The BI & Analytics Survey 24

The voice of the BI & analytics community

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

TARGIT

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The BI & Analytics Survey 24: TARGIT Highlights Dashboard

KPI results

19 top rankings

and

70 leading positions

in 5 different peer groups.

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Recommendation

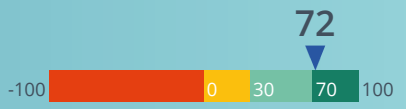
97%

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

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

BARC

Net Promoter Score (NPS)



BARC

Vendor Support

97%

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

** Compared to 63% for the average BI & analytics tool.*

BARC

Satisfaction

100%

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

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

BARC

Price to Value

96%

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

** Compared to 73% for the average BI & analytics tool.*

BARC

Peer Groups and KPIs

The KPIs

The BI & Analytics Survey 24 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 & Analytics Survey.
- Only products with samples of at least 15 - 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 chart titles. 'Top-ranked' indicates first position. 'Leader' usually denotes a position in the top 22-33% or (in peer groups of five vendors) the top 2 products listed in the chart.

Peer Group Classification

The BI & Analytics Survey 24 features a range of different types of BI and analytics products so we use peer groups to help identify competing products.

The peer groups have been defined by BARC analysts using their experience and judgment, with segmentation based on four key factors:

1. Focus - Is the product focused on and typically used for reporting and dashboards, analysis or embedded analytics?
2. Specialization – Is the vendor a BI and analytics specialist or a business software generalist, offering a broader portfolio of enterprise software for a variety of business requirements?
3. Usage scenario – Is the product typically used in midsize/departmental implementations or large/enterprise-wide implementations?
4. Global presence – Does the vendor have a global reach and offer its products worldwide?

TARGIT features in the following peer groups:

- Embedded Analytics Focus
- Report & Dashboard Focus
- Analysis Focus
- BI & Analytics Specialists
- Midsize/Departmental Implementations

Peer Groups Overview

Report & Dashboard Focus: Includes products that mainly focus on the creation and distribution of standardized and governed content such as dashboards and reports.

Analysis Focus: Includes products that mainly focus on ad hoc query, data navigation and analysis.

Embedded Analytics Focus: Includes reporting and analytics products that support open standards for embedding in other business applications (e.g., ERP systems) and are used by a significant number of the clients in this way.

Business Software Generalists: Business software generalists have a broad product portfolio that is not limited to BI and analytics, including most (or all) types of enterprise software for a variety of business requirements (e.g., ERP).

BI & Analytics Specialists: BI & analytics specialists are software vendors who focus solely on BI and/or analytics. Often, they have just one product in their portfolio.

Midsize/Departmental Implementations: Products in this peer group are typically (but not exclusively) used in small and midsize scenarios and/or departmental implementations with a moderate number of users and data volumes.

Large/Enterprise-Wide Implementations: Products in this peer group are typically (but not exclusively) used in large scenarios and/or enterprise-wide implementations with large numbers of users and data volumes.

International BI Giants: Includes products from companies with annual revenues of $400m+ and a truly international reach (partner ecosystem, on-site locations, global installations and revenues).

The BI & Analytics Survey 24: TARGIT Highlights

Peer Group
Analysis Focus

Top-ranked in

Business Value
Dashboards & Reports
Distribution of Reports
Ease of Use
Visual Analysis

Leader in

Business Benefits
Project Success
Project Length
Price to Value
Recommendation
Vendor Support
Implementer Support
Product Satisfaction
Sales Experience
Customer Satisfaction
Mobile BI
Functionality
User Experience
Embedded BI

Peer Group
BI & Analytics Specialists

Top-ranked in

Project Length
Business Value
Dashboards & Reports
Visual Analysis

Leader in

Business Benefits
Price to Value
Recommendation
Vendor Support
Implementer Support
Product Satisfaction
Sales Experience
Customer Satisfaction
Distribution of Reports
Mobile BI
Ease of Use
Embedded BI
Innovation

Peer Group
Midsize/Departmental Implementations

Top-ranked in

Business Value
Dashboards & Reports
Visual Analysis
Embedded BI

Leader in

Business Benefits
Price to Value
Recommendation
Implementer Support
Sales Experience
Customer Satisfaction
Distribution of Reports
Mobile BI
Functionality
Ease of Use
User Experience
Innovation

BARC Summary

TARGIT usually performs very well in The BI & Analytics Survey, but its results this year are exceptional. In three KPIs – *Dashboards & Reports, Visual Analysis* and *Business Value* – TARGIT is the top-ranked product of all those featured in The BI & Analytics Survey 24. All told, TARGIT achieves 19 top ranks and 70 leading positions in its five peer groups. User feedback indicates that the vendor is very customer-oriented and satisfaction with its staff and services is highly rated. Moreover, customers are happy with the functionality TARGIT Decision Platform offers to serve a variety of usage scenarios and user types.

The BI & Analytics Survey 24: TARGIT Highlights

Peer Group
Report & Dashboard Focus

Top-ranked in
Business Value
Dashboards & Reports
Visual Analysis

Leader in
Business Benefits
Project Success
Project Length
Price to Value
Recommendation
Vendor Support
Implementer Support
Product Satisfaction
Sales Experience
Customer Satisfaction
Distribution of Reports
Analyses & Ad Hoc Query
Mobile BI
Functionality
Ease of Use
User Experience
Embedded BI

Peer Group
Embedded Analytics Focus

Top-ranked in
Business Value
Dashboards & Reports
Visual Analysis

Leader in
Business Benefits
Project Success
Project Length
Recommendation
Vendor Support
Implementer Support
Product Satisfaction
Sales Experience
Customer Satisfaction
Distribution of Reports
Analyses & Ad Hoc Query
Mobile BI
Ease of Use
Embedded BI

The BI & Analytics Survey 24: TARGIT Top Ranks























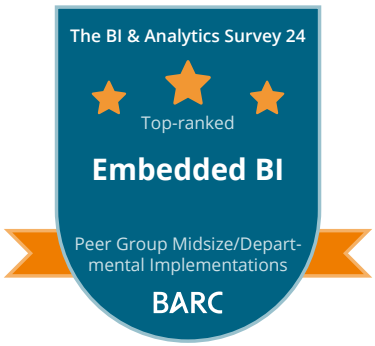








The BI & Analytics Survey 24: TARGIT Top Ranks



















Customer Quotes

> Good tool with good, local support.
>
> BARC

Employee of a cross-departmental BI/analytics team (IT and business), Manufacturing (e.g., automotive, mechanical engineering etc.), 100-2,500 employees

> It is by far the best of breed when it comes to enterprise BI.
>
> BARC

Head of a separate BI/analytics organization unit (e.g., BICC, BICoE), IT, 100-2,500 employees

> Extremely positive. Good all-in-one solution for OLAP.*
>
> BARC

Person responsible/project manager for departmental BI/analytics, IT, 100-2,500employees

> It gives us exactly what we want when we want it and how we want it.
>
> BARC

CFO, Consulting, <100 employees

> It is easy to use and is perfect for an organisation of our size (5500 employees).
>
> BARC

Person responsible/project manager for departmental BI/analytics, Public sector, >2,500 employees

* Translated by BARC



What Customers Like Most

Ease of use, works perfectly, data updated in almost real-time.

BARC

CFO, Consulting, <100 employees

All in one solution: analyses, reports, dashboards.*

BARC

Person responsible/project manager for departmental BI/analytics, IT, 100-2,500employees

Intuitive and good drill functions. Fast support from TARGIT and good online community so users can help each other across the world.

BARC

Employee of a cross-departmental BI/analytics team (IT and business), Manufacturing (e.g., automotive, mechanical engineering etc.), 100-2,500 employees

It has a great user interface and provides template that allows designers to create well built dashboards that cohere to good industrial standards.

BARC

Head of a separate BI/analytics organization unit (e.g., BICC, BICoE), IT, 100-2,500 employees

Targit provides great insight in data and huge flexibility to make fast ad hoc analysis or simulations of existing data model.

BARC

Person responsible/project manager for BI/analytics from IT department, Retail/Wholesale/Trade, 100-2,500 employees

* Translated by BARC

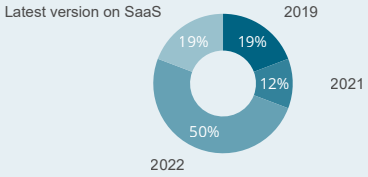


TARGIT overview

TARGIT is a privately-owned software provider founded in 1986 with its headquarters in Aalborg, Denmark. The company has close to 8,000 customers (including OEM) primarily located in Europe and North America.
TARGIT aims to help businesses realize the full value of data by leveraging decades of analytics expertise and experience in key verticals. The vendor is strongly focused on customer and partner relationships and is well positioned for companies of all sizes requiring an all-integrated BI platform with vertical content.
With its TARGIT Decision Suite BI and analytics platform, the objective is to deliver detailed insights and make relevant data accessible to every employee by supporting the unique goals and processes that power its customers' daily operations.
Providing industry knowledge in its BI and analytics platform remains a strong focus for TARGIT. The vendor especially focuses on certain verticals including heavy equipment, truck & trailer and automotive dealerships, C-stores, the public sector (especially in the Nordic countries) and airport operators. Extensive prebuilt content for the automotive industry was recently added to this list with the acquisition of TARGIT's partner CalmCo. Besides adding verticals and content to its portfolio, the vendor is expanding its partner network and OEM usage of the software. Business partners provide additional vertical solutions for further industries.
TARGIT Decision Suite offers integrated self-service analysis, ad hoc reporting and dashboards with features for batch reporting, mobility, slideshows and data mashups. Through a no-footprint web-client, TARGIT provides capabilities to embed dashboard applications and visuals into other applications and web portals. The Document Model is intended to reduce the effort required to design content and make it available across all devices and output types.
TARGIT is currently completing the modernization and optimization of its platform for the cloud while ensuring continued support for on-premises using the same codebase. TARGIT Cloud Analytics DB, an integrated in-memory database, has been introduced recently, as well as access to additional data sources. TARGIT continues to enhance its enterprise features by improving the deployment process and optimizing the UI/UX experience to enable designers to create dashboards, analyses and reports that are ready for easy consumption.

Versions used

n =26



TARGIT customer responses

This year we had 29 responses from TARGIT users. At the time of the survey, 50 percent of them were using version 2022, 19 percent each were using the latest version on SaaS and 2019 and 12 percent were running version 2021.

Introduction

The BI & Analytics Survey 24 is based on findings from the world's largest and most comprehensive survey of business intelligence and analytics software users, conducted from March to June 2023. In total, 1,480 people responded to the survey. Altogether, 21 products (or groups of products) are analyzed in detail.

The BI & Analytics Survey 24 examines user feedback on BI product selection and usage across 30 criteria (KPIs) including *Business Benefits, Project Success, Business Value, Recommendation, Customer Satisfaction* 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.

User and Use Case Demographics

BARC Comment

TARGIT Decision Suite is focused on helping its customers to implement various scenarios in the BI and analytics area through its broad functionality for dashboards/BI applications, standard/enterprise reporting, ad hoc query and analysis. Although it does not specifically address financial consolidation or planning and budgeting, 66 percent and 55 percent of customers respectively use it to create reports and dashboards on actual and budget data. This underlines the platform's versatility.

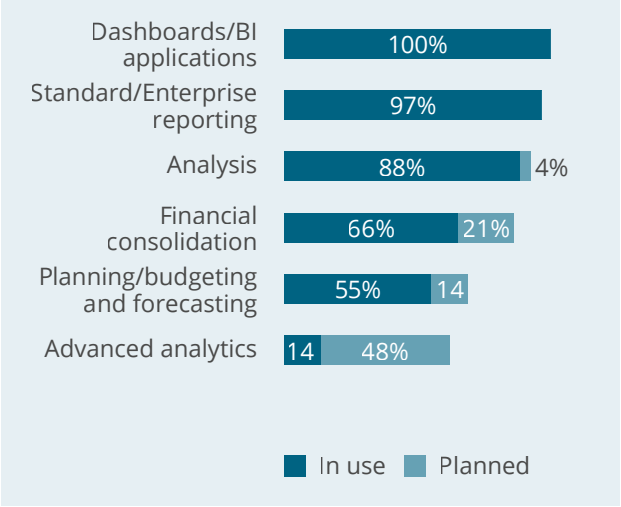
TARGIT's customer base is dominated by mid-sized companies. In this year's survey, 62 percent of respondents came from companies with 100 to 2,500 employees. Overall, a mean average of 119 users per company use TARGIT, while the median is 75.

As a Danish company, TARGIT's strongest market is Europe: 93 percent of the respondents to this survey came from Europe, with about 3.5 percent coming from Asia Pacific and the remaining 3.5 percent from the rest of the world. 41 percent of the European respondents came from Northern Europe and the same percentage from the DACH region (Germany, Austria and Switzerland). A further 11 percent came from Southern Europe and the remaining 7 percent from the United Kingdom.

Historically, TARGIT was installed predominantly in accounts using operational software from Microsoft, and the software itself traditionally focused on the Microsoft SQL Server platform. For these reasons, Microsoft remains one of its biggest competitors.

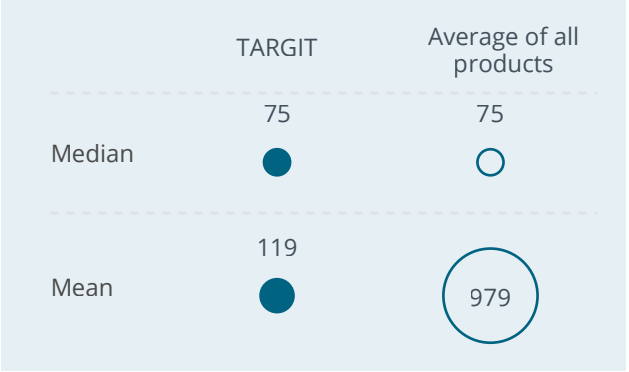
Current vs. planned use

n=29



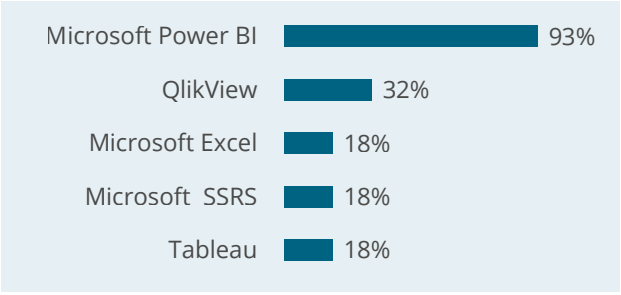
Number of users using TARGIT

n=29



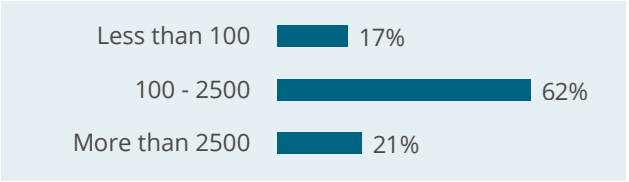
5 products most often evaluated in competition with TARGIT

n=28



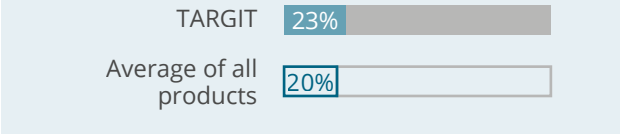
Company size (employees)

n=29



Percentage of employees using TARGIT

n=29



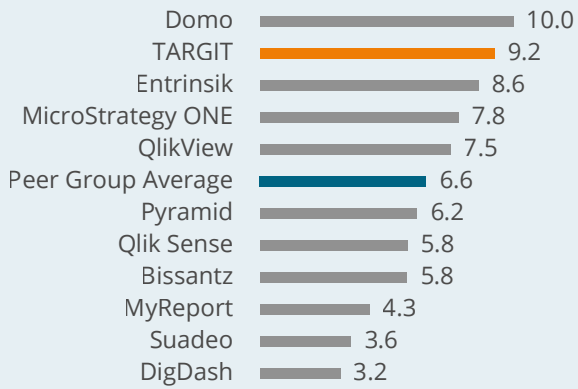
Business Benefits



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

Business Benefits – Leader

Peer group: BI & Analytics Specialists

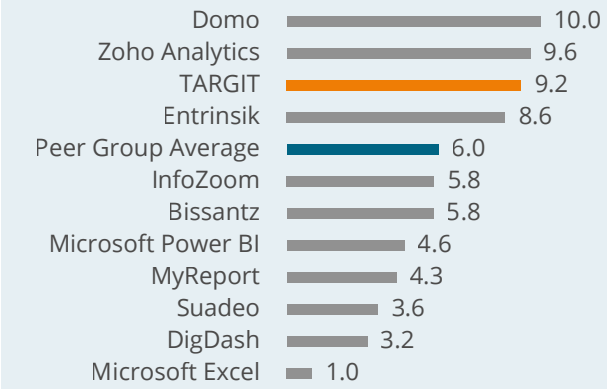


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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Business Benefits – Leader

Peer group: Midsize/Departmental Implementations



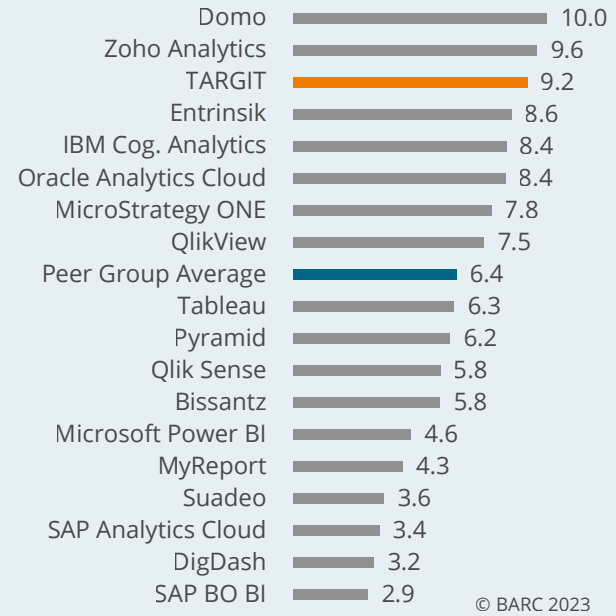
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Business Benefits

Business Benefits – Leader

Peer group: Report & Dashboard Focus



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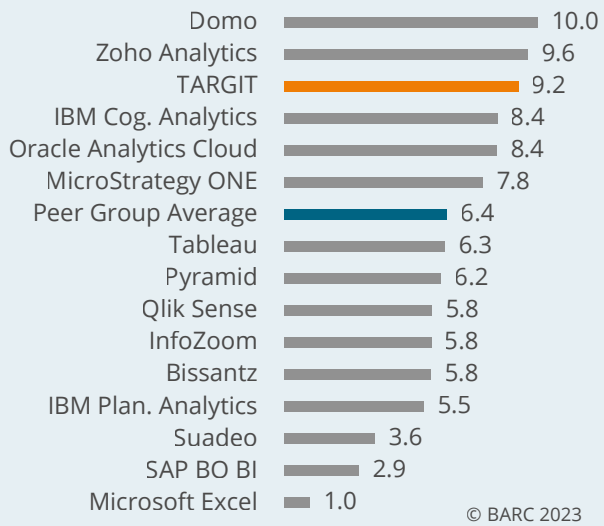
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

The *Business Benefits* KPI is intended to measure the positive impact a product is having on the business. TARGIT ranks third best in The BI & Analytics Survey 24 here. Drilling in to the details, the vendor ranks number one in terms of helping customers to make better business decisions (9.4/10) and improve operational efficiency (7.9/10). TARGIT is second best at providing organizations with faster reporting, analysis or planning; improving data quality; and reducing costs.

Business Benefits – Leader

Peer group: Analysis Focus

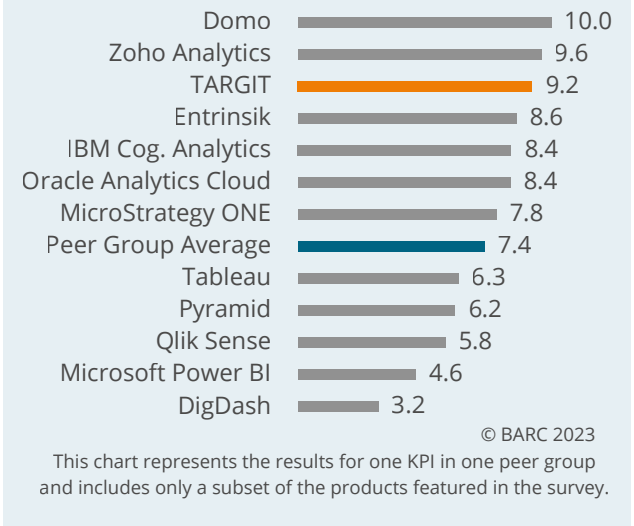


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Business Benefits – Leader

Peer group: Embedded Analytics Focus



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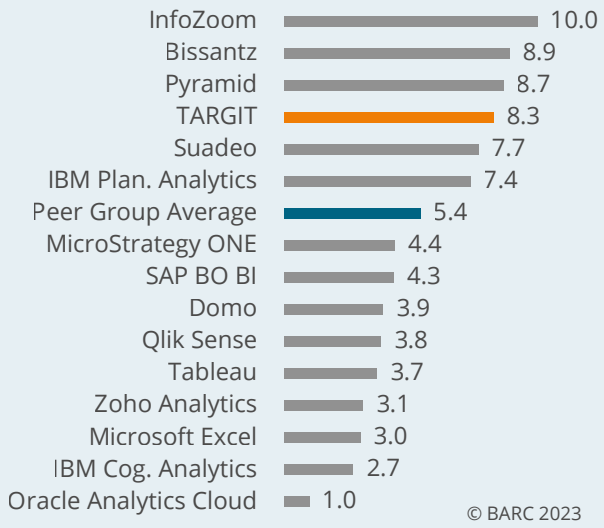
Project Success



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

Project Success – Leader

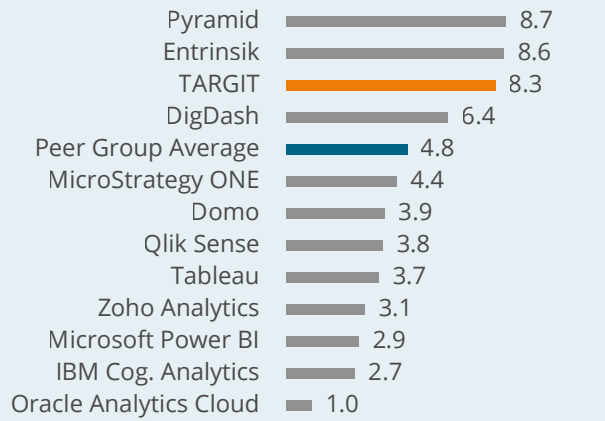
Peer group: Analysis Focus



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

Project Success – Leader

Peer group: Embedded Analytics Focus

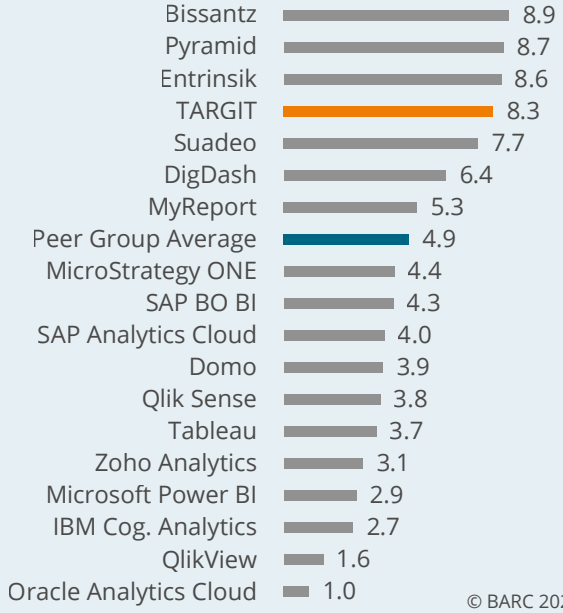


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Project Success

Project Success – Leader

Peer group: Report & Dashboard Focus

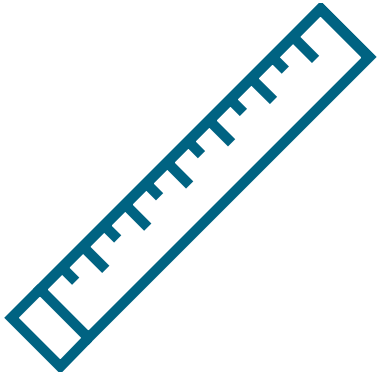


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

Like the *Business Benefits* KPI, TARGIT's performance in the *Project Success* KPI is very impressive. TARGIT ranks number one for customers completing their projects within budget (9.8/10) and second in terms of user satisfaction with the staff assigned to the project (9.8/10). The latter underlines customers' high opinion of both TARGIT and its implementers. Other notable project success factors include satisfaction with the implementation of technical (9.6/10) and business aspects (9.3/10) of the software.

Project Length



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

Project Length – Top-ranked

Peer group: BI & Analytics Specialists

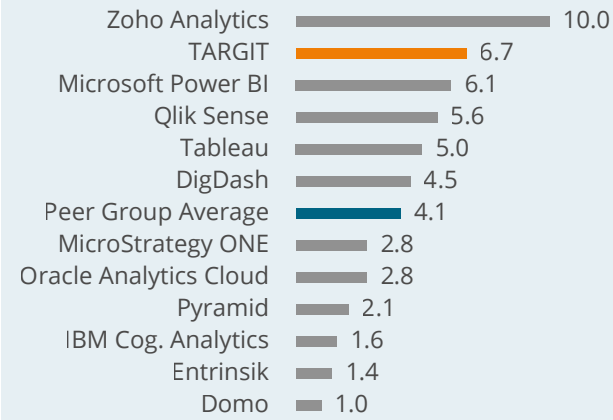


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Project Length – Leader

Peer group: Embedded Analytics Focus



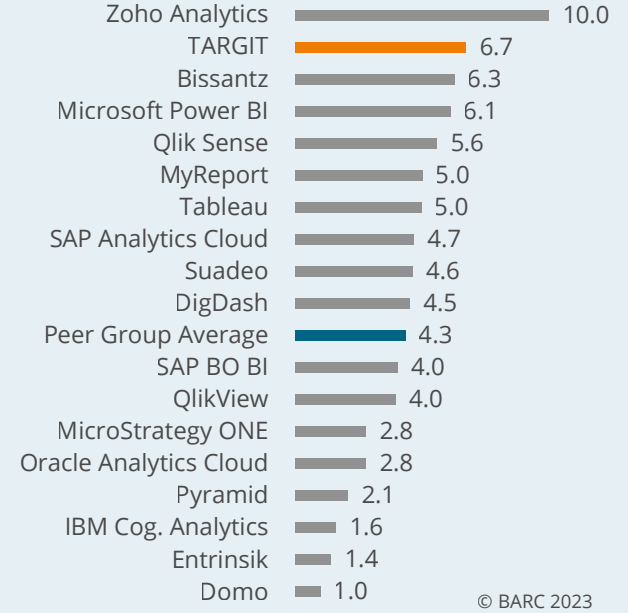
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Project Length

Project Length – Leader

Peer group: Report & Dashboard Focus



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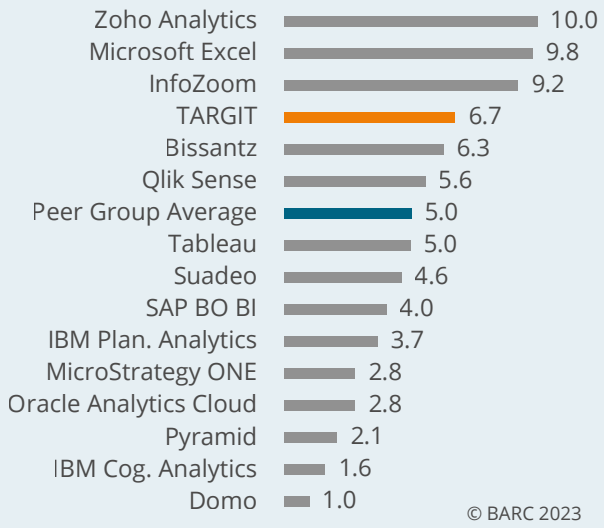
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

According to customers, TARGIT is implemented in a median of 2.22 months, which is quick for a BI and analytics platform that serves a variety of use cases and user types. Not many products rank better in the *Project Length* KPI. There are various options to speed up TARGIT implementations. Pre-packaged solutions for industries such as airports, automotive, heavy equipment and manufacturing are available. TARGIT also provides 'BI Accelerators', which deliver predefined content for specific systems such as Microsoft Dynamics. As the survey data usually shows a correlation between implementation time and business benefits, it is not surprising to see TARGIT perform well in both these KPIs.

Project Length – Leader

Peer group: Analysis Focus



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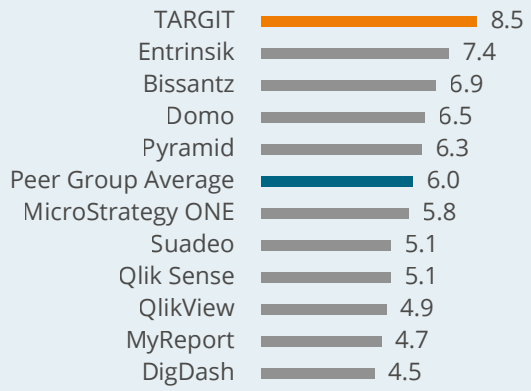
Business Value



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

Business Value – Top-ranked

Peer group: BI & Analytics Specialists

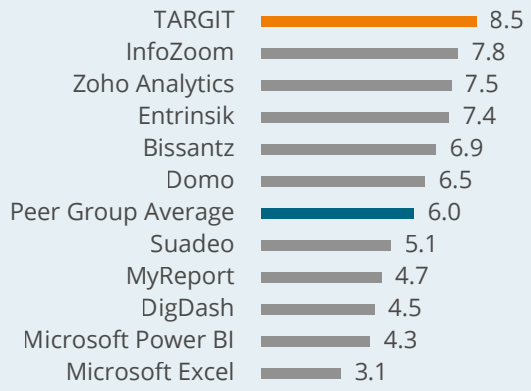


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Business Value – Top-ranked

Peer group: Midsize/Departmental Implementations



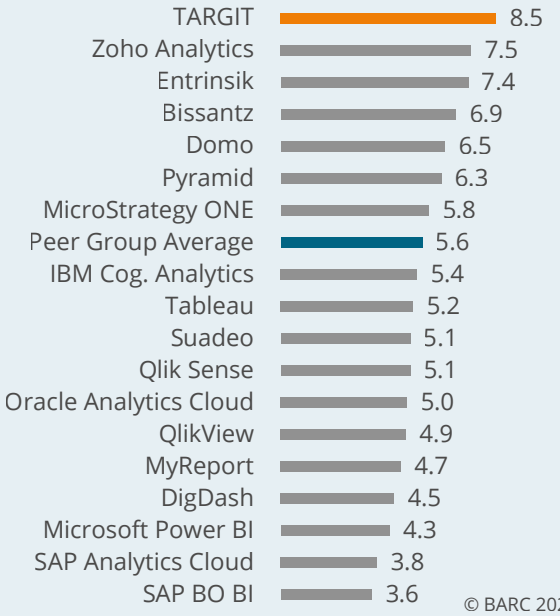
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Business Value

Business Value – Top-ranked

Peer group: Report & Dashboard Focus



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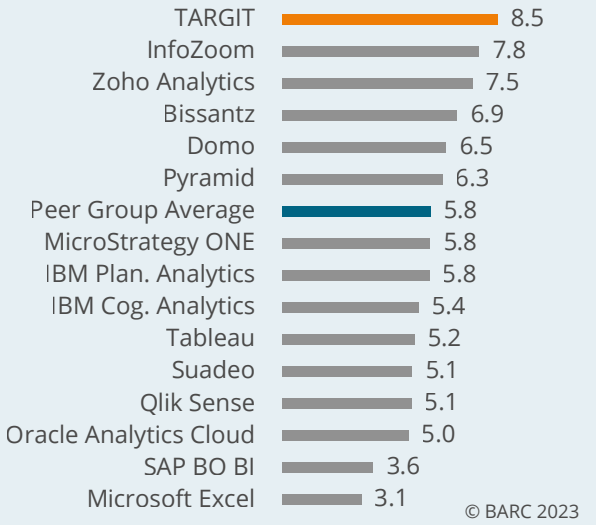
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

The *Business Value* KPI is an aggregation of the *Business Benefits, Project Success* and *Project Length* KPIs. Excellent results in each of these KPIs means that TARGIT outperforms all of its rivals in the *Business Value* KPI. This can be considered as TARGIT's standout achievement this year. Both the *Business Benefits* and *Business Value* KPIs are important in showing a product's ability to provide real value for its customers' businesses. One user gave the following verdict: "A high ROI, low TCO solution that will cover most of the needs of any organization."

Business Value – Top-ranked

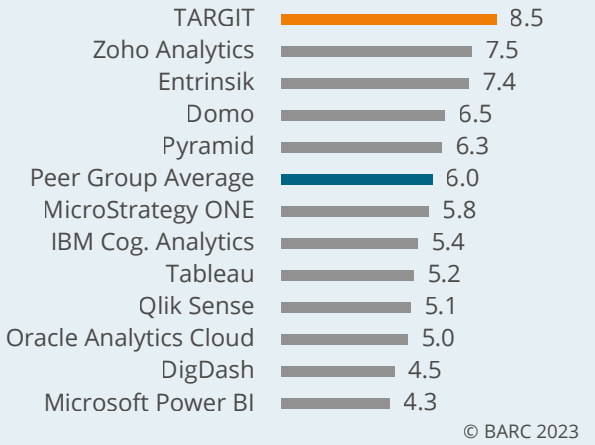
Peer group: Analysis Focus



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

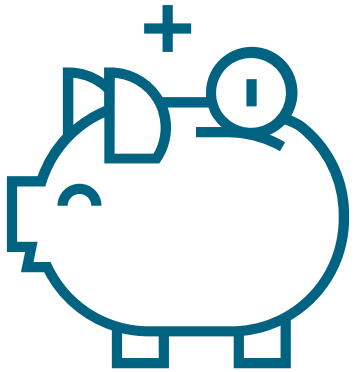
Business Value – Top-ranked

Peer group: Embedded Analytics Focus



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

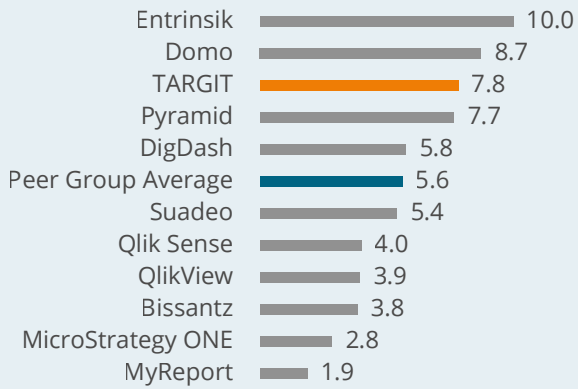
Price to Value



This KPI is based on how users rate their tool in terms of price to value.

Price to Value – Leader

Peer group: BI & Analytics Specialists

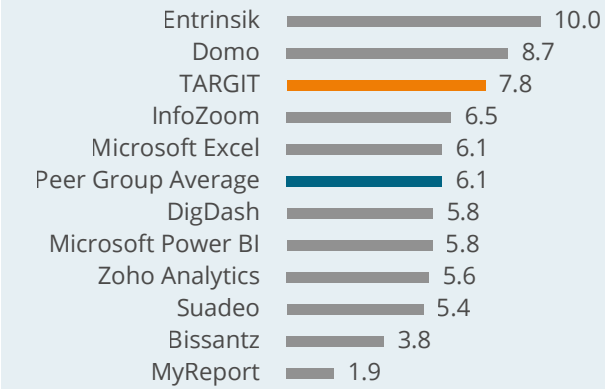


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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Price to Value – Leader

Peer group: Midsize/Departmental Implementations



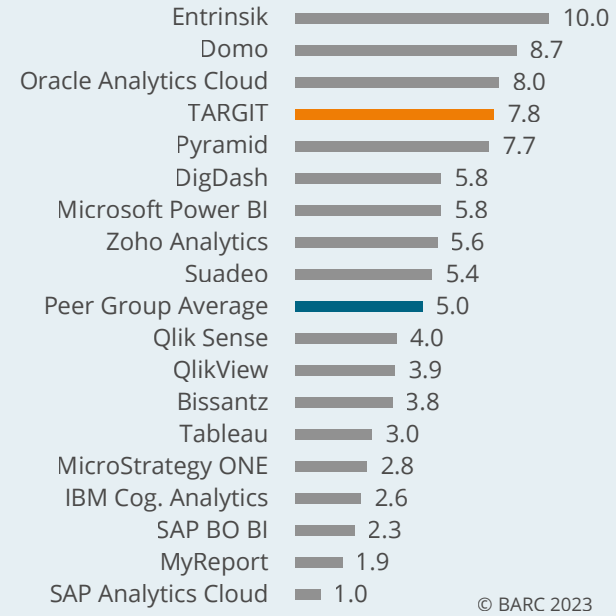
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Price to Value

Price to Value – Leader

Peer group: Report & Dashboard Focus



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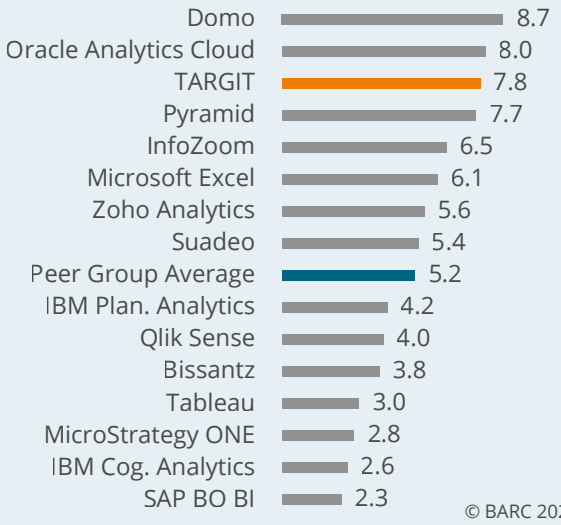
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

Besides ease of use, the price is among the top three reasons why customers choose to buy TARGIT Decision Suite. 59 percent of respondents chose the product due to its price, which is almost double the survey average of 34 percent. When price plays such an important role, it is even more interesting to check detailed data on customer perception of price to value after they have implemented the product. In the case of TARGIT, the feedback is overwhelmingly positive. 96 percent of TARGIT customers rated its price to value as either “excellent” or “good”.

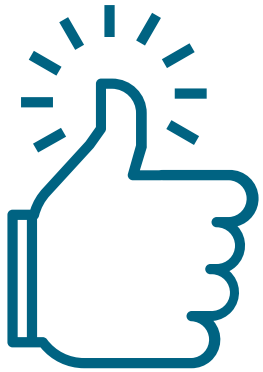
Price to Value – Leader

Peer group: Analysis Focus



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

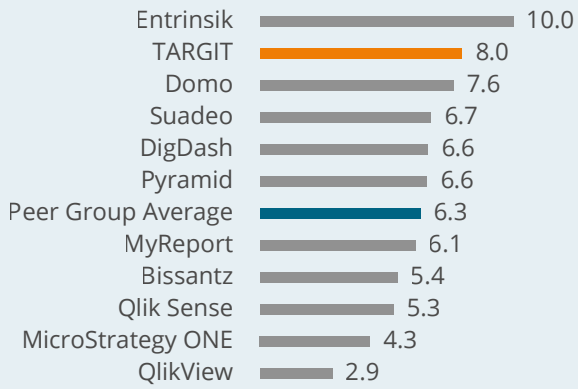
Recommendation



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

Recommendation – Leader

Peer group: BI & Analytics Specialists

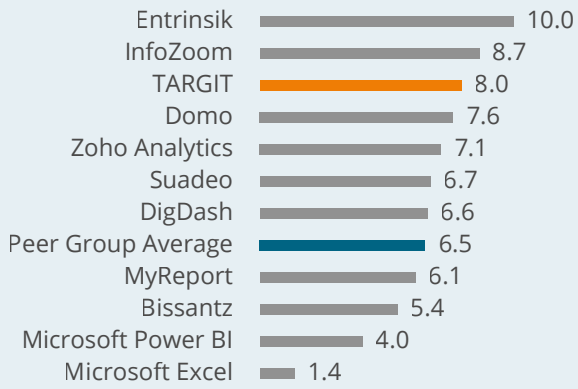


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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Recommendation – Leader

Peer group: Midsize/Departmental Implementations



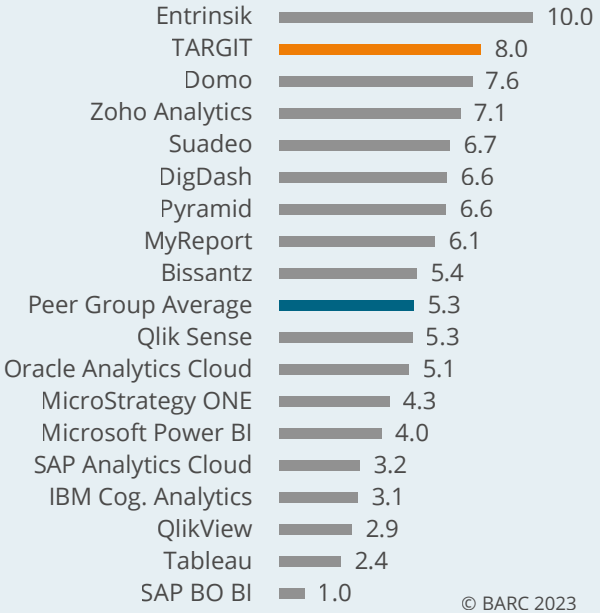
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Recommendation

Recommendation – Leader

Peer group: Report & Dashboard Focus



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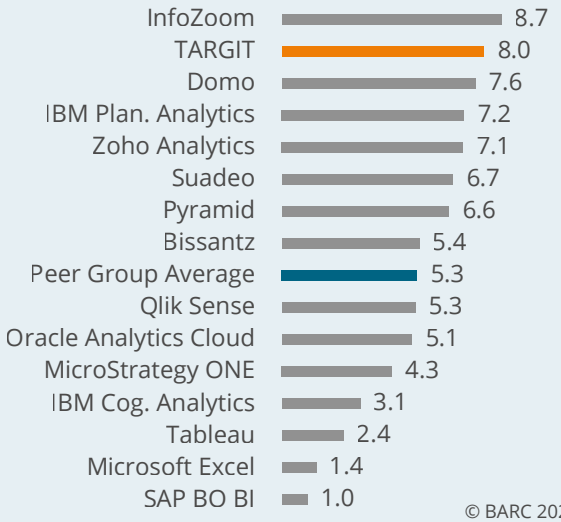
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

All of the TARGIT customers surveyed this year said they would recommend TARGIT Decision Suite to their peers. This exceptional feedback shows that the vendor's industry-focused approach is paying dividends. TARGIT can be more specific in its messaging, approaching prospects with its industry-specific knowledge and converting them into satisfied customers. Decision Suite buyers often seem to have a very positive view of their customer journey, starting with a pleasant sales experience, through fast and well-executed implementations to highly professional support services.

Recommendation – Leader

Peer group: Analysis Focus

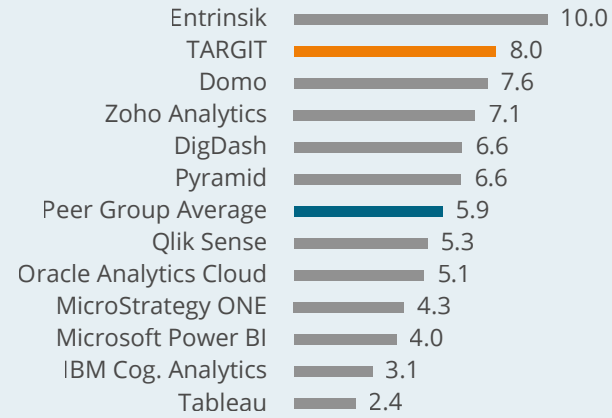


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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Recommendation – Leader

Peer group: Embedded Analytics Focus



© BARC 2023

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

Recommendation

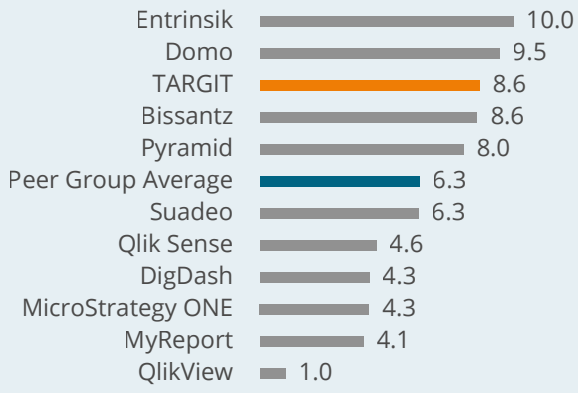
Vendor Support



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

Vendor Support – Leader

Peer group: BI & Analytics Specialists

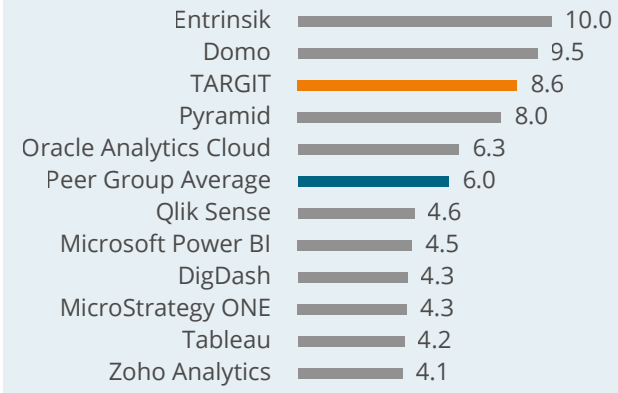


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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Vendor Support – Leader

Peer group: Embedded Analytics Focus



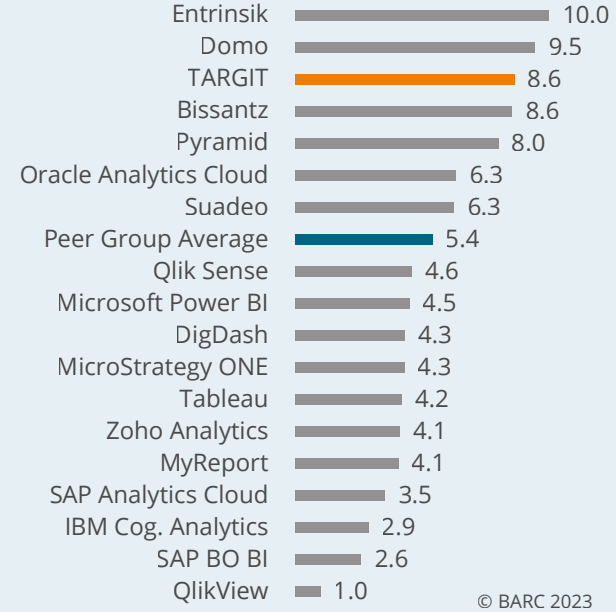
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Vendor Support

Vendor Support – Leader

Peer group: Report & Dashboard Focus



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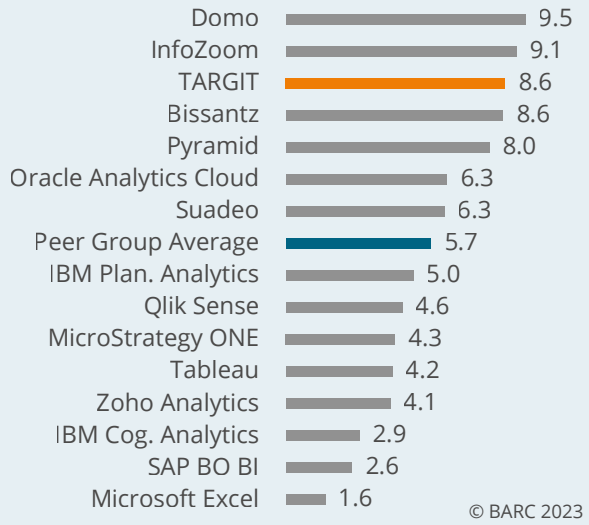
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

TARGIT receives acclaim for its *Vendor Support* in The BI & Analytics Survey 24. All the customers surveyed claimed to be satisfied with the support services provided by the vendor, much like last year. However, this year, an extraordinary 97 percent rated the support they received as “good” or “excellent”. This results in leading placements in four peer groups. Several customers also volunteered positive feedback about the quality of vendor support and the community portal, which helps users around the world to connect.

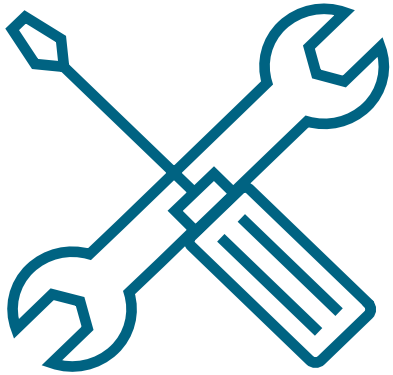
Vendor Support – Leader

Peer group: Analysis Focus



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

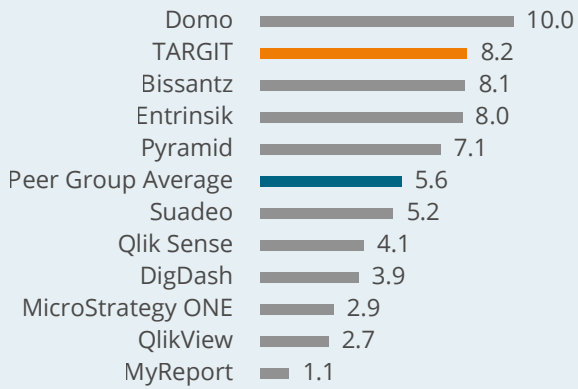
Implementer Support



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

Implementer Support – Leader

Peer group: BI & Analytics Specialists

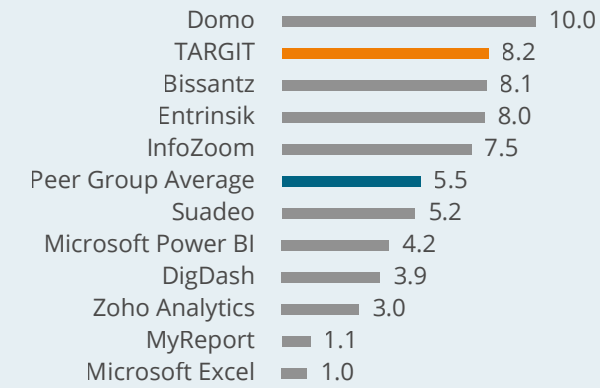


© BARC 2023

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

Implementer Support – Leader

Peer group: Midsize/Departmental Implementations



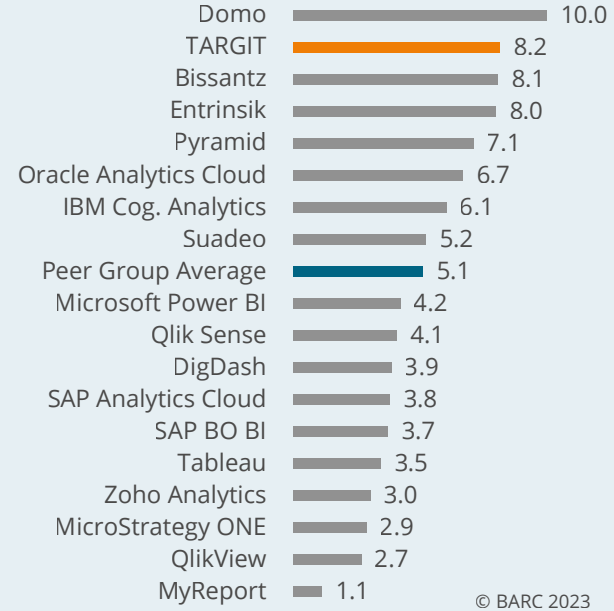
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Implementer Support

Implementer Support – Leader

Peer group: Report & Dashboard Focus



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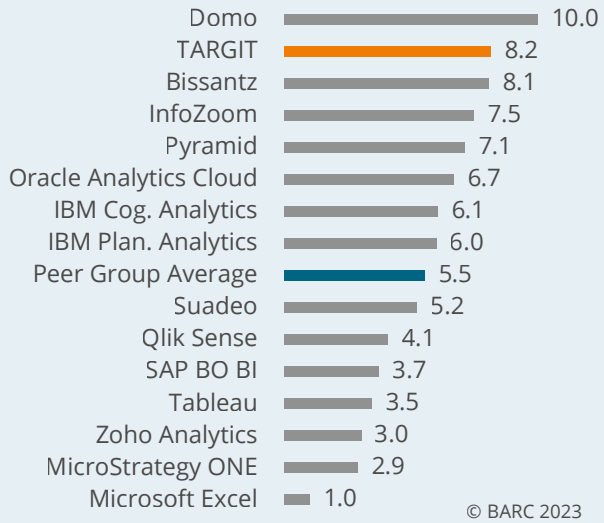
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

Buyers of TARGIT Decision Suite expressed general satisfaction with their implementation projects this year, as evident from the *Project Success* KPI. Post-implementation, they do not appear to be disappointed, with nearly all of them (97 percent) happy with the services provided by implementers. Impressively, 64 percent even rated implementer support as “excellent”. Typically, TARGIT Decision Suite is implemented by the vendor itself or carefully selected partners.

Implementer Support – Leader

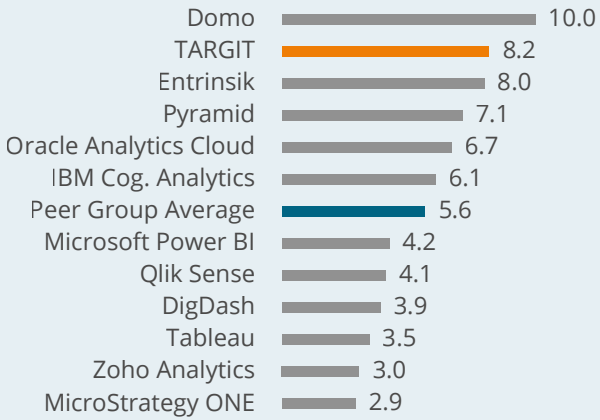
Peer group: Analysis Focus



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

Implementer Support – Leader

Peer group: Embedded Analytics Focus



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

Implementer Support

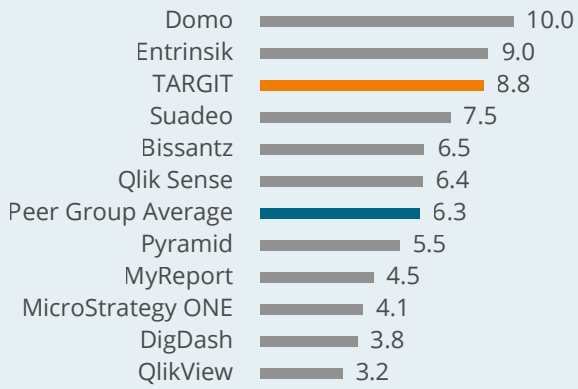
Product Satisfaction



This KPI is based on the level of satisfaction with the product.

Product Satisfaction – Leader

Peer group: BI & Analytics Specialists

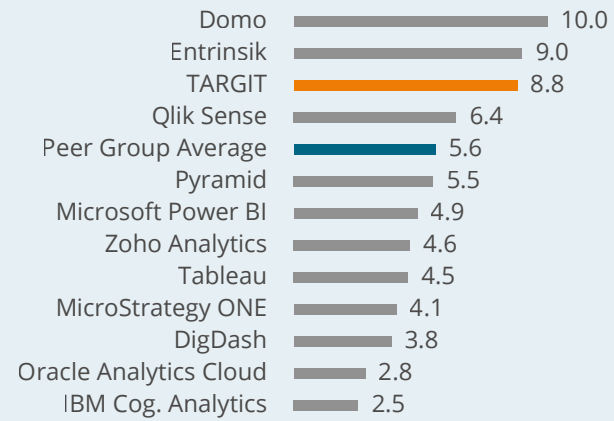


© BARC 2023

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

Product Satisfaction – Leader

Peer group: Embedded Analytics Focus



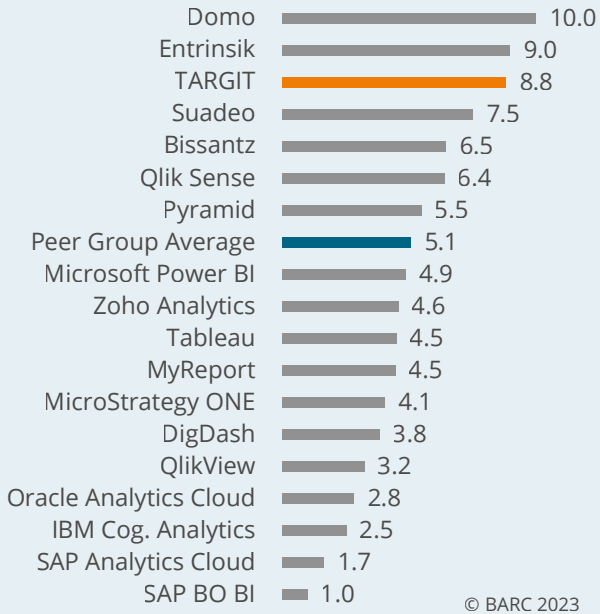
© BARC 2023

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

Product Satisfaction

Product Satisfaction – Leader

Peer group: Report & Dashboard Focus



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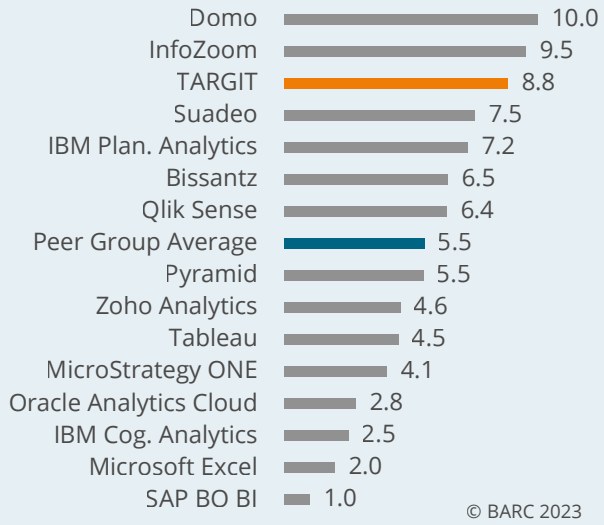
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

TARGIT prospects are typically looking for an easy-to-use and cost-effective BI and analytics solution that aligns with their specific needs. Our survey findings confirm that they appear to have discovered precisely what they were looking for in TARGIT Decision Suite. All the respondents expressed satisfaction with the product, with an impressive 72 percent even stating that they were “very satisfied”. This marks the third-highest rate in this year’s survey. These results underscore the vendor’s capability to not only serve as a software developer but also to attentively address organizational requirements and deliver the right product.

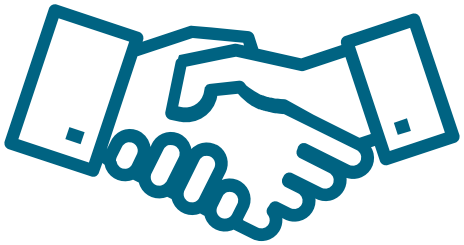
Product Satisfaction – Leader

Peer group: Analysis Focus



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

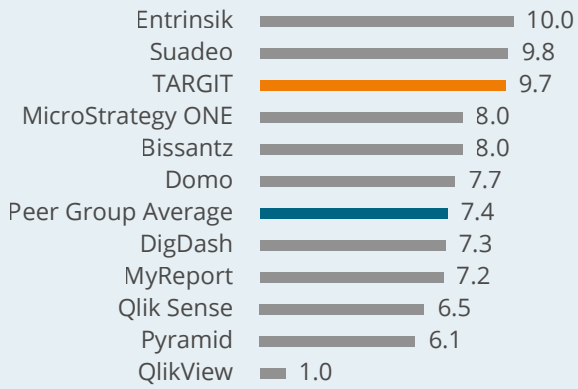
Sales Experience



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

Sales Experience – Leader

Peer group: BI & Analytics Specialists

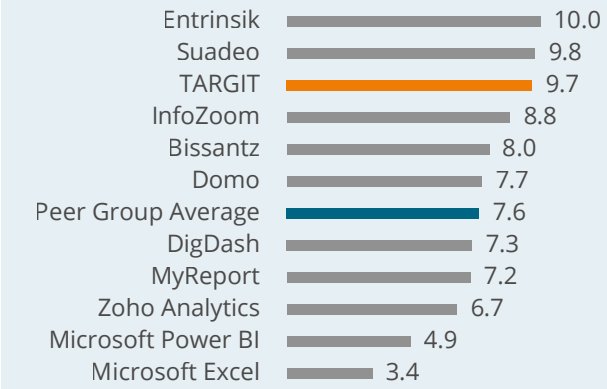


© BARC 2023

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

Sales Experience – Leader

Peer group: Midsize/Departmental Implementations



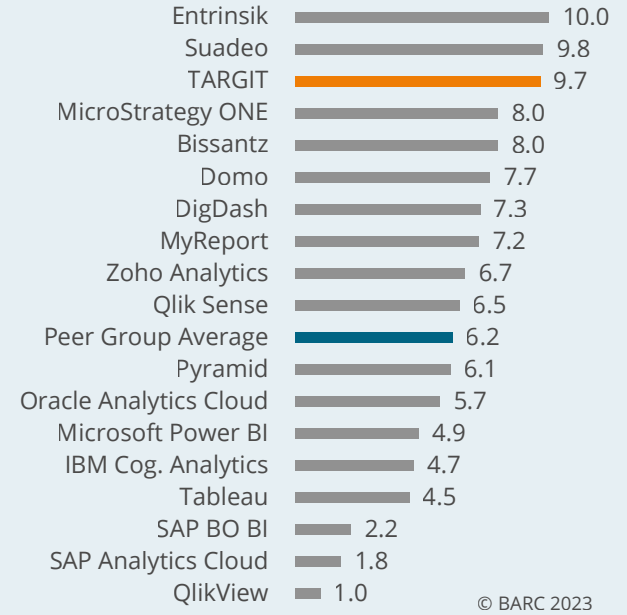
© BARC 2023

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

Sales Experience

Sales Experience – Leader

Peer group: Report & Dashboard Focus



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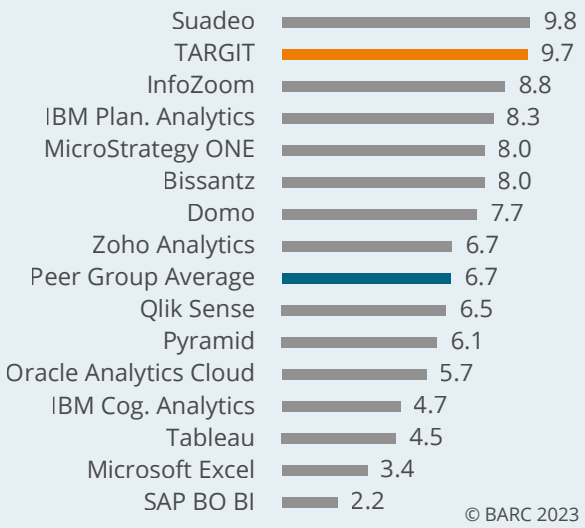
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

Prospective clients' experiences with a vendor lay a crucial foundation for future collaboration. We assess these experiences across seven distinct aspects. TARGIT consistently stands out by surpassing the BI & Analytics Survey 24 average in all of these areas. Particularly noteworthy is TARGIT's exceptional achievement in the 'general conduct' category, where it received a remarkable rating of 9.0/10. Additionally, it secured the second-best placement in 'overall rating of product evaluation and contract negotiation' (8.6/10), 'timely and thorough responses to product/technical queries' (8.3/10) and 'pricing and contract flexibility' (8.1/10). Furthermore, TARGIT also secured the third-best placement for delivering on marketing and sales promises (7.7/10).

Sales Experience – Leader

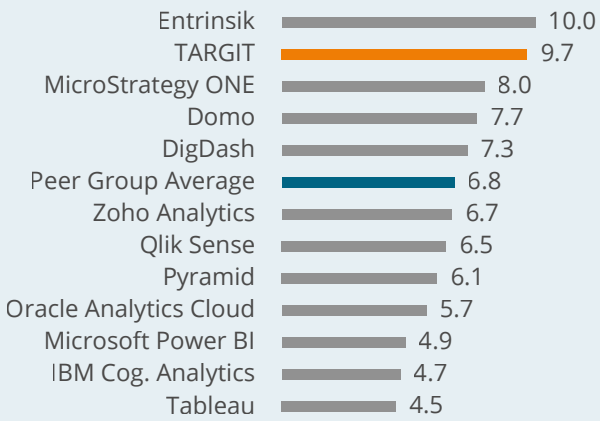
Peer group: Analysis Focus



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

Sales Experience – Leader

Peer group: Embedded Analytics Focus



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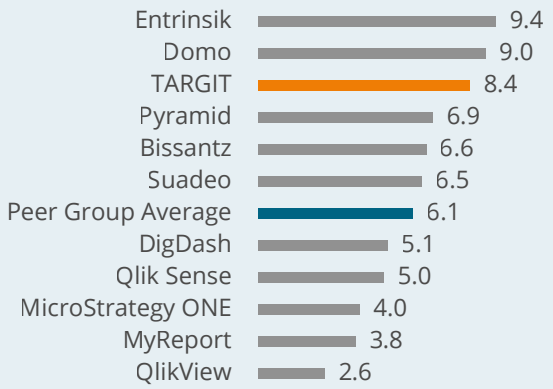
Customer Satisfaction



This KPI combines the *Price to Value*, *Recommendation*, *Vendor Support*, *Implementer Support*, *Product Satisfaction* and *Sales Experience* KPIs.

Customer Satisfaction – Leader

Peer group: BI & Analytics Specialists

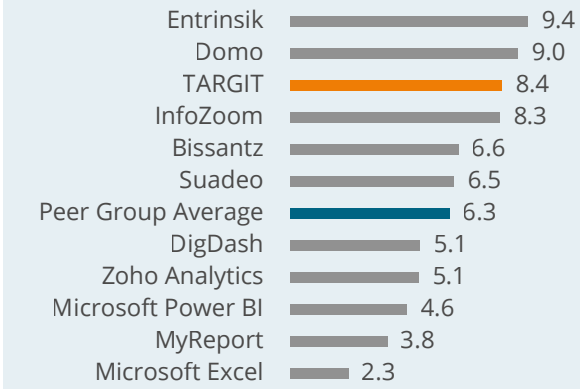


© BARC 2023

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Customer Satisfaction – Leader

Peer group: Midsize/Departmental Implementations



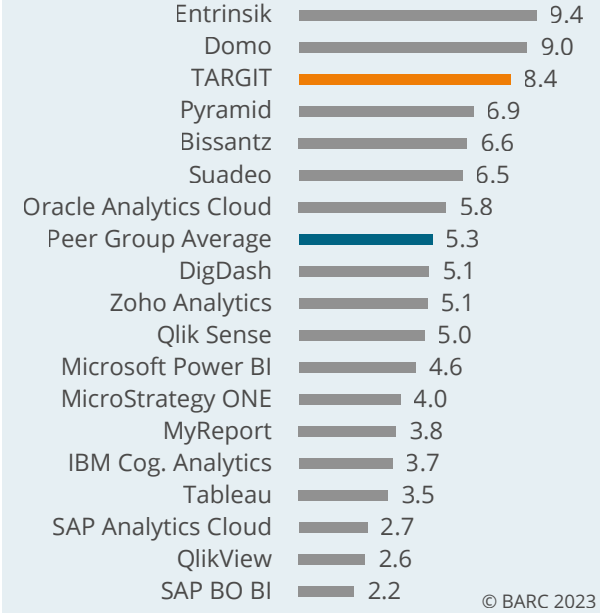
© BARC 2023

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Customer Satisfaction

Customer Satisfaction – Leader

Peer group: Report & Dashboard Focus



© BARC 2023

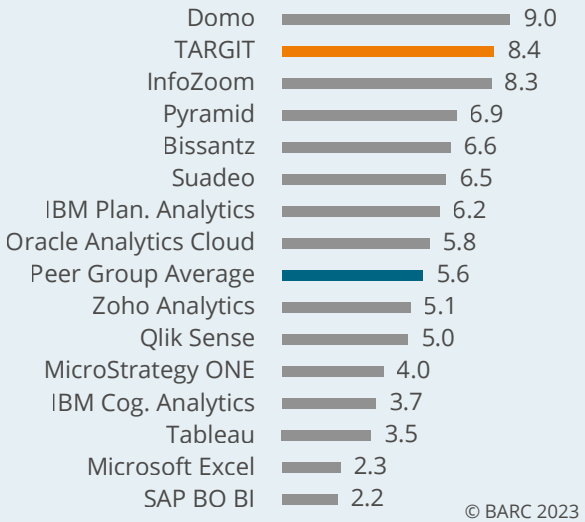
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

Customer Satisfaction is a subjective experience influenced by various factors. To gauge this accurately, we employ a combination of product and vendor-related KPIs, including *Price to Value, Recommendation, Vendor Support, Implementer Support, Product Satisfaction* and *Sales Experience*. TARGIT Decision Suite users expressed their contentment across the board, extending their positive feedback to the vendor, the product and its implementers. As a result, TARGIT secures leading placements in all of its peer groups in the *Customer Satisfaction* KPI.

Customer Satisfaction – Leader

Peer group: Analysis Focus

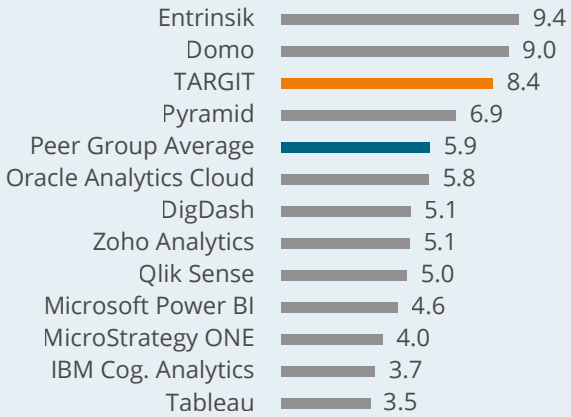


© BARC 2023

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

Customer Satisfaction – Leader

Peer group: Embedded Analytics Focus



© BARC 2023

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

Customer Satisfaction

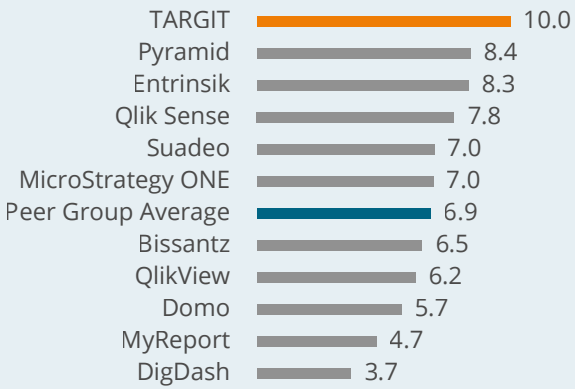
Dashboards & Reports



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

Dashboards & Reports – Top-ranked

Peer group: BI & Analytics Specialists

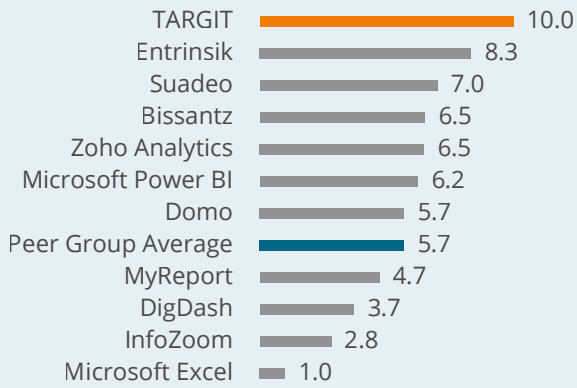


© BARC 2023

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

Dashboards & Reports – Top-ranked

Peer group: Midsize/Departmental Implementations



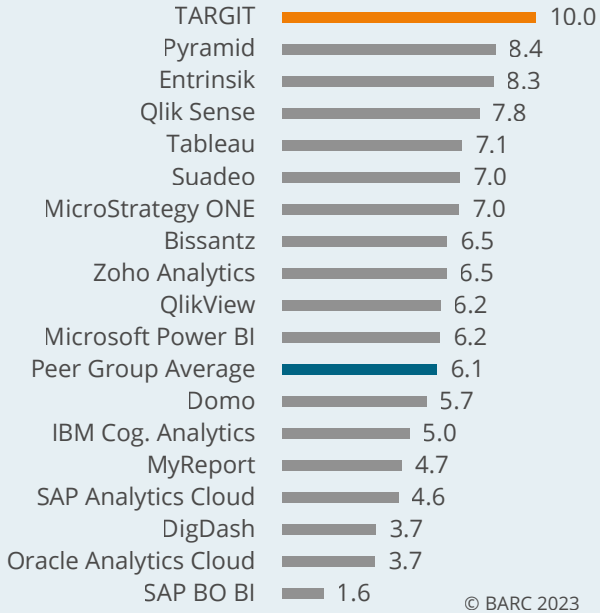
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Dashboards & Reports

Dashboards & Reports – Top-ranked

Peer group: Report & Dashboard Focus



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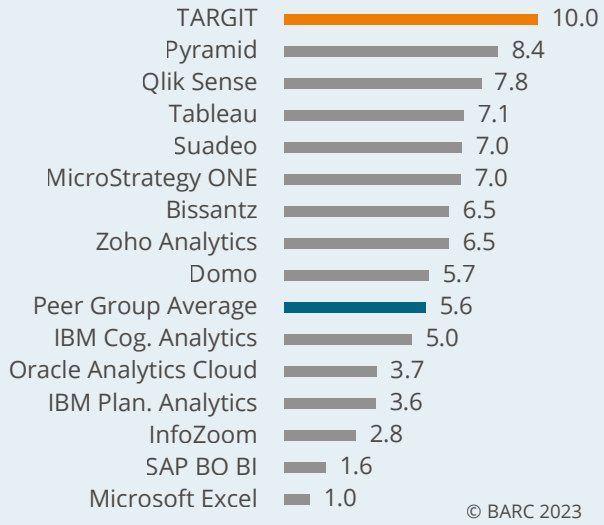
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

TARGIT achieves one of its standout achievements this year in the *Dashboards & Reports* KPI. This represents a direct reflection of customers' views on the product's functionality for data selection, data visualization and formatting/layout options to create dashboards and reports. It is a testament to TARGIT's dedication to investing in a modernized and unified dashboard and report creation environment, consolidating both types of content under one document type. Every single Decision Suite customer surveyed claimed to be satisfied with its dashboard and report building functionality, with 72 percent even rating it as "excellent".

Dashboards & Reports – Top-ranked

Peer group: Analysis Focus

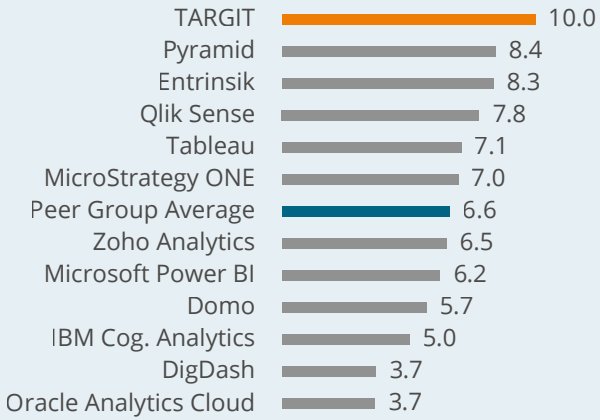


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Dashboards & Reports – Top-ranked

Peer group: Embedded Analytics Focus



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Dashboards & Reports

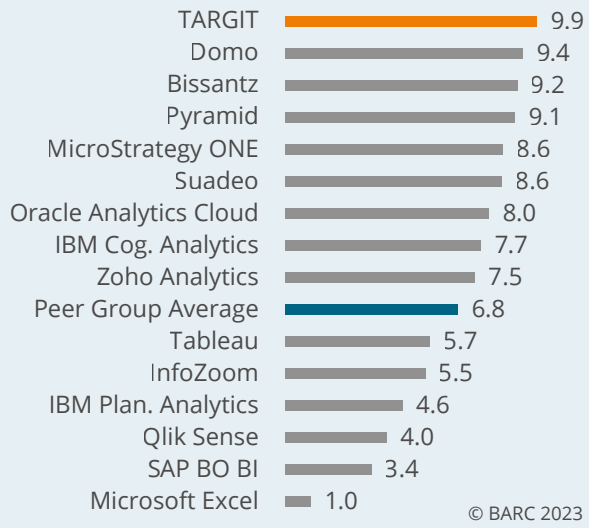
Distribution of Reports



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

Distribution of Reports – Top-ranked

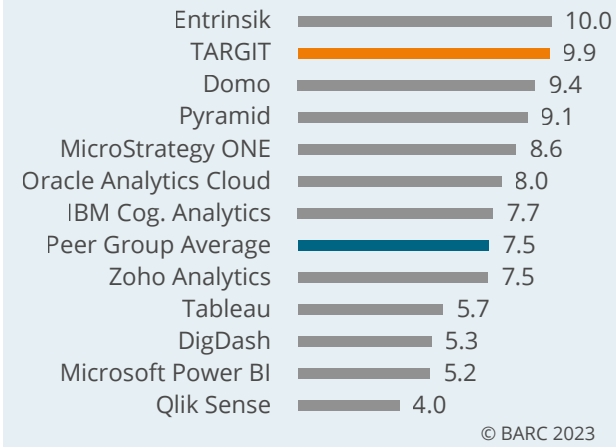
Peer group: Analysis Focus



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

Distribution of Reports – Leader

Peer group: Embedded Analytics Focus

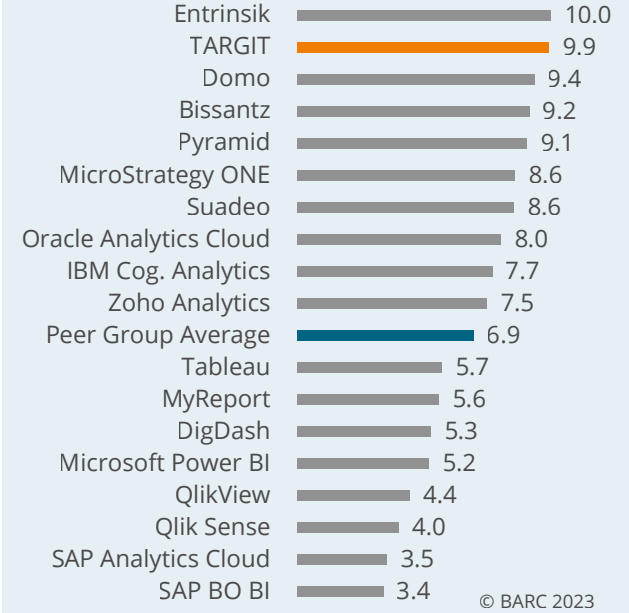


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Distribution of Reports

Distribution of Reports – Leader

Peer group: Report & Dashboard Focus



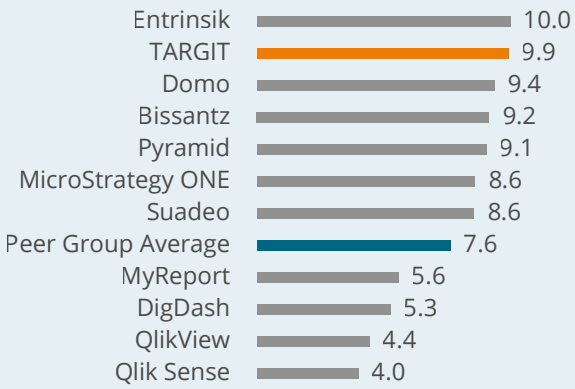
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

TARGIT customers not only express their satisfaction with Decision Suite's dashboard and report creation functionality, but also with its content sharing options, as demonstrated in the *Distribution of Reports* KPI. This KPI seeks to capture users' perceptions of the product's functionality for various aspects of content distribution, including scheduling and format settings. Strikingly, all the TARGIT customers surveyed are pleased with the functionality on offer. As a result, TARGIT secures the top position as the best analysis-focused product in the *Distribution of Reports* KPI, boasting an impressive rating of 9.9/10.

Distribution of Reports – Leader

Peer group: BI & Analytics Specialists

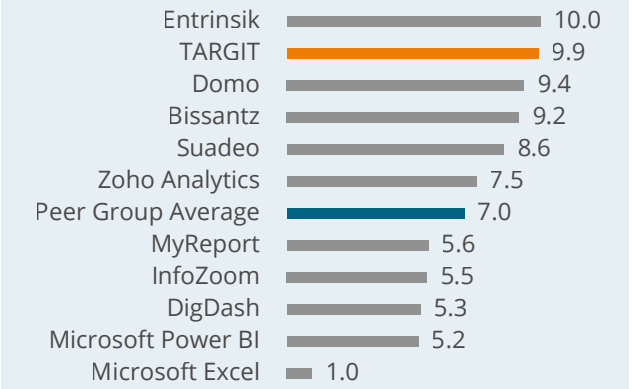


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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Distribution of Reports – Leader

Peer group: Midsize/Departmental Implementations



© BARC 2023

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

Distribution of Reports

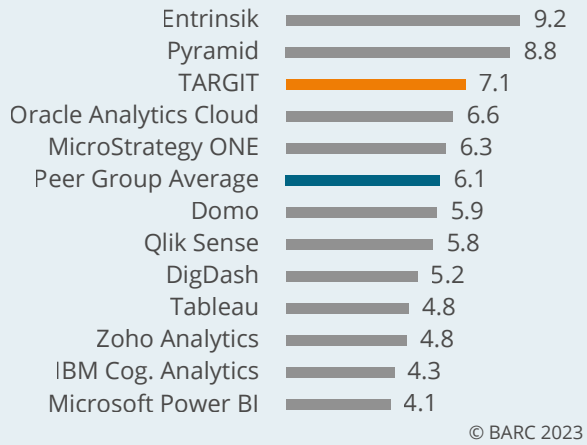
Analyses & Ad Hoc Query



This KPI is based on how users rate their BI tool for performing analyses (navigation, visual support, automated insights) and creating ad hoc queries (usability, semantic model).

Analyses & Ad Hoc Query – Leader

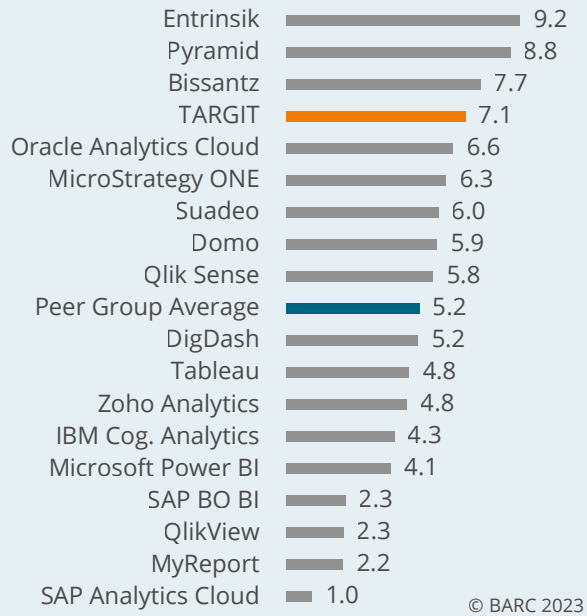
Peer group: Embedded Analytics Focus



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

Analyses & Ad Hoc Query – Leader

Peer group: Report & Dashboard Focus



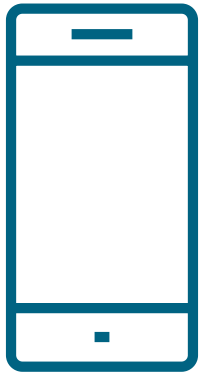
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Analyses & Ad Hoc Query

BARC Viewpoint

The aggregated *Analyses & Ad Hoc Query* KPI reflects the product's capacity to support business analysts with ad hoc query and analysis capabilities, ranging from business-user-oriented data selection/ingestion to performing analyses on queried data. TARGIT Decision Suite provides strong ad hoc analysis capabilities for multidimensional data as it was originally designed to use Microsoft SQL Server Analysis Services as a data source. In addition, the vendor continues to improve its Data Discovery module, which helps business users to integrate and analyze local data. All of the customers surveyed expressed satisfaction with the functionality for analyses and ad hoc query provided by the suite.

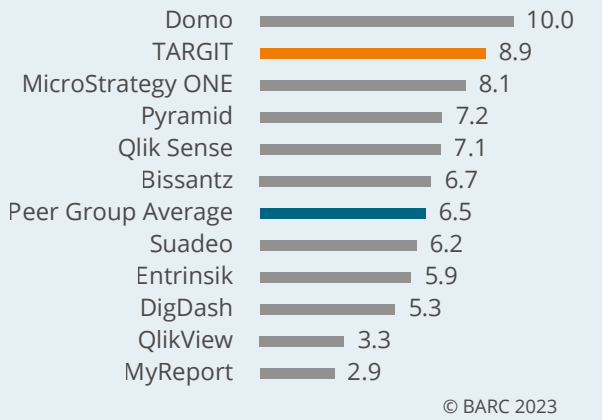
Mobile BI



This KPI is based on how users rate the use of their BI tool on a mobile device.

Mobile BI – Leader

Peer group: BI & Analytics Specialists

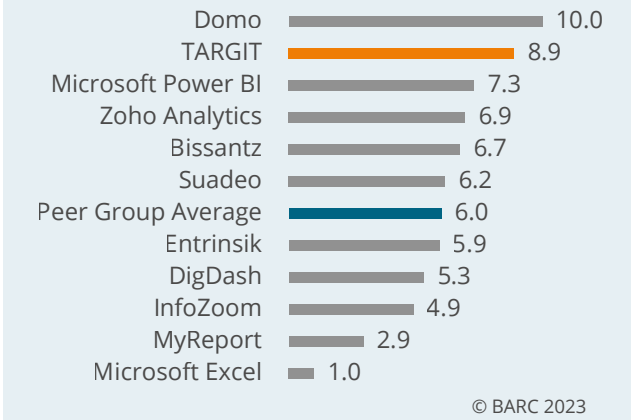


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Mobile BI – Leader

Peer group: Midsize/Departmental Implementations

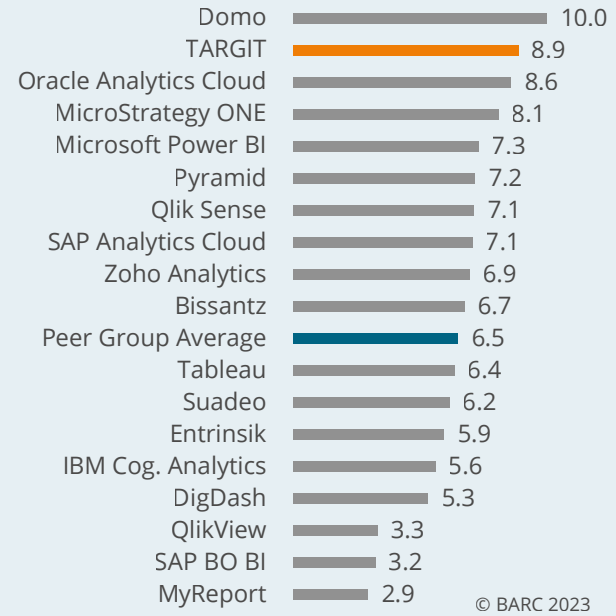


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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Mobile BI – Leader

Peer group: Report & Dashboard Focus



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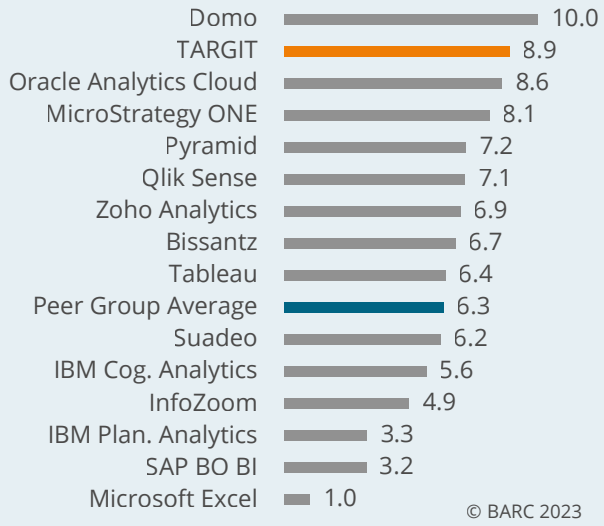
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

This year, we asked participants to rate the mobile BI capabilities of their BI software. 69 percent of TARGIT Decision Suite users rated its mobile BI functionality as at least satisfactory, while the remaining 31 percent did not use or know of such features. Half of the respondents who rated TARGIT's mobile BI capabilities (31 percent) rated them as "excellent", which is the second best in The BI & Analytics Survey 24. TARGIT has optimized its Anywhere (web) client for mobile usage to improve support for mobile devices.

Mobile BI – Leader

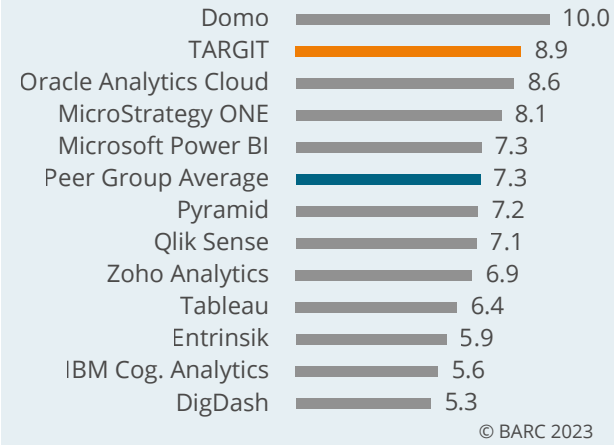
Peer group: Analysis Focus



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

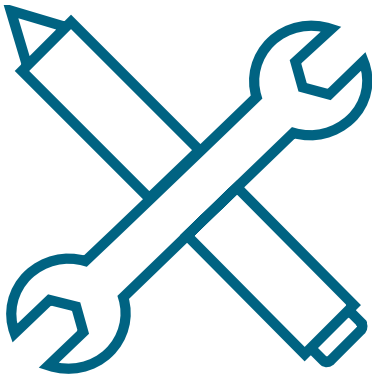
Mobile BI – Leader

Peer group: Embedded Analytics Focus



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

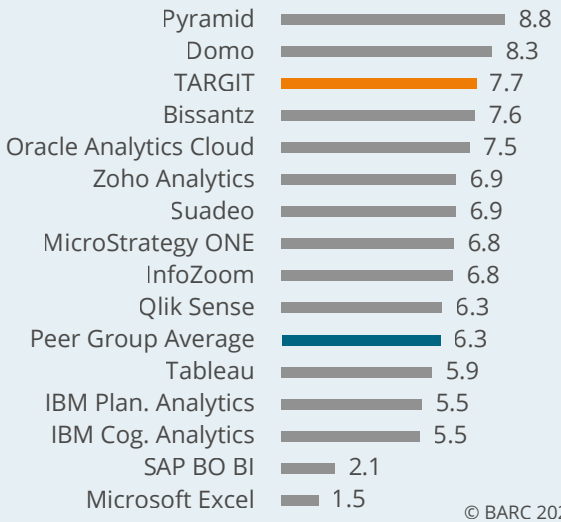
Functionality



This KPI combines the *Dashboards & Reports*, *Distribution of Reports*, *Analyses & Ad Hoc Query*, *Advanced & Predictive Analytics*, *Data Preparation* and *Mobile BI* KPIs.

Functionality – Leader

Peer group: Analysis Focus

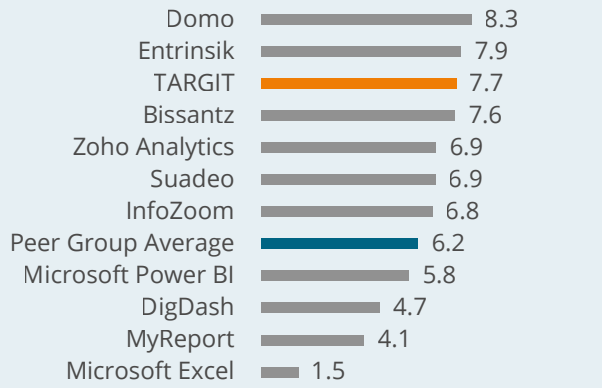


© BARC 2023

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Functionality – Leader

Peer group: Midsize/Departmental Implementations



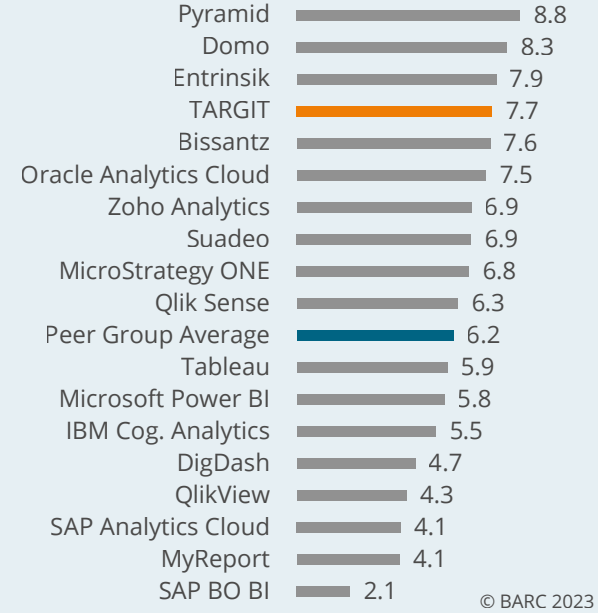
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Functionality

Functionality – Leader

Peer group: Report & Dashboard Focus



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

BARC Viewpoint

To convey the overall quality and breadth of functionality of a BI and analytics product, we aggregate the *Dashboards & Reports, Distribution of Reports, Analyses & Ad Hoc Query, Advanced & Predictive Analytics, Data Preparation* and *Mobile BI* KPIs. TARGIT Decision Suite is a platform capable of servicing various scenarios and user types. Its reporting capabilities are highly rated, as its achievements in the *Dashboards & Reports, Distribution of Reports* and *Mobile BI* KPIs show. Moreover, a high proportion of customers choose the product for its ease of use for report recipients.

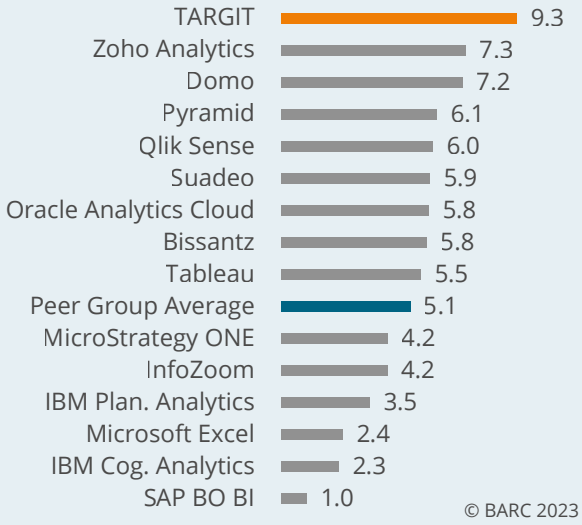
Ease of Use



This KPI is based on how often the product was chosen for its ease of use, and on how users rate the ease of use of their BI tool.

Ease of Use – Top-ranked

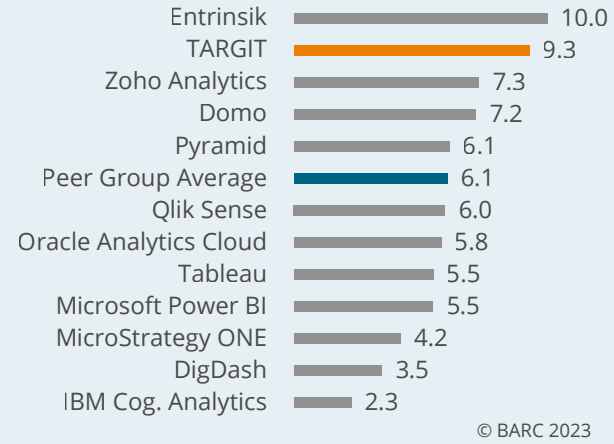
Peer group: Analysis Focus



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

Ease of Use – Leader

Peer group: Embedded Analytics Focus

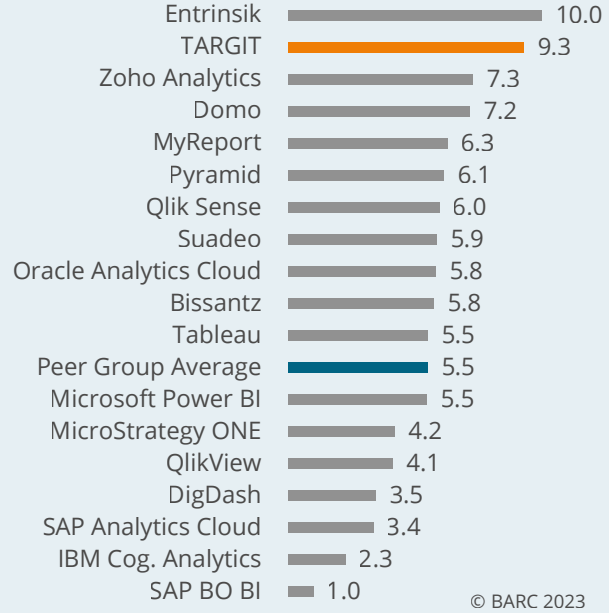


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Ease of Use

Ease of Use – Leader

Peer group: Report & Dashboard Focus



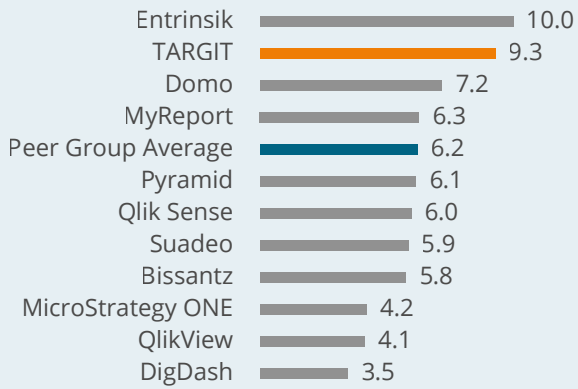
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

TARGIT Decision Suite's ease of use seems to convince prospects to purchase the product. 74 percent of TARGIT users cited 'ease of use for report recipients' as a significant reason why they chose the product (versus the survey average of 42 percent) and 44 percent for its 'ease of use for report designers' (vs. 29 percent). Detailed data also shows that all the TARGIT Decision Suite users surveyed are satisfied with its ease of use for content creators and consumers. These achievements result in an overall rating of 9.3/10 for *Ease of Use* and top spot in the *Analysis Focus* peer group.

Ease of Use – Leader

Peer group: BI & Analytics Specialists

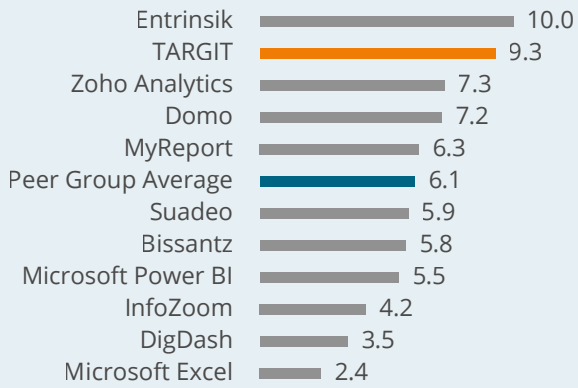


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Ease of Use – Leader

Peer group: Midsize/Departmental Implementations



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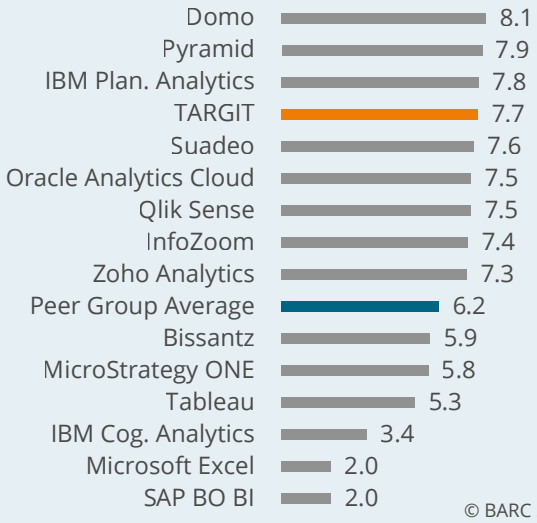
User Experience



This KPI combines the *Flexibility, Ease of Use* and *Performance Satisfaction* KPIs.

User Experience – Leader

Peer group: Analysis Focus

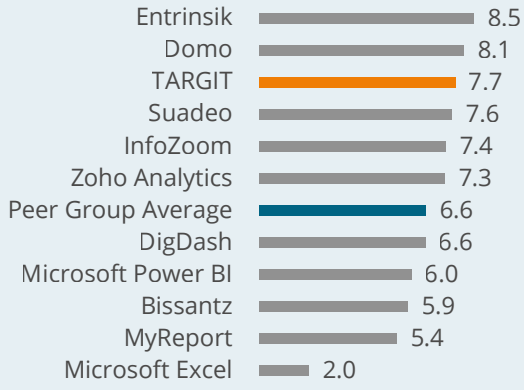


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User Experience – Leader

Peer group: Midsize/Departmental Implementations



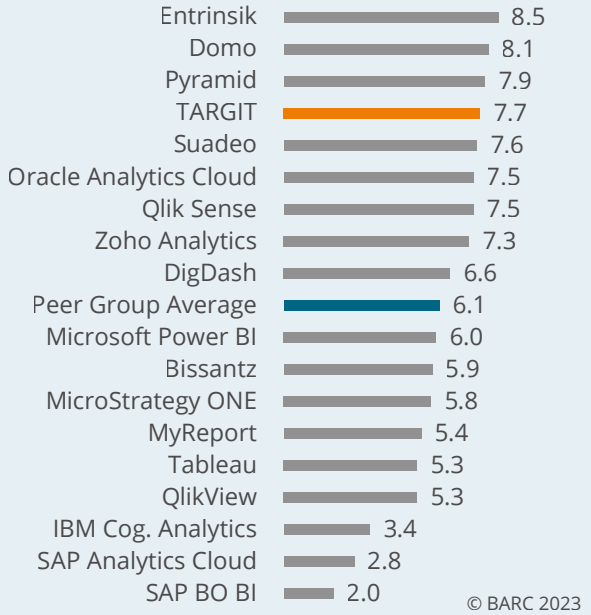
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User Experience

User Experience – Leader

Peer group: Report & Dashboard Focus



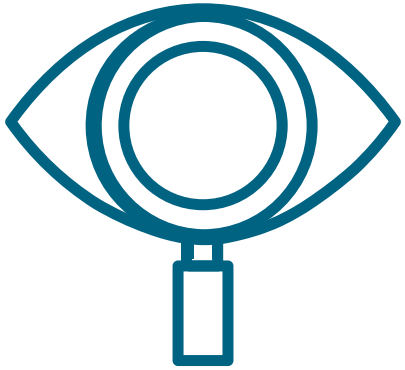
© BARC 2023

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

BARC Viewpoint

TARGIT Decision Suite ranks among the leaders in the aggregated *User Experience* KPI. Multiple customers highlighted its ease of use with quotes such as, “How easy it is to play with data and use it. I don’t need an IT department”. This reflects the fact that more and more content creators come from business departments and require easy-to-use but sophisticated products to fulfill their reporting needs. Over time, many of TARGIT’s competitors have neglected ease of use for end users. It seems as though TARGIT has found a way to provide various user types with a good user experience.

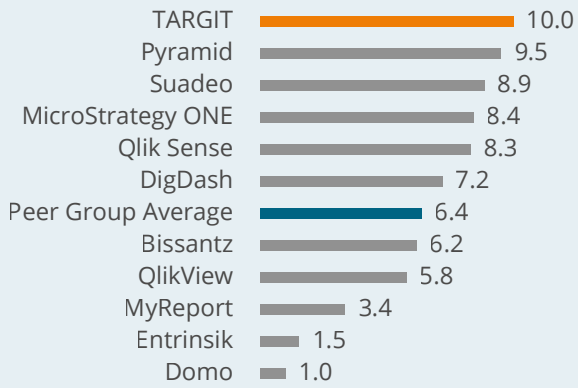
Visual Analysis



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

Visual Analysis – Top-ranked

Peer group: BI & Analytics Specialists

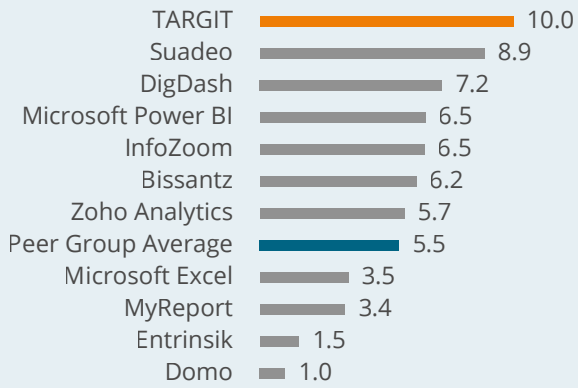


© BARC 2023

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Visual Analysis – Top-ranked

Peer group: Midsize/Departmental Implementations



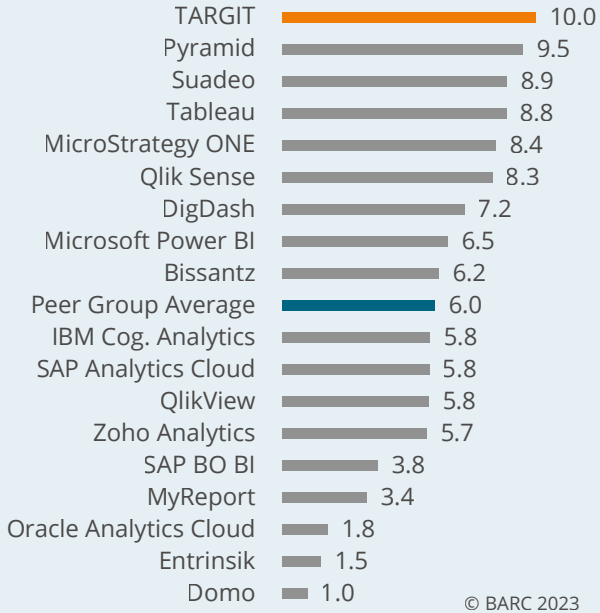
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Visual Analysis

Visual Analysis – Top-ranked

Peer group: Report & Dashboard Focus



© BARC 2023

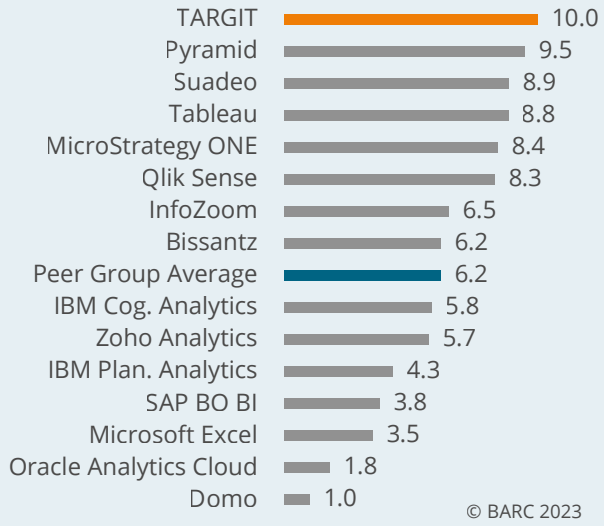
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

While many vendors are directing their efforts toward enhancing dashboard and application-related features, TARGIT stands out as one of the few remaining providers in the market that continues to invest in ad hoc query functionality. It is intriguing that 93 percent of respondents reported using the product for visual analysis, even though this is not the software's primary focus. However, this can be attributed to its remarkable interactivity, enabling the creation of highly interactive dashboards and web applications tailored to users' specific needs, allowing them to visually explore their data.

Visual Analysis – Top-ranked

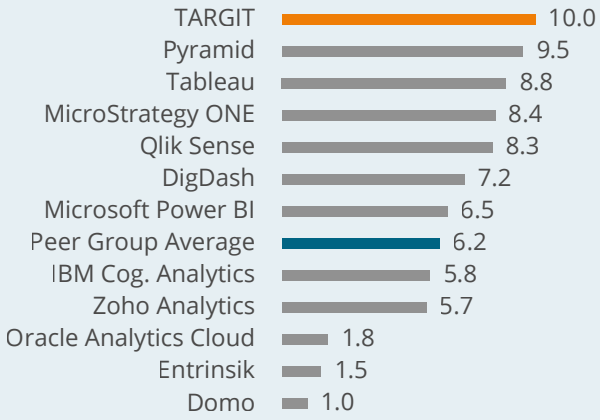
Peer group: Analysis Focus



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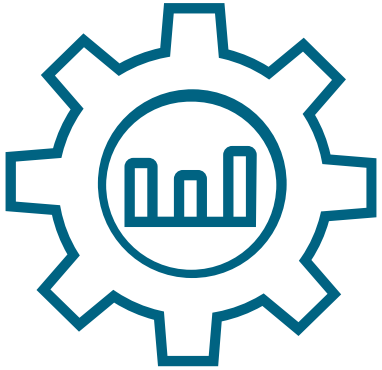
Visual Analysis – Top-ranked

Peer group: Embedded Analytics Focus



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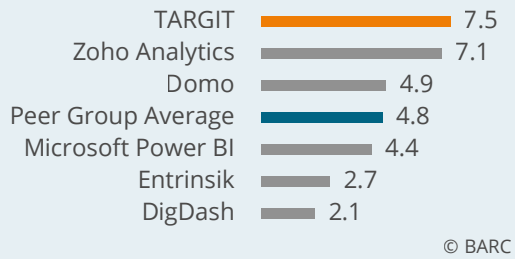
Embedded BI



This KPI is based on the proportion of survey respondents that use embedded BI.

Embedded BI – Top-ranked

Peer group: Midsize/Departmental Implementations

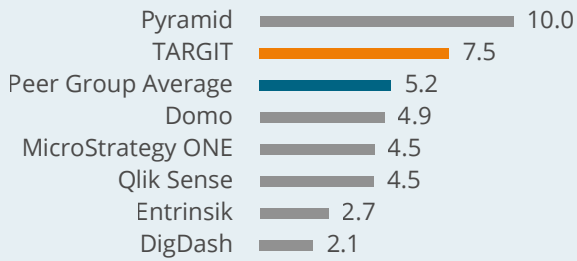


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Embedded BI – Leader

Peer group: BI & Analytics Specialists



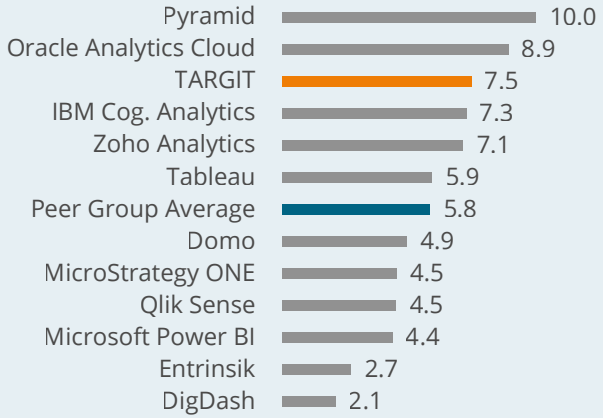
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Embedded BI

Embedded BI – Leader

Peer group: Report & Dashboard Focus



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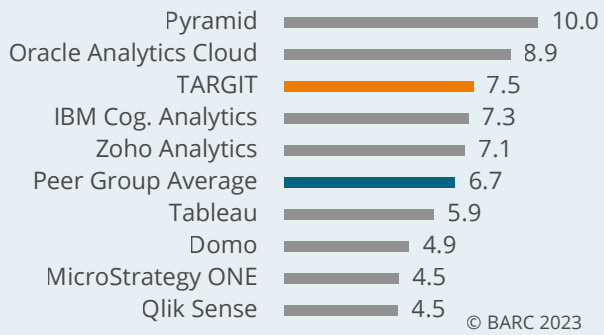
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

TARGIT places particular emphasis on helping customers to provide information to decision-makers at all levels, not only management. Historically, the vendor has focused on providing embedded content for Microsoft's operational systems. With its Anywhere client, the HTML5-based technology can now be integrated in other systems. In the most recent releases of TARGIT Decision Suite, the vendor has broadened its suite to offer generic embedding capabilities. This year almost 40 percent of respondents claim to have used the product for embedded BI, leading to a top rank in the *Midsize/Departmental Implementation*s peer group.

Embedded BI – Leader

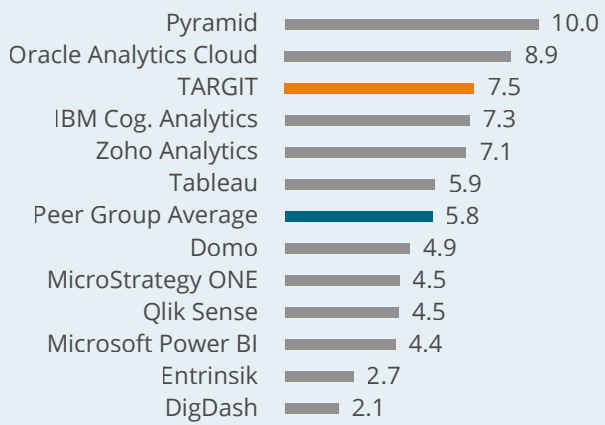
Peer group: Analysis Focus



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

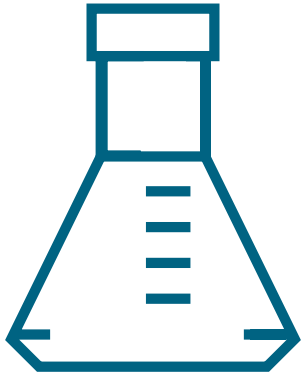
Embedded BI – Leader

Peer group: Embedded Analytics Focus



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

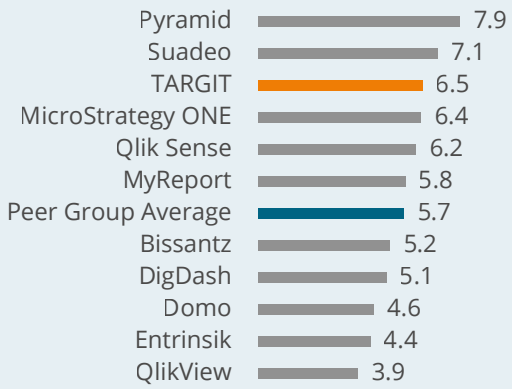
Innovation



The *Innovation* KPI combines the *Cloud BI, Visual Analysis, Operational BI* and *Embedded BI* KPIs to measure the product's level of innovation.

Innovation – Leader

Peer group: BI & Analytics Specialists

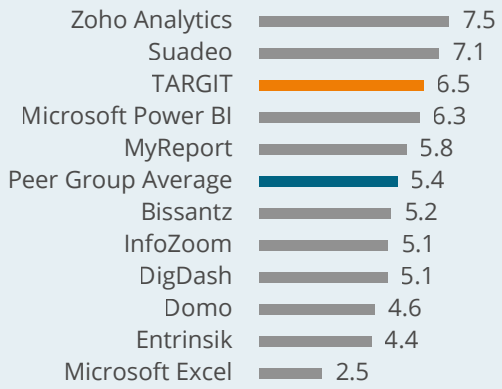


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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Innovation – Leader

Peer group: Midsize/Departmental Implementations



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

BARC Viewpoint

The BI and analytics market is very mature and highly dynamic. Software providers have to serve modern usage scenarios and listen to customer needs in order to survive in this tough environment. We measure each vendor's capacity for innovation based on the frequency of trending usage scenarios that customers have implemented. TARGIT customers reported above-average adoption rates in most of the listed usage scenarios, resulting in leading ranks in two of its peer groups in the *Innovation* KPI.

Data Decisions. Built on BARC.

BARC

BARC

BARC is one of Europe's leading analyst firms for business software, focusing on the areas of data, business intelligence (BI) and analytics. The company was founded in 1999 as a spin-off of the chair of Business Administration and Information Systems at the University of Würzburg, Germany. Today, BARC combines empirical and theoretical research, technical expertise and practical experience, and a constant exchange with all market participants to provide market-leading research publications, events and advisory.

Research

BARC user surveys, software tests and analyst assessments in blogs and research notes give you the confidence to make the right decisions. Our independent research gets to the heart of market developments, evaluates software and providers thoroughly and gives you valuable ideas on how to turn data, analytics and AI into added value and successfully transform your business.

Consulting

The BARC Advisory practice is entirely focused on translating your company's requirements into future-proof decisions. The holistic advice we provide will help you successfully implement your data & analytics strategy and culture as well as your architecture and technology. Our goal is not to stay for the long haul. BARC's research and experience-founded expert input sets organizations on the road to the successful use of data & analytics, from strategy to optimized data-driven business processes.

Events

Leading minds and companies come together at our events. BARC conferences, seminars, roundtable meetups and online webinars provide more than 10,000 participants each year with information, inspiration and interactivity. By exchanging ideas with peers and learning about trends and market developments, you gain new impetus for your business.

Germany

BARC GmbH
Berliner Platz 7

D-97080 Würzburg
+49 931 880 6510
www. barc.com

Austria

BARC GmbH
Hirschstettner Straße 19
/ I / IS314
A-1220 Wien
+43 660 6366870
www. barc.com

Switzerland

BARC Schweiz GmbH
Täfernstraße 22a

CH-5405 Baden-Dättwil
+41 56 470 94 34
www. barc.com

USA

BARC US
13463 Falls Drive
Broomfield, CO. 80020
www.barc.com

+44 1536 772 451