

# The BI Survey 18

*The world's largest survey of BI software users*

This product is a specially produced  
summary of the headline results for

**TARGIT**

 **BARC**  
A CXP GROUP COMPANY



## KPI results

**1** top-rankings  
and  
**16** leading  
positions  
in 4 different  
peer groups.

 | BARC #BISURVEY18



## Recommendation

**91%**  
of surveyed users  
would **recommend\***  
TARGIT.

*\* Based on the aggregate of  
"Definitely" and "Probably".*

 | BARC #BISURVEY18



## Problems

**49%**  
of surveyed users  
report **no significant  
problems** in the use of  
TARGIT.\*

*\* Compared to **39%** for the average  
BI tool.*

 | BARC #BISURVEY18



## Support

**81%**  
of surveyed users  
rate the **vendor support**  
from TARGIT as **good  
or excellent.**

 | BARC #BISURVEY18



## Understanding

**89%**  
of surveyed users  
rate the **ability** of  
TARGIT **to understand  
their organization's needs  
as good or very good.**

 | BARC #BISURVEY18



## Mobile BI

For the **5th** year  
in a row TARGIT ranks  
**number 1** for **mobile BI**  
in the OLAP analysis-  
focused products peer  
group.

 | BARC #BISURVEY18



*Peer Group*  
**OLAP analysis-focused products**

**1. Top-ranked in**

Mobile BI  
 .....

**Leader in**

Recommendation  
 Location intelligence  
 Visual analysis  
 Innovation  
 Competitive win rate  
 Competitiveness

*Peer Group*  
**EMEA-focused vendors**

**Leader in**

Mobile BI  
 Visual analysis  
 Competitive win rate  
 Competitiveness

*Peer Group*  
**Dashboarding-focused products**


**Leader in**

Mobile BI  
 Embedded BI  
 Competitive win rate  
 Competitiveness

*Peer Group*  
**Self-service reporting-focused products**

**Leader in**

Embedded BI  
 Competitive win rate

 **BARC Summary**

TARGIT has received consistently positive feedback from its customers over the last three years, reflecting the vendor’s investment and improvements in areas such as visual analysis, mobile BI and location intelligence. TARGIT seems to put a high value on providing reliable and customer-oriented software as its continuously positive ‘Product satisfaction’ KPI shows. Moreover, especially this year, survey results indicate that TARGIT performs well in proof of concepts, often convincing prospects to choose the software. Accordingly its competitive win rate is high, and an impressive 91 percent of respondents say they would recommend TARGIT to others.



# The BI Survey 18 TARGIT top ranks

The image displays five award banners from BI-SURVEY.com, each with a gold ribbon and laurel wreath. The banners are as follows:

- Top-ranked 1 in category** (OLAP analysis-focused products) and **Leader in 6 categories** (Peer Group OLAP analysis-focused products).
- Top-ranked in Mobile BI** (Peer Group OLAP analysis-focused products).
- Leader in 4 categories** (Peer Group EMEA-focused vendors).
- Leader in 4 categories** (Peer Group Dashboarding-focused products).
- Leader in 2 categories** (Peer Group Self-service reporting-focused products).

## Customer Quotes

Best in class, covers all the needs we have had as well as the needs we have in the nearest future.

 BI-SURVEY.com

*CEO, public sector, 101-2,500 employees*

TARGIT is the best BI tool I have worked with over the last 14 years in this business. It does all things well!

 BI-SURVEY.com

*Person responsible/Project manager for BI from IT department, transportation and logistics, 101-2,500 employees*

It is a great solution that is able to consolidate a large amount of data and allows us to control who sees what, giving us a great deal of security and power to slice and dice the data in a huge number of ways.

 BI-SURVEY.com

*Person responsible/Project manager for BI from IT department, retail/wholesale/trade, 101-2,500 employees*

Great product to use. Easy to implement, maintain, and use. Fantastic user adoption.

 BI-SURVEY.com

*Person responsible/Project manager for departmental BI, retail/wholesale/trade, 101-2,500 employees*

Good quality and value, ease of development, and user adoption has been very effective.

 BI-SURVEY.com

*Person responsible/Project manager for departmental BI, healthcare, >2,500 employees*



## TARGIT overview

TARGIT is a privately held Denmark-based BI software company that launched its flagship TARGIT Decision Suite product in 1996. With more than 5,900 customers across the world, TARGIT is ideal for mid-size companies seeking a one-size-fits-all BI platform. The vendor, however now also started to win large enterprises as customers. In 2017, TARGIT sold 100 percent of its shares to Gro Capital, reorganized the company and began to renew its positioning.

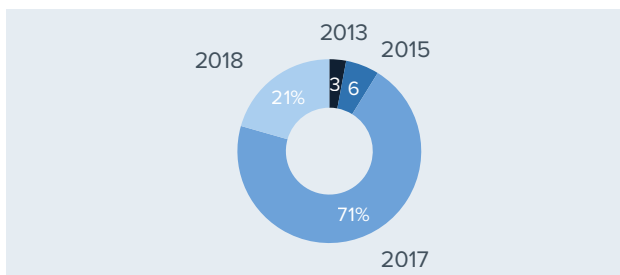
TARGIT currently has about 88 employees across Europe and the United States. Its global channels, consisting of over 100 partners, provide the highest proportion of revenues but the company is in the process of increasing direct sales.

TARGIT Decision Suite is an integrated BI platform which offers integrated data discovery, self-service analysis, ad hoc reporting and dashboarding capabilities. There are also modules for batch reporting, mobile BI, storyboards and data mashups.

TARGIT Decision Suite was originally built for the Microsoft SQL Server platform and has achieved significant penetration with Microsoft Dynamics customers in general, but also broadly within the retail, heavy machinery and food manufacturing industries. Although the vendor has opened its architecture to other platforms, TARGIT still offers solution accelerators for Microsoft Dynamics systems, which makes the platform interesting for Microsoft-centric customers.

## Versions used

n=47



## TARGIT customer responses

This year we had 47 responses from TARGIT users. 71 percent of them are using the 2017 version, 20 percent use 2018, 6 percent are on the 2015 version and 3 percent are still running version 2013.



The BI Survey 18 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted from March to June 2018. In total, 3,045 people responded to the survey with 2,569 answering a series of detailed questions about their use of a named product. Altogether, 36 products (or groups of products) are analyzed in detail.

The BI Survey 18 examines user feedback on BI product selection and usage across 30 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 TARGIT. 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](#).



# User and Use Case Demographics

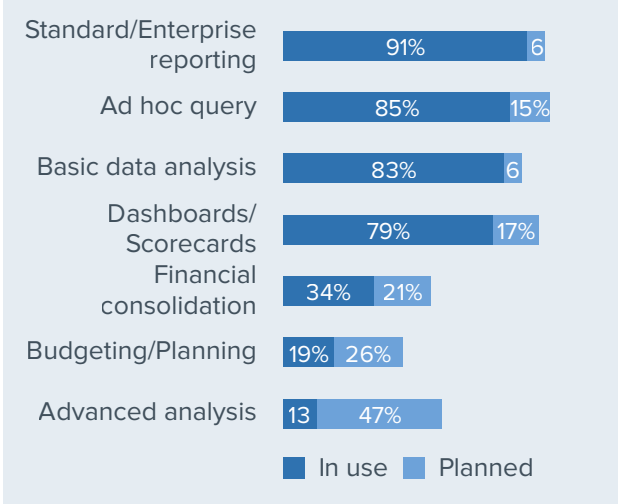
## BARC Comment

BI Survey results suggest the Decision Suite is clearly a popular choice with mid-sized companies. TARGIT's customers currently use the whole breadth of functionality the suite offers them: standard reporting, dashboards, ad hoc query and basic data analysis.

Its usage scenarios and the tasks carried out by business users show the solution's nature and strength for providing BI and analytics to a large audience with predefined reports and interactive dashboard applications. However, the results also underline a particular emphasis and strength of the Decision Suite: it offers good ad hoc analysis and query capabilities – the second and third most frequent usage scenarios respectively.

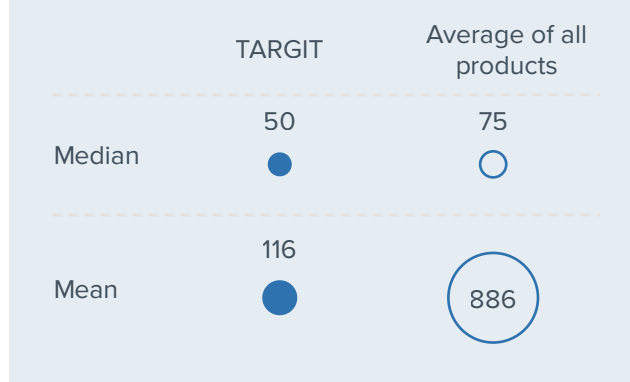
### Current vs. planned use

n=47



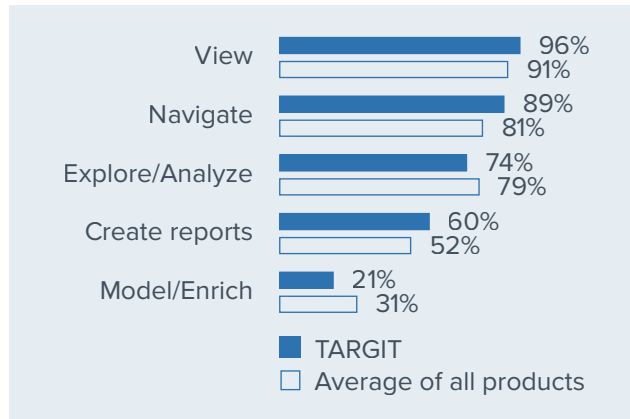
### Number of users using TARGIT

n=47



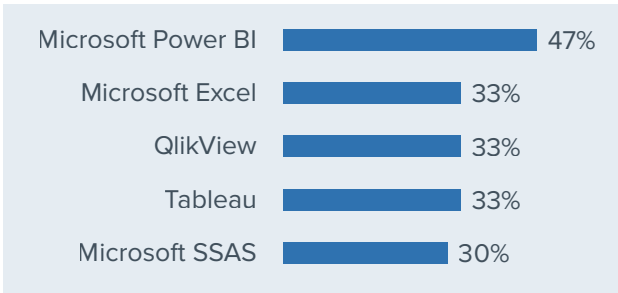
### Tasks carried out with TARGIT by business users

n=47



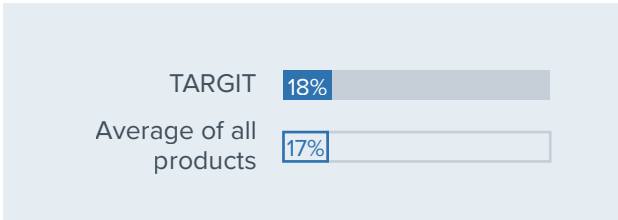
### 5 products most often evaluated in competition with TARGIT

n=43



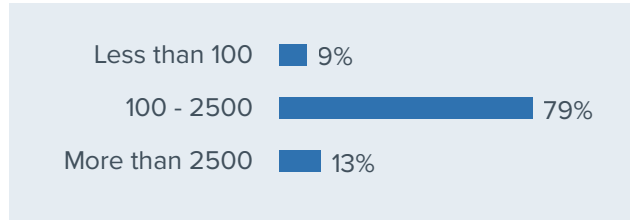
### Percentage of employees using TARGIT

n=47



### Company size (employees)

n=47



## The KPIs

The BI Survey 18 provides the reader with well-designed KPI dashboards packed with concise information, 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 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 25-30% of products listed in the chart.

## Peer Group Classification

The BI Survey 18 features a range of different types of BI 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 two key factors:

1. Usage scenario - functional peer groups are mainly data-driven and based on how customers say they use the product.
2. Regional focus - is the vendor a large international vendor with a truly global presence or does it focus on a particular region? We also take into account the location of BI Survey respondents.

TARGIT features in the following peer groups:

- OLAP analysis-focused products
- EMEA-focused vendors
- Dashboarding-focused products
- Self-service reporting-focused products

## Peer Groups Overview

*[Large enterprise BI platforms:](#)* Includes products equipped with functionality for enterprise deployments that focus on a broad range of BI use cases.

*[Dashboarding-focused products:](#)* Includes products that focus on creating advanced and highly sophisticated dashboards.

*[Self-service reporting-focused products:](#)* Includes products that focus on self-service reporting and ad hoc analysis.

*[OLAP analysis-focused products:](#)* Includes products that focus on analysis in dimensional and hierarchical data models.

*[Data discovery-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 and performance management.

*[Large international BI vendors:](#)* Includes products from companies with annual revenues of \$200m+ and a truly international reach.

*[EMEA-focused vendors:](#)* Includes products from vendors that have a significant presence in - and focus on - the EMEA region.

*[Americas-focused vendors:](#)* Includes products from vendors that have a significant presence in - and focus on - the Americas region.

*[Embedded analytics-focused products:](#)* Includes reporting and analytics products that can be embedded in other business applications.

# Recommendation & Location intelligence



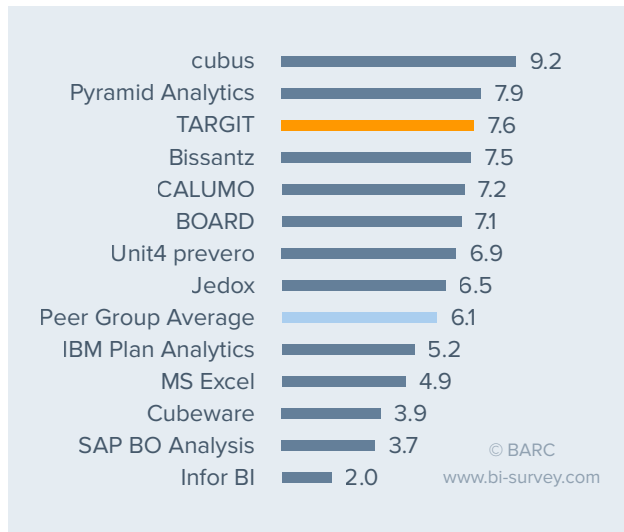
The 'Recommendation' KPI is based on the proportion of users that say they would recommend the product to others.

The 'Location intelligence' KPI is based on how many sites currently perform spatial/ location analysis with their BI tool.

## Recommendation – Leader



Peer group: OLAP analysis-focused products

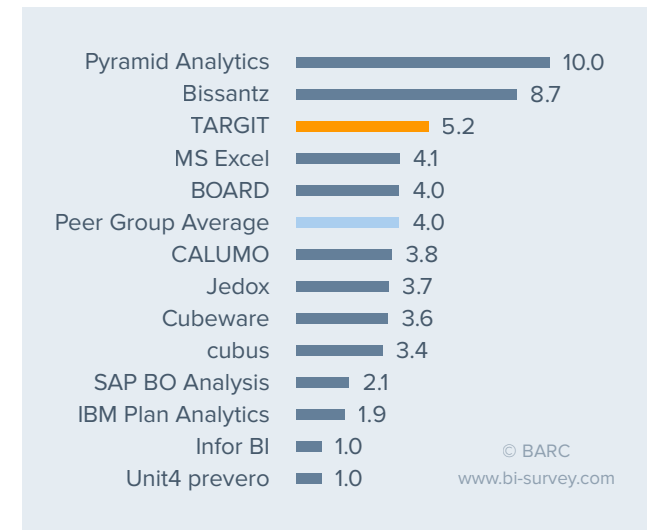


Functionality is cited by TARGIT customers as the main reason for choosing to buy Decision Suite. The product serves a broad set of use cases and BI Survey results indicate a strong connection between vendor and customer. 37 percent of TARGIT customers say they bought the product due to their good relationship with the vendor (BI Survey average: 14 percent). In addition, the availability of local support plays a major role in customers' decisions to purchase Decision Suite (22 percent of TARGIT customers cite this reason, compared to a survey average of 14 percent). The combination of tool and vendor is one that many TARGIT customers say they are willing to recommend.

## Location intelligence – Leader



Peer group: OLAP analysis-focused products



## Location intelligence

Location information can be broadly used for analytics purposes, for instance, to improve customer messaging or optimize geo-oriented processes. TARGIT offers multiple options for location intelligence in its solution. Decision Suite supports the plotting of latitude and longitude information to an Image Map, which can be used in dashboards. For more advanced requirements, TARGIT Decision Suite supports MapInfo, a Pitney Bowes acquisition. This geo-analysis solution comes with predefined visualizations, advanced functionality for geo-analysis, as well as geo-enrichment data. This seems to convince customers to use it more frequently for location intelligence than customers of competing OLAP analysis-focused products do.

# Mobile BI

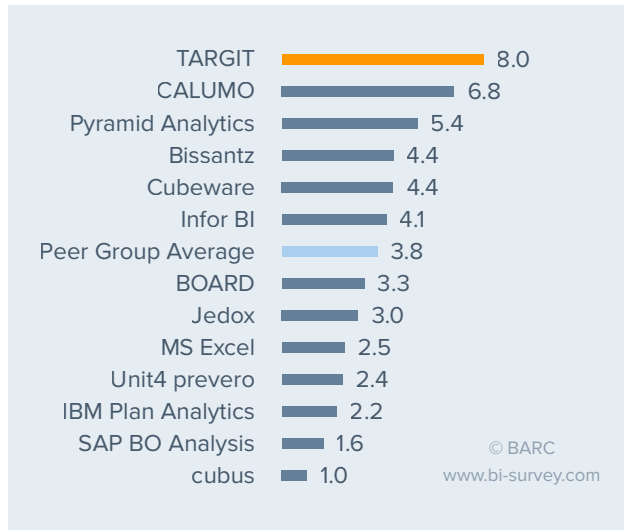


This KPI is based on how many survey respondents currently use their BI tool on a mobile device.

## Mobile BI – Top-ranked



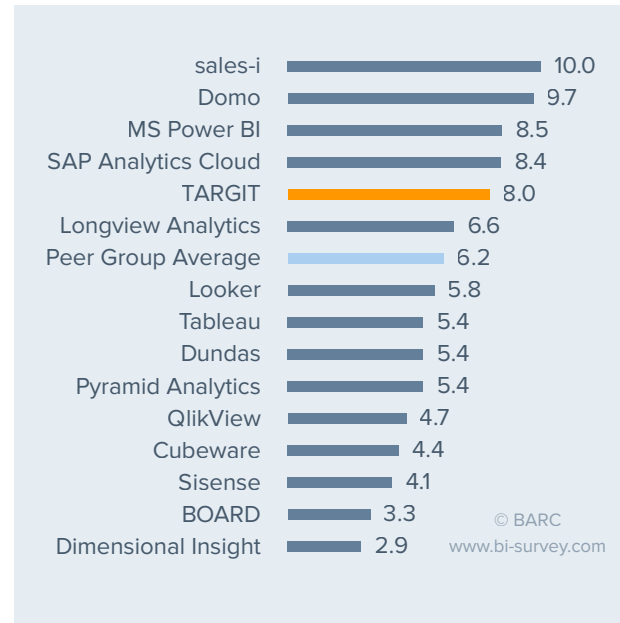
Peer group: OLAP analysis-focused products



## Mobile BI – Leader



Peer group: Dashboarding-focused products

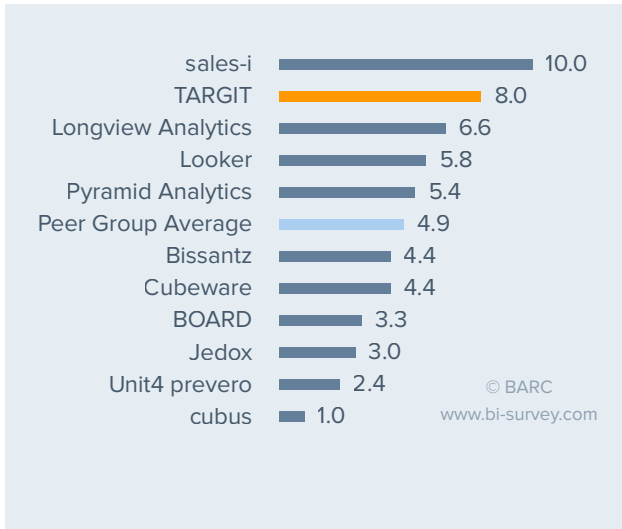


Pervasive access to information still a trend. Depending on user types and their needs, different devices and clients are used to view relevant data, ranging from desktop PCs to mobile devices. Mobile BI is especially popular with management users. However, we are also seeing growing demand for mobile BI in operational scenarios, a comfort zone for TARGIT. The BI Survey shows that Decision Suite is used for mobile BI more often than other OLAP analysis-focused products and dashboarding-focused products, as well as products from EMEA-focused vendors. With its mobile client and relatively new Anywhere client, which is based on HTML5 technology, the vendor provides interactive dashboards to users requiring relevant information on their chosen devices.

## Mobile BI – Leader

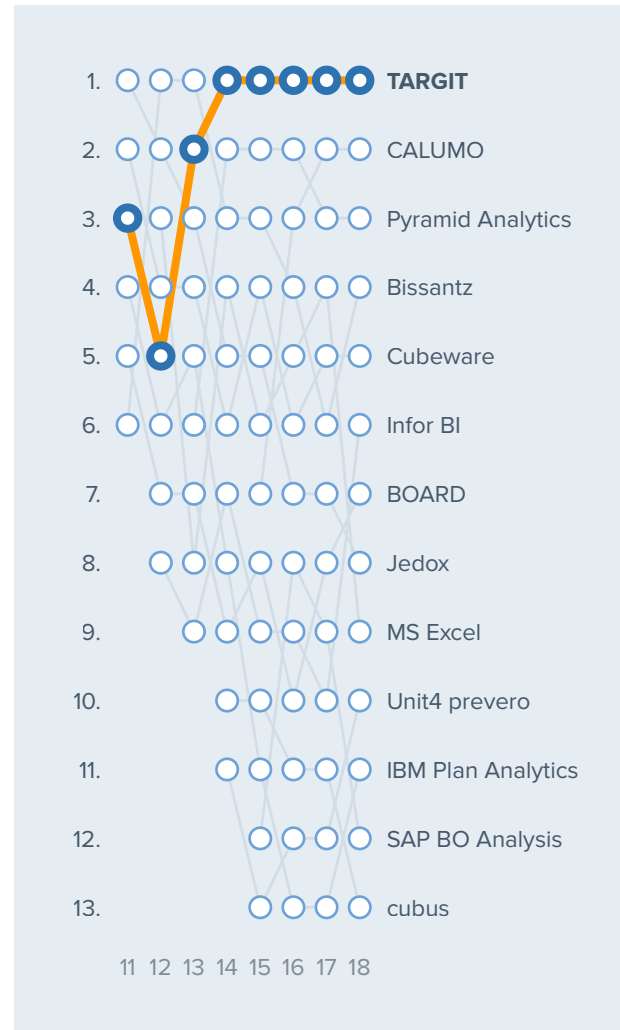


Peer group: EMEA-focused vendors



## Improved in mobile BI

Peer group: OLAP analysis-focused products



# Visual analysis

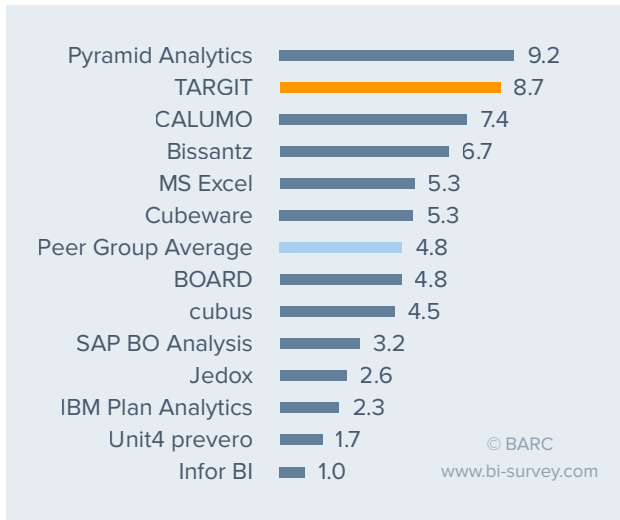


This KPI is based on how many sites currently perform visual analysis with their BI tool.

## Visual analysis – Leader



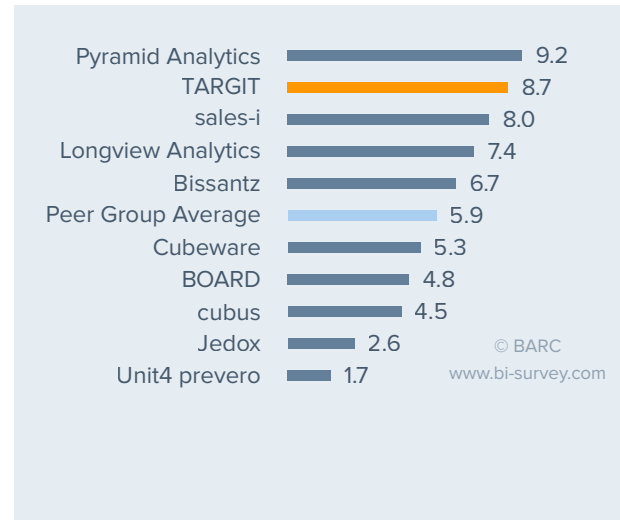
Peer group: OLAP analysis-focused products



## Visual analysis – Leader



Peer group: EMEA-focused vendors



## Visual analysis

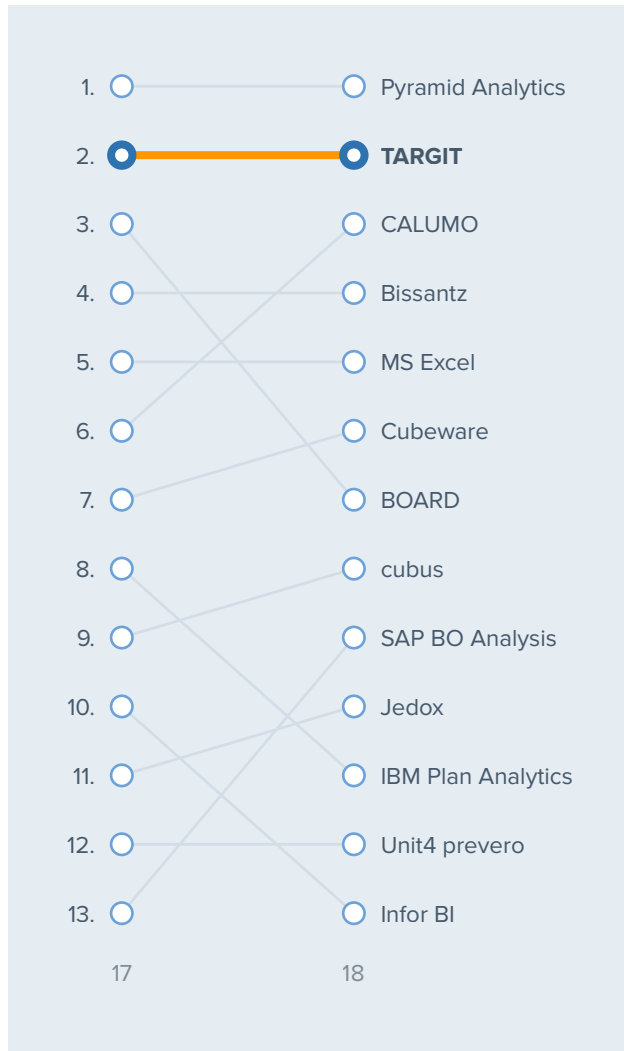


## BARC Viewpoint

TARGIT's feature set for creating individual dashboards and BI applications is well used, with 79 percent of customers saying they use the solution for this use case. Dashboards created with Decision Suite are interactive and, especially when opened in the 'Anywhere' web client, can be used on different devices and linked to other web applications if needed. Furthermore, the vendor began providing business analysts with data discovery capabilities based on its own in-memory storage a few years ago. TARGIT's customers use both options as The BI Survey results for the 'Visual analysis' KPI show. TARGIT takes second place in the 'OLAP analysis-focused products' and 'EMEA-focused vendors' peer groups for 'Visual analysis' for the second year in a row.

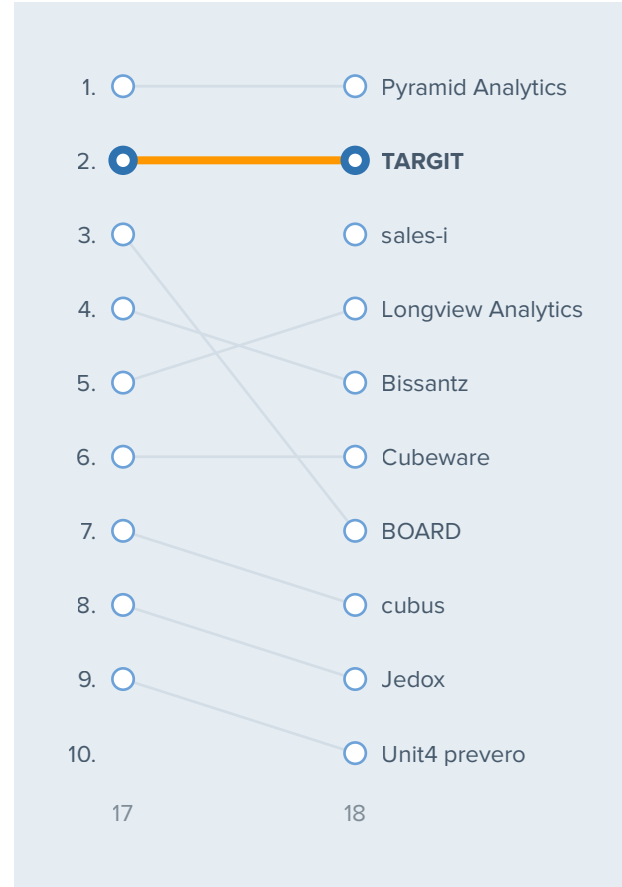
## Consistently outstanding in visual analysis

Peer group: OLAP analysis-focused products



## Consistently outstanding in visual analysis

Peer group: EMEA-focused vendors



# Embedded BI

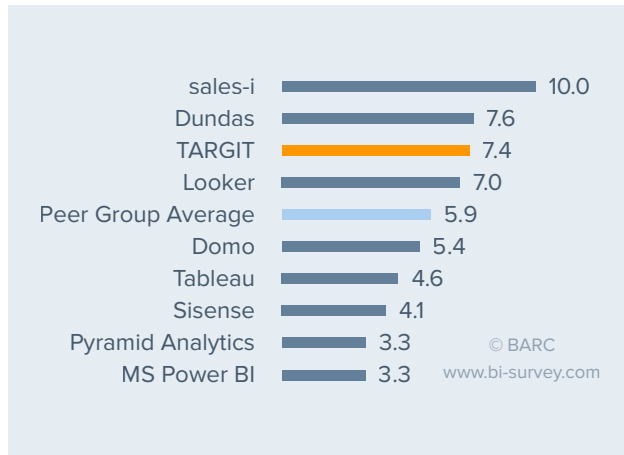


This KPI is based on how many survey respondents use embedded BI.

## Embedded BI – Leader



Peer group: Dashboarding-focused products



## Embedded BI – Leader



Peer group: Self-service reporting-focused products



## 

With its strength in operational scenarios, it is not surprising to see TARGIT being used regularly for embedded BI. Considering TARGIT does not specialize in embedding scenarios, Decision Suite scores very highly in the 'Embedded BI' KPI. For operational scenarios, TARGIT offers particularly good support and deep integration for Dynamics NAV, Dynamics AX, Dynamics CRM and SharePoint. Moreover, its new 'Anywhere' web client is based on HTML5 technology and can be integrated into web applications using standard web technology.

# Competitive win rate

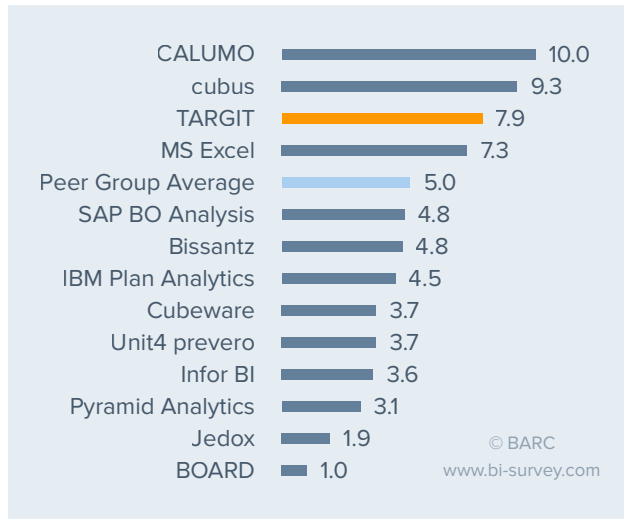


This KPI is based on the percentage of wins in competitive evaluations.

## Competitive win rate – Leader



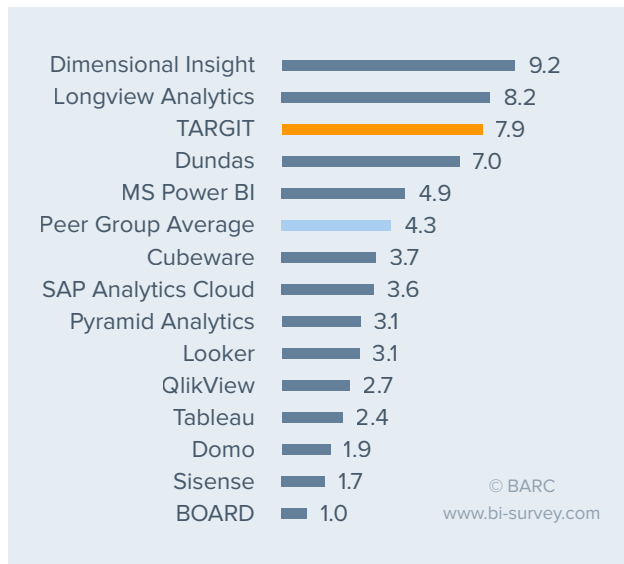
Peer group: OLAP analysis-focused products



## Competitive win rate – Leader



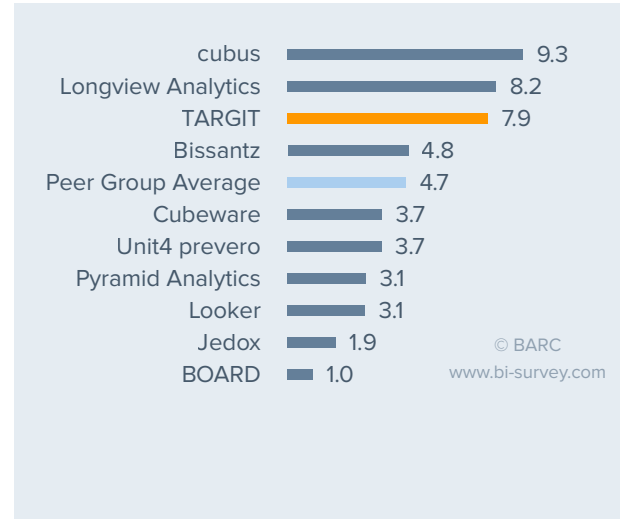
Peer group: Dashboarding-focused products



## Competitive win rate – Leader



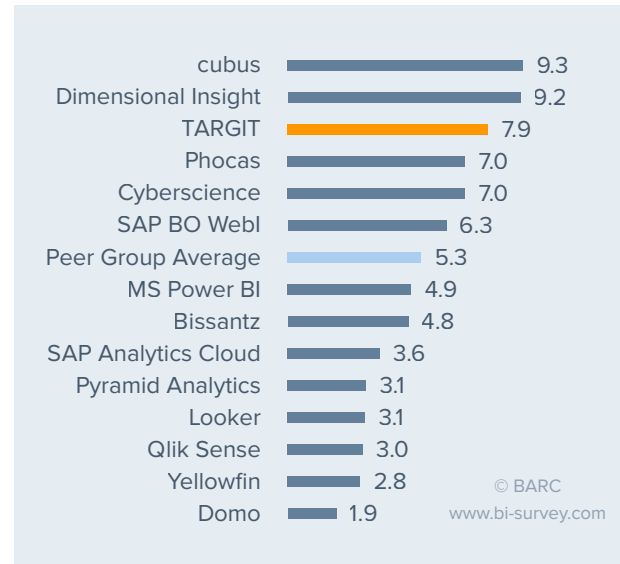
Peer group: EMEA-focused vendors



## Competitive win rate – Leader



Peer group: Self-service reporting-focused products



## Competitive win rate



### BARC Viewpoint

TARGIT is among the leaders in all of its peer groups in the 'Competitive win rate' KPI, proving its ability to do a good sales job with customers. 20 percent of respondents say the strength of the vendor's sales pitch was a major influence in their purchasing decision, compared to the overall average of 14 percent. In proof of concepts, TARGIT manages to convince prospects with its general behavior as well as timely and thorough responses to product-related and technical questions. Therefore, it is not surprising to see the vendor ranking highly in both the 'Competitive win rate' and 'Sales experience' KPIs, especially when compared to other OLAP analysis-focused products.

# Competitiveness

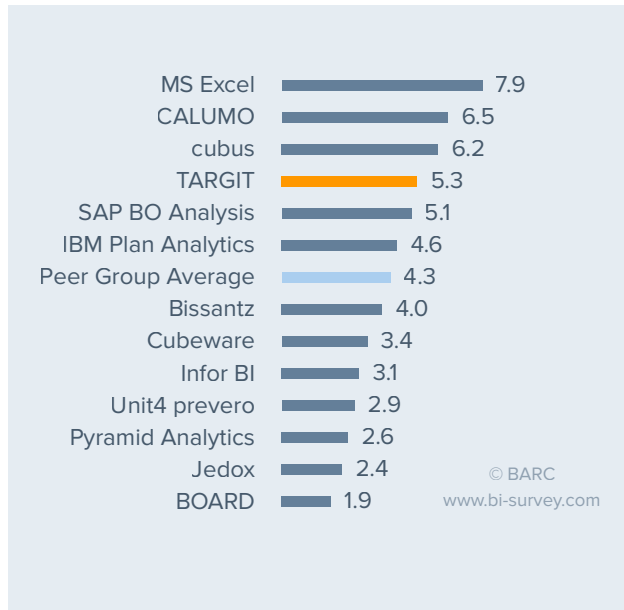


This KPI combines the 'Considered for purchase' and 'Competitive win rate' KPIs.

## Competitiveness – Leader



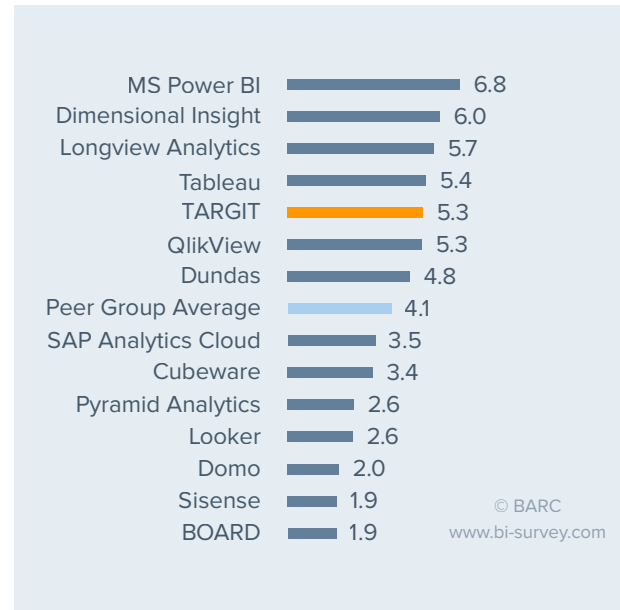
Peer group: OLAP analysis-focused products



## Competitiveness – Leader



Peer group: Dashboarding-focused products



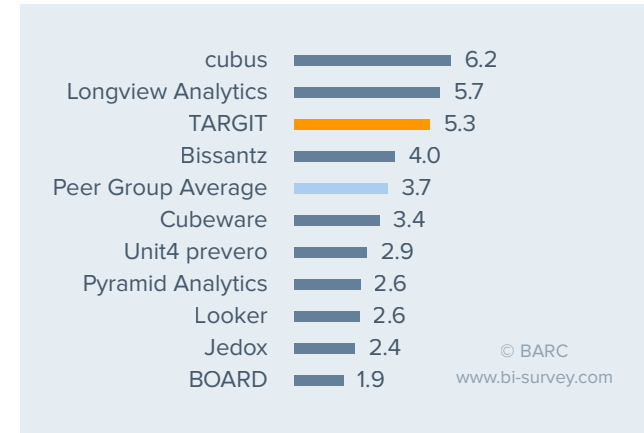
## Competitiveness



## Competitiveness – Leader



Peer group: EMEA-focused vendors



Along with good results for ‘Competitive win rate’, TARGIT is ranked as a leader among OLAP analysis-focused products, dashboarding-focused products and EMEA-focused vendors for the ‘Competitiveness’ KPI. This aggregated measure combines the ‘Considered for purchase’ and ‘Competitive win rate’ KPIs. It is interesting that TARGIT is not considered for purchase as frequently as many rival products, which may indicate that its brand awareness is somewhat limited. However, when TARGIT gets the opportunity to present its solution and perform a proof of concept, it often convinces customers to buy the solution. Its functional breadth is a major contributor to the product’s overall competitiveness.

# Innovation

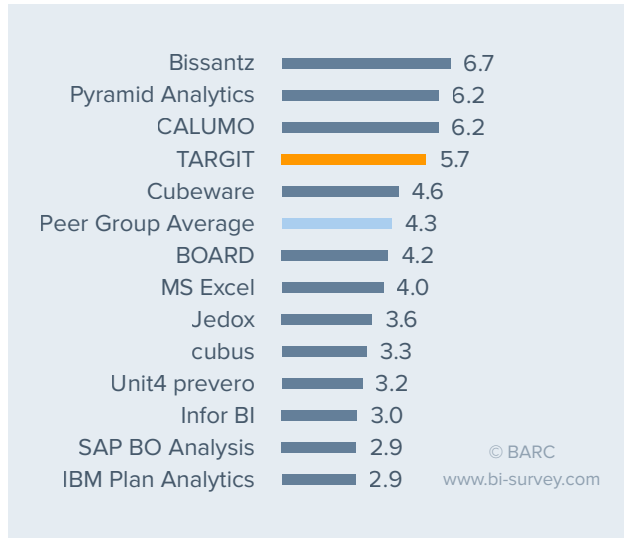


The 'Innovation' KPI combines the 'Embedded BI', 'Cloud BI', 'Visual analysis', 'Mobile BI', 'Operational BI', 'Location intelligence', 'Data preparation' and 'Visual design standards' KPIs to measure the product's level of innovation.

## Innovation – Leader



Peer group: OLAP analysis-focused products



TARGIT is one of the leading vendors in the OLAP analysis-focused products peer group for 'Innovation'. This aggregated KPI combines 'Embedded BI', 'Cloud BI', 'Visual analysis', 'Mobile BI', 'Operational BI', 'Location intelligence', 'Data preparation' and 'Visual design standards' KPIs. The result reflects TARGIT's investment in enabling companies to address innovative scenarios with its solution. Good scores in categories such as 'Mobile BI', 'Location intelligence', 'Embedded BI' and 'Visual analysis' are the principal ingredients in this excellent ranking.

BARC is a leading enterprise software industry analyst and consulting firm delivering information to more than 1,000 customers each year. Major companies, government agencies and financial institutions rely on BARC's expertise in software selection, consulting and IT strategy projects.

For over twenty years, BARC has specialized in core research areas including Data Management (DM), Business Intelligence (BI), Customer Relationship Management (CRM) and Enterprise Content Management (ECM).

BARC's expertise is underpinned by a continuous program of market research, analysis and a series of product comparison studies to maintain a detailed and up-to-date understanding of the most important software vendors and products, as well as the latest market trends and developments.

BARC research focuses on helping companies find the right software solutions to align with their business goals. It includes evaluations of the leading vendors and products using methodologies that enable our clients to easily draw comparisons and reach a software selection decision with confidence. BARC also publishes insights into market trends and developments, and dispenses proven best practice advice.

BARC consulting can help you find the most reliable and cost effective products to meet your specific requirements, guaranteeing a fast return on your investment. Neutrality and competency are the two cornerstones of BARC's approach to consulting. BARC also offers technical architecture reviews and coaching and advice on developing a software strategy for your organization, as well as helping software vendors with their product and market strategy.

BARC organizes regular conferences and seminars on Business Intelligence, Enterprise Content Management and Customer Relationship Management software. Vendors and IT decision-makers meet to discuss the latest product updates and market trends, and take advantage of valuable networking opportunities.

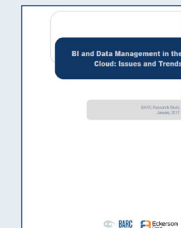
Along with CXP and Pierre Audoin Consultants (PAC), BARC forms part of the CXP Group – the leading European IT research and consulting firm with 155 staff in eight countries including the UK, US, France Germany, Austria and Switzerland. CXP and PAC complement BARC's expertise in software markets with their extensive knowledge of technology for IT Service Management, HR and ERP.

For further information see: [www.cxpgroup.com](http://www.cxpgroup.com)

## Other Surveys



The BARC **BI Trend Monitor 2018** reflects on the trends currently driving the BI and data management market from a user perspective. We asked close to 2,800 users, consultants and vendors for their views on the most important BI trends.



'BI and Data Management in the Cloud': A BARC and Eckerson Group study on current attitudes, issues and trends relating to the use of BI and DM technologies in the cloud. [Download here.](#)



**The Planning Survey 18** is the world's largest survey of planning software users. Based on a sample of over 1,400 responses, it offers an unsurpassed level of user feedback on 17 leading planning products. Find out more at [www.bi-survey.com](http://www.bi-survey.com)

Business Application Research Center – BARC GmbH



A CXP GROUP COMPANY

**France**

BARC France (Le CXP)  
8 Avenue des Ternes  
FR-75017 Paris  
Tel.: +33 1 530 50553  
[www.cxpgroup.com](http://www.cxpgroup.com)

**Germany**

BARC GmbH  
Berliner Platz 7  
D-97080 Würzburg  
+49 931 880 6510  
[www.barc.de](http://www.barc.de)

**Austria**

BARC GmbH  
Meldemannstraße 18/01.14  
A-1200 Wien  
+43 660 6366870  
[www.barc.at](http://www.barc.at)

**Switzerland**

BARC Schweiz GmbH  
Täferstraße 22a  
CH-5405 Baden-Dättwil  
+41 76 340 3516  
[www.barc.ch](http://www.barc.ch)

**Rest of the World**

+44 1536 772 451  
[www.barc-research.com](http://www.barc-research.com)