

THE BI SURVEY

The Customer Verdict

The world's largest survey of
business intelligence software users

13

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

Dimensional Insight in The BI Survey

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Dimensional Insight in THE BI Survey 13

Introduction

The BI Survey 13 is based on findings from the world's largest and most comprehensive survey of business intelligence end-users, conducted earlier this year. In total, 3,149 people responded to The Survey with 2,298 answering a series of detailed questions about their usage of a named product. Altogether, 30 products or groups of products received a detailed analysis.

The BI Survey 13 examines BI product selection and usage among users in areas including business benefits, costs, proportion of employees using the product, competitiveness, recommendation, innovation, performance, customer satisfaction and agility.

One thing that all BI deployments ought to have in common is that they should deliver business benefits. We asked several questions that helped us measure how successful respondents' deployments had been. The combined results were then used as a calibration tool that is widely used throughout The Survey to assess the correlation between many factors and project success.

Dimensional Insight overview

Dimensional Insight was founded in 1989 and is headquartered in Burlington, MA. The company was a pioneer in web-based business intelligence with its main product, The Diver Solution™, first released in 1993.

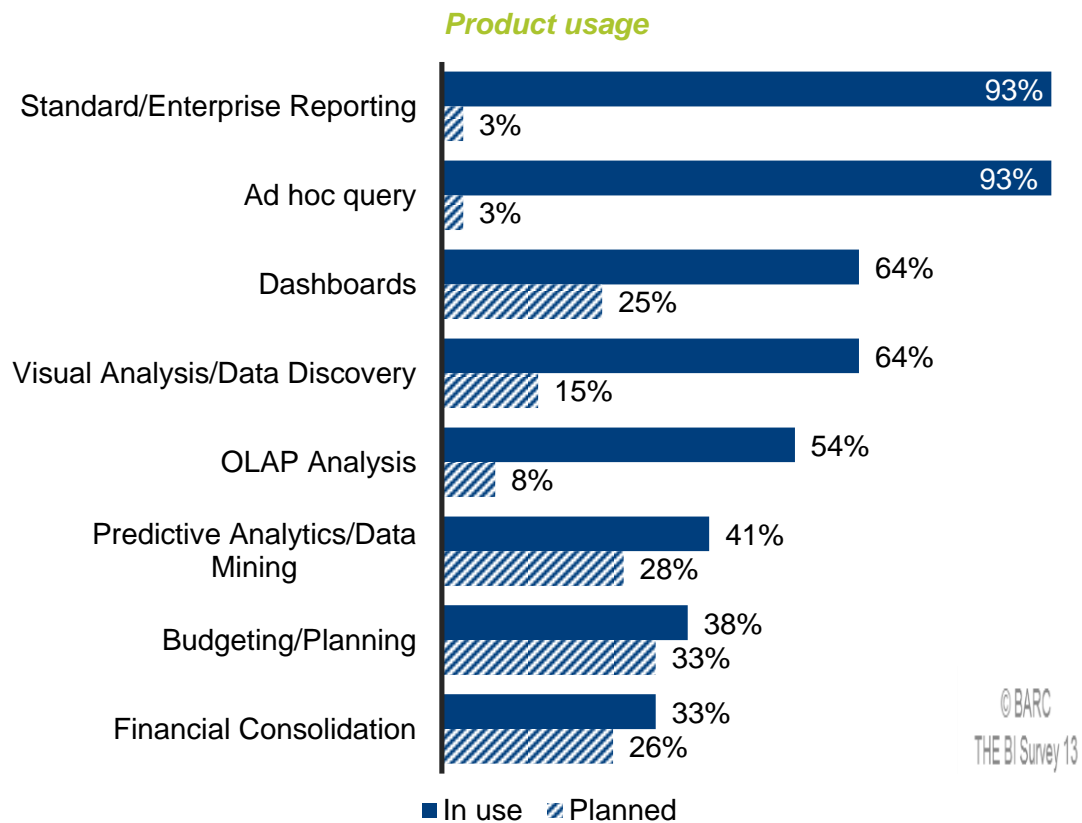
The company has a worldwide distribution channel, most notably in EMEA but it also covers South America and the Asia Pacific. The product is also available as an on-demand solution.

The Diver Solution™ is an end-to-end business intelligence toolset and provides powerful analytics and dashboard capabilities. It is often used to provide ad hoc reporting capabilities for end-user oriented data discovery.

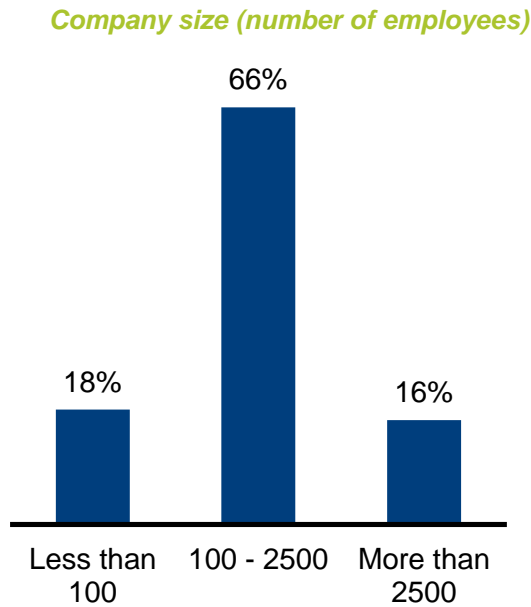
Dimensional Insight customer responses

This is the third time that Dimensional Insight has featured in The BI Survey and the results were remarkably strong. It was represented by a total of 61 users in The Survey. All were using version 6.

User and use case demographics



This is more of a mid-market tool but it is used by a high percentage of users across many scenarios.



Percentage of employees using Dimensional Insight	
Average	26%
Average of all products	15%

Number of users using Dimensional Insight	
Median	50
Mean	260

On average 26 percent of employees at Dimensional Insight's customers use the product. This is an impressive figure and well above the average for all products in The BI Survey 13 (15 percent).

Peer Groups

Peer groups are used to ensure similar products are compared against each other both in fairness to the vendor and for the benefit of the customer. The groups are essential to allow fair and useful comparisons of products that are likely to compete.

The peer groups are primarily data-driven and based on how customers say they use the product.

Dimensional Insight features in the following peer groups:

- Dashboard Vendors
- Ad-hoc Analysis Vendors
- Visual Analysis and Data Discovery Vendors

The KPIs

The BI Survey 13 provides the reader with well-designed dashboards packed with concise information using aggregated KPIs, which can be absorbed at a glance. The KPIs all follow these simple rules:

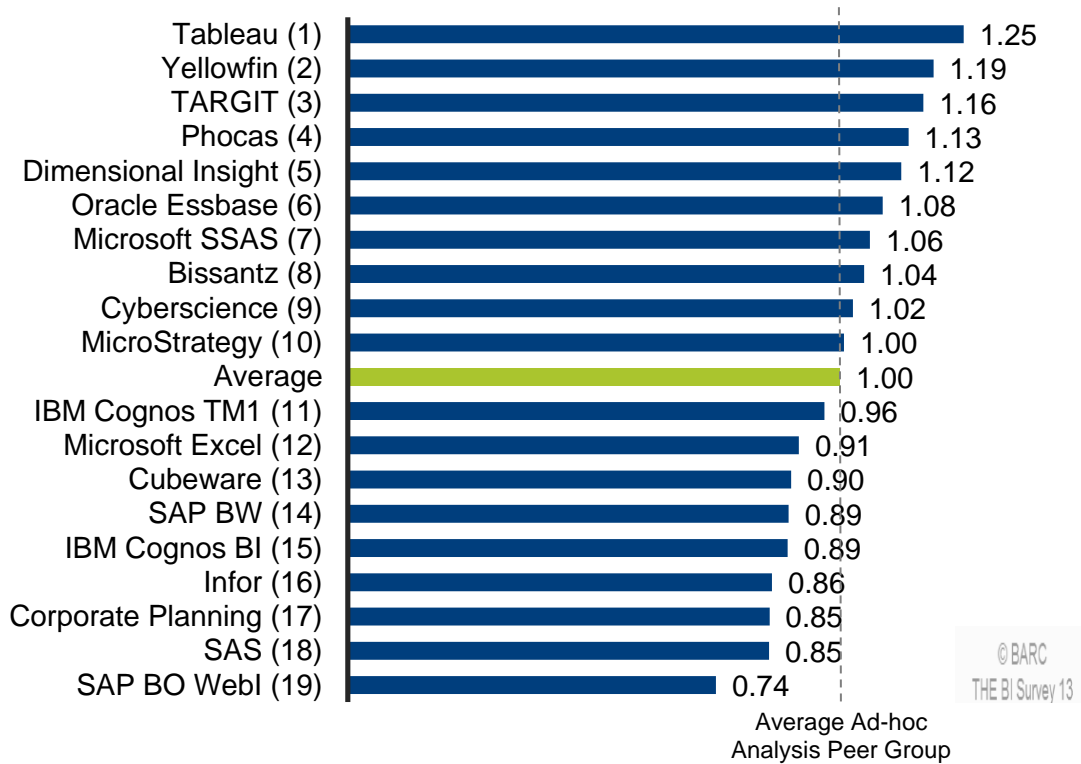
- Only measures that have a clear good/bad trend are used as the basis for KPIs
- KPIs may be based on one or more measures from The BI Survey
- Only products with samples of at least 20 - 30 (depending on the KPI) for each of the questions that feeds into the KPI are included
- Each KPI is normalized so that the overall sample always has a value of 1.0
- The KPIs are calculated so that better-than-average products always have scores of greater than 1.0, while less good products score less than 1.0. When viewing the peer group KPI charts, note that the average for each peer group will usually be either higher or lower than 1.0 because the peer groups are all subsets of the overall sample.

The products are sorted by value, the better the product the higher the value. The average is displayed as a green bar and separates the products into two groups, the ones that have performed better than average and the ones that have performed worse than average.

For more details on the KPIs, see the 'KPIs and Dashboards' document.

Leading Ad-hoc Analysis Vendor in business benefits

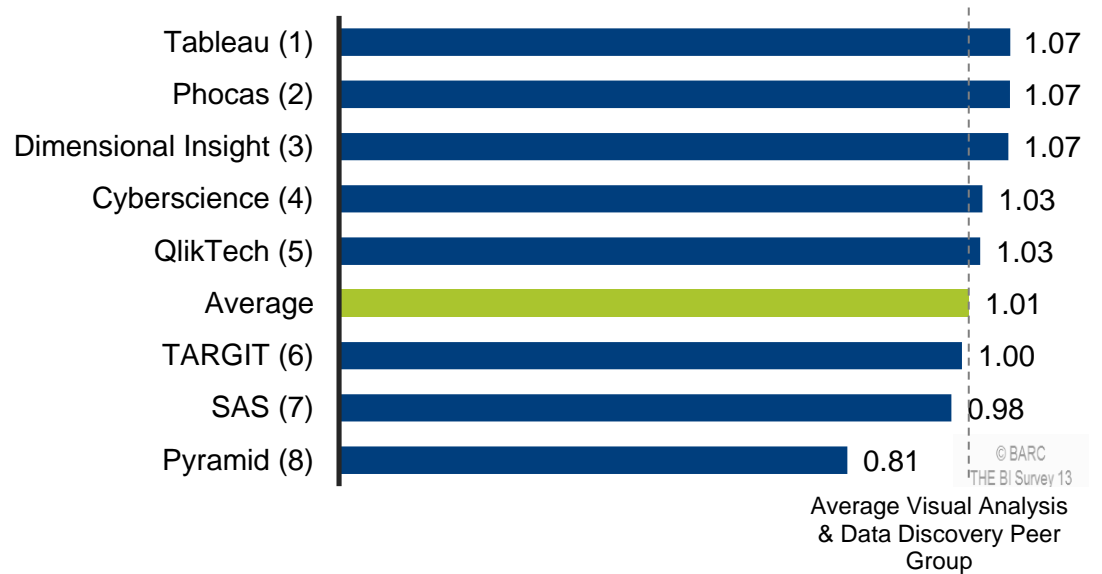
Benefits achieved by projects after implementation



The tool can be used in a variety of different ways.

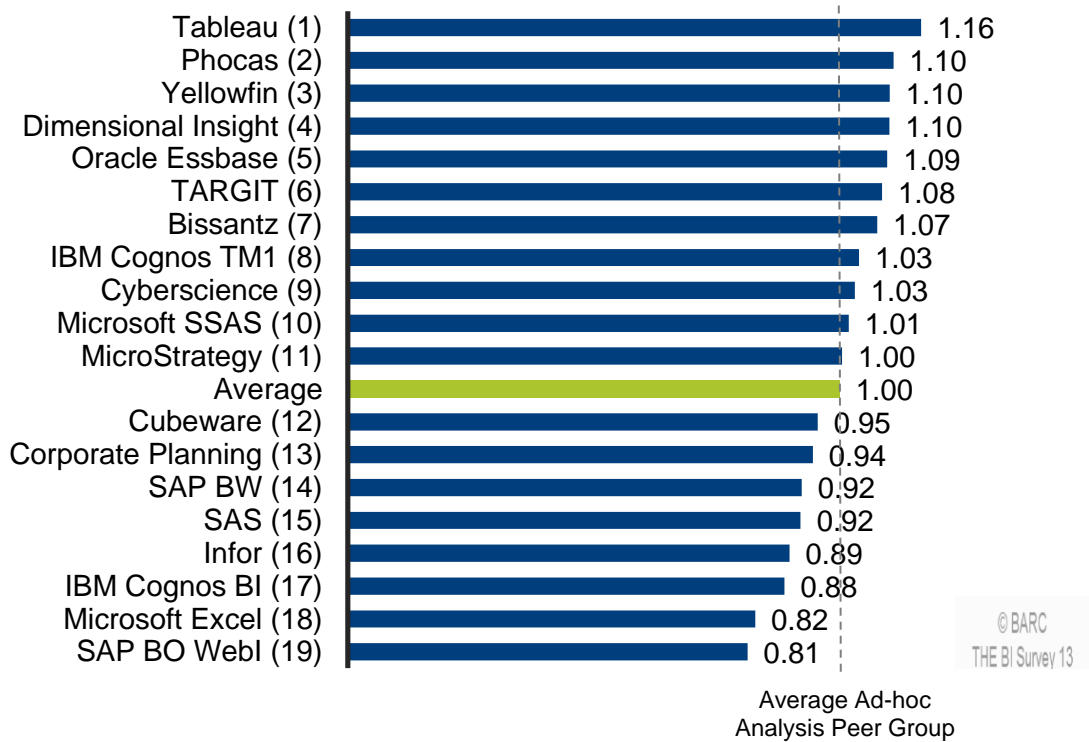
Leading Visual Analysis & Data Discovery Vendor in goal achievement

The extent to which projects reach the goals initially set



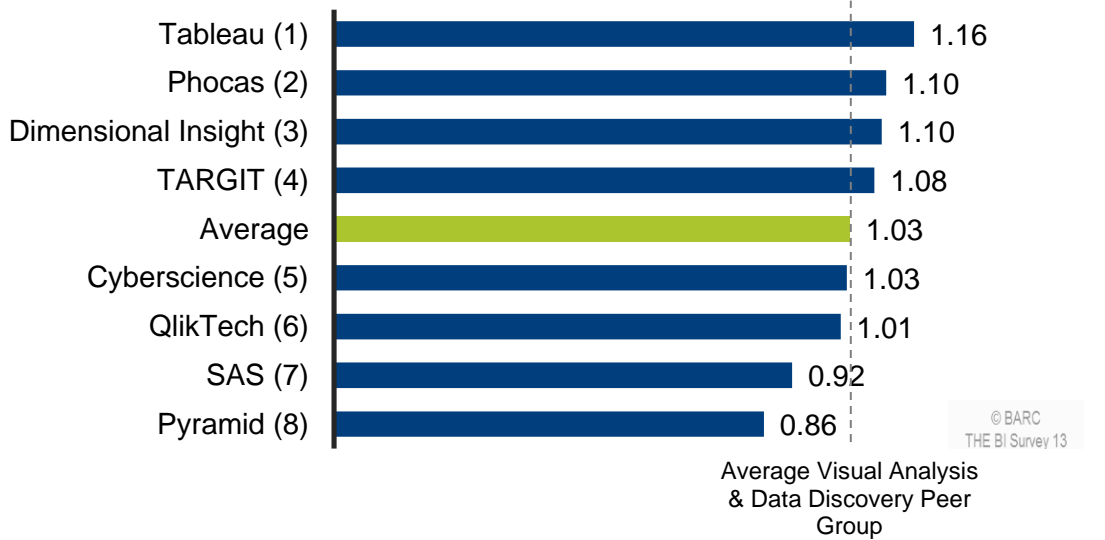
Leading Ad-hoc Analysis Vendor in business achievement

The extent to which the product delivers business value and helps organizations achieve their goals



Leading Visual Analysis & Data Discovery Vendor in business achievement

The extent to which the product delivers business value and helps organizations achieve their goals

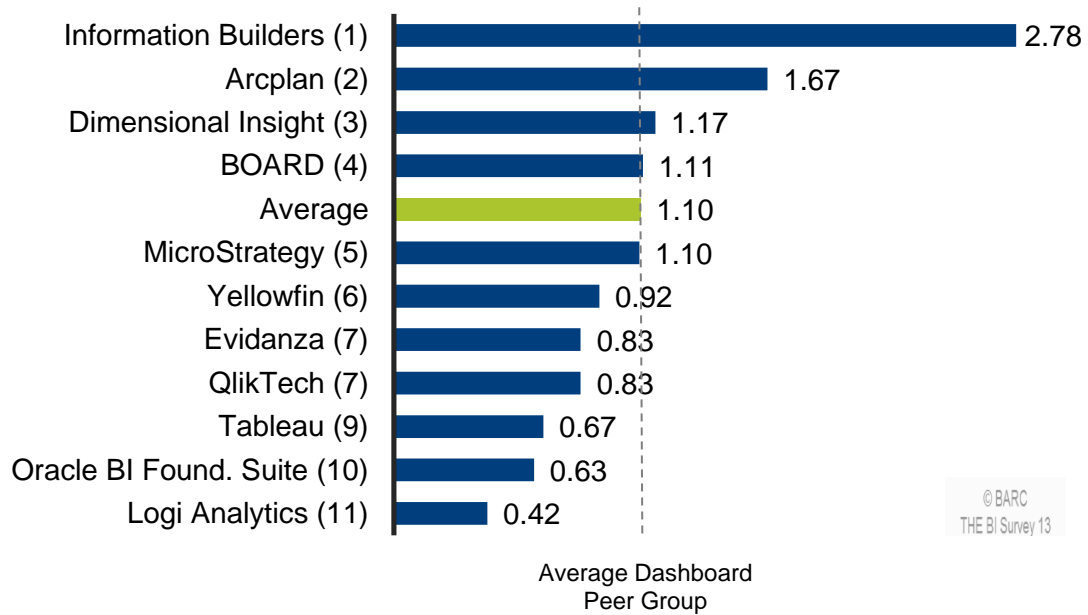


Dimensional Insight scored excellent 'business achievement' results in the Visual Analysis and Data Discovery peer group. This is an important result for the company.

After all, the ultimate goal of deploying BI solutions is to achieve business benefits. This is quite a versatile tool that is especially strong in ad hoc analysis and for building visual dashboards. It is one of the best for achieving business benefits.

Leading Dashboard Vendor in seats per admin

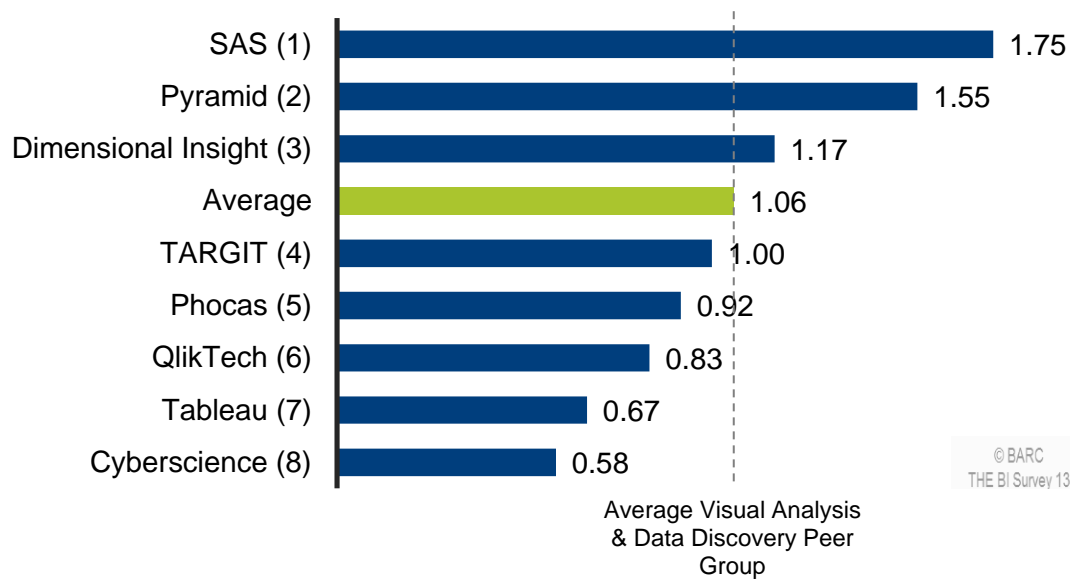
The number of full time administrators per user



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THE BI Survey 13

Leading Visual Analysis & Data Discovery Vendor in seats per admin

The number of full time administrators per user

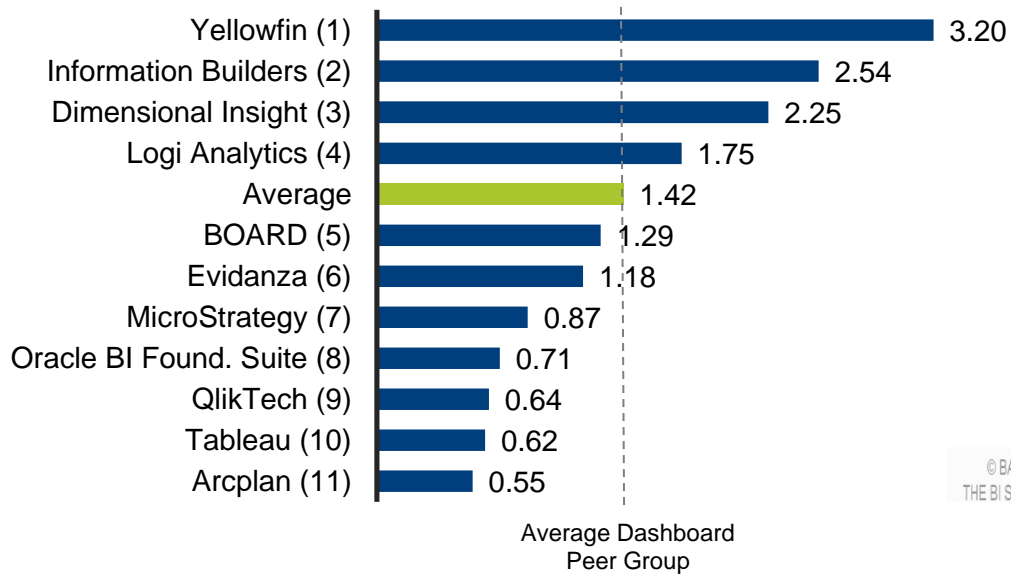


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THE BI Survey 13

The tool is able to administer high numbers of mid-market users efficiently. This is an individual product rather than a technology bundle and one which has a long history. It therefore offers mature administration functionality which we expect will develop further over time.

Leading Dashboard Vendor in proportion of employees

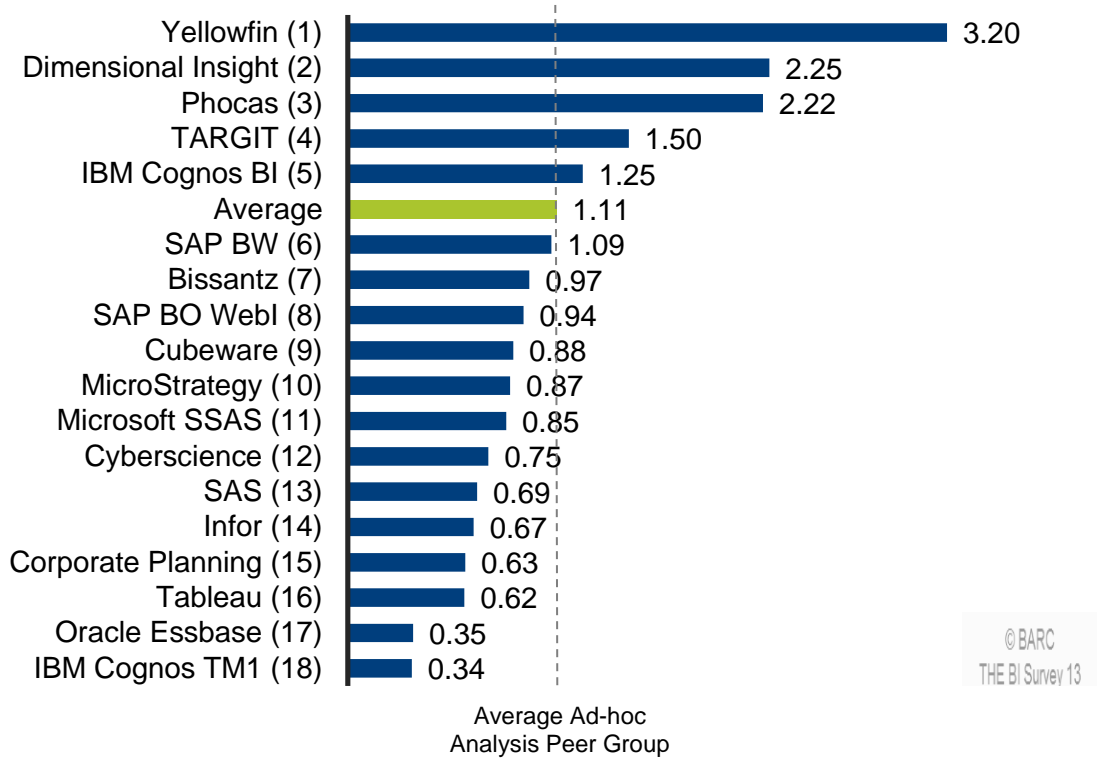
Percentage of employees that use the product



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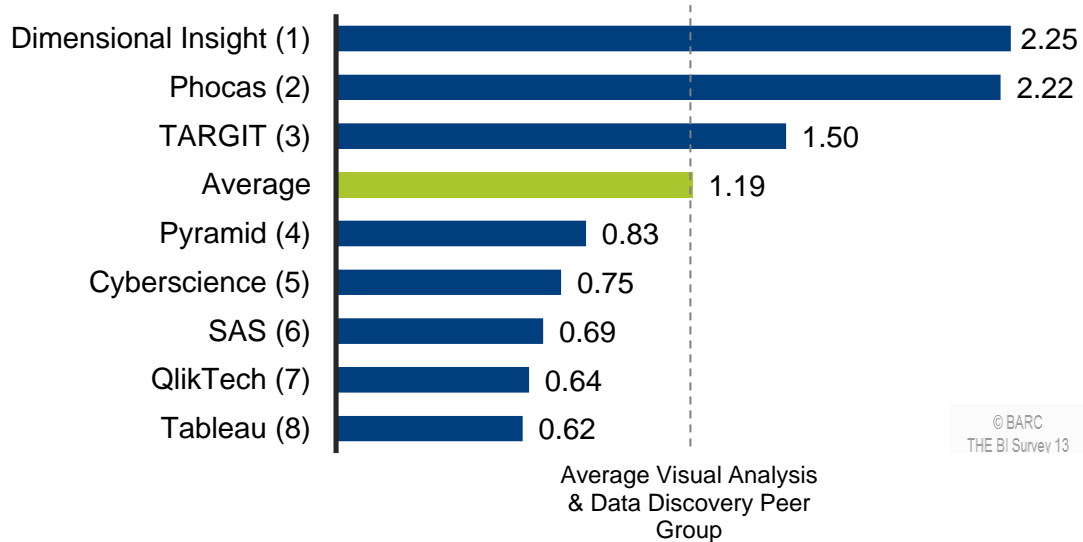
Leading Ad-hoc Analysis Vendor in proportion of employees

Percentage of employees that use the product



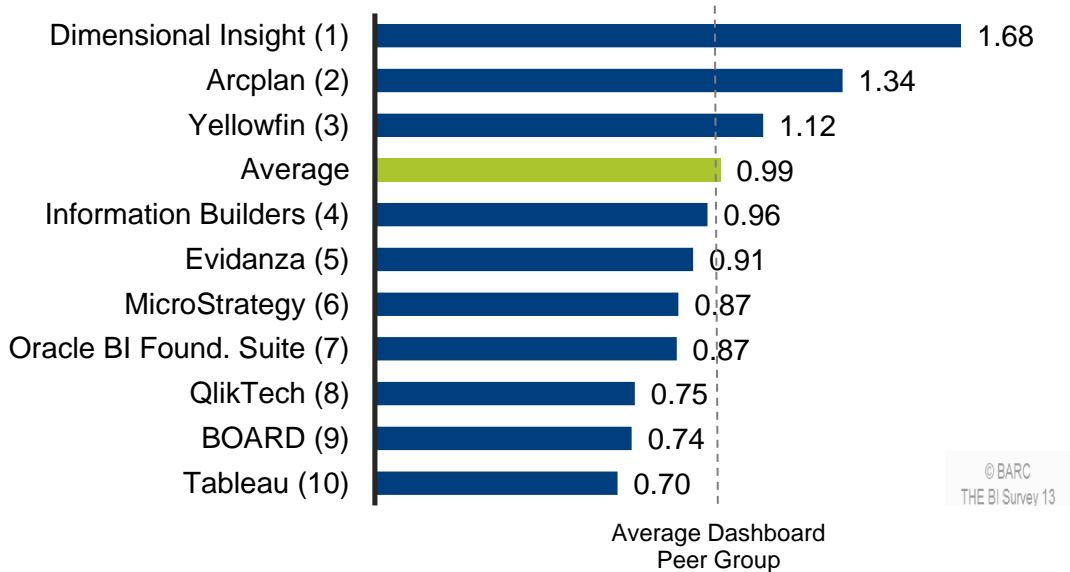
Top ranked Visual Analysis & Data Discovery Vendor in proportion of employees

Percentage of employees that use the product



Top ranked Dashboard Vendor in competitive win rate

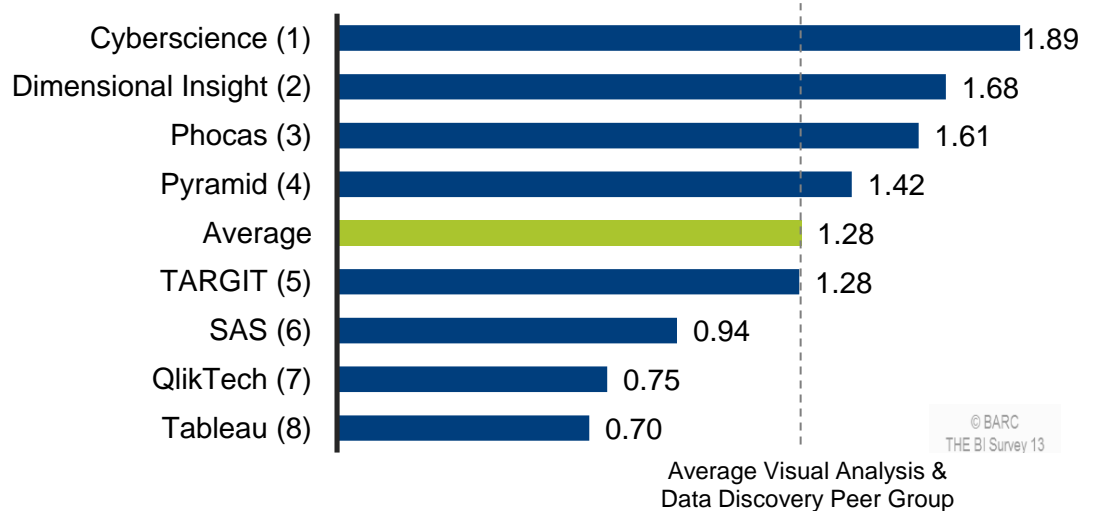
Based on the percentage of wins in competitive evaluations



As a small vendor the company lacks visibility. But when it's considered for purchase it fares well because of the flexibility of its user analysis functionality.

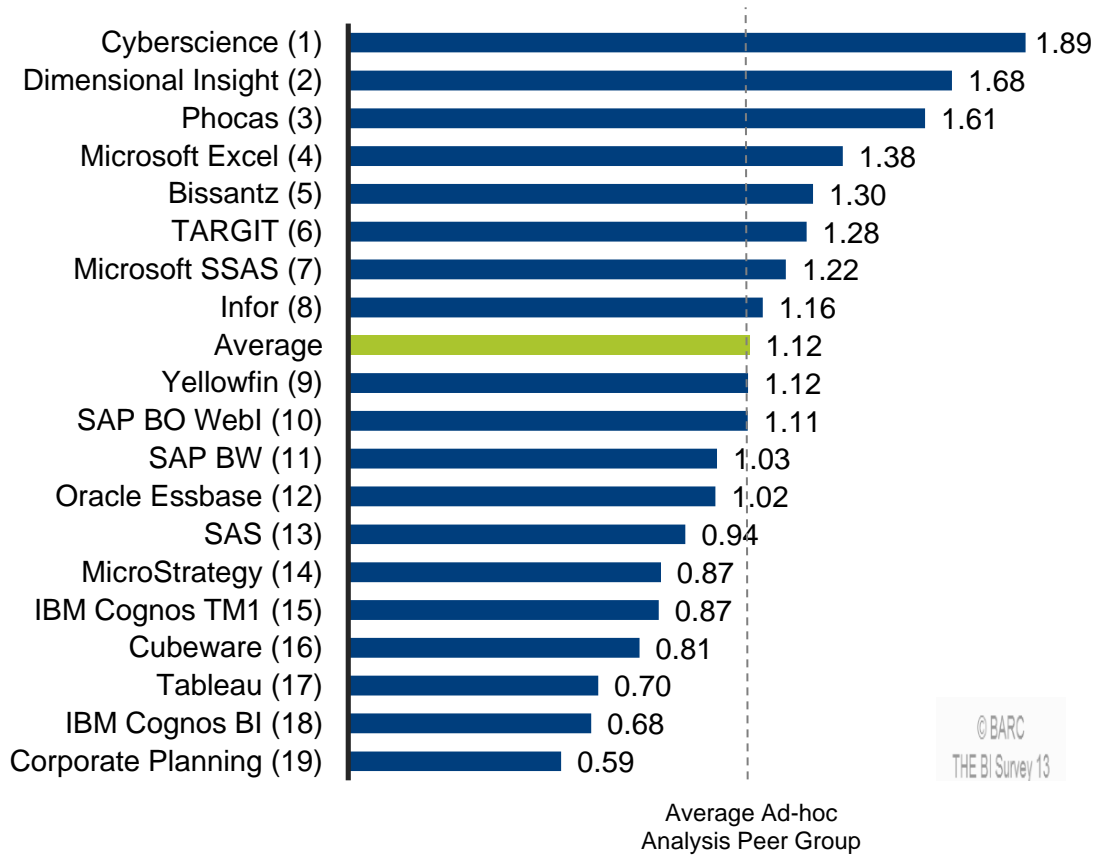
Leading Ad-hoc Analysis Vendor in competitive win rate

Based on the percentage of wins in competitive evaluations



Leading Visual Analysis & Data Discovery Vendor in competitive win rate

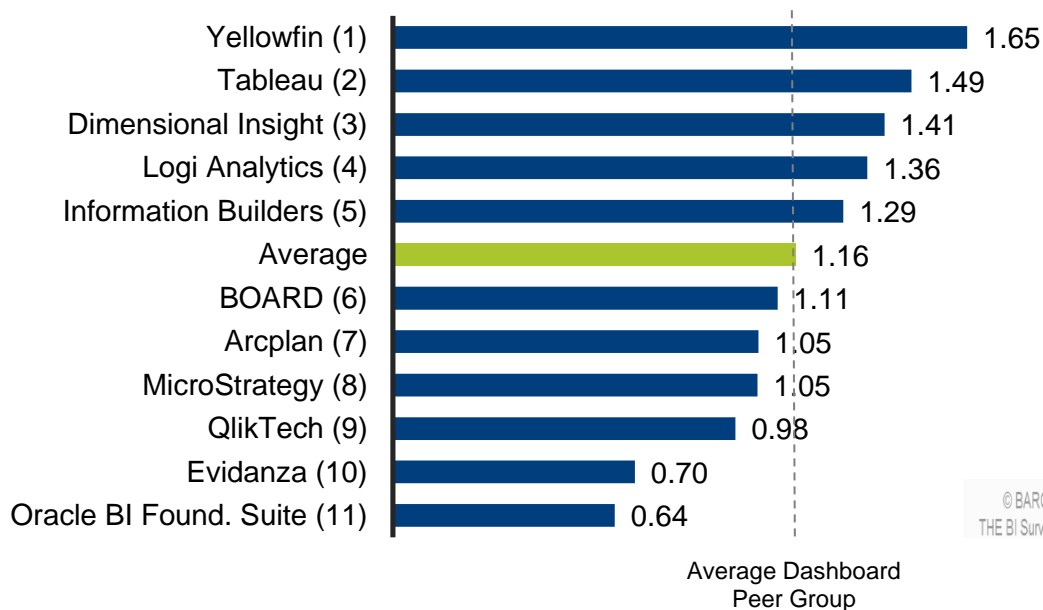
Based on the percentage of wins in competitive evaluations



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Leading Dashboard Vendor in recommendation

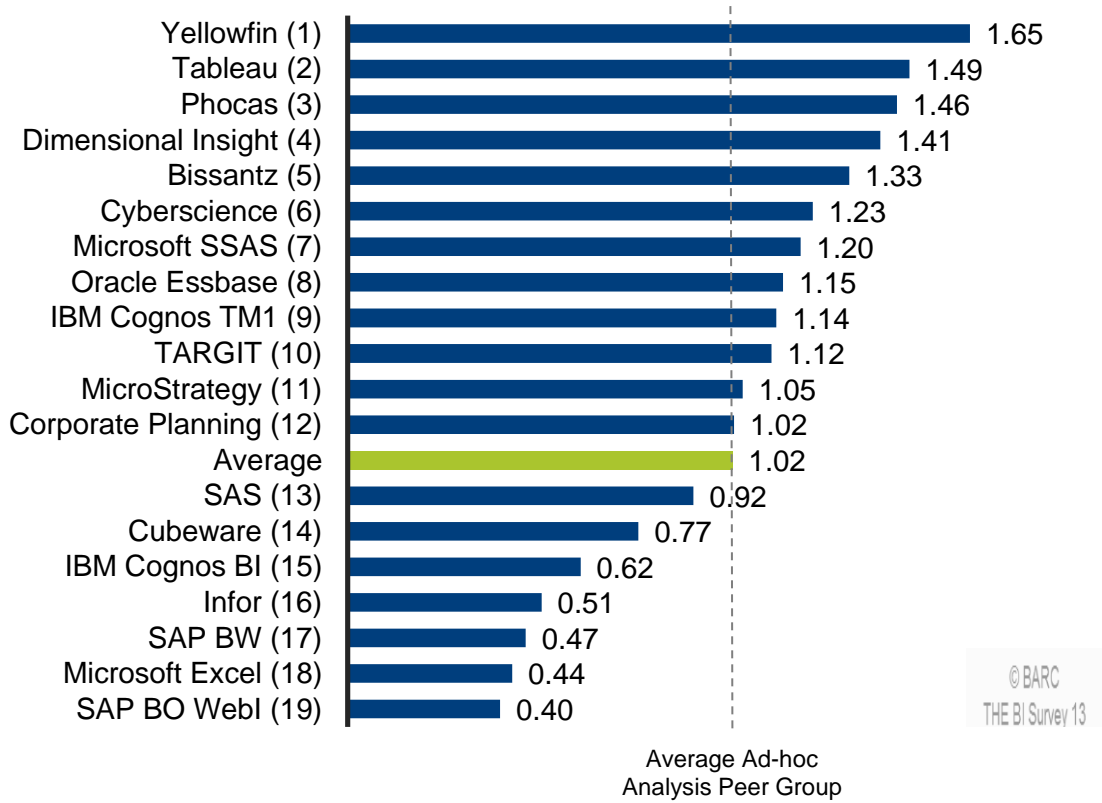
How many users would recommend the product to others



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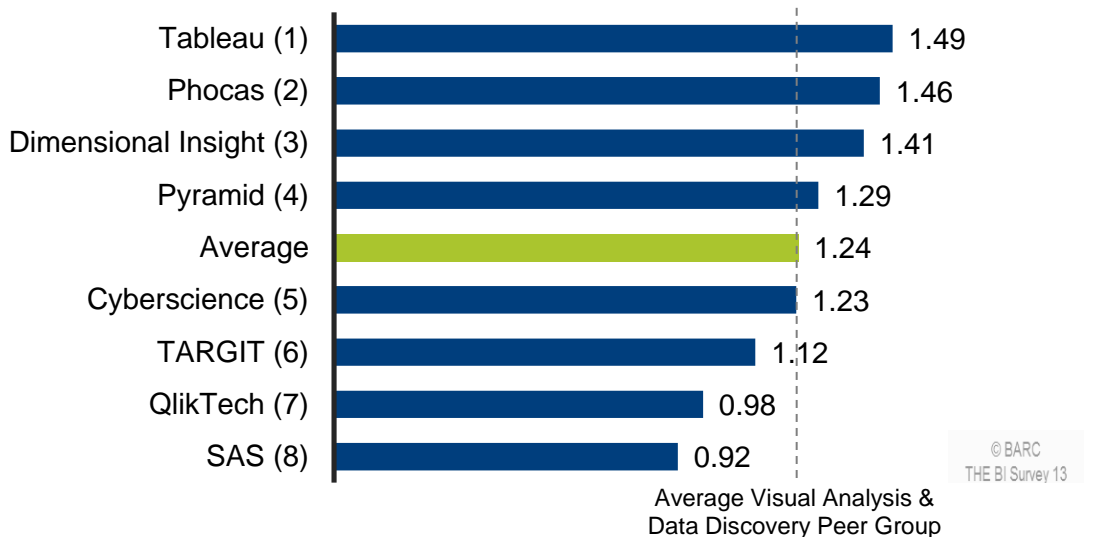
Leading Ad-hoc Analysis Vendor in recommendation

How many users would recommend the product to others



Leading Visual Analysis & Data Discovery Vendor in recommendation

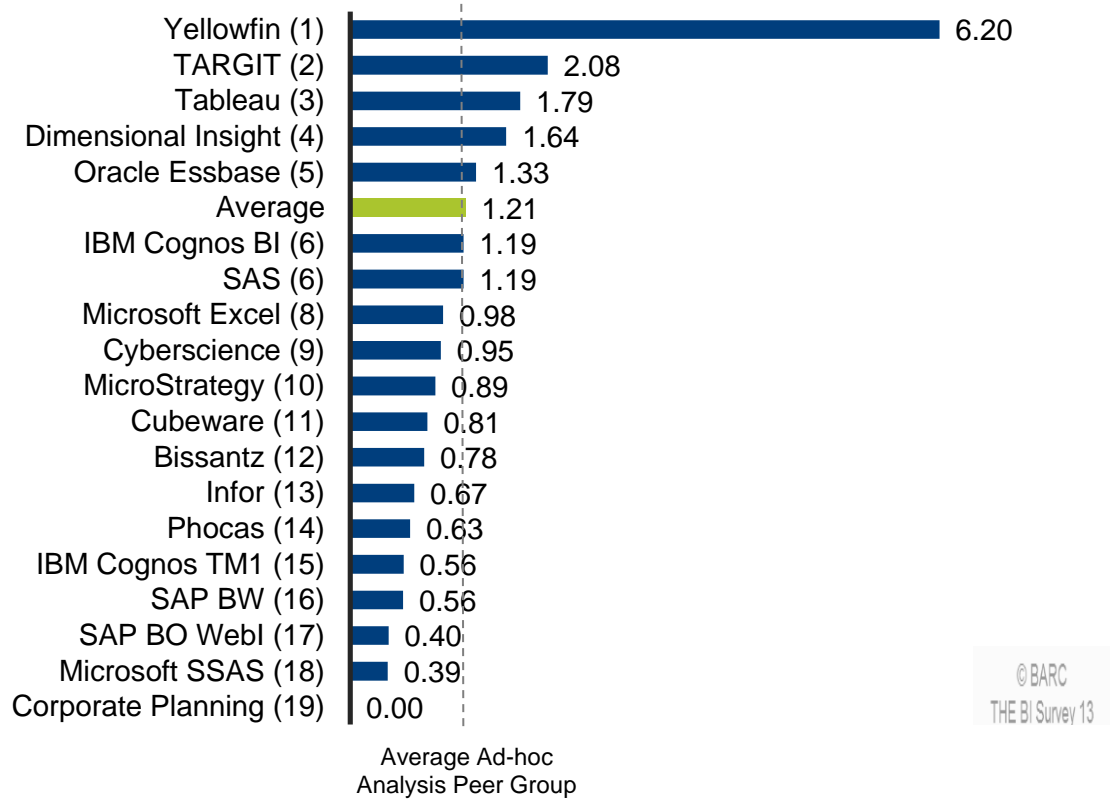
How many users would recommend the product to others



It's clear that users like the product and will recommend it to other companies.

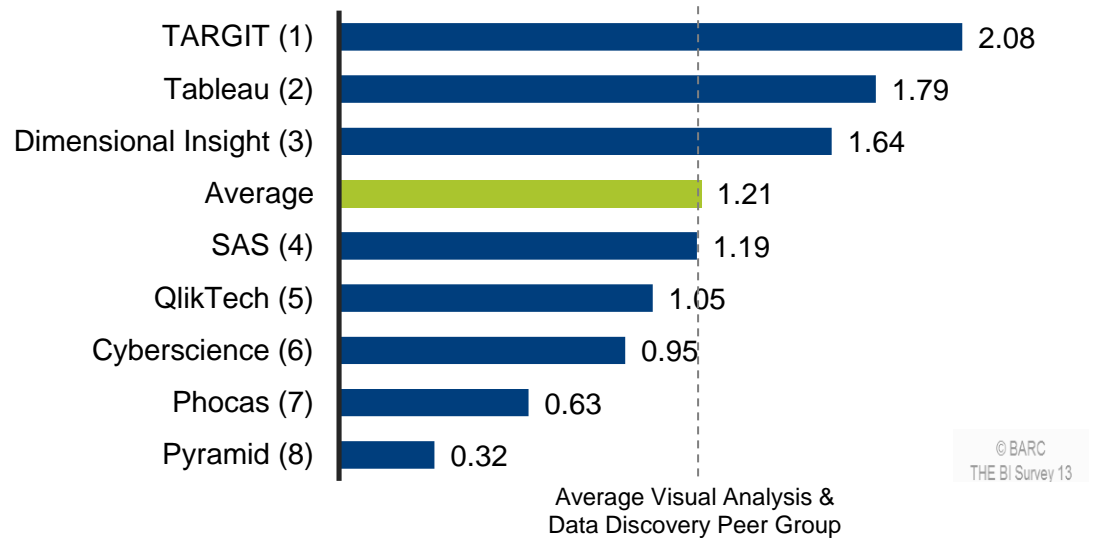
Leading Ad-hoc Analysis Vendor in cloud BI

How many sites currently use the product in a cloud environment



Leading Visual Analysis & Data Discovery Vendor in cloud BI

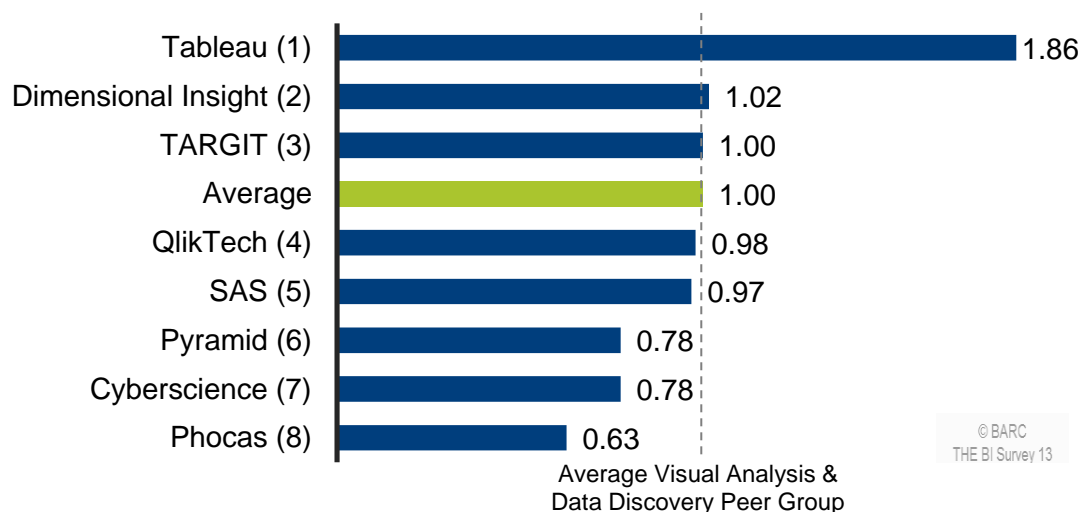
How many sites currently use the product in a cloud environment



Dimensional Insight’s product is a long-established on-demand solution. This model is popular among its user base when compared to other visual analysis and data discovery vendors.

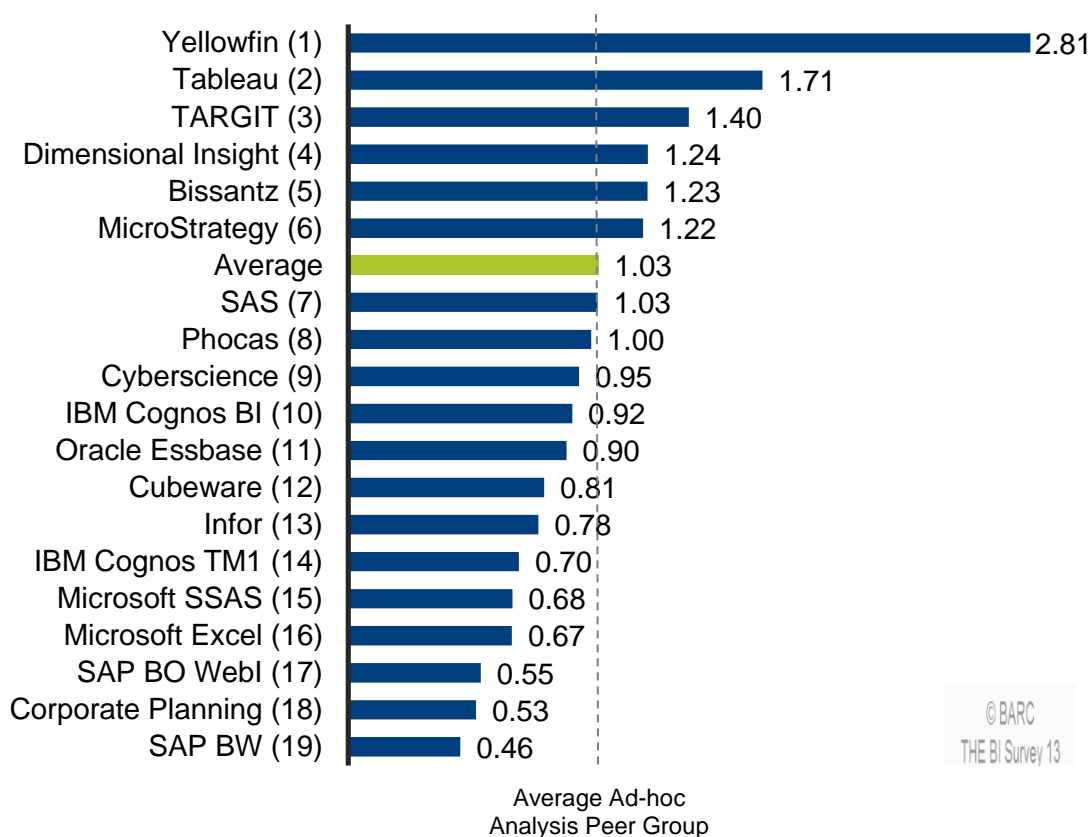
Leading Visual Analysis & Data Discovery Vendor in advanced information design

How many sites currently use advanced information design with their BI tool



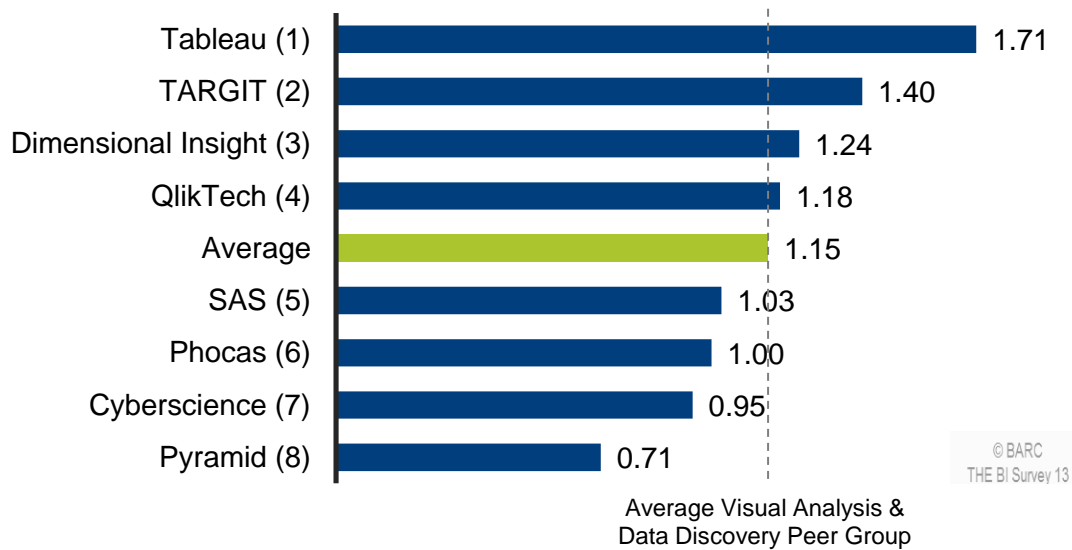
Leading Ad-hoc Analysis Vendor in innovation

Combines the 'Cloud BI', 'Collaboration', 'Mobile BI' and 'Advanced information design' KPIs to measure the product's level of innovation



Leading Visual Analysis & Data Discovery Vendor in innovation

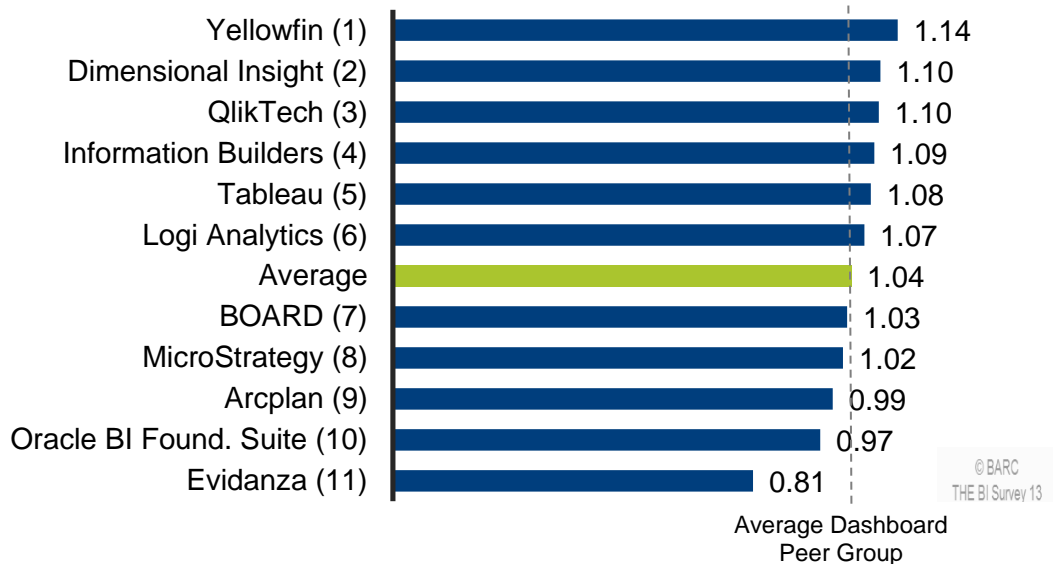
Combines the ‘Cloud BI’, ‘Collaboration’, ‘Mobile BI’ and ‘Advanced information design’ KPIs to measure the product’s level of innovation



Dimensional Insight’s top rank in innovation is an excellent result showing that its users value the vendor’s ongoing product development work.

Leading Dashboard Vendor in performance satisfaction

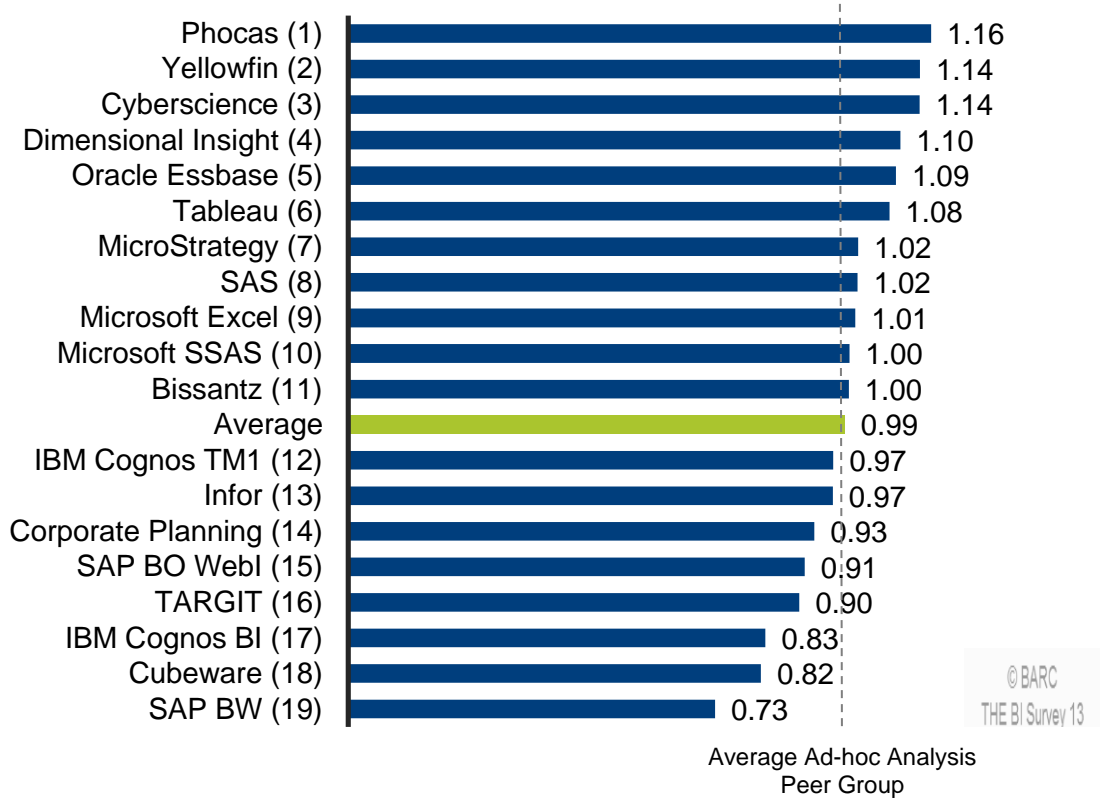
How common are complaints about the system’s performance



The product’s architecture is optimized for data analysis.

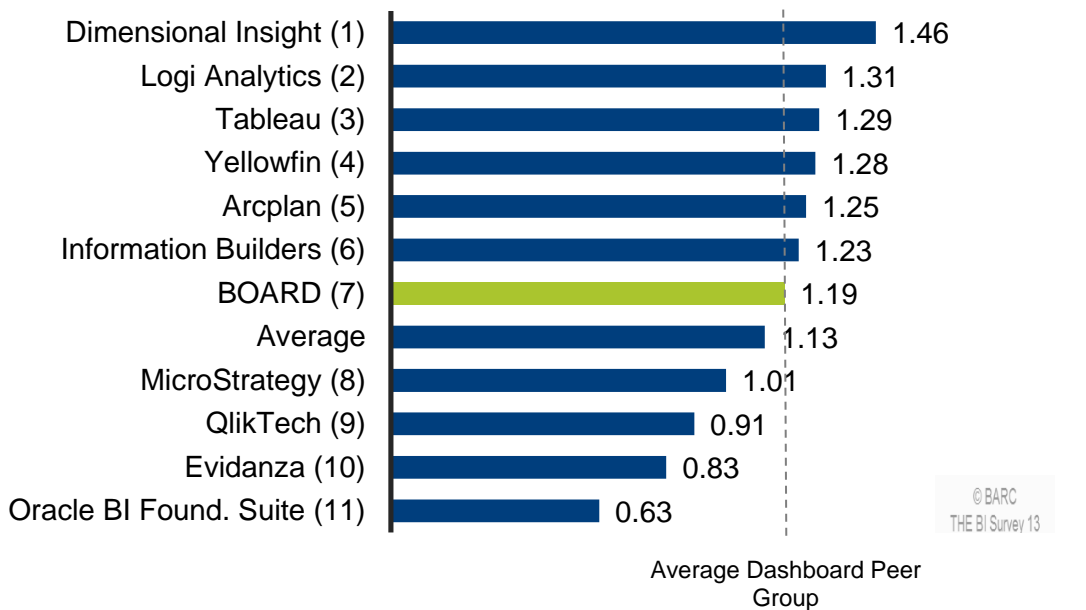
Leading Ad-hoc Analysis Vendor in performance satisfaction

How common are complaints about the system's performance



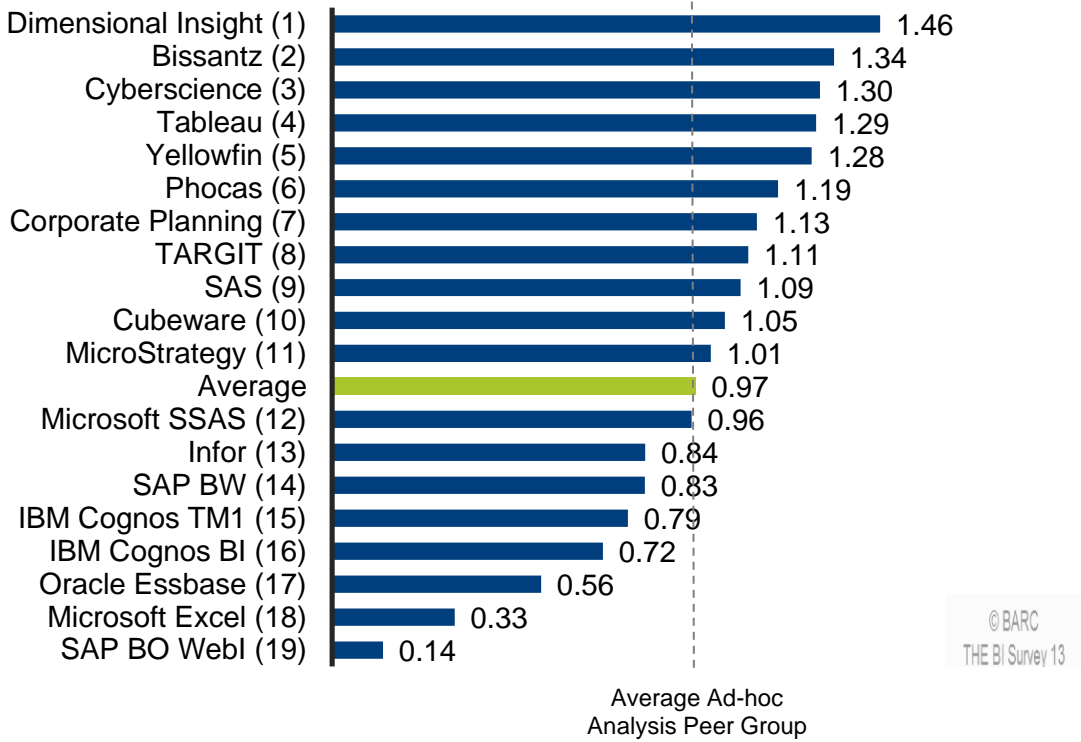
Top ranked Dashboard Vendor in vendor support

Measures user satisfaction with the level of vendor support provided for the product



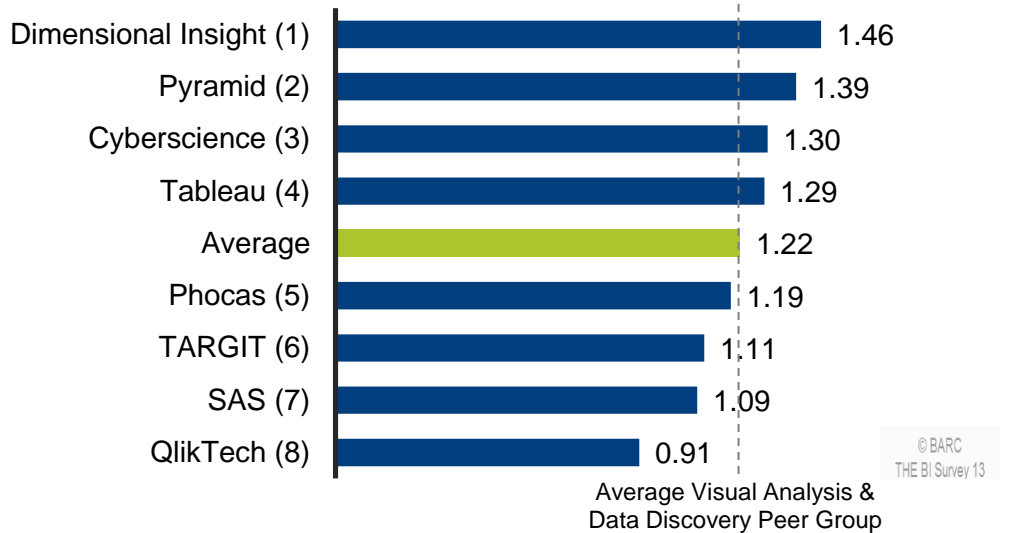
Top ranked Ad-hoc Analysis Vendor in vendor support

Measures user satisfaction with the level of vendor support provided for the product



Top ranked Visual Analysis & Data Discovery Vendor in vendor support

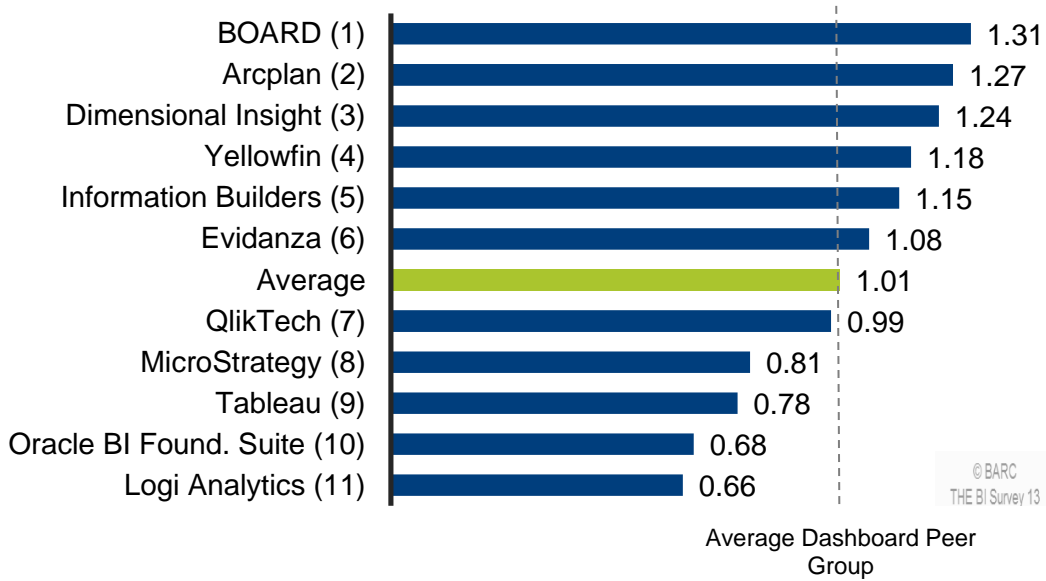
Measures user satisfaction with the level of vendor support provided for the product



These outstanding results are thanks to support for the product provided by the vendor and its partners.

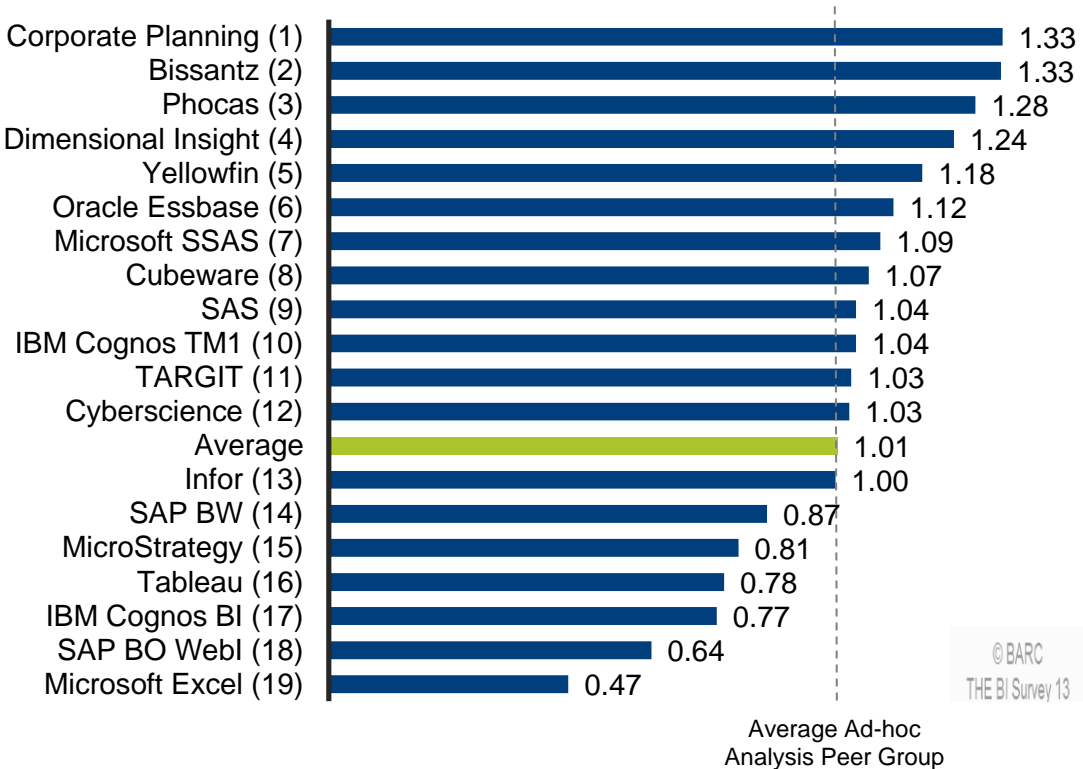
Leading Dashboard Vendor in implementer support

Measures user satisfaction with the level of the implementer’s support for the product



Leading Ad-hoc Analysis Vendor in implementer support

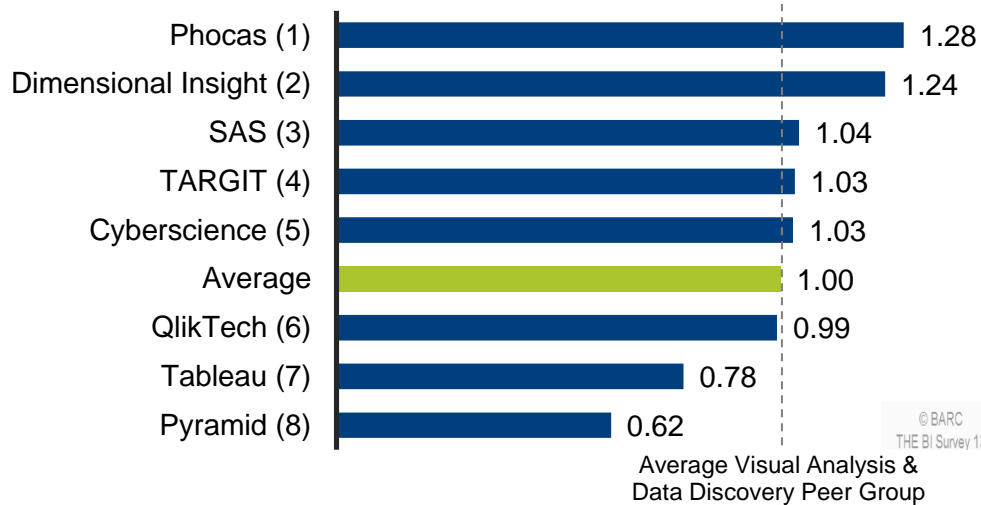
Measures user satisfaction with the level of the implementer’s support for the product



The company has a clear channel distribution strategy and works hard with its partners. The vendor is not present in a lot of markets with its own subsidiary, working mainly with its partners.

Leading Visual Analysis & Data Discovery Vendor in implementer support

Measures user satisfaction with the level of the implementer's support for the product

**Summary**

Dimensional Insight scores very well in a number of categories in The BI Survey 13.

In each of its peer groups it comes up against highly competitive rivals, and achieves excellent user ratings in business achievement, competitive win rate, and also recommendation. These factors contribute to Dimensional Insight's position as a leading vendor in customer satisfaction.

Dimensional Insight comfortably tops all its peer groups in the vendor support category: a resounding vote of confidence from end-users in the level of product support provided by the vendor and its partners.

On average 26 percent of employees at Dimensional Insight's customers use the product. This is an impressive figure and well above the average for all products in The BI Survey 13 (15 percent).

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