Select and Implement a Business Intelligence and Analytics Solution

Find the diamond in your data-rough using the right BI & Analytics solution.
STEP 4
Create Your Vendor Shortlist
Step 4 – Produce your vendor shortlist

This step will walk you through the following activities:

- Review each BI vendor that Info-Tech has identified.
- Discuss the pros and cons for each vendor.
- Evaluate the fit for each vendor in regards to Info-Tech’s BI use cases.
- Create a shortlist based on knock-off criteria.

This step involves the following participants:

- Project sponsor(s) and stakeholders.
- The BI project team.

Outcomes of this step:

- Selection criteria have been customized and modified to reflect your context.
- Vendors are evaluated and presented in a matrix to identify the most suitable products and the leading vendors.
- Apply BI requirements to create a vendor shortlist with three vendors for conducting proof of concept.
Step 4 Shortlist Vendors

Why shortlisting?

There are many BI vendors out there. The fact is you cannot invite all vendors to demonstrate the product and/or conduct a trial with those vendors. You need to reduce the complexity by reducing the number of vendors to proceed with the demo and trial. Shortlisting involves researching and reviewing vendor materials to eliminate vendors that do not fit and to identify candidates for IT approval. Once IT approves on the selected vendors, an in-depth trial and demo can be performed.
VENDOR LANDSCAPE

4.1 Info-Tech’s Methodology
Vendor Landscape use-case scenarios are evaluated based on weightings of features and vendor/product considerations

4.1 Scoring Overview

Use cases were scored around the features identified in the general scoring as being relevant to the functional considerations and drivers for each scenario.

Calculation Overview

Advanced Features Score X Vendor Multiplier = Vendor Performance for Each Scenario

Please note that both advanced feature scores and vendor multipliers are based on the specific weightings calibrated for each scenario.

Product and Vendor Weightings

Advanced Features Weightings
Vendor performance for each use-case scenario is documented in a weighted bar graph

4.1 Scoring Overview

Vendor Performance

Vendors qualify and rank in each use-case scenario based on their relative placement and scoring for the scenario.

Vendor Ranking

Champion: The top vendor scored in the scenario

Leaders: The vendors who placed second and third in the scenario

Players: Additional vendors who qualified for the scenarios based on their scoring

Value Score™

Each use-case scenario also includes a Value Index that identifies the Value Score for a vendor relative to their price point. This additional framework is meant to help price-conscious enterprises identify vendors who provide the best “bang for the buck.”
VENDOR LANDSCAPE

4.2 Review the Business Intelligence Vendor Evaluation
Review Info-Tech’s Vendor Landscape of the Business Intelligence market to identify vendors that meet your requirements

The following section includes an overview of vendor performance and the analysis of each use-case scenario. **Review the accompanying deliverable in order to understand the strengths, weaknesses, and capabilities of each vendor.**

### Vendors Evaluated

- GoodData®
- IBM Cognos software
- SAS
- Microsoft Power BI
- ORACLE BUSINESS INTELLIGENCE
- Qlik
- SAP
- MicroStrategy
- Tableau software
- Yellowfin
- TIBCO

Each vendor in this landscape was evaluated based on their **features, product considerations, and vendor considerations**. Each vendor was profiled using these evaluations and, based on their performance, qualified and placed in specific use-case scenarios.
Business Intelligence Market Overview

How it got here

- Business Intelligence **has traditionally been an IT-driven centralized solution** that was highly governed. Business users were typically the consumers of reports and dashboards created by IT upon request.

- In the last 5 years, we have seen a fundamental shift in the business intelligence and analytics market, moving away from such large scale, centralized IT-driven solutions focused on basic reporting and administration, **towards more advanced user-friendly data discovery and visualization platforms**.

- Many **incumbent market leaders have been disrupted** by the demand for more user friendly business intelligence solutions, allowing “pure-play” BI software vendors to not only carve out a niche but expand rapidly into more enterprise environments.

Where it’s going

- Where the need for reporting and dashboards remains, we’re seeing **data discovery platforms** fulfilling the needs of non-technical business users by providing **easy-to-use interactive solutions, increasing adoption across enterprises**.

- While data discovery and visualization tools would traditionally complement larger enterprise solutions, more organizations are opting to replace them altogether as these **newer platforms grow in maturity and scalability**.

- With more end users demanding access to data and the tools to extract business insights, IT is looking to meet these needs while continuing to maintain governance and administration over a much larger base of users. The race for **governed data discovery** is heated and will be a market differentiator.

- **BI-on-the-cloud** is becoming a solid alternative to in-house implementation and operation.
Table Stakes represent the minimum standard; without these, a product doesn’t even get reviewed

<table>
<thead>
<tr>
<th>Feature:</th>
<th>What it is:</th>
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</thead>
<tbody>
<tr>
<td>Dashboard</td>
<td>Create a user-friendly, intuitive, and interactive interface that makes use of rich visualizations to organize and present information to the end users.</td>
</tr>
<tr>
<td>Mobile</td>
<td>Allow information users to access BI content on mobile devices in real time and/or on the go, allowing native interactions. It gives the ability to leverage your mobile interface, including device-specific navigation and interactions.</td>
</tr>
<tr>
<td>Multi-Tenant</td>
<td>Multi-tenancy architecture can be supported in which a single BI instance manages the tenant content independently.</td>
</tr>
<tr>
<td>Security</td>
<td>Leverage a security model that is based on authorization, authentication, and role-based security; be able to integrate with popular directory services.</td>
</tr>
<tr>
<td>Administration</td>
<td>Centralized console to manage BI portal administration. Management metrics/reports to provide insight into usage, resource utilization, security, and activities.</td>
</tr>
<tr>
<td>Multi-Lingual</td>
<td>Be able to configure to support multiple languages in the BI portal.</td>
</tr>
<tr>
<td>Report Bursting</td>
<td>Reports can be run once to provide results for distribution to other recipients.</td>
</tr>
</tbody>
</table>

What does this mean?

The products assessed in this Vendor Landscape™ meet, at the very least, the requirements outlined as Table Stakes.

Many of the vendors go above and beyond the outlined Table Stakes, some even do so in multiple categories. This section aims to highlight the products’ capabilities in excess of the criteria listed here.

If Table Stakes are all you need from your BI solution, the only true differentiator for the organization is price. Otherwise, dig deeper to find the best price to value for your needs.
Advanced Features are the capabilities that allow for granular differentiation of market players and use case performance.

### 4.2 Vendor Landscape Overview

**Scoring Methodology**

Info-Tech scored each vendor’s features on a cumulative four-point scale. Zero points are awarded to features that are deemed absent or unsatisfactory, one point is assigned to features that are partially present, two points are assigned to features that require an extra purchase in the vendor’s product portfolio or through a third-party, three points are assigned to features that are fully present and native to the solution, and four points are assigned to the best-of-breed native feature.

<table>
<thead>
<tr>
<th>Feature:</th>
<th>What we looked for:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alert</td>
<td>Notifications and alerts to users when predefined conditions are met.</td>
</tr>
<tr>
<td>Collaboration</td>
<td>Allowing users to collaborate via social media integration, notifications, discussion threads, comments, and/or workflow.</td>
</tr>
<tr>
<td>Connections to Big Data</td>
<td>Ability to connect to popular Big Data sources (Hadoop, HANA, etc.).</td>
</tr>
<tr>
<td>Data Mashup</td>
<td>Ability to mash up and/or integrate data sources at the semantic layer.</td>
</tr>
<tr>
<td>Data Warehouse Automation</td>
<td>Enabling data warehouse/data-mart/data vault to be created automatically to accelerate the preparation for analytics.</td>
</tr>
<tr>
<td>Embeddable BI</td>
<td>Ability to embed BI content as an object to other enterprise applications.</td>
</tr>
<tr>
<td>Excel Integration</td>
<td>BI-Excel integration that allows BI content and functionalities to be incorporated in Excel for further manipulation.</td>
</tr>
<tr>
<td>Forecast and Statistical Analysis</td>
<td>The ability to create scenarios and/or statistical models to predict future outcomes.</td>
</tr>
<tr>
<td>Geospatial Analysis</td>
<td>Empower users to perform geospatial analysis such as thematic mapping, clustering, radius search, etc.</td>
</tr>
<tr>
<td>Object Search</td>
<td>Search BI objects and artifacts with a search box.</td>
</tr>
<tr>
<td>Performance Enhancement</td>
<td>Enhance BI platform performance via in-memory, columnar, or other acceleration technologies.</td>
</tr>
<tr>
<td>Self-Service</td>
<td>Selected user groups are able to interact with BI data, slice and dice, and find answers on their own.</td>
</tr>
<tr>
<td>Storytelling</td>
<td>The ability to reorganize BI content in a guided sequence to tell a story about the findings.</td>
</tr>
<tr>
<td>Text Analytics</td>
<td>Perform text analytics, e.g. sentiment analysis and semantic extraction.</td>
</tr>
</tbody>
</table>

For an explanation of how Advanced Features are determined, see Information Presentation – Feature Ranks (Stoplights) in the Appendix.
Vendor scoring focused on overall product attributes and vendor performance in the market

### Scoring Methodology

Info-Tech Research Group scored each vendor's overall product attributes, capabilities, and market performance.

Features are scored individually as mentioned in the previous slide. The scores are then modified by the individual scores of the vendor across the product and vendor performance features.

Usability, overall affordability of the product, and the technical features of the product are considered, and scored on a five-point scale. The score for each vendor will fall between worst and best in class.

The vendor’s performance in the market is evaluated across four dimensions on a five-point scale. Where the vendor places on the scale is determined by factual information, industry position, and information provided by customer references, and/or available from public sources.

### Product Evaluation Features

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
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<tbody>
<tr>
<td>Usability</td>
<td>The end-user and administrative interfaces are intuitive and offer streamlined workflow.</td>
</tr>
<tr>
<td>Affordability</td>
<td>Implementing and operating the solution is affordable given the technology.</td>
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<tr>
<td>Architecture</td>
<td>Multiple deployment options, platform support, and integration capabilities are available.</td>
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</tbody>
</table>

### Vendor Evaluation Features

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
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<tbody>
<tr>
<td>Viability</td>
<td>Vendor is profitable, knowledgeable, and will be around for the long term.</td>
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<tr>
<td>Focus</td>
<td>Vendor is committed to the space and has a future product and portfolio roadmap.</td>
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<tr>
<td>Reach</td>
<td>Vendor offers global coverage and is able to sell and provide post-sales support.</td>
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<tr>
<td>Sales</td>
<td>Vendor channel partnering, sales strategies, and process allow for flexible product acquisition.</td>
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</tbody>
</table>
Balance individual strengths to find the best fit for your enterprise

4.2 Vendor Performance

<table>
<thead>
<tr>
<th>Product</th>
<th>Overall</th>
<th>Usability</th>
<th>Afford.</th>
<th>Arch.</th>
<th>Vendor</th>
<th>Overall</th>
<th>Viability</th>
<th>Focus</th>
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Legend
- = Exemplary  = Good  = Adequate  = Inadequate  = Poor

*The vendor declined to provide pricing and publically available pricing could not be found

For an explanation of how the Info-Tech Harvey Balls are calculated, see Information Presentation – Criteria Scores (Harvey Balls) in the Appendix.
Balance individual strengths to find the best fit for your enterprise

### 4.2 Vendor Performance

<table>
<thead>
<tr>
<th>Evaluated Features</th>
<th>Alert</th>
<th>Collaboration</th>
<th>Connections to Big Data</th>
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**Legend**

- ★ = Feature is best in its class
- = Feature is fully present in its native solution
- = Feature is present at additional cost
- = Feature is partially present
- = Feature is absent

For an explanation of how Advanced Features are determined, see [Information Presentation – Feature Ranks (Stoplights)](https://example.com) in the Appendix.
Identify the Info-Tech use-case scenario that applies to your business

BI can be used in different ways to support the needs of your organization. Info-Tech has identified four BI use cases that can help you understand your usage to facilitate the BI selection process. Each use case evaluates the vendors differently and the goal is to find the top vendors for your specific use case.

<table>
<thead>
<tr>
<th>Use Case</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enterprise Business Intelligence</td>
<td>This is for organizations with more than 250 unique BI users. These BI implementations need to support multiple lines of business or business units, as well different levels of hierarchy. Enterprises typically use BI for reporting, dashboarding, and some self-services capabilities to make sense of the on-going and historical business processes.</td>
</tr>
<tr>
<td>Mid-Market Business Intelligence</td>
<td>Mid-market business intelligence organizations are firms with less than 250 BI users, a small IT department with IT professionals covering multiple roles, and a strong interest in low initial investment, scalability, and rapid implementation. This use case typically covers BI usage such as reporting, dashboarding, and some self-services capabilities to make sense of the activities of the on-going and historical business processes.</td>
</tr>
<tr>
<td>Enterprise Business Analytics</td>
<td>This is for organizations with more than 250 unique BI users. Those BI implementations need to support multiple lines of business or business units, as well as different levels of hierarchy. Enterprises in this use case typically use Business Analytics for traditional BI purposes, as well as to perform data discovery, big data analytics, predictive analytics, social network analytics, and/or text analytics to proactively leverage data to predict and plan for the future.</td>
</tr>
<tr>
<td>Mid-Market Business Analytics</td>
<td>Mid-market business intelligence organizations are firms that have a culture of making decisions based on data although they have a user base of less than 250 users. Many of these organizations are growing quickly and looking for more analytics support in the future. They typically use analytics for traditional BI purposes, on top of using analytics to perform data discovery, big data analytics, predictive analytics, social network analytics, and/or text analytics.</td>
</tr>
</tbody>
</table>
Drill down and understand the differentiators between use cases

Enterprise Business Intelligence

- More than 250 unique BI users.
- Need to support multiple lines of business with different levels of hierarchy.
- Analyzing how the organization is doing at the moment.
- Support a large user base; be able to scale up.
- Reporting, dashboards, and some self-service BI.
- Creation of a daily sales report and burst the report to different regional managers according to the content.
- Develop an executive dashboard to provide visual representation of business activities in a summarized fashion with some drill-down functionalities.

Enterprise Business Analytics

- More than 250 unique BI users.
- Need to support multiple lines of business with different levels of hierarchy.
- Want to understand the root causes, and predict the future.
- Support a power user community; be able to scale up.
- Big data analytics, and predictive analytics.
- Social network analytics and/or text analytics.
- Perform data discovery via mashing up different data sources and data manipulation.
- Analyze big data sources.
- Perform statistical analysis to identify associations between profit and contributing factors.
Understand the differentiators between use cases

Mid-Market Business Intelligence

- Firms with less than 250 BI users, and a small IT department with IT staff covering multiple roles.
- A strong interest in low initial investment, scalability, and rapid implementation.
- Want to analyze how the organization is doing at the moment.

IDEAL FOR

- Scalable; cloud, open source, and subscription based.
- Reporting, dashboards, and some self-service BI.

FOCUS

- Develop an operational scorecard to summarize goal achievement.
- Create alerts for higher than normal churn to notify the churn department to offer discount.
- Integrate with Excel so that BI data can be manipulated in Excel for some Excel users.

Mid-Market Business Analytics

- Firms with less than 250 BI users, and a small IT department with IT staff covering multiple roles.
- A strong interest in low initial investment, scalability, and rapid implementation.
- Want to understand the root causes and associations, and to predict the future.

IDEAL FOR

- Analyze to find business drivers in an agile fashion.
- Big data analytics, and predictive analytics.
- Social network analytics and/or text analytics.

FOCUS

- Connect to textual data sources and perform text and sentiment analytics.
- Preform an ad hoc analysis that combines data from a data-mart and data from a NoSQL database.
USE CASE 1

4.3.1 Enterprise Business Intelligence

This is for organizations with more than 250 unique BI users. These BI implementations need to support multiple lines of business or business units, as well as different levels of hierarchy. Enterprises typically use BI for reporting, dashboarding, and some self-services capabilities to make sense of the on-going and historical business processes.
# Feature weightings for Enterprise Business Intelligence

## 4.3.1 Core Features

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collaboration</td>
<td>Large enterprises contain many employees across multiple business units, working on shared projects and concurrent business process. Collaboration features allow for these employees to work together efficiently via social media integration, notifications, comments, and workflows.</td>
</tr>
<tr>
<td>Geospatial Analysis</td>
<td>Large enterprises most often are dealing with many products across many different customer groups residing in different locations. Mapping helps make geographical sense of the organizational data by leveraging thematic mapping, clustering, radius search, etc.</td>
</tr>
<tr>
<td>Alert</td>
<td>Similar to collaboration, large enterprises can make use of alerts and notifications to keep track of multiple complex and intricate business processes.</td>
</tr>
<tr>
<td>Excel Integration</td>
<td>Enterprise organizations often have many different Excel data marts living across multiple business units. Strong Excel integration helps them to reinforce Excel data governance in which the same data is provisioned from BI while users can choose Excel if they like.</td>
</tr>
</tbody>
</table>

## Additional Features

<table>
<thead>
<tr>
<th>Feature</th>
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</thead>
<tbody>
<tr>
<td>Self-Service</td>
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<tr>
<td>Storytelling</td>
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<tr>
<td>Data Mashup</td>
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<tr>
<td>Object Search</td>
</tr>
</tbody>
</table>

### Feature Weightings

- **Collaboration**: 20%
- **Geospatial Analysis**: 15%
- **Alerts**: 10%
- **Self-Service**: 20%
- **Excel Integration**: 15%
- **Storytelling**: 10%
- **Data Mashup**: 5%
- **Object Search**: 5%

---

Large enterprises contain many employees across multiple business units, working on shared projects and concurrent business processes. Collaboration features allow for these employees to work together efficiently via social media integration, notifications, comments, and workflows.

Large enterprises most often are dealing with many products across many different customer groups residing in different locations. Mapping helps make geographical sense of the organizational data by leveraging thematic mapping, clustering, radius search, etc.

Similar to collaboration, large enterprises can make use of alerts and notifications to keep track of multiple complex and intricate business processes.

Enterprise organizations often have many different Excel data marts living across multiple business units. Strong Excel integration helps them to reinforce Excel data governance in which the same data is provisioned from BI while users can choose Excel if they like.
Vendor considerations for Enterprise Business Intelligence

### Product Evaluation Features

**Usability**
As business intelligence becomes more widely adopted by non-technical business users, the ease of use is an essential feature to consider.

**Affordability**
Everyone is looking for the lowest cost option; however, this might not be a priority for large enterprises.

**Architecture**
BI software architecture is an essential consideration for large enterprise organizations that are likely already heavily invested in one or more software environments.

### Vendor Evaluation Features

**Viability**
Large enterprises are likely to make very large investments in BI software and therefore need to know they are investing in a long-term solution.

**Focus**
No matter the size of the organization, it is important that the vendor is committed to the product space and will continue to innovate and compete.

**Reach**
Large enterprises often have offices in multiple companies around the world and therefore need reliable support in a variety of languages/locations.

**Sales**
The sales experience is essential for all organizations, but less so for a large enterprise that is guaranteed to get the appropriate attention from a vendor.
Vendor performance for the Enterprise BI use case

Enterprise Business Intelligence

Vendors

- SAP
- SAS
- Microsoft
- Qlik
- Yellowfin
- Tableau
- MicroStrategy
- GoodData
- IBM
- TIBCO
- Oracle

Use-Case Performance

- Data Warehouse Automation
- Text Analytics
- Storytelling
- Self-Service
- Performance Enhancement
- Object Search
- Geospatial Analysis
- Forecast and Statistical Analysis
Value Index for the Enterprise BI use case

4.3.1

What is a Value Score?

The Value Score indexes each vendor’s product offering and business strength relative to its price point. It does not indicate vendor ranking.

Vendors that score high offer more bang-for-the-buck (e.g. features, usability, stability, etc.) than the average vendor, while the inverse is true for those that score lower.

Price-conscious enterprises may wish to give the Value Score more consideration than those who are more focused on specific vendor/product attributes.

*Vendors who scored 0 declined to provide pricing and publicly available pricing could not be found.

For an explanation of how Price is determined, see Information Presentation – Price Evaluation in the Appendix.

For an explanation of how the Info-Tech Value Index is calculated, see Information Presentation – Value Index in the Appendix.
USE CASE 2

4.3.2 Mid-Market Business Intelligence

Mid-market business intelligence organizations are firms with less than 250 BI users, a small IT department with IT professionals covering multiple roles, and a strong interest in low initial investment, scalability, and rapid implementation. This use case typically covers BI usage such as reporting, dashboarding, and some self-services capabilities to make sense of the activities of the on-going and historical business processes.
## Feature weightings for Mid-Market Business Intelligence

### Core Features

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Excel Integration</strong></td>
<td>Many of the business processes in Mid-Market BI firms are still Excel-driven. The BI tool needs to integrate with Excel to make sure existing Excel-driven processes can be reused.</td>
</tr>
<tr>
<td><strong>Geospatial Analysis</strong></td>
<td>Mid-Market BI may have existing reports and dashboards; what they are missing is the geographic insight. Geospatial analytics helps to make sense of the geographic component of the data, delivering valuable insight to small organizations looking for an edge.</td>
</tr>
<tr>
<td><strong>Collaboration</strong></td>
<td>Mid-Market BI organizations are smaller in workforce resources, with end users wearing multiple hats at the same time. Collaboration helps those employees to proactively share questions and comments productively.</td>
</tr>
<tr>
<td><strong>Alert</strong></td>
<td>Alerts and notifications allow Mid-Market organizations to set up automated BI processes receiving notifications when predefined conditions are met.</td>
</tr>
</tbody>
</table>

### Additional Features

- Self-Service
- Storytelling
- Data Mashup
- Object Search

---

### Feature Weightings

- **Excel Integration**: 23%
- **Geospatial Analysis**: 15%
- **Collaboration**: 10%
- **Alerts**: 15%
- **Data Mashup**: 10%
- **Storytelling**: 5%
- **Self-Service**: 5%

Many of the business processes in Mid-Market BI firms are still Excel-driven. The BI tool needs to integrate with Excel to make sure existing Excel-driven processes can be reused. Geospatial BI may have existing reports and dashboards; what they are missing is the geographic insight. Geospatial analytics helps to make sense of the geographic component of the data, delivering valuable insight to small organizations looking for an edge. Mid-Market BI organizations are smaller in workforce resources, with end users wearing multiple hats at the same time. Collaboration helps those employees to proactively share questions and comments productively. Alerts and notifications allow Mid-Market organizations to set up automated BI processes receiving notifications when predefined conditions are met.
## Vendor considerations for Mid-Market Business Intelligence

### Product Evaluation Features

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Usability</td>
<td>Mid-Market organizations likely have less technical staff and more business users interacting directly with the software, increasing the needs for an intuitive user interface.</td>
</tr>
<tr>
<td>Affordability</td>
<td>Small organizations with limited resources will place high priority on an affordable BI solution.</td>
</tr>
<tr>
<td>Architecture</td>
<td>Software architecture is always a concern when investing, and especially so when it comes to the initial time investment for a small Mid-Market organization.</td>
</tr>
</tbody>
</table>

### Vendor Evaluation Features

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Viability</td>
<td>Viability is important, but a vendor’s strategy to support the market is more important.</td>
</tr>
<tr>
<td>Focus</td>
<td>Vendor is committed to the market segment and product improvements and listens to customers’ requests for new features.</td>
</tr>
<tr>
<td>Reach</td>
<td>Smaller organizations tend to be more localized, but still need support from their vendor.</td>
</tr>
<tr>
<td>Sales</td>
<td>The sales process for the mid-market needs to be flexible and adaptable to meet the budgetary constraints of these organizations.</td>
</tr>
</tbody>
</table>
Vendor performance for the Mid-Market BI use case

Mid-Market Business Intelligence

Use-Case Performance

Vendors

- Data Warehouse Automation
- Text Analytics
- Storytelling
- Performance Enhancement
- Self-Service
- Object Search
- Geospatial Analysis
- Forecast and Statistical Analysis

Vendor Performance for the Mid-Market BI use case
What is a Value Score?

The Value Score indexes each vendor’s product offering and business strength relative to its price point. It does not indicate vendor ranking.

Vendors that score high offer more bang-for-the-buck (e.g. features, usability, stability, etc.) than the average vendor, while the inverse is true for those that score lower.

Price-conscious enterprises may wish to give the Value Score more consideration than those who are more focused on specific vendor/product attributes.

*Vendors who scored 0 declined to provide pricing and publicly available pricing could not be found.

For an explanation of how Price is determined, see Information Presentation – Price Evaluation in the Appendix.

For an explanation of how the Info-Tech Value Index is calculated, see Information Presentation – Value Index in the Appendix.
4.3.3 Enterprise Business Analytics

This is for organizations with more than 250 unique BI users. Those BI implementations need to support multiple lines of business or business units, as well as different levels of hierarchy. Enterprises in this use case typically use Business Analytics for traditional BI purposes, as well as to perform data discovery, big data analytics, predictive analytics, social network analytics, and/or text analytics to proactively leverage data to predict and plan for the future.
# Feature weightings for Enterprise Business Analytics

## Core Features

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Mashup</td>
<td>Enterprise BA organizations have done basic BI – reporting, dashboard, and some self-service. They want to incorporate and integrate more data sources. Data mashup helps these organizations analyze more data sources, creating more information available for strategic decision making.</td>
</tr>
<tr>
<td>Connections to Big-Data</td>
<td>Enterprise organizations are beginning to leverage both structured and unstructured, internal and external, Big Data. Often this data is hosted on servers such as Hadoop or HANA.</td>
</tr>
<tr>
<td>Forecast and Statistical Analysis</td>
<td>Enterprise BA at its core is an attempt to look into the future. This use case is for organizations interested in knowing what if, identifying business drivers statistically, or predicting the future with statistic models.</td>
</tr>
<tr>
<td>Data Warehouse Automation</td>
<td>Enterprise BA wants to accelerate the analytical process. Data warehouse automation helps to automate and accelerate the initial stages of analysis, in addition to helping to prototype data models and testing different model options.</td>
</tr>
</tbody>
</table>

## Feature Weightings

![Feature Weightings Diagram](image)

- **Data Mashup**: 20%
- **Connections to Big-Data**: 15%
- **Forecast and Statistical Analysis**: 15%
- **Data Warehouse Automation**: 13%
- **Self-Service**: 10%
- **Collaboration**: 8%
- **Performance Enhancement**: 5%
- **Text Analytics**: 3%
- **Excel Integration**: 3%
- **Geospatial Analysis**: 3%
- **Embeddable BI**: 3%
- **Storytelling**: 3%
- **Data Warehouse Automation**: 15%
- **Big-Data**: 15%
- **Forecast and Statistical Analysis**: 15%
- **Collaboration**: 8%
- **Performance Enhancement**: 5%
- **Text Analytics**: 3%
- **Excel Integration**: 3%
- **Geospatial Analysis**: 3%
- **Embeddable BI**: 3%
- **Storytelling**: 3%
- **Data Warehouse Automation**: 15%
- **Big-Data**: 15%
- **Forecast and Statistical Analysis**: 15%
- **Collaboration**: 8%
- **Performance Enhancement**: 5%
- **Text Analytics**: 3%
- **Excel Integration**: 3%
- **Geospatial Analysis**: 3%
- **Embeddable BI**: 3%
- **Storytelling**: 3%
- **Data Warehouse Automation**: 15%
- **Big-Data**: 15%
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- **Collaboration**: 8%
- **Performance Enhancement**: 5%
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- **Performance Enhancement**: 5%
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- **Data Warehouse Automation**: 15%
- **Big-Data**: 15%
- **Forecast and Statistical Analysis**: 15%
- **Collaboration**: 8%
- **Performance Enhancement**: 5%
- **Text Analytics**: 3%
- **Excel Integration**: 3%
- **Geospatial Analysis**: 3%
- **Embeddable BI**: 3%
- **Storytelling**: 3%
- **Data Warehouse Automation**: 15%
- **Big-Data**: 15%
- **Forecast and Statistical Analysis**: 15%
## Vendor considerations for the Enterprise Business Analytics

### Product Evaluation Features

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Usability</td>
<td>Advanced analytics and data discovery is being migrated from the hands of IT to the business user, making an intuitive platform essential for learning and adoption.</td>
</tr>
<tr>
<td>Affordability</td>
<td>Large enterprises will be able to bend here more so than other organizations due to available resources.</td>
</tr>
<tr>
<td>Architecture</td>
<td>Software architecture is always a concern when investing, and especially so when it comes to the initial time investment for a small Mid-Market organization.</td>
</tr>
</tbody>
</table>

### Vendor Evaluation Features

<table>
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<tbody>
<tr>
<td>Viability</td>
<td>Large enterprises are likely to make very large investments in BI software and therefore need to know they are investing in a long-term solution.</td>
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<tr>
<td>Focus</td>
<td>No matter the size of the organization, it is important that the vendor is committed to the product space and will continue to innovate and compete.</td>
</tr>
<tr>
<td>Reach</td>
<td>Large enterprises often have offices in multiple companies around the world and therefore need reliable support in a variety of languages/locations.</td>
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<td>Sales</td>
<td>The sales experience is essential for all organizations, but less so for a large enterprise that is guaranteed to get the appropriate attention from a vendor.</td>
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</table>
Vendor performance for the Enterprise BA use case

Enterprise Business Analytics

Use-Case Performance

Vendors

0.00 2.00 4.00 6.00 8.00 10.00 12.00

Tableau  SAS  GoodData  SAP  Yellowfin  TIBCO  IBM  Qlik  MicroStrategy  Microsoft  Oracle

Data Warehouse Automation

Text Analytics

Storytelling

Self-Service

Performance Enhancement

Object Search

Geospatial Analysis

Forecast and Statistical Analysis
What is a Value Score?

The Value Score indexes each vendor’s product offering and business strength relative to its price point. It does not indicate vendor ranking.

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Price-conscious enterprises may wish to give the Value Score more consideration than those who are more focused on specific vendor/product attributes.

*Vendors who scored 0 declined to provide pricing and publicly available pricing could not be found.

For an explanation of how Price is determined, see Information Presentation – Price Evaluation in the Appendix.

For an explanation of how the Info-Tech Value Index is calculated, see Information Presentation – Value Index in the Appendix.
4.3.4 Mid-Market Business Analytics

Mid-market business analytics organizations are firms that have a culture of making decisions based on data although they have a user base of less than 250 users. Many of these organizations are growing quickly and they are looking for more analytics support in the future. They typically use analytics for traditional BI purposes, on top of using analytics to perform data discovery, big data analytics, predictive analytics, social network analytics, and/or text analytics.
# Feature weightings for Mid-Market Business Analytics

## Core Features

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Data Mashup</strong></td>
<td>Mashing up various data sources, such as internal and external data, allows Mid-Market BA organizations to generate insights from the rapidly growing amount of available data.</td>
</tr>
<tr>
<td><strong>Data Warehouse Automation</strong></td>
<td>Mid-Market BA firms are fast growing and therefore need to obtain answers quickly. Data warehouse automation helps them to accelerate the creation of data models and BI content so that they can quickly react to market changes.</td>
</tr>
<tr>
<td><strong>Connections to Big-Data</strong></td>
<td>Most Mid-Market BA organizations will have experience with some basic BI, but are looking to take advantage of the increasingly large volume of available data, both internally and externally.</td>
</tr>
<tr>
<td><strong>Forecast and Statistical Analysis</strong></td>
<td>Mid-Market BA firms want to use scenarios, forecasts, and statistical models to predict how they should invest and allocate their limited resources to foster rapid growth.</td>
</tr>
</tbody>
</table>

## Additional Features

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-Service Collaboration</td>
<td></td>
</tr>
<tr>
<td>Performance Enhancement</td>
<td></td>
</tr>
<tr>
<td>Text Analytics</td>
<td></td>
</tr>
<tr>
<td>Embeddable BI</td>
<td></td>
</tr>
<tr>
<td>Excel Integration</td>
<td></td>
</tr>
<tr>
<td>Geospatial Analysis</td>
<td></td>
</tr>
<tr>
<td>Storytelling</td>
<td></td>
</tr>
</tbody>
</table>

## Feature Weightings

- **Performance Enhancement**: 25%
- **Geospatial Analysis**: 3%
- **Storytelling**: 13%
- **Excel Integration**: 5%
- **Embeddable BI**: 8%
- **Collaboration**: 8%
- **Self-Service**: 13%
- **Forecast and Statistical Analysis**: 13%
- **Big-Data**: 18%
- **Data Warehouse Automation**: 25%

Mashing up various data sources, such as internal and external data, allows Mid-Market BA organizations to generate insights from the rapidly growing amount of available data.

Mid-Market BA firms are fast growing and therefore need to obtain answers quickly. Data warehouse automation helps them to accelerate the creation of data models and BI content so that they can quickly react to market changes.

Most Mid-Market BA organizations will have experience with some basic BI, but are looking to take advantage of the increasingly large volume of available data, both internally and externally.

Mid-Market BA firms want to use scenarios, forecasts, and statistical models to predict how they should invest and allocate their limited resources to foster rapid growth.
Vendor considerations for Mid-Market Business Analytics

### Product Evaluation Features

<table>
<thead>
<tr>
<th>Feature</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Usability</td>
<td>Mid-Market organizations likely have less technical staff and more business users interacting directly with the software, increasing the need for an intuitive user interface, especially for difficult analytical functions.</td>
</tr>
<tr>
<td>Affordability</td>
<td>Small organizations with limited resources will place high priority on an affordable BA solution.</td>
</tr>
<tr>
<td>Architecture</td>
<td>Architecture is always a concern when investing, effecting the initial time investment and future scalability for a small Mid-Market organization.</td>
</tr>
</tbody>
</table>

### Vendor Evaluation Features

<table>
<thead>
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</tr>
<tr>
<td>Sales</td>
<td>The sales process for the mid-market needs to be flexible and adaptable to meet the budgetary constraints of these organizations.</td>
</tr>
</tbody>
</table>
Vendor performance for the Mid-Market BA use case
Value Index for the Mid-Market BA use case

4.3.4

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VENDOR LANDSCAPE

4.4 Vendor Profiles and Scoring
Use the information in the BI Vendor Landscape analysis to streamline your own vendor analysis process

4.4 Vendor Landscape Overview

This section of the Vendor Landscape includes vendor profiles and scoring for each vendor against the evaluation framework previously outlined.

Vendor Profiles
- Include an overview for each company.
- Identify the strengths and weaknesses of the product and vendor.
- Identify the three-year TCO of the vendor’s solution (based on a ten-tiered model).

Vendor Scoring

Use the Harvey Ball scoring of vendor and product considerations to assess alignment with your own requirements.

Review the use-case scenarios relevant to your organization’s Use-Case Fit Assessment results to identify a vendor’s fit to your organization’s Business Intelligence needs. (See the following slide for further clarification on the use-case assessment scoring process.)

Review the stoplight scoring of advanced features to identify the functional capabilities of vendors.
SAS vendor overview

**Vendor Landscape**

<table>
<thead>
<tr>
<th>Product</th>
<th>SAS Office Analytics/Visual Analytics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employees</td>
<td>13,814</td>
</tr>
<tr>
<td>Headquarters</td>
<td>Cary, NC</td>
</tr>
<tr>
<td>Website</td>
<td>sas.com</td>
</tr>
<tr>
<td>Founded</td>
<td>1976</td>
</tr>
<tr>
<td>Presence</td>
<td>Privately Held</td>
</tr>
</tbody>
</table>

**Overview**

SAS was founded in 1976 through a North Carolina University project which sought to analyze agricultural data. It continues to promote its product’s analytical strength, along with the vendor’s uniquely large pool of data scientists and professional services.”

**Strengths**

- It has strong integration with Base SAS, the analytical engine that provides native predictive and forecasting functions in SAS BI.
- Visual Analytics is an alternative to emerging data visualization tools.
- With a strong presence in industry verticals, SAS offers custom solutions that many other vendors do not.
- It’s a good fit for organizations already using SAS Data Management or DataFlux as their ETL platform.

**Challenges**

- It overlaps with other SAS products, causing some confusion in finding the right tool to meet requirements.
- Users cite initial high licensing costs as the primary barrier; however, Info-Tech is confident that a positive ROI will be realized by organizations that see substantial benefits to enhanced analytics as offered by SAS.

**3 year TCO for this solution falls into pricing tier 7, between $250,000 and $500,000**

Pricing provided by vendor
Building on analytics, SAS’s BI platform and visual analytics are providing ways to combine BI analyses with simplified predictive analytics, extending your ability to predict and model the future.