

The BI & Analytics Survey 24

The voice of the BI & analytics community

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

InfoZoom

BARC



KPI results

20 top rankings
and
27 leading positions
in 3 different peer groups.

BARC



Recommendation

100%
of surveyed users
say they would
recommend
InfoZoom.*

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

BARC



Net Promoter Score (NPS)



BARC



Vendor Support

92%
of surveyed users rate
InfoZoom's **vendor support** as **excellent** or **good**.*

* Compared to 63% for the average BI & analytics tool.

BARC



Satisfaction

98%
of surveyed users
are **satisfied**
with InfoZoom.*

*Based on the aggregate of "Very satisfied" and "Somewhat satisfied".

BARC



Price to Value

93%
of surveyed users rate
InfoZoom's **price to value** as **excellent** or **good**.*

* Compared to 73% for the average BI & analytics tool.

BARC



Peer Groups and KPIs

The KPIs

The BI & Analytics Survey 24 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 & Analytics Survey.
- 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.
- 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 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

The BI & Analytics Survey 24 features a range of different types of BI and analytics products so we use peer groups to help identify competing products.

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

1. Focus - Is the product focused on and typically used for reporting and dashboards, analysis or embedded analytics?
2. Specialization - Is the vendor a BI and analytics specialist or a business software generalist, offering a broader portfolio of enterprise software for a variety of business requirements?
3. Usage scenario - Is the product typically used in midsize/departmental implementations or large/enterprise-wide implementations?
4. Global presence - Does the vendor have a global reach and offer its products worldwide?

InfoZoom features in the following peer groups:

- Analysis Focus
- Business Software Generalists
- Midsize/Departmental Implementations

Peer Groups Overview

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.

Embedded Analytics Focus: Includes reporting and analytics products that support open standards for embedding in other business applications (e.g., ERP systems) and are used by a significant number of the clients in this way.

Business Software Generalists: Business software generalists have a broad product portfolio that is not limited to BI and analytics, including most (or all) types of enterprise software for a variety of business requirements (e.g., ERP).

BI & Analytics Specialists: BI & analytics specialists are software vendors who focus solely on BI and/or analytics. Often, they have just one product in their portfolio.

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).



Peer Group
Business Software Generalists



Top-ranked in

- Project Success
- Business Value
- Recommendation
- Vendor Support
- Implementer Support
- Product Satisfaction
- Sales Experience
- Customer Satisfaction
- Analyses & Ad Hoc Query
- Data Preparation
- Performance Satisfaction
- Competitive Win Rate



Leader in

- Project Length
- Price to Value
- Advanced & Predictive Analytics
- Functionality
- Flexibility
- User Experience
- Visual Analysis
- Operational BI
- Competitiveness

Peer Group
Analysis Focus



Top-ranked in

- Project Success
- Recommendation
- Analyses & Ad Hoc Query
- Data Preparation
- Performance Satisfaction



Leader in

- Project Length
- Business Value
- Vendor Support
- Implementer Support
- Product Satisfaction
- Sales Experience
- Customer Satisfaction
- Competitive Win Rate
- Competitiveness

BARC Summary

With 20 top ranks and 27 leading positions, InfoZoom achieves another excellent set of results this year. 60 percent of the users surveyed claimed to have no significant problems with the software, which is the second highest value of all the products featured in The BI & Analytics Survey 24. The rate of 'very satisfied' users (83 percent) is also the second highest this year. Therefore, it is not surprising that all the customers participating in this survey said they would recommend InfoZoom to others, including 81 percent who said they would "definitely" do so. Moreover, the product ranks highest in terms of helping customers to improve their data quality.



Peer Group
Midsize/Departmental
Implementations



Top-ranked in

- Project Success
- Analyses & Ad Hoc Query
- Data Preparation



Leader in

- Project Length
- Business Value
- Recommendation
- Vendor Support
- Product Satisfaction
- Advanced & Predictive Analytics
- Performance Satisfaction
- Competitive Win Rate
- Competitiveness





The BI & Analytics Survey 24: InfoZoom Top Ranks





This is by far the most stable tool we use, simply top!*

BARC

” Person responsible/project manager for BI/ analytics from IT department, Public sector, >2,500 employees

An indispensable tool for us and our customers.*

BARC

” CEO, IT, <100 employees

The hopes and expectations that my stakeholders and I placed in the product and the product environment at the time of the decision were completely fulfilled. The product demonstration in the run-up to the decision was competent, very customer-oriented and absolutely honest - the presented possibilities of the solution can now be used as we had hoped and have ultimately resulted in an unexpectedly broad range of uses. Particularly noteworthy is the increase in data quality in the various source systems - sparked by the introduction and use of InfoZoom.*

BARC

” Head of department (except IT), Public sector, >2,500 employees

Very good tool for checking and improving data quality.*

BARC

” IT employee, IT, <100 employees

The Swiss army knife of BI tools. Universal, intuitive and powerful.*

BARC

” External consultant, Manufacturing (e.g., automotive, mechanical engineering etc.), 100-2,500 employees

* Translated by BARC



What Customers Like Most

“
The transparent view of our data is the main strength of InfoZoom.*

BARC

” CEO, IT, <100 employees

“
Flexibility and adaptability in querying data sources.*

BARC

” Person responsible/project manager for BI/analytics from IT department, Manufacturing (e.g., automotive, mechanical engineering etc.), 100-2,500 employees

“
We analyze a lot of data with little effort in a short time. Support from central contact person/consultant.*

BARC

” Datamanager, Education, 100-2,500 employees

“
Fast results, easy to use, reliable system, flexible.*

BARC

” Line of business employee, Manufacturing (e.g., automotive, mechanical engineering etc.), 100-2,500 employees

“
Ability for ad hoc analyses, fast connection to a wide range of data sources, extremely high processing speed, overview of the data and navigation in the data, evaluation options, vendor support.*

BARC

” CEO, IT, <100 employees

* Translated by BARC





Just do it, it's worth it. Infozoom does everything before the dashboard.*

BARC



Head of department (except IT), Utilities, 100-2,500 employees



The speed of the tool is the key advantage. Results can be generated quickly, which in turn can be the basis for important decisions.*

BARC



Line of business employee, Utilities, 100-2,500 employees

* Translated by BARC



InfoZoom overview

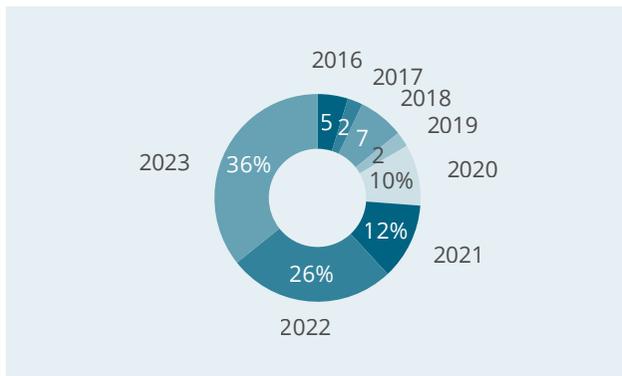
humanIT Software GmbH is a software vendor founded in 1997 as a spin-off from the Fraunhofer Institute in Bonn, Germany. It is now an independent subsidiary of proALPHA Group, a provider of ERP technology. humanIT serves 19 countries from its Bonn office and has over 1,000 customers with more than 100,000 users across 20 industries.

The product portfolio comprises three closely-integrated products: InfoZoom Desktop (the desktop version), InfoZoom Data Quality Control (IZDQ) and NEMO, an AI-based offering focused on analysis of ERP data and optimization of business processes. There is also a close integration between proALPHA ERP and InfoZoom, so that data quality changes can be written back directly to the ERP system.

The aim of humanIT is to quickly make informa-

Versions used

n =42



tion in databases transparent and analyzable for business users. InfoZoom supports business users in ad hoc analyses, data monitoring, data profiling, data preparation and visualization. The use of InfoZoom follows a particular philosophy: the goal is to help users to understand information at a glance (i.e., to display the contents of a database on one screen). To do this, InfoZoom reads the data into its in-memory-based solution and combines the contents (characteristics) of attributes in a row in a technically meaningful way. The user immediately receives an overview of the value ranges and frequencies and can form an impression of the correctness of 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. The overview of aggregated values is freely navigable and can be filtered. The user 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. Moreover, InfoZoom content can be distributed to different users via the web or mobile devices.

InfoZoom customer responses

This year we had 53 responses from InfoZoom users. At the time of the survey, 36 percent of them were using version 2023, 26 percent were using version 2022, 12 percent version 2021, 10 percent version 2020, 7 percent version 2018, 5 percent version 2016 and 2 percent each were running versions 2019 and 2017.

Introduction

The BI & Analytics Survey 24 is based on findings from the world's largest and most comprehensive survey of business intelligence and analytics software users, conducted from March to June 2023. In total, 1,480 people responded to the survey. Altogether, 21 products (or groups of products) are analyzed in detail.

The BI & Analytics Survey 24 examines user feedback on BI product selection and usage across 30 criteria (KPIs) including *Business Benefits*, *Project Success*, *Business Value*, *Recommendation*, *Customer Satisfaction* and *Competitiveness*.

This document contains just a selection of the headline findings for InfoZoom. 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

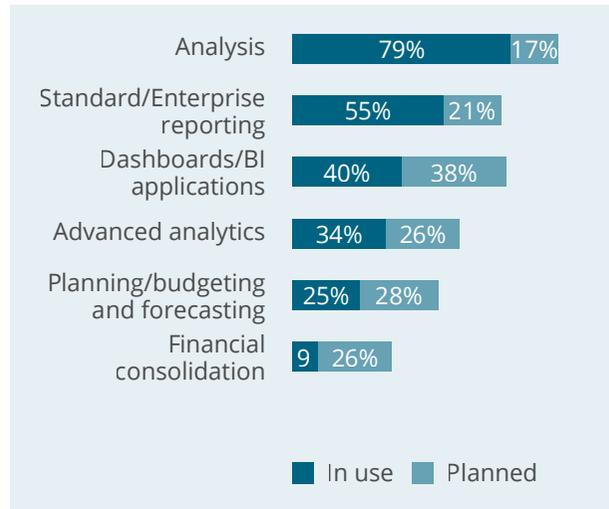
BARC Comment

InfoZoom is essentially an analysis tool for business users and not a typical BI and analytics product. Its aim is to understand and find patterns in data and by doing this, help users with data analysis and data quality improvement. To achieve this, InfoZoom shows all data on one screen and offers intuitive navigation capabilities to zoom into it. This enables users to analyze different attributes and their interrelationships. We also call this type of analysis 'set-based analysis'. Therefore, it is not surprising to see that 79 percent of respondents said they use the product for ad hoc query and analysis, followed by 55 percent for reporting and 40 percent for dashboards. The product is mainly used by 'data workers', who typically represent a small percentage of the workforce. This is reflected in InfoZoom's comparatively low user numbers.

InfoZoom does not focus on specific departments, company sizes or industries. In our sample, about one quarter of the respondents came from the manufacturing industry and about 21 percent each from the IT and public sectors. It is most commonly used in the finance department (58 percent), IT (56 percent), management (44 percent) and operations/production (42 percent). The product is primarily deployed in mid-sized companies, but a good proportion of both small and large companies also use it.

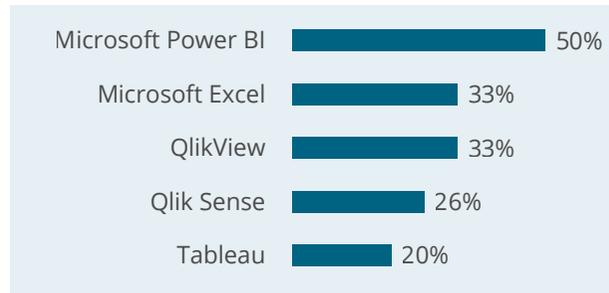
Current vs. planned use

n=49



5 products most often evaluated in competition with InfoZoom

n=46



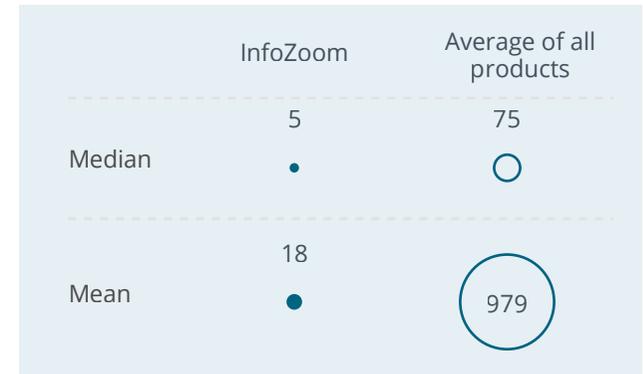
Percentage of employees using InfoZoom

n=53



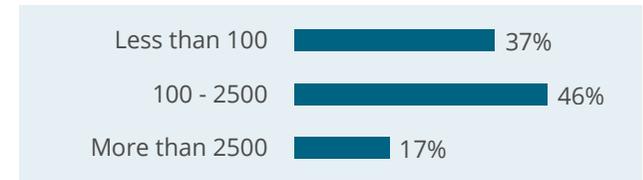
Number of users using InfoZoom

n=53



Company size (employees)

n=52



Project Success



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

Project Success – Top-ranked



Peer group: Analysis Focus



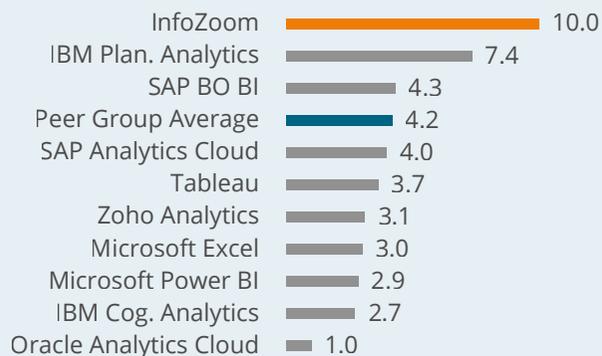
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Project Success – Top-ranked



Peer group: Business Software Generalists



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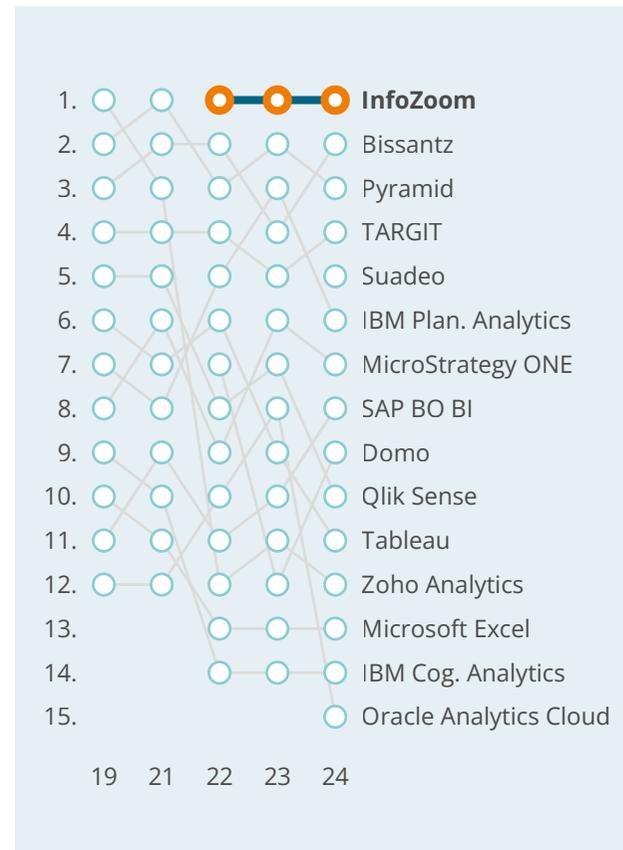
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Project Success



Consistently top-ranked in Project Success

Peer group: Analysis Focus



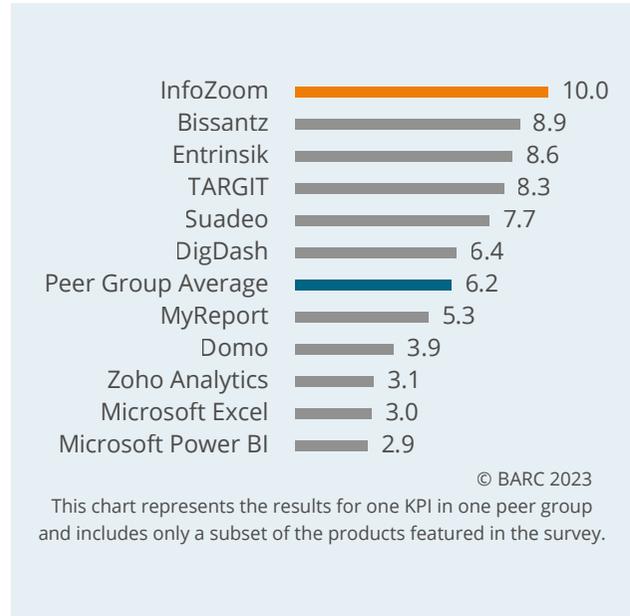
BARC Viewpoint

InfoZoom achieved outstanding results in the *Project Success* KPI for the third year a row. This KPI is calculated by aggregating feedback on five different aspects of project implementation. InfoZoom's customers rated three of them ('satisfaction with the implementation of technical aspects', 'satisfaction with the staff assigned' and 'completion within the timeframe originally specified') above all the other vendors in The BI & Analytics Survey 24. Positive feedback for 'satisfaction with the implementation of business aspects' and 'completion within the budget originally set' also contributed to this excellent KPI result.

Project Success – Top-ranked

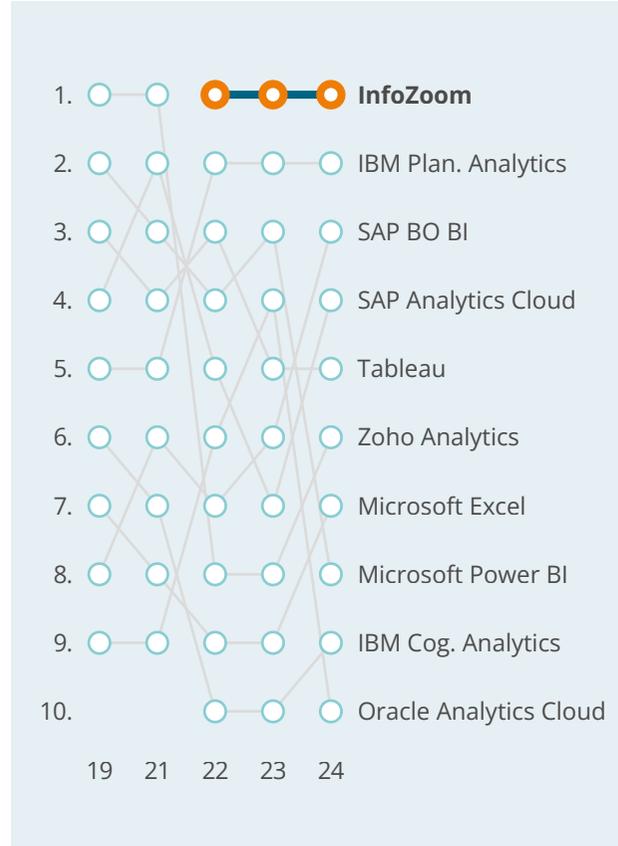


Peer group: Midsize/Departmental Implementations



Consistently top-ranked in Project Success

Peer group: Business Software Generalists

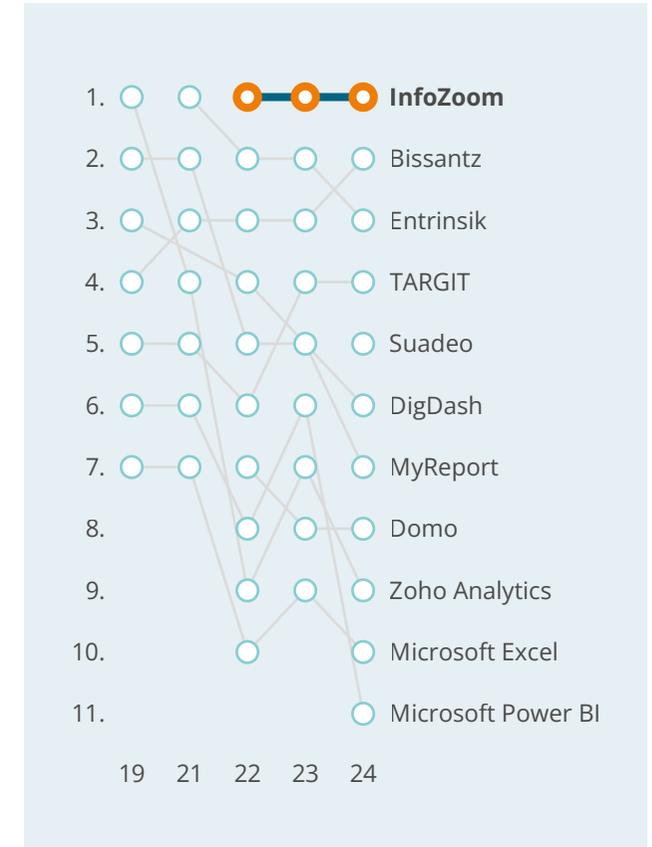


Project Success

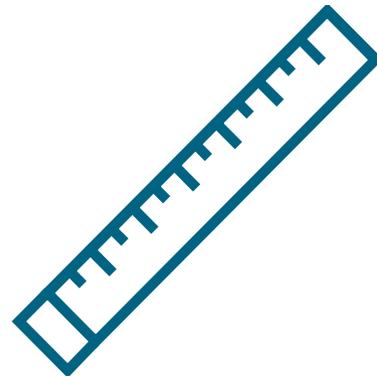


Consistently top-ranked in Project Success

Peer group: Midsize/Departmental Implementations



Project Length

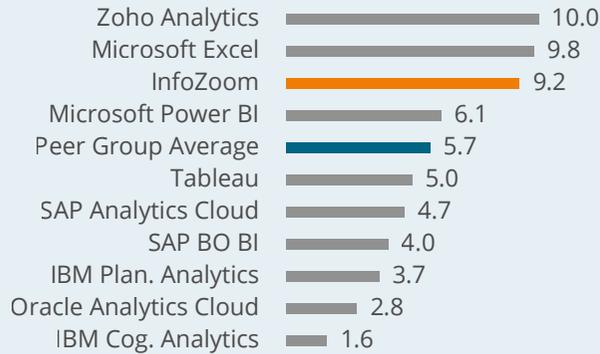


This KPI is based on how quickly the product is implemented.

Project Length – Leader



Peer group: Business Software Generalists



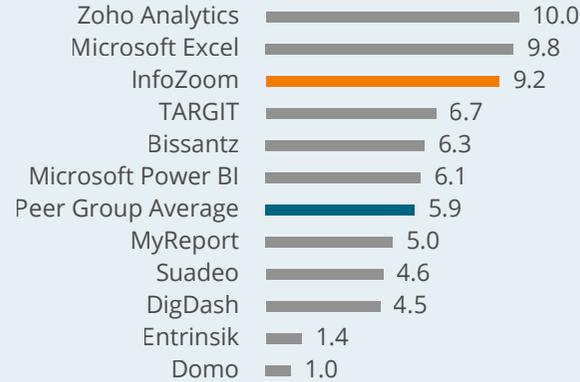
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Project Length – Leader



Peer group: Midsize/Departmental Implementations



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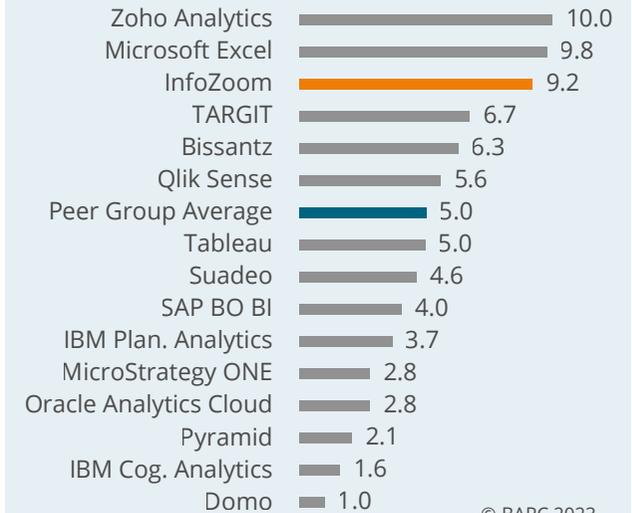
Project Length



Project Length – Leader



Peer group: Analysis Focus



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

BARC Viewpoint

InfoZoom is implemented in a median of 1.43 months, faster than most of the other products evaluated in this year's survey. This explains its top rating for customer satisfaction with the timeframe of the implementation. 43 percent of survey respondents have used the product in an embedded scenario. InfoZoom is developed by a subsidiary of proALPHA Group, an ERP software company. In order to provide ERP customers with an analysis solution for their data, the vendor supplies a customized version of InfoZoom with its ERP software. This helps customers to ramp up their data analysis quickly, find valuable insights and continuously work on improving data quality.

Business Value

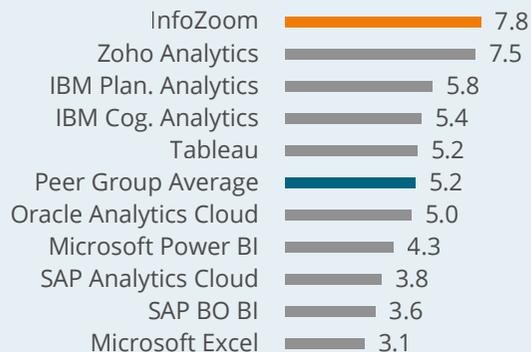


This KPI combines the *Business Benefits*, *Project Success* and *Project Length* KPIs.

Business Value – Top-ranked



Peer group: Business Software Generalists



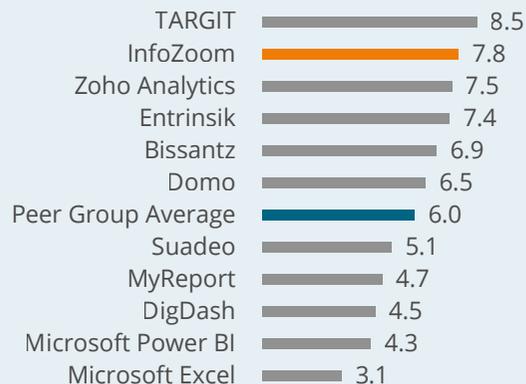
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Business Value – Leader



Peer group: Midsize/Departmental Implementations



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

Business Value



Consistently top-ranked in Business Value

Peer group: Business Software Generalists



BARC Viewpoint

For the third year in a row, customers rated InfoZoom highly for the business value the product generates. Users reported fast and successful projects with highly satisfactory outcomes. Moreover, InfoZoom retained its pole position in terms of helping customers to improve their data quality with an impressive rating of 9.1/10. Another noteworthy business benefit highlighted by customers was the increase in employee satisfaction through the use of the software. All these factors combined to produce an excellent rating in the aggregated *Business Value* KPI.

Business Value – Leader



Peer group: Analysis Focus

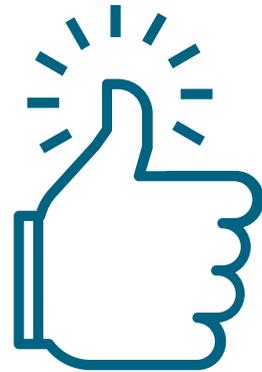


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Recommendation

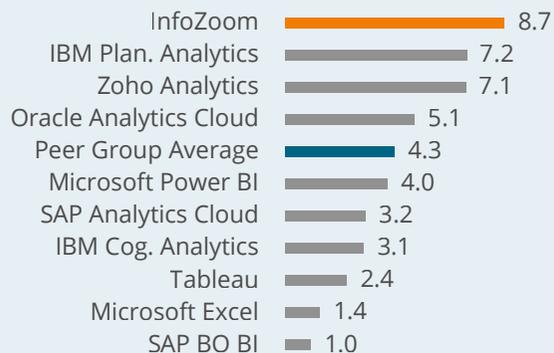


This KPI is based on the proportion of users that say they would recommend the product to others.

Recommendation – Top-ranked



Peer group: Business Software Generalists



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

Recommendation – Leader



Peer group: Midsize/Departmental Implementations



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

Recommendation



Consistently top-ranked in Recommendation

Peer group: Business Software Generalists



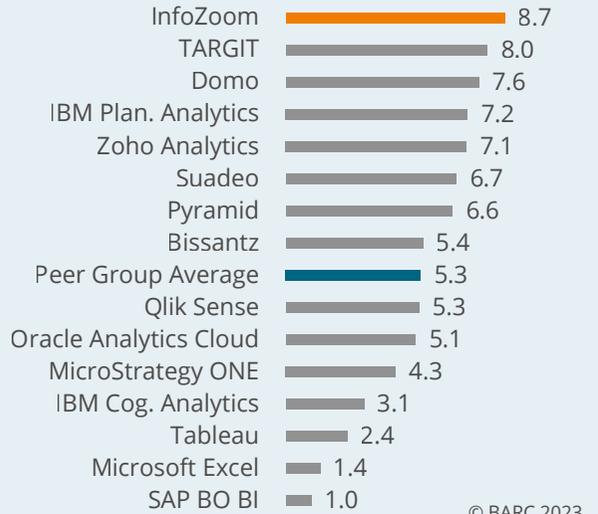
BARC Viewpoint

Every single InfoZoom user in this year’s survey said they would recommend the product to others, with 81 percent saying they would ‘definitely’ do so and a further 19 percent stating they would ‘probably’ recommend it. This unanimous customer feedback propels InfoZoom to second place in the *Recommendation* KPI across all the products featured in The BI & Analytics Survey 24, and to top ranks in the *Business Software Generalists* and *Analysis Focus* peer groups: a remarkable achievement.

Recommendation – Top-ranked



Peer group: Analysis Focus



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

Consistently outstanding in Recommendation

Peer group: Analysis Focus



Vendor Support



This KPI measures user satisfaction with the level of vendor support provided for the product.

Vendor Support – Top-ranked



Peer group: Business Software Generalists



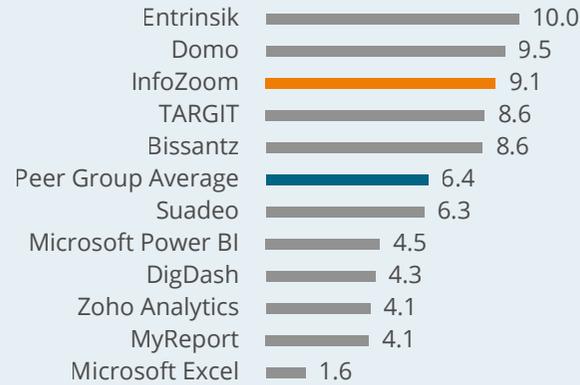
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Vendor Support – Leader



Peer group: Midsize/Departmental Implementations



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

Vendor Support



Consistently top-ranked in Vendor Support

Peer group: Business Software Generalists



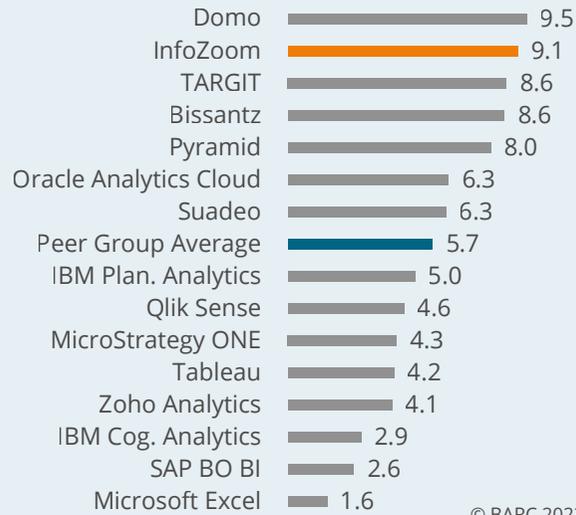
BARC Viewpoint

InfoZoom customers praise humanIT Software’s support for the product. This year, the vendor achieved a score of 9.1/10, which is the second highest of all the vendors in The BI & Analytics Survey 24. An impressive 62 percent were not only satisfied with the vendor support but found it “excellent”. 6 percent had not used support at all and none of the customers surveyed reported “very poor” or “not very good” support, which can be seen as a huge positive too. Given that humanIT Software is a part of an ERP software company, this is a fine achievement and it shows that the individual subsidiary model can work well for customers if they receive tailored treatment.

Vendor Support – Top-ranked



Peer group: Analysis Focus

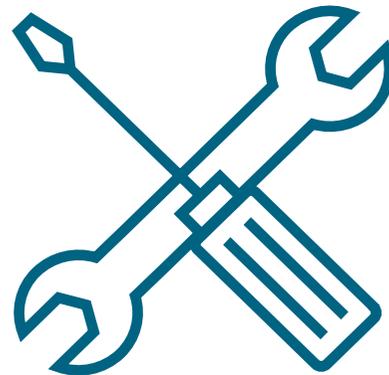


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Implementer Support

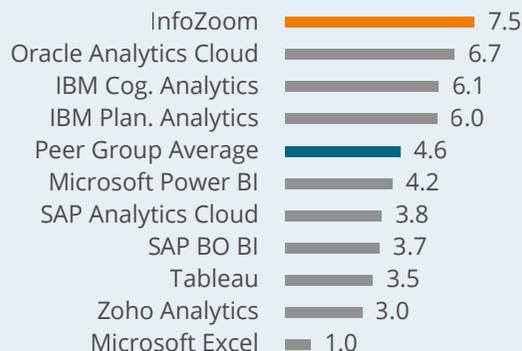


This KPI measures user satisfaction with the level of the implementer's support for the product.

Implementer Support – Top-ranked



Peer group: Business Software Generalists



© BARC 2023

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

Implementer Support – Leader



Peer group: Analysis Focus



© BARC 2023

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

Implementer Support

BARC Viewpoint

85 percent of InfoZoom users affirmed their satisfaction with implementer support. Another 14 percent had not even needed to use any support, which also seems to be a good indicator. This leads to a top rank in the *Business Software Generalists* peer group. Moreover, InfoZoom is among the leaders in the *Analysis Focus* peer group for *Implementer Support*. Combined with positive feedback on project implementation and success, customers paint a healthy picture of the implementation and post-implementation process, which in turn contributes to their overall satisfaction with the vendor and product.

Product Satisfaction

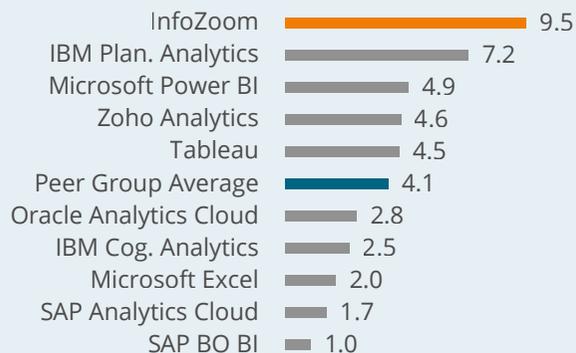


This KPI is based on the level of satisfaction with the product.

Product Satisfaction – Top-ranked



Peer group: Business Software Generalists



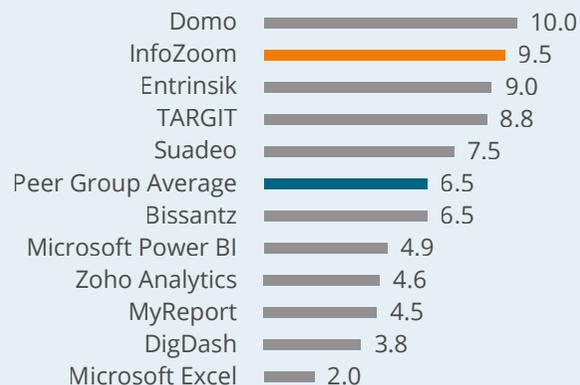
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Product Satisfaction – Leader



Peer group: Midsize/Departmental Implementations



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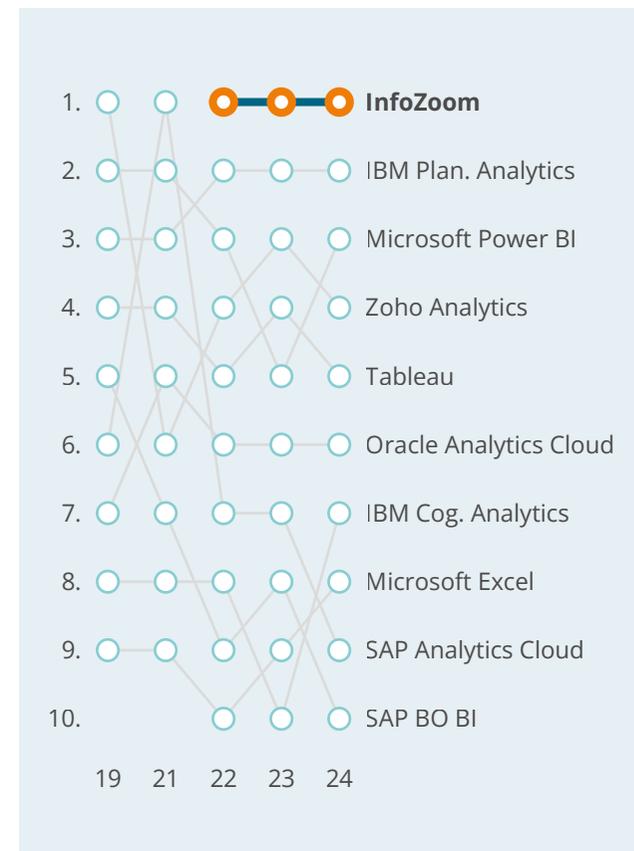
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Product Satisfaction



Consistently top-ranked in Product Satisfaction

Peer group: Business Software Generalists



BARC Viewpoint

None of the InfoZoom users we surveyed claimed to be dissatisfied with the product. Indeed, InfoZoom received the second highest rate of ‘very satisfied’ customers with 83 percent, following up a similarly good result in last year’s survey. This leads to a top rank in the *Business Software Generalists* peer group and second place in the *Midsize/Departmental Implementations* peer group. In their feedback, users emphasized the product’s ability to help employees achieve transparency with their data and to produce analysis results fast. One described InfoZoom as “the Swiss Army Knife of BI”, pointing to the product’s versatility.

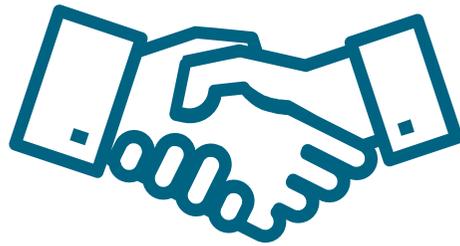
Product Satisfaction – Leader



Peer group: Analysis Focus



Sales Experience

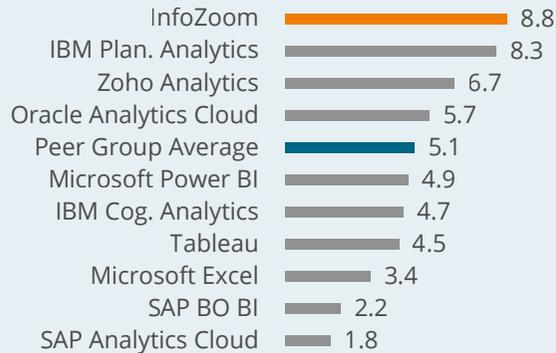


This KPI is based on how respondents rate their sales/purchasing experience with the vendor.

Sales Experience – Top-ranked



Peer group: Business Software Generalists



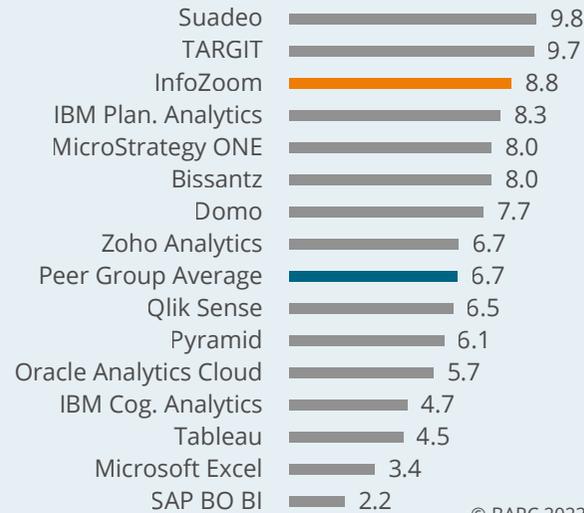
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Sales Experience – Leader



Peer group: Analysis Focus



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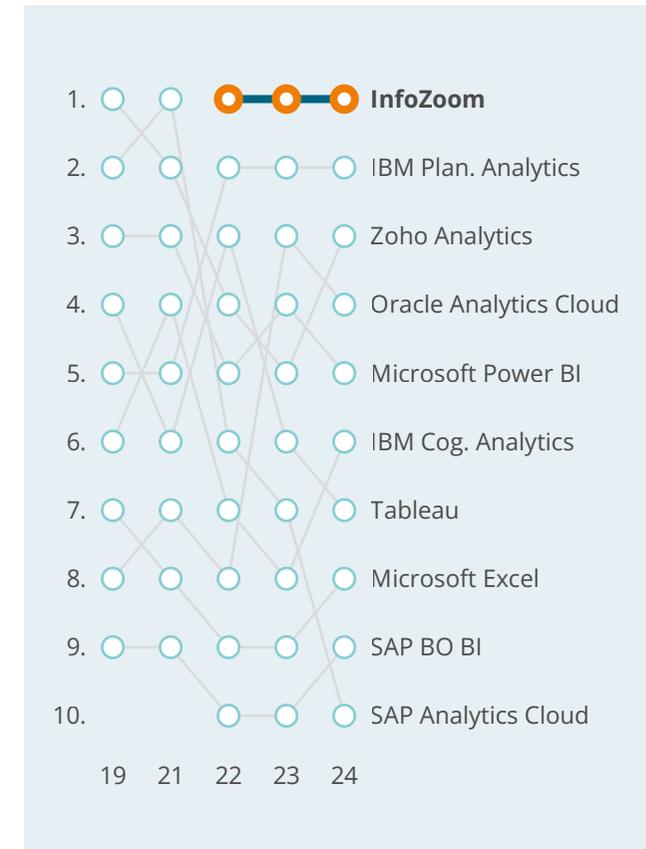
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Sales Experience



Consistently top-ranked in Product Satisfaction

Peer group: Business Software Generalists



BARC Viewpoint

We evaluate customers' impressions and experiences of their first touchpoints with the vendor using seven different measures. The result is our calculated *Sales Experience* KPI, which reflects how satisfied customers were with the beginnings of the vendor relationship. humanIT Software is rated the best in the whole BI & Analytics Survey 24 for giving timely/thorough responses to product/technical questions. In addition, customers reported that marketing/sales promises were largely kept, and that they were happy with the vendor's competent, customer-oriented and honest presentations of the product during the sales process.

Customer Satisfaction

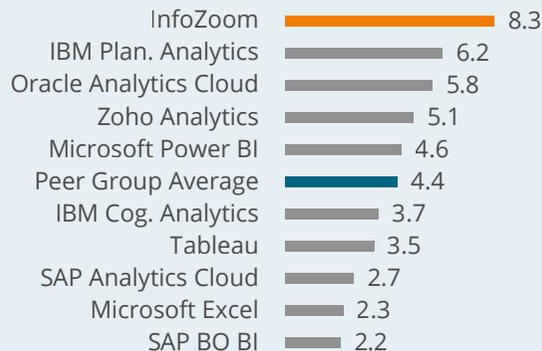


This KPI combines the *Price to Value, Recommendation, Vendor Support, Implementer Support, Product Satisfaction* and *Sales Experience* KPIs.

Customer Satisfaction – Top-ranked



Peer group: Business Software Generalists



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

Customer Satisfaction – Leader



Peer group: Analysis Focus



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

Customer Satisfaction



Consistently top-ranked in Customer Satisfaction

Peer group: Business Software Generalists



BARC Viewpoint

We measure overall *Customer Satisfaction* by aggregating the *Price to Value*, *Recommendation*, *Vendor Support*, *Implementer Support*, *Product Satisfaction* and *Sales Experience* KPIs. InfoZoom received high praise from its users in all of these KPIs, in turn leading to the top rank in the *Business Software Generalists* peer group for *Customer Satisfaction* this year.

Analyses & Ad Hoc Query

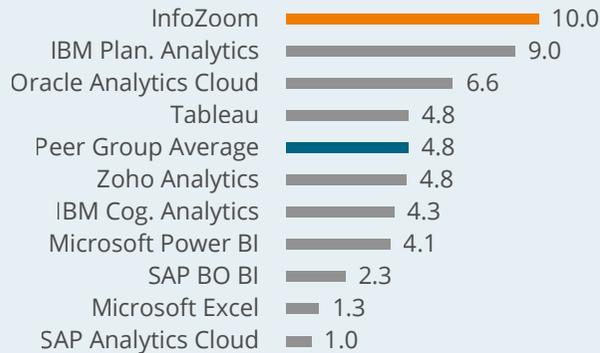


This KPI is based on how users rate their BI tool for performing analyses (navigation, visual support, automated insights) and creating ad hoc queries (usability, semantic model).

Analyses & Ad Hoc Query – Top-ranked



Peer group: Business Software Generalists



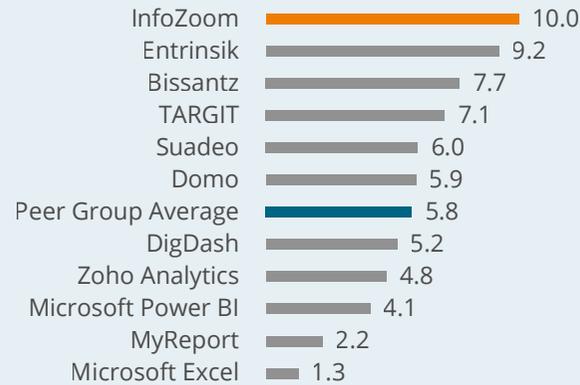
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Analyses & Ad Hoc Query – Top-ranked



Peer group: Midsize/Departmental Implementations



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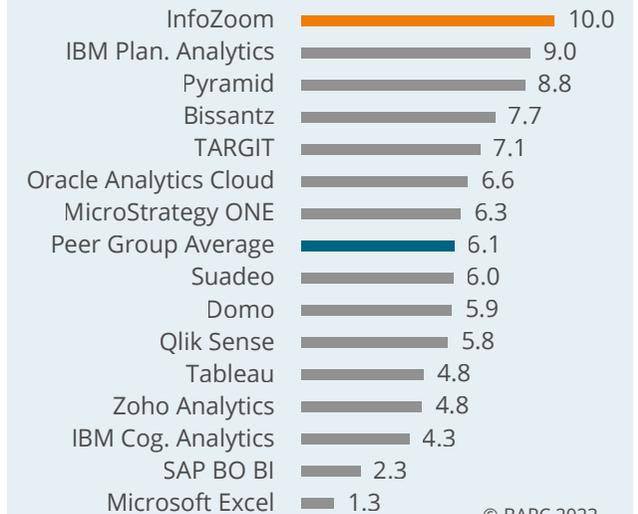
Analyses & Ad Hoc Query



Analyses & Ad Hoc Query – Top-ranked



Peer group: Analysis Focus



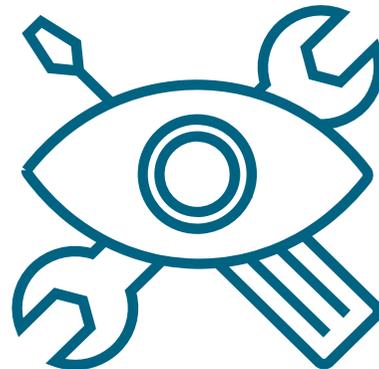
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

InfoZoom received more encouraging feedback in the *Analyses & Ad Hoc Query* KPI. 71 percent rated its functionality for ad hoc query creation and analyses as “excellent”. As an analysis product, InfoZoom was built for data workers to find patterns and insights in data. Uniquely, data is displayed in a condensed way, which helps users to get a quick overview of a data set. Then, a ‘zoom’ approach to data navigation combined with several predefined functions helps users to focus on and analyze particular parts of a data set.

Advanced & Predictive Analytics

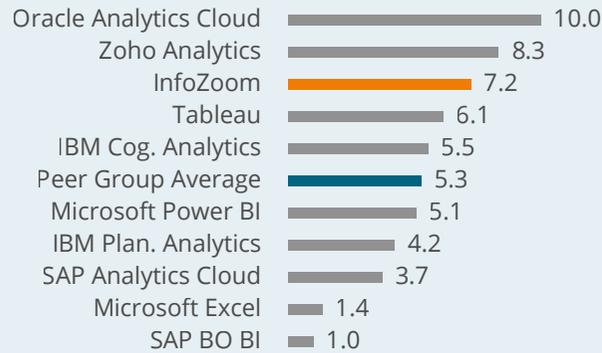


This KPI is based on how many survey respondents use advanced and predictive analysis (such as data mining, machine learning) with their BI tool and how users rate those capabilities.

Advanced & Predictive Analytics – Leader



Peer group: Business Software Generalists



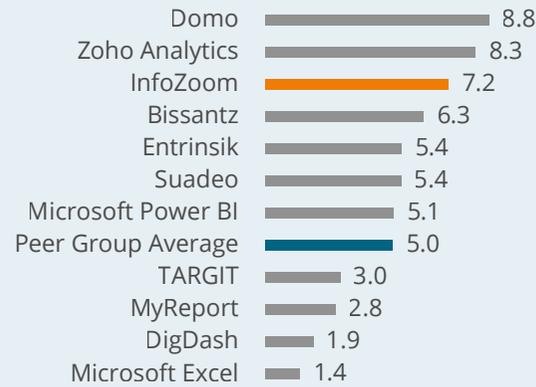
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Advanced & Predictive Analytics – Leader



Peer group: Midsize/Departmental Implementations



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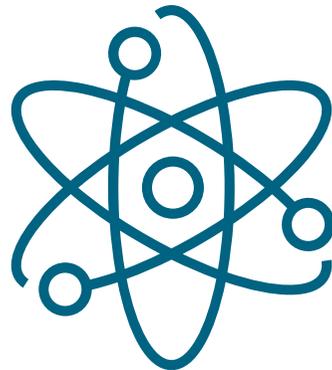
Advanced & Predictive Analytics



BARC Viewpoint

The area of advanced and predictive analytics can be very confusing with all its different concepts and terminology. Every user has their own understanding of ‘advanced’ features. InfoZoom is not a product for data scientists to perform statistical analysis and advanced analytics. However, it does help with data transparency and analysis. InfoZoom users rate the product among the top five in the *Advanced & Predictive Analytics* KPI. Besides the functionality in InfoZoom, humanIT Software also offers AI-based analyses for finance data with its cloud platform NEMO.

Data Preparation

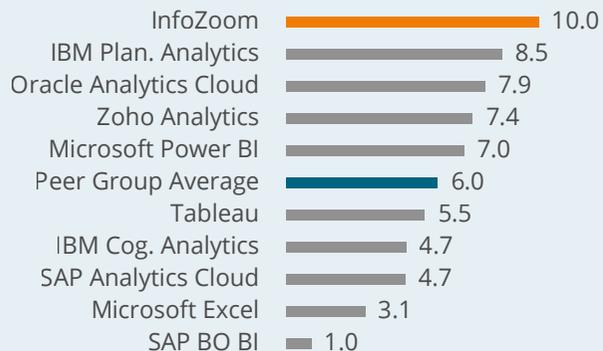


This KPI is based on how users rate their BI tool in terms of data preparation.

Data Preparation – Top-ranked



Peer group: Business Software Generalists



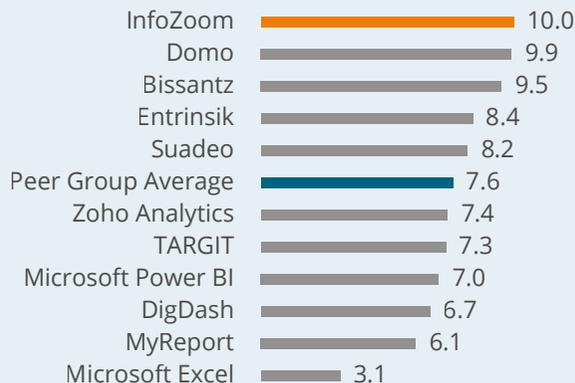
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Data Preparation – Top-ranked



Peer group: Midsize/Departmental Implementations



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

Data Preparation



Consistently top-ranked in Data Preparation

Peer group: Business Software Generalists



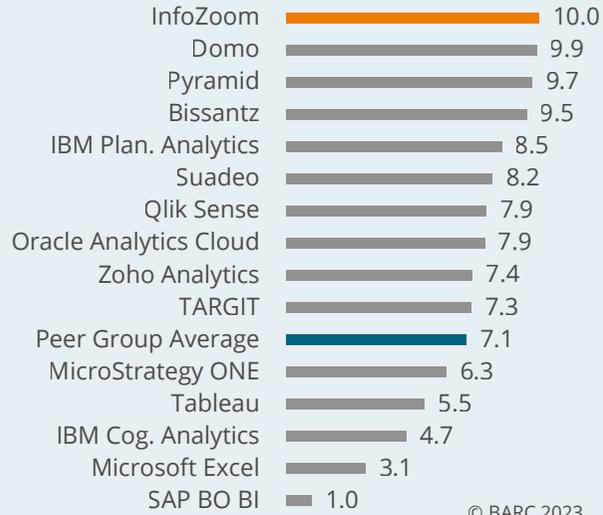
BARC Viewpoint

InfoZoom is targeted at data workers who need flexibility and features for data access and preparation. The vendor continues to enhance these aspects of the software. For instance, the latest release includes multiple advancements for data import. As data quality is one of InfoZoom’s core areas, it incorporates functions for finding duplicates, data holes, formatting issues and misspellings. The latest release has brought many of these together in a dedicated ‘DQ-Checks’ menu item. Over 80 percent of users rated InfoZoom’s data preparation functionality as “excellent” or “good”, the highest combined percentage in The BI & Analytics Survey this year.

Data Preparation – Top-ranked



Peer group: Analysis Focus

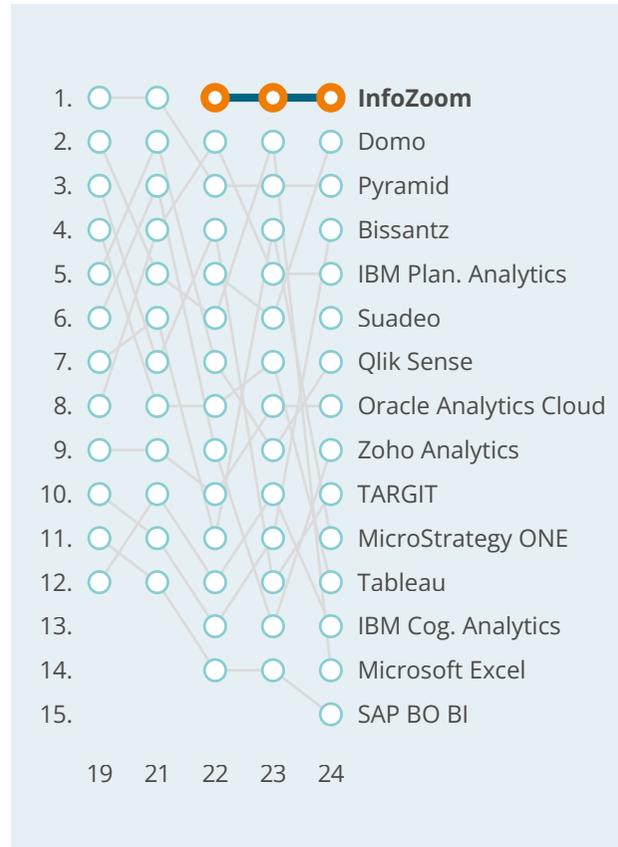


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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Consistently top-ranked in Data Preparation

Peer group: Analysis Focus

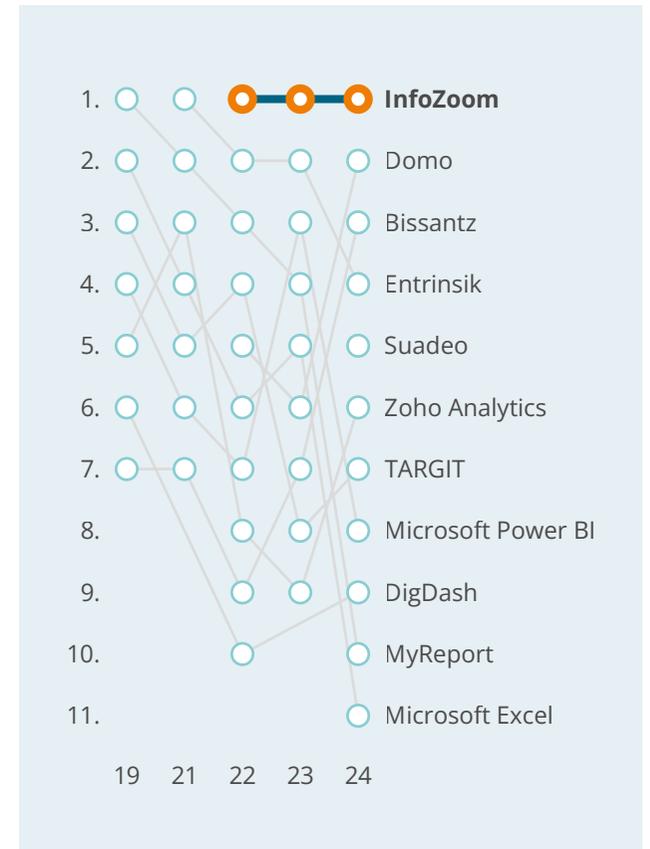


Data Preparation

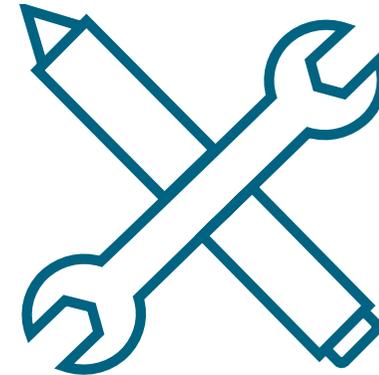
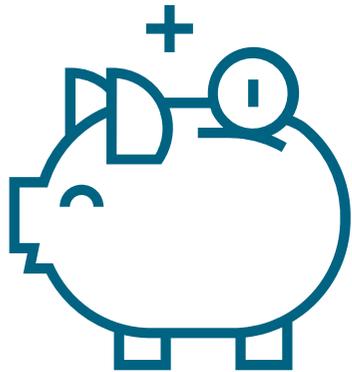


Consistently top-ranked in Data Preparation

Peer group: Midsize/Departmental Implementations



Price to Value & Functionality



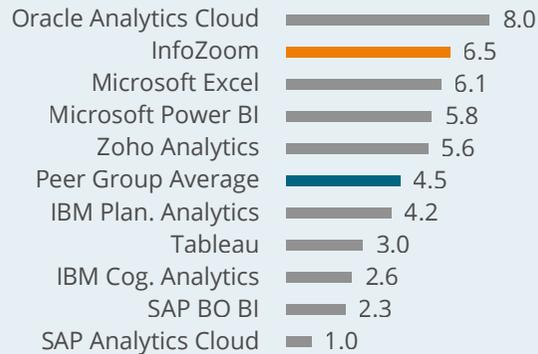
The *Price to Value* KPI is based on how users rate their tool in terms of price to value.

The *Functionality* KPI combines the *Dashboards & Reports, Distribution of Reports, Analyses & Ad Hoc Query, Advanced & Predictive Analytics, Data Preparation* and *Mobile BI* KPIs.

Price to Value – Leader



Peer group: Business Software Generalists



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

BARC Viewpoint

Price to Value

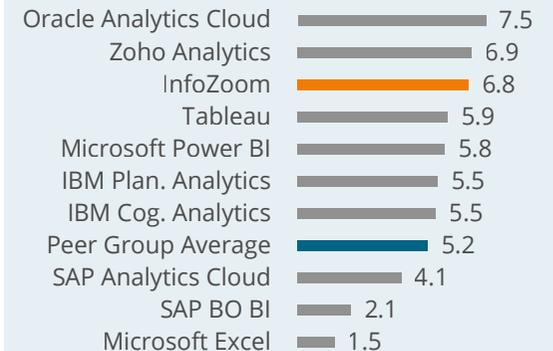


Like last year, none of the InfoZoom users surveyed complained about the product's price to value. 90 percent rated it as "good" or "excellent", leading to second place for *Price to Value* in the *Business Software Generalists* peer group. One customer commented that once a user has learned how to use the product and its deep analysis functionality, they are sure to find the price attractive.

Functionality – Leader



Peer group: Business Software Generalists



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

Functionality

BARC Viewpoint

InfoZoom users are clearly fans of the product and appreciate its functionality, especially the business value it provides. They are extremely enthusiastic about its data preparation features and also rate it highly in the *Analyses & Ad Hoc Query* and *Advanced & Predictive Analytics* KPIs. And it doesn't stop there: almost 90 percent rate its features for viewing and navigating reports and dashboards as "excellent" or "good" while almost 70 percent are similarly gushing about its report and dashboard building features. This is remarkable feedback for a product that is actually focused more on data processing and analysis than on classical BI tasks such as reporting and dashboards.

Performance Satisfaction

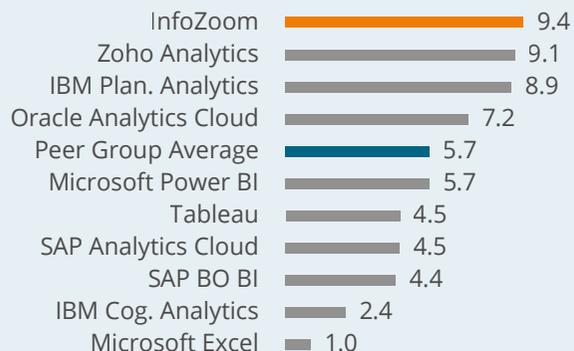


This KPI measures the frequency of complaints about the system's performance.

Performance Satisfaction – Top-ranked



Peer group: Business Software Generalists



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

Performance Satisfaction – Top-ranked



Peer group: Analysis Focus



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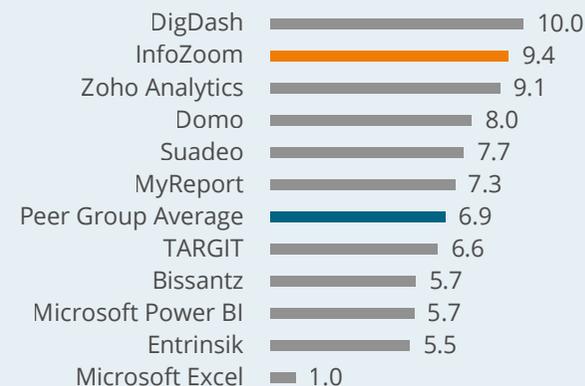
Performance Satisfaction



Performance Satisfaction – Leader



Peer group: Midsize/Departmental Implementations



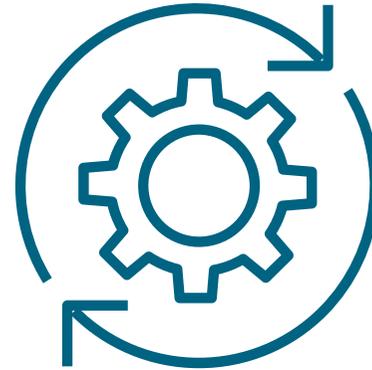
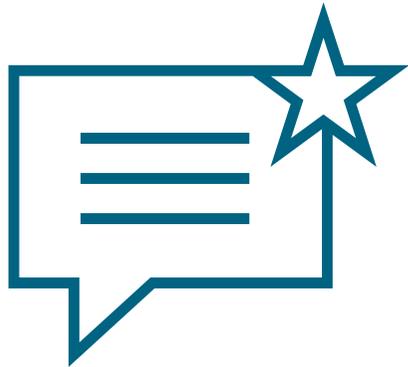
© BARC 2023

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

BARC Viewpoint

Performance is the number one reason why customers purchase InfoZoom. This does not surprise us as it is very useful when fast analysis and insights are required to reap business benefits. Time to market has never been more desirable than in today's turbulent times. Overall, 79 percent of InfoZoom users stated that they bought the software due to its performance. Indeed, it has the fastest median query performance time in this year's survey (3.5 seconds). A mere 2 percent of respondents complained about performance, well below the survey average of 14 percent.

User Experience & Flexibility



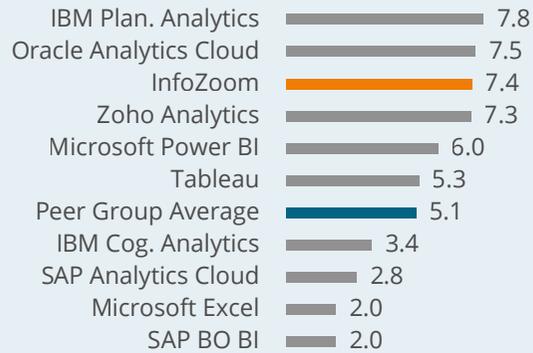
The *User Experience* KPI combines the *Flexibility*, *Ease of Use* and *Performance Satisfaction* KPIs.

The *Flexibility* KPI is based on how users rate the flexibility of their BI tool, and on the frequency of complaints about user flexibility post-implementation.

User Experience – Leader



Peer group: Business Software Generalists



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

BARC Viewpoint

User Experience

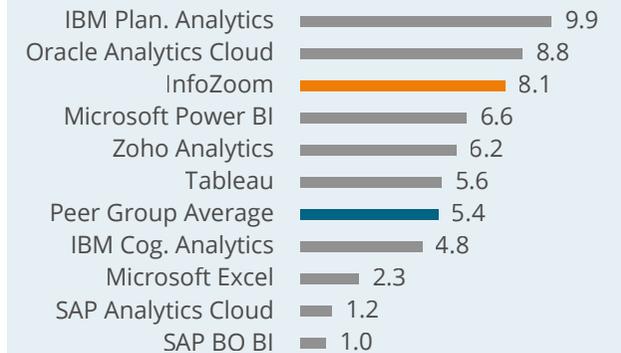


InfoZoom is among the leaders in terms of *User Experience* in the *Business Software Generalists* peer group. We assess *User Experience* by aggregating the results from the *Ease of Use*, *Flexibility* and *Performance Satisfaction* KPIs. Especially strong feedback for *Performance Satisfaction* alongside positive ratings for *Flexibility* and *Ease of Use* all contribute to an excellent result here. Positive experience is key for customer satisfaction and the willingness of existing users to recommend a product – the best marketing a vendor can get.

Flexibility – Leader



Peer group: Business Software Generalists



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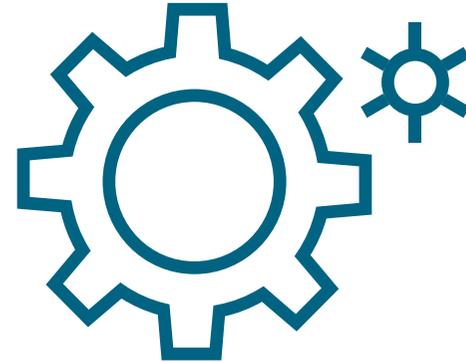
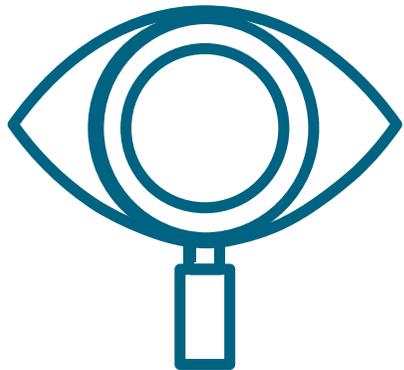
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Flexibility

BARC Viewpoint

The *Flexibility* KPI is based on customer satisfaction with various aspects of the product's flexibility taking into account complaints about flexibility post-implementation. Over 80 percent of InfoZoom users stated that they are satisfied with the product's flexibility in the areas of data modeling and connectivity, for content creation and also for customizing the software to their needs. Moreover, only 4 percent of users, well below the average of 14 percent, cited a lack of flexibility as a serious problem. This feedback results in a leadership position in the *Business Software Generalists* peer group for the *Flexibility* KPI this year.

Visual Analysis & Operational BI



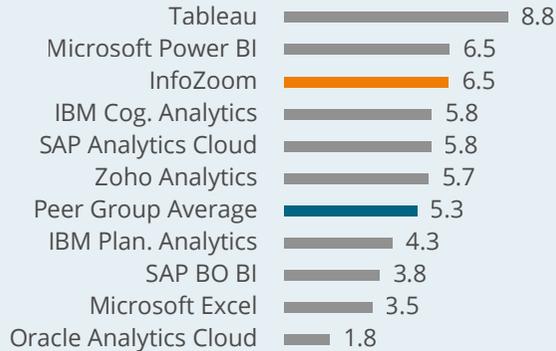
The *Visual Analysis* KPI is based on the proportion of survey respondents that currently perform visual analysis with their BI tool.

The *Operational BI* KPI is based on the proportion of survey respondents that currently use real-time data from transactional systems with their BI tool.

Visual Analysis – Leader



Peer group: Business Software Generalists



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

BARC Viewpoint

Visual Analysis



InfoZoom offers a unique way of navigating data in the form of a specific visualization which displays the data and its attributes in a condensed way. Navigation is done by clicking on one particular place of interest and ‘zooming’ into it. As InfoZooms’ approach to visual analysis is so unique, many users with experience of other products will be accustomed to working with different visual analysis capabilities. Overall, 69 percent of InfoZoom users have used the product for visual analysis, while another 9 percent plan to. This results in a top-three position in the *Visual Analysis* KPI compared to other *Business Software Generalists*.



Operational BI

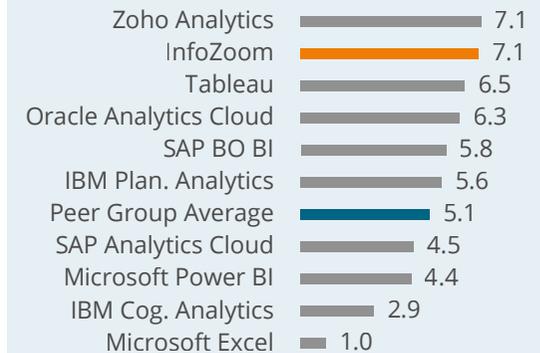
BARC Viewpoint

68 percent of InfoZoom users have used the product for operational BI and 44 percent have used it embedded in another product. Operational BI is all about current data, whether it is updated daily or even in real time. As humanIT Software is a subsidiary of an ERP company, it makes clear sense to use an analysis product to help ERP customers with data analysis. Therefore, the vendor ships a tailored version of InfoZoom (known as Analyzer) with its ERP software. The product not only helps customers to analyze ERP data but also to monitor and improve data quality. The latter is reported to be a huge business benefit by InfoZoom users this year.

Operational BI – Leader



Peer group: Business Software Generalists



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

Competitive Win Rate

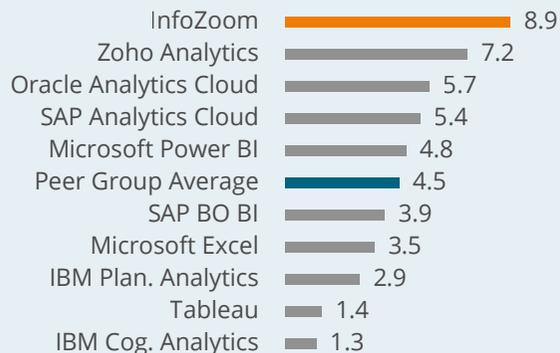


This KPI is based on the percentage of wins in competitive evaluations.

Competitive Win Rate – Top-ranked



Peer group: Business Software Generalists



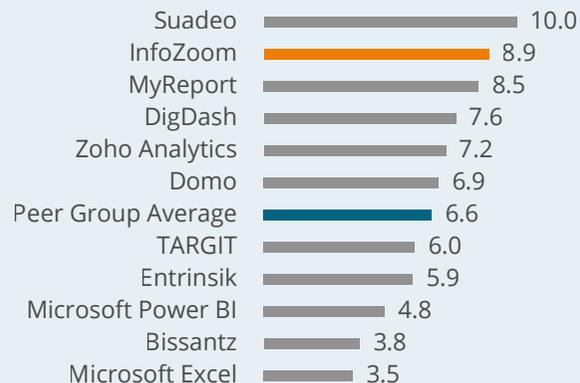
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Competitive Win Rate – Leader



Peer group: Midsize/Departmental Implementations



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

Competitive Win Rate



Consistently top-ranked in Competitive Win Rate

Peer group: Business Software Generalists



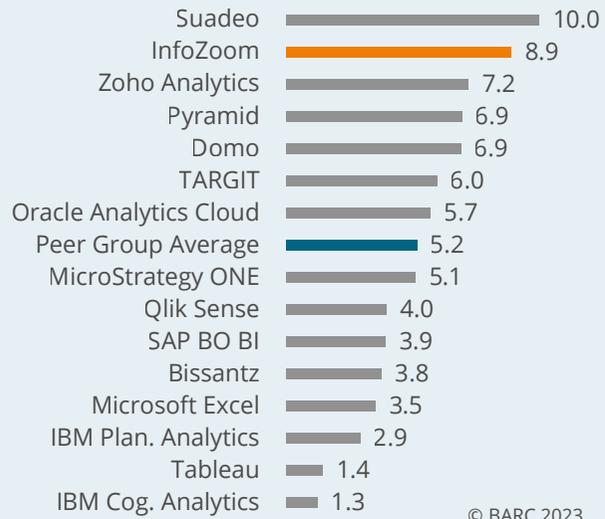
BARC Viewpoint

Although humanIT is not as widely known as many of its competitors, its sales team seems to do a very good job in converting prospects to customers. User feedback indicates that the product sales teams is customer-oriented and delivers the information requested on time, thereby paving the way for a good future relationship. Interestingly, over 68 percent of InfoZoom users either did not evaluate the product or only evaluated InfoZoom prior to purchase. This suggests that both vendor-related and product-related factors contribute to successful customer acquisition.

Competitive Win Rate – Leader



Peer group: Analysis Focus



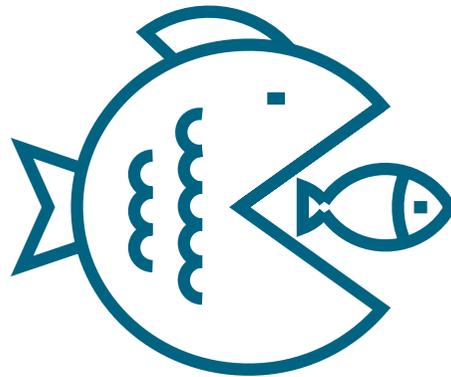
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Competitive Win Rate



Competitiveness

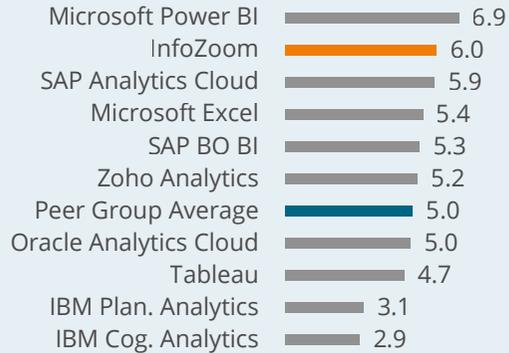


This KPI combines the *Considered for Purchase* and *Competitive Win Rate* KPIs.

Competitiveness – Leader



Peer group: Business Software Generalists



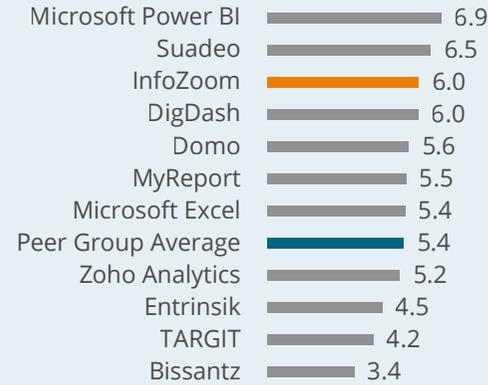
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Competitiveness – Leader



Peer group: Midsize/Departmental Implementations



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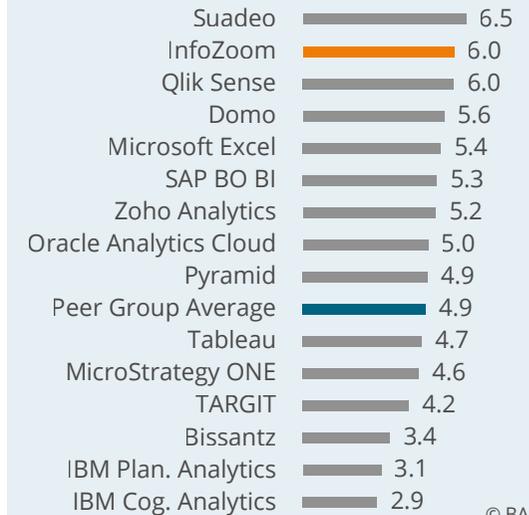
Competitiveness



Competitiveness – Leader



Peer group: Analysis Focus



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

BARC Viewpoint

In general, InfoZoom users are impressed by the product's performance and ability to process large data volumes. While the majority of customers do not use the product with very large data sets, there are some with more than 1 TB of processed data. In InfoZoom, users seem to have found the right analysis tool for their needs, and one that performs well when processing data. InfoZoom is among the leaders in all of its peer groups for the *Competitiveness* KPI.

Data Decisions. Built on BARC.



BARC

BARC

BARC is one of Europe's leading analyst firms for business software, focusing on the areas of data, business intelligence (BI) and analytics. 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.

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