

The BI Survey 18

The world's largest survey of BI software users

This product is a specially produced
summary of the headline results for

SAP Analytics Cloud





KPI results

23 top-rankings
and
44 leading
positions
in 5 different
peer groups.

 | BARC #BISURVEY18



Recommendation

96%
of surveyed users
would **recommend***
SAP Analytics Cloud.

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

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Understanding

94%
of surveyed users rate
the **ability** of SAP to
**understand their
organization's needs
as good or very good.**

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Innovation

52%
of surveyed users chose
SAP Analytics Cloud
because of the **high
innovative capacity**
of the vendor.*

* Compared to **15%** for the average
BI tool.

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Deployment

29%
of surveyed users
chose SAP Analytics
Cloud because of its
deployment option.*

* Compared to **6%** for the average
BI tool.

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Price-performance

87%
of surveyed users rate
SAP Analytics Cloud's
price-performance ratio
as **good** or **excellent.**



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BARC Summary

SAP Analytics Cloud (SAC) is SAP's youngest BI and planning solution and follows the trend of integrating BI with performance management in one unified solution. This combination of planning and data with actual numbers gives customers immediate analysis and reporting capabilities to perform efficient performance management and business intelligence. The software was designed with business users in mind. It is often used for self-service tasks: SAC leads four of its peer groups in the 'Self-service' KPI. Its capabilities seem to provide high business value to SAC customers, who rate it highly and feel it delivers reasonable value for money.



Peer Group Data discovery-focused products

-  **1. Top-ranked in**
 - Data volume
 - Cloud BI
 - Visual design standards
 - Innovation
-  **Leader in**
 - Project success
 - Business value
 - Vendor support
 - Self-service
 - Flexibility
 - Query performance
 - Customer experience
 - Mobile BI
 - Location intelligence

Peer Group Integrated performance management products

-  **1. Top-ranked in**
 - Data volume
 - Cloud BI
 - Mobile BI
 - Visual analysis
 - Innovation
-  **Leader in**
 - Business benefits
 - Project success
 - Project length
 - Business value
 - Price-to-value
 - Recommendation
 - Vendor support
 - Self-service
 - Query performance
 - Customer experience
 - Visual design standards
 - Location intelligence

Peer Group Large international BI vendors

-  **1. Top-ranked in**
 - Project success
 - Business value
 - Vendor support
 - Customer satisfaction
 - Sales experience
 - Customer experience
 - Cloud BI
 - Visual design standards
 - Location intelligence
 - Innovation
-  **Leader in**
 - Business benefits
 - Project length
 - Price-to-value
 - Recommendation
 - Implementer support
 - Self-service
 - Flexibility
 - Data volume
 - Query performance
 - Mobile BI



Peer Group
Dashboarding-focused products

1. **Top-ranked in**

- Data volume
- Cloud BI
- Visual design standards
-

Leader in

- Project success
- Project length
- Business value
- Self-service
- Query performance
- Mobile BI
- Location intelligence
- Innovation

Peer Group
Self-service reporting-focused products

1. **Top-ranked in**

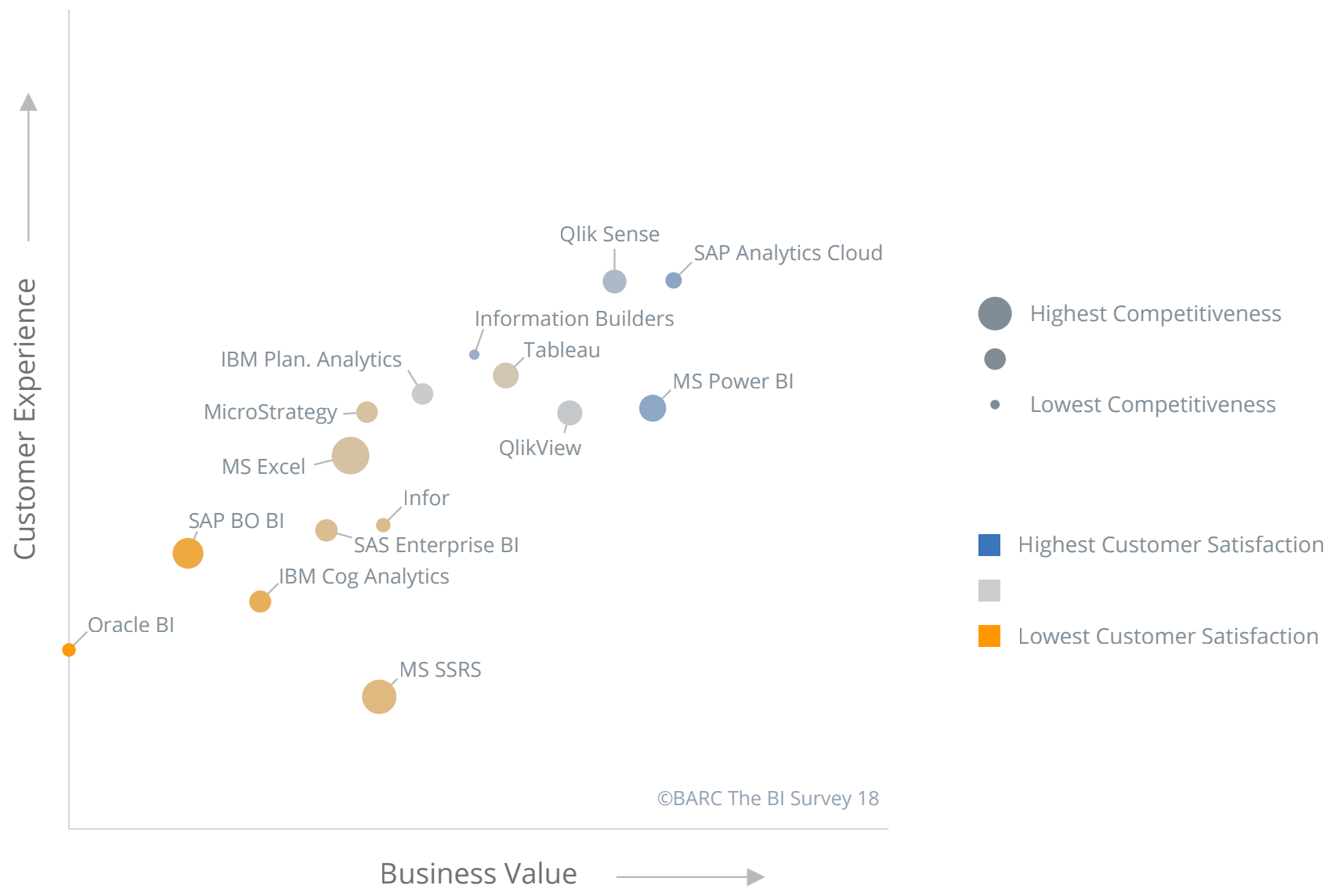
- Cloud BI
-

Leader in

- Data volume
- Query performance
- Mobile BI
- Visual design standards
- Innovation



The BI Survey 18 BI User Review Matrix - Peer group: Large international BI vendors



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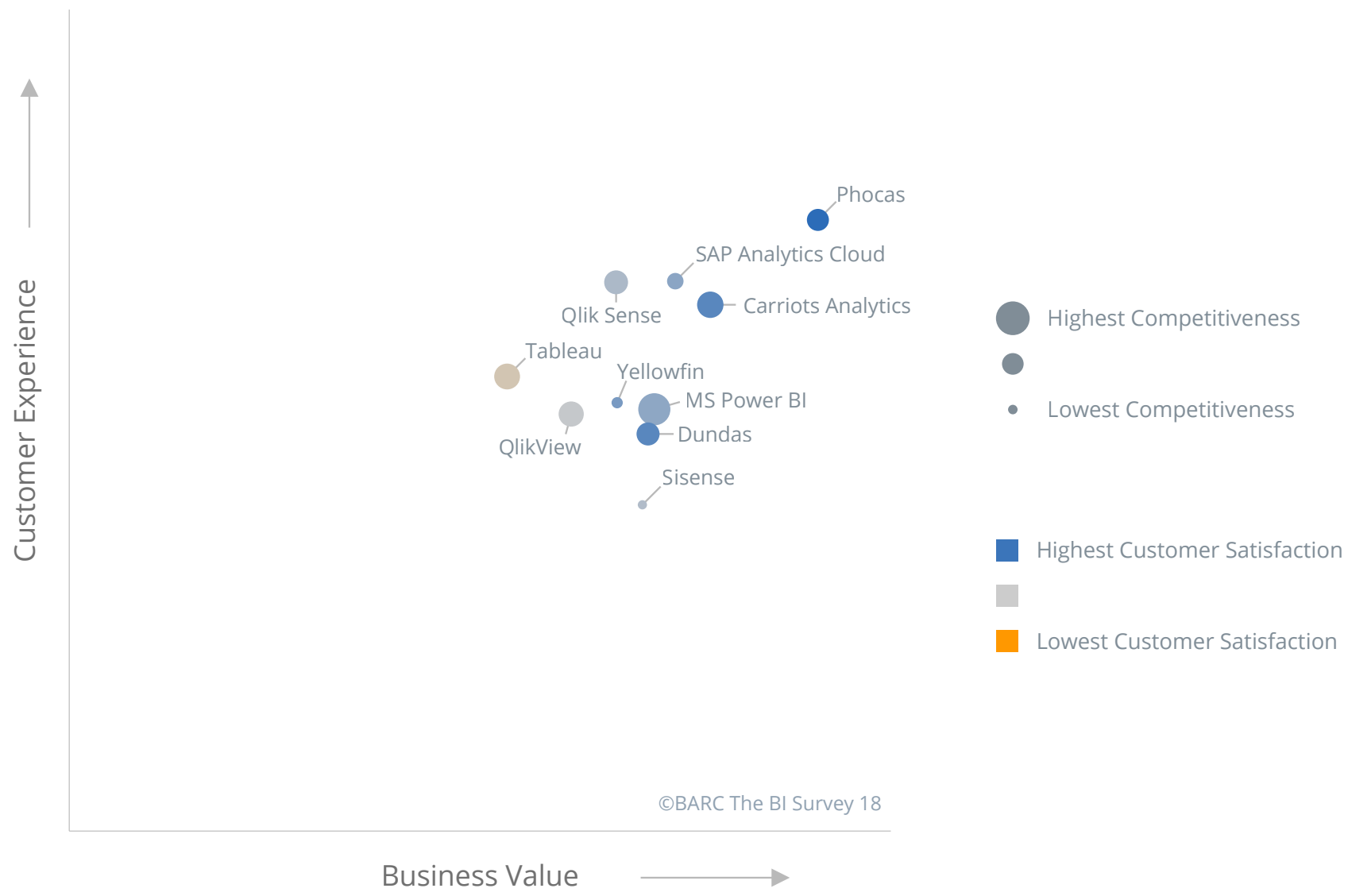
The BI Survey 18 BI User Review Matrix - Peer group: Integrated performance management products



©BARC The BI Survey 18



The BI Survey 18 BI User Review Matrix - Peer group: Data discovery-focused products





The BI Survey 18 SAP Analytics Cloud top ranks

Top-ranked in 10 categories | Leader in 10 categories

Peer Group
Large international BI vendors

BI-SURVEY.com

Top-ranked in Business value

Peer Group
Large international BI vendors

BI-SURVEY.com

Top-ranked in Cloud BI

Peer Group
Large international BI vendors

BI-SURVEY.com

Top-ranked in Customer experience

Peer Group
Large international BI vendors

BI-SURVEY.com

Top-ranked in Customer satisfaction

Peer Group
Large international BI vendors

BI-SURVEY.com

Top-ranked in Innovation

Peer Group
Large international BI vendors

BI-SURVEY.com

Top-ranked in Location intelligence

Peer Group
Large international BI vendors

BI-SURVEY.com

Top-ranked in Project success

Peer Group
Large international BI vendors

BI-SURVEY.com

Top-ranked in Sales experience

Peer Group
Large international BI vendors

BI-SURVEY.com

Top-ranked in Vendor support

Peer Group
Large international BI vendors

BI-SURVEY.com

Top-ranked in Visual design standards

Peer Group
Large international BI vendors

BI-SURVEY.com

Top-ranked in 5 categories | Leader in 12 categories

Peer Group
Integrated performance management products

BI-SURVEY.com

Top-ranked in Cloud BI

Peer Group
Integrated performance management products

BI-SURVEY.com

Top-ranked in Data volume

Peer Group
Integrated performance management products

BI-SURVEY.com

Top-ranked in Innovation

Peer Group
Integrated performance management products

BI-SURVEY.com



The BI Survey 18 SAP Analytics Cloud top ranks

Top-ranked
in

Mobile BI

Peer Group
Integrated performance management products

BI-SURVEY.com

Top-ranked
in

Visual analysis

Peer Group
Integrated performance management products

BI-SURVEY.com

Top-ranked in **4** categories

Leader in **9** categories

Peer Group
Data discovery-focused products

BI-SURVEY.com

Top-ranked
in

Cloud BI

Peer Group
Data discovery-focused products

BI-SURVEY.com

Top-ranked
in

Data volume

Peer Group
Data discovery-focused products

BI-SURVEY.com

Top-ranked
in

Innovation

Peer Group
Data discovery-focused products

BI-SURVEY.com

Top-ranked
in

Visual design standards

Peer Group
Data discovery-focused products

BI-SURVEY.com

Top-ranked in **3** categories

Leader in **8** categories

Peer Group
Dashboarding-focused products

BI-SURVEY.com

Top-ranked
in

Cloud BI

Peer Group
Dashboarding-focused products

BI-SURVEY.com

Top-ranked
in

Data volume

Peer Group
Dashboarding-focused products

BI-SURVEY.com

Top-ranked
in

Visual design standards

Peer Group
Dashboarding-focused products

BI-SURVEY.com

Top-ranked in **1** categorie

Leader in **5** categories

Peer Group
Self-service reporting-focused products

BI-SURVEY.com

Top-ranked
in

Cloud BI

Peer Group
Self-service reporting-focused products

BI-SURVEY.com

Customer Quotes

Great product with three capabilities: BI, Planning and Predictive. We like the Hichert standard that are implemented in SAC.

 BI-SURVEY.com

” Person responsible/Project manager for departmental BI, manufacturing, >2,500 employees

Schneller Rollout und Implementierung. Hohe Kundenzufriedenheit.

 BI-SURVEY.com

” CEO, consulting, 101-2,500 employees

Ich finde SAP Analytics Cloud super. Der Import inklusive der Möglichkeit Fehler gleich zu erkennen und zu bereinigen ist ein Hauptpluspunkt., genauso wie die recht einfache Handhabung und Erstellung von Dashboards. Sehr gut finde ich auch die Auswahlmöglichkeiten.

 BI-SURVEY.com

” Head of department, education, 101-2,500 employees

Innovative all-in-one product with strong connectivity to SAP Hana and BW.

 BI-SURVEY.com

” Line of business employee, banking and finance, >2,500 employees

Herausragendes Analyse & Planungswerkzeug. Vor allem das Preis-Leistungs-Verhältnis, sowie die Integration von Analytics, Planning & Predictive überzeugt. Zudem eine ansprechende und benutzerfreundliche Visualisierung.

 BI-SURVEY.com

” External consultant, manufacturing, >2,500 employees



SAP Analytics Cloud overview

SAP was founded in 1972 by five former IBM employees but really came to prominence in the 1990s with the ERP boom. Its ERP solution (R/3) was first released in 1992. The vendor employs over 93,000 people worldwide and has a turnover of over €22bn. It is one of the largest business software vendors in the world.

SAP launched its packaged SAP Business Warehouse BI solution, which included data storage and front-end components, in the late 1990s. To support a broader user spectrum than was possible with SAP BEx (the SAP BW front ends), the vendor acquired Business Objects in 2007 and complemented it with the self-developed SAP BusinessObjects Analysis for Microsoft Office and SAP Lumira. All of them were packaged together as SAP BusinessObjects BI platform.

SAP Cloud Analytics customer responses

This year we had 49 responses from SAP Analytics Cloud users.

In the cloud analytics segment, SAC consolidates analytics functionality such as analysis, reporting, planning and predictive analysis for various types of user into one product. This unified, purpose-built solution for the cloud is built on SAP Cloud Platform.



The BI Survey 18 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted from March to June 2018. In total, 3,045 people responded to the survey with 2,569 answering a series of detailed questions about their use of a named product. Altogether, 36 products (or groups of products) are analyzed in detail.

The BI Survey 18 examines user feedback on BI product selection and usage across 30 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 SAP Analytics Cloud. 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](#).



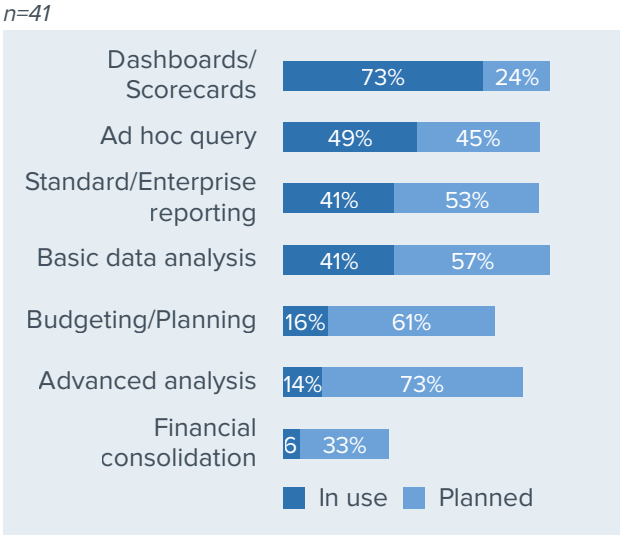
User and Use Case Demographics

BARC Comment

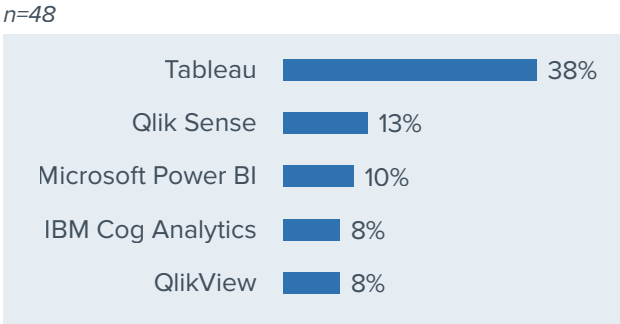
SAC is a cloud-based BI solution focused on dashboards, reporting, analysis and planning, as well as providing additional predictive capabilities. 73 percent of customers use SAC to create dashboards – the solution’s core capability at the moment. Although the solution can be used for planning and budgeting, only 16 percent of respondents have rolled it out for this purpose to date. SAC was designed as a business-oriented software with functions to access and model data as well as visualize it using dashboards. Its top three competitors underline SAC’s strong focus on business users. SAC’s data modeling capabilities seem to convince users: 51 percent (compared to The BI Survey average of 31 percent) use the solution for modeling/enriching data.

Like other SAP solutions, SAC is mostly used by large companies (65 percent). The number of users and percentage of employees using SAC reflect the relative youth of the solution. Currently, customers seem to use it for specific use cases to build familiarity with the product prior to rolling it out to a wider audience.

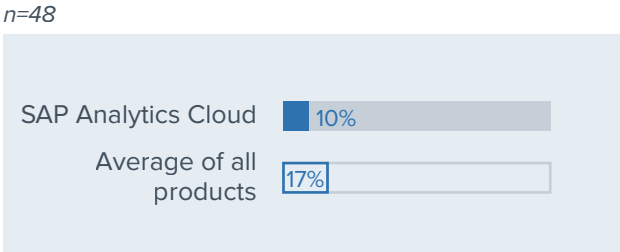
Current vs. planned use



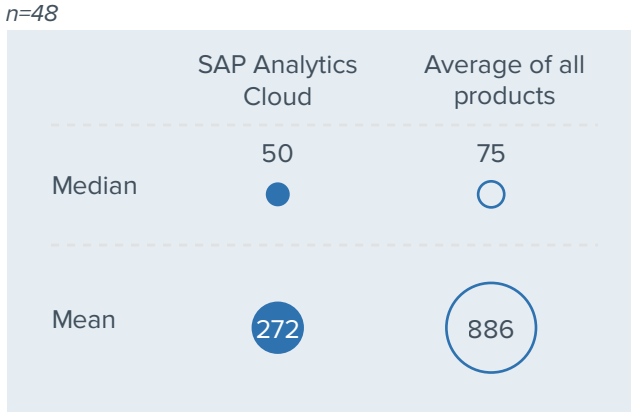
5 products most often evaluated in competition with SAP Analytics Cloud



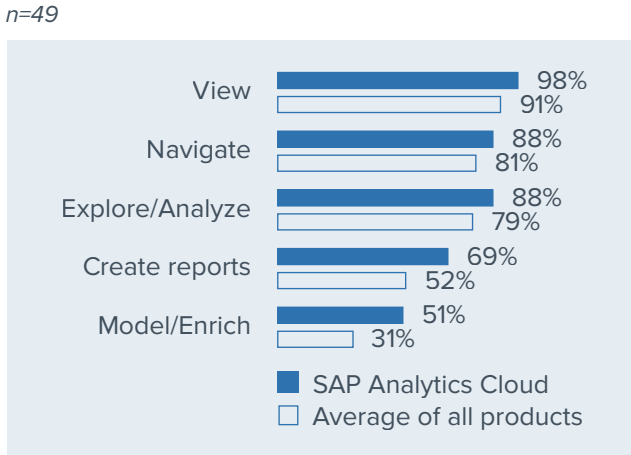
Percentage of employees using SAP Analytics Cloud



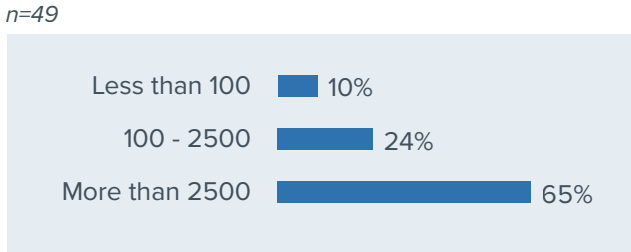
Number of users using SAP Analytics Cloud



Tasks carried out with SAP Analytics Cloud by business users



Company size (employees)



The KPIs

The BI Survey 18 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 BI 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 25-30% of products listed in the chart.

Peer Group Classification

The BI Survey 18 features a range of different types of BI 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 two key factors:

1. Usage scenario - functional peer groups are mainly data-driven and based on how customers say they use the product.
2. Regional focus - is the vendor a large international vendor with a truly global presence or does it focus on a particular region? We also take into account the location of BI Survey respondents.

SAP Analytics Cloud features in the following peer groups:

- Large international BI vendors
- Integrated performance management products
- Data discovery-focused products
- Self-service reporting-focused products
- Dashboarding-focused products

Peer Groups Overview

[*Large enterprise BI platforms:*](#) Includes products equipped with functionality for enterprise deployments that focus on a broad range of BI use cases.

[*Dashboarding-focused products:*](#) Includes products that focus on creating advanced and highly sophisticated dashboards.

[*Self-service reporting-focused products:*](#) Includes products that focus on self-service reporting and ad hoc analysis.

[*OLAP analysis-focused products:*](#) Includes products that focus on analysis in dimensional and hierarchical data models.

[*Data discovery-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 and performance management.

[*Large international BI vendors:*](#) Includes products from companies with annual revenues of \$200m+ and a truly international reach.

[*EMEA-focused vendors:*](#) Includes products from vendors that have a significant presence in - and focus on - the EMEA region.

[*Americas-focused vendors:*](#) Includes products from vendors that have a significant presence in - and focus on - the Americas region.

[*Embedded analytics-focused products:*](#) Includes reporting and analytics products that can be embedded in other business applications.

Business benefits

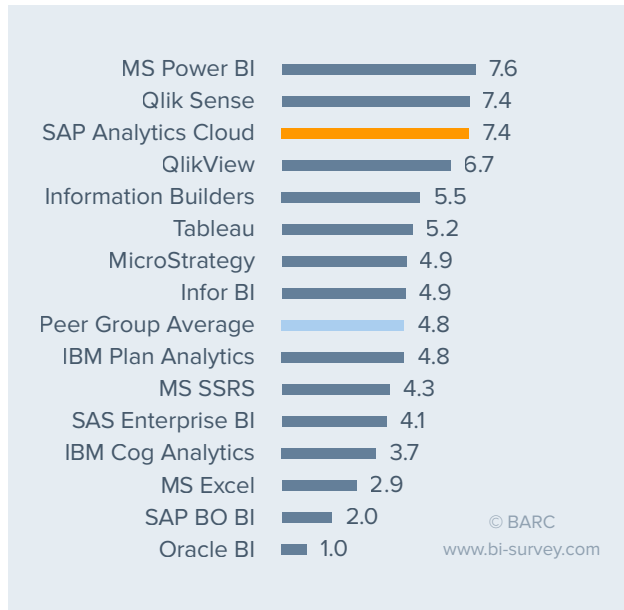


This KPI is based on the achievement level of a variety of business benefits.

Business benefits – Leader



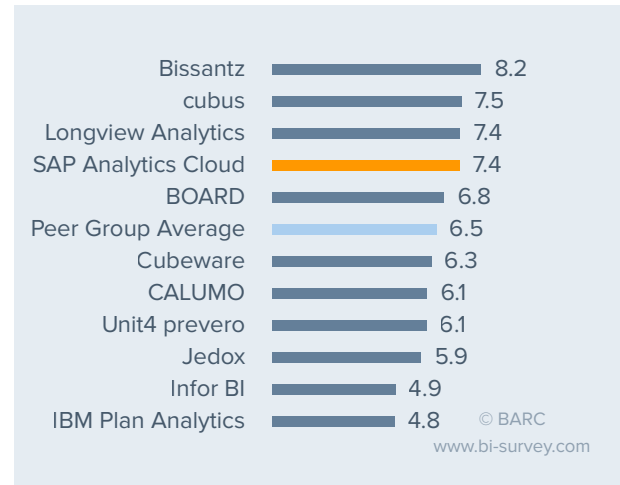
Peer group: Large international BI vendors



Business benefits – Leader



Peer group: Integrated performance management products



Business benefits




SAC customers report benefiting from reduced costs and improved customer satisfaction more often than customers of most other vendors. As a result, SAC is among the leading products for the ‘Business benefits’ KPI in the ‘Large international BI vendors’ and ‘Integrated performance management products’ peer groups. This KPI is one of the most important in The BI Survey as it indicates that a BI solution is not only capable of improving typical reporting, analysis and planning related processes but can also provide customers with additional benefits. Quickly implemented pilot projects in close collaboration with the vendor seem have yielded positive results in this year’s BI Survey.

Project success

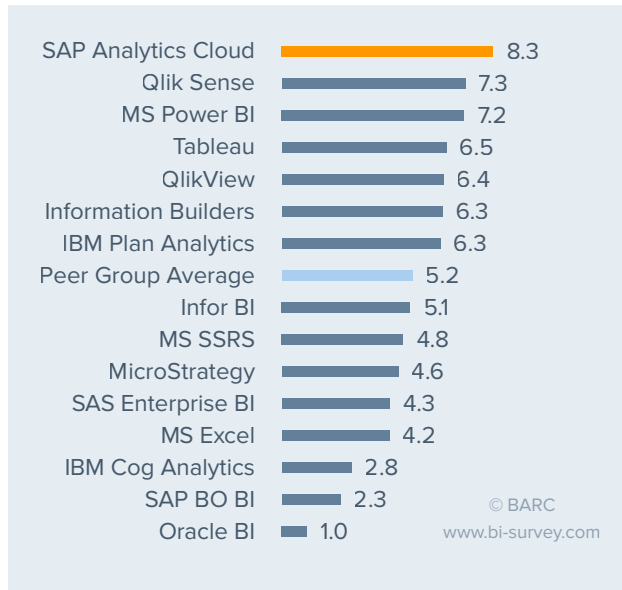


This KPI is based on the implementation satisfaction level and the frequency of projects completed on time and on budget.

Project success – Top-ranked



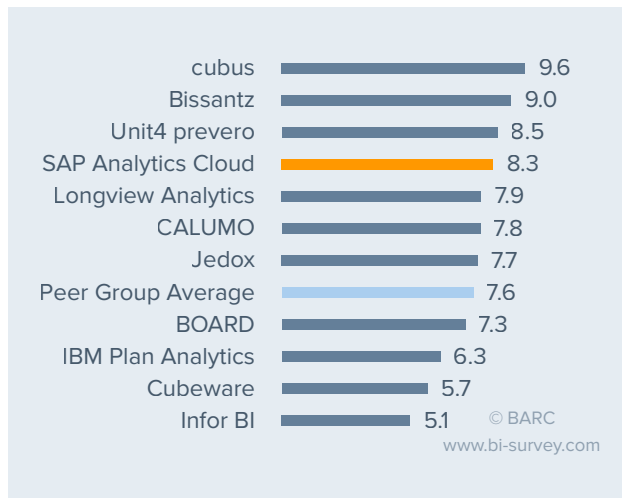
Peer group: Large international BI vendors



Project success – Leader



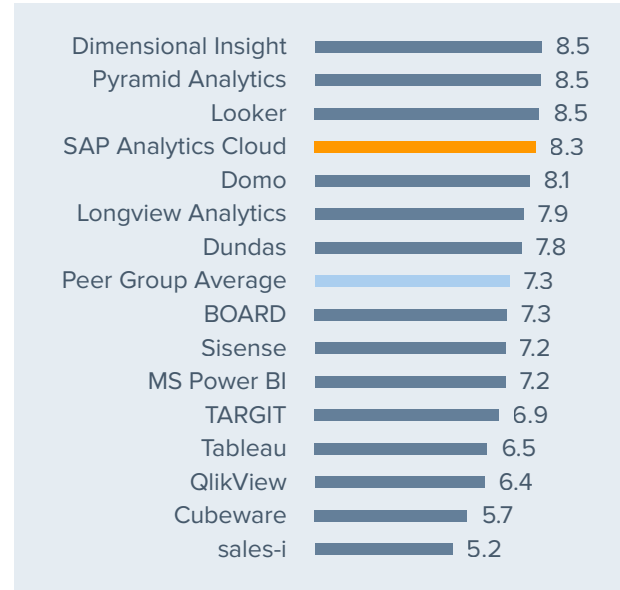
Peer group: Integrated performance management products



Project success – Leader



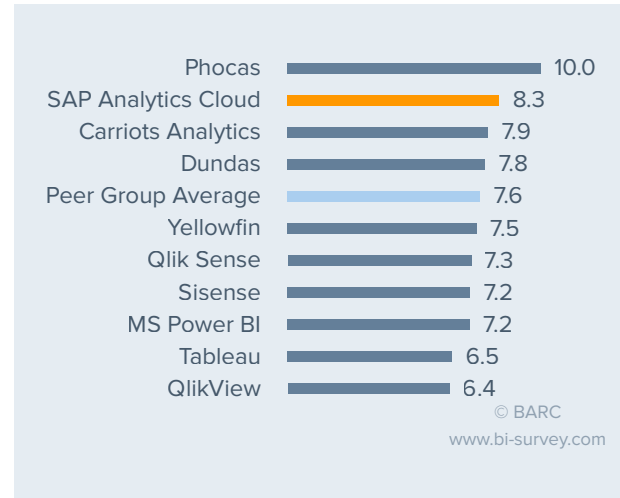
Peer group: Dashboarding-focused products



Project success – Leader



Peer group: Data discovery-focused products



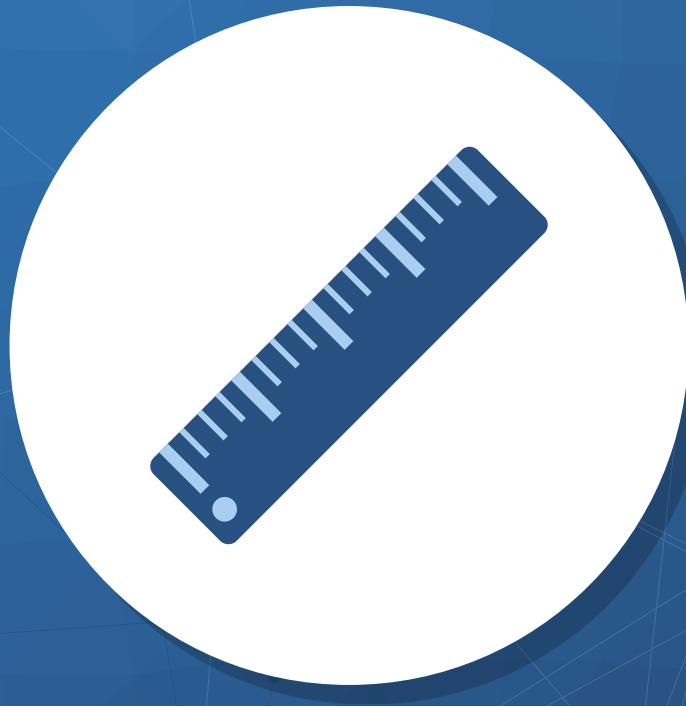
Project success



BARC Viewpoint

SAC is a young solution with plenty of satisfied customers. High 'Implementer support' and 'Vendor support' ratings reflect SAP and its partners' close collaboration with customers to ensure high quality projects, realized on time and within budget. As the product is usually rolled out in fairly small usage scenarios, customers have been able to clearly define and meet both the scope and timeline of their implementations. Positive feedback on its ability to understand organizational needs underline SAP's efforts to successfully implement this new solution and lay a basis for further adoption within customer companies. As a result, SAC is among the leaders in four of its peer groups for 'Project success' and is the top-ranked large international BI vendor in this category.

Project length

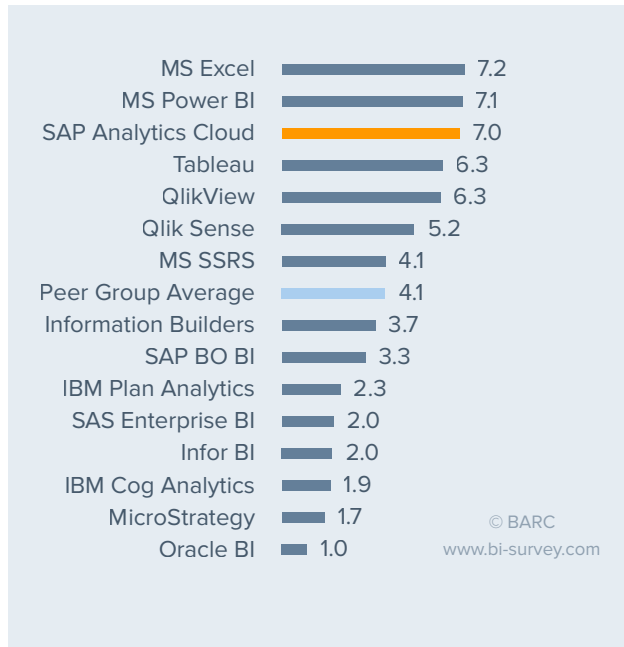


This KPI is based on how quickly the product is implemented.

Project length – Leader



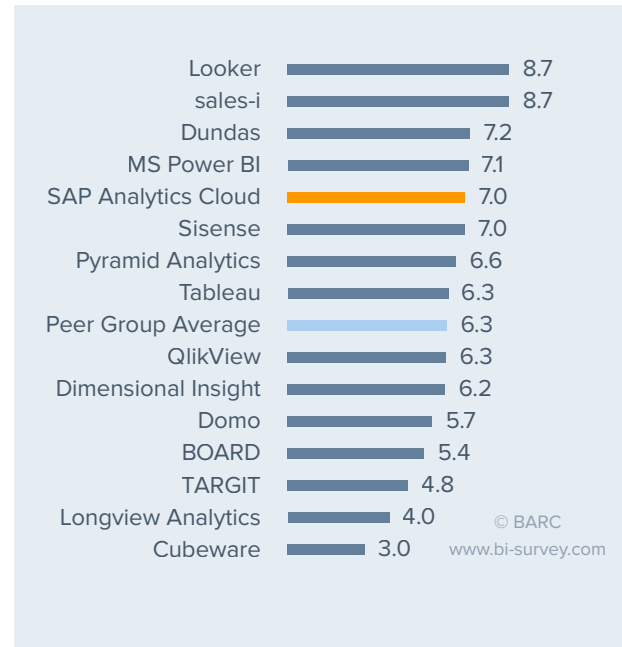
Peer group: Large international BI vendors



Project length – Leader



Peer group: Dashboarding-focused products



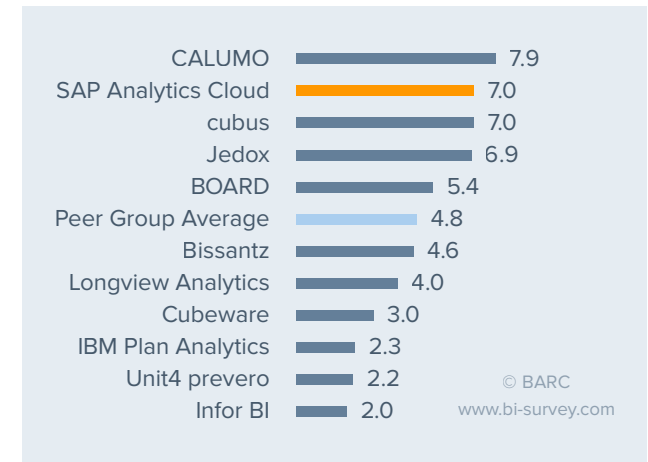
Project length



Project length – Leader



Peer group: Integrated performance management products



BARC Viewpoint

SAC leads three of its peer groups in the 'Project length' KPI, which measures how quickly the product is typically implemented. On average, SAC installation and implementation takes 3.12 months. Our sample of SAC customers has rolled the product out in larger organizations but in relatively small scenarios with a mean of 50 users. The clearly defined project scope and the implementing team have helped customers to complete their projects quite quickly. These pilot projects for SAC have been well executed as 'Project success' is rated highly and customers have achieved a good level of business benefits.

Business value

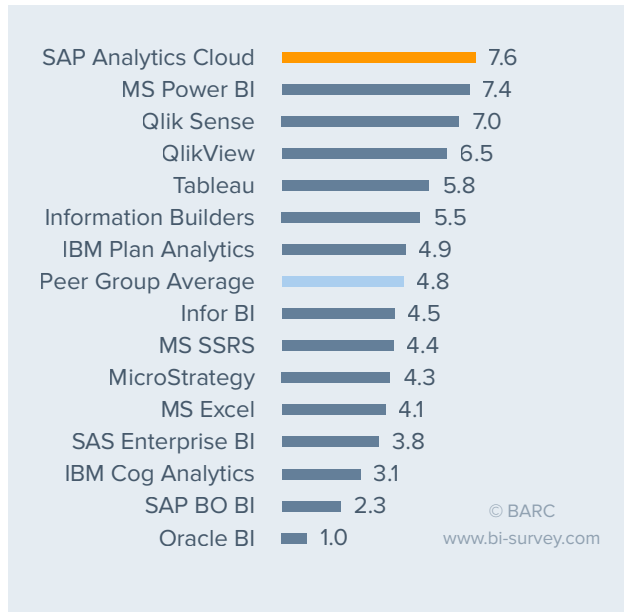


This KPI combines the 'Business benefits', 'Project success' and 'Project length' KPIs.

Business value – Top-ranked



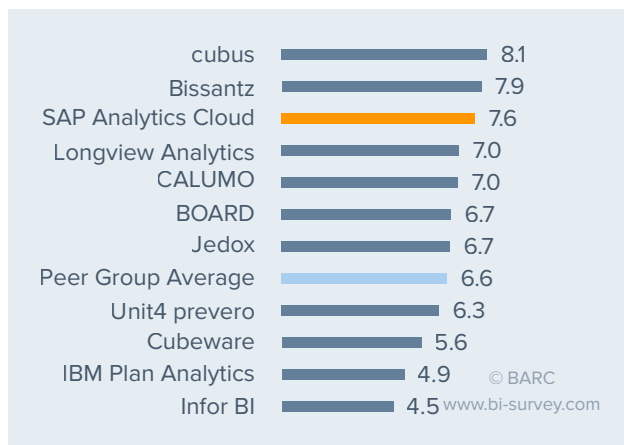
Peer group: Large international BI vendors



Business value – Leader



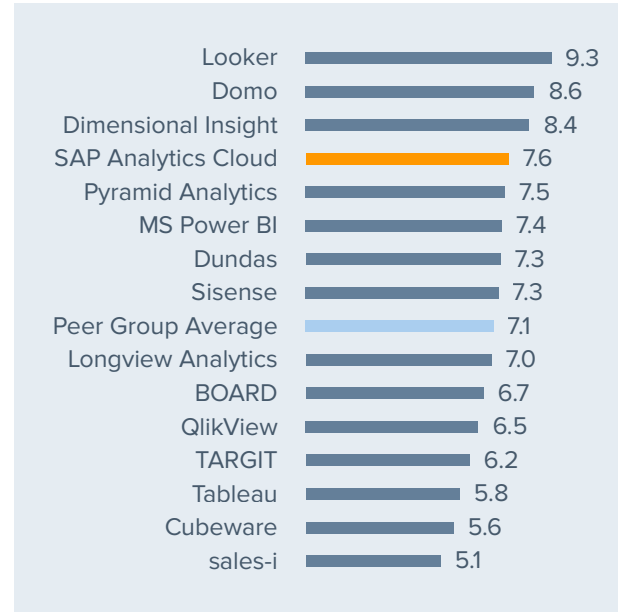
Peer group: Integrated performance management products



Business value – Leader



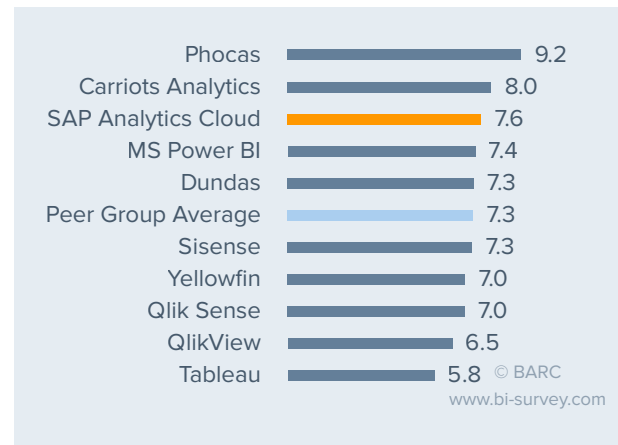
Peer group: Dashboarding-focused products



Business value – Leader



Peer group: Data discovery-focused products



Business value



BARC Viewpoint

The BI Survey's 'Business value' KPI measures the overall value an implemented solution has brought to a customer. It is calculated by combining the 'Business benefits', 'Project success' and 'Project length' KPIs. Good results in all of these KPIs inevitably lead to high ratings in the aggregated 'Business value' KPI. SAP is the top-ranked large international BI vendor and is among the leaders in three other peer groups. For such a young solution, customers give SAC high praise, thus showing their belief in the future investment in – and improvement of – the product.

Price-to-value

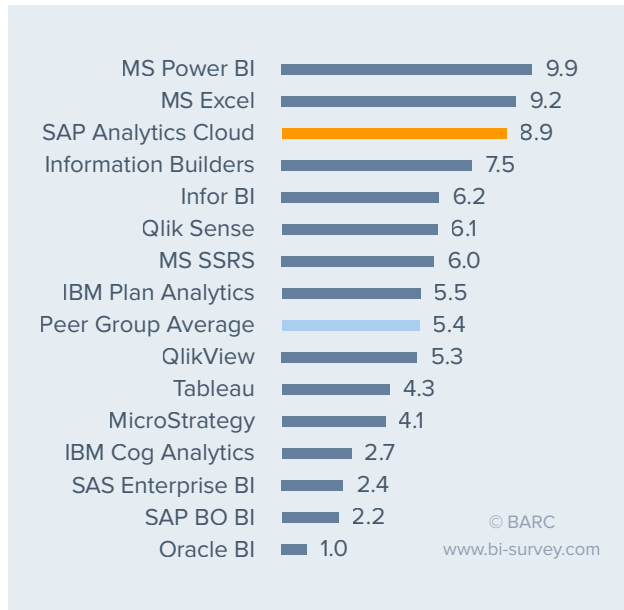


This KPI is based on how users rate their BI tool in terms of price-to-value ratio.

Price-to-value – Leader



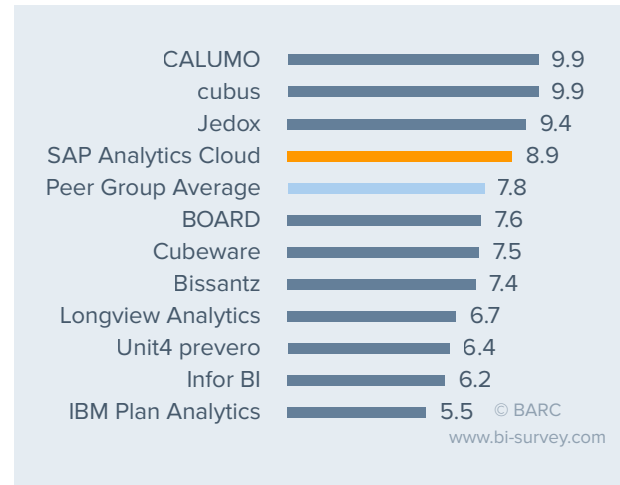
Peer group: Large international BI vendors



Price-to-value – Leader



Peer group: Integrated performance management products



SAC takes third place in the ‘Price-to-value’ KPI in the ‘Large international BI vendors’ peer group. Compared to other products in The BI Survey 18, pricing and bundling considerations were not cited as major reasons for choosing to buy SAC, which suggests that most customers were convinced by the product itself. This is another result that shows customers’ belief in SAC’s potential based on its current expandable but promising feature set.

Recommendation

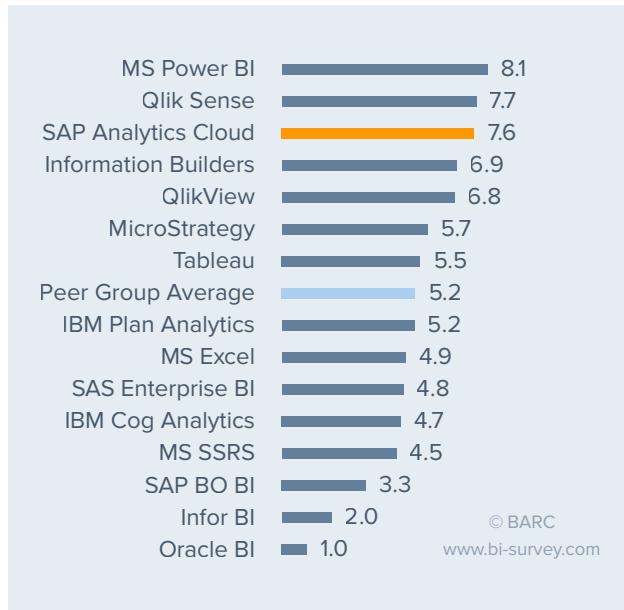


This KPI is based on the proportion of users that say they would recommend the product to others.

Recommendation – Leader



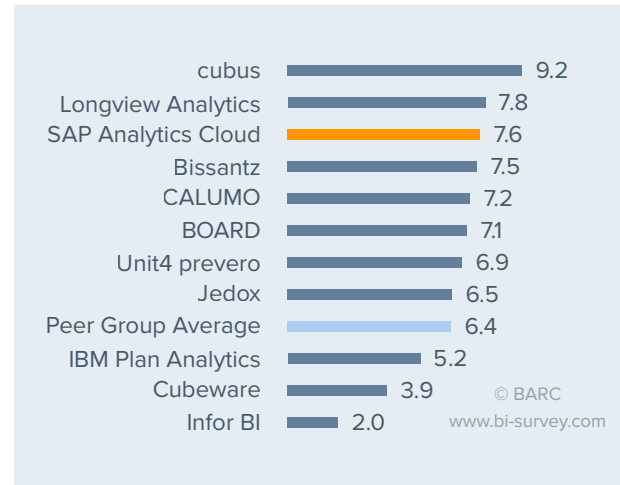
Peer group: Large international BI vendors



Recommendation – Leader



Peer group: Integrated performance management products



Recommendation




‘Recommendation’ is an important KPI, which reflects the belief of customers that their software could bring benefits to others. The overall package of a business-oriented solution expanded with functionality to fulfil reporting, analysis, planning and predictive analytics requirements together with strong vendor support to realize fast and successful projects lead to above average recommendation rates for SAC in the ‘Large international BI vendors’ and ‘Integrated performance management products’ peer groups.

Vendor support

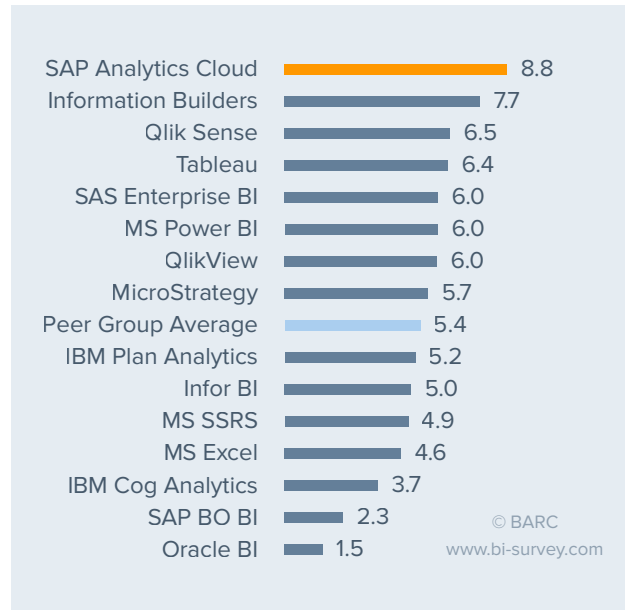


This KPI measures user satisfaction with the level of vendor support provided for the product.

Vendor support – Top-ranked



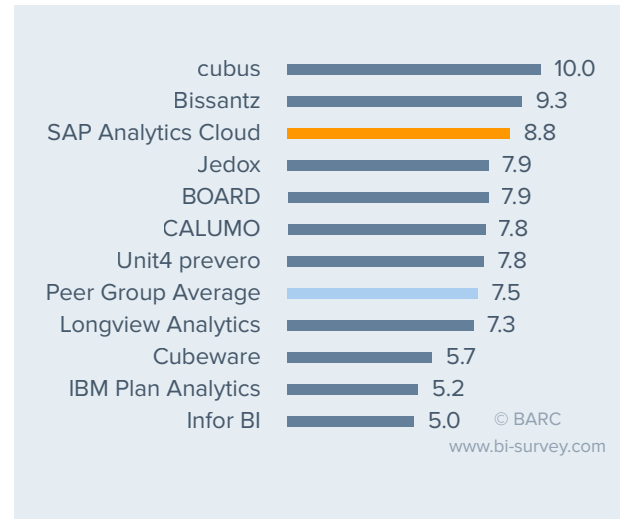
Peer group: Large international BI vendors



Vendor support – Leader



Peer group: Integrated performance management products



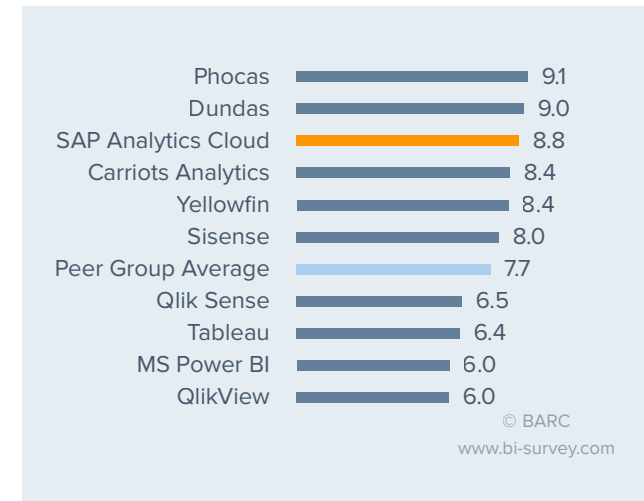
Vendor support



Vendor support – Leader



Peer group: Data discovery-focused products



BARC Viewpoint

SAP provides a very good level of support for SAC customers, topping the ‘Large international BI vendors’ peer group in the ‘Vendor support’ KPI, placing highly in two others, and scoring above average in four of its peer groups. These results underline SAP’s ambition to spread SAC to a broader audience by implementing successful projects. Early adopters therefore seem to be able to count on the vendor with help in setting up the software and rolling it out for further use cases. This support is vital if SAP is to see through its plans to grow the product and attract new customers.

Implementer support & Customer satisfaction



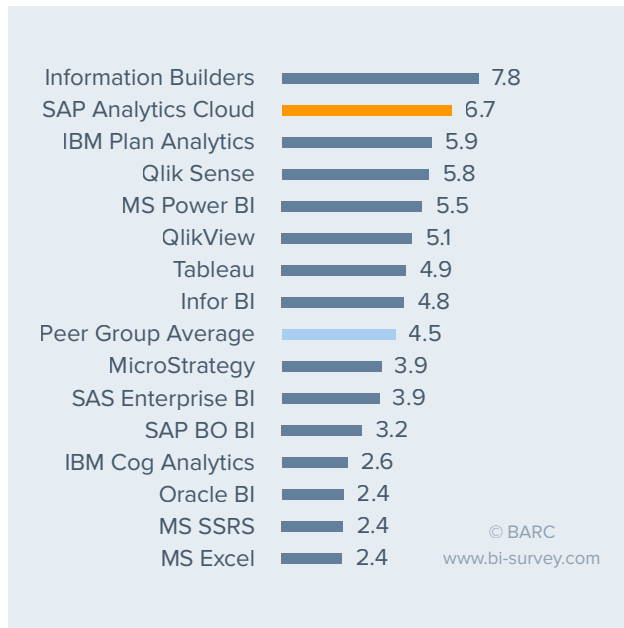
The 'Implementer support' KPI measures user satisfaction with the level of the implementer's support for the product.

The 'Customer satisfaction' KPI combines the 'Price-to-value', 'Recommendation', 'Product satisfaction', 'Vendor support' and 'Implementer support' KPIs.

Implementer support – Leader



Peer group: Large international BI vendors



Implementer support

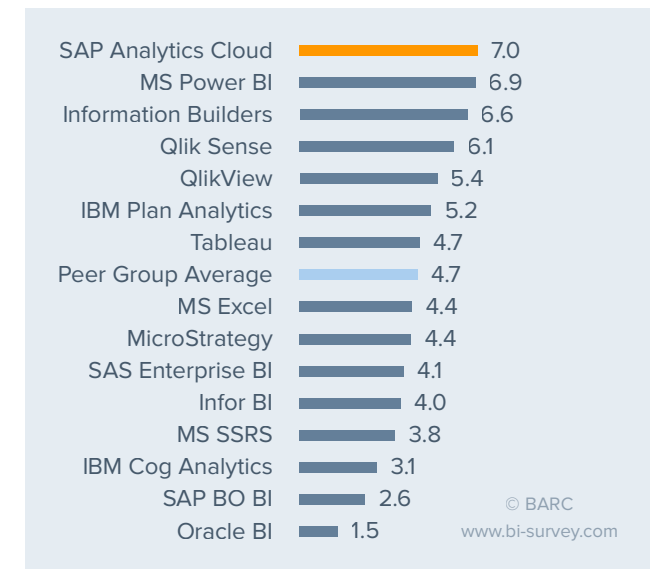


Widespread adoption of a software is hard to achieve with vendor staff only, especially in regions with less local offices, where a well-chosen network of partners is vital to reach additional prospects. SAP seems to have educated its partners well in supporting customers to realize the first pilot projects with this new solution. Providing sufficient information and training for implementers can be quite challenging – especially for a global vendor – because a broad partner network has to be reached. Customers reward these efforts by rating ‘Implementer support’ higher for SAC than for other products from large international BI vendors.

Customer satisfaction – Top-ranked



Peer group: Large international BI vendors



Customer satisfaction



SAP is the top-ranked large international BI vendor in the ‘Customer satisfaction’ KPI. ‘Customer satisfaction’ is a complex measurement as it can be influenced by various factors. We measure this KPI by aggregating the ‘Price-to-value’, ‘Recommendation’, ‘Product satisfaction’, ‘Vendor support’ and ‘Implementer support’ KPIs. SAP achieved good ratings for KPIs such as ‘Price-to-value’ and ‘Vendor support’, leading to a good overall ‘Customer satisfaction’ rating compared to products from other large international BI vendors.

Self-service

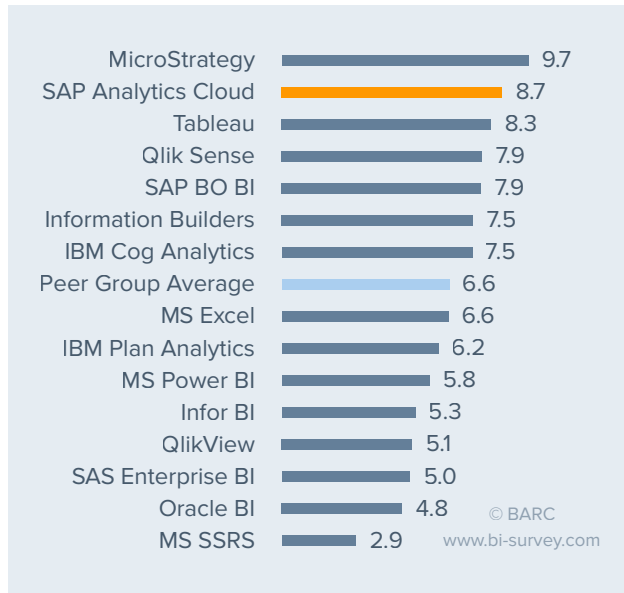


This KPI is based on how many sites currently use self-service features with their BI tool.

Self-service – Leader



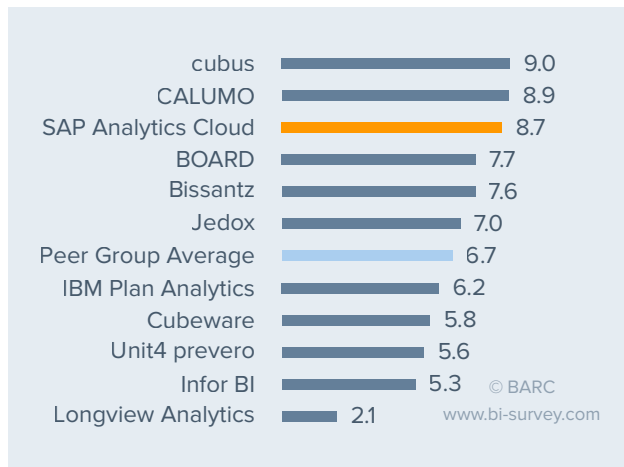
Peer group: Large international BI vendors



Self-service – Leader



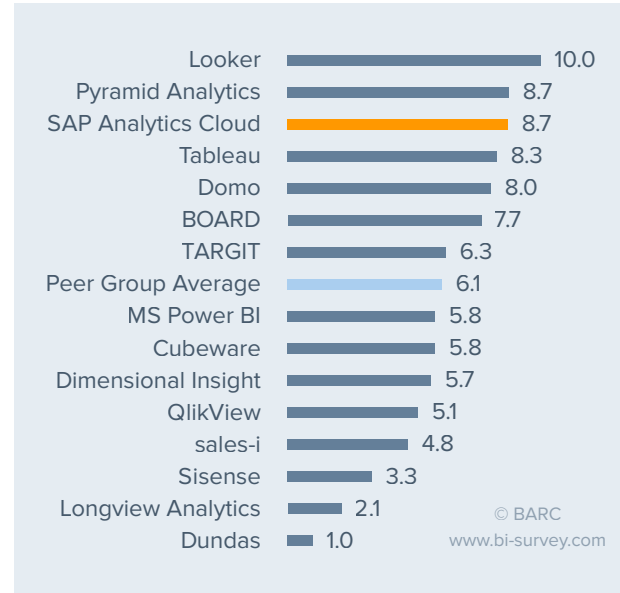
Peer group: Integrated performance management products



Self-service – Leader



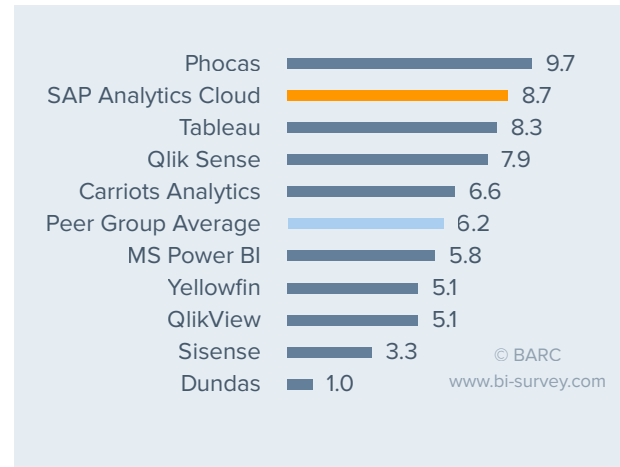
Peer group: Dashboarding-focused products



Self-service – Leader



Peer group: Data discovery-focused products



Self-service



BARC Viewpoint

One of SAC's top results comes in the 'Self-service' KPI where the product ranks among the leaders in four of its peer groups. SAC was designed as business user-oriented solution for BI and performance management. Its ease of use allows users from business departments to perform analysis, reporting and data acquisition, and build data models. The software is equipped with assistants and wizards to support all these tasks. Moreover, SAP is increasingly using predictive functions to help users with suggestions, for example, for possible analysis steps. These types of features have convinced customers to roll-out the solution in self-service scenarios. SAC's top three competitors are all strong in this area.

Flexibility

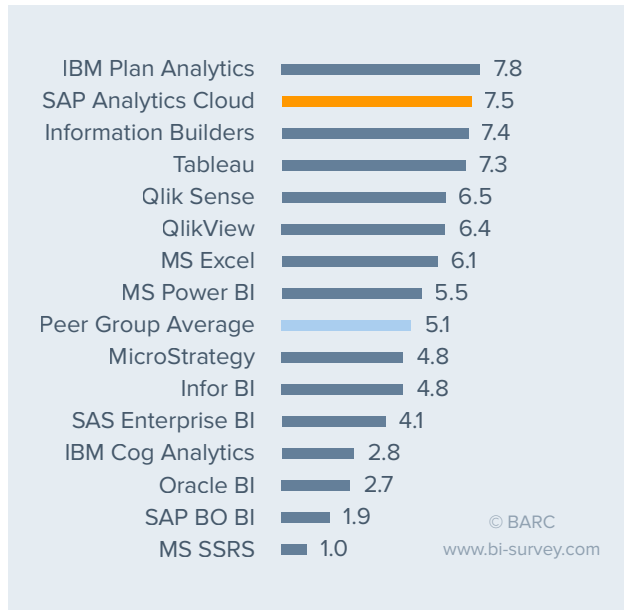


This KPI is based on how often the product was chosen for its flexibility, and on the frequency of complaints about user flexibility post-implementation.

Flexibility – Leader



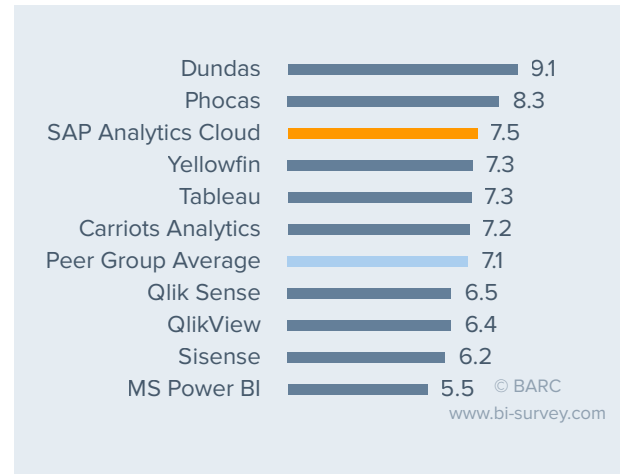
Peer group: Large international BI vendors



Flexibility – Leader

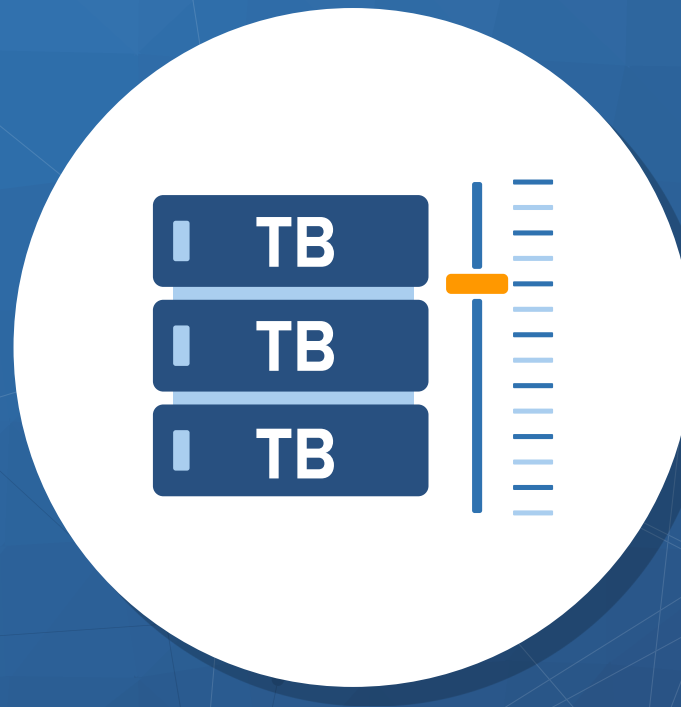


Peer group: Data discovery-focused products



Flexibility is cited as the number one reason for choosing to buy SAC, and few SAC users have any complaints about flexibility post-implementation. The concept of a software product designed to serve ubiquitous scenarios in the BI and performance management area seems to convince customers to purchase the software. Business users also experience good flexibility when reporting on data as they have a broad set of functions at their disposal, from data acquisition to data visualization using dashboards. All the above factors result in SAC achieving leading positions in the ‘Large international BI vendors’ and ‘Data discovery-focused products’ peer groups.

Data volume

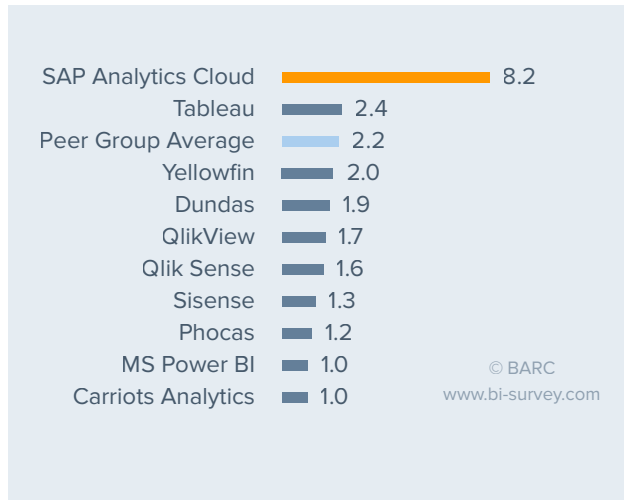


This KPI is based on the median volume of data in databases used with the BI tool.

Data volume – Top-ranked



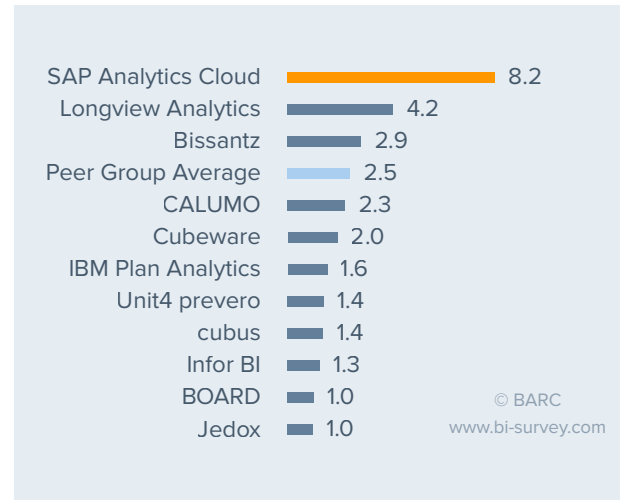
Peer group: Data discovery-focused products



Data volume – Top-ranked



Peer group: Integrated performance management products



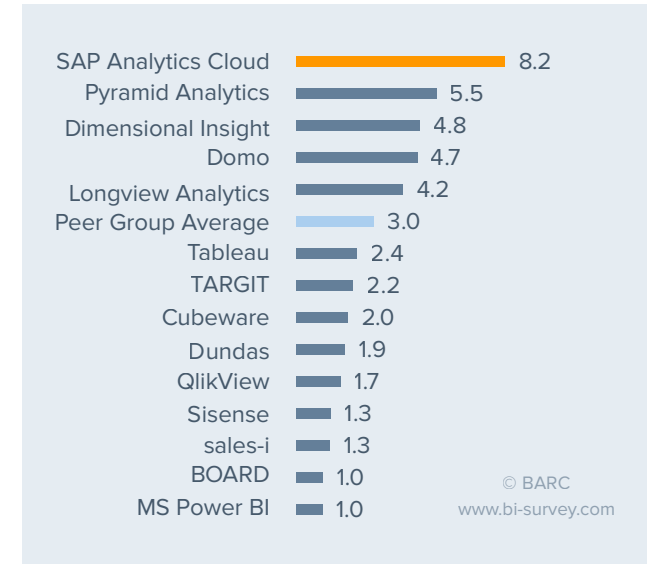
Data volume



Data volume – Top-ranked



Peer group: Dashboarding-focused products

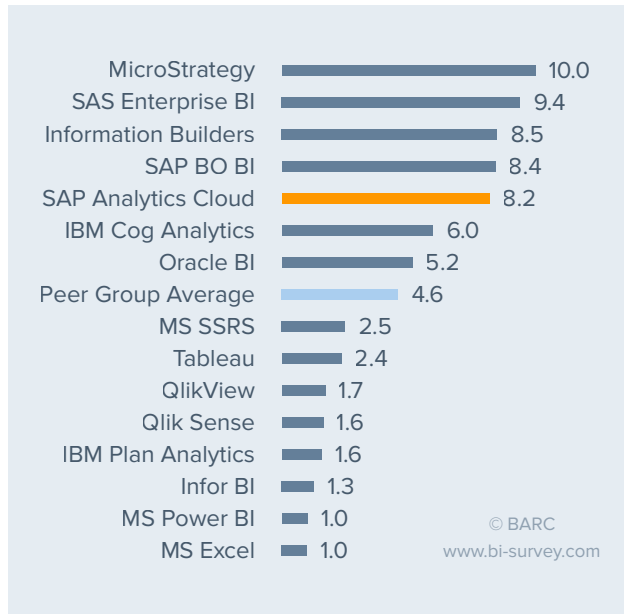


SAC's results in the 'Data volume' KPI show the solution is used on data sources with large data volumes. Top-ranked in the 'Integrated performance management products', 'Data discovery-focused products' and 'Dashboarding-focused products' peer groups and among the leaders in its other peer groups, the product offers live connections to SAP technologies such as SAP HANA, SAP Cloud Platform and SAP BW. These products are typically used as data warehouse solutions or analytical databases to process large amounts of data and serve data analysis and visualization scenarios. It appears that customers are using SAC as a front end to these databases because reported data volumes are high.

Data volume – Leader



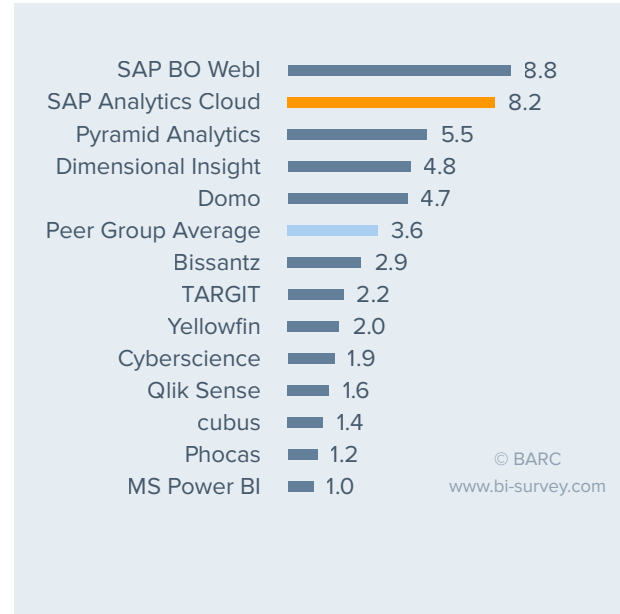
Peer group: Large international BI vendors



Data volume – Leader



Peer group: Self-service reporting-focused products



Sales experience & Visual analysis



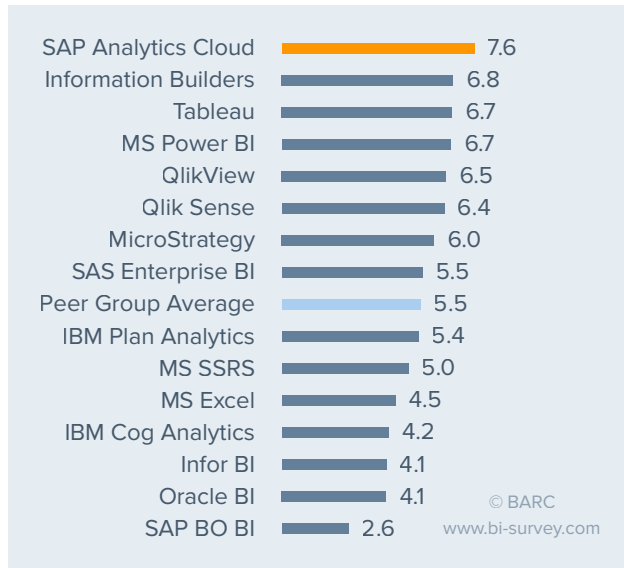
The 'Sales experience' KPI is based on how respondents rate the sales/purchasing experience with the vendor.

The 'Visual analysis' KPI is based on how many sites currently perform visual analysis with their BI tool.

Sales experience – Top-ranked



Peer group: Large international BI vendors



Sales experience



SAC customers report the best sales experience compared to customers of other large international BI vendors. This, combined with a very good score in the 'Vendor support' KPI, shows that contact with the sales and support staff at SAP is rated very positively by our survey respondents. This is a clear sign that SAP has put a great deal of effort into achieving good results in early sales situations where they are positioning this new product. The first contact with a vendor is the basis on which the future customer relationship is formed. According to SAC customers responding to The BI Survey, SAP performs well here and is also able to develop customer relationships further by supporting buyers with their pilot projects.



Visual analysis

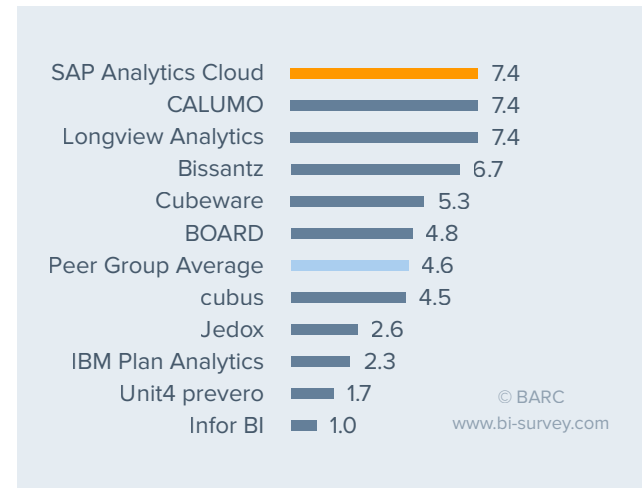


SAC is top-ranked for the 'Visual analysis' KPI in the 'Integrated performance management products' peer group. Some performance management competitors lack business user orientation or a modern look-and-feel. However, SAC – which has only recently been launched – is built using modern standards such as HTML5 and targets business users. HTML5 in particular enables the creation of interactive visualizations. Charts are interactive and offer users good options to navigate data and gain new insights. These factors lead to higher visual analysis usage with SAC than other performance management products.

Visual analysis – Top-ranked



Peer group: Integrated performance management products



Query performance

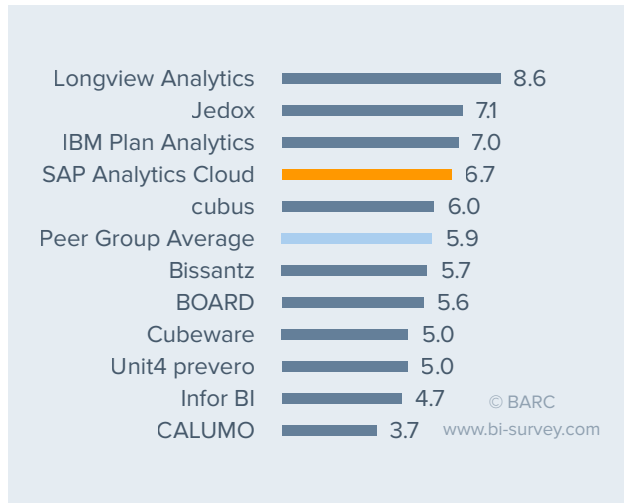


This KPI is based on how quickly queries respond
(adjusted by data volume).

Query performance – Leader



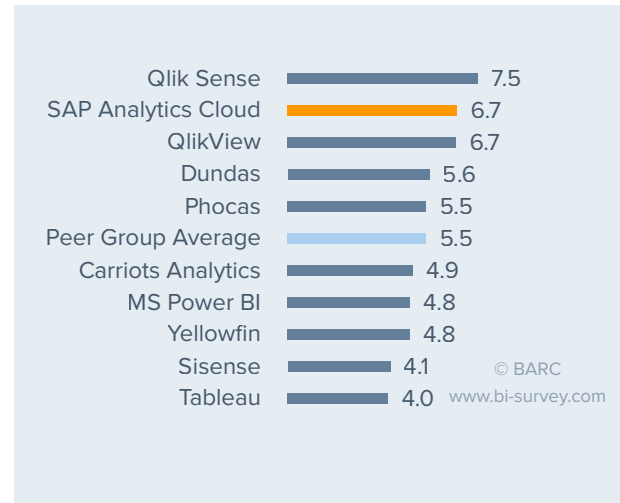
Peer group: Integrated performance management products



Query performance – Leader



Peer group: Data discovery-focused products



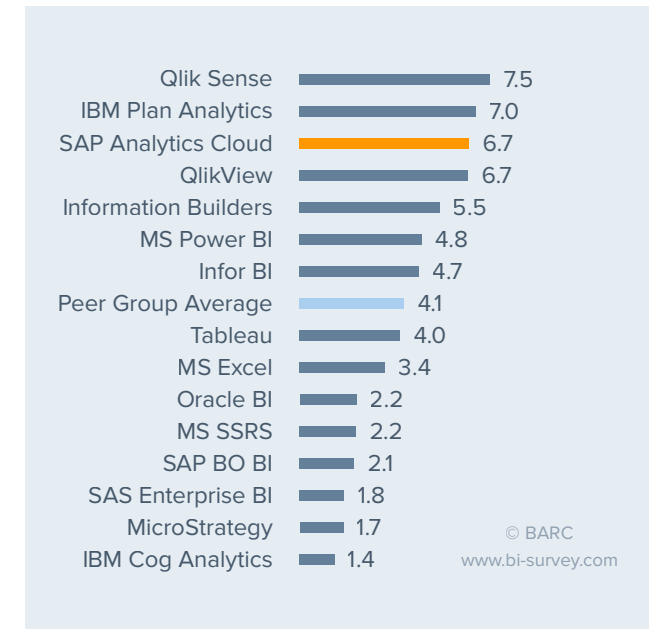
Query performance



Query performance – Leader



Peer group: Large international BI vendors

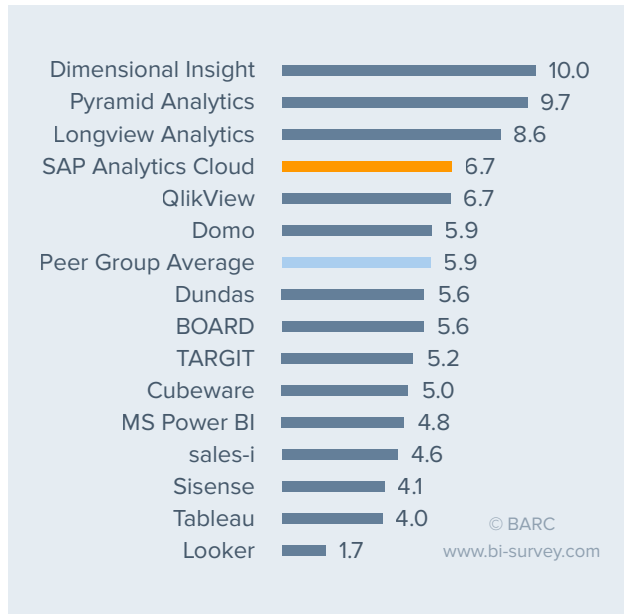


SAC achieves leading ranks in all of its peer groups for query performance. Customer responses show that the solution is mainly used on large data volumes and offers good response times. Most of SAC's live connections are based on SAP HANA technology, which is able to speed up queries using its in-memory technology. This is especially important for a product that targets business users, who typically demand good software response times. Satisfactory performance leads to higher user acceptance and recommendation rates.

Query performance – Leader



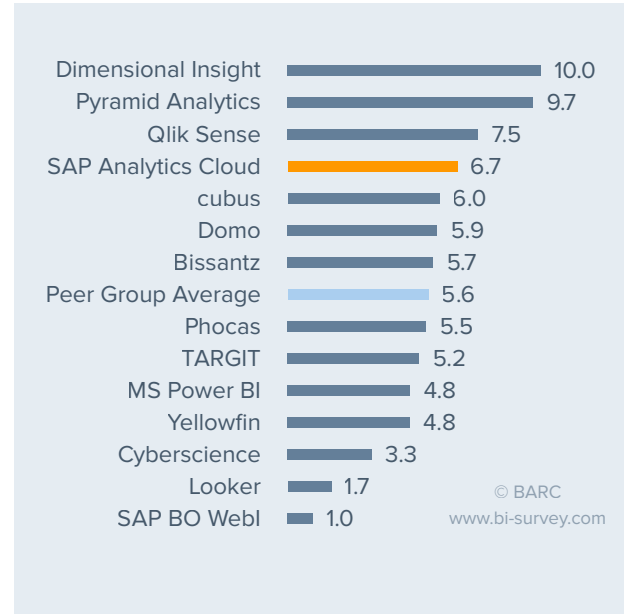
Peer group: Dashboarding-focused products



Query performance – Leader



Peer group: Self-service reporting-focused products



Customer experience

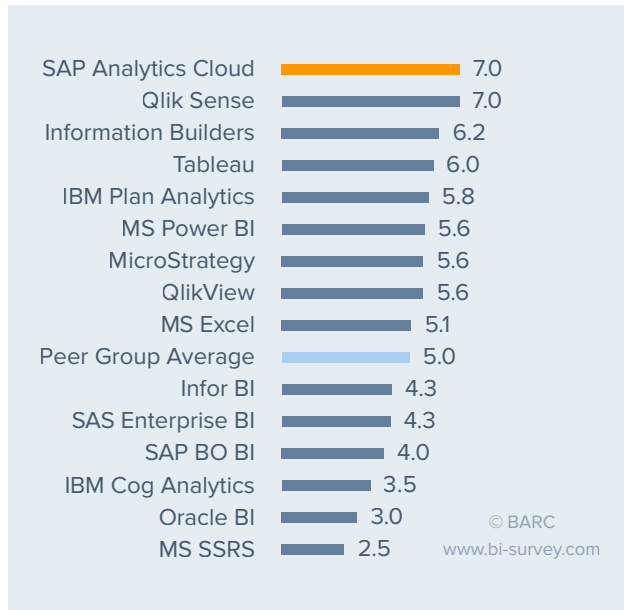


The 'Customer experience' KPI combines the 'Ease of use', 'Self-service', 'Performance satisfaction', 'Flexibility', 'Data volume', 'Query performance' and 'Sales experience' KPIs.

Customer experience – Top-ranked



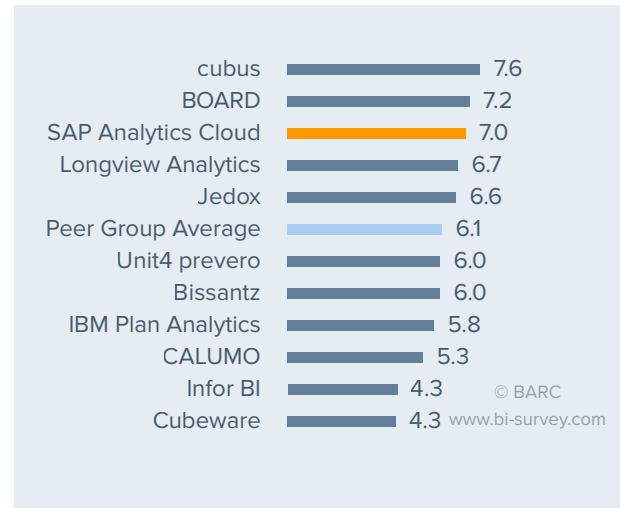
Peer group: Large international BI vendors



Customer experience – Leader



Peer group: Integrated performance management products



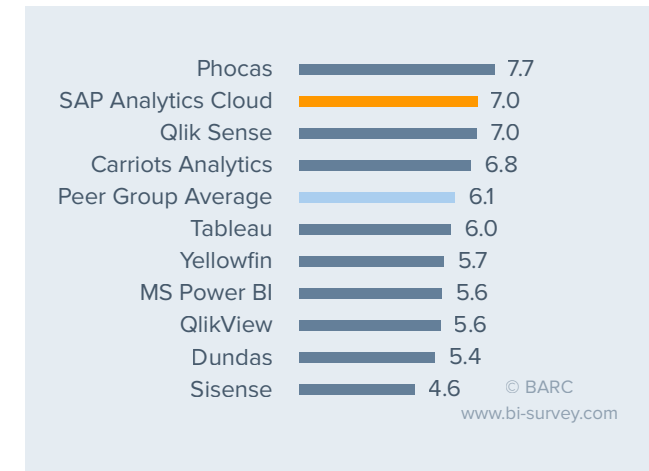
Customer experience



Customer experience – Leader



Peer group: Data discovery-focused products



BARC Viewpoint

The 'Customer experience' KPI is measured by combining the 'Ease of use', 'Self-service', 'Performance satisfaction', 'Flexibility', 'Data volume', 'Query performance' and 'Sales experience' KPIs. Good self-service, performance and flexibility in a solution that can be used with large data volumes lead to an excellent rating for SAC in this KPI.

Cloud BI

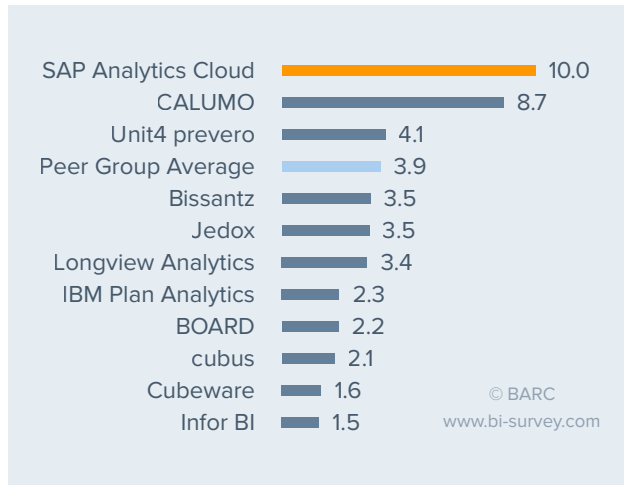


This KPI is based on how many sites currently use the product in a cloud environment.

Cloud BI – Top-ranked



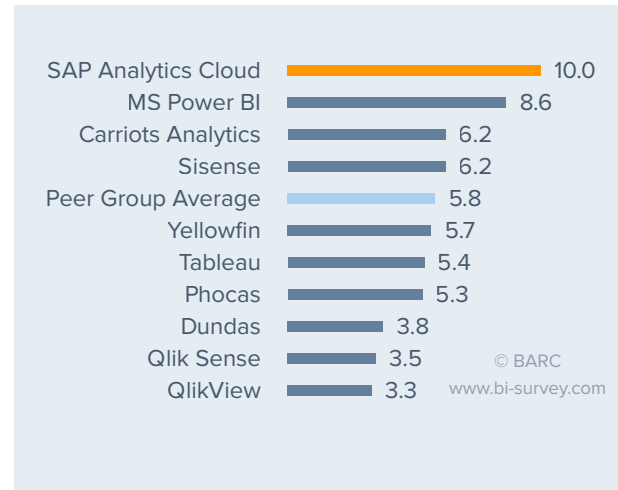
Peer group: Integrated performance management products



Cloud BI – Top-ranked



Peer group: Data discovery-focused products



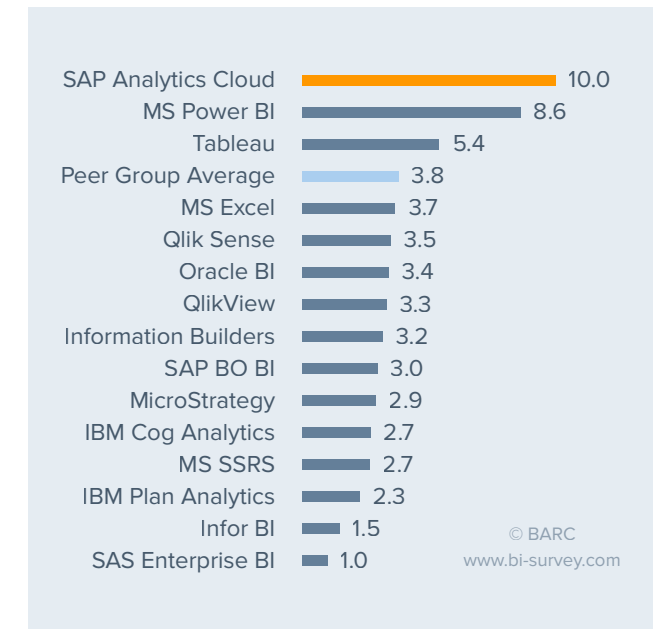
Cloud BI



Cloud BI – Top-ranked



Peer group: Large international BI vendors

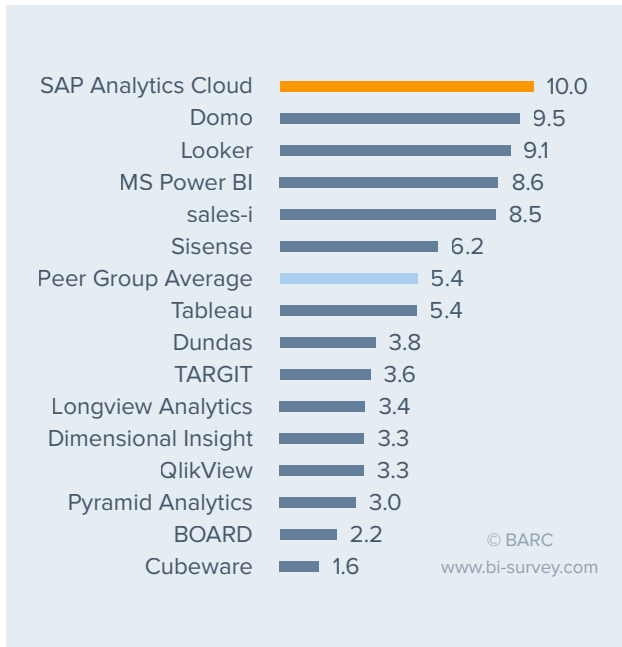


SAC's best results come in the 'Cloud BI' KPI. This measure reflects the product's level of use in cloud environments. SAC was designed as a cloud-only solution, which can be deployed on SAP Cloud Platform, hence the strong result in this KPI. The vendor is currently working on supporting other cloud platforms such as AWS. For customers not wanting to move their data to the cloud, SAP offers on-premises data connectivity. This option is quite attractive and is boosting take-up of the software, especially among more conservative customers.

Cloud BI – Top-ranked



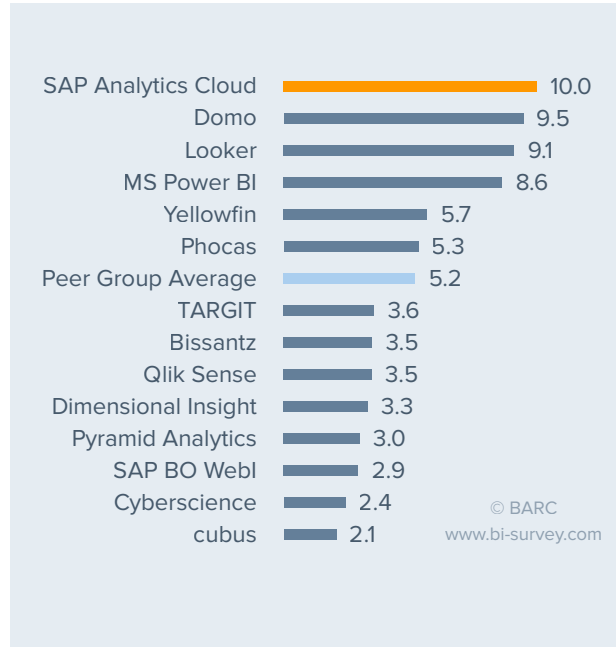
Peer group: Dashboarding-focused products



Cloud BI – Top-ranked



Peer group: Self-service reporting-focused products



Mobile BI

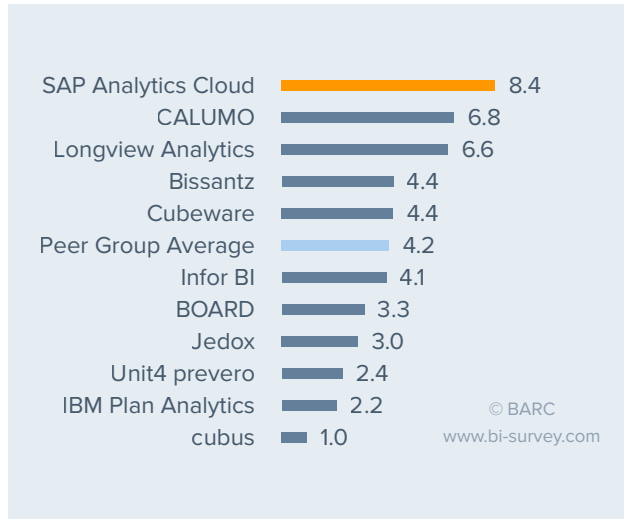


This KPI is based on how many survey respondents currently use their BI tool on a mobile device.

Mobile BI – Top-ranked



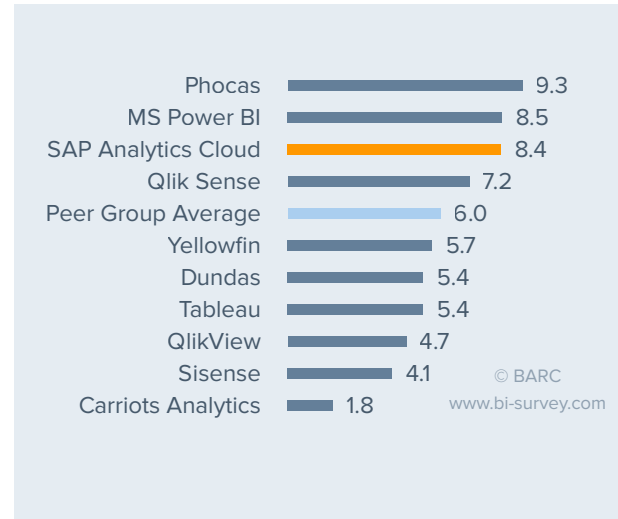
Peer group: Integrated performance management products



Mobile BI – Leader



Peer group: Data discovery-focused products



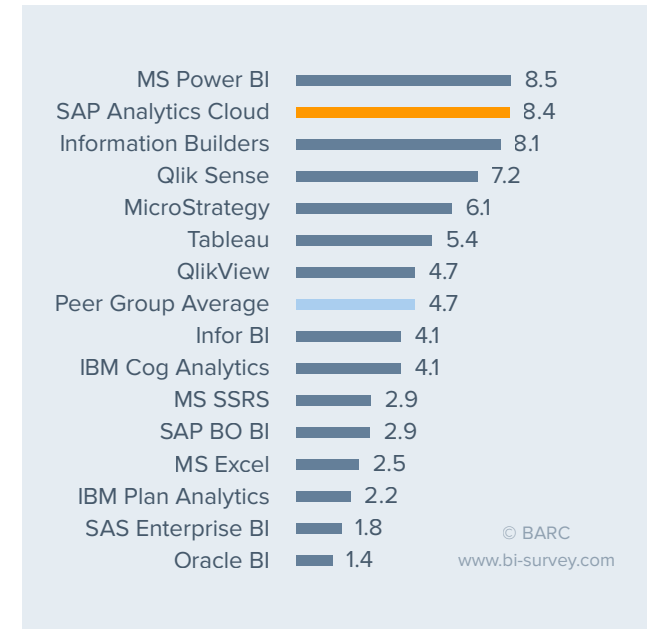
Mobile BI



Mobile BI – Leader



Peer group: Large international BI vendors

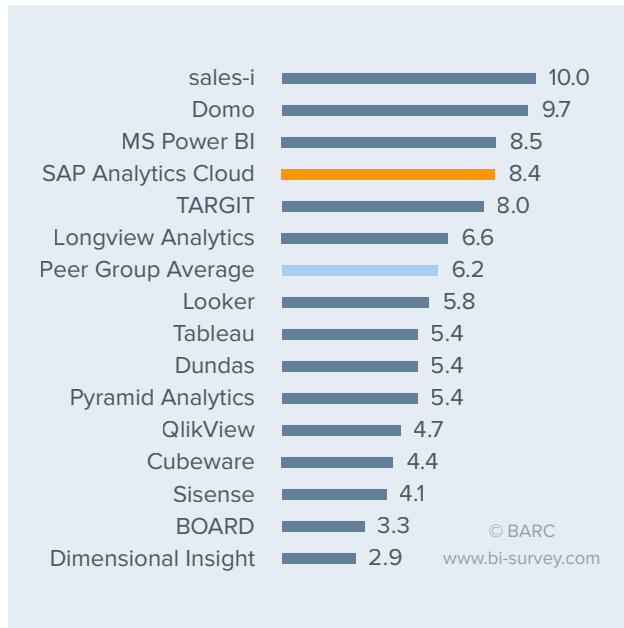


SAC is the top-ranked integrated performance management product for mobile BI, and is among the leaders in its other peer groups for this KPI. SAC is a relatively new, fully web and cloud-based solution built using modern technologies and standards such as HTML5. Data is visualized using interactive dashboards, which can be deployed to different devices. For report developers, the product offers previews for mobile presentation and supports the display of data with features such as responsive page design to suit different screen sizes. These features seem to convince customers, many of whom use SAC on mobile devices.

Mobile BI – Leader



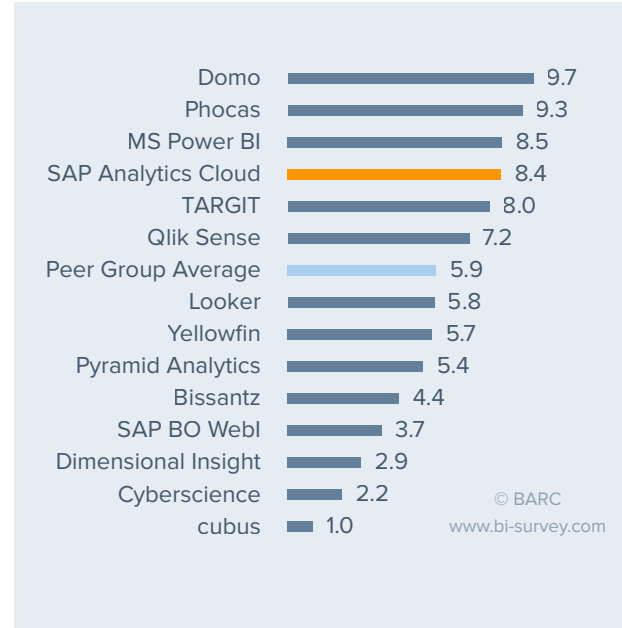
Peer group: Dashboarding-focused products



Mobile BI – Leader



Peer group: Self-service reporting-focused products



Visual design standards

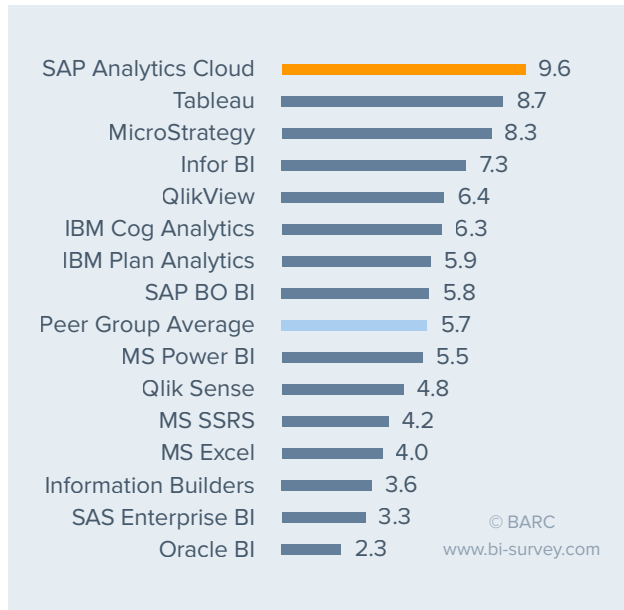


This KPI is based on how many sites currently use visual design standards with their BI tool.

Visual design standards – Top-ranked



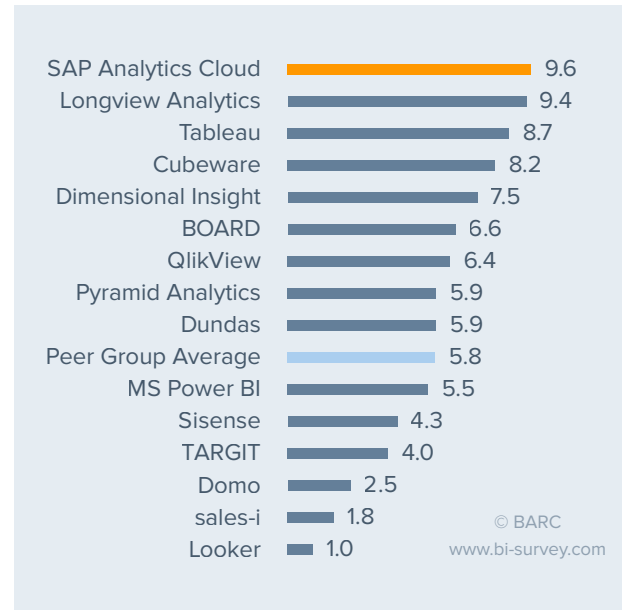
Peer group: Large international BI vendors



Visual design standards – Top-ranked



Peer group: Dashboarding-focused products



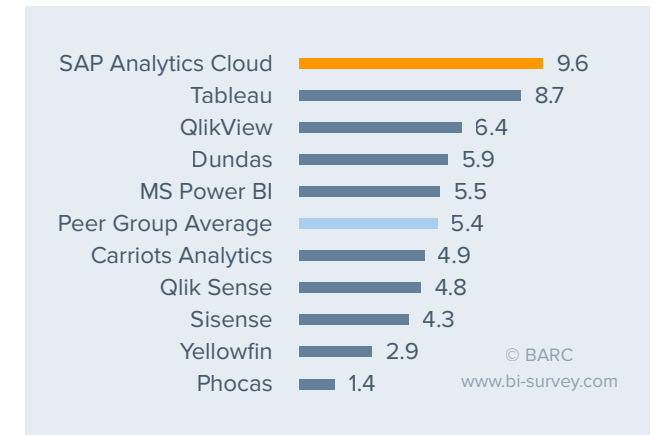
Visual design standards



Visual design standards – Top-ranked



Peer group: Data discovery-focused products



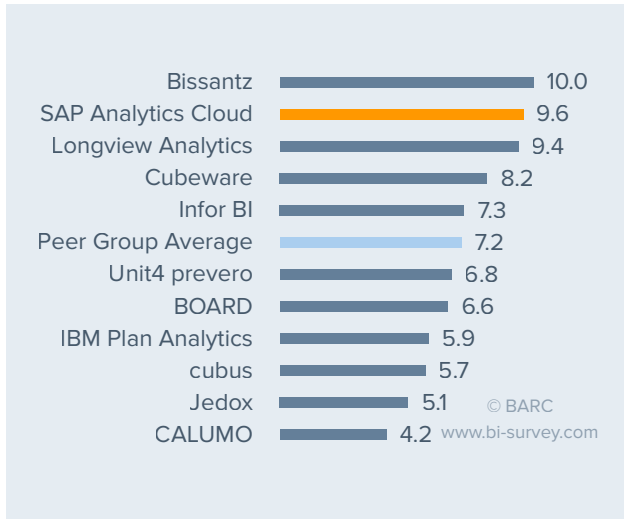
BARC Viewpoint

SAC was built with visual design standards, especially IBCS (Hichert) rules, in mind. The product automatically recognizes values such as actuals and forecasts, and displays them using appropriate visual standards. Clean designs are used for visualizations, such as tables, to structure and free data from unnecessary visualization elements such as borders and colors, which would distract readers from quickly and accurately interpreting the information. This attention to visualization standards is acknowledged by customers, many of whom have taken the opportunity to use SAC's visual design capabilities to create standardized reports and dashboards for their company reports. SAC is number one in three of its peer groups for the 'Visual design standards' KPI and number two in the other two.

Visual design standards – Leader



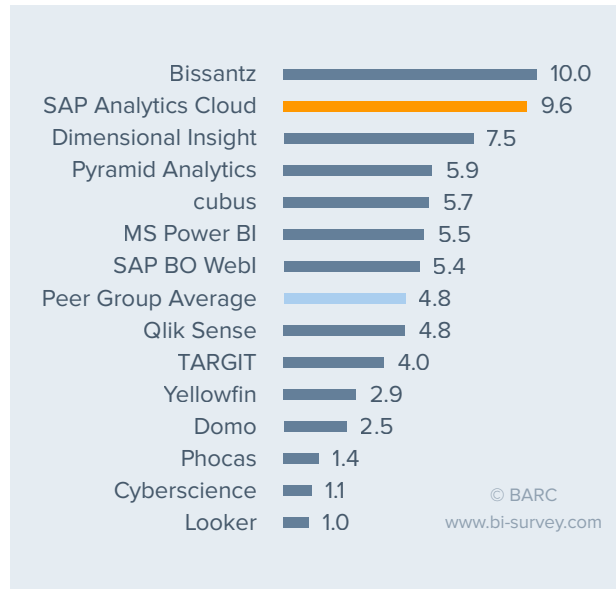
Peer group: Integrated performance management products



Visual design standards – Leader



Peer group: Self-service reporting-focused products



Location intelligence

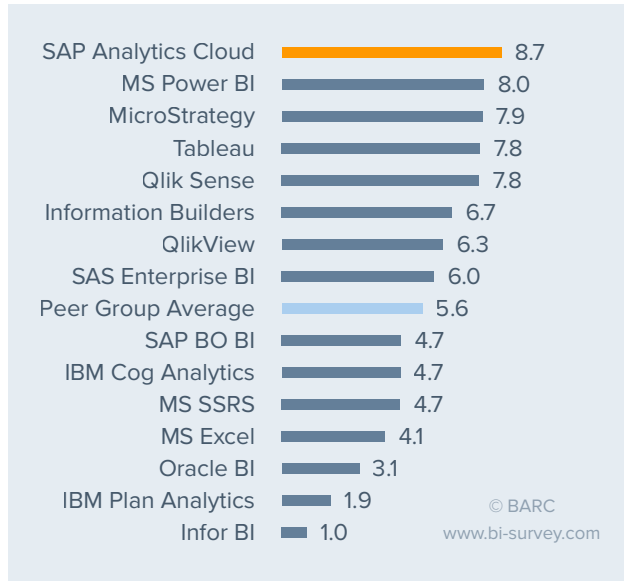


This KPI is based on how many sites currently perform spatial/location analysis with their BI tool.

Location intelligence – Top-ranked



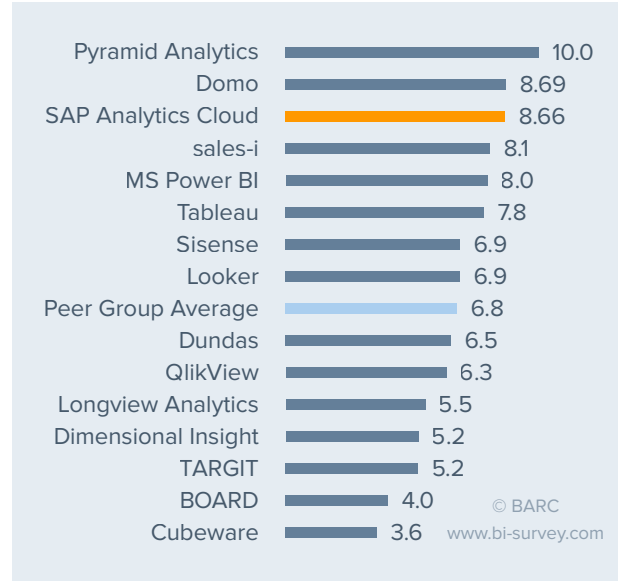
Peer group: Large international BI vendors



Location intelligence – Leader



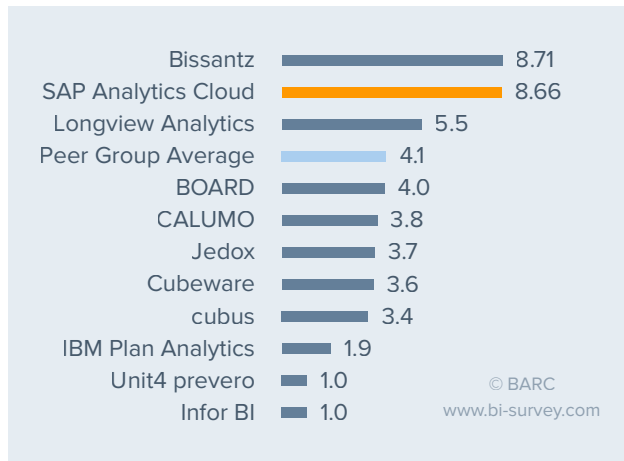
Peer group: Dashboarding-focused products



Location intelligence – Leader



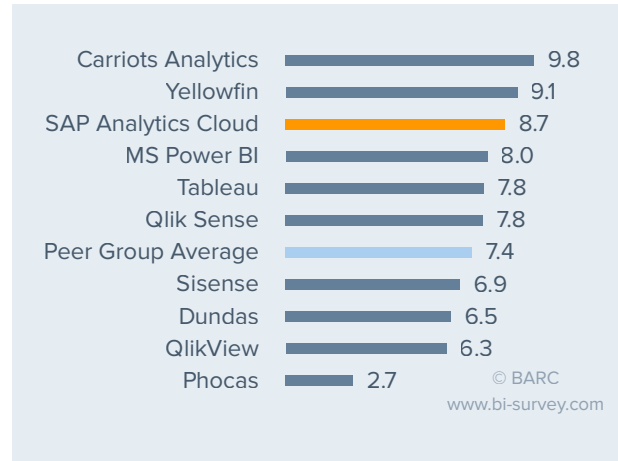
Peer group: Integrated performance management products



Location intelligence – Leader



Peer group: Data discovery-focused products



Location intelligence



BARC Viewpoint

Customer feedback shows that SAC is often used for location intelligence. In the 'Large international BI vendors' peer group, SAC is ranked number one for the 'Location intelligence' KPI, and it is among the leaders in three other peer groups. SAC provides the ability to enrich data with geospatial values and is equipped with ESRI maps to provide geo visualization and location analytics. Additional features such as polygon filters offer specific geo analysis capabilities. These features appear to have attracted customers to use the solution for location intelligence.

Innovation

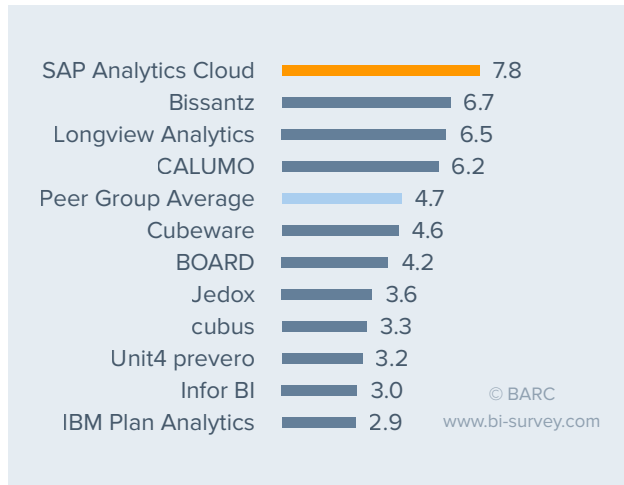


This KPI combines the 'Embedded BI', 'Cloud BI', 'Visual analysis', 'Mobile BI', 'Operational BI', 'Location intelligence', 'Visual design standards' and 'Data preparation' KPIs to measure the product's level of innovation.

Innovation – Top-ranked



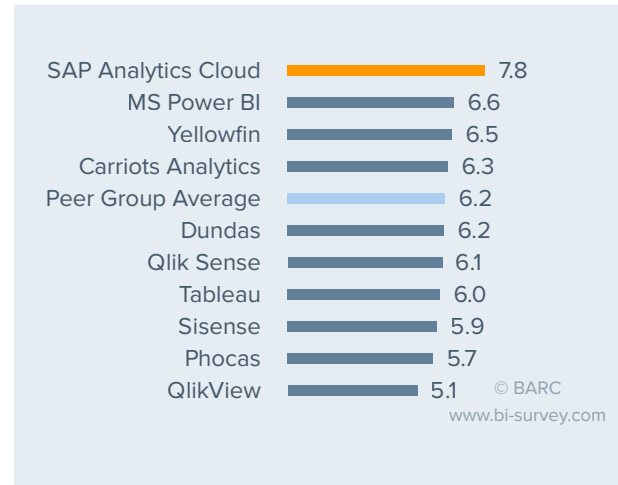
Peer group: Integrated performance management products



Innovation – Top-ranked



Peer group: Data discovery-focused products



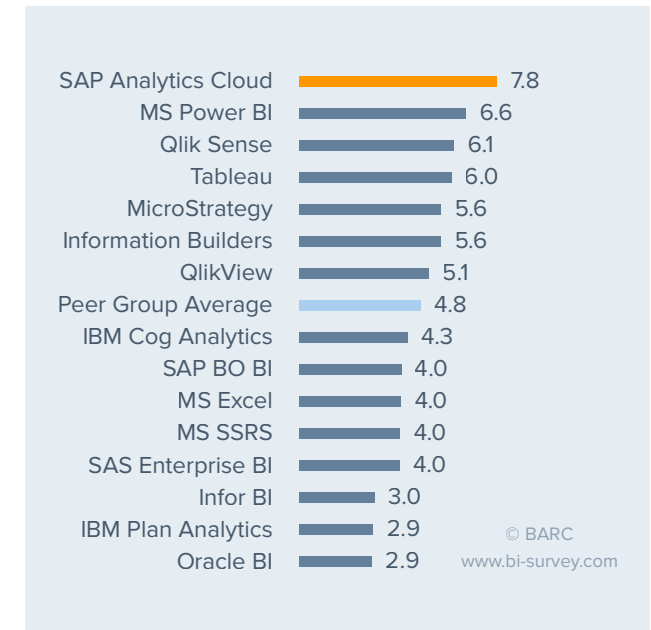
Innovation



Innovation – Top-ranked



Peer group: Large international BI vendors

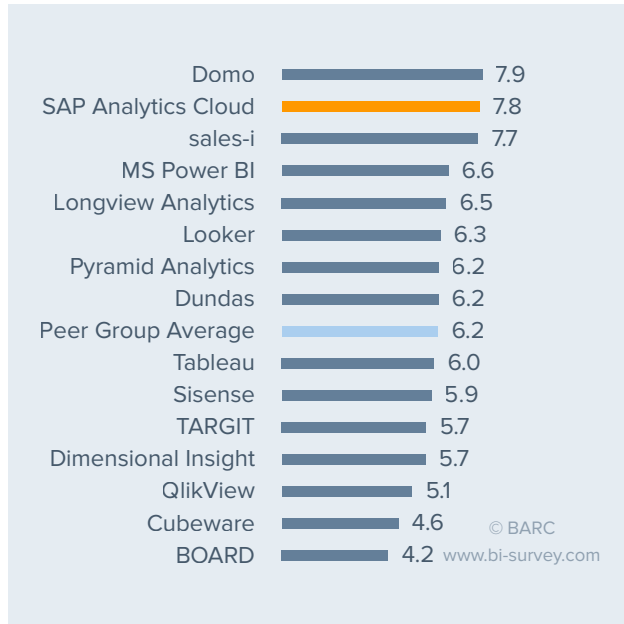


Innovation is an important characteristic for a vendor to possess. It reflects an ability to listen to customers' requirements and adapt the portfolio accordingly to respond to new market trends. We measure the innovation level of a software vendor by aggregating the 'Embedded BI', 'Cloud BI', 'Visual analysis', 'Mobile BI', 'Operational BI', 'Location intelligence', 'Visual design standards' and 'Data preparation' KPIs. With good results, especially for cloud BI, mobile BI, location intelligence and visual design standards, SAP achieves an excellent overall 'Innovation' rating for its SAC solution.

Innovation – Leader



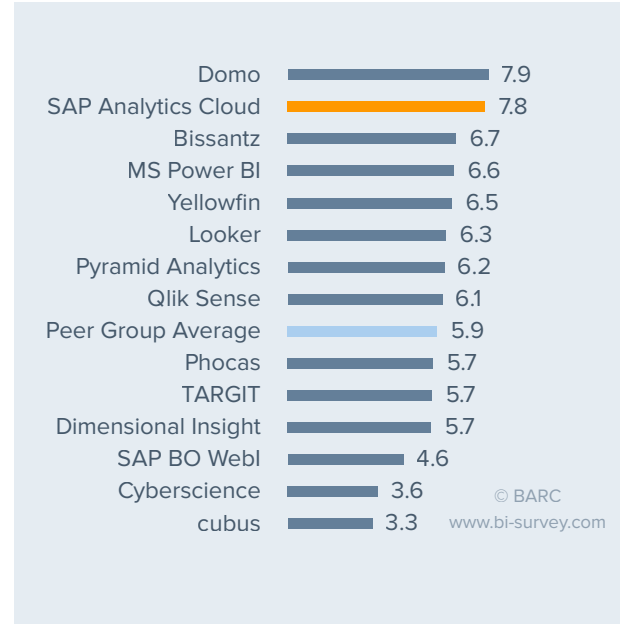
Peer group: Dashboarding-focused products



Innovation – Leader



Peer group: Self-service reporting-focused products



BARC is a leading enterprise software industry analyst and consulting firm delivering information to more than 1,000 customers each year. Major companies, government agencies and financial institutions rely on BARC's expertise in software selection, consulting and IT strategy projects.

For over twenty years, BARC has specialized in core research areas including Data Management (DM), Business Intelligence (BI), Customer Relationship Management (CRM) and Enterprise Content Management (ECM).

BARC's expertise is underpinned by a continuous program of market research, analysis and a series of product comparison studies to maintain a detailed and up-to-date understanding of the most important software vendors and products, as well as the latest market trends and developments.

BARC research focuses on helping companies find the right software solutions to align with their business goals. It includes evaluations of the leading vendors and products using methodologies that enable our clients to easily draw comparisons and reach a software selection decision with confidence. BARC also publishes insights into market trends and developments, and dispenses proven best practice advice.

BARC consulting can help you find the most reliable and cost effective products to meet your specific requirements, guaranteeing a fast return on your investment. Neutrality and competency are the two cornerstones of BARC's approach to consulting. BARC also offers technical architecture reviews and coaching and advice on developing a software strategy for your organization, as well as helping software vendors with their product and market strategy.

BARC organizes regular conferences and seminars on Business Intelligence, Enterprise Content Management and Customer Relationship Management software. Vendors and IT decision-makers meet to discuss the latest product updates and market trends, and take advantage of valuable networking opportunities.

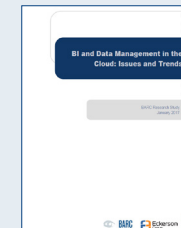
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For further information see: www.cxpgroup.com

Other Surveys



The BARC **BI Trend Monitor 2018** reflects on the trends currently driving the BI and data management market from a user perspective. We asked close to 2,800 users, consultants and vendors for their views on the most important BI trends.



'BI and Data Management in the Cloud': A BARC and Eckerson Group study on current attitudes, issues and trends relating to the use of BI and DM technologies in the cloud. [Download here.](#)



The Planning Survey 18 is the world's largest survey of planning software users. Based on a sample of over 1,400 responses, it offers an unsurpassed level of user feedback on 17 leading planning products. Find out more at www.bi-survey.com

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