# The Analytics & AI Survey 27

The voice of the business intelligence and analytics user community

BARC
The Analytics & AI Survey 27
25 Top ranks
10 Leading
in 2 peer groups

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

## InfoZoom

BARC
**#1**
**Customer Satisfaction**
The Analytics & AI Survey 27

BARC
**#1**
**User Experience**
The Analytics & AI Survey 27

BARC
**#1**
**Implementation Success**
The Analytics & AI Survey 27

> *It has a unique visualization that is beneficial because it allows millions of data records to be seen at once, enabling users to spot patterns, outliers, and data structures immediately.*

Consultant, Consulting, <100 employees

View full profile:

barc.com/reviews

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# InfoZoom Highlights Dashboard

## Business Benefits

**96%**

of surveyed users **improved operational efficiency** with InfoZoom.*

** Based on the aggregate of "fully," "somewhat," and "to a large extent."*

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## Business Benefits

**100%**

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

** Based on the aggregate of "fully," "somewhat," and "to a large extent."*

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## Sales Experience

**100%**

of surveyed users rate InfoZoom's **sales and presales activities** as **very good** or **good**.

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## Business Benefits

**90%**

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

** Based on the aggregate of "fully," "somewhat," and "to a large extent."*

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## Business Benefits

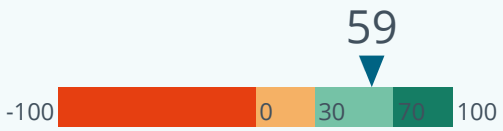
**100%**

of surveyed users **improved data quality & trust in data** with InfoZoom.*

** Based on the aggregate of "fully," "somewhat," and "to a large extent."*

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## Net Promoter Score (NPS)




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# About The Analytics & AI Survey 27

More information: barc.com/reviews

## The Analytics & AI Survey 27

The Analytics & AI Survey 27 is based on the world's largest survey of analytics and business intelligence software users conducted from April to June 2026, with 777 respondents and analysis of 17 products. It evaluates user feedback on 30 criteria (KPIs), such as Business Benefits, Price to Value, and Customer Satisfaction.

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

## The KPIs

The Analytics & AI Survey 27 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 Analytics & AI Survey.
- 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:

- Midsize/Departmental Implementations
- Analysis Focus

# About InfoZoom

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## InfoZoom overview

InfoZoom was originally developed by humanIT Software GmbH, founded in 1997 as a spin-off from the Fraunhofer Institute in Bonn, Germany. The company became part of the Proalpha Group in 2003. The Proalpha Group provides ERP and complementary business applications primarily for midsize manufacturing and wholesale businesses. Its portfolio extends beyond ERP to financial management, human capital management, procurement, customer relationship management, production and quality management, and AI applications.

Within this portfolio, InfoZoom is offered as a standalone product or as an integrated module in other Proalpha solutions, for example as Proalpha Analyzer. InfoZoom is a desktop-oriented, in-memory BI and analytics solution designed for business users, with a focus on ad hoc analysis, data exploration, and data quality management. The product's distinctive tabular display presents data and its associated attributes in a compact overview, allowing users to recognize structures, distributions, and relationships at a glance. Business users can freely navigate and filter the data, moving from aggregated information to individual values without predefined analysis paths.

Navigation through the bar-like visualization, referred to as "zooming," helps users explore details and identify anomalies. Incorrect or inconsistent values can be detected and corrected directly in the tool, either individually or across groups of records. This combination of data exploration and editing makes data quality analysis and improvement a central use case alongside ad hoc analysis and reporting.

For presenting results, InfoZoom provides built-in charts and reports as well as the integrated OEM product List & Label, which adds advanced formatting and printing capabilities. Over time, its analytical capabilities have been extended while retaining the product's focus on flexible, business-user-oriented data exploration.

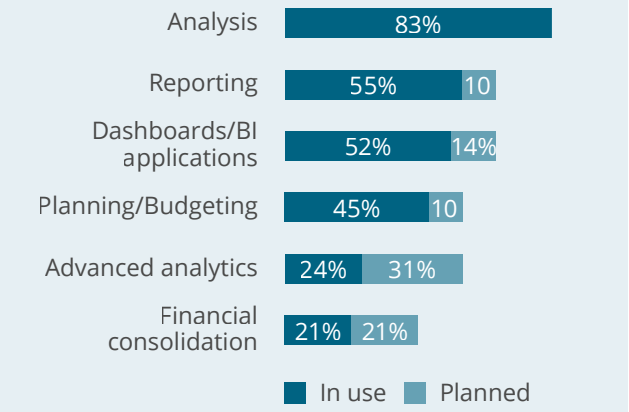
# User and Use Case Demographics

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This year, we had **29 responses** from InfoZoom users.

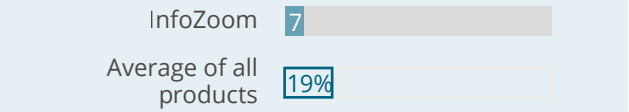
## Current vs. planned use

*n=29*



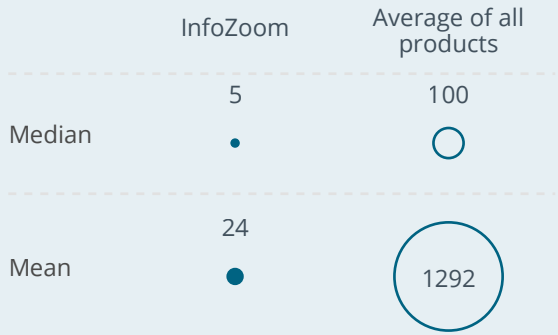

## Percentage of employees using InfoZoom

*n=29*



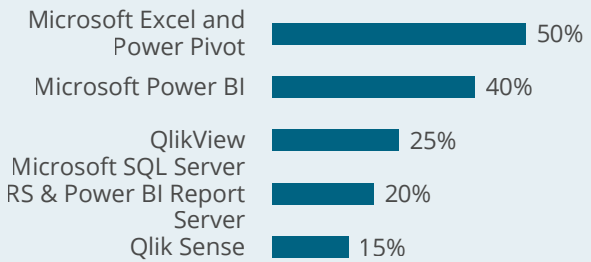

## Number of users using InfoZoom

*n=29*



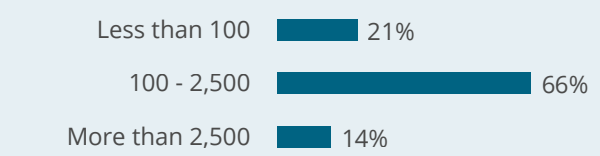

## 5 products most often evaluated in competition with InfoZoom

*n=20*



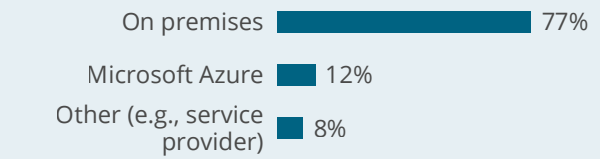

## Company size (employees)

*n=29*



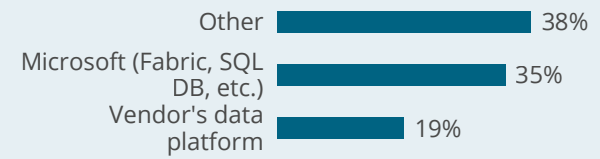

## Hosting option (Top 3)

*n=26*

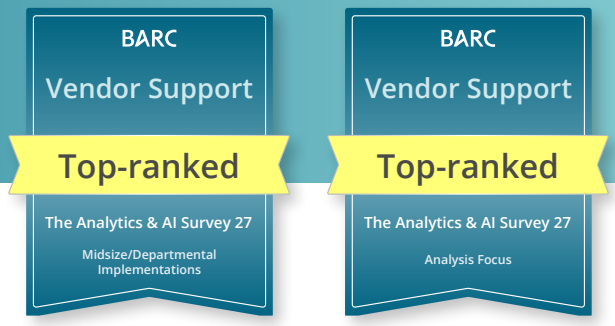



## Data platforms used with InfoZoom (Top 3)

*n=26*



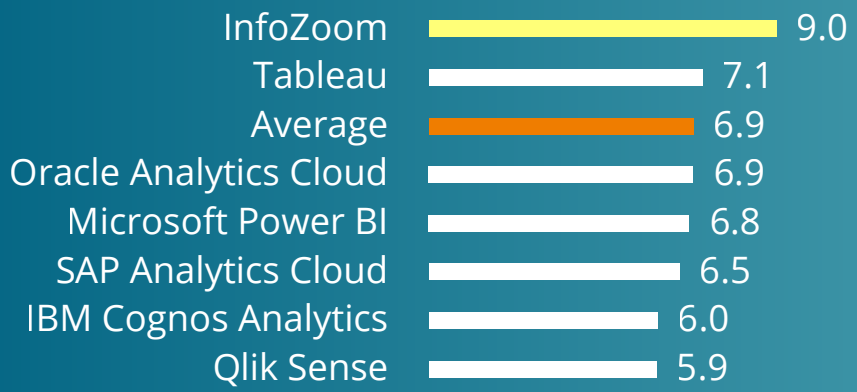
# Vendor Support




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

## Vendor Support

Main competitors of InfoZoom




© BARC

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

**86%** of surveyed users rate InfoZoom's **vendor support** as **very good** or **good**.

> *Superior for the most part to their competitors.*
>
> Consultant, Consulting, <100 employees
>
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>
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# Recommendation

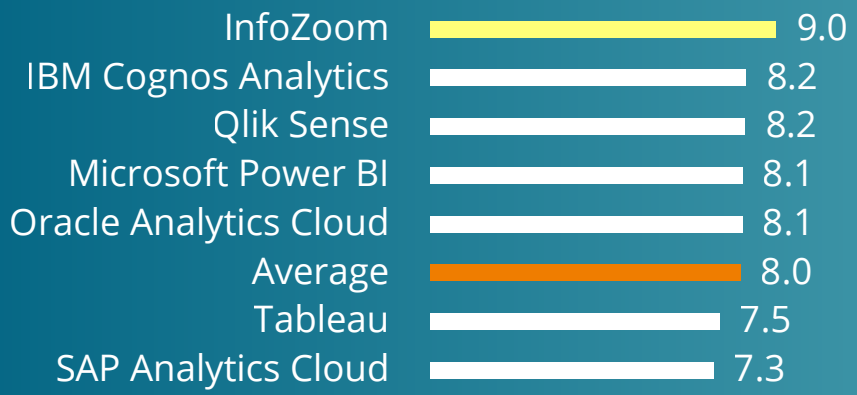
BARC Recommendation Top-ranked The Analytics & AI Survey 27 Midsize/Departmental Implementations

BARC Recommendation Top-ranked The Analytics & AI Survey 27 Analysis Focus

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

## Recommendation

Main competitors of InfoZoom




© BARC

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

**90%** of surveyed users say they would **recommend** InfoZoom.

> *Ich bin zurzeit sehr zufrieden mit InfoZoom.*
>
> Line of business employee, Manufacturing, 100 - 2,500 employees
>
> BARC The Analytics & AI Survey 27



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# Product Satisfaction

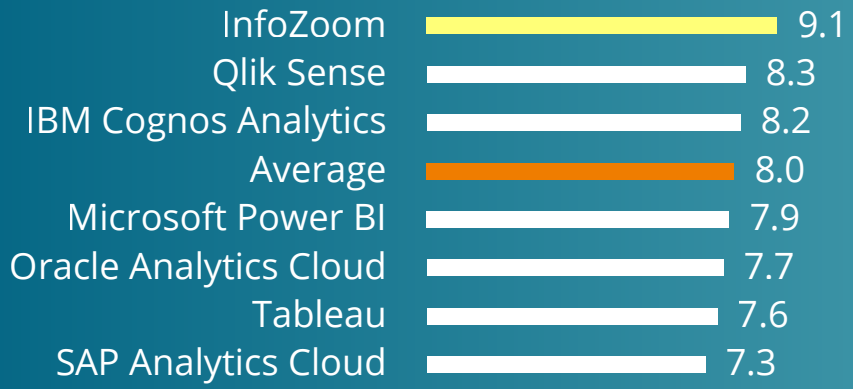
BARC Product Satisfaction Top-ranked The Analytics & AI Survey 27 Midsize/Departmental Implementations

BARC Product Satisfaction Top-ranked The Analytics & AI Survey 27 Analysis Focus

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

## Product Satisfaction

Main competitors of InfoZoom




© BARC

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

**100%** of surveyed users say they are **satisfied** with InfoZoom.

Most liked

> *Erstellen von schnellen Ad-hoc-Analysen, Art der Darstellung (Mischung aus Tabelle und grafischen Elementen), keine SQL-Kenntnisse erforderlich, Integration ins ERP-System (proALPHA), standardisierte Datenwürfel, Verarbeitung großer Datenmengen, Fehler in der Datenqualität fallen sofort optisch ins Auge.*

Consultant, Manufacturing, 100 - 2,500 employees

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# Analytics

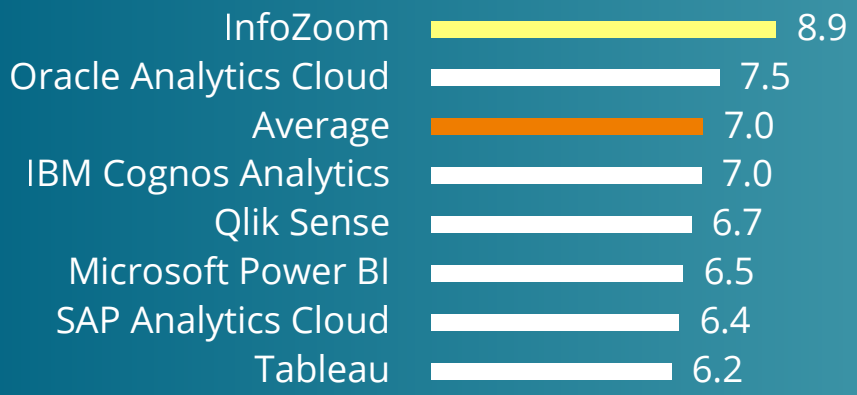
BARC Analytics Top-ranked The Analytics & AI Survey 27 Midsize/Departmental Implementations

BARC Analytics Top-ranked The Analytics & AI Survey 27 Analysis Focus

This KPI is based on how users rate their tool in terms of advanced and predictive analytics as well as creating ad hoc queries and performing analyses.

## Analytics

Main competitors of InfoZoom




© BARC

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**.

Most liked

> *Flexible Analysen, Komplexe Abfragen sind ohne SQL Kenntnisse möglich.*

Project manager for BI/analytics from business department, Public sector, >2,500 employees

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# Performance & Scalability

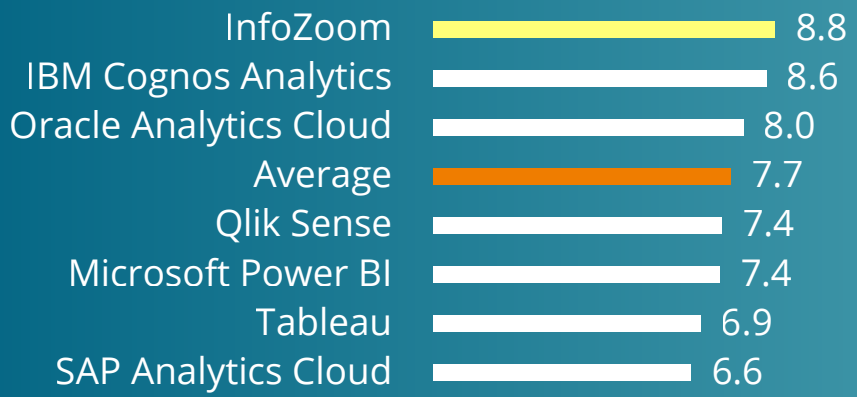
BARC Performance & Scalability Top-ranked The Analytics & AI Survey 27 Midsize/Departmental Implementations

BARC Performance & Scalability Top-ranked The Analytics & AI Survey 27 Analysis Focus

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

## Performance & Scalability

Main competitors of InfoZoom




© BARC

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

**93%** of surveyed users are **satisfied with the performance** of InfoZoom.

> *Einfaches Tool mit starker Performance.*
>
> Head of business department, Retail, 100 - 2,500 employees
>
> BARC The Analytics & AI Survey 27



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# The Analytics & AI Survey 27: InfoZoom Highlights

| | Peer Group **Midsize/Departmental Implementations** | Peer Group **Analysis Focus** |
|---|---|---|
| **Top-ranked in** | **Implementation Success**<br>**Vendor Support**<br>**Recommendation**<br>**Product Satisfaction**<br>**Customer Satisfaction**<br>**Data Preparation**<br>**Semantic & Metric Layer**<br>**Analytics**<br>**Functionality**<br>**Self-Service**<br>**Flexibility**<br>**Performance & Scalability**<br>**User Experience** | **Implementation Success**<br>**Vendor Support**<br>**Recommendation**<br>**Product Satisfaction**<br>**Sales Experience**<br>**Customer Satisfaction**<br>**Semantic & Metric Layer**<br>**Analytics**<br>**Self-Service**<br>**Flexibility**<br>**Performance & Scalability**<br>**User Experience** |
| **Leader in** | Business Value<br>Implementer Support<br>Sales Experience | Price to Value<br>Business Value<br>Implementer Support<br>Data Connectivity<br>Data Preparation<br>Functionality<br>Ease of Use |

## BARC Comment

With 25 top ranks and 10 leading positions across two peer groups, InfoZoom receives excellent customer feedback in The Analytics & AI Survey 27. It outperforms all other products in *Customer Satisfaction*, *User Experience*, and *Implementation Success*, highlighting positive experiences from deployment through everyday use.

Data quality remains a defining strength: all respondents answering the relevant question report at least some improvement in data quality and trust: the strongest result survey-wide. This reinforces the value of InfoZoom's visually guided approach to exploring data and identifying inconsistencies. Performance complements this experience: 93 percent are satisfied with its performance, and InfoZoom ranks top for *Performance & Scalability* in both peer groups. Its business-user-oriented approach also accommodates advanced requirements: 65 percent rate flexibility for developers and power users as very good, the highest proportion in the survey.

The reported benefits extend into daily operations: 96 percent achieved at least some improvement in operational efficiency, again the strongest result of all the products featured in this year's survey. Implementation took less than three months for 71 percent, while InfoZoom records the highest proportion reporting no significant problems. Together, these findings connect InfoZoom's distinctive analytical approach with positive customer experiences and practical business outcomes.

# Better 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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