The BI Survey 19

The voice of the BI and analytics community

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

TARGIT

BARC

The BI Survey 19 TARGIT Highlights Dashboard

KPI results

1 top-rankings

and

27 leading positions

in 5 different peer groups.

THE BI SURVEY 19

Recommendation

90%

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

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

THE BI SURVEY 19

Problems

46%

of surveyed users report **no significant problems** in the use of TARGIT.*

** Compared to 41% for the average BI tool.*

THE BI SURVEY 19

Dashboards

96%

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

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

THE BI SURVEY 19

Reports

86%

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

** Compared to 66% for the average BI tool.*

THE BI SURVEY 19

Analyses

89%

of surveyed users rate TARGIT's **functionality for performing analyses** as **excellent** or **good**. *

** Compared to 77% for the average BI tool.*

THE BI SURVEY 19

The BI Survey 19 TARGIT Highlights

Peer Group
Embedded analytics-focused products

1. Top-ranked in

Competitiveness

. . . . . .

Leader in

Data preparation
Competitive win rate
Functionality

Peer Group
OLAP analysis-focused products

Leader in

Business benefits
Mobile BI
Operational BI
Visual analysis
Data preparation
Innovation
Competitive win rate
Dashboards

Peer Group
Dashboarding-focused products

Leader in

Data preparation
Competitive win rate
Competitiveness
Ad hoc query
Distribution of reports
Functionality

BARC Summary

Customers rate TARGIT Decision Suite as a competitive solution, especially when it comes to providing value through its emphasis on certain industry sectors and its support of Microsoft operational systems. As a result, it is among the leaders of the 'OLAP analysis-focused products' peer group for the 'Operational BI' KPI. Besides using the software for operational BI, over 37 percent of customers use it for mobile BI, while a further 41 percent plan to do so.

TARGIT also performs well in the 'Dashboards', 'Ad hoc query' and 'Distribution of reports' KPIs in this year's BI Survey.

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The BI Survey 19 TARGIT Highlights

Peer Group
Ad hoc reporting-focused products

Leader in

- Business benefits
- Mobile BI
- Data preparation
- Competitive win rate
- Competitiveness

Peer Group
EMEA-focused vendors

Leader in

- Mobile BI
- Visual analysis
- Data preparation
- Competitive win rate
- Competitiveness













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Customer Quotes

An excellent solution with a very friendly interface. Ease to manage and create new analysis.

BI-SURVEY.com

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

Great, they are an excellent company to deal with. The solution is very easy to use and end user friendly.

BI-SURVEY.com

Person responsible/Project manager for departmental BI, retail/wholesale/trade, 100-2,500 employees

Very, very happy. Great company, great folks, great value.

BI-SURVEY.com

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

Great tool for both developers and end users. TARGIT BI Suite gives lot of possibilities in creating and distributing reports/dashboards.

BI-SURVEY.com

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

Über 14 Jahre sehr zufrieden. Sehr innovative Firma und sehr fortschrittliches Produkt.

BI-SURVEY.com

CIO/Head of IT, manufacturing, 100-2,500 employees



TARGIT overview

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

TARGIT is positioned well for companies of all sizes requiring an all-integrated BI platform with vertical content. TARGIT Decision Suite offers integrated data discovery/self-service analysis, ad hoc reporting and dashboards with capabilities for batch reporting, mobility, slideshows and data mashups.

The most recent 2019 release supports a range of innovative features including natural language queries, alerts and notifications, an in-memory data mashup tool, and support for creating custom visualizations. With updates to security and authentication options, along with a radical new way of embedding the platform into other business applications, TARGIT has made it easy for its customers to add contextual and actionable BI into user workflow.

Through its newly released document model, TARGIT has introduced a low-maintenance way to design content and make it available across all devices and output types.

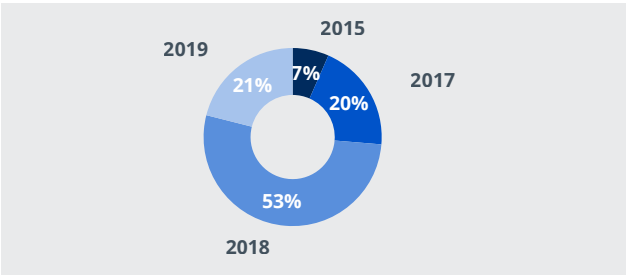
TARGIT has made significant inroads particularly among Microsoft Dynamics customers. The company offers a multitude of vertical solutions, the most prominent being those for heavy machinery, manufacturing and retail, while niche solutions for airports, waste management, fleet management, medical billing, fashion design and apparel are showing traction as well. Providing not only a BI solution but also deep knowledge in the software industry remains a strong focus of the vendor. TARGIT continues to add more and more verticals and predefined content to its portfolio.

For several years the vendor has invested heavily in modernizing its solution. First they began to reduce the solution's Microsoft dependency by enabling customers to access additional data sources other than Microsoft SQL Server. Through the introduction of its in-memory database and data integration tool some years ago, TARGIT's customer base now has a much more diverse IT landscape.

Until this summer, TARGIT has only been offered as a hosted/on-premise solution but is now seeing increased customer interest in a transition to the new cloud solution that offers both cloud-to-cloud and cloud-to-on-premise access to data. The TARGIT Cloud will be open for general availability in early 2020.

Versions used

n=103



TARGIT customer responses

This year we had 103 responses from TARGIT users. 53 percent of them used Version 2018, 21 percent Version 2019, 20 percent Version 2017 and 7 percent were still running Version 2015.

THE BI SURVEY 19

The BI Survey 19 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted from March to June 2019. In total, 3,021 people responded to the survey with 2,477 answering a series of detailed questions about their use of a named product. Altogether, 36 products (or groups of products) are analyzed in detail.

The BI Survey 19 examines user feedback on BI product selection and usage across 34 criteria (KPIs) including business benefits, project success, business value, recommendation, customer satisfaction, customer experience, innovation and competitiveness.

This document contains just a selection of the headline findings for TARGIT. It does not show all the KPI results and focuses mainly on the positive findings.

For more information on the survey, visit The BI Survey website.

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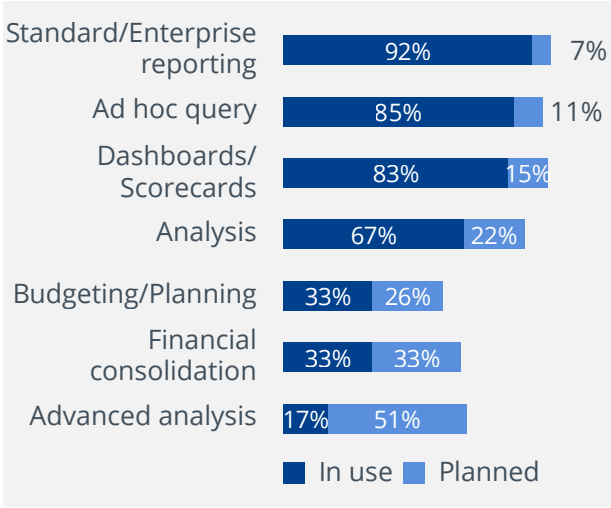
User and Use Case Demographics

BARC Comment

TARGIT Decision Suite is a Business Intelligence platform which provides reporting, dashboards, ad hoc query and analysis capabilities. Most customers use the solution for reporting, dashboards and ad hoc query with a slight emphasis on standard/enterprise reporting. Analysis is supported by functions to create and distribute highly formatted reports in a recurring manner. As reporting is heavily used by customers, TARGIT recently invested in the modernization of its reporting environment. In addition to its standard BI functionality, over half of the customers responding to this year's survey plan to use TARGIT Decision Suite for advanced analytics. The product integrates with Python, IronPython and R to visualize advanced analytics results. TARGIT's customer base is dominated by mid-sized companies. In this year's survey, 72 percent of respondents came from companies with 100 to 2,500 employees. Overall, a mean of 186 users per company use TARGIT. The median is somewhat lower at 50.As TARGIT has historically been installed in accounts using Microsoft CRM or ERP systems and the software itself has traditionally focused on the Microsoft SQL Server platform, Microsoft Power BI remains one of its biggest competitors.

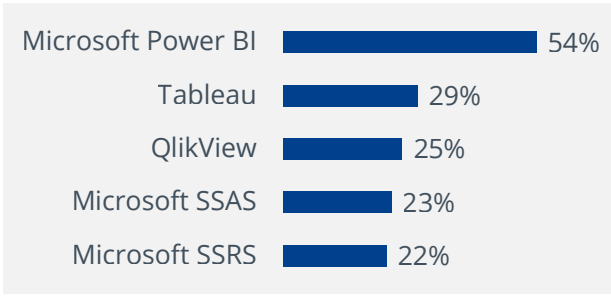
Current vs. planned use

n=104



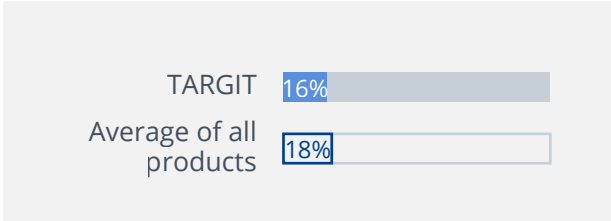
5 products most often evaluated in competition with TARGIT

n=104



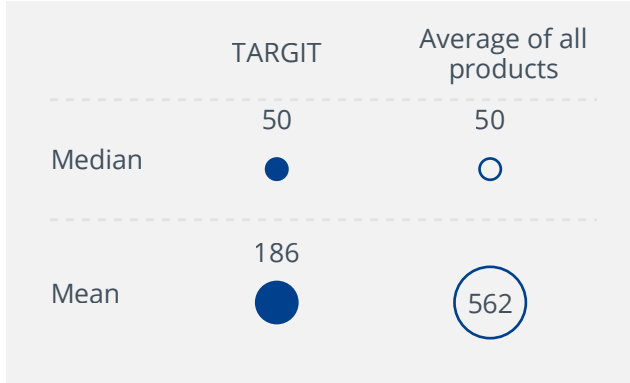
Percentage of employees using TARGIT

n=103



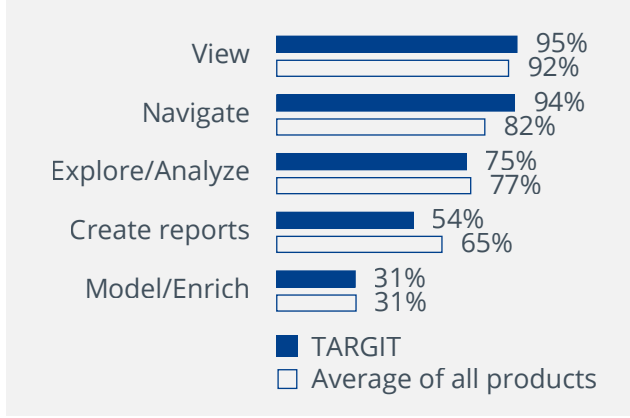
Number of users using TARGIT

n=103



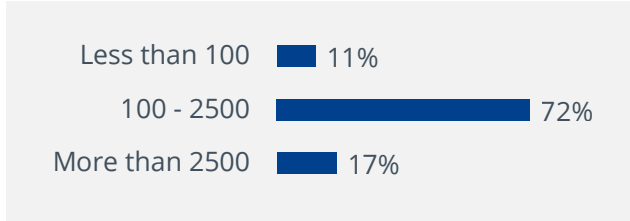
Tasks carried out with TARGIT by business users

n=103



Company size (employees)

n=103



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Peer Groups and KPIs

The KPIs

The BI Survey 19 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 19 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
- Ad hoc reporting-focused products
- OLAP analysis-focused products
- EMEA-focused vendors
- Embedded analytics-focused products

Peer Groups Overview

Large global enterprise BI platforms

Includes products equipped with functionality for enterprise deployments that focus on a broad range of BI use cases.

Dashboarding-focused products

Includes products that focus on creating advanced and highly sophisticated dashboards.

Ad hoc reporting-focused products

Includes products that focus on self-service reporting and ad hoc analysis.

OLAP analysis-focused products

Includes products that focus on analysis in dimensional and hierarchical data models.

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.

Embedded analytics-focused products

Includes reporting and analytics products that can be embedded in other business applications.

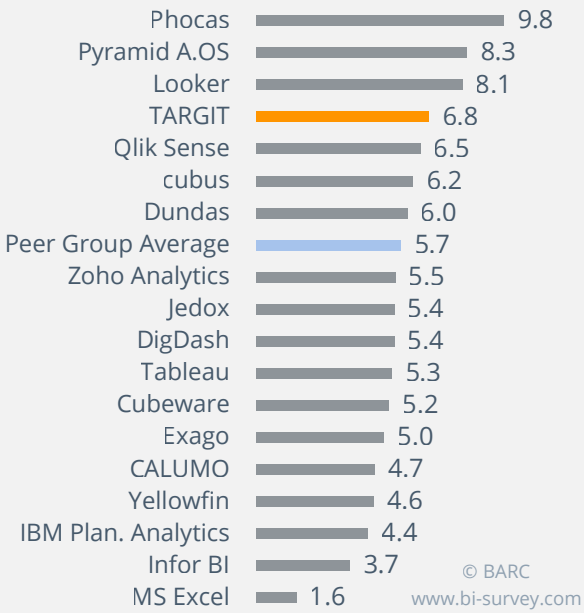
Business benefits



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

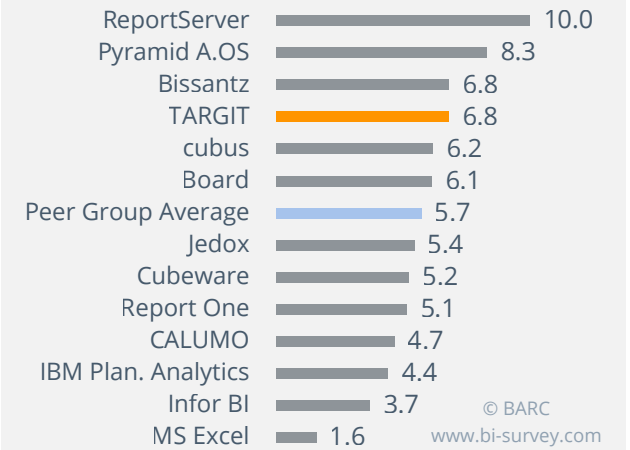
Business benefits – Leader

Peer group: Ad hoc reporting-focused products



Business benefits – Leader

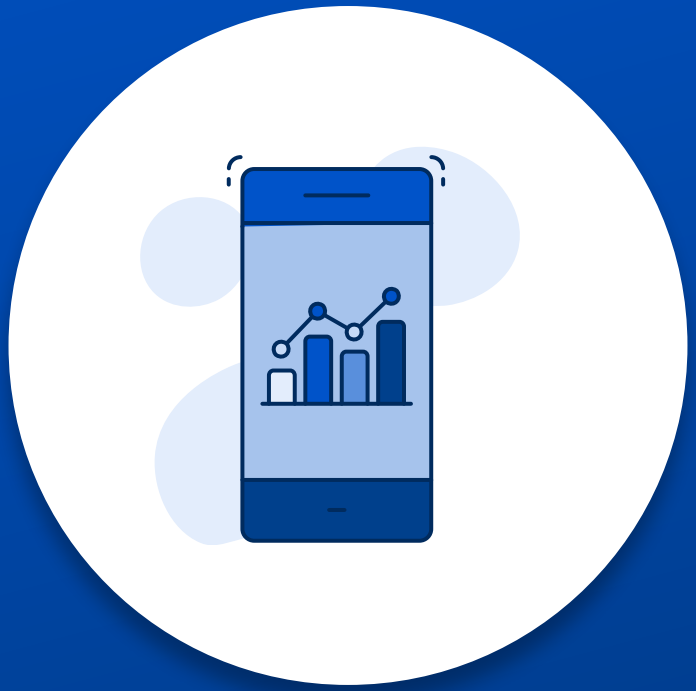
Peer group: OLAP analysis-focused products



BARC Viewpoint

Business benefits is one of the most important KPIs in The BI Survey. It shows whether a solution is able to offer customers more than pure visualization of their information. Compared to competitors, TARGIT helps customers achieve better business decisions (7.9/10) and faster reporting and analysis (8.5/10). One respondent stated "[...] in the first month of use we had payback on our investment". The breadth of the product and provision of functions for reporting, dashboards and analysis seem to offer the necessary functional mix to supply different types of users with the information they require to support decision-making.

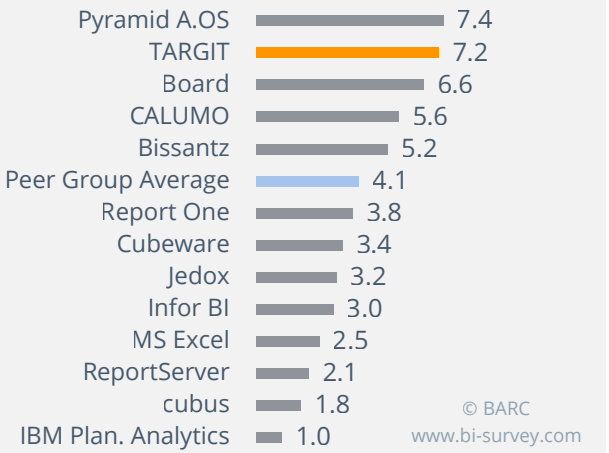
Mobile BI



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

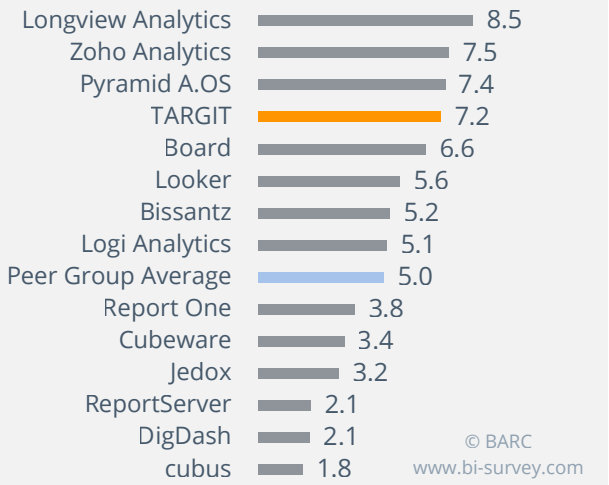
Mobile BI – Leader

Peer group: OLAP analysis-focused products



Mobile BI – Leader

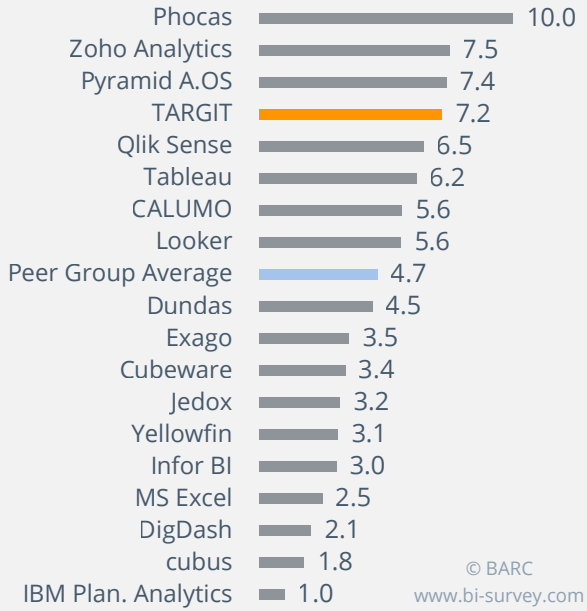
Peer group: EMEA-focused vendors



Mobile BI

Mobile BI – Leader

Peer group: Ad hoc reporting-focused products



BARC Viewpoint

Information is used on mobile devices by about 28 percent of all respondents to The BI Survey 19. With 37 percent, TARGIT is well above the average in this category. With TARGIT Touch, the vendor offers native mobile apps for various Android and iOS devices. At the time of writing, these had been recently updated. Users have access to the information they need and can work with it using selection and navigation features. Additional options such as highlighting and annotating outliers are complemented by capabilities to forward eye-catching content to people who need to act on the information. These capabilities are key to supporting staff with limited access to desktop PCs, which is especially important in operational scenarios.

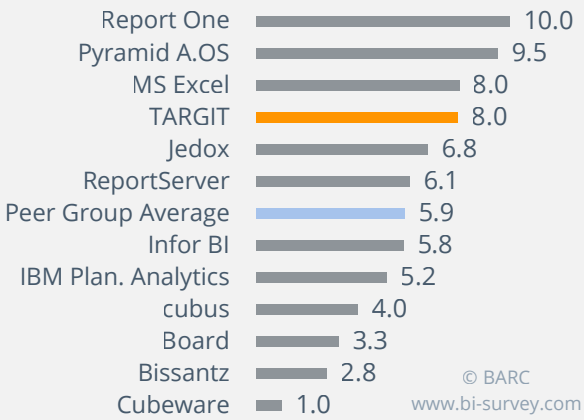
Data preparation



This KPI is based on how many sites currently use the product for data preparation.

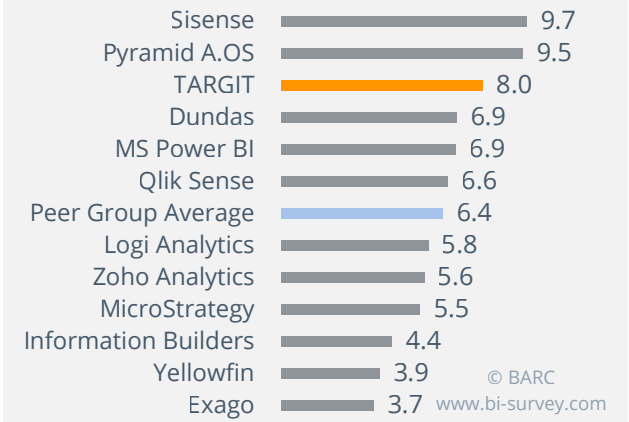
Data preparation – Leader

Peer group: OLAP analysis-focused products



Data preparation – Leader

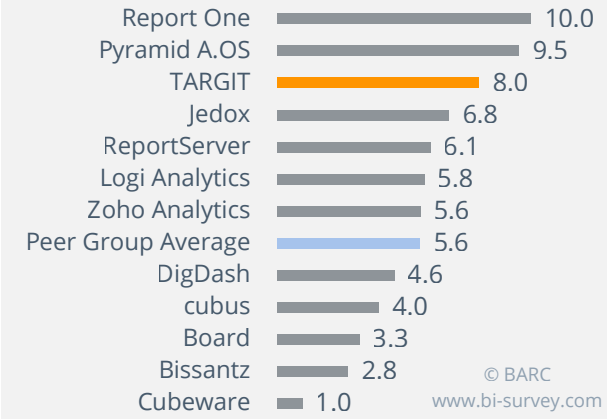
Peer group: Embedded analytics-focused products



Data preparation

Data preparation – Leader

Peer group: EMEA-focused vendors

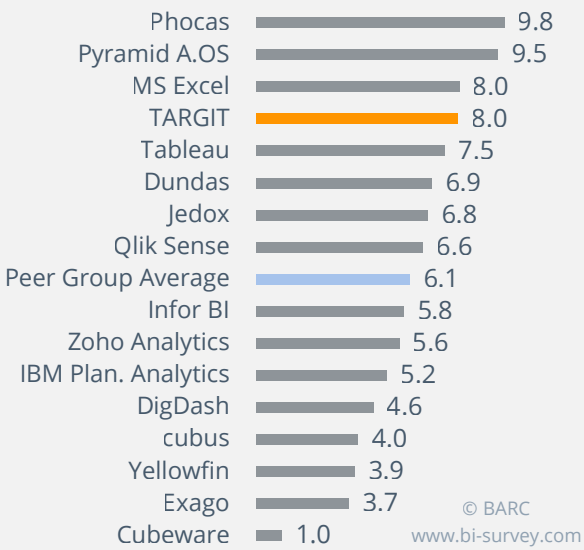


BARC Viewpoint

TARGIT Decision Suite places emphasis on the governed and trusted use of information. Data is loaded and modeled using TARGIT's connectors or Microsoft SQL Server Integration Services. However, a data discovery module is also available to equip business analysts with functionality for the extension of governed data models with additional data. It provides access to over 35 data sources via drag-and-drop. Excel-style syntax can be used to modify data. Over half of all TARGIT customers (55 percent) use Decision Suite for data preparation, a key factor in the vendor's leading position in three of its peer groups for the 'Data preparation' KPI.

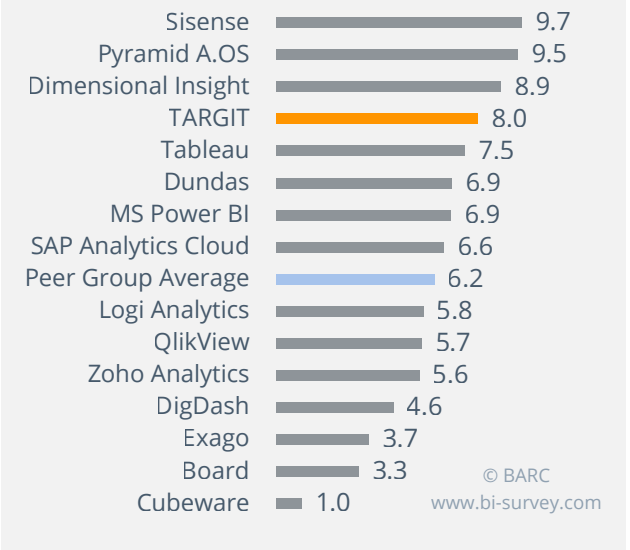
Data preparation – Leader

Peer group: Ad hoc reporting-focused products



Data preparation – Leader

Peer group: Dashboarding-focused products



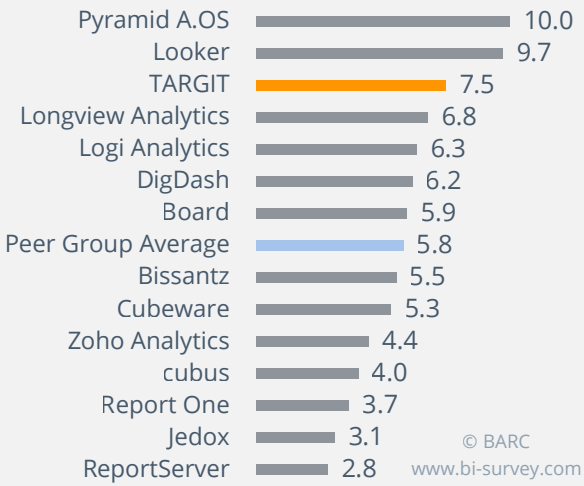
Visual analysis



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

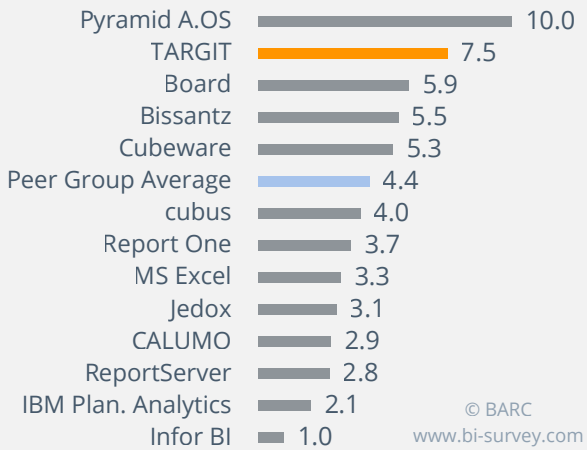
Visual analysis – Leader

Peer group: EMEA-focused vendors



Visual analysis – Leader

Peer group: OLAP analysis-focused products



Visual analysis

Consistently outstanding in visual analysis

Peer group: OLAP analysis-focused products



BARC Viewpoint

An appealing look-and-feel is important for user acceptance. One Decision Suite customer stated: "It reveals great data and brings it to the surface so the company can make more efficient decisions faster and in cadence". The product offers functionality for creating interactive custom web applications and dashboards that can be viewed by business users. 81 percent of customers responding to this year's survey said they use TARGIT Decision Suite to visually navigate in data. As a result, TARGIT is ranked among the leaders in the 'Visual analysis' KPI compared to other EMEA-focused vendors and OLAP analysis-focused products.

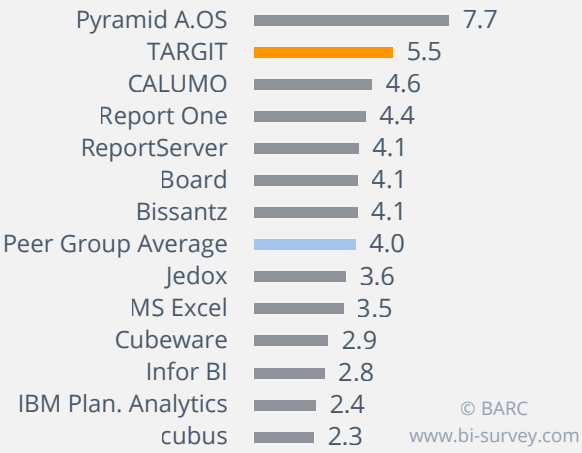
Innovation



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

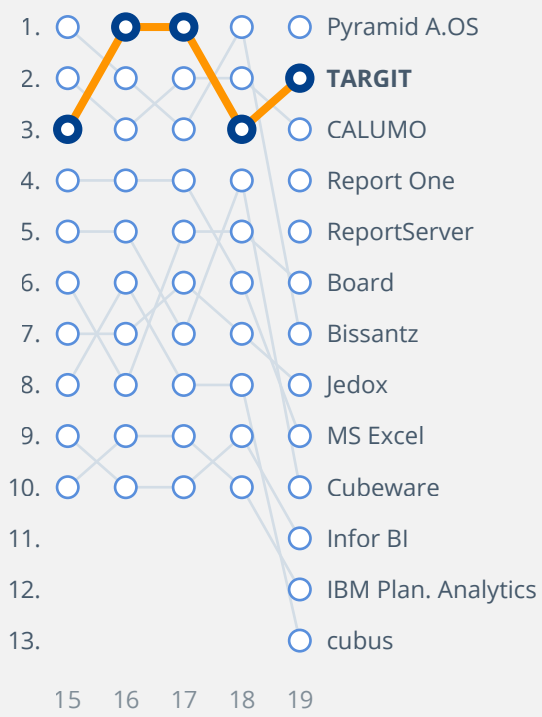
Innovation – Leader

Peer group: OLAP analysis-focused products



Consistently outstanding in innovation

Peer group: OLAP analysis-focused products



Innovation

BARC Viewpoint

Owing to strong results in the 'Visual analysis', 'Mobile BI' and 'Operational BI' KPIs, TARGIT ranks as the second best OLAP analysis-focused product in the aggregated 'Innovation' KPI. Although TARGIT is a rather small company compared to some its global rivals, it clearly cares about functional development and innovation. In contrast to some competitors, the developers of Decision Suite do not attempt to jump on every passing trend. Instead, they have a well-thought out development strategy whereby each trend and feature is discussed in terms of how it might help customers and how it might be implemented in a way that does not overburden business users.

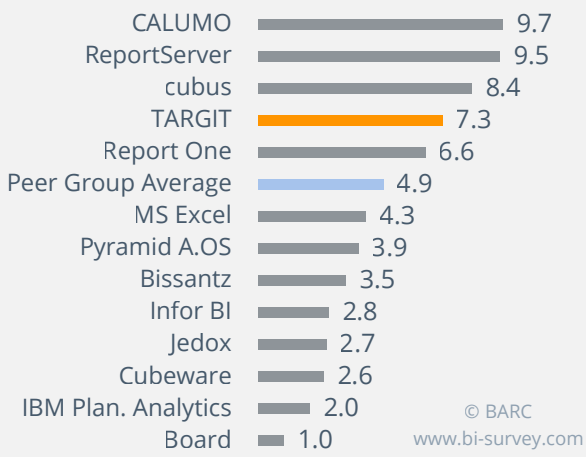
Competitive win rate



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

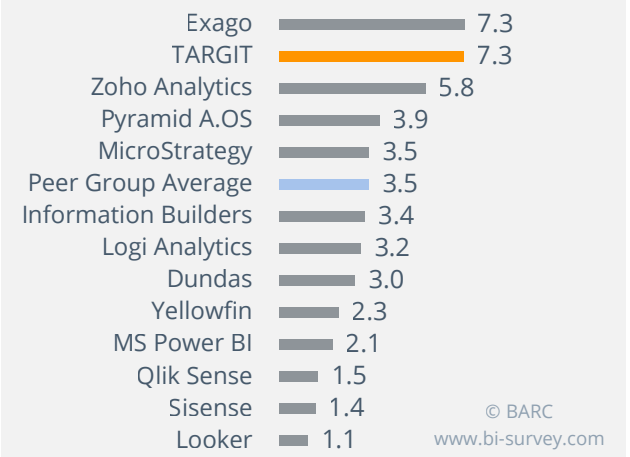
Competitive win rate – Leader

Peer group: OLAP analysis-focused products



Competitive win rate – Leader

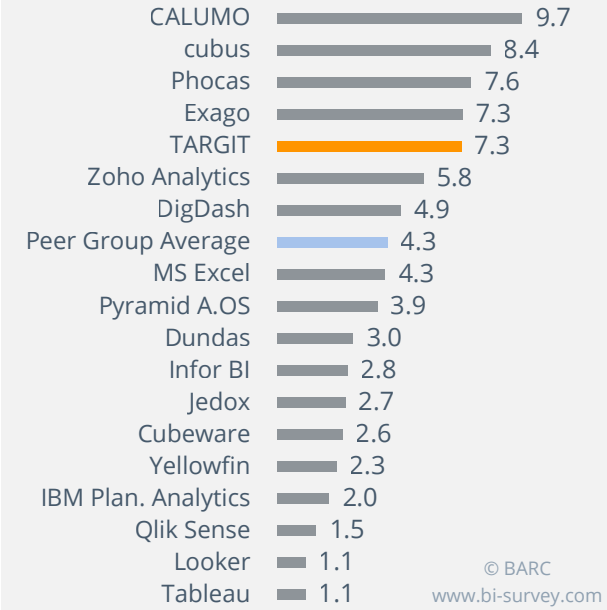
Peer group: Embedded analytics-focused products



Competitive win rate

Competitive win rate – Leader

Peer group: Ad hoc reporting-focused products

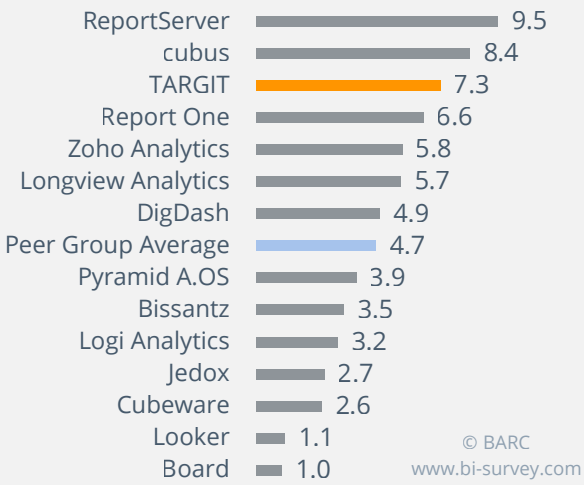


BARC Viewpoint

Almost 70 percent of the TARGIT customers responding to this year's survey undertook a competitive evaluation of the solution. A strong competitive win rate across all its peer groups demonstrates that TARGIT is able to convince prospects in sales situations. Customers reported a good experience with TARGIT, especially when it comes to the company's general behavior during the product evaluation and contract negotiation stages. A good vendor relationship and local support were also cited as reasons for choosing to buy TARGIT by an above-average proportion of customers, indicating the vendor's close relationship with many of its prospects. Decision Suite convinces customers with its ease of use for report designers, price-performance ratio and good coverage of BI specific requirements.

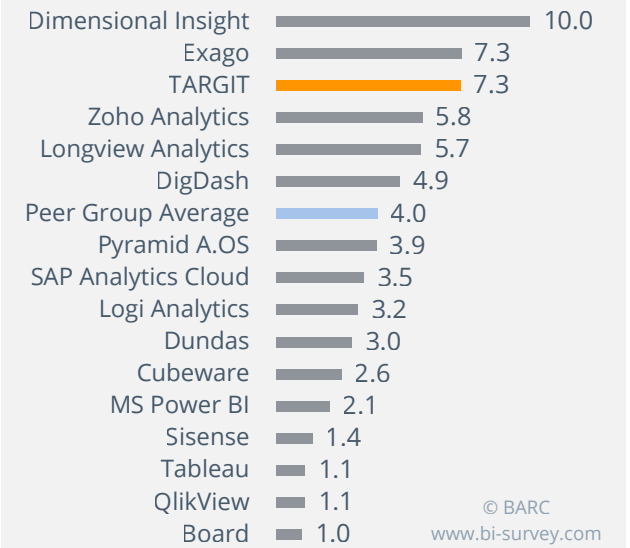
Competitive win rate – Leader

Peer group: EMEA-focused vendors

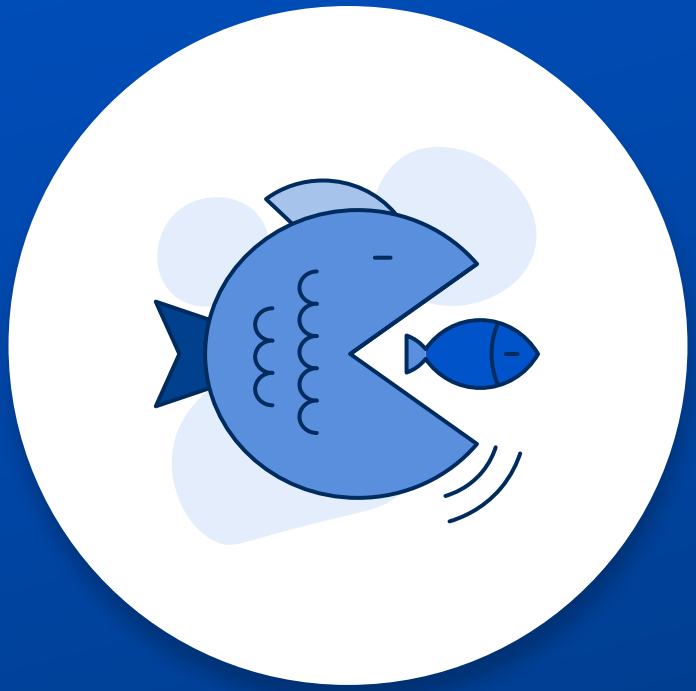


Competitive win rate – Leader

Peer group: Dashboarding-focused products



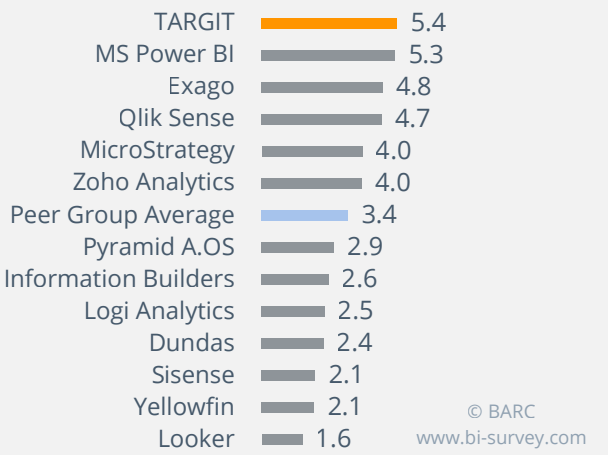
Competitiveness



This KPI combines the ‘Considered for purchase’ and ‘Competitive win rate’ KPIs.

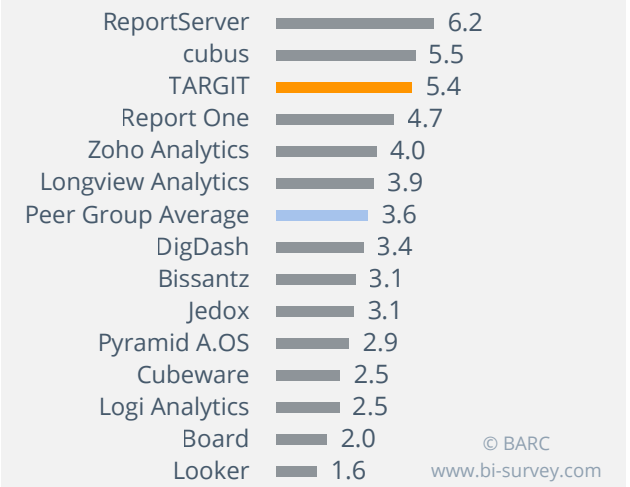
Competitiveness – Top-ranked

Peer group: Embedded analytics-focused products



Competitiveness – Leader

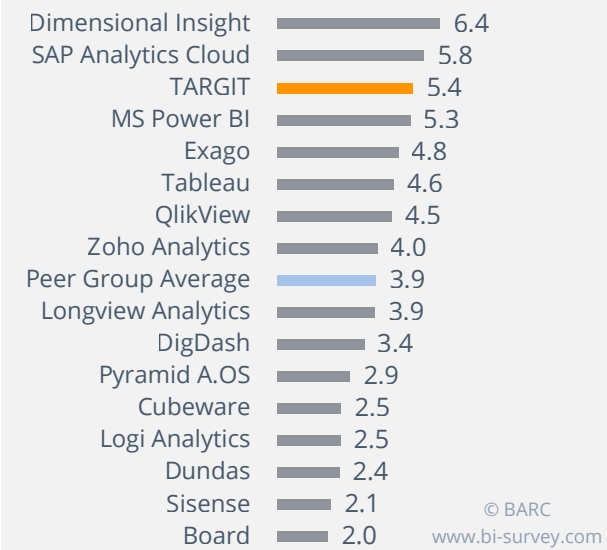
Peer group: EMEA-focused vendors



Competitiveness

Competitiveness – Leader

Peer group: Dashboarding-focused products

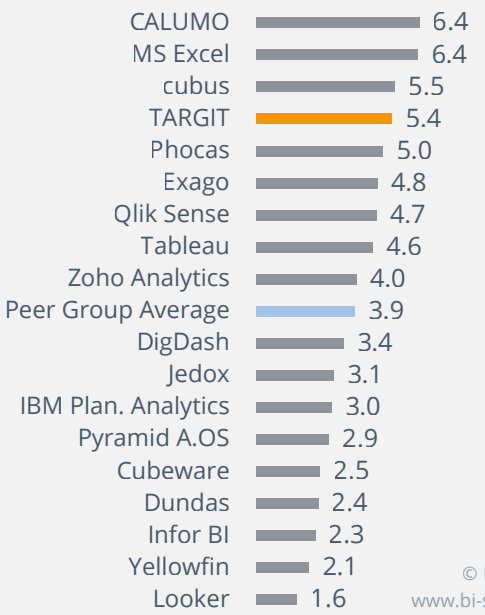


BARC Viewpoint

The 'Competitiveness' KPI reflects a vendor's visibility in the market and ability to win customers. TARGIT is ranked among the leaders in three of its peer groups and in first place in the 'Embedded analytics-focused products' peer group. Its overall results this year show that TARGIT is a solid vendor of a good BI suite for small and mid-sized companies, and that it focuses on providing value to customers through industry solutions and knowledge. Moreover, TARGIT's leading rank in the 'Innovation' KPI (compared to other OLAP analysis-focused products) demonstrates that although the vendor is not one of the largest players on the market, it manages to continually innovate its product with the resources at its disposal.

Competitiveness – Leader

Peer group: Ad hoc reporting-focused products



Improved in competitiveness

Peer group: Embedded analytics-focused products



Dashboards & Ad hoc query



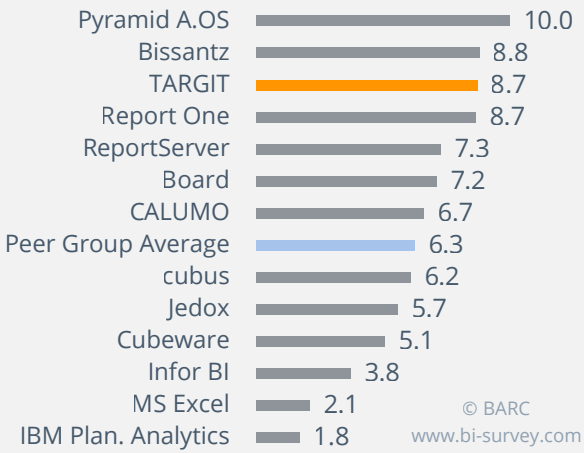


The ‘Dashboards’ KPI is based on how users rate their BI tool for creating dashboards/reports (data selection, data visualization, formatting/layout).

The ‘Ad hoc query’ KPI is based on how users rate their BI tool in terms of its support for ad hoc queries (data access, drag-and-drop, suitability for business users).

Dashboards – Leader

Peer group: OLAP analysis-focused products



BARC Viewpoint — Dashboards

This year we asked customers to rate their chosen BI product's functionality for dashboards. TARGIT ranks third in this KPI in the 'OLAP analysis-focused products' peer group with a score of 8.7/10. Decision Suite supports the creation of interactive dashboard applications which can be used and navigated by business users. Over two-thirds of TARGIT customers use the product to create dashboards/scorecards. With a score comfortably higher than the survey average of 7.1/10, Decision Suite's dashboard capabilities are not only well used but, viewed from a customer perspective, they appear to be well designed and implemented.

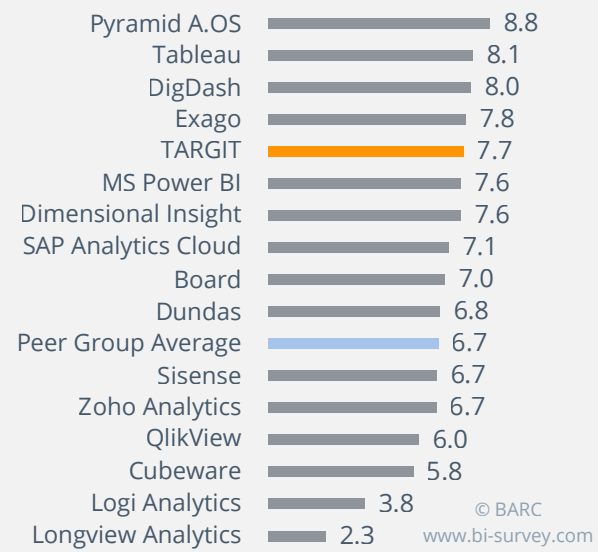
Ad hoc query

BARC Viewpoint

The 'Ad hoc query' KPI reflects customer ratings of Decision Suite's functionality in the area of ad hoc query capabilities such as data access, drag-and-drop and suitability for business users. The interactive use of data is becoming increasingly critical for customers who want to react ever faster to market changes. TARGIT provides business user-oriented drag-and-drop capabilities to query data. In addition, several well-designed selection, comparison and time-intelligence options are available. Decision Suite's score of 7.7/10 places it among the leaders in the 'Dashboarding-focused products' peer group, comfortably above the survey average of 7.1/10.

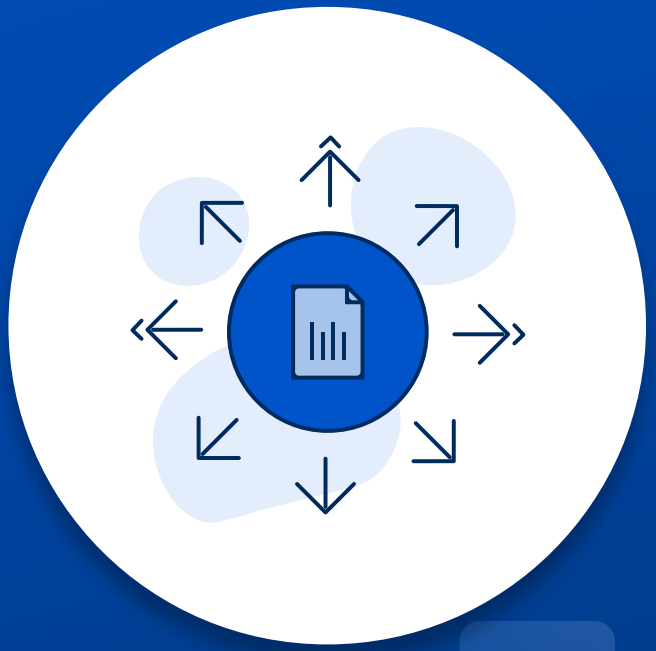
Ad hoc query – Leader

Peer group: Dashboarding-focused products



Operational BI & Distribution of reports



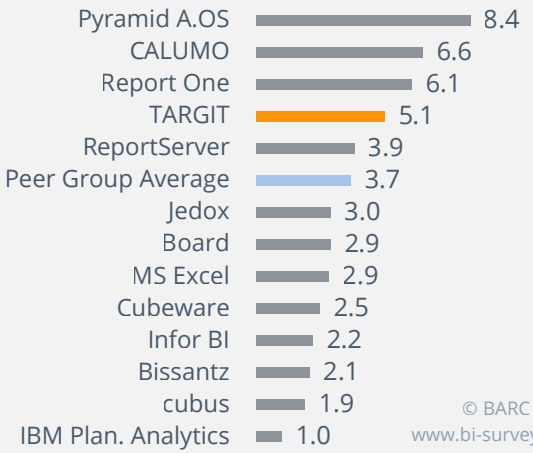


The ‘Operational BI’ KPI is based on how many sites currently use real-time data from transactional systems with their BI tool.

The ‘Distribution of reports’ KPI is based on how users rate their BI tool in terms of its support for the distribution of reports (dispatch/publication, scheduling, formats).

Operational BI – Leader

Peer group: OLAP analysis-focused products



BARC Viewpoint — Operational BI

TARGIT Decision Suite puts a strong emphasis on providing industry applications for the likes of the manufacturing, retail, heavy equipment and wine-producing sectors. The goal is to speed up implementation and increase the value customers derive from their BI solution. On average, Decision Suite implementations take 3.87 months. The product is also well-known among customers of Microsoft's operational systems and is deeply integrated with Dynamics NAV, Dynamics AX, Dynamics CRM and SharePoint. This underlines the fact that providing customers with information from operational systems has always been a particular focus for TARGIT. As a result, Decision Suite ranks as one of the leading OLAP analysis-focused products in the 'Operational BI' KPI.

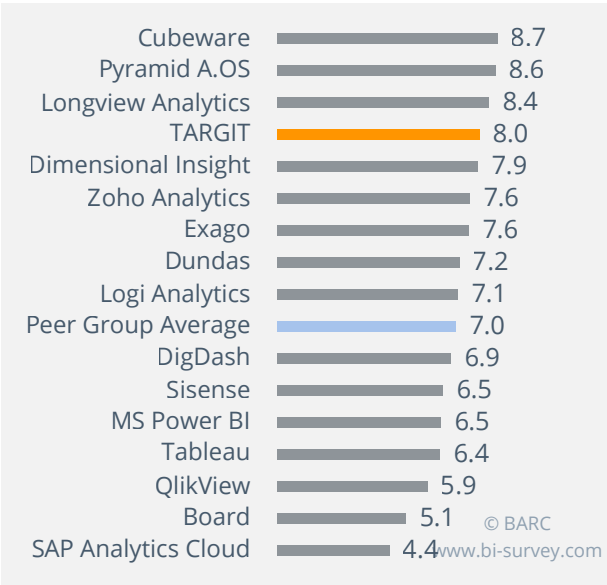
Distribution of reports

BARC Viewpoint

TARGIT Decision suite offers a broad set of features for enterprise reporting, dashboards, analysis and ad hoc query. The vendor recently rebuilt its reporting environment and inserted a new reporting engine to provide more flexible capabilities for report and dashboard creation. Customers now create reports and dashboards as so-called documents in one central module. In addition, the existing report distribution capabilities were supplemented with new features such as scheduling on dimension attributes. Customers gave TARGIT's report distribution capabilities a rating of 8.0/10.0, which is well above the survey average of 6.9/10. This places TARGIT among the leaders in the 'Dashboarding-focused products' peer group.

Distribution of reports – Leader

Peer group: Dashboarding-focused products



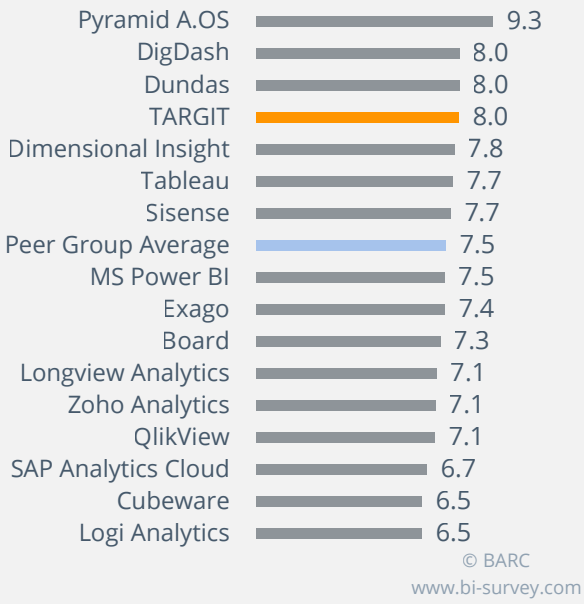
Functionality



This KPI combines the ‘Dashboards’, ‘Ad hoc query’, ‘Analyses’, ‘Distribution of reports’ and ‘Planning & budgeting’ KPIs.

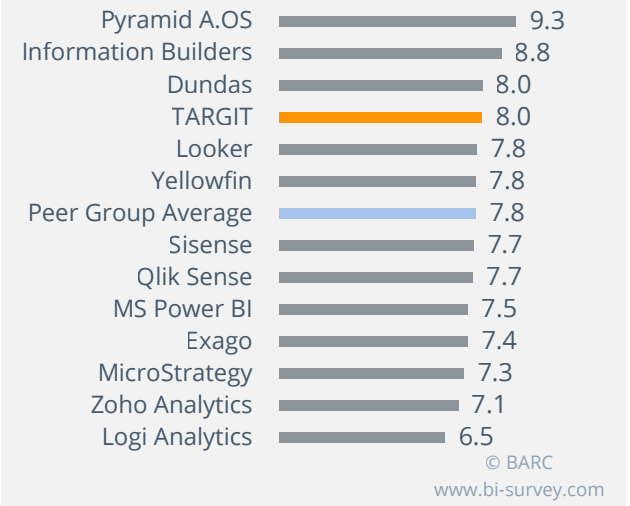
Functionality – Leader

Peer group: Dashboarding-focused products



Functionality – Leader

Peer group: Embedded analytics-focused products



BARC Viewpoint

With above-average ratings for dashboard, ad hoc query and report distribution capabilities, TARGIT Decision Suite is well-placed in both its peer groups for the 'Functionality' KPI. This KPI is an aggregation of the 'Dashboards', 'Ad hoc query', 'Analyses', 'Distribution of reports' and 'Planning & budgeting' KPIs. Even without offering planning and budgeting capabilities, TARGIT still scores highly here. This customer feedback underlines not only the breadth but also the quality of the features offered by the suite. Customers see it as a well-crafted BI platform that helps them to achieve their business goals.

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.

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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.

For further information see:

www.barc-research.com

Other Surveys



The BARC **BI Trend Monitor 2019** reflects on the trends currently driving the BI and data management market from a user perspective. We asked close to 2,700 users, consultants and vendors for their views on the most important BI trends.



The Planning Survey 19 is the world's largest survey of planning software users. Based on a sample of over 1,300 responses, it offers an unsurpassed level of user feedback on 22 leading planning products. Find out more at **www.bi-survey.com**



The Advanced Analytics Survey 19 - BARC's new survey-based study - gauges satisfaction among advanced analytics, data discovery and data preparation software users worldwide. Ten leading software products are compared in detail.

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