Gleanster

Data Visualization

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Data visualization embodies a wide range of business applications. For most, the concept of visualizing data conjures up a variety of different terms and technologies: analytics, dashboards, business intelligence, reporting, infographics, visual analytics, scorecards, and big data. In the simplest form, it involves the creation of the visual representations of data, and in the age of information there's certainly no shortage of data. But our ability to extract meaning and value from the exponentially growing volumes of business data is indeed a scarcity. Today 90% of senior leaders across all functions overwhelmingly believe they would be more effective leaders if they could unlock available data and use this to inform ongoing decisions at work. What's going on? Why do we continue to struggle to make information actionable, insightful, and contextual? These questions are the underlying challenge that vendors seek to address for businesses. Can we simplify the dissemination of information and make it more actionable and insightful in a visual form that's simple to interpret? After all, a visual representation of data is only valuable if someone can extrapolate an actionable insight and optimize a business outcome as a result.

This Gleansight benchmark report will explore the growing importance of data visualization in business. The survey data that informs this report provides a window into how the most successful companies (Top Performers) deploy technology to deliver visual forms of data to business users – data that ultimately gets translated into superior performance in revenue and market share growth. While data visualization encompasses far more than the bells and whistles in technology, many business users are looking for ways unlock available data in scalable and efficient ways. We will explore a variety of different technology categories such as business intelligence, data visualization, and dashboard tools, all of which provide platforms that can be customized for virtually any business challenge using any form of structure and unstructured data. The goal is to help business decision makers isolate best practices and identify relevant technology providers that can provide expertise and a toolbox of features to help with data visualization.

Part 1: Topic Overview

Visual representations of data have been around for thousands of years. We also know that since the dawn of the digital age every software platform on the planet has attempted to provide visual forms of feedback in reporting and dashboard capabilities. However, not all visual forms of data are created equal – a fact that haunts even the most successful software providers who live and breathe to help businesses communicate complex information clearly and efficiently. As most business users know all too well, you can spend boatloads of money on software, hardware, or highly skilled statisticians to mine through the massive volume of data in your organization, and still fail miserably to deliver usable insights through data visualization.

This highlights a critical aspect of the data visualization concept that all too often gets overlooked: no matter how robust the data is and no matter how feature-rich a software platform is, success comes from informing data visualization efforts with business context. What business challenge are we solving by providing this information to users? Can users clearly and easily interpret a chart, figure, or graphic to derive an outcome they can take action on? After all, you can create mountains of reports, dashboards, and visual data that really aren't all that useful to anyone.

A couple of trends have merged in recent years that are worth exploring in the overview, because they have huge ramifications for how your business approaches the delivery of visual information to end users:

- **Infographics**. Infographics have grown in popularity over the last 5 years. In theory infographics are the ultimate form of data visualization because, done correctly, they use visuals and graphics to represent complex forms of data to make it accessible. Take for example some of the more popular infographics such as the "Sleep Schedules of 27 of the World's Greatest Minds." Good infographics provide insights by visually representing trends or insights from dense forms of information. Unfortunately, the explosion of popularity in infographics as demand-generation tools has also led to the use of aesthetic touches that add no value to extracting meaning. Infographics encouraged everyone to think about new and innovative ways to present data – outside the traditional bar charts, pie charts, and tables.

- **In-Memory and Caching**. Today analysis takes place at lightning speeds thanks to the use of in-memory computing and caching (where data sets are stored transparently so future requests can be served faster). Advances in hardware and software are transforming the complexity of information that can be displayed visually in real time on almost any device. This will continue to lower the bar for providing great user experiences inside otherwise complex data sets.

- **Mobile Access**. The explosion of smart phones and tablets fundamentally changed how business users access information. Smaller screens and touch interfaces require a different type of data visualization. This has also opened up a new breed of mobile-ready analytics and animated visuals that are much easier for the connected workforce to embrace.

- **Self-Service Analytics.** Self-service business intelligence has grown in popularity over the last 5 years on the heels of on-demand BI tools that were designed to be easy for the average user to learn and embrace. Self-service capabilities allow users to customize and collaborate and free up dependence on IT.

Part 2: Reasons to Implement

What are Reasons to Implement?

Reasons to Implement are the reasons Top Performers invested, or plan to invest, in a technology. These also represent the most common ways to justify the investment.

Benchmark KPIs

Gleanster uses 2-3 key performance indicators (KPIs) to distinguish "Top Performers" from all other companies ("Everyone Else") within a given data set, thereby establishing a basis for benchmarking best practices. By definition, Top Performers are comprised of the top quartile of qualified survey respondents (QSRs).

The KPIs used for distinguishing Top Performers focus on performance metrics that speak to year-over-year improvement in relevant, measurable areas. Not all KPIs are weighted equally.

The KPIs used for this Gleansight are:

- Year-over-year increase in revenue
- Year-over-year increase in operating margin

To learn more about Gleanster's research methodology, please click here or email research@gleanster.com.

Despite decades of investments in business intelligence and an exponentially growing abundance of data, somehow we still struggle to unlock insights from available data. Indeed, there's a big difference between having the data and using the data to inform business decisions. According to surveys, just 55% of respondents use BI tools to deliver dashboards and visual reports for business users. These insights came in the form of fixed reports (78%), queries (70%), dashboards (62%), and embedded reporting (30%). That said, seven out of ten respondents did not believe business users were skilled at using dashboards and reporting for decisions. Furthermore, 75% indicated that data discovery is a top three priority for 2015.

When asked which business functions they anticipated will drive the most demand for data visualization and dashboards in 2015, the top three for Top Performers included Finance (82%), Sales (37%), and Customer Service (30%). In fact, the number one reason to implement data visualization tools in 2015 was demand from executive leadership for self-service analysis. Data visualization becomes a critical enabler for disseminating insights to senior leaders who may not have the technical ability, or frankly the time, to customize reports or analyze data in Excel. And while senior leaders can always rely on more skilled resources to conduct analysis, executive decision makers may be privy to different information that could skew the approach.

Demand from executive leadership. Senior leaders want access to visual data that easily allows them to decipher trends from complex data. They also have the budget to champion initiatives and foster internal skills or tools that can be re-used in other areas of the business. But as we see in the next challenge, they also want tools to drill down and investigate these trends.

Self-service analysis by business users. Traditional BI tools depended heavily on power users to perform complex analysis or customization. But the emerging popularity of cloud-based BI forced vendors to make on-demand interfaces easier for the average user to embrace. Self-service BI gives users personalized and secure views of data and reporting. This is also a top two reason to implement for Everyone Else (62%).

Empower non-IT professionals. If available tools are too complex, it's very common for organizations to depend heavily on IT for running queries, customizing reports, and conducting analysis. All these things create bottlenecks for users. There are diminishing returns on the time it takes to extract the insights from the analysis. More and more companies are looking to augment analytical capabilities for non-technical users.

MOST COMPELLING REASONS TO IMPLEMENT DATA VISUALIZATION FOR TOP PERFORMERS*

88% Say: Demand from executive leadership.

66% Say: Self-service analysis by business users.

52% Say: Empower non-IT professionals.

* According to Top Performers, based on 297 Qualified Survey Responses to the Q1 2015 survey on Data Visualization.
**According to Everyone Else shown only when a notable disparity occurs relative to Top Performers

Rapidly adapt to changing business conditions. In the age of digital, the pace of change is incredible and often difficult to keep up with. Data visualization is ideal for articulating qualitative changes in business data sets such as an acquisition, merger, new business unit, or change in the data hierarchy. Data visualization may provide a great way to understand variances in the numbers with greater ease.

Analyze previously unused internal data. Respondents from the 2014 Business Intelligence survey estimated they use just 15% of available information for reporting and analytics. Even if you can't quantify it, most of us have a nagging suspicion that we're only seeing a partial picture (at best) in available reporting. It could also be a function of the quality of available data. Top Performers are 4x more likely than Everyone Else to invest in ongoing data augmentation and scrubbing.

Enable continuous on-demand reporting. The prevalence of apps and on-demand platforms has led all business users to expect an always-on business infrastructure. Many businesses still rely heavily on static fixed reports. Top Performers are looking to divest of these in favor of easier, more accessible analytical tools that offer customized always-on reporting that can be consumed from a variety of different devices.

Reduce response time on analysis. In most cases, companies rely heavily on IT and/or expensive numerically inclined resources to conduct analysis. Eventually, a queue builds up with these resources, and business users are looking for ways to streamline and minimize the time to insight.

Improve employee productivity. Spreadsheets and fragmented analytical tools are still a pervasive challenge for businesses of all sizes. The time it takes to access the right data, analyze it, and

COMPELLING REASONS TO IMPLEMENT DATA VISUALIZATION FOR TOP PERFORMERS*

50% Say: Enable continuous on-demand reporting.

46% Say: Analyze previously unused internal data.

** versus 30% of Everyone Else

44% Say: Rapidly adapt to changing business conditions.

* According to Top Performers, based on 297 Qualified Survey Responses to the Q1 2015 survey on Data Visualization.
**According to Everyone Else shown only when a notable disparity occurs relative to Top Performers

then interpret the results is amplified significantly if users are stuck running manual processes. Today, technologies like BI and dashboard tools can actually ascertain trends in the data through machine learning and give users a leg up on the efficiency of analysis. In that respect it's about operationalizing insights in ways that can be replicated efficiently for the business.

Encourage data exploration. Giving users on-demand, visually stimulating, and easy-to-use interfaces lowers the bar on the skills required to conduct analysis. Top Performers recognize that the best thing they can do for the business is give users with context about how to interpret data trends easy access to the data.

LESS COMPELLING REASONS TO IMPLEMENT DATA VISUALIZATION FOR TOP PERFORMERS*

30% Say: Reduce response time on analysis.

14% Say: Improve employee productivity.

8% Say: Encourage data exploration.

* According to Top Performers, based on 297 Qualified Survey Responses to the Q1 2015 survey on Data Visualization.
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Part 3: Value Drivers

What are Value Drivers?

Value Drivers represent the processes, organizational considerations, and tactics that help Top Performers maximize the return on investment in a technology initiative.

These are the things Top Performers would attribute to the successful implementation and use of a technology.
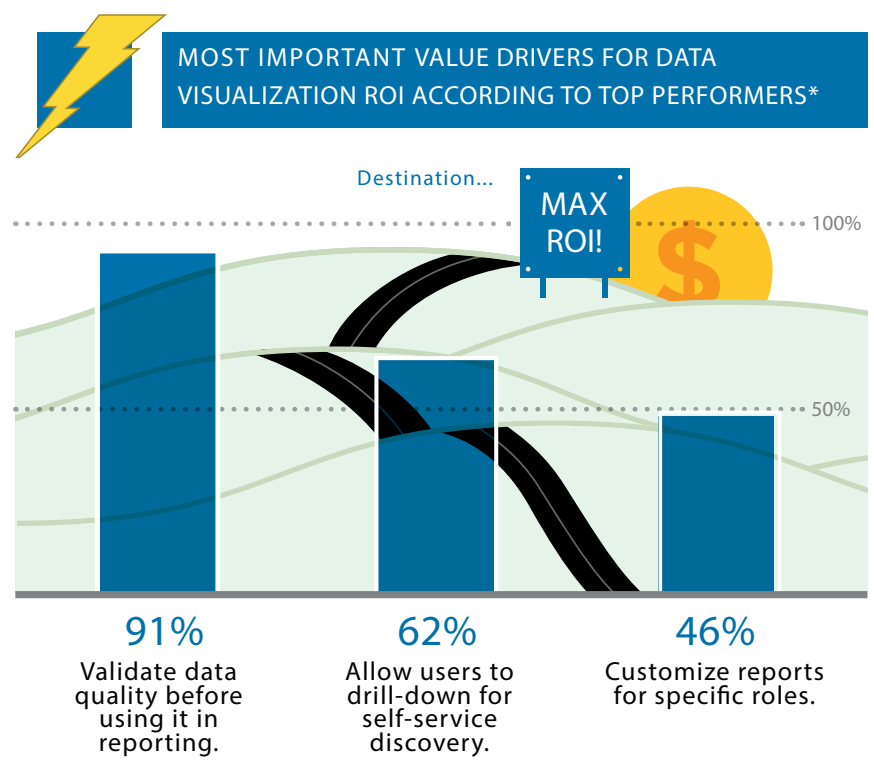
Top Performing organizations were 3x more likely than Everyone Else to indicate that the data available in reporting is generally accurate and complete. Eighty-eight percent of Top Performers indicated business users value data-driven decisions over "gut" decisions for the business. What we can ascertain from the survey data is that Top Performing organizations definitely have an affinity for democratizing access to business data. Even so, only 23% of Top Performers reported that business intelligence insights were available to business leaders via visual discovery. Top Performers primarily rely on dashboards (85%) and fixed reports (73%) for delivering insights to business users. So what makes Top Performers so successful with respect to business intelligence insights?

Validate data quality before using it in reporting. The number one way Top Performers maximize their success is through data management. If the quality of data is suspect, the way it's presented is irrelevant. For this reason, every data visualization initiative should also account for data integration, data scrubbing, and ongoing data integrity.

Allow users to drill down for self-service discovery. Top Performers are 3 times more likely than Everyone Else to currently allow users

MOST IMPORTANT VALUE DRIVERS FOR DATA VISUALIZATION ROI ACCORDING TO TOP PERFORMERS*

Destination...

MAX ROI!

100%

50%

91%
Validate data quality before using it in reporting.

62%
Allow users to drill-down for self-service discovery.

46%
Customize reports for specific roles.

* According to Top Performers, based on 297 Qualified Survey Responses to the Q1 2015 survey on Data Visualization.
** According to Everyone Else shown only when a notable disparity occurs relative to Top Performers

to drill down on data for self-service discovery. Top Performers eliminate bottlenecks in data analysis by allowing users to drill down and customize reporting.

Customize reports for specific roles. Transforming raw data into actionable insight is ultimately about context. You have to give the right users the right data at the right time, but if they don't have sufficient knowledge of the business to interpret the data, it's a futile exercise. Top Performers provide role-specific access (primarily to dashboards and fixed reports) but plan to expand data visualization through easier-to-use self-service tools.

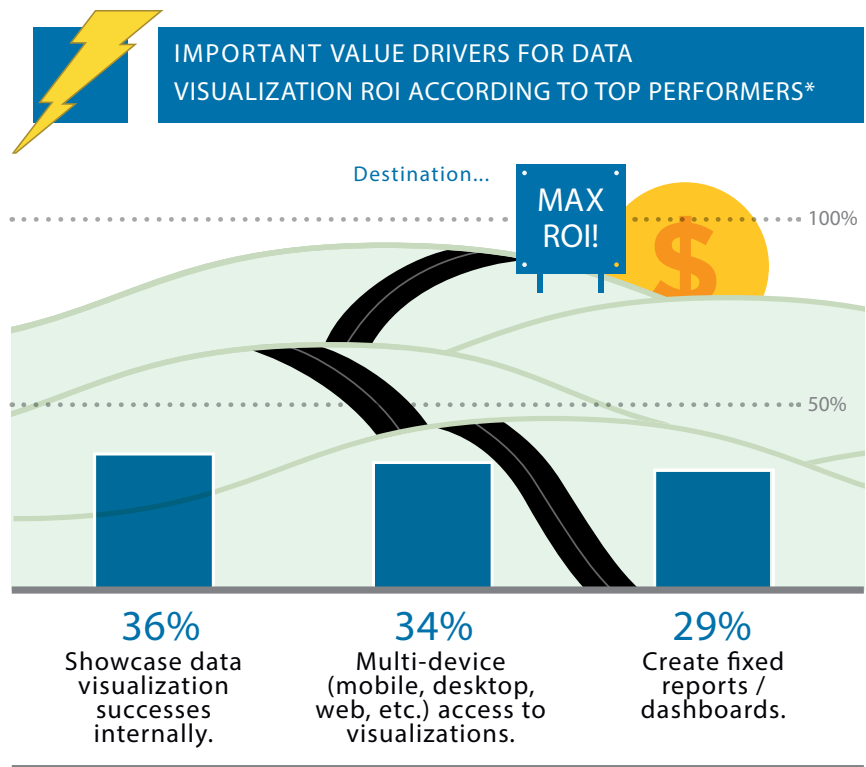**Multi-device (mobile, desktop, web, etc.) access to visualizations.** Business users need unabridged access to insights, especially for organizations with a distributed workforce. Top Performers have an affinity for eliminating bottlenecks in

the way information is disseminated. If quality insights exist, they should be accessible via any format a user desires.

Showcase data visualization successes internally. The best way to demonstrate the value of data visualization efforts is to show how business users are using dashboards and metrics to make more effective business decisions. Top Performers also know that it's helpful to guide users by example. Tell a story about a business challenge and how insights from a dashboard or report were used to further investigate a decision for the business. This helps establish a culture that values and promotes the use of data in decision making.

Ongoing training for business users. While data visualization efforts are designed to lower the bar on complex analysis and make data-driven decisions easier for the average

IMPORTANT VALUE DRIVERS FOR DATA VISUALIZATION ROI ACCORDING TO TOP PERFORMERS*

Destination...

MAX ROI!

100%

50%

36%
Showcase data visualization successes internally.

34%
Multi-device (mobile, desktop, web, etc.) access to visualizations.

29%
Create fixed reports / dashboards.

* According to Top Performers, based on 297 Qualified Survey Responses to the Q1 2015 survey on Data Visualization.
**According to Everyone Else shown only when a notable disparity occurs relative to Top Performers

business user to digest, they still require some level of education. Education about how different charts or figures present information can help business users who don't default to qualitative insights feel more comfortable with available dashboards. Top Performing organizations are 4x more likely than Everyone Else to host on-demand learning management platforms in the form of videos and interactive learning sessions.
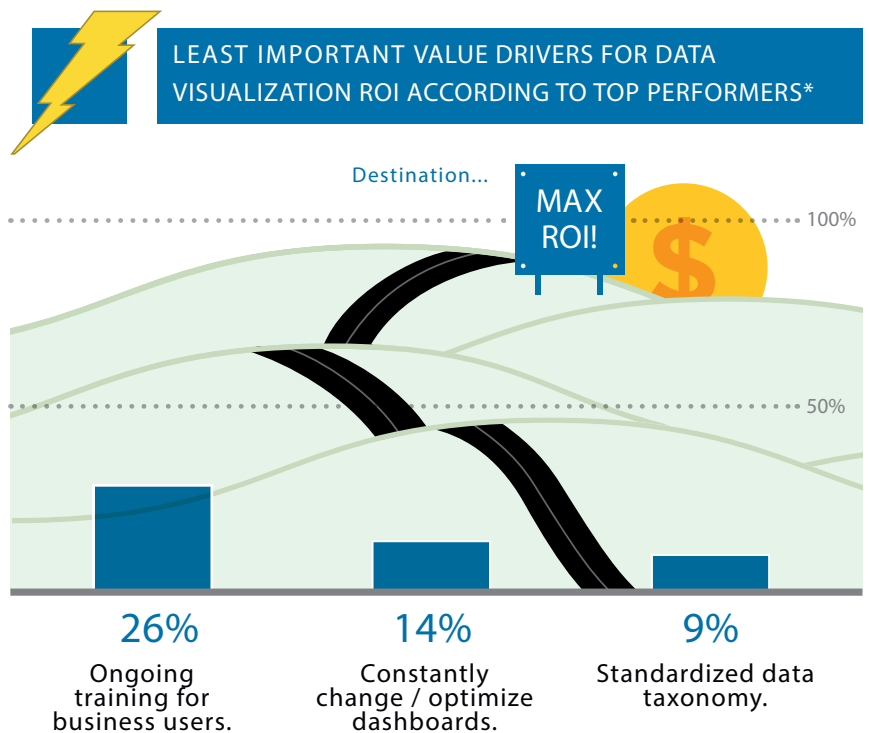
Create fixed reports/dashboards.
Fixed reporting is still the number one way all respondents deliver business intelligence insights to business leaders. But Top Performers were 3x more likely than Everyone Else to use embedded reporting and 5x more likely to use visual discovery capabilities for business users. These trends suggest a best practice is to deliver insights inside the technologies business users are accustomed to using on a regular basis. If integration isn't feasible, most

core business technologies will provide customized links to ancillary platforms. Bottom line, Top Performers have an affinity for lowering the bar on insights and analysis from business users.

Constantly change/optimize dashboards. Dashboards and reporting are ONLY valuable if users are presented with information that is useful and they know how to interpret the data. Systems need to be able to constantly refine visual insights to make sure they 1) deliver the simplest possible conclusion and 2) provide a mechanism for further analysis if warranted. One way Top Performers will monitor the effectiveness of charts is by tracking the number of views or clicks on available dashboards. Diminished use of a chart or dashboard over time signals that something isn't resonating for users or the data isn't useful.

Centralized data governance. The best visual forms of data will fail miserably if the underlying data is

LEAST IMPORTANT VALUE DRIVERS FOR DATA VISUALIZATION ROI ACCORDING TO TOP PERFORMERS*

Destination...

MAX ROI!

100%

50%

26%	14%	9%
Ongoing training for business users.	Constantly change / optimize dashboards.	Standardized data taxonomy.

* According to Top Performers, based on 297 Qualified Survey Responses to the Q1 2015 survey on Data Visualization.
**According to Everyone Else shown only when a notable disparity occurs relative to Top Performers

suspect. But it is interesting to note that Top Performers don't rank centralization of data governance as a high priority from a value driver standpoint, likely because they have processes in place to manage data governance holistically, and that usually involves separate processes for separate systems.

Standardized data taxonomy. While important, the data taxonomy doesn't rank as a top three concern for Top Performers. All things being equal, the overwhelming need to "validate data quality" as a top value driver probably checks some of the "taxonomy and governance" boxes for Top Performers.
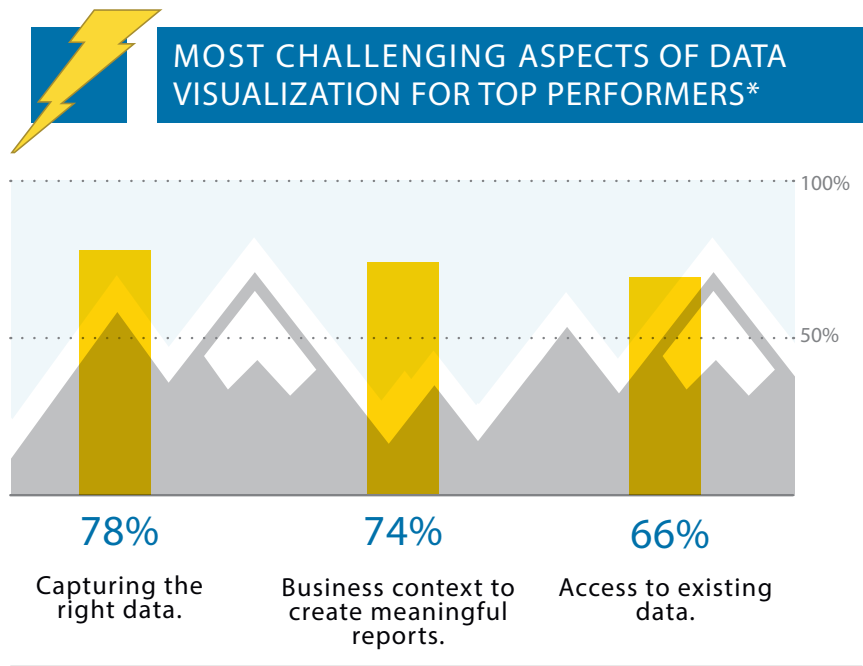
Part 4: Challenges

All businesses face a variety very real challenges with respect to data visualization. On the technology side of things, access to analytical tools and capabilities remains a challenge. Keep in mind that self-service and cloud-based offerings are still relatively new relative to on-premise business intelligence tools. Not everyone is qualified to have read access in business intelligence tools, nor would they desire it. Note that access to existing data (66%) and lack of technical skills for report creation (44%) remain top 5 challenges for Top Performers. Innovations such as self-service on-demand tools and mobile-ready reporting are lowering the bar for organizations – and that's why 6 out of 10 respondents indicated they are investigating additional investments in mobile and self-service offerings in 2015. So while available dashboards and reports may be abundant in the right systems, not everyone has easy access to these insights.

Top Performers indicate that business context for creating meaningful reports is a top challenge to data visualization success. It's not so much the capabilities in the software, but whether or not business users have the context to interpret the trends and make decisions accordingly. Some solutions can actually uncover trends in the data through color-coded relationship tables or figures with no intervention from the end user. This is done with packaged machine learning algorithms that can literally learn from the data and identify relationships and trends without any user interaction. While machine learning will never replace the need for expertise and context at the user level, it can help users sniff out trends for further investigation. Top Performers are also more likely to accompany available dashboards and reports with text annotations that literally tell users why a chart was created or what to look for in a chart. A simple one- or two-sentence description of why a chart was created can help make the data more accessible to a wider audience internally. Again, from a visual standpoint it's not just about making pretty bar charts or pie charts, but rather presenting them in a way that makes them simpler to digest.

The final trend in the challenges with data visualization involves the quality of available data. While most organizations are sitting on an abundance of data, it may not be available in analytical tools or it may require additional data management efforts such as scrubbing, manipulation, or analysis before it's useful. Capturing the right data (74%) and access to existing data (66%) remain top three challenges for Top Performers. It's important to recognize that any data visualization initiative will also require some data quality and data integration investments. All of these efforts should be dictated by a business outcome that demands certain information/ data. In other words, start with the decision that needs to be made and back into the necessary data when creating dashboards and reports.

MOST CHALLENGING ASPECTS OF DATA VISUALIZATION FOR TOP PERFORMERS*

78%
Capturing the right data.

74%
Business context to create meaningful reports.

66%
Access to existing data.

* According to Top Performers, based on 297 Qualified Survey Responses to the Q1 2015 survey on Data Visualization.
**According to Everyone Else shown only when a notable disparity occurs relative to Top Performers

Business context to create meaningful reports. The number one challenge for Top Performers in data visualization is the creation of meaningful reports, which Top Performers believe is impeded by contextual understanding of the data. The only way to overcome this is to get business users involved in the type of decisions they need to inform with available data. The easier it is for users to snapshot current performance or uncover variances in trend data, the more valuable dashboards and reports will be to decision makers.
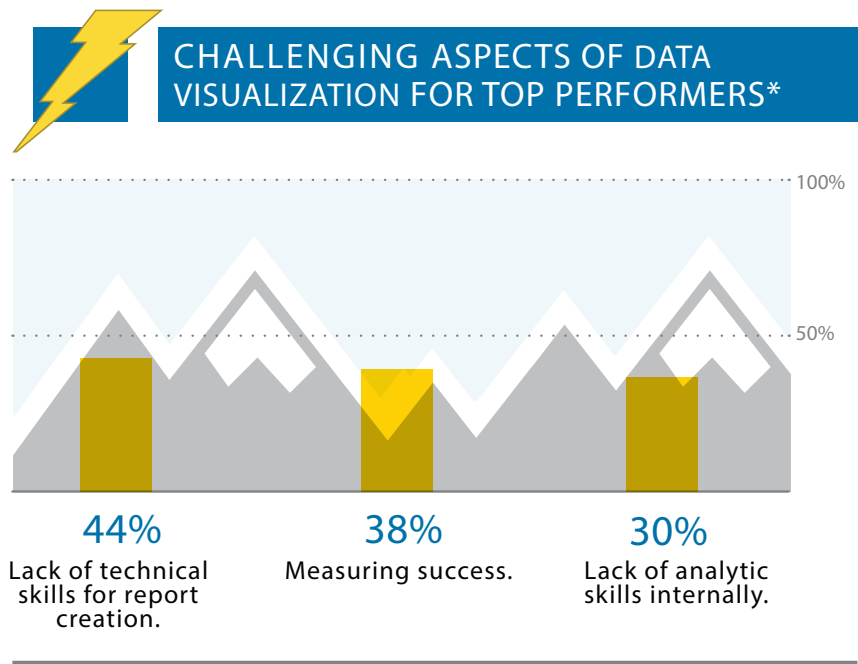
Capturing the right data. It's easy to fall into analysis paralysis by constantly looking for the trends in the data. One interesting caveat to much of the data visualization revolution is the idea that visual forms of data help display complex data-sets in simpler forms. This is less about ad-hoc analysis and more about interpreting data that in raw form is just too complex to wrap your brain around. The fact that this is a top two challenge for Top Performers tells us they have a more intimate understanding of data they wish they

actually had for reports and dashboards.

Access to existing data. The number of technologies used by organizations has reached staggering volumes. This proliferation of business software has led to siloed data, which can be very difficult to align with a core system of record. Top Performers recognize that in many cases the data exists internally, but it's not necessarily available for reporting and analysis. The evolution of mobile and on-demand reporting tools helps lower the bar in terms of cost, time to value, and the format of data that can be ingested. For a nominal licensing fee, business users can invest in data visualization tools to solve core business challenges for specific business needs.

Lack of technical skills for report creation. The all-too-common reality facing many businesses today is that the people in charge of making decisions are often disconnected from data analysis. Most business leaders become accustomed to ordering queries or analysis from skilled staff or IT, but this can lead to longer cycle times on

CHALLENGING ASPECTS OF DATA VISUALIZATION FOR TOP PERFORMERS*

44%
Lack of technical skills for report creation.

38%
Measuring success.

30%
Lack of analytic skills internally.

* According to Top Performers, based on 297 Qualified Survey Responses to the Q1 2015 survey on Data Visualization.
**According to Everyone Else shown only when a notable disparity occurs relative to Top Performers

results and a lack of context between the reason for the analysis and the results. As we saw in the value drivers, Top Performers are planning to mitigate this challenge through investments in self-service BI tools for business users who may not have technical skills to navigate a more robust BI solution.
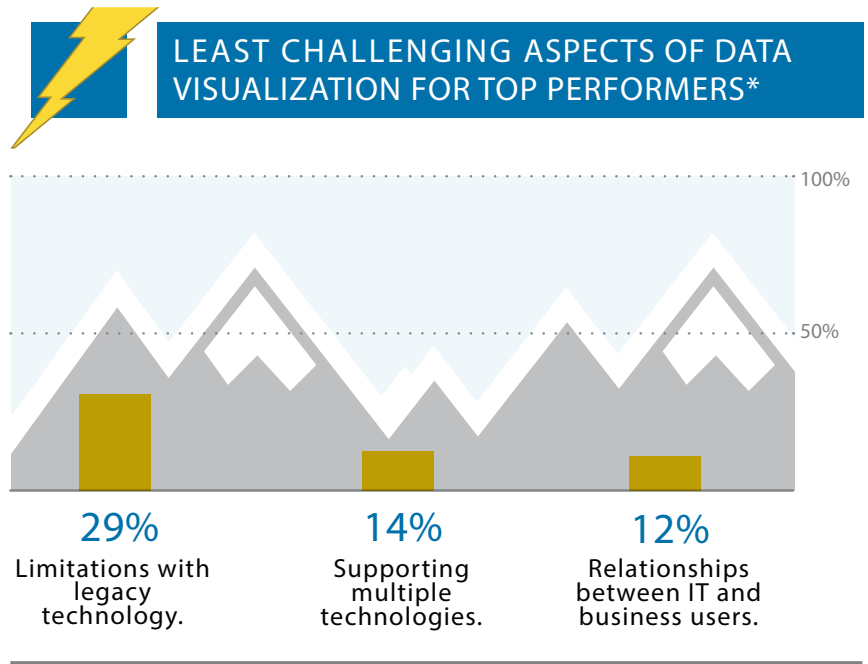
Measuring success. How do you measure the success of a data visualization initiative? Justifying investments can be a challenge, but Top Performers show an affinity for making data visualization more accessible internally. While it might be possible to tie investments in BI and data visualization to top-line revenue or productivity gains, budget holding decision makers may not buy into the soft links. Top Performers measure success through report utilization and the number of active users logging into systems. They also tend to showcase successes through case studies that exemplify the ideal use of insights in dashboards for improved decision making.

Limitations with legacy technology. The BI and reporting space has been

undergoing a massive transformation over the last 10 years. An evolution from on-premise robust tools used by a handful of power users to democratized access to on-demand self-service tools is fundamentally changing the way we think about data visualization. Top Performers aren't looking to divest of legacy investments in on-premise BI. The idea is to make data more accessible internally and give business users more flexible agile access to data analysis.

Lack of analytic skills internally. One of the benefits of cracking the nut on data visualization is that, by design, it makes data more accessible to internal resources who may not have an affinity for analytics. In a sense, visual forms of data will always require analytically minded resources to create. Dashboard and data visualization focused offerings usually have a variety of packaged reporting, graphics, and chart options to help display data in the right format for rapid consumption. Solution providers can dramatically lower the bar by providing templates and turnkey reporting options that can be pushed to

LEAST CHALLENGING ASPECTS OF DATA VISUALIZATION FOR TOP PERFORMERS*

29%
Limitations with legacy technology.

14%
Supporting multiple technologies.

12%
Relationships between IT and business users.

* According to Top Performers, based on 297 Qualified Survey Responses to the Q1 2015 survey on Data Visualization.
**According to Everyone Else shown only when a notable disparity occurs relative to Top Performers

end users through a variety of formats including the web, mobile, and tablets.

Relationships between IT and business users. Eighty percent of survey respondents indicated IT plays a "ongoing and critical" role in business insight analysis. It's interesting to note that this was not a top challenge for Top Performing organizations who do two things differently than the average organization: they have an affinity for 1) making data available for self-service consumption and 2) empowering non-IT professionals.

Supporting multiple BI technologies. The average organization manages 3 business intelligence solutions. Interestingly, managing multiple BI technologies was not a challenge for Top Performers or Everyone Else. We believe this data highlights the isolated nature of data visualization, dashboard, and reporting business applications. Whether the insights are delivered from one or three solutions is irrelevant; it's about delivering useful insights in a simple-to-ingest way. While there may be redundant capabilities (and

licensing costs), managing supporting these tools is not a major challenge for respondents.
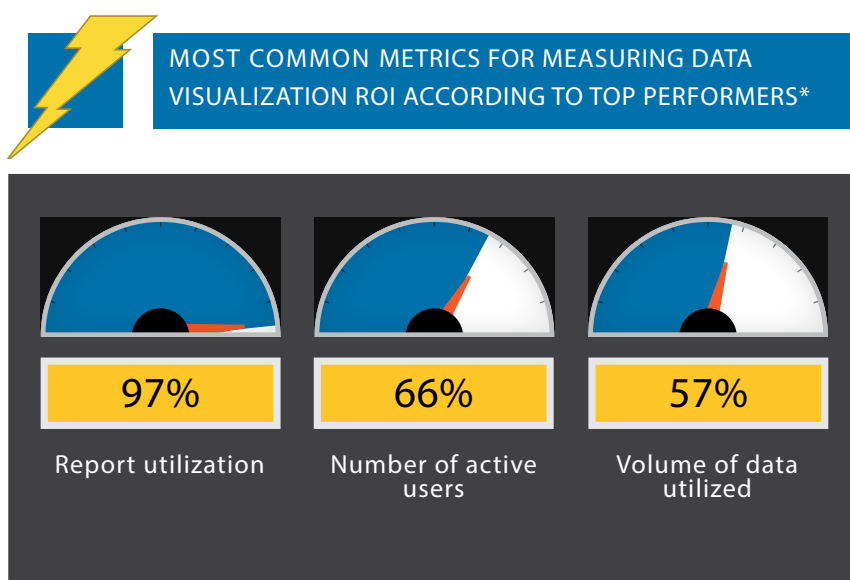
Part 5: Performance Metrics

Performance Metrics

These represent the most common metrics Top Performers use to physically measure the success of a technology initiative before and/or after the implementation.

One of the main goals of BI is to organize and distribute metrics on the performance of the business. The conundrum is measuring the performance of the BI or data visualization platform itself. If a division of the company is enjoying a surge in profitability, can this be attributed to the new BI system and the insight it provided to decision makers – or not? Some statistics about BI performance are relatively easy to obtain and quantify, such as usage data drawn from the logs of specific tools or portals. But the remainder often relies on systematically gathering user opinions and tracking the change in those opinions over time. One trend continues to jump out from our survey results: Top Performers seem to be more focused on metrics tied to business outcomes, even though the impact of BI can be hard to measure. In short, Top Performers do their best to tie metrics to consequences and act upon these insights; Everyone Else is treating the BI output itself as "mission accomplished."

One thing that is very difficult to quantify in BI initiatives is the effectiveness of the information produced. Frankly, your key concern should be ascertaining a qualitative understanding of decisions made with BI. To be sure, there's a dramatic difference between justifying meetings with BI insights and actually taking action as a result of this information. If you crack the nut on measuring that, let us know. In the meantime it's food for thought.

MOST COMMON METRICS FOR MEASURING DATA VISUALIZATION ROI ACCORDING TO TOP PERFORMERS*

97%	66%	57%
Report utilization	Number of active users	Volume of data utilized

* According to Top Performers, based on 297 Qualified Survey Responses to the Q1 2015 survey on Data Visualization.
**According to Everyone Else shown only when a notable disparity occurs relative to Top Performers

Report utilization. Use of reports is a great metric to track over time. While all reports will see an initial spike in use when created, a dip in use over time may signal the report isn't all that useful for users; they don't know how to interpret results, the data is suspect, or the report isn't useful at all. Top Performers use this as a primary metric for tracking the value of data visualization initiatives. It's usually easy to track over time and can be automated within BI and data visualization tool usage logs.

Number of active users. How many users have accounts on the BI platform, compared with the penetration you would ideally like to see across the organization? How many of them are actually regular users, indicating that they find value in the information provided? How frequently do they access the system? Are BI tools employed, overall and by targeted classes of business users? Is that number rising? What parts of the BI platform are getting the most use? Note that while almost three out of five Top Performers cited number of users and technical measures of system usage as important metrics, a higher percentage

of those in the Everyone Else category focused on these things – over speed of decision-making or quality of insights.

Volume of data utilized. This isn't always possible to track, but we were surprised to see Top Performers indicate this as a top three metric for success. Most organizations have a general idea about how much data resides in different systems. Tracking how much of this data is being used in reports could give an indication about the effectiveness of the insights being produced. In theory, data visualization should distill large data sets into consumable insights. That suggests the larger data set is a part of the analysis. If you find that reports only account for 5-10% of the available data, maybe there's an opportunity to provide more value to end users in reports. This metric can also account for insights over time. There's a big difference in providing trend analysis for the last 3 months versus the last 3 years.

Number of business metrics being reported. How many unique metrics are being provided by each system? Are the performance dashboards we've assembled truly providing the

COMMON METRICS FOR MEASURING DATA VISUALIZATIONROI ACCORDING TO TOP PERFORMERS*

58%	48%	40%
# of business metrics being reported	Employee productivity	Volume of requests for "additional" analysis

* According to Top Performers, based on 297 Qualified Survey Responses to the Q1 2015 survey on Data Visualization.
**According to Everyone Else shown only when a notable disparity occurs relative to Top Performers
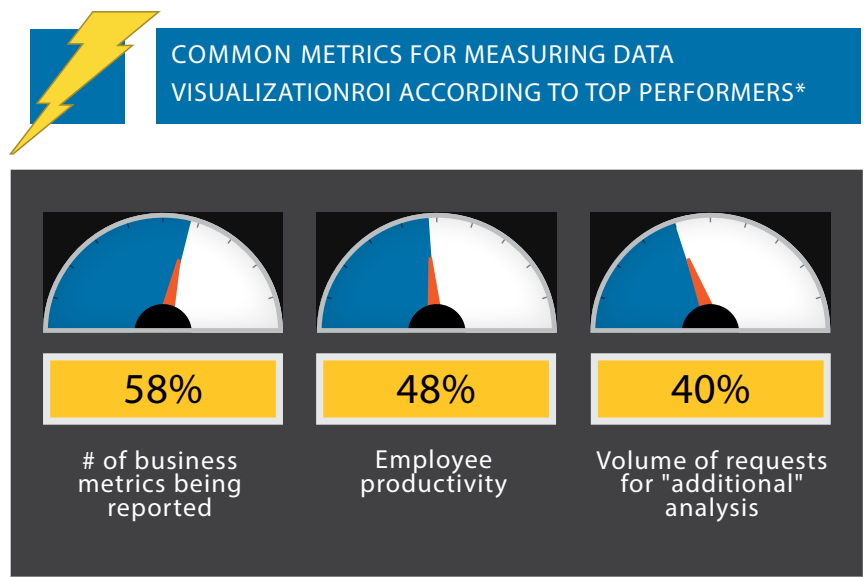
NUMBERS

78 Percentage of Top Performers using BI tools to deliver dashboards and visual reports to line of business users.

Average number of BI tools licensed by Everyone Else (versus an average of 3 BI tools supported and deployed by Top Performers.) **2**

12 Percentage of Top Performers currently deploying data visualization through "cloud analytics."

Percentage of Top Performers that report the data available in reporting is generally accurate and complete. **63**
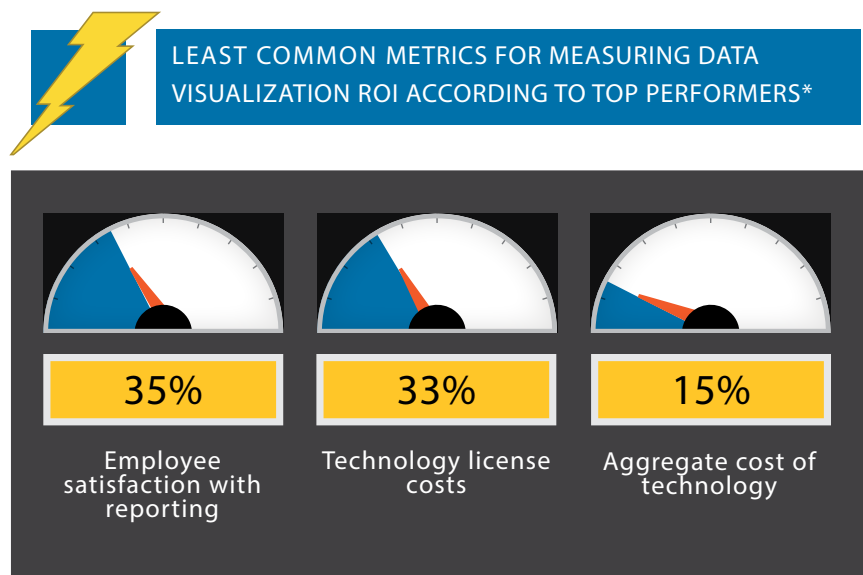
85 Percentage of Top Performers indicating data discovery is a top three priority for 2015.

at-a-glance summaries our users require? When users initiate specific queries, how long does it take them to find what they are looking for? How long does it take for those queries to run? Are users frequently searching for metrics that are not in the system, and can we provide them?

Employee performance/productivity. Employees ought to be more productive when they do not have to waste time compiling reports or searching for information that is now readily available through the BI platform. The effect should be measurable, at least for knowledge workers and targeted categories of customer service and operations employees. Certainly, you can measure productivity on specific tasks. Pick a few benchmarks, such as compiling a report that is due at the end of every month, and put a stopwatch on them. Be sure to measure the results before and after BI initiatives. Time spent can be quantified by salary and multiplied by resources involved. This figure is often quite compelling when aggregated globally over a number of years.

Volume of request for "additional" analysis. Dashboards and reporting are designed to deliver rapid insights and to help decision makers sniff out trends that warrant further investigation. In theory, the more useful visual forms of data are, the more they will spark ancillary requests for additional insights. By tracking the volume of queries or automating requests for analysis behind an online form, Top Performers can monitor the relative value of reports. This also helps Top Performers isolate repeat requests for analysis that could be added to dashboards or reports.

Employee satisfaction with reporting. By making measures of individual and departmental performance clearly understood and readily available through dashboards and reports, the organization provides employees with more control and eliminates uncertainly. Look for evidence of overall increased employee satisfaction in worker surveys. Specifically ask for feedback on satisfaction with BI tools, where appropriate. Qualitative person-to-person surveys may yield more insight than those conducted by email – or those conducted through the BI tools

LEAST COMMON METRICS FOR MEASURING DATA VISUALIZATION ROI ACCORDING TO TOP PERFORMERS*

35%	33%	15%
Employee satisfaction with reporting	Technology license costs	Aggregate cost of technology

* According to Top Performers, based on 297 Qualified Survey Responses to the Q1 2015 survey on Data Visualization.
**According to Everyone Else shown only when a notable disparity occurs relative to Top Performers

themselves.

Technology license costs. Tracking licensing costs and comparing this to utilization is a great metric to determine the relative value of different BI or dashboard tools. If, for example, you are paying for 150 licenses and 10 users frequently log in per year, that may be an indication that available reports aren't useful to licensed users.

Aggregate cost of the technology. Total cost of ownership (TCO) helps determine the direct and indirect costs of owning the BI software. We initially hypothesized that Top Performers would be more likely to conduct this type of analysis. But the data suggests that it is not a common metric for Top Performers or Everyone Else. TCO accounts for the initial short-term fees in a BI investment (licensing, implementation, etc.) and the long-term expenses such as maintenance, administration, user management, security management, configuration, dashboard management, data integration, etc.

Time required to accomplish tasks – e.g., access data. This metric ties closely with measuring operating margins. Essentially you can benchmark the time it takes to conduct tasks before and after BI software. By linking this time to an hourly salary, the frequency of the task, and the number of resources conducting the task, stakeholders can estimate the cost of inefficiency over a year or a period of years. For Top Performers, scalable justification comes from prioritizing the most cumbersome tasks that can be easily replicated periodically in a BI system.

Part 6: Success Stories

Eggborough Power has been constructing power stations since 1962 and supplying electricity to the National Grid in the United Kingdom since 1967. The task of generating electricity is an obvious necessity for anyone living in a populated area, but the process of acquiring it is often an unsung task. By using a variety of methods to generate electricity including turbines, boilers, biomass and pulverized fuel ash, Eggborough is able to generate enough energy to power 2 million homes. And in order to run efficiently, the staff at Eggborough needs to make sure that the energy they are providing is being used with little to no waste at all times.

The Challenge

In order to monitor the plant's performance and find out where potential improvements could be made, Eggborough needed to make decisions based on reports. According to Chris Phillipson, Business Systems Architect for Eggborough Power this meant scanning through the database daily and looking for anomalies hidden amongst rows and rows of data. This was both time consuming and an ineffective way of figuring out where potential improvements could be made.

The Solution

Chris began using a leading data visualization platform to monitor the plant performance. "We looked at the cost of losses to figure out the performance of each unit" explained Mr. Phillipson. "We also looked at how much it costs and where we're spending the work effort." By implementing new dashboards, Chris no longer had to rely on their old reporting services. The effects were dramatic, "data visualization has helped us reduce about 600,000 pound off the bottom line of our electricity costs."

The Results

"What made the solution stand out was the ability to easily download it, put it on a computer, connect it to a database and use it. We're able to say to people 'this is what we could do!'." And as the only person designing the dashboards for such a large company, Chris' time is valuable." Once I realized how easy it was to set-up and deploy, the rest was quick and simple." And the benefits don't stop at the 600,000 pound savings. Thanks to the new reporting capabilities, Eggborough is a safer place to work. "We've strengthened our alarm systems analysis because we've been able to do some queries for health and safety and present that graphically" explains Chris.

> " ... data visualization has helped us reduce about 600,000 pound off the bottom line of our electricity costs."

Part 7: Vendor Landscape

Data visualization embodies a wide variety of different solutions including stand-alone business intelligence, dashboards, embedded reporting, and data management. Today there are four trends driving data visualization technology adoption:

• **Simplicity for the self-service business user**. While very robust BI capabilities are still valuable, many businesses are making ancillary investments in tools that are easier to use and more flexible in terms of the delivery platform (web, mobile, tablets, etc.). This includes on-demand BI, mobile analytics, in-memory computing, and flexible data imports for non-technical users.

• **Machine learning on large volumes of data**. Advances in computing allow technologies to literally learn and interpret relationships/trends in large volumes of data. That means the system can literally isolate insights with no intervention from users and help sniff out insights that warrant further analysis.

• **Turnkey visual templates**. We've evolved well beyond traditional tables, bar charts, and pie charts. Solution providers now offer visual representations of data that align to specific types of data such as maps, gauges, scorecards, and combinations of graphics. Sometimes just presenting the same data in a different way can be very powerful for non-technical users.

• **Out-of-the box integration and open frameworks** to import any form of structured or unstructured data in seconds.

From an innovation standpoint, a handful of trends stood out in the data, including continued demand for visual data discovery, cloud computing, mobile BI, ease of use, and self-service BI. These will continue to shape the adoption of BI in 2015. Most notably, respondents reported their organization had invested in an average of 2-3 different BI software tools. This challenges the notion that even the most robust BI platforms are capable of delivering a one-size-fits-all offering. The current BI market is peppered with unique offerings that are compelling enough for buyers to seek multiple BI solutions to address their needs. This trend leads to a handful of different hypotheses.

While there are a variety compelling stand-alone data visualization and embedded reporting solutions on the market, the vast majority of data visualization still comes from the BI market. At the high end, the BI landscape is dominated by a few large enterprise software vendors who (SAP, Oracle, Microsoft, MicroStrategy, SAS, IBM) continue to round out their analytical portfolios. Despite that, BI continues to see innovation from

smaller players promoting deeper insights by vertical or function (analytics for expense management or health care costs, for example), advanced visualization techniques, and new modes of delivery. Software-as-a-service BI is attracting attention from small businesses, and as an alternate deployment mode for larger ones, but shows no signs of taking over the BI market wholesale over the next few years. That said, cloud computing continues to uproot traditional models in CRM and ERP, so we would be remiss not to mention the potential for change in BI. Limited BI resources still spend significantly more time maintaining hardware and managing software upgrades than deriving insights for business users. It seems only likely that the total cost of ownership of traditional on-premise solutions may force the entire industry into cloud based offerings for competitive parity.

The current vendor landscape also opens the door to BI in small and midsize organizations that have been largely underserved by solutions that were too complex or too expensive to adopt. At present, the industry is undergoing a series of changes akin to what we saw when Apple launched the iPod. While not the first mp3 player on the market, the iPod proved to be the simplest and most innovative approach for widespread adoption. Similar trends are happening in BI. Simplicity, ease of use, mobile access, cloud access, and self-service will likely offer capabilities that have existed in suite solutions for years, but in a ways that are so accessible and easy it makes more robust solutions obsolete or inappropriate.

All of this is good news for buyers who are looking for very accessible ways to rapidly augment the business with dashboards or reporting options. The average Top Performers has deployed 3 BI solutions internally (Everyone Else shows an average of 2 BI solutions).

Because of these trends, the prevailing view is that data visualization efforts should be complementary to existing robust BI solutions. It's all about time to value and solving low-hanging fruit for business users if they are hunger for data-driven insights. It has quite literally never been easier to bring in turnkey, simple to adopt solutions to enhance dashboards and reporting with visually compelling insights.

FAQs About Gleanster Vendor Rankings

What is Gleanster's methodology for capturing vendor rankings data?

Vendor rankings are crowd-sourced by end users in Gleanster surveys. Respondents are asked to rank their current or past experience with relevant vendors on a scale of 1-5. A minimum of 8 user reviews are required to show up on the chart. This is not a statistically valid sample size, but it's quite difficult to get in front of actual users. Gleanster promotes this survey independently AND allows vendors to promote the survey link prior to publication to drive customer participation. The top 8 highest survey responses are taken into account on the rankings. All vendors have equal ability to be covered on the rankings charts. Vendors do not pay Gleanster to be covered and cannot influence placement with an analyst relationship.

How do I interpret the data on this chart?

Eight users with current or past experience with one or more solutions from this vendor gave them an average score of "x" based on the criteria of this chart. This information should (1) be taken with a grain of salt given the sample size and (2) be married with other sources of rankings data available in the market research industry.

If a vendor isn't ranked as "Best," what does that mean?

The Good, Better, Best rankings are a way to segment user feedback in easy to digest buckets. Any vendor with more than one customer has a technology offering that is successfully addressing the needs of a satisfied customer base. Regardless of the score, placement on the vendor rankings charts is a good thing. It means you get insight into user perception from

5000fish (Yurbi)

http://www.gleanster.com/vendor/5000fish

"5000fish, Inc., a Business Intelligence (BI) software company, creates innovative products for business users to make data-informed business decisions. Current products include: Yurbi, an enterprise BI platform that allows organizations to access, integrate, and deliver data from multiple systems securely to users who need it in real-time and without requiring programming or database expertise; Yurbi Connect, a drag and drop process to automate the integration of application data, both on-premise and cloud-based; and MailSync, an Outlook Plug-In that lets Help Desk Analysts

interact with live data from their Help Desk systems in Microsoft Outlook."

Gleanster Skinny: 5000fish designed Yurbi around a self-service model to cut operations costs and make BI more affordable and easy to use for businesses of any size. There are three editions: Community, Team and Enterprise. Users of Community, the vendor's free edition targeted at small businesses, get a free 30-day trial of any of Yurbi's premium pre-built apps and features. The vendor makes it easy (and enticing) for users to upgrade and unlock new features without having to go through the ordeal of reinstalling the software. Yurbi can be installed on an on-premise server, in the cloud, or on

DATA VISUALIZATION VENDORS RANKED BY EASE OF DEPLOYMENT

BASED ON EXPERIENCE FROM USERS

GOOD	BETTER	BEST
IBM 3.3 out of 5	MICROSOFT 3.7 out of 5	DUNDAS 4.8 out of 5
BIRST 3.0 out of 5	TABLEAU 3.7 out of 5	IDASHBOARDS 4.6 out of 5
PENTAHO 3.0 out of 5	HP 3.7 out of 5	ENTRINSIK 4.5 out of 5
SAS 2.9 out of 5	ORACLE 3.6 out of 5	QLIKTECH 4.3 out of 5
SAP 2.6 out of 5	GOODDATA 3.4 out of 5	

* Gleanster Research 2015 Data Visualization Gleansight Benchmark Report

Vendor Rankings FLASH chart © Gleanster, January 2015 Note: Vendor rankings are determined by the experiences of industry practitioners, according to survey feedback, and not by the assessment or opinion of Gleanster analysts. The omission of a particular vendor may be due to lack of sufficient data and may be no indication of that company's performance relative to other solution providers. Information on the research methodology used for vendor rankings is available elsewhere in this Gleansight benchmark report and also in the FAQ section of the Gleanster website.

a tiny sub-set of the vendor's users who were willing to provide feedback. But don't assume the score is indicative of ALL customers – be that a top ranking score or a lower ranking score. Again, use the data as one of many pieces of information that may influence your decision. Our goal is to help buyers, not bias buyers.

If a vendor isn't ranked at all, what does that mean?

Not showing up on vendor rankings is merely an indication that Gleanster did not capture enough user reviews for inclusion on the report. Sometimes the magic works, and sometimes it doesn't. But we're determined to keep trying so you can make informed decisions on technology spend. You will, however, notice that these vendors are covered in our Gleansights and usually have a Gleanster Skinny covering their solutions.

Why does Gleanster provide rankings in this way?

You have access to an abundance of data from analysts who provide context about vendors based on the solutions offered and market presence. It's more difficult to capture user feedback based on criteria buyers consider when investing in technology solutions. Our rankings are based on end-user feedback and should be used as a directionally relevant data point in your decision – one of many. The data may not be statistically valid, but it's better than a sharp stick in the eye. It's up to you to determine if it merits any weight in your decision process.

Can the data be biased?

Vendors have the ability to promote the survey link prior to publication. Technically they could encourage 8 customers to bias the data. However, survey responses are anonymous, and generally users are quite honest – which ultimately impacts the average score for vendors. Also, buyers are savvy. Gleanster does capture personally verifiable data on survey respondents to validate the accuracy of user feedback, but analysis is always at an aggregate level. Personal data from respondents is put in a special lock box that Al Gore keeps under his bed.

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the client's own desktop. One of the vendor's key strengths is administration. Administrators maintain version control when reports are shared and can limit data access to team members. Yurbi's auditing and logging capabilities provide usage information, enabling administrators to know how team members are manipulating data and generating reports. With the latest release of Yurbi, administrators can also now update/ refresh the raw data as needed. Another strong suit is spreadsheet management. Yurbi is tightly integrated with Microsoft Excel and Comma Separated Value (CSV) files and plans as part of its product roadmap to integrate OpenOffice, Google Docs Spreadsheets, and Zoho Sheets. The vendor gets high marks on customer service, with a separate help desk solution for users of Microsoft Outlook. The company offers a tool, called Yurbi Connect, for integrating data between applications to improve data quality and automating processes. Yurbi Connect is available as part of the BI platform and also as a stand-alone product.

Actuate
http://www.gleanster.com/vendor/actuate

"Actuate provides software to more than three million BIRT developers and OEMs who build scalable, secure solutions that save time and improve brand experience by delivering personalized analytics and insights to over 200 million of their customers, partners and employees. Actuate founded and supports BIRT – the open source IDE – and develops BIRT iHub™ – the world-class deployment platform – to significantly improve productivity of developers working on customer facing applications. Actuate's BIRT Analytics™ delivers self-service predictive analytics to enhance customer engagement using Big Data. The Actuate Customer Communications Suite™ empowers organizations to easily transform, process, personalize, archive and deliver high volume content and individualized correspondence. Actuate is headquartered in Silicon Valley with more than 5,000 enterprise customers in financial services, technology and government."

Gleanster Skinny: A leading provider of open source BI solutions, Actuate founded and co-leads the Eclipse BIRT (Business Intelligence and Reporting Tools) open source project, which has emerged as the premier development environment for web-based data visualization. It is used by more than one million developers and recently passed the 10 million downloads mark.

Major software players such as Cisco, Infor, Siemens, Taleo and VeriSign have embedded BIRT's data analysis and reporting into their own products. In 2013, Acutate and BIRT Company integrated the AcutateOne, the BIRT-based suite of commercial products for development and deployment of custom business analytics applications, and BIRT onDemand Actuate's SaaS version of ActuateOne. The combined offering delivers incredible scalability for widespread reporting to large volumes of users (i.e. millions of users). BIRT is offered both on-premise and on-demand (as well as mobile). Actuate has a strong presence in financial services, government, education, ecommerce, retail, healthcare, life sciences, manufacturing, and telecommunications.

ADVIZOR Solutions
http://www.gleanster.com/vendor/advizor-solutions

"ADVIZOR Solutions® is today's leading provider of easy-to-use business analysis software. From the desktop to the enterprise, business managers and analysts can easily load data, do analysis, and share results within minutes – and all they need is a mouse!"

Gleanster Skinny: ADVIZOR Solutions' data discovery tool, which combines data visualization with in-memory data management and predictive analytics, is built upon technology originally developed at Bell Labs. Targeted at business users as opposed to IT, the primarily audience is US-based companies operating in the education sector. Other clients include companies in the financial services, fundraising/non-profit, healthcare, retail, and technology industries. Deployments are typically small, so this solution is a good option for businesses with limited amounts of data. Released in May 2013, version 6 introduces a series of visual improvements, "color modes" for unique chart rendering, and a cookie crumb feature (introduced in release 5.5) that allows users to track selection criteria. ADVIZOR can run on windows clients and over the web (or locally from any hosted SaaS solution). ADVISOR is available for individual use for $999 per seat.

Alteryx
http://www.gleanster.com/vendor/alteryx

"Companies of all sizes realize the tremendous potential for data, but many struggle with turning that data into something they can take action upon, quickly enough for it to make a difference.

Vendor Landscape Quick Reference Guide

- 5000fish (Yurbl)
- Actuate
- ADVIZOR Solutions
- Alteryx
- Altosoft
- arcplan
- BIME
- Birst
- BOARD International
- Connotate
- Deloitte Managed Analytics
- Dimensional Insight
- Domo
- Dundas
- Entrinsik
- GoodData
- HP
- IBM
- iDashboards
- InetSoft
- Infonet Software
- Infor
- Information Builders
- JackBe
- Jaspersoft (acquired by TIBCO)
- Jedox
- Kalido (now Magnitude Software)
- Logi Analytics
- Looker
- Microsoft
- MicroStrategy
- Oracle
- Panorama Software
- Pentaho
- PivotLink
- Prelytis
- QlikTech
- Quiterian
- SAP
- SAS
- SiSense
- SpagoBI
- Sybase
- Tableau
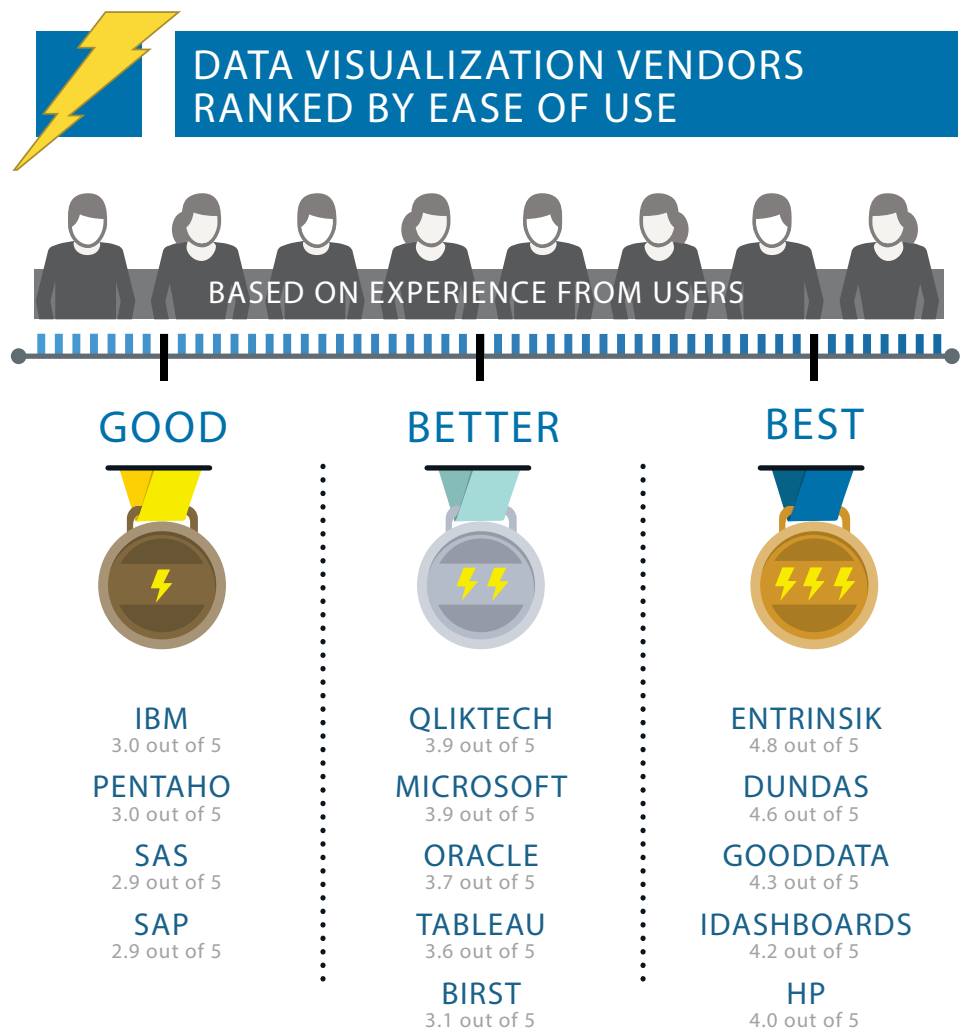- TARGIT
- TIBCO Software
- Vitria
- Yellowfin

Legacy approaches and tools for analytics have simply slowed them down even more. And, analysts in line of business departments such as sales, marketing, and finance are exhausting the capabilities of Microsoft Excel and other point solutions, and have grown tired of having to depend on data scientists and IT staff for data blending, analytics, and sharing of insight."

Gleanster Skinny: Gleanster has not briefed with Alteryx.

Altosoft

http://www.gleanster.com/vendor/altosoft

"Headquartered outside of Philadelphia, Altosoft delivers business intelligence and informatics solutions for commercial and government organizations worldwide. Altosoft's products elevate business intelligence to a higher level, delivering advanced functionality while making BI systems work faster, easier, and more cost-effectively. A typical Altosoft solution is implemented in one-tenth the time and at less

DATA VISUALIZATION VENDORS RANKED BY EASE OF USE

BASED ON EXPERIENCE FROM USERS

GOOD

IBM
3.0 out of 5

PENTAHO
3.0 out of 5

SAS
2.9 out of 5

SAP
2.9 out of 5

BETTER

QLIKTECH
3.9 out of 5

MICROSOFT
3.9 out of 5

ORACLE
3.7 out of 5

TABLEAU
3.6 out of 5

BIRST
3.1 out of 5

BEST

ENTRINSIK
4.8 out of 5

DUNDAS
4.6 out of 5

GOODDATA
4.3 out of 5

IDASHBOARDS
4.2 out of 5

HP
4.0 out of 5

* Gleanster Research 2015 Data Visualization Gleansight Benchmark Report

Vendor Rankings FLASH chart © Gleanster, January 2015. Note: Vendor rankings are determined by the experiences of industry practitioners, according to survey feedback, and not by the assessment or opinion of Gleanster analysts. The omission of a particular vendor may be due to lack of sufficient data and may be no indication of that company's performance relative to other solution providers. Information on the research methodology used for vendor rankings is available elsewhere in this Gleansight benchmark report and also in the FAQ section of the Gleanster website.

than one half the cost of ordinary BI projects. Altosoft's revolutionary, 100% codeless approach features ultra, low-latency data monitoring and analysis across operational databases, warehouses, and other data sources; integrates real-time event monitoring and business process intelligence; and enables dashboard development and customization by non-technical end-users in minutes with a browser-based, drag-and-drop interface."

Gleanster Skinny: Altosoft offers an end-to-end business intelligence platform that provides everything from agile data integration to visualization. The company began in the financial services sector, then shifted its main

focus to healthcare after the 2008 financial crisis, although it continues to offer a version of its solution to the financial services sector. Altosoft delivers what it calls "process-aware" BI software. Its so-called Process Intelligence engine graphically visualizes business processes by converting data into a sequence of events. This ability to integrate real-time event monitoring and business process optimization provides a key differentiator. Another advantage relates to Altosoft's approach to data integration. The solution can combine multiple data sources, automatically updating itself when the data changes. It reduces clutter for users with multiple data marts by identifying common metrics among client companies' different service lines and

DATA VISUALIZATION VENDORS RANKED BY FEATURES AND FUNCTIONALITY

BASED ON EXPERIENCE FROM USERS

GOOD

ORACLE
3.5 out of 5

IBM
3.3 out of 5

SAP
2.7 out of 5

BIRST
2.7 out of 5

BETTER

PENTAHO
3.9 out of 5

SAS
3.9 out of 5

TABLEAU
3.7 out of 5

HP
3.7 out of 5

GOODDATA
3.6 out of 5

BEST

DUNDAS
4.4 out of 5

IDASHBOARDS
4.3 out of 5

ENTRINSIK
4.1 out of 5

QLIKTECH
4.1 out of 5

MICROSOFT
3.0 out of 5

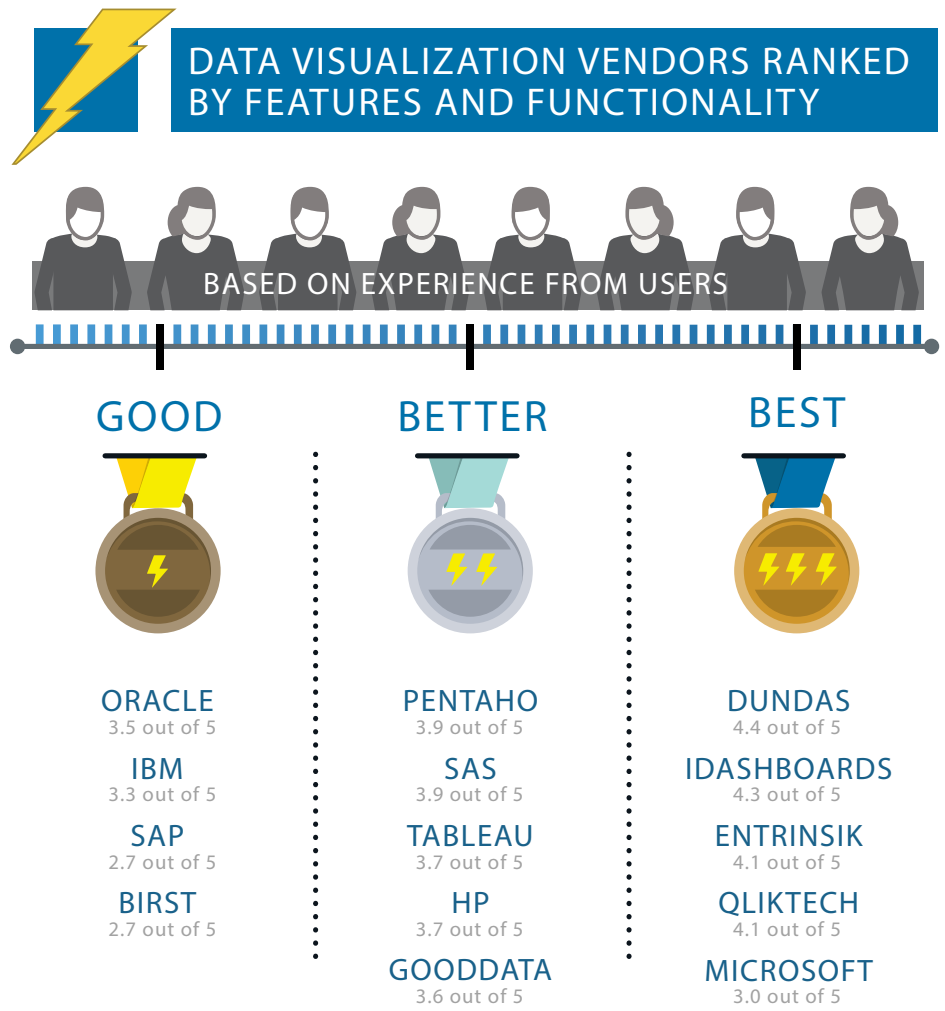* Gleanster Research 2015 Data Visualization Gleansight Benchmark Report

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performing various other analytical operations. Configuring the software requires no coding, and it can be deployed on-premise or in a hybrid cloud configuration. With the introduction of Altosoft Infinity, Insight can now be distributed across multiple computers for shared access and optimal performance. There are versions of the platform tailored for specific departments and functions within a multifaceted healthcare organization, including clinical research and investigation, pathology, and radiology, where Altosoft has displaced such heavy hitters as BusinessObjects and Cognos. Altosoft offers specialized solutions tailored for Metastorm, Opalis, and Microsoft SharePoint and System Center.

arcplan

http://www.gleanster.com/vendor/arcplan

"arcplan software solutions enable you to deploy business intelligence, analysis, and planning applications that meet all of your organizational needs. Our open approach to data connectivity provides direct access to more than 20 data sources in their native environments. arcplan does not require you to extract your data and aggregate content into a proprietary data source. Instead arcplan products connect directly to numerous relational and multidimensional data sources from vendors such as SAP, Oracle, IBM, Microsoft, Teradata and others."

Gleanster Skinny: arcplan's unified platform offers a wide range of capabilities for agile decision-making, including guided analytics (dashboards and scorecards), self-service analytics (ad-hoc reporting), and collaboration. This last piece is delivered via a solution called arcplan Engage, which incorporates rating, commenting, and tagging functionality based on popular social networking and e-commerce platforms, making it easy to use. The collaboration functionality has been expanded with features that inform users in real time about new content, reports, and ratings. Survey respondents give arcplan high marks on data access and integration as well as collaboration features. The vendor offers over 20 connectors which provide access to relational and multidimensional data sources from traditional BI vendors like SAP, Oracle, IBM and Microsoft. Support for in-memory appliances, including SAP HANA and Kognitio Pablo, enables users to further import and analyze big data and is a highlight of the latest release. arcplan also stands out for its integrated planning capabilities.

A product called arcplan Edge lends budgeting, planning and forecasting capabilities to the platform and also provides web-based reporting, dashboards, and workflow management tools.

BIME

http://www.gleanster.com/vendor/bime

"Founded in 2009 in Montpellier, a hotbed of academic R&D in the South of France, BIME (We are Cloud) powers the first pure cloud BI service for the age of Big Data. BIME delivers simple-to-use yet powerful data analysis, visualization and dashboarding as a fast, easy and low-cost service. BIME allows you to connect to both the online and the on-premises world in the same place. Create connections to all your data sources, create and execute queries and view your dashboards easily – all within BIME's beautifully intuitive interface."

Gleanster Skinny: BIME is an all-in-one solution offering a browser-based data mining and data visualization tool. Users can connect to data sets located anywhere – on premise or online, from a local database or spreadsheets. The solution primarily functions as a user-friendly front-end interface for huge databases like MySQL, SQL Server, and Oracle. Back-end data can also be sourced from platforms like Salesforce.com, Google Apps, Google Analytics, and even Facebook Insights. The ability to mine web and social media data is important, and it's an area where BIME has focused significant development efforts. Google BigQuery, a new web service that allows users to perform queries against enormous data sets. BIME is the first company to offer a BI front-end for Google BigQuery, which is widely considered to be easy-to-use, highly scalable, and affordable. Other BI vendors such as QlikTech have since followed suit. BEIM pricing starts at $180/m for standard data sources to $720/m for "big data sources (including Google, Amazon, SAP, and more)." Discounted pricing is available for longer term commitments.

Birst

http://www.gleanster.com/vendor/birst

"Birst is the only enterprise-caliber Business Intelligence platform born in the cloud. Less costly and more agile than Legacy BI and more powerful than Data Discovery, Birst is engineered with an automated data warehouse and rich, visual analytics, to give meaning to data – all types and sizes. Coupled with the agility of
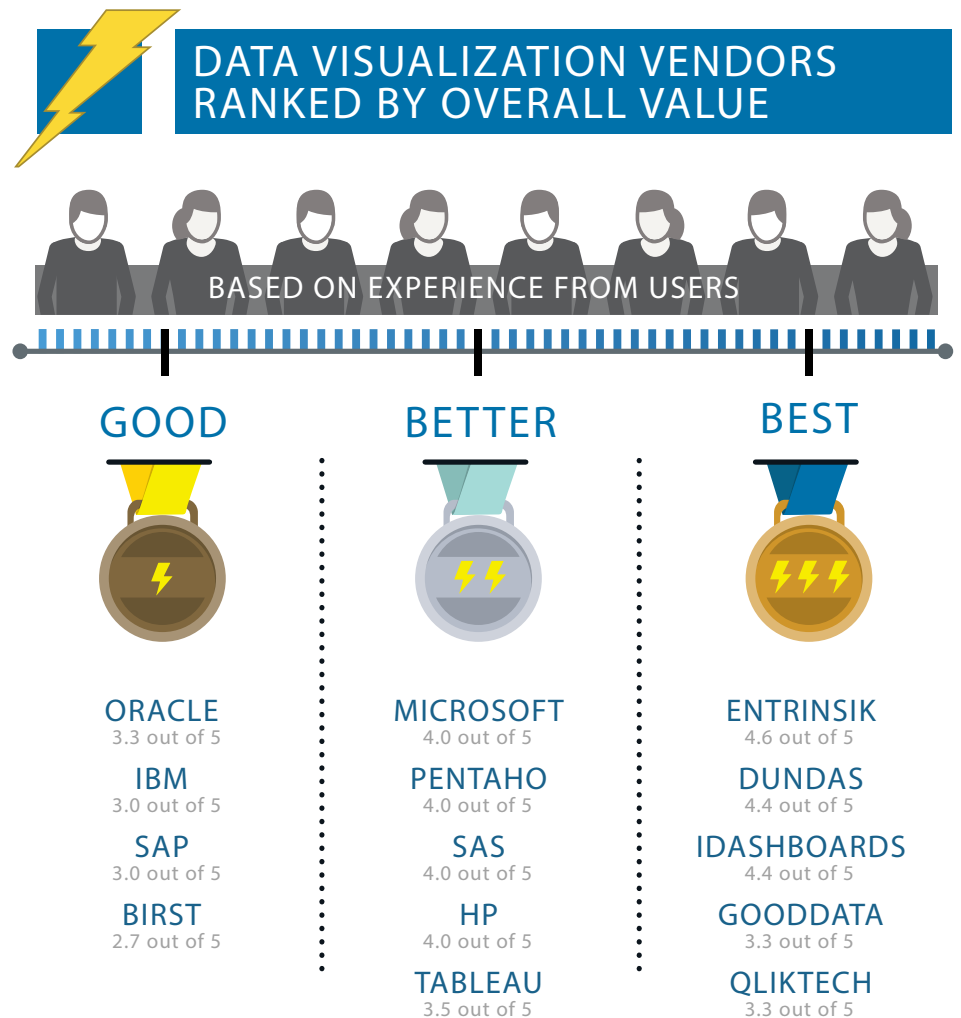
the Cloud, Birst gives business teams the ability to solve real problems. Fast."

Gleanster Skinny: Birst is widely recognized for its prowess in "friction-free analytics," which involves "reducing and eliminating the barriers that stand in the way of business users to find the analytical insights they need." The vendor has done a good job in bringing the promise of agile BI to fruition, allowing business users to use state-of-the-art self-service BI tools to create their own dashboards and reports, add new data sources on the fly, and take advantage of a large number of easy-to-use capabilities, diminishing their reliance on IT. In 2013 Birst expanded

its global footprint, adding offices in the UK, Australia, South Korea, China, and the Middle East. As a multi-tenant cloud solution, Birst is among the world's most robust BI instances, serving up over 80,000 dashboard views a day with over half a million fact tables that combine 25,000 data sources. This single instance housed in a SOC II, Type II security compliant infrastructure supports more than 10,000 organizations. Birst depends on a robust partner network for industry vertical solutions and rapidly established a strong "agile BI" presence in healthcare, high-tech, financial services, manufacturing, life sciences, government, and retail.

Note: While Gleanster strives to include all of the most relevant and noteworthy solution providers in the Vendor Landscape section, the list is by no means comprehensive in nature. Omissions may occur due to lack of sufficient market presence, as judged by the Gleanster research analyst team. Space constraints may necessitate some amount of paring of even those vendors that do have sufficient market presence. Simple oversights may also happen on occasion. To submit information about a solution provider, please complete the Solution Provider Information Form. To schedule a vendor briefing, please email research@gleanster.com. Vendor descriptions are taken verbatim from company websites or from vendor-submitted profile information. Gleanster Skinny (GS) commentaries are based on vendor briefings, customer interviews and Gleansight research findings as well as on company press releases and various other information sources.

DATA VISUALIZATION VENDORS RANKED BY OVERALL VALUE

BASED ON EXPERIENCE FROM USERS

GOOD

ORACLE
3.3 out of 5

IBM
3.0 out of 5

SAP
3.0 out of 5

BIRST
2.7 out of 5

BETTER

MICROSOFT
4.0 out of 5

PENTAHO
4.0 out of 5

SAS
4.0 out of 5

HP
4.0 out of 5

TABLEAU
3.5 out of 5

BEST

ENTRINSIK
4.6 out of 5

DUNDAS
4.4 out of 5

IDASHBOARDS
4.4 out of 5

GOODDATA
3.3 out of 5

QLIKTECH
3.3 out of 5

* Gleanster Research 2015 Data Visualization Gleansight Benchmark Report

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BOARD International

http://www.gleanster.com/vendor/board-international

"Founded in 1994 BOARD International is the provider of the industry's only programming-free toolkit for rapid and cost-effective development of Corporate Performance Management and Business Intelligence applications. Headquartered in Lugano, Switzerland, BOARD International has additional offices in Germany, Italy, Spain, Singapore, United States, UK, Australia and India and a worldwide resellers network."

Gleanster Skinny: BOARD offers a platform that integrates BI and CPM capabilities, delivering what the vendor calls "Management Intelligence." BI capabilities include multi-dimensional analysis, ad-hoc querying and dashboarding, and reporting. CPM capabilities include budgeting, planning and forecasting, and other finance-related activities. One key benefit of the Management Intelligence platform is that it provides a shared view of corporate performance throughout the organization. While integrating planning, budgeting and forecasting tools serves as a differentiator of sorts, BOARD is not the only vendor on this landscape to provide these capabilities as part of its BI platform. But BOARD was the first provider to organically develop these capabilities from the start, leading to a competitively unique purpose built platform. The vendor's "toolkit approach" allows customers to create and manage customized BI and Corporate Performance Management (CPM) solutions without programming expertise. It's an integrated all-in-one approach whereby BOARD brings all the necessary tools for building an analysis application, including a highly scalable multidimensional database, data reading and transformation tools (ETL), application user interface environment (client and web), security and a multi-tier architecture for system delivery, into a unified development framework. Drag-and-drop functionality makes it easy for users without technical backgrounds to create applications. The platform's interactive user interface also provides self-service capabilities around the end-user creation of reports and dashboards. While the offering is typically deployed in smaller environments, BOARD has been getting traction in some larger firms over the past few years, adding established brands like Puma, Giorgio Armani, Nike, Pepsico, and GlaxoSmithkline to its client roster. BOARD International is a global organization. As a Swiss-based company, the vast majority of customers are in Europe, but BOARD continues to gain momentum in the United States.

Connotate

http://www.gleanster.com/vendor/elcom

"Connotate, Inc.'s patented, advanced science and Web scraping technology powers an extraction platform that can turn the almost 1 billion websites registered on the Web today into a flow of clean, structured, and aggregated Webdata. Our growing customer list includes news and content aggregators such as McGraw-Hill, Associated Press and Thomson Reuters, as well as major consumer goods companies, financial institutions, technology companies, and healthcare/pharma. Connotate's Webdata helps support better decisions and deeper insights in marketing, pricing, competitive intelligence, finance and investing, human resources, sales and lead gen, and much more."

Gleanster Skinny: Connotate's Agent Community Web data monitoring and collection solution helps non-technical users collect, analyze and distribute high volumes of unstructured Web data via a patented visual abstraction technique and an easy-to-use, point-and-click interface. The solution can be deployed in a hosted or on-premise environment. Connotate's patented technology enables companies focused on big data to consume data from outside their firewall and combine it with data from their existing systems. The vendor's tools and services for automating web data extraction are used by organizations with mission-critical applications, including tools focused on competitive intelligence, financial intelligence, compliance, credential checking, market research, pricing intelligence, and online advertising creation and spend reporting. Agent Community can extract data from Web pages in any language, which naturally puts the vendor in a good position to further expand its global footprint. Connotate counts among its customers some of the world's largest and most respected innovators in news, publishing, retail, financial services and content aggregation.

Dimensional Insight

http://www.gleanster.com/vendor/dimensional-insight

Dimensional Insight is the leading provider of integrated business intelligence and performance management solutions that empower information consumers throughout the enterprise with data-driven decision making abilities. Our worldwide presence has allowed us to service

the information delivery needs of more than 2,600 customers and thousands of users from around the globe."

Gleanster Skinny: Dimensional Insight's BI suite, the Diver Solution, is an end-to-end platform for role-based BI, designed to make it possible for users to source data from multiple systems into interactive reports, dashboards, scorecards, and analytical tools. The vendor's customer base is largely comprised of hospitals across the US. Its suite of hospital-specific solutions encompasses all functions and departments: clinical, pricing, surgery, quality control, operations, and financial. There are physician and surgery scorecards, a tool for evaluating patient satisfaction, and a new Physician Performance Advisor solution. Dimensional Insight also offers industry-specific applications for supplier, manufacturer, and distributor organizations, including a revenue and expense tracking tool, productivity analysis tools, and a suite of executive dashboards. Clients outside of the healthcare industry include Roland, Mutual Distributing and New Balance. Last year, Diver received top rankings in multiple categories of The BI Survey 10, issued by the Business Application Research Center (BARC). In terms of agility, the solution offers a point-and-click reporting interface and a broad selection of customizable report templates for self-service reporting. Administrative tools such as automated report distribution, event scheduling, and real-time alerts require minimal IT involvement.

Deloitte Managed Analytics
http://www.gleanster.com/vendor/deloitte

"DMA accelerates the delivery of business insight through a comprehensive range of managed analytic solutions and complementary advisory/implementation services. DMA managed analytic solutions are focused on end-user needs and easily integrate multiple data sources to provide faster access to critical business information and speed client time-to-value. The DMA portfolio of managed analytic applications is based on deep vertical industry and functional domain knowledge, acquired through years of experience, research and client engagement success. As a result, DMA analytics include tailored reports, scorecards and dashboards designed to meet the needs of specific users and leading-practice benchmarks that could otherwise take years of analysis to develop. DMA clients can benefit from greatly accelerated

overall solution delivery, and gain actionable insights into their revenue and profitability, customer behavior, supply chain performance and after-market services performance. DMA business analytic applications are built on our secure, hosted data integration and data warehousing platform and delivered over the Web to eliminate the need to procure, configure or manage additional hardware. DMA analytics applications complement your current business intelligence and data management infrastructure so you can drive additional value from these existing investments and capabilities."

Gleanster Skinny: Deloitte Managed Analytics (DMA) is part of the Deloitte Analytics portfolio of solutions. DMA business analytic applications are built on Deloitte's secure, hosted data integration and warehousing platform and delivered over the web. The apps are focused on revenue and profitability, customer behavior, supply chain performance and after-market services performance. The DMA platform offers robust tools for data discovery, mapping and analysis. DMA takes a model-driven approach to data integration: Once data arrives in the system, it is analyzed, pattern-matched and mapped to the platform's Intelligent Data Schema (IDS), a predefined data model optimized for business analytics. This approach eliminates the need for complex ETL tools and custom data models when building a data warehouse. Using business relevance as a guiding compass, the DMA platform drives data quality and relevancy, and helps reduce data volumes. The DMA platform also comes with powerful security features and Data Exporter for SAP, which extracts data from SAP systems and transport it into a cloud-based analytical data store for on-demand reporting and analysis. The platform can be (and frequently is) deployed on a global scale. Industry specific solutions exist for consumer packaged goods and manufacturing.

Domo
http://www.gleanster.com/vendor/domo

""Domo is a cloud-based executive management platform that gives users direct, real-time access to all the business information they care about, all in one place. With $250 million in funding, Domo is backed by an all-star list of angels and investors including Benchmark Capital, IVP, Andreessen Horowitz, Ron Conway and David Lee of SV Angel, Hummer Winblad, plus the who's who of SaaS and Internet technology."

Gleanster Skinny: Domo is the new kid on the block. Sort of. Founded in 2011 by Omniture co-founder Josh James, the vendor is actually the combination of data dashboard specialist Corda Technologies and a BI company, called Shasho, which James himself founded shortly after selling Adobe to Omniture to address the challenge he faced of gaining access to real-time information about his own business. Domo's founding team additionally includes talent from Amazon, American Express, Ancestry. com, eBay, Endeca, Facebook, Linkedin, MLB. com, and Salesforce.com. Domo's investors include big names in SaaS, venture capital and Internet technology. Domo's turnkey Executive Management Platform is designed to collect and integrate data from a variety of systems, such as ERP, CRM, HR and financial databases – any data repository or current reporting system, for that matter – to deliver real-time intelligence. Intelligence is delivered across any device, including mobile platforms such as the iPhone and iPad (sorry, still no support for Android). Domo competes with other pure-play vendors on this landscape such as Birst, GoodData and PivotLink. Domo has already established an impressive client roster, comprised of leading brands such as Nisson, Merrill Lynch, Luminex, Walt Disney, and Comcast.

Dundas

http://www.gleanster.com/vendor/dundas

"Dundas Data Visualization is a leading, global provider of enterprise-ready Business Intelligence (BI) and Data Visualization solutions. Dundas offers easy to use self-service, single BI experience allowing users to connect, interact and visualize any data, on any device. Our flexible BI platform is fully supported by a consultative and best practice solutions approach. For over 20 years, Dundas has been helping organizations discover deeper insights faster, make better decisions and achieve greater success."

Gleanster Skinny: Dundas is one of the few providers on the market that truly embodies what it means to offer data visualization capabilities. Dundas Dashboard has close to 1,000 customers across 53 countries. The platform is designed to be customizable and data source agnostic. The presentation layer is by far the most flexible on the market and the technology is web-based, which means reports can be imbedded anywhere (including competitive offerings). Dundas boasts over 50 different packaged data visuals, support

for mobile BI (responsive & HTML5 support), and deeper customization than many of their much larger BI competitors. In November 2014, Dundas launched a new BI offering designed specifically for ease-of-use: self-service, single experience across platforms, and enterprise ready. The HTML5 offering and later stage launch of BI allowed them to re-think some of the nuances that plague legacy enterprise BI offerings. Dundas also offers consulting services for a bottom-up approach to development.

Entrinsik

http://www.gleanster.com/vendor/entrinsik

"Founded in 1984, Entrinsik develops, implements, and supports Information Management Solutions that enable organizations to maximize performance and improve bottom lines. Entrinsik Informer is an innovative, award-winning agile reporting and business intelligence solution used by tens of thousands around the world. Entrinsik Enrole Registration & Course Management software drives many of the nation's largest continuing education profit centers and seminar event planning industries. Over 1,500 organizations around the world use Entrinsik's software every day."

Gleanster Skinny: Having developed information management systems for more than a quarter of a century, Entrinsik is a true pioneer in the BI space. While higher education accounts for the lion's share of its customer base, the company's products also have a strong presence in insurance, government, employee benefits management, distribution, and construction management. Entrinsik Informer offers reporting and operational business intelligence software. Since its initial release more than a decade ago, Informer has grown from being a leading player in the relatively small MultiValue space, specifically with users of U2 and D3 databases, to a strong solution in the wider SQL space. It has proven itself to be a quick and easy web-based alternative to traditional BI solutions. Entrinsik has established a strong presence as a provider of self-service reporting, ad-hoc data analysis, and interactive dashboard capabilities. Informer consolidates data from diverse databases without building separate data warehouses or cubes. It also allows users to create customized reports from real-time production data through a web-based browser. The vendor has more than 25 global partners, many of which have embedded Informer into their own applications. Also worthy of note,

Entrinsik successfully drove the most customer survey participation to the Data Visualization survey over any solution provider in Gleanster history. When your brand can rally 80+ unique customers to participate in a survey, you've got some street cred among your install base.

GoodData

http://www.gleanster.com/vendor/gooddata

"GoodData powers the All Data Enterprise by offering an Open Analytics Platform that supports both IT's need for Data Governance, security and oversight and business users' desires for self-service Data Discovery. The platform consolidates data of any size, typically found both inside organizations and in the cloud, creating an analytic experience that is both fast and agile for users, yet protected, managed and secured for IT."

Gleanster Skinny: GoodData offers an "end-to-end data governance and discovery" architecture for collecting, storing, combining, analyzing, and visualizing data. GoodData boasts 30,000 customers and 100,000 users. GoodData BI is a cloud-based platform designed for analysis of marketing, sales, and customer service in midsize to large organizations. It's capable of accessing structured and unstructured data and includes packaged integrations with Facebook, Twitter, Oracle, SAP, Marketo, Eloqua, Zendesk and Salesforce.com to name a few.

HP

http://www.gleanster.com/vendor/hp

"HP Explore consolidates all customer behavior, whether direct or indirect, structured or unstructured to identify patterns. Powered by HP IDOL, Explore delivers valuable customer insights across all channels: web, mobile, social media, email, contact center, database, and storefront, so that you can discover the 'unknown unknowns.' HP Explore allows you to identify and prioritize concepts within a piece of information, bringing meaningful and comprehensive intelligence to enhance the efficiency of critical operations and the effectiveness of crucial decisions."

Gleanster Skinny: HP Explore is a data visualization and analytics platform offering customer insights across all channels: web, mobile, social media, email, contact center, database, and storefront. HP Explore leverages

IDOL (Intelligent Data Operating Layer), a machine-based learning capability that came out of the Autonomy acquisition. HP Explore is essentially a command console for exploring large data sets. But IDOL takes that exploration to a whole new level by providing context within the data. IDOL helps marketers isolate relationships, trends, and insights from the data through machine learning. Unlike traditional BI that tells you what happened, IDOL literally helps marketers dive into why something happened. That means both structured and unstructured data (from ERP, CRM, social media, and other data warehouses) can be loaded to the system and you can automatically derive insights from that information.

IBM

http://www.gleanster.com/vendor/ibm

"Make better and smarter business decisions faster with solutions that take business intelligence (BI) to a whole new level. Innovations in BI from IBM provide broader analytic capabilities so that everyone has the relevant information they need to drive your business forward. IBM business intelligence products are designed to integrate with one another and with many third-party solutions, including leading big data platforms. So, you can start addressing your most pressing BI needs almost immediately with the confidence that you can seamlessly grow your solution over time to meet future requirements."

Gleanster Skinny: IBM continues to make significant headway in a full-featured portfolio of BI offerings. To be sure, IBM offers everything from BI tools, predictive analytics, hardware, and even professional services. IBM can literally meet the needs of any buyer. Cognos comes in a variety of versions which are designed to incrementally offer more advanced features demanded by organizations of increasing sizes. Buyers can choose between Cognos Insights (a desktop app for $530 per year), Cognos Express for midsize organizations, Cognos Enterprise, and Cognos TM1 for budgeting and financials. The solutions can be implemented on premise or in dedicated software-as-a-service environments hosted by IBM or on server hardware.

iDashboards

http://www.gleanster.com/vendor/idashboards

"Beautiful Dashboards. Powerful Insights. Founded in 2003 in Troy, Michigan, iDashboards

is a pioneer in the data visualization space. Through award winning engineering and patented technology, we're making it easier to understand your data. At iDashboards we don't just provide richer, more visually engaging ways to display your data. We offer easy-to-build, dynamic dashboards that create context for any user – in any organization – so they can draw real meaning from raw data. No matter who you are, or what industry you work in, we can rapidly reduce the time it takes to build beautiful dashboards and discover powerful insights. From sales to development to support, we look at every situation as an opportunity to innovate, to respond quickly and be flexible enough to meet our clients' needs by giving them a hand… or two."

Gleanster Skinny: iDashboard features both on-premise and on-demand offerings. The company offers a turnkey way to create easy-to-build, dynamic dashboards that offer context for any user – in any organization – so they can draw real meaning from raw data. iDashboard offers industry specific and function specific dashboards. Today, iDashboards is used by over 2,000 customers from all company sizes. If all you're looking for are some scalable dashboards that don't frequently change and require very little contextual drill-down, iDashboards should definitely be on the short list.

InetSoft

http://www.gleanster.com/vendor/inetsoft

"Since 1996 InetSoft has been delivering easy, agile, and robust business intelligence software that makes it possible for organizations and solution providers of all sizes to quickly deploy or embed visually-compelling, interactive dashboards, analytical data visualizations, and pixel-perfect report publishing. InetSoft's data access platform includes a unique approach to in-memory database technology to meet big data and high performance needs and a patent pending Data Block™ technology that enables data mashups of almost any data source. A unique capability for end-user defined data mashup combined with InetSoft's visual analysis technologies allow maximum self-service that benefits the average business user, the IT administrator, and the developer. InetSoft solutions have been deployed at over 3,000 organizations worldwide, including 25% of Fortune 500 companies, spanning all types of industries."

Gleanster Skinny: InetSoft has been providing business intelligence tools for more than 15 years, making the company a pioneer in this space. Its Style Intelligence solution consists of three key technologies: Visualization, Publishing, and Data Block, which is essentially a data mashup engine that provides drag-and-drop functionality. InetSoft has a strong data access layer with a self-service functionality that appeals to both the causal user and the power user. The solution offers an easy to use interface for non-technical business users in marketing, sales, and supply chain. The drag-and-drop dashboard capabilities and visualization complement the self-service platform for business users. InetSoft boasts globally known brands in healthcare, financial services, government, education, manufacturing, and telecommunications, including Thomson Reuters, Blue Cross Blue Shield, AT&T, Citigroup, and Lockheed Martin.

Jinfonet Software

http://www.gleanster.com/vendor/jinfonet

"JReport is the leading embedded reporting solution for Java applications. JReport is in production today at more than 25,000 installations around the world, supporting more than a million end-users everyday for their mission-critical reporting applications. Because JReport scales to any enterprise reporting workload, it is the perfect information delivery solution for enterprises of all sizes. JReport solves the Information Delivery and Data Presentation Challenge for Enterprise Applications in all industries.."

Gleanster Skinny: Jinfonet delivers the industry leading embedded java-based reporting platform called JReport. JReport boasts over 1 million users and 25,000 installations making it one of the most flexible and pervasive enterprise class embedded reporting platforms. Unlike many of the competitors on this landscape, Jinfonet is not a SaaS provider and they don't offer a user-based subscription. JReport is licensed for unlimited users on a per-CPU account basis. That said chances are good you may have interacted with JReport functionality as it's a frequently white labeled as an embedded reporting solution in many SaaS offerings (including some "competitors".) The platform is highly robust and capable of customized analytics for large datasets, ad-hoc reporting, and visualizations. JReport remains laser focused on simplifying the complexity of reporting and visualization in the enterprise. As such, the solution and the interface is designed

to be accessible to non-technical business users for ad-hoc and custom dashboard reporting, though the solution is frequently onboarded by BI Developers and Technical Managers.

Infor
http://www.gleanster.com/vendor/infor

"Infor is fundamentally changing the way information is published and consumed in the enterprise, helping 70,000 customers in 194 countries improve operations, drive growth, and quickly adapt to changes in business demands. Infor offers deep industry-specific applications and suites, engineered for speed, and with an innovative user experience design that is simple, transparent, and elegant. Infor provides flexible deployment options that give customers a choice to run their businesses in the cloud, on-premises, or both."

Gleanster Skinny: Business Intelligence (BI) 10x delivers advanced analytics and planning capabilities, self-service dashboards, and social collaboration for a modern, mobile, and social experience. At its core, Infor BI 10x includes core technologies such as Infor ION and Infor Ming.le. Infor offers a self-service in-memory dashboard creation tool that incorporates an application engine for forecasting and predictive analytics. The new HTML-5 based interface offers a modern and fresh approach to BI. Infor offers an in-memory OLAP server for multidimensional analysis, as well as integration with Microsoft Excel for data manipulation that doesn't require help from IT.

Information Builders
http://www.gleanster.com/vendor/information-builders

"Information Builders helps organizations transform data into business value. Our software solutions for business intelligence and analytics, integration, and data integrity empower people to make smarter decisions, strengthen customer relationships, and drive growth. Our dedication to customer success is unmatched in the industry. That's why tens of thousands of leading organizations rely on Information Builders to be their trusted partner. Founded in 1975, Information Builders is headquartered in New York, NY, with offices around the world, and remains one of the largest independent, privately held companies in the industry."

Gleanster Skinny: At Information Builders' 2012 user summit, the company discussed how it's addressing today's most pervasive trends in

enterprise BI: support of Big Data, social media, cloud, and mobile. In early 2012, Information Builders improved the ability of WebFocus to process big data sets faster by adding an embedded column-oriented database to its BI platform. The company has also continued to add interfaces for big data sources such as Teradata, EMC Greenplum, HP Vertica, and 1010data through its partner program. In terms of social media, Information Builders recently introduced the ability to process and perform sentiment analysis on both structured and unstructured content, including content from platforms such as Facebook, Twitter, and LinkedIn. Information Builders offers subscription pricing that allows its customers to avoid the substantial upfront costs associated with implementing new applications in the cloud. The latest iteration of its BI platform, WebFOCUS 8, comes with multitenant capabilities and more granular security for managing data in the cloud. Released in April 2012, it also comes with support for HTML5 to provide device-agnostic, author-once, render-anywhere capabilities. The vendor also offers an iPad app called Mobile Favs that provides off-line capabilities. Another new focus area is industry-specific master data applications. The first was released at the 2012 user conference and is tailored to the healthcare industry.

JackBe
http://www.gleanster.com/vendor/jackbe

"JackBe is the leading provider of Real-Time Actionable Intelligence. JackBe's enterprise platform, Presto, mashes and visualizes data into live dashboards for desktop, mobile, portals and SharePoint. Armed with real-time intelligence, executives and operational managers can make immediate, informed decisions to changes that impact the business."

Gleanster Skinny: The nursery rhyme "Jack be nimble, Jack be quick..." could well have been written about Agile BI. For its part, JackBe has emerged as a provider of real-time operational intelligence software, a new segment of business intelligence that analyzes live feeds and event data, with the aim to enable managers to make smart decisions faster. The vendor's signature platform, Presto, renders BI analytics as mashables – web applications that combine information from two or more sources. This approach makes it possible to incorporate many sources of data not typically associated with data warehouses. In its newest form, Presto

can detect the platform on which it is running, including mobile devices and tablets, and display its content accordingly. The program creates dashboards by compiling data from multiple live information sources. Presto is designed to encourage rapid decisions informed by relevant data – this is achieved by presenting dashboards that can be personalized by the user to fit the relevant market and key performance indicators. Presto has a large user base that spans a range of industries including financial services, government, healthcare, and manufacturing. Recent client wins include Proctor & Gamble, Dell, and the National Aeronautics and Space Administration.

Jaspersoft (acquired by TIBCO)
http://www.gleanster.com/vendor/jaspersoft

"Jaspersoft empowers people every day to make better decisions faster by bringing them timely, actionable data inside their apps and business processes. Its embeddable, cost-effective reporting and analytics platform allows anyone to quickly self-serve to get the answers they need, while scaling architecturally and economically to reach everyone. Thanks to a community that is hundreds-of-thousands strong, Jaspersoft's commercial and open source software has been downloaded millions of times and is used to create the Intelligence Inside apps and business processes."

Gleanster Skinny: In April 2014, TIBCO Software announced it acquired Jaspersoft Corporation. Jaspersoft has a reputation as one of the foremost open source BI solution providers. The combined offering should complement the existing TOBCO Spotfire discovery and analytics solution. Jaspersoft is a full-featured platform which users indicate is more cost effective relative to competitors. Its solution is primarily used by small and medium-sized companies, ranging from ecommerce websites to the City of Amsterdam, which is where Jaspersoft got its start. To date, more than 400 OEMs and SaaS providers have integrated Jaspersoft BI components into their software offerings, and many other businesses incorporate Jaspersoft into their internal applications, as well, taking advantage of the solution's highly embeddable architecture. Although Jaspersoft is known for delivering traditional BI capabilities, it has increasingly added more agile features to its solution. Its software supports the top distributed database management systems, including Hadoop-Hive,

MongoDB, Hadoop HBase, and Cassandra.

Jedox AG
http://www.gleanster.com/vendor/jedox

""Turn the most frequently used BI tool into the most efficient one" – that is our vision. Based on the notion that Excel is the de facto standard for planning and analysis in most companies, Jedox empowers specialists to use their Excel know-how to create complex planning and BI solutions – not just in Excel but also on the web, on mobile devices and in the cloud. Founded in Freiburg (Germany) in 2002, Jedox is one of the leading providers of Business Intelligence and Performance Management solutions. The powerful BI & PM software is based on Excel and combines planning, analysis, and reporting in one single easy to use product."

Gleanster Skinny: Recognized as one of the primary publishers of BI and CPM Software Solutions in Europe, Jedox offers an all in one platform, that allows users to plan, report and analyze with one integrated tool. Jedox 5.1, available in excel, web browsers, and mobile devices, impresses with data-driven modelling, extended planning, predictive analysis & R-Integration and more than 50+ new features.

Kalido (now Magnitude Software)
http://www.gleanster.com/vendor/kalido

"Kalido is the leading provider of agile information management software. Kalido enables companies to manage data as a shared enterprise asset by supporting the business process of data management. Unlike traditional approaches which treat the symptoms of bad data, Kalido targets the root cause by keeping bad data from infecting the business environment. The outcome is better data to improve business performance."

Gleanster Skinny: In April 2014, Noetix, the largest independent provider of instant operational reporting and packaged analytics for Oracle Applications, and Kalido, the leading provider of business-driven information management software, announced they have combined their businesses in a merger of equals. The combined business is called Magnitude Software, and is a leading provider of Enterprise Information Management (EIM) software, with 10 award-winning enterprise class EIM products and over 600 active enterprise clients with more than 200,000 users in 100 countries worldwide. Kalido included three primary offerings: Kalido

Information Engine (a data foundation for analytics featuring graphical modeling, 90 day implementation, and auditing), Master Data Management (featuring business-centric data governance across the enterprise) and Business Information Modeler (with a user interface for drawing, structuring, and defining attributes of types of business entities). Kalido is used by 20% of the world's most profitable customers in banking, insurance, life sciences, retail, and consumer packaged goods.

Logi Analytics

http://www.gleanster.com/vendor/logixml

"We are a business intelligence company that began with a vision about how the web could be used to transform the way people see and use data. Today, our technology supports the BI initiatives of over 1000 companies around the globe that are delivering meaningful information to their employees, partners, and customers in a faster, more flexible, and less expensive way. In addition to companies using the technology internally, we are also a leading provider to the ISV and SaaS industries, where our technology is used on an OEM basis to seamlessly embed data visualizations directly in our customers' own software and services, increasing their revenues as well as customer satisfaction."

Gleanster Skinny: In March 2013 LogiXML changed its name to Logi Analytics, but remained a well-known leader in embedded BI. The technology's open web standards architecture makes it easy to add interactive dashboards and reports directly into existing applications. The modular design, low cost, opened up the solution for OEM usage early on. Outside of traditional drag-and-drop functionality dashboards and visualization, Logi Analytics also includes process and workflow management capabilities, including email notifications, schedules, alerts, as well as data integration. The dashboard and reporting features are the most robust. Although most features and functionalities are primarily tailored to BI developers, IT managers, and analysts, the Ad Hoc reporting solution targets nontechnical business users. Logi's customer base is largely comprised of are ISVs or SaaS vendors that incorporate the product into their own offerings. Logi Analytics is a great fit for SMBs and or departments in mid-to-large organizations. Notable industry focus includes manufacturing, healthcare, financial services, and government.

Looker

http://www.gleanster.com/vendor/looker

"Looker is run by a lean team of high-tech upstarts. Pioneering a new kind of business intelligence (BI) that gives anyone the ability to interact with live data, Looker is creating true discovery-driven businesses and unlocking the value of their data, one customer at a time."

Gleanster Skinny: Founded in 2011, looker offers an innovative approach to aggregating disparate data. Looker connects with analytics data live, in real time. Then data is available for discovery, exploration and business intelligence on any device – collaboratively. Looker is easy for non-technical users to run, and requires no coding or SQL knowledge. Looker operates 100% in-database, enabling manipulation of raw data at the point of analysis in a transformation that is transparent to the raw data. Pricing is not listed on the website, and Gleanster has yet to brief with Looker.

Microsoft

http://www.gleanster.com/vendor/microsoft

"Bring the power of data to every user in your organization. To fully benefit from the power of data, organizations need to make it easy for all users to get access to the right data, at the right time, so they can make more informed decisions, while also giving IT the tools to manage data access, quality and compliance. User expectations, however, are changing, and they are demanding self-service access to more types of data than ever before. A BI solution isn't complete if it can't pull in external data from a marketplace, or unstructured data from Hadoop, and easily combine it with existing enterprise data that may live on premises or in the cloud. Customers can build these modern BI solutions on-premises using SQL Server, SharePoint and Excel or simply subscribe to Power BI for Office 365 and let Microsoft manage the infrastructure for them, so they can focus on unlocking new insights."

Gleanster Skinny: Everyone knows Excel, and that exactly what Microsoft is banking on in the Microsoft BI self-service offering. Microsoft BI includes features in Excel 2013 as well as a cloud-based platform called "Power BI" which integrates with SharePoint for collaboration. Power BI includes modeling, visualization, collaboration, and scalable delivery of insights. As Microsoft continues to push Office 365 the pervasiveness of Excel may prove to create

disruptive force in the market. Microsoft BI continues to generate considerable buzz over the last year, and should be a short-list contender for companies looking for self-service BI, particularly when SQL Server, Sharepoint, and Office are already present. For large organizations demanding more intimate domain expertise in vertical or functional insights, Microsoft will be heavily relying on a partner network – which may not be as attractive as turnkey solution offerings from established players.

MicroStrategy

http://www.gleanster.com/vendor/microstrategy

"Founded in 1989, MicroStrategy is a leading provider of enterprise software platforms for business intelligence (BI), mobile intelligence, and social intelligence applications. MicroStrategy's BI platform enables leading organizations worldwide to analyze the vast amounts of data stored across their enterprises to make better business decisions. Companies choose MicroStrategy BI for its ease-of-use, sophisticated analytics, and superior data and user scalability. MicroStrategy's mobile intelligence platform helps companies and organizations build, deploy, and maintain mobile apps across a range of solutions by embedding intelligence, transactions, and multimedia into apps. MicroStrategy's social intelligence platform includes a number of applications that help enterprises harness the power of social networks for marketing and e-commerce, as well as a suite of free consumer friendly apps that use MicroStrategy's enterprise technologies. The MicroStrategy Cloud offering combines MicroStrategy and third-party software, hardware, and services to enable rapid, cost-effective development of hosted BI, mobile, and social applications."

Gleanster Skinny: With a long and highly successful track record of enabling enterprise BI deployments, MicroStrategy has embraced the notion of agility in its platform development. Its integrated platform supports not only large data volumes and complex analytic applications, but also easy-to-use self-service capabilities for business users. While it has become common practice for BI vendors to integrate third-party capabilities in order to expand functionality, all of MicroStrategy's technology is home grown. MicroStrategy became one of the first vendors to invest heavily in deploying BI applications on mobile devices with the debut of the MicroStrategy mobile application, which was one

of the top-rated business applications in 2011. MicroStrategy has largely grown organically and has successfully led the market in early investment market trends. MicroStrategy offers a comprehensive suite of products on a single platform that include: Self-Service Analytics, Business Intelligence, Big Data Solutions, Cloud, and Mobile Apps. The comprehensive platform, open architecture, and rapid deployment make MicroStrategy a good fit for organizations of all sizes. MicroStrategy boasts customers like Nationwide, Hallmark, Lowe's, and Pfizer in a variety of industries including manufacturing, government, education, health care, media and entertainment, retail, and technology.

Oracle

http://www.gleanster.com/vendor/oracle

"Oracle provides the world's most complete, open, and integrated business software and hardware systems, with more than 370,000 customers – including 100 of the Fortune 100 – representing a variety of sizes and industries in more than 145 countries around the globe. Oracle's product strategy provides flexibility and choice to our customers across their IT infrastructure."

Gleanster Skinny: The enterprise software behemoth whose name has long been synonymous with business intelligence supports more than 80 distinct BI and performance management applications. In an effort to deliver a more comprehensive on-demand offering, Oracle combined eight platforms under the Fusion Business Intelligence Foundation Suite 11g (BI Enterprise Edition, Essbase, Essbase Analytics Link, Scorecard Strategy Management, Exalytics, BI Publisher, Office Integration, and BI Mobile). Release 11.1.1.7.0 features more than two hundred enhancements adding new functionality, improved performance, and an enhanced end-user experience. Oracle also offers Oracle BI Enterprise Edition and Oracle BI Applications in on-premise and on-demand offerings. For organizations with existing Oracle infrastructure (in ERP or CRM) Oracle supports a very cool integration that automatically delivers operational and analytical BI with reporting from ERP. For large enterprise organizations with true big data challenges, Oracle is one of the few providers to deliver a comprehensive solution with the Oracle Exalytics offering. Oracle is a great fit for organizations that have fully invested in Oracle products across other business functions, but from a long-term scalability

standpoint it's worth noting the architecture is largely based on concepts that date back to 1980 – yeah, that's 30 years ago. For this reason users sometimes experience clunkiness or speed issues with modeling and visualizations.

Panorama Software

http://www.gleanster.com/vendor/panorama-software

"With Panorama's unbeatable expertise and support, companies have a BI solution that fits all their needs, not just their technical requirements. With Panorama, companies go beyond BI insights and engage in proactive business management. Panorama allows the entire organization to leverage and use the BI system. Panorama's Business Intelligence solution provides advanced analytics for power users and with self-service features such as Social BI, Contextual Discovery and process automation for business users. Regardless of BI experience, users can get easily focus on important and relevant data to for business decision making."

Gleanster Skinny: Panorama Software's flagship BI product suite, Necto (previously NovaView), is specifically designed for the Microsoft BI platform (Microsoft has managed Panorama globally since 2010), although the solution can also be used as a front end for other OLAP databases, including Oracle. Necto leverages related Microsoft technologies including SQL Server, Analysis Services, PowerPivot, SharePoint and Office to deliver robust analytics, reporting, dashboarding, scorecarding and visualization capabilities. Necto provides a social-enabled structure designed to facilitate collaborative interaction around BI content. The self-service application offers recommendations for content and analysis based on the behavior of other users. This contextual data discovery feature is significantly more powerful than the search capabilities offered by traditional BI solutions and is truly collaborative in the sense that it allows companies to harness the collective intelligence of the entire organization, helping users streamline their analyses and learn from best practices. Necto also includes KPIs, workboards/dashboards, reporting, advanced analytics, and mobile BI. While the concept of collaborative BI is not revolutionary, Panorama Software seems to have executed it well.

Pentaho

http://www.gleanster.com/vendor/pentaho

"Pentaho is delivering the future of business analytics. Pentaho's open source heritage drives our continued innovation in a modern, integrated, embeddable platform built for the future of analytics, including diverse and big data requirements. Powerful business analytics are made easy with Pentaho's cost-effective suite for data access, visualization, integration, analysis and mining."

Gleanster Skinny: Pentaho was founded in 2004 by five BI industry execs who set out to transform the data management industry by opening up BI to a broader set of users and markets. To a large extent, they've been successful in achieving their lofty goals. Built on an open-source framework, Pentaho's BI solutions have received widespread accolades for their ability to enable agile decision-making. Pentaho's flexible deployment options make the solution a good fit for deployments of all sizes and in varying environments. All components of the platform are managed from a central BI server deployed either on-premise or in the cloud, with end-user access via the Web or mobile devices. Pentaho features a core base of customers in financial services, government, healthcare, and retail. Pentaho is increasingly reaching enterprise level adoption with core growth in big data and embedded analytics. The vendor completely re-architected Pehtaho 5.0 which features the industry's first "just in time big data blending 'at the source' solution."

PivotLink

http://www.gleanster.com/vendor/pivotlink

"PivotLink is the leader in on-demand retail performance management applications for customer-centric retailers and retail-related companies such as Fifth & Pacific Companies (formerly Liz Claiborne), Kelly-Moore, Timbuk2, Party City, Car Toys, Rossignol, Shaklee, and Zones. Encompassing retail best practice reporting, customer performance analytics and marketing optimization, PivotLink's suite of retail applications and third party content empower business users with actionable insights to serve their increasingly connected, mobile, omni-channel consumers. PivotLink is a privately held company backed by Trident Capital, Emergence Capital Partners, StarVest Partners and Pelion Venture Partners."

Gleanster Skinny: PivotLink, a pure play startup in the SaaS BI space, was acquired by SmartFocus in May 2014. PivotLink was a unique player in the BI space due to a singular focus on the rapidly growing retail industry segment of SaaS business analytics. At the

core of PivotLink's suite was a product called RetailMetrix (formerly ReadiMetrix portfolio), a set of off-the-shelf retail best practice analytics. RetailMetrix comes with 30 reports and dashboards encompassing over 60 key performance metrics designed to provide best practice retail business analytics in the areas of sales, orders, finance, inventory, and merchandising. Additionally, PivotLink Customer PerformanceMETRIX helps retailers become more customer-centric by giving them a deeper understanding of customer preferences and buying behavior. The new integration with SmartFocus is promising news for marketers. SmartFocus offers a robust omni-channel marketing platform that facilitates personalized interactions across email, social, mobile, and the web. Analytics and ad-hoc analysis remain a core challenge for business users in marketing who lack technical expertise to operate more robust BI solutions. It remains to be seen how SmartFocus will support PivotLink, but deeper integration between campaign execution and segmentation/targeting analytics should be a high priority.

Prelytis

http://www.gleanster.com/vendor/prelytis

"Prelytis is a Business Intelligence vendor. For ten years, we have been innovating and creating smart and pragmatic solutions to help companies improve decision-making cycles, enterprise performance and information chain. Our Headquarters are located in Paris and Bordeaux area in France."

Gleanster Skinny: Prelytis was acquired by Access, a provider of business management software. The acquisition is the first in a series of planned moves to enter the SaaS space. Prelytis offers a Business Performance Management solution, called LiveDashBoard, which leverages in-memory technology and a web interface to provide tools for creating and delivering business dashboards, indicators and alerts to managers. There's an enterprise version and a team version targeted at business work groups. The team version designed as a professional alternative to dashboards built with spreadsheet office solutions, and is reportedly the first free business intelligence hosted solution based on Google Docs. Prelytis adds HTML capabilities to the Access product portfolio and places an emphasis on real-time data integration and visualization. Another draw is the promise of delivering business insights anytime, anywhere, and on any

platform. The combined pool of sales, marketing, and product development expertise and resources should help drive product adoption. At the time of the acquisition, Prelytis reported a total of 300 customers, most of them located in Europe.

QlikTech

http://www.gleanster.com/vendor/qliktech

"Qlik simplifies how people explore their data to help them make better decisions. With its QlikView Business Discovery platform people quickly bring data sources together to create dynamic visual applications that can be navigated and searched intuitively. Fundamental to making next-generation BI accessible and useful for a broad range of users is QlikView's Natural Analytics™ approach, which taps into the natural human ability to process complex information. It supports the way human curiosity naturally searches, filters, questions, and finds associations in data to find meaning in information – more easily revealing insights and enabling decisions in the process."

Gleanster Skinny: QlikView is a leading data discovery tool that competes against Tableau and TIBCO Spotfire and has enjoyed phenomenal growth over the past few years. QlikView's strengths include its in-memory technology, associative search capabilities and interactive data visualization capabilities. The vendor's self-contained BI platform has been praised for its ease of use and data visualization. It includes built-in ETL capabilities that dramatically shorten the time-to-value from raw data in transactional systems or spreadsheets to user-driven insights. This unique approach is superior to traditional relational or multidimensional databases that require specialists committed to lengthy data modeling projects. QlikView offers a very unique data visualization engine that associates any-to-any relationships between attributes in the data model. This gives non-technical users instant visualization of trends, relationships and insights. Qlik stresses "it's not about the visualization, it's about the freedom to explore the data and make discoveries you would not have made in a constrained environment." QlikView is predominantly used by business users in sales, marketing, finance, and supply chain. With roots in small business adoption, QlikView grew organically in the small-to-midsize market until Qlik made a push into the enterprise over the last 3 years. Today traction in enterprise continues to grow year-over-year. Small business users can

expect to pay $10-20k annually ($1k per seat). Midsize pricing generally ranges from $50-$100k per year and enterprise pricing is customized based on the commitment and volume of users.

Quiterian (now part of Actuate)
http://www.gleanster.com/vendor/quiterian

""Quiterian Analytics software adds the power of advanced and predictive analytics to the natural intuitiveness of the human mind, by analyzing and integrating large volumes of raw data at record-breaking speeds in their maximum granularity with no restrictions, no matter their origin. Quiterian provides solutions in all business analytics areas to public institutions and leading companies of different sectors around the world."

Gleanster Skinny: Quiterian has not briefed with Gleanster.

SAP
http://www.gleanster.com/vendors/sap

"Empower your people with easy access to the business intelligence (BI) and data visualization tools solutions they need to make faster, more informed decisions. Our BI platform and software can boost your organization's collective IQ by giving all users the information necessary to drive smarter processes, improve performance, and become more effective in everything they do."

Gleanster Skinny: SAP offers an eclectic mix of BI solutions and related products, effectively delivering something for everyone across the portfolio. In fact, there are over a dozen BI products at SAP. SAP HANA offers in-memory multi-dimensional reporting and cloud delivery. Then there's Sybase IQ, which is the ideal data warehouse platform for SAP Business Objects Business Intelligence Suite. SAP also offers a complete data management portfolio with master data management, ETL, data warehousing, and data quality management. Business Objects has always had a happy customer base and robust capabilities that include self-service and cloud delivery. SAP continues to invest heavily in individual products, a strategy which at times can lead to a lack of integration between products. That said, buyers can rest assured they will have many options for best-of-breed solutions and can scale incrementally as the need arises.

SAS
http://www.gleanster.com/vendor/sas

"SAS Business Intelligence gives you the information you need, when you need it, in the right format. By integrating data from across your enterprise and delivering self-service reporting and analysis, IT spends less time responding to requests and business users spend less time looking for information. SAS Business Intelligence also offers an integrated, robust and flexible presentation layer for the full breadth of SAS Analytics capabilities, including statistics, predictive analytics, data and text mining, forecasting, and optimization – all integrated within the business context for better, faster decision making."

Gleanster Skinny: While most BI platforms are designed solely for historical analysis, SAS has one of the few offerings designed to bridge historical trends with predictive insights. SAS offers a comprehensive BI stack complete with ETL, master data management, and data quality management capabilities. SAS has long been a dominant player for very robust statistical analysis from highly skilled statisticians and data scientists. But for buyers looking for a tool that is capable of rapidly growing as expertise expands, SAS also offers a self-service BI data visualization inside a Microsoft Office environment. SAS has a strong presence among large enterprise clients, and would be a good fit for the most demanding BI requirements.

SiSense
http://www.gleanster.com/vendor/sisense

"SiSense is an award-winning, full-stack Business Intelligence and Analytics software that's leading the way into a new era of BI. Our software is creating quite a buzz for its powerful technology as SiSense is the only fully-functional Business Intelligence tool that lets non-techies join multiple large data sets, build smart dashboards with great data visualizations, and share with thousands of users."

Gleanster Skinny: SiSense has grown quickly to become a global player in the Big Data analytics and data discovery space, going head-to-head with everyone from SAP to Tableau Software. Processing data with SiSense's In-Chip technology is 100 times faster than processing it in-memory. Most in-memory solutions use RAM and disk space, SiSense utilizes memory available in the CPU. Memory found in the CPU is faster than in RAM memory allowing

the tool to move data at 50-100 time faster than in-memory solutions. That means a single server can process considerably more data. SiSense also features a drag-and-drop interface for data transfer and dashboard creation. The solution is available on-premise and on-demand.

SpagoBI

http://www.gleanster.com/vendor/spagobi

"SpagoBI is the only 100% open source, complete and flexible Business Intelligence suite. It includes not only usual reporting and charting tools, but also unique and innovative solutions for the location intelligence, visual inquiring, collaboration, KPIs, interactive dashboards, real-time BI and mobile BI. Conceived and realized by Engineering Group's SpagoBI Competency Center, it is part of the software stack managed by the international OW2 Consortium (www.ow2.org), which promotes professional open source solutions, suitable to enterprise contexts."

Gleanster Skinny: SpagoBI's platform was created by Engineering Group, one of Italy's leading IT consultancies. For many users, pricing is a major selling point: the open source software is 100 percent free, with no user lock-in and no customer obligation to buy. Engineering Group uses the product to build out vertical applications and specific projects on behalf of its customers, and charges separate fees for related services and support. The solution is typically deployed departmentally, in small workgroups. The latest release, SpagoBI 4.2, allows admins to manage multi-tenant environments and customize, save, and manage private data analysis.

Sybase, an SAP Company

http://www.gleanster.com/vendor/sybase

"Sybase, an SAP company, is an industry leader in delivering enterprise and mobile software to manage, analyze and mobilize information. We are recognized globally as a performance leader, proven in the most data-intensive industries and across all major systems, networks and devices. Our information management, analytics, mobile messaging and enterprise mobility solutions have powered some of the most mission-critical systems in financial services, telecommunications, manufacturing and government. With Sybase, enterprises can manage the high volumes and variety of data, analyze this vital information and mobilize it so

people can conduct business, regardless of where they are located or what devices they are using. And since all Sybase solutions are built using open standards, organizations can leverage the IT investments they depend on today, along with the ones they'll need tomorrow."

Gleanster Skinny: Sybase IQ 16 is a disk-based column store analytics server for data warehousing and Big Data analytics. Sybase IQ is capable of working with massive volumes of structured and unstructured data, making it ideal for Big Data needs. The solution is distinguished from conventional databases by its column-oriented, grid-based architecture, patented data compression, and advanced query optimizer. In fact, Sybase IQ is credited with pioneering the commercialization of column-store technology, which makes it possible to analyze enormous volumes of data in a low-cost, high-availability environment. The new release is reportedly achieving record performance query time on petabyte volumes of data. Sybase boasts a strong customer base, and the updates in 16 should make real-time and historical data on mission-critical intelligence far more accessible. In fact it's designed to fit as a near-line-store for the in-memory HANA platform. For large enterprise clients with existing SAP investments and massive databases, particularly in industries such as financial services, telecommunications, and retail, Sybase IQ 16 offers a great option for accelerating the real-time analytics reality.

Tableau

http://www.gleanster.com/vendor/tableau-software

"Put together an Academy Award-winning professor, a brilliant computer scientist at the world's most prestigious university, and a savvy business leader with a passion for data. Add in one of the most challenging problems in software – making databases and spreadsheets understandable to ordinary people. You have just recreated the fundamental ingredients for Tableau."

Gleanster Skinny: Tableau ranks as one of the fastest growing makers of visual analytics software. Tableau's hugely popular data discovery tool provides interactive visualization for analysis, dashboards, information delivery and managed analytic applications. While the product's main strength is interactive visualization, it is also known for its easy to use, intuitive interface and for being simple to deploy without IT assistance. Tableau is a desktop application that is user-friendly for technically

minded users. The desktop app allows users to publish stats to web or mobile. One downfall is that the desktop app is not available for Mac (Requirements: Microsoft® Windows® 7, Vista, XP, Server 2012, Server 2008, Server 2003, or Microsoft® Windows® 8). Like any software, robust features run the risk of complicating the learning curve for line of business users, but Tableau boasts an impressive set of features and rapid results that make it ideal for more analytically minded users. Because it lacks the ability to perform some of the broader backend enterprise BI functions, Tableau's solution is typically deployed departmentally alongside existing BI platforms.

TARGIT

http://www.gleanster.com/vendor/targit

"TARGIT is Europe's largest pure-play developer of Business Intelligence (BI) products and the fastest growing in terms of revenue according to IDC. TARGIT is included in Gartner's "Magic Quadrant for Business Intelligence Platforms" TARGIT Business Intelligence gives you the courage to act and the capability to deliver business direction via a common world-view, visually seen through clear graphs, diagrams and dynamic tables which are automatically accessible for anyone in your organization no matter their IT skills."

Gleanster Skinny: TARGIT's product development philosophy – to make BI easier to use – is inspired by the Computer Aided Leadership & Management theory. The idea is to dramatically increase the speed with which a user "travels" through the observation-orientation-decision-action loop to arrive at the better decisions more quickly. To that end, interactive reports are generated in TARGIT's BI suite, and all the components are integrated, reducing the need to move between different tools. An autonomous agent, or wizard, guides the user to the desired analysis by asking a series of questions, then saves the preferences for future use. Tables and graphs can easily be customized to specific tasks and roles.

TIBCO Software

http://www.gleanster.com/vendor/tibco-software

"TIBCO Software Inc. (NASDAQ: TIBX) is a provider of infrastructure software for companies to use on-premise or as part of cloud computing environments. Whether it's optimizing claims, processing trades, cross-selling products based on real-time customer behavior, or averting

a crisis before it happens, TIBCO provides companies the two-second advantage™ – the ability to capture the right information at the right time and act on it preemptively for a competitive advantage. More than 4,000 customers worldwide rely on TIBCO to manage information, decisions, processes and applications in real time."

Gleanster Skinny: TIBCO is focused on making statistics, predictive analytic models and forecasting algorithms easier to digest and consume in reports, dashboards and analytic applications. Spotfire is known as one of the easiest data discovery tools on the market and would give any competitor a run for its money. Spotfire is an in-memory analytics platform and offers the most complex analysis of the leading data discovery vendors. To help widen deployment, a new, lower-cost version of Spotfire was added to TIBCO's product portfolio. The latest release of Spotfire, Spotfire 6.5, includes a new desktop app (starting at $1,999). The vendor also released a mobile BI solution and an enterprise social platform called Tibbr. Like some other data visualization players, Spotfire doesn't offer the breadth of scalability as more robust enterprise BI options and therefore TIBCO is frequently used in addition to other BI tools.

Vitria

http://www.gleanster.com/vendor/vitria

"Vitria provides the industry's leading Operational Intelligence platform, empowering partners and customers alike to develop innovative operational intelligence solutions to analyze streaming big data, complex events, and business processes in the proper context and take real-time action. The result is faster, better decision-making. With a rich heritage as a BPM technology pioneer, Vitria's award-winning process integration solutions provide the backbone for many Global 2000 companies' mission-critical business processes. Vitria's technology is available to run on premise or in the cloud."

Gleanster Skinny: Founded in 1994, Vitria is a provider of BPM and Operational Intelligence solutions. Vitria Operational Intelligence is a tightly unified platform designed to integrate CEP, BPM, & BAM in real-time. Leveraging an XML-based analytics engine, the solution provides visibility and insight into areas such as Big Data, complex events and business processes based on continuous analysis of multiple data sources, both static and dynamic. Data sources can include event streams,

social media activity streams (such as those from Twitter and Facebook), data from smart grid meters, RSS feeds, server networks, and Apache Hadoop implementations. Vitria Operational Intelligence is built on an open, platform-agnostic web architecture, allowing it to be deployed in traditional enterprise computing environments or in the cloud. Applications include real-time service assurance, SLA management, cyber-security, proactive customer experience management, and social media monitoring.

Yellowfin

http://www.gleanster.com/vendor/yellowfin

"Yellowfin is a global Business Intelligence (BI) software vendor passionate about making BI easy. Yellowfin is headquartered and developed in Melbourne, Australia, offering a highly intuitive 100 percent Web-based reporting and analytics solution. Founded in 2003 in response to the complexity and costs associated with implementing and using traditional BI tools, Yellowfin is a leader in mobile, collaborative and embeddable BI as well as Location Intelligence and data visualization."

Gleanster Skinny: Since 2003, Yellowfin has designed BI software for clients in more than 50 countries. The Australian vendor seems to be shifting away from serving just SMBs; it just switched from a license-based pricing model to a new subscription-based model to make BI more accessible to a wider range of companies and to encourage larger deployments. The company has also recently forged ahead with collaborative, or social, BI, in addition to mobile applications. Collaborative BI is at the center of Yellowfin's platform. Features for adding comments and feedback to reports, annotating data, subscribing to relevant analyses, and discussing results are all designed to enable better decision-making.

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