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

Dundas

BARC

A CXP GROUP COMPANY

The BI Survey 18 Dundas Highlights Dashboard

KPI results

40 leading positions

and

1 top-ranking

in 4 different peer groups.

BARC THE BI SURVEY 18

Recommendation

94%

of surveyed users would **recommend*** Dundas.

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

BARC THE BI SURVEY 18

Problems

66%

of surveyed users report **no significant problems** in the use of Dundas.*

** Compared to **39%** for the average BI tool.*

BARC THE BI SURVEY 18

Innovation

36%

of surveyed users chose Dundas because of the **high innovative capacity** of the vendor.*

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

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Price-performance

64%

of surveyed users chose Dundas because of its **price-performance** ratio.*

** Compared to **38%** for the average BI tool.*

BARC THE BI SURVEY 18

Understanding

87%

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

BARC THE BI SURVEY 18

Peer Group
Data discovery-focused products

1. Top-ranked in

Flexibility

· · · · · · · · · · ·

Leader in

Recommendation

Vendor support

Implementer support

Product satisfaction

Customer satisfaction

Sales experience

Operational BI

Competitive win rate

Peer Group
Embedded analytics-focused products

Leader in

Project length

Recommendation

Vendor support

Implementer support

Product satisfaction

Customer satisfaction

Flexibility

Sales experience

Query performance

Visual design standards

Embedded BI

Competitive win rate

Competitiveness

BARC Summary

Dundas BI is perceived as the most flexible data discovery-focused product by survey respondents and is a leader in all its other peer groups. It effectively delivers tailor-made analytical solutions to provide users with a highly flexible but guided environment. This approach allows them to dive into data that is served on a silver plate. In this year's survey, Dundas features in four peer groups: 'Data discovery-focused products', 'Embedded analytics-focused products', 'Dashboarding-focused products' and 'Americas-focused vendors'.

Dundas achieves further excellent results for 'Implementer support' and 'Price-to-value', leading to high 'Customer satisfaction' and 'Recommendation' rates. Dundas is one of the vendors with the most reliable and stable products. Implementations seem to operate smoothly and reliably, with 66 percent of customers claiming to have 'no significant problems' and not a single respondent classing it as 'unreliable software' in The BI Survey 18, which is even more impressive when comparing how long it has been in the BI market to other established vendors.

Finally, Dundas receives above average feedback in two of its focus areas — 'Embedded BI' and 'Operational BI' — by providing a range of features, from white-labeling of its software to sophisticated direct access to monitor daily business (as well as cached access).

Peer Group
Dashboarding-focused products

Leader in

Project length

Price-to-value

Recommendation

Vendor support

Implementer support

Customer satisfaction

Flexibility

Sales experience

Operational BI

Embedded BI

Competitive win rate

Peer Group
Americas-focused vendors

Leader in

Recommendation

Implementer support

Customer satisfaction

Flexibility

Query performance

Visual design standards

Competitive win rate

Competitiveness

Top-ranked in 1 categorie

Leader in 8 categories

*Peer Group
Data discovery-focused products*

BI-SURVEY.com

Leader in 11 categories

*Peer Group
Dashboarding-focused products*

BI-SURVEY.com

Top-ranked in

Flexibility

*Peer Group
Data discovery-focused products*

BI-SURVEY.com

Leader in 8 categories

*Peer Group
Americas-focused vendors*

BI-SURVEY.com

Leader in 13 categories

*Peer Group
Embedded analytics-focused products*

BI-SURVEY.com

"

I am extremely impressed with Dundas. We have yet to find anything we can't do in it. We are impressed with the quality of the software, the timeliness of their support responses, and the professionalism of their whole organization. They know that you need to succeed and they help you every step of the way.

BI-SURVEY.com

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

An amazing web application. Helps our company visualize the large amounts of data we collect and easily shows performance, where we can improve and just in general helps many departments make better business decisions.

BI-SURVEY.com

Member of a cross-departmental BI team, media/publishing, 101-2,500 employees

I find Dundas BI to be easy to work with and fast to setup. I have been very happy with their technical support and the improvements they make with each version.

BI-SURVEY.com

Person responsible/Project manager for departmental BI, utilies, 101-2,500 employees

We have been very happy at every stage of our implementation and use of Dundas BI and find the value / cost ratio very high. We have required very little assistance from the in-house team that handles implementation and security, which was essential for us. Early adopters have found the app intuitive and are requesting more of their data to be moved to Dundas, well ahead of our ability to fulfill their demands.

BI-SURVEY.com

Person responsible/Project manager for BI from IT department, media/publishing, 101-2,500 employees

Bei Dundas stimmt alles, Preis-Leistungsverhältnis, Support und Produkt. Häufige Updates mit vielen neuen Features. Vielleicht die flexibelste BI-Lösung am Markt.

BI-SURVEY.com

IT employee, IT, 101-2,500 employees

Dundas overview

Founded in 1992, Dundas began building its reputation as an innovator in visualization software with its Chart product based on Microsoft technology. Dundas sold the Chart franchise to Microsoft in 2007 to embark on the mission of building a comprehensive dashboard product, which was launched in 2009. Dashboard customers pushing the limits of the product beyond its original design target motivated Dundas to launch a brand new full-featured BI platform called Dundas BI in 2014. It is intended to serve as an all-in-one platform for BI and analytics and also to addresses the weaknesses of its predecessor, Dashboard.

Dundas BI is a completely web-based application that enables users to create BI applications emphasizing embedding, mobile and collaboration. It also provides a good feature set for data discovery with decent data preparation and visual analysis functions. The steps for data preparation and visualization are tightly integrated in Dundas BI, making it feasible to iteratively analyze and enhance data to gain as much

insight as possible. Dundas BI enables business users to discover insights and create dashboards with distinctively intuitive and clean interfaces. With that approach, customers are well-equipped to not only discover but also to effectively communicate relevant insights from data to a broad audience to ignite change.

Dundas BI leverages Microsoft technology and is therefore particularly interesting for Microsoft-centric customers. Besides Microsoft SQL Server support, Dundas BI offers a broad set of data connectors and features for live or cached data access, making it attractive for numerous data discovery and analytics use cases.

The company is in a good position to further improve its performance and satisfaction scores from past BI Surveys with the latest version 5 of Dundas BI. It is gaining momentum with customers who are eager to deliver self-service analytics and data discovery that are equally attractive on desktops, tablets and smartphones, often embedded into other applications.

Versions used

n= 24
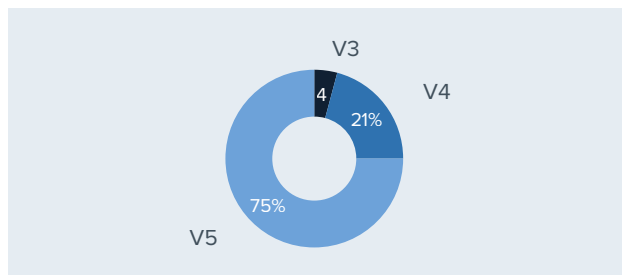
Dundas customer responses

This year we had 30 responses from Dundas users. 75 percent of them used Version 5, 21 percent Version and 4 percent Version 3.

BARC BI SURVEY 18

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 Dundas. 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.
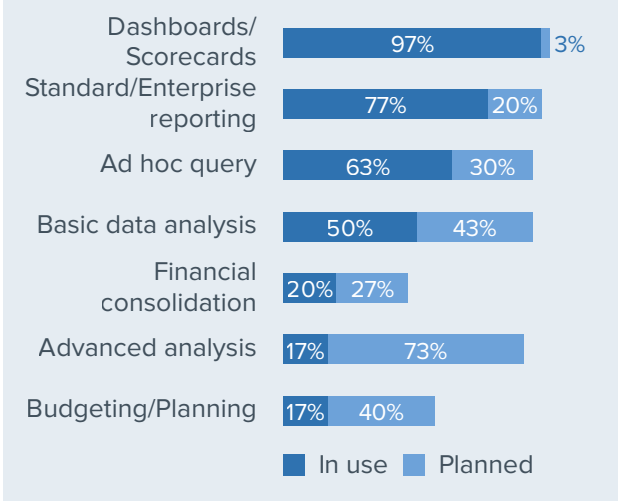
User and Use Case Demographics

BARC Comment

The most popular use cases for Dundas are dashboards (97 percent) and the interactive BI applications based on them – the vendor's core strength. Other major uses include standard reports (77 percent), ad hoc queries (63 percent) and data analysis (50 percent). All major use cases have higher rates this year, indicating an increasing value add for customers. The solution is mostly used to view (100 percent of users) and navigate (100 percent) predefined content presented to them. Explore/analyze and model/enrich are below the survey average despite Dundas BI's good data discovery capabilities. Dundas BI users prefer predefined, highly customized but flexible and guided analytical applications, called 'silver-service' by Dundas, over pure self-service analytics.

Most Dundas implementations are relatively small with a median of 40 users compared to an average of 75 users of all products in this year's BI Survey. With a mean of 386 users, the vendor is equally capable of servicing large user environments. The majority of current Dundas BI implementations belong to medium-sized companies (53 percent), who value products that can effectively scale from a few users to large installations.

Current vs. planned use

n=29

Use case	In use	Planned
Dashboards/Scorecards	97%	3%
Standard/Enterprise reporting	77%	20%
Ad hoc query	63%	30%
Basic data analysis	50%	43%
Financial consolidation	20%	27%
Advanced analysis	17%	73%
Budgeting/Planning	17%	40%

■ In use ■ Planned

5 products most often evaluated in competition with Dundas

n=30

Product	
Tableau	67%
Microsoft SSRS	37%
Microsoft Power BI	33%
QlikView	27%
Sisense	27%
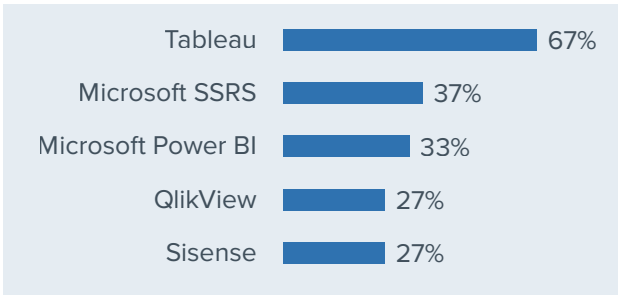
Percentage of employees using Dundas

n=29

Dundas	16%
Average of all products	17%
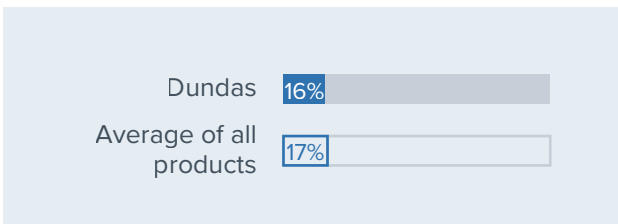
Number of users using Dundas

n=29

	Dundas	Average of all products
Median	40	75
Mean	386	886
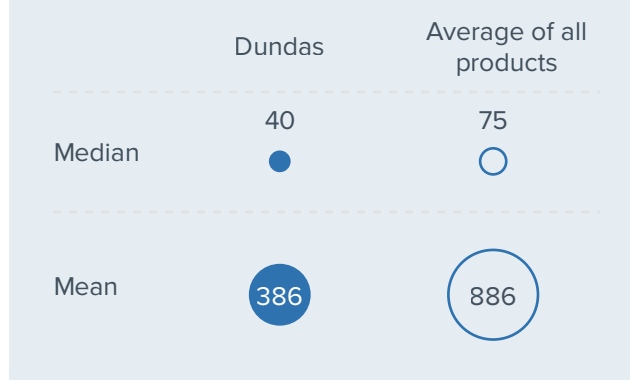
Tasks carried out with Dundas by business users

n=30

Task	Dundas	Average of all products
View	100%	91%
Navigate	100%	81%
Explore/Analyze	67%	79%
Create reports	33%	52%
Model/Enrich	20%	31%

■ Dundas □ Average of all products
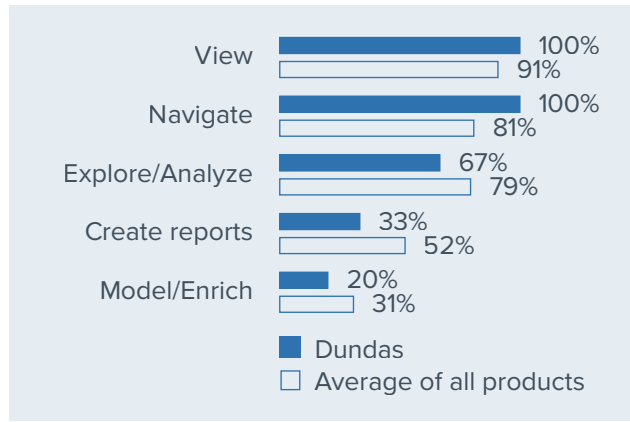
Company size (employees)

n=30

Less than 100	27%
100 - 2500	53%
More than 2500	20%
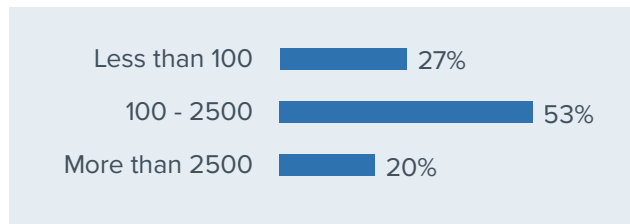
The KPIs

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.

Dundas features in the following peer groups:

- Data discovery-focused products

- Embedded analytics-focused products

- Dashboarding-focused products

- Americas-focused vendors

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.

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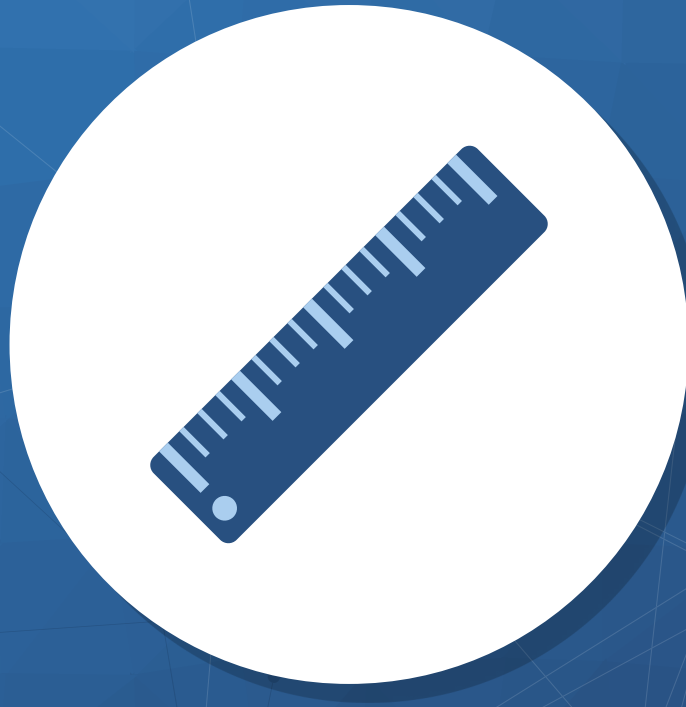
This KPI is based on how quickly the product is implemented.

Project length – Leader 🏆
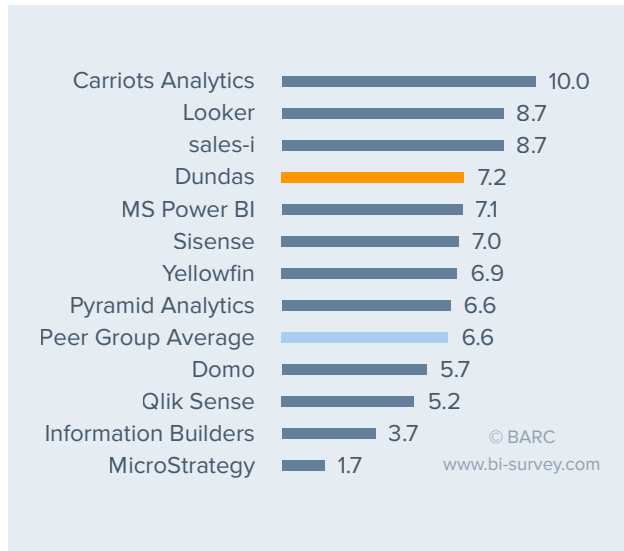
Peer group: Embedded analytics-focused products

Carriots Analytics	10.0
Looker	8.7
sales-i	8.7
Dundas	7.2
MS Power BI	7.1
Sisense	7.0
Yellowfin	6.9
Pyramid Analytics	6.6
Peer Group Average	6.6
Domo	5.7
Qlik Sense	5.2
Information Builders	3.7
MicroStrategy	1.7

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Project length – Leader 🏆

Peer group: Dashboarding-focused products

Looker	8.7
sales-i	8.7
Dundas	7.2
MS Power BI	7.1
SAP Analytics Cloud	7.0
Sisense	7.0
Pyramid Analytics	6.6
Tableau	6.3
Peer Group Average	6.3
QlikView	6.3
Dimensional Insight	6.2
Domo	5.7
BOARD	5.4
TARGIT	4.8
Longview Analytics	4.0
Cubeware	3.0

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👁 BARC Viewpoint
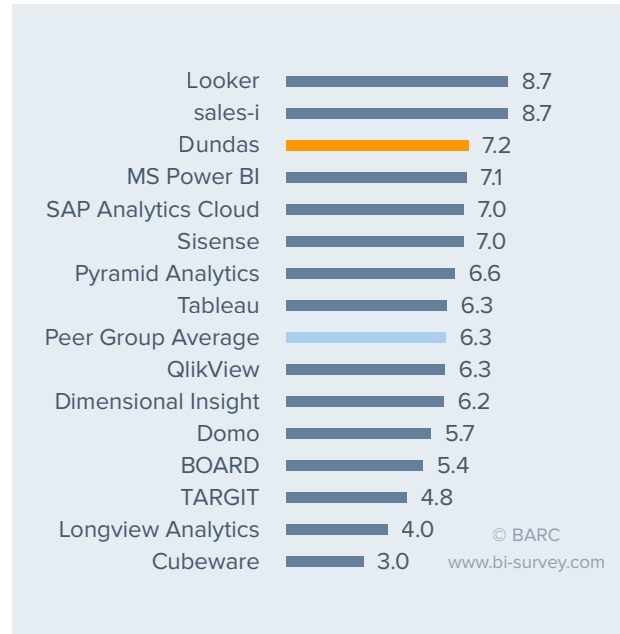
Projects that quickly deliver tangible results provide more business benefits and produce happier users than long-running projects. Dundas is in a decent position to provide excellent results in this area, as homogeneous tools with integrated data preparation capabilities enable efficient implementation approaches. Dundas users confirm the vendor's ability to deliver results in a timely manner, awarding it a leading position in two peer groups.

Recommendation

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

Recommendation – Leader

Peer group: Americas-focused vendors

Phocas	10.0
Domo	10.0
Dimensional Insight	9.9
Dundas	8.5
Peer Group Average	8.1
Looker	8.0
Carriots Analytics	8.0
Cyberscience	7.9
Pyramid Analytics	7.9
sales-i	7.3
Yellowfin	7.2
BOARD	7.1
Sisense	6.2

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Recommendation – Leader

Peer group: Embedded analytics-focused products

Domo	10.0
Dundas	8.5
MS Power BI	8.1
Looker	8.0
Carriots Analytics	8.0
Pyramid Analytics	7.9
Qlik Sense	7.7
Peer Group Average	7.6
sales-i	7.3
Yellowfin	7.2
Information Builders	6.9
Sisense	6.2
MicroStrategy	5.7

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Recommendation – Leader

Peer group: Data discovery-focused products

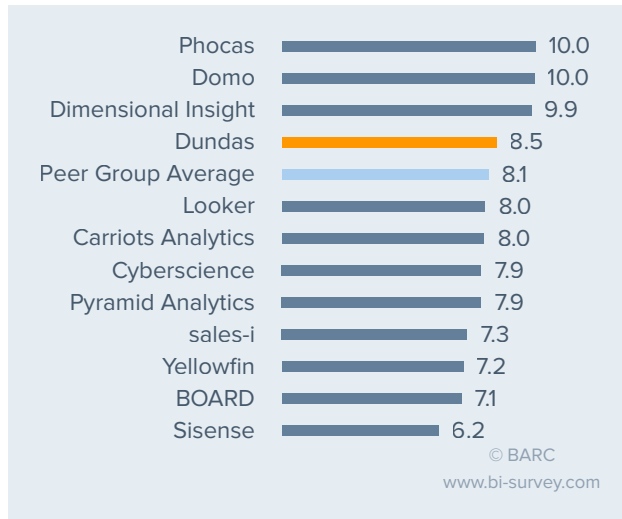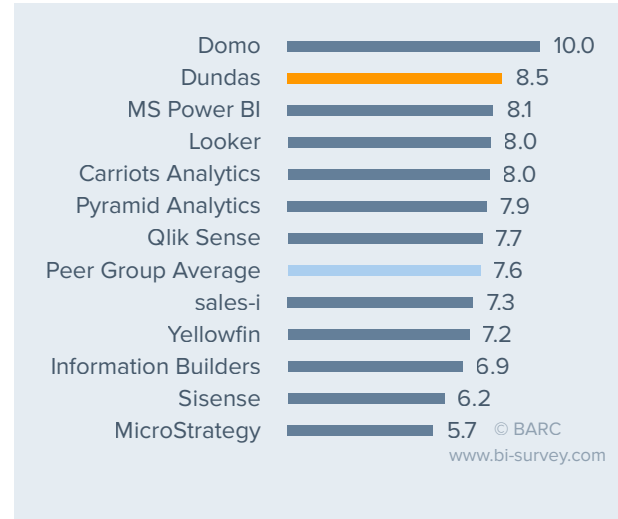|	
Phocas	10.0
Dundas	8.5
MS Power BI	8.1
Carriots Analytics	8.0
Qlik Sense	7.7
SAP Analytics Cloud	7.6
Peer Group Average	7.5
Yellowfin	7.2
QlikView	6.8
Sisense	6.2
Tableau	5.5

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Recommendation – Leader

Peer group: Dashboarding-focused products

Domo	10.0
Dimensional Insight	9.9
Dundas	8.5
MS Power BI	8.1
Looker	8.0
Pyramid Analytics	7.9
Longview Analytics	7.8
TARGIT	7.6
SAP Analytics Cloud	7.6
Peer Group Average	7.5
sales-i	7.3
BOARD	7.1
QlikView	6.8
Sisense	6.2
Tableau	5.5
Cubeware	3.9

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Recommendation

BARC Viewpoint

Customers highly endorse their Dundas solutions. Like other customer satisfaction-related KPIs, the vendor not only scores above average in all its peer groups, it is a leader in all of them too. High levels of recommendation are the result of multiple areas that must be addressed by the vendor, starting from expectations raised during the sales process to quickly implementing and efficiently maintaining the solution. Dundas has done its homework and is steadily improving the perception of its BI and analytics platform.

Vendor support

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

Vendor support – Leader

Peer group: Data discovery-focused products

Phocas	9.1
Dundas	9.0
SAP Analytics Cloud	8.8
Carriots Analytics	8.4
Yellowfin	8.4
Sisense	8.0
Peer Group Average	7.7
Qlik Sense	6.5
Tableau	6.4
MS Power BI	6.0
QlikView	6.0

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Vendor support – Leader

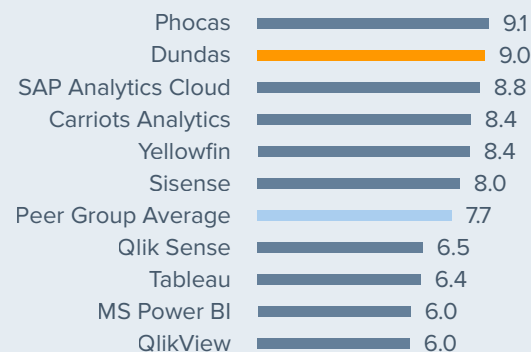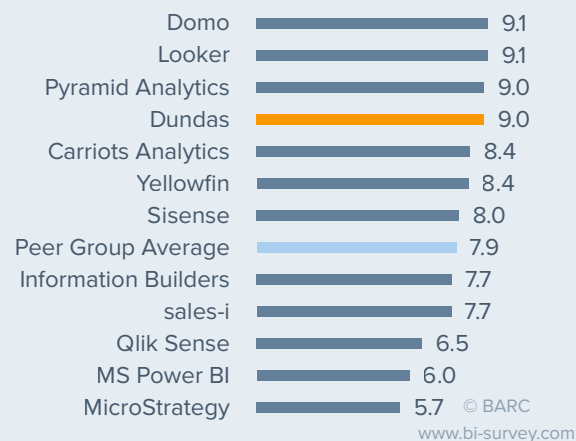*Peer group: Embedded analytics-focused products*

Domo	9.1
Looker	9.1
Pyramid Analytics	9.0
Dundas	9.0
Carriots Analytics	8.4
Yellowfin	8.4
Sisense	8.0
Peer Group Average	7.9
Information Builders	7.7
sales-i	7.7
Qlik Sense	6.5
MS Power BI	6.0
MicroStrategy	5.7

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Vendor support

Vendor support – Leader

Peer group: Dashboarding-focused products

Dimensional Insight	9.7
Domo	9.1
Looker	9.1
Pyramid Analytics	9.0
Dundas	9.0
SAP Analytics Cloud	8.8
Sisense	8.0
BOARD	7.9
Peer Group Average	7.8
sales-i	7.7
Longview Analytics	7.3
TARGIT	7.3
Tableau	6.4
MS Power BI	6.0
QlikView	6.0
Cubeware	5.7

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BARC Viewpoint
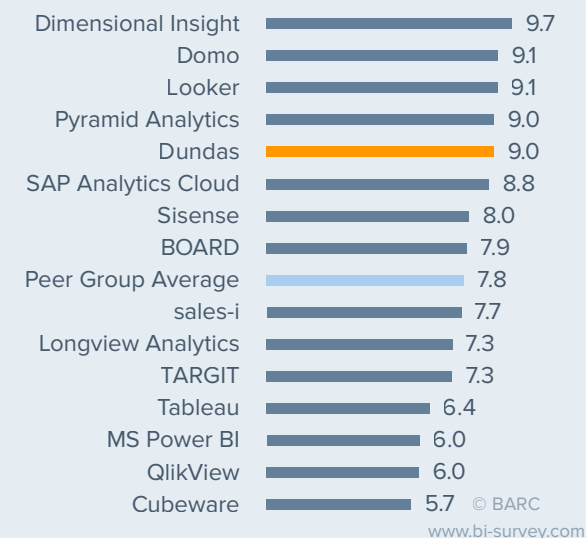
Dundas is a leader in the 'Vendor support' KPI in three peer groups and scores above average in all four groups. To get the most out of Dundas BI, the vendor makes a huge effort to provide the product support required to maintain and enhance solutions developed to cover a broad range of use cases and requirements. Dundas is in a good starting position to provide the support customers need as its solution is built on a modern architecture and is reported by BI Survey respondents to be one of the most stable and reliable BI and analytics products on the market.

Implementer support

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

Implementer support – Leader

Peer group: Embedded analytics-focused products

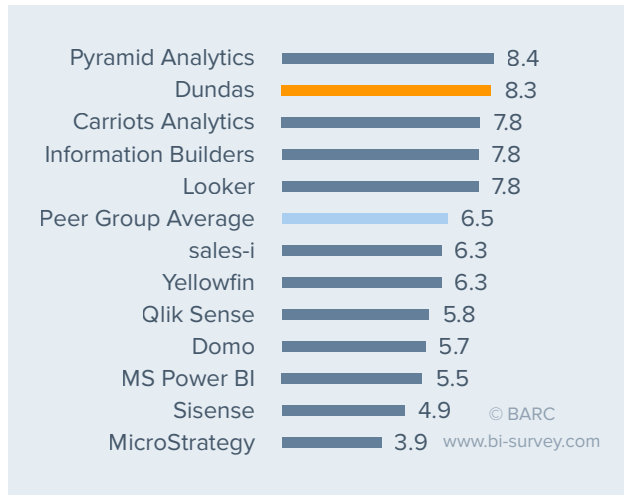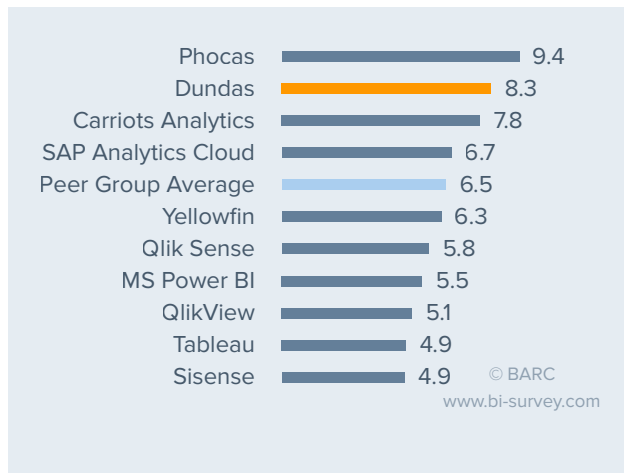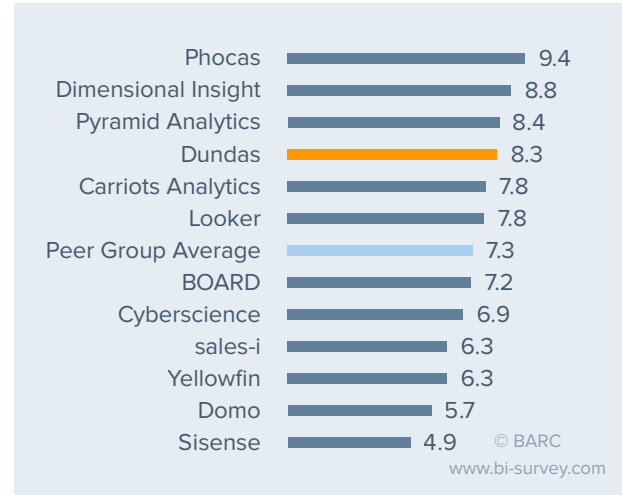|	
Pyramid Analytics	8.4
Dundas	8.3
Carriots Analytics	7.8
Information Builders	7.8
Looker	7.8
Peer Group Average	6.5
sales-i	6.3
Yellowfin	6.3
Qlik Sense	5.8
Domo	5.7
MS Power BI	5.5
Sisense	4.9
MicroStrategy	3.9

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Implementer support – Leader

Peer group: Americas-focused vendors

Phocas	9.4
Dimensional Insight	8.8
Pyramid Analytics	8.4
Dundas	8.3
Carriots Analytics	7.8
Looker	7.8
Peer Group Average	7.3
BOARD	7.2
Cyberscience	6.9
sales-i	6.3
Yellowfin	6.3
Domo	5.7
Sisense	4.9

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Implementer support – Leader

Peer group: Data discovery-focused products

Phocas	9.4
Dundas	8.3
Carriots Analytics	7.8
SAP Analytics Cloud	6.7
Peer Group Average	6.5
Yellowfin	6.3
Qlik Sense	5.8
MS Power BI	5.5
QlikView	5.1
Tableau	4.9
Sisense	4.9

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Implementer support – Leader

Peer group: Dashboarding-focused products

Dimensional Insight	8.8
Pyramid Analytics	8.4
Dundas	8.3
Longview Analytics	8.2
Looker	7.8
BOARD	7.2
SAP Analytics Cloud	6.7
Peer Group Average	6.6
TARGIT	6.4
sales-i	6.3
Domo	5.7
MS Power BI	5.5
Cubeware	5.3
QlikView	5.1
Tableau	4.9
Sisense	4.9

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Implementer support

BARC Viewpoint

Dundas implementations are usually backed by excellent 'Implementer support'. The vendor received a score of 8.3/10, which is well above the survey average and places it in 2nd position in two of its peer groups. Without good implementer support, all BI and analytics projects are doomed to fail. Dundas is aware of that and expands and educates its partner landscape accordingly to deliver value add and satisfied customers through stable and sustainable solutions.
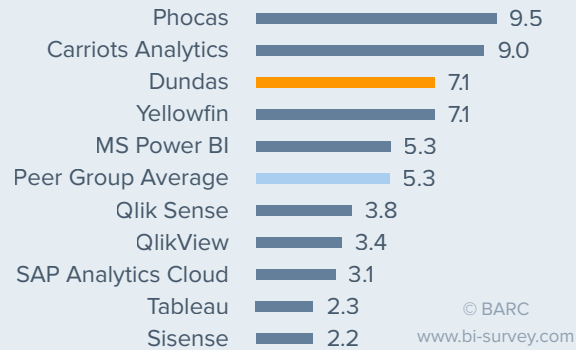
Product satisfaction

This KPI is based on the frequency of problems encountered with the product.
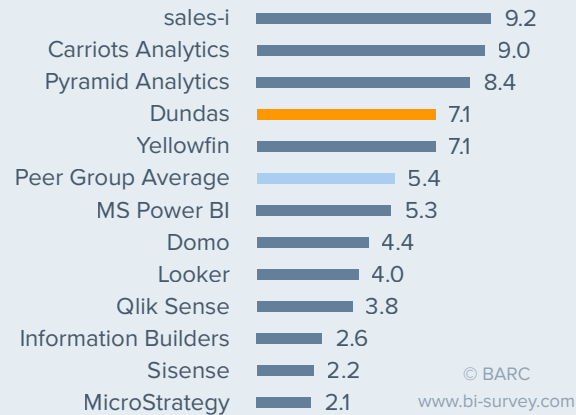
Product satisfaction – Leader

Peer group: Data discovery-focused products

Phocas	9.5
Carriots Analytics	9.0
Dundas	7.1
Yellowfin	7.1
MS Power BI	5.3
Peer Group Average	5.3
Qlik Sense	3.8
QlikView	3.4
SAP Analytics Cloud	3.1
Tableau	2.3
Sisense	2.2

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Product satisfaction – Leader

Peer group: Embedded analytics-focused products

sales-i	9.2
Carriots Analytics	9.0
Pyramid Analytics	8.4
Dundas	7.1
Yellowfin	7.1
Peer Group Average	5.4
MS Power BI	5.3
Domo	4.4
Looker	4.0
Qlik Sense	3.8
Information Builders	2.6
Sisense	2.2
MicroStrategy	2.1

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BARC Viewpoint

Customers have very few product-related problems with Dundas. 66 percent of BI Survey respondents report having no significant problems with the solution. This number is at the upper end of the scale, bolstering Dundas' position as one of the most reliable and stable BI and analytics products on the market. It is no surprise to see Dundas among the leaders in two peer groups for the 'Product satisfaction' KPI.
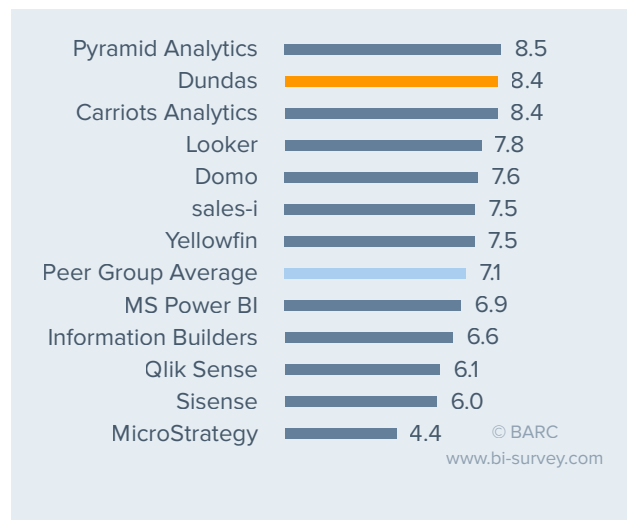
Customer satisfaction

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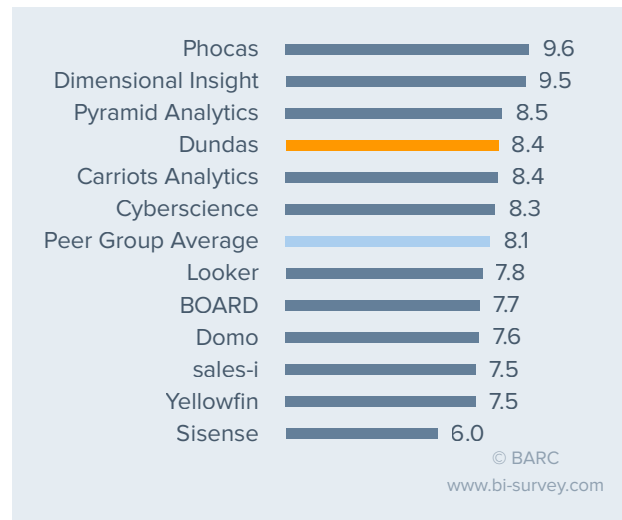
Customer satisfaction – Leader

Peer group: Embedded analytics-focused products

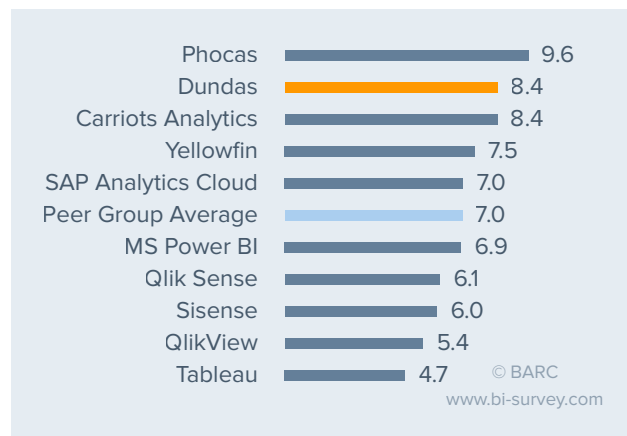|	
Pyramid Analytics	8.5
Dundas	8.4
Carriots Analytics	8.4
Looker	7.8
Domo	7.6
sales-i	7.5
Yellowfin	7.5
Peer Group Average	7.1
MS Power BI	6.9
Information Builders	6.6
Qlik Sense	6.1
Sisense	6.0
MicroStrategy	4.4

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Customer satisfaction – Leader

Peer group: Americas-focused vendors

Phocas	9.6
Dimensional Insight	9.5
Pyramid Analytics	8.5
Dundas	8.4
Carriots Analytics	8.4
Cyberscience	8.3
Peer Group Average	8.1
Looker	7.8
BOARD	7.7
Domo	7.6
sales-i	7.5
Yellowfin	7.5
Sisense	6.0

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Customer satisfaction – Leader

Peer group: Data discovery-focused products

Phocas	9.6
Dundas	8.4
Carriots Analytics	8.4
Yellowfin	7.5
SAP Analytics Cloud	7.0
Peer Group Average	7.0
MS Power BI	6.9
Qlik Sense	6.1
Sisense	6.0
QlikView	5.4
Tableau	4.7

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Customer satisfaction – Leader

Peer group: Dashboarding-focused products

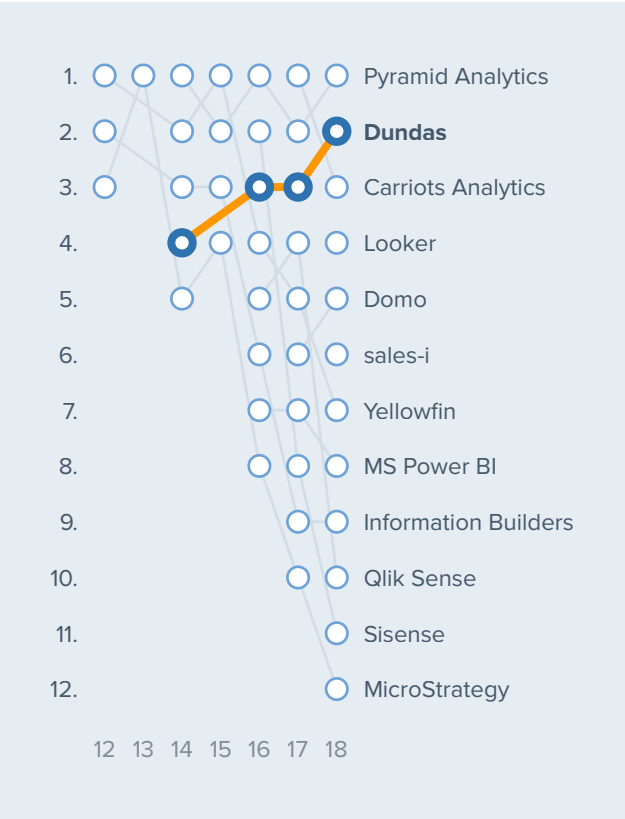|	
Dimensional Insight	9.5
Pyramid Analytics	8.5
Dundas	8.4
Longview Analytics	7.8
Looker	7.8
BOARD	7.7
Domo	7.6
sales-i	7.5
TARGIT	7.2
Peer Group Average	7.1
SAP Analytics Cloud	7.0
MS Power BI	6.9
Sisense	6.0
QlikView	5.4
Cubeware	4.8
Tableau	4.7

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Customer satisfaction 😊

BARC Viewpoint

With excellent results for 'Implementer support', 'Vendor support' and 'Price-to-value', Dundas ranks as a leader for 'Customer satisfaction' in all its peer groups and has even managed to improve its position from last year's already respectable ranking. 'Customer satisfaction' is based on the 'Price-to-value', 'Recommendation', 'Vendor support', 'Implementer support' and 'Product satisfaction' KPIs. Dundas has scored well in this combined KPI in the last three years, underpinning its promise to deliver affordable solutions that provide significant value add for customers.

Improved in customer satisfaction

Peer group: Embedded analytics-focused products

1. Pyramid Analytics
2. **Dundas**
3. Carriots Analytics
4. Looker
5. Domo
6. sales-i
7. Yellowfin
8. MS Power BI
9. Information Builders
10. Qlik Sense
11. Sisense
12. MicroStrategy

12 13 14 15 16 17 18

Improved in customer satisfaction

Peer group: Data discovery-focused products

1. Phocas
2. **Dundas**
3. Carriots Analytics
4. Yellowfin
5. SAP Analytics Cloud
6. MS Power BI
7. Qlik Sense
8. Sisense
9. QlikView
10. Tableau

12 13 14 15 16 17 18
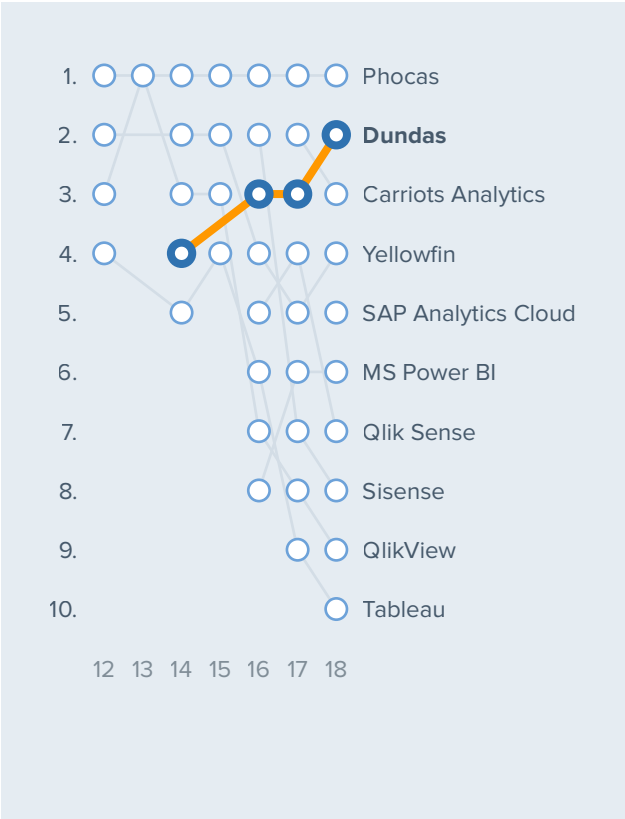
Flexibility

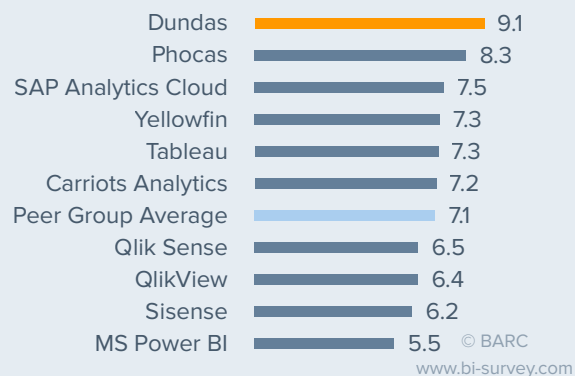This KPI is based on how often the product was chosen for its flexibility, and on the frequency of complaints about user flexibility post-implementation.
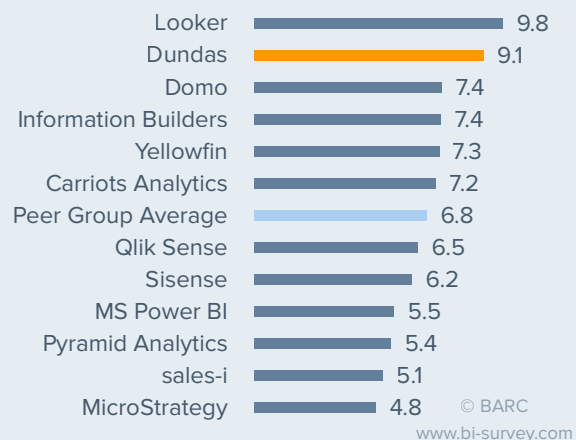
Flexibility – Top-ranked
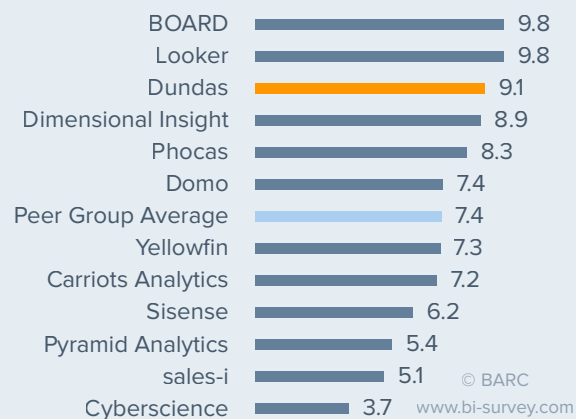
Peer group: Data discovery-focused products

Dundas	9.1
Phocas	8.3
SAP Analytics Cloud	7.5
Yellowfin	7.3
Tableau	7.3
Carriots Analytics	7.2
Peer Group Average	7.1
Qlik Sense	6.5
QlikView	6.4
Sisense	6.2
MS Power BI	5.5

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Flexibility – Leader

Peer group: Embedded analytics-focused products

Looker	9.8
Dundas	9.1
Domo	7.4
Information Builders	7.4
Yellowfin	7.3
Carriots Analytics	7.2
Peer Group Average	6.8
Qlik Sense	6.5
Sisense	6.2
MS Power BI	5.5
Pyramid Analytics	5.4
sales-i	5.1
MicroStrategy	4.8

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Flexibility – Leader

Peer group: Americas-focused vendors

BOARD	9.8
Looker	9.8
Dundas	9.1
Dimensional Insight	8.9
Phocas	8.3
Domo	7.4
Peer Group Average	7.4
Yellowfin	7.3
Carriots Analytics	7.2
Sisense	6.2
Pyramid Analytics	5.4
sales-i	5.1
Cyberscience	3.7

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Flexibility – Leader

Peer group: Dashboarding-focused products

Longview Analytics	10.0
BOARD	9.8
Looker	9.8
Dundas	9.1
Dimensional Insight	8.9
SAP Analytics Cloud	7.5
Domo	7.4
Peer Group Average	7.3
Tableau	7.3
QlikView	6.4
Sisense	6.2
TARGIT	5.8
MS Power BI	5.5
Pyramid Analytics	5.4
sales-i	5.1
Cubeware	5.0

Flexibility

BARC Viewpoint

Dundas is the top-ranked vendor in the 'Flexibility' KPI among data discovery-oriented products and a leader in all its relevant peer groups. Flexible BI and analytics solutions allow users to answer a wide variety of business questions – whether foreseen or unforeseen. Tailor-made and interactive analytical applications and dashboards offer a low entry barrier for users through a guided experience combined with the possibility to dive into the underlying data to analyze it from every angle possible. In other words, Dundas serves a delicious meal on a silver plate and still allows you to go to the data kitchen to meet unexpected needs.
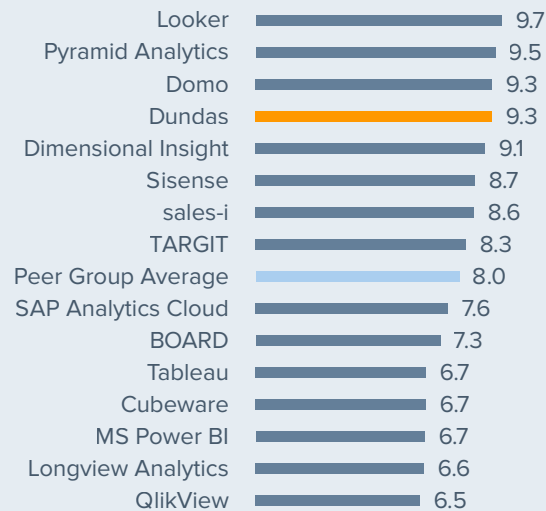
Sales experience

This KPI is based on how respondents rate the sales/purchasing experience with the vendor.
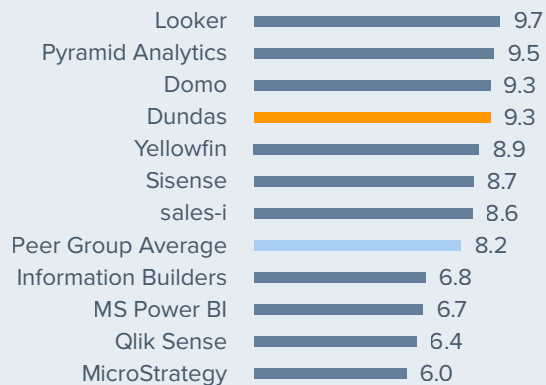
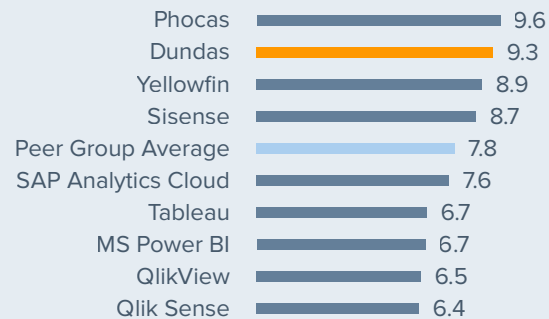## Sales experience – Leader

Peer group: Dashboarding-focused products

Looker	9.7
Pyramid Analytics	9.5
Domo	9.3
Dundas	9.3
Dimensional Insight	9.1
Sisense	8.7
sales-i	8.6
TARGIT	8.3
Peer Group Average	8.0
SAP Analytics Cloud	7.6
BOARD	7.3
Tableau	6.7
Cubeware	6.7
MS Power BI	6.7
Longview Analytics	6.6
QlikView	6.5

Sales experience – Leader

Peer group: Embedded analytics-focused products

Looker	9.7
Pyramid Analytics	9.5
Domo	9.3
Dundas	9.3
Yellowfin	8.9
Sisense	8.7
sales-i	8.6
Peer Group Average	8.2
Information Builders	6.8
MS Power BI	6.7
Qlik Sense	6.4
MicroStrategy	6.0

Sales experience – Leader

Peer group: Data discovery-focused products

Phocas	9.6
Dundas	9.3
Yellowfin	8.9
Sisense	8.7
Peer Group Average	7.8
SAP Analytics Cloud	7.6
Tableau	6.7
MS Power BI	6.7
QlikView	6.5
Qlik Sense	6.4

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Consistently outstanding in sales experience

Peer group: Data discovery-focused products

1.	○	○ Phocas
2.	●	● **Dundas**
3.	○	○ Yellowfin
4.	○	○ Sisense
5.	○	○ SAP Analytics Cloud
6.	○	○ Tableau
7.	○	○ MS Power BI
8.	○	○ QlikView
9.		○ Qlik Sense

17 18

Sales experience

BARC Viewpoint
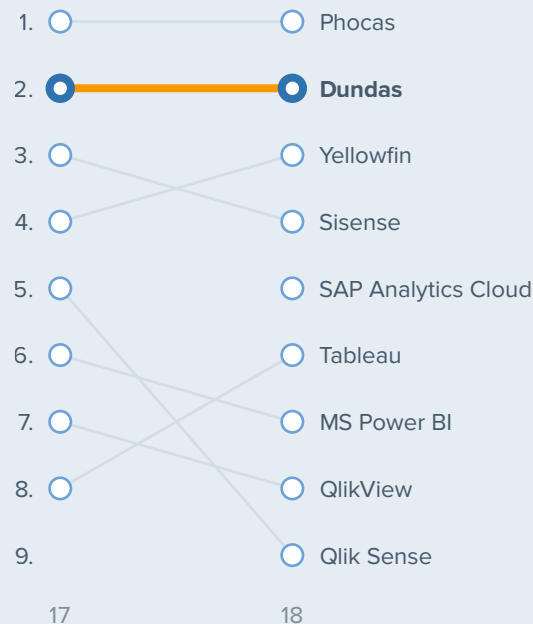
A vendor's ability to support its customers should not be judged exclusively by its product support quality. We often see vendors leaving a negative impression on customers at a very early stage during the sales process, thus eliminating any chance to sell to them in the future. Furthermore, a good sales impression, which is typically one of the first touch points with a vendor, is an important component in building a future relationship between vendor and customer. Dundas respondents consistently appreciate the sales experience delivered with a score of 9.3/10, up from an already high 8.6/10 in the last BI Survey, making it a leader in three out of four peer groups. Along with its encouraging 'Vendor support' rating, this confirms that Dundas is perceived as a good vendor by its customers.
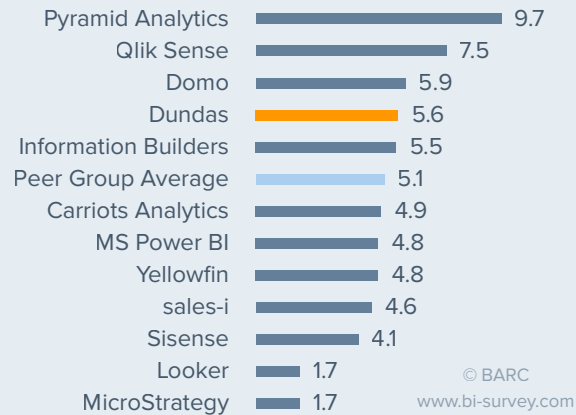
Query performance

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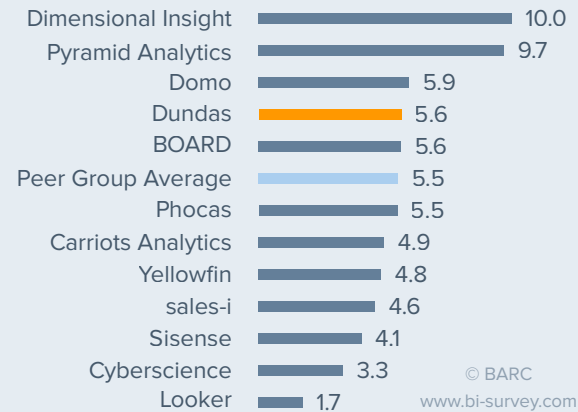
Query performance – Leader

Peer group: Embedded analytics-focused

Pyramid Analytics	9.7
Qlik Sense	7.5
Domo	5.9
Dundas	5.6
Information Builders	5.5
Peer Group Average	5.1
Carriots Analytics	4.9
MS Power BI	4.8
Yellowfin	4.8
sales-i	4.6
Sisense	4.1
Looker	1.7
MicroStrategy	1.7

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Query performance – Leader

Peer group: Americas-focused vendors

Dimensional Insight	10.0
Pyramid Analytics	9.7
Domo	5.9
Dundas	5.6
BOARD	5.6
Peer Group Average	5.5
Phocas	5.5
Carriots Analytics	4.9
Yellowfin	4.8
sales-i	4.6
Sisense	4.1
Cyberscience	3.3
Looker	1.7

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BARC Viewpoint

Dundas consistently delivers first-class query performance for our BI Survey respondents. The vendor is a leader in all its peer groups, reflecting a very low frequency of complaints about the system's performance. In general, Dundas cares a great deal about improving the performance of its solution. While it supports live, hybrid and cached access to data, the solution seems to handle query results well. The vendor has incorporated in-memory processing to boost query performance. This and other features work well, as evidenced by the feedback of Dundas' users regarding their experience with query performance in their productive environments.
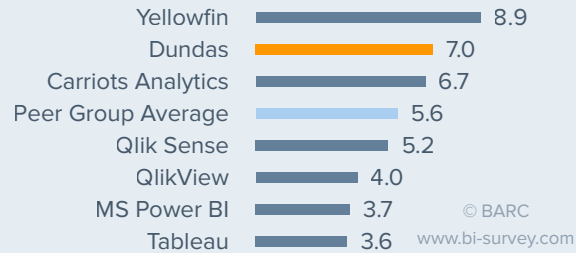
Operational BI

This KPI is based on how many sites currently use real-time data from transactional systems with their BI tool.
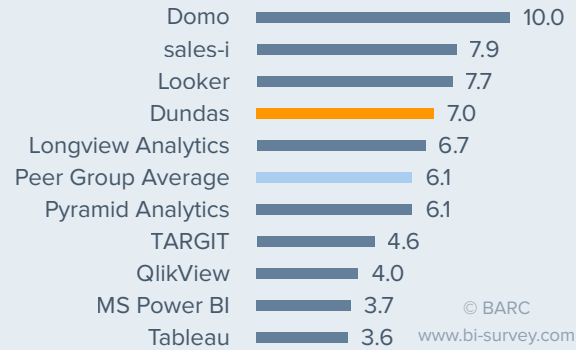
Operational BI − Leader

Peer group: Data discovery-focused products

Yellowfin	8.9
Dundas	7.0
Carriots Analytics	6.7
Peer Group Average	5.6
Qlik Sense	5.2
QlikView	4.0
MS Power BI	3.7
Tableau	3.6

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Operational BI − Leader

Peer group: Dashboarding-focused products

Domo	10.0
sales-i	7.9
Looker	7.7
Dundas	7.0
Longview Analytics	6.7
Peer Group Average	6.1
Pyramid Analytics	6.1
TARGIT	4.6
QlikView	4.0
MS Power BI	3.7
Tableau	3.6

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BARC Viewpoint

Dundas is a leading vendor in its support of 'Operational BI' in two peer groups. This KPI is based on how many sites currently use real-time data from transactional systems with their BI tool. Operationalization is among the most discussed trends in recent years, with organizations working hard to improve near-time information provision for front-line or production workers. They aim to support critical business processes with in-process information to support the day-to-day work of employees. Dundas provides capabilities for embedding its software into operational applications and supports querying live data using dashboards and operational reports.
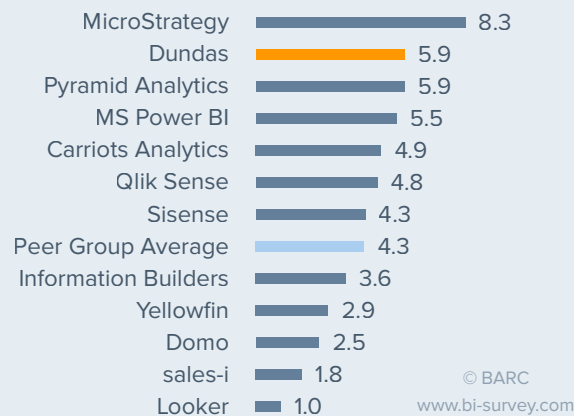
Visual design standards

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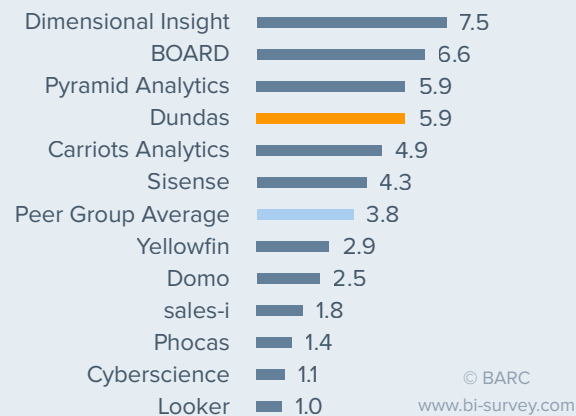
Visual design standards – Leader

Peer group: Embedded analytics-focused products

Vendor	Score
MicroStrategy	8.3
Dundas	5.9
Pyramid Analytics	5.9
MS Power BI	5.5
Carriots Analytics	4.9
Qlik Sense	4.8
Sisense	4.3
Peer Group Average	4.3
Information Builders	3.6
Yellowfin	2.9
Domo	2.5
sales-i	1.8
Looker	1.0

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Visual design standards – Leader

Peer group: Americas-focused vendors

Vendor	Score
Dimensional Insight	7.5
BOARD	6.6
Pyramid Analytics	5.9
Dundas	5.9
Carriots Analytics	4.9
Sisense	4.3
Peer Group Average	3.8
Yellowfin	2.9
Domo	2.5
sales-i	1.8
Phocas	1.4
Cyberscience	1.1
Looker	1.0

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BARC Viewpoint

Compared to other vendors, Dundas provides good capabilities to support customers wanting to implement distinct visual design standards with their BI tool. The vendor leads two peer groups in the 'Visual design standards' KPI. Visual design standards involve the deployment of a common 'visual language' for reports, dashboards and presentations with established formatting rules and applied design patterns. Authorities such as Stephen Few, Edward Tufte and Rolf Hichert have contributed to this trend by providing rules and guidance for the implementation of proven and vetted design standards. The common goal of this practice is to present relevant information in a way that it can be understood in an effective and efficient manner.
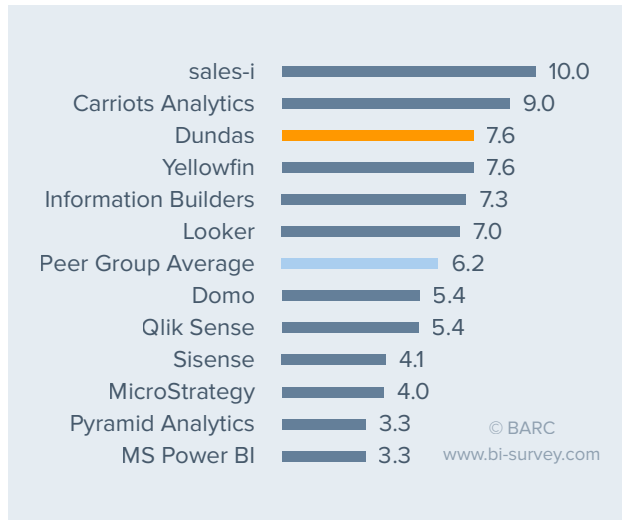
Embedded BI

This KPI is based on how many survey respondents use embedded BI.
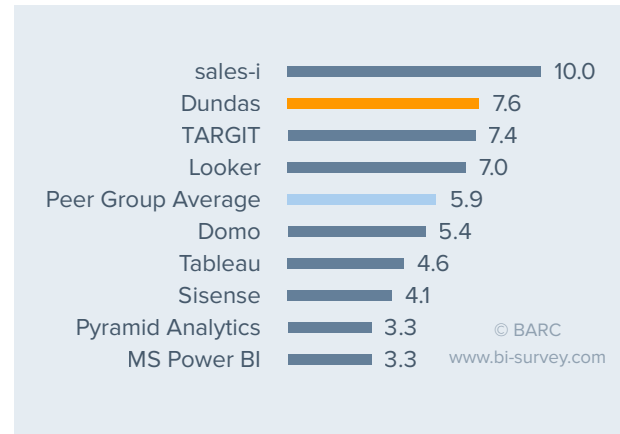
Embedded BI – Leader

Peer group: Embedded analytics-focused products

sales-i	10.0
Carriots Analytics	9.0
Dundas	7.6
Yellowfin	7.6
Information Builders	7.3
Looker	7.0
Peer Group Average	6.2
Domo	5.4
Qlik Sense	5.4
Sisense	4.1
MicroStrategy	4.0
Pyramid Analytics	3.3
MS Power BI	3.3

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Embedded BI – Leader

Peer group: Dashboarding-focused products

sales-i	10.0
Dundas	7.6
TARGIT	7.4
Looker	7.0
Peer Group Average	5.9
Domo	5.4
Tableau	4.6
Sisense	4.1
Pyramid Analytics	3.3
MS Power BI	3.3

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BARC Viewpoint

Like operational BI, embedded BI has been one of the most important trends in BI in recent years. Dundas makes a point of targeting this market with its solution. The vendor designed its software to be white-labeled, embedded using HTML code and for parameters to be passed into the embedded view. Furthermore, content such as web pages and third party visualizations can easily be embedded into Dundas. These capabilities are well used and customers give the vendor excellent ratings for 'Embedded BI', ranking it as a leader in two peer groups.
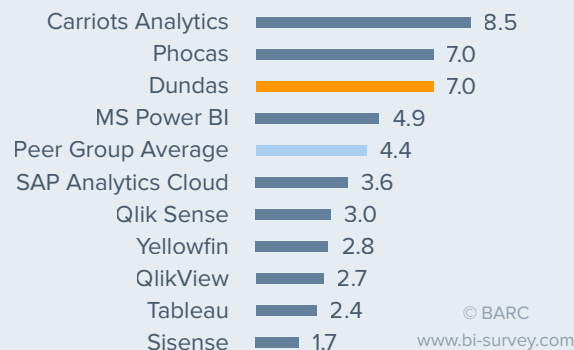
Competitive win rate

This KPI is based on the percentage of wins in competitive evaluations.
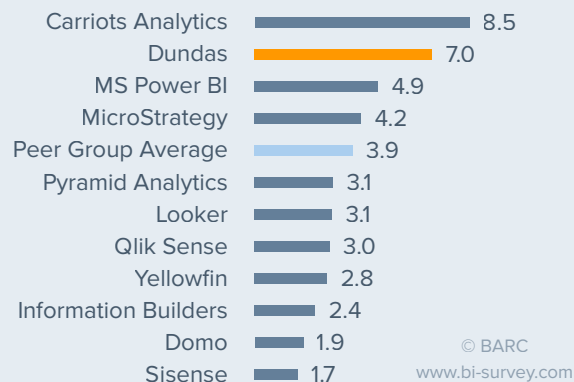
Competitive win rate – Leader
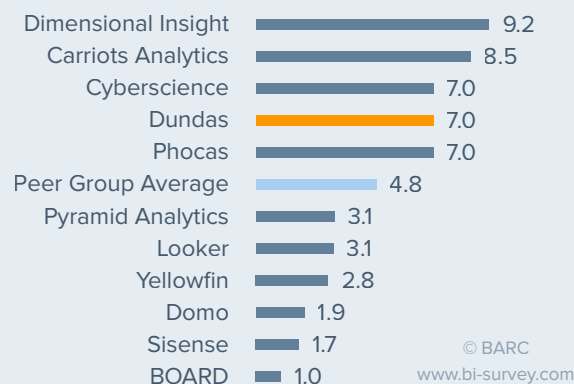
Peer group: Data discovery-focused products

Carriots Analytics	8.5
Phocas	7.0
Dundas	7.0
MS Power BI	4.9
Peer Group Average	4.4
SAP Analytics Cloud	3.6
Qlik Sense	3.0
Yellowfin	2.8
QlikView	2.7
Tableau	2.4
Sisense	1.7

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Competitive win rate – Leader

Peer group: Embedded analytics-focused products

Carriots Analytics	8.5
Dundas	7.0
MS Power BI	4.9
MicroStrategy	4.2
Peer Group Average	3.9
Pyramid Analytics	3.1
Looker	3.1
Qlik Sense	3.0
Yellowfin	2.8
Information Builders	2.4
Domo	1.9
Sisense	1.7

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Competitive win rate – Leader

Peer group: Americas-focused vendors

Dimensional Insight	9.2
Carriots Analytics	8.5
Cyberscience	7.0
Dundas	7.0
Phocas	7.0
Peer Group Average	4.8
Pyramid Analytics	3.1
Looker	3.1
Yellowfin	2.8
Domo	1.9
Sisense	1.7
BOARD	1.0

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Competitive win rate – Leader

Peer group: Dashboarding-focused products

Dimensional Insight	9.2
Longview Analytics	8.2
TARGIT	7.9
Dundas	7.0
MS Power BI	4.9
Peer Group Average	4.3
Cubeware	3.7
SAP Analytics Cloud	3.6
Pyramid Analytics	3.1
Looker	3.1
QlikView	2.7
Tableau	2.4
Domo	1.9
Sisense	1.7
BOARD	1.0

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Competitive win rate

BARC Viewpoint

Dundas wins a significant share of competitive evaluations against rivals, placing it as a leader in all its four peer groups in the 'Competitive win rate' KPI. Dundas can convince significantly more customers to purchase the solution once it is shortlisted. A high competitive win rate results not only from a positive sales experience, but also from the ability to quickly deliver concrete results and provide competitive pricing options and a good price-to-value ratio. Dundas is among the best vendors in all these aspects and therefore manages to outpace many of its competitors during evaluations.
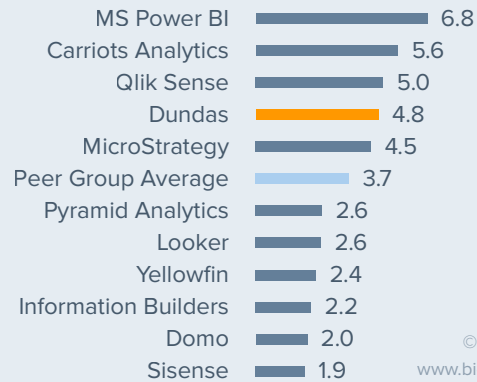
Competitiveness

This KPI combines the 'Considered for purchase' and 'Competitive win rate' KPIs.

Competitiveness – Leader
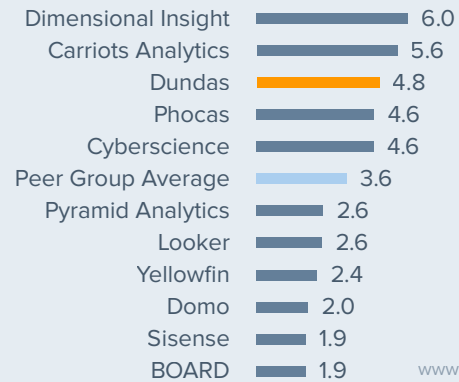
Peer group: Embedded analytics-focused products

MS Power BI	6.8
Carriots Analytics	5.6
Qlik Sense	5.0
Dundas	4.8
MicroStrategy	4.5
Peer Group Average	3.7
Pyramid Analytics	2.6
Looker	2.6
Yellowfin	2.4
Information Builders	2.2
Domo	2.0
Sisense	1.9

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Competitiveness – Leader

Peer group: Americas-focused vendors

Dimensional Insight	6.0
Carriots Analytics	5.6
Dundas	4.8
Phocas	4.6
Cyberscience	4.6
Peer Group Average	3.6
Pyramid Analytics	2.6
Looker	2.6
Yellowfin	2.4
Domo	2.0
Sisense	1.9
BOARD	1.9

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BARC Viewpoint

Dundas is a leader in two peer groups this year with a competitiveness rating that has increased significantly since 2017. The vendor is steadily increasing its visibility in international markets and is therefore being considered for purchase more often. The 'Competitiveness' KPI is an aggregation of the 'Considered for purchase' and 'Competitive win rate' KPIs. Dundas scores exceptionally well in the latter category and can be expected to further increase the visibility of its highly competitive Dundas BI platform in major sales regions as it has something to offer that prospects are currently looking for.
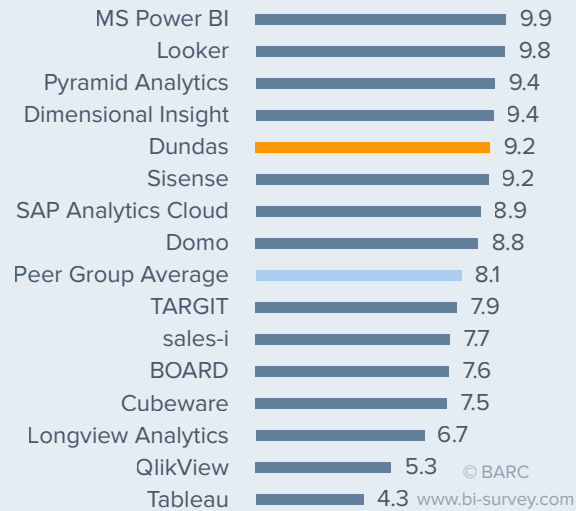
Price-to-value

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

Prce-to-value – Leader

Peer group: Dashboarding-focused products

MS Power BI	9.9
Looker	9.8
Pyramid Analytics	9.4
Dimensional Insight	9.4
Dundas	9.2
Sisense	9.2
SAP Analytics Cloud	8.9
Domo	8.8
Peer Group Average	8.1
TARGIT	7.9
sales-i	7.7
BOARD	7.6
Cubeware	7.5
Longview Analytics	6.7
QlikView	5.3
Tableau	4.3

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BARC Viewpoint — Price-to-value

Dundas scores above average in the highly important 'Price-to-value' KPI in all its peer groups and is among the leading dashboarding-focused products. Providing solutions that deliver big value for little money is an important advantage in the highly competitive and mature analytics and BI market. This measure not only relates to the cost of licenses and maintenance but also to costs for implementation and training. Good support from both Dundas and implementers together with suitable licensing are an important facet of customer satisfaction.

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.

Along with CXP and Pierre Audoin Consultants (PAC), BARC forms part of the CXP Group – the leading European IT research and consulting firm with 155 staff in eight countries including the UK, US, France Germany, Austria and Switzerland. CXP and PAC complement BARC's expertise in software markets with their extensive knowledge of technology for IT Service Management, HR and ERP.

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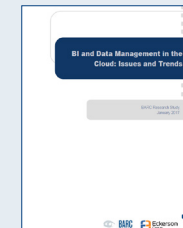
'BI and Data Management in the Cloud': A BARC and Eckerson Group study on current attitudes, issues and trends relating to the use of BI and DM technologies in the cloud. **Download here.**

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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