

Category Report

Business Intelligence

NUMBER OF REVIEWS
696

NUMBER OF VENDORS
EVALUATED
13

REPORT GENERATED
March 2018

- ▷ Dundas BI
- ◁ SAS BI
- ✿ Tableau
- TIBCO Business Intelligence
- Oracle BI Solutions
- SAP BI
- IBM Cognos Platform
- Qlik
- board BOARD
- MicroStrategy BI
- Microsoft BI
- ⚡ WebFOCUS
- Zoho Reports

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How to Use the Report

Info-Tech's Category Reports provide a comprehensive evaluation of popular products in the Business Intelligence market. This buyer's guide is designed to help prospective purchasers make better decisions by leveraging the experiences of real users.

The data in this report is collected from real end users, meticulously verified for veracity, exhaustively analyzed, and visualized in easy to understand charts and graphs. Each product is compared and contrasted with all other vendors in their category to create a holistic, unbiased view of the product landscape.

Use this report to determine which product is right for your organization. For highly detailed reports on individual products, see Info-Tech's Product Scorecard.



Software Directory

BUSINESS INTELLIGENCE SOFTWARE

Selecting software can be overwhelming and one of the biggest challenges facing organizations is understanding the marketplace and identifying all of the available vendors and products. The Software Directory is a comprehensive list of all relevant software vendors in a particular category. Use this page to create the right vendor shortlist by exploring all of the options available to your organization.



Business Intelligence Software

10 1010data Analytical Platform

5000fish Inc Yurbi

Acorn Performance Analyzer

ActivePivot In-Memory Analytical Platform

Adaptive Insights Adaptive Suite

Algorithmic Digital Solutions

Alteryx

APOS

Arcadia Data

Arcplan Enterprise

Ascend BI

Asset Answers

Attunity Visibility (formerly Appfluent)

Balanced Insight

Birst BI Platform

Bispoke

Bissantz DeltaMaster

Bitam Artus

BMC TrueSight

BOARD

CALUMO

CAMMS Power Data

Centrifuge Analytics

Coldwater Technology B-Metrics

Collectivei

Column Technologies BI

comScore Digital Analytix Enterprise

Corvil

Cubeware C8 Platform

Datapine

Decision Management Suite

Dell BI

Deltek wInsight Analytics

Domo

Dundas BI

Dunnhumby PriceStrat

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Business Intelligence Software

ElegantJ BI

Eloqua Insight

Encore Prophix

Enertia

Entrinsik Informer

E-WorkBook

ExtraHop Platform

Factual Enterprise

Fulcrum Analytics

Geckoboard

GoodData

Heap Analytics

Host Analytics EPM suite

HP Business Intelligence Solutions

IBM Advanced Analytics

IBM Cognos Platform

IBM i2 Analyst's Notebook

IBM Watson Analytics

InetSoft Style Intelligence

Infonea

Inovalon INDICES

IronRock Solutions

Jack Henry Business Intelligence & Financial Performance

JDA Business Intelligence

Jedox

Jinfonet Software JReport

KNIME Analytics Platform

KnowledgeTree

Lavastorm

Leadspace

Logi Analytics

Looker BI

Lumina Analytica

Magnitude BI Solutions

MammothDB

Master Merchant System Overture



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Business Intelligence Software

 **McKesson Performance Analytics**

 **Microsoft BI**

 **MicroStrategy BI**

 **MITS Distributor Analytics**

 **Movio Media**

 **NGS-IQ**

 **On Demand Analytics SIFT**

 **Oniqua Analytics Solution (OAS)**

 **OpenText Analytics**

 **Optimizer+**

 **Oracle BI Solutions**

 **Panorama Necto**

 **PARIS BI Solutions**

 **Pentaho**

 **Planalytics Weatherize**

 **Polyvista Business Intelligence**

 **Profitbase Suite**

 **Prognoz Platform**

 **Push Intelligence Platform**

 **Pyramid Analytics BI Office**

 **Qlik**

 **ReachForce**

 **RJMetrics**

 **Robust Designs CUBOT**

 **Saasabi**

 **Salesforce Einstein Analytics**

 **sales-i**

 **Salient Collaborative Intelligence Suite (CIS)**

 **SAP BI**

 **SAS BI**

 **Silvon Stratum Analytics**

 **Sisense**

 **SpagoBI**

 **Steelwedge S&OP Insight**

 **SurveyGizmo**

 **SurveyMonkey**



Software Directory

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Business Intelligence Software

Sweetspot

Tableau

TARGIT Decision Suite

TCM Business Intelligence Software

Temenos Business Intelligence Solution

The Diver Platform

Theoris Vision Software

TIBCO Business Intelligence

Tidemark

Tour de Force BI

UNIT4 Business Analytics

Upsight Analytics

Vanguard Studio

vCube BI

Visibility Business Intelligence Analyzers

WebFOCUS

Wunderdata

XL Cubed

Xtraction Solutions

Yellowfin

ZAP Business Intelligence

Zoho Reports



SOFTWARE REVIEWS

Data Quadrant



INFO~TECH
RESEARCH GROUP
SoftwareReviews

Assess vendor and product performance at a glance and use the Software Reviews Data Quadrant to identify which products and vendors are leading the pack and which are trailing.

8.2

PRODUCT INNOVATOR

LEADER

PRODUCT FEATURES AND SATISFACTION

IBM Cognos Platform

SAS BI



Microsoft BI



TIBCO Business Intelligence

III



BOARD



Qlik



Tableau

II



Zoho Reports

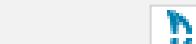


MicroStrategy BI



WebFOCUS

Dundas BI



6.6

FOLLOWER

SERVICE STAR

6.1

VENDOR EXPERIENCE AND CAPABILITIES

9.1

Category Overview

This page provides a high level summary of product performance within the Business Intelligence category. Products are ranked by a composite satisfaction score (Composite Score) that averages four different areas of evaluation: Net Emotional Footprint, Vendor Capabilities, Product Features, and Likeliness to Recommend. The Net Emotional Footprint Score measures user emotional response ratings of the vendor (e.g. trustworthy, respectful, fair).

Use this data to get a sense of the field, and to see how the products you're considering stack up.

Rank	Vendor	Composite Score	Net Emotional Footprint	Net Emotional Footprint Distribution		Vendor Capabilities	Product Features	Likeliness to Recommend	Number of Reviews
1	Dundas BI	8.6/10	+86	😊	2% NEGATIVE 88% POSITIVE	81%	77%	87%	33
2	WebFOCUS	8.0/10	+79	😊	2% NEGATIVE 81% POSITIVE	74%	73%	78%	11
3	Tableau	8.2/10	+78	😊	3% NEGATIVE 81% POSITIVE	79%	77%	80%	123
4	Zoho Reports	8.0/10	+76	😊	4% NEGATIVE 80% POSITIVE	75%	74%	81%	31
5	Qlik	7.7/10	+75	😊	3% NEGATIVE 78% POSITIVE	76%	71%	76%	64
6	MicroStrategy BI	7.6/10	+73	😊	5% NEGATIVE 78% POSITIVE	75%	72%	78%	27
6	BOARD	7.8/10	+73	😊	5% NEGATIVE 78% POSITIVE	73%	77%	82%	24
8	TIBCO Business Intelligence	7.1/10	+65	😊	10% NEGATIVE 75% POSITIVE	73%	71%	69%	23
9	SAS BI	7.2/10	+57	😐	10% NEGATIVE 67% POSITIVE	73%	71%	74%	29
10	Microsoft BI	7.2/10	+56	😐	13% NEGATIVE 69% POSITIVE	77%	69%	76%	124
AVERAGE SCORES		7.5/10	+66	😊	7% NEGATIVE 73% POSITIVE	74%	72%	76%	48

Category Overview

This page provides a high level summary of product performance within the Business Intelligence category. Products are ranked by a composite satisfaction score (Composite Score) that averages four different areas of evaluation: Net Emotional Footprint, Vendor Capabilities, Product Features, and Likeliness to Recommend. The Net Emotional Footprint Score measures user emotional response ratings of the vendor (e.g. trustworthy, respectful, fair).

Use this data to get a sense of the field, and to see how the products you're considering stack up.

Rank	Vendor	Composite Score	Net Emotional Footprint	Net Emotional Footprint Distribution		Vendor Capabilities	Product Features	Likeliness to Recommend	Number of Reviews
11	IBM Cognos Platform	6.8/10	+51			70%	68%	74%	36
12	SAP BI	6.4/10	+46			65%	66%	66%	64
13	Oracle BI Solutions	6.4/10	+38			68%	67%	70%	40
AVERAGE SCORES		7.5/10	+66			74%	72%	76%	48

	Vendors with Insufficient Data								
--	Pentaho	--	+58			--	--	73%	13
--	SurveyMonkey	--	+87			--	--	85%	6
--	Birst BI Platform	--	+57			--	--	83%	6
--	Yellowfin	--	+48			--	--	82%	5
--	Alteryx	--	+94			--	--	90%	5
--	1010data Analytical Platform	--	+94			--	--	85%	4

Vendor Capability Summary

This page summarizes user satisfaction with a variety of vendor capabilities regarding their product offering(s). Look for strong and consistent performance across the board when assembling your shortlist, and follow-up on areas of concern during the evaluation and negotiation processes.

= Highest Score
= Lowest Score

VENDOR	OVERALL CAPABILITY SATISFACTION	BUSINESS VALUE CREATED	BREADTH OF FEATURES	QUALITY OF FEATURES	PRODUCT STRATEGY AND RATE OF IMPROVEMENT	USABILITY AND INTUITIVENESS	VENDOR SUPPORT	EASE OF DATA INTEGRATION	EASE OF IT ADMINISTRATION	EASE OF CUSTOMIZATION	AVAILABILITY AND QUALITY OF TRAINING	EASE OF IMPLEMENTATION
Dundas BI	81%	83%	82%	80%	83%	76%	90%	77%	82%	83%	73%	84%
Tableau	79%	81%	80%	82%	79%	82%	77%	79%	74%	77%	80%	78%
Microsoft BI	77%	81%	78%	83%	75%	76%	75%	76%	80%	78%	69%	68%
Qlik	76%	75%	77%	79%	76%	77%	72%	79%	78%	75%	71%	74%
Zoho Reports	75%	83%	78%	78%	73%	71%	71%	77%	77%	72%	69%	78%
MicroStrategy BI	75%	82%	80%	77%	69%	72%	69%	79%	75%	71%	79%	69%
WebFOCUS	73%	72%	78%	73%	65%	73%	83%	75%	72%	72%	69%	80%
BOARD	73%	77%	77%	77%	72%	73%	66%	74%	70%	74%	71%	73%
SAS BI	73%	82%	74%	73%	73%	78%	71%	73%	72%	65%	63%	78%
TIBCO Business Intelligence	73%	75%	78%	76%	71%	76%	72%	76%	65%	68%	71%	65%
CATEGORY AVERAGE	74%	77%	76%	76%	72%	73%	73%	74%	73%	72%	71%	72%

VENDORS WITH INSUFFICIENT DATA

Vendor Capability Summary

This page summarizes user satisfaction with a variety of vendor capabilities regarding their product offering(s). Look for strong and consistent performance across the board when assembling your shortlist, and follow-up on areas of concern during the evaluation and negotiation processes.

= Highest Score
= Lowest Score

VENDOR	OVERALL CAPABILITY SATISFACTION	BUSINESS VALUE CREATED	BREADTH OF FEATURES	QUALITY OF FEATURES	PRODUCT STRATEGY AND RATE OF IMPROVEMENT	USABILITY AND INTUITIVENESS	VENDOR SUPPORT	EASE OF DATA INTEGRATION	EASE OF IT ADMINISTRATION	EASE OF CUSTOMIZATION	AVAILABILITY AND QUALITY OF TRAINING	EASE OF IMPLEMENTATION
IBM Cognos Platform	70%	72%	69%	73%	67%	64%	70%	69%	71%	71%	72%	71%
Oracle BI Solutions	67%	70%	69%	67%	66%	68%	69%	64%	71%	71%	65%	62%
SAP BI	65%	70%	66%	69%	65%	62%	62%	66%	67%	61%	63%	60%
CATEGORY AVERAGE	74%	77%	76%	76%	72%	73%	73%	74%	73%	72%	71%	72%

VENDORS WITH INSUFFICIENT DATA												
1010data Analytical Platform	79%	75%	81%	63%	75%	88%	81%	83%	75%	83%	83%	100%
5000fish Inc Yurbi	89%	100%	75%	100%	100%	100%	75%	75%	100%	100%	75%	75%
Pentaho	76%	87%	81%	80%	70%	81%	64%	81%	73%	83%	67%	50%
Birst BI Platform	69%	80%	75%	65%	65%	70%	70%	75%	70%	79%	55%	50%
SurveyMonkey	86%	90%	88%	88%	75%	92%	81%	88%	100%	83%	75%	92%
Alteryx	76%	90%	80%	75%	75%	70%	75%	85%	75%	65%	75%	70%
Yellowfin	85%	85%	85%	85%	90%	90%	90%	80%	85%	80%	81%	81%

Vendor Capability Satisfaction

Vendor Capabilities

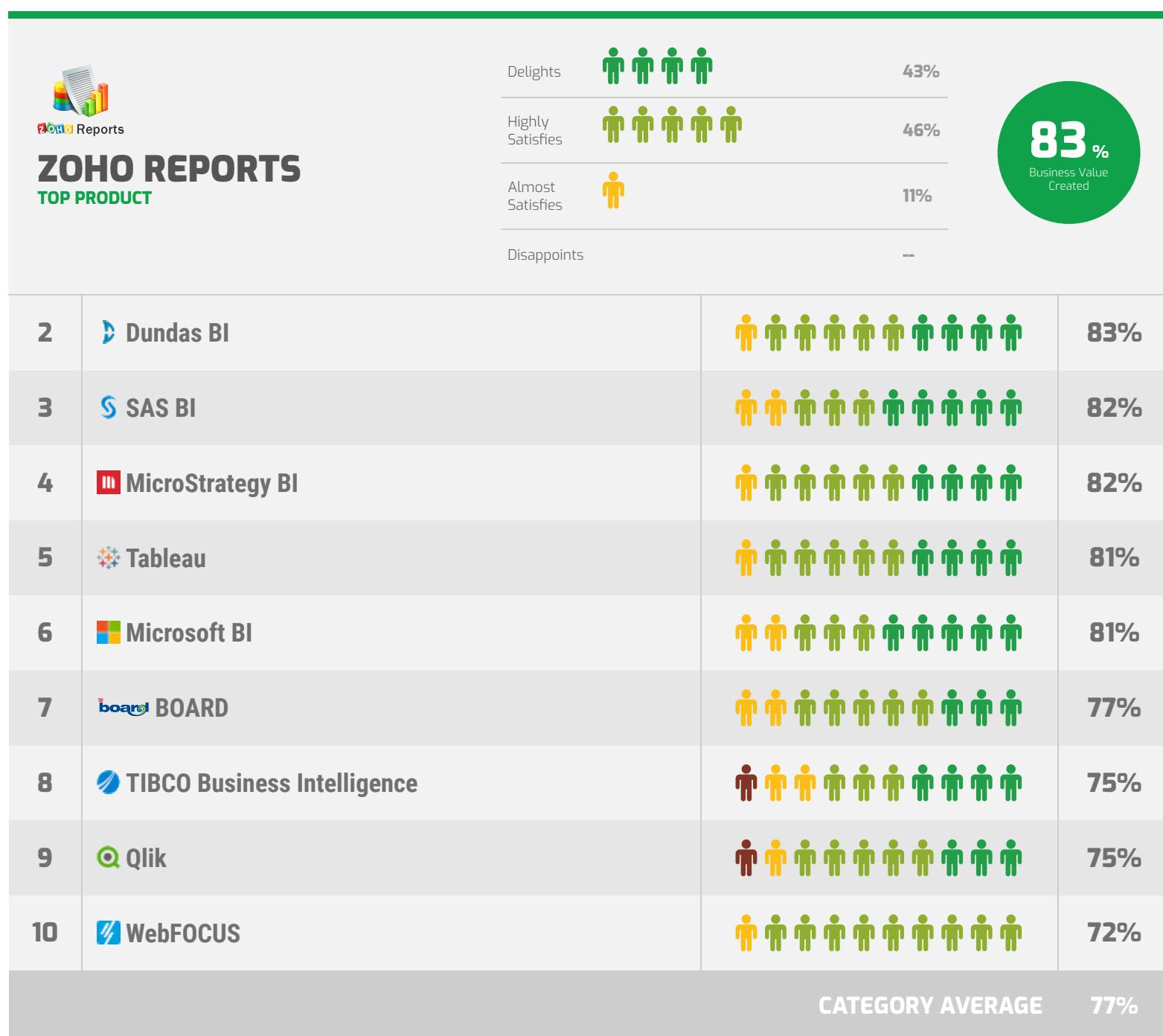
This table lists and briefly describes all vendor capabilities that are evaluated in the Business Intelligence software category. For your convenience, you will also find longer descriptions of the capabilities under the capability subheadings in the subsequent pages.

Business Value Created	The ability to bring value to the organization.
Breadth of Features	The ability to perform a wide variety of tasks.
Quality of Features	The ability to perform at or above industry standards.
Product Strategy and Rate of Improvement	The ability to adapt to market change.
Usability and Intuitiveness	The ability to reduce training due to intuitive design.
Vendor Support	The ability to receive timely and sufficient support.
Ease of Data Integration	The ability to seamlessly integrate data.
Ease of IT Administration	Ease of use of the backend user interface.
Ease of Customization	The ability to scale the solution to a business' unique needs.
Availability and Quality of Training	Quality training allows employees to take full advantage of the software.
Ease of Implementation	The ability to implement the solution without unnecessary disruption.

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Business Value Created

The underlying purpose of software is to create value for employees, customers, partners and ultimately shareholders. As a result, it is imperative that any software selection be aligned with the organization's needs and deliver enough business value to justify the cost. The data below highlights the satisfaction level associated with the business value derived from various product offerings. Use this information to identify the software that consistently creates business value for its customers.



Vendor Capability Satisfaction

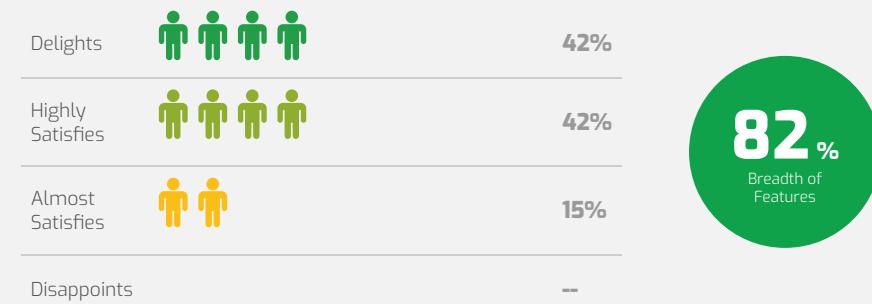
This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Breadth of Features

Users prefer to work with feature rich software that enables them to perform diverse series of tasks as opposed to one they find restrictive. The data below highlights the satisfaction level associated with the breadth of features from various product offerings. Use this information to identify which software offers valuable comprehensive functionality that extends beyond the basic level.

Dundas BI

DUNDAS BI
TOP PRODUCT



2	■ MicroStrategy BI		80%
3	■ Tableau		80%
4	■ Zoho Reports		78%
5	■ Microsoft BI		78%
6	■ TIBCO Business Intelligence		78%
7	■ WebFOCUS		78%
8	■ BOARD		77%
9	■ Qlik		77%
10	■ SAS BI		74%

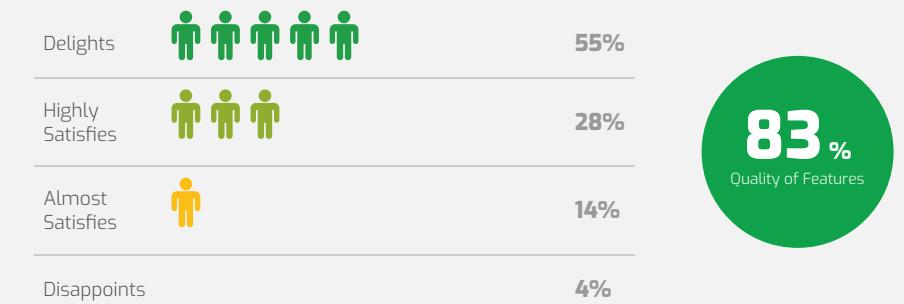
CATEGORY AVERAGE 76%

Quality of Features

Feature quality is just as important as quantity. Software needs to do what you're purchasing it to do, easily, intuitively, reliably, and effectively. Use the data in this section to gauge whether or not a product follows through on the marketing hype by delivering high quality features.

Microsoft

MICROSOFT BI
TOP PRODUCT



2	■ Tableau		82%
3	■ Dundas BI		80%
4	■ Qlik		79%
5	■ Zoho Reports		78%
6	■ BOARD		77%
7	■ MicroStrategy BI		77%
8	■ TIBCO Business Intelligence		76%
9	■ IBM Cognos Platform		73%
10	■ SAS BI		73%

CATEGORY AVERAGE 76%

Vendor Capability Satisfaction

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Product Strategy and Rate of Improvement

Purchasing software can be a significant commitment, so it's important to know if your vendor is serious about the need for constant improvement and deliberate strategic direction. Vendors who don't stay on top of emerging needs and trends won't enable you to meet your business goals. Use the data in this section to separate innovators from imitators.

Dundas BI

DUNDAS BI
TOP PRODUCT



83%
Product Strategy and Rate of Improvement

2 Tableau



79%

3 Qlik



76%

4 Microsoft BI



75%

5 Zoho Reports



73%

6 SAS BI



73%

7 BOARD



72%

8 TIBCO Business Intelligence



71%

9 MicroStrategy BI



69%

10 IBM Cognos Platform



67%

CATEGORY AVERAGE

72%

Usability and Intuitiveness

End user learning curves cost the organization money. Pay attention to your end users' technical ability to determine how important UX is in your purchase.

Tableau

TOP PRODUCT



Disappoints

46%

39%

14%

1%

82%

Usability and Intuitiveness

2 SAS BI



78%

3 Qlik



77%

4 TIBCO Business Intelligence



76%

5 Dundas BI



76%

6 Microsoft BI



76%

7 BOARD



73%

8 WebFOCUS



73%

9 MicroStrategy BI



72%

10 Zoho Reports



71%

CATEGORY AVERAGE

73%

Vendor Capability Satisfaction

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Vendor Support

The importance of vendor support will vary for each organization depending on internal capabilities, but there will always be issues that only the vendor can resolve. Use the data in this section to see which vendors tend to under-service their product and which will offer quality support.

Dundas BI

DUNDAS BI
TOP PRODUCT



90%
Vendor Support

2 WebFOCUS



83%

3 Tableau



77%

4 Microsoft BI



75%

5 TIBCO Business Intelligence



72%

6 Qlik



72%

7 Zoho Reports



71%

8 SAS BI



71%

9 IBM Cognos Platform



70%

10 Oracle BI Solutions



69%

CATEGORY AVERAGE **73%**

Ease of Data Integration

The ability to integrate with other systems is increasingly important; without this, manual data loading and extraction can be time-consuming and prone to error. Use this section to see which vendors will cause headaches and which will make data integration easy.

TABLEAU

TOP PRODUCT



79%
Ease of Data Integration

2 Qlik



79%

3 MicroStrategy BI



79%

4 Zoho Reports



77%

5 Dundas BI



77%

6 TIBCO Business Intelligence



76%

7 Microsoft BI



76%

8 WebFOCUS



75%

9 BOARD



74%

10 SAS BI



73%

CATEGORY AVERAGE **74%**

Vendor Capability Satisfaction

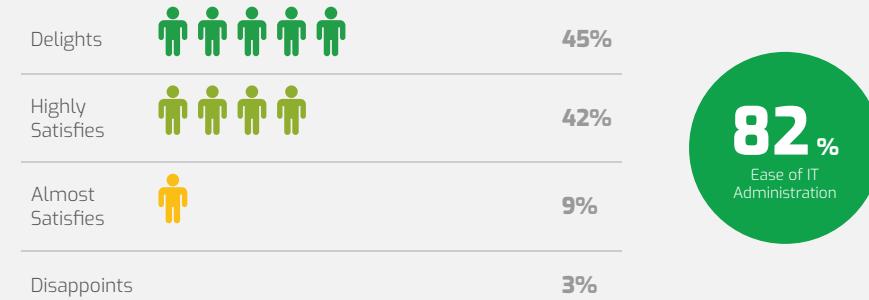
This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Ease of IT Administration

Administrative interfaces don't get the same attention as those built for end users, but they shouldn't be clunky or unintuitive. Use the data in this section to determine which vendors make administration easy, so that your IT personnel can resolve issues and perform configurations efficiently and effectively.

Dundas BI

DUNDAS BI
TOP PRODUCT



82%
Ease of IT Administration

2	Microsoft BI		80%
3	Qlik		78%
4	Zoho Reports		77%
5	MicroStrategy BI		75%
6	Tableau		74%
7	SAS BI		72%
8	WebFOCUS		72%
9	IBM Cognos Platform		71%
10	Oracle BI Solutions		71%

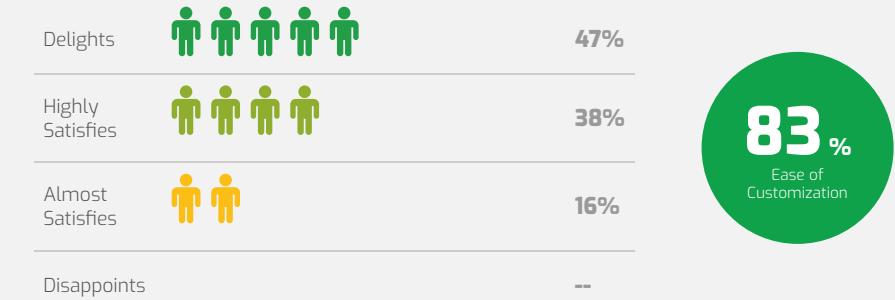
CATEGORY AVERAGE 73%

Ease of Customization

Out-of-the-box functionality often isn't enough, especially for niche or industry-specific software, and the reason you're buying rather than building is to save time and money in the first place. Don't get bogged down in a difficult customization; use the data in this section to make sure you can easily achieve the functionality you need for your particular situation.

Dundas BI

DUNDAS BI
TOP PRODUCT



83%
Ease of Customization

2	Microsoft BI		78%
3	Tableau		77%
4	Qlik		75%
5	BOARD		74%
6	Zoho Reports		72%
7	WebFOCUS		72%
8	IBM Cognos Platform		71%
9	Oracle BI Solutions		71%
10	MicroStrategy BI		71%

CATEGORY AVERAGE 72%

Vendor Capability Satisfaction

This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

Availability and Quality of Training

Effective and readily available training enables users to get the most out of the software you've chosen. Use this section to make sure your vendor's training programs and materials measure up.



TABLEAU
TOP PRODUCT



2	■ MicroStrategy BI		79%
3	▷ Dundas BI		73%
4	▫ IBM Cognos Platform		72%
5	Q Qlik		71%
6	board BOARD		71%
7	● TIBCO Business Intelligence		71%
8	■ WebFOCUS		69%
9	■ Microsoft BI		69%
10	■ Zoho Reports		69%

CATEGORY AVERAGE 71%

Ease of Implementation

Choosing the right software is only the first step. Successfully implementing the new solution is necessary in order to realize its full value and promote end user adoption. Use the data in this section to determine which software is easy to implement, and which may jeopardize your goals by causing trouble in this stage.

Dundas BI
DUNDAS BI
TOP PRODUCT



2	■ WebFOCUS		80%
3	■ Zoho Reports		78%
4	● SAS BI		78%
5	● Tableau		78%
6	Q Qlik		74%
7	board BOARD		73%
8	▫ IBM Cognos Platform		71%
9	■ MicroStrategy BI		69%
10	■ Microsoft BI		68%

CATEGORY AVERAGE 72%

Product Feature Summary

This page summarizes user satisfaction with a variety of product features. While strong and consistent performance across the board is desirable, you may be willing to tolerate low scores on features that don't impact your primary use case or core objectives. Use this high-level data to help plan and structure your product evaluation.

= Highest Score
= Lowest Score

Vendor	Overall Feature Satisfaction	BI Platform Administration	BI Security	Collaboration	Data Integration and ETL	Intelligent Alerts and Notifications	Metadata Management	Mobile	Operational Reporting Capabilities	Personalized Executive Dashboards	Predictive and What-If Analysis	Self-Service and Ad Hoc Capabilities
Tableau	77%	77%	76%	74%	77%	75%	76%	76%	81%	81%	77%	78%
Dundas BI	77%	83%	83%	73%	73%	78%	70%	67%	83%	86%	70%	77%
BOARD	77%	79%	76%	72%	77%	67%	82%	71%	82%	83%	76%	76%
Zoho Reports	74%	73%	75%	73%	74%	71%	71%	72%	78%	77%	71%	78%
WebFOCUS	73%	69%	75%	72%	78%	72%	75%	56%	75%	83%	69%	72%
MicroStrategy BI	72%	78%	75%	70%	72%	71%	76%	66%	76%	74%	65%	69%
SAS BI	71%	68%	75%	73%	70%	68%	72%	66%	73%	68%	73%	70%
TIBCO Business Intelligence	71%	69%	67%	73%	69%	70%	69%	55%	77%	78%	77%	73%
Qlik	71%	73%	69%	72%	72%	68%	69%	68%	74%	73%	71%	70%
Microsoft BI	69%	70%	69%	65%	70%	66%	68%	72%	73%	73%	67%	70%
CATEGORY AVERAGE	73%	74%	73%	69%	73%	69%	71%	68%	76%	75%	71%	71%

Product Feature Summary

This page summarizes user satisfaction with a variety of product features. While strong and consistent performance across the board is desirable, you may be willing to tolerate low scores on features that don't impact your primary use case or core objectives. Use this high-level data to help plan and structure your product evaluation.

= Highest Score
= Lowest Score

VENDOR	OVERALL FEATURE SATISFACTION	BI PLATFORM ADMINISTRATION	BI SECURITY	COLLABORATION	DATA INTEGRATION AND ETL	INTELLIGENT ALERTS AND NOTIFICATIONS	METADATA MANAGEMENT	MOBILE	OPERATIONAL REPORTING CAPABILITIES	PERSONALIZED EXECUTIVE DASHBOARDS	PREDICTIVE AND WHAT-IF ANALYSIS	SELF-SERVICE AND AD HOC CAPABILITIES
IBM Cognos Platform	68%	72%	75%	65%	67%	66%	66%	61%	75%	67%	69%	65%
Oracle BI Solutions	67%	68%	69%	66%	70%	66%	69%	63%	68%	69%	66%	61%
SAP BI	66%	70%	69%	60%	70%	61%	66%	61%	74%	64%	64%	66%
CATEGORY AVERAGE	73%	74%	73%	69%	73%	69%	71%	68%	76%	75%	71%	71%

VENDORS WITH INSUFFICIENT DATA												
5000fish Inc Yurbi	89%	100%	75%	100%	100%	75%	75%	75%	100%	100%	75%	100%
1010data Analytical Platform	71%	63%	63%	81%	75%	58%	75%	75%	75%	67%	67%	75%
Pentaho	69%	60%	75%	67%	70%	83%	50%	63%	70%	75%	81%	75%
SurveyMonkey	85%	81%	75%	90%	79%	80%	83%	85%	92%	90%	79%	95%
Birst BI Platform	66%	70%	65%	55%	65%	65%	70%	75%	75%	60%	65%	70%
Yellowfin	83%	81%	88%	75%	75%	81%	81%	88%	81%	81%	88%	94%
Alteryx	71%	75%	--	88%	100%	50%	75%	--	50%	0	75%	75%

Product Feature Satisfaction

This section provides detailed information on user satisfaction for each product feature. Use these pages to dig deeper into areas of particular interest or concern.

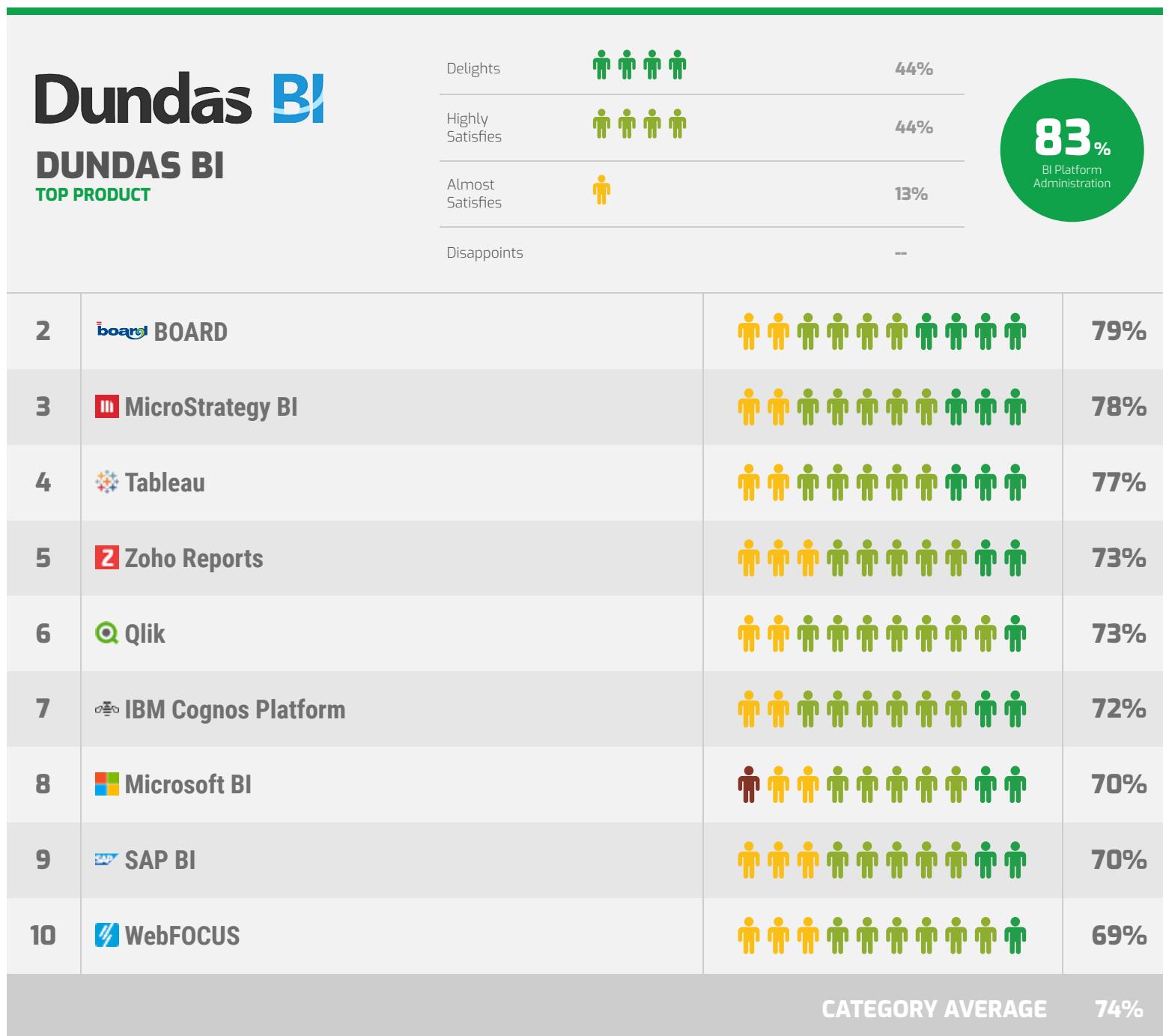
Product Features

This table lists and describes all the features that are evaluated in the Business Intelligence software category. For your convenience, these descriptions are repeated under the feature subheadings in the subsequent pages.

BI Platform Administration	Centralized console to manage BI portal administration. Management metrics and reports to provide insight into usage, resource utilization, security, and other activities.
BI Security	Includes data access control and classification, entitlement standards, data transmission, and data storage restrictions.
Collaboration	Includes ability to view, share and direct work between co-workers in real or near real-time.
Data Integration and ETL	Integration of data from multiple sources, merging systems and applications for a unified view of a company's data assets. Includes data warehousing and Extract-Transform-Load.
Intelligent Alerts and Notifications	Ability to create, manage, send and receive notifications, enhancing efficiency and productivity.
Metadata Management	A metadata layer makes reporting easy and eliminates the need for coding and SQL, allowing users and report writers to see and access information in simple business language.
Mobile	Ability to support multiple devices, OSes and platforms using mobile optimized, HTML-based web access and/or native applications.
Operational Reporting Capabilities	Real-time detailed reporting to support operational business processes.
Personalized Executive Dashboards	Displays actionable key performance indicators (KPIs) for corporate officers.
Predictive and What-If Analysis	The ability to accurately identify future outcomes using data, statistical algorithms, and machine learning.
Self-Service and Ad Hoc Capabilities	Selected user groups are able to interact with BI data, slice and dice, and find answers on their own.

BI Platform Administration

Centralized console to manage BI portal administration. Management metrics and reports to provide insight into usage, resource utilization, security, and other activities.



Product Feature Satisfaction

This section provides detailed information on user satisfaction for each product feature. Use these pages to dig deeper into areas of particular interest or concern.

BI Security

Includes data access control and classification, entitlement standards, data transmission, and data storage restrictions.

Dundas BI

DUNDAS BI
TOP PRODUCT



2	Tableau		76%
3	board BOARD		76%
4	Zoho Reports		75%
5	SAS BI		75%
6	MicroStrategy BI		75%
7	IBM Cognos Platform		75%
8	WebFOCUS		75%
9	SAP BI		69%
10	Oracle BI Solutions		69%
CATEGORY AVERAGE			73%

Collaboration

Includes ability to view, share and direct work between co-workers in real or near real-time.

TABLEAU

TOP PRODUCT



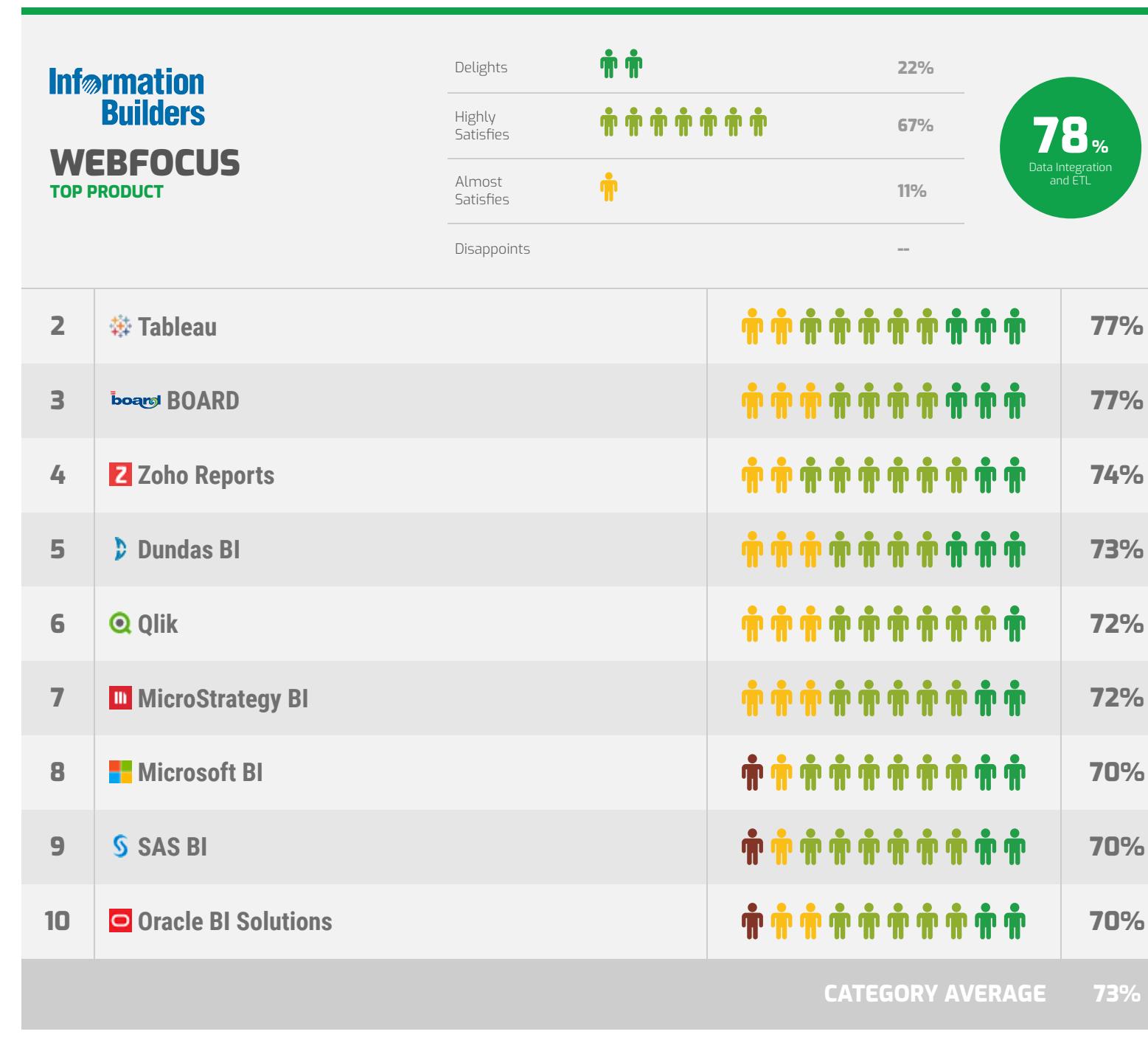
2	SAS BI		73%
3	Dundas BI		73%
4	TIBCO Business Intelligence		73%
5	Zoho Reports		73%
6	board BOARD		72%
7	WebFOCUS		72%
8	Qlik		72%
9	MicroStrategy BI		70%
10	Oracle BI Solutions		66%
CATEGORY AVERAGE			69%

Product Feature Satisfaction

This section provides detailed information on user satisfaction for each product feature. Use these pages to dig deeper into areas of particular interest or concern.

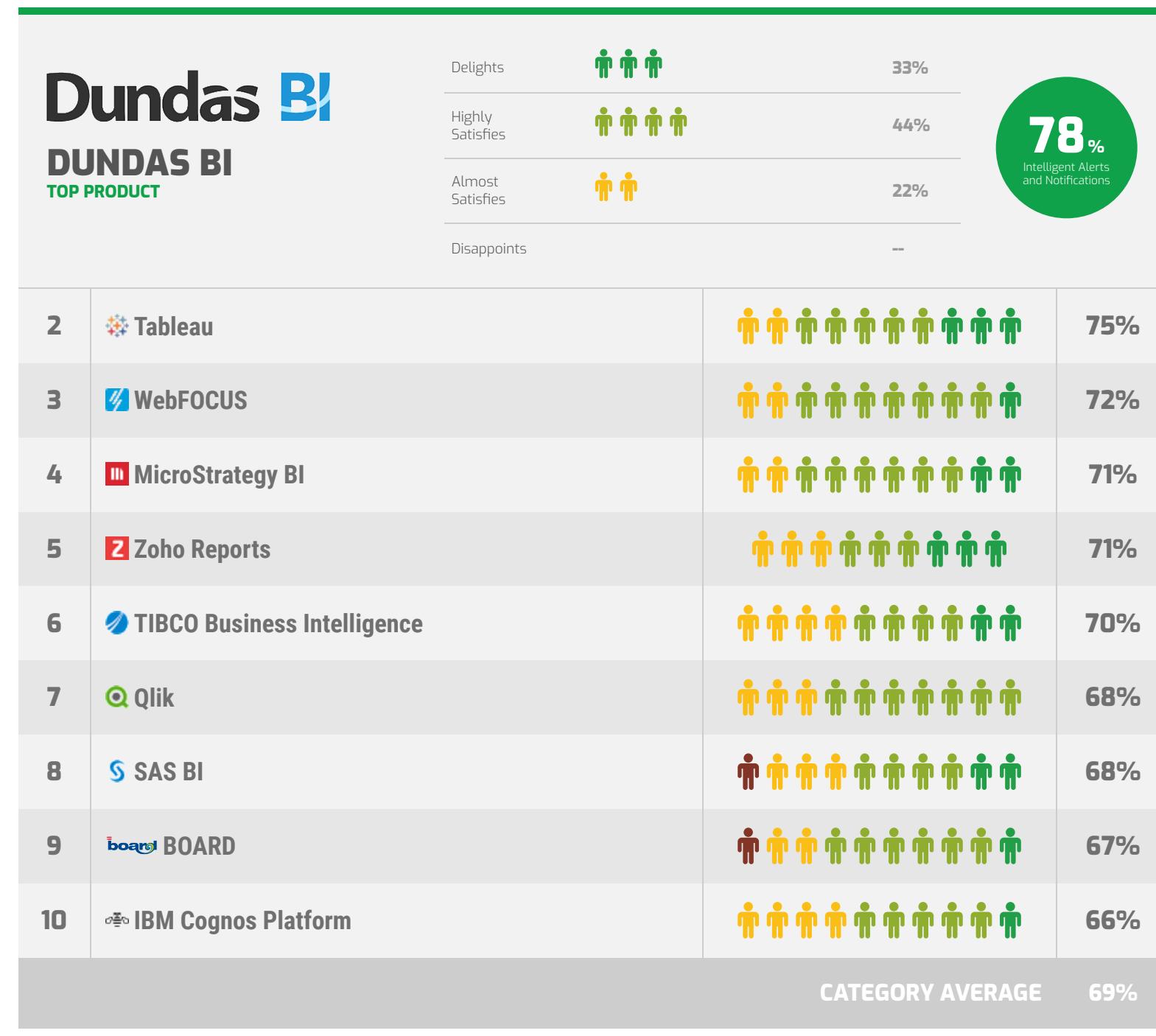
Data Integration and ETL

Integration of data from multiple sources, merging systems and applications for a unified view of a company's data assets. Includes data warehousing and Extract-Transform-Load.



Intelligent Alerts and Notifications

Ability to create, manage, send and receive notifications, enhancing efficiency and productivity.



Product Feature Satisfaction

This section provides detailed information on user satisfaction for each product feature.
Use these pages to dig deeper into areas of particular interest or concern.

Metadata Management

A metadata layer makes reporting easy and eliminates the need for coding and SQL, allowing users and report writers to see and access information in simple business language.



2	Tableau		76%
3	MicroStrategy BI		76%
4	WebFOCUS		75%
5	SAS BI		72%
6	Zoho Reports		71%
7	Dundas BI		70%
8	TIBCO Business Intelligence		69%
9	Qlik		69%
10	Oracle BI Solutions		69%
CATEGORY AVERAGE			71%

Mobile

Ability to support multiple devices, OSes and platforms using mobile optimized, HTML-based web access and/or native applications.



2	Zoho Reports		72%
3	Microsoft BI		72%
4	board		71%
5	Qlik		68%
6	Dundas BI		67%
7	MicroStrategy BI		66%
8	SAS BI		66%
9	Oracle BI Solutions		63%
10	SAP BI		61%
CATEGORY AVERAGE			68%

Product Feature Satisfaction

This section provides detailed information on user satisfaction for each product feature. Use these pages to dig deeper into areas of particular interest or concern.

Operational Reporting Capabilities

Real-time detailed reporting to support operational business processes.

Dundas BI

DUNDAS BI
TOP PRODUCT



2 BOARD

3 Tableau

4 Zoho Reports

5 TIBCO Business Intelligence

6 MicroStrategy BI

7 IBM Cognos Platform

8 WebFOCUS

9 SAP BI

10 Qlik



CATEGORY AVERAGE 76%

Personalized Executive Dashboards

Displays actionable key performance indicators (KPIs) for corporate officers.

Dundas BI

DUNDAS BI
TOP PRODUCT



2 WebFOCUS

3 BOARD

4 Tableau

5 TIBCO Business Intelligence

6 Zoho Reports

7 MicroStrategy BI

8 Qlik

9 Microsoft BI

10 Oracle BI Solutions



CATEGORY AVERAGE 75%

Product Feature Satisfaction

This section provides detailed information on user satisfaction for each product feature. Use these pages to dig deeper into areas of particular interest or concern.

Predictive and What-If Analysis

The ability to accurately identify future outcomes using data, statistical algorithms, and machine learning.



2	Tableau		77%
3	board BOARD		76%
4	S SAS BI		73%
5	Z Zoho Reports		71%
6	Qlik		71%
7	D Dundas BI		70%
8	IBM Cognos Platform		69%
9	WebFOCUS		69%
10	Microsoft BI		67%
CATEGORY AVERAGE			71%

Self-Service and Ad Hoc Capabilities

Selected user groups are able to interact with BI data, slice and dice, and find answers on their own.



2	Tableau		78%
3	D Dundas BI		77%
4	board BOARD		76%
5	TIBCO Business Intelligence		73%
6	WebFOCUS		72%
7	S SAS BI		70%
8	Qlik		70%
9	Microsoft BI		70%
10	MicroStrategy BI		69%
CATEGORY AVERAGE			71%

Emotional Footprint Summary

The Net Emotional Footprint measures high-level user sentiment towards particular product offerings. It aggregates emotional response ratings for various dimensions of the vendor-client relationship and product effectiveness, creating a powerful indicator of overall user feeling toward the vendor and product. While purchasing decisions shouldn't be based on emotion, it's valuable to know what kind of emotional response the vendor you're considering elicits from their users.

EMOTIONAL SPECTRUM SCALE



$$\text{POSITIVE \%} - \text{NEGATIVE \%} = \text{EMOTIONAL FOOTPRINT}$$



VENDOR	NET EMOTIONAL FOOTPRINT	NET EMOTIONAL FOOTPRINT DISTRIBUTION	STRONGEST POSITIVE EMOTIONS	STRONGEST NEGATIVE EMOTIONS
Dundas BI	+86	2% NEGATIVE 88% POSITIVE	INCLUDES PRODUCT ENHANCEMENTS 97% INTEGRITY 96% CONTINUALLY IMPROVING 94%	WASTES TIME 6% PERFORMANCE RESTRICTING 6% VENDOR'S INTEREST FIRST 4%
WebFOCUS	+79	2% NEGATIVE 81% POSITIVE	RESPECTFUL 91% EFFICIENT 91% EFFECTIVE 91%	DESPISED 9% CHARGES FOR PRODUCT ENHANCEMENTS 9% ROADBLOCK TO INNOVATION 9%
Tableau	+78	3% NEGATIVE 81% POSITIVE	PERFORMANCE ENHANCING 90% ENABLES PRODUCTIVITY 90% CONTINUALLY IMPROVING 89%	OVER PROMISED 10% GREEDY 8% HARBALL TACTICS 7%
Zoho Reports	+76	4% NEGATIVE 80% POSITIVE	ENABLES PRODUCTIVITY 100% SECURITY PROTECTS 91% RELIABLE 91%	VENDOR'S INTEREST FIRST 17% VENDOR FRIENDLY POLICIES 14% FRUSTRATING 13%
Qlik	+75	3% NEGATIVE 78% POSITIVE	TRUSTWORTHY 90% FAIR 85% ENABLES PRODUCTIVITY 84%	OVER PROMISED 10% ROADBLOCK TO INNOVATION 8% HARBALL TACTICS 7%
BOARD	+73	5% NEGATIVE 78% POSITIVE	PERFORMANCE ENHANCING 92% RESPECTFUL 91% ENABLES PRODUCTIVITY 88%	OVER PROMISED 40% COMMODITY FEATURES 17% HARBALL TACTICS 15%
MicroStrategy BI	+73	5% NEGATIVE 78% POSITIVE	RESPECTFUL 91% ENABLES PRODUCTIVITY 88% TRUSTWORTHY 86%	VENDOR'S INTEREST FIRST 29% OVER PROMISED 21% HARBALL TACTICS 14%
TIBCO Business Intelligence	+65	10% NEGATIVE 75% POSITIVE	INTEGRITY 93% PERFORMANCE ENHANCING 93% ENABLES PRODUCTIVITY 93%	OVER PROMISED 25% LEVERAGES INCUMBENT STATUS 21% SELFISH 20%
SAS BI	+57	10% NEGATIVE 67% POSITIVE	TRANSPARENT 82% UNIQUE FEATURES 79% SECURITY PROTECTS 79%	VENDOR FRIENDLY POLICIES 33% FRUSTRATING 25% DESPISED 20%
Microsoft BI	+56	13% NEGATIVE 69% POSITIVE	HELPS INNOVATE 80% RESPECTFUL 80% CONTINUALLY IMPROVING 78%	OVER PROMISED 29% GREEDY 22% VENDOR'S INTEREST FIRST 18%

Emotional Footprint Summary

The Net Emotional Footprint measures high-level user sentiment towards particular product offerings. It aggregates emotional response ratings for various dimensions of the vendor-client relationship and product effectiveness, creating a powerful indicator of overall user feeling toward the vendor and product. While purchasing decisions shouldn't be based on emotion, it's valuable to know what kind of emotional response the vendor you're considering elicits from their users.

EMOTIONAL SPECTRUM SCALE



$$\text{POSITIVE \%} - \text{NEGATIVE \%} = \text{EMOTIONAL FOOTPRINT}$$



VENDOR	NET EMOTIONAL FOOTPRINT	NET EMOTIONAL FOOTPRINT DISTRIBUTION	STRONGEST POSITIVE EMOTIONS	STRONGEST NEGATIVE EMOTIONS
IBM Cognos Platform	+51 😐	9% NEGATIVE 60% POSITIVE	ENABLES PRODUCTIVITY 80% RESPECTFUL 79% RELIABLE 74%	OVER PROMISED 35% VENDOR'S INTEREST FIRST 19% GREEDY 15%
SAP BI	+46 😐	12% NEGATIVE 58% POSITIVE	RESPECTFUL 75% RELIABLE 72% PERFORMANCE ENHANCING 72%	HARDBALL TACTICS 23% VENDOR'S INTEREST FIRST 23% WASTES TIME 21%
Oracle BI Solutions	+38 😢	19% NEGATIVE 57% POSITIVE	RESPECTFUL 87% SECURITY PROTECTS 70% PERFORMANCE ENHANCING 70%	OVER PROMISED 36% VENDOR'S INTEREST FIRST 36% CHARGES FOR PRODUCT ENHANCEMENTS 35%

VENDORS WITH INSUFFICIENT DATA				
Pentaho	+58 😐	11% NEGATIVE 69% POSITIVE	APPRECIATES INCUMBENT STATUS 100% RESPECTFUL 100% TRUSTWORTHY 100%	GREEDY 100% DECEPTIVE 50% CHARGES FOR PRODUCT ENHANCEMENTS 25%
SurveyMonkey	+87 😊	-- NEGATIVE 87% POSITIVE	RESPECTFUL 100% EFFICIENT 100% EFFECTIVE 100%	
Birst BI Platform	+57 😐	6% NEGATIVE 63% POSITIVE	TRUSTWORTHY 75% INTEGRITY 75% FAIR 75%	VENDOR'S INTEREST FIRST 50% DECEPTIVE 50% OVER PROMISED 50%
Alteryx	+94 😊	1% NEGATIVE 95% POSITIVE	INSPIRING 100% INCLUDES PRODUCT ENHANCEMENTS 100% HELPS INNOVATE 100%	OVER PROMISED 33%
Yellowfin	+48 😐	26% NEGATIVE 74% POSITIVE	INSPIRING 75% INCLUDES PRODUCT ENHANCEMENTS 75% HELPS INNOVATE 75%	DECEPTIVE 33% GREEDY 33% HARDBALL TACTICS 33%
1010data Analytical Platform	+94 😊	-- NEGATIVE 94% POSITIVE	HELPS INNOVATE 100% CONTINUALLY IMPROVING 100% SAVES TIME 100%	

Emotional Footprint

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



$$\text{POSITIVE \%} - \text{NEGATIVE \%} = \text{EMOTIONAL FOOTPRINT}$$

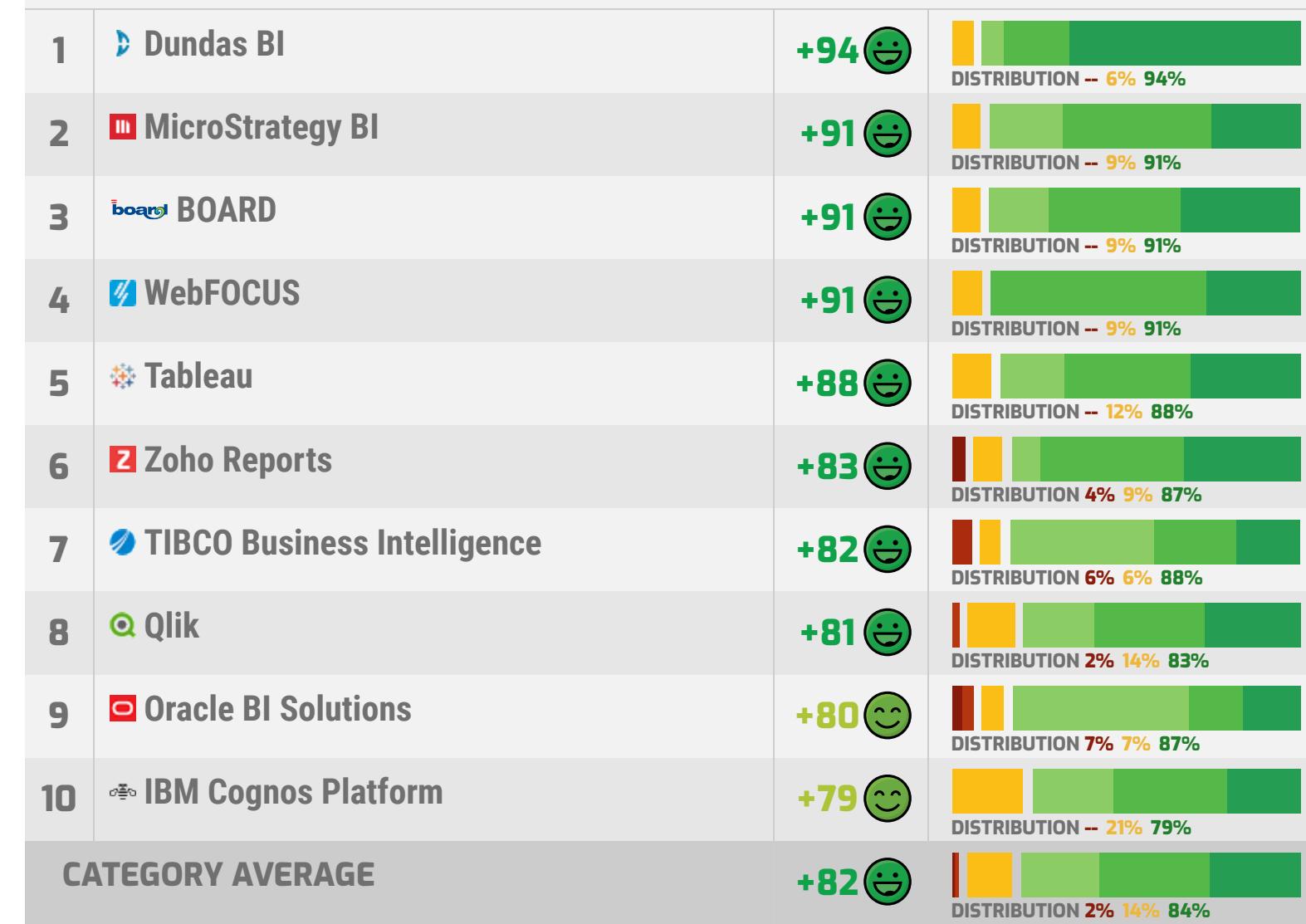


CATEGORY

Service Experience

Good service matters. The last thing you need is to be disrespected by your software vendor, or to get bogged down by their ineptitude or neglect. This section displays data related to quality and effectiveness of service, so you can know whether you'll be treated well before and after you've made the purchase.

Service Experience Disrespectful vs. Respectful



Emotional Footprint

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POSITIVE - **NEGATIVE** = **EMOTIONAL FOOTPRINT**



Service Experience Bureaucratic vs. Efficient

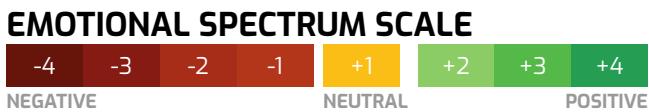


Service Experience Neglectful vs. Caring



Emotional Footprint

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POSITIVE - **NEGATIVE** = **EMOTIONAL FOOTPRINT**



Service Experience Frustrating vs. Effective

1	WebFOCUS	+91	😊	DISTRIBUTION -- 9% 91%
2	Dundas BI	+81	😊	DISTRIBUTION 3% 13% 84%
3	Qlik	+81	😊	DISTRIBUTION 2% 14% 83%
4	Tableau	+80	😊	DISTRIBUTION 4% 12% 84%
5	MicroStrategy BI	+74	😊	DISTRIBUTION 4% 17% 78%
6	BOARD	+74	😊	DISTRIBUTION 4% 17% 78%
7	TIBCO Business Intelligence	+69	😊	DISTRIBUTION 6% 19% 75%
8	IBM Cognos Platform	+61	😊	DISTRIBUTION 6% 27% 67%
9	Zoho Reports	+57	😐	DISTRIBUTION 13% 17% 70%
10	Microsoft BI	+45	🙁	DISTRIBUTION 15% 25% 60%
CATEGORY AVERAGE		+62	😊	DISTRIBUTION 10% 18% 72%

Service Experience Wastes Time vs. Saves Time

1	Dundas BI	+75	😊	DISTRIBUTION 6% 13% 81%
2	Tableau	+75	😊	DISTRIBUTION 4% 18% 79%
3	Qlik	+74	😊	DISTRIBUTION 5% 17% 79%
4	Zoho Reports	+74	😊	DISTRIBUTION 4% 17% 78%
5	WebFOCUS	+73	😊	DISTRIBUTION -- 27% 73%
6	MicroStrategy BI	+70	😊	DISTRIBUTION 4% 22% 74%
7	BOARD	+70	😊	DISTRIBUTION 4% 22% 74%
8	TIBCO Business Intelligence	+69	😊	DISTRIBUTION 6% 19% 75%
9	Microsoft BI	+58	😐	DISTRIBUTION 12% 18% 70%
10	SAS BI	+44	🙁	DISTRIBUTION 19% 19% 63%
CATEGORY AVERAGE		+61	😊	DISTRIBUTION 9% 21% 70%

Emotional Footprint

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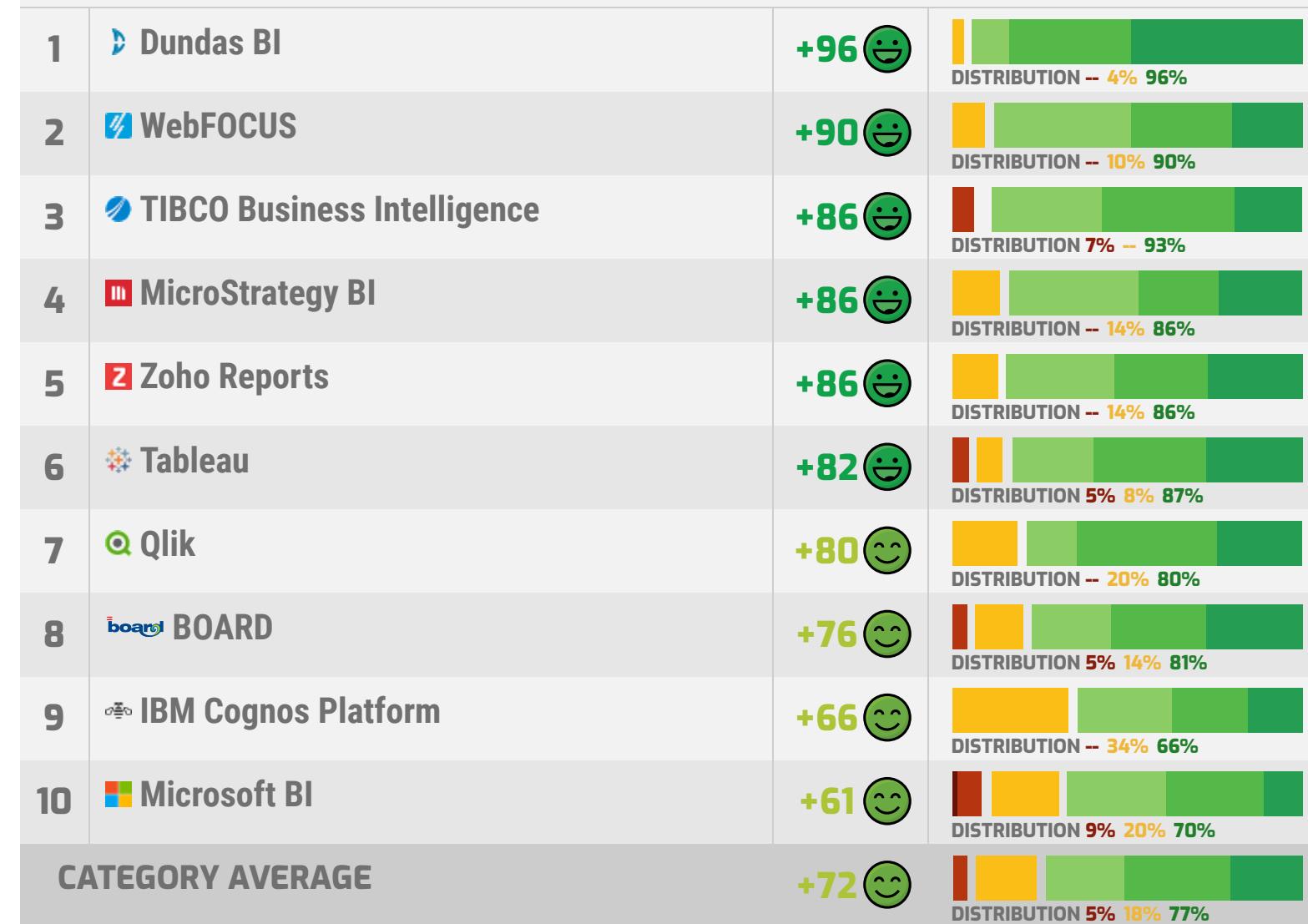


CATEGORY

Conflict Resolution

Disagreements are inevitable, but knowing your vendor will handle them reasonably, fairly, and amiably can give you peace of mind. Use the data in this section to understand which vendors will behave professionally when conflict arises.

Conflict Resolution Lack Of Integrity vs. Integrity



Emotional Footprint

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POSITIVE - **NEGATIVE** = **EMOTIONAL FOOTPRINT**



Conflict Resolution

Vendor Friendly Policies vs. Client Friendly Policies

1	Dundas BI	+93	
2	Qlik	+81	
3	MicroStrategy BI	+81	
4	BOARD	+81	
5	TIBCO Business Intelligence	+80	
6	Tableau	+80	
7	WebFOCUS	+70	
8	Zoho Reports	+68	
9	Microsoft BI	+52	
10	IBM Cognos Platform	+47	
CATEGORY AVERAGE		+63	

Conflict Resolution

Selfish vs. Altruistic

1	Dundas BI	+86	
2	Tableau	+73	
3	BOARD	+71	
4	Qlik	+71	
5	MicroStrategy BI	+67	
6	Zoho Reports	+63	
7	WebFOCUS	+60	
8	TIBCO Business Intelligence	+60	
9	IBM Cognos Platform	+47	
10	Microsoft BI	+46	
CATEGORY AVERAGE		+58	

Emotional Footprint

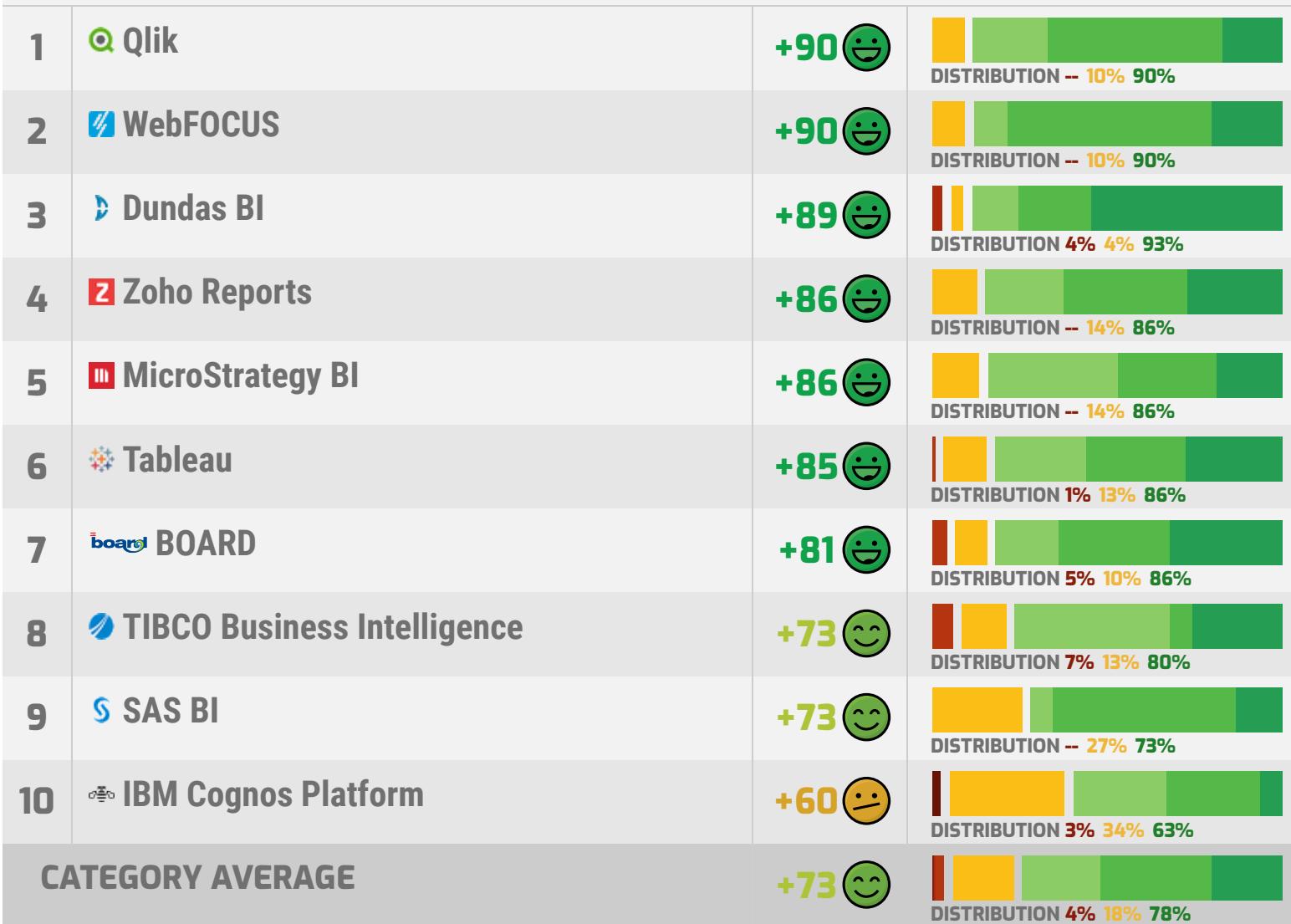
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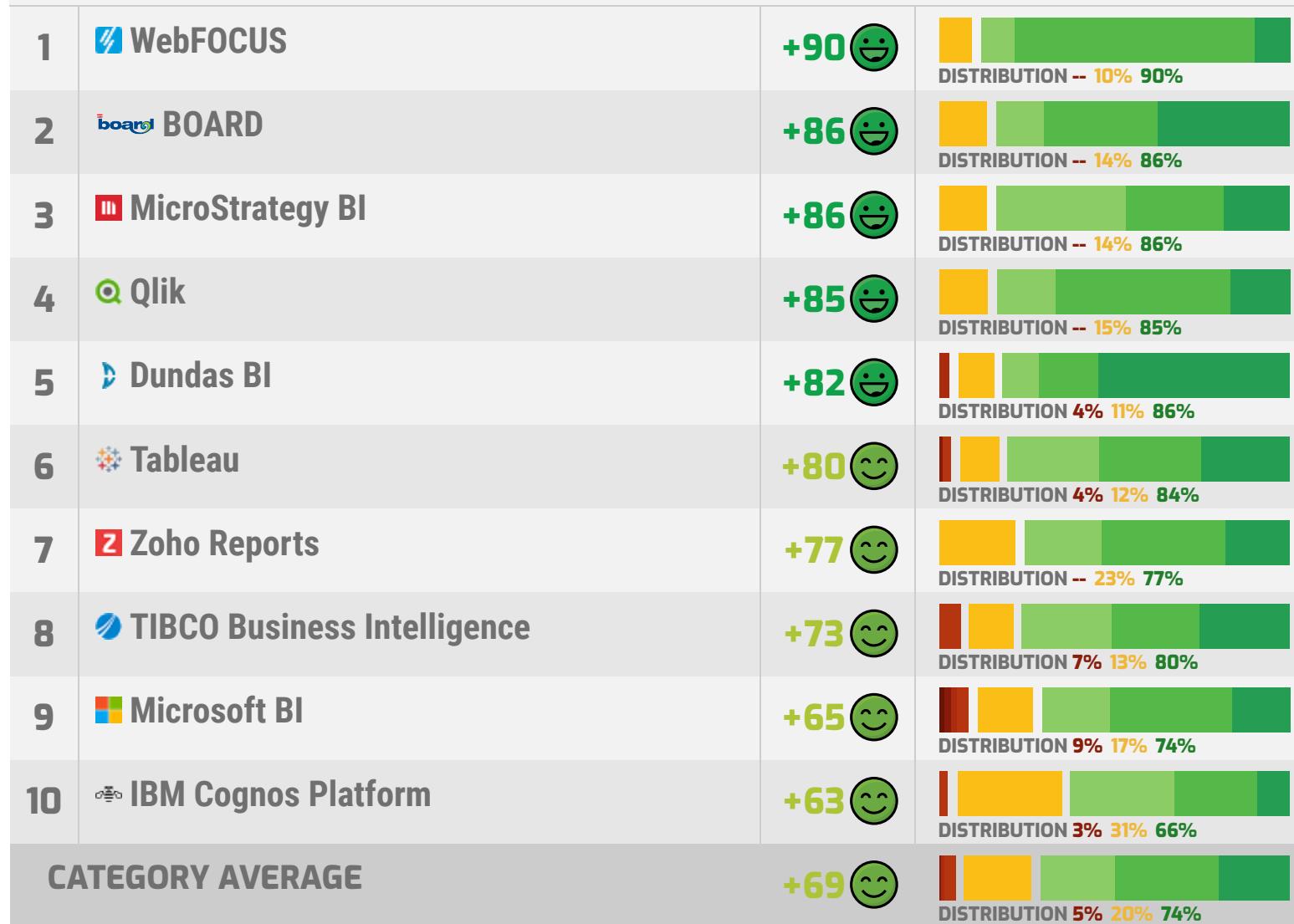
POSITIVE - **NEGATIVE** = **EMOTIONAL FOOTPRINT**



Conflict Resolution Big Fat Liars vs. Trustworthy



Conflict Resolution Unfair vs. Fair



Emotional Footprint

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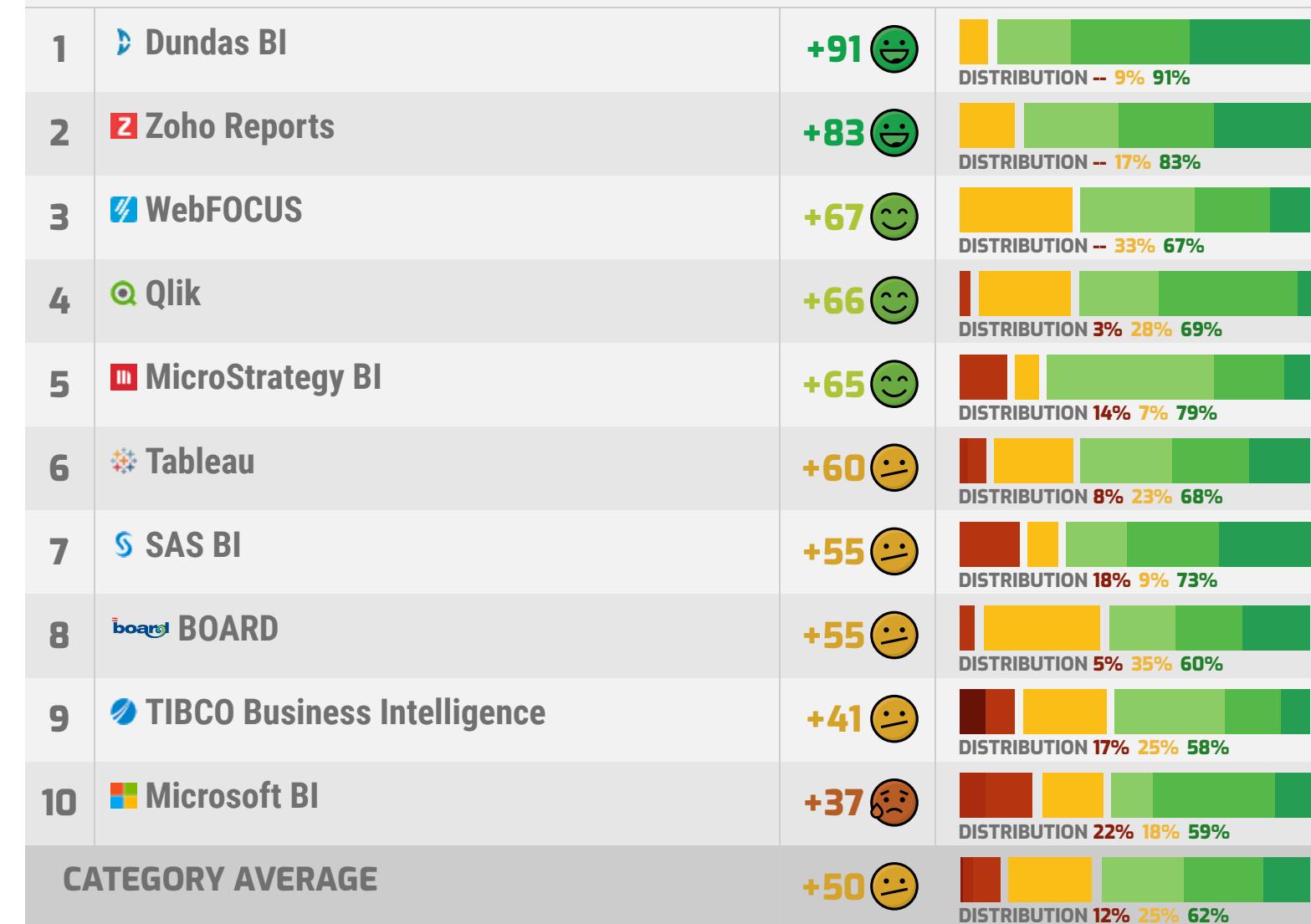


CATEGORY

Negotiation and Contract

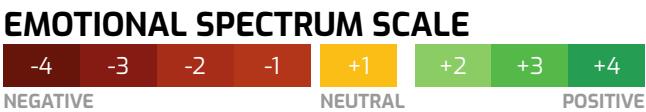
Negotiation doesn't have to be adversarial. Both parties are always looking to get the best deal, but finding a vendor who will work with you rather than against makes it more likely you'll both be happy with the results. Use the data in this section to determine which vendors will negotiate pleasantly and in good faith.

Negotiation and Contract Greedy vs. Generous



Emotional Footprint

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



POSITIVE - **NEGATIVE** = **EMOTIONAL FOOTPRINT**



Negotiation and Contract Deceptive vs. Transparent

1	Zoho Reports	+83	
2	Dundas BI	+83	
3	Qlik	+80	
4	WebFOCUS	+78	
5	SAS BI	+73	
6	MicroStrategy BI	+72	
7	BOARD	+70	
8	TIBCO Business Intelligence	+67	
9	Tableau	+67	
10	IBM Cognos Platform	+46	
CATEGORY AVERAGE		+59	

Negotiation and Contract Over Promised vs. Under Promised

1	SAS BI	+73	
2	WebFOCUS	+67	
3	Dundas BI	+57	
4	Tableau	+57	
5	Qlik	+52	
6	Zoho Reports	+44	
7	TIBCO Business Intelligence	+42	
8	MicroStrategy BI	+29	
9	Microsoft BI	+22	
10	SAP BI	+15	
CATEGORY AVERAGE		+35	

Emotional Footprint

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POSITIVE - **NEGATIVE** = **EMOTIONAL FOOTPRINT**



Negotiation and Contract

Vendor's Interest First vs. Client's Interest First

1	Dundas BI	+87	
2	Qlik	+79	
3	WebFOCUS	+78	
4	SAS BI	+73	
5	Tableau	+69	
6	TIBCO Business Intelligence	+58	
7	Zoho Reports	+50	
8	BOARD	+50	
9	Microsoft BI	+39	
10	IBM Cognos Platform	+35	
CATEGORY AVERAGE		+50	

Negotiation and Contract

Hardball Tactics vs. Friendly Negotiation

1	Dundas BI	+91	
2	WebFOCUS	+78	
3	Qlik	+72	
4	Zoho Reports	+66	
5	Tableau	+66	
6	SAS BI	+64	
7	BOARD	+55	
8	TIBCO Business Intelligence	+50	
9	IBM Cognos Platform	+50	
10	MicroStrategy BI	+50	
CATEGORY AVERAGE		+55	

Emotional Footprint

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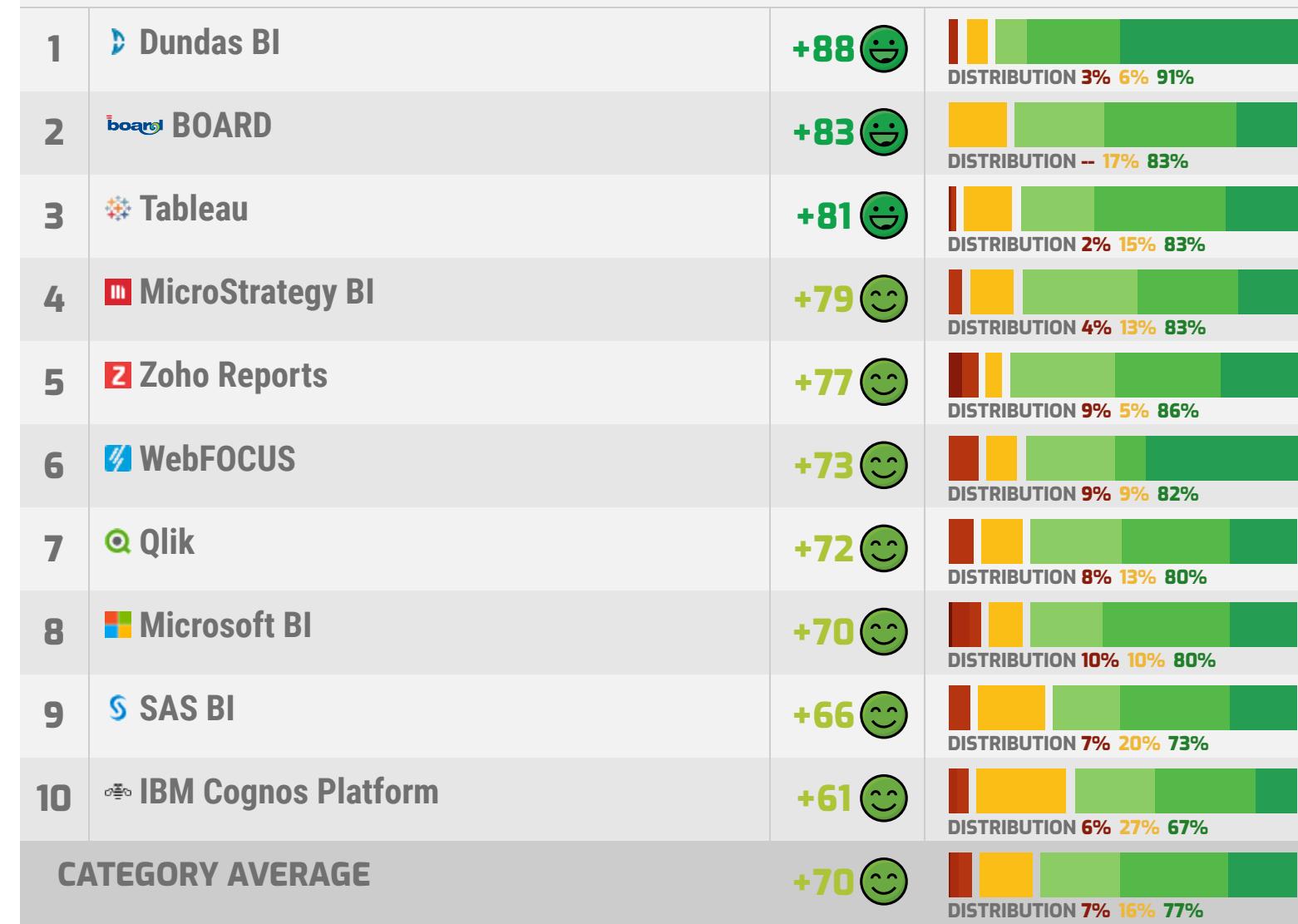
CATEGORY

Strategy and Innovation

Your vendor's attitude toward innovation is important; if they aren't at least keeping pace with market directions and trends, they certainly won't be enabling you to get ahead. Use the data in this section to gauge whether your vendor appreciates the need to innovate and the extent to which they'll support you to do the same.

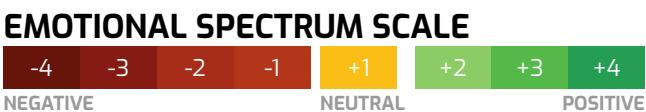
Strategy and Innovation

Roadblock To Innovation vs. Helps Innovate



Emotional Footprint

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POSITIVE - **NEGATIVE** = **EMOTIONAL FOOTPRINT**



Strategy and Innovation

Stagnant vs. Continually Improving

1	Dundas BI	+94	😊		DISTRIBUTION 6% 94%
2	Tableau	+88	😊		DISTRIBUTION 1% 10% 89%
3	BOARD	+87	😊		DISTRIBUTION 13% 87%
4	Zoho Reports	+73	😊		DISTRIBUTION 9% 9% 82%
5	Qlik	+70	😊		DISTRIBUTION 5% 20% 75%
6	Microsoft BI	+66	😊		DISTRIBUTION 12% 10% 78%
7	WebFOCUS	+64	😊		DISTRIBUTION 9% 18% 73%
8	TIBCO Business Intelligence	+64	😊		DISTRIBUTION 7% 21% 71%
9	MicroStrategy BI	+61	😊		DISTRIBUTION 9% 22% 70%
10	SAS BI	+60	😐		DISTRIBUTION 7% 27% 67%
CATEGORY AVERAGE		+68	😊		DISTRIBUTION 9% 15% 76%

Strategy and Innovation

Charges For Product Enhancements vs. Includes Product Enhancements

1	Dundas BI	+97	😊		DISTRIBUTION 3% 97%
2	MicroStrategy BI	+79	😊		DISTRIBUTION 4% 13% 83%
3	Tableau	+78	😊		DISTRIBUTION 4% 13% 82%
4	Zoho Reports	+77	😊		DISTRIBUTION 23% 77%
5	BOARD	+74	😊		DISTRIBUTION 4% 17% 78%
6	SAS BI	+66	😊		DISTRIBUTION 7% 20% 73%
7	Qlik	+65	😊		DISTRIBUTION 5% 25% 70%
8	Microsoft BI	+60	😐		DISTRIBUTION 13% 13% 73%
9	TIBCO Business Intelligence	+57	😐		DISTRIBUTION 7% 29% 64%
10	WebFOCUS	+55	😐		DISTRIBUTION 9% 27% 64%
CATEGORY AVERAGE		+64	😊		DISTRIBUTION 8% 19% 73%

Emotional Footprint

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

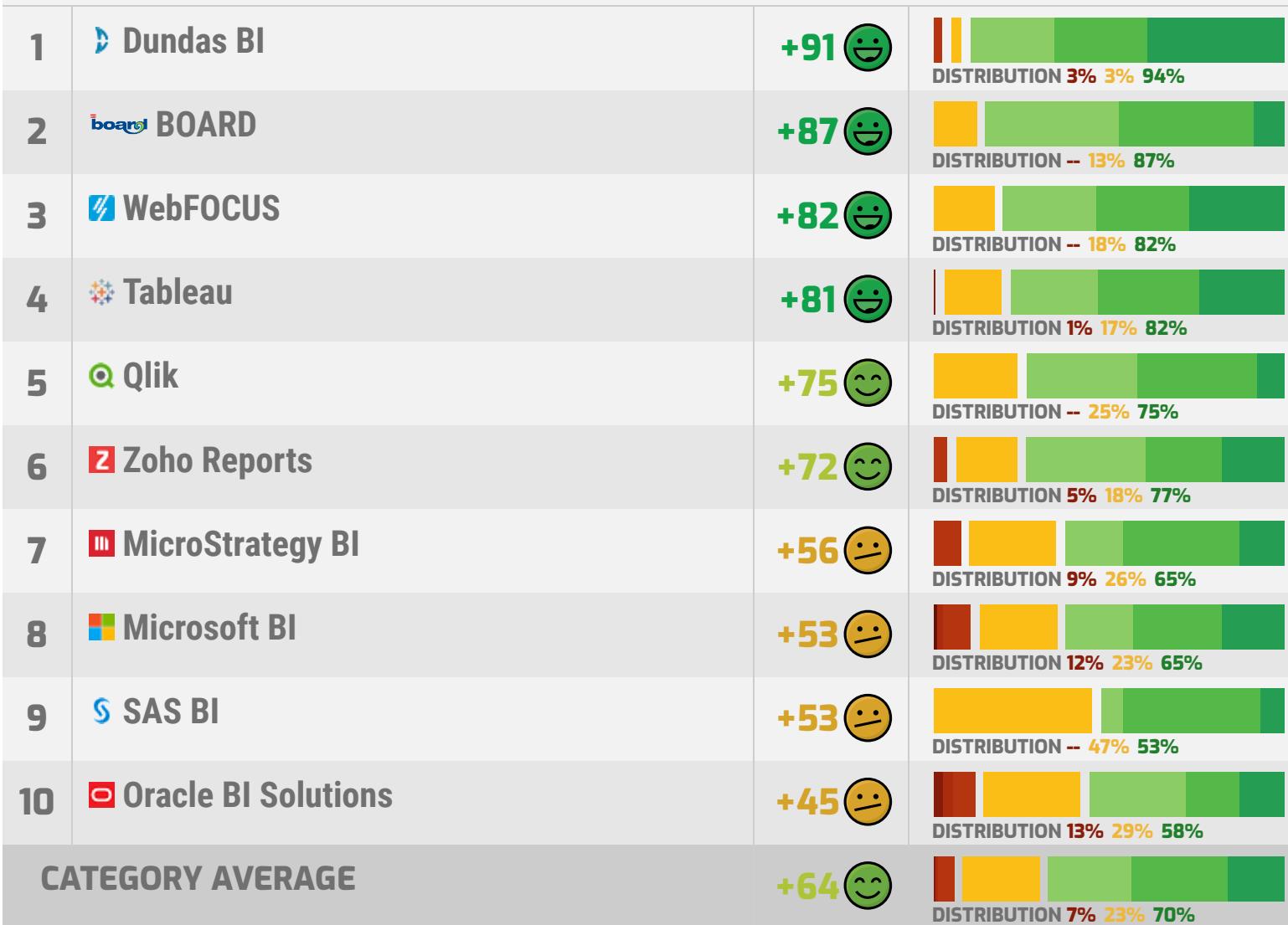


POSITIVE - **NEGATIVE** = **EMOTIONAL FOOTPRINT**



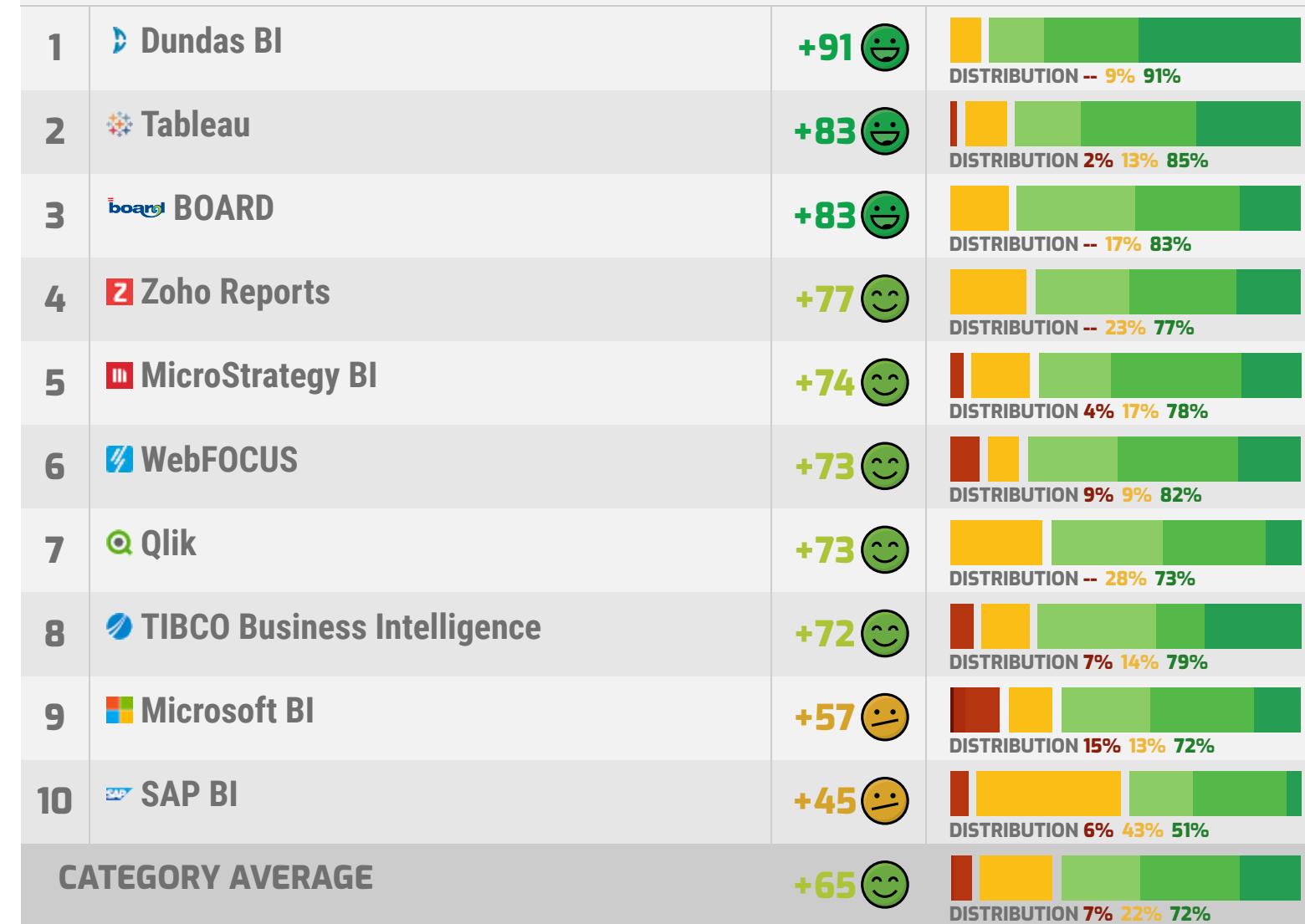
Strategy and Innovation

Leverages Incumbent Status vs. Appreciates Incumbent Status



Strategy and Innovation

Despised vs. Inspiring



Emotional Footprint

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



$$\text{POSITIVE \%} - \text{NEGATIVE \%} = \text{EMOTIONAL FOOTPRINT}$$



CATEGORY

Product Impact

Software needs to reliably enable your performance and productivity. Use the data in this section to see which vendors will propel you forward and which will be deadweight you'll need to carry.

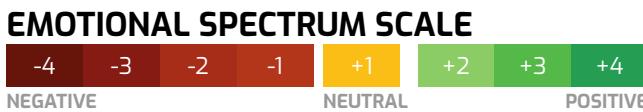
Product Impact Unreliable vs. Reliable

1	Z Zoho Reports	+91 😊	DISTRIBUTION 9% 91%
2	WebFOCUS	+90 😊	DISTRIBUTION 10% 90%
3	Tableau	+86 😊	DISTRIBUTION 2% 10% 88%
4	MicroStrategy BI	+83 😊	DISTRIBUTION 17% 83%
5	Qlik	+82 😊	DISTRIBUTION 18% 82%
6	Dundas BI	+81 😊	DISTRIBUTION 19% 81%
7	BOARD	+75 😊	DISTRIBUTION 25% 75%
8	TIBCO Business Intelligence	+72 😊	DISTRIBUTION 7% 14% 79%
9	IBM Cognos Platform	+71 😊	DISTRIBUTION 3% 23% 74%
10	SAP BI	+68 😊	DISTRIBUTION 4% 25% 72%
CATEGORY AVERAGE		+75 😊	DISTRIBUTION 3% 19% 78%



Emotional Footprint

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$$\text{POSITIVE \%} - \text{NEGATIVE \%} = \text{EMOTIONAL FOOTPRINT}$$



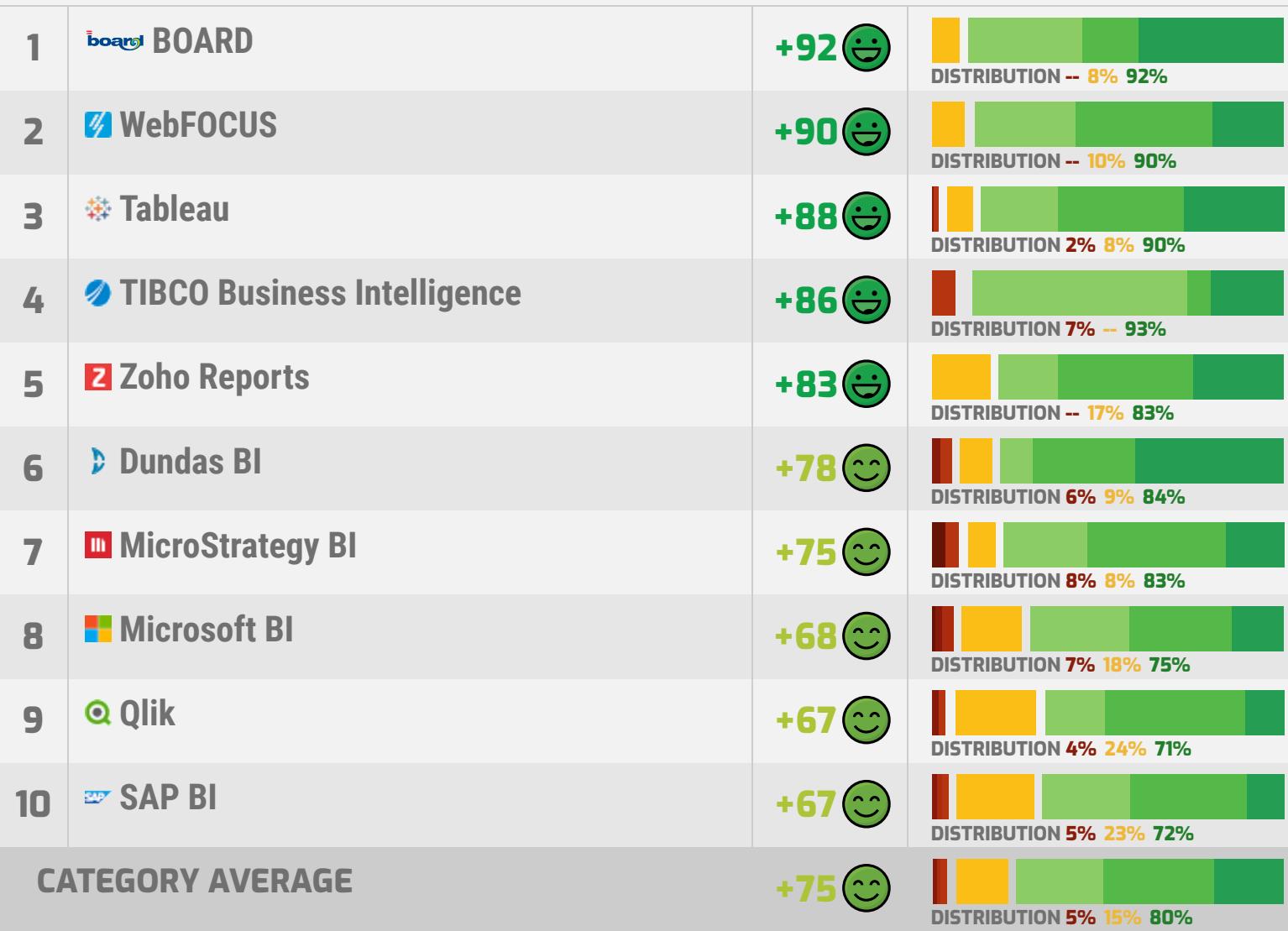
Product Impact

Restricts Productivity vs. Enables Productivity



Product Impact

Performance Restricting vs. Performance Enhancing



Emotional Footprint

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



POSITIVE - **NEGATIVE** = **EMOTIONAL FOOTPRINT**



Product Impact

Commodity Features vs. Unique Features

1	Zoho Reports	+83 😊		DISTRIBUTION -- 17% 83%
2	WebFOCUS	+80 😊		DISTRIBUTION -- 20% 80%
3	Tableau	+79 😊		DISTRIBUTION 2% 16% 81%
4	SAS BI	+79 😊		DISTRIBUTION -- 21% 79%
5	Dundas BI	+78 😊		DISTRIBUTION 3% 16% 81%
6	Qlik	+76 😊		DISTRIBUTION -- 24% 76%
7	TIBCO Business Intelligence	+72 😊		DISTRIBUTION 7% 14% 79%
8	MicroStrategy BI	+71 😊		DISTRIBUTION 8% 13% 79%
9	Microsoft BI	+56 😐		DISTRIBUTION 11% 21% 67%
10	BOARD	+54 😐		DISTRIBUTION 17% 13% 71%
CATEGORY AVERAGE		+65 😊		DISTRIBUTION 7% 20% 72%

Product Impact

Security Frustrates vs. Security Protects

1	Zoho Reports	+91 😊		DISTRIBUTION -- 9% 91%
2	WebFOCUS	+90 😊		DISTRIBUTION -- 10% 90%
3	Dundas BI	+88 😊		DISTRIBUTION 3% 6% 91%
4	Tableau	+76 😊		DISTRIBUTION 3% 18% 79%
5	SAS BI	+72 😊		DISTRIBUTION 7% 14% 79%
6	BOARD	+67 😊		DISTRIBUTION 4% 25% 71%
7	MicroStrategy BI	+67 😊		DISTRIBUTION 8% 17% 75%
8	Qlik	+67 😊		DISTRIBUTION 4% 24% 71%
9	Microsoft BI	+61 😊		DISTRIBUTION 11% 16% 72%
10	Oracle BI Solutions	+57 😐		DISTRIBUTION 13% 17% 70%
CATEGORY AVERAGE		+67 😊		DISTRIBUTION 7% 19% 74%