

# The BI & Analytics Survey 21

The voice of the BI and analytics community

This is a specially produced summary  
of the headline results for

**Zoho Analytics**





## KPI results

**12** top-rankings  
and  
**28** leading  
positions

*in 5 different  
peer groups.*

BI & ANALYTICS  
SURVEY 21



## Recommendation

**97%**  
of surveyed users say  
they would **recommend\***  
Zoho Analytics.

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

BI & ANALYTICS  
SURVEY 21



## Problems

**58%**  
of surveyed users  
report **no significant  
problems** in the use of  
Zoho Analytics.\*

*\* Compared to 43% for the average  
BI tool.*

BI & ANALYTICS  
SURVEY 21



## Price-performance

**72%**  
of surveyed users chose  
Zoho Analytics because of  
its **price-performance  
ratio**.\*

*\* Compared to 41% for the average  
BI tool.*

BI & ANALYTICS  
SURVEY 21



## Ease of use

**59%**  
of surveyed users chose  
Zoho Analytics because of  
its **ease of use for  
report designers**.\*

*\* Compared to 34% for the average  
BI tool.*

BI & ANALYTICS  
SURVEY 21



## Implementation

**Fastest  
implementation  
time**  
in the whole survey.

BI & ANALYTICS  
SURVEY 21



*Peer Group*  
EMEA-focused vendors

**1. Top-ranked in**

- Project length
- Distribution of reports
- Performance satisfaction

**Leader in**

- Business value
- Dashboards
- Advanced analytics
- Ease of use
- Cloud BI
- Data preparation
- Mobile BI
- Embedded BI

*Peer Group*  
Embedded analytics-focused products

**1. Top-ranked in**

- Project length
- Ease of use
- Performance satisfaction

**Leader in**

- Project success
- Business value
- Dashboards
- Distribution of reports
- Query performance
- Data preparation

*Peer Group*  
Ad hoc reporting-focused products

**1. Top-ranked in**

- Project length
- Performance satisfaction

**Leader in**

- Business value
- Dashboards
- Distribution of reports
- Ease of use
- Cloud BI
- Mobile BI



*Peer Group*  
Americas-focused vendors

**1. Top-ranked in**

- Project length
- Performance satisfaction

**Leader in**

- Distribution of reports
- Ease of use
- Query performance
- Mobile BI

*Peer Group*  
Dashboarding-focused products

**1. Top-ranked in**

- Project length
- Performance satisfaction

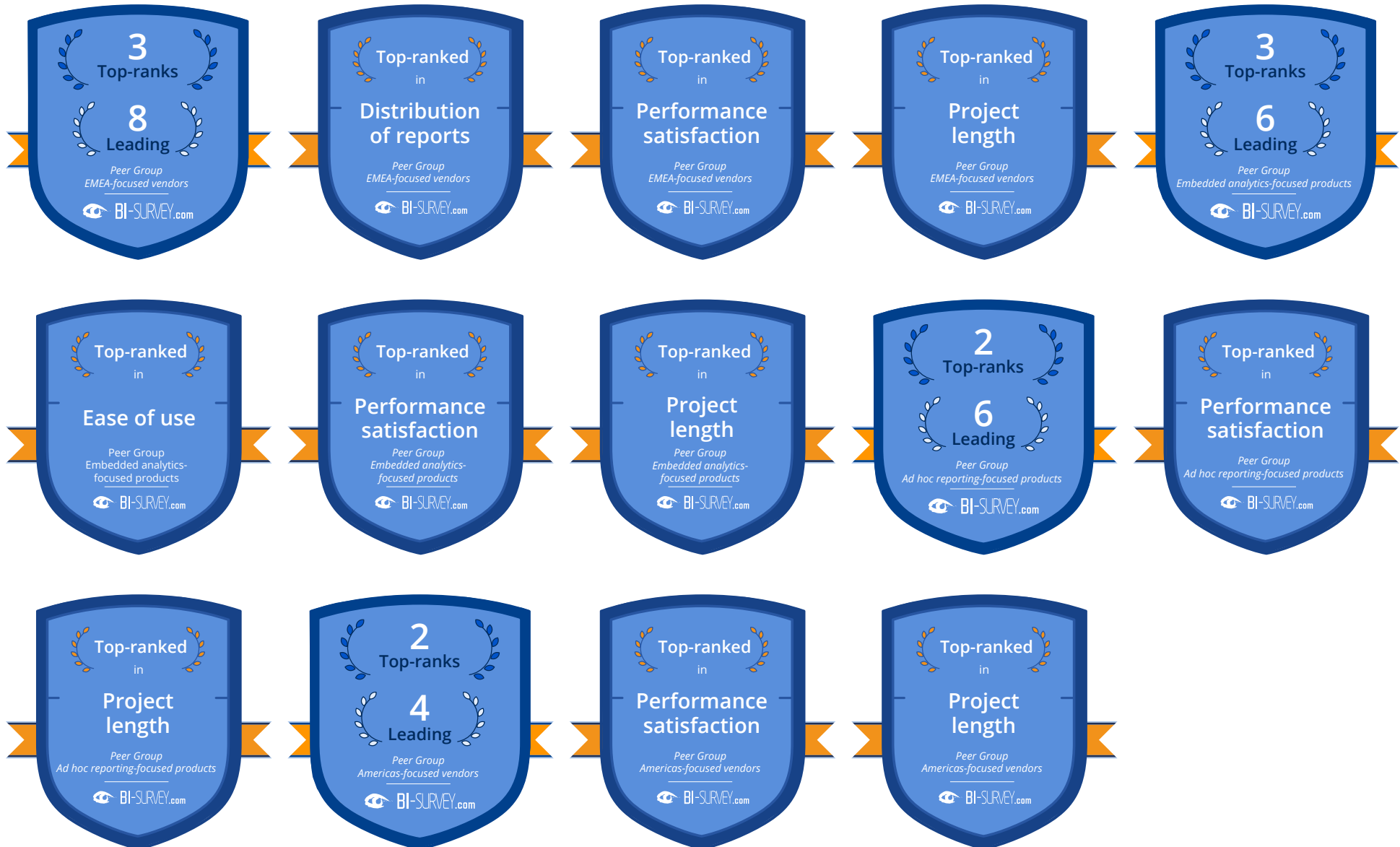
**Leader in**

- Business value
- Distribution of reports
- Ease of use
- Query performance





# The BI & Analytics Survey 21: Zoho Analytics top ranks





User friendly.



CEO, retail/wholesale/trade,  
<100 employees

Fantastic, speedy, full-featured BI  
product.



Employee of a cross-departmental BI/  
analytics team, IT, <100 employees

Amazing product.



CIO/Head of IT, manufacturing, <100  
employees

Zoho is good for those who want to save time,  
because when you link your data with Zoho it  
provides you with quick results.



Person responsible/Project manager for BI/analytics  
from IT department, education, <100 employees

Fast to integrate with other  
solutions and a really good mobile  
app.



CEO, IT, <100 employees



## What customers like most



Ease of use, results.



” CEO, healthcare, <100 employees



Ease of integration.



” CEO, IT, <100 employees



Zoho provides quick reports, manages data easily.



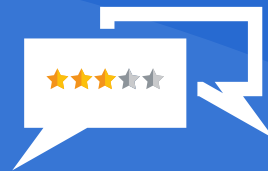
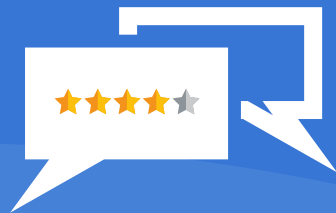
” Person responsible/Project manager for BI/analytics from IT department, education, <100 employees



Support is top-notch. Ability to utilize T-SQL in its native format to pull data. Easy integration.



” Employee of a cross-departmental BI/analytics team, IT, <100 employees





Make the investment to fully learn all the capabilities of the product.



” *Employee of a cross-departmental BI/ analytics team, IT, <100 employees*



Use Zoho. It rocks.



” *CEO, retail/wholesale/trade, <100 employees*







THE BI & ANALYTICS SURVEY 21

The BI & Analytics Survey 21 is based on findings from the world’s largest and most comprehensive survey of business intelligence end users, conducted from March to June 2020. In total, 2,591 people responded to the survey with 2,136 answering a series of detailed questions about their use of a named product. Altogether, 33 products (or groups of products) are analyzed in detail.

The BI & Analytics Survey 21 examines user feedback on BI product selection and usage across 36 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.](#)

Zoho Analytics overview

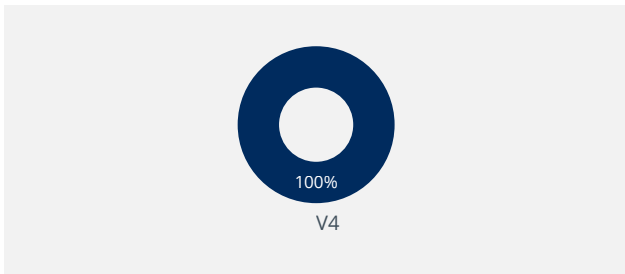
Zoho Corporation began life in 1996 as a software company called Adventnet, Inc., which focused on building network management products. The company was renamed in 2009 and now operates three distinct divisions including Zoho, which is focused on developing and selling a suite of business applications. 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, bookkeeping, human resource management, analytics, marketing and support – Zoho claims to have 50 million users worldwide, representing a 100 percent increase within the last 2 years.

Versions used

n=32



Zoho Analytics is the BI component of the Zoho business suite, and was first released in 2009. Zoho Analytics is a cloud-based reporting and analysis solution aimed at business users which is also available for on-premises deployments. Ease of use is a key selling point of the product, which employs an intuitive drag-and-drop interface.

Zoho Analytics is delivered as a multi-tenant public cloud application or an on-premises deployment/private cloud. Zoho partners with industry giant Equinix on its redundant data center operations, with its principal locations based in the United States, Europe, India and China. Whereas most BI players started out with an on-premises (installable) product and then moved into the cloud, Zoho Analytics was cloud-only until November 2018 when the on-premises version for mid market enterprises was launched. It can be installed behind firewalls locally, or can be deployed on cloud platforms such as AWS, Google Cloud and Microsoft Azure.

Zoho Analytics customer responses

This year we had 32 responses from Zoho Analytics users. At the time of the survey, all of them were using version 4.



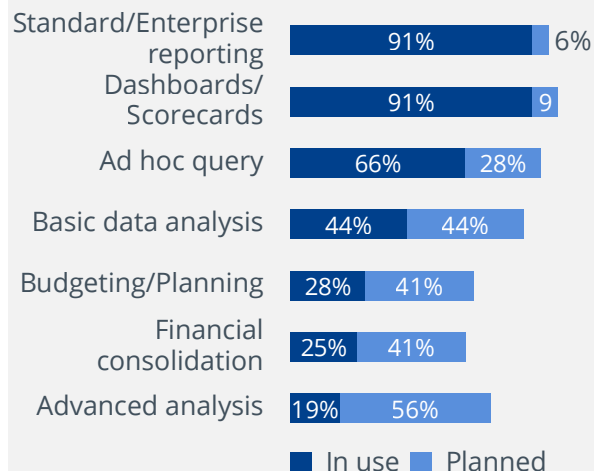
## User and Use Case Demographics

### BARC Comment

Zoho Analytics is a self-service BI and analytics solution that targets business users with its drag-and-drop user interface. It is mostly used for standard/enterprise reporting and dashboard creation, as reported by 91 percent of respondents. Three 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. 66 percent of the Zoho users surveyed perform ad hoc queries using the product. In line with the current market trend, 56 percent of users also plan to use Zoho for advanced analytics in the future.

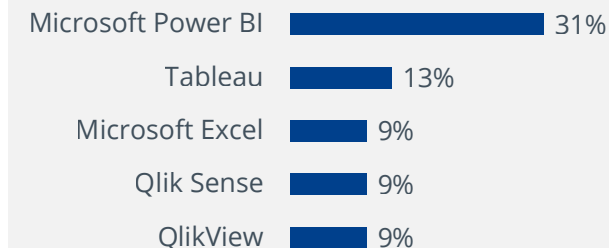
### Current vs. planned use

n=31



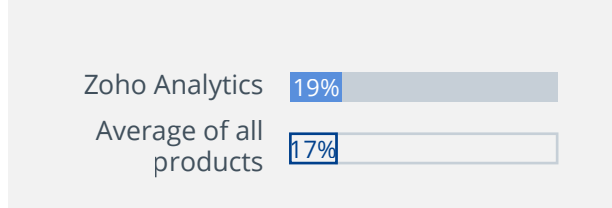
### 5 products most often evaluated in competition with Zoho Analytics

n=32



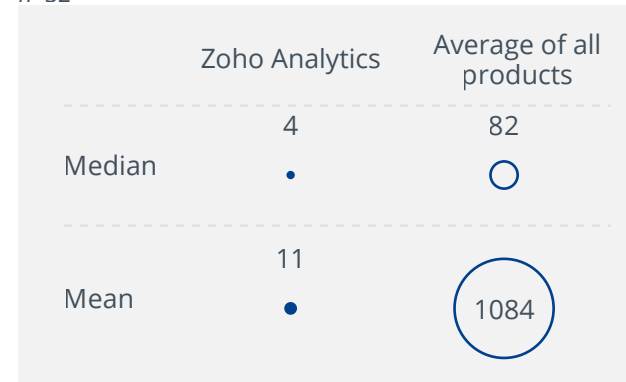
### Percentage of employees using Zoho Analytics

n=32



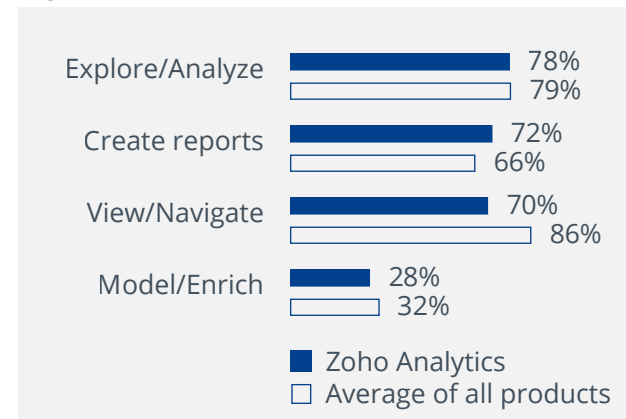
### Number of users using Zoho Analytics

n=32



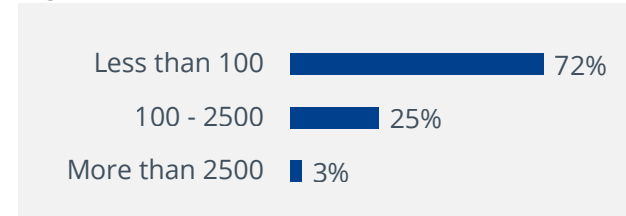
### Tasks carried out with Zoho Analytics by business users

n=32



### Company size (employees)

n=32





## Peer Groups and KPIs

### The KPIs

The BI & Analytics Survey 21 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 & Analytics Survey 21 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.

#### [Self-service analytics-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.

# Advanced analytics & Project success



The 'Advanced analytics' KPI is based on how many survey respondents use advanced analysis (such as predictive analysis, data mining, machine learning).

The 'Project success' KPI is based on the implementation satisfaction level and the frequency of projects completed on time and on budget.

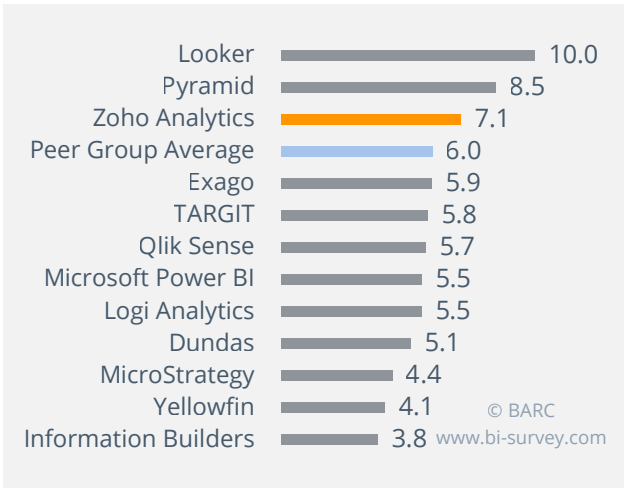


# Project success

## Project success – Leader



Peer group: Embedded analytics-focused products



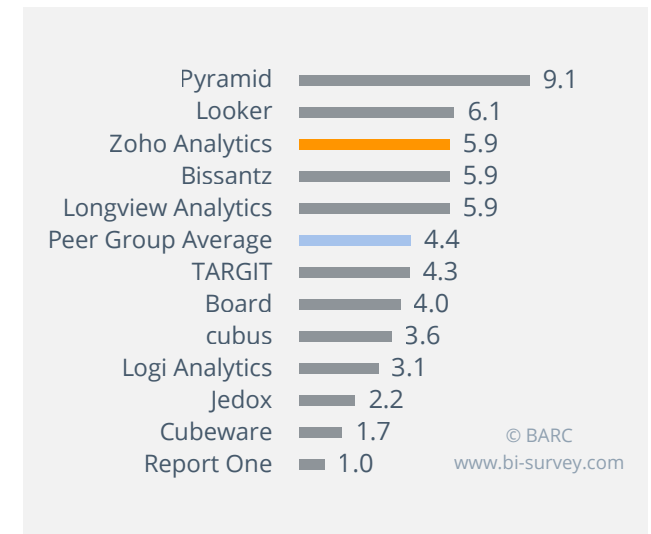
# Advanced analytics



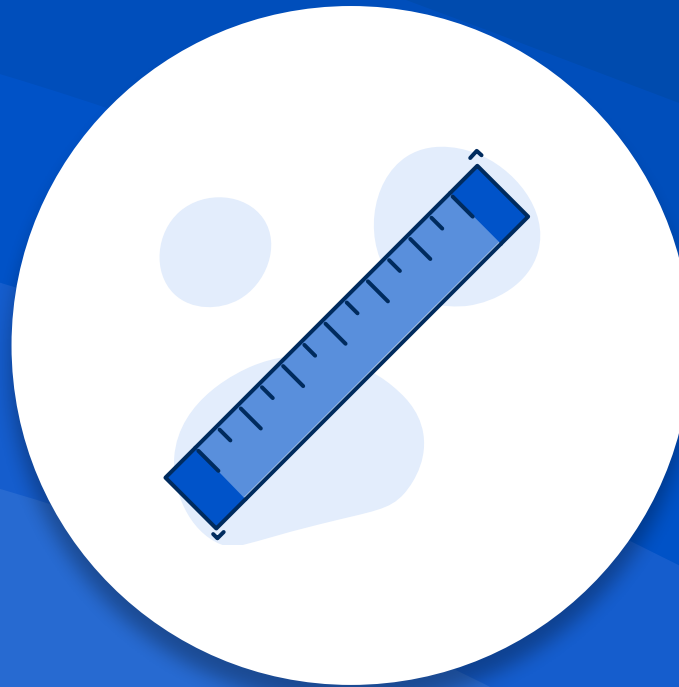
## Advanced analytics – Leader



Peer group: EMEA-focused vendors



# Project length

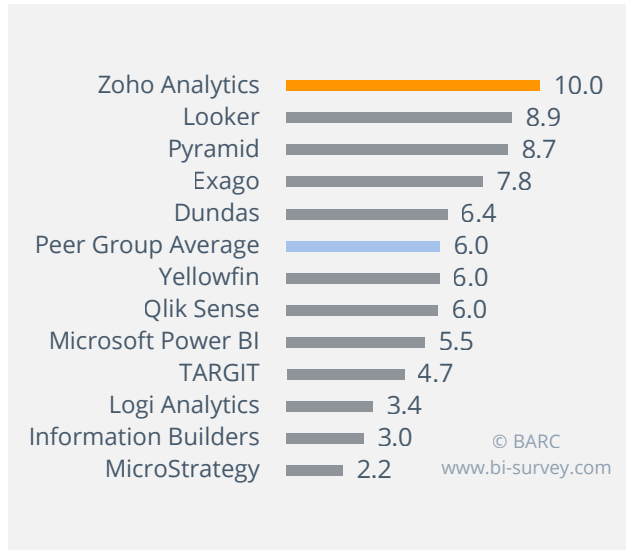


This KPI is based on how quickly the product is implemented.

## Project length – Top-ranked



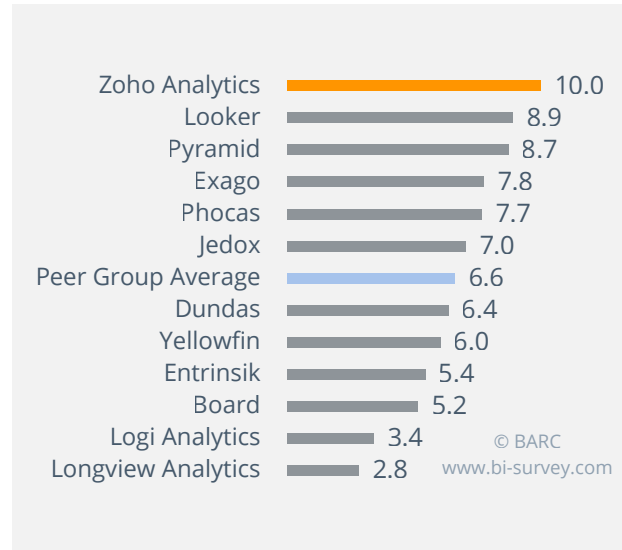
Peer group: Embedded analytics-focused products



## Project length – Top-ranked



Peer group: Americas-focused vendors

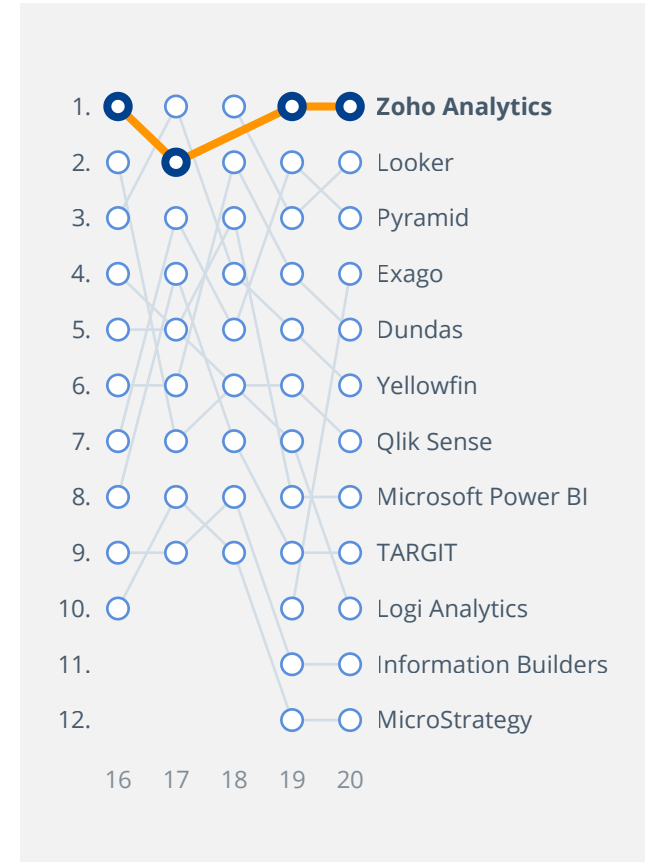


# Project length



## Consistently outstanding in project length

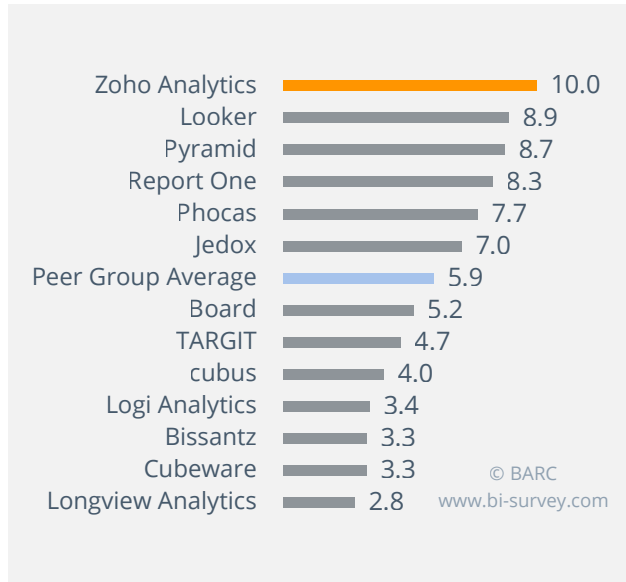
Peer group: Embedded analytics-focused products



## Project length – Top-ranked



Peer group: EMEA-focused vendors



## Consistently top-ranked in project length

Peer group: EMEA-focused vendors

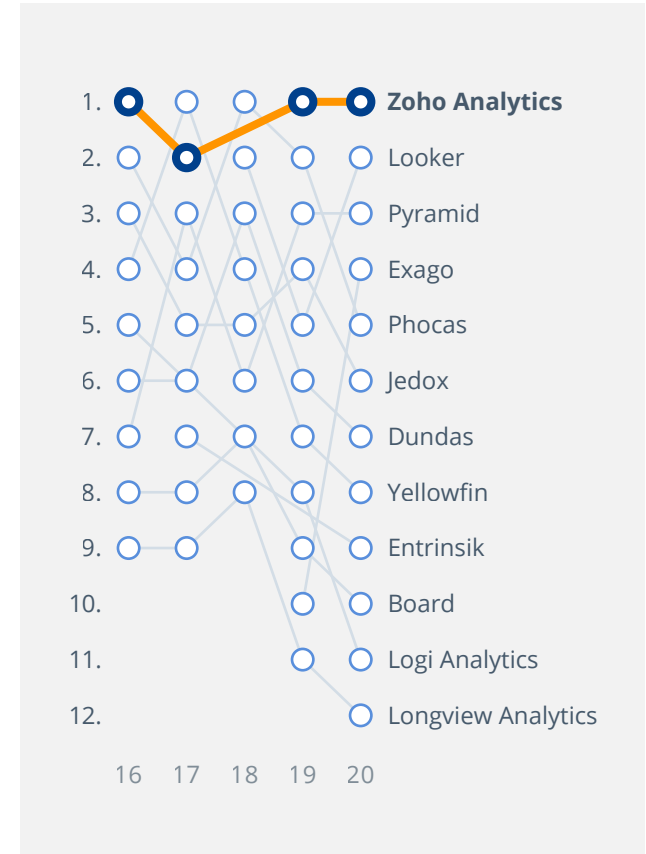


## Project length



## Consistently outstanding in project length

Peer group: Americas-focused vendors

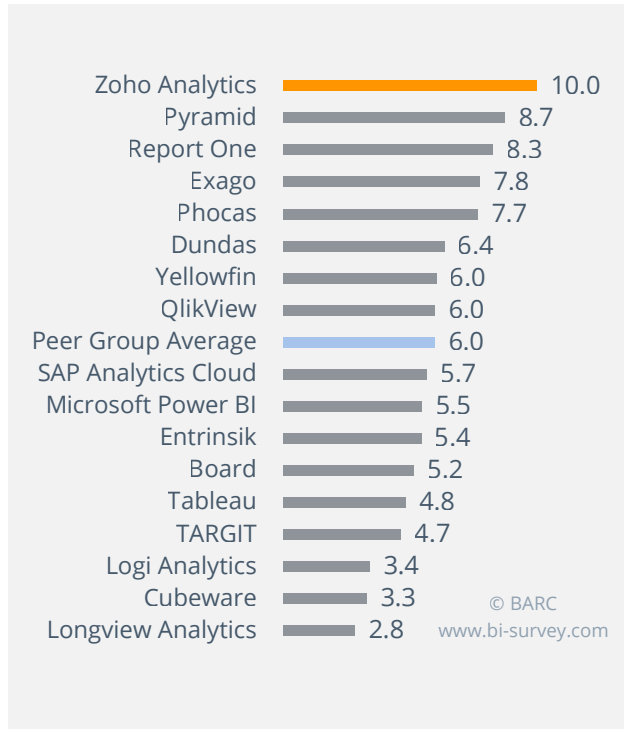




## Project length – Top-ranked

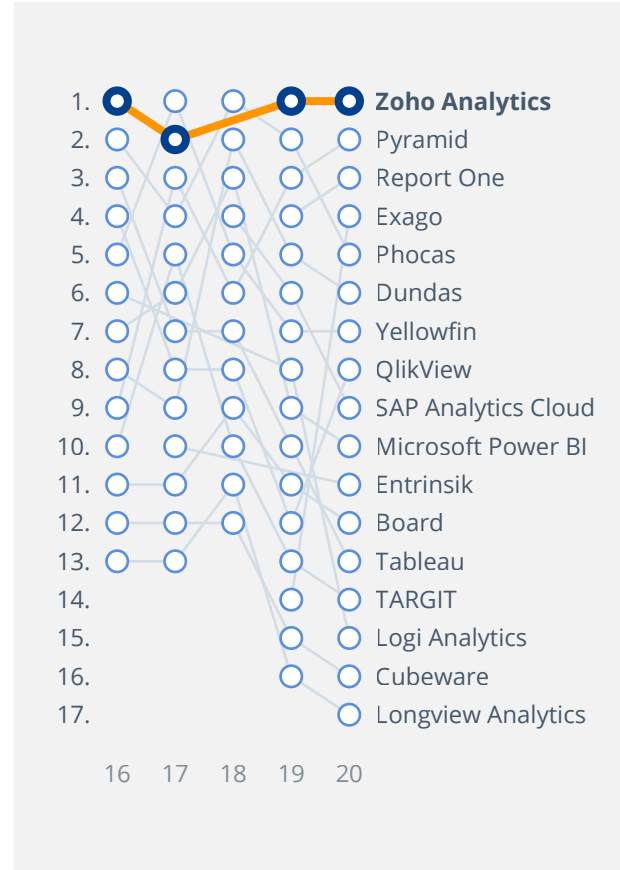


Peer group: Dashboarding-focused products



## Consistently outstanding in project length

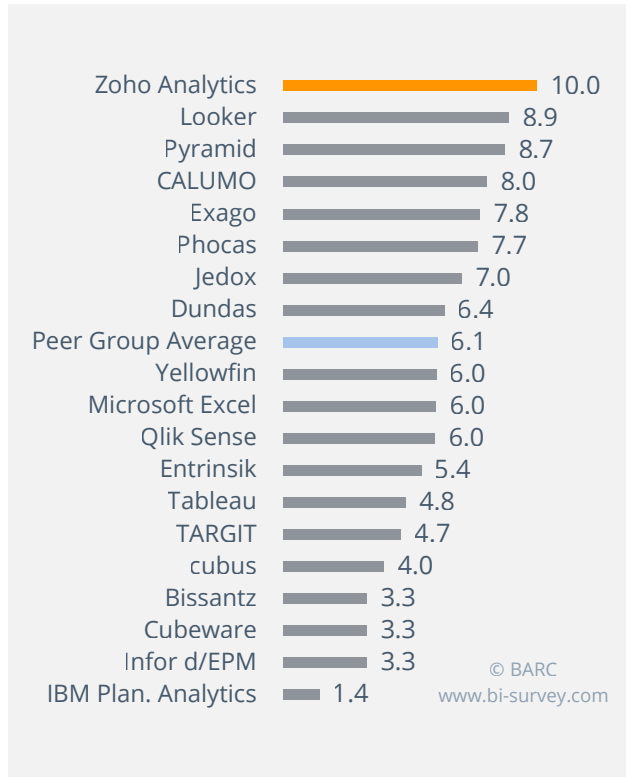
Peer group: Dashboarding-focused products



## Project length – Top-ranked

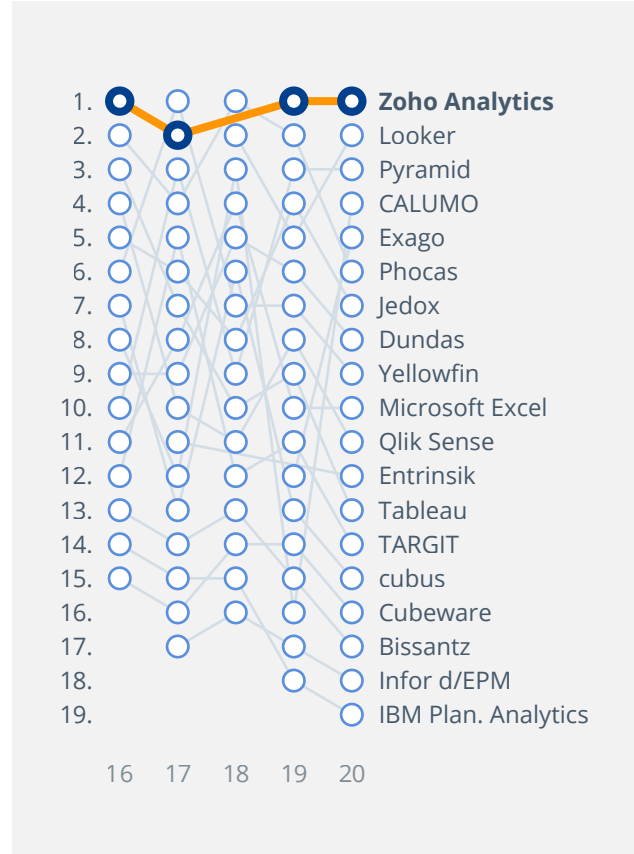


Peer group: Ad hoc reporting-focused products



## Consistently outstanding in project length

Peer group: Ad hoc reporting-focused products



# Business value

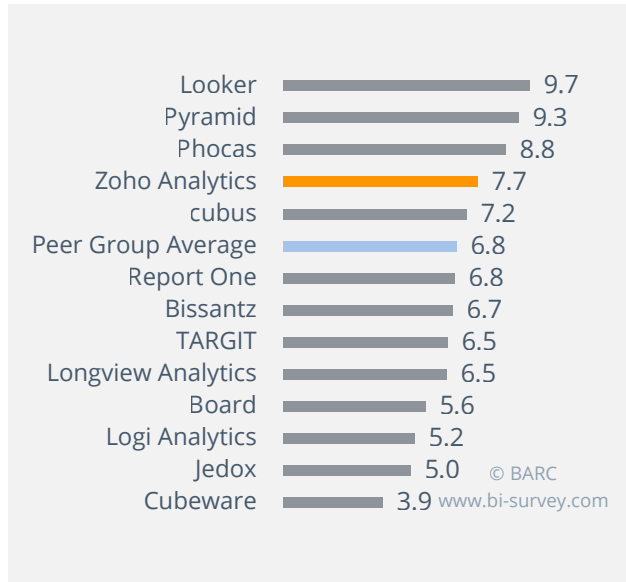


This KPI combines the 'Business benefits', 'Project success' and 'Project length' KPIs.

## Business value – Leader



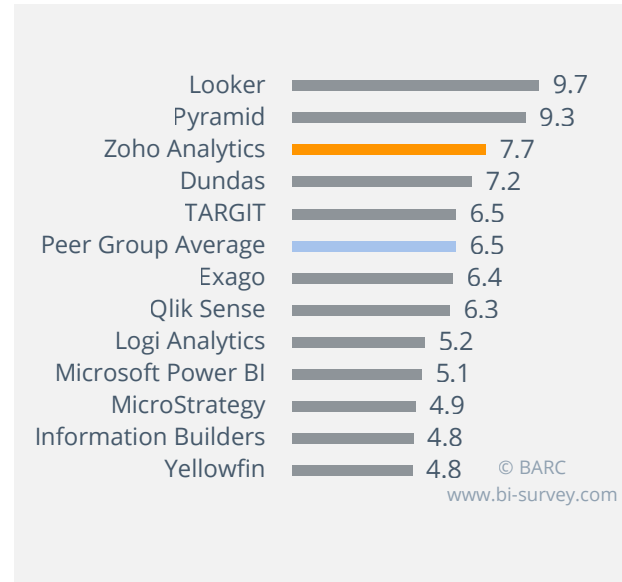
Peer group: EMEA-focused vendors



## Business value – Leader



Peer group: Embedded analytics-focused products

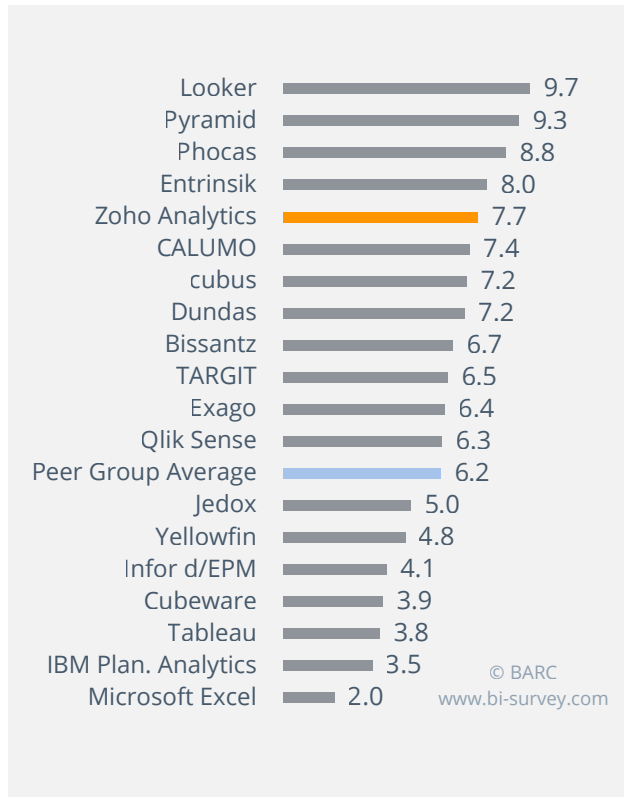


# Business value

## Business value – Leader



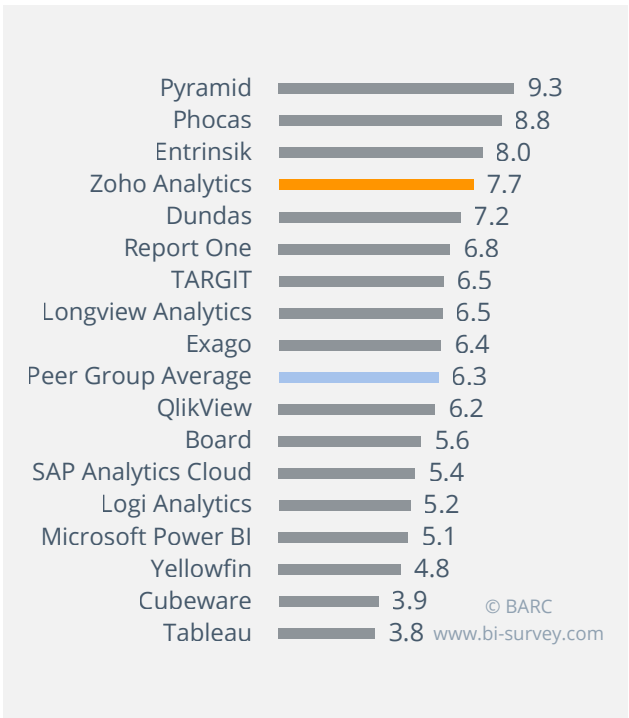
Peer group: Ad hoc reporting-focused products



## Business value – Leader



Peer group: Dashboarding-focused products



# Dashboards

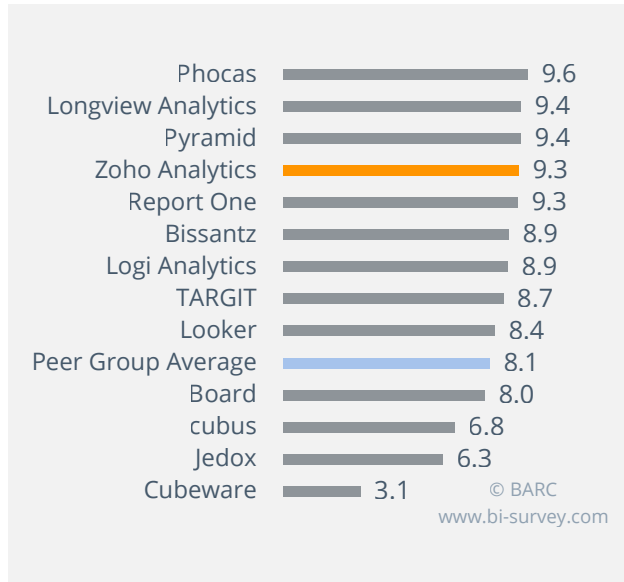


This KPI is based on how users rate their BI tool for creating dashboards/ reports (data selection, data visualization, formatting/layout).

## Dashboards – Leader



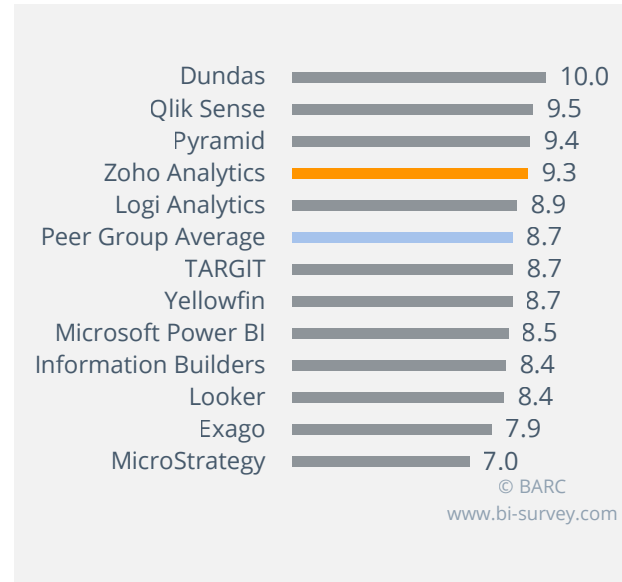
Peer group: EMEA-focused vendors



## Dashboards – Leader



Peer group: Embedded analytics-focused products



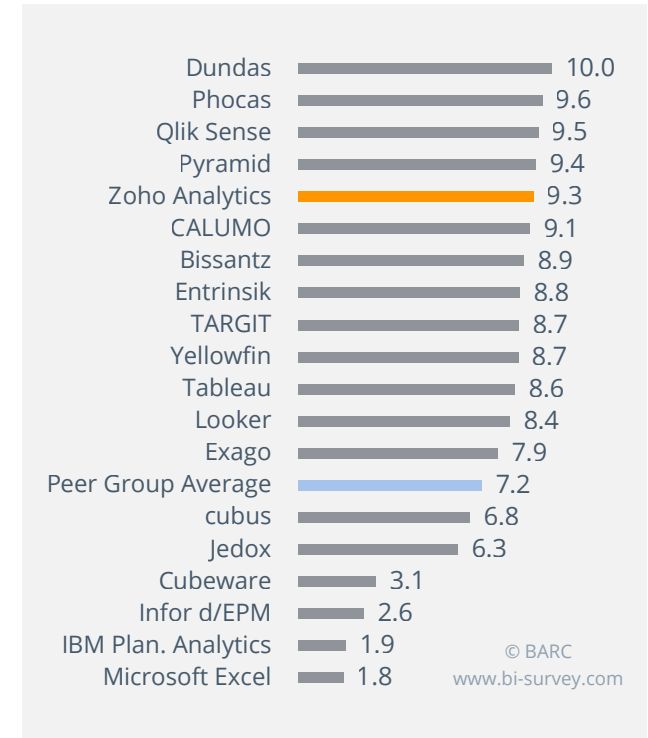
## Dashboards



## Dashboards – Leader



Peer group: Ad hoc reporting-focused products



# Distribution of reports

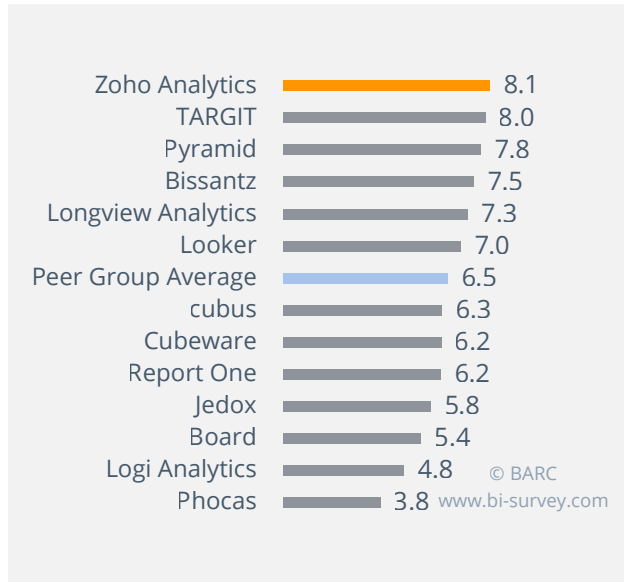


This KPI is based on how users rate their BI tool in terms of its support for the distribution of reports (dispatch/publication, scheduling, formats).



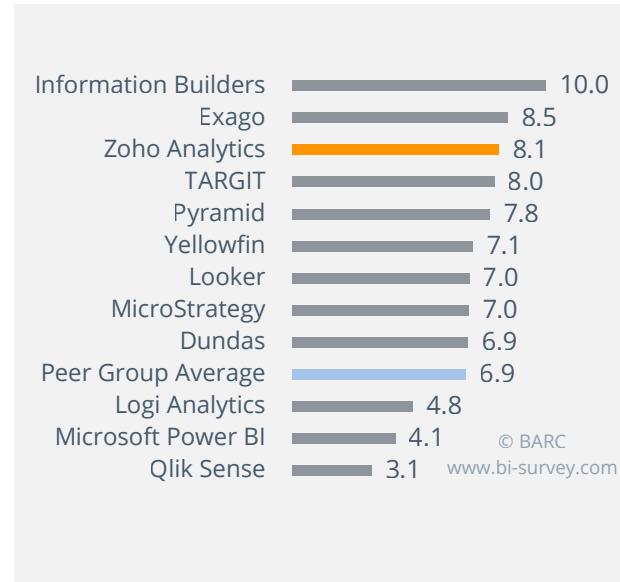
## Distribution of reports – Top-ranked

Peer group: EMEA-focused vendors



## Distribution of reports – Leader

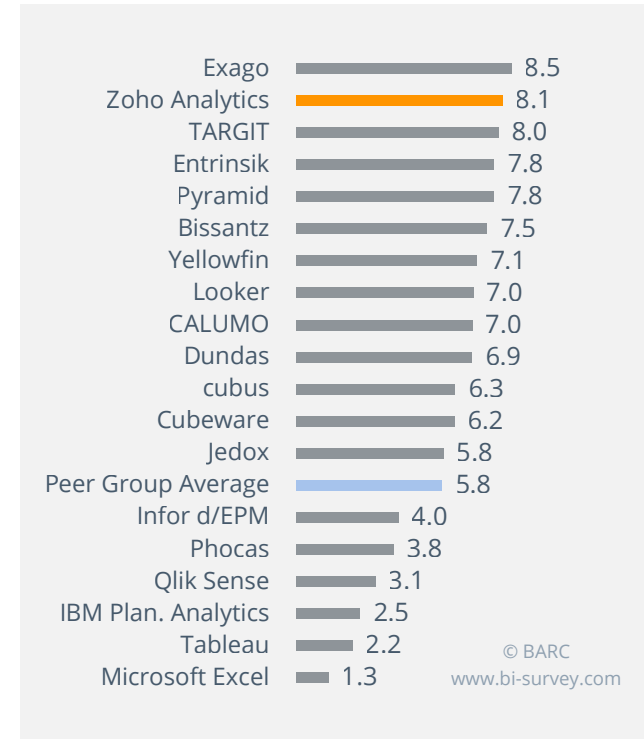
Peer group: Embedded analytics-focused products



# Distribution of reports

## Distribution of reports – Leader

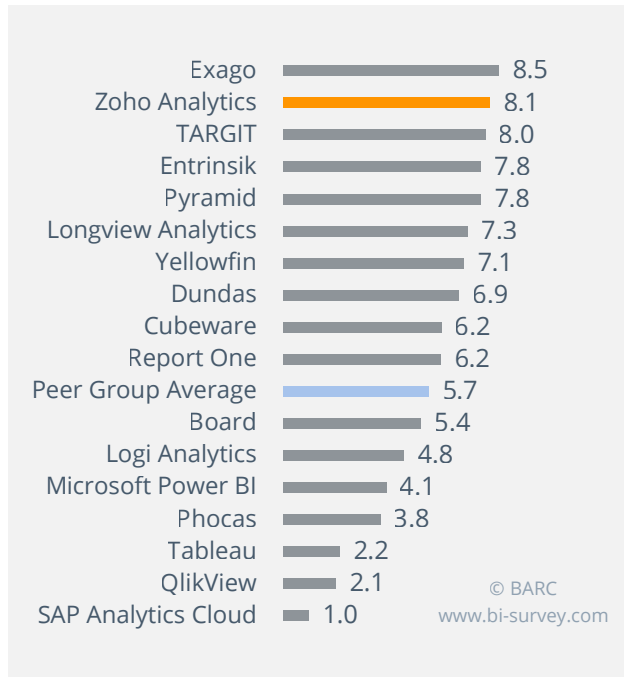
Peer group: Ad hoc reporting-focused products



## Distribution of reports – Leader



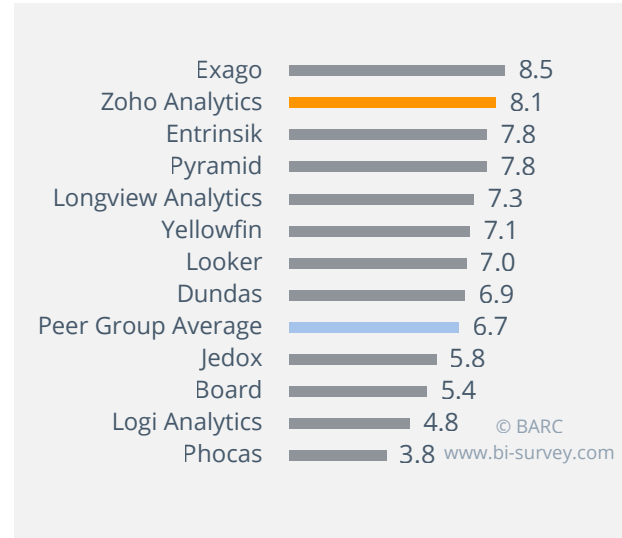
Peer group: Dashboarding-focused products



## Distribution of reports – Leader



Peer group: Americas-focused vendors



# Distribution of reports



# Ease of use

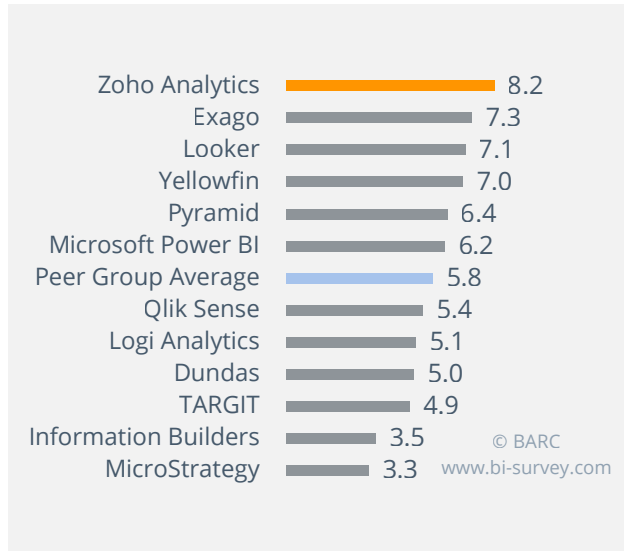


This KPI is based on how often the product was chosen for its ease of use, and on the level of complaints about ease of use post-implementation.

## Ease of use – Top-ranked



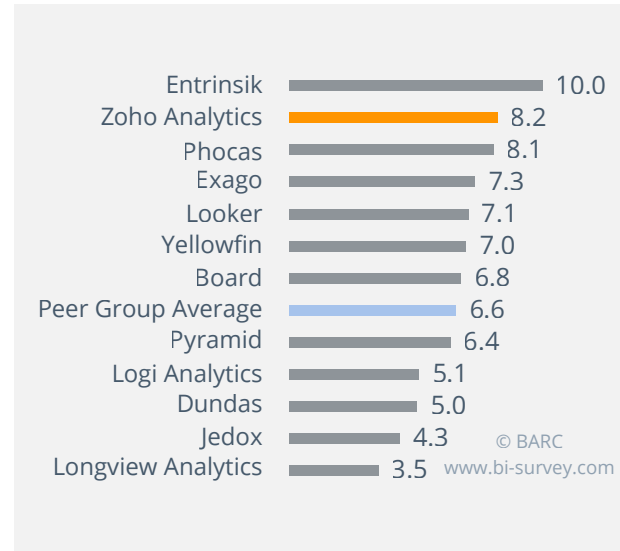
Peer group: Embedded analytics-focused products



## Ease of use – Leader



Peer group: Americas-focused vendors



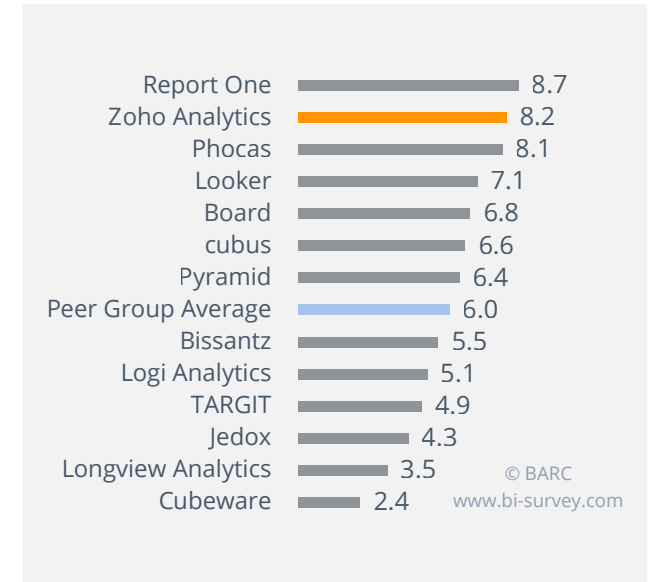
## Ease of use



## Ease of use – Leader



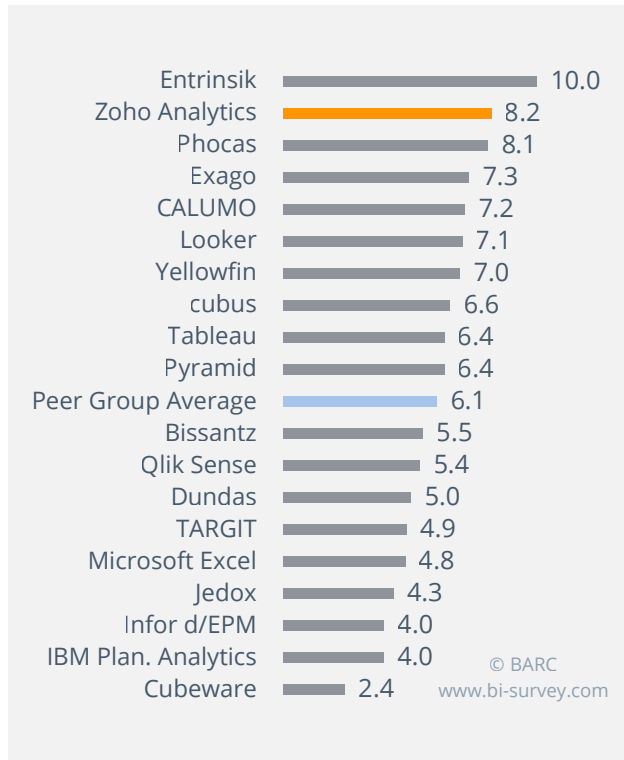
Peer group: EMEA-focused vendors



## Ease of use – Leader



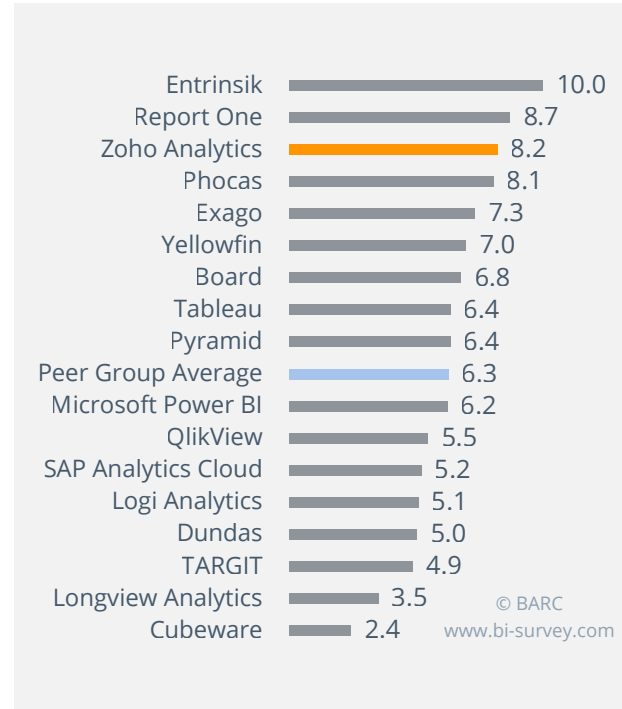
Peer group: Ad hoc reporting-focused products



## Ease of use – Leader



Peer group: Dashboarding-focused products



# Query performance

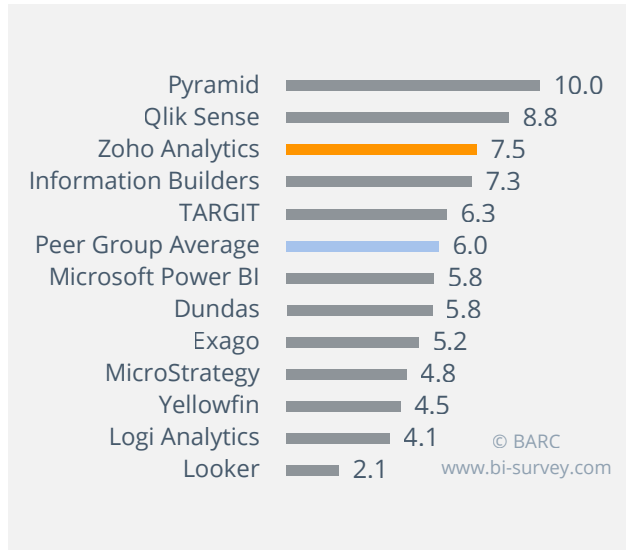


This KPI is based on how quickly queries respond (adjusted by data volume).

## Query performance – Leader



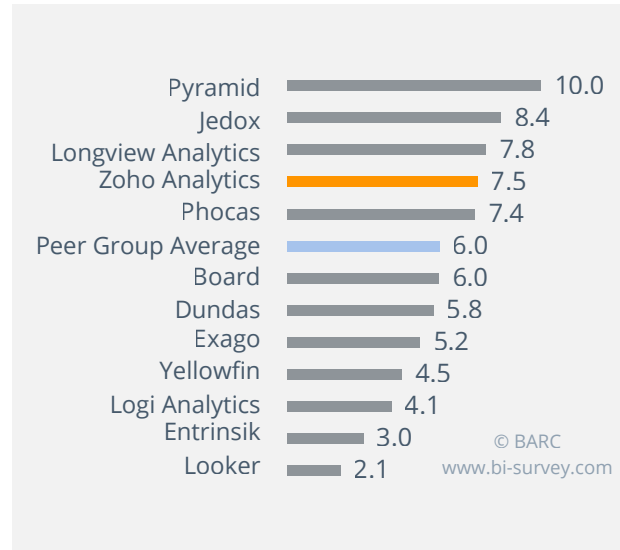
Peer group: Embedded analytics-focused products



## Query performance – Leader



Peer group: Americas-focused vendors



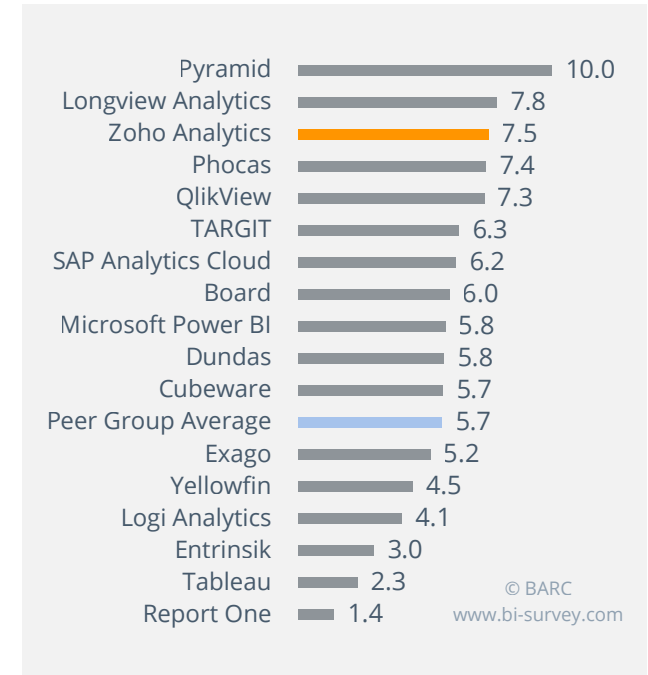
## Query performance



### Query performance – Leader



Peer group: Dashboarding-focused products



# Performance satisfaction



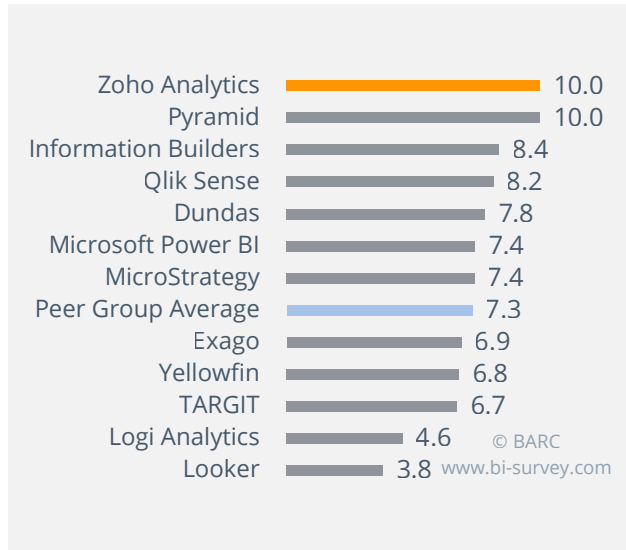
This KPI measures the frequency of complaints about the system's performance.



## Performance satisfaction – Top-ranked



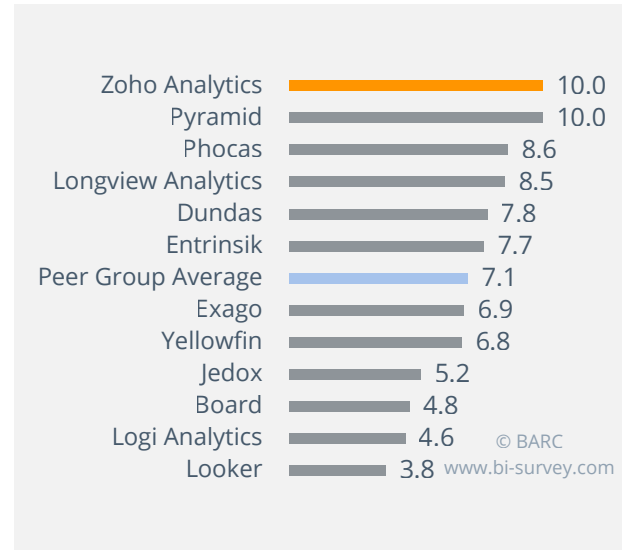
Peer group: Embedded analytics-focused products



## Performance satisfaction – Top-ranked



Peer group: Americas-focused vendors



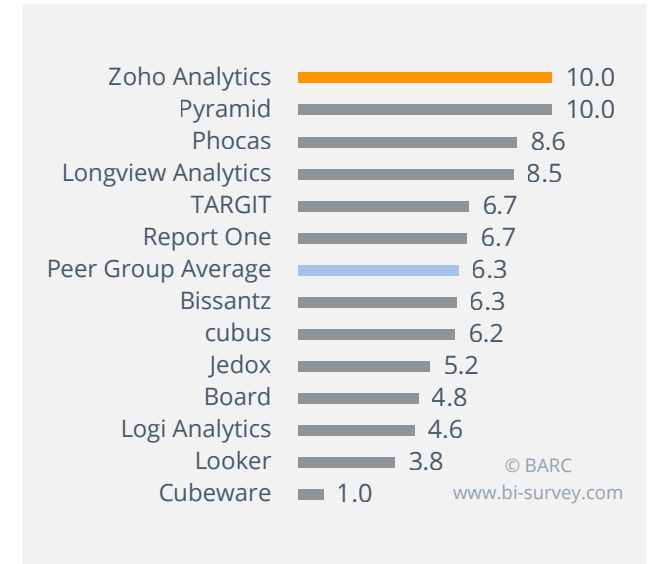
## Performance satisfaction



### Performance satisfaction – Top-ranked



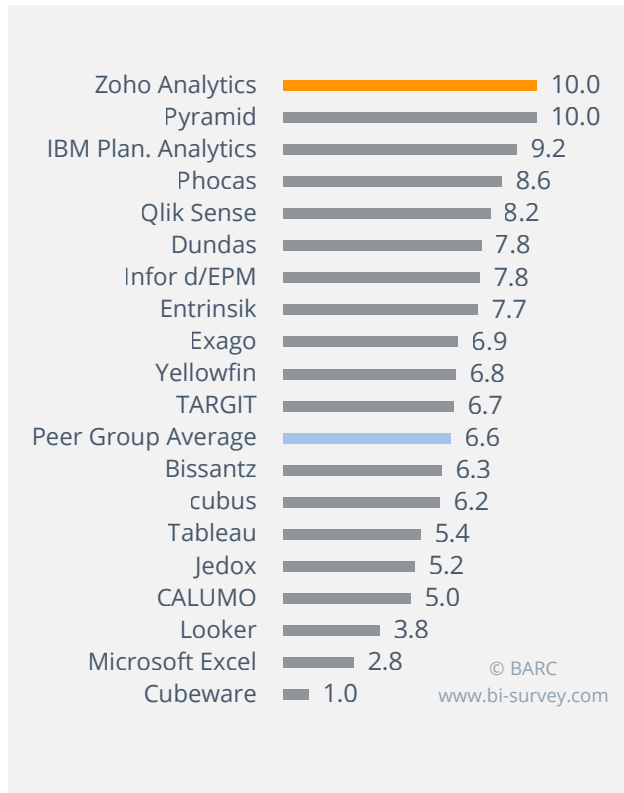
Peer group: EMEA-focused vendors



## Performance satisfaction – Top-ranked



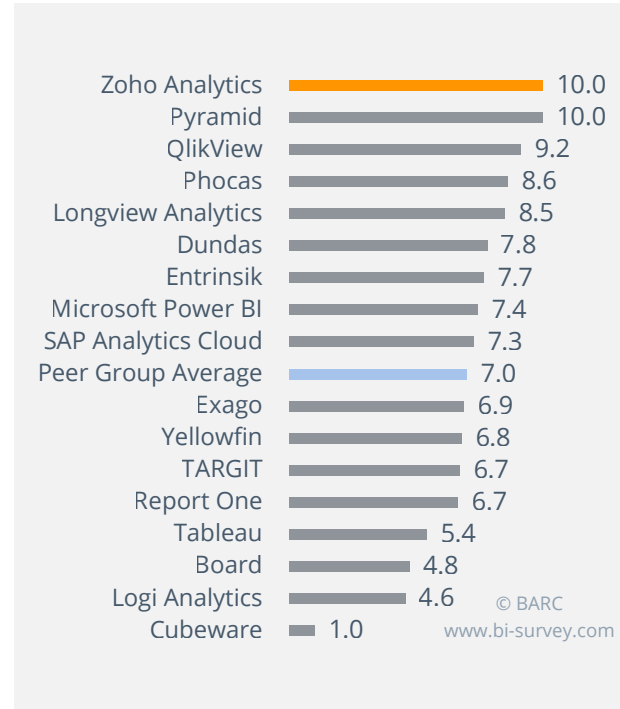
Peer group: Ad hoc reporting-focused products



## Performance satisfaction – Top-ranked



Peer group: Dashboarding-focused products



# Performance satisfaction

# Cloud BI

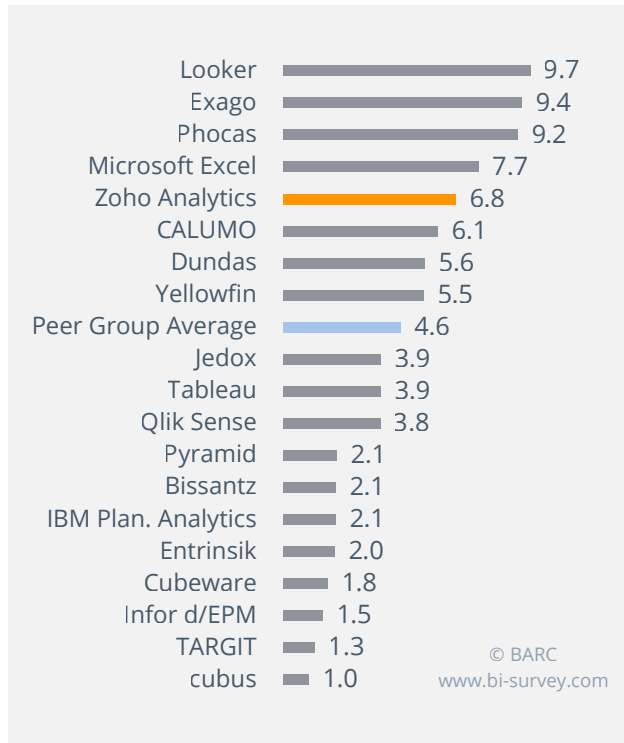


This KPI is based on the proportion of survey respondents that currently use the product in a cloud environment.

## Cloud BI – Leader



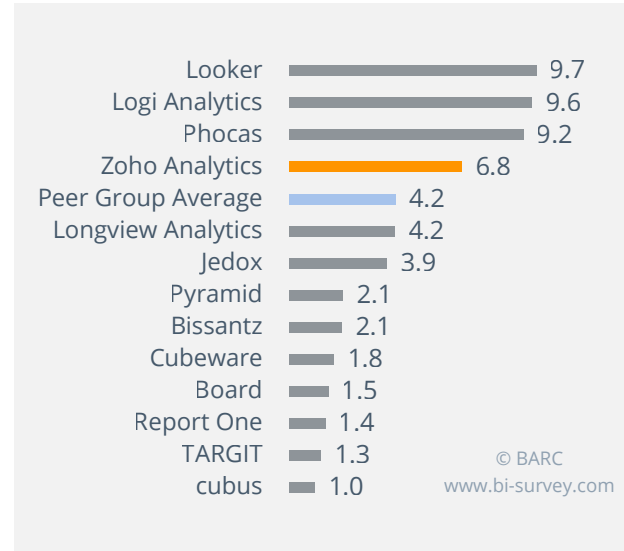
Peer group: Ad hoc reporting-focused products



## Cloud BI – Leader



Peer group: EMEA-focused vendors



# Data preparation

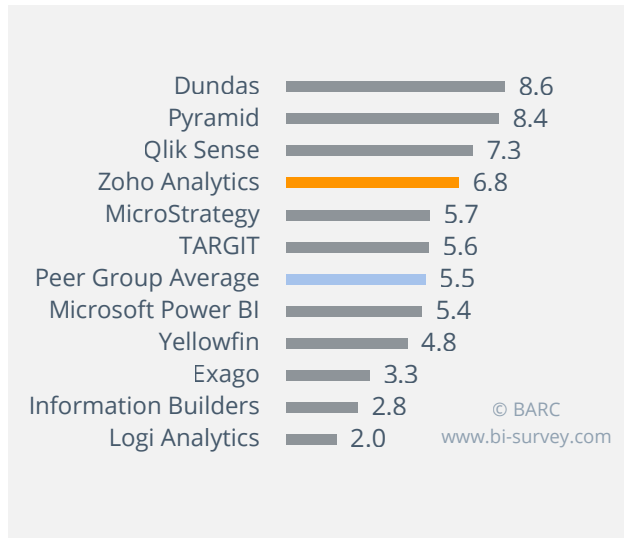


This KPI is based on the proportion of survey respondents that currently use the product for data preparation.

## Data preparation – Leader



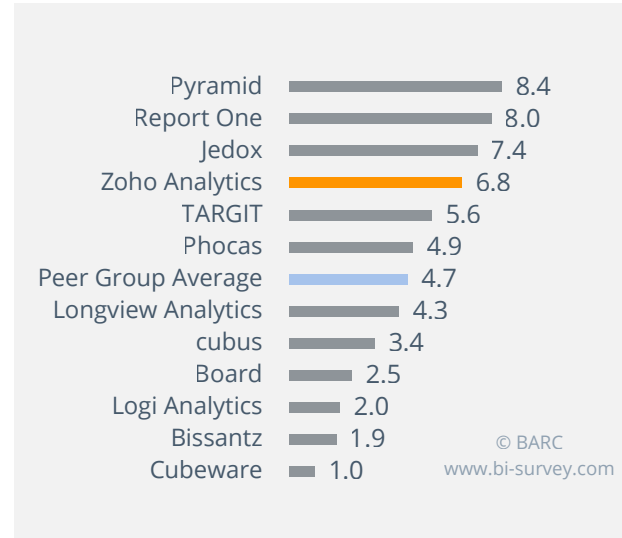
Peer group: Embedded analytics-focused products



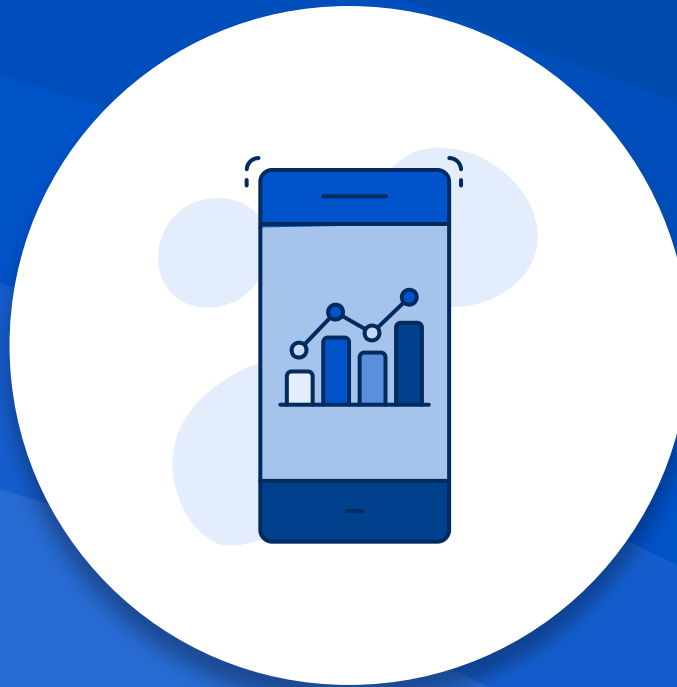
## Data preparation – Leader



Peer group: EMEA-focused vendors



# Mobile BI

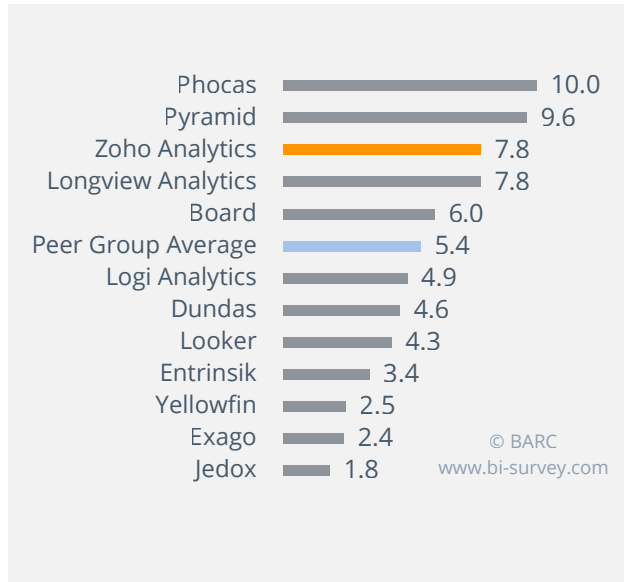


This KPI is based on the proportion of survey respondents that currently use their BI tool on a mobile device.

## Mobile BI – Leader



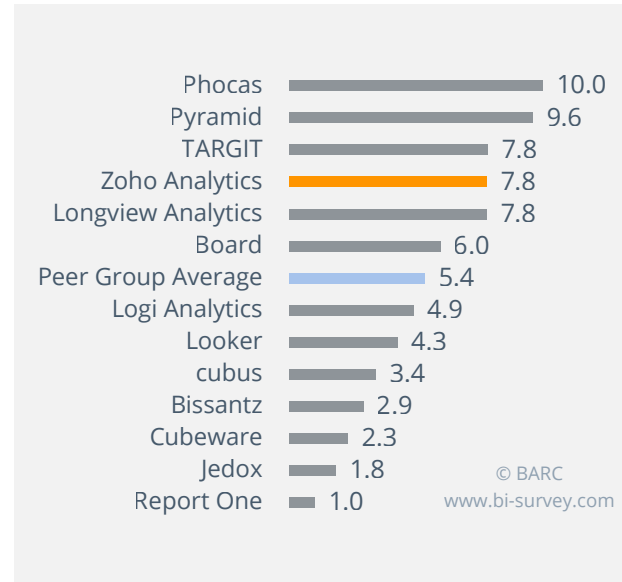
Peer group: Americas-focused vendors



## Mobile BI – Leader



Peer group: EMEA-focused vendors



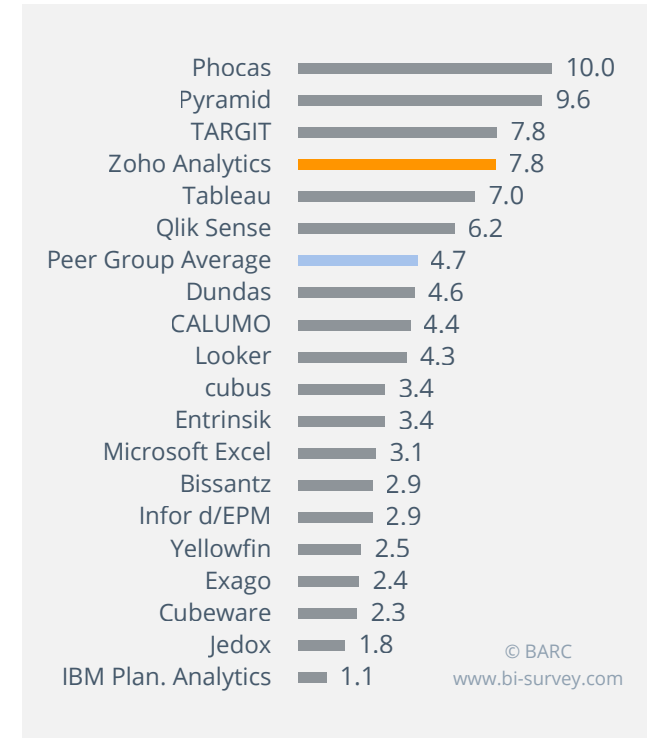
## Mobile BI



## Mobile BI – Leader



Peer group: Ad hoc reporting-focused products





# Embedded BI



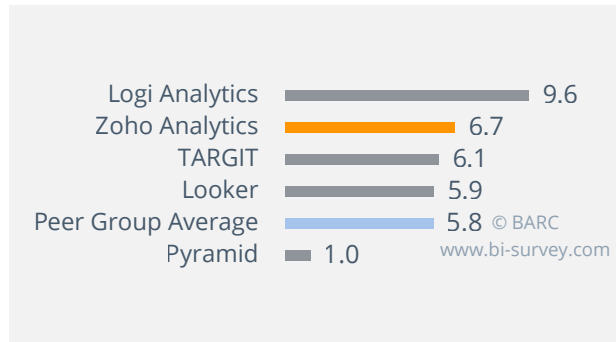
The 'Embedded BI' KPI is based on the proportion of survey respondents that use embedded BI.



## Embedded BI – Leader



Peer group: EMEA-focused vendors



BARC (Business Application Research Center) is one of Europe's leading analyst firms for business software, focusing on the areas of data, business intelligence (BI) and analytics, enterprise content management (ECM), customer relationship management (CRM) and enterprise resource planning (ERP).

Our passion is to help organizations become a digital company of tomorrow. We do this by using technology to rethink the world, trusting data-based decisions and optimizing and digitalizing processes. It's about finding the right tools and using them in a way that gives your company the best possible advantage.

This unique blend of knowledge, exchange of information and independence distinguishes our services in the areas of research, events and consulting.

### Research

Our BARC studies are based on internal market research, software tests and analyst comments, giving you the security to make the right decisions. Our independent research brings market developments into clear focus, puts software and vendors through their paces and gives users a place to express their opinions.

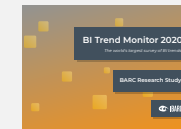
### Events

Decision-makers and IT industry leaders come together at BARC events. BARC seminars in small groups, online webinars and conferences with more than 1,000 participants annually all offer inspiration and interactivity. Through exchange with peers and an overview of current trends and market developments, you will receive new impetus to drive your business forward.

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## Other Surveys



The BARC [BI Trend Monitor 2020](#) reflects on the trends currently driving the BI and data management market from a user perspective. We asked close to 2,900 users, consultants and vendors for their views on the most important BI trends.



The BARC survey '[The Future of Reporting](#)' investigates how and why companies should modernize their reporting and is based on a survey of 600 participants from 58 countries across a range of industries. [Download here.](#)



[The Planning Survey 20](#) is the world's largest survey of planning software users. Based on a sample of over 1,406 responses, it offers an unsurpassed level of user feedback on 23 leading planning products. Find out more at [www.bi-survey.com](http://www.bi-survey.com)

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