Why Read This Report

You can use business intelligence (BI) platforms augmented with AI functionality — augmented BI — to turn raw data into meaningful signals and then turn those signals into actionable insights to drive tangible business outcomes. But to realize these benefits, you’ll first have to select from a diverse set of vendors that vary by size, functionality, geography, and vertical market focus. Business insights pros should use this report to understand the value they can expect from an augmented BI platform provider and to select one based on size and functionality.
FOR CUSTOMER INSIGHTS PROFESSIONALS

Now Tech: Augmented BI Platforms, Q2 2021
Forrester's Overview Of 40 Augmented BI Platform Providers

by Boris Evelson
with Srividya Sridharan and Aldila Yunus
April 14, 2021

Improve Business Insights With Augmented BI Platforms

For the past three decades, enterprise BI platforms have empowered business insights pros to turn data into actionable insights. Two-thirds of data and analytics decision-makers report that their firm has implemented self-service reporting and analytics or is currently implementing them. This older-generation technology was a step in the right direction to democratize insights by relying on a graphical user interface (GUI) to generate reports and dashboards and turn data into signals and insights. But it’s not enough: Only 23% of data and analytics decision-makers report making better informed business decisions using insights from data and analytics. Now modern augmented BI platforms attempt to close some of the shortcomings of older enterprise BI platforms by infusing them with the power of AI.

Forrester defines an augmented BI platform as:

Enterprise reporting and analytics software augmented with AI that provides descriptive and diagnostic analytics, data visualization and exploration, and dashboarding functionality as well as data integration and advanced (predictive and prescriptive) analytics based on statistical analysis and machine learning. These platforms support both graphical and conversational (cognitive) user interfaces.

These platforms:

• Enable last-mile intelligence for business pros. Data goes through a complex journey before it turns into insight. Multiple data management and governance components are part of this convoluted data-to-insights process. But no matter how necessary these components are, augmented BI platforms are where business pros get insights and make decisions.

• Bring together signals produced from other tools and platforms. Augmented BI platforms don’t have a monopoly on providing insights. Platforms like text analytics, digital intelligence, and machine learning also generate insights. But augmented BI platforms are where all signals come together, delivering integrated analysis and holistic insights for business pros.
Forrester's Overview Of 40 Augmented BI Platform Providers

- **Further democratize business insights.** Augmented BI platforms let business users benefit from more advanced, more insightful — predictive and prescriptive — analytics without relying on data scientists. They also leverage a much more intuitive conversational UI to allow business decision-makers to interact with analytical applications with little or no training.

**Select Vendors Based On Size And Functionality**

We’ve based our analysis of the augmented BI platforms market on two factors: market presence and functionality.

**Augmented BI Market Presence Segments**

We segmented the vendors in this market into three categories, based on annual BI product revenue: large established players (more than $175 million in revenue), midsize players ($20 million to $175 million in revenue), and smaller players (less than $20 million in revenue) (see Figure 1). We did not include vendors that we estimated to have less than $1 million in annual category revenue.
FIGURE 1 Now Tech Market Presence Segments: Augmented BI Platforms, Q2 2021

**LARGE** >$175M in annual category revenue
- Domo
- Google*
- IBM*
- Microsoft*
- MicroStrategy
- Oracle*
- Qlik
- Salesforce (Tableau; Tableau CRM)*
- SAP*
- TIBCO Software (Spotfire; Information Builders WebFOCUS)*

**MIDSIZE** $20M to $175M in annual category revenue
- 1010data
- Amazon Web Services*
- Board International
- Dimensional Insight
- GoodData
- Incorta
- Infor
- Logi Analytics*
- Minitab*
- OpenText*
- Pyramid Analytics
- SAS
- Sisense
- ThoughtSpot
- Yellowfin
- Zoho

**SMALL** <$20M in annual category revenue
- Altair Data Analytics*
- AnswerRocket*
- Cuddle
- InetSoft Technology
- InsightSquared
- Lumenore, A Netlink Platform
- MachEye
- Metric Insights
- Orbit Analytics*
- Promethium
- Sigma Computing
- Stratifyd
- Tellius
- Toucan Toco

*Forrester estimate
Augmented BI Platforms Functionality Segments

To explore functionality at a deeper level, we broke the augmented BI platforms market into two segments, each with varying capabilities (see Figure 2):

- **Analytics and reporting platforms.** Platforms in this category primarily support core BI capabilities — data visualization, analytics, and reporting. Most also provide basic data integration/transformation functionality (aka data preparation or data wrangling), and some are based on an in-memory architecture, allowing a limited capacity (less than a few terabytes) to cache a subset of enterprise data in the BI platform.

- **Full-stack BI platforms.** Platforms in this category offer similar capabilities to platforms in the analytics and reporting category. But they also add a more comprehensive data integration/transformation component that rivals the capabilities of leading extract, transform, load (ETL) and extract, load, transform (ELT) vendors, as well as a disk-based (or a disk/in-memory hybrid) database management system (DBMS) that can replace an enterprise data warehouse. Some full-stack BI platforms also provide data governance and data quality functionality.

**FIGURE 2** Now Tech Functionality Segments: Augmented BI Platforms, Q2 2021
Align Individual Vendor Solutions To Your Organization’s Needs

The following tables provide an overview of vendors, with details on functionality category, geography, and vertical market focus (see Figure 3, see Figure 4, and see Figure 5).

**FIGURE 3** Now Tech Large Vendors: Augmented BI Platforms, Q2 2021

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Primary functionality segments</th>
<th>Geographic presence (by revenue %)</th>
<th>Vertical- or domain-focused packaged solutions</th>
<th>Sample customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domo†</td>
<td>Full-stack BI platform</td>
<td>NA 79%; EMEA 10%; APAC 11%*</td>
<td>Marketing; finance; sales</td>
<td>Cisco; DHL; L’Oréal</td>
</tr>
<tr>
<td>Google</td>
<td>Analytics and reporting platform</td>
<td>NA 50%; LATAM 5%; EMEA 30%; APAC 15%*</td>
<td>N/A</td>
<td>Fox; The Home Depot; Wix.com</td>
</tr>
<tr>
<td>IBM</td>
<td>Analytics and reporting platform</td>
<td>NA 60%; EMEA 25%; APAC 10%</td>
<td>N/A</td>
<td>McNICHOLS; Nukissiorfiit; Quion</td>
</tr>
<tr>
<td>Microsoft</td>
<td>Full-stack BI platform</td>
<td>NA 33%; LATAM 3%; EMEA 33%; APAC 31%*</td>
<td>Dynamics 365 and Salesforce suite template apps; YouTube and social template apps; SAP template app</td>
<td>Grundfos; Humana; Nestlé</td>
</tr>
<tr>
<td>Micro-Strategy†</td>
<td>Analytics and reporting platform</td>
<td>NA 58%; rest of world 42%</td>
<td>N/A</td>
<td>Vendor did not disclose</td>
</tr>
<tr>
<td>Oracle</td>
<td>Analytics and reporting platform</td>
<td>NA 40%; LATAM 15%; EMEA 35%; APAC 10%</td>
<td>Professional services; manufacturing and industrial; public sector and education</td>
<td>FedEx; HSBC Bank; NHS</td>
</tr>
<tr>
<td>Qlik†</td>
<td>Analytics and reporting platform</td>
<td>NA 45%; EMEA 45%; APAC 10%</td>
<td>Financial services; healthcare; retail</td>
<td>BT; HSBC Bank; Volvo</td>
</tr>
<tr>
<td>Salesforce (Tableau)</td>
<td>Analytics and reporting platform</td>
<td>NA 69%; rest of world 31%*</td>
<td>Sales; services; marketing</td>
<td>Charles Schwab; Red Hat; Verizon</td>
</tr>
<tr>
<td>Salesforce (Tableau CRM)</td>
<td>Analytics and reporting platform</td>
<td>NA 71%; EMEA 19%; APAC 10%*</td>
<td>N/A</td>
<td>Arizona State University; BMC Software; U.S. Bank</td>
</tr>
</tbody>
</table>

*The vendor did not provide information for this cell; this is Forrester’s estimate.
†Limited augmented BI functionality
### FIGURE 3 Now Tech Large Vendors: Augmented BI Platforms, Q2 2021 (Cont.)

LARGE >$175M in annual category revenue

<table>
<thead>
<tr>
<th><strong>Primary functionality segments</strong></th>
<th><strong>Geographic presence (by revenue %)</strong></th>
<th><strong>Vertical- or domain-focused packaged solutions</strong></th>
<th><strong>Sample customers</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SAP</strong></td>
<td>Analytics and reporting platform</td>
<td>SAP Analytics Cloud business content packages (finance, HR, integrated business planning)</td>
<td>Idorsia Pharmaceuticals; The National Hockey League (NHL); Porsche</td>
</tr>
<tr>
<td><strong>TIBCO Software (Spotfire)</strong></td>
<td>Analytics and reporting platform</td>
<td>Oil and gas (energy); manufacturing; logistics</td>
<td>Australian Securities Exchange; CAF Digital Services; Wintershall Noordzee</td>
</tr>
<tr>
<td><strong>TIBCO Software (Information Builders WebFOCUS)</strong></td>
<td>Analytics and reporting platform</td>
<td>Healthcare (Omni Health); insurance (Omni Insurance); credit union management</td>
<td>Vendor did not disclose</td>
</tr>
</tbody>
</table>

*The vendor did not provide information for this cell; this is Forrester’s estimate.

1Limited augmented BI functionality
### FIGURE 4 Now Tech Midsize Vendors: Augmented BI Platforms, Q2 2021

<table>
<thead>
<tr>
<th>Midsize $20M to $175M in annual category revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primary functionality segments</strong></td>
</tr>
<tr>
<td>-----------------------------------------------</td>
</tr>
<tr>
<td>1010data†</td>
</tr>
<tr>
<td>Amazon Web Services</td>
</tr>
<tr>
<td>Board International</td>
</tr>
<tr>
<td>Dimensional Insight†</td>
</tr>
<tr>
<td>GoodData†</td>
</tr>
<tr>
<td>Incorta†</td>
</tr>
<tr>
<td>Infor†</td>
</tr>
<tr>
<td>Logi Analytics†</td>
</tr>
</tbody>
</table>

*The vendor did not provide information for this cell; this is Forrester’s estimate.
†Limited augmented BI functionality
### FIGURE 4 Now Tech Midsize Vendors: Augmented BI Platforms, Q2 2021 (Cont.)

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Primary functionality segments</th>
<th>Geographic presence (by revenue %)</th>
<th>Vertical- or domain-focused packaged solutions</th>
<th>Sample customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minitab</td>
<td>Analytics and reporting platform</td>
<td>NA 50%; LATAM 10%; EMEA 25%; APAC 15%*</td>
<td>Manufacturing and industrial (quality, continuous improvement, and real-time statistical process control); marketing campaign management</td>
<td>Comcast; Edwards Lifesciences; Sony</td>
</tr>
<tr>
<td>OpenText</td>
<td>Full-stack BI platform</td>
<td>NA 63%; LATAM 1%; EMEA 30%; APAC 6%</td>
<td>N/A</td>
<td>Eldorado Computing; Knorr-Bremse; TORA Trading Services</td>
</tr>
<tr>
<td>Pyramid Analytics</td>
<td>Analytics and reporting platform</td>
<td>NA 40%; LATAM 5%; EMEA 45%; APAC 10%</td>
<td>Financial services; insurance; retail</td>
<td>ABB; Deloitte; U.S. Department of Veterans Affairs</td>
</tr>
<tr>
<td>SAS</td>
<td>Analytics and reporting platform</td>
<td>NA 47%; LATAM 3%; EMEA 36%; APAC 14%</td>
<td>N/A</td>
<td>Agria; Cleveland Clinic; Treant Zorggroep</td>
</tr>
<tr>
<td>Sisense</td>
<td>Full-stack BI platform</td>
<td>NA and LATAM 78%; EMEA 17%; APAC 5%</td>
<td>N/A</td>
<td>Air Canada; Expedia; UiPath</td>
</tr>
<tr>
<td>ThoughtSpot</td>
<td>Analytics and reporting platform</td>
<td>NA 80%; EMEA 10%; APAC 10%</td>
<td>Sales and marketing analytics; inventory and demand planning</td>
<td>BT; Hulu; Walmart</td>
</tr>
<tr>
<td>Yellowfin</td>
<td>Analytics and reporting platform</td>
<td>NA 43%; LATAM 2%; EMEA 30%; APAC 25%</td>
<td>Google Analytics; Salesforce; Facebook</td>
<td>BMC Software; Federal Reserve Bank of Chicago; Yum! Brands</td>
</tr>
<tr>
<td>Zoho</td>
<td>Full-stack BI platform</td>
<td>NA 40%; LATAM 11%; EMEA 31%; APAC 18%</td>
<td>Sales analytics; marketing analytics; financial analytics</td>
<td>Caffè Moak; Fandeli; Premo</td>
</tr>
</tbody>
</table>

*The vendor did not provide information for this cell; this is Forrester’s estimate.

†Limited augmented BI functionality
### FIGURE 5  Now Tech Small Vendors: Augmented BI Platforms, Q2 2021

<table>
<thead>
<tr>
<th>Primary functionality segments</th>
<th>Geographic presence (by revenue %)</th>
<th>Vertical- or domain-focused packaged solutions</th>
<th>Sample customers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Altair Data Analytics</strong></td>
<td>Analytics and reporting platform</td>
<td>NA 30%; LATAM 10%; EMEA 30%; APAC 30%&lt;sup&gt;*&lt;/sup&gt;</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Answer Rocket</strong></td>
<td>Analytics and reporting platform</td>
<td>NA 25%; LATAM 25%; EMEA 25%; APAC 25%</td>
<td>CPG — category overview analysis, SKU forecast analysis, brand performance analysis</td>
</tr>
<tr>
<td><strong>Cuddle</strong></td>
<td>Analytics and reporting platform</td>
<td>NA 60%; APAC 40%</td>
<td>CPG — route to market, integrated business planning, smart fulfillment</td>
</tr>
<tr>
<td><strong>InetSoft Technology&lt;sup&gt;†&lt;/sup&gt;</strong></td>
<td>Analytics and reporting platform</td>
<td>NA 65%; LATAM 5%; EMEA 20%; APAC 10%</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Insight-Squared</strong></td>
<td>Analytics and reporting platform</td>
<td>NA 89%; EMEA 11%</td>
<td>Sales; marketing; customer success</td>
</tr>
<tr>
<td><strong>Lumenore, A Netlink Platform</strong></td>
<td>Full-stack BI platform</td>
<td>NA 100%</td>
<td>Contact center; sales and marketing; finance and accounting</td>
</tr>
<tr>
<td><strong>MachEye</strong></td>
<td>Analytics and reporting platform</td>
<td>NA 100%</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Metric Insights&lt;sup&gt;†&lt;/sup&gt;</strong></td>
<td>Analytics and reporting platform</td>
<td>NA 90%; LATAM 2%; EMEA 5%; APAC 3%</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Orbit Analytics&lt;sup&gt;†&lt;/sup&gt;</strong></td>
<td>Analytics and reporting platform</td>
<td>NA 50%; EMEA 30%; APAC 20%</td>
<td>Oracle (E-Business Suite, Cloud ERP, NetSuite)</td>
</tr>
</tbody>
</table>

<sup>*</sup>The vendor did not provide information for this cell; this is Forrester’s estimate.

<sup>†</sup>Limited augmented BI functionality
Rationalize And Integrate Multiple BI Platforms In Your Enterprise

Most enterprises, especially large ones, have likely already deployed at least several BI platforms in different departments, business units, and regions. Forrester recommends rationalizing multiple platforms to no more than three, then utilizing BI fabric tools and best practices to integrate the remaining platforms. Since the reporting and data visualization capabilities of leading BI platforms are no longer differentiators, we recommend that business insights pros:

- **Divest from non-augmented BI platforms.** As Forrester first recommended in 2019 and again in our Q1 2021 enterprise business insights and analytics Tech Tide™, if any of the BI vendors in your portfolio haven’t stepped into the modern world of augmented BI, they should be at the top of your “divest” list.

- **Consolidate augmented BI and enterprise reporting capabilities.** While it is easy to get enamored with the intuitive conversational UI of some of the smaller, emerging augmented BI platforms, enterprises still need paginated, pixel-perfect reports burst to thousands of users (as a single report where each recipient has access only to their sections). Some of the older-gen BI
platforms that always supported enterprise reporting capabilities have invested significantly in augmented BI. Before investing in a separate tool, check whether such a platform can support both your augmented BI and enterprise reporting requirements.

- **Minimize vendor risk.** The BI platforms market is just too fragmented to survive as is for long. Forrester expects inevitable failures and the vendor consolidation we first wrote about in 2019 to continue. Select BI software from a large vendor to minimize the risk that the vendor will fail and ensure it has enough global reach to support your global operations. Select a midsize or small vendor only after you’ve checked its financials: Is it profitable? And/or does it have enough backing from top venture capitalists (VCs)? If your unique application requirements force you to go with a small, unprofitable vendor without significant VC backing, limit such implementations to small workgroups or departments, and be ready with a plan B.

- **Weigh in data gravity as part of the decision.** Don’t base your platform rationalization solely on functionality. Sixty-nine percent of data and analytics decision-makers report that they primarily deploy data management to a public or hosted private cloud. On average, they told us that their firm stores 45% of its structured enterprise data in public cloud applications. If your plans are to migrate a majority of your data assets to one of the popular public cloud platforms, a natural question to ask would be “Why not use an augmented BI platform from the same cloud provider?” If most of your data and an augmented BI platform end up in the same public cloud platform, you’ll have fewer headaches dealing with data movement, replication, and synchronizing DBMS and BI platform security.
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**Supplemental Material**

**Market Presence Methodology**

We defined market presence in Figure 1 based on category revenue. To complete our review, Forrester requested information from vendors. If vendors did not share this information with us, we made estimates based on available secondary information. We’ve marked companies with an asterisk if we estimated revenues or information related to geography or industries. Forrester fact-checked this report with vendors before publishing.
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