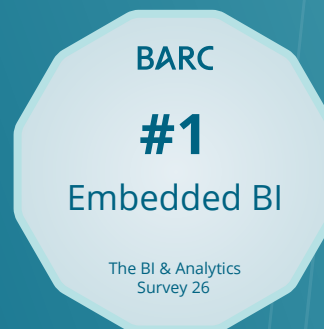


The BI & Analytics Survey 26

The voice of the BI & analytics software user community

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

InfoZoom



“ *Einzigartige Visualisierung von Rohdaten. Zoomen in Daten. Arbeiten mit großen Datenmengen. Einfache Bedienbarkeit.*

Project manager for BI/analytics from IT, IT,
100 - 2,500 employees

BARC

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Most
liked



InfoZoom Highlights Dashboard



KPI results

22 top rankings
and
21 leading
positions
in 2 peer groups

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Performance Satisfaction

98%
of surveyed users
are satisfied with the
performance of
InfoZoom.

The BI & Analytics Survey 26

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Visual Analysis

93%
of surveyed users rate
InfoZoom's support for
visual analysis as very
good or good.

The BI & Analytics Survey 26

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Recommendation

93%
of surveyed users say
they would recommend
InfoZoom.

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Business Benefits

100%
of surveyed users
improved data quality
and trust in data with
InfoZoom.

* Based on the aggregate of "Fully", "To a large extent"
and "Somewhat".

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Business Benefits

98%
of surveyed users
achieved faster and
more accurate reporting,
analysis or planning with
InfoZoom.

* Based on the aggregate of "Fully", "To a large extent"
and "Somewhat".

The BI & Analytics Survey 26

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About The BI & Analytics Survey 26

More
information:
barc.com/reviews

The BI & Analytics Survey 26

The BI & Analytics Survey 26 is based on the world's largest survey of BI & analytics software users conducted from March to June 2025, with 1,010 respondents and analysis of 18 products. It evaluates user feedback on 28 criteria (KPIs), such as *Business Benefits*, *Project Success* and *Customer Satisfaction*.

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

The KPIs

The BI & Analytics Survey 26 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 - 20 (depending on the KPI) for each of the questions that feed into the KPI are included.
4. Each KPI is measured on a scale from 0 (lowest value) to 10 (highest value).

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% of 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).

InfoZoom features in the following peer groups:

- Analysis Focus
- Midsize/Departmental Implementations



About InfoZoom

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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. 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.

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.



User and Use Case Demographics

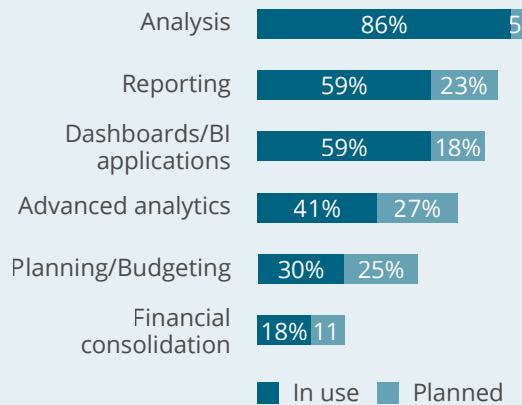
View full
profile:

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This year, we had **44 responses** from InfoZoom users.

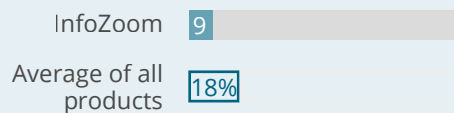
Current vs. planned use

n=44



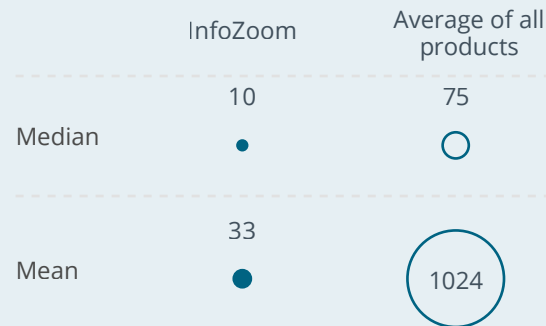
Percentage of employees using InfoZoom

n=43



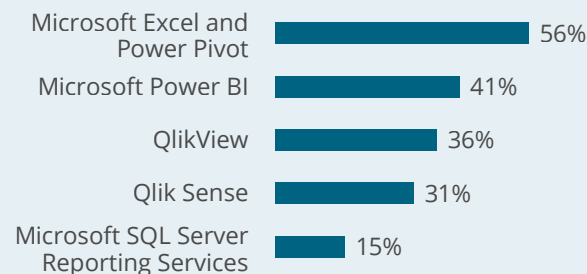
Number of users using InfoZoom

n=43



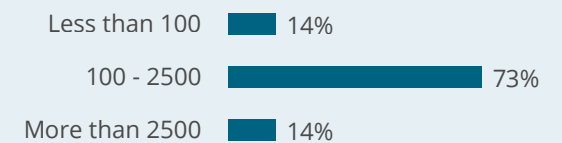
5 products most often evaluated in competition with InfoZoom

n=39



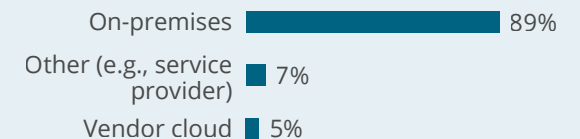
Company size (employees)

n=44



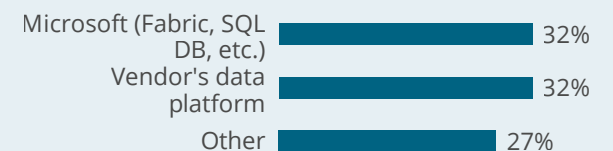
Current hosting location (Top 3)

n=44



Current data platform (Top 3)

n=44





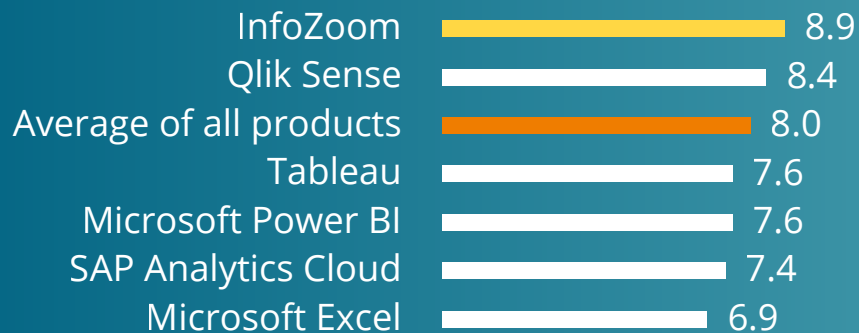
Project Success

This KPI is based on how survey respondents rate the success of their implementation project.



Project Success

Main Competitors of InfoZoom



© BARC BI & Analytics Survey 26

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 **the success of their implementation project** with InfoZoom as **very good or good**.

“ Die Möglichkeit, große Datenmengen aus unterschiedlichen Systemen (ERP, CAQ, ...) zu joinen und zu analysieren, Anomalien sichtbar zu machen und komplexe Berichte aufzusetzen („Auto bauen“), die dann Endanwendern („Auto fahren“) im ERP, in Excel usw. zur Verfügung gestellt werden.

Most liked

Head of business department, Manufacturing, 100 - 2,500 employees

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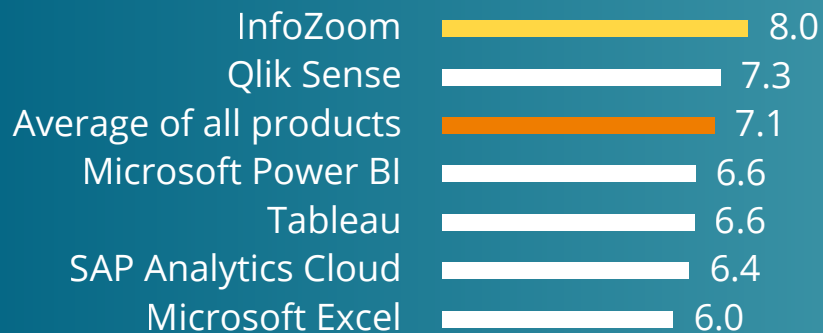
Business Value

This aggregated KPI combines the *Business Benefits*, *Project Success* and *Project Length* KPIs to measure the product's business value.



Business Value

Main Competitors of InfoZoom



© BARC BI & Analytics Survey 26

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

“ Provides insights we would not have been able to obtain otherwise.

Most liked

Consultant, Consulting, <100 employees

BARC

The BI & Analytics Survey 26



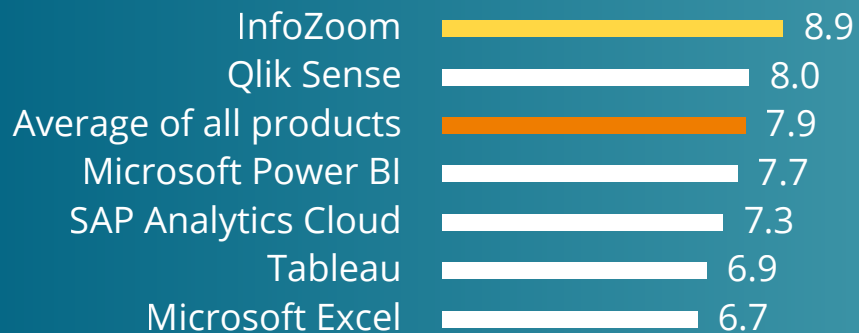
Customer Satisfaction

This aggregated KPI combines the *Price to Value*, *Recommendation*, *Vendor Support*, *Implementer Support*, *Product Satisfaction* and *Sales Experience* KPIs to measure satisfaction with the vendor and its product.



Customer Satisfaction

Main Competitors of InfoZoom



© BARC BI & Analytics Survey 26

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

82%

of surveyed users **improved customer satisfaction** with InfoZoom.

“

Praktikable Software, sehr guter Support.

IT employee, Manufacturing, 100 - 2,500 employees

BARC

The BI & Analytics Survey 26



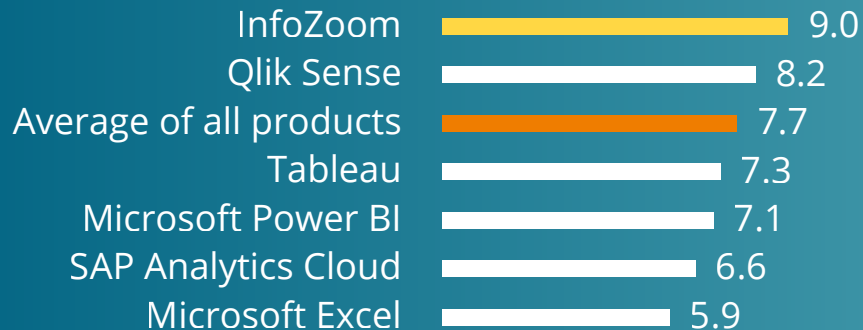
Analyses & Ad Hoc Query

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

Main Competitors of InfoZoom



© BARC BI & Analytics Survey 26

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

93%

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

“ *Die Flexibilität bei der freien Analyse von großen, strukturierten Datenmengen nach unterschiedlichsten Kriterien.* ”

Most liked

IT employee, IT, 100 - 2,500 employees

BARC

The BI & Analytics Survey 26



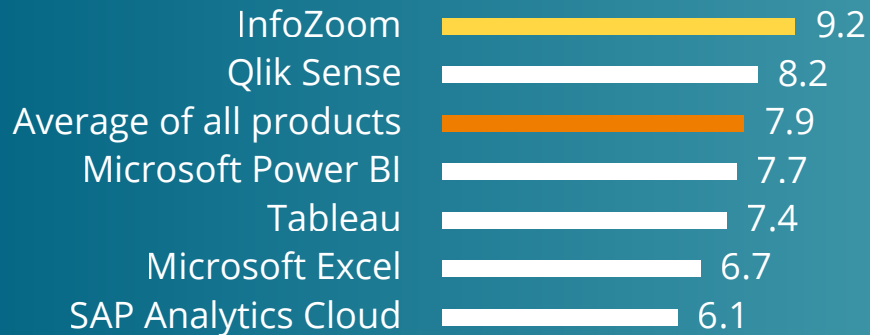
Performance Satisfaction

This KPI is based on the level of user satisfaction with the product's performance (load performance, query performance, processing performance).



Performance Satisfaction

Main Competitors of InfoZoom



© BARC BI & Analytics Survey 26

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

98%

of surveyed users are **satisfied** with the **performance** of InfoZoom.

“

Verarbeitungsgeschwindigkeit bei sehr großen Datenvolumina.

Most liked

IT employee, Public sector, >2,500 employees

BARC

The BI & Analytics Survey 26



The BI & Analytics Survey 26: InfoZoom Highlights

Top-ranked in

Peer Group Analysis Focus

Project Success
Project Length
Business Value
Recommendation
Customer Satisfaction
Analyses & Ad Hoc Query
Data Preparation
Performance Satisfaction
Embedded BI

Leader in

Business Benefits
Price to Value
Vendor Support
Implementer Support
Product Satisfaction
Sales Experience
Advanced & Predictive Analytics
Functionality
Self-Service
Ease of Use
Flexibility
User Experience
Visual Analysis
Operational BI
Innovation

Peer Group Midsize/Departmental Implementations

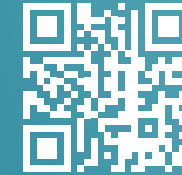
Project Success
Project Length
Business Value
Recommendation
Customer Satisfaction
Analyses & Ad Hoc Query
Data Preparation
Self-Service
Ease of Use
Flexibility
Performance Satisfaction
User Experience
Embedded BI

Business Benefits
Price to Value
Vendor Support
Implementer Support
Visual Analysis
Operational BI

BARC Comment

With 22 top ranks and 21 leading positions, InfoZoom achieves an excellent set of results in this year's BI & Analytics Survey. Most notable are its performances in the *Data Preparation*, *Business Value* and *Embedded BI* KPIs, where it outperformed all other vendors in the survey. InfoZoom stands out for its ability to efficiently analyze large volumes of data and deliver actionable insights. 98 percent of surveyed users report faster and more accurate reporting – a clear business benefit for data-driven organizations. Remarkably, 100 percent of users say they have improved data quality and trust, and 93 percent would recommend InfoZoom to other organizations – a strong indicator of customer satisfaction with the vendor and its product. This is further supported by strong ratings in KPIs such as *Project Success*, *Project Length*, *Analyses & Ad Hoc Query* and *Customer Satisfaction*, underscoring the vendor's ability to effectively serve its customers.

Data Decisions. Built on BARC.



BARC

BARC

BARC is the leading analyst firm for data & analytics, AI, corporate performance management (CPM) and ESG with a reputation for unbiased and trusted advice. Our expert analysts deliver a wide range of research, events and consulting services for the data & analytics community. Our innovative research evaluates software, vendors and service providers rigorously and highlights market trends, delivering insights that enable our customers to innovate with data, analytics and AI. BARC's 25 years of experience with data strategy & culture, data architecture, organization and software selection helps clients transform into truly data-driven organizations.

Research

BARC user surveys, software evaluations and analyst advisory services along with expert driven

content such as research notes, trend analysis and blogs give organizations the confidence to make the right decisions. Our independent research gets to the heart of market developments, evaluates software, vendors and service providers thoroughly and gives valuable ideas on how to turn data, analytics and AI into added value and successfully transform businesses.

Consulting

The BARC consulting practice is entirely focused on translating companies' requirements into future-proof decisions. The holistic advice we provide helps companies successfully implement their data & analytics strategy and culture as well as their architecture and technology. 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

At BARC events, leading minds and industry experts come together to share insights and drive innovation. Our conferences, roundtables and online webinars attract over 10,000 participants annually, offering a unique blend of information, inspiration and interactivity. These events provide a platform to exchange ideas with peers, explore emerging trends and gain expert perspectives on market developments.

By engaging with thought leaders and industry practitioners, participants discover actionable strategies to enhance their business and stay ahead in the evolving world of data & analytics.

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