

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
-  BOA
-  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

 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

 Blspoke

 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

 MIT S 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

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

 Sweetspot

 Tableau

 TARGET 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



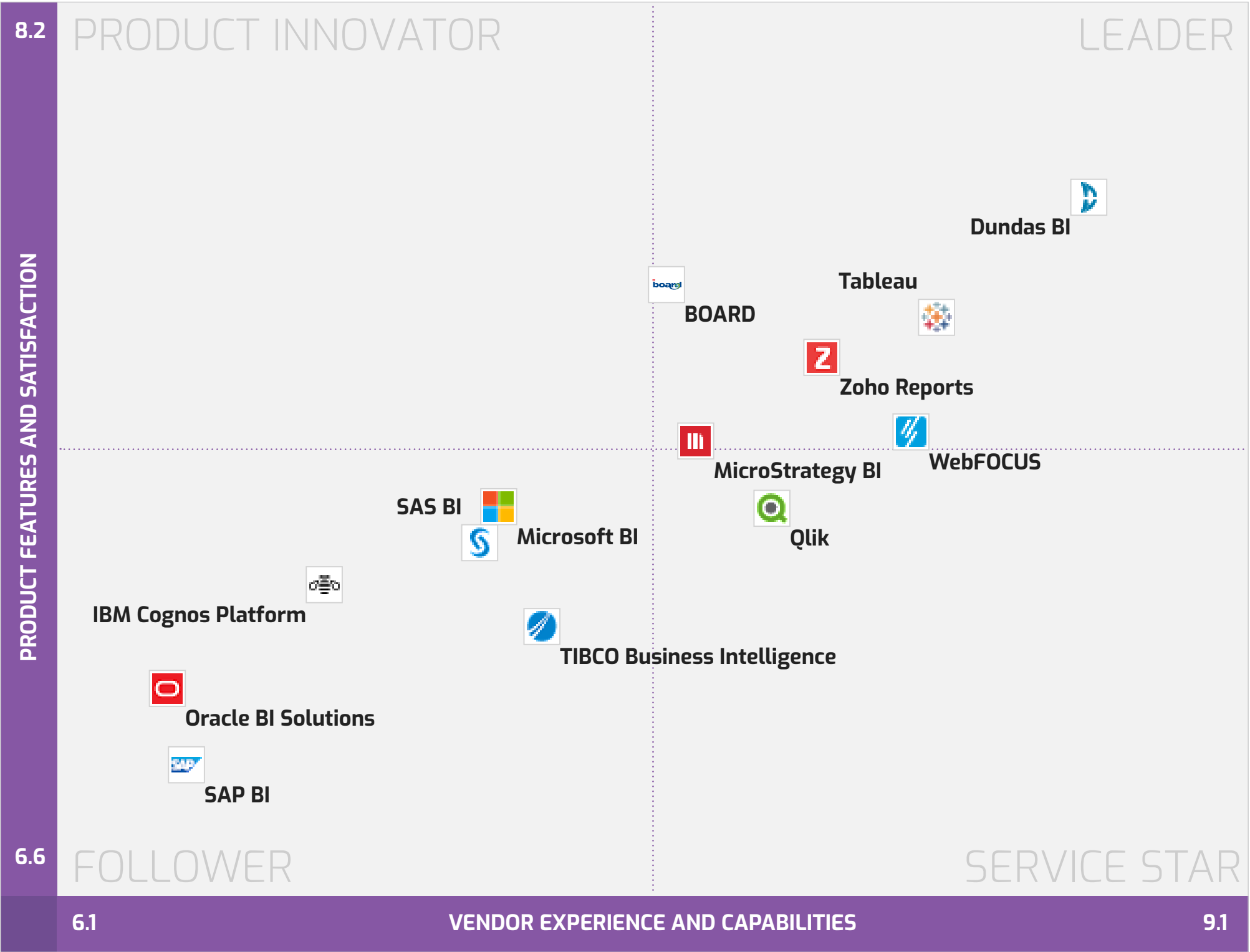
SOFTWARE REVIEWS

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.



Business Intelligence

The Software Reviews Data Quadrant evaluates and ranks products based on feedback from IT and business professionals. The placement of a software in the Data Quadrant indicates its relative ranking as well as its categorization.

The Complete Software Experience

When distilled down, the software experience is shaped by both the experience with the software and the relationship with the vendor. Evaluating enterprise software along these two dimensions provides a comprehensive understanding of the product and helps identify vendors that can deliver on both.

Product Features and Satisfaction

The satisfaction is captured in the overall satisfaction score, which is driven by the likelihood of users to recommend the software, combined with user satisfaction across top product features.

Vendor Experience and Capabilities

























The vendor relationship is calculated in a weighted average of the satisfaction scores tied to vendor capabilities (e.g. software implementation, training, customer support, product roadmap) as well as emotional response ratings toward the vendor (e.g. trustworthy, respectful, fair).

Note: The axes ranges are dynamically adjusted based on minimum and maximum values in the dataset.

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
	 Dundas BI	8.6/10	+86 	 2% NEGATIVE88% POSITIVE	81%	77%	87%	33
	 WebFOCUS	8.0/10	+79 	 2% NEGATIVE81% POSITIVE	74%	73%	78%	11
	 Tableau	8.2/10	+78 	 3% NEGATIVE81% POSITIVE	79%	77%	80%	123
	 Zoho Reports	8.0/10	+76 	 4% NEGATIVE80% POSITIVE	75%	74%	81%	31
	 Qlik	7.7/10	+75 	 3% NEGATIVE78% POSITIVE	76%	71%	76%	64
6	 MicroStrategy BI	7.6/10	+73 	 5% NEGATIVE78% POSITIVE	75%	72%	78%	27
6	 BOARD	7.8/10	+73 	 5% NEGATIVE78% POSITIVE	73%	77%	82%	24
8	 TIBCO Business Intelligence	7.1/10	+65 	 10% NEGATIVE75% POSITIVE	73%	71%	69%	23
9	 SAS BI	7.2/10	+57 	 10% NEGATIVE67% POSITIVE	73%	71%	74%	29
10	 Microsoft BI	7.2/10	+56 	 13% NEGATIVE69% POSITIVE	77%	69%	76%	124
AVERAGE SCORES		7.5/10	+66 	 7% NEGATIVE73% 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 	<div><div></div><div></div><div></div><div></div><div></div></div> <div>9% NEGATIVE60% POSITIVE</div>	70%	68%	74%	36
12	 SAP BI	6.4/10	+46 	<div><div></div><div></div><div></div><div></div><div></div></div> <div>12% NEGATIVE58% POSITIVE</div>	65%	66%	66%	64
13	 Oracle BI Solutions	6.4/10	+38 	<div><div></div><div></div><div></div><div></div><div></div></div> <div>19% NEGATIVE57% POSITIVE</div>	68%	67%	70%	40
AVERAGE SCORES		7.5/10	+66 	<div><div></div><div></div><div></div><div></div><div></div></div> <div>7% NEGATIVE73% POSITIVE</div>	74%	72%	76%	48

	VENDORS WITH INSUFFICIENT DATA							
--	 Pentaho	--	+58 	<div><div></div><div></div><div></div><div></div><div></div></div> <div>11% NEGATIVE69% POSITIVE</div>	--	--	73%	13
--	 SurveyMonkey	--	+87 	<div><div></div><div></div><div></div><div></div><div></div></div> <div>-- NEGATIVE87% POSITIVE</div>	--	--	85%	6
--	 Birst BI Platform	--	+57 	<div><div></div><div></div><div></div><div></div><div></div></div> <div>6% NEGATIVE63% POSITIVE</div>	--	--	83%	6
--	 Yellowfin	--	+48 	<div><div></div><div></div><div></div><div></div><div></div></div> <div>26% NEGATIVE74% POSITIVE</div>	--	--	82%	5
--	 Alteryx	--	+94 	<div><div></div><div></div><div></div><div></div><div></div></div> <div>1% NEGATIVE95% POSITIVE</div>	--	--	90%	5
--	 1010data Analytical Platform	--	+94 	<div><div></div><div></div><div></div><div></div><div></div></div> <div>-- NEGATIVE94% POSITIVE</div>	--	--	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												
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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

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 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.

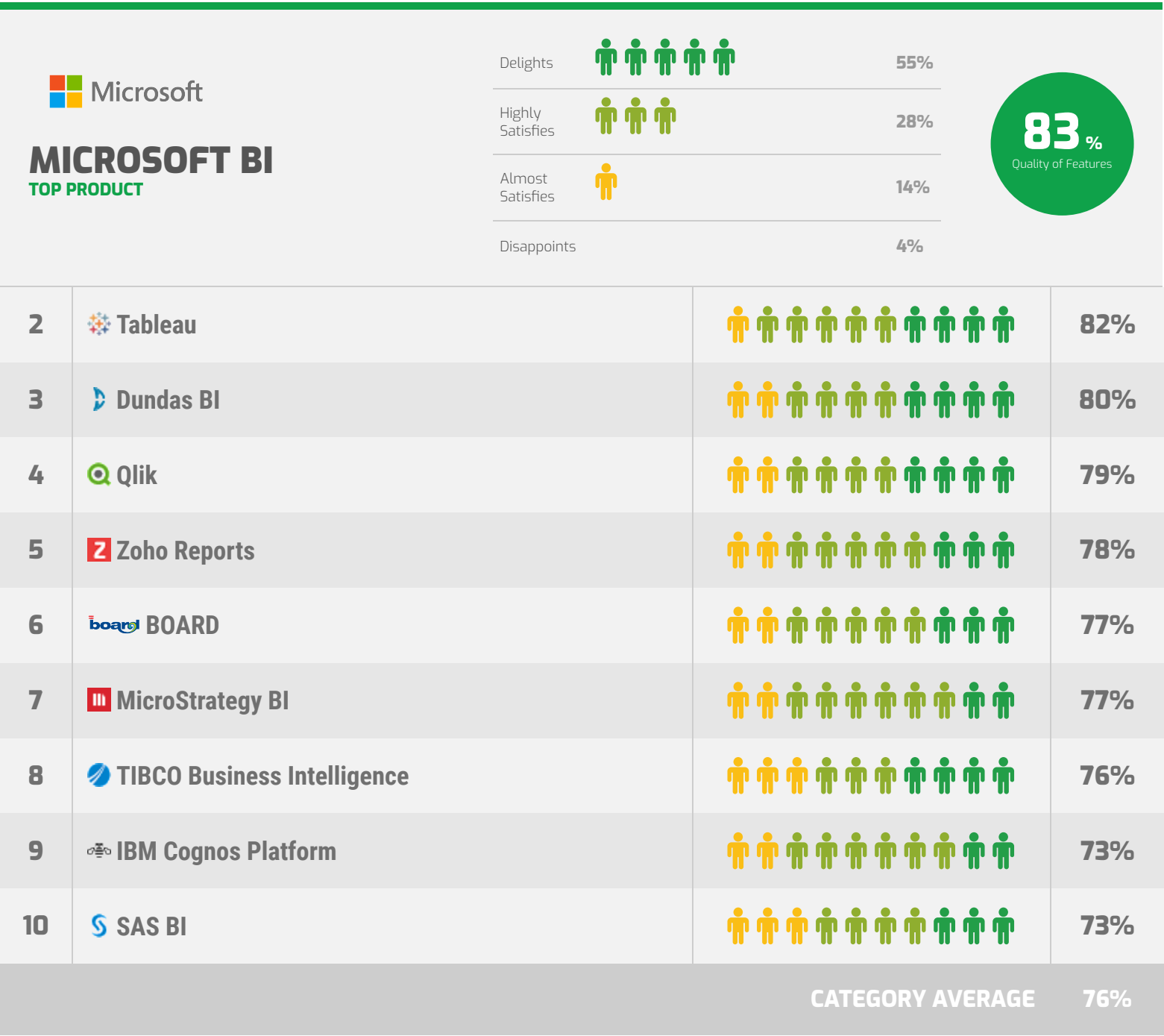
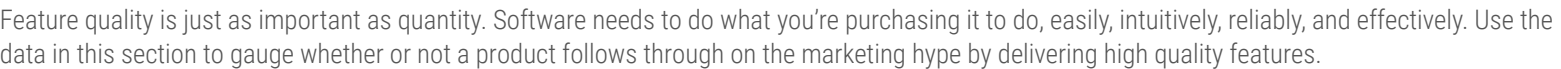
Business Value Created

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.

<div> ZOHO REPORTS TOP PRODUCT</div>		<div><div>Delights</div><div>Highly Satisfies</div><div>Almost Satisfies</div><div>Disappoints</div></div> <div><div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div><div></div><div></div><div></div></div><div><div></div></div></div><div>43%</div><div>46%</div><div>11%</div><div>--</div></div>	<div><div>83%</div><div>Business Value Created</div></div>
2	 Dundas BI	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	83%
3	 SAS BI	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	82%
4	 MicroStrategy BI	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	82%
5	 Tableau	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	81%
6	 Microsoft BI	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	81%
7	 BOARD	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	77%
8	 TIBCO Business Intelligence	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	75%
9	 Qlik	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	75%
10	 WebFOCUS	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	72%
CATEGORY AVERAGE			77%

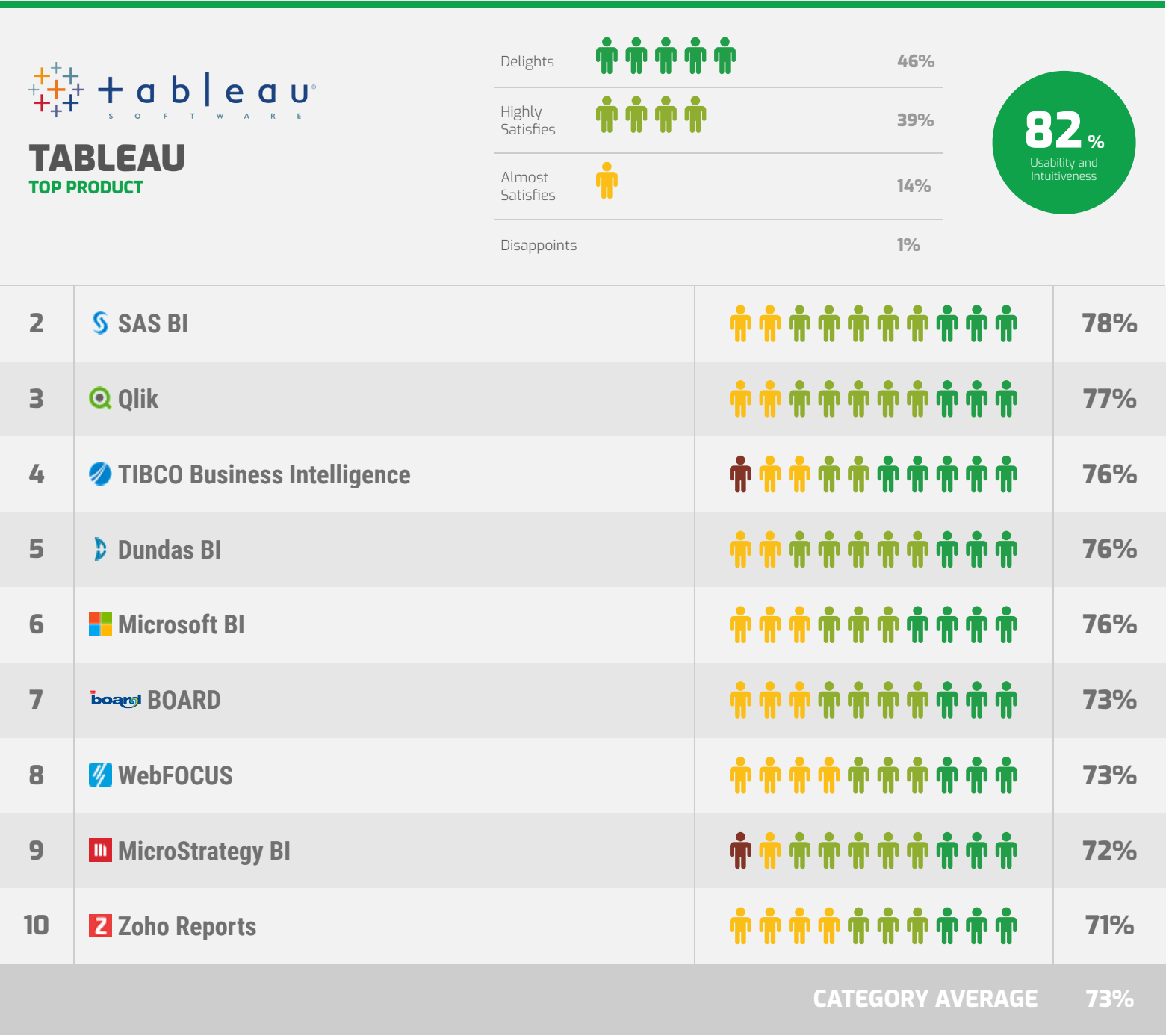
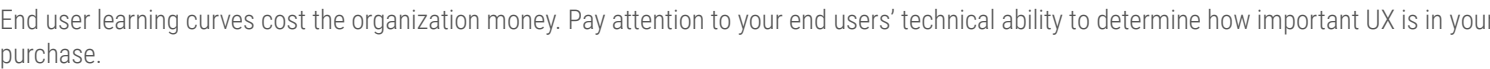
This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

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.



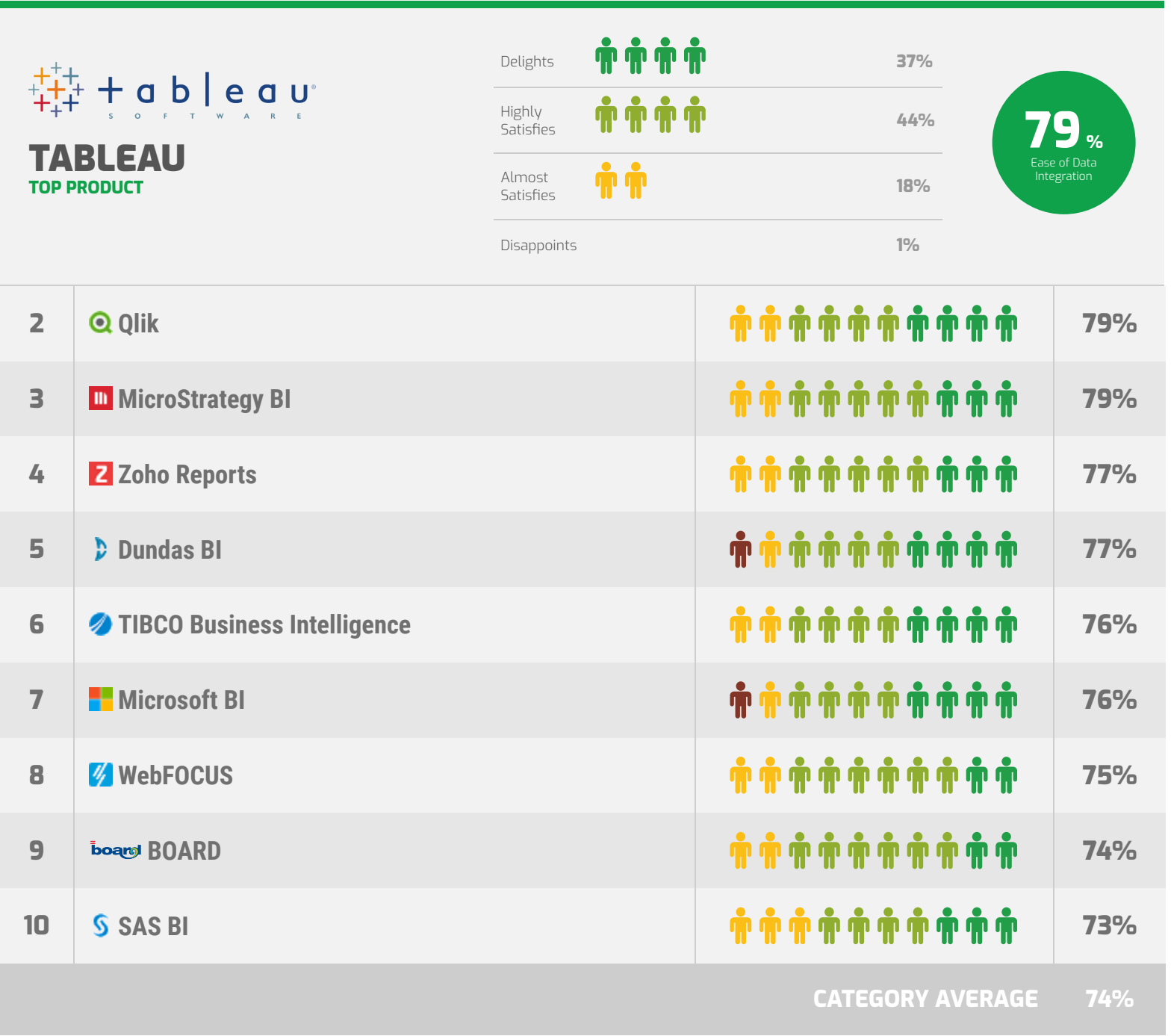
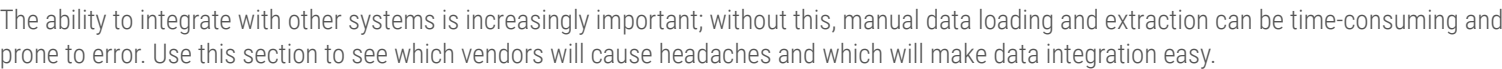
This section provides detailed information on user satisfaction for each vendor capability regarding their product offering(s). Use these pages to dig deeper into areas of particular interest or concern.

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 imposters.



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.

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.

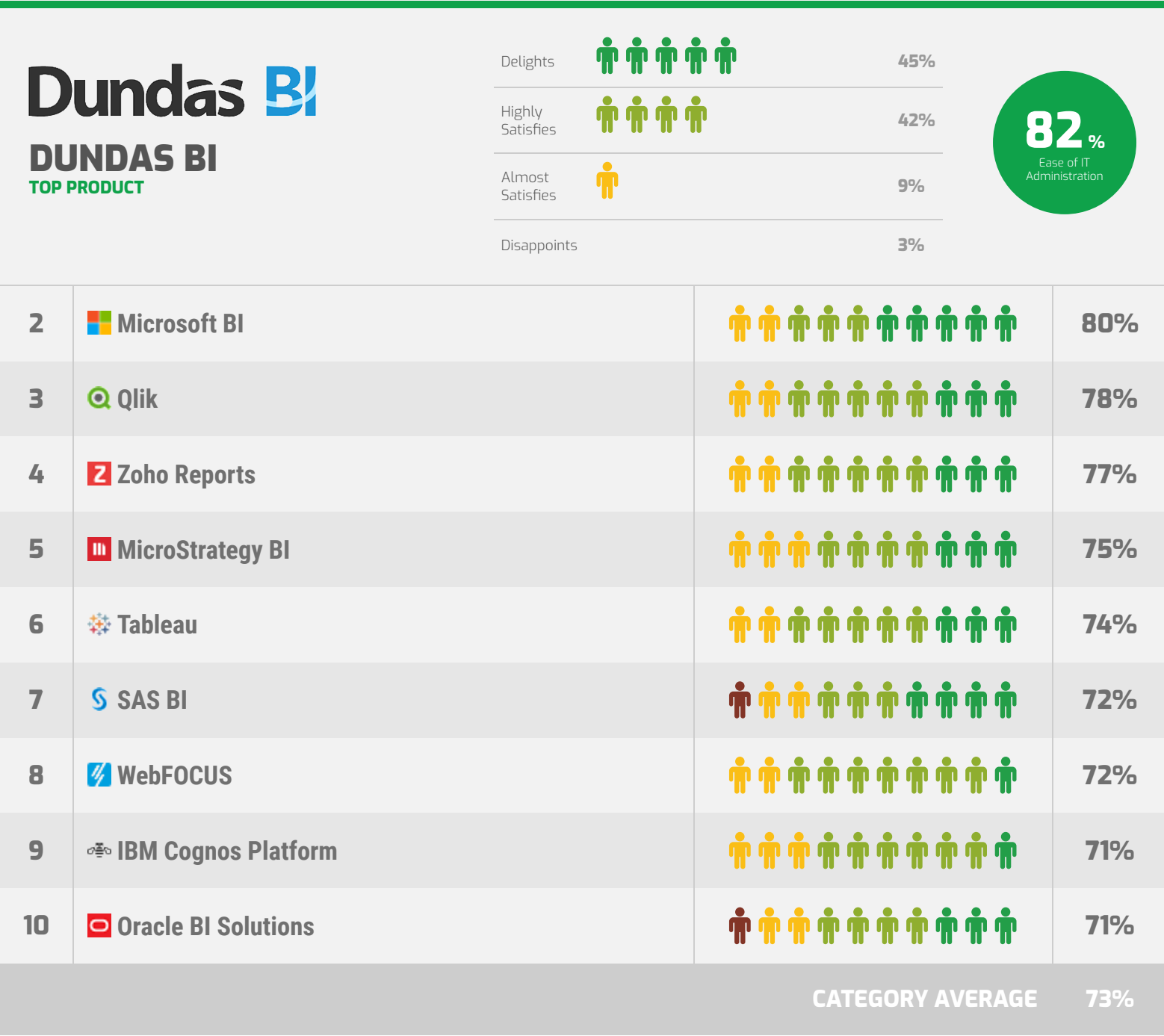


Vendor Capability Satisfaction

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.

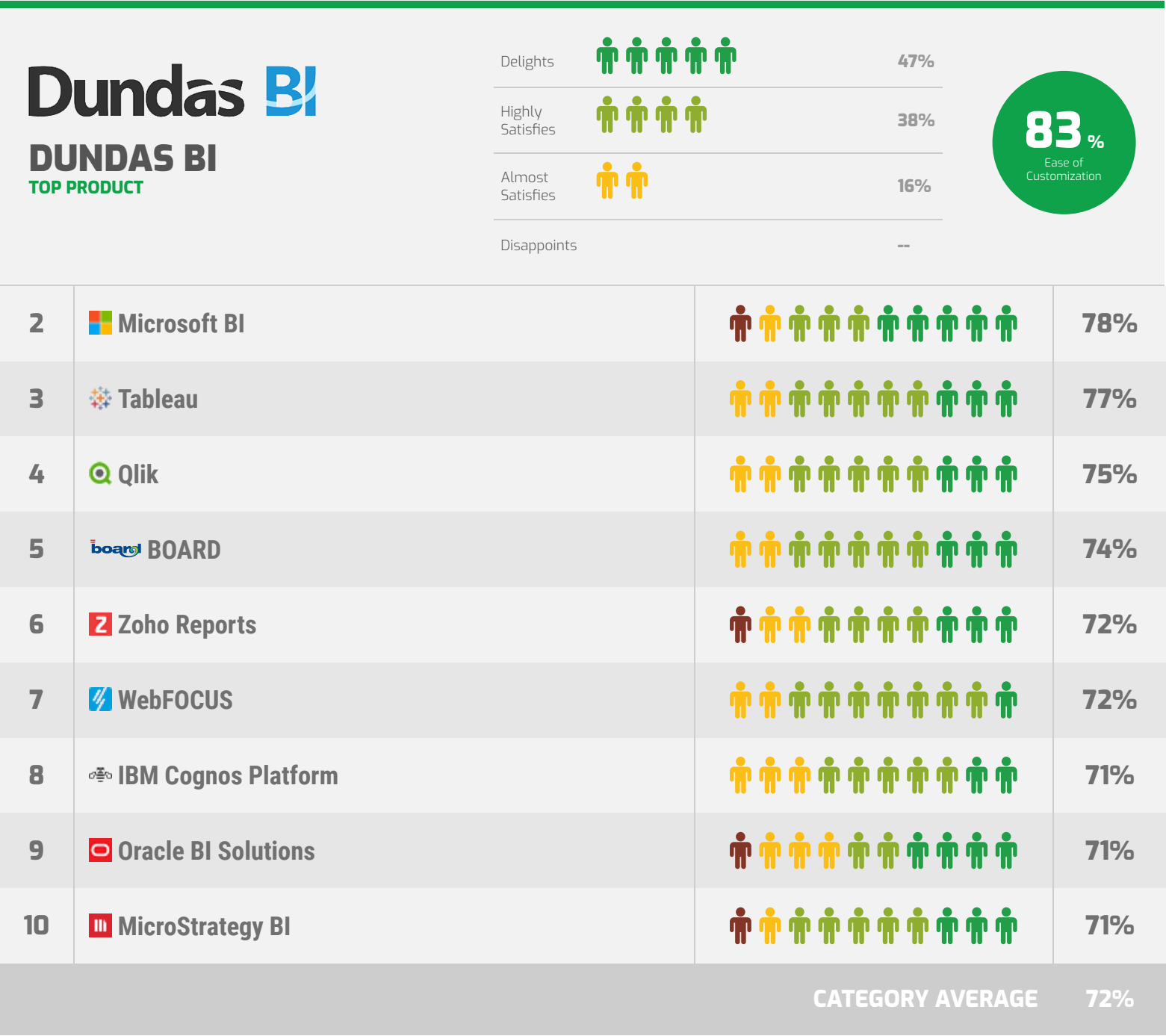
Ease of IT Administration

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.



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.

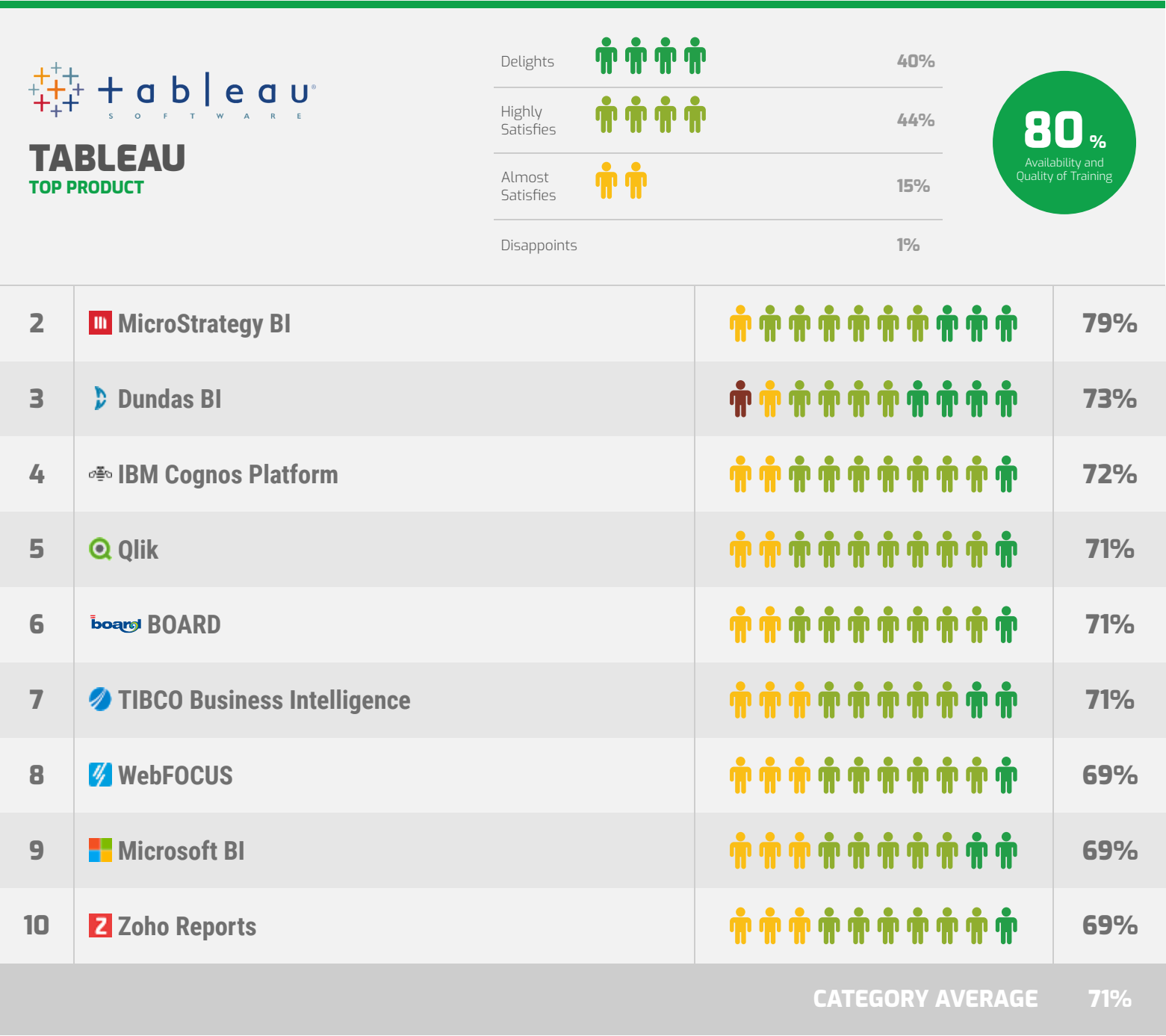


Vendor Capability Satisfaction

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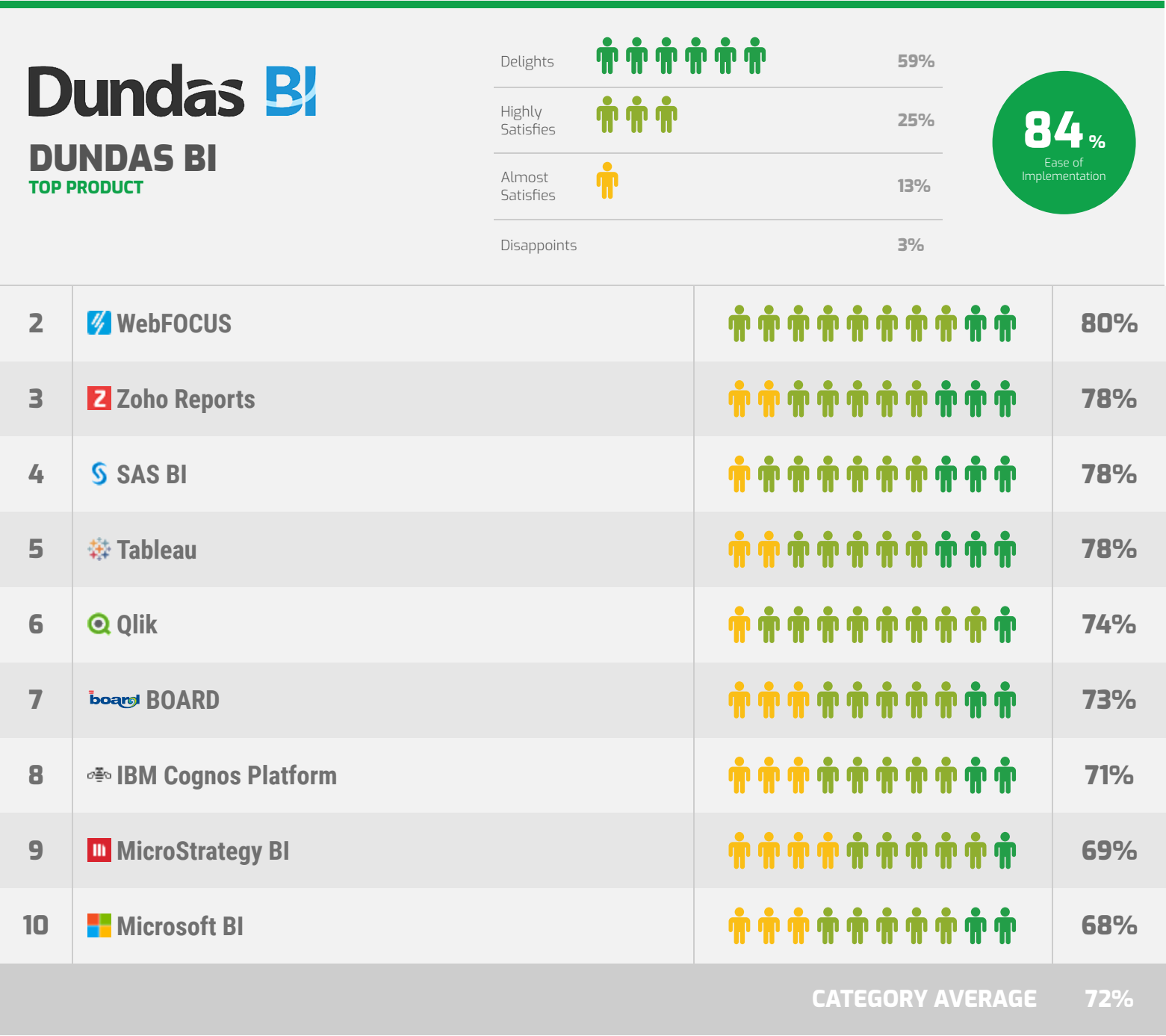
Availability and Quality of Training

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.



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.



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.

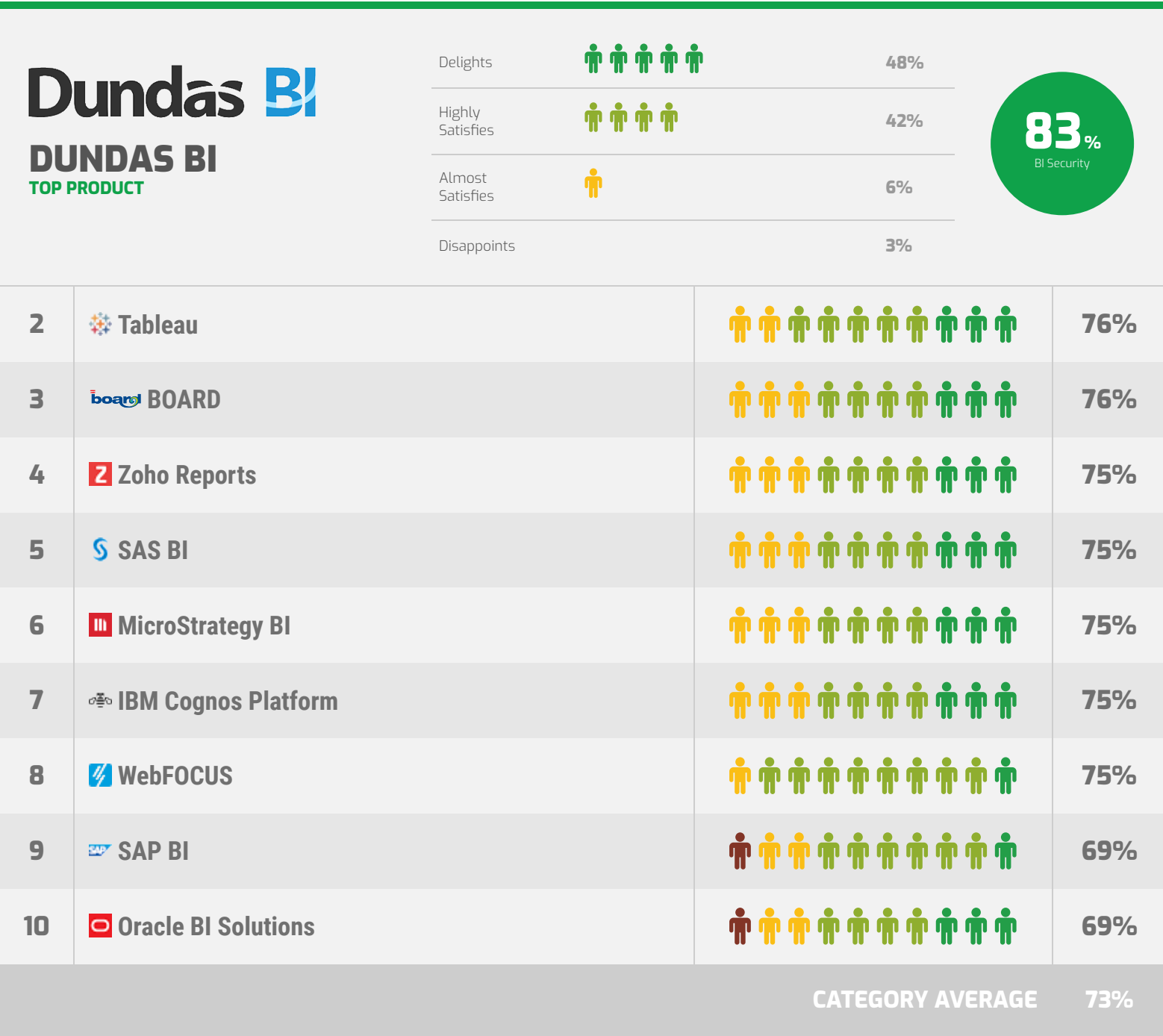
<div><div>Dundas BI</div><div>DUNDAS BITOP PRODUCT</div></div>		<div><div>Delights</div><div>44%</div></div> <div><div>Highly Satisfies</div><div>44%</div></div> <div><div>Almost Satisfies</div><div>13%</div></div> <div><div>Disappoints</div><div>--</div></div>	<div><div>83%</div><div>BI Platform Administration</div></div>
2	<div><div>board</div><div>BOARD</div></div>	<div><div>79%</div></div>	
3	<div><div>MicroStrategy BI</div></div>	<div><div>78%</div></div>	
4	<div><div>Tableau</div></div>	<div><div>77%</div></div>	
5	<div><div>Z Zoho Reports</div></div>	<div><div>73%</div></div>	
6	<div><div>Q Qlik</div></div>	<div><div>73%</div></div>	
7	<div><div>IBM Cognos Platform</div></div>	<div><div>72%</div></div>	
8	<div><div>Microsoft BI</div></div>	<div><div>70%</div></div>	
9	<div><div>SAP BI</div></div>	<div><div>70%</div></div>	
10	<div><div>WebFOCUS</div></div>	<div><div>69%</div></div>	
CATEGORY AVERAGE		74%	

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.

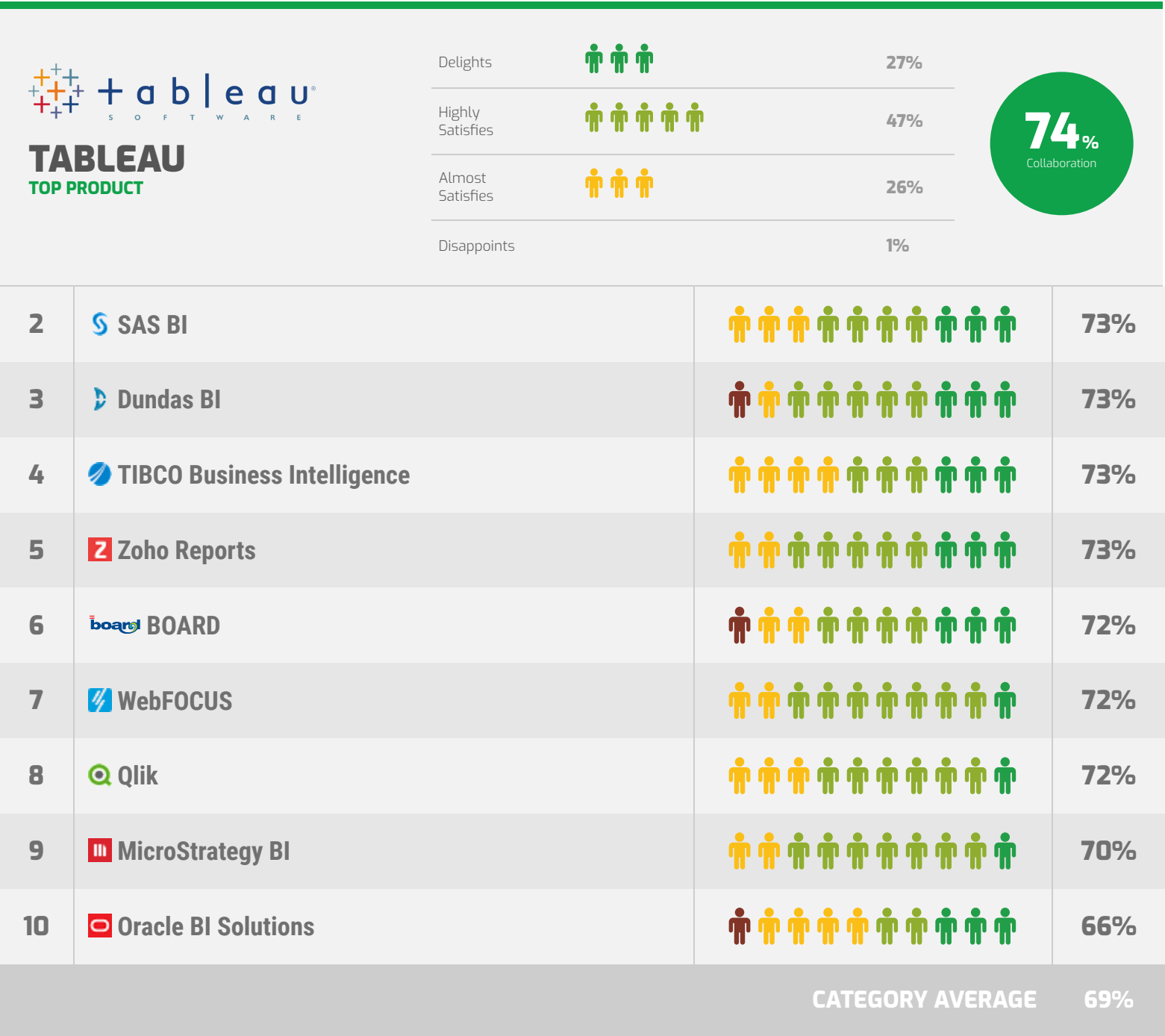
BI Security

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



Collaboration

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



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.

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.



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.

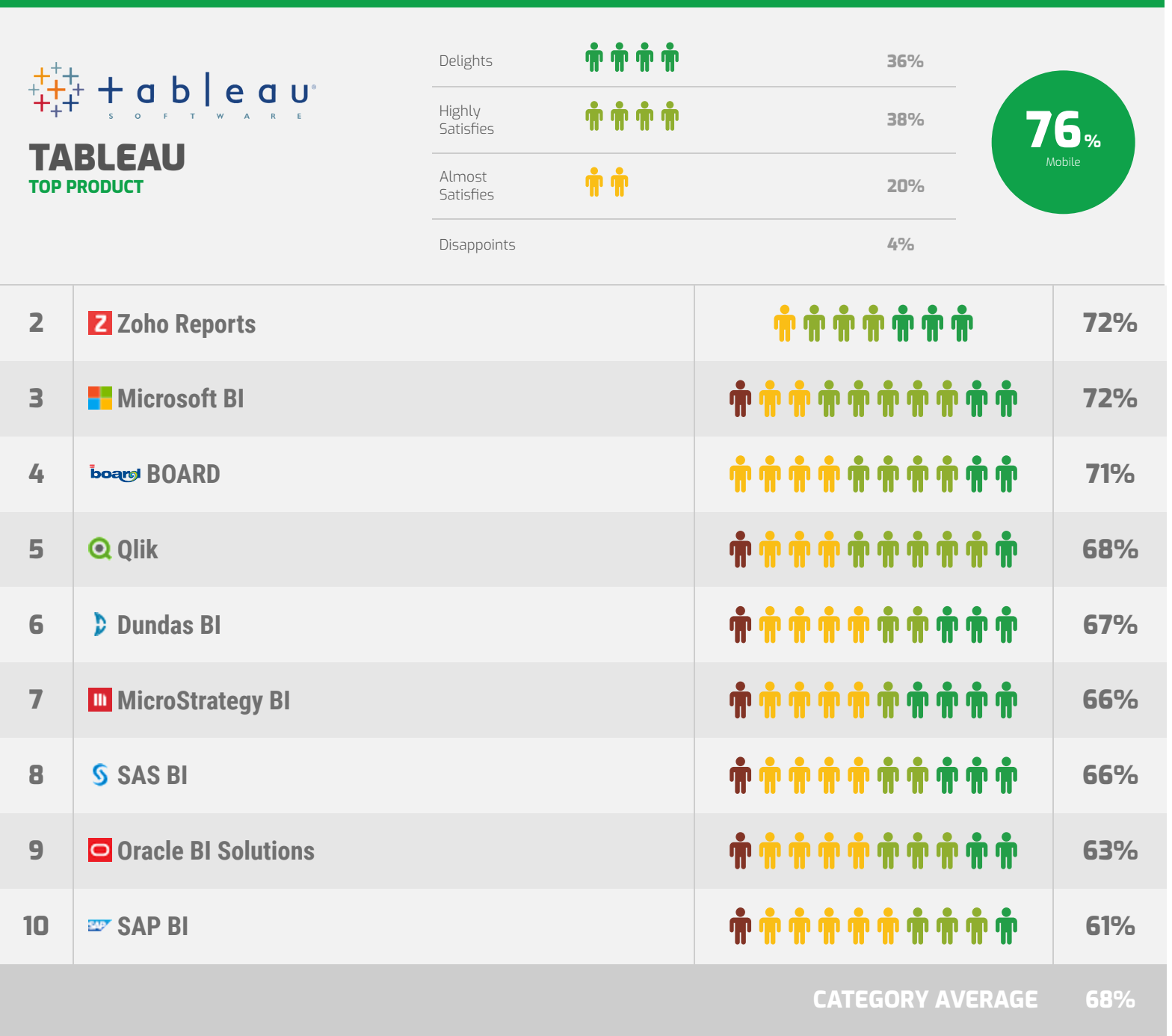
Metadata Management

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.



Mobile

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

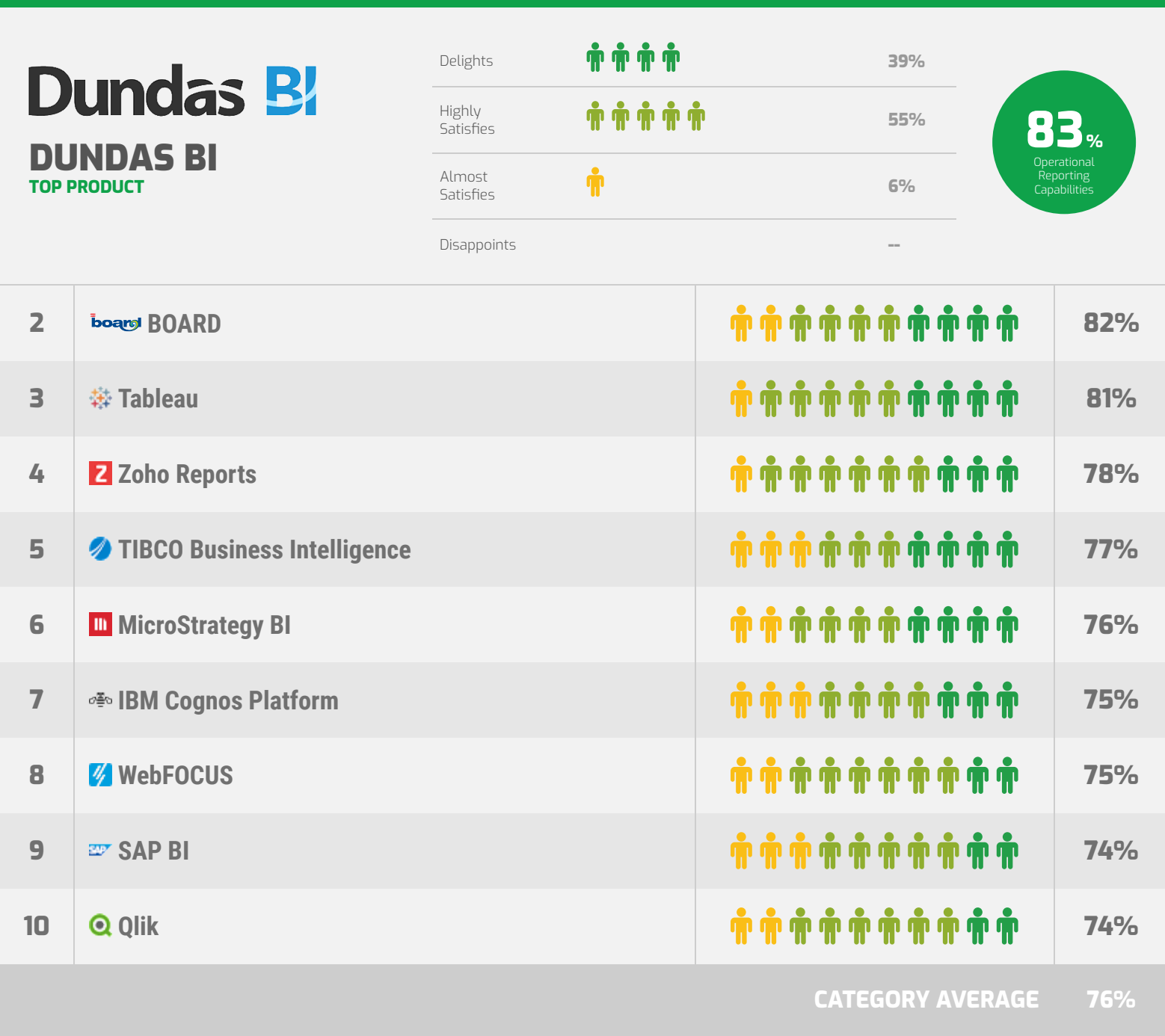


Product Feature Satisfaction

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.

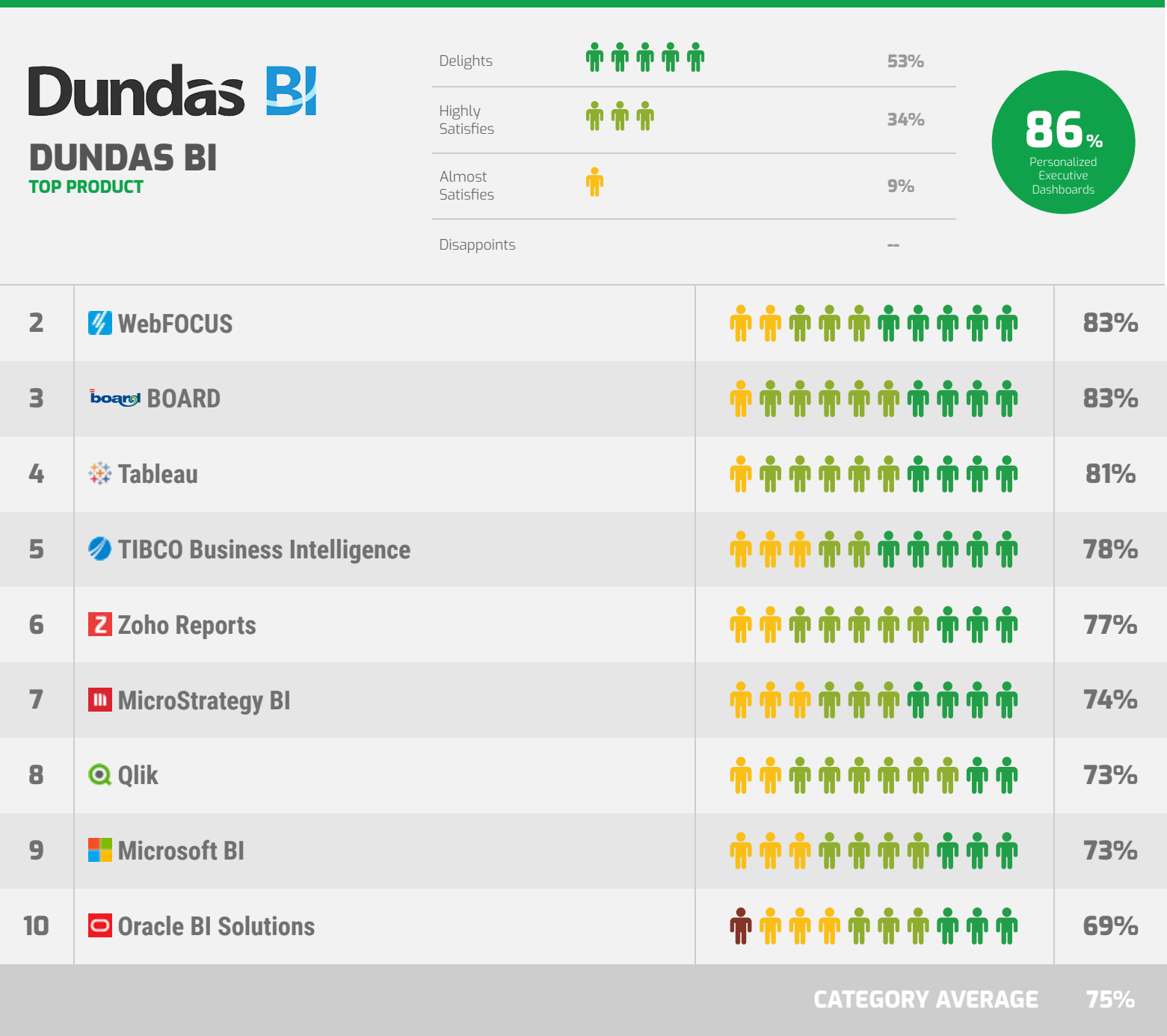
Operational Reporting Capabilities

Real-time detailed reporting to support operational business processes.



Personalized Executive Dashboards

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

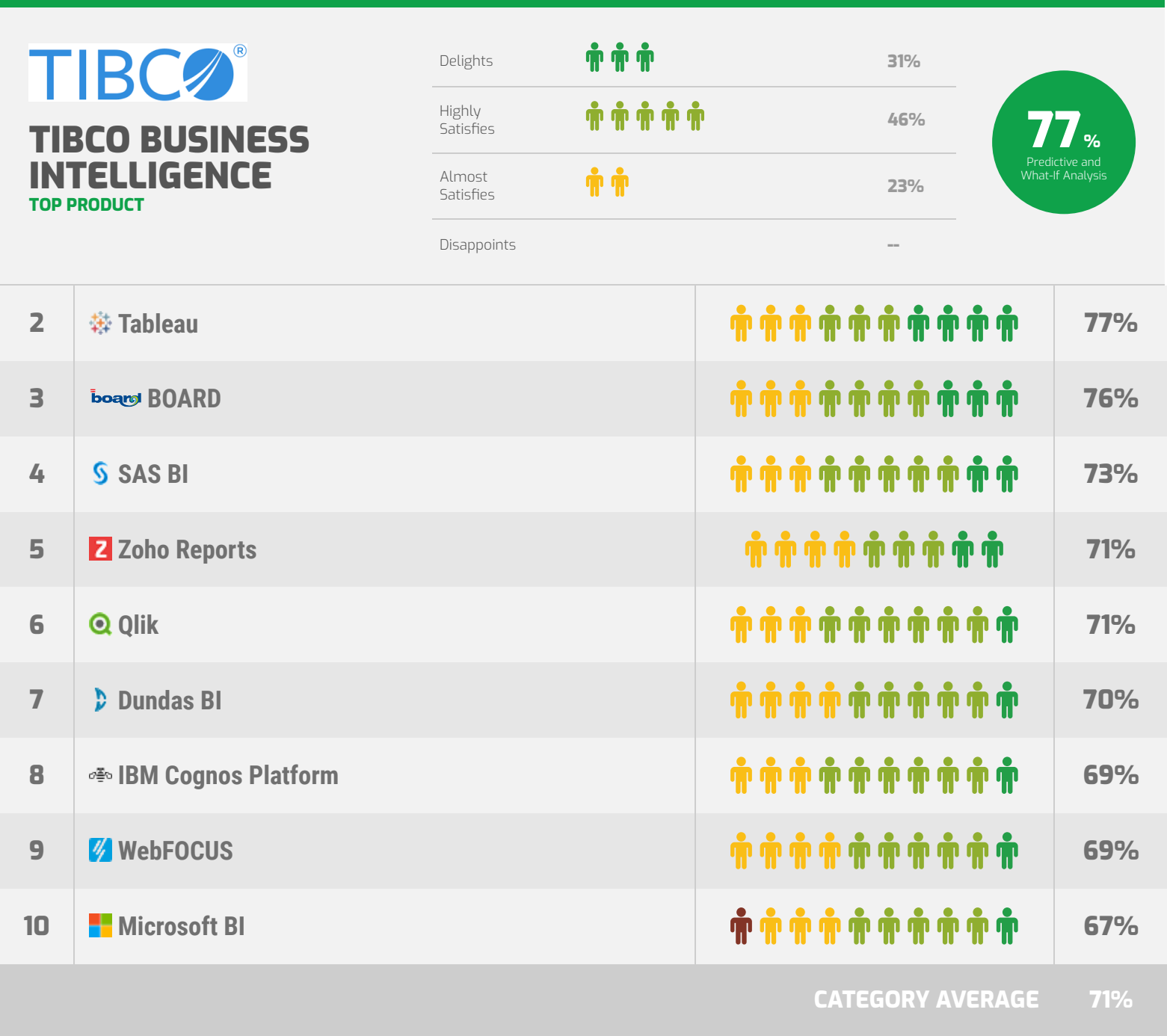


Product Feature Satisfaction

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.

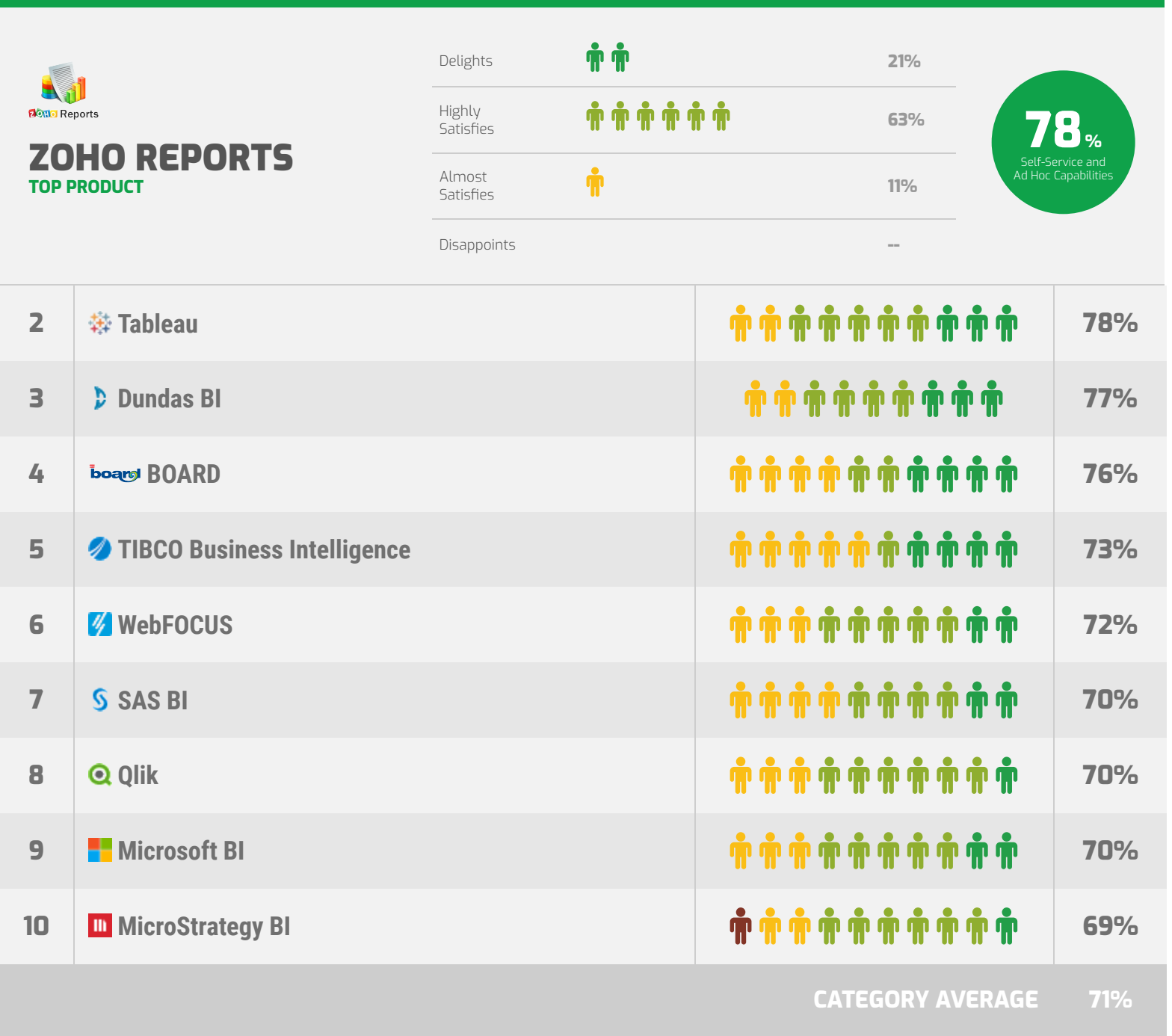
Predictive and What-If Analysis

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



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.



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 FOOTPRINT
POSITIVE NEGATIVE



VENDOR	NET EMOTIONAL FOOTPRINT	NET EMOTIONAL FOOTPRINT DISTRIBUTION	STRONGEST POSITIVE EMOTIONS			STRONGEST NEGATIVE EMOTIONS		
 Dundas BI	+86 😊	<div><div></div><div></div><div></div><div></div><div></div></div> <div>2% NEGATIVE88% POSITIVE</div>	INCLUDES PRODUCT ENHANCEMENTS97%	INTEGRITY96%	CONTINUALLY IMPROVING94%	WASTES TIME6%	PERFORMANCE RESTRICTING6%	VENDOR'S INTEREST FIRST4%
 WebFOCUS	+79 😊	<div><div></div><div></div><div></div><div></div><div></div></div> <div>2% NEGATIVE81% POSITIVE</div>	RESPECTFUL91%	EFFICIENT91%	EFFECTIVE91%	DESPISED9%	CHARGES FOR PRODUCT ENHANCEMENTS9%	ROADBLOCK TO INNOVATION9%
 Tableau	+78 😊	<div><div></div><div></div><div></div><div></div><div></div></div> <div>3% NEGATIVE81% POSITIVE</div>	PERFORMANCE ENHANCING90%	ENABLES PRODUCTIVITY90%	CONTINUALLY IMPROVING89%	OVER PROMISED10%	GREEDY8%	HARDBALL TACTICS7%
 Zoho Reports	+76 😊	<div><div></div><div></div><div></div><div></div><div></div></div> <div>4% NEGATIVE80% POSITIVE</div>	ENABLES PRODUCTIVITY100%	SECURITY PROTECTS91%	RELIABLE91%	VENDOR'S INTEREST FIRST17%	VENDOR FRIENDLY POLICIES14%	FRUSTRATING13%
 Qlik	+75 😊	<div><div></div><div></div><div></div><div></div><div></div></div> <div>3% NEGATIVE78% POSITIVE</div>	TRUSTWORTHY90%	FAIR85%	ENABLES PRODUCTIVITY84%	OVER PROMISED10%	ROADBLOCK TO INNOVATION8%	HARDBALL TACTICS7%
 BOARD	+73 😊	<div><div></div><div></div><div></div><div></div><div></div></div> <div>5% NEGATIVE78% POSITIVE</div>	PERFORMANCE ENHANCING92%	RESPECTFUL91%	ENABLES PRODUCTIVITY88%	OVER PROMISED40%	COMMODITY FEATURES17%	HARDBALL TACTICS15%
 MicroStrategy BI	+73 😊	<div><div></div><div></div><div></div><div></div><div></div></div> <div>5% NEGATIVE78% POSITIVE</div>	RESPECTFUL91%	ENABLES PRODUCTIVITY88%	TRUSTWORTHY86%	VENDOR'S INTEREST FIRST29%	OVER PROMISED21%	HARDBALL TACTICS14%
 TIBCO Business Intelligence	+65 😊	<div><div></div><div></div><div></div><div></div><div></div></div> <div>10% NEGATIVE75% POSITIVE</div>	INTEGRITY93%	PERFORMANCE ENHANCING93%	ENABLES PRODUCTIVITY93%	OVER PROMISED25%	LEVERAGES INCUMBENT STATUS21%	SELFISH20%
 SAS BI	+57 😐	<div><div></div><div></div><div></div><div></div><div></div></div> <div>10% NEGATIVE67% POSITIVE</div>	TRANSPARENT82%	UNIQUE FEATURES79%	SECURITY PROTECTS79%	VENDOR FRIENDLY POLICIES33%	FRUSTRATING25%	DESPISED20%
 Microsoft BI	+56 😐	<div><div></div><div></div><div></div><div></div><div></div></div> <div>13% NEGATIVE69% POSITIVE</div>	HELPS INNOVATE80%	RESPECTFUL80%	CONTINUALLY IMPROVING78%	OVER PROMISED29%	GREEDY22%	VENDOR'S INTEREST FIRST18%

Emotional Footprint Summary

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EMOTIONAL SPECTRUM SCALE



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



VENDOR	NET EMOTIONAL FOOTPRINT	NET EMOTIONAL FOOTPRINT DISTRIBUTION	STRONGEST POSITIVE EMOTIONS	STRONGEST NEGATIVE EMOTIONS
IBM Cognos Platform	+51 😐	<div><div></div><div></div><div></div><div></div><div></div></div> <div>9% NEGATIVE60% POSITIVE</div>	<div>ENABLES PRODUCTIVITY80%</div> <div>RESPECTFUL79%</div> <div>RELIABLE74%</div>	<div>OVER PROMISED35%</div> <div>VENDOR'S INTEREST FIRST19%</div> <div>GREEDY15%</div>
SAP BI	+46 😐	<div><div></div><div></div><div></div><div></div><div></div></div> <div>12% NEGATIVE58% POSITIVE</div>	<div>RESPECTFUL75%</div> <div>RELIABLE72%</div> <div>PERFORMANCE ENHANCING72%</div>	<div>HARDBALL TACTICS23%</div> <div>VENDOR'S INTEREST FIRST23%</div> <div>WASTES TIME21%</div>
Oracle BI Solutions	+38 😞	<div><div></div><div></div><div></div><div></div><div></div></div> <div>19% NEGATIVE57% POSITIVE</div>	<div>RESPECTFUL87%</div> <div>SECURITY PROTECTS70%</div> <div>PERFORMANCE ENHANCING70%</div>	<div>OVER PROMISED36%</div> <div>VENDOR'S INTEREST FIRST36%</div> <div>CHARGES FOR PRODUCT ENHANCEMENTS35%</div>
VENDORS WITH INSUFFICIENT DATA				
Pentaho	+58 😐	<div><div></div><div></div><div></div><div></div><div></div></div> <div>11% NEGATIVE69% POSITIVE</div>	<div>APPRECIATES INCUMBENT STATUS100%</div> <div>RESPECTFUL100%</div> <div>TRUSTWORTHY100%</div>	<div>GREEDY100%</div> <div>DECEPTIVE50%</div> <div>CHARGES FOR PRODUCT ENHANCEMENTS25%</div>
SurveyMonkey	+87 😊	<div><div></div><div></div><div></div><div></div><div></div></div> <div>-- NEGATIVE87% POSITIVE</div>	<div>RESPECTFUL100%</div> <div>EFFICIENT100%</div> <div>EFFECTIVE100%</div>	
Birst BI Platform	+57 😐	<div><div></div><div></div><div></div><div></div><div></div></div> <div>6% NEGATIVE63% POSITIVE</div>	<div>TRUSTWORTHY75%</div> <div>INTEGRITY75%</div> <div>FAIR75%</div>	<div>VENDOR'S INTEREST FIRST50%</div> <div>DECEPTIVE50%</div> <div>OVER PROMISED50%</div>
Alteryx	+94 😊	<div><div></div><div></div><div></div><div></div><div></div></div> <div>1% NEGATIVE95% POSITIVE</div>	<div>INSPIRING100%</div> <div>INCLUDES PRODUCT ENHANCEMENTS100%</div> <div>HELPS INNOVATE100%</div>	<div>OVER PROMISED33%</div>
Yellowfin	+48 😐	<div><div></div><div></div><div></div><div></div><div></div></div> <div>26% NEGATIVE74% POSITIVE</div>	<div>INSPIRING75%</div> <div>INCLUDES PRODUCT ENHANCEMENTS75%</div> <div>HELPS INNOVATE75%</div>	<div>DECEPTIVE33%</div> <div>GREEDY33%</div> <div>HARDBALL TACTICS33%</div>
1010data Analytical Platform	+94 😊	<div><div></div><div></div><div></div><div></div><div></div></div> <div>-- NEGATIVE94% POSITIVE</div>	<div>HELPS INNOVATE100%</div> <div>CONTINUALLY IMPROVING100%</div> <div>SAVES TIME100%</div>	

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.

EMOTIONAL SPECTRUM SCALE



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



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

1	Dundas BI	+94 😊	 DISTRIBUTION -- 6% 94%
2	MicroStrategy BI	+91 😊	 DISTRIBUTION -- 9% 91%
3	BOARD	+91 😊	 DISTRIBUTION -- 9% 91%
4	WebFOCUS	+91 😊	 DISTRIBUTION -- 9% 91%
5	Tableau	+88 😊	 DISTRIBUTION -- 12% 88%
6	Zoho Reports	+83 😊	 DISTRIBUTION 4% 9% 87%
7	TIBCO Business Intelligence	+82 😊	 DISTRIBUTION 6% 6% 88%
8	Qlik	+81 😊	 DISTRIBUTION 2% 14% 83%
9	Oracle BI Solutions	+80 😊	 DISTRIBUTION 7% 7% 87%
10	IBM Cognos Platform	+79 😊	 DISTRIBUTION -- 21% 79%
CATEGORY AVERAGE		+82 😊	 DISTRIBUTION 2% 14% 84%

Emotional Footprint

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EMOTIONAL SPECTRUM SCALE



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



Service Experience Bureaucratic vs. Efficient

1	Dundas BI	+90 😊	 DISTRIBUTION -- 10% 90%
2	WebFOCUS	+82 😊	 DISTRIBUTION 9% -- 91%
3	BOARD	+79 😊	 DISTRIBUTION 4% 13% 83%
4	MicroStrategy BI	+78 😊	 DISTRIBUTION -- 22% 78%
5	Qlik	+76 😊	 DISTRIBUTION 5% 14% 81%
6	Zoho Reports	+74 😊	 DISTRIBUTION 4% 17% 78%
7	Tableau	+72 😊	 DISTRIBUTION 4% 20% 76%
8	TIBCO Business Intelligence	+62 😊	 DISTRIBUTION 13% 13% 75%
9	Microsoft BI	+59 😐	 DISTRIBUTION 13% 15% 72%
10	SAS BI	+50 😐	 DISTRIBUTION 13% 25% 63%
CATEGORY AVERAGE		+65 😊	 DISTRIBUTION 9% 18% 73%

Service Experience Neglectful vs. Caring

1	WebFOCUS	+91 😊	 DISTRIBUTION -- 9% 91%
2	Dundas BI	+84 😊	 DISTRIBUTION -- 16% 84%
3	Qlik	+79 😊	 DISTRIBUTION -- 21% 79%
4	MicroStrategy BI	+78 😊	 DISTRIBUTION -- 22% 78%
5	Tableau	+77 😊	 DISTRIBUTION 2% 18% 79%
6	TIBCO Business Intelligence	+75 😊	 DISTRIBUTION 6% 13% 81%
7	BOARD	+74 😊	 DISTRIBUTION 9% 9% 83%
8	Zoho Reports	+56 😐	 DISTRIBUTION 9% 26% 65%
9	Microsoft BI	+50 😐	 DISTRIBUTION 15% 20% 65%
10	Oracle BI Solutions	+44 😐	 DISTRIBUTION 13% 30% 57%
CATEGORY AVERAGE		+62 😊	 DISTRIBUTION 8% 23% 70%

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.

EMOTIONAL SPECTRUM SCALE



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



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 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 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

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.

EMOTIONAL SPECTRUM SCALE



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



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

1	Dundas BI	+96	 DISTRIBUTION -- 4% 96%
2	WebFOCUS	+90	 DISTRIBUTION -- 10% 90%
3	TIBCO Business Intelligence	+86	 DISTRIBUTION 7% -- 93%
4	MicroStrategy BI	+86	 DISTRIBUTION -- 14% 86%
5	Zoho Reports	+86	 DISTRIBUTION -- 14% 86%
6	Tableau	+82	 DISTRIBUTION 5% 8% 87%
7	Qlik	+80	 DISTRIBUTION -- 20% 80%
8	BOARD	+76	 DISTRIBUTION 5% 14% 81%
9	IBM Cognos Platform	+66	 DISTRIBUTION -- 34% 66%
10	Microsoft BI	+61	 DISTRIBUTION 9% 20% 70%
CATEGORY AVERAGE		+72	 DISTRIBUTION 5% 18% 77%

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.

EMOTIONAL SPECTRUM SCALE



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



Conflict Resolution Vendor Friendly Policies vs. Client Friendly Policies

1	Dundas BI	+93 😄	 DISTRIBUTION -- 7% 93%
2	Qlik	+81 😄	 DISTRIBUTION 2% 15% 83%
3	MicroStrategy BI	+81 😄	 DISTRIBUTION -- 19% 81%
4	board BOARD	+81 😄	 DISTRIBUTION 5% 10% 86%
5	TIBCO Business Intelligence	+80 😄	 DISTRIBUTION 7% 7% 87%
6	Tableau	+80 😄	 DISTRIBUTION 4% 12% 84%
7	WebFOCUS	+70 😄	 DISTRIBUTION -- 30% 70%
8	Zoho Reports	+68 😄	 DISTRIBUTION 14% 5% 82%
9	Microsoft BI	+52 😐	 DISTRIBUTION 17% 15% 69%
10	IBM Cognos Platform	+47 😐	 DISTRIBUTION 9% 34% 56%
CATEGORY AVERAGE		+63 😄	 DISTRIBUTION 10% 16% 73%

Conflict Resolution Selfish vs. Altruistic

1	Dundas BI	+86 😄	 DISTRIBUTION -- 14% 86%
2	Tableau	+73 😄	 DISTRIBUTION 5% 17% 78%
3	board BOARD	+71 😄	 DISTRIBUTION 5% 19% 76%
4	Qlik	+71 😄	 DISTRIBUTION -- 29% 71%
5	MicroStrategy BI	+67 😄	 DISTRIBUTION -- 33% 67%
6	Zoho Reports	+63 😄	 DISTRIBUTION 5% 27% 68%
7	WebFOCUS	+60 😐	 DISTRIBUTION -- 40% 60%
8	TIBCO Business Intelligence	+60 😐	 DISTRIBUTION 20% -- 80%
9	IBM Cognos Platform	+47 😐	 DISTRIBUTION 6% 41% 53%
10	Microsoft BI	+46 😐	 DISTRIBUTION 13% 28% 59%
CATEGORY AVERAGE		+58 😐	 DISTRIBUTION 7% 28% 65%

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.

EMOTIONAL SPECTRUM SCALE



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



Conflict Resolution Big Fat Liars vs. Trustworthy

1	Qlik	+90 😄	 DISTRIBUTION -- 10% 90%
2	WebFOCUS	+90 😄	 DISTRIBUTION -- 10% 90%
3	Dundas BI	+89 😄	 DISTRIBUTION 4% 4% 93%
4	Zoho Reports	+86 😄	 DISTRIBUTION -- 14% 86%
5	MicroStrategy BI	+86 😄	 DISTRIBUTION -- 14% 86%
6	Tableau	+85 😄	 DISTRIBUTION 1% 13% 86%
7	BOARD	+81 😄	 DISTRIBUTION 5% 10% 86%
8	TIBCO Business Intelligence	+73 😊	 DISTRIBUTION 7% 13% 80%
9	SAS BI	+73 😊	 DISTRIBUTION -- 27% 73%
10	IBM Cognos Platform	+60 😐	 DISTRIBUTION 3% 34% 63%
CATEGORY AVERAGE		+73 😊	 DISTRIBUTION 4% 18% 78%

Conflict Resolution Unfair vs. Fair

1	WebFOCUS	+90 😄	 DISTRIBUTION -- 10% 90%
2	BOARD	+86 😄	 DISTRIBUTION -- 14% 86%
3	MicroStrategy BI	+86 😄	 DISTRIBUTION -- 14% 86%
4	Qlik	+85 😄	 DISTRIBUTION -- 15% 85%
5	Dundas BI	+82 😄	 DISTRIBUTION 4% 11% 86%
6	Tableau	+80 😊	 DISTRIBUTION 4% 12% 84%
7	Zoho Reports	+77 😊	 DISTRIBUTION -- 23% 77%
8	TIBCO Business Intelligence	+73 😊	 DISTRIBUTION 7% 13% 80%
9	Microsoft BI	+65 😊	 DISTRIBUTION 9% 17% 74%
10	IBM Cognos Platform	+63 😊	 DISTRIBUTION 3% 31% 66%
CATEGORY AVERAGE		+69 😊	 DISTRIBUTION 5% 20% 74%

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.

EMOTIONAL SPECTRUM SCALE



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



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

1	Dundas BI	+91 😊	 DISTRIBUTION -- 9% 91%
2	Zoho Reports	+83 😊	 DISTRIBUTION -- 17% 83%
3	WebFOCUS	+67 😊	 DISTRIBUTION -- 33% 67%
4	Qlik	+66 😊	 DISTRIBUTION 3% 28% 69%
5	MicroStrategy BI	+65 😊	 DISTRIBUTION 14% 7% 79%
6	Tableau	+60 😐	 DISTRIBUTION 8% 23% 68%
7	SAS BI	+55 😐	 DISTRIBUTION 18% 9% 73%
8	BOARD	+55 😐	 DISTRIBUTION 5% 35% 60%
9	TIBCO Business Intelligence	+41 😐	 DISTRIBUTION 17% 25% 58%
10	Microsoft BI	+37 😐	 DISTRIBUTION 22% 18% 59%
CATEGORY AVERAGE		+50 😐	 DISTRIBUTION 12% 25% 62%

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EMOTIONAL SPECTRUM SCALE



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



Negotiation and Contract Deceptive vs. Transparent

1	Zoho Reports	+83	 DISTRIBUTION -- 17% 83%
2	Dundas BI	+83	 DISTRIBUTION 4% 9% 87%
3	Qlik	+80	 DISTRIBUTION 3% 14% 83%
4	WebFOCUS	+78	 DISTRIBUTION -- 22% 78%
5	SAS BI	+73	 DISTRIBUTION 9% 9% 82%
6	MicroStrategy BI	+72	 DISTRIBUTION 7% 14% 79%
7	BOARD	+70	 DISTRIBUTION 5% 20% 75%
8	TIBCO Business Intelligence	+67	 DISTRIBUTION 8% 17% 75%
9	Tableau	+67	 DISTRIBUTION 4% 25% 71%
10	IBM Cognos Platform	+46	 DISTRIBUTION 12% 31% 58%
CATEGORY AVERAGE		+59	 DISTRIBUTION 9% 24% 68%

Negotiation and Contract Over Promised vs. Under Promised

1	SAS BI	+73	 DISTRIBUTION -- 27% 73%
2	WebFOCUS	+67	 DISTRIBUTION -- 33% 67%
3	Dundas BI	+57	 DISTRIBUTION 4% 35% 61%
4	Tableau	+57	 DISTRIBUTION 10% 23% 67%
5	Qlik	+52	 DISTRIBUTION 10% 28% 62%
6	Zoho Reports	+44	 DISTRIBUTION 6% 44% 50%
7	TIBCO Business Intelligence	+42	 DISTRIBUTION 25% 8% 67%
8	MicroStrategy BI	+29	 DISTRIBUTION 21% 29% 50%
9	Microsoft BI	+22	 DISTRIBUTION 29% 20% 51%
10	SAP BI	+15	 DISTRIBUTION 20% 45% 35%
CATEGORY AVERAGE		+35	 DISTRIBUTION 19% 27% 54%

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POSITIVE NEGATIVE



Negotiation and Contract Vendor's Interest First vs. Client's Interest First

1	Dundas BI	+87 😊	 DISTRIBUTION 4% 4% 91%
2	Qlik	+79 😊	 DISTRIBUTION -- 21% 79%
3	WebFOCUS	+78 😊	 DISTRIBUTION -- 22% 78%
4	SAS BI	+73 😊	 DISTRIBUTION -- 27% 73%
5	Tableau	+69 😊	 DISTRIBUTION 4% 23% 73%
6	TIBCO Business Intelligence	+58 😐	 DISTRIBUTION 17% 8% 75%
7	Zoho Reports	+50 😐	 DISTRIBUTION 17% 17% 67%
8	board BOARD	+50 😐	 DISTRIBUTION 5% 40% 55%
9	Microsoft BI	+39 😞	 DISTRIBUTION 18% 24% 57%
10	IBM Cognos Platform	+35 😞	 DISTRIBUTION 19% 27% 54%
CATEGORY AVERAGE		+50 😐	 DISTRIBUTION 13% 23% 64%

Negotiation and Contract Hardball Tactics vs. Friendly Negotiation

1	Dundas BI	+91 😊	 DISTRIBUTION -- 9% 91%
2	WebFOCUS	+78 😊	 DISTRIBUTION -- 22% 78%
3	Qlik	+72 😊	 DISTRIBUTION 7% 14% 79%
4	Zoho Reports	+66 😊	 DISTRIBUTION 6% 22% 72%
5	Tableau	+66 😊	 DISTRIBUTION 7% 21% 73%
6	SAS BI	+64 😊	 DISTRIBUTION 9% 18% 73%
7	board BOARD	+55 😐	 DISTRIBUTION 15% 15% 70%
8	TIBCO Business Intelligence	+50 😐	 DISTRIBUTION 8% 33% 58%
9	IBM Cognos Platform	+50 😐	 DISTRIBUTION 8% 35% 58%
10	MicroStrategy BI	+50 😐	 DISTRIBUTION 14% 21% 64%
CATEGORY AVERAGE		+55 😐	 DISTRIBUTION 12% 21% 67%

Emotional Footprint

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POSITIVE NEGATIVE



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

1	Dundas BI	+88 😊	DISTRIBUTION 3% 6% 91%
2	BOARD	+83 😊	DISTRIBUTION -- 17% 83%
3	Tableau	+81 😊	DISTRIBUTION 2% 15% 83%
4	MicroStrategy BI	+79 😊	DISTRIBUTION 4% 13% 83%
5	Zoho Reports	+77 😊	DISTRIBUTION 9% 5% 86%
6	WebFOCUS	+73 😊	DISTRIBUTION 9% 9% 82%
7	Qlik	+72 😊	DISTRIBUTION 8% 13% 80%
8	Microsoft BI	+70 😊	DISTRIBUTION 10% 10% 80%
9	SAS BI	+66 😊	DISTRIBUTION 7% 20% 73%
10	IBM Cognos Platform	+61 😊	DISTRIBUTION 6% 27% 67%
CATEGORY AVERAGE		+70 😊	DISTRIBUTION 7% 16% 77%

Emotional Footprint

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POSITIVE NEGATIVE



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%

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



Strategy and Innovation Leverages Incumbent Status vs. Appreciates Incumbent Status

1	Dundas BI	+91 😄	 DISTRIBUTION 3% 3% 94%
2	BOARD	+87 😄	 DISTRIBUTION -- 13% 87%
3	WebFOCUS	+82 😄	 DISTRIBUTION -- 18% 82%
4	Tableau	+81 😄	 DISTRIBUTION 1% 17% 82%
5	Qlik	+75 😊	 DISTRIBUTION -- 25% 75%
6	Zoho Reports	+72 😊	 DISTRIBUTION 5% 18% 77%
7	MicroStrategy BI	+56 😊	 DISTRIBUTION 9% 26% 65%
8	Microsoft BI	+53 😊	 DISTRIBUTION 12% 23% 65%
9	SAS BI	+53 😊	 DISTRIBUTION -- 47% 53%
10	Oracle BI Solutions	+45 😊	 DISTRIBUTION 13% 29% 58%
CATEGORY AVERAGE		+64 😊	 DISTRIBUTION 7% 23% 70%

Strategy and Innovation Despised vs. Inspiring

1	Dundas BI	+91 😄	 DISTRIBUTION -- 9% 91%
2	Tableau	+83 😄	 DISTRIBUTION 2% 13% 85%
3	BOARD	+83 😄	 DISTRIBUTION -- 17% 83%
4	Zoho Reports	+77 😊	 DISTRIBUTION -- 23% 77%
5	MicroStrategy BI	+74 😊	 DISTRIBUTION 4% 17% 78%
6	WebFOCUS	+73 😊	 DISTRIBUTION 9% 9% 82%
7	Qlik	+73 😊	 DISTRIBUTION -- 28% 73%
8	TIBCO Business Intelligence	+72 😊	 DISTRIBUTION 7% 14% 79%
9	Microsoft BI	+57 😊	 DISTRIBUTION 15% 13% 72%
10	SAP BI	+45 😊	 DISTRIBUTION 6% 43% 51%
CATEGORY AVERAGE		+65 😊	 DISTRIBUTION 7% 22% 72%

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POSITIVE NEGATIVE



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	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%

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POSITIVE NEGATIVE



Product Impact Restricts Productivity vs. Enables Productivity

1	Zoho Reports	+100 😄	 DISTRIBUTION -- 100%
2	WebFOCUS	+90 😄	 DISTRIBUTION -- 10% 90%
3	Tableau	+89 😄	 DISTRIBUTION 1% 9% 90%
4	BOARD	+88 😄	 DISTRIBUTION -- 13% 88%
5	TIBCO Business Intelligence	+86 😄	 DISTRIBUTION 7% -- 93%
6	Dundas BI	+85 😄	 DISTRIBUTION 3% 9% 88%
7	MicroStrategy BI	+84 😄	 DISTRIBUTION 4% 8% 88%
8	Qlik	+82 😄	 DISTRIBUTION 2% 13% 84%
9	IBM Cognos Platform	+77 😄	 DISTRIBUTION 3% 17% 80%
10	Microsoft BI	+69 😄	 DISTRIBUTION 8% 15% 77%
CATEGORY AVERAGE		+78 😄	 DISTRIBUTION 4% 13% 83%

Product Impact Performance Restricting vs. Performance Enhancing

1	BOARD	+92 😄	 DISTRIBUTION -- 8% 92%
2	WebFOCUS	+90 😄	 DISTRIBUTION -- 10% 90%
3	Tableau	+88 😄	 DISTRIBUTION 2% 8% 90%
4	TIBCO Business Intelligence	+86 😄	 DISTRIBUTION 7% -- 93%
5	Zoho Reports	+83 😄	 DISTRIBUTION -- 17% 83%
6	Dundas BI	+78 😄	 DISTRIBUTION 6% 9% 84%
7	MicroStrategy BI	+75 😄	 DISTRIBUTION 8% 8% 83%
8	Microsoft BI	+68 😄	 DISTRIBUTION 7% 18% 75%
9	Qlik	+67 😄	 DISTRIBUTION 4% 24% 71%
10	SAP BI	+67 😄	 DISTRIBUTION 5% 23% 72%
CATEGORY AVERAGE		+75 😄	 DISTRIBUTION 5% 15% 80%

Emotional Footprint

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POSITIVE NEGATIVE



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%