

The BI Survey 10 - Summary

The BI Survey 10 follows on from nine successful editions of The BI and OLAP Surveys.

It is based on the analysis of the real-world experience of nearly 3,000 respondents.

The BI Survey provides a detailed quantitative analysis of why customers buy BI tools, what they use them for, how successful they are and why they eventually abandon them.

After data cleansing and the removal of responses of those who were not able to answer specific questions on BI tools, 2006 users (last year: 1853), 256 consultants (last year 317) and 403 vendor employees (last year: 495) from around the world remained.

The total sample was smaller than last year, but the number of end users was the largest ever, as the number of consultants and vendor employees fell.

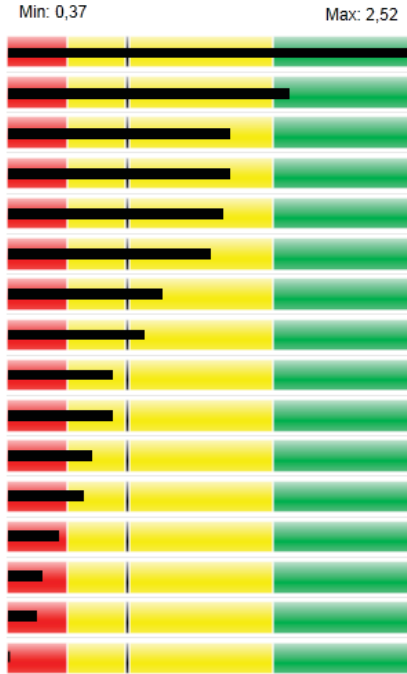
As such, it is by far the largest, most thorough fact-based analysis of the growing BI market.



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Proportion of users

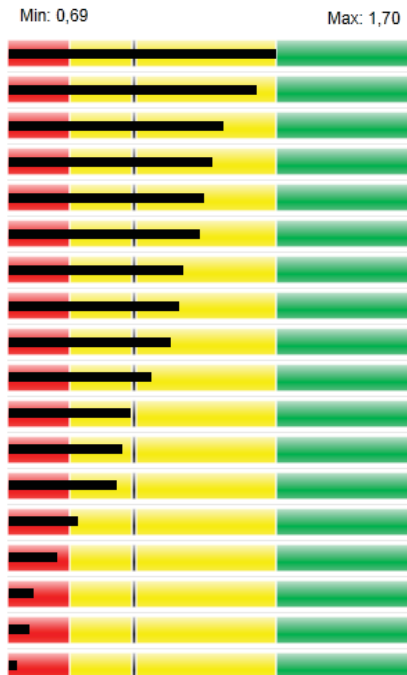
TARGIT ranked best among all the products for proportion of users. This means that TARGIT is used by more employees in organizations that have implemented TARGIT compared to similar organizations with a different BI tool.



	Value	Ranking
TARGIT	2,52	1
Information Buik	1,85	2
Microsoft SSRS	1,54	3
Jaspersoft	1,54	4
Panorama	1,50	5
Phocas	1,44	6
Microsoft SSAS	1,18	7
SAP BO WebI	1,09	8
IBM Cognos BI	0,92	9
MicroStrategy	0,92	10
Oracle OBIEE	0,81	11
SAP BW BEx St	0,77	12
QlikTech	0,64	13
Tableau	0,55	14
SAS	0,52	15
MIK	0,37	16

Competitive win rate

TARGIT has a win rate of 80 percent. This means that 8 of 10 potential buyers choose TARGIT over the competitors after being given a full presentation of TARGIT BI Suite.



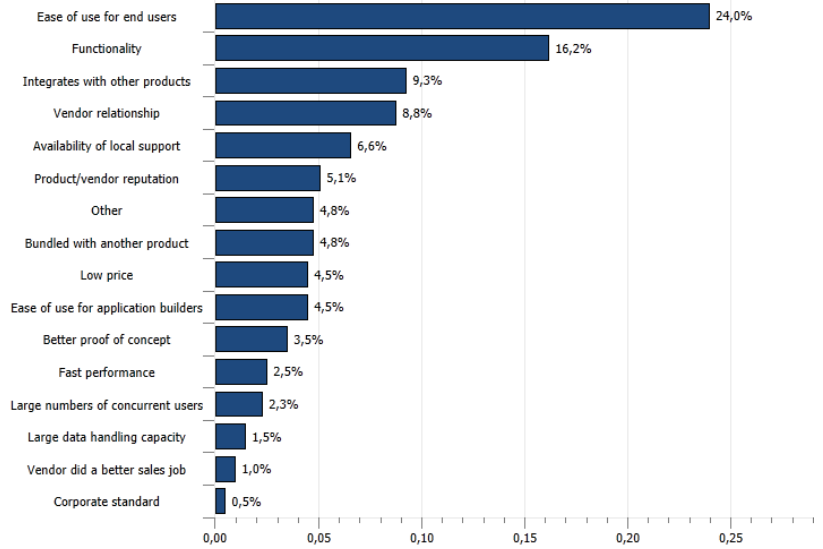
	Value	Ranking
TARGIT	1,35	1
Panorama	1,30	2
SAP BW BEx St	1,22	3
BOARD	1,19	4
Microsoft SSAS	1,17	5
Bissantz	1,16	6
Information Buik	1,12	7
Microsoft SSRS	1,11	8
MIK	1,09	9
Tableau	1,04	10
SAS	0,99	11
SAP BO WebI	0,97	12
Oracle Hyperion	0,95	13
MicroStrategy	0,86	14
QlikTech	0,81	15
Jaspersoft	0,75	16
Oracle OBIEE	0,74	17
IBM Cognos BI	0,71	18

This chart does not show all vendors in the BI Survey 10, but the vendors in TARGIT's peer group only.

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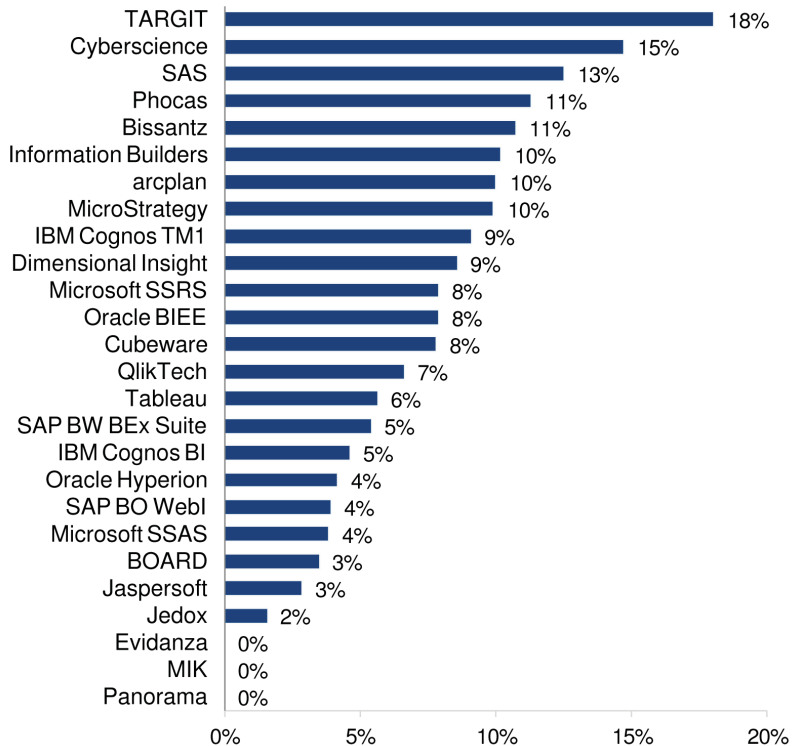
Reasons to buy

The overall reasons why organizations buy TARGIT is ease of use and functionality. Fast integration and support are also important purchase factors.



Mobile BI

Mobile BI is a major trend in business intelligence, and TARGIT takes the market lead with TARGIT iTop™ for iPhone™ and iPad™. TARGIT's mobile BI app is the most widespread of its kind among BI users whose BI vendor offers such an app.



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TARGIT scores among the best 5 in following KPIs (when all products in the survey are compared to each other):

- Cost of ownership (all products, rank 4)
- Number of departments (all products, rank 5)
- Competitive win rate (all products, rank 5)
- Predictive Analytics (all products, rank 4)
- Performance (all products, rank 5)

TARGIT users also reported **the second best** performance among the analysis specialists in the Survey. This is in line with the strong results from previous years.

Further results are (in the group of vendors, which TARGIT typically is compared to):

- Cost of ownership (rank 3)
- Data volume (rank 5)
- Number of departments (rank 4)
- Scalability (rank 5)
- Innovation (rank 5)
- Performance (rank 2)
- Seats per administrator (rank 5)
- Project length (rank 5)



TARGIT is very popular with both existing users and potential buyers of the BI solution. The primary reasons why people buy TARGIT are user-friendliness and functionality. This may explain TARGIT's high win rate as well as why TARGIT is so widely used in organizations that have invested in TARGIT

- Barney Finucane, leading analyst with BARC.



Winfosoftware is a TARGIT certified partner providing implementation services and support for TARGIT Business Intelligence

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