# The BI & Analytics Survey 25

## The voice of the BI & analytics software user community

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This is a specially produced summary by BARC
of the headline results for

## NEMO InfoZoom

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The BI & Analytics
Survey 25

**24**
Top ranks

**13**
Leading

in 2 peer groups

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**#1**

Project Success

The BI & Analytics Survey 25

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**#1**

Vendor Support

The BI & Analytics Survey 25

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**#1**

Product Satisfaction

The BI & Analytics Survey 25

> *Es ist das einzige BI [Tool], welches Daten wirklich visualisieren kann. Die Bedienbarkeit ist zu anderen BI [Tools] wie Excel, Power BI oder Tableau viel sinnvoller und beutzerfreundlicher und spart dadurch Zeit.*
>
> IT employee, IT, 100-2,500 employees

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## The BI & Analytics Survey 25

The BI & Analytics Survey 25 is based on the world's largest survey of BI & analytics software users conducted from March to May 2024, with 1,136 respondents and analysis of 17 products. It evaluates user feedback on 32 criteria (KPIs), such as *Business Benefits, Project Success* and *Customer Satisfaction.*

This summary highlights key findings for NEMO InfoZoom, emphasizing positive results without displaying all KPI outcomes.

## The KPIs

The BI & Analytics Survey 25 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:

1. Only measures that have a clear good/bad trend are used as the basis for KPIs.
2. KPIs may be based on one or more measures from The BI & Analytics Survey.
3. Only products with samples of at least 15 - 30 (depending on the KPI) for each of the questions that feed into the KPI are included.
4. For quantitative data, KPIs are converted to a scale of 1 to 10 (worst to best).
5. 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 chart titles. 'Top-ranked' indicates first position. 'Leader' usually denotes a position in the top 22-33% or (in peer groups of five vendors) the top 2 products listed in the chart.

## Peer Group Classification

We categorize the different BI & analytics products into peer groups, based on three criteria: implementation size, usage scenario and global presence.

- **Report & Dashboard Focus**: Includes products that mainly focus on the creation and distribution of standardized and governed content such as dashboards and reports.
- **Analysis Focus**: Includes products that mainly focus on ad hoc query, data navigation and analysis.
- **Midsize/Departmental Implementations:** Products in this peer group are typically (but not exclusively) used in small and midsize scenarios and/or departmental implementations with a moderate number of users and data volumes.
- **Large/Enterprise-Wide Implementations**: Products in this peer group are typically (but not exclusively) used in large scenarios and/or enterprise-wide implementations with large numbers of users and data volumes.
- **International BI Giants**: Includes products from companies with annual revenues of $400m+ and a truly international reach (partner ecosystem, on-site locations, global installations and revenues).

NEMO InfoZoom features in the following peer groups:

- Analysis Focus
- Midsize/Departmental Implementations

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## NEMO InfoZoom overview

NEMO GmbH traces its origins back to 1997 when humanIT Software GmbH was founded as a spin-off from the Fraunhofer Institute in Bonn, Germany. In 2003, the young company was acquired by the proALPHA Group, which is best known for its ERP solutions targeted at medium-sized businesses.

From the very beginning, the company focused on business intelligence and analytics, specifically on developing the desktop-oriented, in-memory analysis solution InfoZoom. The product offers a unique way of displaying data and its associated attributes, allowing business users to see the structure of the data at a glance, regardless of the amount. The overview of aggregated values is freely navigable and can be

filtered. Users can easily move around in the data space and examine values and their relationships. Business users can visualize data using built-in diagrams, reports or the integrated OEM product List & Label, which offers advanced formatting and printing options.

Navigation via the bar-like visualization ("zooming") not only reveals details but also highlights anomalies within the data. Incorrect values can be quickly identified and adjusted directly in the tool by simply editing the values on a single row or on a group of rows. This capability has made data quality improvement one of its most compelling use cases, providing significant value to InfoZoom customers.

Over time, InfoZoom was enhanced with additional analytical functionalities, and the company began exploring trends such as artificial intelligence

(AI). Drawing on years of experience with the challenges faced by ERP customers from the proALPHA Group and insights into AI developments, the idea for an AI-based platform emerged. This led to the development of the analytics-as-a-service platform NEMO. The goal was to address specific business needs and help customers (ERP customers initially) to improve operational metrics and business processes.

The vendor refers to NEMO as a digital business consultant for data-driven decisions. It analyzes financial data from the customer's value-added chain and is designed to unlock optimization potential, derive recommended measures and determine their monetary value. Due to this development, the company changed its name to NEMO GmbH in 2024.

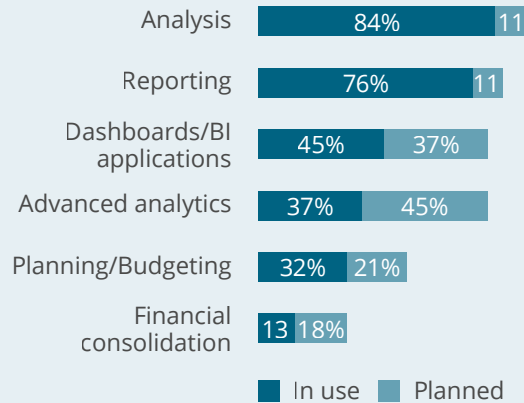**BARC**

# User and Use Case Demographics

This year, we had **38 responses** from NEMO Info-Zoom users. At the time of the survey, 15 percent of them were using version 2021 of the product, 7 percent version 2022, 26 percent version 2023 and 52 percent version 2024.
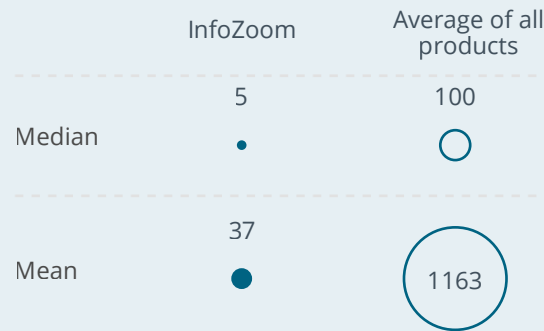
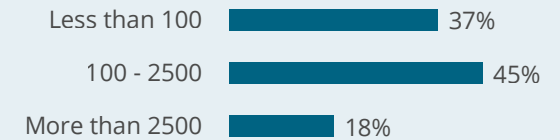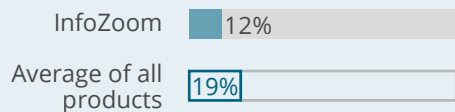## Current vs. planned use

*n=38*

| | In use | Planned |
|---|---|---|
| Analysis | 84% | 11 |
| Reporting | 76% | 11 |
| Dashboards/BI applications | 45% | 37% |
| Advanced analytics | 37% | 45% |
| Planning/Budgeting | 32% | 21% |
| Financial consolidation | 13 | 18% |

■ In use   ■ Planned

## Percentage of employees using InfoZoom

*n=36*

| | |
|---|---|
| InfoZoom | 12% |
| Average of all products | 19% |

## Number of users using InfoZoom

*n=36*

| | InfoZoom | Average of all products |
|---|---|---|
| Median | 5 | 100 |
| Mean | 37 | 1163 |

## 5 products most often evaluated in competition with InfoZoom

*n=34*

| | |
|---|---|
| Microsoft Excel | 41% |
| Microsoft Power BI | 38% |
| QlikView | 32% |
| Microsoft SSRS | 18% |
| Qlik Sense | 18% |

## Company size (employees)

*n=38*

| | |
|---|---|
| Less than 100 | 37% |
| 100 - 2500 | 45% |
| More than 2500 | 18% |
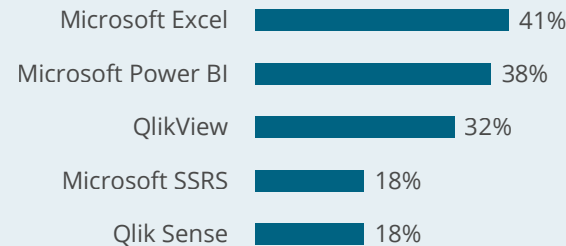
## Responsibility for tasks

*n=38*

| | Only/Mainly developers & IT | Only/Mainly business users | Both IT and business users |
|---|---|---|---|
| Preparing data and create data models | 68% | 13 | 19% |
| Creating enterprise reports and dashboards | 18% | 50% | 32% |
| Creating team reports and dashboards | 19% | 38% | 43% |

■ Only/Mainly developers & IT
■ Only/Mainly business users
■ Both IT and business users

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# Project Success

BARC Project Success
Top-ranked
The BI & Analytics Survey 25
Analysis Focus

BARC Project Success
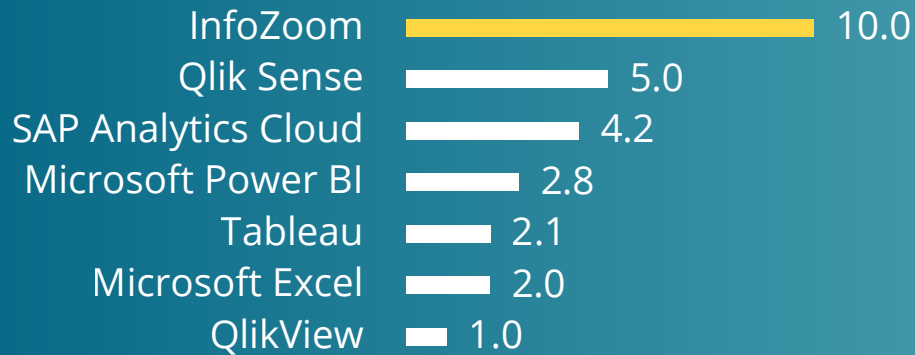Top-ranked
The BI & Analytics Survey 25
Midsize/Departmental Implementations

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

## Project Success

| Product | Score |
|---|---|
| InfoZoom | 10.0 |
| Qlik Sense | 5.0 |
| SAP Analytics Cloud | 4.2 |
| Microsoft Power BI | 2.8 |
| Tableau | 2.1 |
| Microsoft Excel | 2.0 |
| QlikView | 1.0 |

© BARC 2024

This chart represents the results for one KPI and includes only a subset of the products featured in the survey.

**85%** of surveyed users rate the **implementation of the business aspects** of NEMO InfoZoom as **good**.

> *Wir haben sehr positive Erfahrungen mit dem Produkt und natürlich auch mit den Mitarbeitern von InfoZoom gemacht und mache diese immer noch.*

Werksleiter, Healthcare, 100-2,500 employees

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> *Es erleichteret definitiv die Arbeit und erhöht die Datenqualität auch wenn es kombiniert eingesetzt wird.*

IT employee, IT, 100-2,500 employees

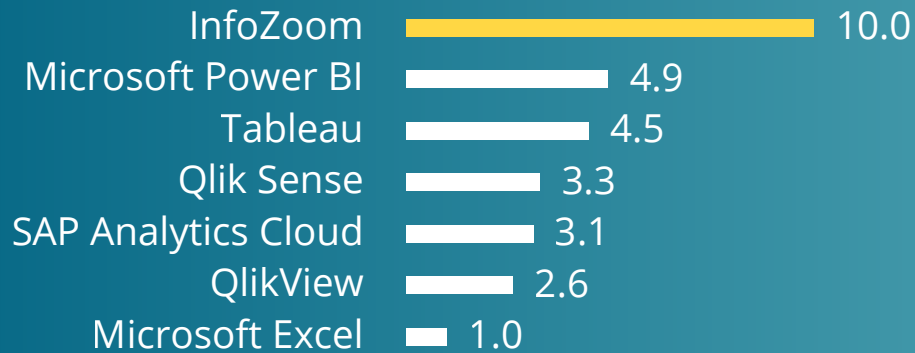BARC    The BI & Analytics Survey 25

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# Vendor Support

This KPI is based on how respondents rate the vendor support provided for the product.

## Vendor Support

| Product | Score |
|---|---|
| InfoZoom | 10.0 |
| Microsoft Power BI | 4.9 |
| Tableau | 4.5 |
| Qlik Sense | 3.3 |
| SAP Analytics Cloud | 3.1 |
| QlikView | 2.6 |
| Microsoft Excel | 1.0 |

© BARC 2024

This chart represents the results for one KPI and includes only a subset of the products featured in the survey.

## 92%

of surveyed users rate NEMO InfoZoom's **vendor support** as **excellent** or **good**.

**Most liked**

*Sehr guter Support. Bieten auch Schulungen an.*

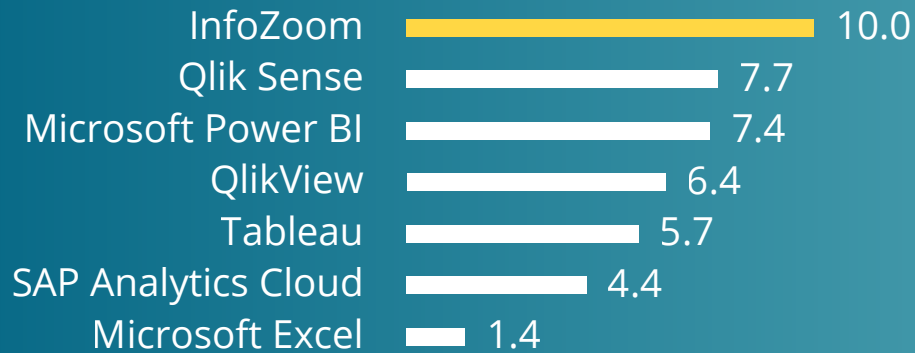IT employee, Construction, 100-2,500 employees

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# Product Satisfaction

This KPI is based on the level of satisfaction with the product.

## Product Satisfaction

| Product | Score |
|---|---|
| InfoZoom | 10.0 |
| Qlik Sense | 7.7 |
| Microsoft Power BI | 7.4 |
| QlikView | 6.4 |
| Tableau | 5.7 |
| SAP Analytics Cloud | 4.4 |
| Microsoft Excel | 1.4 |

© BARC 2024

This chart represents the results for one KPI and includes only a subset of the products featured in the survey.

**97%** of surveyed users are **satisfied** with NEMO InfoZoom.

**92%** of surveyed users **improved their data quality** with NEMO InfoZoom.

"
*Bessere Antwortzeit, schnellere Erstellung von Analyse, minimaler Einführungsaufwand, kostengünstiger.*

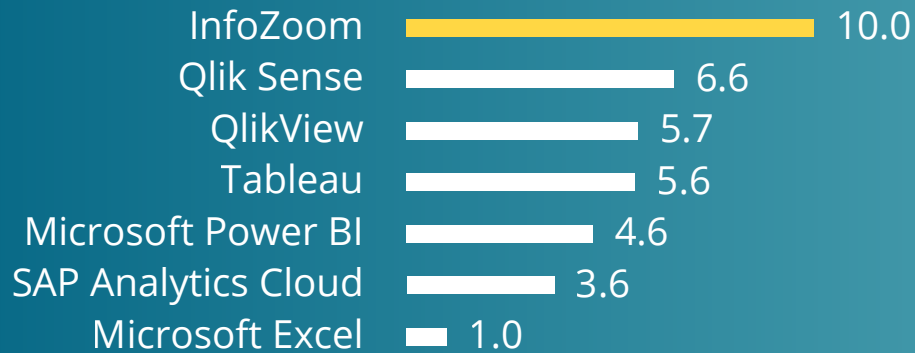CEO, Consulting, <100 employees

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# Analyses & Ad Hoc Query

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Analyses &
Ad Hoc Query
**Top-ranked**
The BI & Analytics Survey 25
Analysis Focus

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Analyses &
Ad Hoc Query
**Top-ranked**
The BI & Analytics Survey 25
Midsize/Departmental
Implementations

This KPI is based on how users rate their BI & analytics tool for performing analyses (navigation, visual support, automated insights) and creating ad hoc queries (usability, semantic model).

## Analyses & Ad Hoc Query

| Product | Score |
|---|---|
| InfoZoom | 10.0 |
| Qlik Sense | 6.6 |
| QlikView | 5.7 |
| Tableau | 5.6 |
| Microsoft Power BI | 4.6 |
| SAP Analytics Cloud | 3.6 |
| Microsoft Excel | 1.0 |

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This chart represents the results for one KPI and includes only a subset of the products featured in the survey.

**95%** of surveyed users rate NEMO InfoZoom's functionality for **performing analyses and creating ad hoc queries** as **excellent** or **good**.

Most liked

*Antwortzeit, Datenvisualisierung, extrem rasche Erstellung von Analysen.*

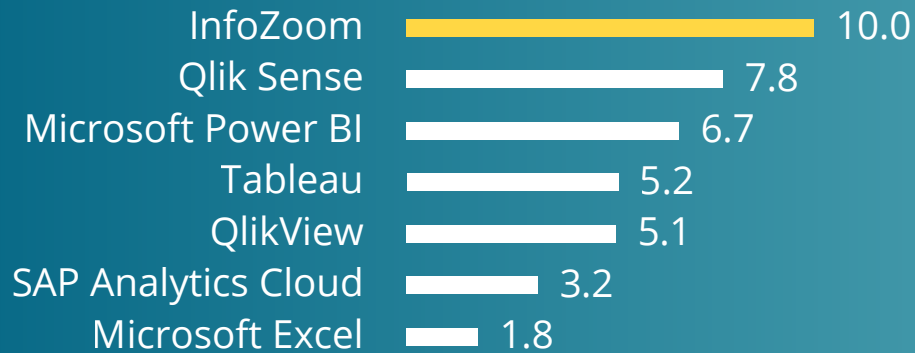CEO, Consulting, <100 employees

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# Ease of Use

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Ease of Use
Top-ranked
The BI & Analytics Survey 25
Analysis Focus

BARC
Ease of Use
Top-ranked
The BI & Analytics Survey 25
Midsize/Departmental
Implementations

This KPI is based on how users rate the ease of use of their BI & analytics tool.

## Ease of Use

| Product | Score |
|---|---|
| InfoZoom | 10.0 |
| Qlik Sense | 7.8 |
| Microsoft Power BI | 6.7 |
| Tableau | 5.2 |
| QlikView | 5.1 |
| SAP Analytics Cloud | 3.2 |
| Microsoft Excel | 1.8 |

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This chart represents the results for one KPI and includes only a subset of the products featured in the survey.

**92%** of surveyed users rate NEMO InfoZoom's **ease of use for content creators** as **excellent** or **good**.

*Durch InfoZoom hat man einen guten Überblick über seine Daten (das in kurzer Zeit). Die Anwendung ist zudem auch leicht und schnell lernbar.*

IT employee, Construction, 100-2,500 employees

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# The BI & Analytics Survey 25: NEMO InfoZoom Highlights

| Peer Group **Analysis Focus** | Peer Group **Midsize/Departmental Implementations** |
|---|---|
| **Top-ranked in** | |
| Project Success | Project Success |
| Vendor Support | Vendor Support |
| Implementer Support | Implementer Support |
| Product Satisfaction | Product Satisfaction |
| Sales Experience | Sales Experience |
| Customer Satisfaction | Customer Satisfaction |
| Analyses & Ad Hoc Query | Analyses & Ad Hoc Query |
| Advanced & Predictive Analytics | Advanced & Predictive Analytics |
| Data Preparation | Data Preparation |
| Ease of Use | Ease of Use |
| Performance Satisfaction | Flexibility |
| | Performance Satisfaction |
| | User Experience |
| **Leader in** | |
| Business Value | |
| Price to Value | |
| Recommendation | |
| Self-Service | |
| Flexibility | Business Value |
| User Experience | Embedded BI |
| Embedded BI | Intelligent Insights |
| Intelligent Insights | |
| Competitive Win Rate | |
| Competitiveness | |

## BARC Comment

NEMO is highly rated by its customers. The customer journey begins with a highly positively sales process, resulting in top placements in the Sales Experience KPI. Project staff are also praised, with ratings of at least 9.5/10 in our questions related to Project Success.

Moreover, all InfoZoom users are satisfied with the Implementer Support and Vendor Support provided. But it doesn't stop there: all the InfoZoom users we surveyed are also happy with the product and said they would recommend it.

The product was highly rated for its capabilities for creating ad hoc queries and performing analyses, which in turn has helped the vast majority of customers make better business decisions.

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# Data Decisions. Built on BARC.

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## BARC

BARC is one of Europe's leading analyst firms for business software, focusing on the areas of artificial intelligence (AI), business intelligence (BI), corporate performance management (CPM), data & analytics and environmental, social & governance (ESG). The company was founded in 1999 as a spin-off of the chair of Business Administration and Information Systems at the University of Würzburg, Germany. Today, BARC combines empirical and theoretical research, technical expertise and practical experience, and a constant exchange with all market participants to provide market-leading research publications, events and advisory.

### Research

BARC user surveys, software tests and analyst assessments in blogs and research notes give you the confidence to make the right decisions. Our independent research gets to the heart of market developments, evaluates software and providers thoroughly and gives you valuable ideas on how to turn data, analytics and AI into added value and successfully transform your business.

### Consulting

The BARC Advisory practice is entirely focused on translating your company's requirements into future-proof decisions. The holistic advice we provide will help you successfully implement your data & analytics strategy and culture as well as your architecture and technology. Our goal is not to stay for the long haul. BARC's research and experience-founded expert input sets organizations on the road to the successful use of data & analytics, from strategy to optimized data-driven business processes.

### Events

Leading minds and companies come together at our events. BARC conferences, seminars, round-table meetups and online webinars provide more than 10,000 participants each year with information, inspiration and interactivity. By exchanging ideas with peers and learning about trends and market developments, you gain new impetus for your business.

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