

The BI & Analytics Survey 22

The voice of the BI and analytics community

This is a specially produced summary
of the headline results for

Zoho Analytics





KPI results

2 top-rankings
and
23 leading
positions

*in 5 different
peer groups.*

BI & ANALYTICS
SURVEY 22



Satisfaction

94%
of surveyed users
are **satisfied** with
Zoho Analytics*.

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

BI & ANALYTICS
SURVEY 22



Dashboards

88%
of surveyed users rate
Zoho Analytics'
**functionality for
creating dashboards
as excellent or good.***

** Compared to 82% for the average
BI tool.*

BI & ANALYTICS
SURVEY 22



Price-performance

67%
of surveyed users chose
Zoho Analytics for its
**price-performance
ratio.***

** Compared to 37% for the average
BI tool.*

BI & ANALYTICS
SURVEY 22



Ease of use

49%
of surveyed users chose
Zoho Analytics because
of its **ease of use
for report designers.***

** Compared to 30% for the average
BI tool.*

BI & ANALYTICS
SURVEY 22



Users

On average, **25%**
of the employees in
a company **use
Zoho Analytics.***

** Compared to 18% for the average
BI tool.*

BI & ANALYTICS
SURVEY 22



Peer Groups and KPIs

The KPIs

The BI & Analytics Survey 22 uses peer groups and KPIs in order to present the survey results in a series of insightful charts. Each of the KPI charts in this document presents the results of an individual measure (KPI) for a group of comparable products (peer group). The charts summarize the collective opinion of a group of end users and do not necessarily reflect the views of BARC. The KPIs all follow these simple rules:

- Only measures that have a clear good/bad trend are used as the basis for KPIs.
- KPIs may be based on one or more measures from The BI & Analytics Survey.
- Only products with samples of at least 20 - 30 (depending on the KPI) for each of the questions that feed into the KPI are included.
- For quantitative data, KPIs are converted to a scale of 1 to 10 (worst to best).
- A linear min-max transformation is applied, which preserves the order of, and the relative distance between, products' scores.

The terms 'top-ranked' and 'leader' are used in the following KPI chart titles. 'Top-ranked' indicates first position. 'Leader' usually denotes a position in the top 22-33% or top 2 (in case of five vendors) products listed in the chart.

Peer Group Classification

The BI & Analytics Survey 22 features a range of different types of BI and analytics tools so we use peer groups to help identify competing products. The groups are essential to allow fair and useful comparisons of products that are likely to compete.

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

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

Zoho Analytics features in the following peer groups:

- Dashboarding-focused Products
- Ad Hoc Reporting-focused Products
- Embedded Analytics-focused Products
- Business Software Generalists
- Midsize/Departmental Implementations

Peer Groups Overview

Dashboarding-focused Products: Includes products that focus on creating advanced and highly sophisticated dashboards.

Ad Hoc Reporting-focused Products: Includes products that focus on self-service reporting and ad hoc analysis.

Self-Service Analytics-focused Products: Includes products that focus on visual data discovery and advanced data visualization.

Integrated Performance Management Products: Includes products that provide integrated functionality for BI, analytics and performance management, especially planning and budgeting.

Embedded Analytics-focused Products: Includes reporting and analytics products that can be embedded in other business applications (e.g., ERP systems).

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

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

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

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

International BI Giants: Includes products from companies with annual revenues of \$200m+ and a truly international reach (partner ecosystem, on-site locations, global installations and revenues).

Largest Enterprise BI & Analytics Platforms: Includes products used in the largest deployments (median of at least 120 users and a majority of installations in large companies with more than 2,500 employees in the last four editions of this survey). Products must be equipped with functionality for enterprise deployments and serve a broad range of BI and analytics use cases.



Peer Group
Business Software Generalists

1. Top-ranked in
Ease of Use

Leader in
Business Benefits
Project Length
Business Value
Dashboards
Advanced Analytics
Performance Satisfaction
Cloud BI
Mobile BI
Operational BI

Peer Group
Embedded Analytics-focused Products

1. Top-ranked in
Project Length

Leader in
Business Benefits
Ease of Use
Flexibility
Performance Satisfaction
Cloud BI

Peer Group
Midsize/Departmental Implementations

Leader in
Project Length
Cloud BI
Location Intelligence

Peer Group
Ad Hoc Reporting-focused Products

Leader in
Project Length
Ease of Use
Cloud BI

Summary

Zoho Analytics buyers seem to be quite a demanding group of business users who are looking for easy-to-use, flexible and affordable software. Cloud also seems to be a key requirement. Customers use dashboards and reports but also create their own individual reports as needed. The vendor offers predefined dashboards and reports for various data sources to help customers speed up their implementations and begin analyzing their data quickly. This seems to work out well as the vendor achieved an excellent score of 9.8/10 in the *Project Length* KPI.



Peer Group
Dashboarding-focused
Products

Leader in

Business Benefits
Project Length
Cloud BI

1
Top ranks

5
Leading

Peer Group
Embedded Analytics-focused Products

BI-SURVEY.com

Top-ranked

Project Length

Peer Group
Embedded Analytics-focused Products

BI-SURVEY.com

3
Leading

Peer Group
Dashboarding-focused Vendors

BI-SURVEY.com

3
Leading

Peer Group
Ad Hoc Reporting-focused Products

BI-SURVEY.com

1
Top ranks

9
Leading

Peer Group
Business Software Generalists

BI-SURVEY.com

Top-ranked

Ease of Use

Peer Group
Business Software Generalists

BI-SURVEY.com

3
Leading

Peer Group
Midsize/Departmental Implementations

BI-SURVEY.com

Customer Quotes

Extremely satisfied with the entire experience.

 BI-SURVEY.com

” CEO, retail/wholesale/trade, <100 employees

Has saved a lot of time in producing reports for our clients.

 BI-SURVEY.com

” CEO, media/publishing, <100 employees

It's a good product, facilitates a lot in business decision making.

 BI-SURVEY.com

” CEO, manufacturing, <100 employees

Brilliant platform for business users to develop business-related content.

 BI-SURVEY.com

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

It's good in analytics. I like that automatic analyse option that pops up once we feed the data.

 BI-SURVEY.com

” IT employee, IT, <100 employees



What Customers Like Most

“
Low cost, Zoho support team & easy reports and dashboards.

BI-SURVEY.com

” External consultant, consulting, <100 employees

“
It's very simple and easy to make your own custom reports.

BI-SURVEY.com

” Head of business department, manufacturing, 100-2,500 employees

“
Data analytics in less than 10 seconds.

BI-SURVEY.com

” IT employee, services, <100 employees

“
Easy to use, simple web-based reporting/ dashboarding/charting. It's so simple to setup and get started. Zoho Reports allows really nice data visualizations with a lot of flexibility.

BI-SURVEY.com

” Person responsible/Project manager for BI/analytics from IT department, services, 100-2,500 employees

“
I love how customizable it is.

BI-SURVEY.com

” Line of business employee, services, 100 - 2,500 employees



Advice From Customers



“ It is a good value analytics tool with good capabilities for the price. Very good whitelabel URL.



” *Person responsible/Project manager for departmental BI/analytics, consulting, <100 employees*

“ Start running it right away, get into making custom reports as soon as possible.



” *Head of business department, manufacturing, 100-2,500 employees*

“ Nice product.



” *CEO, retail/wholesale/trade, <100 employees*

“ Take advantage of the flexibility available with it.



” *VP of Operations, non-profit, <100 employees*





The BI & Analytics Survey 22 is based on findings from the world’s largest and most comprehensive survey of business intelligence end users, conducted from March to June 2021. In total, 2,478 business intelligence and analytics end users to the survey with 1,877 answering a series of detailed questions about their use of a named product. Altogether, 30 products (or groups of products) are analyzed in detail.

The BI & Analytics Survey 22 examines user feedback on BI product selection and usage across 36 criteria (KPIs) including Business Benefits, Project Success, Business Value, Recommendation, Customer Satisfaction, Customer Experience, Innovation and Competitiveness.

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

For more information on the survey, visit [The BI Survey website](#).

Zoho Analytics overview

Zoho Corporation began life in 1996 as a software company called Adventnet, Inc., which focused on building network management products. The company was renamed in 2009 and now operates three distinct divisions including Zoho, which develops and sells a suite of business applications. Zoho Corporation has never accepted venture capital investment, remains privately held and is led by co-founder and CEO Sridhar Vembu.

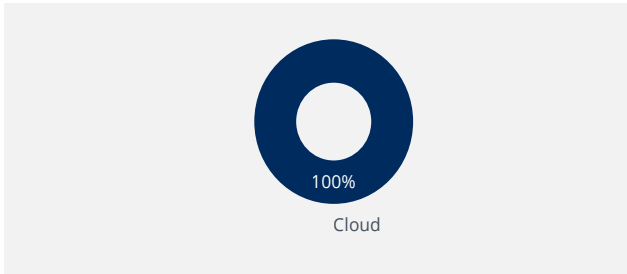
Headquartered in Chennai, India, Zoho currently has two other offices in India as well as sites in the United States (two offices), China, Mexico, Australia, Netherlands, United Arab Emirates, Japan and Singapore. The company employs around 9,000 people.

Across its suite of over 45 business applications – which includes solutions for CRM, project management, book keeping, human resource management, analytics, marketing and support – Zoho claims to have 60 million users worldwide.

Zoho Analytics is the BI component of the Zoho business suite, and was first released in 2009.

Versions used

n=34



With Zoho Analytics, the vendor aims to provide unified business analytics to its customers. Zoho Analytics supplies a number of different connectors to data sources which can be integrated in a central data model designed for use by business users. Business connectors (for Zoho & non-Zoho apps) are able to auto-identify and auto-map table relationships, create domain and cross-domain models, train the NLQ engine and create sample reports and dashboards to speed up implementations for analytics.

Zoho Analytics can be used as a self-service BI platform hosted on Zoho cloud and be embedded in third-party applications. It can also be deployed on-premises and on third-party cloud infrastructures such as Google Cloud, AWS and Microsoft Azure. Zoho’s recently released Data Prep solution provides business analysts with an appealing and intuitive user interface for data ingestion and wrangling combined with guidance for possible preparation steps.

Zoho Analytics customer responses

This year we had 34 responses from Zoho Analytics users. At the time of the survey, all of them were using the current cloud version.



User and Use Case Demographics

BARC Comment

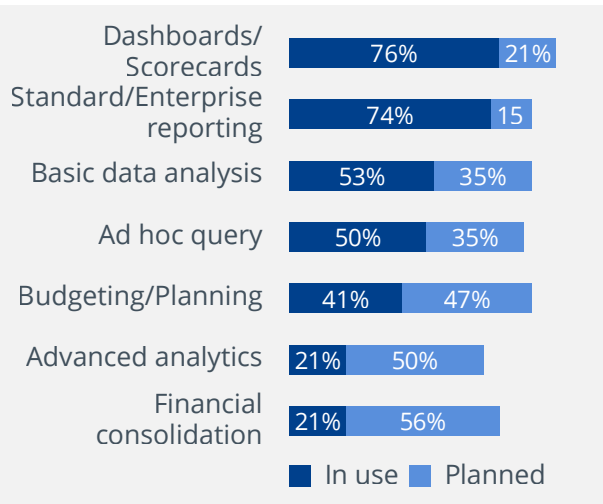
Zoho Analytics is a dashboards, reporting and analysis tool targeted at business users. 76 percent of Zoho Analytics respondents use the product for dashboards and an almost equal portion of users (74 percent) use it for standard/enterprise reporting. This focus on information delivery can be understood when looking at the departments our survey respondents came from: about a third of all responses from Zoho Analytics users came from management, while one fifth came from IT, 10 percent from finance and a further 10 percent from other departments.

Zoho Analytics' generally strong adoption by business users is reflected in above-average results for report and dashboard creation. About half of all Zoho Analytics respondents said that they use the product for analysis and ad hoc query tasks.

Zoho Analytics is strongly represented by small and mid-sized companies in this year's survey. 74 percent of respondents came from businesses with less than 100 employees. The median number of users per company is 4 and the mean is 19.

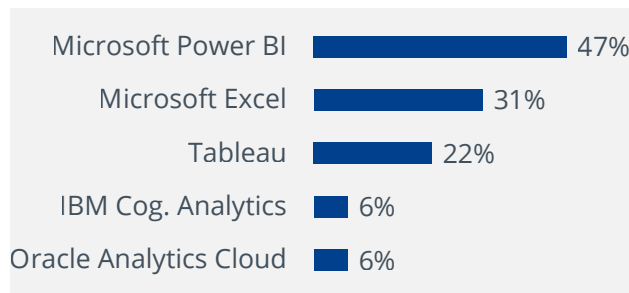
Current vs. planned use

n=31



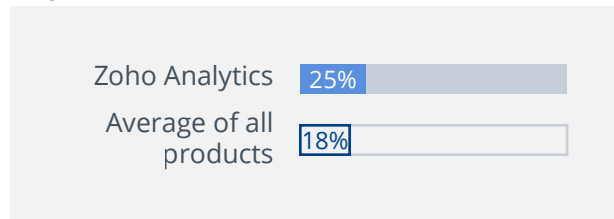
5 products most often evaluated in competition with Zoho Analytics

n=39



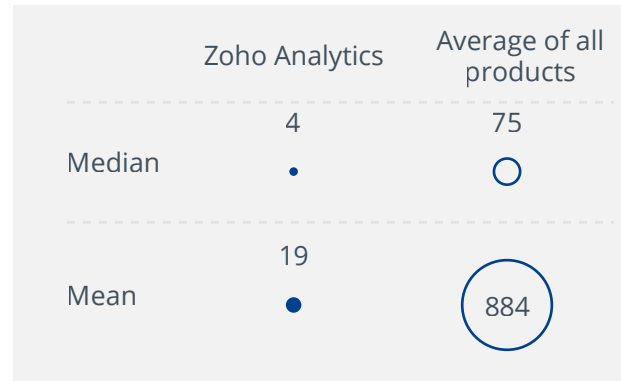
Percentage of employees using Zoho Analytics

n=34



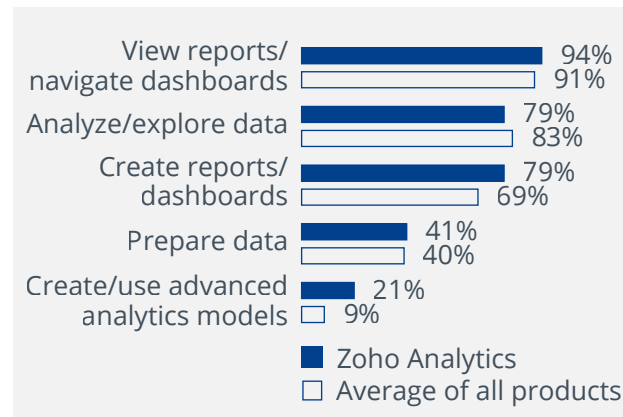
Number of users using Zoho Analytics

n=34



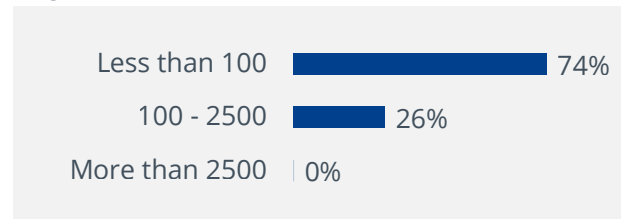
Tasks carried out with Zoho Analytics by business users

n=34



Company size (employees)

n=34



Business Benefits

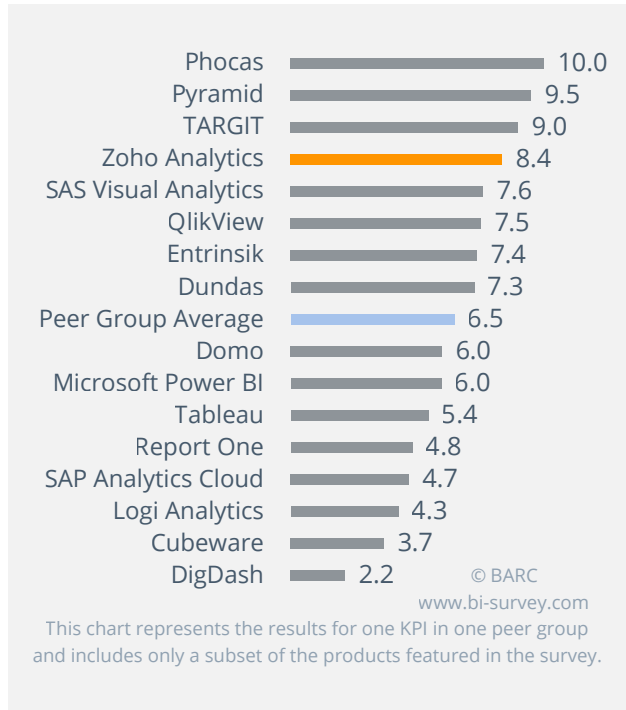


This KPI is based on the achievement level of a variety of business benefits.

Business Benefits – Leader



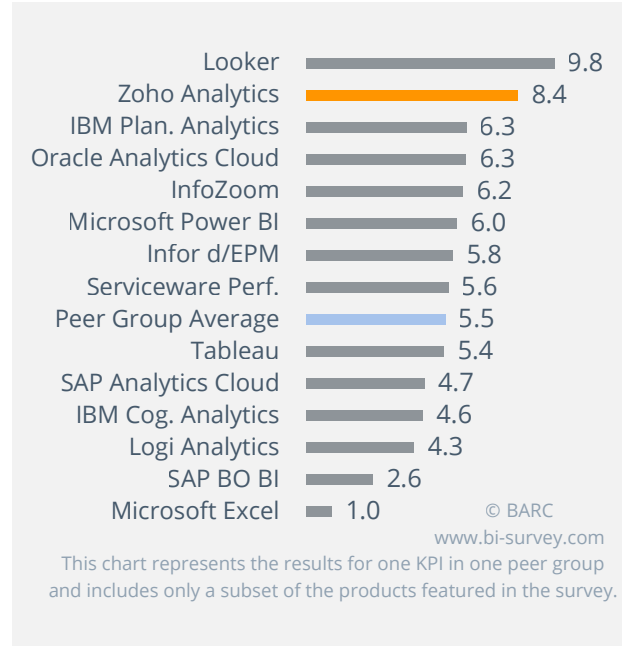
Peer Group: Dashboarding-focused Products



Business Benefits – Leader



Peer Group: Business Software Generalists



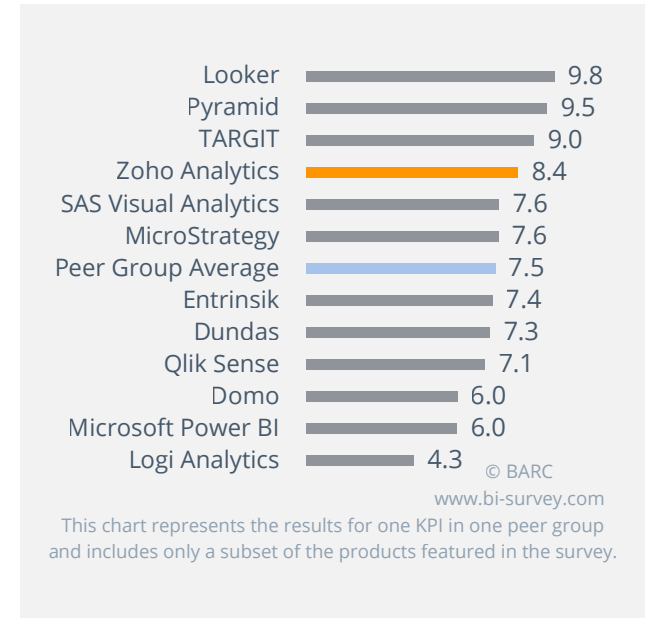
Business Benefits



Business Benefits – Leader



Peer Group: Embedded Analytics-focused Products



Compared to other vendors in the BI & Analytics Survey 22, Zoho Analytics customers reported achieving business benefits more frequently than average in all 11 categories of benefit that we asked about. The vendor was rated especially highly when it came to reduced costs, increased competitive advantage, saved headcount and increased revenues. In fact, the use of Zoho Analytics has brought about greater savings in headcount than any other product in this year's BI & Analytics Survey. A score of 8.4/10 in the *Business Benefits* KPI was enough to give Zoho leading placements in three of its peer groups.

Project Length

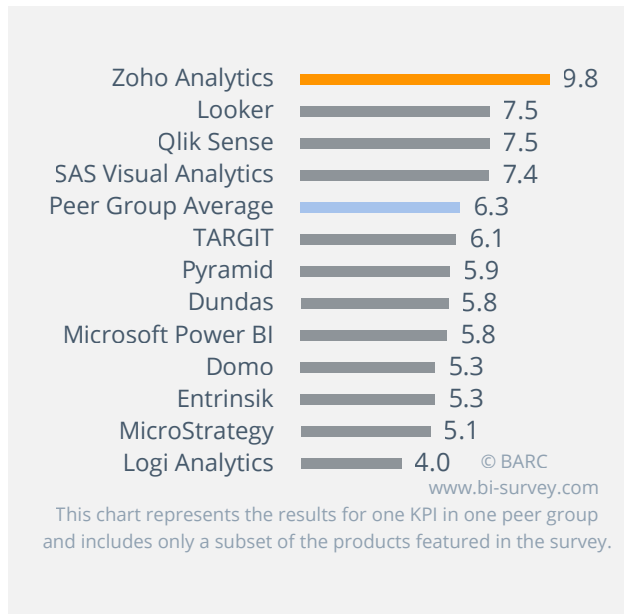


This KPI is based on how quickly the product is implemented.

Project Length – Top-ranked

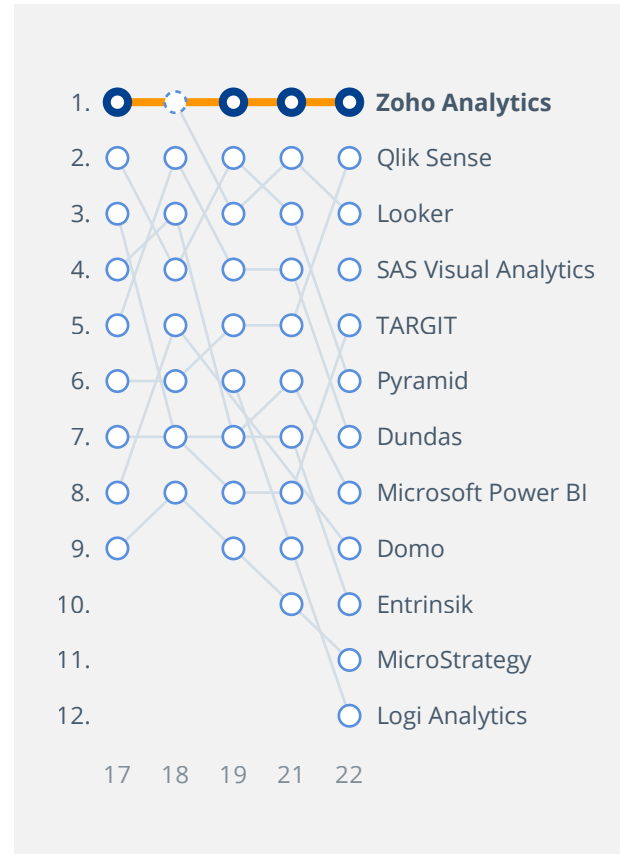


Peer Group: Embedded Analytics-focused Products



Consistently outstanding in Project Length

Peer Group: Embedded Analytics-focused Products



Project Length



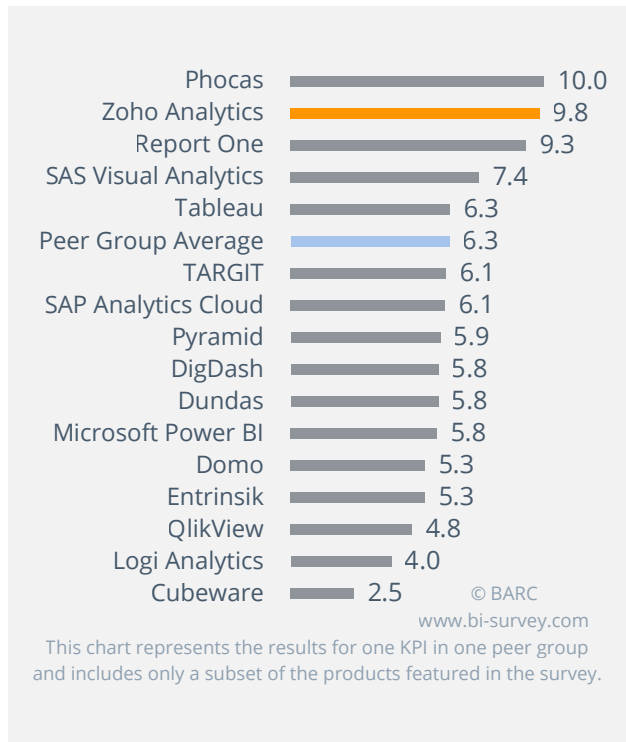
The majority of Zoho Analytics projects analyzed in this year's survey were completed within three months, leading to an excellent score of 9.8/10 in the *Project Length* KPI. Zoho Analytics customers reported a median implementation time of 2.31 months.

The vendor pursues a strategy to deliver value by offering the fastest possible productive usage. To achieve this, Zoho Analytics provides predefined connectivity and content for many data sources, especially Zoho's own business software. Once a user connects to these data sources, the software creates predefined dashboards, thus serving up immediate possibilities for analysis.

Project Length – Leader

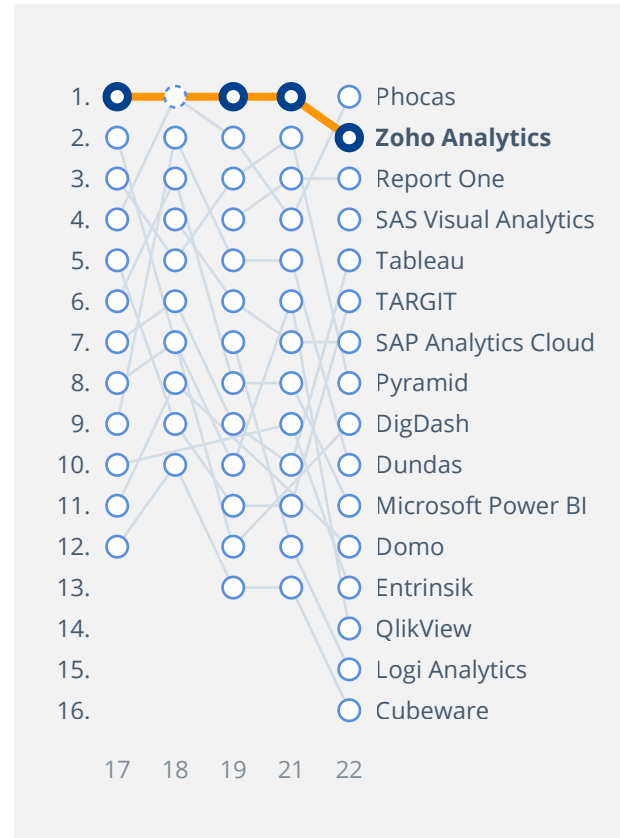


Peer Group: Dashboarding-focused Products



Consistently outstanding in Project Length

Peer Group: Dashboarding-focused Products



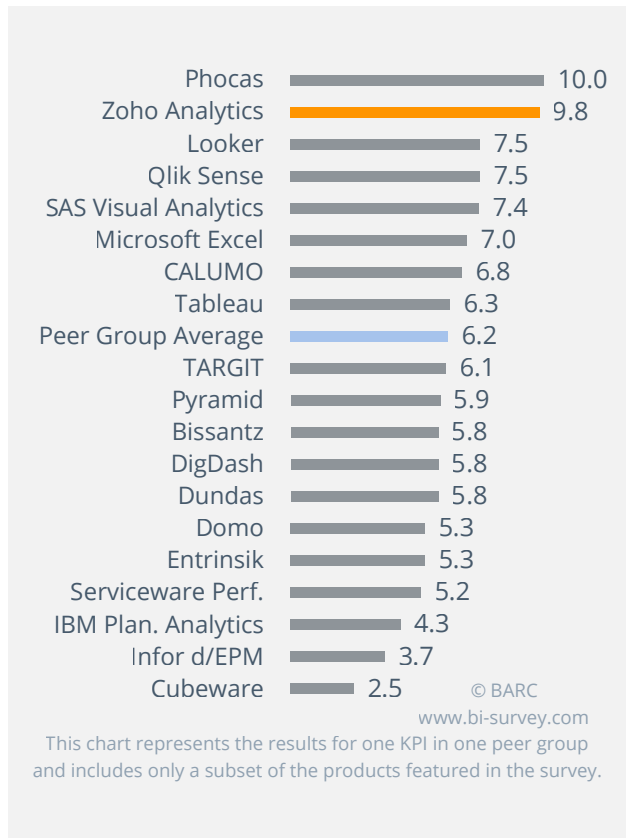
Project Length



Project Length – Leader

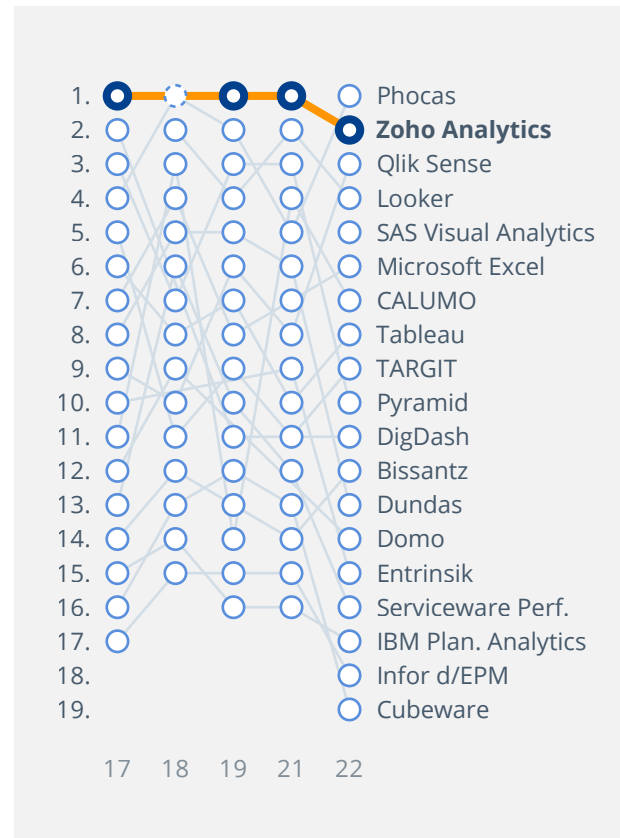


Peer Group: Ad Hoc Reporting-focused Products



Consistently outstanding in Project Length

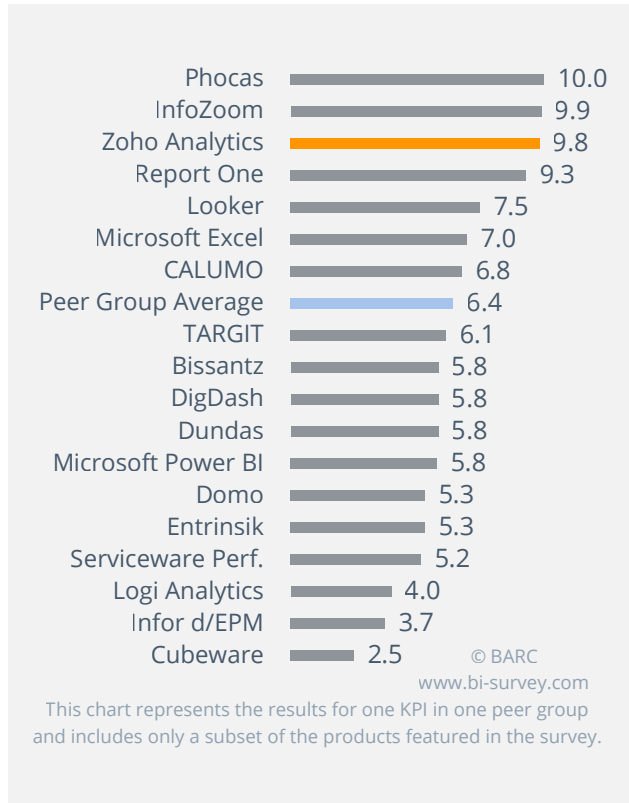
Peer Group: Ad Hoc Reporting-focused Products



Project Length – Leader

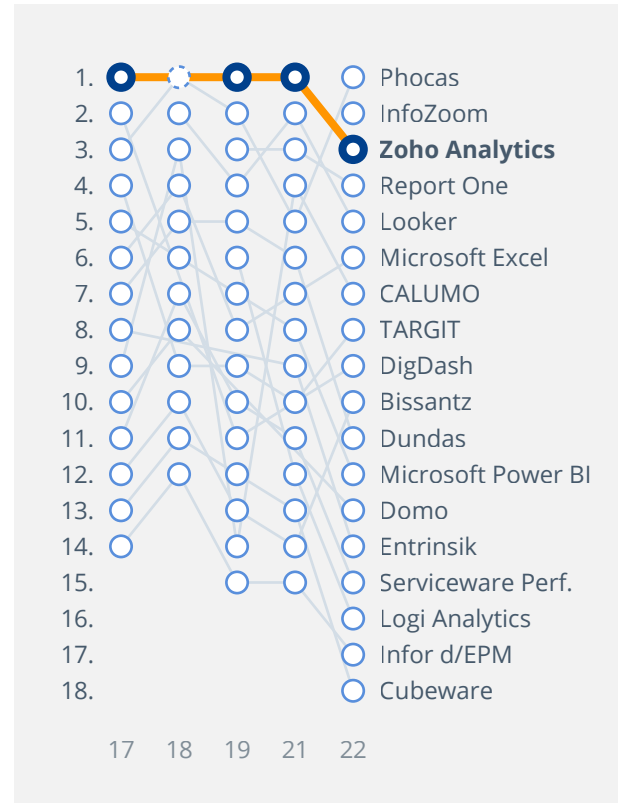


Peer Group: Midsize/Departmental Implementations



Consistently outstanding in Project Length

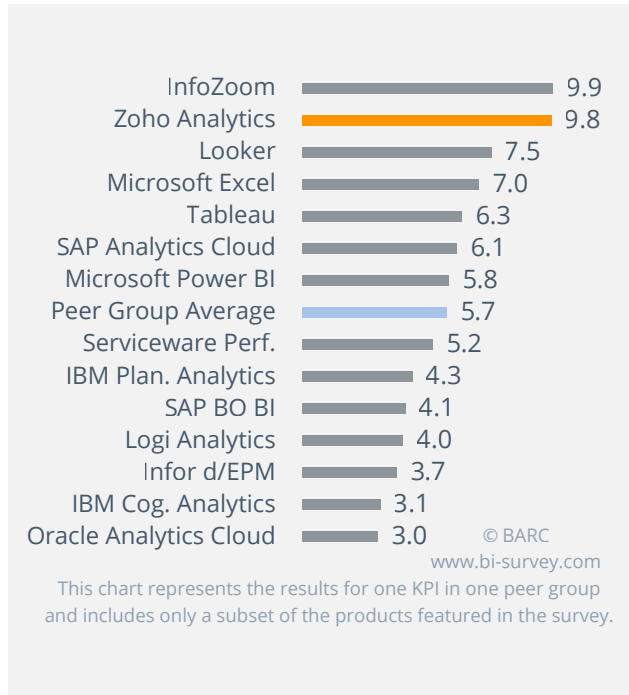
Peer Group: Midsize/Departmental Implementations



Project Length – Leader

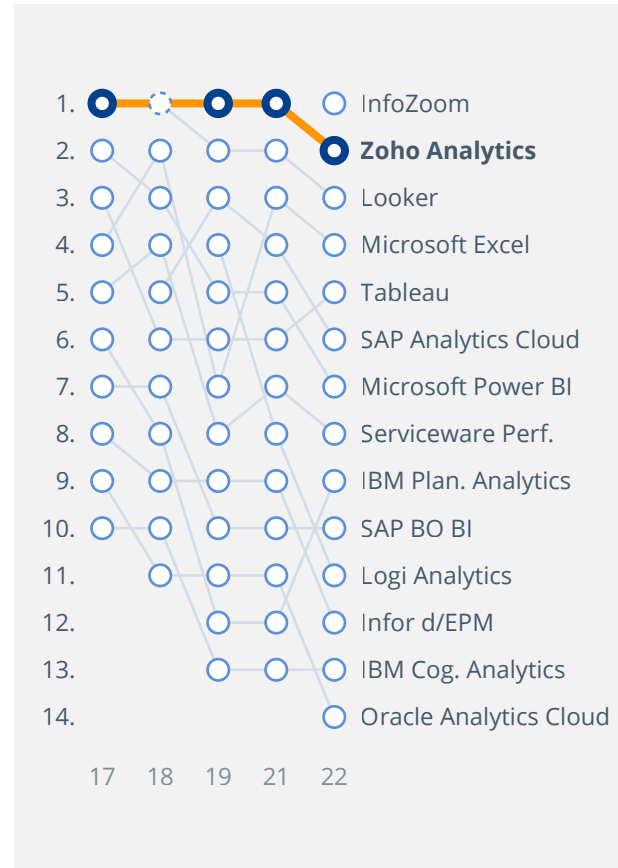


Peer Group: Business Software Generalists



Consistently outstanding in Project Length

Peer Group: Business Software Generalists



Dashboards & Business Value



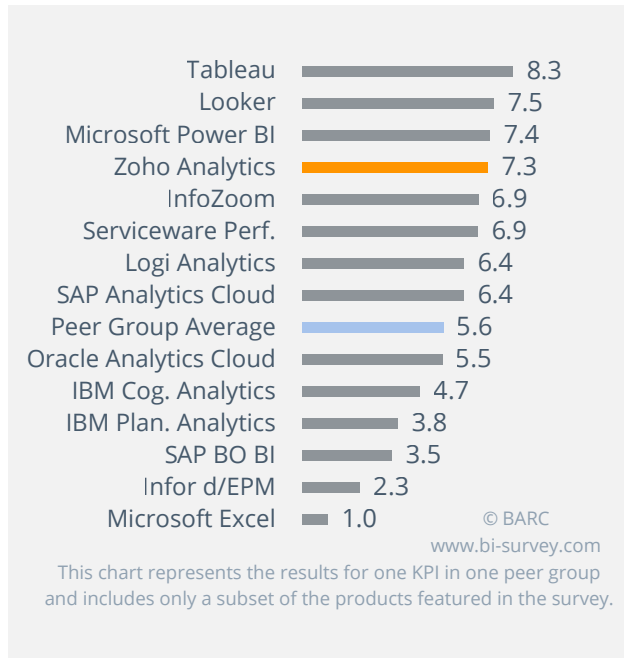
The *Dashboards* KPI is based on how users rate their BI tool for creating dashboards/reports (data selection, data visualization, formatting/layout).

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

Dashboards – Leader



Peer Group: Business Software Generalists



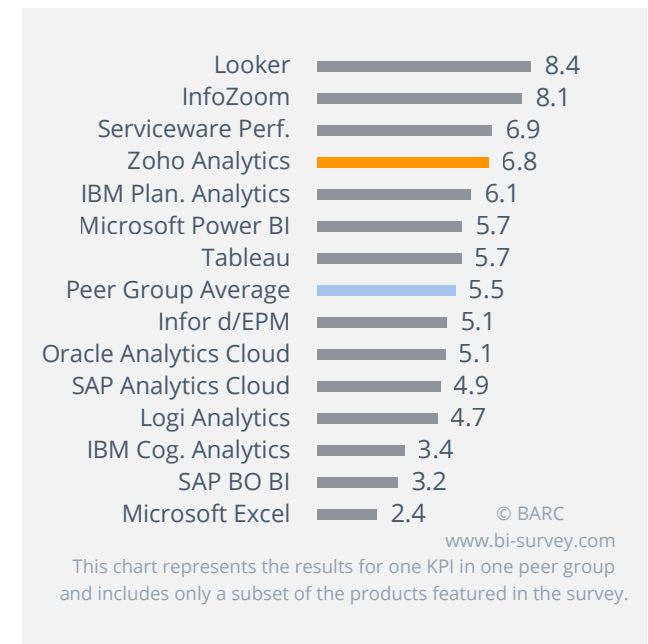
46 percent of Zoho Analytics customers described the solution’s functionality to create reports and dashboards as “excellent” and further 42 percent declared it to be “good”. Not a single user complained of “poor” functionality. This overwhelmingly positive feedback results in a leading placement in the *Dashboards* KPI compared to other *Business Software Generalists*.

Zoho Analytics supports drag-and-drop creation of reports, dashboards and analyses targeted at business users. For selected data sources, the vendor even provides auto-created dashboards. This helps business departments to find the insights in data they require.

Business Value – Leader



Peer Group: Business Software Generalists



Business Value

Compared to most other *Business Software Generalists*, Zoho Analytics offers higher *Business Value* to its customers. Swiftly concluded projects and above-average business benefits contribute to this result. Over time, Zoho Analytics has evolved from an ad hoc reporting tool into a broader BI and analytics solution. The product is often chosen for use in business departments, as indicated by the importance of ease of use in the selection process. According to survey feedback, business users often perform ad hoc tasks such as data preparation and report creation.

Advanced Analytics & Location Intelligence



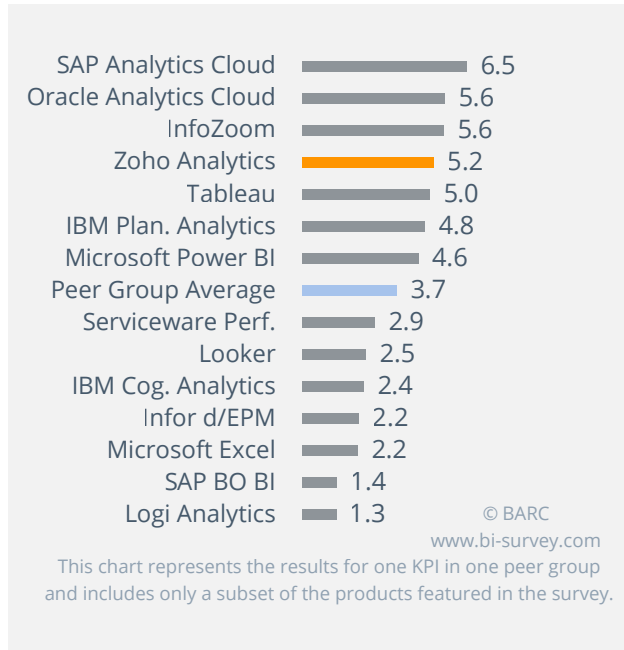
The *Advanced Analytics* KPI is based on how many survey respondents use advanced analysis (such as predictive analysis, data mining, machine learning) with their BI tool and how users rate those capabilities.

The *Location Intelligence* KPI is based on the proportion of survey respondents that currently perform spatial/location analysis with their BI tool.

Advanced Analytics – Leader



Peer Group: Business Software Generalists



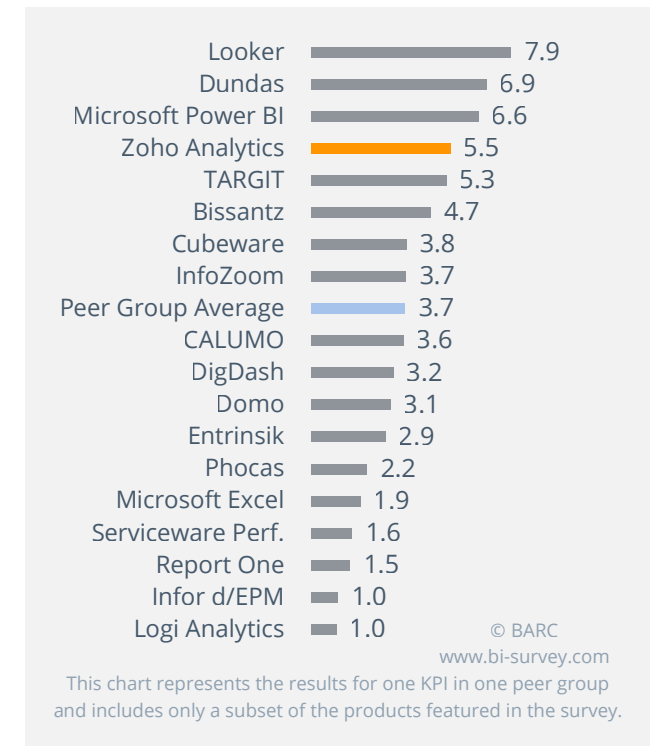
Although Zoho Analytics is not an advanced analytics solution targeted at data scientists, its customers use the tool for advanced analytics more often than most of its competitors in the *Business Software Generalists* peer group. Overall, 21 percent of users stated that they use advanced analytics functions, with a further 27 percent planning to do so within the next 12 months.

The product is equipped with statistical functions such as mean, median, mode, standard deviation, percentile and variance. This functionality is rated as “good” or “excellent” by 26 percent of respondents and “satisfactory” by a further 32 percent.

Location Intelligence – Leader



Peer Group: Midsize/Departmental Implementations



Location Intelligence

Data often includes location-based information. Capabilities in BI and analytics tools such as identification of longitude/latitude and mapping co-ordinates to geographical objects such as continent, country, state/county, district and city information help customers in their analyses. Zoho Analytics supports geo visualizations such as OpenMapTiles, OpenStreetMap and Mapbox.

30 percent of Zoho Analytics customers this year stated that they use location intelligence, while a further 15 percent plan to use it within 12 months. 41 percent of the Zoho Analytics users responding to this survey came from the services industry (the highest value in the whole BI & Analytics Survey 22), so this functionality may have helped them to perform customer-related analyses.

Ease of Use

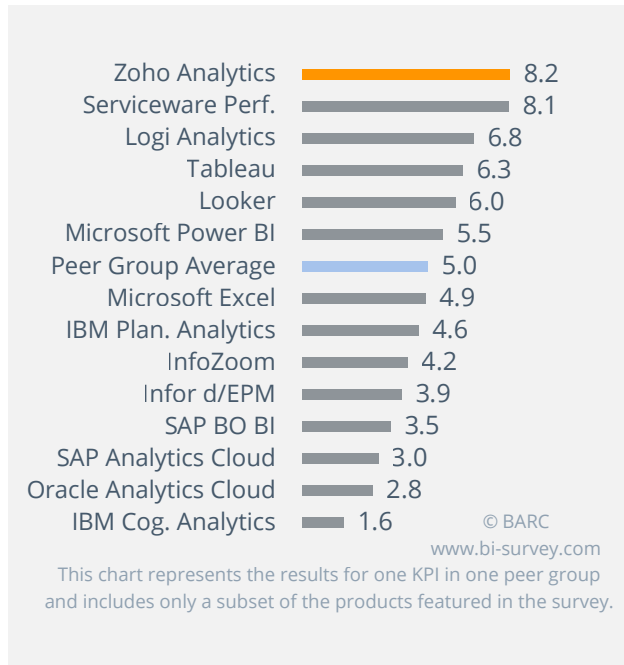


This KPI is based on how often the product was chosen for its ease of use, and on the level of complaints about ease of use post-implementation.

Ease of Use – Top-ranked



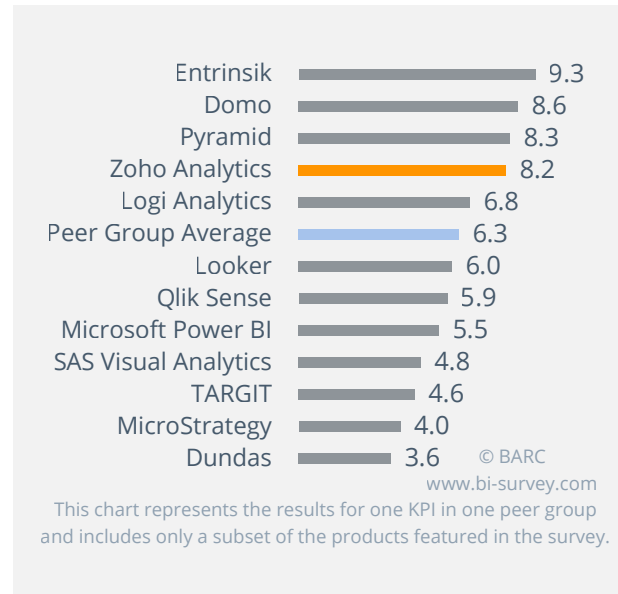
Peer Group: Business Software Generalists



Ease of Use – Leader



Peer Group: Embedded Analytics-focused Products



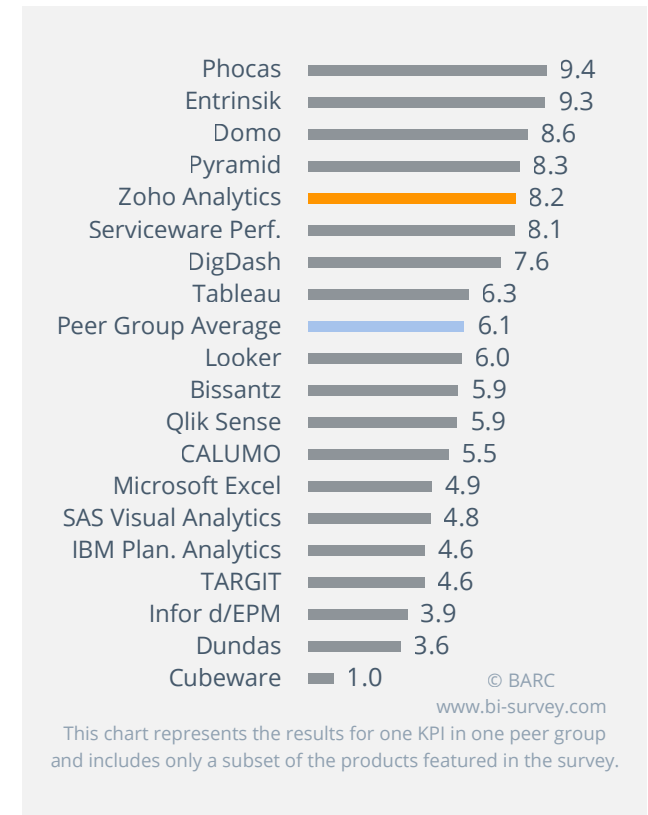
Ease of Use



Ease of Use – Leader



Peer Group: Ad Hoc Reporting-focused Products



Today's BI and analytics software users from business departments are no longer willing to simply be viewers anymore. They prefer to use software that enables them to create their own analyses and visualize the insights they find. Therefore, business user orientation and usability are a must for any modern BI/analytics software.

Ease of use is a major consideration for companies looking to buy Zoho Analytics. In this year's survey, 48 percent of Zoho Analytics customers said they bought the solution for its ease of use for report designers and 42 percent for its ease of use for report recipients.

Flexibility

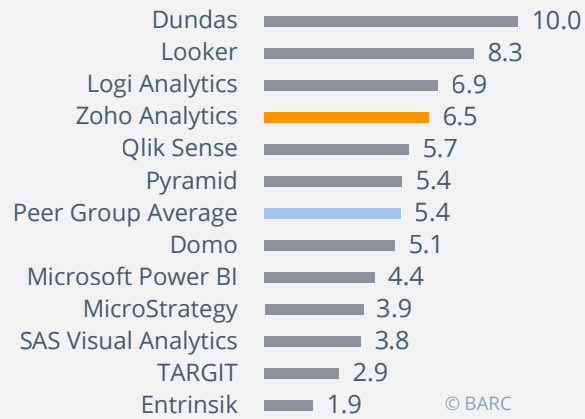


This KPI is based on how often the product was chosen for its flexibility, and on the frequency of complaints about user flexibility post-implementation.

Flexibility – Leader



Peer Group: *Embedded Analytics-focused Products*



© BARC

www.bi-survey.com

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



BARC Viewpoint

Flexibility



In today's dynamic world, software must be flexible enough to serve customers' needs. Almost half of the Zoho Analytics customers taking part in this survey came from the services industry, where companies have to adapt their products to fast-changing customer requirements. Therefore, it is not surprising to see that 45 percent of Zoho Analytics respondents chose the product for its flexibility, which is higher than the overall survey average of 40 percent. This results in a leading rank for *Flexibility* in the *Embedded Analytics-focused Products* peer group.

Performance Satisfaction

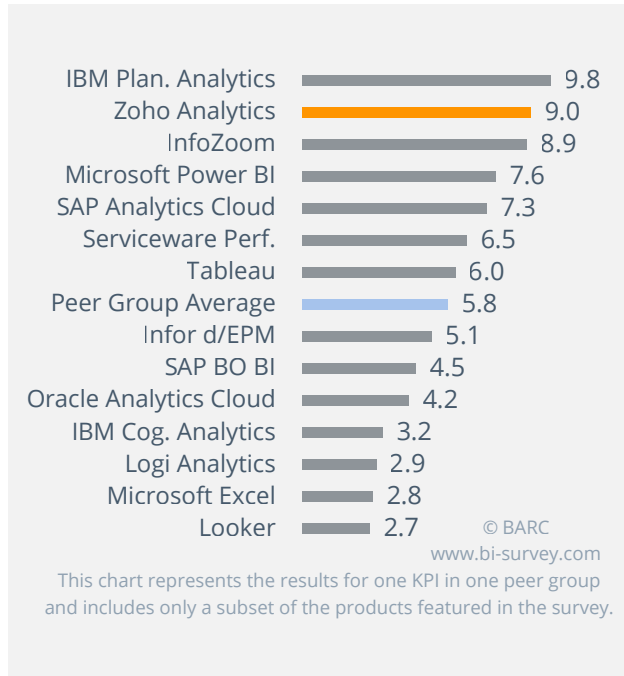


This KPI measures the frequency of complaints about the system's performance.

Performance Satisfaction – Leader

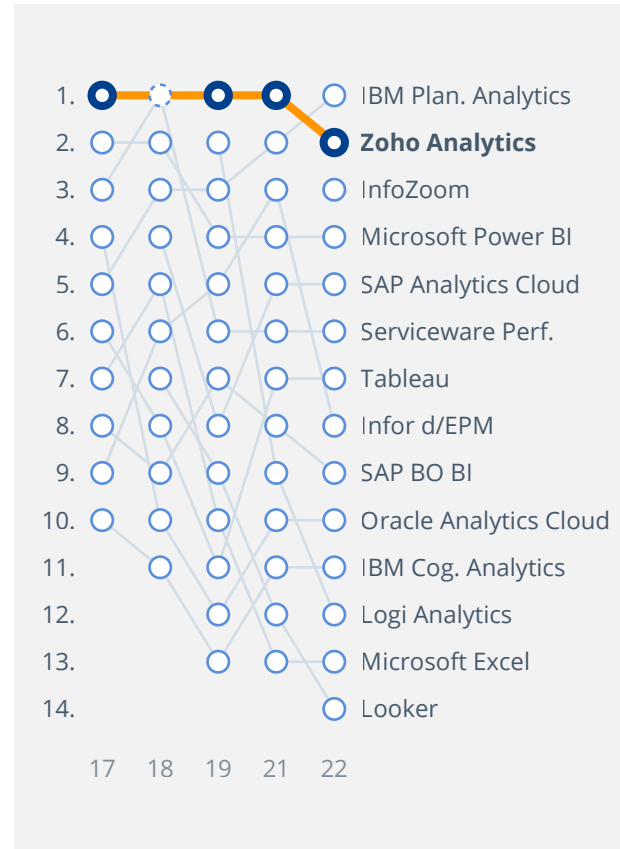


Peer Group: Business Software Generalists



Consistently outstanding in Performance Satisfaction

Peer Group: Business Software Generalists



Performance Satisfaction

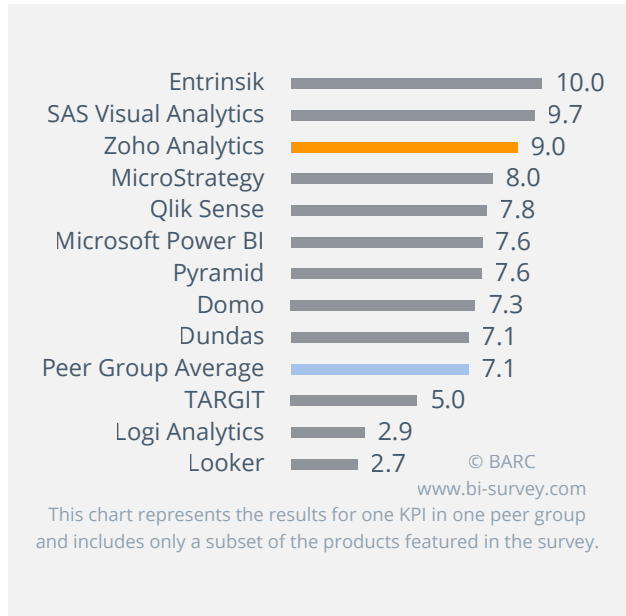


Performance can be very subjective. Business users – Zoho’s main target group – often have high expectations of their software’s performance. Zoho Analytics queries take a median of 8 seconds to respond with a median of 3 GB of data. As only 6 percent of Zoho customers (compared to the overall survey average of 15 percent) listed slow query performance as one of the five problems they encounter with the software, the vendor receives a 9.0/10 rating in the *Performance Satisfaction* KPI. With this result, Zoho Analytics is ranked among the leaders in the *Business Software Generalists* and *Embedded Analytics-focused Products* peer groups.

Performance Satisfaction – Leader

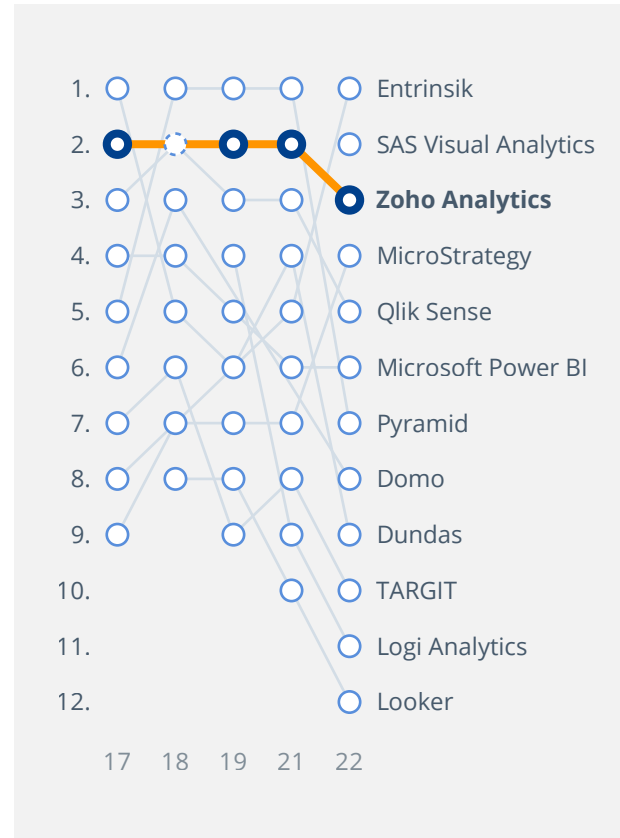


Peer Group: Embedded Analytics-focused Products



Consistently outstanding in Performance Satisfaction

Peer Group: Embedded Analytics-focused Products



Performance Satisfaction



Cloud BI

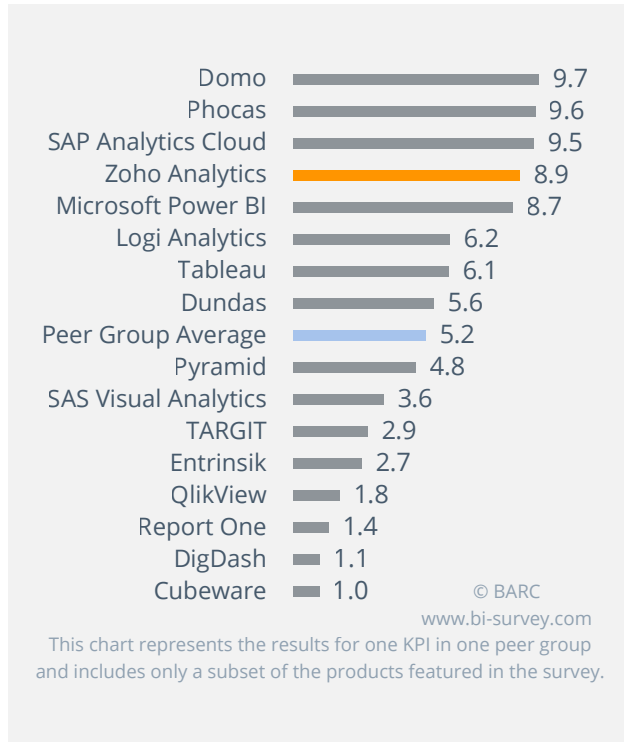


This KPI is based on the proportion of survey respondents that currently use the product in a cloud environment.

Cloud BI – Leader



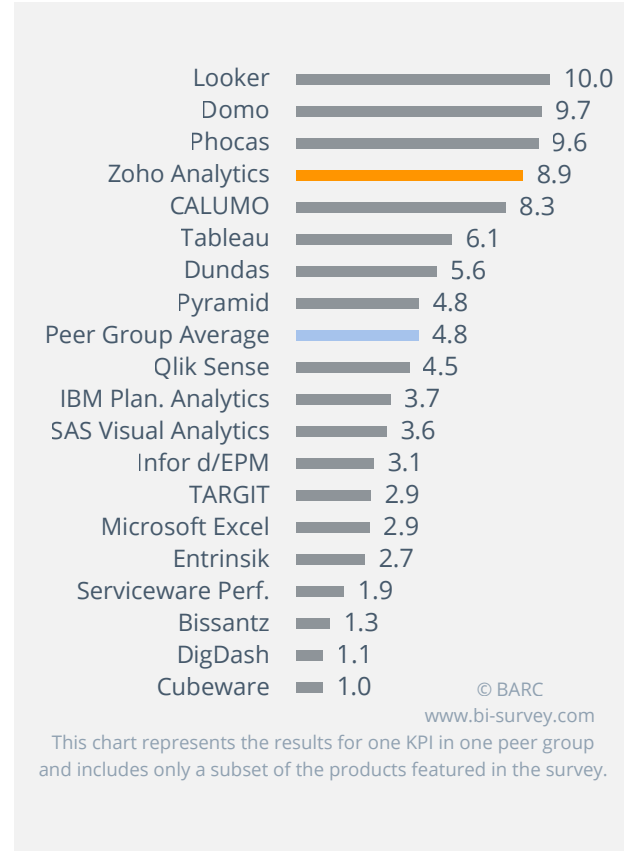
Peer Group: Dashboarding-focused Products



Cloud BI – Leader



Peer Group: Ad Hoc Reporting-focused Products



Cloud BI

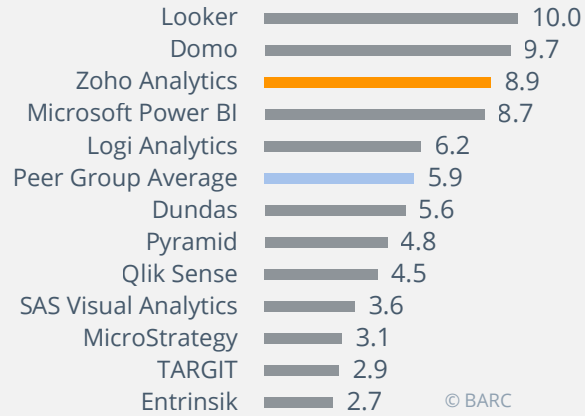
BARC Viewpoint

Cloud BI is an important trend and usage scenario for Zoho Analytics, which was designed as a cloud product from the very beginning. Years after its release, Zoho also introduced a on-premises version. 68 percent of this year’s Zoho Analytics respondents use the product in the cloud, and a further 32 percent plan to do so. This high cloud penetration is reflected in a rating of 8.9/10 in the *Cloud BI* KPI this year, placing Zoho Analytics among the leaders in four of its peer groups.

Cloud BI – Leader



Peer Group: Embedded Analytics-focused Products



© BARC

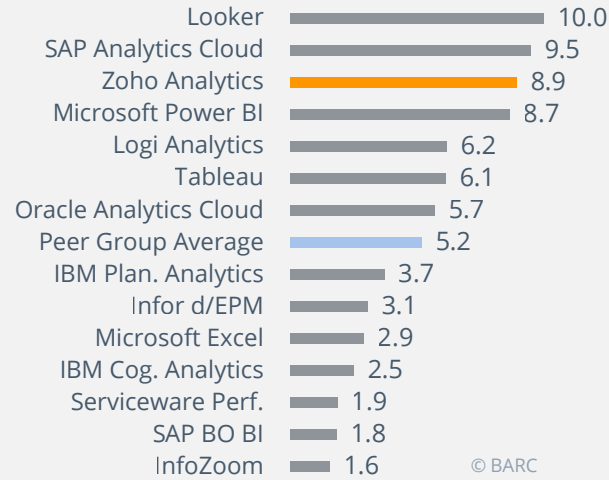
www.bi-survey.com

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

Cloud BI – Leader



Peer Group: Business Software Generalists



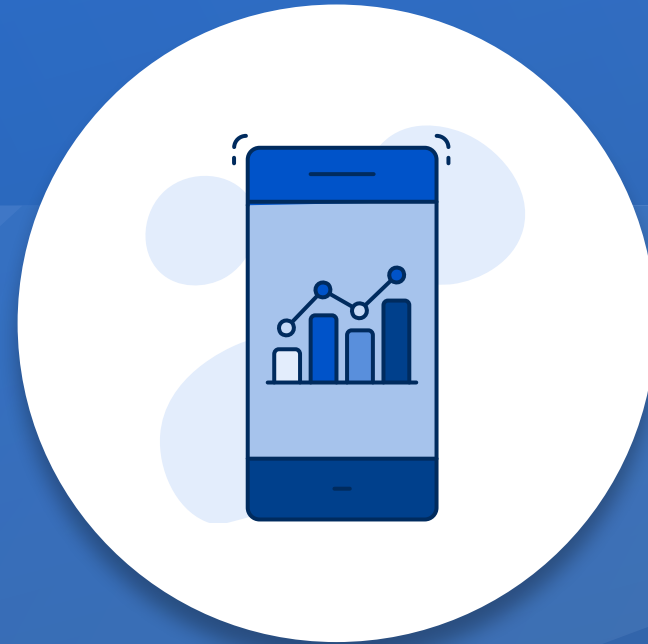
© BARC

www.bi-survey.com

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



Operational BI & Mobile BI



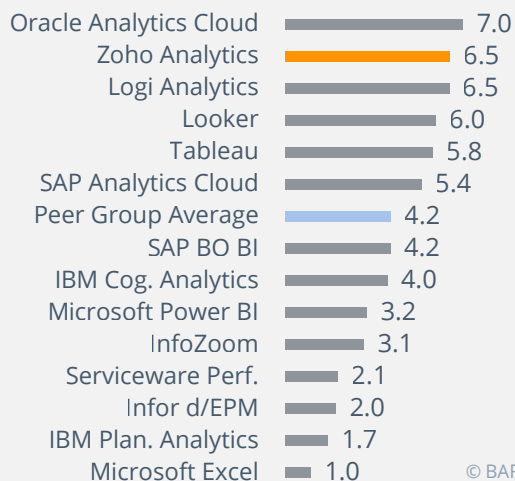
The *Operational BI* KPI is based on the proportion of survey respondents that currently use real-time data from transactional systems with their BI tool.

The *Mobile BI* KPI is based on the proportion of survey respondents that currently use their BI tool on a mobile device.

Operational BI – Leader



Peer Group: Business Software Generalists



© BARC

www.bi-survey.com

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



Operational BI is becoming increasingly important for customers with fast-changing businesses who have to base their decisions on current data. 55 percent of Zoho Analytics users have used the product with real-time data from transactional systems and further 38 percent plan to do so.

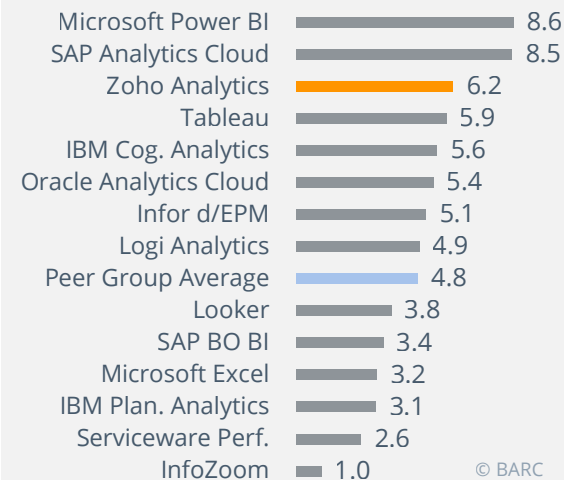
Although Zoho Analytics provides integrated data storage, it is also equipped with live data access. Moreover, the vendor has invested in data alerts to provide actionable insights into data.

The product's operational usage is also reflected in the fact that 25 percent of the employees in companies using Zoho Analytics are working with the software, which is well above the average for all products covered in this survey (18 percent).

Mobile BI – Leader



Peer Group: Business Software Generalists



© BARC

www.bi-survey.com

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



Mobile BI

37 percent of Zoho Analytics users reported having used it in mobile BI scenarios and a further 30 percent plan to use it in this way.

Many of the Zoho Analytics users responding to this survey are in management positions. While Mobile BI is typically not used heavily in management reporting, it is popular in operational BI scenarios. As more than half of our Zoho Analytics respondents use the product for operational BI, they may also have used it on mobile devices. This results in a leading rank for *Mobile BI* in the *Business Software Generalists* peer group. To support mobile users, the vendor offers apps for iOS and Android devices.

BARC (Business Application Research Center) is one of Europe's leading analyst firms for business software, focusing on the areas of data, business intelligence (BI) and analytics, enterprise content management (ECM), customer relationship management (CRM) and enterprise resource planning (ERP).

Our passion is to help organizations become digital companies of tomorrow. We do this by using technology to rethink the world, trusting data-based decisions and optimizing and digitalizing processes. It's about finding the right tools and using them in a way that gives your company the best possible advantage.

This unique blend of knowledge, exchange of information and independence distinguishes our services in the areas of research, events and consulting.

Research

Our BARC studies are based on internal market research, software tests and analyst comments, giving you the security to make the right decisions. Our independent research brings market developments into clear focus, puts software and vendors through their paces and gives users a place to express their opinions.

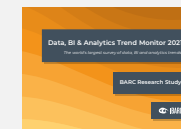
Events

Decision-makers and IT industry leaders come together at BARC events. BARC seminars in small groups, online webinars and conferences with more than 1,000 participants annually all offer inspiration and interactivity. Through exchange with peers and an overview of current trends and market developments, you will receive new impetus to drive your business forward.

Consulting

In confidential expert workshops, coaching and in-house consultations, we transform the needs of your company into future-proof decisions. We provide you with successful, holistic concepts that enable you to use the right information correctly. Our project support covers all stages of the successful use of software

Other Surveys



The BARC [Data, BI and Analytics Trend Monitor 2021](#) reflects on the trends currently driving the BI, analytics and data management market from a user perspective. We asked close to 2,900 users, consultants and vendors for their views on the most important BI trends.



The BARC study [The Future of Reporting](#) investigates how and why companies should modernize their reporting. It is based on a survey of 600 participants from 58 countries across a range of industries. [Download here.](#)



[The Planning Survey 21](#) is the world's largest survey of planning software users. Based on a sample of 1,422 responses, it offers an unsurpassed level of user feedback on 21 leading planning products. Find out more at www.bi-survey.com

Business Application Research Center – BARC GmbH



Germany

BARC GmbH
Berliner Platz 7
D-97080 Würzburg
+49 931 880 6510
www.barc.de

Austria

BARC GmbH
Hirschstettner Straße 19
/ 1 / IS314
A-1220 Wien
+43 660 6366870
www.barc.at

Switzerland

BARC Schweiz GmbH
Täfernstraße 22a
CH-5405 Baden-Dättwil
+41 56 470 94 34
www.barc.ch

Rest of the World

+44 1536 772 451
www.barc-research.com