The BI Survey 17

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 17 TARGIT Highlights

Peer Group
Dashboarding-focused products

Leader in

Business benefits
Project success
Business value
Recommendation
Vendor support
Implementer support
Product satisfaction
Customer satisfaction
Self-service
Query performance
Customer experience
Mobile BI
Visual analysis
Embedded BI
Innovation

Peer Group
Self-service reporting-focused products

Leader in

Business benefits
Business value
Implementer support
Product satisfaction
Customer satisfaction
Query performance
Visual analysis
Embedded BI

Peer Group
OLAP analysis-focused products

1. Top-ranked in

Product satisfaction

Leader in

Business benefits
Project length
Business value
Recommendation
Vendor support
Customer satisfaction
Self-service
Ease of use
Sales experience
Query performance
Performance satisfaction
Customer experience
Mobile BI
Operational BI
Location intelligence
Visual analysis
Embedded BI
Innovation
Competitive win rate

BARC Summary

TARGIT is a solid vendor which, according to customers, knows how to complete successful projects on time and on budget. The vendor is highly rated in the ‘Project length’ and ‘Project success’ KPIs. The solution not only provides information to users but it also seems to contribute to the well-being of customer organizations. Customers report high levels of business benefits and business value from using the software.

Good results in the ‘Innovation’ KPIs as well as satisfaction with the product itself show customers’ contentment with the solution. Moreover the vendor ranks as a leader for ‘Vendor support’ and its ‘Implementer support’ rating has also improved this year.

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Peer Group
EMEA-focused vendors

1. Top-ranked in

Product satisfaction

.....

Leader in

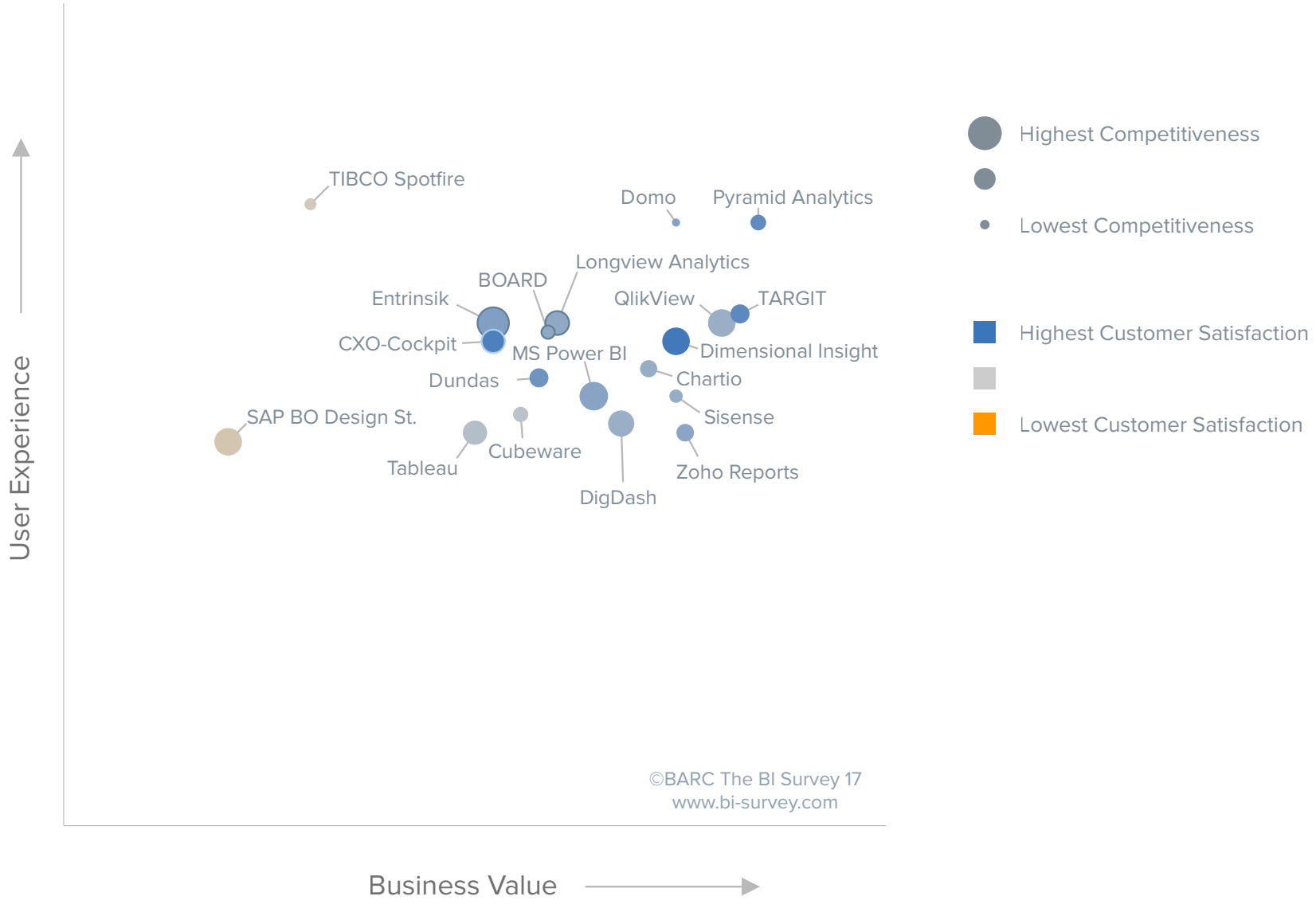
Business benefits
Project length
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Recommendation
Customer satisfaction
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Sales experience
Performance satisfaction
Customer experience
Mobile BI
Operational BI
Location intelligence
Visual analysis
Embedded BI
Innovation





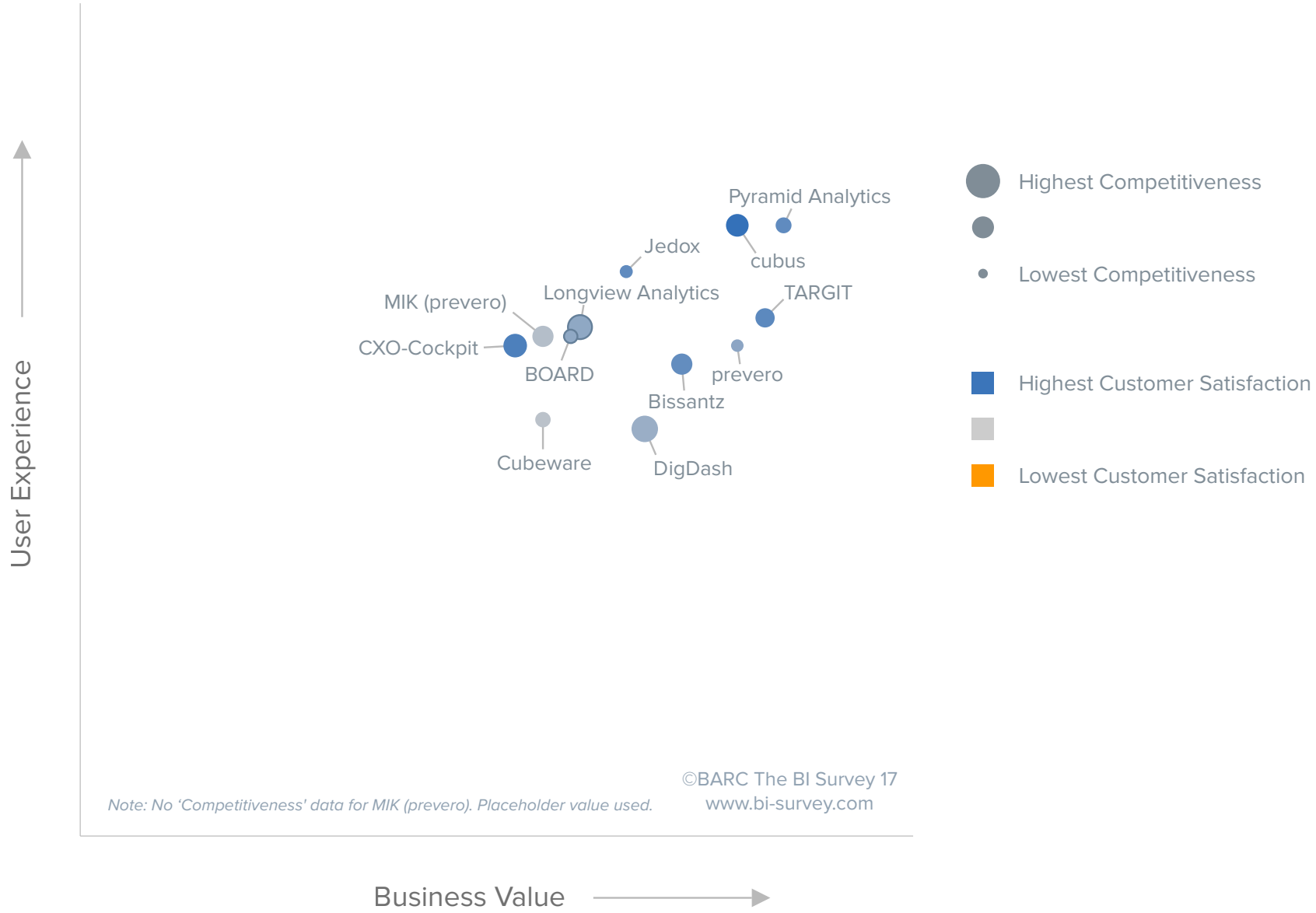
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The BI Survey 17 *BI User Review Matrix* - Peer group: Dashboarding-focused products



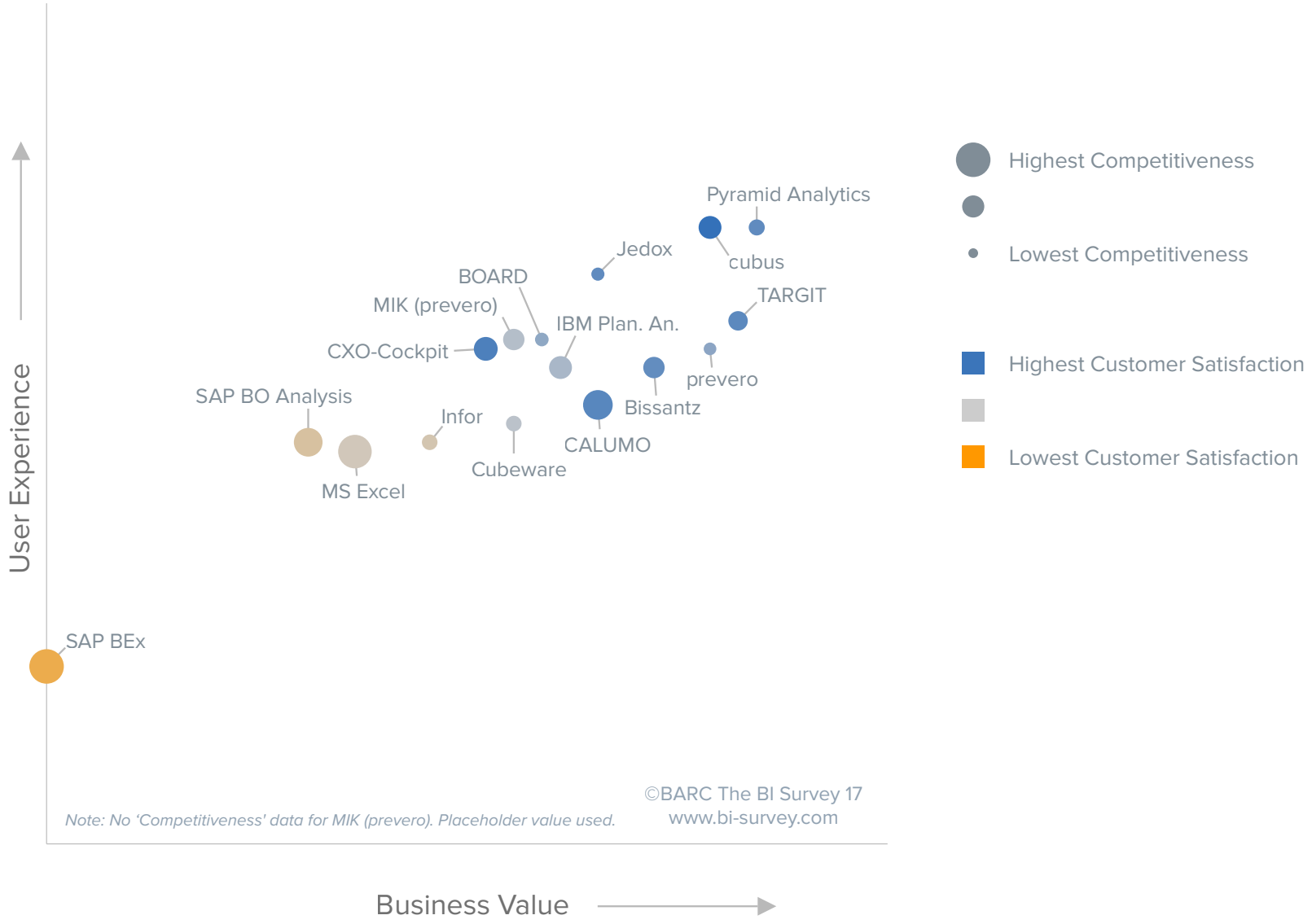
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The BI Survey 17 *BI User Review Matrix* - Peer group: EMEA-focused vendors



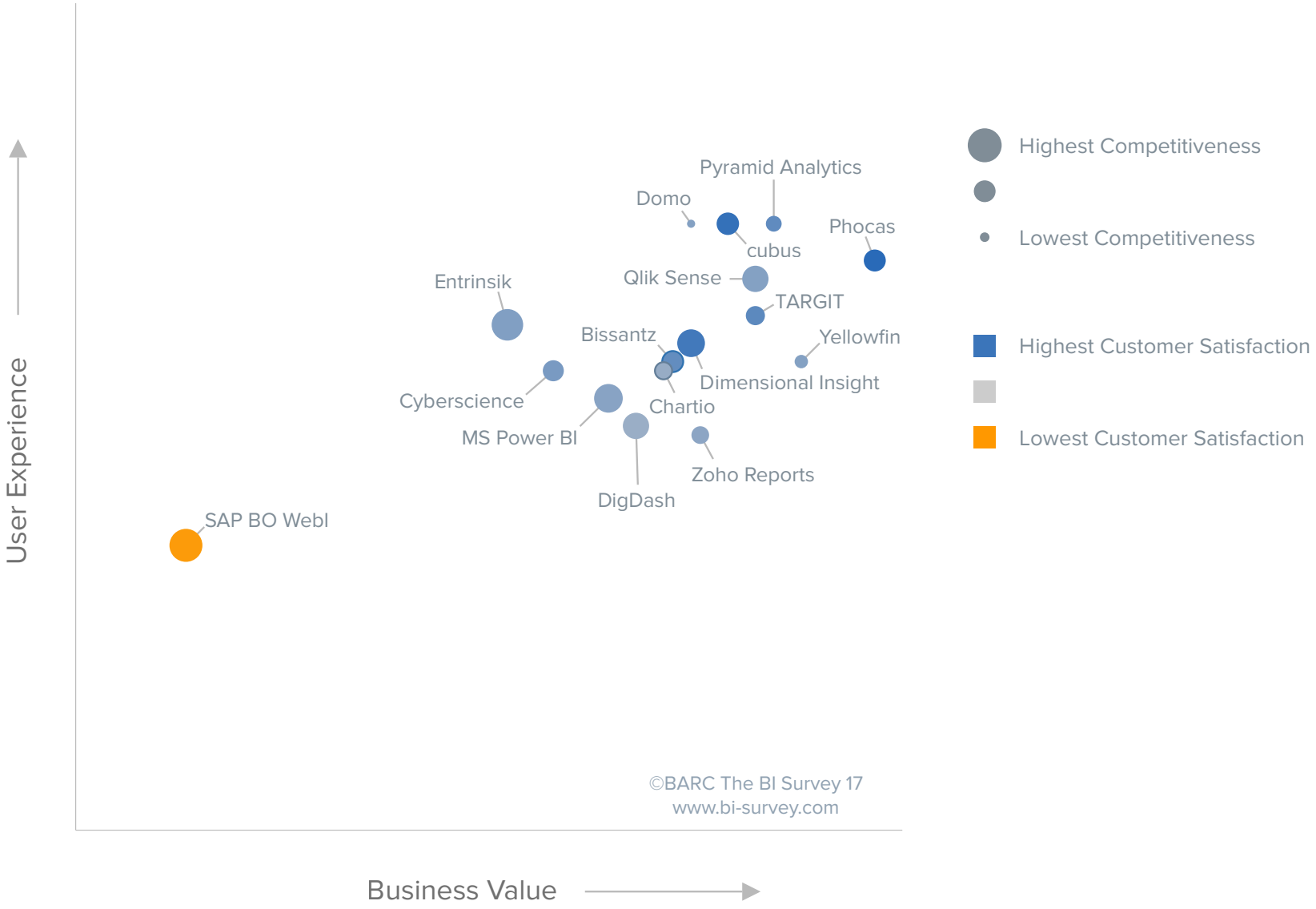
Note: No 'Competitiveness' data for MIK (prevero). Placeholder value used.

The BI Survey 17 *BI User Review Matrix* - Peer group: OLAP analysis-focused products



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The BI Survey 17 *BI User Review Matrix* - Peer group: Self-service reporting-focused products



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Customer Quotes

> Great product to use. Easy to implement, maintain, and use. Fantastic user adoption.
>
> BI-SURVEY.com

Person responsible for departmental BI, retail/wholesale, 100-2.500 employees

> Great ease of use. We love the ability to control permissions at the dimension level.
>
> BI-SURVEY.com

Person responsible for BI from IT department, manufacturing, 100-2.500 employees

> Very good value for the price, fast implementation and flexibility on data sources.
>
> BI-SURVEY.com

Person responsible for departmental BI, public sector and education, 100-2.500 employees

> Best in class, covers all the needs we have had as well as the needs we have in the nearest future.
>
> BI-SURVEY.com

CEO, public sector and education, 100-2.500 employees

> So far it's been great. The latest release is much improved from the previous version. Also the staff at Targit are very helpful and quick to respond.
>
> BI-SURVEY.com

Line of business employee, retail/wholesale, 100-2.500 employees



TARGIT overview

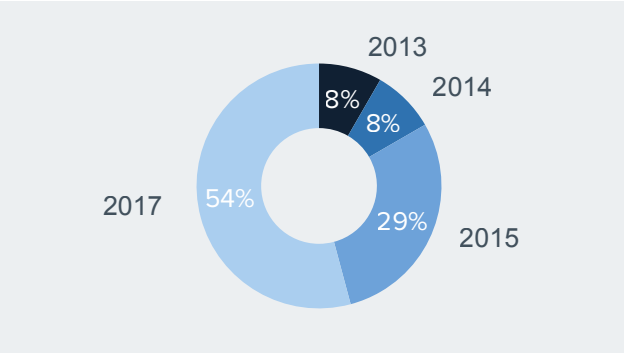
TARGIT is a privately held Denmark-based BI software company that launched its flagship Decision Suite product in 1996. With more than 5,400 customers across the world, TARGIT is ideal for mid-size companies seeking a one-size-fits-all BI platform.

The TARGIT Decision Suite offers integrated data discovery/self-service analysis, ad hoc reporting and dashboards with capabilities for batch reporting, mobility, storyboards and data mashups. Recent releases support a range of innovative features including speech recognition for natural-language queries, alerting and notification, an intelligent wizard that finds relevant content as the user types, an in-memory data mashup tool, support for creating custom gauges, and a Java-based client for embedding Decision Suite on any device.

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.

Versions used

n= 24



TARGIT customer responses

This year we had 44 responses from TARGIT users. 8 percent of them used Version 2013, 8 percent Version 2014, 29 percent Version 2015 and 54 percent version 2017.

BARC THE BI SURVEY 17

The BI Survey 17 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted from February to June 2017. In total, 3,066 people responded to the survey with 2,564 answering a series of detailed questions about their usage of a named product. Altogether, 42 products (or groups of products) are analyzed in detail.

The BI Survey 17 examines user feedback on BI product selection and usage across 29 criteria (KPIs) including business benefits, project success, business value, recommendation, customer satisfaction, customer experience, innovation and competitiveness. There are 29 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 The BI Survey website.

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User and Use Case Demographics

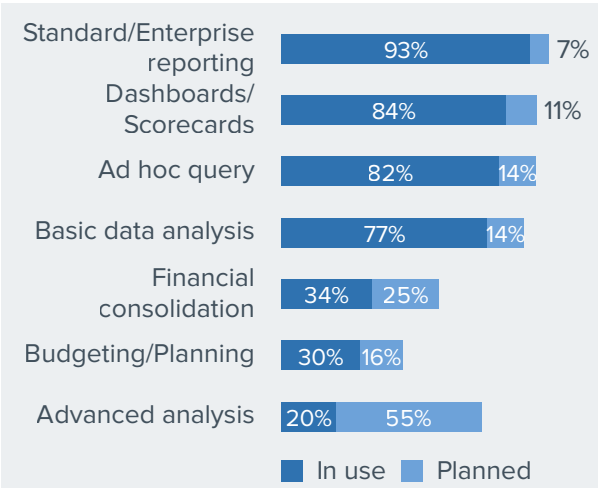
BARC Comment

TARGIT's demographics clearly underline the tool's broad functionality for standard reporting, dashboards, ad hoc query and basic data analysis. TARGIT achieves a 22 percent penetration rate, well above the Survey average of 17 percent, which indicates that its predominantly mid-sized customer base tends to use it as their standard BI product.

Its usage scenarios and the tasks carried out by business users show the solution's nature and strength for providing BI and analytics to address a large audience with predefined and interactive dashboard and BI applications.

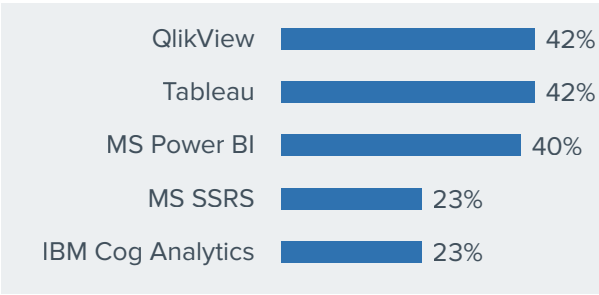
Current vs. planned use

n=44



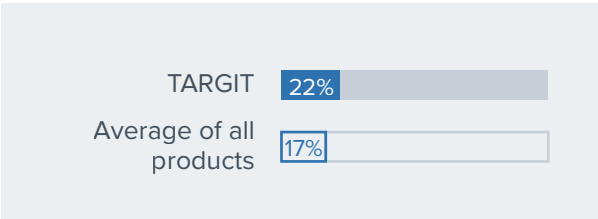
5 products most often evaluated in competition with TARGIT

n=43



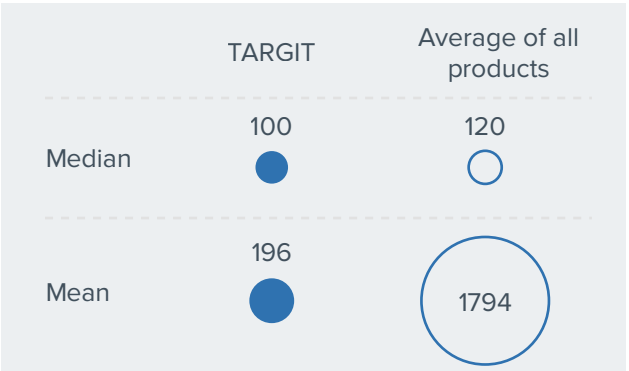
Percentage of employees using TARGIT

n=44



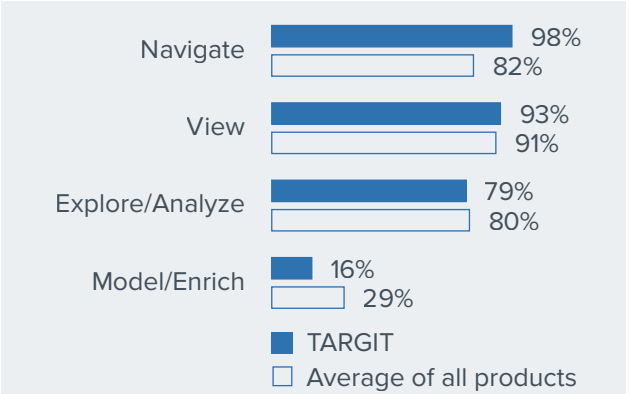
Number of users using TARGIT

n=44



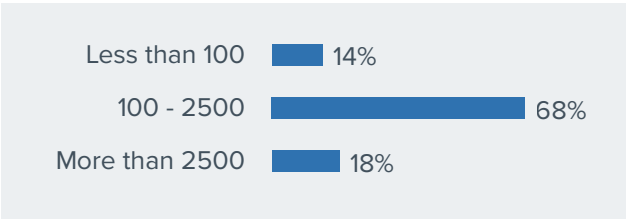
Tasks carried out with TARGIT by business users

n=43



Company size (employees)

n=44



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Peer Groups and KPIs

The KPIs

The BI Survey 17 provides the reader with well-designed KPI dashboards packed with concise information, which can be absorbed at a glance. The KPIs all follow these simple rules:

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

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

Peer Group Classification

The BI Survey 17 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:

- Dashboarding-focused products
- Self-service reporting-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.

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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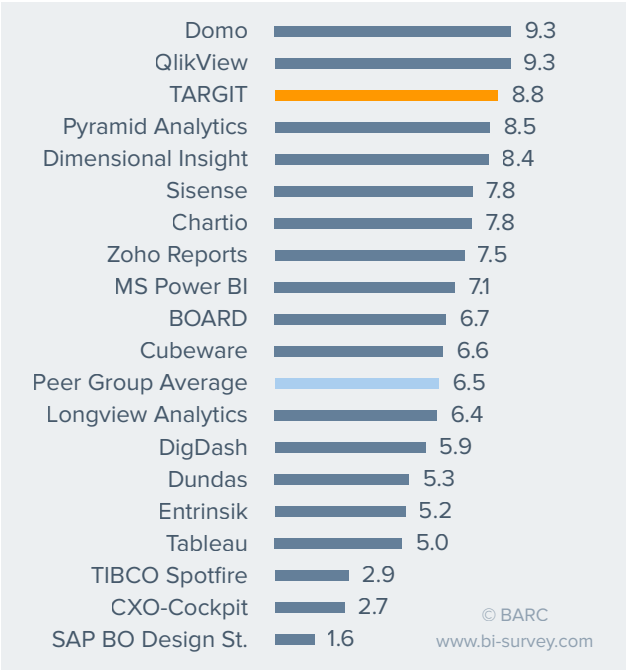
Business benefits



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

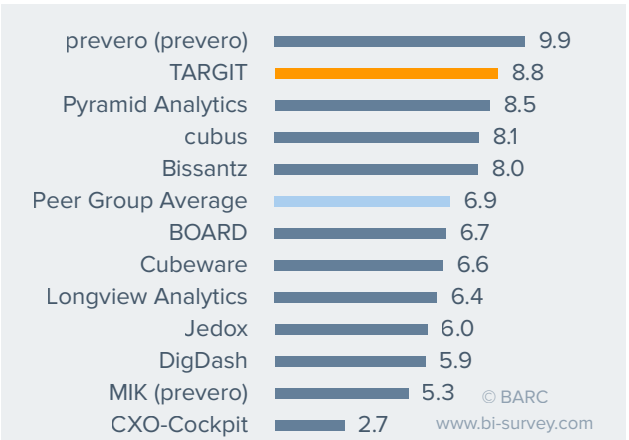
Business benefits – Leader

Peer group: Dashboarding-focused products



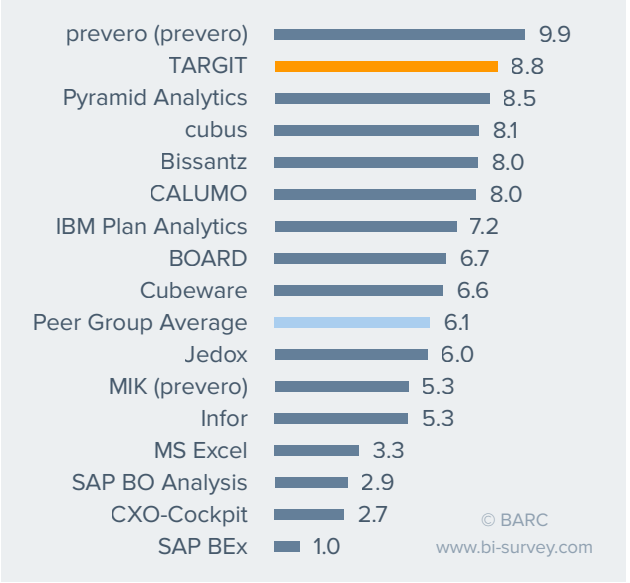
Business benefits – Leader

Peer group: EMEA-focused vendors



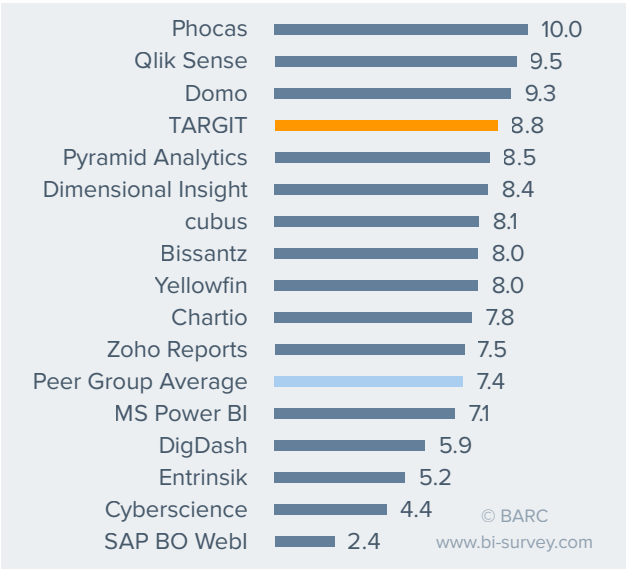
Business benefits – Leader

Peer group: OLAP analysis-focused products



Business benefits – Leader

Peer group: Self-service reporting-focused products



Business benefits

BARC Viewpoint

This KPI measures the achievement level of several potential benefits such as improved reporting/analysis, improved decision-making and reduced costs. It is often very difficult for customers to quantify the value of BI so solutions that receive good feedback for business benefits stand out not only as “information” providers but also as drivers for change. TARGIT occupies a leader position in all of its peer groups for this KPI, and has consistently scored well in the ‘OLAP analysis-focused products’ and ‘EMEA-focused vendors’ peer groups over the last six years.

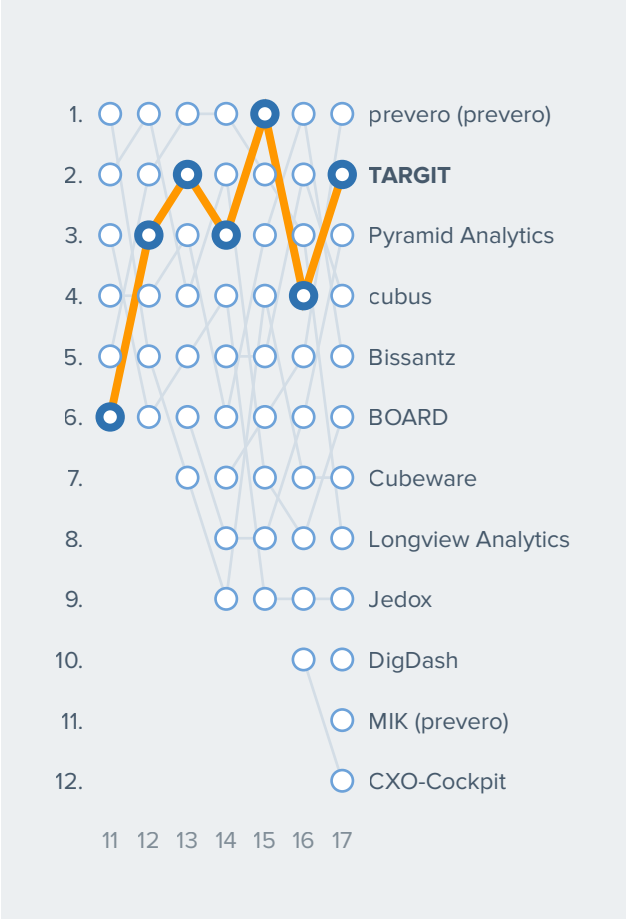
Consistently high ratings in business benefits

Peer group: OLAP analysis-focused products



Consistently high ratings in business benefits

Peer group: EMEA-focused vendors



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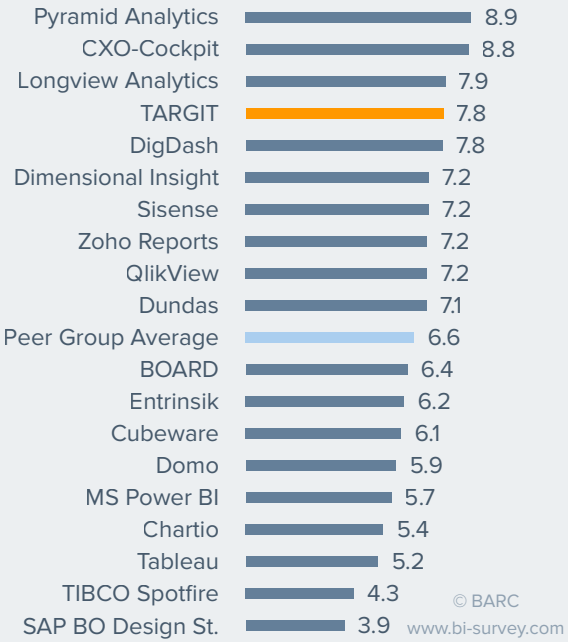
Project success



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

Project success – Leader

Peer group: Dashboarding-focused products



Two leading placings in project success in the last four years

Peer group: Dashboarding-focused products

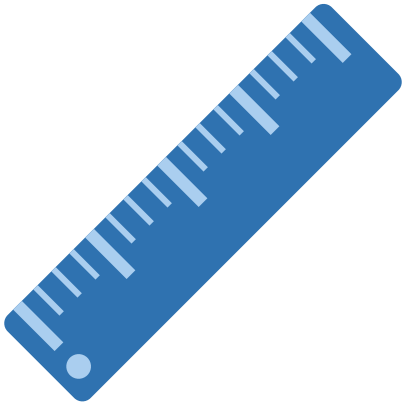


Project success

BARC Viewpoint

Project success takes into account the level of satisfaction with the implementation and the frequency of projects completed on time and on budget. In general, TARGIT's customers seem to complete successful and satisfactory projects, leading to a 7.8/10 rating comfortably above The BI Survey average of 6.3/10. TARGIT has been rated as a leader for 'Project success' in the 'Dashboarding-focused products' peer group in each of the last four years.

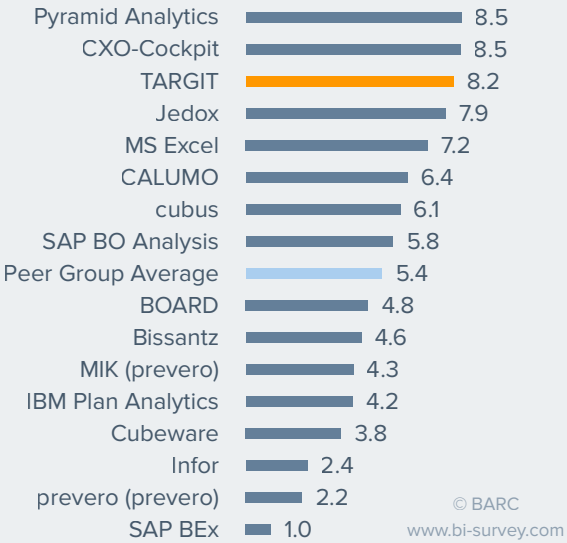
Project length



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

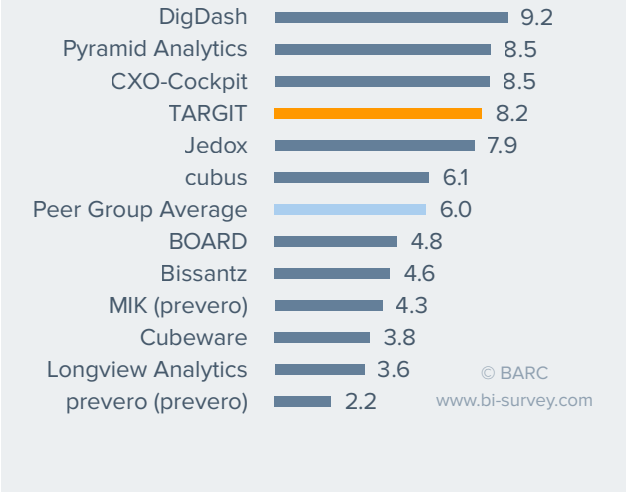
Project length – Leader

OLAP analysis-focused products



Project length – Leader

Peer group: EMEA-focused vendors



BARC Viewpoint

Quick implementations are becoming increasingly important for modern enterprises. With faster changing requirements and markets, companies need to adapt immediately to remain competitive. A solution that can be implemented quickly helps buyers achieve their implementation goals and brings forward the realization of the benefits BI delivers. TARGIT customers rate the vendor very highly for the speed with which projects are completed. The vendor leads the 'OLAP analysis-focused products' and 'EMEA-focused vendors' peer groups in this category. This is an excellent result, not least because both peer groups are hotly competitive.

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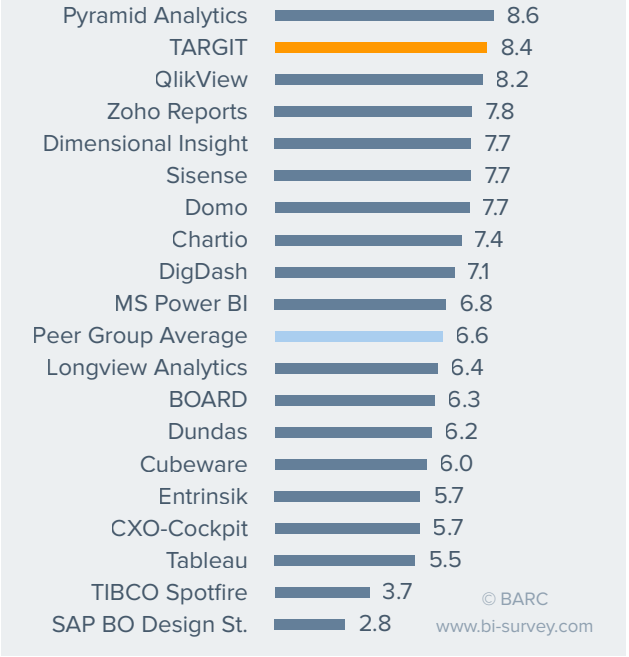
Business value



This KPI combines the ‘Business benefits’, ‘Project success’ and ‘Project length’ KPIs.

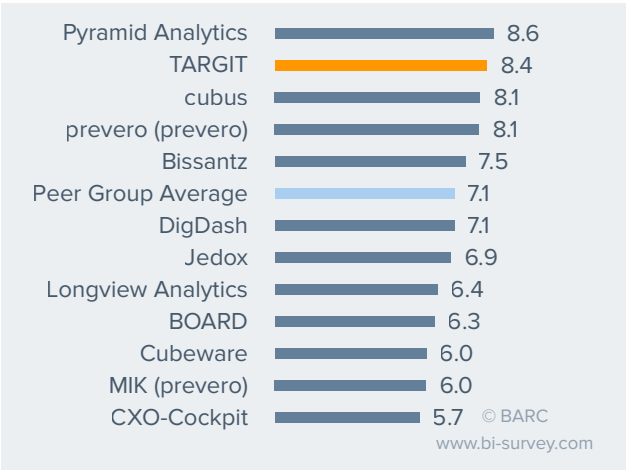
Business value – Leader

Peer group: Dashboarding-focused products



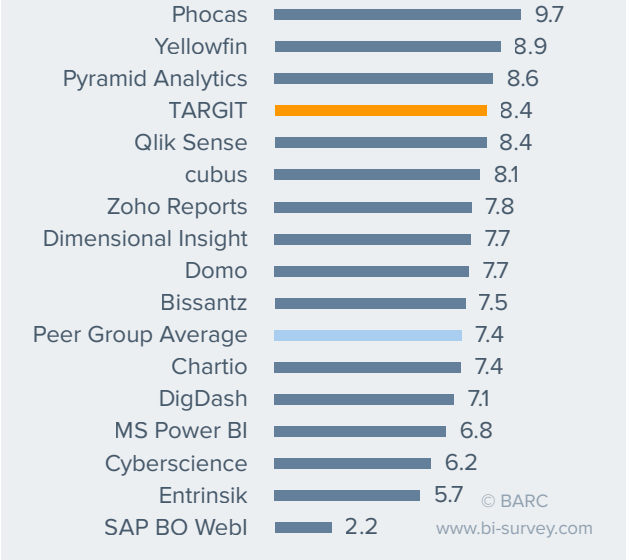
Business value – Leader

Peer group: EMEA-focused vendors



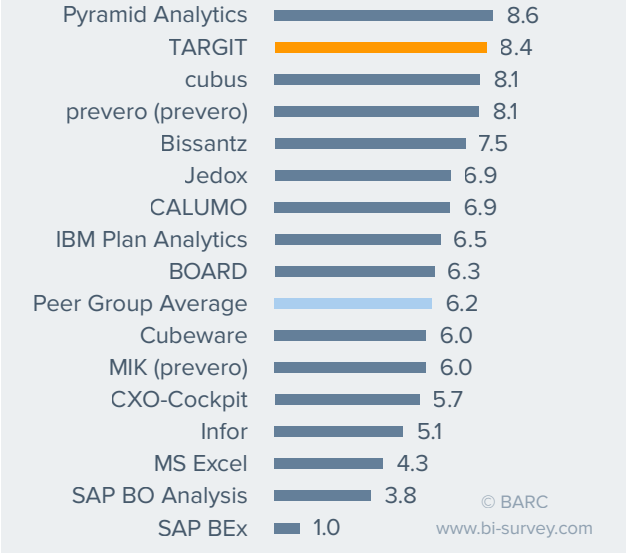
Business value – Leader

Peer group: Self-service reporting-focused products



Business value – Leader

Peer group: OLAP analysis-focused products



Business value

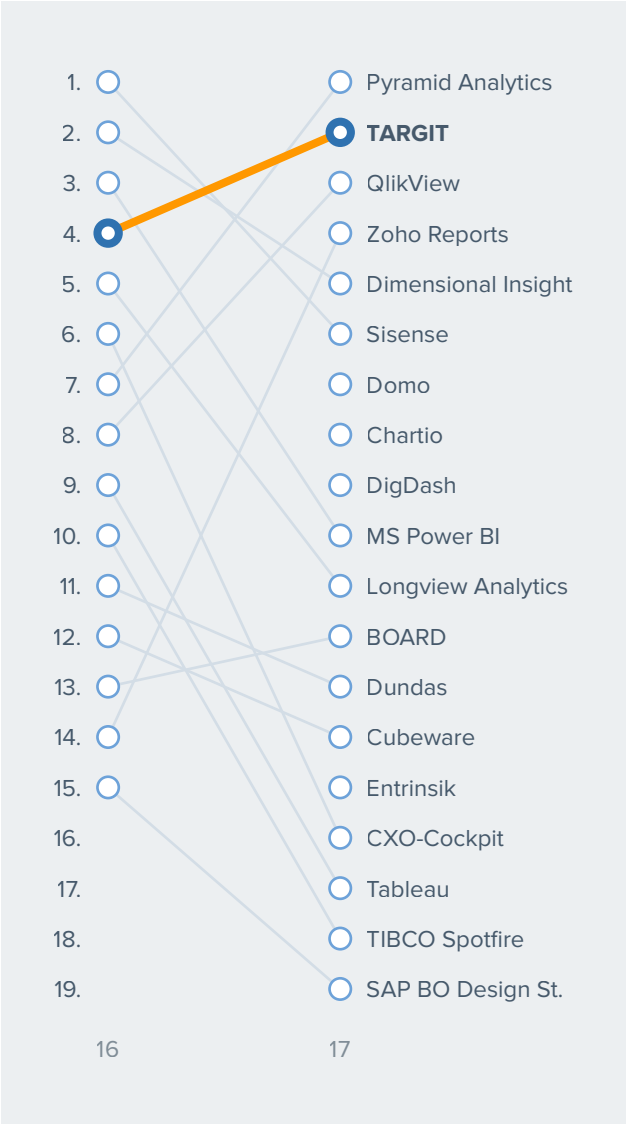
BARC Viewpoint

Excellent feedback in the ‘Project length’, ‘Project success’ and ‘Business benefits’ KPIs lead to an above-average result in the aggregated ‘Business value’ KPI. TARGIT is well regarded for the business value it delivers, achieving second place ratings in three of its four peer groups. This is a very strong result considering some of the vendors TARGIT eclipses in this category.

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Consistently outstanding in business value

Peer group: Dashboarding-focused products



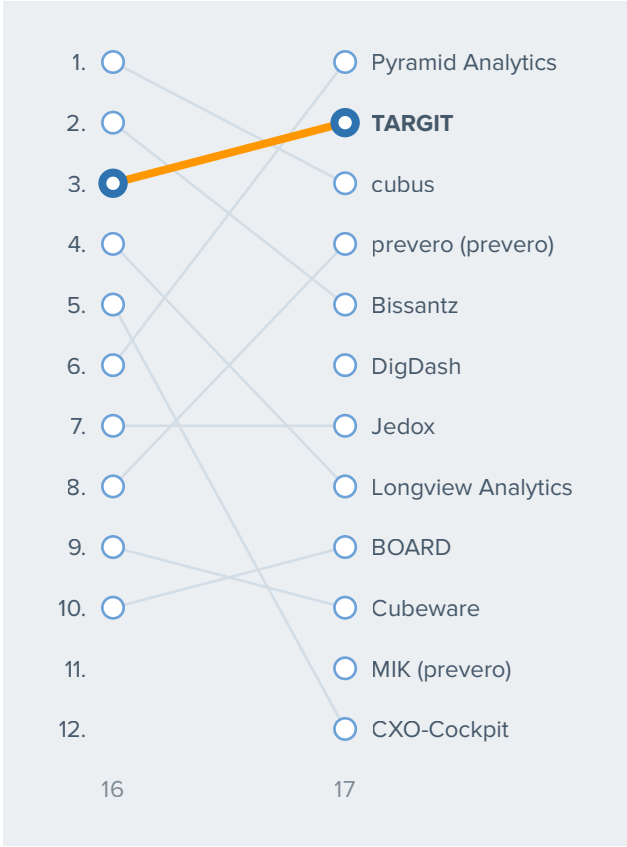
Consistently outstanding in business value

Peer group: OLAP analysis-focused products



Consistently outstanding in business value

Peer group: EMEA-focused vendors



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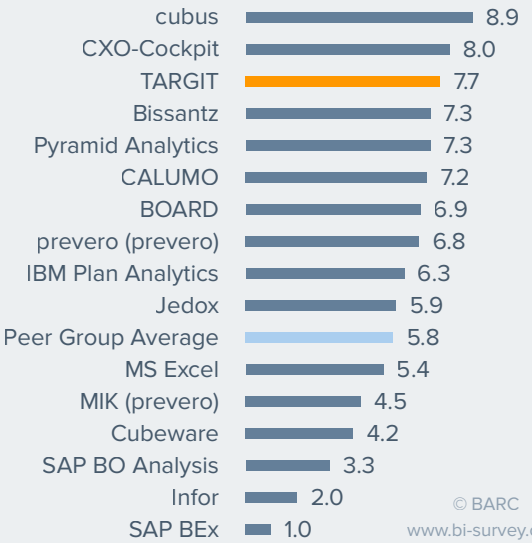
Recommendation



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

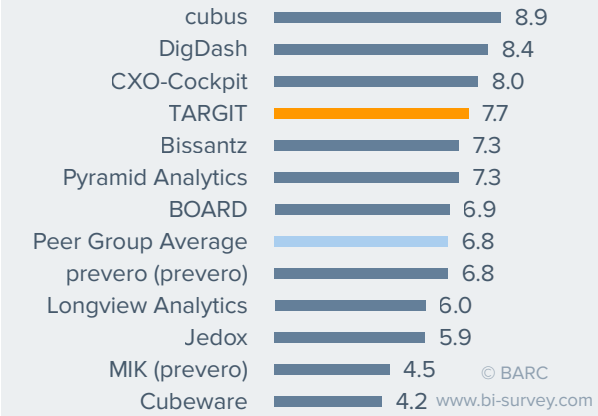
Recommendation – Leader

Peer group: OLAP analysis-focused products



Recommendation – Leader

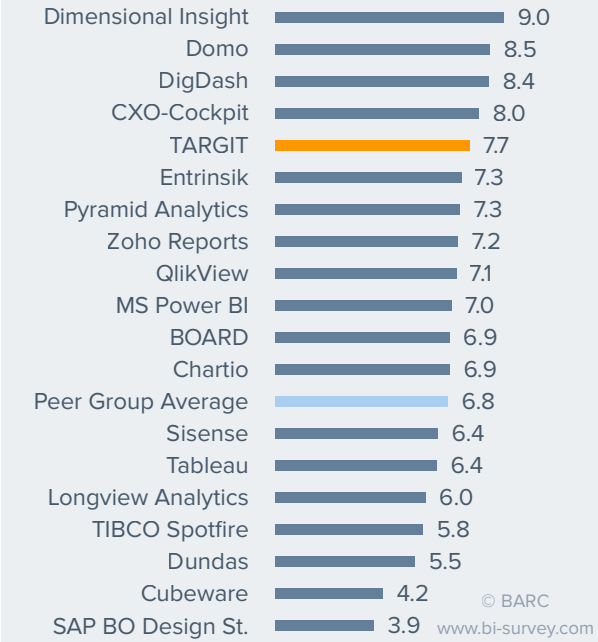
Peer group: EMEA-focused vendors



Recommendation

Recommendation – Leader

Peer group: Dashboarding-focused products



BARC Viewpoint

Along with ‘Business value’ and the “satisfaction” KPIs, the ‘Recommendation’ KPI is a good indicator of overall satisfaction with the product, vendor and implementation. In general, TARGIT customers say they are willing to recommend the product to others. The vendor is a leader in the ‘OLAP analysis-focused products’, ‘EMEA-focused vendors’ and ‘Dashboarding-focused products’ peer groups.

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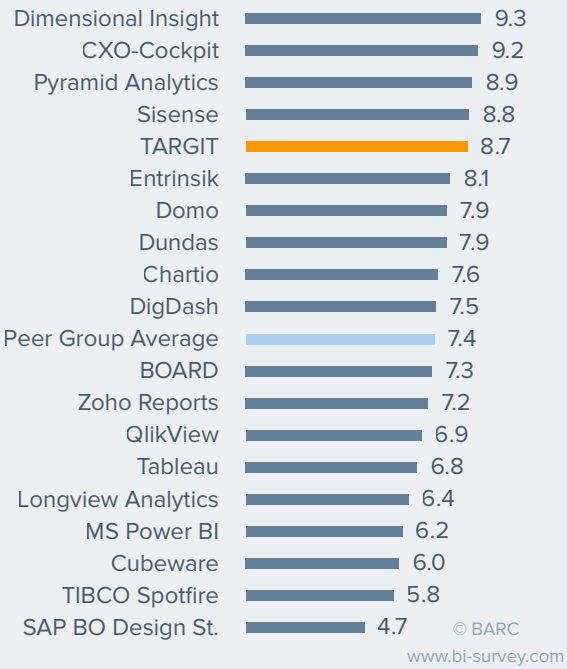
Vendor support



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

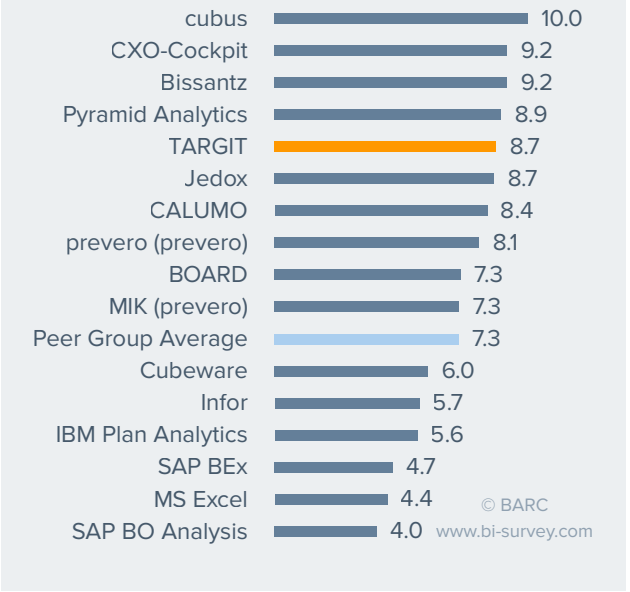
Vendor support – Leader

Peer group: Dashboarding-focused products



Vendor support – Leader

Peer group: OLAP analysis-focused products



BARC Viewpoint

TARGIT's customers rate the vendor's support very highly with a score of 8.7/10 (above The BI Survey average of 7.0/10). Historically, support quality has not been a major strength of TARGIT, but the vendor has worked to address this and has performed consistently well in the last three years in this KPI. This year, TARGIT is ranked as a leader in the 'Dashboarding-focused products' and 'OLAP analysis-focused products' peer groups.

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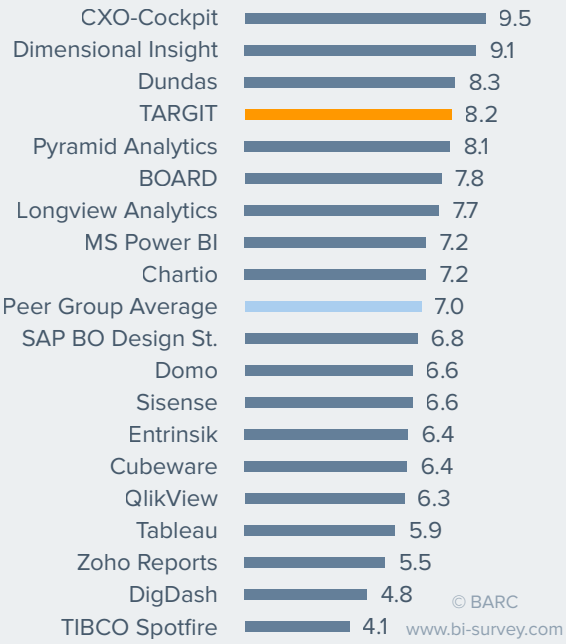
Implementer support



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

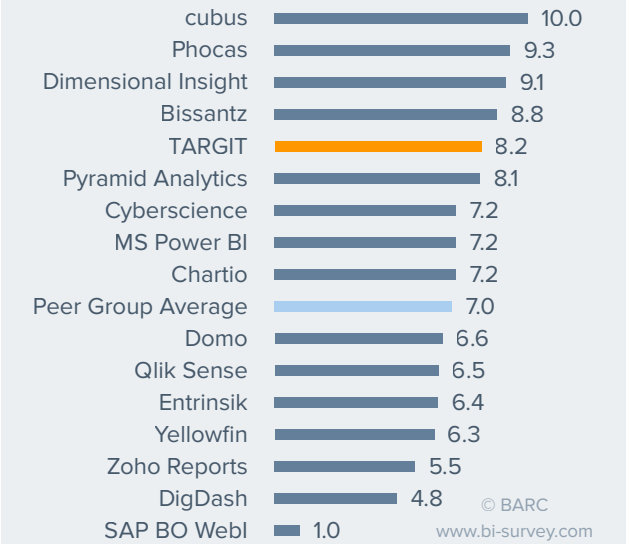
Implementer support – Leader

Peer group: Dashboarding-focused products



Implementer support – Leader

Peer group: Self-service reporting-focused products



BARC Viewpoint

TARGIT sells and implements the TARGIT Decision Suite directly and through partners. The vendor has a small reseller network but customers seem to be impressed with the level of support these partners provide. TARGIT has improved its 'Implementer support' rating in each of the last three years. Its score of 8.2/ 10 is way above the average of 6.6/10 for this KPI, so it is not surprising to see the vendor leading the 'Dashboarding-focused products' and 'Self-service reporting-focused products' peer groups in implementer support.

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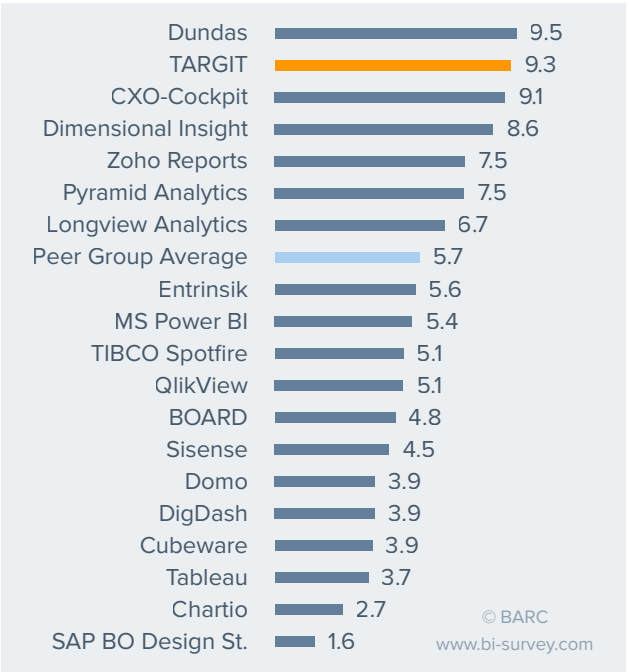
Product satisfaction



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

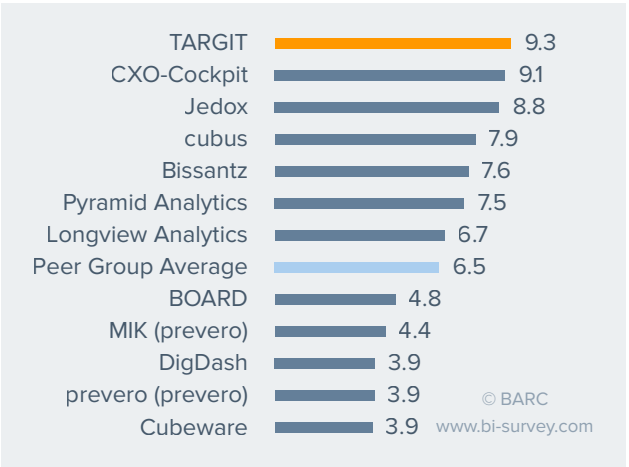
Product satisfaction – Leader

Peer group: Dashboarding-focused products



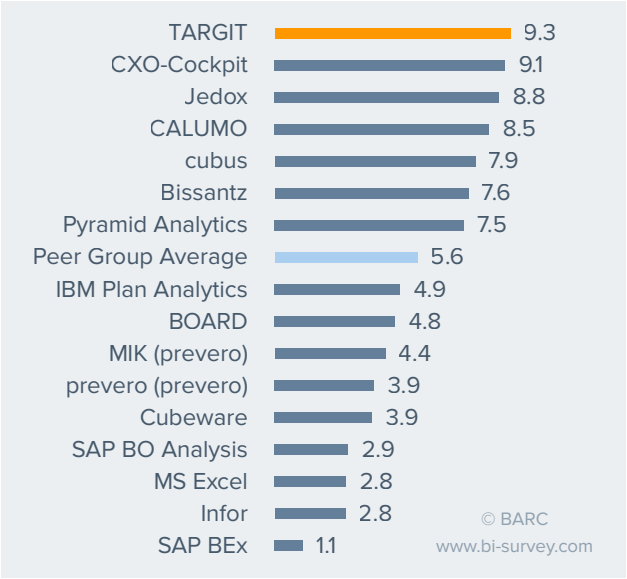
Product satisfaction – Top-ranked

Peer group: EMEA-focused vendors



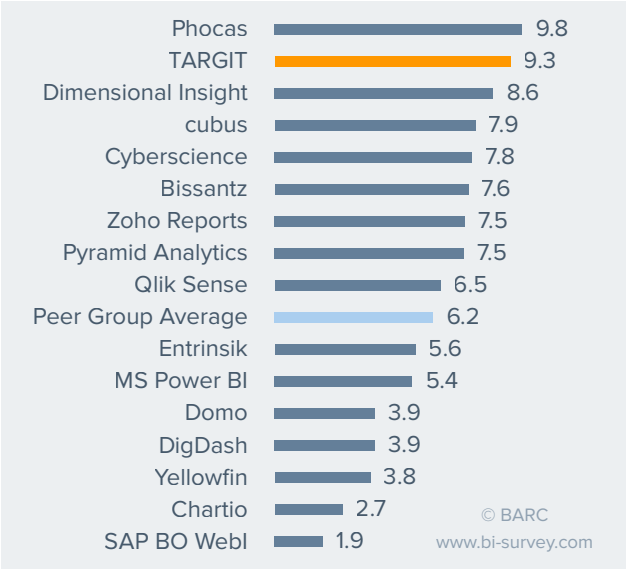
Product satisfaction – Top-ranked

Peer group: OLAP analysis-focused products



Product satisfaction – Leader

Peer group: Self-service reporting-focused products



Product satisfaction

BARC Viewpoint

In the last three to four years, customers have recognized TARGIT's hard work on Decision Suite with improved ratings in the 'Product satisfaction' KPI. Besides business user oriented UIs, the vendor has introduced improvements such as in-memory processing and data mashup features. 'Product satisfaction' is partly based on the frequency of problems encountered with the product. Reported problems have decreased in the last few years. This may owe something to TARGIT investing more in including architecture updates, as well as UI improvements, in recent releases. The vendor has had to learn to provide a stable and reliable product and has now delivered one in response to customer feedback. TARGIT is the top-ranked product for 'Product satisfaction' in the 'OLAP analysis-focused products' and 'EMEA-focused products' peer groups and is placed second best in its other peer groups.

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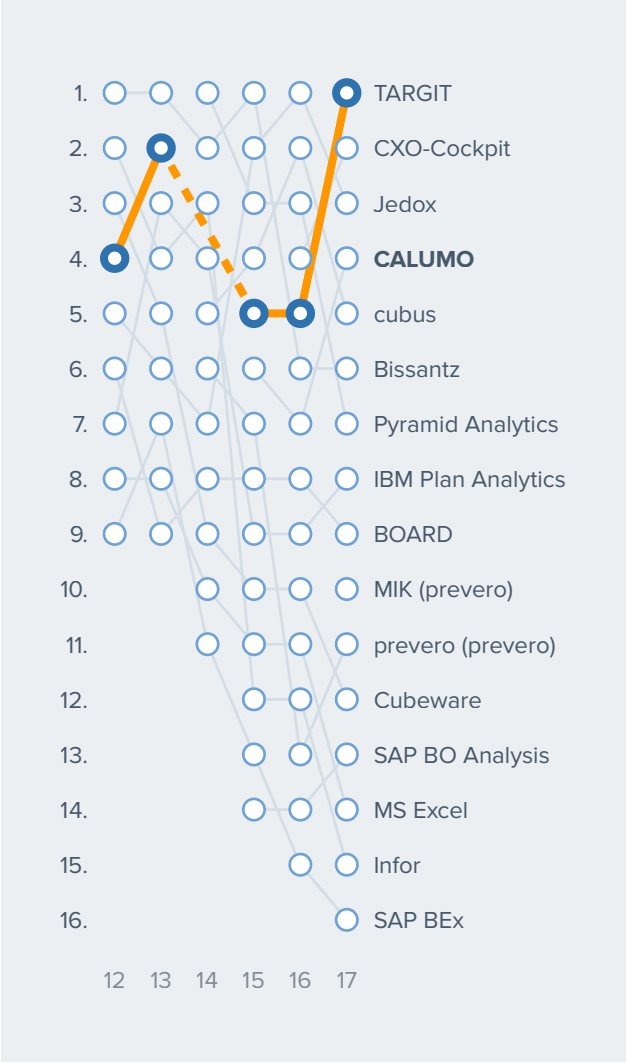
Improved in product satisfaction

Peer group: Dashboarding-focused products



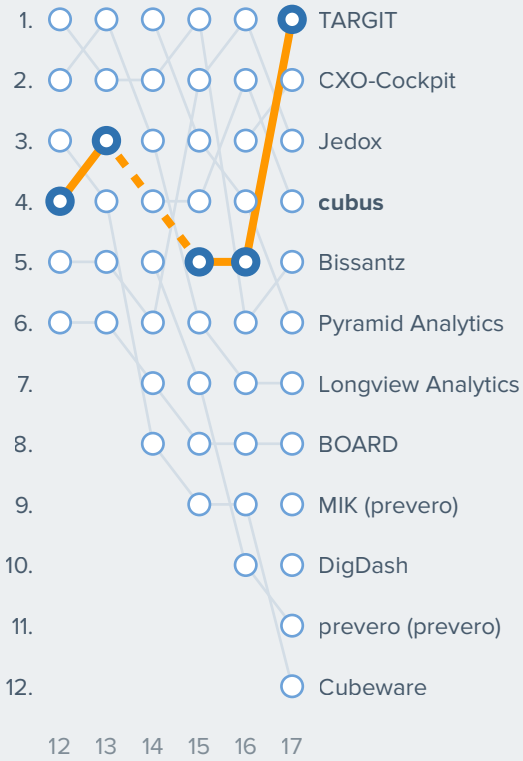
Improved in product satisfaction

Peer group: OLAP analysis-focused products



Improved in product satisfaction

Peer group: EMEA-focused vendors



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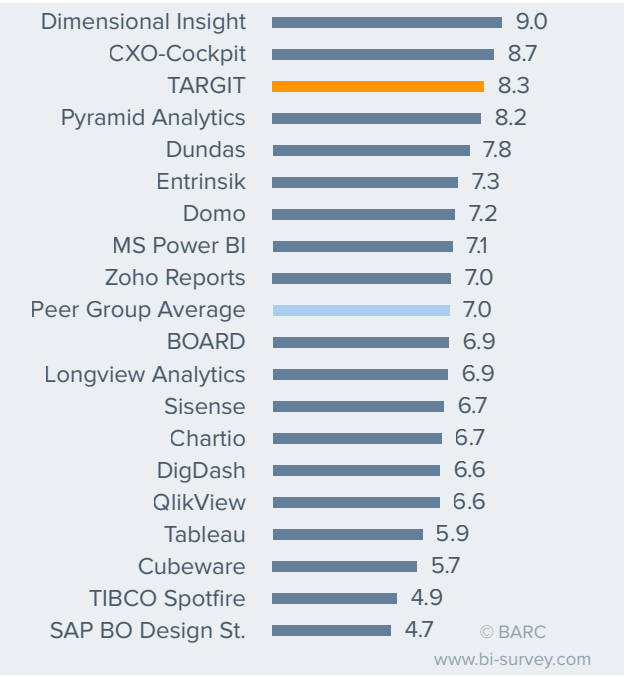
Customer satisfaction



This KPI combines the ‘Price-to-value’, ‘Recommendation’, ‘Vendor support’, ‘Implementer support’ and ‘Product satisfaction’ KPIs.

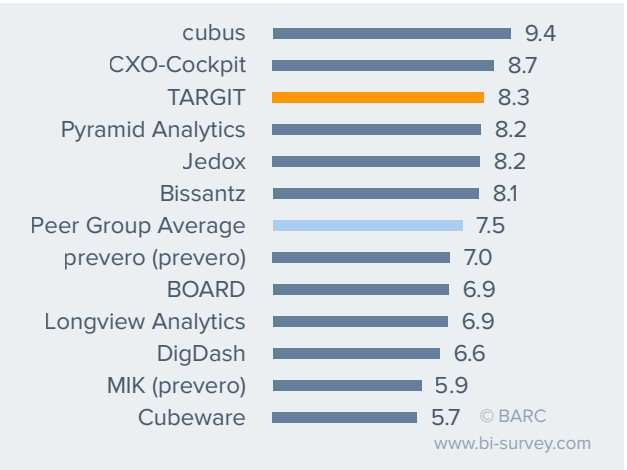
Customer satisfaction – Leader

Peer group: Dashboarding-focused products



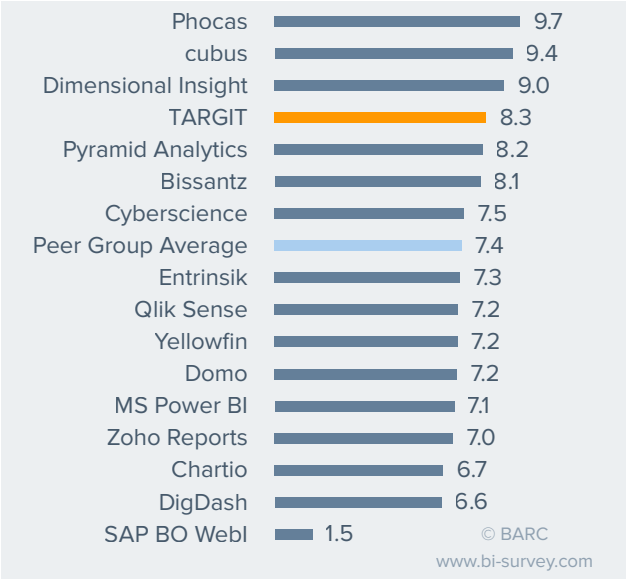
Customer satisfaction – Leader

Peer group: EMEA-focused vendors



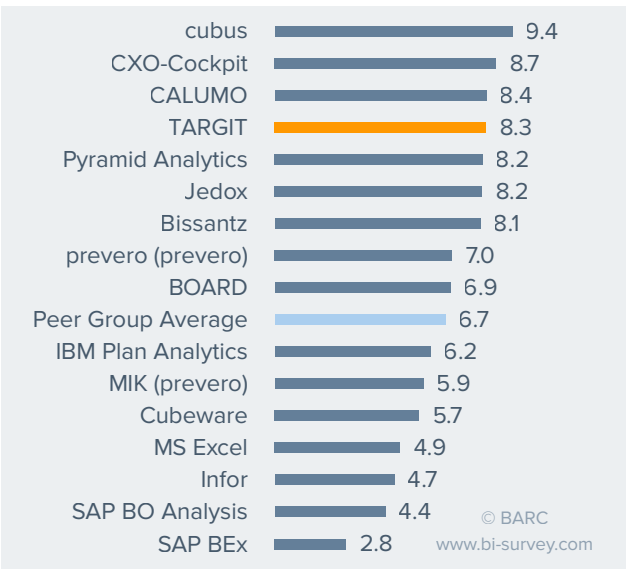
Customer satisfaction – Leader

Peer group: Self-service reporting-focused products



Customer satisfaction – Leader

Peer group: OLAP analysis-focused products



Customer satisfaction

BARC Viewpoint

With above average results in the 'Price-to-value', 'Recommendation', 'Vendor support', 'Implementer support' and 'Product satisfaction' root KPIs, TARGIT is positioned as a leader for the combined 'Customer satisfaction' KPI in all of its peer groups. In general, TARGIT has improved greatly in recent years, both as a product and as a vendor. TARGIT Decision Suite has evolved into an integrated and promising solution which has a lot more to come in future releases.

Consistently high ratings in customer satisfaction

Peer group: Dashboarding-focused products



Improved in customer satisfaction

Peer group: EMEA-focused vendors



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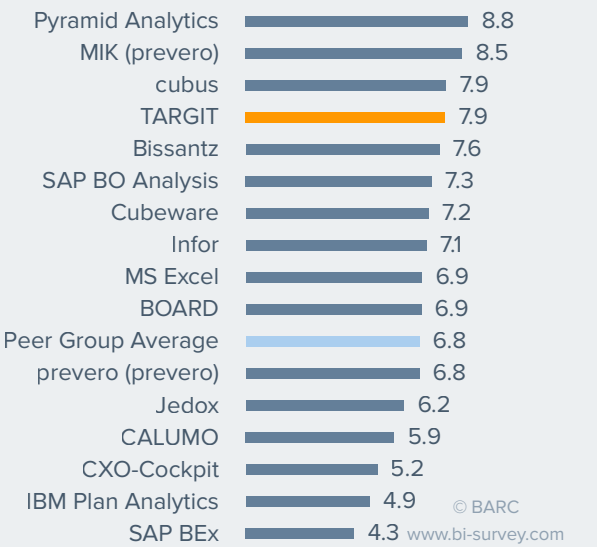
Self-service



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

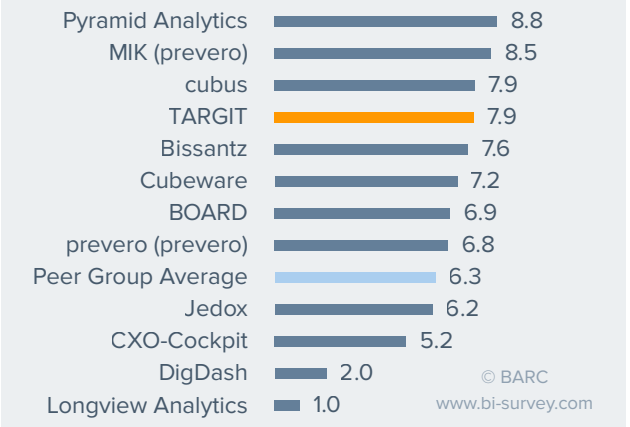
Self-service – Leader

Peer group: OLAP analysis-focused products



Self-service – Leader

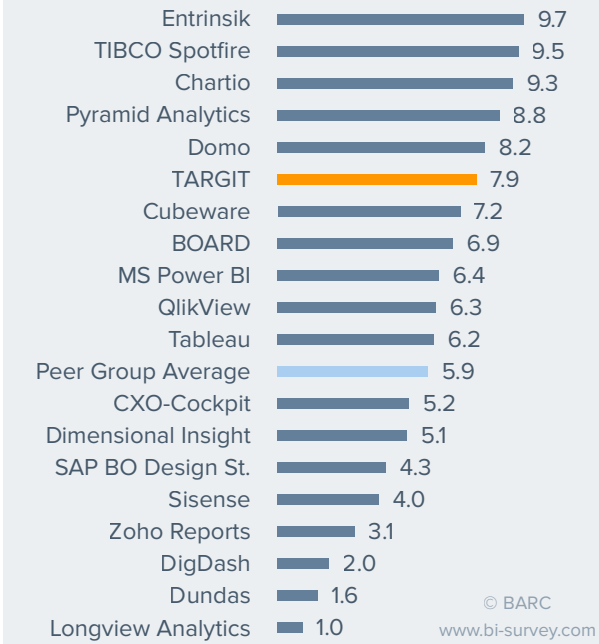
Peer group: EMEA-focused vendors



Self-service

Self-service – Leader

Peer group: Dashboarding-focused products

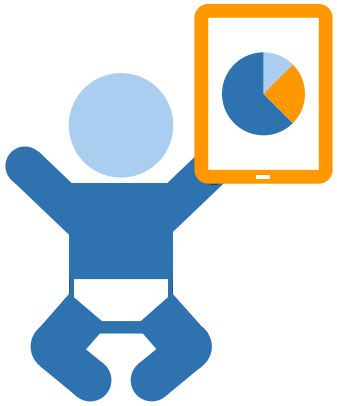


BARC Viewpoint

Although customers predominantly use the solution for viewing, navigating and exploring content, the interactivity of the product seems to convince customers. Self-service is a very generic term which has different meanings for different types of user. As a leader for ‘Self-service’ in three of its four peer groups, TARGIT shows that dashboarding and reporting solutions can provide a good feature set for self-service. Besides good product interactivity and capabilities for navigating content, TARGIT has invested in adding data discovery features and its own in-memory processing to boost performance for business analysts.

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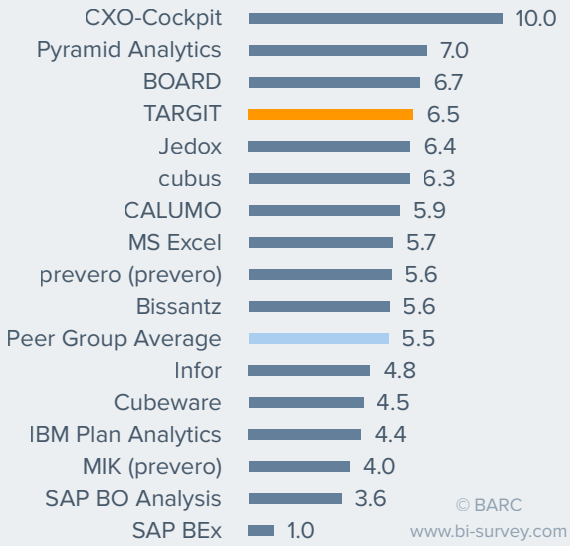
Ease of use



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

Ease of use – Leader

Peer group: OLAP analysis-focused products



Improved in ease of use

Peer group: OLAP analysis-focused products



Ease of use

BARC Viewpoint

Like self-service, ease of use depends on customers' subjective impressions. In this survey, the 'Ease of use' KPI is based on how often the product was chosen for its ease of use, and on the level of complaints about ease of use post-implementation. TARGIT receives a rating of 6.5/10 for 'Ease of use', slightly above the average of 5.8/10. As for self-service, the vendor has improved in the last three years reflecting its efforts to redesign the software. TARGIT ranks among the leaders in the 'OLAP analysis-focused products' peer group for ease of use.

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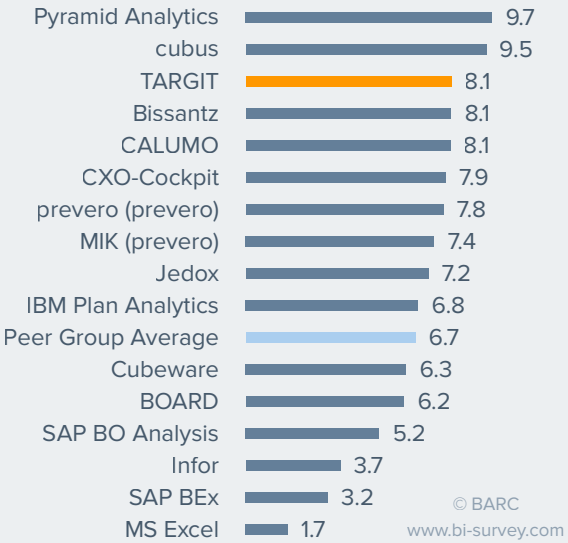
Sales experience



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

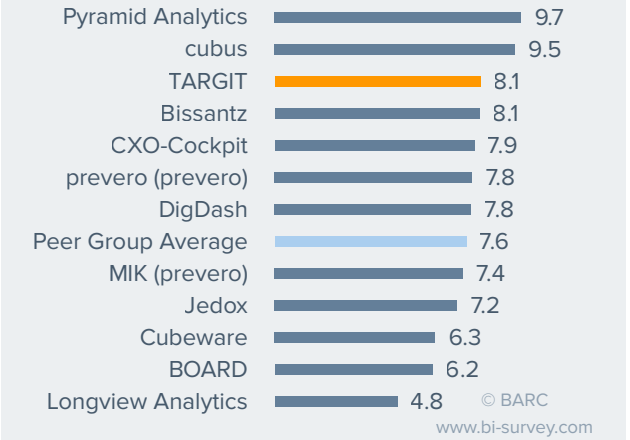
Sales experience – Leader

Peer group: OLAP analysis-focused products



Sales experience – Leader

Peer group: EMEA-focused vendors

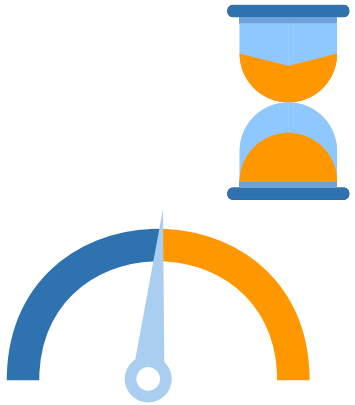


BARC Viewpoint

A vendor has several different touch points with its customers but everything begins with the impression a vendor leaves during the sales process. A negative purchasing experience can lead to lower satisfaction rates and even to lost deals. TARGIT receives very good customer feedback for ‘Sales experience’. Indeed, additional touch point measures such as vendor support confirm the good overall impression customers have of TARGIT this year.

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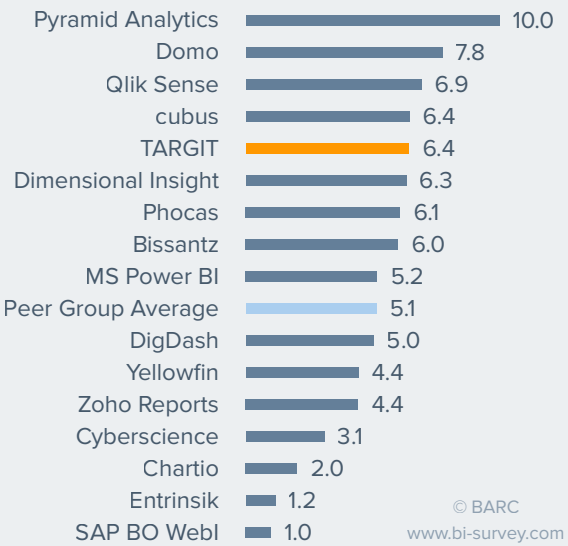
Query performance



This KPI is based on how quickly queries respond (adjusted by data volume).

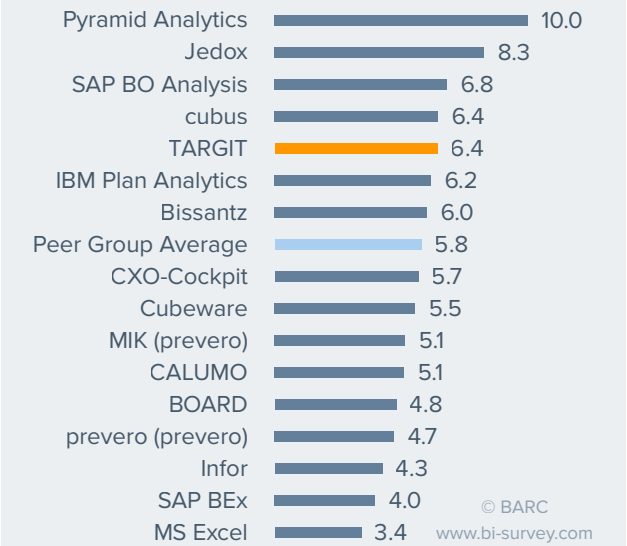
Query performance – Leader

Peer group: Self-service reporting-focused products



Query performance – Leader

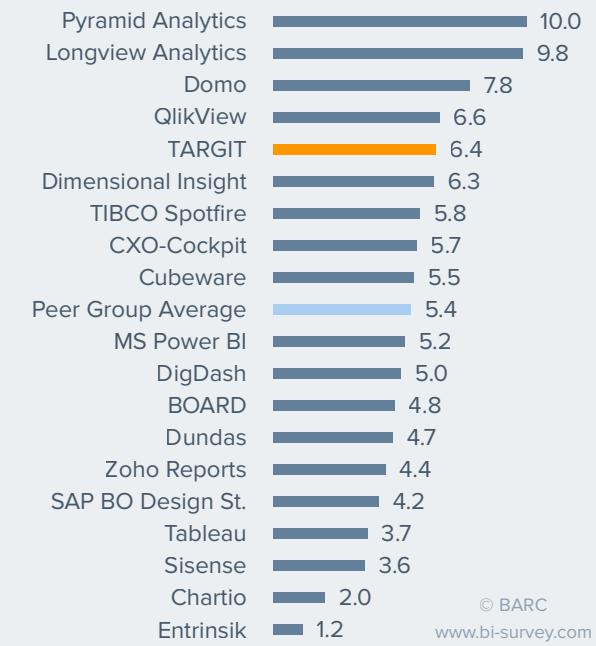
Peer group: OLAP analysis-focused products



Query performance

Query performance – Leader

Peer group: Dashboarding-focused products



BARC Viewpoint

Performance is a very subjective but important KPI. Business users are becoming more and more impatient using software because the fast performance they experience with their personal devices has transformed their expectations of all other software. Slow software can lead to decreasing satisfaction and even a lack of interest in the product over time. As a front end that mostly queries Microsoft SQL Server, TARGIT Decision Suite is dependent on the performance of the underlying database. At 6.4/10, speed appears to be satisfactory compared to The BI Survey average of 5.2/10. TARGIT is a leader in the 'Self-service reporting-focused products', 'OLAP analysis-focused products' and 'Dashboarding-focused products' peer groups for 'Query performance'.

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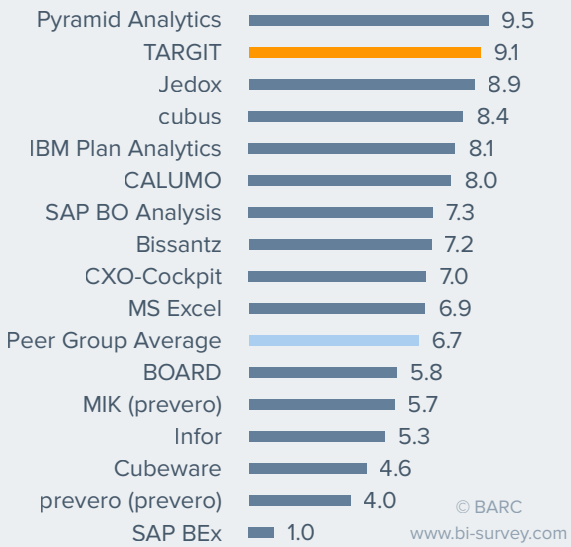
Performance satisfaction



This KPI measures the frequency of complaints about the system's performance.

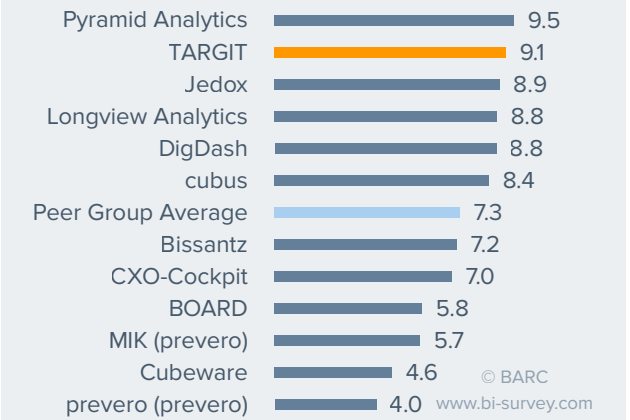
Performance satisfaction – Leader

Peer group: OLAP analysis-focused products



Performance satisfaction – Leader

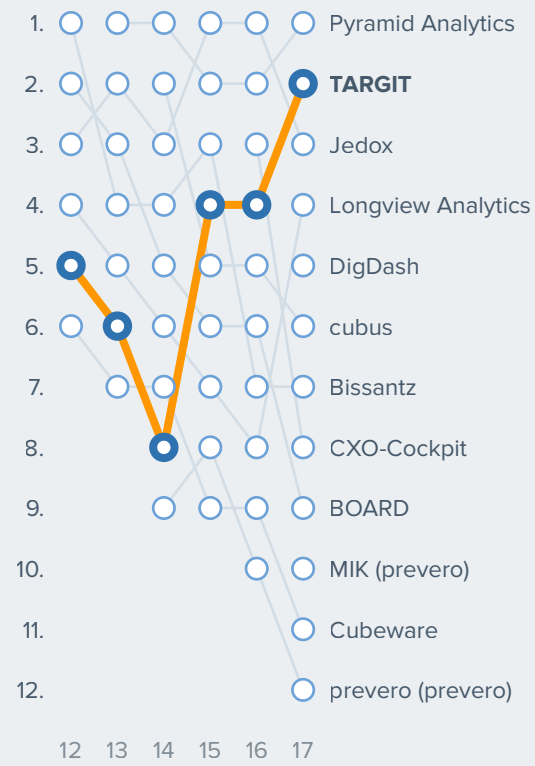
Peer group: EMEA-focused vendors



Performance satisfaction

Improved in performance satisfaction

Peer group: EMEA-focused vendors



BARC Viewpoint

The ‘Performance satisfaction’ KPI reveals the overall customer impression of software’s performance. It is based on the frequency of complaints about the product. In the case of front-end solutions such as TARGIT Decision Suite, this measure is even more important than the ‘Query performance’ KPI because front-end vendors can only have so much influence over performance speed. TARGIT is rated as the second best EMEA-focused vendor and OLAP analysis-focused product with an impressive 9.1/10, easily above The BI Survey average of 7.4/10 for performance satisfaction.

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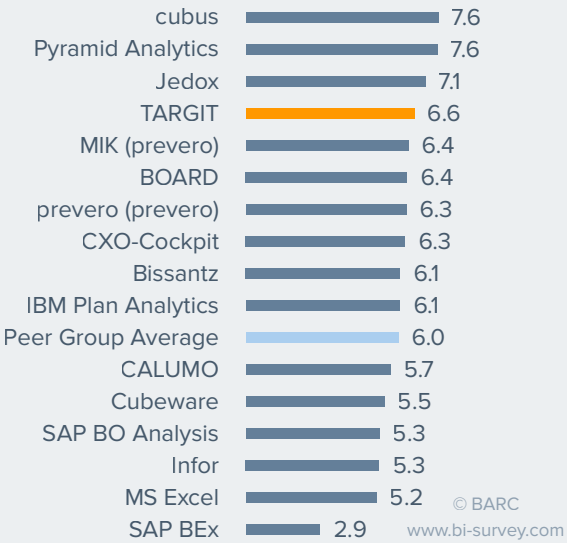
Customer experience



The ‘Customer experience’ KPI combines the ‘Ease of use’, ‘Self-service’, ‘Performance satisfaction’, ‘Flexibility for users’, ‘Data volume’, ‘Query performance’ and ‘Sales experience‘ KPIs.

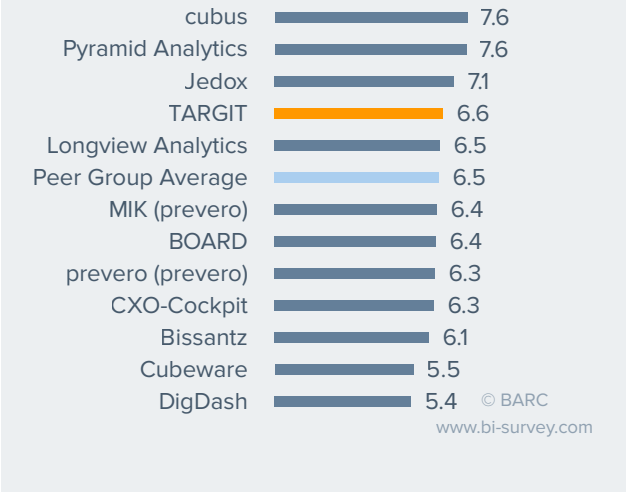
Customer experience – Leader

Peer group: OLAP analysis-focused products



Customer experience – Leader

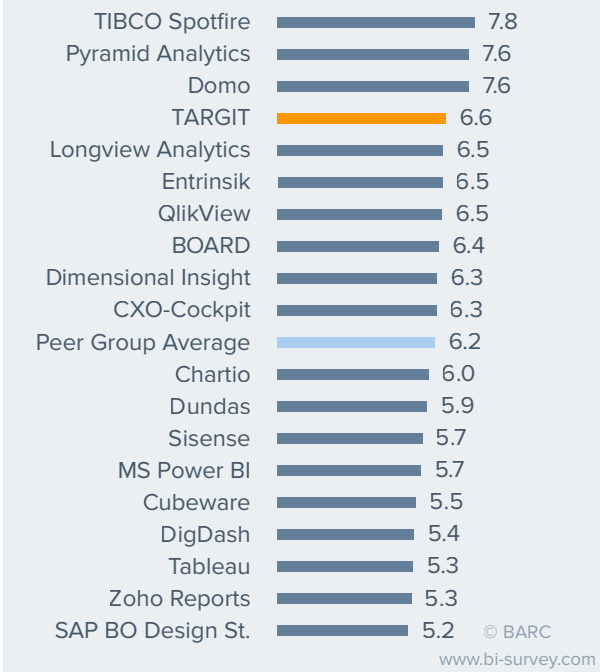
Peer group: EMEA-focused vendors



Customer experience

Customer experience – Leader

Peer group: Dashboarding-focused products



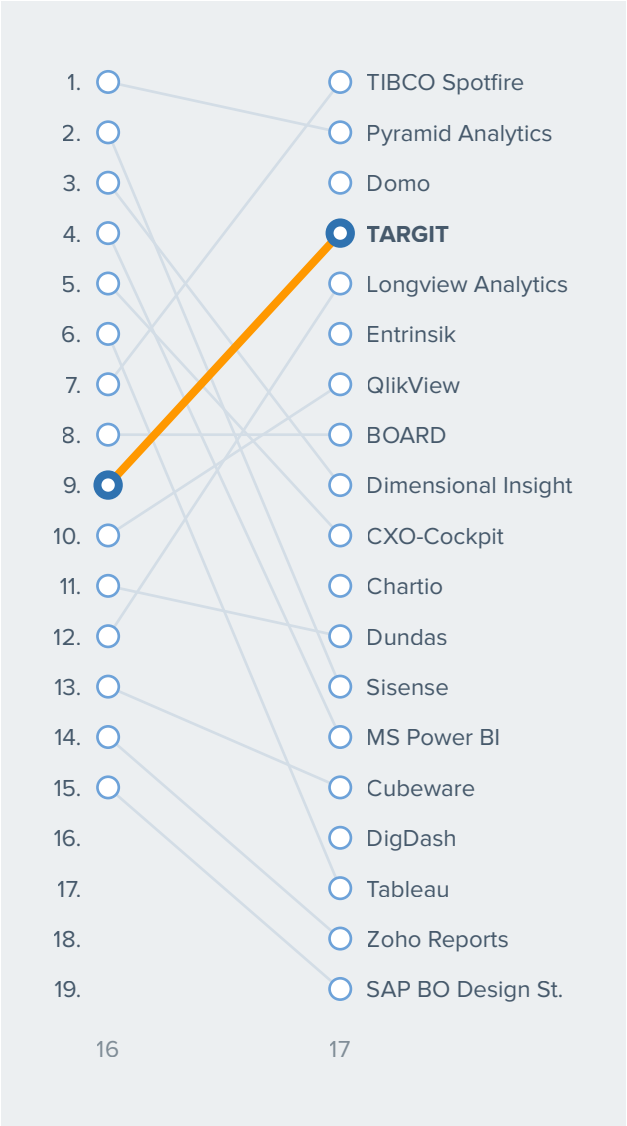
BARC Viewpoint

TARGIT ranks as a leading vendor in three of its peer groups in the combined ‘Customer experience’ KPI, which aggregates the ‘Ease of use’, ‘Self-service’, ‘Performance satisfaction’, ‘Flexibility for users’, ‘Data volume’, ‘Query performance’ and ‘Sales experience‘ KPIs. Good results for ‘Ease of use’, ‘Self-service’, ‘Performance satisfaction’, ‘Flexibility for users’, ‘Query performance’ and ‘Sales experience’ place TARGIT near the top of the ‘OLAP analysis-focused products’, ‘EMEA-focused vendors’ and ‘Dashboarding-focused products’ peer groups in terms of customer experience.

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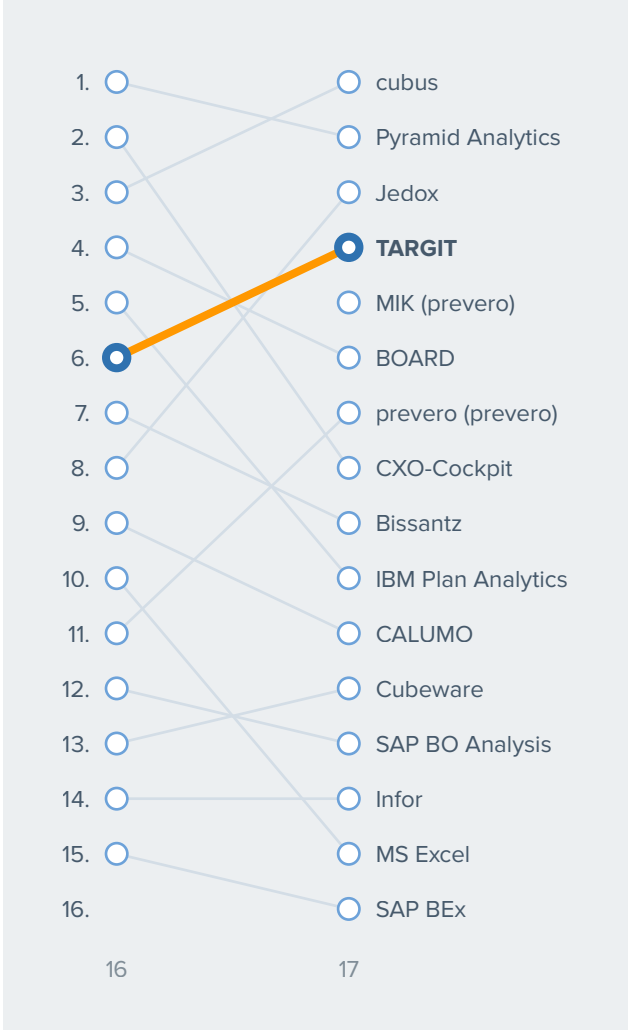
Improved in customer experience

Peer group: Dashboarding-focused products



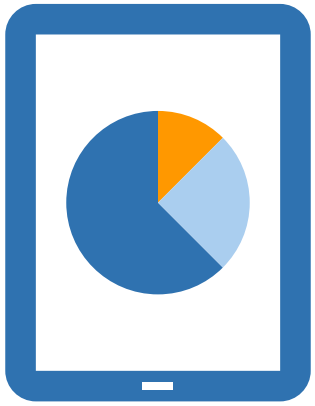
Improved in customer experience

Peer group: OLAP analysis-focused products



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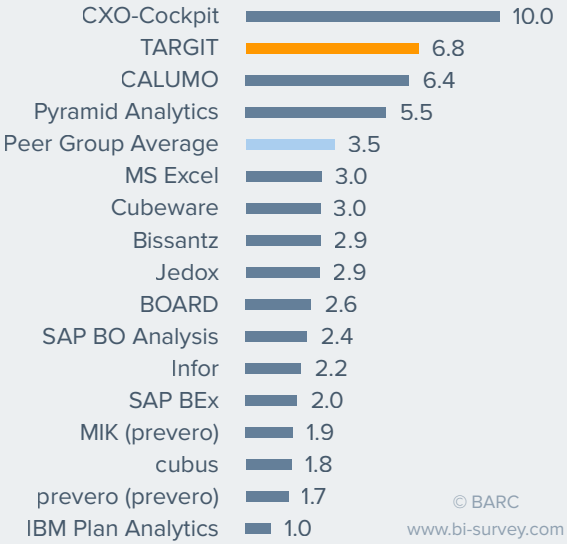
Mobile BI



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

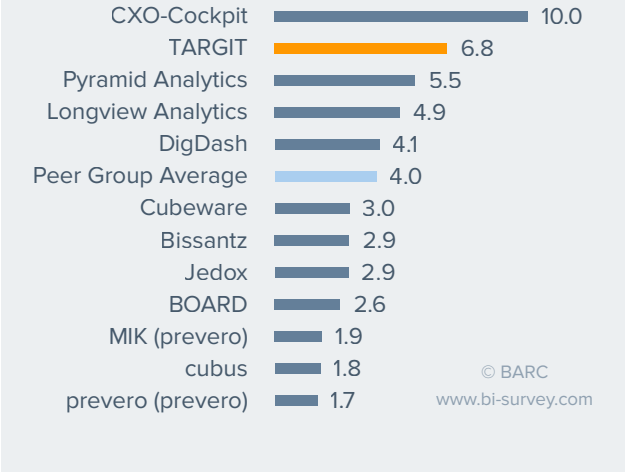
Mobile BI – Leader

Peer group: OLAP analysis-focused products



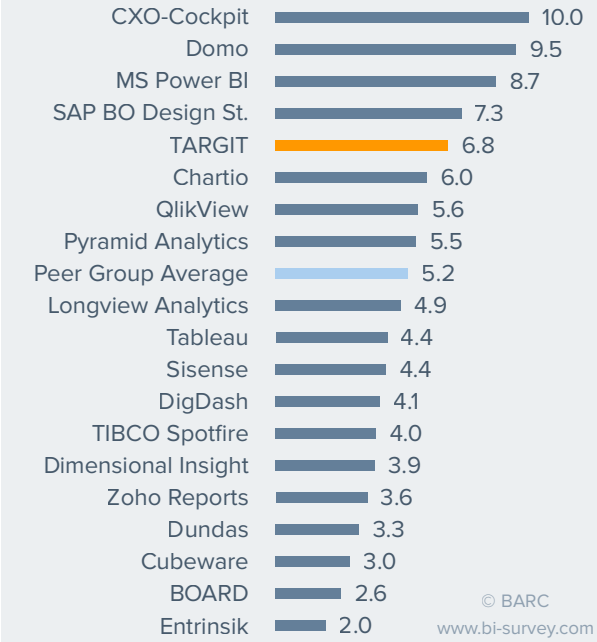
Mobile BI – Leader

Peer group: EMEA-focused vendors



Mobile BI – Leader

Peer group: Dashboarding-focused products



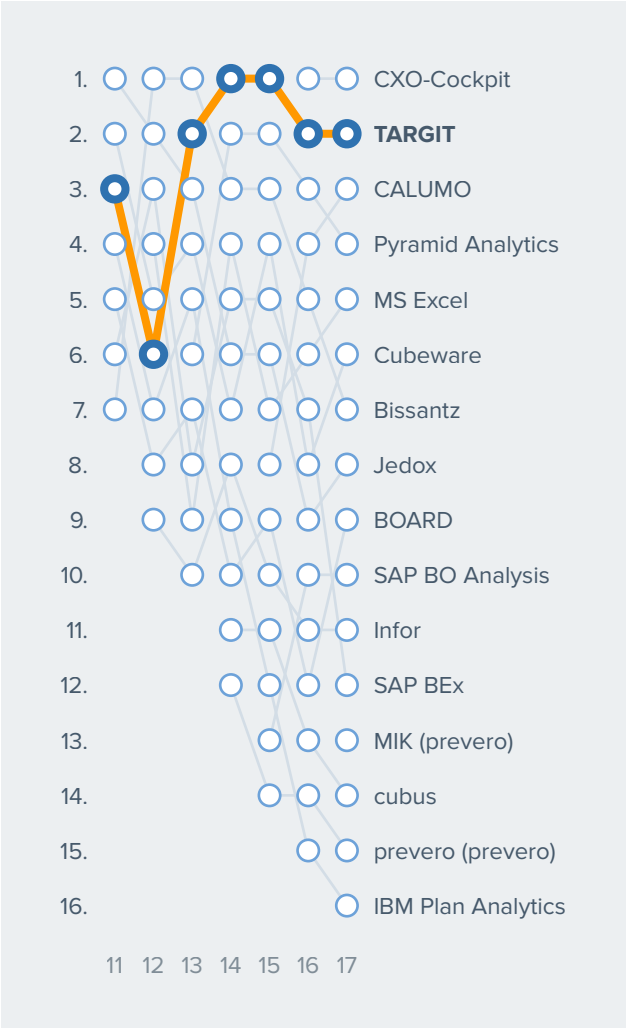
BARC Viewpoint

We increasingly see users, especially millennials and digital natives, demanding flexible software usage. They expect to be able to see up-to-the-minute information on how their business is performing on the bus or train to work. However, we are not seeing major customer investments in mobile strategies or devices. The reasons are manifold: Security issues apart, there are only a few solutions available that are truly mobile-friendly. TARGIT's customers seem to like its hybrid mobile application which wraps the HTML5 client. The vendor leads three of its four peer groups and has received consistently good feedback over the last seven years compared to its rivals in the 'OLAP analysis-focused products' and 'EMEA-focused vendors' peer groups.

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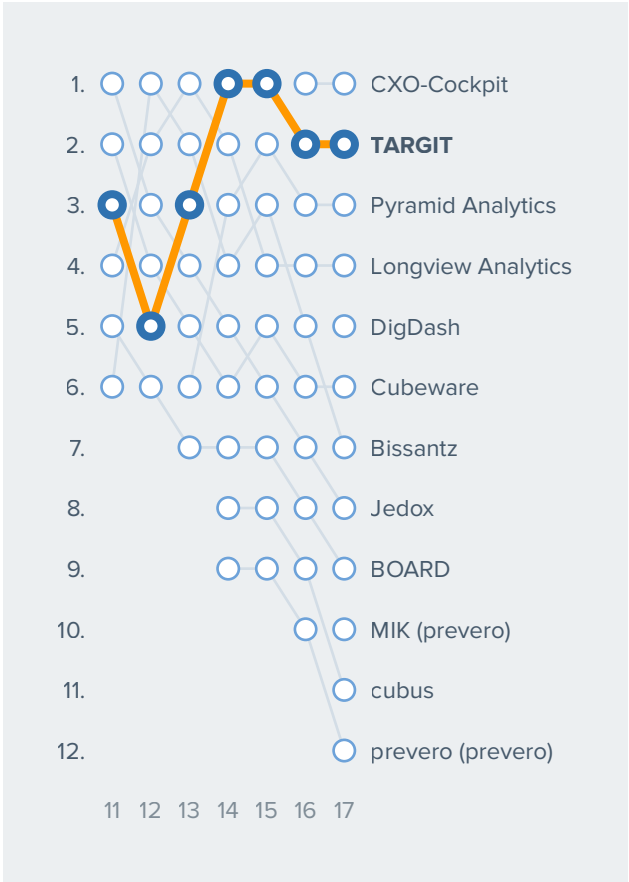
Consistently high ratings in mobile BI

Peer group: OLAP analysis-focused products



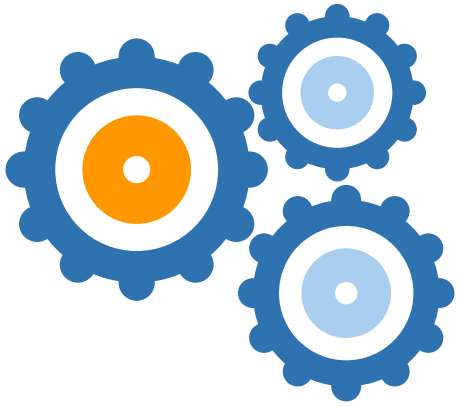
Consistently high ratings in mobile BI

Peer group: EMEA-focused vendors



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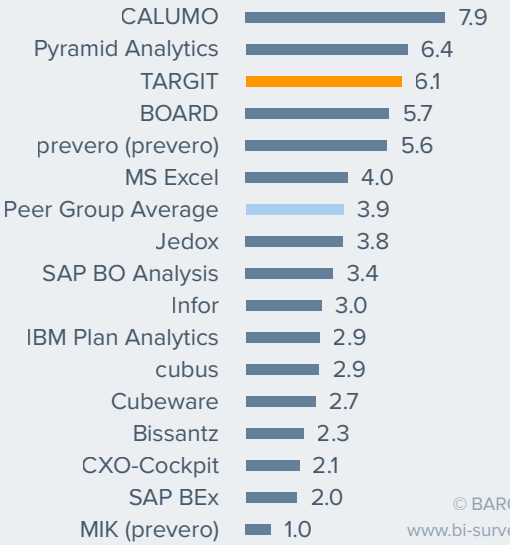
Operational BI



This KPI is based on how many sites currently use real-time data from transactional systems with their BI tool.

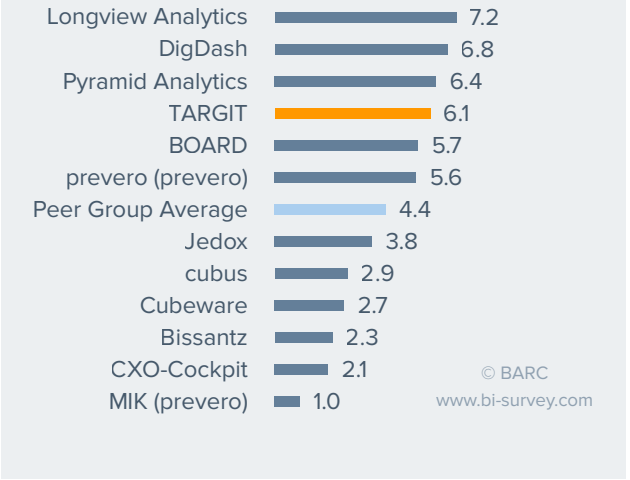
Operational BI – Leader

Peer group: OLAP analysis-focused products



Operational BI – Leader

Peer group: EMEA-focused vendors



BARC Viewpoint

Operationalization is one of the hottest BI trends of the last couple of years. Customers are working hard on their BI and analytics strategies for operational BI, traditional BI and explorative BI, especially on improving near-time information provision for front-line and production workers. The aim is to support the day-to-day work of employees with accurate in-process information. With its predefined connectors and content, TARGIT is especially attractive for Microsoft Dynamics customers. As a result, customers vote it as a leader in the 'OLAP analysis-focused products' and 'EMEA-focused vendors' peer groups for operational BI.

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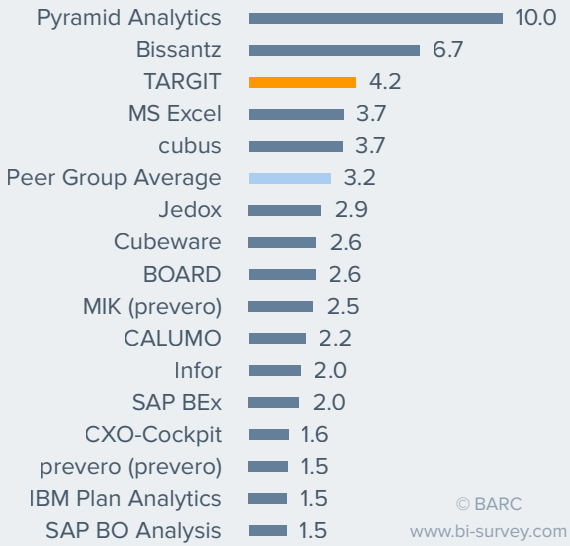
Location intelligence



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

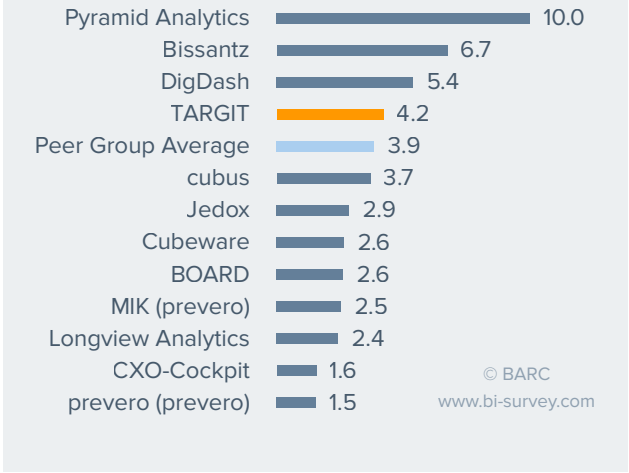
Location intelligence – Leader

Peer group: OLAP analysis-focused products



Location intelligence – Leader

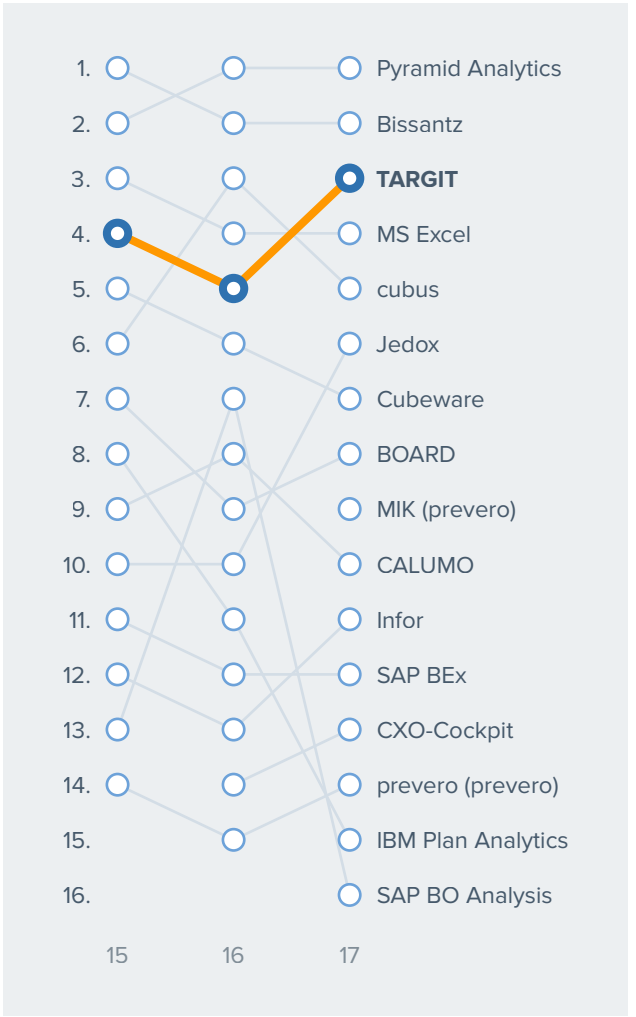
Peer group: EMEA-focused vendors



Location intelligence

Improved in location intelligence

Peer group: OLAP analysis-focused products



BARC Viewpoint

Generally speaking, human eyes prefer seeing patterns or visuals to recognize important information quickly. Maps support this by showing information in widely known display formats. TARGIT ranks as a leader in the 'OLAP analysis-focused products' and 'EMEA-focused vendors' peer groups for 'Location intelligence'. TARGIT Decision Suite ships with area map charts for geo-visualization and also supports Pitney Bowes MapInfo for advanced geo-analysis requirements. Customers seem to use these functions more frequently now than in the past.

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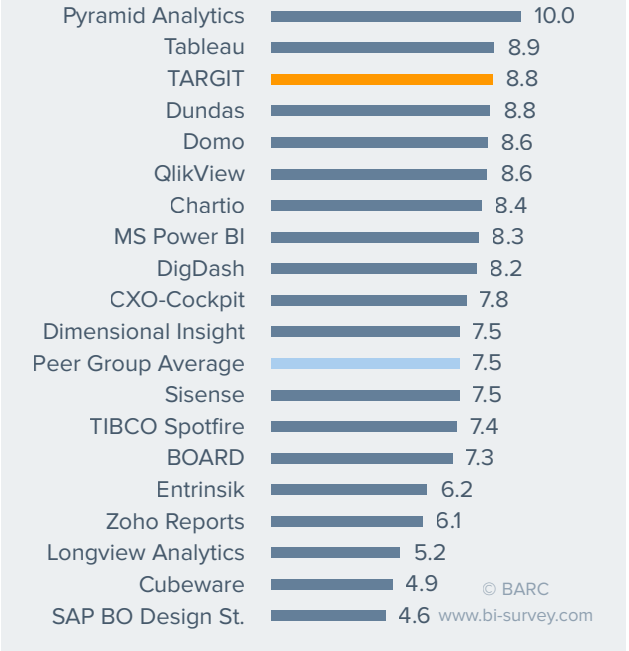
Visual analysis



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

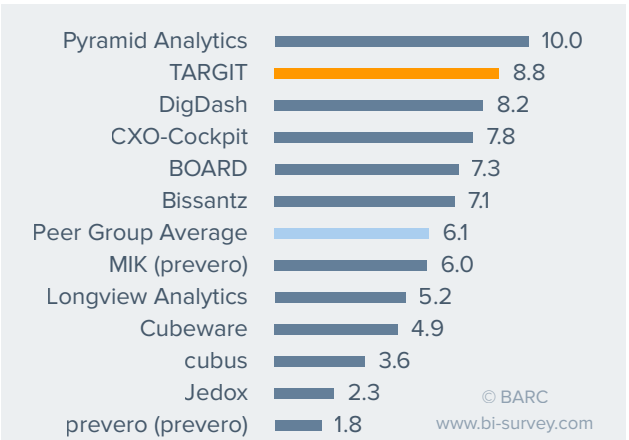
Visual analysis – Leader

Peer group: Dashboarding-focused products



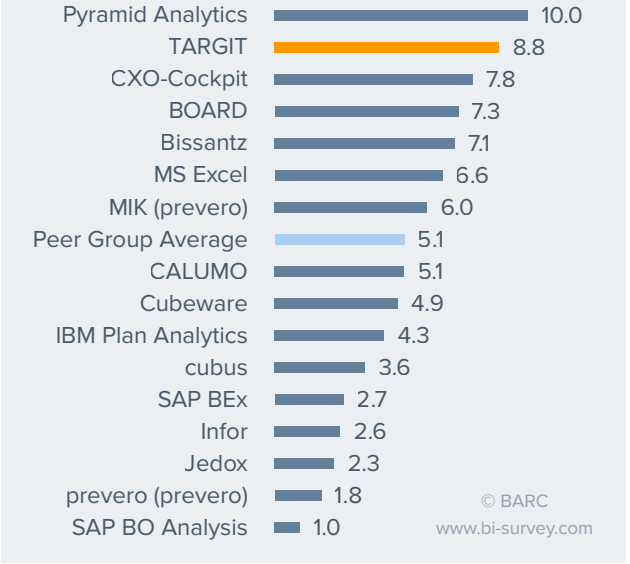
Visual analysis – Leader

Peer group: EMEA-focused vendors



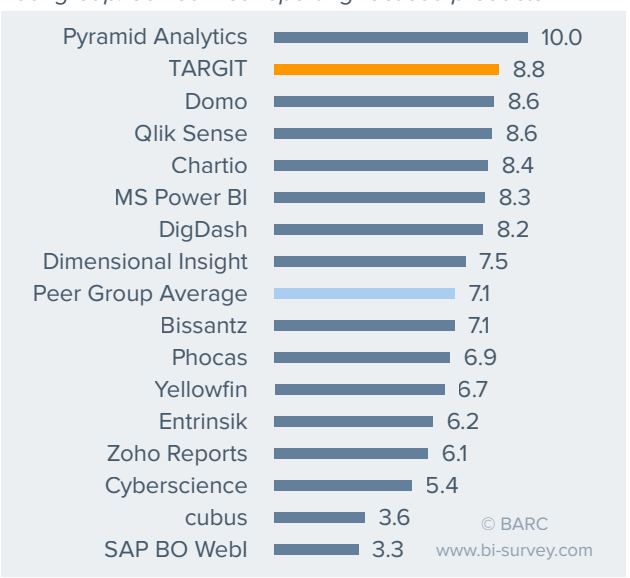
Visual analysis – Leader

Peer group: OLAP analysis-focused products



Visual analysis – Leader

Peer group: Self-service reporting-focused products



Visual analysis

BARC Viewpoint

TARGIT is a leader in all its four peer groups for 'Visual analysis'. This feedback shows that customers appreciate the solution's interactive charts and visuals. Users also report frequent usage of the tool for navigating and exploring content. The solution offers good support for the creation of interactive BI and dashboard applications which offer good interactivity, especially for consumers to gather insights into the content provided.

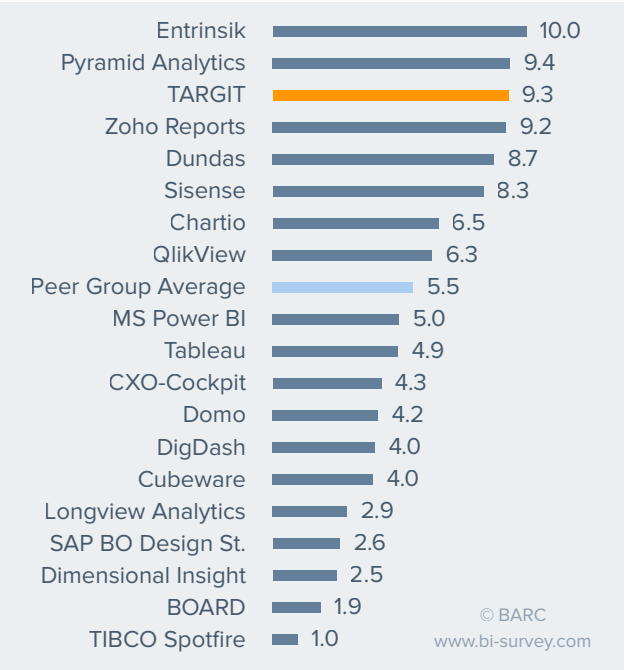
Embedded BI



This KPI is based on how many survey respondents use embedded BI.

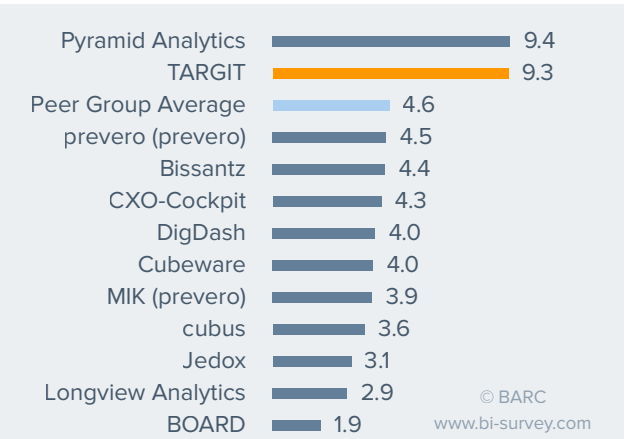
Embedded BI – Leader

Peer group: Dashboarding-focused products



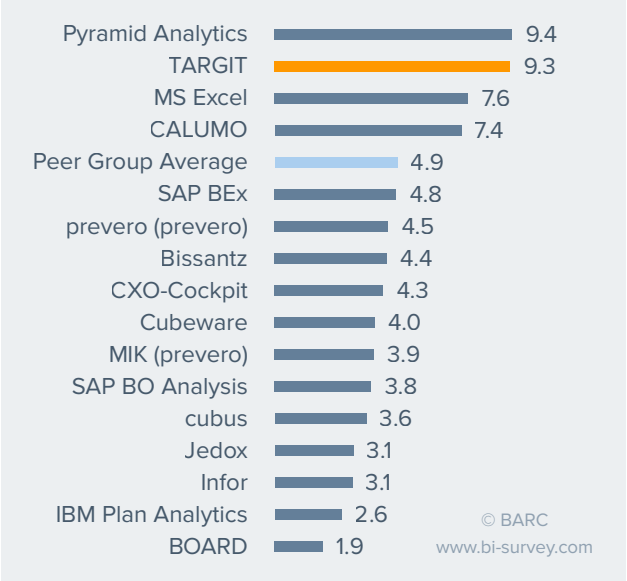
Embedded BI – Leader

Peer group: EMEA-focused vendors



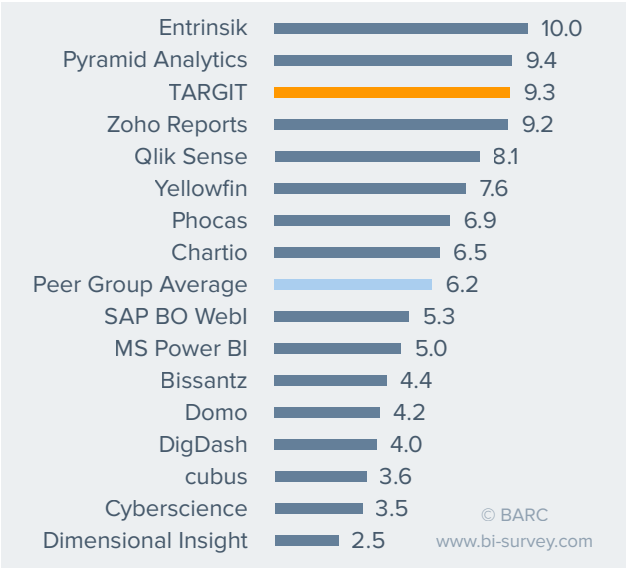
Embedded BI – Leader

Peer group: OLAP analysis-focused products



Embedded BI – Leader

Peer group: Self-service reporting-focused products



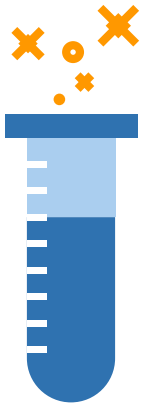
Embedded BI

BARC Viewpoint

Embedded BI is a trend related to operationalization. The main goal lies in using BI and analytics to support users in their daily business. Embedded focuses on providing analyses within other systems such as ERP. However, customers often see it as consuming operational numbers from a certain system. In the operational BI area, TARGIT firstly delivers out-of-the-box BI content for Dynamics NAV, Dynamics AX and Dynamics CRM. Furthermore, the TARGIT Anywhere web client can be embedded into any application capable of rendering HTML5-based content. This result underlines the frequent usage of TARGIT to support operational tasks and deliver day-by-day reporting.

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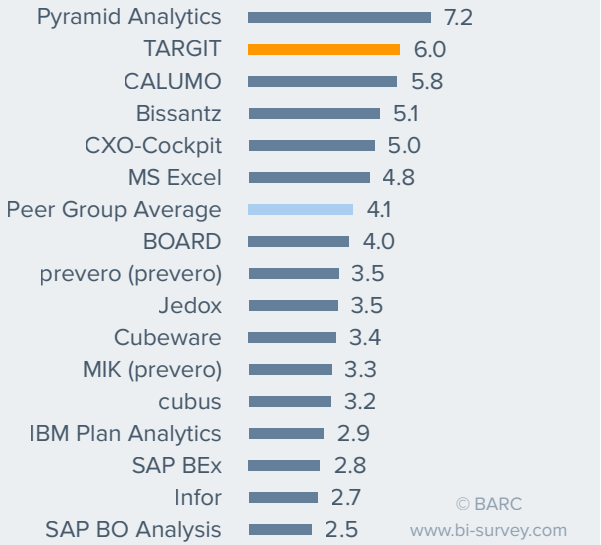
Innovation



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

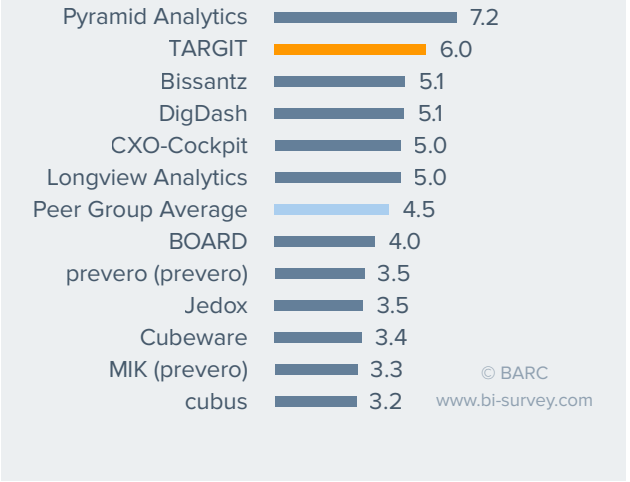
Innovation – Leader

Peer group: OLAP analysis-focused products



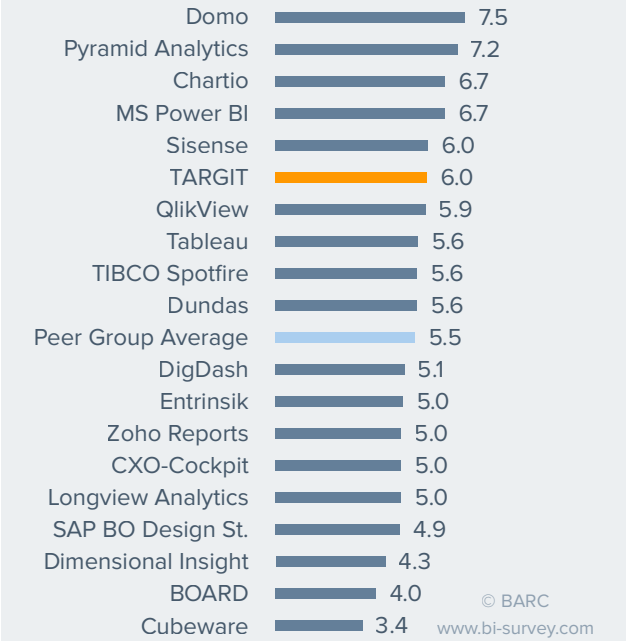
Innovation – Leader

Peer group: EMEA-focused vendors



Innovation – Leader

Peer group: Dashboarding-focused products



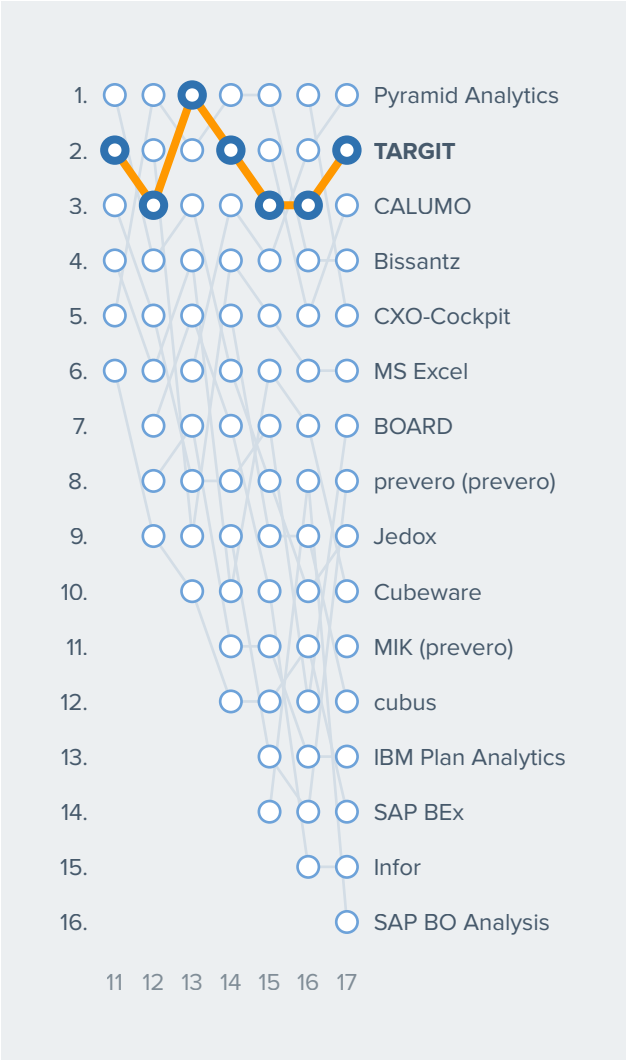
BARC Viewpoint

With leading ranks in several “trending” KPIs, TARGIT is a leader in three of its four peer groups in the combined ‘Innovation’ KPI. This KPI aggregates the results of the ‘Embedded BI‘, ‘Cloud BI’, ‘Visual analysis‘, ‘Mobile BI’, ‘Operational BI‘, ‘Location intelligence‘ and ‘Visual design standards’ root KPIs. The vendor’s work on the software can be clearly seen in the additional features it has provided over time. While focusing on providing dashboarding, reporting and analysis capabilities to customers, TARGIT has also invested in the modernization of its software and trending areas such as collaboration, mobile BI and data discovery to stay competitive and innovative.

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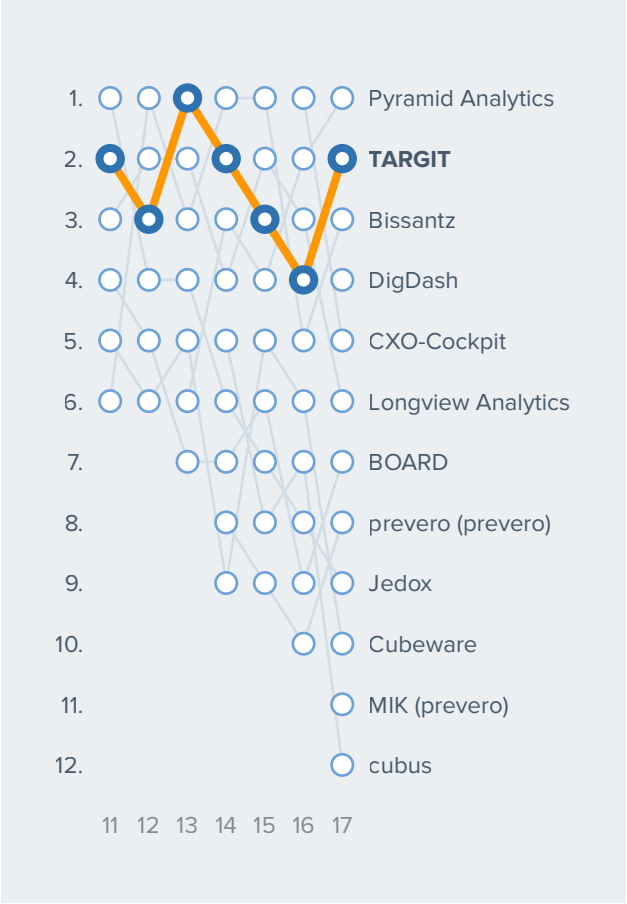
Consistently high ratings in innovation

Peer group: OLAP analysis-focused products



Consistently high ratings in innovation

Peer group: EMEA-focused vendors



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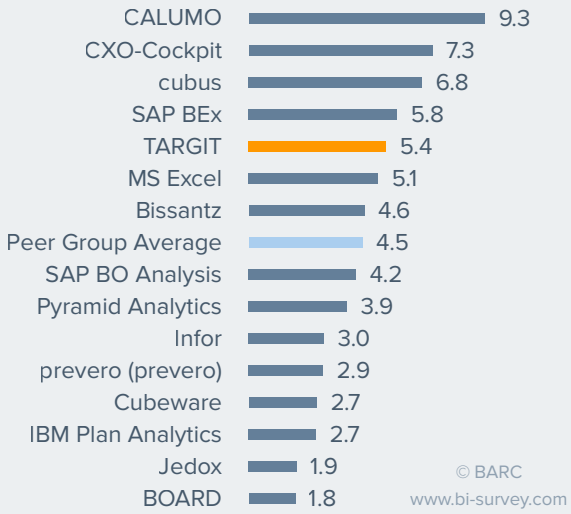
Competitive win rate



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

Competitive win rate– Leader

Peer group: OLAP analysis-focused products



BARC Viewpoint — Competitive win rate

TARGIT is a solid Danish vendor with often limited market traction and visibility. However, the company is well known in the Microsoft-oriented customer base due to its good support for Microsoft operational systems. For OLAP data sources there are a few, but not very many, good specialists in the market. TARGIT's customers report choosing the vendor quite frequently in competitive evaluations, which results in a leading rank in the 'OLAP analysis-focused products' peer group in terms of 'Competitive win rate'. TARGIT Decision Suite focuses on providing OLAP analysis for Microsoft SQL Server Analysis Services (cubes).

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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).

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For further information see: www.cxpgroup.com

Other Surveys



The BARC **BI Trend Monitor 2017** 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.



'BI and Data Management in the Cloud': A BARC and Eckerson Group study on current attitudes, issues and trends relating to the use of BI and DM technologies in the cloud. **Download here**.



The Planning Survey 17 is the world's largest survey of planning software users. Based on a sample of over 1,600 responses, it offers an unsurpassed level of user feedback on 18 leading planning products. Find out more at **www.bi-survey.com**

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