The BI & Analytics Survey 22

The voice of the BI and analytics community

This is a specially produced summary
of the headline results for

humanIT InfoZoom

BARC

The BI & Analytics Survey 22: InfoZoom Highlights Dashboard

KPI results

20 top-rankings

and

34 leading positions

in 3 different peer groups.

THE BI & ANALYTICS SURVEY 22

Recommendation

100%

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

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

THE BI & ANALYTICS SURVEY 22

No problems

57%

of surveyed users report **no significant problems** in the use of InfoZoom.*

** Compared to 40% for the average BI tool.*

THE BI & ANALYTICS SURVEY 22

Satisfaction

100%

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

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

THE BI & ANALYTICS SURVEY 22

Vendor support

91%

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

** Compared to 65% for the average BI tool.*

THE BI & ANALYTICS SURVEY 22

Query performance

67%

of surveyed users chose InfoZoom because of its **fast query performance.***

** Compared to 27% for the average BI tool.*

THE BI & ANALYTICS SURVEY 22

Peer Groups and KPIs

The KPIs

The BI & Analytics Survey 22 uses peer groups and KPIs in order to present the survey results in a series of insightful charts. Each of the KPI charts in this document presents the results of an individual measure (KPI) for a group of comparable products (peer group). The charts summarize the collective opinion of a group of end users and do not necessarily reflect the views of BARC. 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 20 - 30 (depending on the KPI) for each of the questions that feed into the KPI are included.
- For quantitative data, KPIs are converted to a scale of 1 to 10 (worst to best).
- A linear min-max transformation is applied, which preserves the order of, and the relative distance between, products' scores.

The terms 'top-ranked' and 'leader' are used in the following KPI chart titles. 'Top-ranked' indicates first position. 'Leader' usually denotes a position in the top 22-33% or top 2 (in case of five vendors) products listed in the chart.

Peer Group Classification

The BI & Analytics Survey 22 features a range of different types of BI and analytics tools so we use peer groups to help identify competing products. The groups are essential to allow fair and useful comparisons of products that are likely to compete.

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

1. Focus – Is the product focused on and typically used for dashboarding, ad hoc reporting, self-service analytics, integrated performance management or embedded analytics?
2. Specialization – Is the vendor a BI & 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:

- Self-Service Analytics-focused Products
- Business Software Generalists
- Midsize/Departmental Implementations

Peer Groups Overview

Dashboarding-focused Products: Includes products that focus on creating advanced and highly sophisticated dashboards.

Ad Hoc Reporting-focused Products: Includes products that focus on self-service reporting and ad hoc analysis.

Self-Service Analytics-focused Products: Includes products that focus on visual data discovery and advanced data visualization.

Integrated Performance Management Products: Includes products that provide integrated functionality for BI, analytics and performance management, especially planning and budgeting.

Embedded Analytics-focused Products: Includes reporting and analytics products that can be embedded in other business applications (e.g., ERP systems).

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 a large number of users and data volumes.

International BI Giants: Includes products from companies with annual revenues of $200m+ and a truly international reach (partner ecosystem, on-site locations, global installations and revenues).

Largest Enterprise BI & Analytics Platforms: Includes products used in the largest deployments (median of at least 120 users and a majority of installations in large companies with more than 2,500 employees in the last four editions of this survey). Products must be equipped with functionality for enterprise deployments and serve a broad range of BI and analytics use cases.

The BI & Analytics Survey 22: InfoZoom Highlights

Peer Group
Business Software Generalists

1. Top-ranked in

Project Success
Project Length
Recommendation
Product Satisfaction
Ad Hoc Query
Analyses
Functionality
Data Preparation
Competitive Win Rate

Leader in

Business Value
Price to Value
Vendor Support
Implementer Support
Customer Satisfaction
Advanced Analytics
Self-Service
Flexibility
Query Performance
Performance Satisfaction
Sales Experience
Customer Experience
Visual Analysis
Competitiveness

Peer Group
Self-Service Analytics-focused Products

1. Top-ranked in

Project Success
Project Length
Product Satisfaction
Ad Hoc Query
Analyses
Data Preparation
Competitive Win Rate

Leader in

Business Value
Recommendation
Vendor Support
Implementer Support
Customer Satisfaction
Functionality
Flexibility
Customer Experience
Competitiveness

Peer Group
Midsize/Departmental Implementations

1. Top-ranked in

Project Success
Ad Hoc Query
Analyses
Data Preparation

Leader in

Project Length
Business Value
Recommendation
Product Satisfaction
Advanced Analytics
Functionality
Flexibility
Query Performance
Customer Experience
Competitive Win Rate
Competitiveness

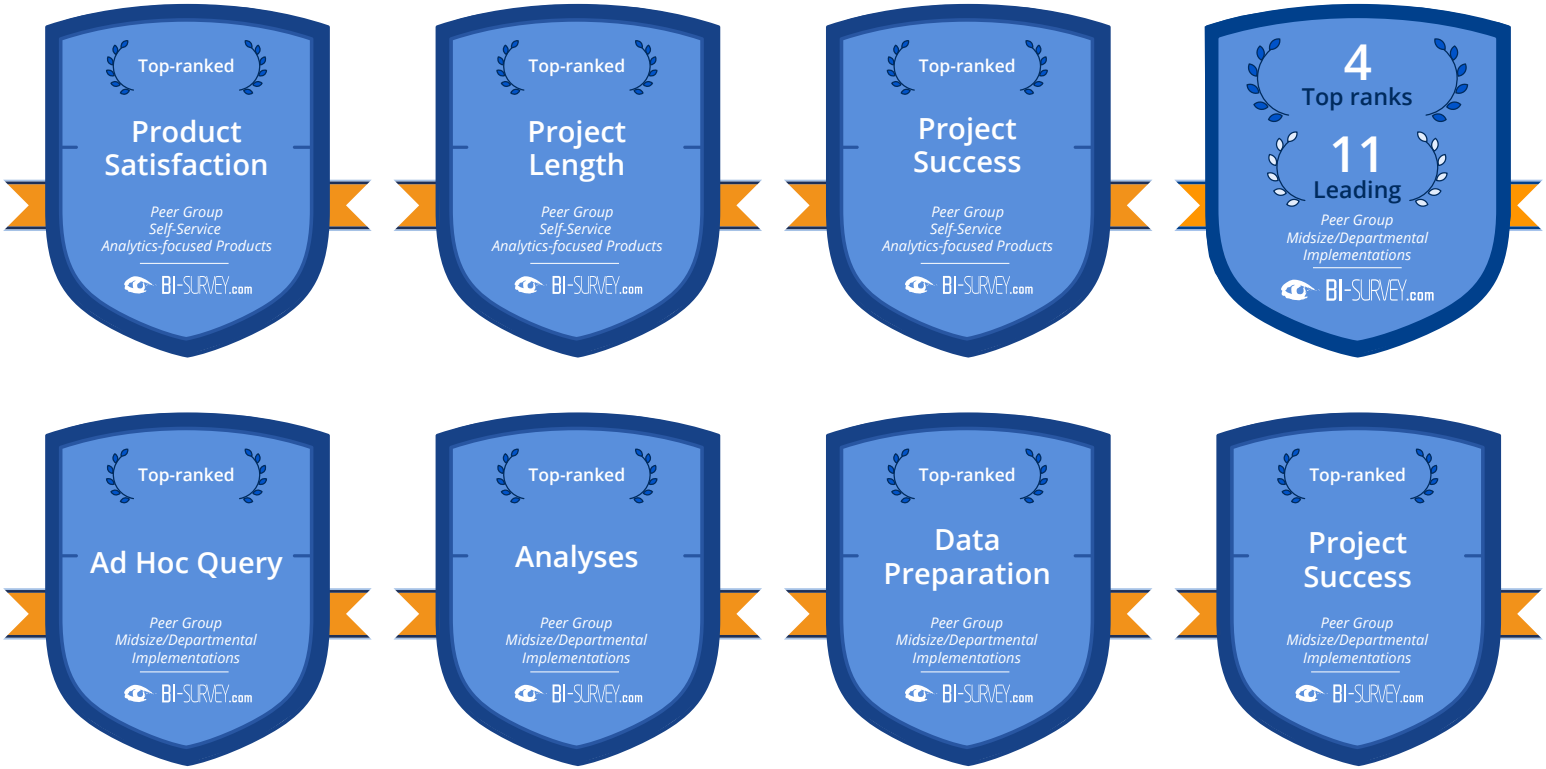
BARC Summary

InfoZoom offers a very unique way to visualize and analyze data. InfoScape – as it is called – is used by business users to zoom in and out of data. By zooming, the user detects interrelationships between different attributes as well as possible anomalies and quality issues in data. It is therefore unsurprising to see InfoZoom being voted the best product in this year's survey in terms of its contribution to the improvement of data quality. humanIT received an impressive 20 top ranks and 34 leading positions in its three peer groups.

The BI & Analytics Survey 22: InfoZoom top ranks

©2021 BARC - Business Application Research Center

The BI & Analytics Survey 22: InfoZoom top ranks



Customer Quotes

Optimal, ich möchte das Tool nicht mehr missen wollen. Es ist ein wichtiges Werkzeug im täglichen Doing.

BI-SURVEY.com

Project manager ERP/consultant, agriculture, 100-2,500 employees

Ich nutze InfoZoom seit 2000 und bin total begeistert.

BI-SURVEY.com

Person responsible/Project manager for departmental BI/ analytics, transportation and logistics, 100-2,500 employees

Die Arbeit mit InfoZoom macht Spaß!! (das ist wörtlich gemeint)

BI-SURVEY.com

Person responsible/Project manager for BI/ analytics from IT department, public sector, 100-2,500 employees

Sehr gute Erfahrungen. Habe viele Analysen gemacht, welche mit anderen vorhandenen Produkten nicht oder nur mit riesigem Aufwand möglich gewesen wären.

BI-SURVEY.com

Line of business employee, public sector, >2,500 employees

Sehr leistungsstarke BI Software, die es jedem ermöglicht, selbst größte Datenmengen zu verstehen. Der Support macht einen super Job!

BI-SURVEY.com

Head of business department, retail/ wholesale/trade, <100 employees

What Customers Like Most

Enorme Flexibilität, intuitive Bedienung, Antworten auf Fragen, die man noch gar nicht gestellt hat.

BI-SURVEY.com

Employee of a cross-departmental BI/ analytics team, manufacturing, 100-2,500 employees

Sehr intuitiv bedienbar. Sehr gute grafische Darstellung. Sehr gute Fehlererkennung in Datensätzen.

BI-SURVEY.com

Person responsible/Project manager for BI/ analytics from IT department, public sector, >2,500 employees

Flexible und schnelle Datenverarbeitung und der Gesamtblick auf die Daten.

BI-SURVEY.com

Head of business department, retail/ wholesale/trade, 100-2,500 employees

Schnell in der Analyse. Kann durch hinterlegte Daten komplex miteinander verknüpfen und somit aktuelle Daten berücksichtigen. Sehr flexibel sowohl für die Anwendung als auch für die Datenexporteure, welche die Cockpits und Reporte erstellen, einfach zu handhaben. Strukturierter Aufbau.

BI-SURVEY.com

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

Geschwindigkeit, einfache Im- und Exporte, Verarbeitung von großen Datenmengen ohne irgendwelche Datenbanken usw. Sehr gut geeignet für Adhoc-Auswertungen und -analysen.

BI-SURVEY.com

Line of business employee, public sector, >2,500 employees

Advice From Customers

> Einfach starten, alles weitere ergibt sich automatisch.
>
> BI-SURVEY.com

Head of business department, services, <100 employees

> Verwendet InfoZoom, da es eine sehr schnelle und flexible Software ist. Diese ist auch leicht händelbar. Wir hatten bisher keine Probleme damit, außer selbst verursachte.
>
> BI-SURVEY.com

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

> Unbedingt nutzen, schneller kann man sich keine Information über z.B. die Qualität, die Verfügbarkeit und Aussagekraft der Daten verschaffen.
>
> BI-SURVEY.com

Person responsible/Project manager for departmental BI/analytics, transportation and logistics, 100-2,500 employees

InfoZoom overview

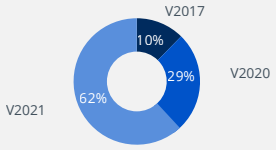
humanIT software GmbH is a software vendor founded in 1997 as a spin-off from the Fraunhofer Institute in Bonn, Germany. It is now an independent subsidary of proALPHA Group, a provider of ERP technology. humanIT serves 19 countries from its Bonn office and has over 1,000 customers with more than 100,000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

The product portfolio comprises three closely-integrated products: InfoZoom Desktop (the desktop version), InfoZoom Anywhere (a web client/server-based solution) and InfoZoom Data Quality Control (IZDQ). 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 make information in databases quickly 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 special philosophy. The goal is to make information comprehensible 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 the 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 options. Moreover, InfoZoom Anywhere can be used to create dashboards and publish them to different users via the web or mobile devices.

Versions used

n=45



InfoZoom customer responses

This year we had 45 responses from InfoZoom users. At the time of the survey, 62 percent of them were using version 2021, 29 percent were running version 2020 and 10 percent version 2017.

Introduction

THE BI & ANALYTICS SURVEY 22

The BI & Analytics Survey 22 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted from March to June 2021. In total, 2,478 business intelligence and analytics end users to the survey with 1,877 answering a series of detailed questions about their use of a named product. Altogether, 30 products (or groups of products) are analyzed in detail.

The BI & Analytics Survey 22 examines user feedback on BI product selection and usage across 36 criteria (KPIs) including Business Benefits, Project Success, Business Value, Recommendation, Customer Satisfaction, Customer Experience, Innovation and Competitiveness.

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

©2021 BARC - Business Application Research Center

User and Use Case Demographics

BARC Comment

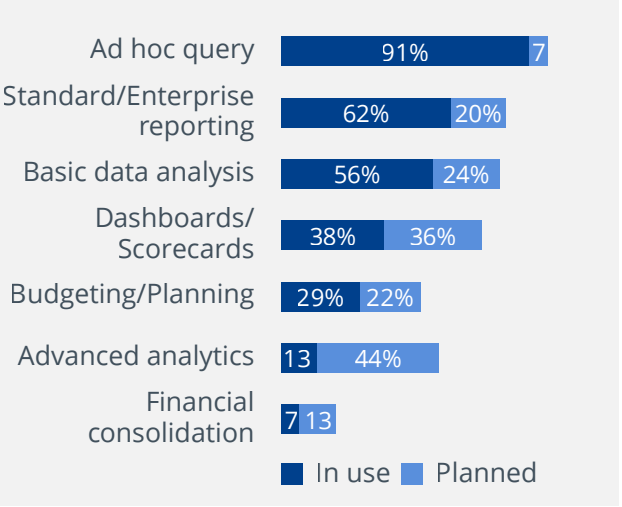
InfoZoom is clearly not a typical BI product. It is strongly focused on ad hoc analysis as shown by the fact that 91 percent of customers use it for ad hoc query and 56 percent for data analysis. InfoZoom offers a peerless way of visualizing and navigating data: InfoScape. Navigation in the data is known as zooming and enables users to analyze different attributes and their interrelationships. We also call this type of analysis 'set-based analysis'. A few vendors (including Qlik) offer similar capabilities. It is therefore interesting to see that QlikView is the product InfoZoom competes against most frequently.

Since InfoZoom supports a rather niche area of business users performing data analysis, the product is typically used by a small percentage of employees in customer organizations.

In general, InfoZoom does not target specific departments, company sizes or industries. However, the majority of users responding to this survey came from mid-sized companies.

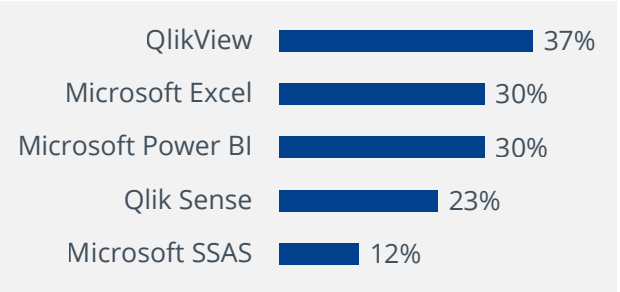
Current vs. planned use

n=42



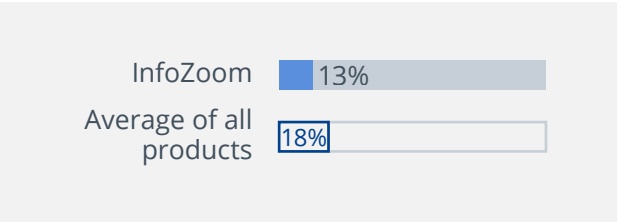
5 products most often evaluated in competition with InfoZoom

n=43



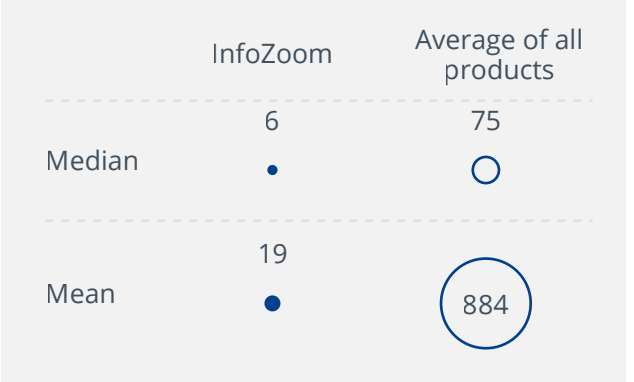
Percentage of employees using InfoZoom

n=43



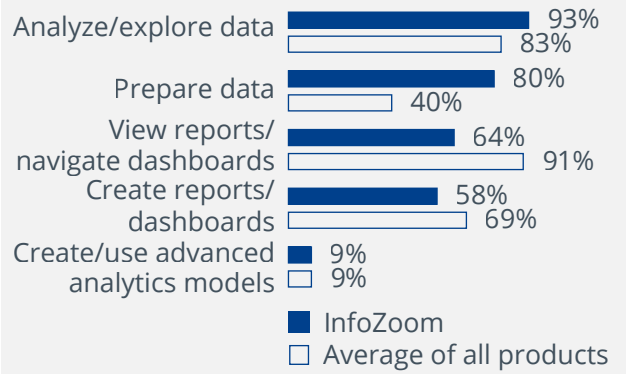
Number of users using InfoZoom

n=45



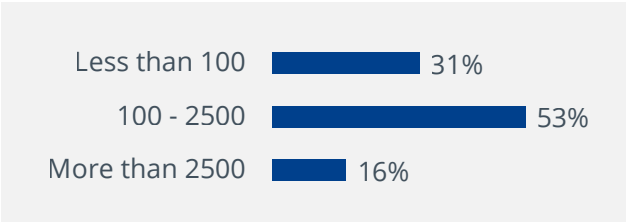
Tasks carried out with InfoZoom by business users

n=45



Company size (employees)

n=45

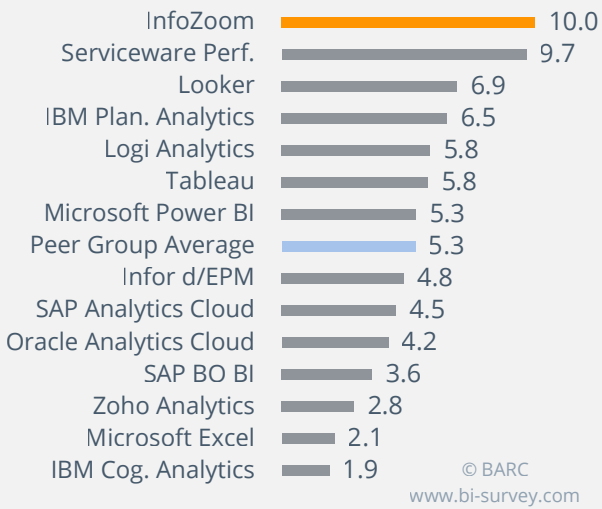


Project Success

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

Project Success – Top-ranked

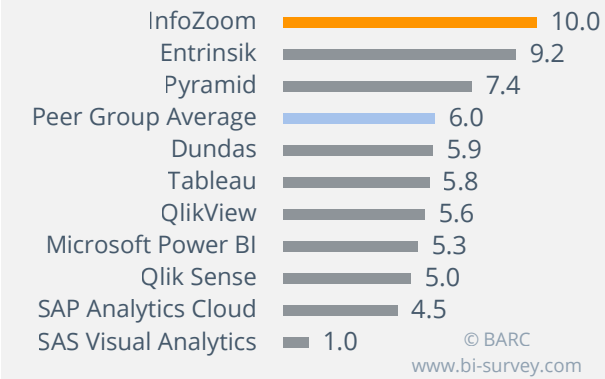
Peer Group: Business Software Generalists



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: Self-Service Analytics-focused Products

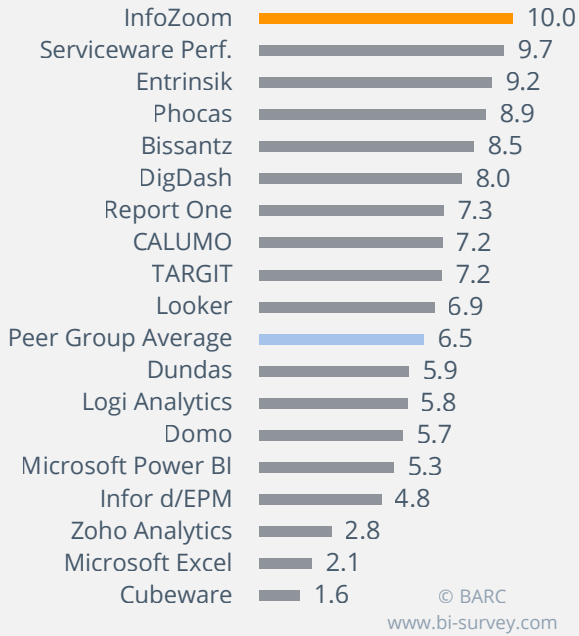


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Project Success

Project Success – Top-ranked

Peer Group: Midsize/Departmental Implementations



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

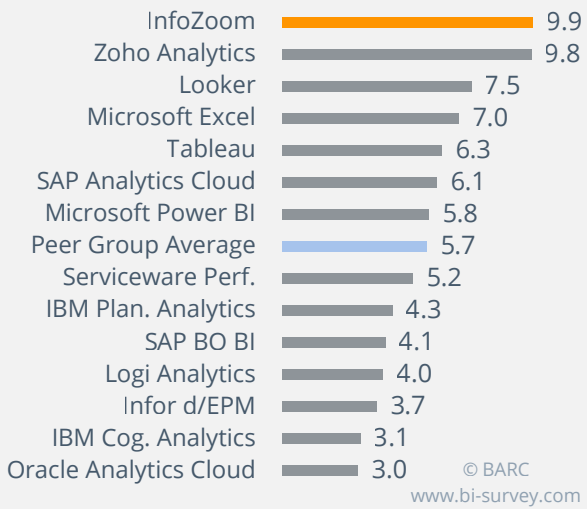
humanIT InfoZoom not only tops all three of its peer groups in the *Project Success* KPI, but it is the top-ranked product in The BI & Analytics Survey as a whole this year. We measure *Project Success* by asking customers to evaluate four different aspects of their project implementations: 'User satisfaction with the implementation', 'satisfaction of administrators with the technical implementation', 'completion within the budget originally set' and 'completion within the timeframe originally specified'. humanIT was rated 9.6/10 or more in all of these categories and topped the first three.

Project Length

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

Project Length – Top-ranked

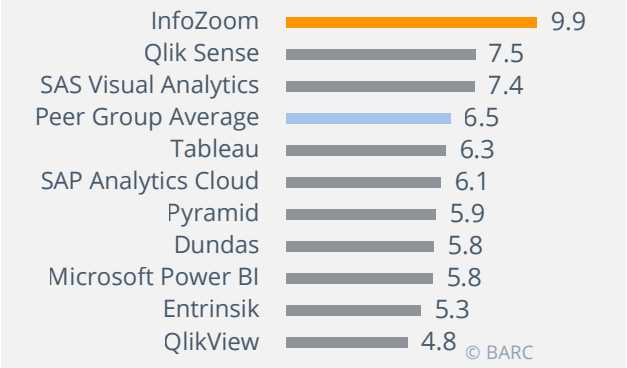
Peer Group: Business Software Generalists



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 Length – Top-ranked

Peer Group: Self-Service Analytics-focused Products

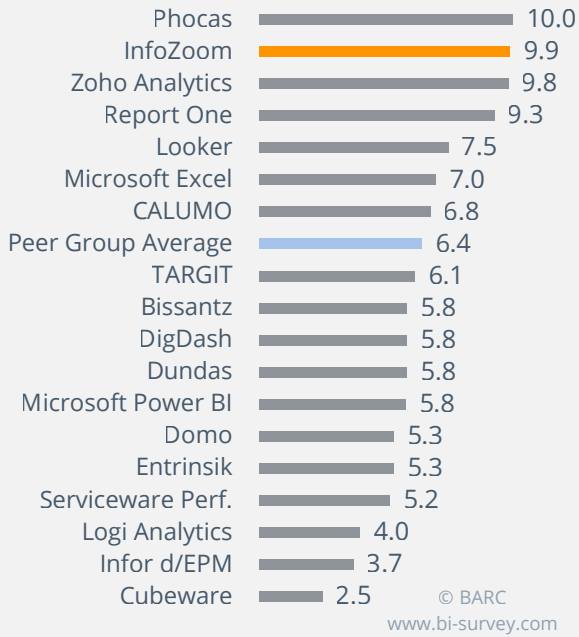


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Project Length

Project Length – Leader

Peer Group: Midsize/Departmental Implementations



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

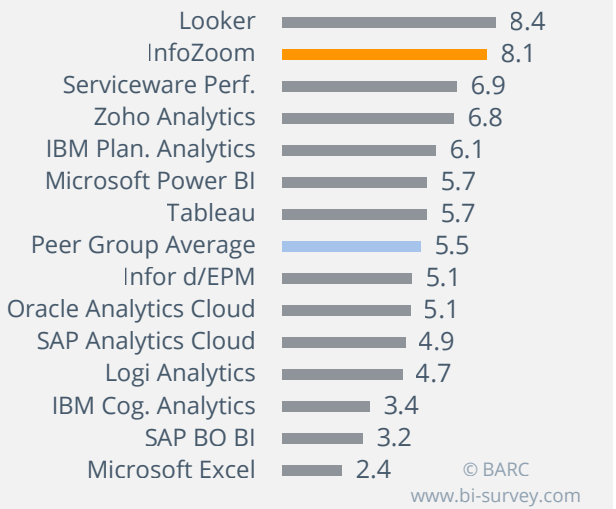
Project Length is another KPI where InfoZoom shines. The product has the shortest median implementation time of just one month in this year's survey. A typical new customer is serviced with a few days of data preparation and training done in a coaching style and is then able to use the software straight away. The fact the product relies heavily on ad hoc usage goes some way to explaining the typically short implementation time and its resulting high ranking in the *Project Length* KPI. humanIT receives an impressive score of 9.9/10 and is rated top in two of its peer groups and second-best in the other.

Business Value

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

Business Value – Leader

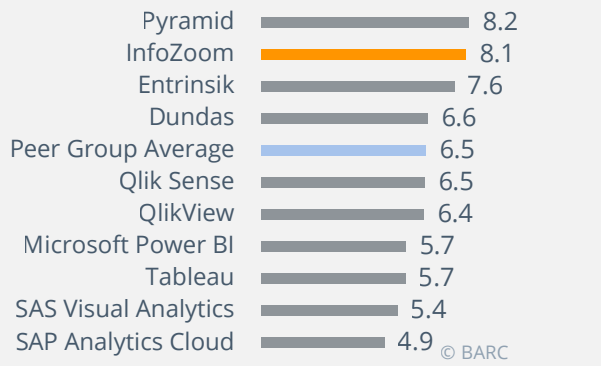
Peer Group: Business Software Generalists



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 – Leader

Peer Group: Self-Service Analytics-focused Products

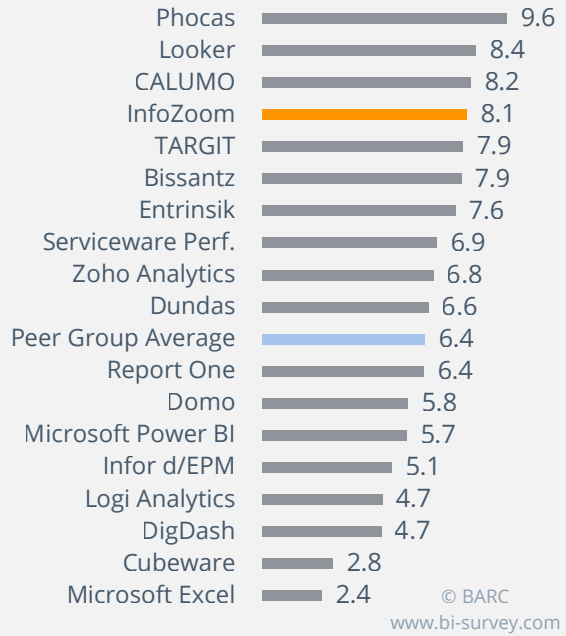


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Business Value

Business Value – Leader

Peer Group: Midsize/Departmental Implementations



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

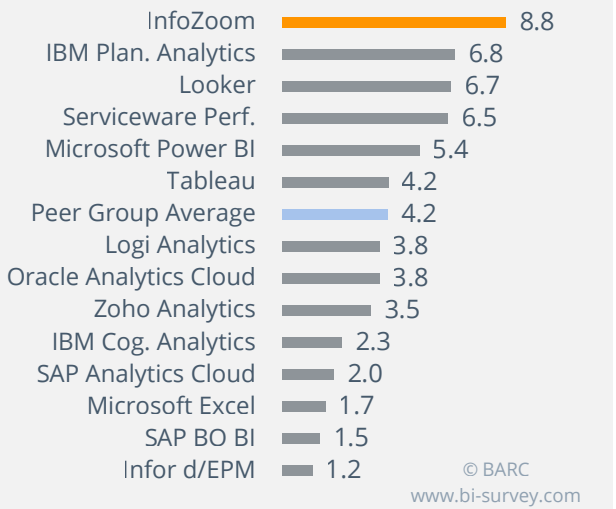
We measure the value each vendor and product provides to its customers' business by aggregating the results from the *Business Benefits, Project Success* and *Project Length* KPIs. InfoZoom customers are especially impressed with the positive impact on data quality that the software brings, which helps them to avoid making decisions based on bad data. Users also rated InfoZoom's ability to provide them with better business decisions above the survey average this year. Besides delivering these business benefits, the vendor tops both the *Project Success* and *Project Length* KPIs, which shows its ability to delivery satisfactory projects in a short space of time.

Recommendation

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

Recommendation – Top-ranked

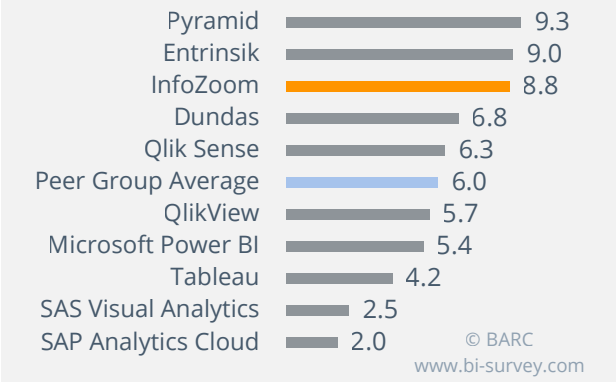
Peer Group: Business Software Generalists



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: Self-Service Analytics-focused Products

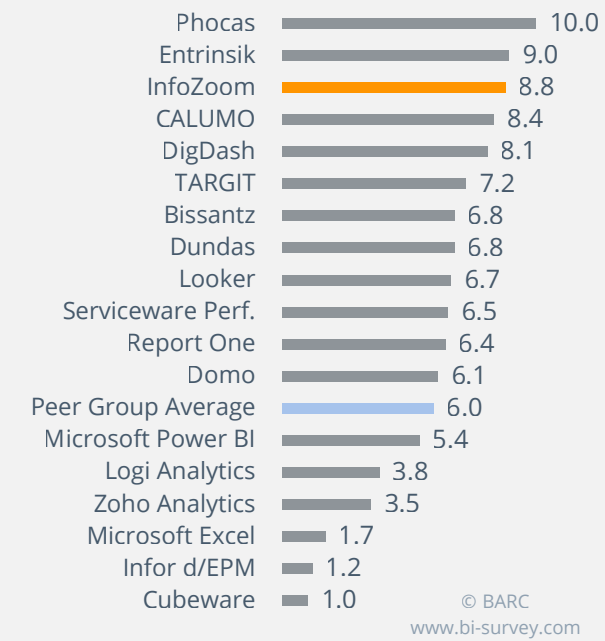


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Recommendation

Recommendation – Leader

Peer Group: Midsize/Departmental Implementations



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

Word of mouth is important for every vendor, not only in the software industry. Customers who are willing to recommend a product often act as ambassadors and are therefore able to identify and convince new prospects. Recommendation has become a very important factor in software buying decisions. InfoZoom users all say they would recommend the software, with a high proportion (82 percent) claiming they "definitely" would. This leads to a rating of 8.8/10 in the *Recommendation* KPI this year and a top ranking in the *Business Software Generalists* peer group.

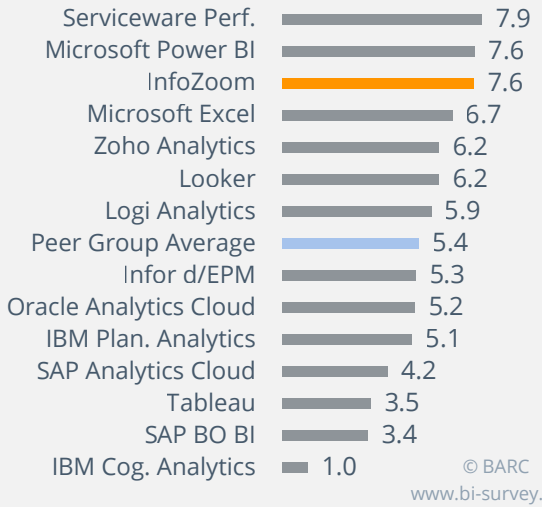
Price to Value & Self-Service

The *Price to Value* KPI is based on how users rate their BI tool in terms of its price-performance ratio.

The *Self-Service* KPI is based on how many sites currently use self-service features with their BI tool.

Price to Value – Leader

Peer Group: Business Software Generalists



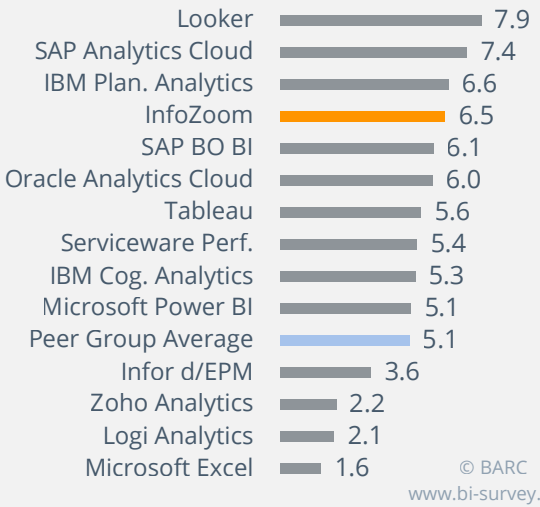
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint – Price to Value

In general, humanIT's pricing targets a range of product deployment sizes. The goal is to make InfoZoom affordable for companies of all sizes. This strategy pays off: all the InfoZoom customers surveyed feel the software offers good value for money. 63 percent rated the price-to-value ratio as "good", and almost one-third said it is "excellent". Furthermore, not a single customer rated price-to-value as "not very good" or "very poor". As a result, InfoZoom received a rating of 7.6/10 in the *Price to Value* KPI, making humanIT the third-highest ranked *Business Software Generalist* in this category.

Self-Service – Leader

Peer Group: Business Software Generalists



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

Self-Service – BARC Viewpoint

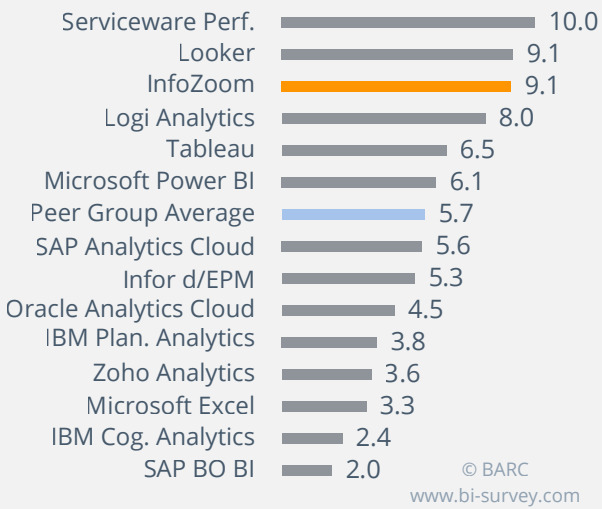
Feedback from InfoZoom customers shows the product is predominantly used in a self-service manner: 72 percent of respondents said they use it in self-service analytics and BI scenarios. 93 percent of business users use the product for data analysis/exploration while 80 percent prepare data. The rate of data preparation usage is the highest in The BI & Analytics Survey this year. This result underlines InfoZoom's strong focus on supporting business users with their data analysis. Indeed, usability issues are rarely encountered with the software.

Vendor Support

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

Vendor Support – Leader

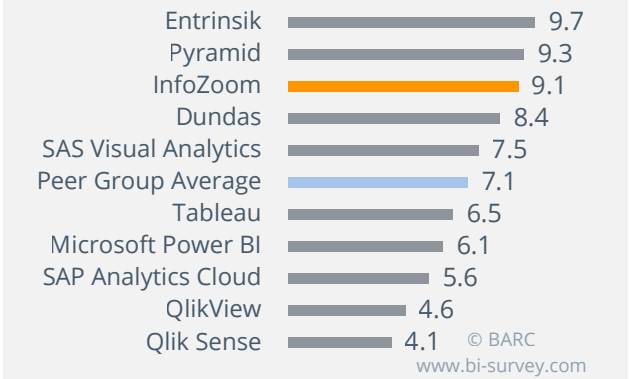
Peer Group: Business Software Generalists



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 – Leader

Peer Group: Self-Service Analytics-focused Products



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

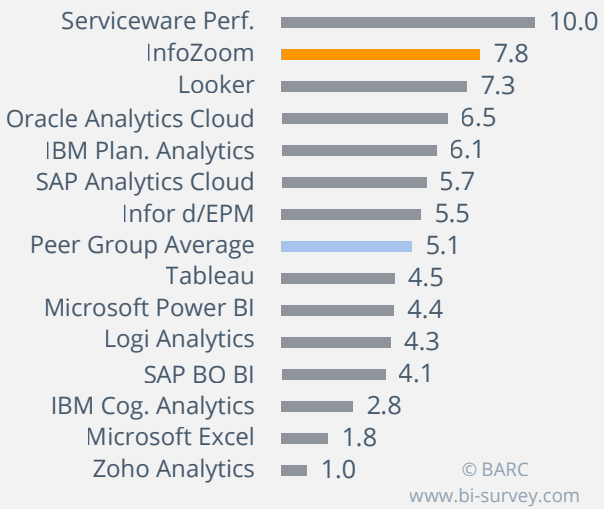
The vendor, humanIT, is based in Germany and all of the InfoZoom users responding to this survey came from the DACH region of Central Europe (Germany, Austria and Switzerland). 56 percent reported excellent support this year and a further 36 percent described the support as “good”. The aggregate of “excellent”, “good”, “satisfactory” and “not used” ratings came to 98 percent, leading to a score of 9.1/10 in this KPI and a place among the leaders in the *Business Software Generalists* and *Self-Service Analytics-focused Products* peer groups. This result shows that the vendor’s proximity to its customers keeps them satisfied with the support services offered.

Implementer Support

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

Implementer Support – Leader

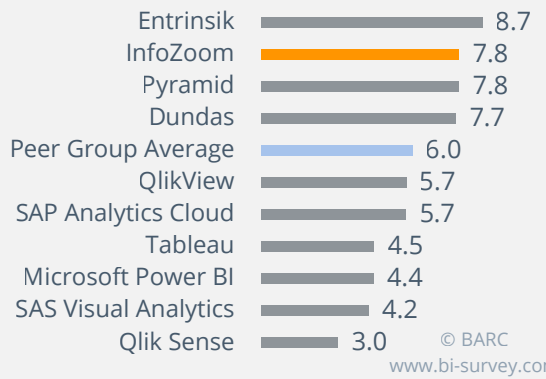
Peer Group: Business Software Generalists



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: Self-Service Analytics-focused Products



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

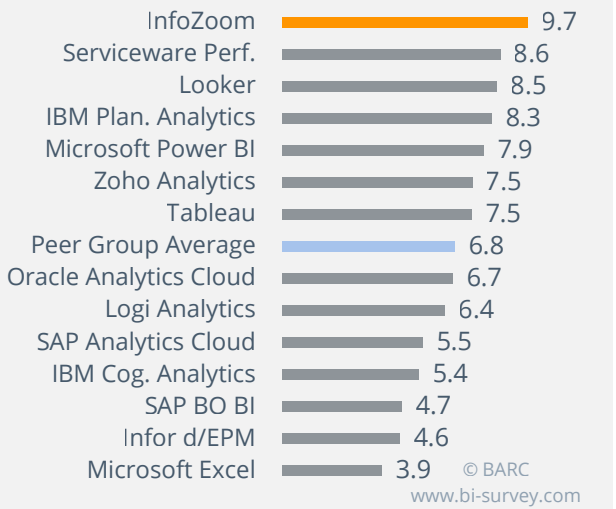
As with *Vendor Support*, InfoZoom customers rate *Implementer Support* highly. 39 percent found the support from their implementer to be “excellent” and a further 39 percent rated it as “good”. The proximity of the implementers and vendor to its customers plays a role here, but it is notable that the remaining 22 percent of respondents said they did not require any implementer support at all. Moreover, respondents rated ‘user satisfaction with the implementation’ at 9.9/10 and ‘administrators’ satisfaction with the technical administration’ at 9.7/10.

Product Satisfaction

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

Product Satisfaction – Top-ranked

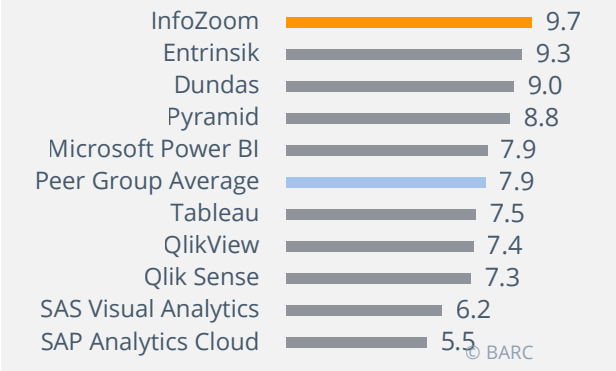
Peer Group: Business Software Generalists



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 – Top-ranked

Peer Group: Self-Service Analytics-focused Products

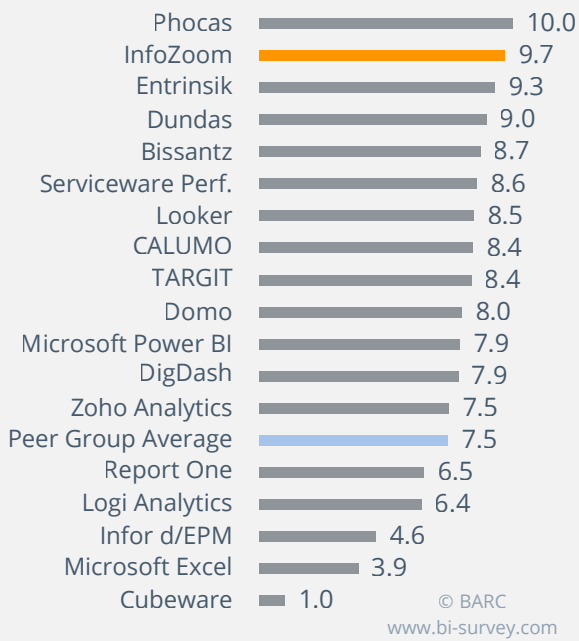


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Product Satisfaction

Product Satisfaction – Leader

Peer Group: Midsize/Departmental Implementations



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

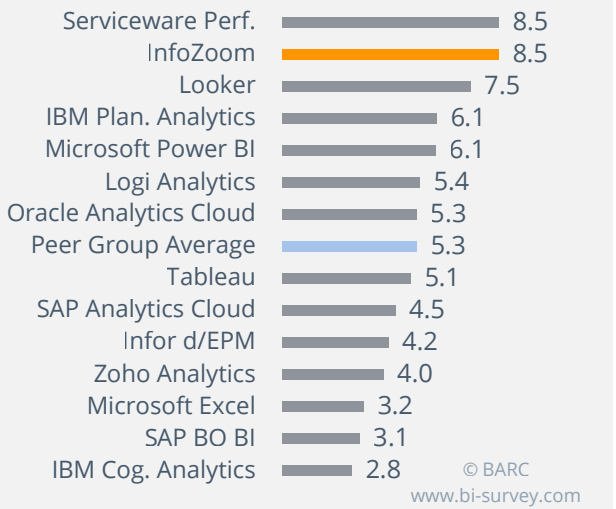
InfoZoom achieved the second best *Product Satisfaction* placement in The BI & Analytics Survey this year. 82 percent of users claimed to be "very satisfied" and further 18 percent "somewhat satisfied" with the product. There were no neutral or negative opinions expressed about the software, culminating in a rating of 9.7/10 in this KPI and top ranks in two peer groups.

Customer Satisfaction

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

Customer Satisfaction – Leader

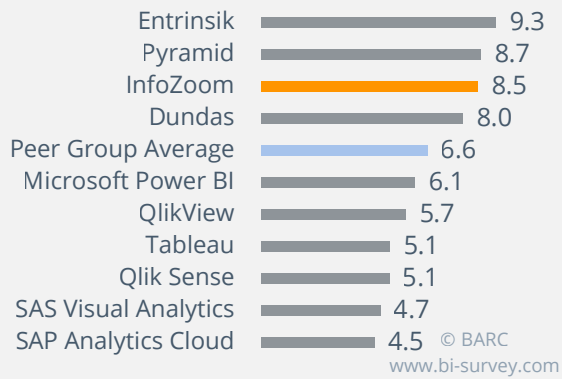
Peer Group: Business Software Generalists



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: Self-Service Analytics-focused Products



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

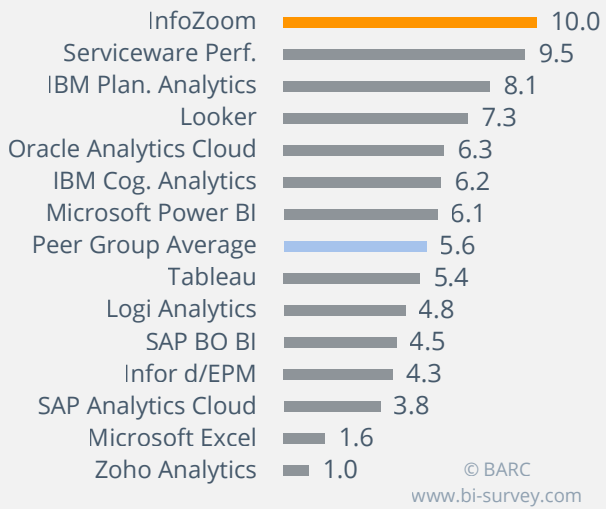
Thanks to good vendor and implementer support as well as user satisfaction with both the product and its pricing, humanIT achieved excellent results in the aggregated *Customer Satisfaction* KPI. The vendor is ranked second in the *Business Software Generalists* peer group and third in the *Self-Service Analytics-focused Products* peer group this year. All in all, the results of The BI & Analytics Survey 22 shed a good light on the vendor and its product. A good portion of customers claim not to have needed any support, and those who have used it did not complain about it. Vendors and implementers are therefore close enough to their customers to provide a good level of service.

Ad Hoc Query

This KPI is based on how users rate their BI tool in terms of its support for ad hoc queries (data access, drag-and-drop, suitability for business users).

Ad Hoc Query – Top-ranked

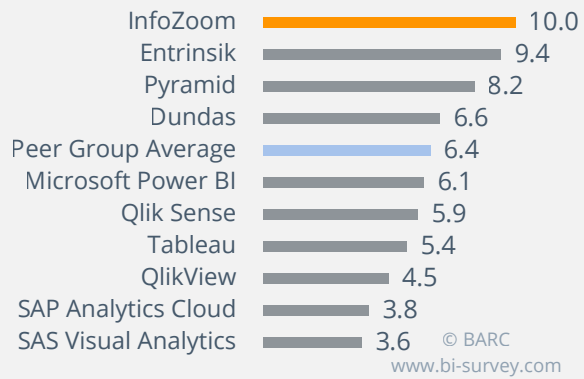
Peer Group: Business Software Generalists



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

Ad Hoc Query – Top-ranked

Peer Group: Self-Service Analytics-focused Products

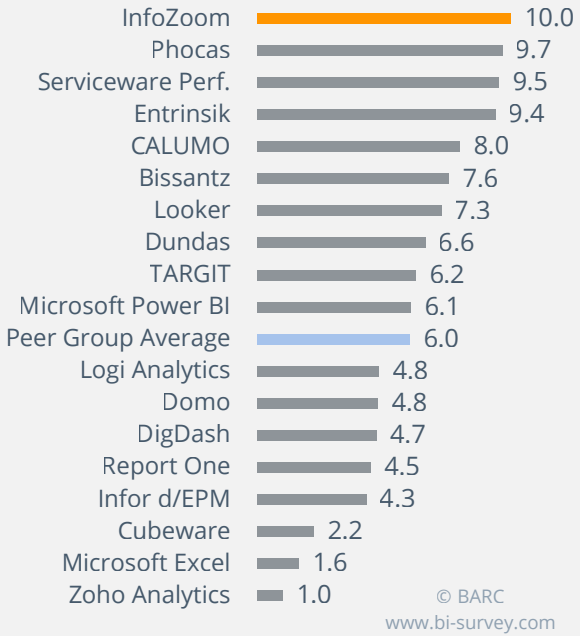


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Ad Hoc Query

Ad Hoc Query – Top-ranked

Peer Group: Midsize/Departmental Implementations



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

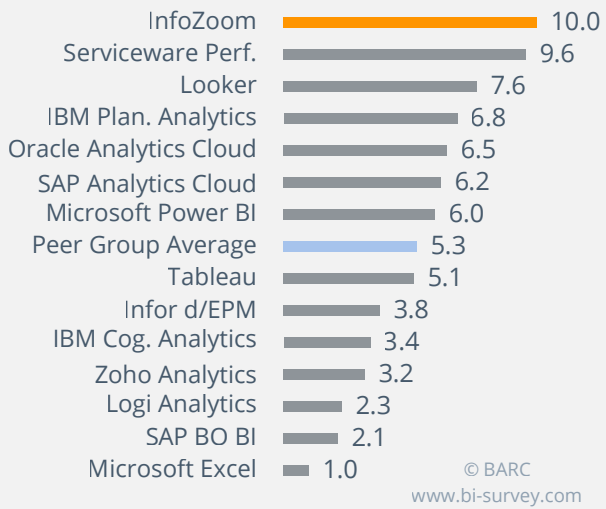
Flexibility in data retrieval and analysis is getting more and more important as companies have to react ever faster to data. Answering ad hoc questions by querying data provides businesses with actionable insights. 77 percent of InfoZoom users rated its ad hoc query capabilities as “excellent” and 23 percent as “good”, making it the number one product for *Ad Hoc Query* in The BI & Analytics Survey 22. This is a very impressive result which underlines the high value the product seems to deliver to its customers.

Analyses

This KPI is based on how users rate their BI tool for performing analyses (KPI calculations, data navigation, predefined analyses).

Analyses – Top-ranked

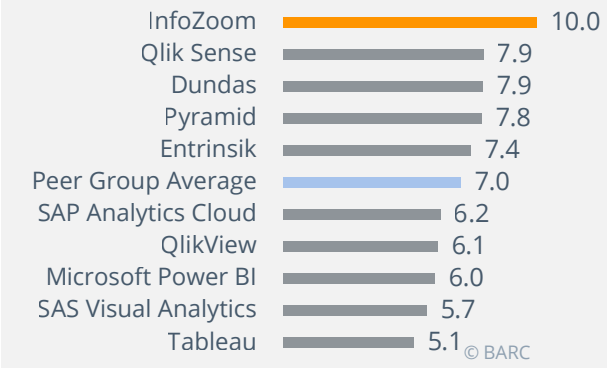
Peer Group: Business Software Generalists



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 – Top-ranked

Peer Group: Self-Service Analytics-focused Products

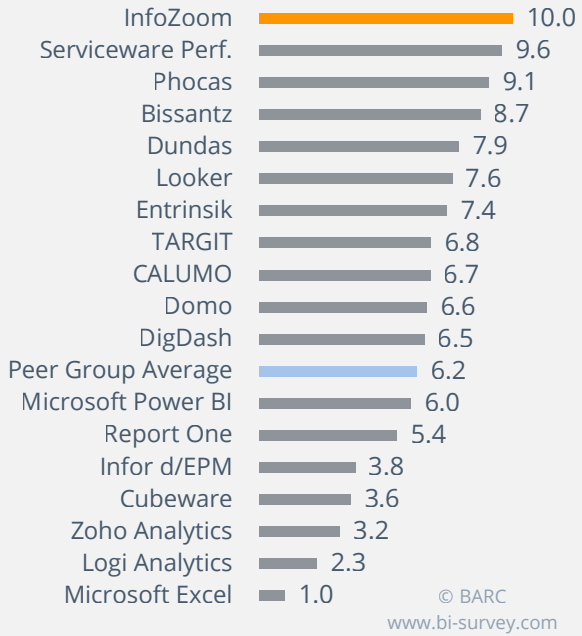


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Analyses

Analyses – Top-ranked

Peer Group: Midsize/Departmental Implementations



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

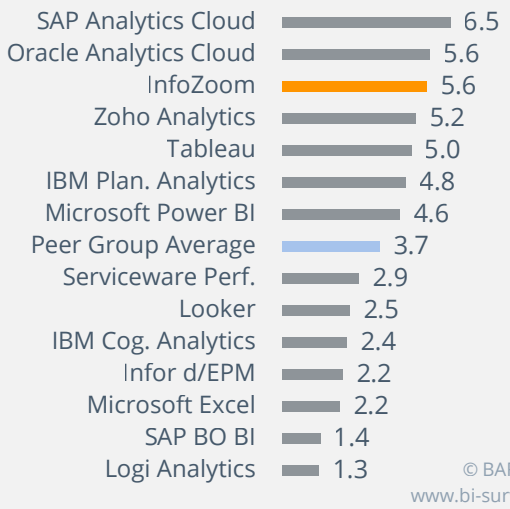
Ad hoc query and analysis are closely related and often used in the same data retrieval, preparation and analysis flow. Therefore, it is not surprising to see InfoZoom topping both the *Ad Hoc Query* and *Analyses* KPIs in The BI & Analytics Survey 22. 69 percent found InfoZoom's analysis capabilities to be "excellent" and 27 percent rated them as "good". InfoZoom offers an unique approach to data navigation. Users are presented with a good overview of attributes and their values, which is especially useful when seeking out relationships, anomalies and holes in data.

Advanced Analytics

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

Advanced Analytics – Leader

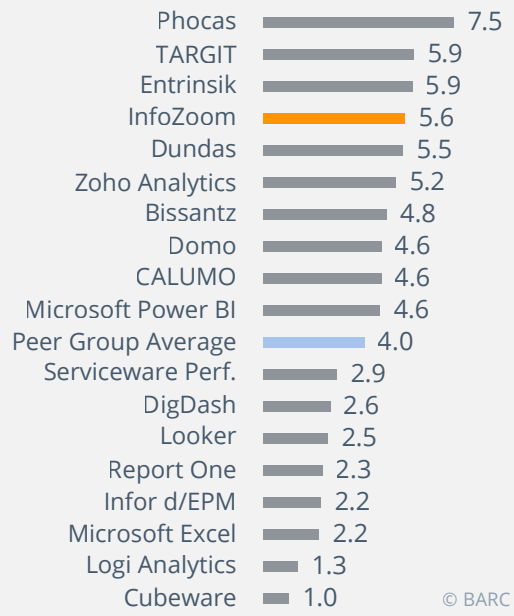
Peer Group: Business Software Generalists



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

Advanced Analytics – Leader

Peer Group: Midsize/Departmental Implementations



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

Advanced Analytics

BARC Viewpoint

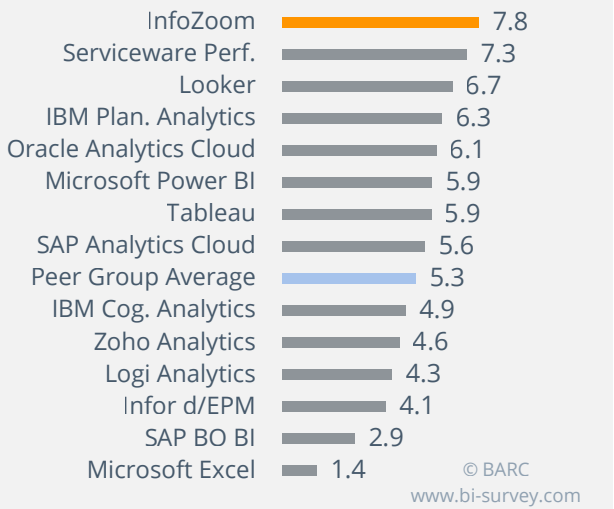
InfoZoom is not an advanced analytics product, but it does offer a few statistical analysis options such as median, percentile, modal value, standard deviation and variance. Its value in advanced analytics scenarios lies in its ability to find data anomalies and quality issues. Indeed, data quality is highly important as results based on bad data are misleading and not trustworthy. Overall, 13 percent of InfoZoom respondents claim to have used the product for advanced analytics. About 9 percent of business users have used the product in the process of creating advanced analytics models.

Functionality

This KPI combines the *Dashboards*, *Distribution of Reports*, *Ad Hoc Query*, *Analyses*, *Advanced Analytics* and *Planning and Budgeting* KPIs.

Functionality – Top-ranked

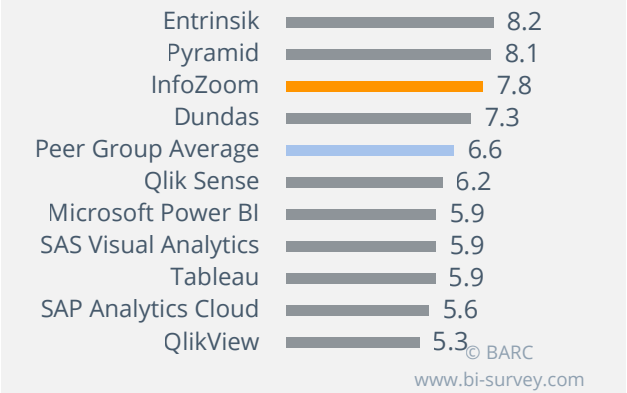
Peer Group: Business Software Generalists



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 – Leader

Peer Group: Self-Service Analytics-focused Products

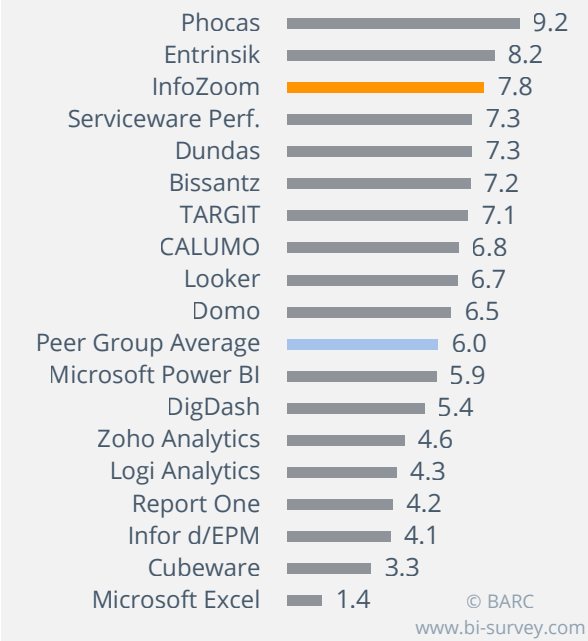


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Functionality

Functionality – Leader

Peer Group: Midsize/Departmental Implementations



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

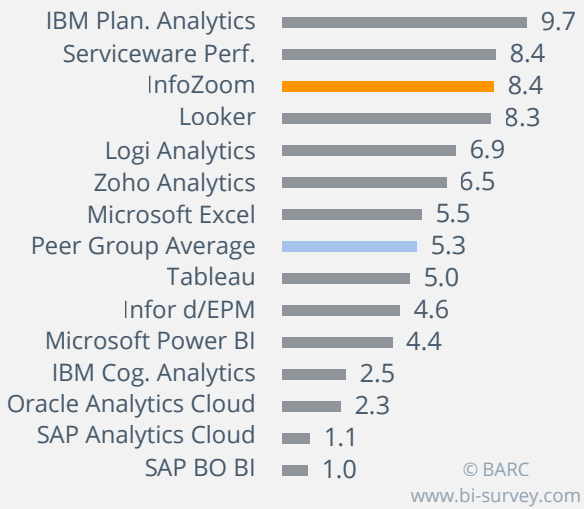
Although InfoZoom is mainly focused on ad hoc query and analysis with some reporting and dashboard functionality, its value and analysis capabilities are so convincing to users that the product receives the best ratings for *Ad Hoc Query* and *Analyses* in the whole BI & Analytics Survey 22. This leads to a top ranking in the *Business Software Generalists* peer group and third place in its other peer groups in the aggregated *Functionality* KPI. Overall, this result underlines customers' high opinion of – and satisfaction with – the software. Interestingly, 42 percent of InfoZoom users did not carry out a formal evaluation before buying the product. However, it seems they do not regret it.

Flexibility

This KPI is based on how often the product was chosen for its flexibility, and on the frequency of complaints about user flexibility post-implementation.

Flexibility – Leader

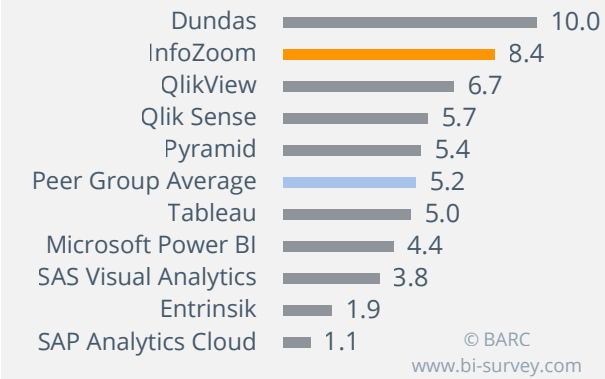
Peer Group: Business Software Generalists



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 – Leader

Peer Group: Self-Service Analytics-focused Products

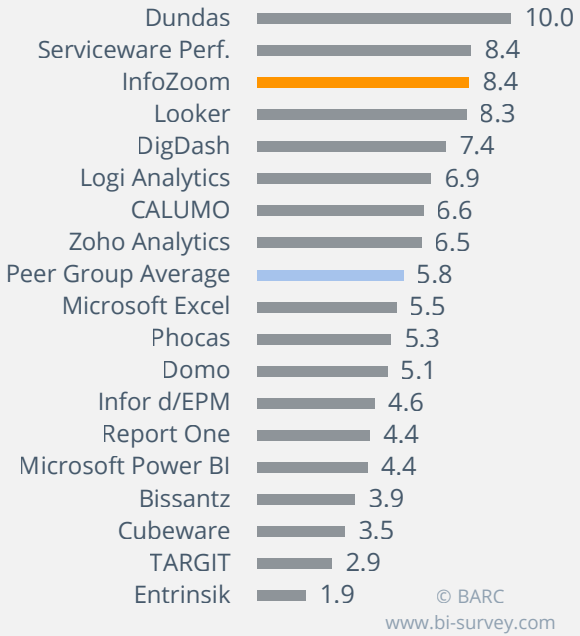


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Flexibility

Flexibility – Leader

Peer Group: Midsize/Departmental Implementations



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

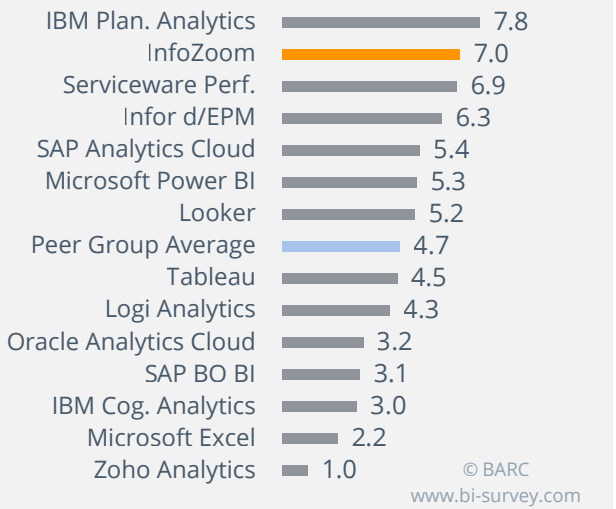
56 percent of InfoZoom respondents purchased the software for its flexibility, which is the second most frequently cited reason why customers chose to buy InfoZoom. The BI & Analytics Survey 22 results indicate that the customers who were convinced by this product were seeking software suitable for free and flexible navigation in data. This is perfectly achieved through InfoZoom's data model, which displays all the relationships, attributes and characteristics of data, thus speeding up analysis and saving time by eliminating the need to work within predefined data structures. This gives users the ability to explore the whole data set every which way. Only a very small percentage of users reported any issues with the product's flexibility, leading to a very good score of 8.4/10 in the *Flexibility* KPI.

Query Performance

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

Query Performance – Leader

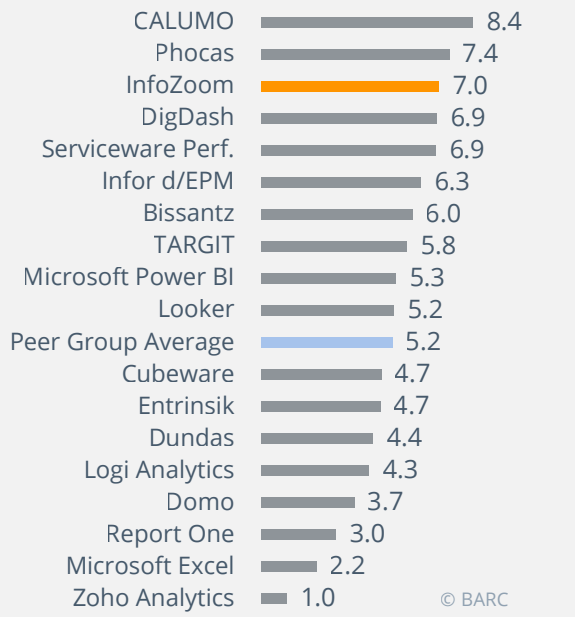
Peer Group: Business Software Generalists



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

Query Performance – Leader

Peer Group: Midsize/Departmental Implementations



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

Query Performance

BARC Viewpoint

Query performance is the number one reason why customers choose to buy InfoZoom, as cited by 67 percent of survey respondents. This is the second-highest value in the whole BI & Analytics Survey 22. Queries take a median of 3 seconds to respond, which again is the second best result in this year's survey. With a median of 150 GB of data, this impressive level of performance leads to a score of 7.0/10 in the *Query Performance* KPI. InfoZoom stores data in a proprietary file format and processes it in memory.

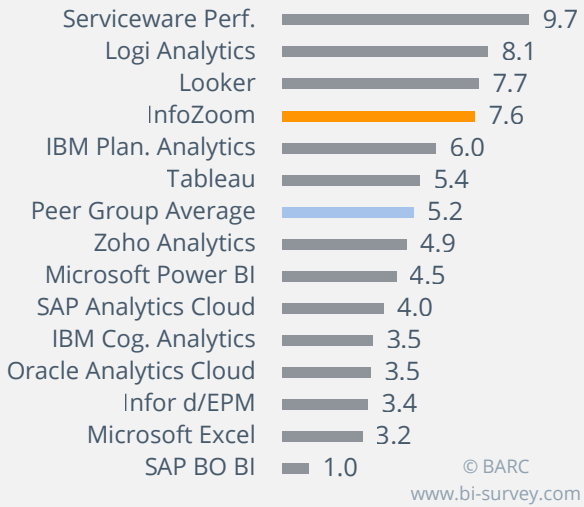
Sales Experience & Performance Satisfaction

The *Sales Experience* KPI is based on how respondents rate the sales/purchasing experience with the vendor.

The *Performance Satisfaction* KPI measures the frequency of complaints about the system's performance.

Sales Experience – Leader

Peer Group: Business Software Generalists



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 — Sales Experience

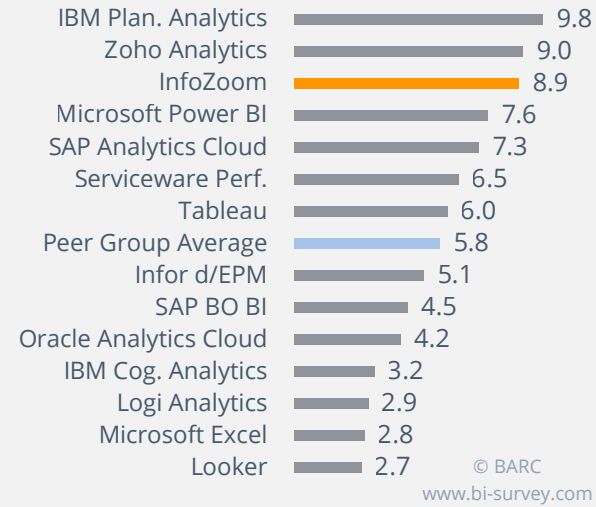
Sales experience is a decisive factor in the relationship with a supplier as it creates the customer's first impression of the vendor and influences the strength of their future cooperation. We measure it by asking customers to rate seven different aspects of their contact with the seller. Customers were especially impressed by the vendor's 'timely and thorough response to product-related and technical questions' (8.2/10) and the 'general conduct' (8.4/10) of InfoZoom's sales staff. An overall 7.6/10 rating in the *Sales Experience* KPI places humanIT among the leaders in the *Business Software Generalists* peer group.

Performance Satisfaction — BARC Viewpoint

Query performance is very important to InfoZoom buyers. Responsive software – the standout reason why customers choose to buy InfoZoom – is crucial to delivering business analysts with the speed they need to explore data and discover insights. A leading placement in the *Query Performance* KPI demonstrates the product's ability to deliver acceptable response times on the data volumes being queried. The *Performance Satisfaction* KPI also takes into account customer complaints about the product's query performance. In total, only 7 percent were not convinced by InfoZoom's performance, which compares well with the survey average of 15 percent.

Performance Satisfaction – Leader

Peer Group: Business Software Generalists



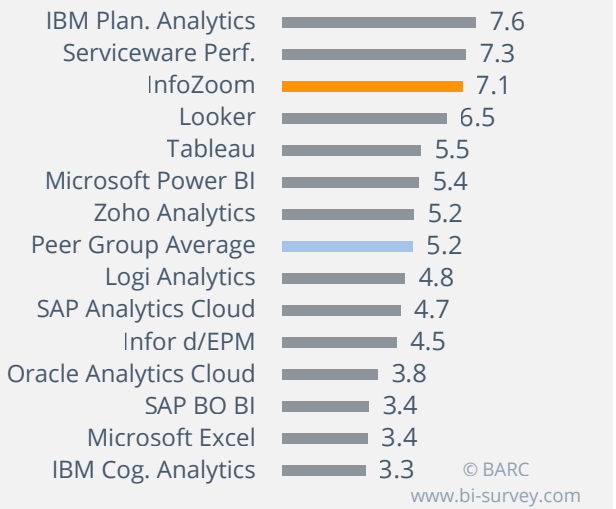
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Customer Experience

This KPI combines the *Self-Service*, *Ease of Use*, *Flexibility*, *Query Performance*, *Performance Satisfaction* and *Sales Experience* KPIs.

Customer Experience – Leader

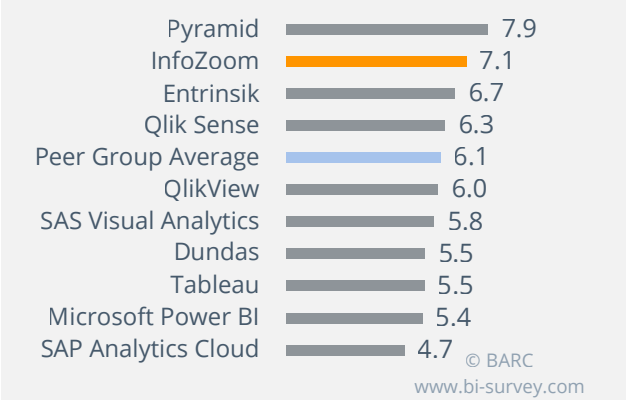
Peer Group: Business Software Generalists



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 Experience – Leader

Peer Group: Self-Service Analytics-focused Products

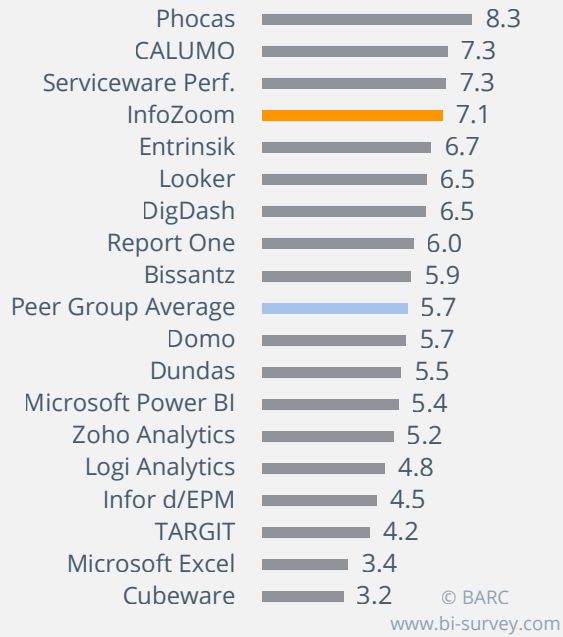


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Customer Experience

Customer Experience – Leader

Peer Group: Midsize/Departmental Implementations



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

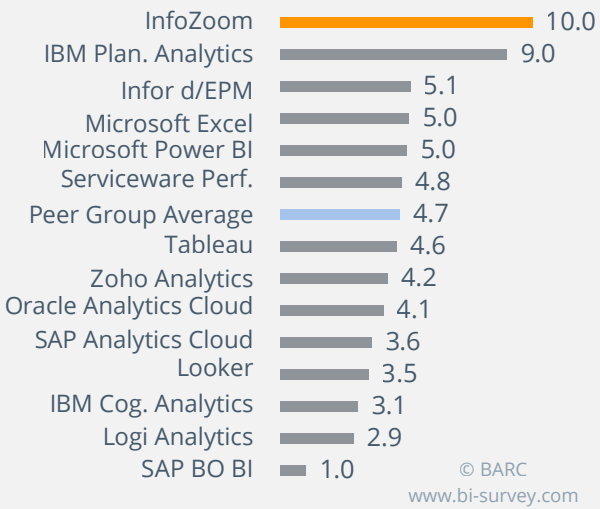
Above-average results in the *Self-Service, Flexibility, Query Performance, Performance Satisfaction* and *Sales Experience* KPIs lead to a 7.1/10 result in the aggregated *Customer Experience* KPI. InfoZoom is ranked as the second-best self-service analytics-focused product and among the leaders in its two remaining peer groups in this KPI. This is yet another result that reflects the overall positive picture that humanIT customers paint of the vendor.

Data Preparation

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

Data Preparation – Top-ranked

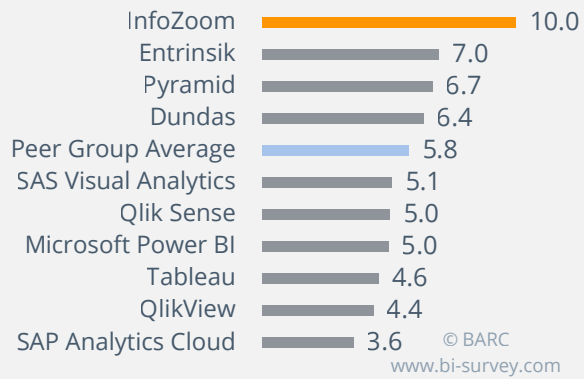
Peer Group: Business Software Generalists



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: Self-Service Analytics-focused Products

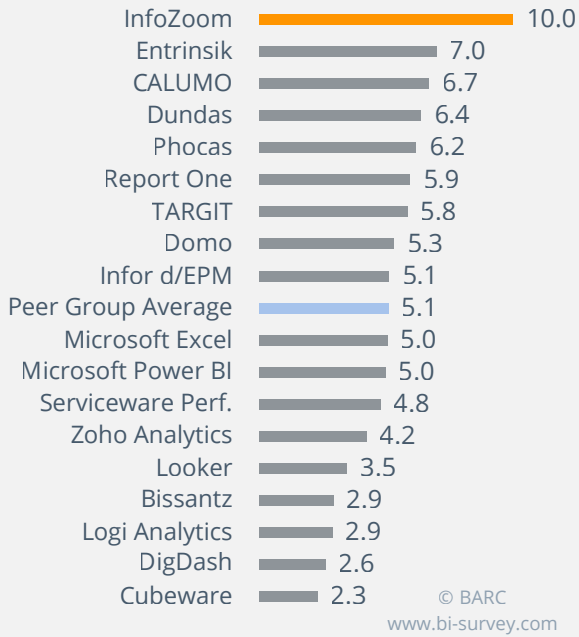


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Data Preparation

Data Preparation – Top-ranked

Peer Group: Midsize/Departmental Implementations



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

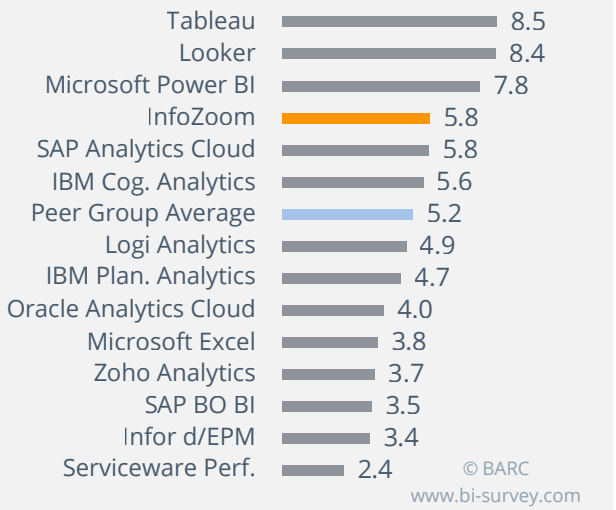
Data preparation encompasses cleaning, structuring and enriching data for use in analytics. InfoZoom assists business users in this process by reading data into its in-memory-based solution and combining the contents (characteristics) of attributes in a row in a technically meaningful way. Users can immediately form an impression of the correctness of the data. Incorrect values can be identified and adjusted directly in the tool by simply editing the values on a single row or on a group of rows. InfoZoom is the highest ranked product for *Data Preparation* in The BI & Analytics Survey 22.

Visual Analysis

This KPI is based on the proportion of survey respondents that currently perform visual analysis with their BI tool.

Visual Analysis – Leader

Peer Group: Business Software Generalists



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

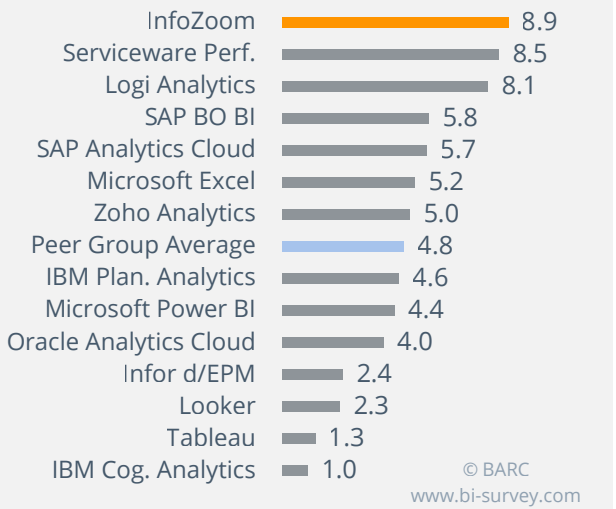
Visual analysis is a process of exploring and navigating data using different visual elements (usually charts). In contrast to other BI and analytics vendors, humanIT provides a very interesting navigation and visualization approach with InfoZoom. Attributes are displayed as a list on the left side of the screen and the characteristics of these attributes as interactive horizontal bars of different widths which can hold values or other visualizations such as pictures or icons. By clicking on these bars, the user can 'zoom' into detailed data and filter it. This unusual approach to data navigation elevates InfoZoom to a leading placement for *Visual Analysis* in the *Business Software Generalists* peer group.

Competitive Win Rate

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

Competitive Win Rate – Top-ranked

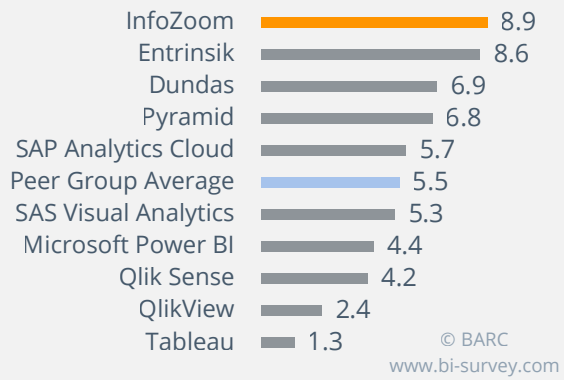
Peer Group: Business Software Generalists



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 – Top-ranked

Peer Group: Self-Service Analytics-focused Products

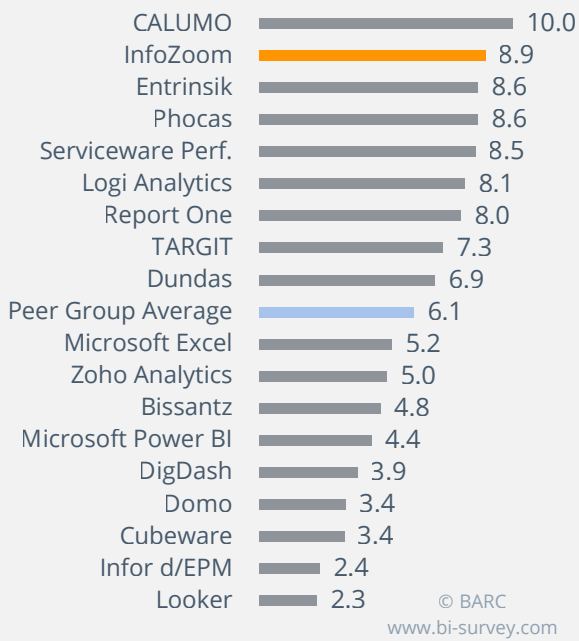


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Competitive Win Rate

Competitive Win Rate – Leader

Peer Group: Midsize/Departmental Implementations



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

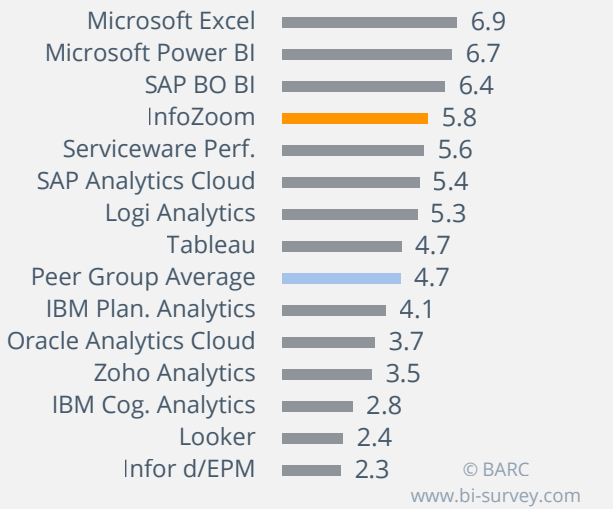
The *Competitive Win Rate* KPI reflects the percentage of wins in competitive evaluations. Customers who evaluate InfoZoom alongside other products often choose to buy it, as shown by its excellent score of 8.9/10 in this KPI. The vendor is top-ranked in two of its peer groups and takes second place in the *Midsize/Departmental Implementations* peer group. This indicates that once prospects see and evaluate the solution, the vendor is able to convince them of its value. One customer summed this up as follows: "Highly satisfied, very large reduction in effort, we can do analysis that would otherwise mean more effort."

Competitiveness

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

Competitiveness – Leader

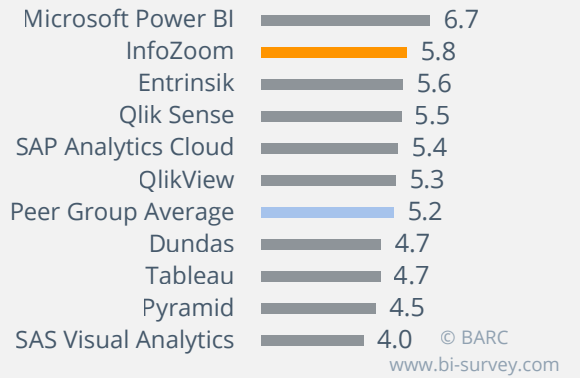
Peer Group: Business Software Generalists



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

Competitiveness – Leader

Peer Group: Self-Service Analytics-focused Products

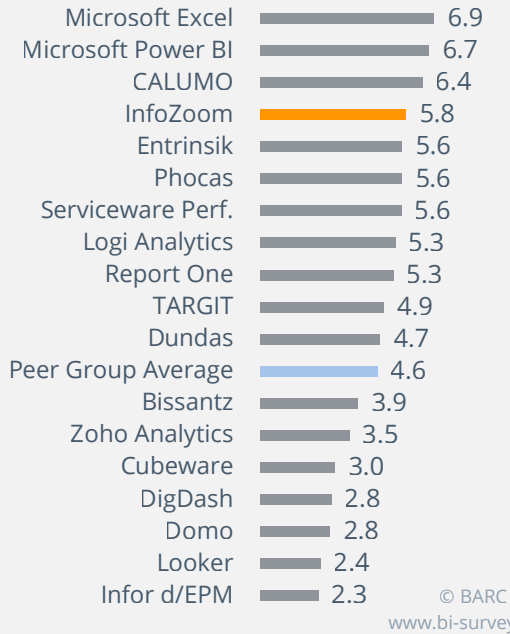


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Competitiveness

Competitiveness – Leader

Peer Group: Midsize/Departmental Implementations



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

The *Competitiveness* KPI reflects how often a product is considered for purchase and in turn how frequently it emerges victorious in competitive evaluations with rival products. InfoZoom is not as well-known as some other products on the BI & Analytics market. Only 39 percent of InfoZoom customers performed a competitive evaluation before purchasing the product and 42 percent carried out no formal evaluation at all. This indicates that customers may have been searching for exactly this type of solution or that they purchased it along with other business software from the proALPHA Group.

BARC — Business Application Research Center

Making digital leaders

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

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

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

Research

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

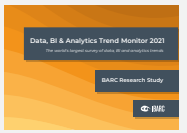
Events

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

Consulting

In confidential expert workshops, coaching and in-house consultations, we transform the needs of your company into future-proof decisions. We provide you with successful, holistic concepts that enable you to use the right information correctly. Our project support covers all stages of the successful use of software

Other Surveys



The BARC *Data, BI and Analytics Trend Monitor 2021* reflects on the trends currently driving the BI, analytics and data management market from a user perspective. We asked close to 2,900 users, consultants and vendors for their views on the most important BI trends.

The BARC study *The Future of Reporting* investigates how and why companies should modernize their reporting. It is based on a survey of 600 participants from 58 countries across a range of industries. **Download here**.

The Planning Survey 21 is the world's largest survey of planning software users. Based on a sample of 1,422 responses, it offers an unsurpassed level of user feedback on 21 leading planning products. Find out more at www.bi-survey.com

Business Application Research Center – BARC GmbH

Germany

BARC GmbH
Berliner Platz 7
D-97080 Würzburg
+49 931 880 6510
www.barc.de

Austria

BARC GmbH
Hirschstettner Straße 19
/ I / IS314
A-1220 Wien
+43 660 6366870
www.barc.at

Switzerland

BARC Schweiz GmbH
Täfernstraße 22a
CH-5405 Baden-Dättwil
+41 56 470 94 34
www.barc.ch

Rest of the World

+44 1536 772 451
www.barc-research.com