Software Advice BuyerView: Business Intelligence Software Report

Insight into today's software buyer

Software Advice™

Abstract

Between 2013 and 2014 we spoke to over a thousand buyers seeking to implement a new business intelligence (BI) system. We examined the data from these interactions and found that:

- Most buyers are new to BI, with 81 percent stating they have no existing solution in place.

- Business growth rendering existing software solutions inadequate is the most common purchase driver, cited by 46 percent of potential buyers.

- Dashboards are in huge demand, cited by 89 percent of buyers as their most desired functionality.

- Despite industry hype, predictive analytics functionality is requested by just 10 percent of potential buyers in our sample.

- Interest in BI tools, once limited to the enterprise, is now strong among small and midsize businesses (85 percent of buyers in our sample).
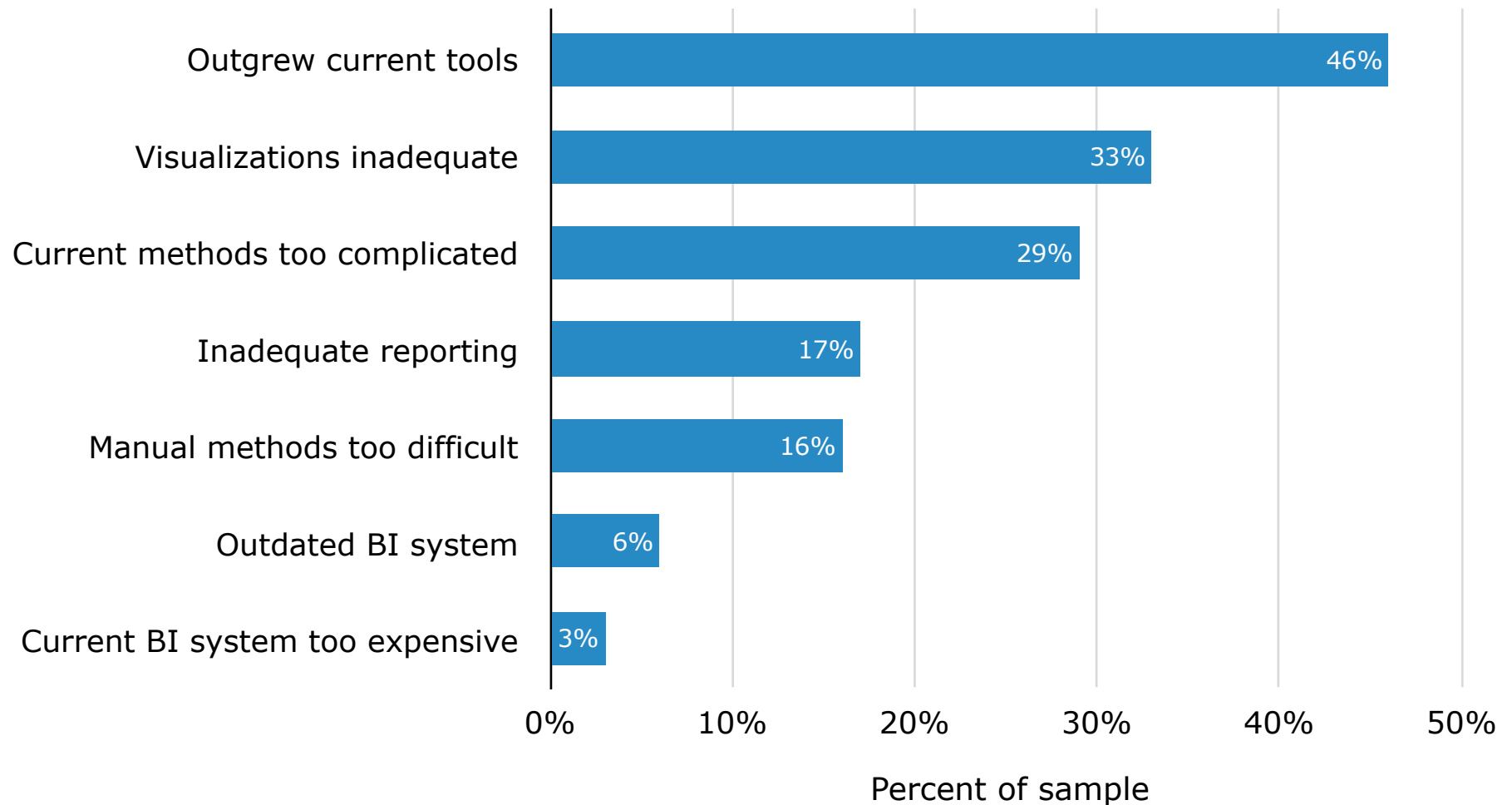
Prospective Buyers' Current Methods

81% No BI solution

19% BI solution in use
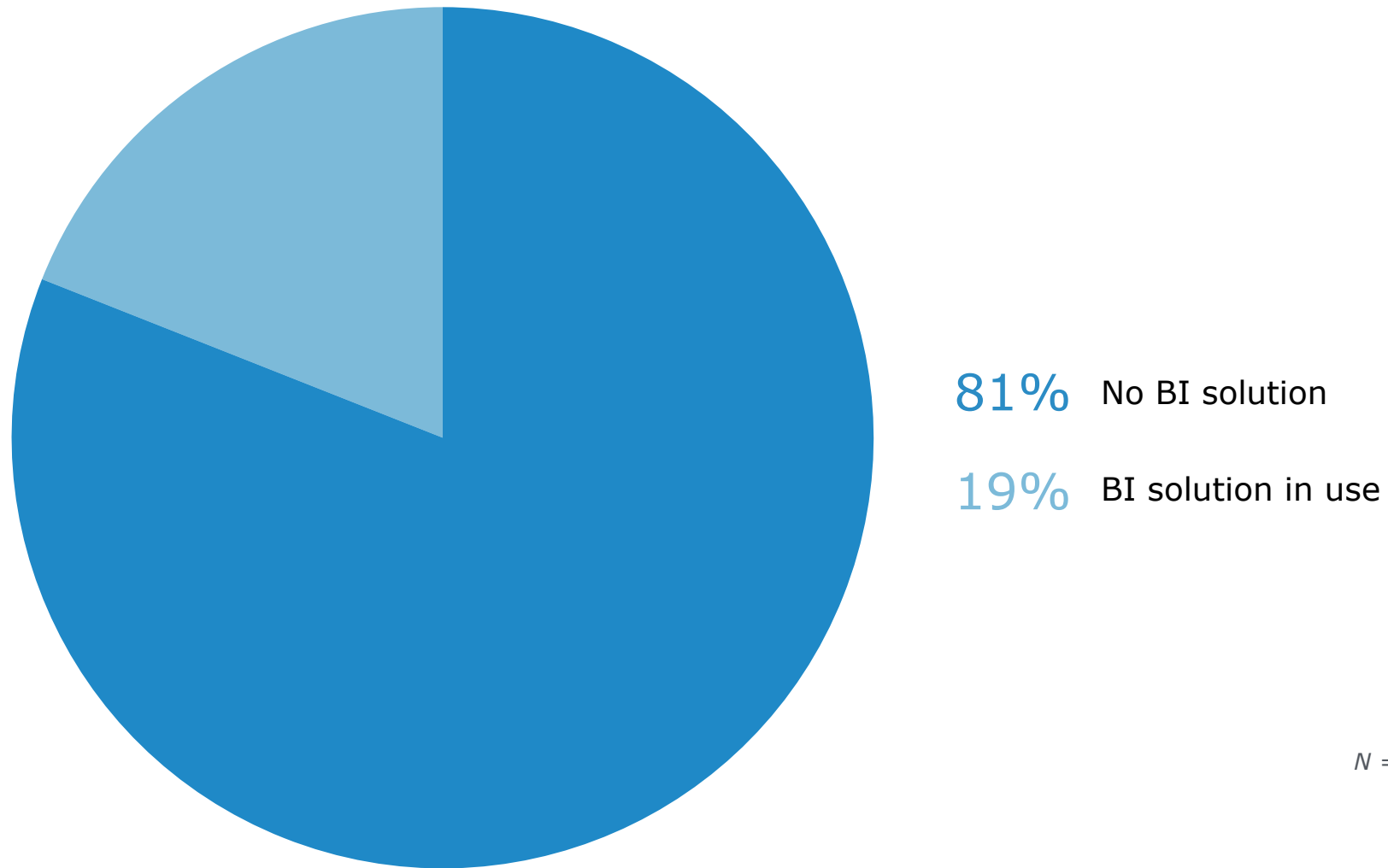
N = 200

The overwhelming majority of buyers is new to BI, with 81 percent reporting that they have no dedicated solution in place.

# Top Reasons for Evaluating New Software

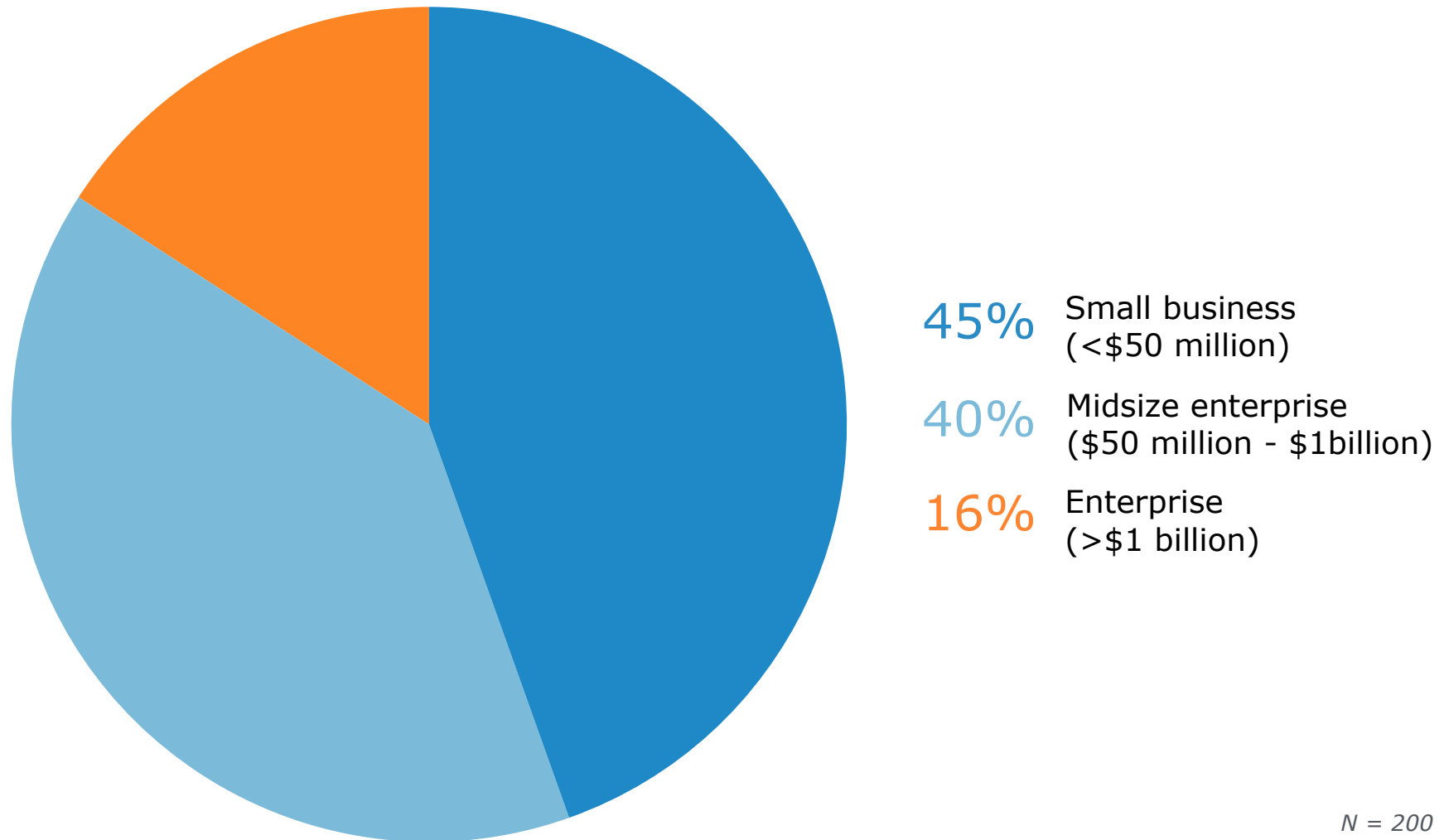| Reason	Percent
Outgrew current tools	46%
Visualizations inadequate	33%
Current methods too complicated	29%
Inadequate reporting	17%
Manual methods too difficult	16%
Outdated BI system	6%
Current BI system too expensive	3%

Percent of sample

N = 200

Forty-six percent of buyers cite outgrowing software currently in use as a major factor driving BI adoption.

Top–Requested BI Software Functionality
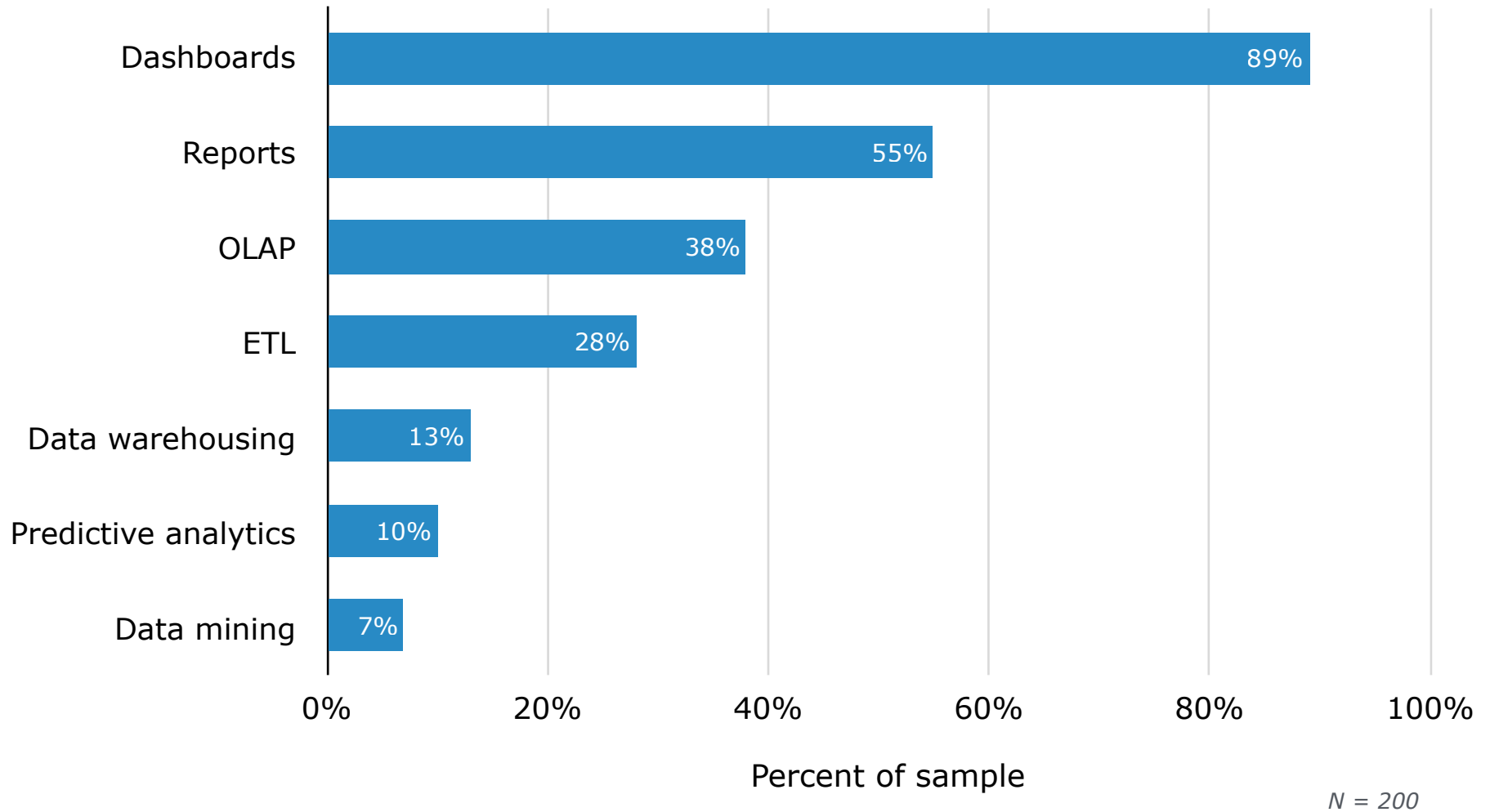
Dashboards are in huge demand, with 89 percent of buyers asking for them in interactions with our expert advisers.

Prospective Buyers by Company Size

45% Small business
(<$50 million)

40% Midsize enterprise
($50 million - $1billion)

16% Enterprise
(>$1 billion)

N = 200

Interest in BI tools is booming across all sizes of business, with 85 percent of our queries coming from small or midsize enterprises.

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