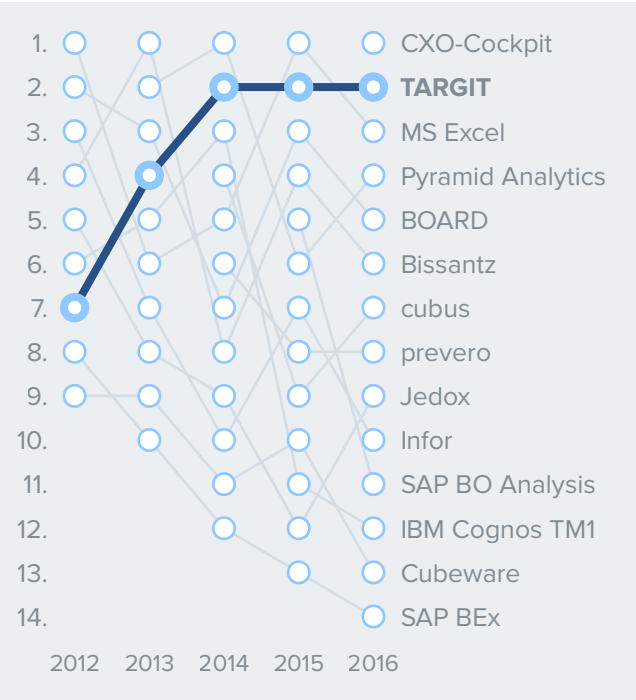
Collaboration – Leader

Peer group: EMEA-focused vendors



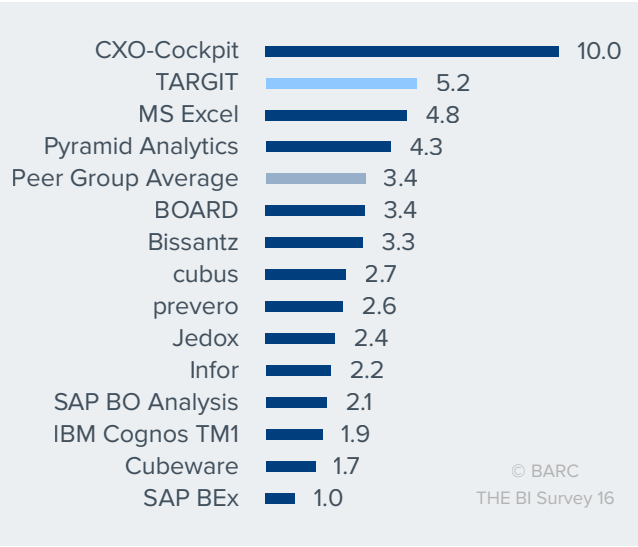
Improved in collaboration

Peer group: OLAP analysis-focused products



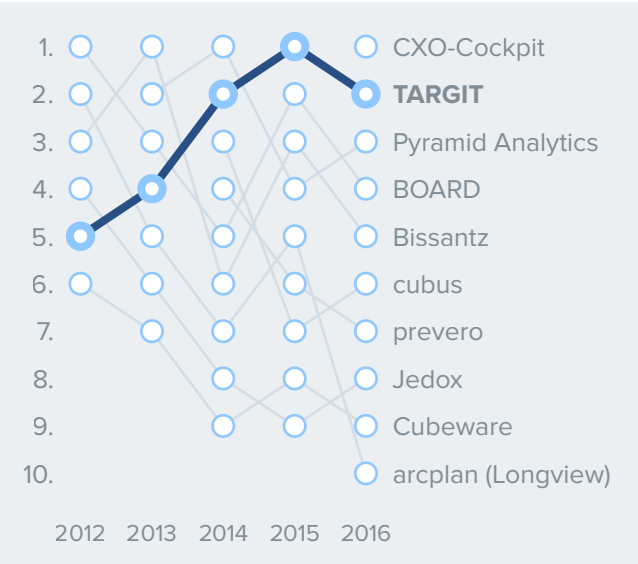
Collaboration – Leader

Peer group: OLAP analysis-focused products



Improved in collaboration

Peer group: EMEA-focused vendors



Collaboration

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TARGIT is one of the leading OLAP analysis-focused and EMEA-focused vendors for collaboration. Its progress on collaborative features in its latest releases is reflected in an improvement in ratings in The BI Survey over the past six years.

Besides providing capabilities such as storyboards and easy sharing of data sources with other users, TARGIT has also made considerable improvements to its collaboration features for mobile devices. TARGIT offers a hybrid application consisting of a native client for mobile devices and an HTML5-based browser to present content. This native application allows pointing and drawing on relevant content on screen, commenting it with text or recording a message and sharing it via email.

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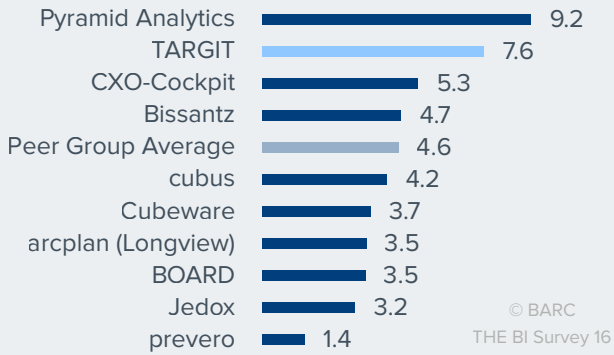


Data discovery/visualization

This KPI is based on how many sites currently use data discovery/visualization with their BI tool.

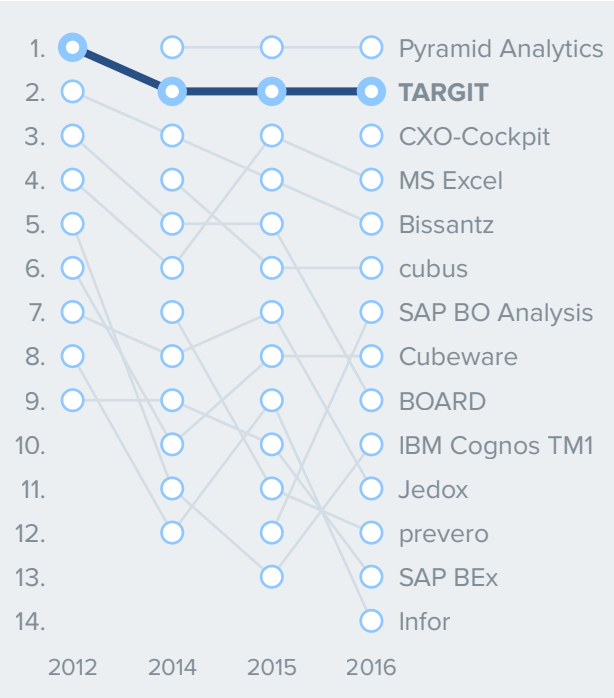
Data discovery/visualization – Leader

Peer group: EMEA-focused vendors



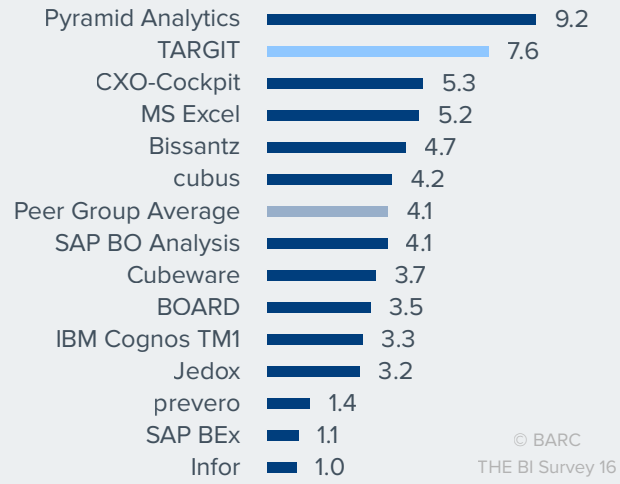
Consistently outstanding in data discovery/ visualization

Peer group: OLAP analysis-focused products



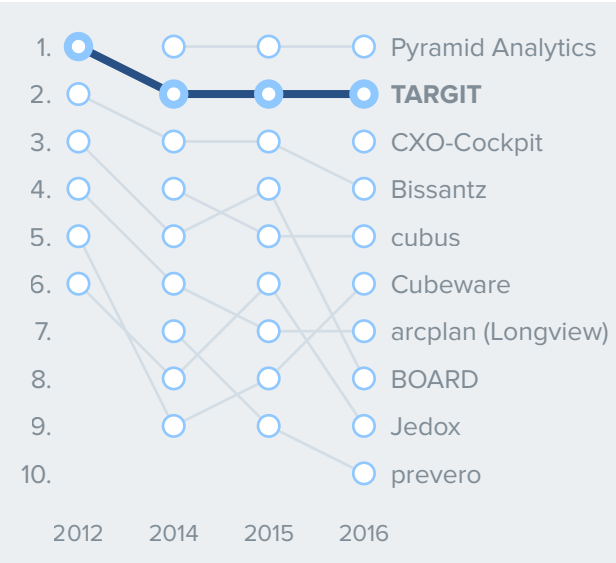
Data discovery/visualization – Leader

Peer group: OLAP analysis-focused products



Consistently outstanding in data discovery/ visualization

Peer group: EMEA-focused vendors



Data discovery/visualization

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TARGIT performs very well in the area of data discovery/visualization. One of its major milestones in this area came back in 2014 when it brought out a new HTML5-based Web client for content sharing. With each subsequent release its functionality has improved and additional charts have been added. Today TARGIT Decision Suite offers good interactivity and a solid set of charts to visualize analysis results using reports or dashboards.

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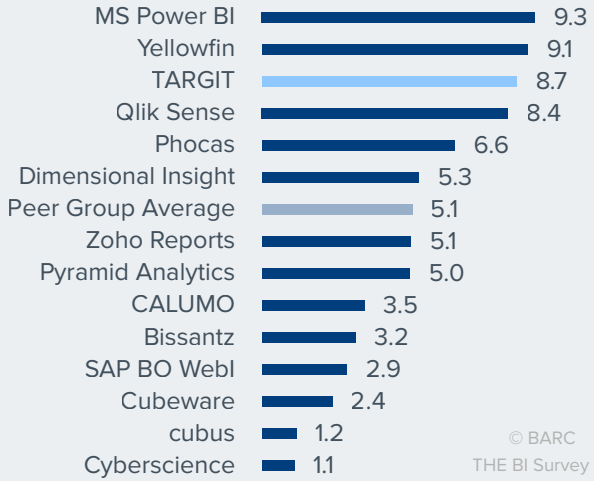


Mobile BI

This KPI is based on how many sites currently use mobile BI with their BI tool.

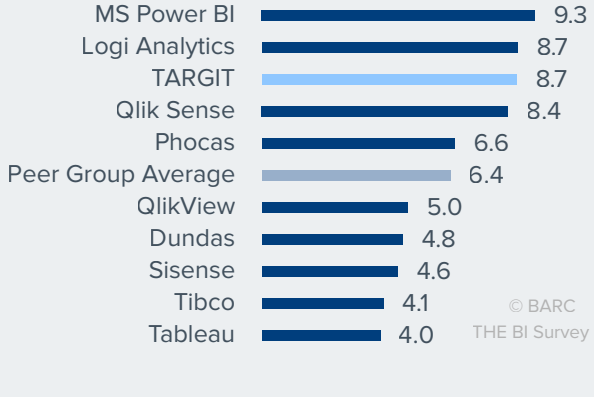
Mobile BI – Leader

Peer group: self-service reporting-focused products



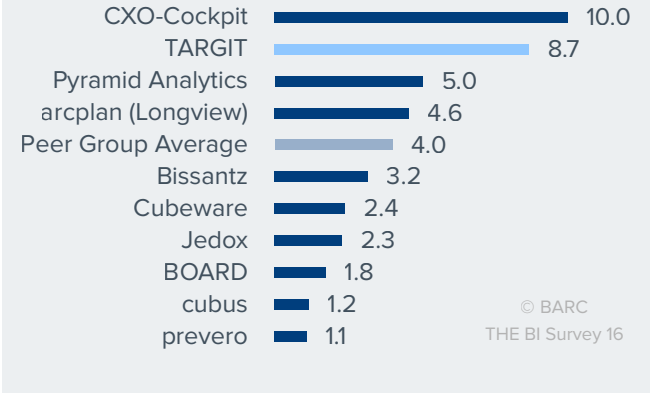
Mobile BI – Leader

Peer group: visual discovery-focused products



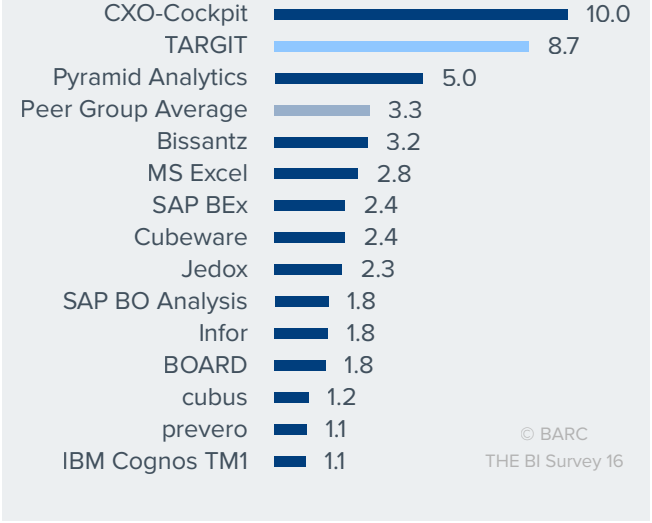
Mobile BI – Leader

Peer group: EMEA-focused vendors



Mobile BI – Leader

Peer group: OLAP analysis-focused products



Mobile BI

BARC Viewpoint

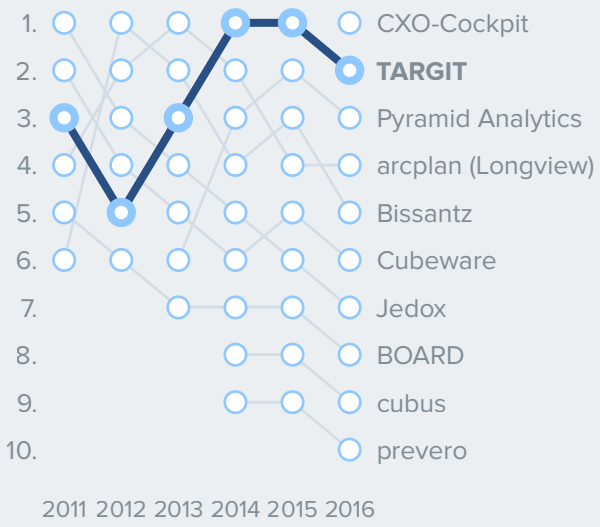
In the area of mobile BI, TARGIT is a leading vendor in all of its peer groups. Indeed it has achieved good ratings for mobile BI for the last six years.

The vendor offers a hybrid application for different mobile devices. It consists of a native app for mobile devices and an HTML5-based browser to present the content that's integrated in the app. Besides sharing and viewing BI content, the app includes some useful collaboration features. For instance, users can point out important information by drawing on the screen, commenting their findings with text or recording a message and sharing it via email.

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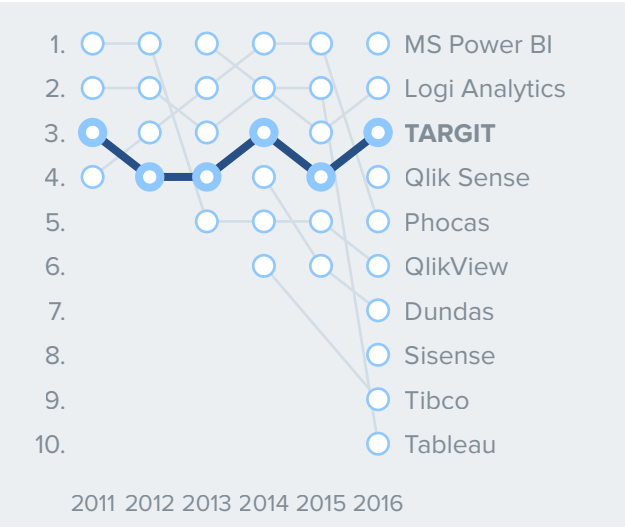
Consistently strong ratings in mobile BI

Peer group: EMEA-focused vendors



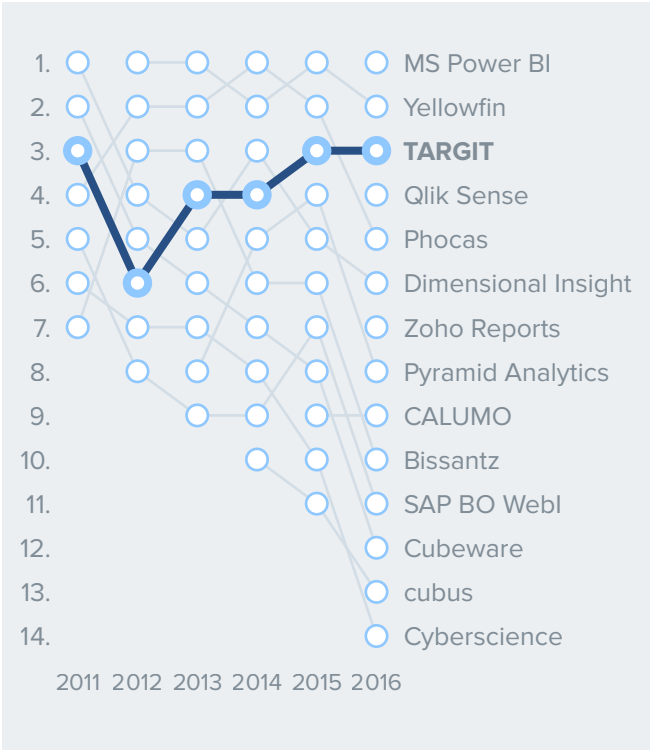
Consistently strong ratings in mobile BI

Peer group: visual discovery-focused products



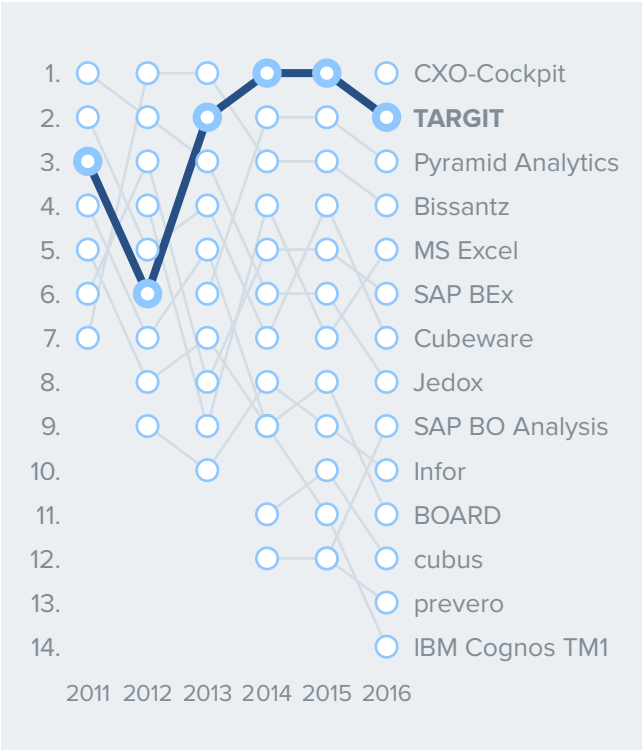
Consistently strong ratings in mobile BI

Peer group: self-service reporting-focused products



Consistently strong ratings in mobile BI

Peer group: OLAP analysis-focused products



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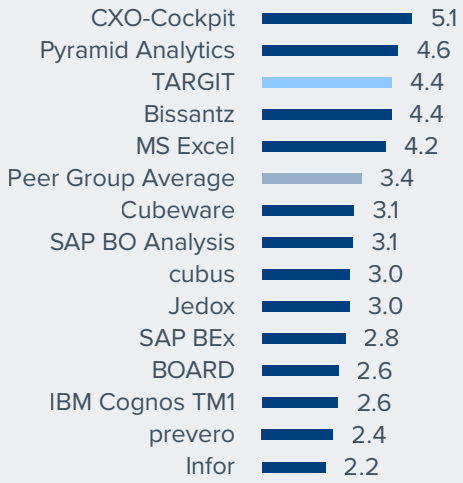


Innovation

This KPI combines the ‘Big Data Analytics‘, ‘Cloud BI’, ‘Collaboration’, ‘Data discovery/visualization‘, ‘Mobile BI’, ‘Operational BI‘, ‘Location intelligence‘ and ‘Visual design standards’ KPIs to measure the product’s level of innovation.

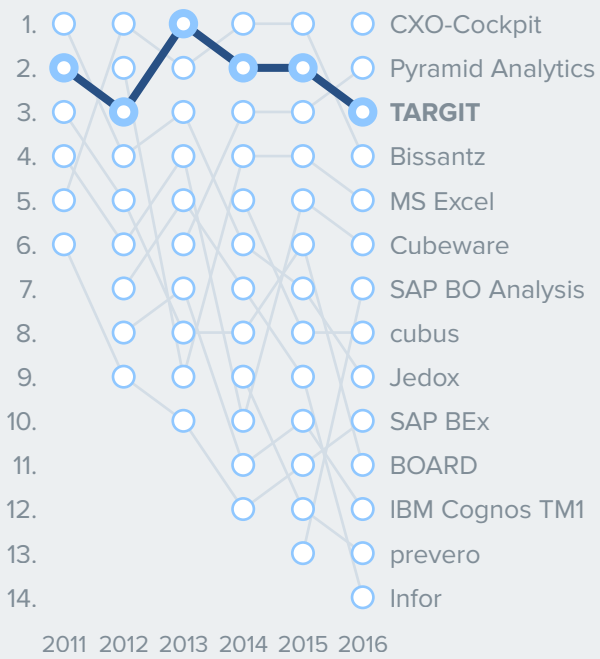
Innovation – Leader

Peer group: OLAP analysis-focused products



Consistently outstanding in innovation

Peer group: OLAP analysis-focused products



BARC Viewpoint

TARGIT is one of the leading OLAP analysis-focused products in terms of innovation and has been consistently outstanding in this area over the years. The aggregated 'Innovation' KPI takes into account customer feedback on topics such as big data analytics, cloud BI, collaboration and data discovery/visualization.

TARGIT's good results for mobile BI, data discovery/visualization, big data analytics and collaboration contribute to its excellent innovation rating. The vendor invests quite heavily in modernizing its product. It released an HTML5-based Web client in 2014 and later introduced data discovery features using its (then new) XBone technology for in-memory processing. Mobile BI features have also been improved and additional data sources added over time.

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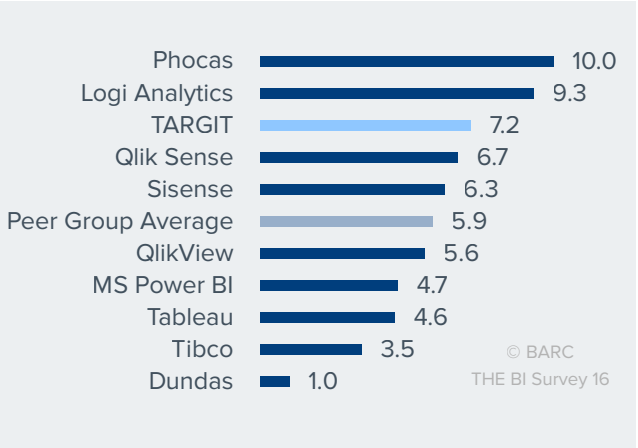


Chosen as standard

This KPI is based on how often the product is chosen to standardize on by respondents at multi-product sites.

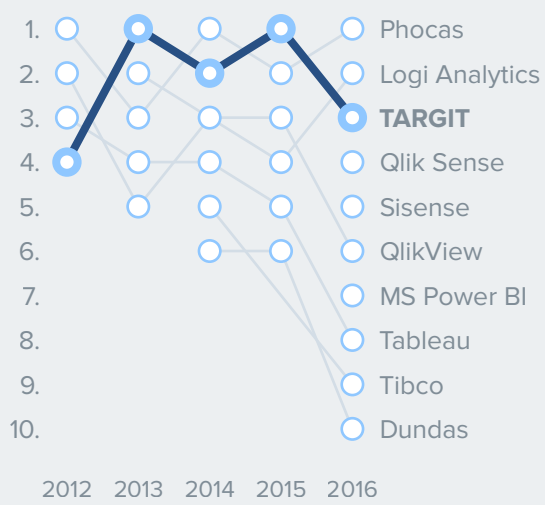
Chosen as standard – Leader

Peer group: visual discovery-focused products



Two top placings in chosen as standard in the last five years

Peer group: visual discovery-focused products



BARC Viewpoint

TARGIT is one of the leading visual discovery-focused products that organizations are opting to use as their standard BI solution. Visual discovery-focused products are not generally chosen as corporate standards due to their narrow focus, but TARGIT has had good feedback in this category over the last five years.

TARGIT does not position itself as a pure data discovery vendor, instead presenting its feature set as an integrated platform covering the key BI elements most mid-sized companies need to support their decision-making. Its core functionality for years has been reporting, ad hoc query, dashboarding and analysis. By placing more emphasis on innovation and introducing improved visual discovery and self-service BI features, the vendor is now in a position to fulfill its customers' entire set of BI requirements.

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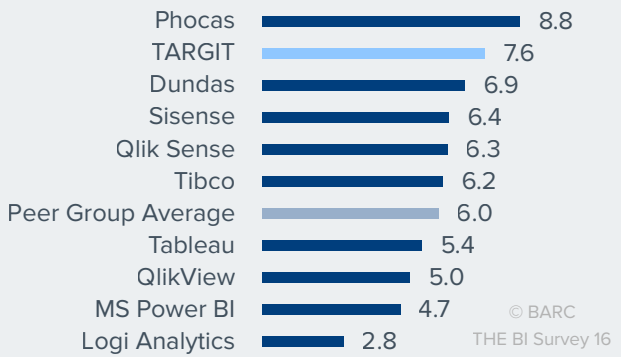
Product satisfaction

This KPI is based on the frequency of problems encountered with the product.

Product satisfaction

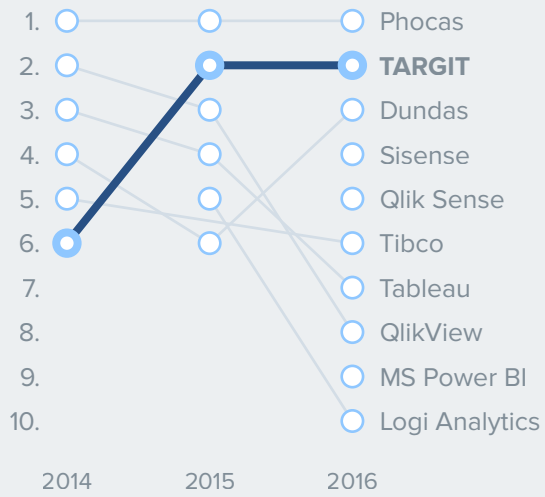
Product satisfaction – Leader

Peer group: visual discovery-focused products



Improved in product satisfaction

Peer group: visual discovery-focused products



BARC Viewpoint

TARGIT Decision Suite is one of the leading visual discovery-focused products for product satisfaction, improving its position in the last three years. This KPI reflects the frequency of product-related problems encountered by customers. A good rating here shows that TARGIT is more reliable than most other visual discovery-focused products.

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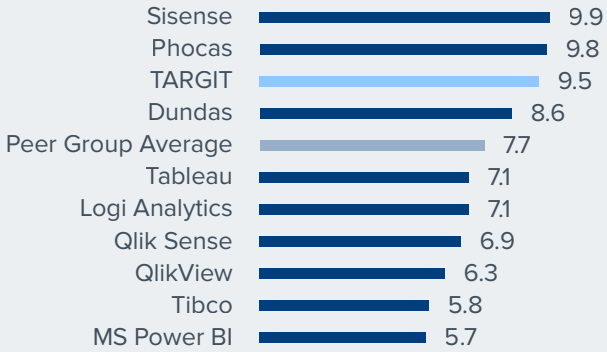


Vendor support

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

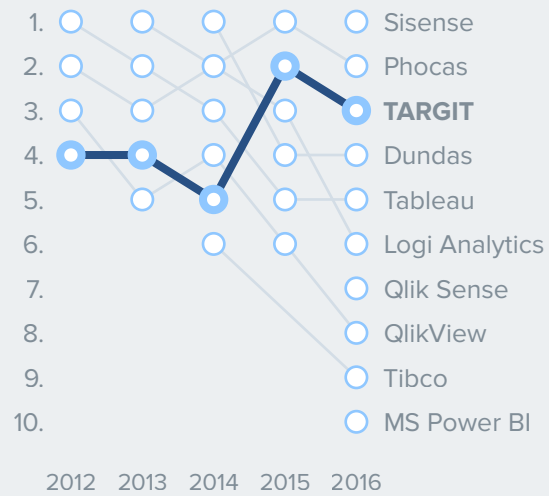
Vendor support – Leader

Peer group: visual discovery-focused products



Improved in vendor support

Peer group: visual discovery-focused products



BARC Viewpoint

TARGIT is one of the leading visual discovery-focused products for vendor support. For a relatively small vendor with less than 100 employees but over 5,600 customers, TARGIT seems to do a pretty good job in supporting its customers. In actual fact, TARGIT's customers interact with the vendor's partners in most cases, and this interaction works well: TARGIT is top-ranked in terms of implementer support in the visual discovery-focused products peer group.

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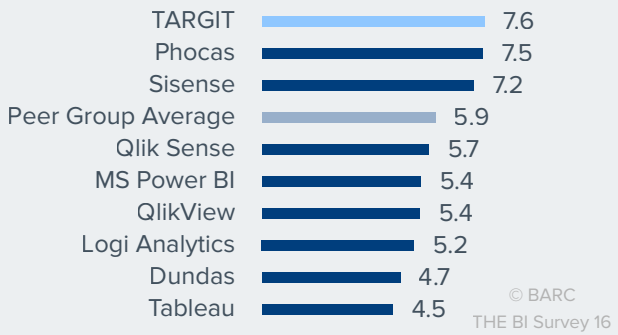


Implementer support

This KPI measures user satisfaction with the level of the implementer’s support for the product.

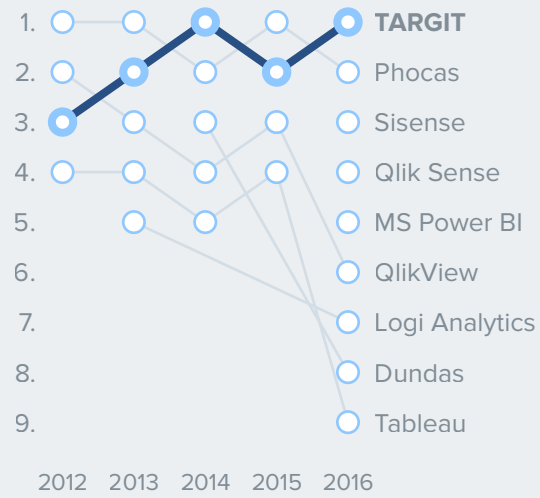
Implementer support – Top-ranked

Peer group: visual discovery-focused products



Consistently outstanding in implementer support

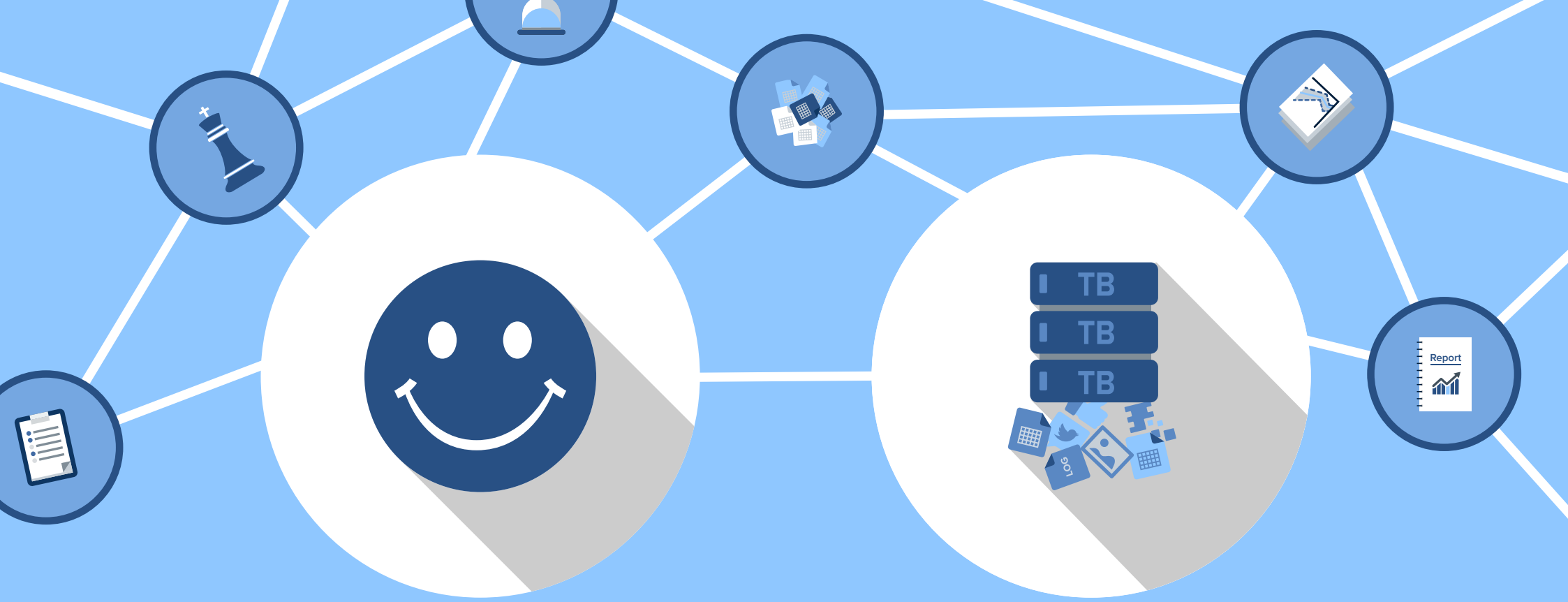
Peer group: visual discovery-focused products



BARC Viewpoint

TARGIT is the top-ranked visual discovery-focused product for implementer support and has consistently done well in this KPI over the last five years. With over 300 partners worldwide, the vendor pursues a bold partner strategy. But this positive customer feedback shows that TARGIT is not only able to provide value to partners by having them regularly sell and implement the solution, but it also does a good job in training and maintaining its partner network.

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Customer satisfaction & big data analytics

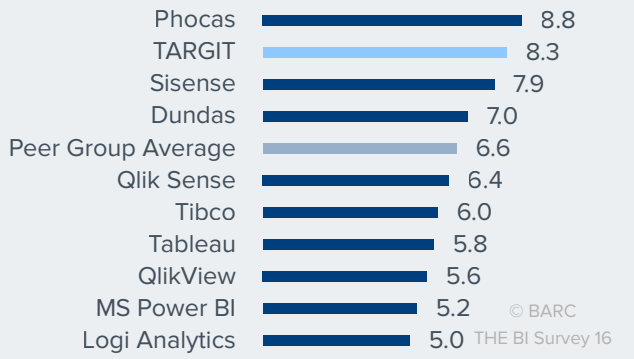
The customer satisfaction KPI combines the ‘Product satisfaction’, ‘Vendor support’ and ‘Implementer support’ KPIs.

The big data analytics KPI is based on the ‘Data volume‘ KPI and how many sites currently use sensor data analysis, text data analysis and social media analysis with their BI tool.

Customer satisfaction

Customer satisfaction – Leader

Peer group: visual discovery-focused products



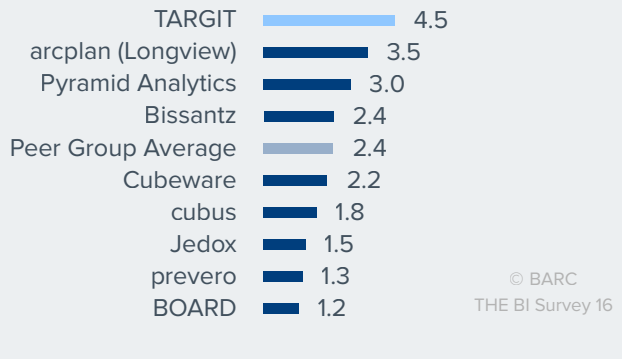
Viewpoint

Above average feedback for vendor support and product satisfaction - as well as top rankings for implementer support - culminate in a good result for TARGIT in the overall 'Customer satisfaction' KPI compared to its visual discovery-focused peers. Due to the fact that the Decision Platform offers broader BI capabilities than most visual discovery vendors, it is not so surprising to see TARGIT getting a good score here.

Big Data Analytics

Big data analytics – Top-ranked

Peer group: EMEA-focused vendors



Viewpoint

TARGIT is the top-ranked EMEA-focused vendor for big data analytics. The vendor's core message is that it provides a decision support solution for all data sources. It has invested heavily in the past to provide connectors to big data sources such as Twitter, Google Analytics, Google BigQuery, Cloudera and HDInsight. This decision to support more than just Microsoft data sources represents a shift in strategy for TARGIT, but it's one that provides increased value to customers by allowing them to analyze and gain insights from more of their existing data.

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

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

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

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

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

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

Along with CXP and Pierre Audoin Consultants (PAC), BARC forms part of the CXP Group – the leading European IT research and consulting firm with 140 staff in eight countries including the UK, France, Germany, Austria and Switzerland. CXP and PAC complement BARC's expertise in software markets with their extensive knowledge of technology for IT Service Management, HR and ERP.

Other Surveys

BARC research reports bring transparency to the market



The Planning Survey 16 is the world's largest survey of planning software users. Based on a sample of over 1,200 responses, it offers an unsurpassed level of user feedback on 13 leading planning products.



The BARC **Big Data Use Cases** Survey explores the usage of big data in companies worldwide. 559 business and IT decision-makers completed the survey in the first quarter of 2015.



The **BI Trend Monitor 2016** from BARC reflects on the trends currently driving the BI and data management market from a users' perspective. We asked close to 2,800 users, consultants and vendors for their views on the most important BI trends.

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