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# Business Intelligence Market Study Examines User Trends, Directions



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In its latest [Business Intelligence Report](#), Dresner Advisory Services [has found](#) fundamental BI technologies including reporting, dashboards, and self-service top the charts in importance, while cognitive BI and the Internet of Things are considered to be fringe priorities by many users. The study also shows penetration of BI has seen noticeable growth in 2016 and most organizations now utilize at least one and as many as three different BI tools.

The study also examines the chief analytics and chief data officer roles within organizations, noting fewer than 15 percent of organizations have adopted the chief data and/or chief analytics officers in their companies.

"Since our first BI Market Study in 2010, we have continually expanded the scope of our market analysis, maintaining coverage of importance fundamental initiatives while collecting input on emerging paradigms and technologies," said Howard Dresner, founder and chief research officer at Dresner Advisory Services. "We are also pleased to have an ever-growing consortium of users who contribute readily on their experience and intended usage. In its seven years of publication, end user participation in our annual survey has more than tripled from 458 to over 1,500."

The 2016 Buyers Guide Edition provides profiles of 26 different vendor-supported BI features across traditional, cloud, and mobile platforms for 28 individual vendors. [The report recognized](#) [Dimensional Insight](#) as an industry leader in both the "Customer Experience" and "Vendor Credibility" quadrants. This is the seventh consecutive year the company has been acknowledged as a leading vendor by this market analysis guide.

[Sisense](#) earned recognition as a leader for "Overall Experience" and "Credibility" quadrants, as well as "perfect recommend" merit from its customers. [According to a press statement](#), "Sisense continues to disrupt and lead the market by driving self-service analytics, removing IT complexity and reducing costs to enable everyday business users to gain valuable insights through advanced Business Intelligence."