Software Advice BuyerView: Data Visualization Report 2014

Insight into today's software buyer

Software Advice™

Abstract

From 2012 to 2014, we spoke to hundreds of prospective buyers considering a business intelligence purchase with data visualization at its core. We tapped into a subset of the data to determine two things:

● Which applications did these buyers most want their software to include?

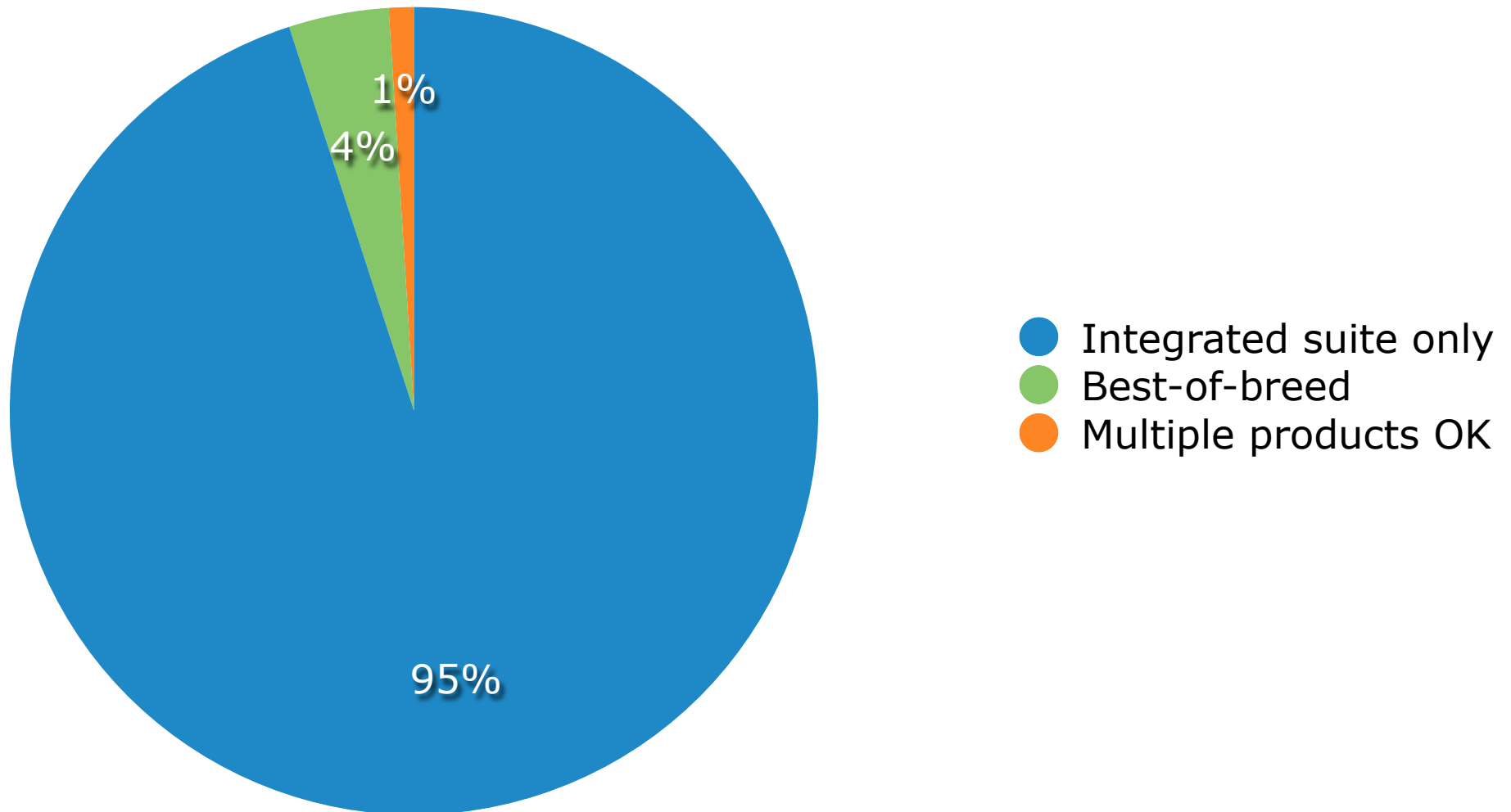● Which industries were most represented among prospective buyers?
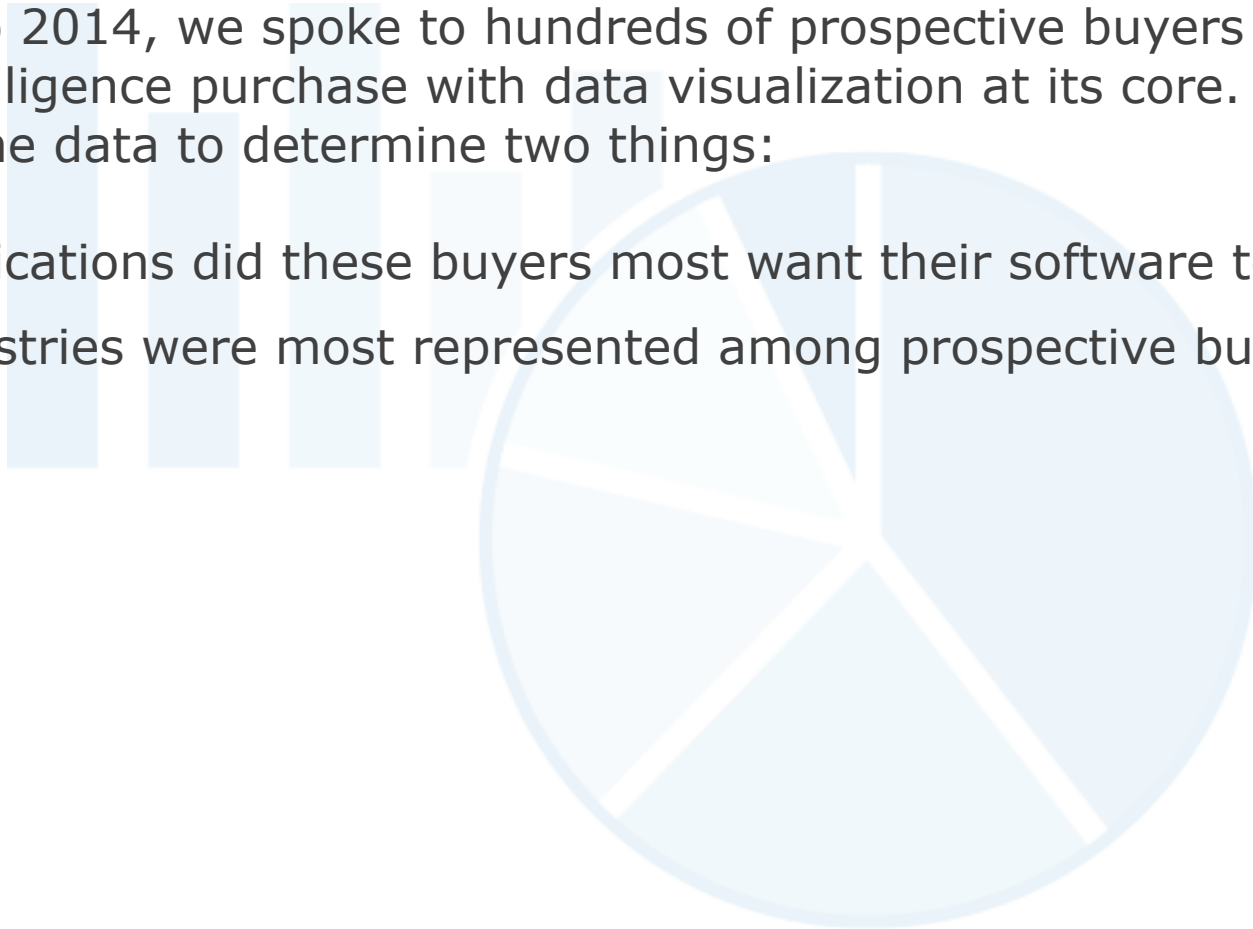
Most-Requested Data Visualization Applications
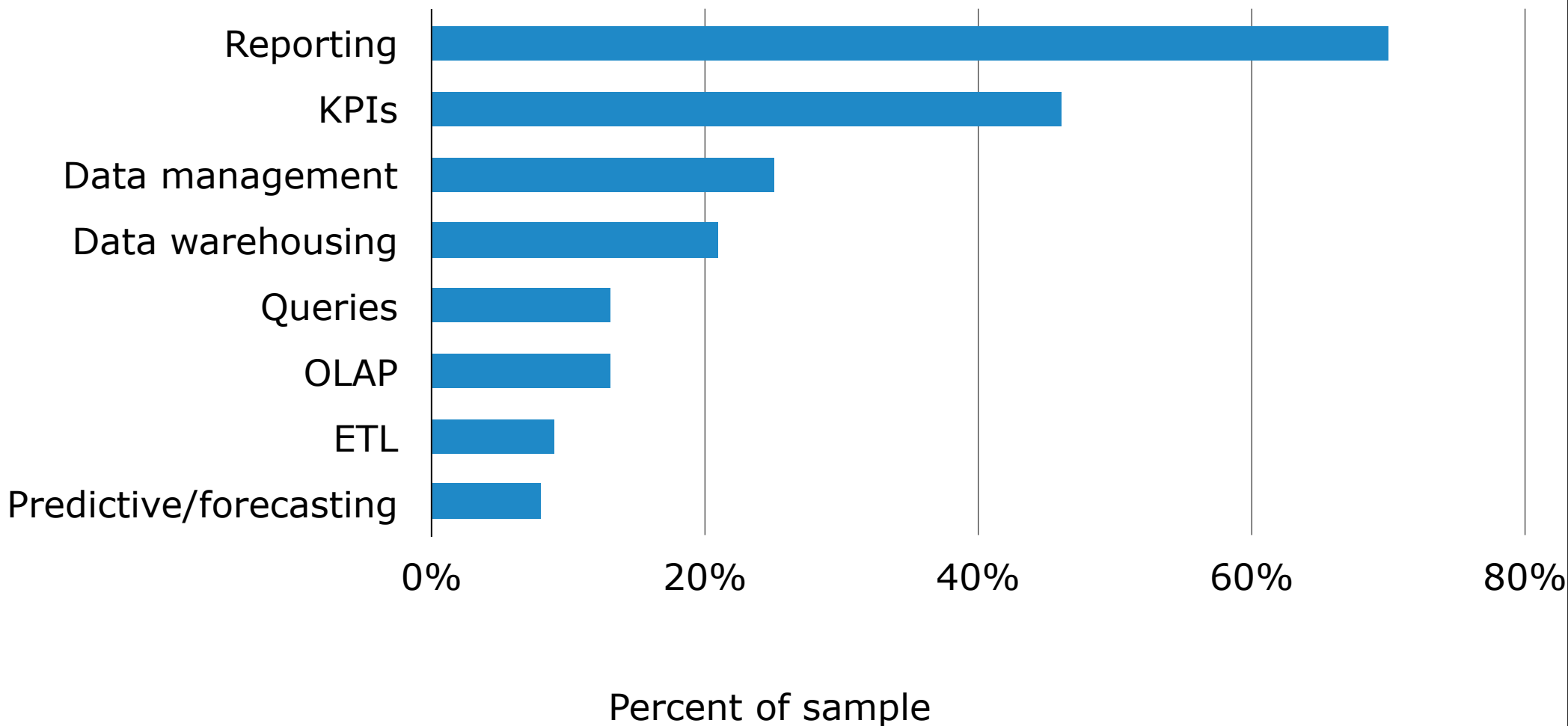
Seventy percent of prospective buyers said they were seeking dashboard or data visualization solutions with reporting capabilities.

Integration Preferences

Legend:
- Integrated suite only
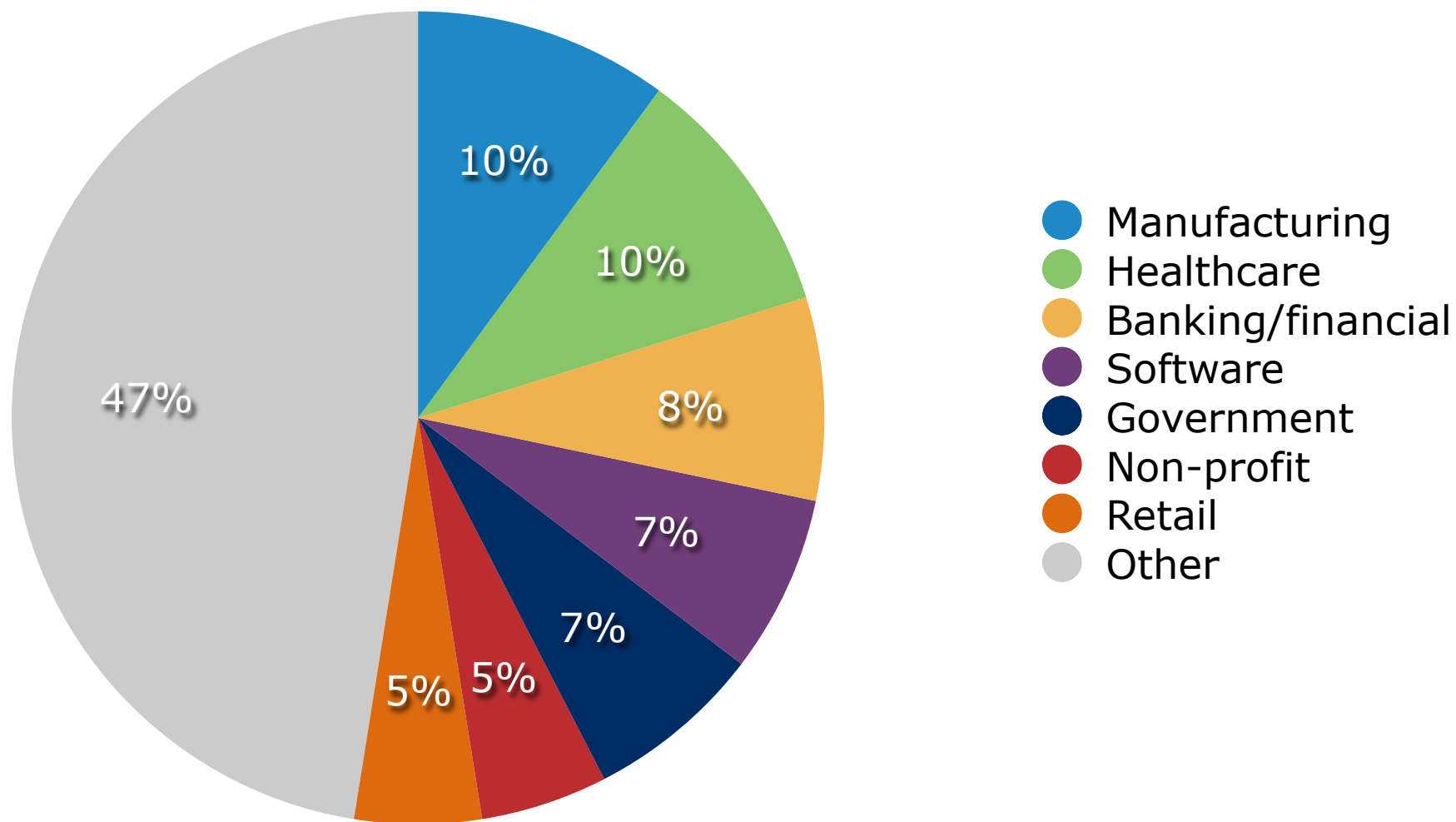- Best-of-breed
- Multiple products OK

95%

4%

1%

Ninety-five percent of buyers were interested in an "integrated suite," meaning a single BI system with data visualization capabilities and other applications.

Deployment Preferences
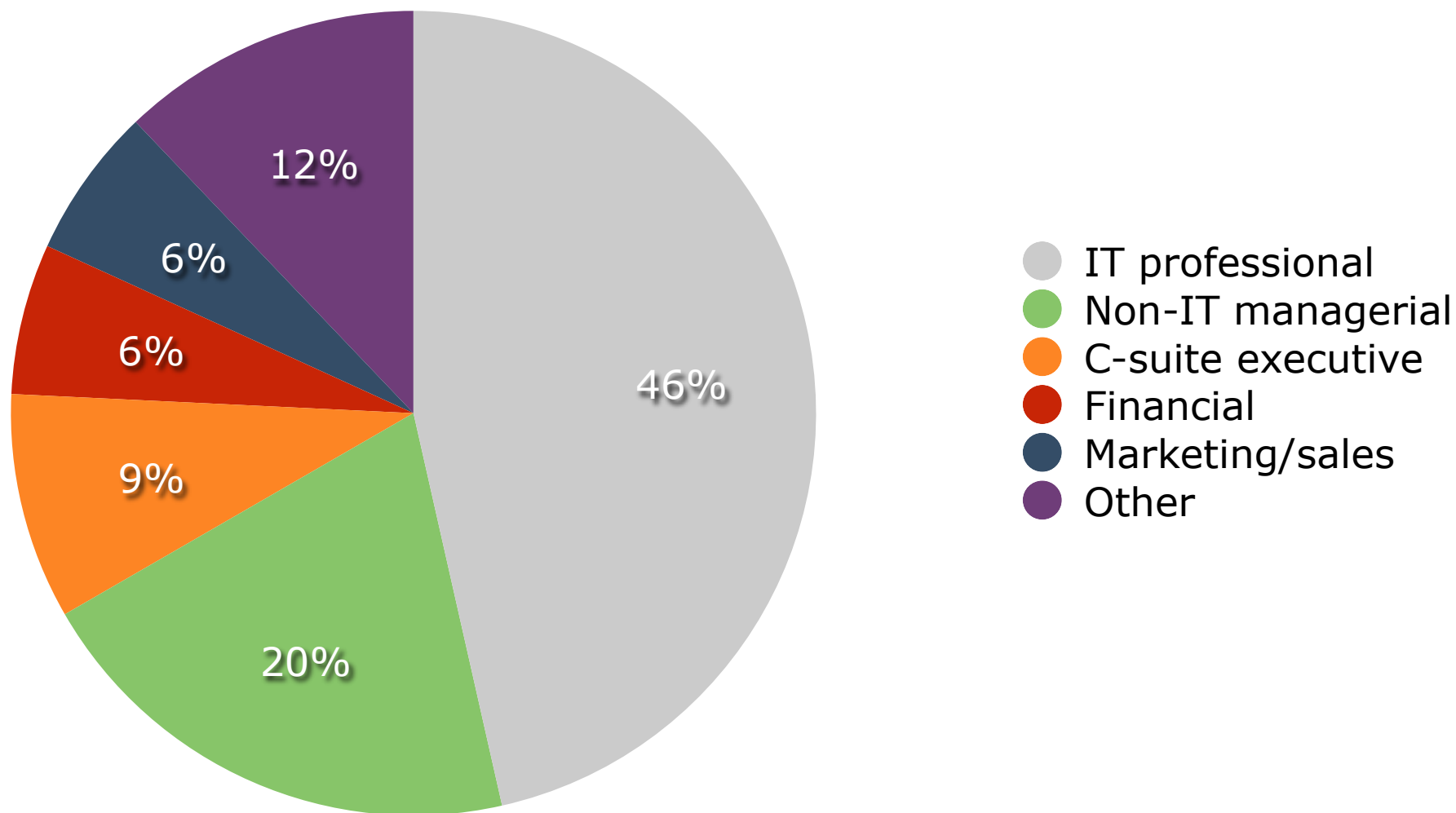

- Web-based
- On-premise

49%

51%
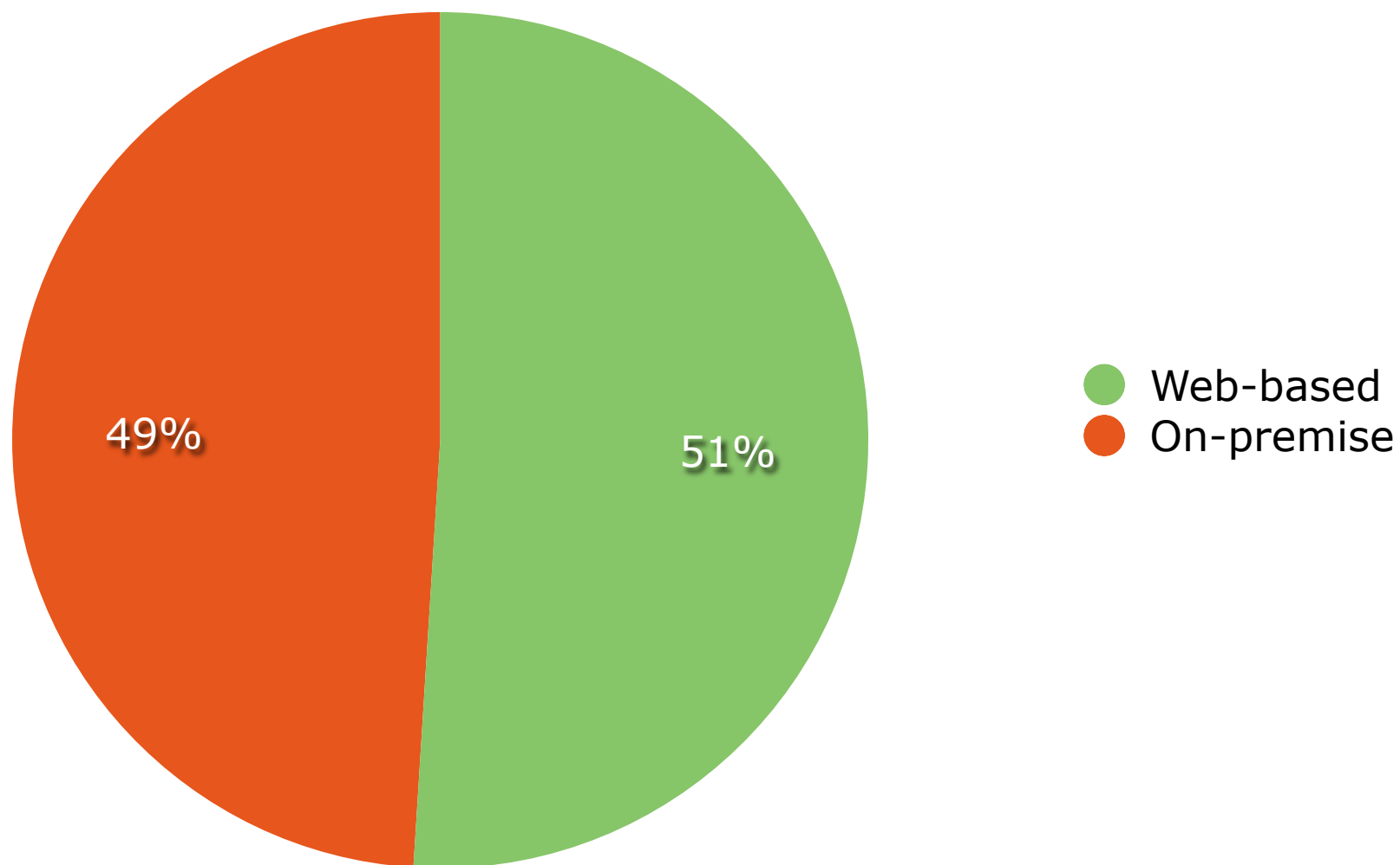
Among buyers who had made a decision on deployment, 49 percent preferred an on-premise solution and 51 percent preferred a Web-based model.

Prospective Buyers by Industry

- 10% Manufacturing
- 10% Healthcare
- 8% Banking/financial
- 7% Software
- 7% Government
- 5% Non-profit
- 5% Retail
- 47% Other

Manufacturing and healthcare were the most represented industries among prospective buyers, with each group making up 10 percent of the sample.

Prospective Buyers by Job Title

- IT professional — 46%
- Non-IT managerial — 20%
- C-suite executive — 9%
- Financial — 6%
- Marketing/sales — 6%
- Other — 12%

Forty-six percent of buyers listed themselves as IT professionals, spanning from IT managers to IT directors and consultants.

IT Job Titles

Legend:
- Non-BI (blue)
- BI specific (green)

Chart values: 34%, 66%
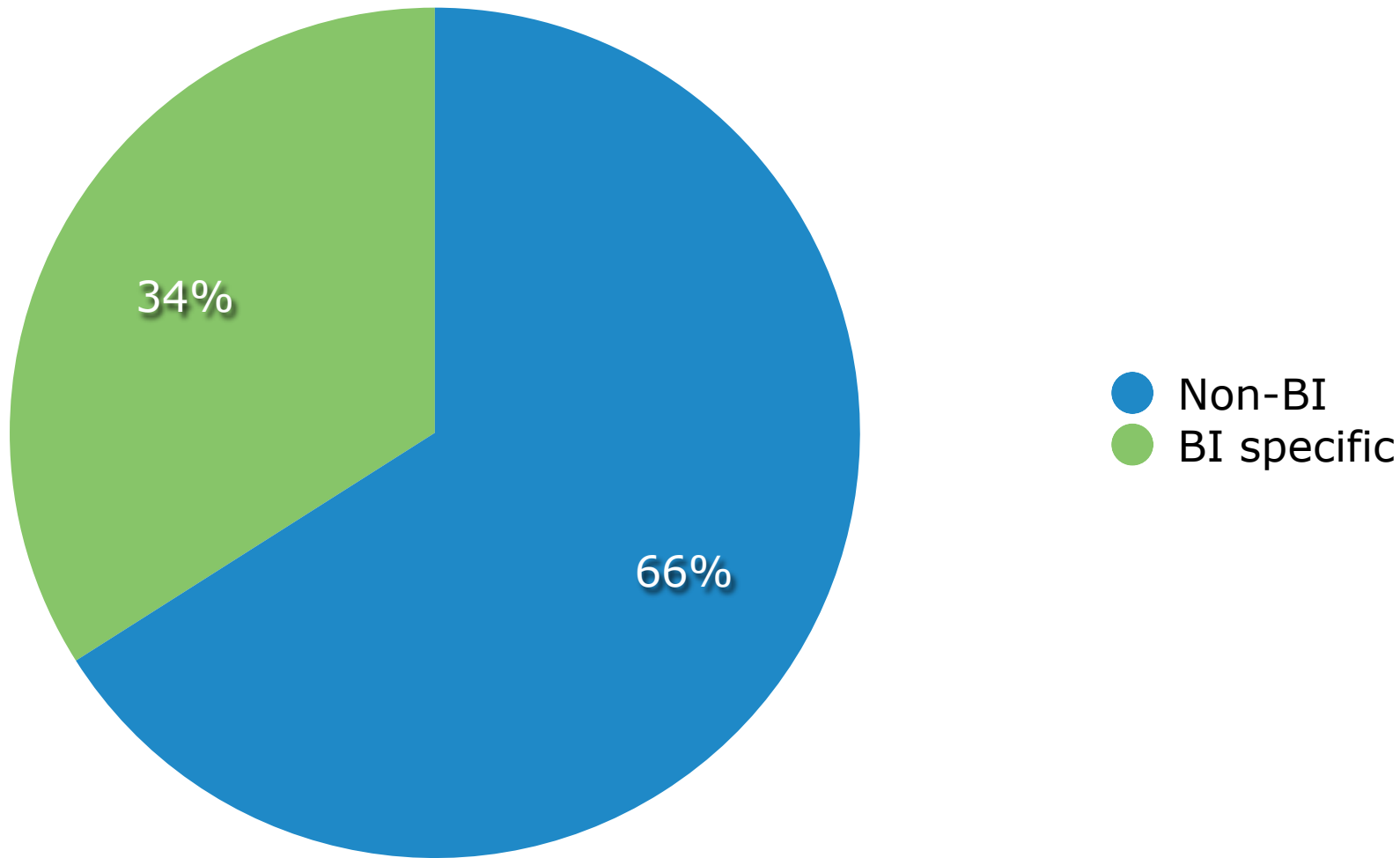
Among IT professionals, 34 percent (15 percent of of the overall sample) listed a BI-specific role, such as "BI manager" as their title.
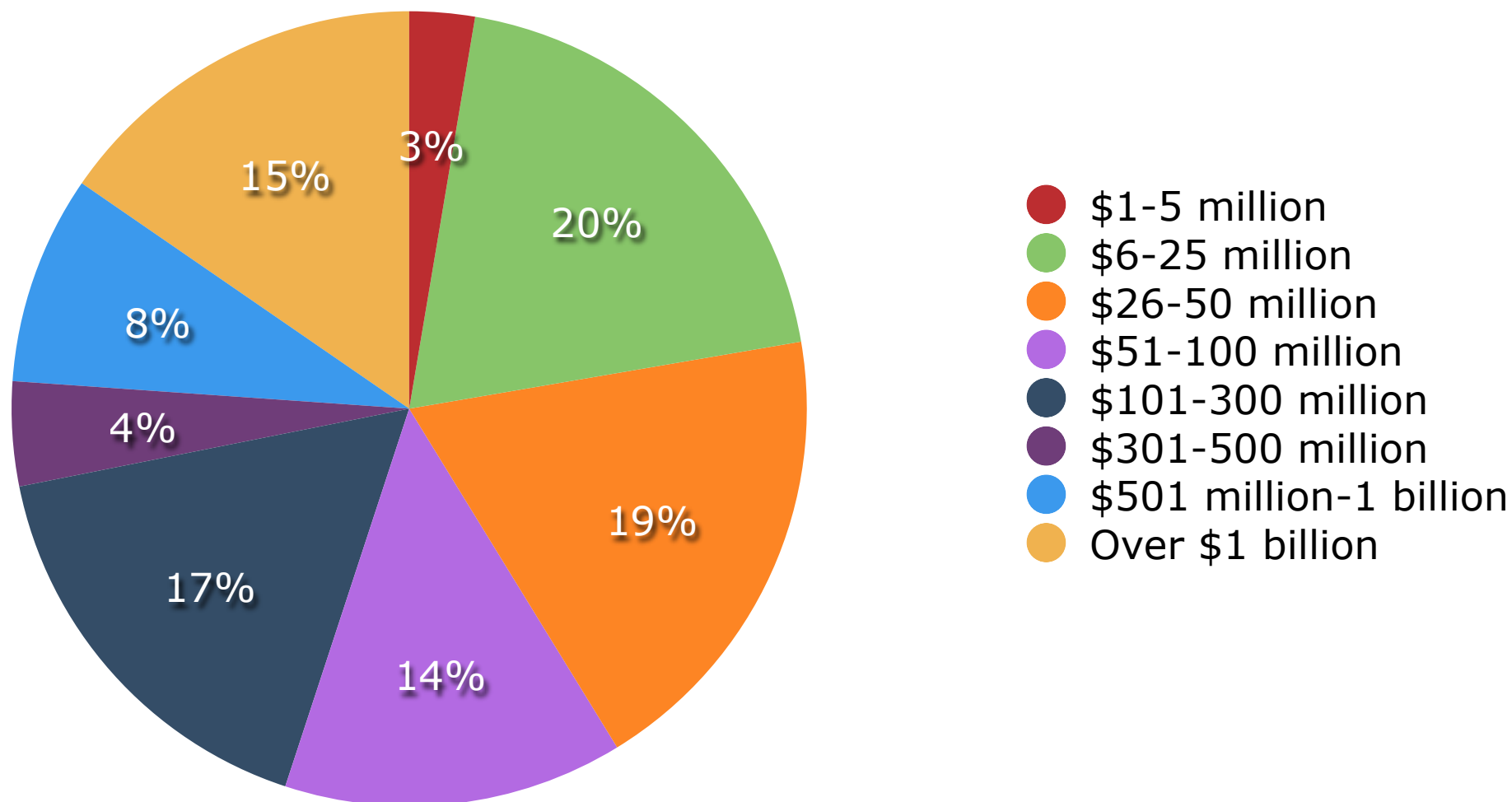
Top Reasons for Software Purchases
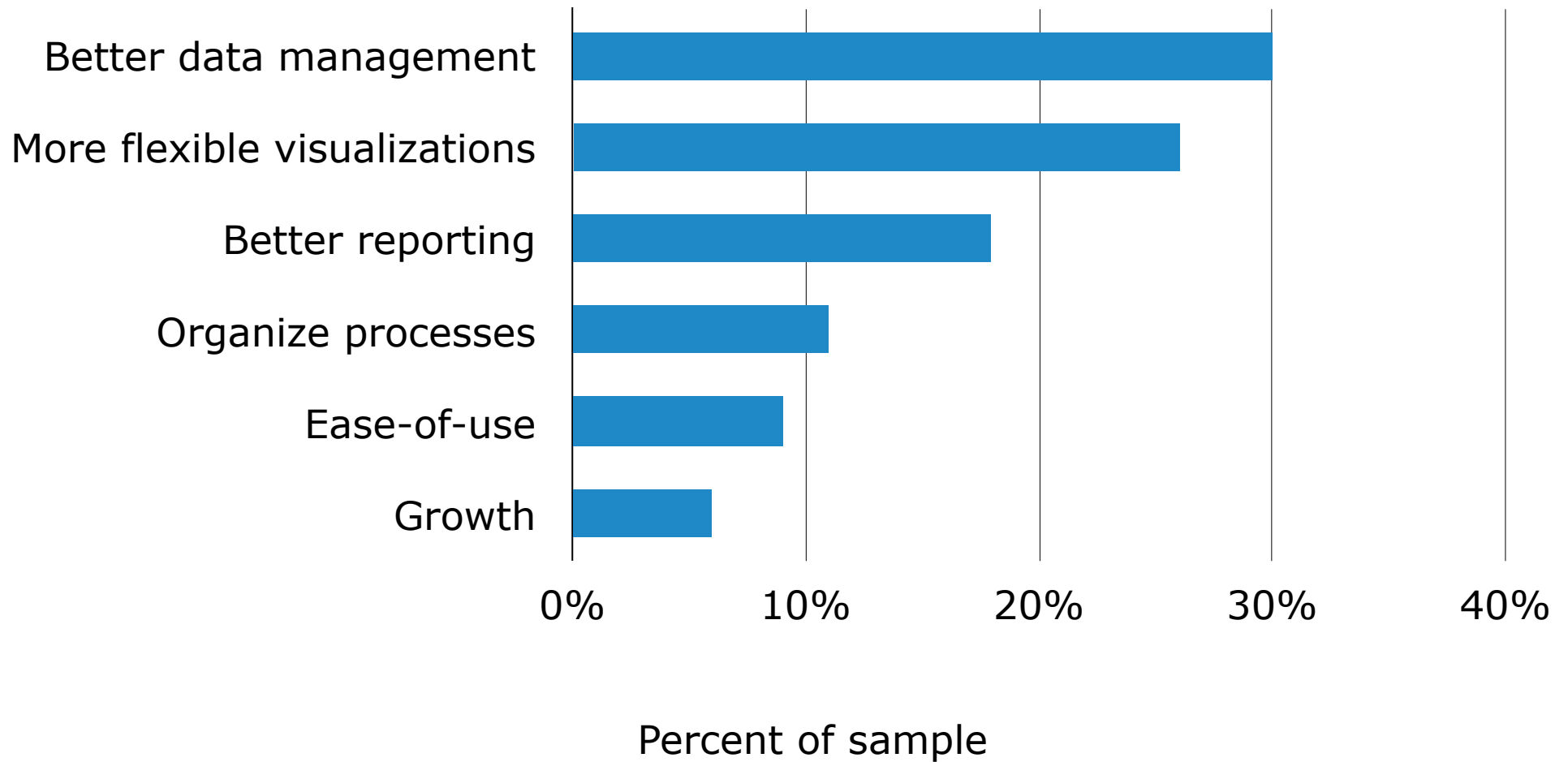
Thirty percent of buyers were looking for visualization capabilities as more effective methods for managing company data.

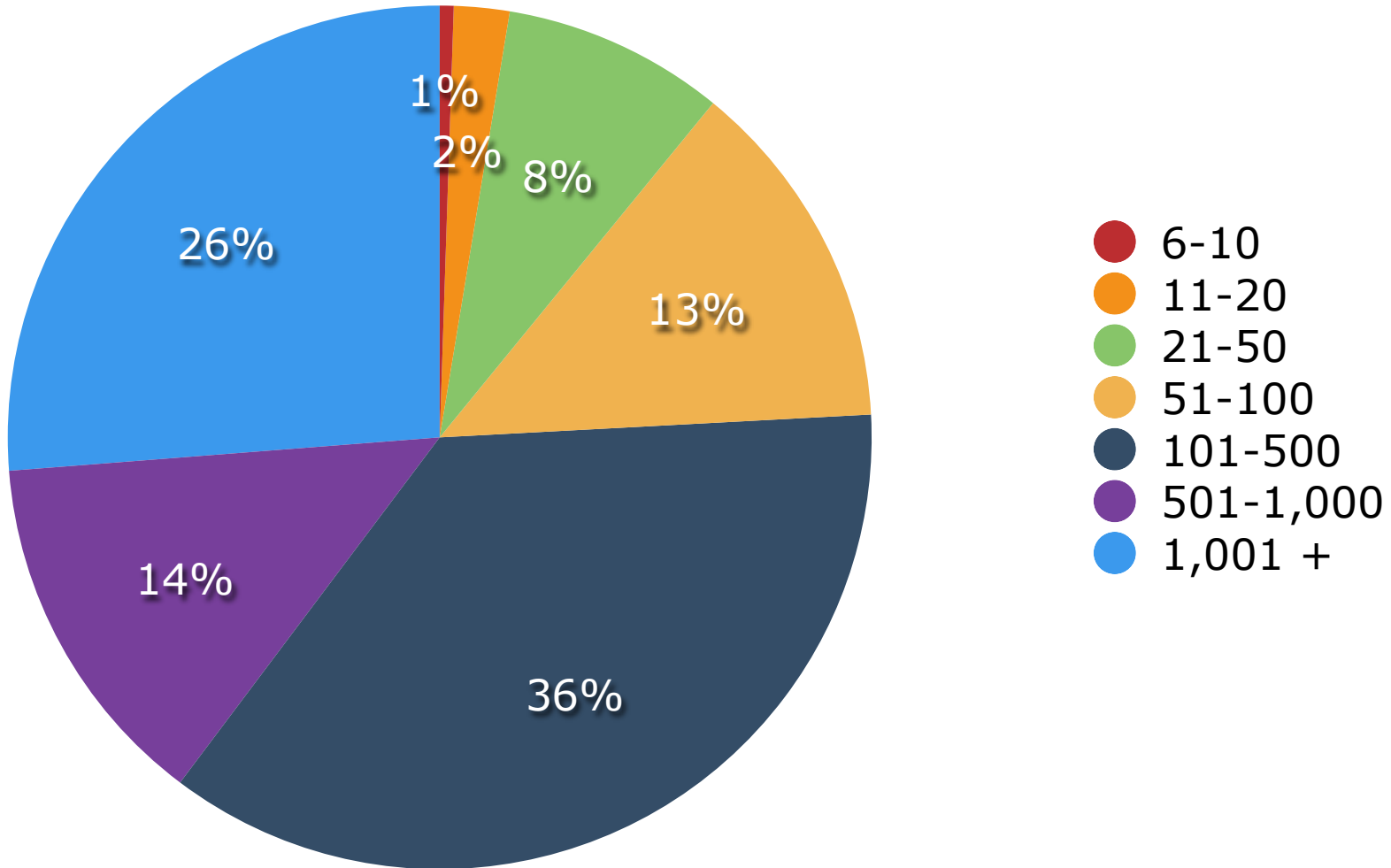# Prospective Buyers' Current Methods
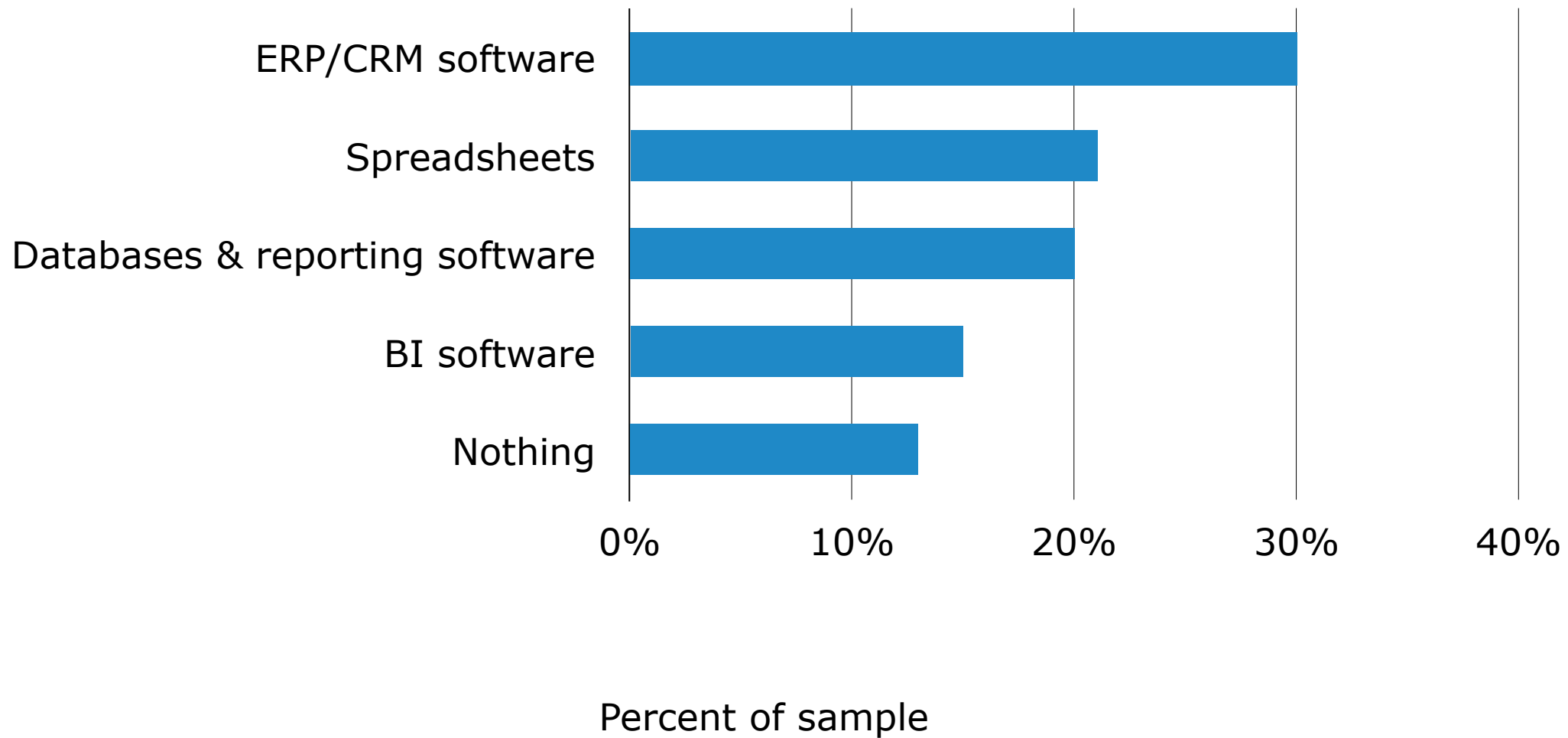
Altogether, the vast majority of buyers (87 percent) were already using some type of software system for BI purposes, but were now looking to upgrade.

Prospective Buyer Size by Annual Revenue

- 3% — $1-5 million
- 20% — $6-25 million
- 19% — $26-50 million
- 14% — $51-100 million
- 17% — $101-300 million
- 4% — $301-500 million
- 8% — $501 million-1 billion
- 15% — Over $1 billion

Legend:
- $1-5 million
- $6-25 million
- $26-50 million
- $51-100 million
- $101-300 million
- $301-500 million
- $501 million-1 billion
- Over $1 billion

Buyers from organizations with $6-25 million in annual revenue made up 20 percent of the sample—the largest single group.

Prospective Buyer Size by Number of Employees

Legend:
- 6-10
- 11-20
- 21-50
- 51-100
- 101-500
- 501-1,000
- 1,001 +

Pie chart values: 1%, 2%, 8%, 13%, 36%, 14%, 26%

Thirty six percent of buyers in our sample were from organizations with between 101 and 500 employees.

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