

The BI Survey 19

The voice of the BI and analytics community

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

Zoho Analytics



The BI Survey 19 Zoho Analytics Highlights Dashboard



KPI results

11 top-rankings
and
47 leading
positions
in 5 different
peer groups.

SURVEY19



Recommendation

100%
of surveyed users
would **recommend***
Zoho Analytics.

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

SURVEY19



Problems

59%
of surveyed users
report **no significant
problems** in the use of
Zoho Analytics.*

* Compared to 41% for the average
BI tool.

SURVEY19



Price-performance

80%
of surveyed users chose
Zoho Analytics because
of its **price-performance
ratio**.*

* Compared to 42% for the average
BI tool.

SURVEY19



Price-to-value

100%
of surveyed users rate
Zoho Analytics' **price-to-
value** as **excellent, good
or satisfactory**. *

* Compared to 85% for the average
BI tool.

SURVEY19



Dashboards

97%
of surveyed users rate
Zoho Analytics'
**functionality for
creating dashboards** as
excellent or good. *

* Compared to 80% for the average
BI tool.

SURVEY19



Peer Group Embedded analytics-focused products

1. Top-ranked in

Project success
Project length
Recommendation
Product satisfaction
Ease of use



Leader in

Business value
Price-to-value
Customer satisfaction
Flexibility
Performance satisfaction
Cloud BI
Mobile BI
Competitive win rate

Peer Group Dashboarding- focused products

1. Top-ranked in

Project length
Recommendation
Ease of use
.....



Leader in

Project success
Business value
Price-to-value
Product satisfaction
Customer satisfaction
Query performance
Performance satisfaction
Cloud BI
Mobile BI
Competitive win rate

Summary

Zoho Analytics receives great feedback in The BI Survey this year. The vendor scores an impressive 11 top-rankings and 47 leading positions across 5 different peer groups. Especially notable is the fact that 59 percent of customers state that they experience no significant problems at all when using Zoho Analytics. The implementation of the product takes a median of one month – the fastest median value of all the products featured in The BI Survey 19. Quick implementations combined with excellent customer feedback on price-to-value and product satisfaction convince Zoho Analytics customers to act as recommenders. Every single user responding to this year's survey said they would definitely or probably recommend the solution to others.



Peer Group Ad hoc reporting- focused products

1. Top-ranked in

Project length

.....

Leader in

Project success

Business value

Price-to-value

Recommendation

Product satisfaction

Customer satisfaction

Flexibility

Ease of use

Performance satisfaction

Cloud BI

Mobile BI

Peer Group EMEA-focused vendors

1. Top-ranked in

Project length

.....

Leader in

Project success

Price-to-value

Recommendation

Product satisfaction

Ease of use

Performance satisfaction

Cloud BI

Mobile BI

Embedded BI

Dashboards

Peer Group Americas-focused vendors

1. Top-ranked in

Project length

.....

Leader in

Project success

Price-to-value

Recommendation

Product satisfaction

Ease of use

Cloud BI

Mobile BI

Competitive win rate



Customer Quotes

Easy to use, great dashboards, excellent customer service. Does not take a lot of time to administer.

 BI-SURVEY.com

Person responsible/Project manager for BI from IT department, public sector, >2,500 employees

Excellent platform for gathering disparate data across hybrid data sources that offers visibility, control and clear audit trail. Simple to use without needing expensive technical support.

 BI-SURVEY.com

CIO/Head of IT, manufacturing, 100-2,500 employees

It's an excellent and user friendly tool. The support is excellent. A tool that any organization would like to have for its reporting and data teams to ease their quality of work and improve efficiency.

 BI-SURVEY.com

Person responsible/Project manager for departmental BI, healthcare, 100-2,500 employees

I love Analytics. It's simple, fast and powerful.

 BI-SURVEY.com

CIO/Head of IT, process industry, 100-2,500 employees

Good solution for us, we can see every day how are we, where we are, and with this data we can take business decisions.

 BI-SURVEY.com

COO, services, <100 employees



Zoho Analytics overview

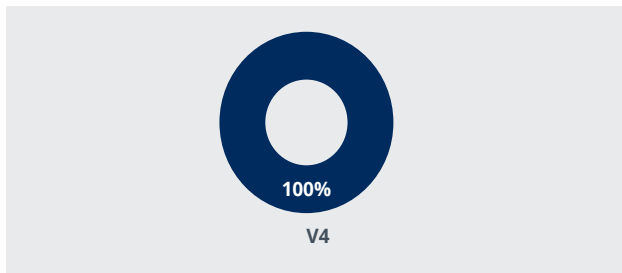
Zoho Corporation began life in 1996 as a software company focused on building network management products called Adventnet, Inc. The company was renamed in 2009 and now operates three distinct divisions including Zoho, which is focused on developing and selling a suite of business applications. Zoho Corporation has never accepted venture capital investment, remains privately held and is led by co-founder and CEO Sridhar Vembu.

Headquartered in Chennai, India, Zoho currently has two other offices in India as well as sites in the United States (two offices), China, Mexico, Australia, Netherlands, United Arab Emirates, Japan and Singapore. The company employs around 8,000 people.

Across its suite of over 45 business applications - which includes solutions for CRM, project management, book keeping, human resource management, analytics, marketing, support - Zoho claims to have 50 million users worldwide, representing a 100 percent increase within the last 2 years.

Versions used

n=31



Zoho Analytics is the BI component of the Zoho business suite, and was first released in 2009. The software targets business users. Ease of use is a key selling point of the product, which employs an intuitive drag-and-drop interface so users can easily adapt to it. Moreover, Zoho recently released a smart AI assistant called Zia, which adds natural language processing and machine learning capabilities to Zoho Analytics.

Zoho Analytics was built for the cloud and is hosted in Zoho-owned data centers in the United States, Europe, India, Australia and China. Recently, the vendor introduced an on-premises version of Zoho Analytics, which can also be run on AWS, Microsoft Azure or Google Cloud. The product can be embedded too, to provide self-service analytics in other applications.

Zoho Analytics customer responses

This year we had 31 responses from Zoho Analytics users. At the time of the survey, all of them were using version 4.

Introduction



THE BI SURVEY 19

The BI Survey 19 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted from March to June 2019. In total, 3,021 people responded to the survey with 2,477 answering a series of detailed questions about their use of a named product. Altogether, 36 products (or groups of products) are analyzed in detail.

The BI Survey 19 examines user feedback on BI product selection and usage across 34 criteria (KPIs) including business benefits, project success, business value, recommendation, customer satisfaction, customer experience, innovation and competitiveness.

This document contains just a selection of the headline findings for Zoho Analytics. It does not show all the KPI results and focuses mainly on the positive findings.

For more information on the survey, visit [The BI Survey website](#).



User and Use Case Demographics

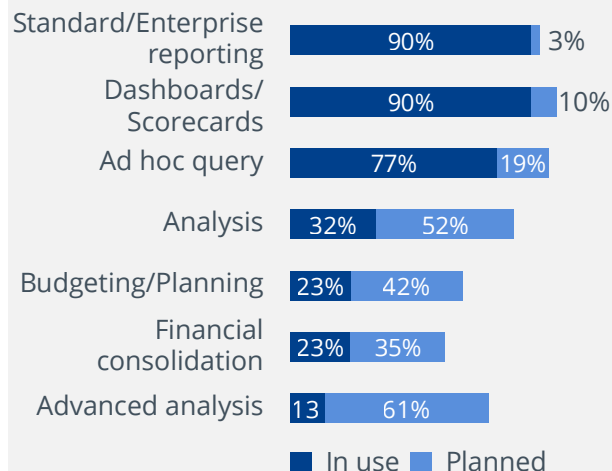
BARC Comment

Zoho Analytics is a self-service BI and analytics solution which targets business users with a drag-and-drop user interface. It is mostly used for standard/enterprise reporting and dashboard creation, as reported by 90 percent of respondents. Two years ago, only 63 percent were using Zoho for dashboards. In the meantime, Zoho has invested in its dashboarding capabilities so this level of growth is very encouraging. 77 percent of the Zoho users surveyed perform ad hoc queries using the product. In line with the current market trend, 66 percent of users also plan to use Zoho for advanced analytics in the future.

Zoho Analytics is used in companies of varying sizes. However more than half of the respondents to this year's survey came from small companies. The median number of users is 12, which is quite low. However, the mean of 171 indicates that the solution is also used in many mid-sized scenarios.

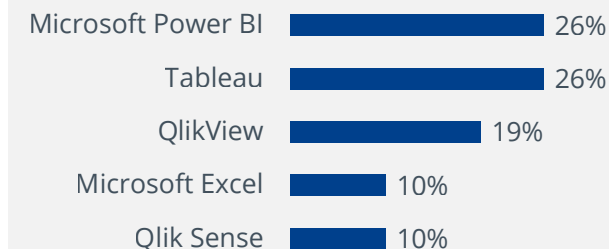
Current vs. planned use

n=31



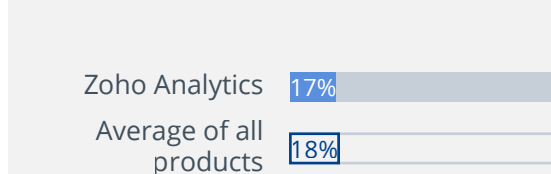
5 products most often evaluated in competition with Zoho Analytics

n=31



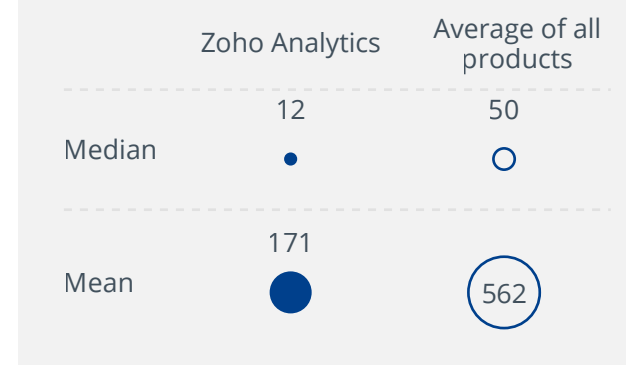
Percentage of employees using Zoho Analytics

n=31



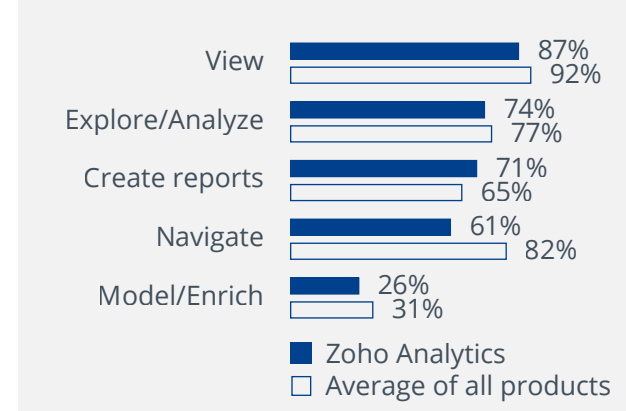
Number of users using Zoho Analytics

n=31



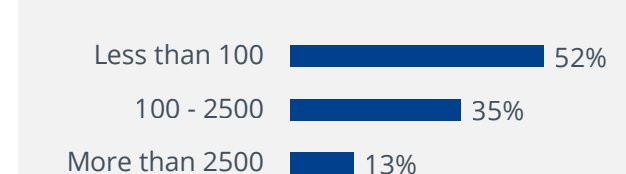
Tasks carried out with Zoho Analytics by business users

n=31



Company size (employees)

n=31





Peer Groups and KPIs

The KPIs

The BI Survey 19 provides the reader with well-designed KPI dashboards packed with concise information, which can be absorbed at a glance. The KPIs all follow these simple rules:

- Only measures that have a clear good/bad trend are used as the basis for KPIs.
- KPIs may be based on one or more measures from The BI Survey.
- Only products with samples of at least 20 - 30 (depending on the KPI) for each of the questions that feed into the KPI are included.
- For quantitative data, KPIs are converted to a scale of 1 to 10 (worst to best).
- A linear min-max transformation is applied, which preserves the order of, and the relative distance between, products' scores.

The terms 'top-ranked' and 'leader' are used in the following KPI chart titles. 'Top-ranked' indicates first position. 'Leader' usually denotes a position in the top 25-30% of products listed in the chart.

Peer Group Classification

The BI Survey 19 features a range of different types of BI tools so we use peer groups to help identify competing products. The groups are essential to allow fair and useful comparisons of products that are likely to compete.

The peer groups have been defined by BARC analysts using their experience and judgment, with segmentation based on two key factors:

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

Zoho Analytics features in the following peer groups:

- Dashboarding-focused products
- Ad hoc reporting-focused products
- EMEA-focused vendors
- Americas-focused vendors
- Embedded analytics-focused products

Peer Groups Overview

[Large global enterprise BI platforms](#)

Includes products equipped with functionality for enterprise deployments that focus on a broad range of BI use cases.

[Dashboarding-focused products](#)

Includes products that focus on creating advanced and highly sophisticated dashboards.

[Ad hoc reporting-focused products](#)

Includes products that focus on self-service reporting and ad hoc analysis.

[OLAP analysis-focused products](#)

Includes products that focus on analysis in dimensional and hierarchical data models.

[Data discovery-focused products](#)

Includes products that focus on visual data discovery and advanced data visualization.

[Integrated performance management products](#)

Includes products that provide integrated functionality for BI and performance management, especially planning and budgeting.

[Large international BI vendors](#)

Includes products from companies with annual revenues of \$200m+ and a truly international reach.

[EMEA-focused vendors](#)

Includes products from vendors that have a significant presence in - and focus on - the EMEA region.

[Americas-focused vendors](#)

Includes products from vendors that have a significant presence in - and focus on - the Americas region.

[Embedded analytics-focused products](#)

Includes reporting and analytics products that can be embedded in other business applications.

Project success

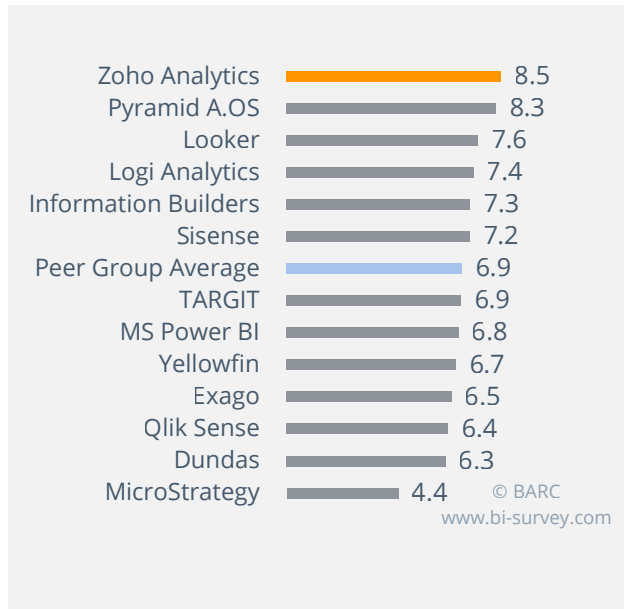


This KPI is based on the implementation satisfaction level and the frequency of projects completed on time and on budget.

Project success – Top-ranked



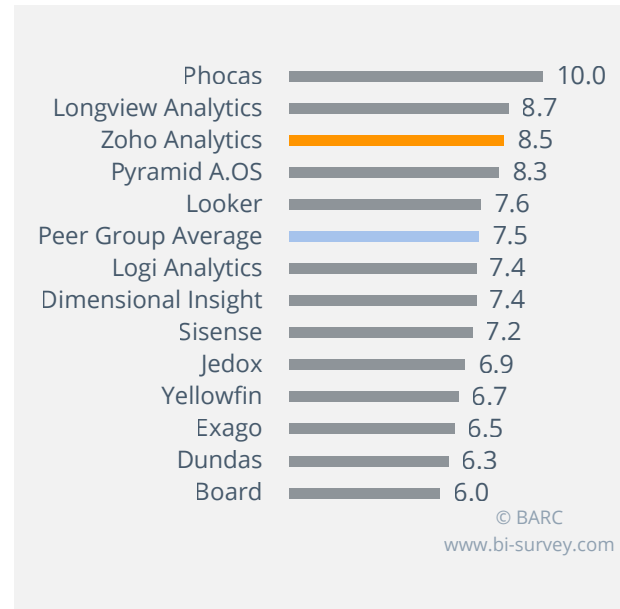
Peer group: Embedded analytics-focused products



Project success – Leader



Peer group: Americas-focused vendors



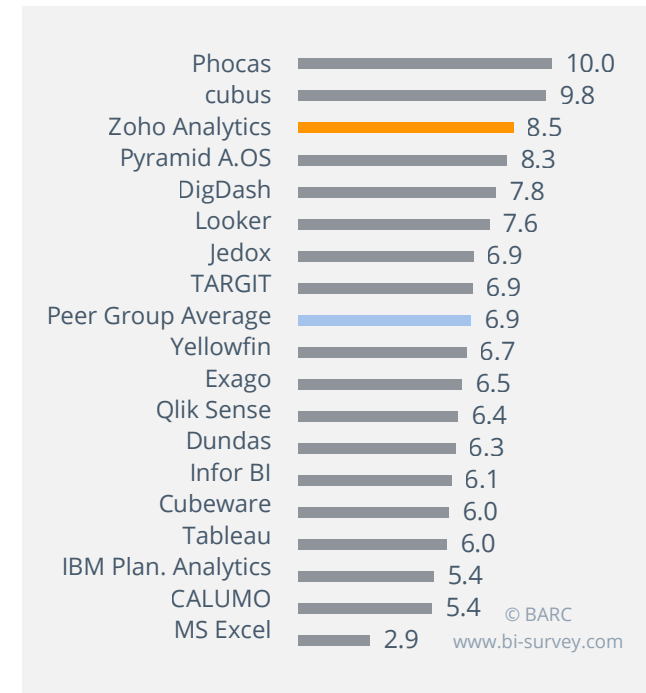
Project success



Project success – Leader



Peer group: Ad hoc reporting-focused products

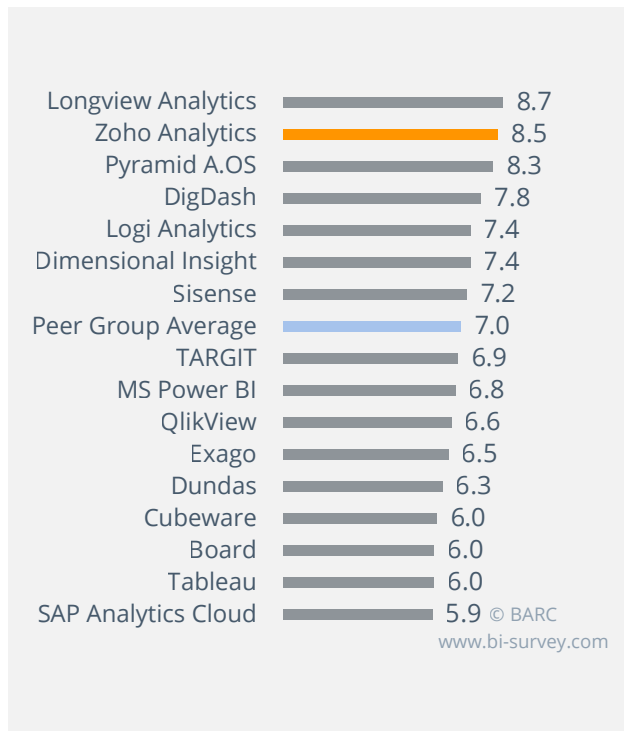


Zoho Analytics customers are very satisfied with their implementation projects, rating all aspects of their projects very highly. To measure project success, we asked users to give five different ratings: user satisfaction with the implementation of the technical and business aspects of the product, satisfaction of administrators with the technical implementation, completion within the time frame originally specified and completion within budget. Completion within the time frame originally specified attracted the best ratings, which is in line with Zoho Analytics' short median implementation time.

Project success – Leader



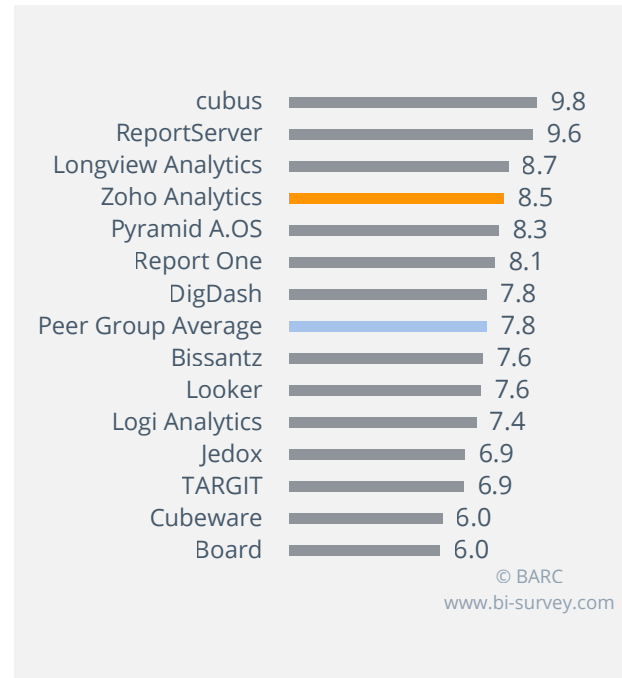
Peer group: Dashboarding-focused products



Project success – Leader



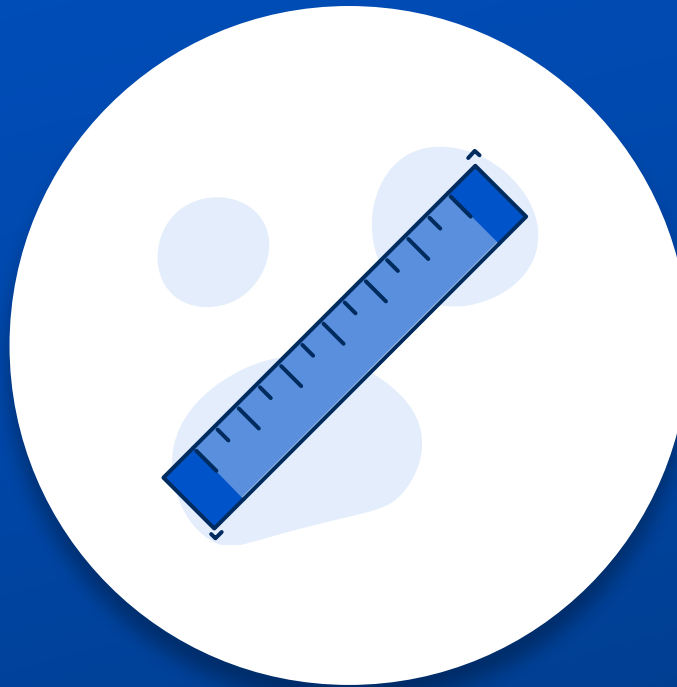
Peer group: EMEA-focused vendors



Project success



Project length

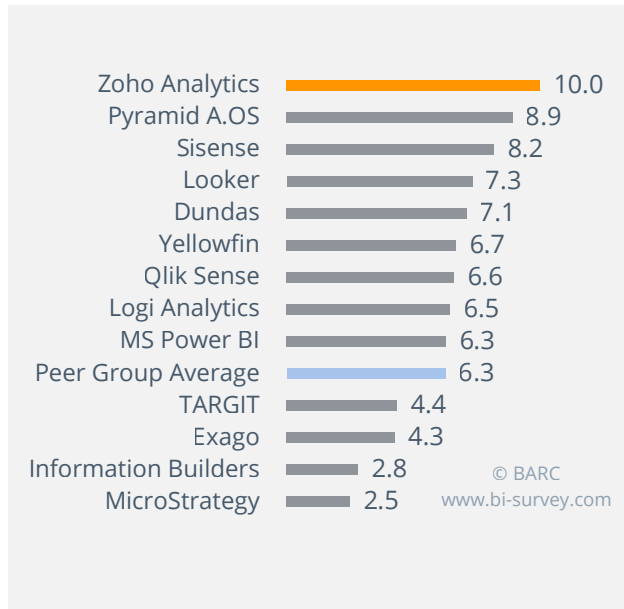


This KPI is based on how quickly the product is implemented.

Project length – Top-ranked



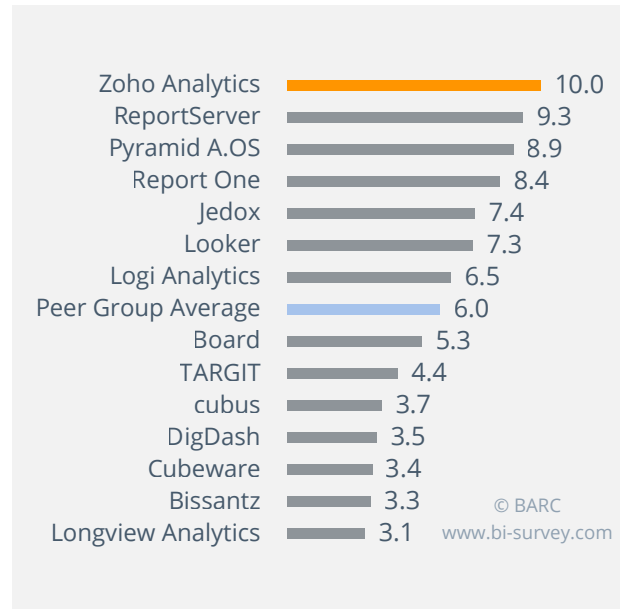
Peer group: Embedded analytics-focused products



Project length – Top-ranked



Peer group: EMEA-focused vendors



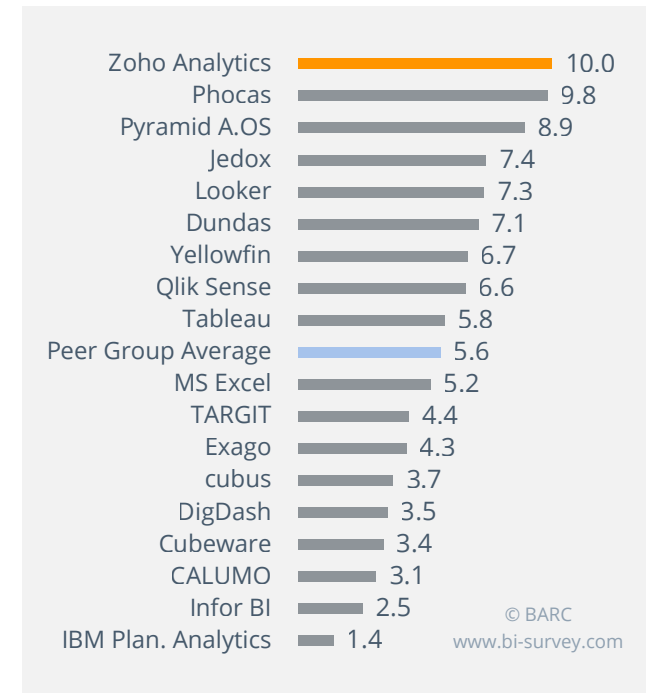
Project length



Project length – Top-ranked



Peer group: Ad hoc reporting-focused products

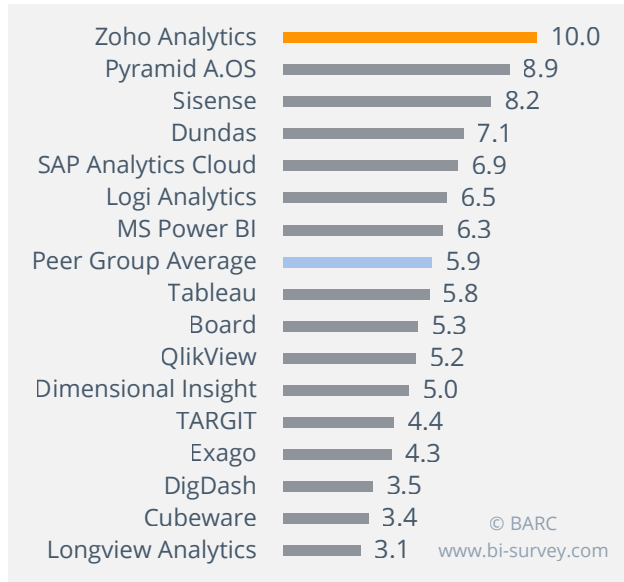


Zoho Analytics' median implementation time is the shortest of all the products featured in The BI Survey 19. Customers reported that it typically takes just one month to implement the product. Interestingly, our BI Survey results show a correlation between implementation time and the frequency of problems occurring post implementation: the shorter the time frame, the fewer problems customers reported. This tallies with feedback on Zoho Analytics: an impressive 59 percent of customers claim to experience no significant problems with the product. To help customers achieve such short implementation times, the vendor supplies predefined content for specific data sources with automation mechanisms that create reports based on connected data.

Project length – Top-ranked



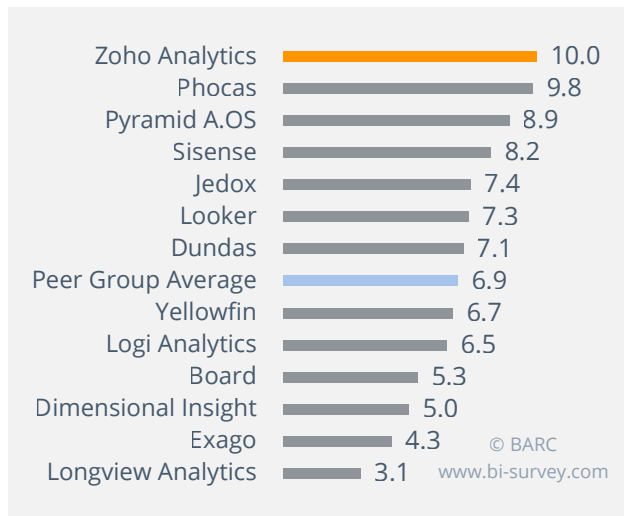
Peer group: Dashboarding-focused products



Project length – Top-ranked

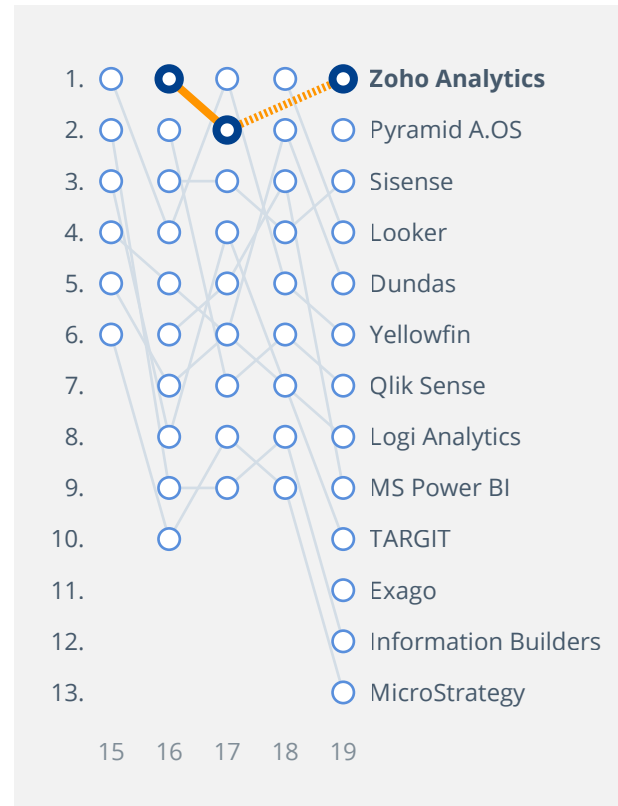


Peer group: Americas-focused vendors



Consistently outstanding in project length

Peer group: Embedded analytics-focused products

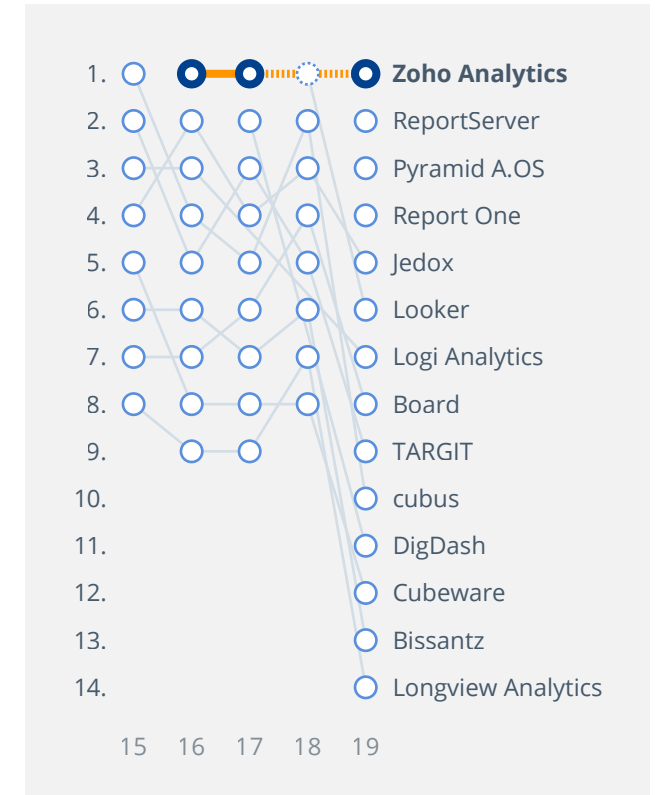


Project length



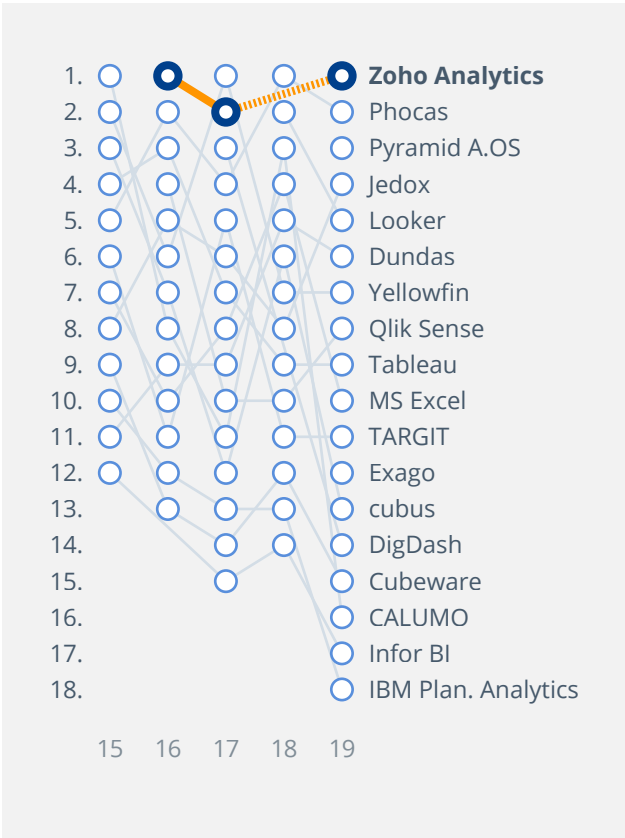
Consistently top-ranked in project length

Peer group: EMEA-focused vendors



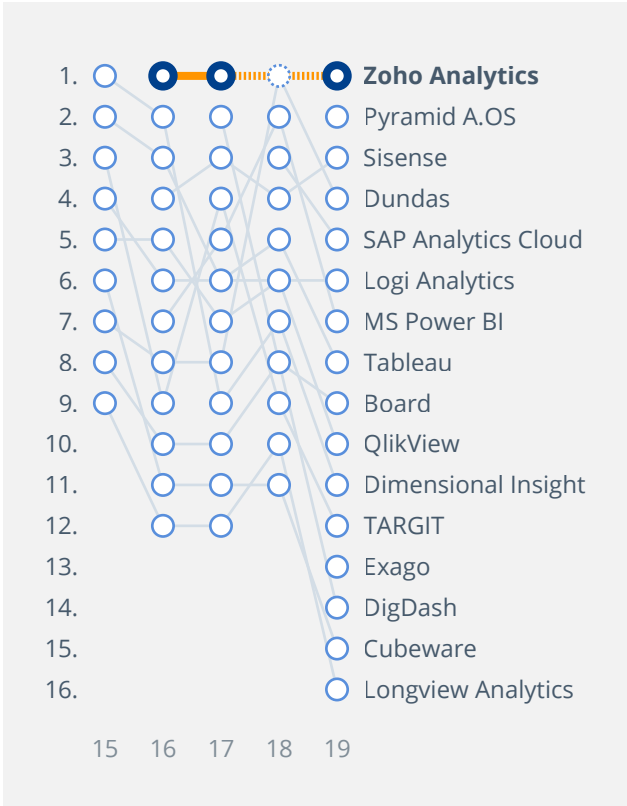
Consistently outstanding in project length

Peer group: Ad hoc reporting-focused products



Consistently top-ranked in project length

Peer group: Dashboarding-focused products

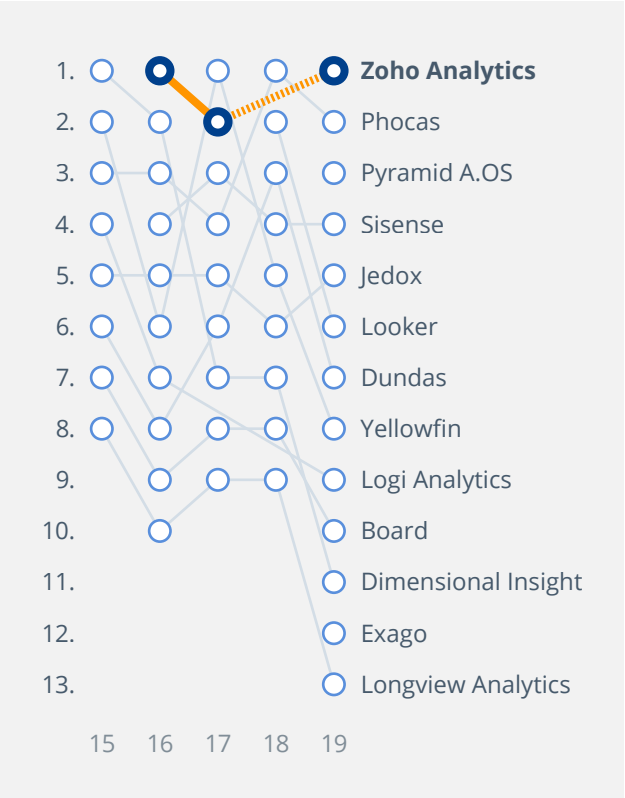


Project length



Consistently outstanding in project length

Peer group: Americas-focused vendors



Business value

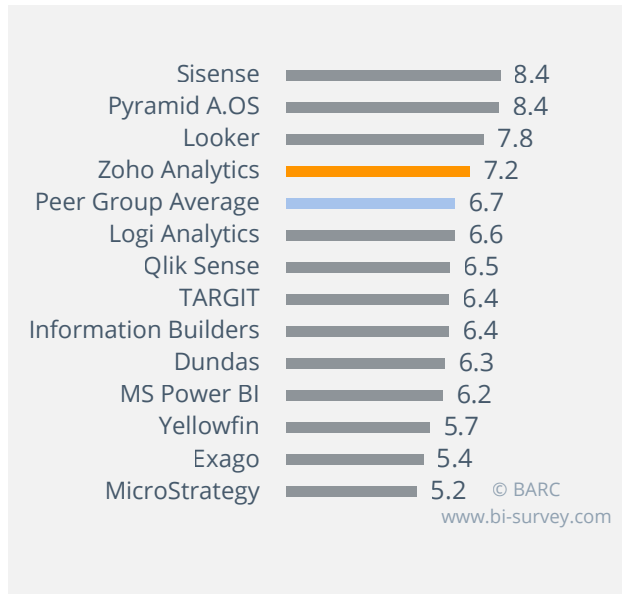


This KPI combines the 'Business benefits', 'Project success' and 'Project length' KPIs.

Business value – Leader



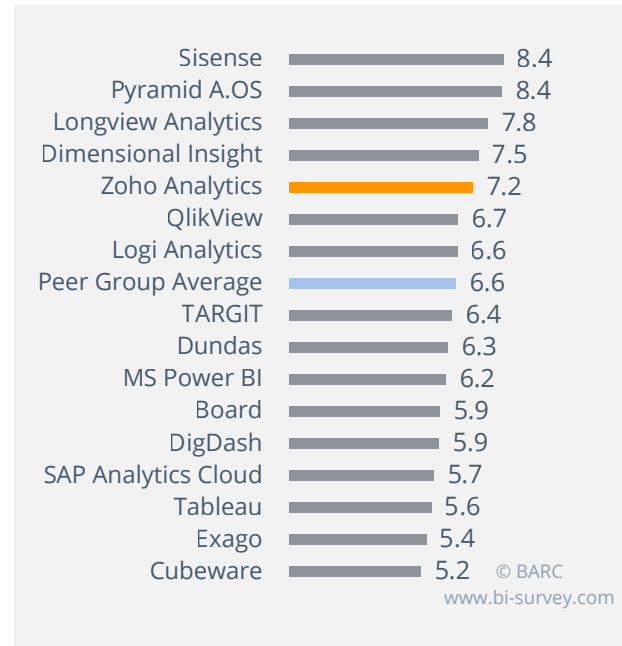
Peer group: Embedded analytics-focused products



Business value – Leader



Peer group: Dashboarding-focused products



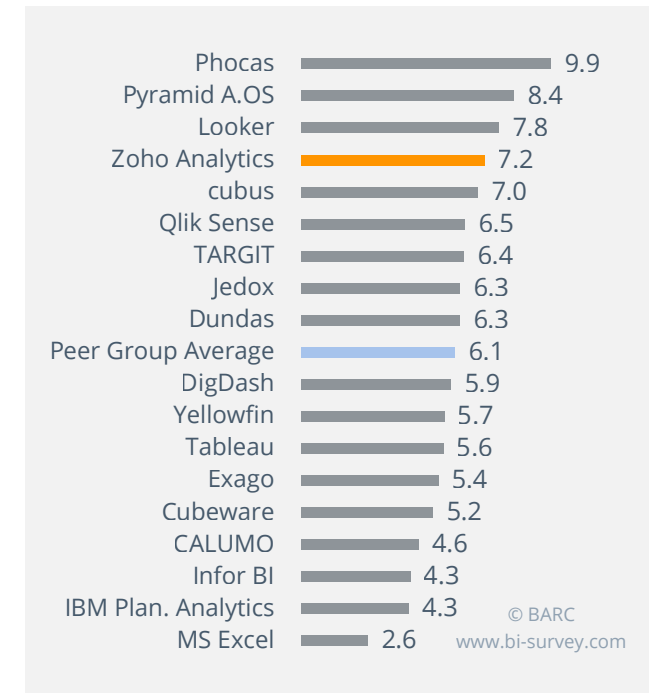
Business value



Business value – Leader



Peer group: Ad hoc reporting-focused products



Fast implementation time and a high level of project success lead to high ratings for Zoho in the aggregated 'Business value' KPI. In terms of business benefits, customers were especially keen to point out improvements in their operational efficiency. This underlines Zoho's strength for providing its business software customers with analytical power. Predefined content linked to customers' needs is complemented by ad hoc oriented query capabilities in data, which provide customers with the insights they require. One customer sums it up as follows: "perfect solution for exploring data from Zoho Desk and [Zoho] CRM". Zoho Analytics ranks as a leader in the 'Embedded analytics-focused products', 'Dashboarding-focused products' and 'Ad hoc reporting-focused products' peer groups for the 'Business value' KPI.

Price-to-value

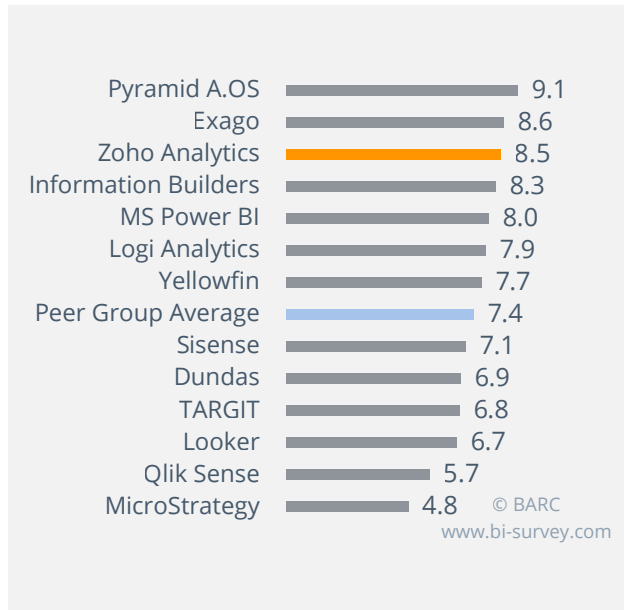


This KPI is based on how users rate their BI tool in terms of price-to-value.

Price-to-value – Leader



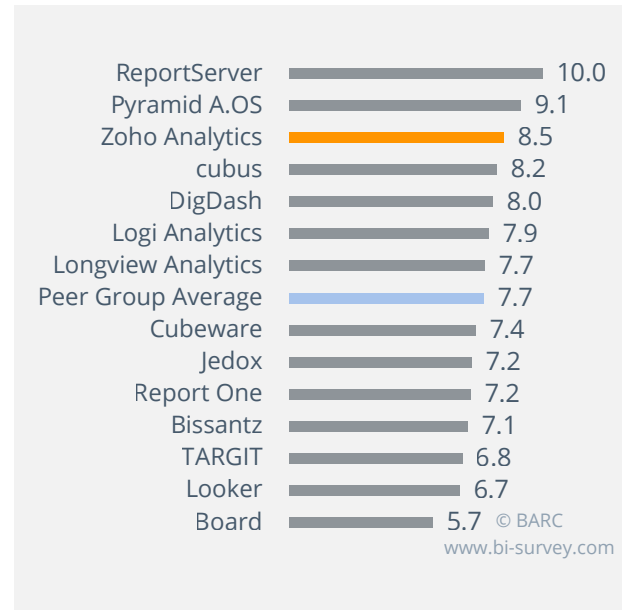
Peer group: Embedded analytics-focused products



Price-to-value – Leader



Peer group: EMEA-focused vendors



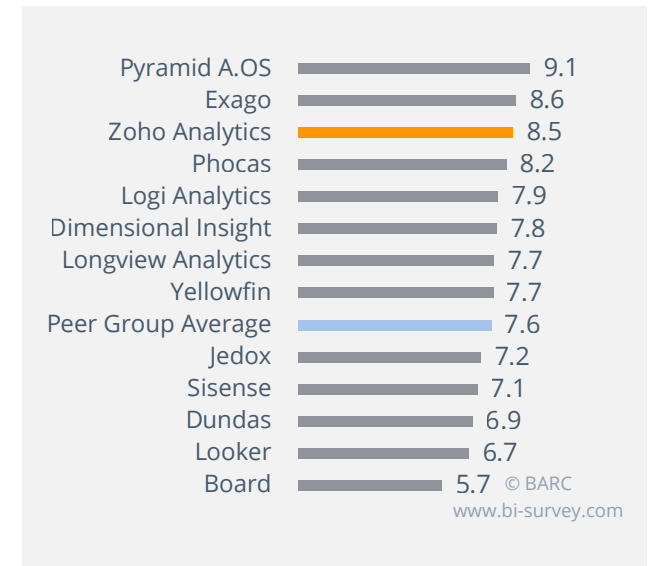
Price-to-value



Price-to-value – Leader



Peer group: Americas-focused vendors

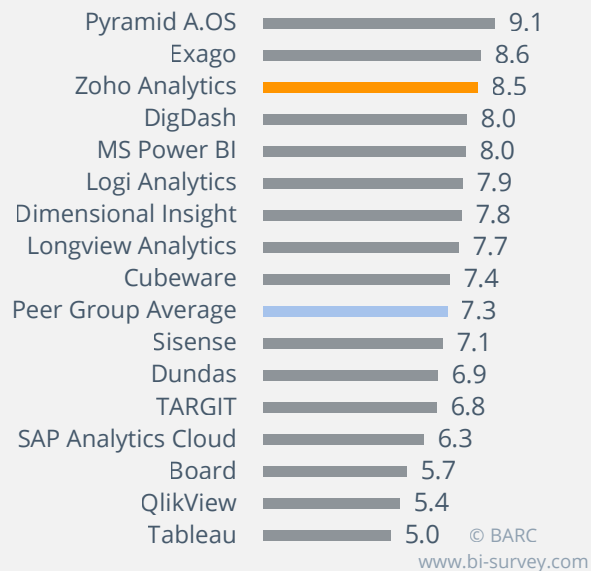


Price is definitely an argument for buying Zoho Analytics. 80 percent of Zoho Analytics customers stated that price-performance ratio was an important influence on their decision to buy the solution. This is almost double The BI Survey average of 43 percent for all products this year. The vendor has a very open pricing policy which can be viewed on its website. Besides offering a free trial version of the software, various packages are available for different customer scenarios. Enterprises can choose between basic, standard, premium and enterprise pricing plans. Additional storage space (in millions of rows) and users can be purchased too.

Price-to-value – Leader



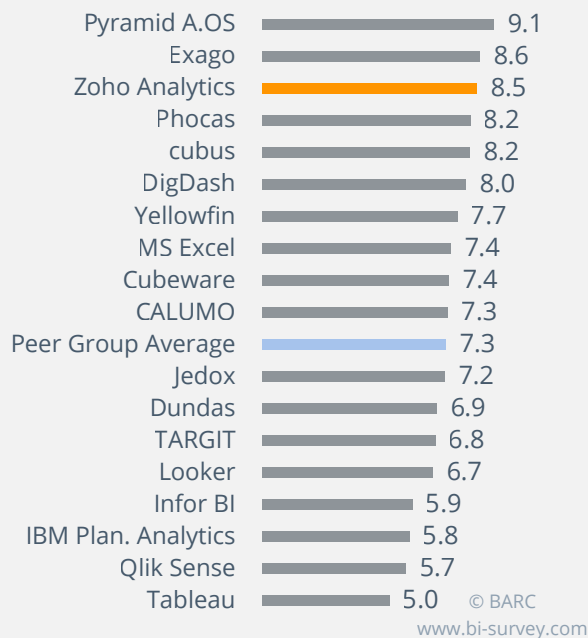
Peer group: Dashboarding-focused products



Price-to-value – Leader



Peer group: Ad hoc reporting-focused products



Price-to-value



Recommendation

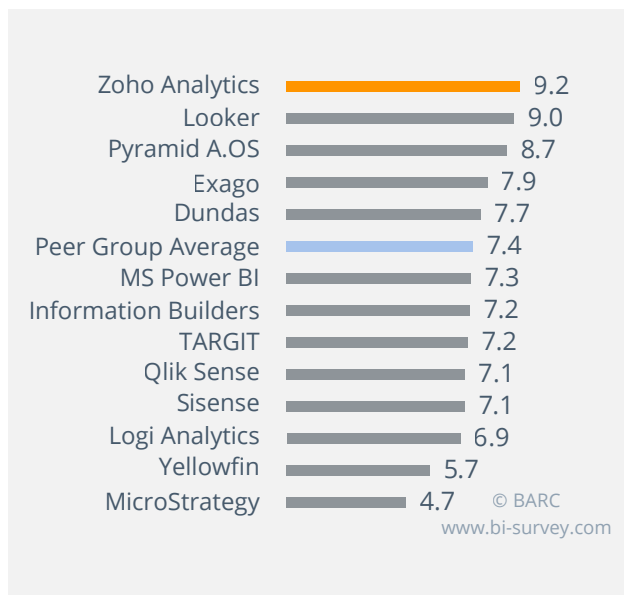


This KPI is based on the proportion of users that say they would recommend the product to others.

Recommendation – Top-ranked



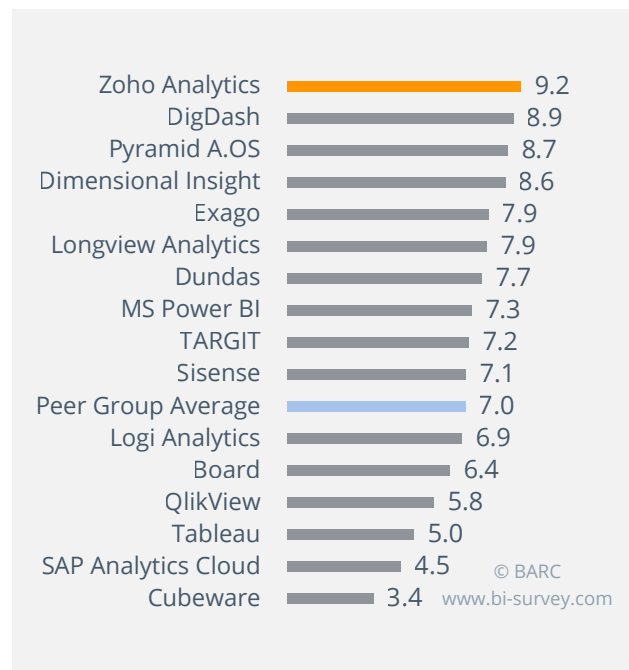
Peer group: Embedded analytics-focused products



Recommendation – Top-ranked



Peer group: Dashboarding-focused products



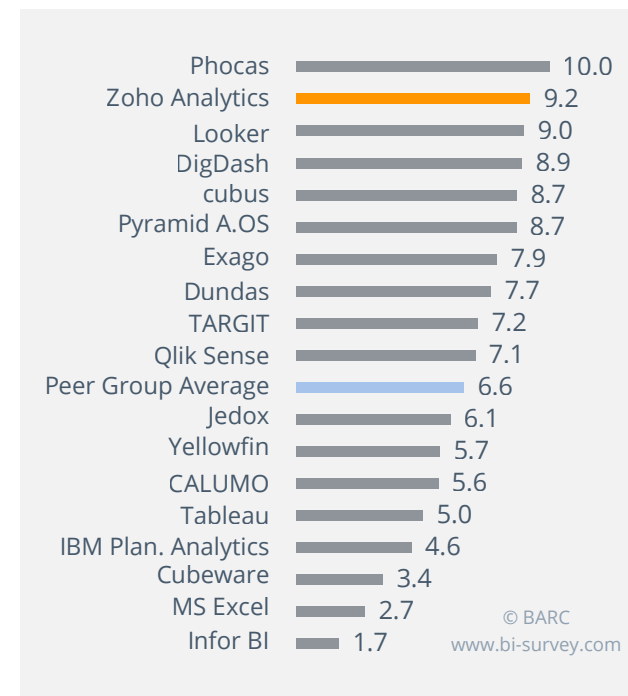
Recommendation



Recommendation – Leader



Peer group: Ad hoc reporting-focused products

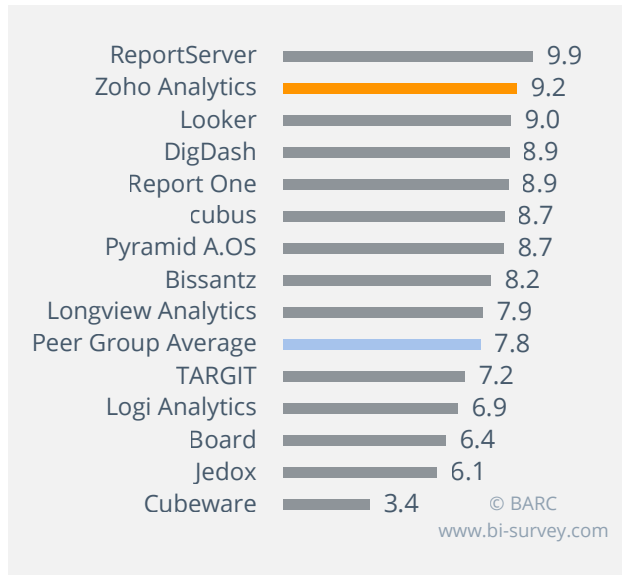


A remarkable 84 percent of Zoho Analytics users say they would definitely recommend the software to others. This is the third best value in the whole BI Survey – another excellent result for Zoho this year. The remaining 16 percent state that they would probably recommend the product. This shows that the vendor is able to provide its target group with a software product that is easy to use, has very few weaknesses and is competitively priced. Zoho Analytics is the top-ranked embedded analytics-focused and dashboarding-focused product and comes second in its three remaining peer groups in the 'Recommendation' KPI this year.

Recommendation – Leader



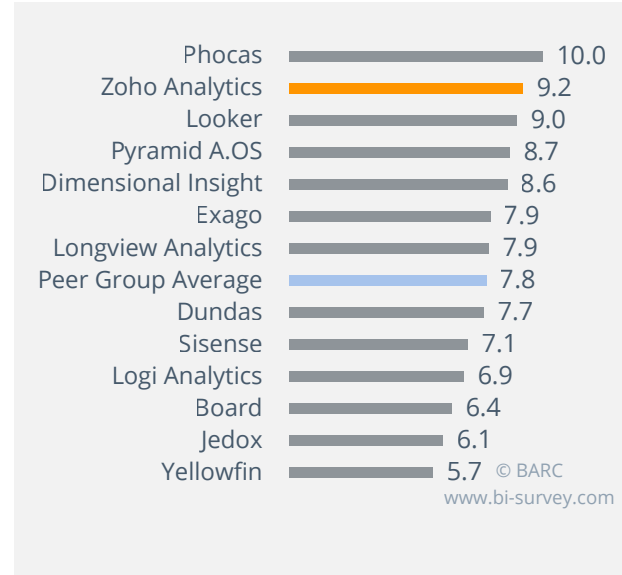
Peer group: EMEA-focused vendors



Recommendation – Leader



Peer group: Americas-focused vendors



Recommendation



Product satisfaction

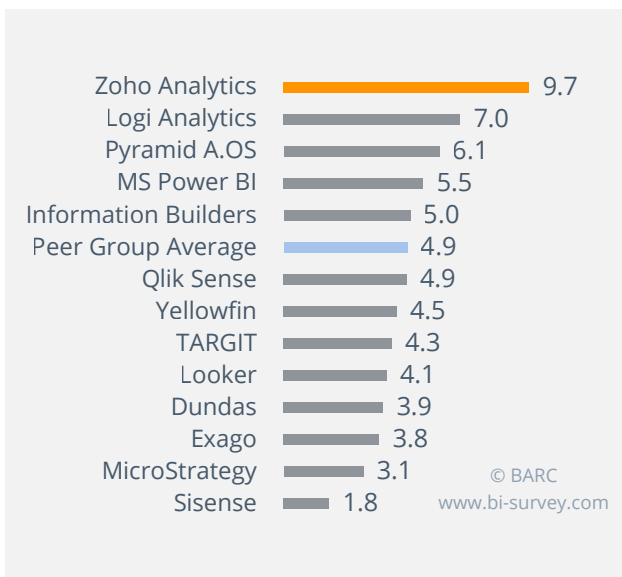


This KPI is based on the frequency of problems encountered with the product.

Product satisfaction – Top-ranked



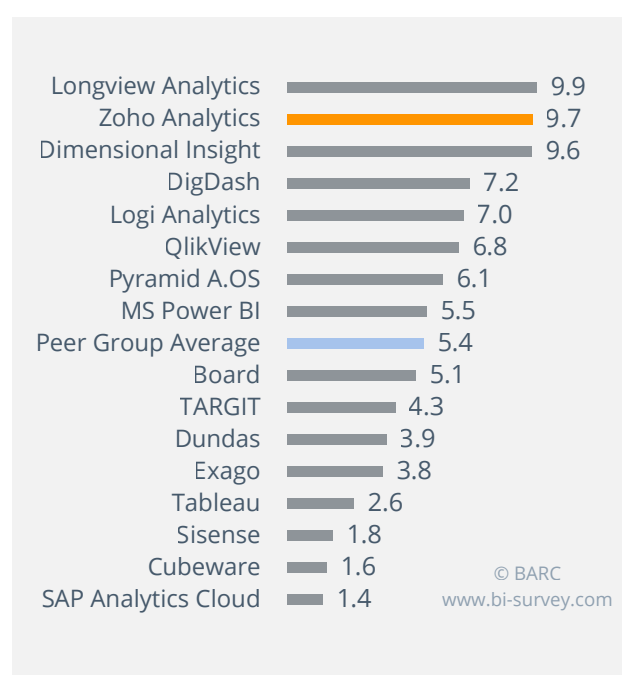
Peer group: Embedded analytics-focused products



Product satisfaction – Leader



Peer group: Dashboarding-focused products



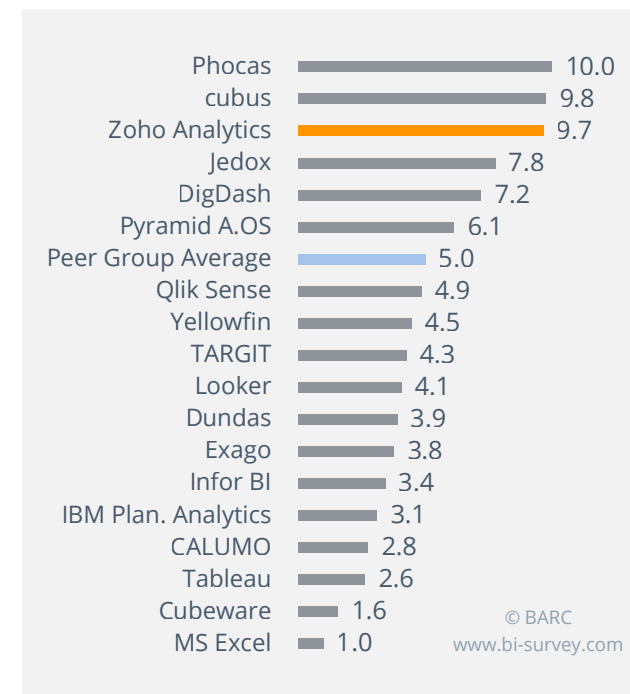
Product satisfaction



Product satisfaction – Leader



Peer group: Ad hoc reporting-focused products

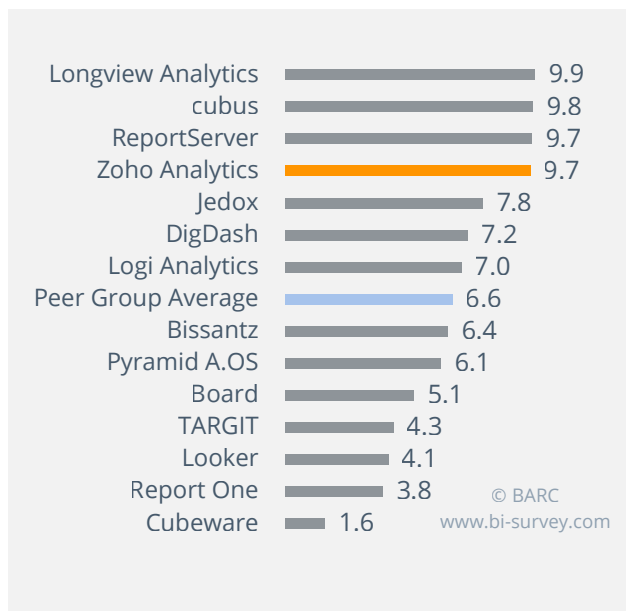


Customers report very few problems in their use of Zoho Analytics. 59 percent even claim to experience no significant problems at all. With such impressive feedback, Zoho Analytics ranks top of the 'Embedded analytics-focused products' peer group for 'Product satisfaction', and is among the leaders in all its other peer groups in this KPI. One customer summed up his satisfaction with the product by saying: "Good solutions for us, we can see every day how are we, where we are, and with this data we can take business decisions".

Product satisfaction – Leader



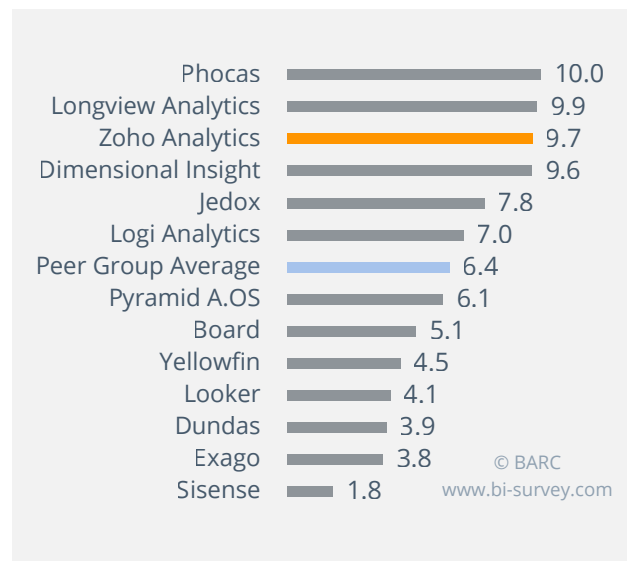
Peer group: EMEA-focused vendors



Product satisfaction – Leader



Peer group: Americas-focused vendors



Product satisfaction



Customer satisfaction

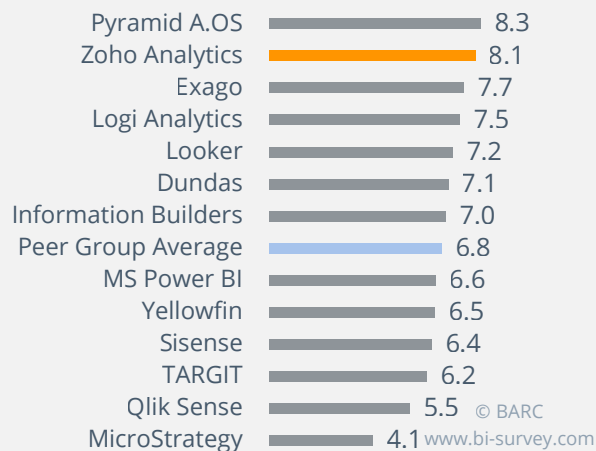


This KPI combines the 'Price-to-value', 'Recommendation', 'Vendor support', 'Implementer support' and 'Product satisfaction' KPIs.

Customer satisfaction – Leader



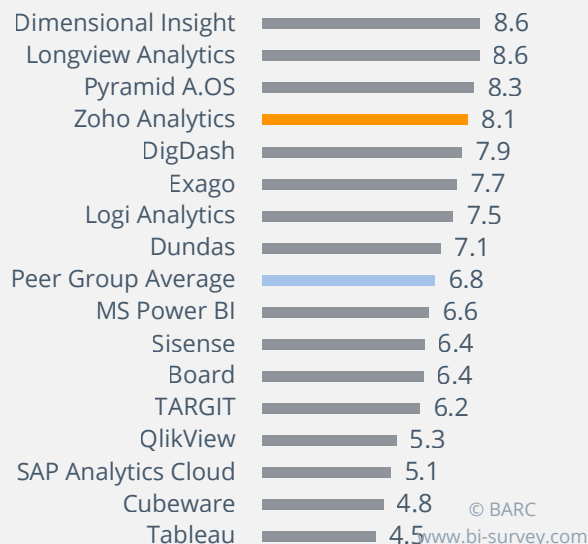
Peer group: Embedded analytics-focused products



Customer satisfaction – Leader



Peer group: Dashboarding-focused products



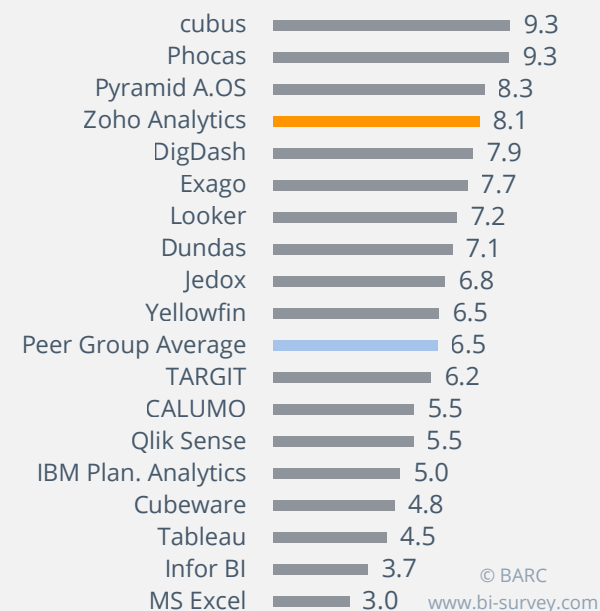
Customer satisfaction



Project success – Leader



Peer group: Ad hoc reporting-focused products



A high recommendation rate, a great impression of price-to-value, high product satisfaction and above-average rates for implementer and vendor support all contribute to Zoho Analytics' good rating in the aggregated 'Customer satisfaction' KPI. This result highlights the vendor's ability to understand the needs of its target users and supply them with a package to meet those needs. Customers pointed out ease of use and the provision of useful content as factors that enable enterprises to reap new insights in data within a short period of time. Zoho Analytics is among the leaders in the 'Embedded analytics-focused products', 'Dashboarding-focused products' and 'Ad hoc reporting-focused products' peer groups in the 'Customer satisfaction' KPI.

Flexibility

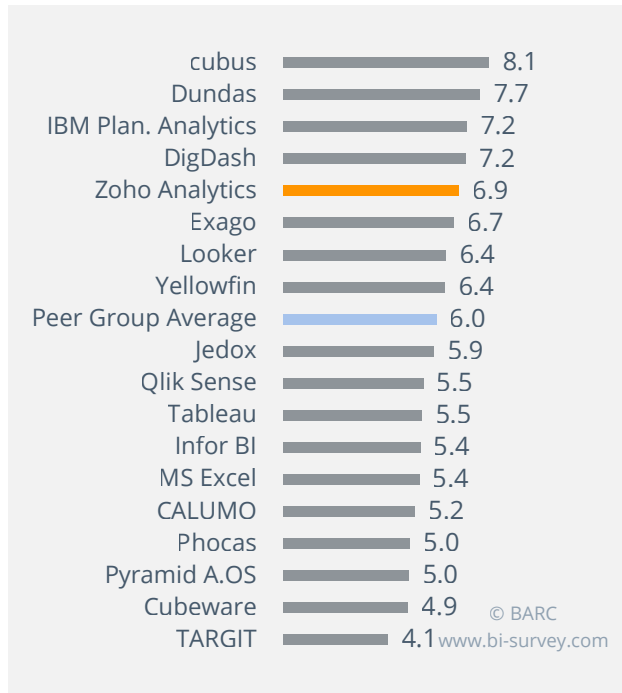


This KPI is based on how often the product was chosen for its flexibility, and on the frequency of complaints about user flexibility post-implementation.

Flexibility – Leader



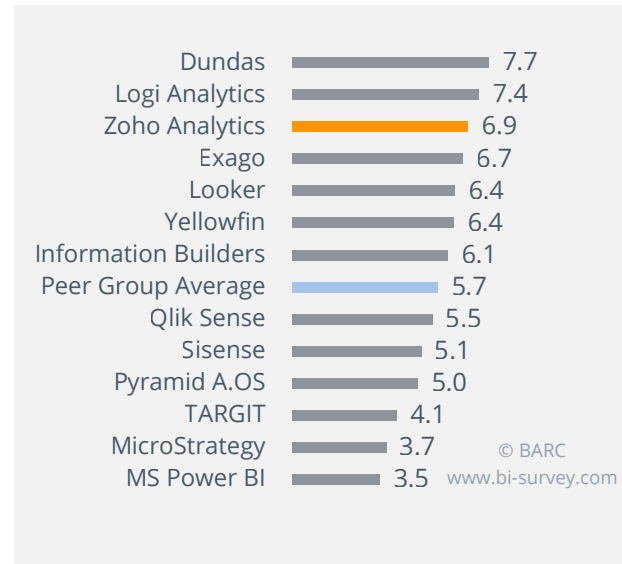
Peer group: Ad hoc reporting-focused products



Flexibility – Leader



Peer group: Embedded analytics-focused products



Flexibility



BARC

Viewpoint

Flexibility is becoming an increasingly important purchasing reason for BI software buyers. This year it was the most commonly cited buying reason in The BI Survey. 50 percent of Zoho Analytics respondents chose the software for its flexibility, compared to the overall BI Survey average of 42 percent. Not a single Zoho Analytics user named flexibility among the five most significant problems encountered while using the product. This feedback helps Zoho Analytics to a leading placement in the 'Embedded analytics-focused products' and 'Ad hoc reporting-focused products' peer groups. The solution's ad hoc nature provides business users with the flexibility they need to analyze data.

Ease of use

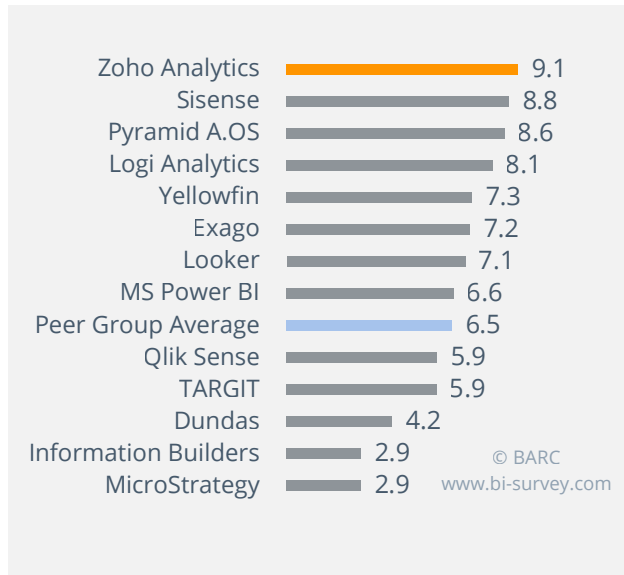


This KPI is based on how often the product was chosen for its ease of use, and on the level of complaints about ease of use post-implementation.

Ease of use – Top-ranked



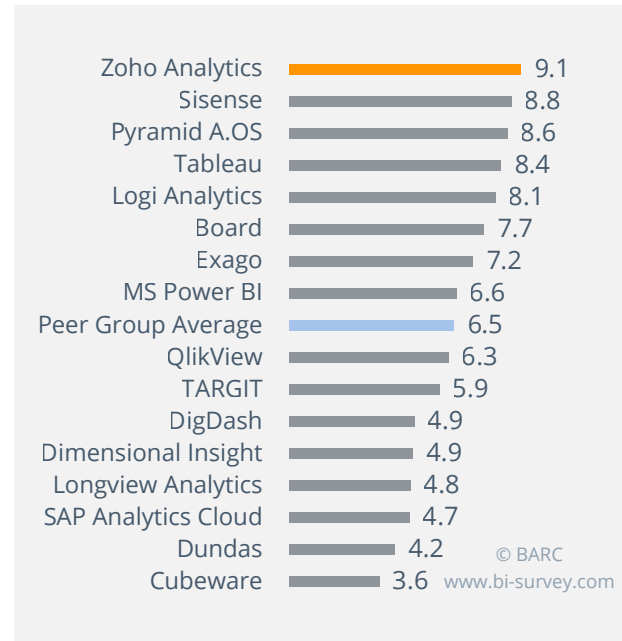
Peer group: Embedded analytics-focused products



Ease of use – Top-ranked



Peer group: Dashboarding-focused products



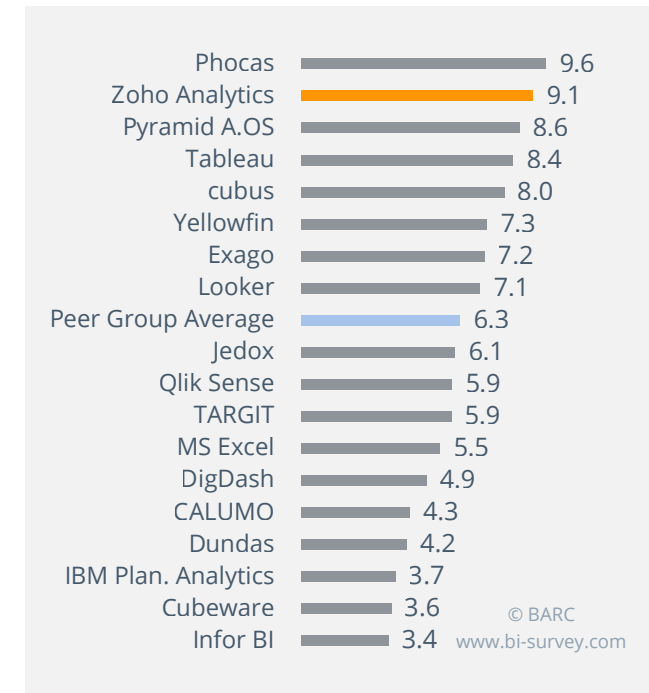
Ease of use



Ease of use – Leader



Peer group: Ad hoc reporting-focused products

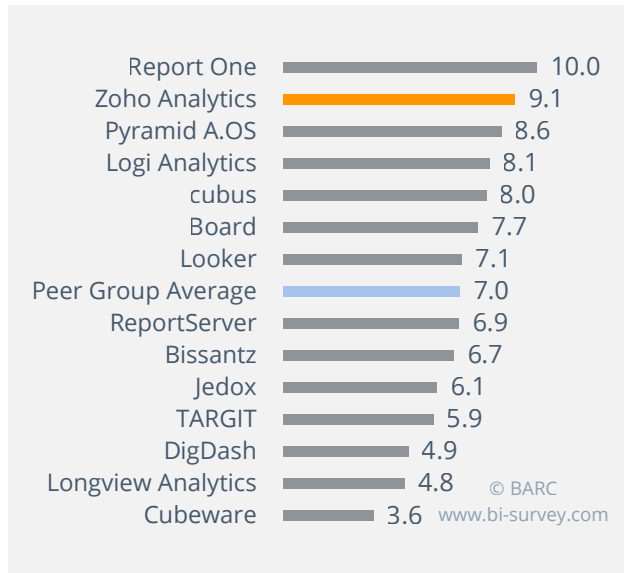


57 percent of Zoho Analytics customers chose to buy the product due to its ease of use for report designers. The vendor puts a strong emphasis on providing business users with a user-friendly solution that supports them with dashboarding and analysis capabilities. A quick comparison with the survey average of 34 percent indicates that this plan has worked out. Only a handful of the customers responding to the survey found Zoho Analytics difficult to use – way below average. This leads to top-rankings in the ‘Embedded analytics-focused products’ and ‘Dashboarding-focused products’ peer groups and second place in its remaining peer groups.

Ease of use – Leader



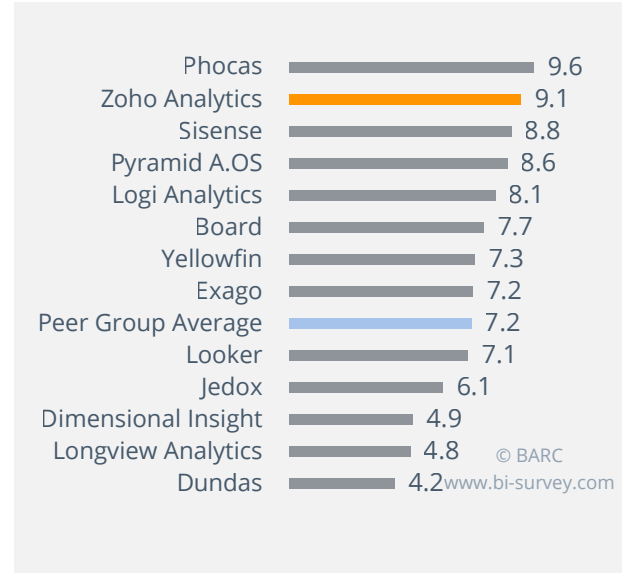
Peer group: EMEA-focused vendors



Ease of use – Leader



Peer group: Americas-focused vendors



Ease of use



Performance satisfaction

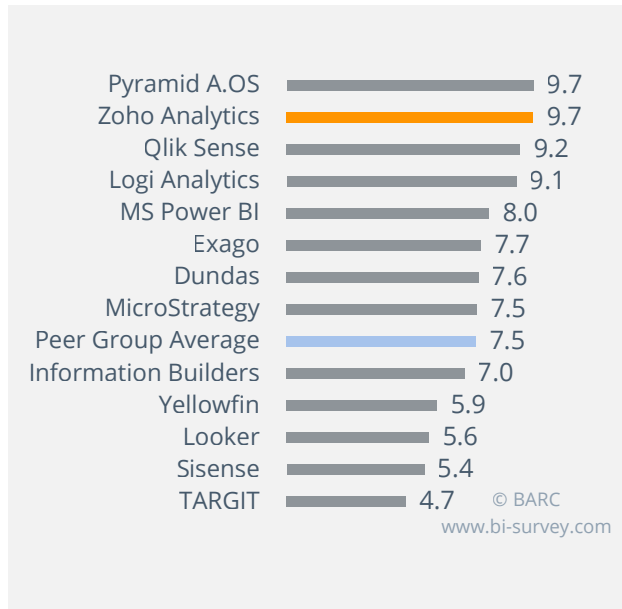


This KPI measures the frequency of complaints about the system's performance.

Performance satisfaction – Leader



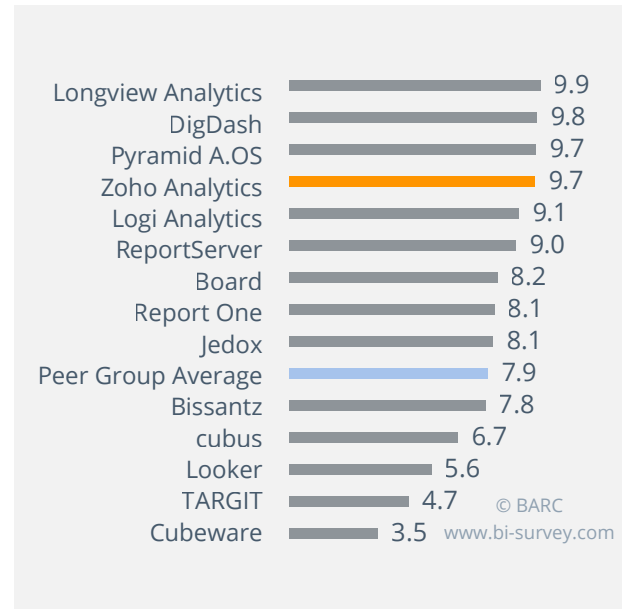
Peer group: Embedded analytics-focused products



Performance satisfaction – Leader



Peer group: EMEA-focused vendors



Performance satisfaction

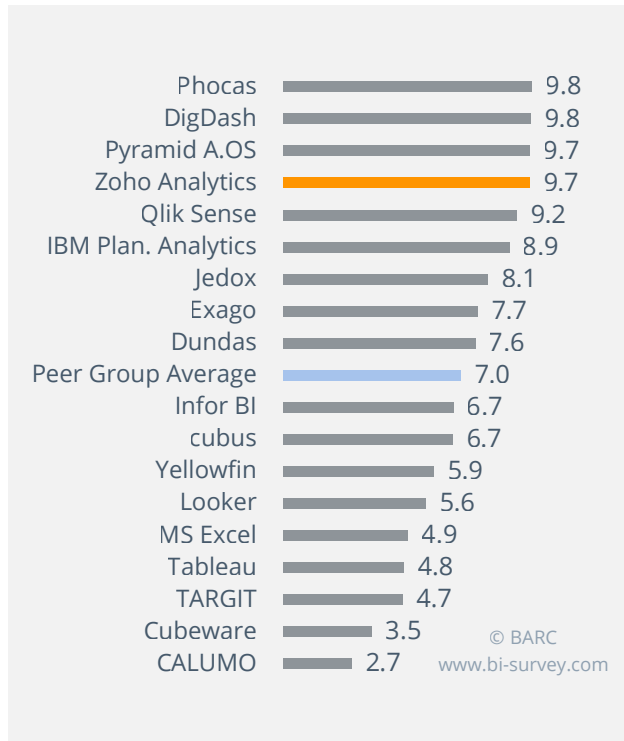


Zoho Analytics achieves leading ranks for 'Performance satisfaction' in the 'Embedded analytics-focused products', 'EMEA-focused vendors', 'Ad hoc reporting-focused products' and 'Dashboarding-focused products' peer groups this year. The vendor supplies its software with integrated in-memory storage, which speeds up the processing of data. Customer feedback on Zoho Analytics' overall performance and response times is very positive on the whole, with very few complaints about the product's performance.

Performance satisfaction – Leader



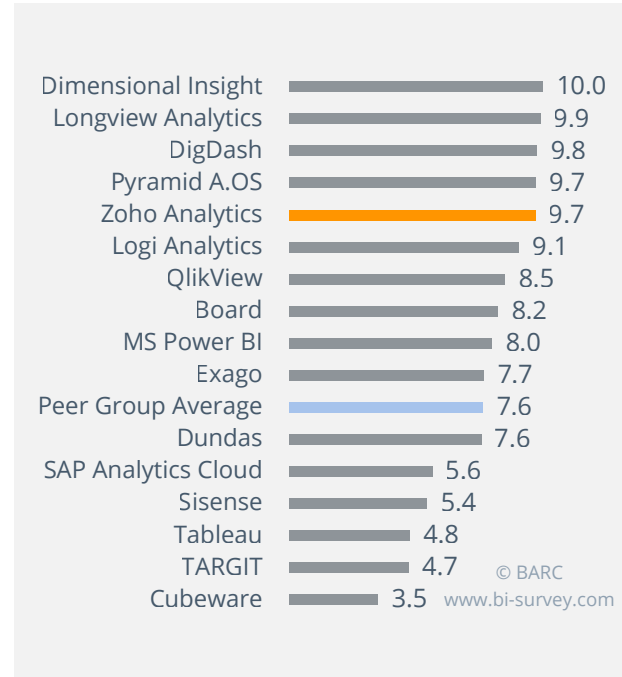
Peer group: Ad hoc reporting-focused products



Performance satisfaction – Leader



Peer group: Dashboarding-focused products



Performance satisfaction



Query performance & Embedded BI



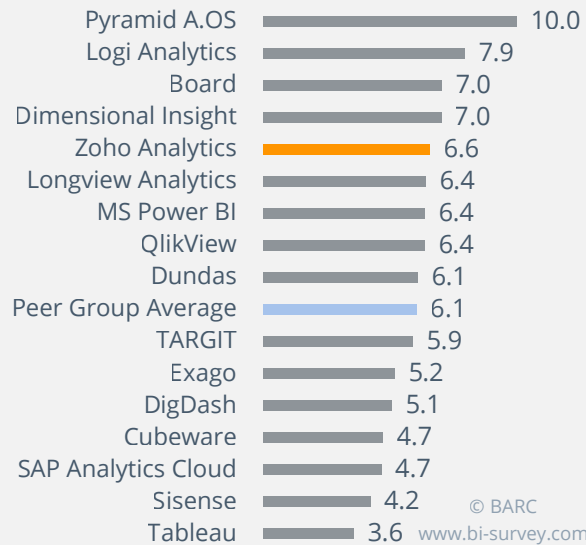
The 'Query performance' KPI is based on how quickly queries respond (adjusted by data volume).

The 'Embedded BI' KPI is based on how many survey respondents use embedded BI.

Query performance – Leader



Peer group: Dashboarding-focused products



BARC Viewpoint

Query performance



Zoho Analytics ranks as one of the leading Dashboarding-focused products in terms of query performance speed. The product not only delivers satisfactory overall performance but is also able to query data within the time frames expected by users. Zoho Analytics targets business users, a group that is not always easy to satisfy in terms of performance. When naming their requirements of a BI software, business users tend to put performance near or at the top of their wishlists. We also regularly see the impression of performant and non-performant applications changing over time as users become increasingly impatient.



Embedded BI



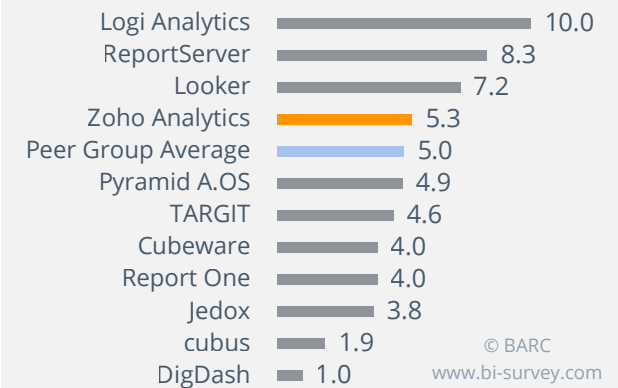
BARC Viewpoint

Zoho not only sells its software to end users – who still represent the majority of its customer base – but it also serves other software companies with Zoho Analytics as an embedded BI solution. In both cases, Zoho Analytics can be used to display data within applications. Zoho supports the embedding of single iFrames in other web applications as well as the white-labeling of the software to fulfill the individual needs of customers. Zoho Analytics is used more often for embedding than most of its rivals in the 'EMEA-focused vendors' peer group.

Embedded BI – Leader



Peer group: EMEA-focused vendors



Cloud BI

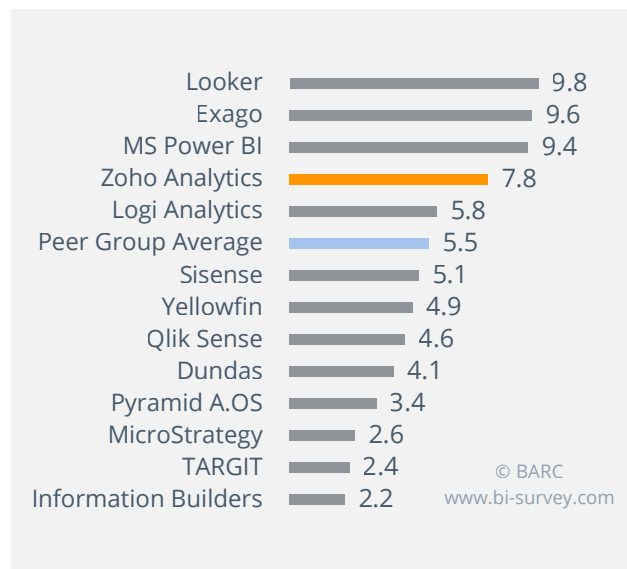


This KPI is based on how many sites currently use the product in a cloud environment.

Cloud BI – Leader



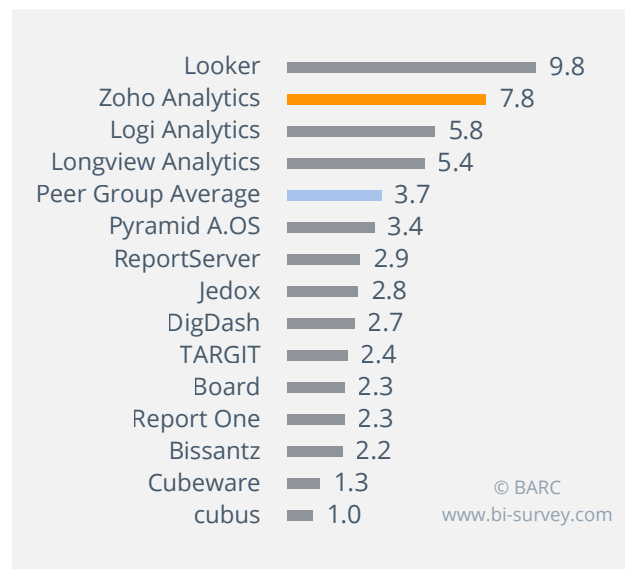
Peer group: Embedded analytics-focused products



Cloud BI – Leader



Peer group: EMEA-focused vendors



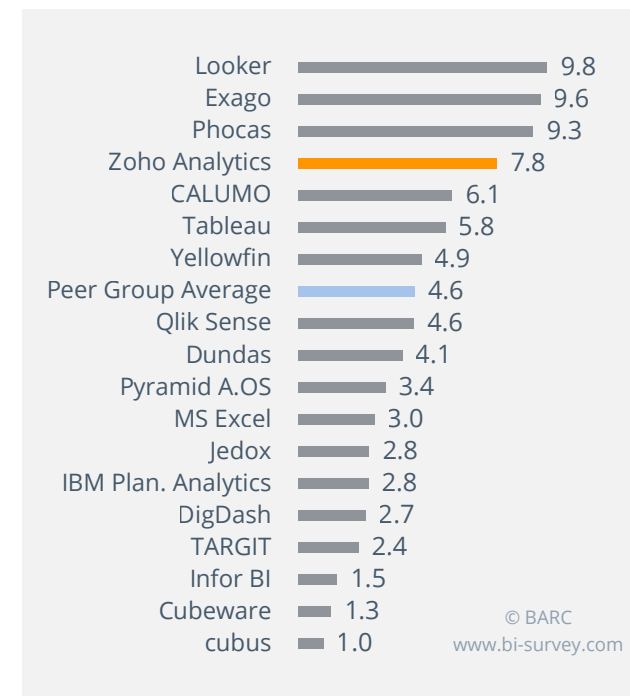
Cloud BI



Cloud BI – Leader



Peer group: Ad hoc reporting-focused products

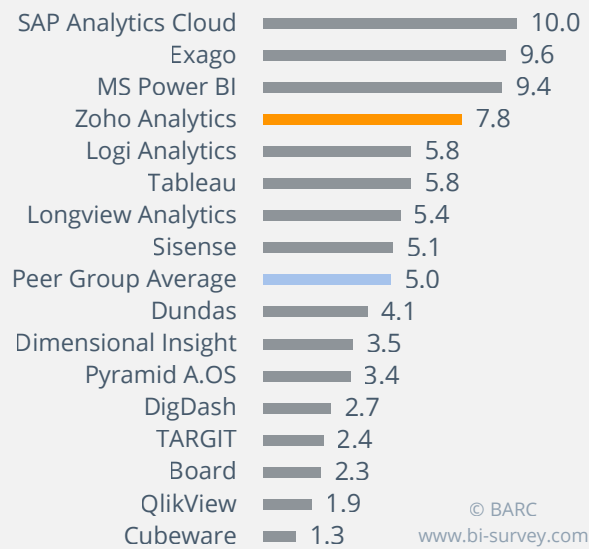


Zoho Analytics is among the leaders in all of its peer groups in the 'Cloud BI' KPI. This feedback is in line with the product's original deployment method. Zoho Analytics was built, like Zoho's other products, to be run in cloud environments, and the vendor hosts a large user base in its data centers. Consequently, most Zoho Analytics customers run the software in the cloud. However, to meet the needs of all customers and to address companies that are more reserved about moving their BI to the cloud, the vendor recently introduced an on-premises deployment option. Today, customers have the choice between using the software on-premises or in the cloud.

Cloud BI – Leader



Peer group: Dashboarding-focused products

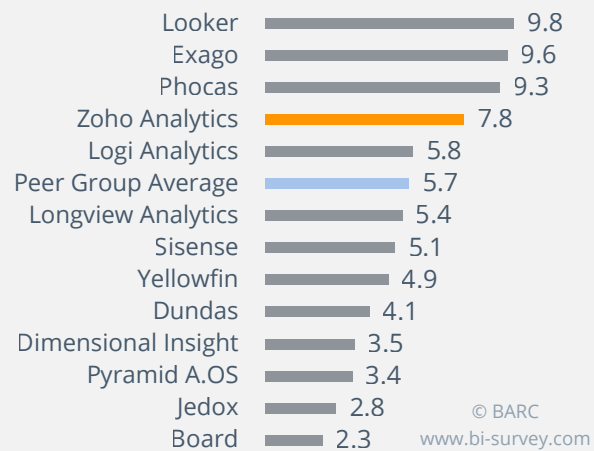


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Cloud BI – Leader



Peer group: Americas-focused vendors

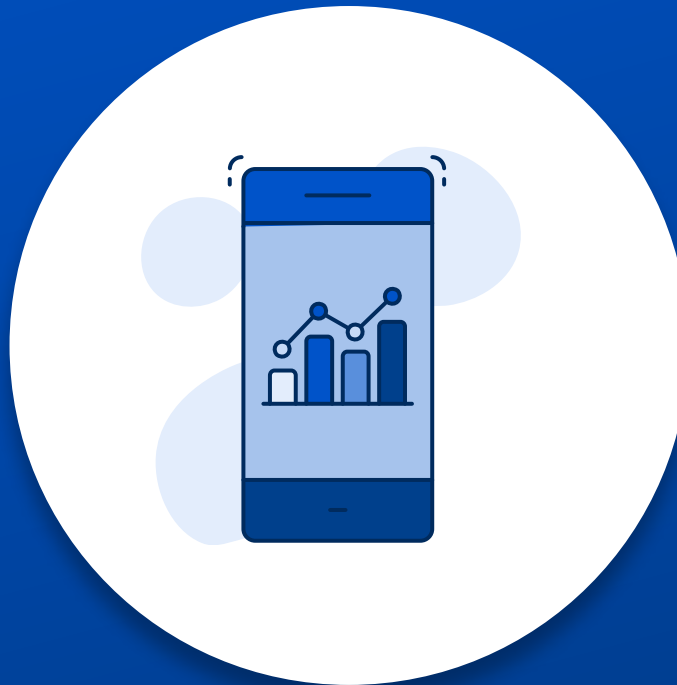


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Cloud BI



Mobile BI

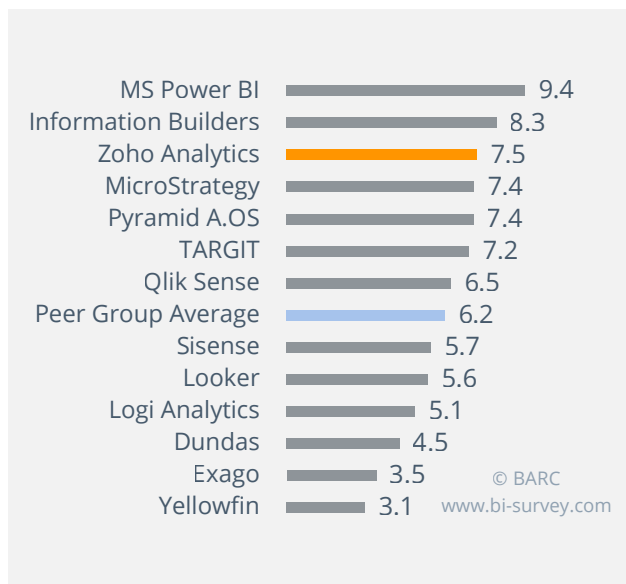


This KPI is based on how many survey respondents currently use their BI tool on a mobile device.

Mobile BI – Leader



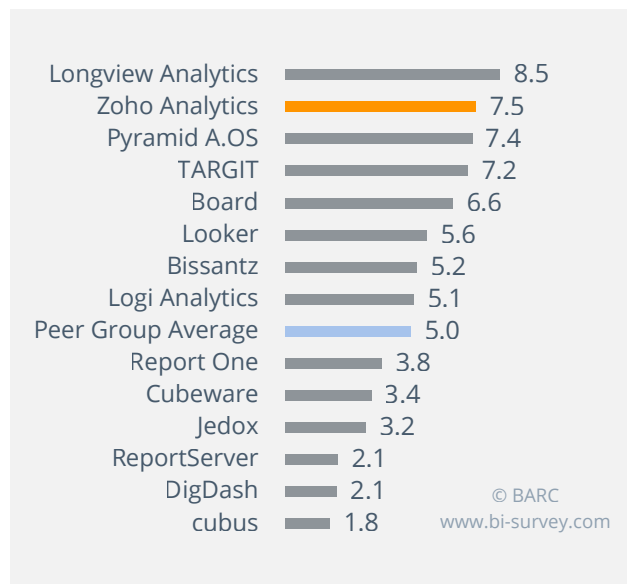
Peer group: Embedded analytics-focused products



Mobile BI – Leader



Peer group: EMEA-focused vendors

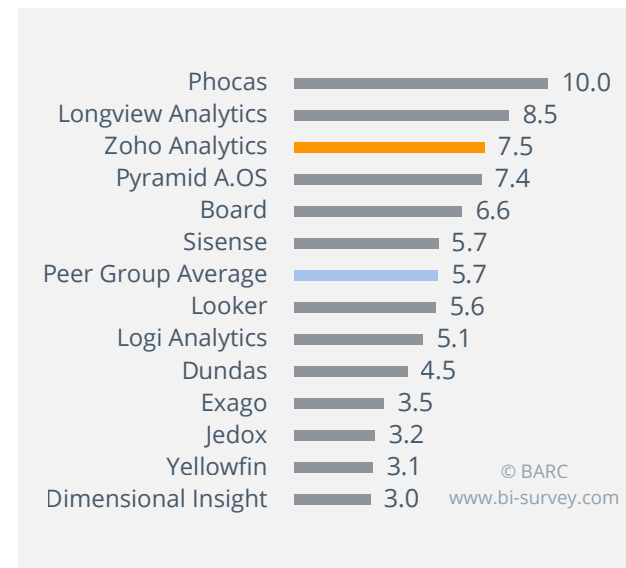


Mobile BI



Mobile BI – Leader

Peer group: Americas-focused vendors

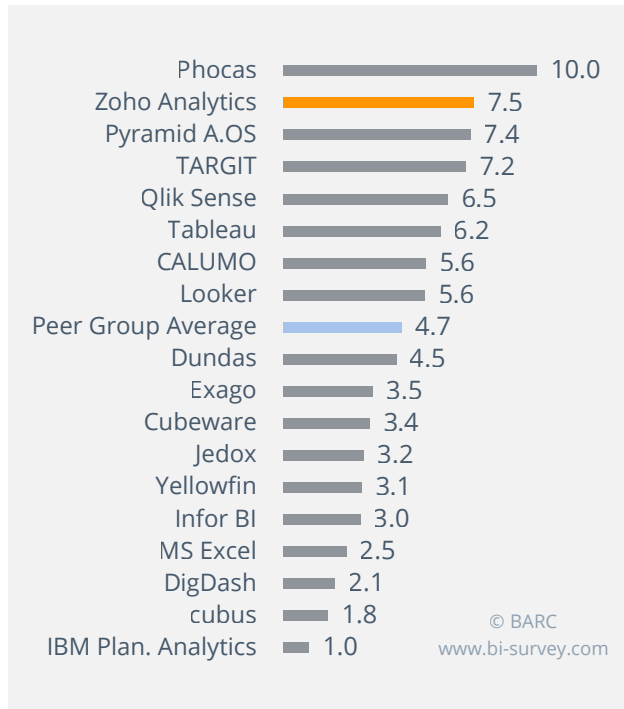


Zoho Analytics scores highly in all of its peer groups in the 'Mobile BI KPI and has improved its standing in the 'EMEA-focused vendors' peer group this year. This shows that a good proportion of Zoho Analytics customers use the software to display information on mobile devices. To improve the mobile experience, Zoho recently introduced a new mobile offering which supports device-specific gestures and usage patterns. We may therefore see Zoho's rating in this KPI improve in the future. As many customers claim to have improved operational efficiency by using Zoho Analytics, the software may have been used to support operational staff by providing current information within business processes.

Mobile BI – Leader



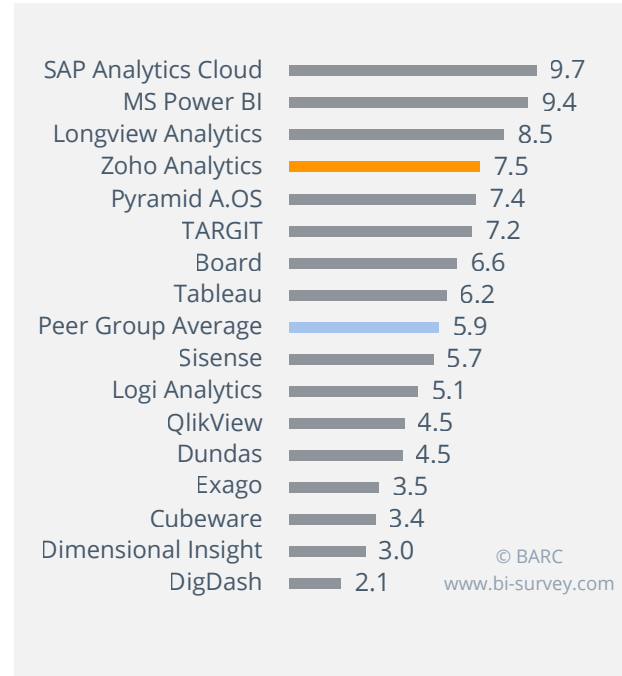
Peer group: Ad hoc reporting-focused products



Mobile BI – Leader



Peer group: Dashboarding-focused products

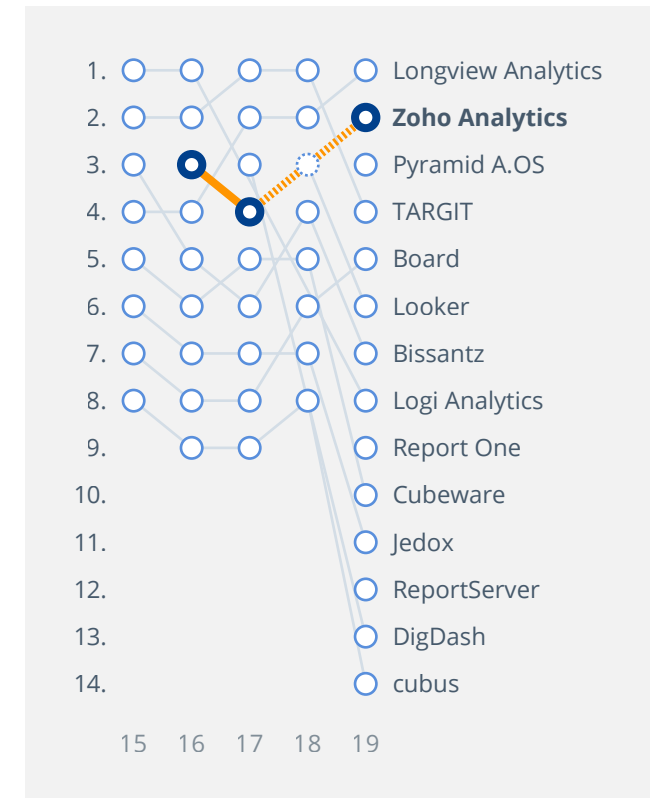


Mobile BI



Improved in mobile bi

Peer group: EMEA-focused vendors



Competitive win rate

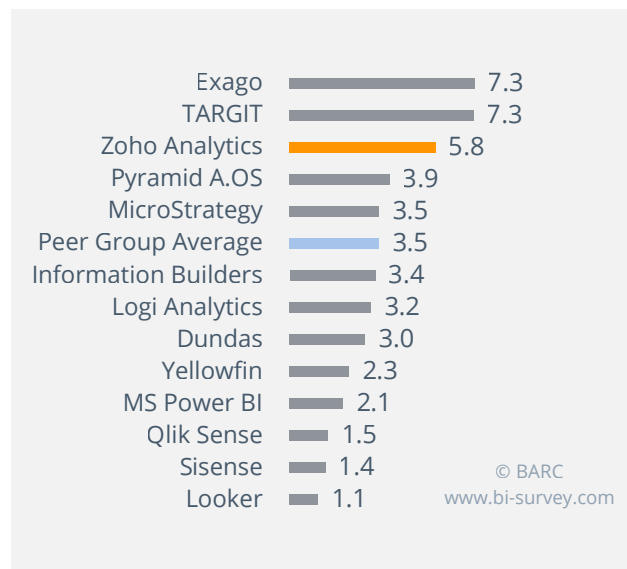


This KPI is based on the percentage of wins in competitive evaluations.

Competitive win rate – Leader



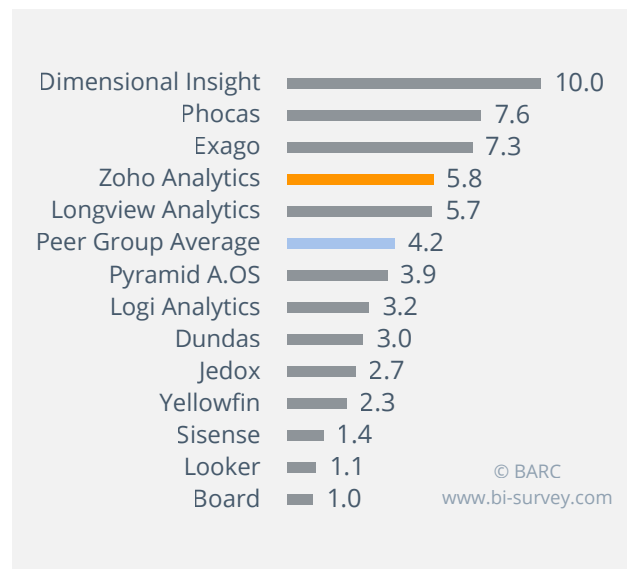
Peer group: Embedded analytics-focused products



Competitive win rate – Leader



Peer group: Americas-focused vendors



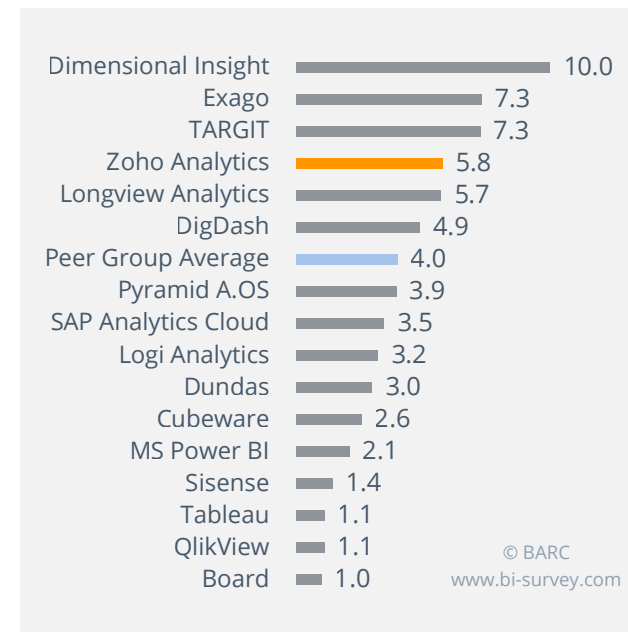
Competitive win rate



Competitive win rate – Leader



Peer group: Dashboarding-focused products



Zoho Analytics is among the leaders in the 'Embedded analytics-focused products', 'Americas-focused vendors' and 'Dashboarding-focused products' peer groups in the 'Competitive win rate' KPI. This measure reveals the frequency with which the vendor emerged victorious in multi-product competitive evaluations. Zoho is an Indian vendor on a strong growth trajectory, and is currently expanding its reach into Europe and the United States. Although The BI Survey results indicate that Zoho is not as widely known as some of its competitors, it has been able to appeal to customers who have tested the software.

Dashboards

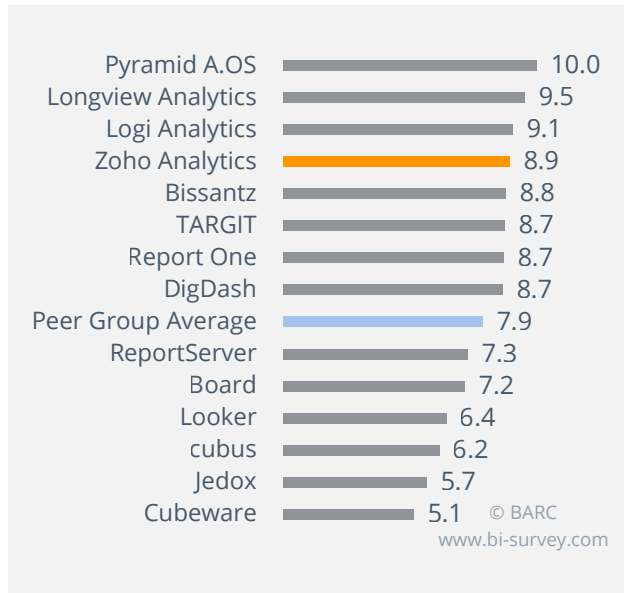


The 'Dashboards' KPI is based on how users rate their BI tool for creating dashboards/reports (data selection, data visualization, formatting/layout).

Dashboards – Leader



Peer group: EMEA-focused vendors



BARC Viewpoint

Dashboards



Zoho Analytics customers are satisfied with the solution's ability to display aggregated data in the form of dashboards. The vendor ranks as a leader in the 'Dashboards' KPI compared to other EMEA-focused vendors. Zoho Analytics supports the creation of visually appealing dashboards by business users via drag-and-drop. The positive assessment of Zoho Analytics' ease of use for report designers shows that customers have placed an emphasis on the empowerment of business users to create individual content. Dashboards are just one of the types of content that can be created by business users.

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

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

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

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

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

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

For further information see:

www.barc-research.com

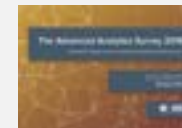
Other Surveys



The BARC **BI Trend Monitor 2019** reflects on the trends currently driving the BI and data management market from a user perspective. We asked close to 2,700 users, consultants and vendors for their views on the most important BI trends.



The Planning Survey 19 is the world's largest survey of planning software users. Based on a sample of over 1,300 responses, it offers an unsurpassed level of user feedback on 22 leading planning products. Find out more at www.bi-survey.com



The Advanced Analytics Survey 19 - BARC's new survey-based study - gauges satisfaction among advanced analytics, data discovery and data preparation software users worldwide. Ten leading software products are compared in detail.

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