

Alteryx Strategic Analytics

Solving Complex Analytic Challenges with a Simple Solution

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Introduction



For many organizations, 2013 will be the year that big data analytics and customer analytics start to deliver on their promise to drive strategic business change and growth. That's why we're excited to share

some important research from Gartner, Survey Analysis: Customers Rate Their BI Platform Vendors, 2013, which summarizes real customer experiences and perspectives on their use of business intelligence and analytics solutions.

As you will see in Figure 4 on page 9 of the newsletter, Alteryx Strategic Analytics is highest placed on the complexity of analysis axis. We believe this is an important factor to consider in an analytics platform because as the volume, velocity, and variety of big data continues to grow, so too will the scope of business problems that analytics will be able to impact.

But, as Figure 4 shows, "Composite Ease of Use" is also an important factor to be considered. Many new Alteryx customers recall past experiences with the complex coding and steep learning curves characterized by other analytics products, which forced them to rely

on data scientists with advanced degrees in mathematics or statistics to get the insight they needed to do their job. With Alteryx this insight is generated everyday by users who work in the line of business – people who have the industry knowledge to focus on getting what they need, quickly and without having to rely on others. We believe that capabilities which are easier to use are the future for analytics within departments such as marketing, sales, customer insight, and even finance.

Our clients in industries such as retail, restaurants, real estate, and telecommunications are shifting where the center of value for analytics is by making it part of the business process itself, rather than a separate function. A great example is the case study at the end of this newsletter, which describes how Experian Marketing Services has been able to build repeatable analytical processes and improve turnaround times for clients by approximately 70%. This report will help you make a decision on which analytics platform is right for you, and we look forward to helping you make the most of your investment in big data and analytics.

Paul Ross
Vice President, Product & Industry Marketing
Alteryx, Inc.

Survey Analysis: Customers Rate Their BI Platform Vendors, 2013

This research contains important statistics for BI leaders on business intelligence professionals' opinion of customer experiences with 34 vendors evaluated. Results are based on a survey conducted as part of Gartner's research for "Magic Quadrant for Business Intelligence and Analytics Platforms."

Key Findings

- Enterprise standardization rates, which dropped 7% in 2012, have bounced back in 2013 to 2011 levels, with 56% of customers reporting an enterprise standard. Megavendors and large independent vendors tend to have the highest standardization rates, although with generally flat or slightly downward trending growth, depending on the vendor. Many smaller vendors have high standardization rates, but in smaller enterprises.
- Megavendors continue to be judged below average by all respondents on many measures of customer success, ease of use, functionality and overall customer experience, albeit for the largest, most complex and global systems record reporting type deployments.
- Data discovery vendors continue to fare well in customer ratings, particularly around ease of use and achievement of business benefits, but some slippage has occurred in support and sales satisfaction compared to 2012 (perhaps due to "growing pains"). Small independent vendors dominate the top spots on many ratings, while large independents are clustered just above or below average.

Recommendations

- Support quality, sales experience, ease of use and achievement of business benefits directly influence a company's satisfaction with their vendor. Assess these measures to supplement an evaluation of functionality, integration and cost of ownership requirements when selecting a BI and analytics vendor.
- Don't assume large suppliers are the only option. There are many choices for standardizing on an enterprise BI platform, depending on company size deployment size, regional, vertical and functional requirements of the deployment.
- Talk to references (and Gartner) for a candid view of customer experiences.

Survey Objective

Each year, Gartner evaluates the business intelligence (BI) and analytics platforms market with the ultimate goal of publishing Magic Quadrant research detailing the results. The 2013 version of this research was renamed "Magic Quadrant for Business Intelligence and Analytics Platforms."

Part of this process is a large user survey of vendor-supplied references and other organizations. This includes IT, business, or hybrid IT business leaders disclosing their experiences with their vendor's BI and analytics products and how those products contributed to overall business success.

The format of the Magic Quadrant research limits the details of the survey data Gartner is able to disclose. The purpose of this research is to give additional insight into how survey

respondents evaluate the experiences they have with 34 vendors (40 products). We include vendors in this research that may not meet the other inclusion criteria for an actual position in the Magic Quadrant.

To be included in this research, a vendor must have had at least 12 completed reference surveys. We visually separate vendors that meet all of the Magic Quadrant inclusion criteria from those that just meet the survey criteria (shown in Figures 1 to 10). Please see Note 1 for the inclusion criteria for dot position in the BI and Analytics Platform Magic Quadrant. In this analysis, we are focused on customers' views of vendors, rather than on individual products or product versions, although differences in perceptions among individual vendor versions are noted as appropriate.

The 2013 Magic Quadrant customer survey included vendor-provided references, survey responses from BI users from Gartner's BI Summit, as well as respondents from last year's survey. There were 1,702 survey responses, with 256 (15%) from non-vendor-supplied reference lists. Total respondents increased 25% from the 2012 survey.

Data Insights

There are three areas of analysis in the following analysis:

- Satisfaction with overall vendor experience.
- BI standardization trends.

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“Megavendors dominate the market in terms of revenue, installed base and large deployments, but continue to be judged below average by respondents on many measures of customer success, ease of use, functionality and overall customer experience.”

- Customers’ satisfaction with specific aspects of vendor performance.

In summary, small niche vendors (vendor categories are summarized in Table 1) dominate the top spots in many ratings. Their loyal customers rate them very highly on many aspects throughout the survey. Data discovery vendors also continue to fare well in the ratings, but as a group, their scores dipped slightly from 2012 (similarly for 2011 to 2012 scores), while large independent vendors were often clustered just above or below the average scores.

Megavendors dominate the market in terms of revenue, installed base and large deployments, but continue to be judged below average by respondents on many measures of customer success, ease of use, functionality and overall customer experience.

There are some signs of improvement (IBM’s Cognos 10 ratings differ significantly from IBM Cognos 8, similarly, ratings for Microsoft SQL Server 2012 from SQL Server 2008, SAP BI 4.0 FP3 from SAP BI 4.0 and SAP BusinessObjects XI 3.x and below). However, the number of respondents for the new releases is still small and the improvements not yet enough to lift the megavendors’ weighted average scores across versions above the mean scores.

New emerging vendors (identified as non-Gartner Magic Quadrant vendors in this research and visually separated in Figures 1 to 10) in the survey are targeting the interactive analysis, data discovery, dashboards and collaboration needs of the business user, as well as specialized capabilities, such as real-time dashboards. These vendors are generally positively perceived by their customers, but have been rated by a relatively small number of survey respondents in generally smaller deployments.

Standardization rates have rebounded from 2012 lows. A majority (56%) of respondents

TABLE 1
Vendor Categories

	Vendor Category	Magic Quadrant Vendors	Non-Magic Quadrant Vendors
	Megavendors	IBM, Microsoft, Oracle, SAP	
	Large independents	Information Builders, MicroStrategy, SAS Institute	
	Data discovery leaders	QlikTech, Tableau Software Tibco Spotfire	
Small Niche			
	Data discovery niche		Advizor, Dimensional Insight, Yellowfin
	Open source	Actuate, Jaspersoft, Pentaho	
	Cloud BI	Birst, GoodData	
	Small independents	Alteryx, arcplan, Bitam, Board, Logi Analytics, Panorama Software, Prognoz, Quiterian, Salient, Targit	Kofax (AltoSoft), inetSoft, Jackbe, Jedox, Phocas, Strategy Companion
BI = business intelligence Source: Gartner (July 2013)			

identify their BI platform provider as their enterprise standard, up from 52% in 2012. Megavendors and large independent vendors, long the bastion of standardization, have seen their BI standard rate drop to between 55% and 70%. Some small independents have the highest rates of standardization, albeit in smaller enterprises with smaller deployments.

Scoring

Respondents rated functionality and other attributes of their BI Platform on a scale of 1 to 7, where 1=poor and 7=outstanding. These ratings were then normalized to a 10-point scale, shown in the following analysis. Specific complex calculations were generated to support the analysis, and are detailed in Notes 3 to 6.

Satisfaction with Overall Vendor Experience

Respondents to the BI and Analytics Platforms Magic Quadrant survey assessed their satisfaction with vendors and their products in four key areas.

- Overall customer experience.
- Success using vendors’ products compared to perception of vendors’ future.
- Product ease of use compared to strength of overall product functionality.
- Market understanding vs. overall BI and analytics platform success and business benefit.

Source: Gartner Survey Analysis Word Report G00249324, Rita L. Sallam, 02 July 2013

Gartner chose these categories because they portray a well-rounded view of customers' attitudes on sales, support and product capabilities, along with how successful BI initiatives have been using these vendors' products. Based on Gartner inquiries, these measures also represent what customers care most about when selecting BI and analytic platforms.

Overall customer experience

In Figure 1, vendors and products are rated on two dimensions:

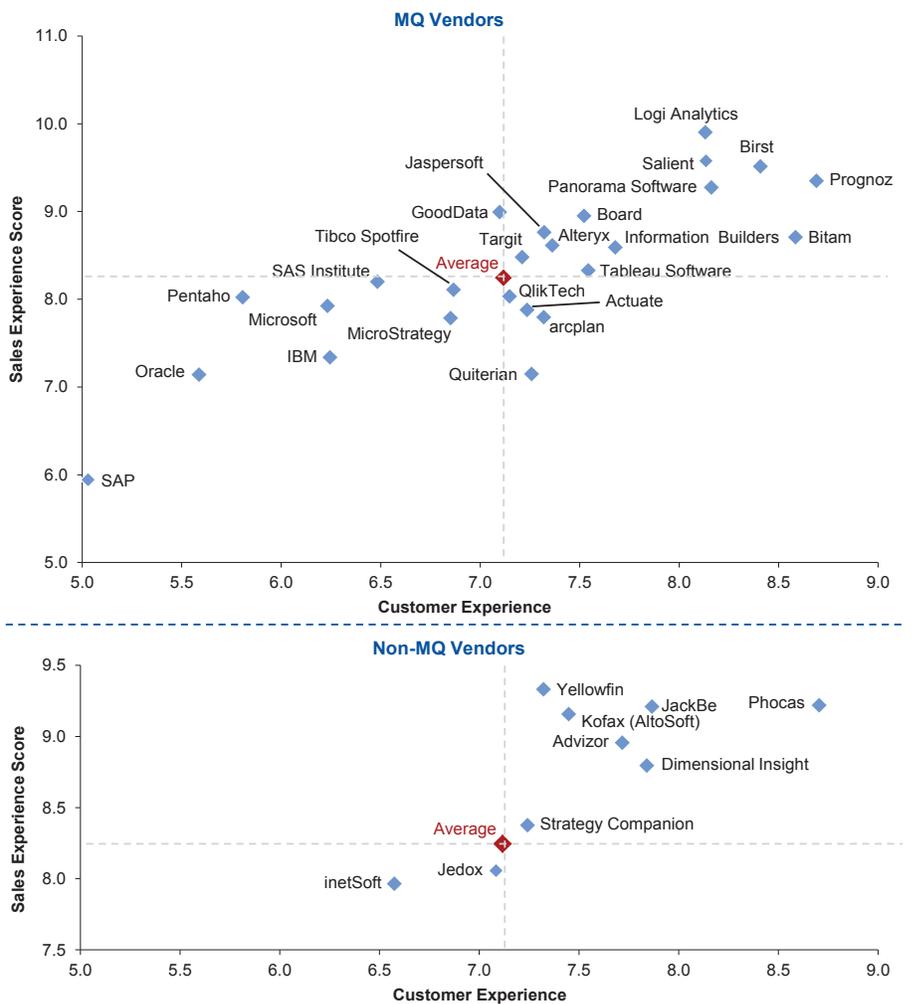
- **Sales experience.** Customers were asked to rate their overall experience of doing business with their vendor considering pre-sales, the sales process, contract negotiation, and the post-sales relationship.
- **Customer experience.** This includes overall rating of software quality and support (see Note 3).

On average, customers continue to be much happier with their sales experience than with their customer experience, rating it almost a full point higher for a third year in a row. The average score for sales experience was 8.2 (out of 10), while the customer experience rating averaged 7.12. Sales ratings are slightly improved from last year, while customer experience scores are slightly lower.

The upward trajectory of scores from bottom left to top right suggests some relationship between customer experience and sales experience. Megavendors did not fare well on both measures, although customers on the latest releases of the vendors' software tend to have higher overall scores on both measures.

Of the data discovery leaders, only Tableau scored above average, albeit slightly above on both measures, with all three scoring lower than last year. This could in part be due to growing pains as all three of these

FIGURE 1
Customer Experience vs. Sales Experience



N=1,702

BI = business intelligence

Chart represents customer perception and not Gartner's opinion.

Magic Quadrant vendors and non-Magic Quadrant vendors are visually separated but are assessed on the same measures.

Sales experience: customers were asked to rate their overall experience of doing business with their vendor considering pre-sales, the sales process, contract negotiations and the post sales relationship.

Customer experience: including overall rating of software quality and support (see Note 3).

Source: Gartner (July 2013)

“This year, small niche players appear to be delivering the highest value to their customers.”

vendors have had to aggressively scale up their sales teams and support to deal with rapid sales growth.

Of the large independents, only Information Builders rates above the survey average for both measures, along with many small independents earning high scores for both sales and customer experience. Note that both Jaspersoft and Birst made significant improvements in their customer experience ratings compared to 2012.

Of the non-Magic Quadrant vendors, only two out of the eight vendors scored below average for both measures, suggesting that for the most part, these vendors are satisfying their customers on key customer experience ratings.

Success Using Vendors' Products Compared to Perception of Vendors' Future

In Figure 2, vendors are rated on three dimensions:

- **View of vendors' future.** On the horizontal axis, survey respondents were asked to assess their view of their vendor's future — whether they were more or less positive about a vendor's future prospects within their firm and whether that attitude had changed since 2011. Responses ranged from 1 to 4, where 1 = more concerned about the vendor's future and 4 = more positive about vendor's future. The higher the overall rating, the more positive is the respondent.
- **Overall BI success.** On the vertical axis, overall BI success scores represent a composite rating for product capabilities, support, sales experience, product quality, and performance scores. Each category was weighted equally; the higher the composite score, the more positive the overall experience with the vendor.

- **Business benefit achieved.** The color of each dot represents each vendor's average achievement on business benefits scores (see Note 4), as scored by survey respondents. Orange dots represent above average scores and blue dots represent below average score for benefits assessed.

In general, customers of large, IT-centric vendors, those holding the top spots in terms of market share and installed base, report less success and lower achievement for business benefits than customers of most other vendors. These customers also tend to have a lower view of their vendors' futures. This data suggests that without significant changes, these incumbent vendors will continue to be at risk in their installed bases and in new purchases, as up and coming vendors (data discovery, cloud, and small niche vendors) continue to deliver on key requirements.

There are a number of possible explanations for this. These incumbent vendors tend to deliver very large, global and complex deployments, which are generally more problematic than smaller deployments typical of most vendors in the other vendor categories. Incumbent vendors also tend to deliver large-scale systems of record reporting, which is a “must have” capability, but tends to be viewed as commodity functionality that does not necessarily deliver high business value.

The other explanation is that customers, less satisfied with a predominantly IT-centric BI deployment model, are deriving value from more business user-centric approaches, so these vendors have work to do for delivering the product functionality, product quality, support and performance users are demanding.

Of the megavendors, only IBM scored above average on at least one of the three measures, “view of the future.” This is largely driven by positive ratings for IBM Cognos 10 vs. IBM Cognos 8, which make up more than half of IBM's survey responses. While respondents' scores for SAP and Microsoft's latest releases are better than earlier ones, they were not enough to push the vendors' average score above the survey average on any of the three measures.

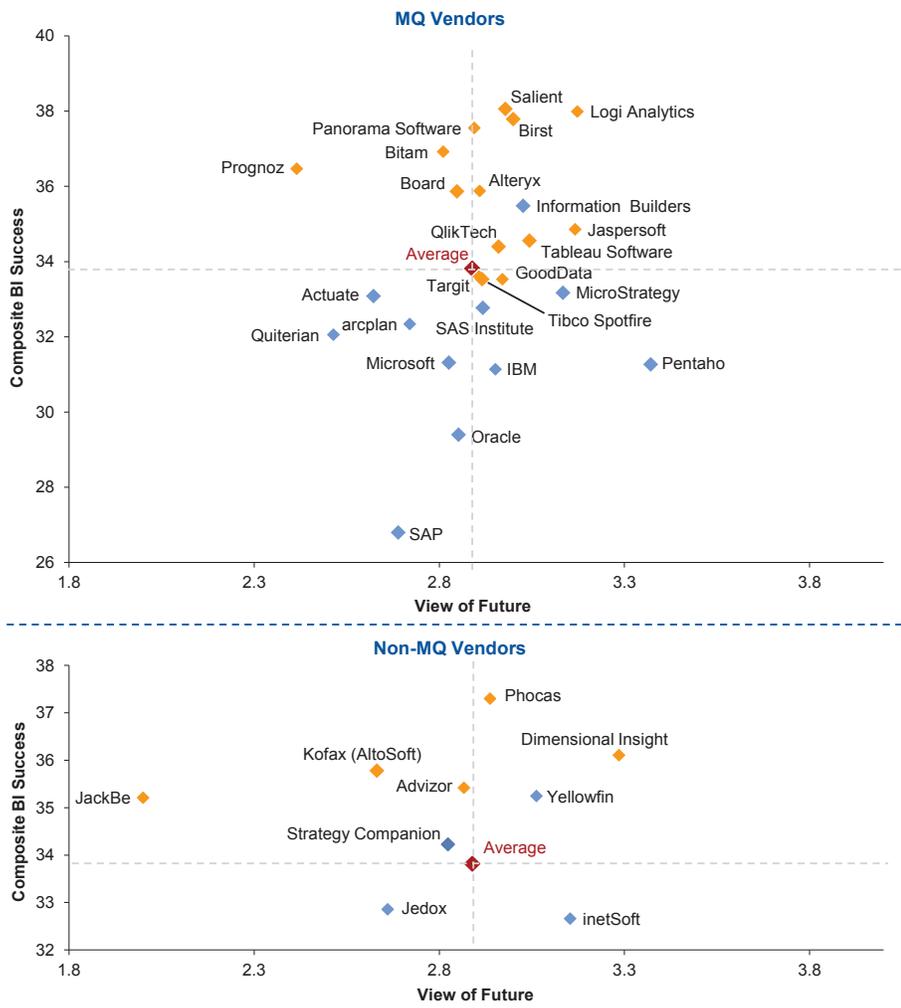
Customers of large independent vendors have a positive view of their vendors' futures, but report achieving below average business benefits. Information Builders is the only large independent vendor with an above average overall BI success score.

The data discovery platform leaders scored favorably on all three measures, BI success, view of the future and achievement of business benefits, although scores for all three vendors are closer to the survey average than in the previous two years. Nevertheless, an overall positive user experience that allows users to derive business value from their analytics investments appears to be a key driver of market momentum for these vendors — largely at the expense of the incumbent vendors.

This year, small niche players appear to be delivering the highest value to their customers. Salient, Logi Analytics, Birst, Alteryx and Jaspersoft, hold the top spots for achievement of business benefits, BI success measures and their customers hold among the most positive views of their future. Non-Magic Quadrant vendors, Dimensional Insight and Phocas also score well on all three measures. Panorama Software, Board, Bitam, Prognoz are delivering strong business benefits and customers are pleased with key BI success measures, but they are more concerned about their future.

“...making analytics capabilities accessible and usable by business users is a top purchasing priority.”

FIGURE 2
BI Success Score vs. View of Vendors' Future



N=1,702
BI — business intelligence

Chart represents customer perception and not Gartner's opinion.

Magic Quadrant vendors and non-Magic Quadrant vendors are visually separated, but are assessed on the same measures.

Orange dots represent above average business benefits score and blue dots represent below average business benefits score

Source: Gartner (July 2013)

Product Ease of Use Compared to Strength of Overall Functionality and Product Use

In Figure 3, vendors are rated on two dimensions:

- Composite ease of use for both users and developers.
- Composite functionality score, which is the average of all ratings for the 15 core BI requirements (see Table 2).

The top reasons for choosing a BI platform are ease of use (51%, made up of 35% ease of use for business users and 16% for developers) and functionality (44%). This is consistent with the last four years of survey data, where ease of use has played a dominant role in purchasing decisions. There is a difference in attitude between IT and business users (users significantly weighted ease of use higher than functionality, with IT doing the opposite), but both are closely evaluated. This is a common inquiry for Gartner, as making analytics capabilities accessible and usable by business users is a top purchasing priority.

The megavendors score below average for both composite product functionality and ease of use, although as in other measures, the new releases (IBM Cognos 10 vs. IBM Cognos 8, SAP BI 4.0 FP3 vs. SAP BI 4.0 and BusinessObjects XI 3.x and Microsoft SQL Server 2012 vs. Microsoft SQL Server 2008) are improved (much improved in some cases) compared to earlier versions. We would expect to see a positive movement in functional ratings next year as more megavendor customers upgrade to the latest releases.

Large independent vendors MicroStrategy and Information Builders score well on overall product functionality, particularly around core enterprise features such as reporting, metadata, development tools and infrastructure, as well as for mobile capabilities.

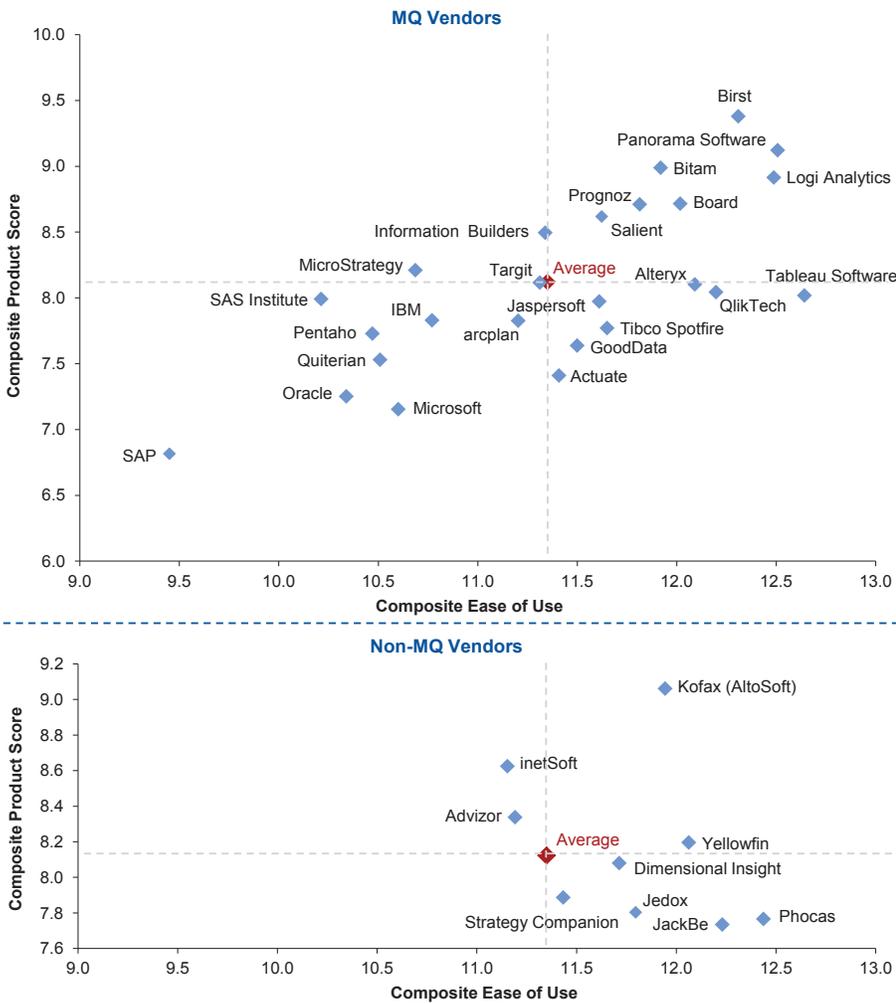
TABLE 2

Gartner BI Platform Capabilities by Definition and Category Integration

BI infrastructure	All tools in the platform use the same security, metadata, administration, portal integration, object model and query engine and should share the same look and feel.
Metadata management	Tools should leverage the same metadata and the tools should provide a robust way to search, capture, store, reuse and publish metadata objects, such as dimensions, hierarchies, measures, performance metrics and report layout objects.
Development tools	The platform should provide a set of programmatic and visual tools, coupled with a software developer's kit for creating analytic applications, integrating them into a business process and/or embedding them in another application.
Collaboration	Enables users to share and discuss information and analytic content and/or to manage hierarchies and metrics via discussion threads, chat and annotations.
Information Delivery	
Reporting	Provides the ability to create formatted and interactive reports, with or without parameters, with highly scalable distribution and scheduling capabilities.
Dashboards	Includes the ability to publish Web-based or mobile reports with intuitive interactive displays that indicate the state of a performance metric compared with a goal or target value. Increasingly, dashboards are used to disseminate real-time data from operational applications, or in conjunction with a complex-event processing engine.
Ad hoc query	Enables users to ask their own questions of the data, without relying on IT to create a report. In particular, the tools must have a robust semantic layer to enable users to navigate available data sources.
Microsoft Office integration	Sometimes, Microsoft Office (particularly Excel) acts as the reporting or analytics client. In these cases, it is vital that the tool provides integration with Microsoft Office, including support for document and presentation formats, formulas, data "refreshes" and pivot tables. Advanced integration includes cell locking and write-back.
Search-based BI	Applies a search index to structured and unstructured data sources and maps them into a classification structure of dimensions and measures that users can easily navigate and explore using a search interface.
Mobile BI	Enables organizations to deliver analytic content to mobile devices in a publishing and/or interactive mode and takes advantage of the mobile client's location awareness.
Analysis	
Online analytical processing (OLAP)	Enables users to analyze data with fast query and calculation performance, enabling a style of analysis known as "slicing and dicing." Users are able to navigate multidimensional drill paths. They also have the ability to write back values to a proprietary database for planning and "what if" modeling purposes. This capability could span a variety of data architectures (such as relational or multidimensional) and storage architectures (such as disk-based or in-memory).
Interactive visualization	Gives users the ability to display numerous aspects of the data more efficiently by using interactive pictures and charts, instead of rows and columns.
Predictive modeling and data mining	Enables organizations to classify categorical variables and to estimate continuous variables using mathematical algorithms.
Integration	
Scorecards	These take the metrics displayed in a dashboard a step further by applying them to a strategy map that aligns key performance indicators (KPIs) with a strategic objective.
Prescriptive modeling, simulation and optimization	Supports decision making by enabling organizations to select the correct value of a variable based on a set of constraints for deterministic processes and by modeling outcomes for stochastic processes.
BI = business intelligence Source: Gartner (July 2013)	

“Making advanced types of analysis available to users in an easy to use form factor while delivering business value has been a key driver of success...”

FIGURE 3
Product Ease of Use vs. Strength of Overall Functionality



N=1,702

Chart represents customer perception and not Gartner’s opinion.

Magic Quadrant vendors and Non-Magic Quadrant vendors are visually separated, but are assessed on the same measures.

Source: Gartner (July 2013)

Data discovery tool vendors score well in business user-oriented functionality, including ad hoc reporting, dashboards, interactive visualizations and mobile, but have below average aggregate scores, due to lower scores for enterprise features such as metadata, BI infrastructure and development tools. These are all areas of work in process and critical areas for improvement in future releases for these historically departmental vendors as they try to compete against the incumbent IT-centric vendors for larger enterprise deals.

The highest product and ease of use score this year go to small niche players including Birst, Bitam, Board, i Logi Analytics, Prognoz, and Salient.

Of the non-Magic Quadrant vendors, only Kofax (AltoSoft) and Yellowfin earned above average scores for both measures.

Complexity of Analysis vs. Ease of Use vs. Achievement of Business Benefits

In Figure 4, vendors are rated on three dimensions:

- Composite ease of use for both users and developers.
- Complexity of the types of analysis users conduct with the platform (see Note 6 for the calculation).
- Achievement of business benefits, where the color of each dot represents each vendor’s average achievement on business benefits scores (see Note 4), as scored by survey respondents. Orange dots represent above average scores and blue dots represent below average benefits assessed.

Making advanced types of analysis available to users in an easy to use form factor while delivering business value has been a key driver of success and market momentum for the data discovery platform vendors. These vendors score well on all three measures,

“...Alteryx, Bitam, Board, Panorama Software and Salient also excel on all three measures, which are the sweet spots in BI platform buying behavior.”

as they have for the past three years. Niche vendors Alteryx, Bitam, Board, Panorama Software and Salient also excel on all three measures, which are the sweet spots in BI platform buying behavior.

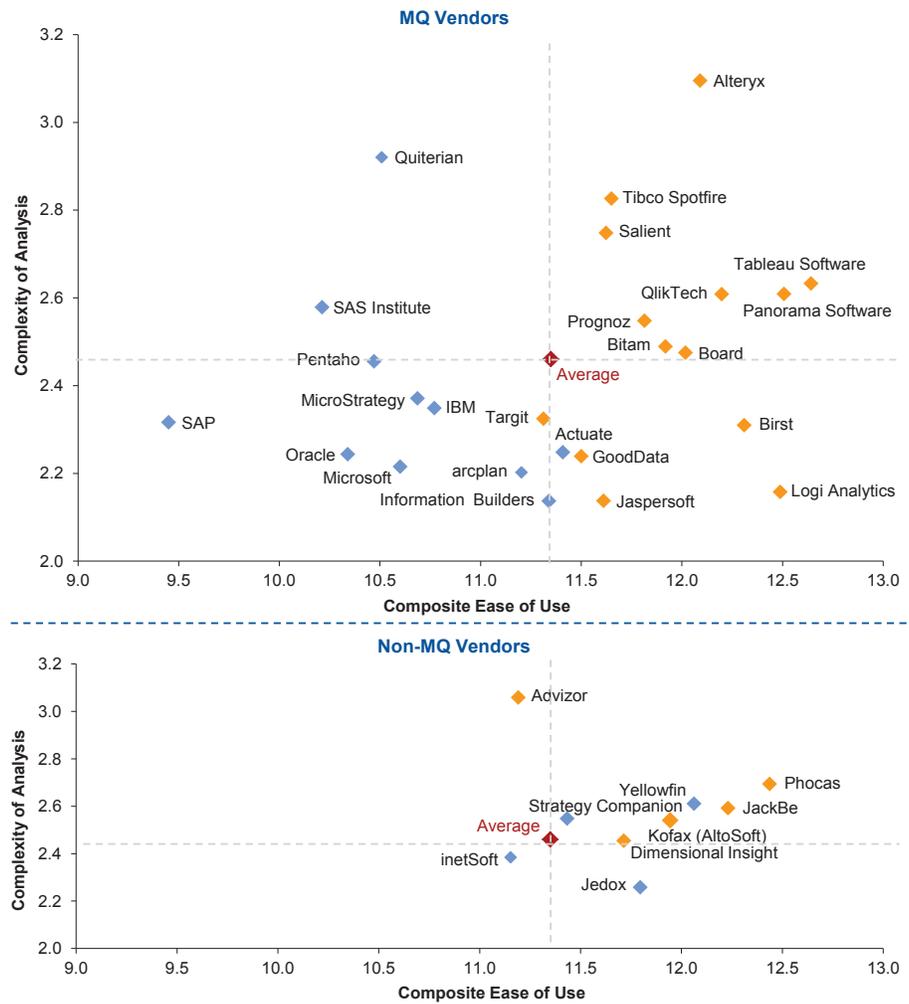
Customers of Logi Analytics, Birst, Jaspersoft and GoodData rate the platforms well for ease of use and achievement of business benefits for lighter analytic requirements, with most of their users deploying the platforms for static and parameterized reporting and dashboarding. Four out of eight of the non-Magic Quadrant vendors in the survey score above average on all three critical measures.

Market Understanding vs. Overall BI Platform Success and Benefit

In Figure 5, vendors are again rated on three dimensions:

- Market understanding.** A composite rating that includes a view of their vendor’s success compared to the previous year, composite ease of use scores (user and developer) and breadth of use — the sum of all BI activities used (see Note 5 for more information on the calculation). The higher the overall rating, the more positive the vendor meets what Gartner determines to be the market requirements.
- Overall BI success.** On the vertical axis, overall BI success scores represent a composite rating for product capabilities, support, sales experience, product quality and performance. Each category was weighted equally; the higher the composite score, the more positive the overall experience with the vendor.
- Business benefit achieved.** The color of each dot represents each vendor’s average achievement on business benefits scores, as scored by survey respondents. Orange dots represent above average scores and blue dots represent below average benefits assessed.

FIGURE 4
Complexity of Analysis vs. Ease of Use vs. Achievement of Business Benefits



N=1,702

Chart represents customer perception and not Gartner’s opinion.

Magic Quadrant vendors and non-Magic Quadrant vendors are visually separated, but are assessed on the same measures.

Orange dots represent above average business benefits score and blue dots represent below average business benefits score.

Source: Gartner (July 2013)

Source: Gartner Survey Analysis Word Report G00249324, Rita L. Sallam, 02 July 2013

The results of this composite mapping are quite similar to the results in Figures 3 and 4, which show strong positive results for data discovery platform vendors, as well as a number of small niche vendors, including Alteryx, Birst, Bitam, Board, Jaspersoft, Panorama Software and Salient.

The megavendors and large independent vendors trail on this assessment, although as previously stated, newer releases for these vendors achieved better results (and much better results for IBM and Microsoft).

While, most of the non-Magic Quadrant vendors have above average success scores, they tend to score below the survey average for market understanding (with the exception of Phocas and Dimensional Insight), largely due to lower success scores (deployments have not expanded over the past year) and a narrow use focus.

BI Standardization

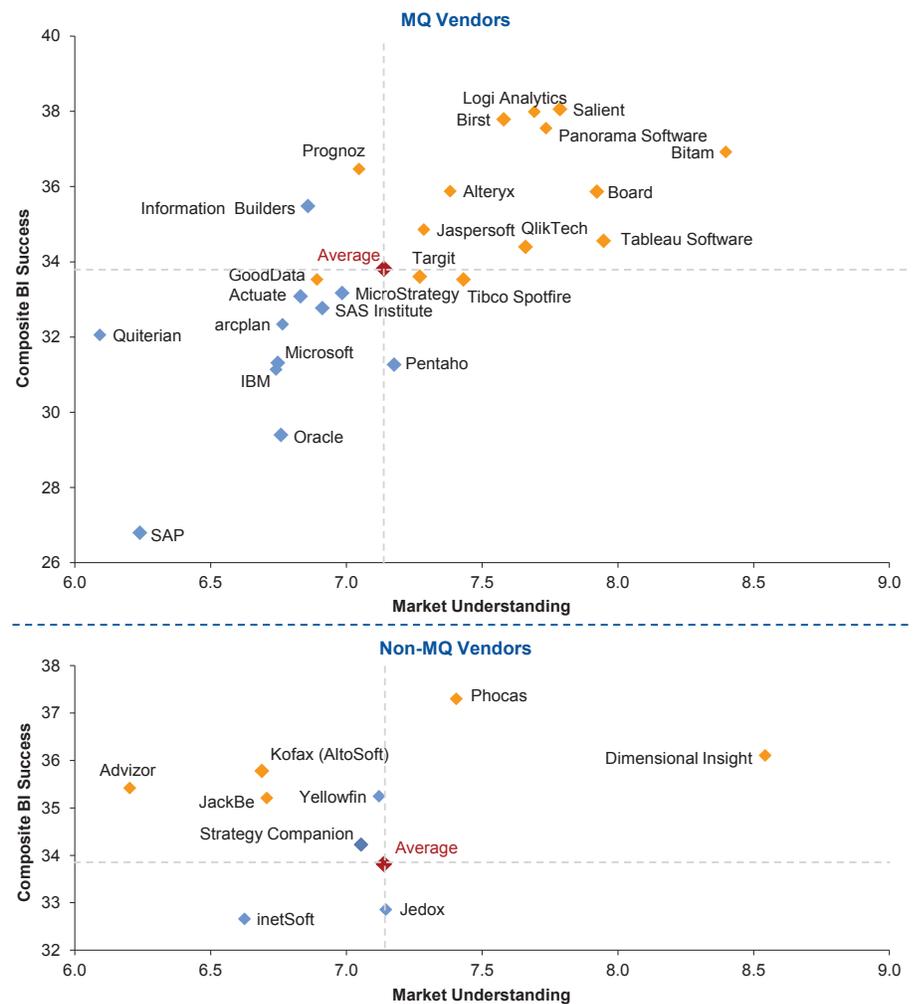
Figures 6 to 8 depict BI standards as follows:

- Standardization levels by vendor.
- Standardization levels based on average company size.
- Standardization levels based on average number of users deployed.

Standardization Levels by Vendor

The majority of survey respondents (55%) have an enterprise BI standard, which is up from 52% in 2012, but slightly down from 56% in 2011. Figure 6 shows the percentage of customers that have chosen their vendor as the enterprise standard. The vendors with the highest standardization rates are small independents (Bitam, Board and Panorama Software), all with rates above 70%. Microsoft and SAP have the highest standardization rates of the megavendors, followed by IBM and Oracle, which is rated just above the survey average.

FIGURE 5
Market Understanding vs. Overall BI Platform Success and Benefit



N=1702

BI = business intelligence; MQ = Magic Quadrant

Chart represents customer perception and not Gartner's opinion.

Magic Quadrant vendors and non-Magic Quadrant vendors are visually separated, but are assessed on the same measures.

Orange dots represent above average business benefits score and blue dots represent below average business benefits score.

Source: Gartner (July 2013)

Both MicroStrategy and Information Builders' customers report standardization rates of around 65%, while SAS is below the survey average with 45%. Of the data discover vendors, QlikTech has the highest standardization rate, at 46% — slightly higher than in both 2012 and 2011.

All but two of the non-Magic Quadrant vendors have standardization rates above 50%, albeit in smaller companies for the most part. On average, 32% of survey respondents report not having an enterprise standard.

Standardization Levels Based on Company Size

In Figure 7, BI standardization rates are shown by vendor, relative to average company size of survey respondents. Companies small and large standardize on BI platforms, but smaller companies (4,000 employees or fewer), tend to standardize on smaller BI platform providers.

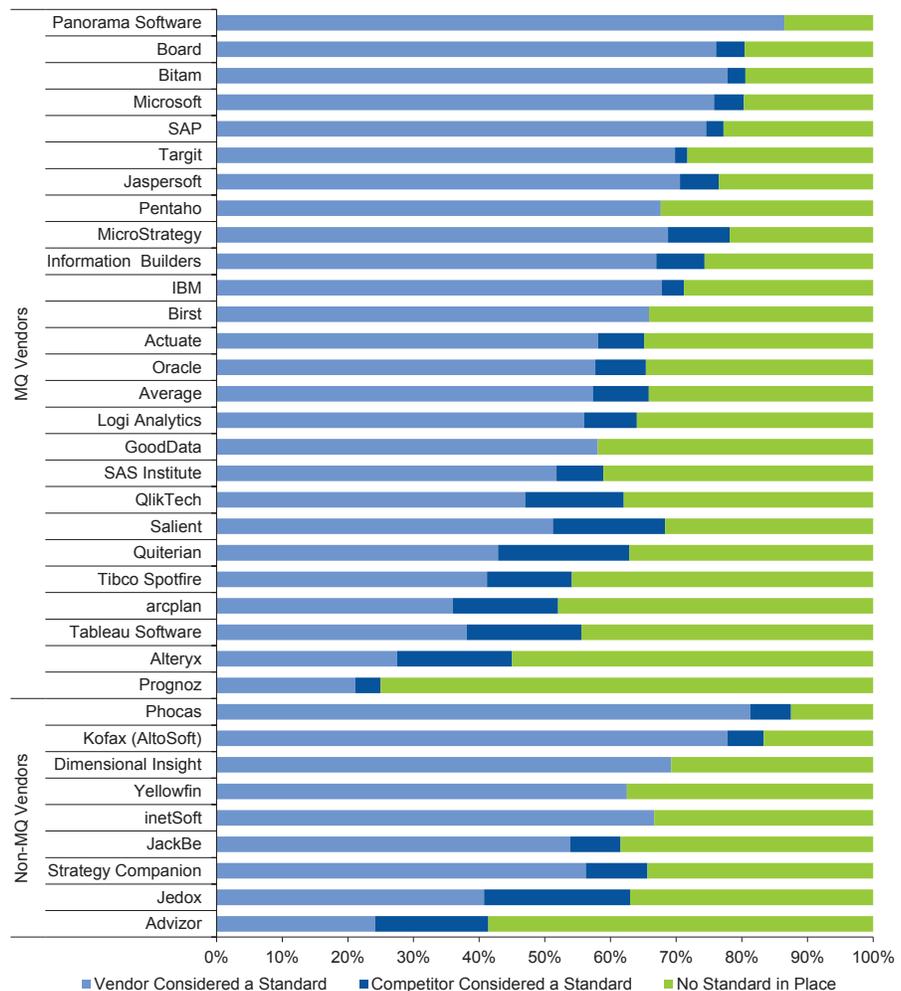
Larger companies (more than 6,000 employees), tend to standardize on large independent vendors or megavendors. Across all survey respondents, the average company size was 4,152, down from 6,109 in 2012. The average standardization rate was 55%, up from 52% in 2012.

Some BI products have lower standardization rates (less than 40%), but are used by very large firms (more than 10,000 employees), which most likely complement other BI technologies installed.

Standardization Levels Based on Deployment Size

In Figure 8, BI standardization rates are shown by vendor, relative to average number of users deployed. Across all survey respondents, the average number of users deployed is 1,249 up from 1,175 in 2012, with the average standardization rate at 55%.

FIGURE 6
Standardization Levels by Vendor



N=1,702

Chart represents customer perception and not Gartner's opinion.

Magic Quadrant vendors and non-Magic Quadrant vendors are visually separated, but are assessed on the same measures.

Source: Gartner (July 2013)

“Whether you’re buying, upgrading, standardizing, or augmenting BI capabilities, product and support quality should be important decision criteria.”

Similar to the relationship to company size, megavendors and large independents tend to have the largest deployment sizes, while the data discovery platforms and smaller niche players tend to support at or below the survey average for deployment sizes.

Customers’ Satisfaction With Specific Aspects of Vendor Performance

There are two results that depict other aspects of overall vendor performance:

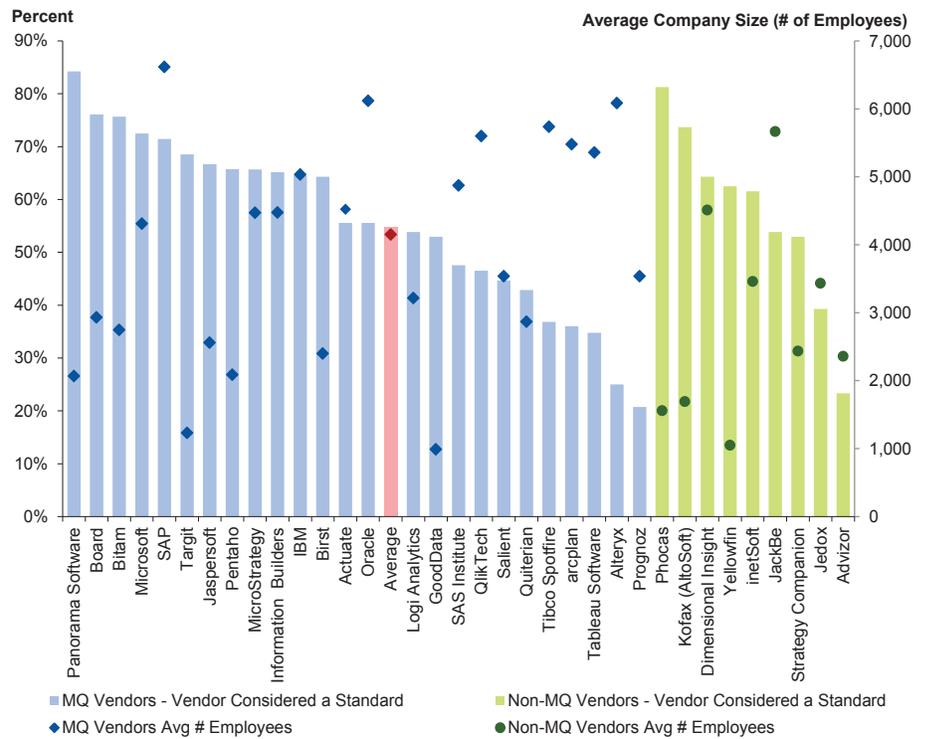
- BI platform functional usage.
- Rating BI platform software quality vs. support rating.

Whether you’re buying, upgrading, standardizing, or augmenting BI capabilities, product and support quality should be important decision criteria. What looks impressive during a demo may be more difficult to implement, especially if the code driving the software is “buggy” and/or the support can’t help you figure out how to fix the issue. Additionally, some products are used more for specific functions, some can support a broad range of use cases, so it’s a valuable to know what capabilities clients really use.

BI Platform Usage

BI platforms perform a variety of analytic functions. We asked survey respondents to estimate the percentage of users in their organizations engaging in eight specific analytic activities (see Table 3). The usage patterns in 2013 are roughly similar to those reported in 2012.

FIGURE 7
Standardization Levels by Vendor and Company Size



N=1,702

MQ = Magic Quadrant

Chart represents customer perception and not Gartner’s opinion.

Magic Quadrant vendors and non-Magic Quadrant vendors are visually separated, but are assessed on the same measures.

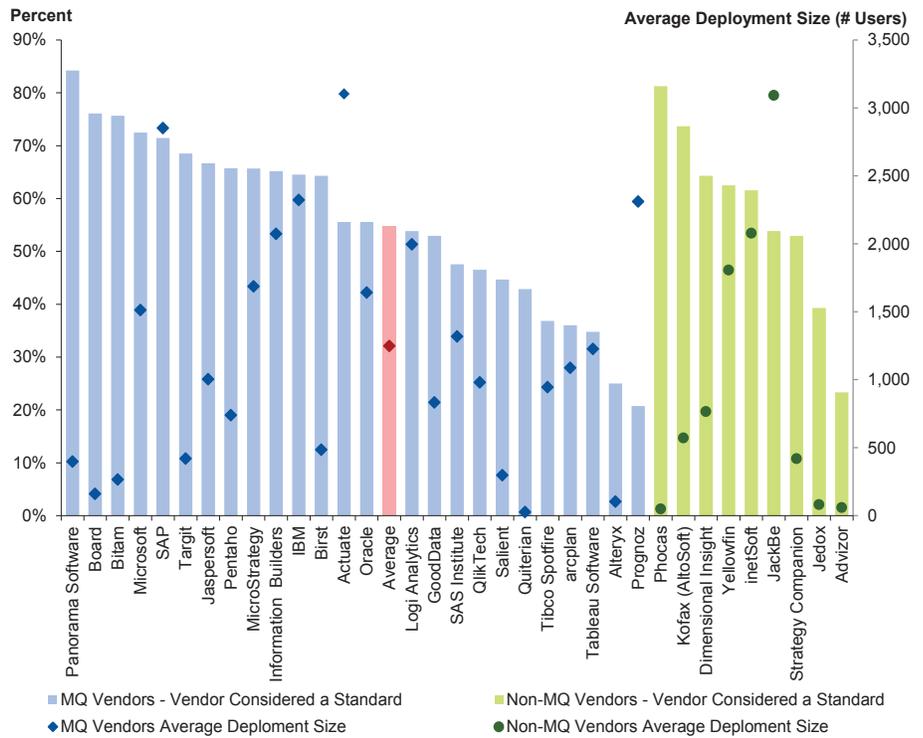
Source: Gartner (July 2013)

TABLE 3
Eight BI and Analytics Activities With
Average Use Across all Vendors

BI Function	Average Use 2013 (%)	Average Use 2012 (%)
Viewing static reporting	39.0%	36.5%
Using parameterized reports/dashboards	41.5%	40.3%
Doing simple ad hoc analysis	21.7%	21.8%
Using personalized dashboards	15.9%	14.2%
Interactively exploring and analyzing data	26.4%	26.8%
Monitoring performance via a formal scorecard	16.1%	15.7%
Executing moderately complex to complex ad hoc analysis and discovery	14.2%	14.6%
Using predictive analytics and/or data mining models	7.2%	8.2%

N=1,702
Table represents customer perception and not Gartner's assessment.
BI = business intelligence
Source: Gartner (July 2013)

FIGURE 8
Standardization Levels Based on Deployment Size



N=1,702

MQ = Magic Quadrant

Chart represents customer perception and not Gartner's opinion.

Magic Quadrant vendors and Non-Magic Quadrant vendors are visually separated but are assessed on the same measures.

Source: Gartner (July 2013)

Figure 9 shows which functions customers use in each BI platform. The length of the bar for each vendor represents a measure we call breadth of use. The longer the bar, the more widely the platform is used for a range of use cases. Breadth of use is also related to ease of use. The data discovery tool vendors and the small niche players that score well on ease of use also tend to have high breadth of use.

Oracle and MicroStrategy customers report the highest breadth of use of the megavendors and independent vendors, respectively. Of the Magic Quadrant vendors, the narrowest usage was reported by Microsoft customers.

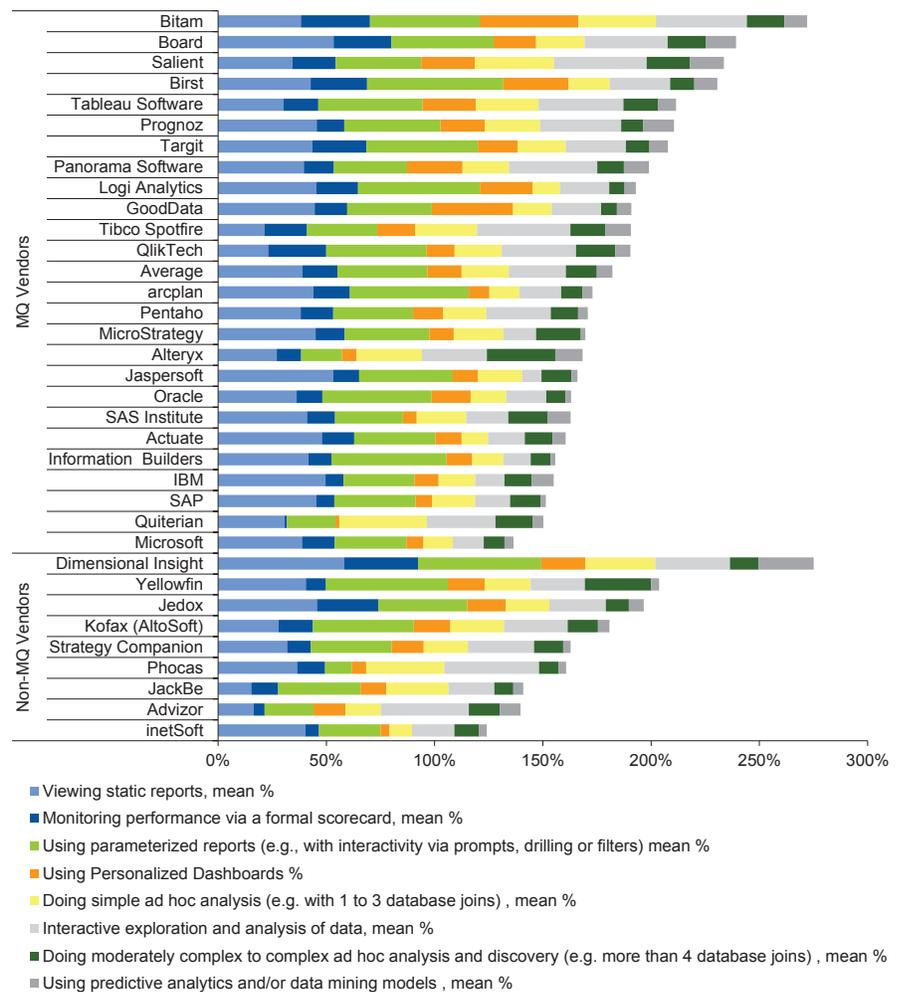
Rating BI and Analytics Platform Software Quality vs. Support Rating

No megavendor was rated at or above average for software quality or support (see Figure 10), although newer releases for IBM, Microsoft and SAP are rated better by customers than older ones, which should be somewhat encouraging for those customers considering upgrades.

Of the data discovery vendors, only Tableau remains above the survey average for support while all three discovery vendors' customers report above average product quality. Of the large independents, only Information Builders rated above average for both measures. The leaders on these measures this year are small niche players.

As in Figure 2, an explanation for this vendor dynamic could be that megavendors and large independent vendors tend to have large, global and complex deployments, which test the limits of enterprise software and tax support organizations, while data discovery tool vendors are experiencing high growth and so must scale their support and sales organizations with new talent.

FIGURE 9
Percentage of Customers Using Vendors for Distinct BI Capabilities



N=1,702

Chart represents customer perception and not Gartner's opinion.

Magic Quadrant vendors and non- Magic Quadrant vendors are visually separated, but are assessed on the same measures.

Source: Gartner (July 2013)

Methodology

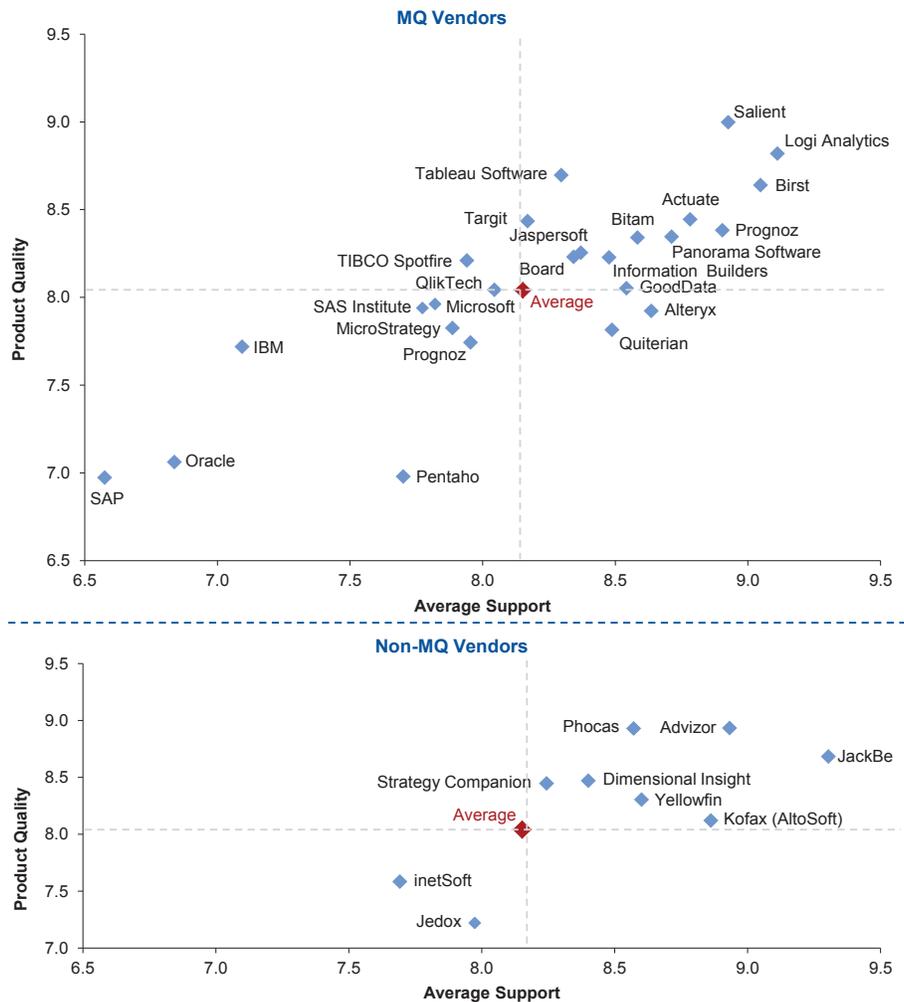
The online survey is developed and hosted by Gartner to support the Business Intelligence Platforms Magic Quadrant analysis. More than 4,350 unique companies were invited to participate (with vendor-provided references), as well participants in Gartner's BI Summit series and respondents from last year's survey.

To ensure integrity of the survey data, each survey response was checked by company respondent email. For survey responses from non-identified email accounts (such as Gmail or Yahoo accounts), the respondent was contacted and had to provide Gartner with a company email address, a company role and other contact information (this amounted to fewer than five responses, all of which were vetted and ultimately included. Only completed surveys were included in the survey results).

Evidence

The survey was conducted over a four week period in 4Q12, hosted and executed by Gartner. Summarized results were used as input to the Gartner Business Intelligence Platforms Magic Quadrant 2013 research. This research provides details on how survey respondents rate the functionality of 34 vendors and 40 products.

FIGURE 10
Rating BI and Analytics Vendors on Support and Software Quality



N=1,702

BI = business intelligence

Chart represents customer perception and not Gartner's opinion.

Magic Quadrant vendors and non- Magic Quadrant vendors are visually separated, but are assessed on the same measures.

Source: Gartner (July 2013)

Note 1 BI Platforms Magic Quadrant 2013 Inclusion Criteria

For inclusion in the BI Platforms Magic Quadrant research for 2013, the following criteria must be met:

- Vendors must generate at least \$15 million in BI-related software license revenue annually. Gartner defines “total software revenue” as revenue that is generated from appliances, new licenses, updates, subscriptions and hosting, technical support and maintenance. Professional services revenue and hardware revenue are not included in total software revenue (see “Market Share Analysis: Business Intelligence, Analytics and Performance Management, Worldwide, 2011”).
- Those that also supply transactional applications must show that their BI platform is used routinely by organizations that do not use their transactional applications.
- Vendors must deliver at least 10 of 15 capabilities detailed in the BI platform capabilities table (see Table 2).
- They must be able to obtain a minimum of 30 survey responses from customers that use the vendor’s product as an enterprise BI platform.

Note 2 Graphics

The graphics in this analysis include vendors with at least 12 survey responses. Vendors that have met the inclusion criteria for the Magic Quadrant and have a dot placement on the Magic Quadrant graphic (Magic Quadrant vendors) are represented separately from those vendors that participated in the Magic Quadrant survey, had at least 12 survey responses, but did not meet the other inclusion criteria for placement on the Magic Quadrant (non-Magic Quadrant vendors).

Participants in the survey came from these regions:

- North America (50.3%)
- Western Europe (26.5%)
- Rest of World (23.2%)



Note 3

Customers Experience Score Calculation

We computed the combined customer support and product quality scores to arrive at the following customer experience scores:

Vendor support is scored on a scale of one to seven (1 to 2 = poor; 3 to 5 = average and 6 to 7 = outstanding). Product quality is scored on the same basis. We converted these scores to a percentage (vendor score divided by seven). We averaged the percentage, as well as the percentage of respondents reporting no software problems and normalized the result to a scale of 10 to derive the composite score.



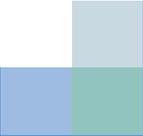
Note 4

Calculation of Business Benefits Score

The business benefits score is an average of scores on 10 different benefit areas scored by respondents on a scale of 1 to 7, where 1 to 2 = poor, 3 to 5 = average, and 6 to 7 = outstanding. This score is normalized to a scale of 1 to 10.

The Business Benefits score components are as follows:

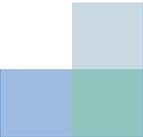
- Make better information available to more users
- Expand types of analysis
- Ability to make better and faster decisions
- Improve customer satisfaction
- Link KPIs to corporate objectives
- Increase revenue
- Reduce other non-IT costs
- Reduce external IT costs
- Reduce line of business head count
- Reduce IT head count



Note 5 **Market Understanding Calculation**

The market understanding score is computed as an average of the following scores for each vendor:

- View of vendor success in organization compared to 12 months ago; 1 = less successful, 2 = same, 3 = more successful, normalized to 10. More successful is defined in the survey as “BI platform is being used more widely or with greater sophistication.” Less successful is defined in the survey as “BI being used by fewer users, or being replaced by other tools.”
- Composite ease of use scores, normalized to 10.
- Breadth of use: Sum of user activities (see Table 3 for list of functions), normalized to a base of 10.



Note 6 **Complexity of Analysis Calculation**

Composite complexity of analysis/usage is a weighted average score based on percentage of respondents reporting use of the platform.

Activities are weighted as follows: viewing static reports = 1, monitoring performance via a scorecard = 1, viewing parameterized reports = 2, doing simple ad hoc analysis = 3, interactive exploration and analysis of data = 4, doing moderately complex to complex ad hoc analysis = 5, using predictive analytics and/or data mining models = 5.

Case Study: Experian



Alteryx Helps Experian Marketing Services Reduce Delivery Time for Client-Ready Output by 70%

Experian Marketing Services is a global provider of integrated consumer insight, targeting and interactive marketing. Experian helps brands from around the world intelligently interact with today's dynamic, empowered and hyper-connected consumers. By coordinating seamless interactions across all marketing channels, Experian enables marketers to plan and execute superior brand experiences that deepen customer loyalty, strengthen brand advocacy and maximize profits. Experian calls this Marketing Forward.

Experian works with top brands every day to help them gain insight into their customers through the use of data appends and modeling to improve targeting, upsell and cross-sell. Its mission is to provide actionable analysis to their clients using segmentation and cross-channel marketing recommendations.

The Situation

Before using Alteryx, Experian Marketing Services was challenged with providing its clients top quality, highly customized reports, in short time frames. These challenges were primarily caused by the tools and processes required to get to the final data and analytic output.



Each client file that Experian receives can span terabytes of data and often contains a variety of data formats including structured, unstructured, and semi-structured data. Processing the data through the legacy system required intervention from engineering and delivery resources to meet customer requirements. This was also often a long process that included custom coding, multiple and complex analytical tools, and expensive data transformation resources.

A new process platform was needed and Experian turned to Alteryx to satisfy three primary objectives:

1. Lower the overall cost of processing and analyzing data
2. Reduce the time required to produce the final product for clients
3. Improve customer satisfaction by giving Experian Marketing Services real-time access to analytical capabilities

“Alteryx is helping Experian Marketing Services continuously improve the quality and value of its commercial services.”

– Todd Rudie, Vice President of Data Development and Delivery, Experian Marketing Services

The Solution

Experian Marketing Services has streamlined its custom and ad-hoc processing to one based on Alteryx Strategic Analytics technology. Experian uses this internal platform to:

- Process, integrate, enrich, and stage data, including customer demographic and spatial data
- Analyze this dataset to best meet the needs of its clients
- Deliver usable insight in a flexible format that can be easily consumed by decision-makers within Experian and at client locations

“We wanted to drive down costs and raise the efficiency of our data delivery infrastructure by automating routine tasks, expanded flexibility, and significantly increasing processing speed,” said Todd Rudie, vice president of data development and delivery for Experian Marketing Services.

Now, when data arrives, it can be processed and analyzed in a fraction of the time, and with less involvement from system engineering and developers.

The Benefits

Experian Marketing Services is using Alteryx to process tens of millions records per hour and billions of records each month to deliver complex data enrichment and provide customers with actionable insight. The Alteryx Strategic Analytics platform has empowered Experian Marketing Services to:

- Reduce report generation time from more than a full day to a single hour by simplifying analytical tasks
- Reduce data processing time from hours to minutes by integrating and processing data sets, including spatial data
- Improve turnaround times for clients by approximately 70% by building repeatable analytical processes, which minimized coding requirements

“Alteryx has helped us reduce turnaround times and recognize cost savings,” Rudie stated. “Alteryx has been able to handle the scale and diversity of the data and enhance our analytics efficiently and effectively. As a result, Alteryx is helping Experian Marketing Services continuously improve the quality and value of its commercial services.”

An example of these improvements includes an Experian Marketing Services’ client project with multiple data files, ranging from 2 to 28 millions of records each, where the end-to-end process from data upload to final product was reduced by 55%. This not only provided a better service for the client, but also enabled Experian to be more efficient overall.

Source: Alteryx, Inc.



About Alteryx, Inc.

Alteryx provides an indispensable and easy-to-use analytics platform for enterprise companies making critical decisions that drive their business strategy and growth. Alteryx Strategic Analytics runs analytic applications that empower executives to identify and seize market opportunities, outsmart their competitors, increase customer loyalty and drive more revenue. It Humanizes Big Data by enabling business analysts and Data Artisans to combine Big Data with market knowledge, location insight, and business intelligence; easily perform predictive and spatial analytics; and produce analytic apps that can be shared via the private cloud or the Alteryx Analytics Gallery public cloud. Customers like Experian Marketing Services and McDonald's rely on Alteryx daily.

Headquartered in Irvine, California, and with offices in Boulder and Silicon Valley, Alteryx empowers 250+ customers and 200,000+ users worldwide. Visit Alteryx, the leader in Strategic Analytics, today at www.alteryx.com or call 1-888-836-4274.



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