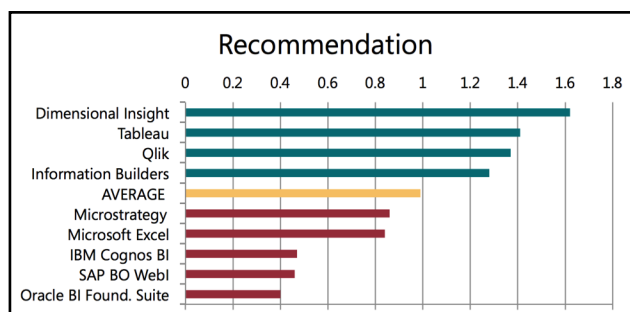
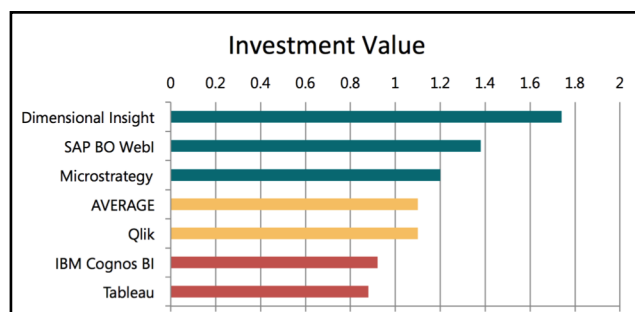
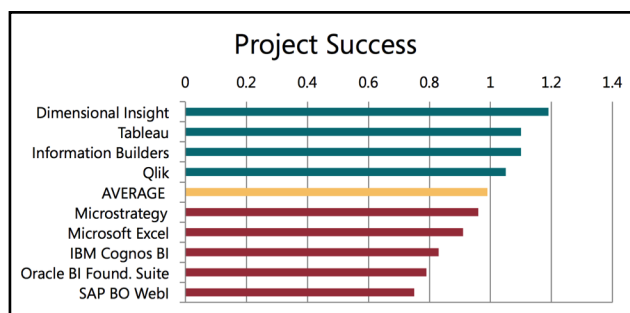


Dimensional Insight Outscores the Competition in the World's Largest BI User Survey

Dear friend,

I'm pleased to report that for the fourth consecutive year, Dimensional Insight achieved high customer ratings in the 2014 edition of the BARC BI Survey, the world's largest and most comprehensive independent survey of business intelligence end-users.

Dimensional Insight outscored all major BI vendors — IBM/Cognos, Information Builders, Microsoft, MicroStrategy, Oracle, QlikTech, SAP/Business Objects, and Tableau — in numerous key categories:

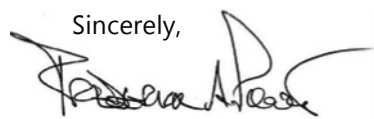


Data Source: The BI Survey 14 conducted by BARC

We owe a tremendous debt of gratitude to all the customers who participated in this independent research.

Following you will find the vendor summary document created by BARC to highlight Dimensional Insight's results in the survey.

Sincerely,



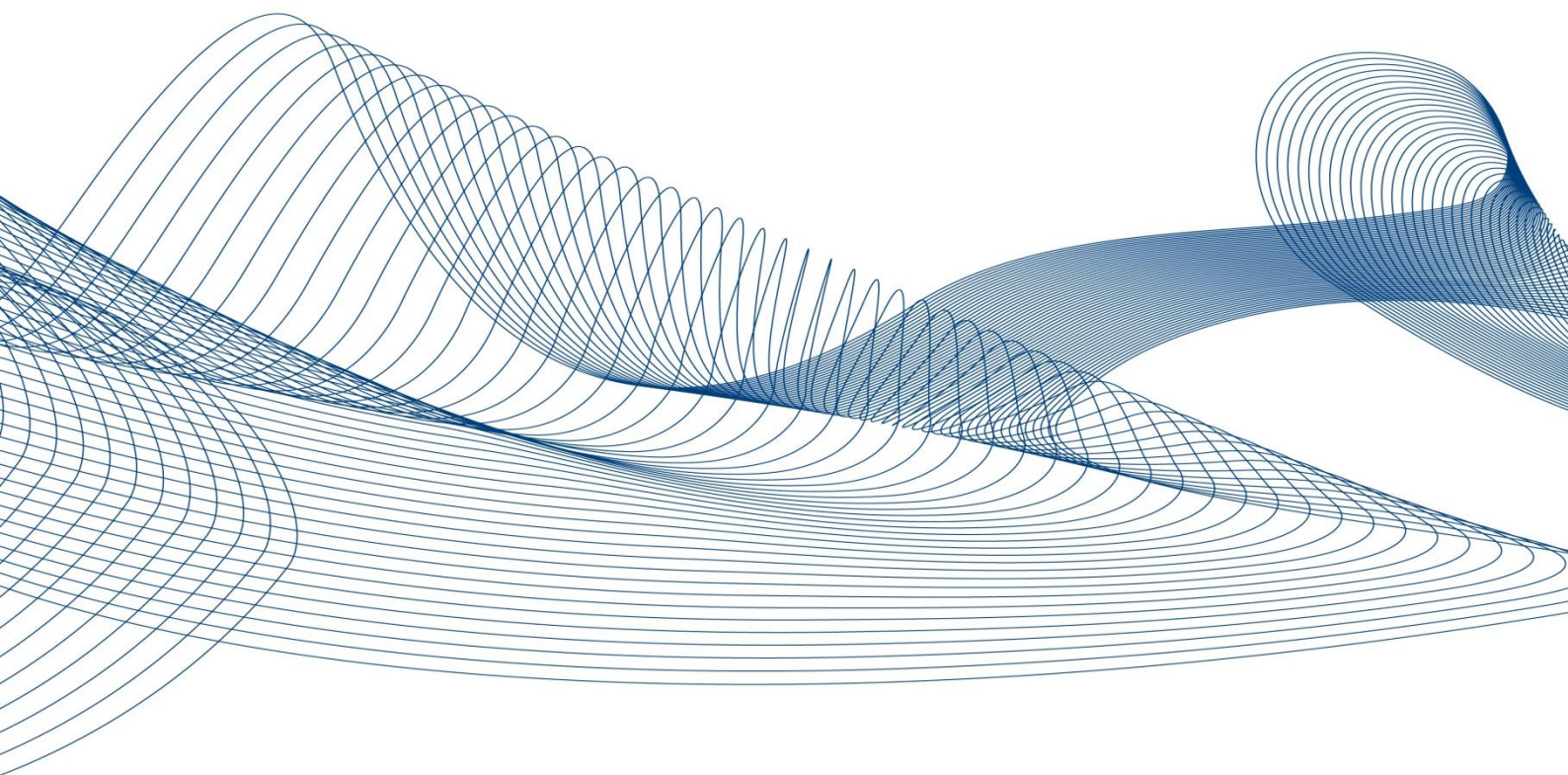
Frederick A. Powers
 CEO, Dimensional Insight

THE BI SURVEY 14

The world's largest survey of business intelligence software users

This document is a specially produced summary
by BARC of the headline results for

DIMENSIONAL INSIGHT



BARC

Table of contents

THE BI Survey 14 Dimensional Insight results overview	3
Dimensional Insight in THE BI Survey 14	4
Introduction	4
Dimensional Insight overview	4
Dimensional Insight customer responses	4
User and use case demographics.....	5
Peer Groups	7
The KPIs.....	7
Summary	60

THE BI Survey 14 Dimensional Insight results overview

Dashboard vendor	
Top ranked	Leading
Project success	Business benefits
Investment per seat	Seats per admin
Investment	Concurrent users
Proportion of employees	Data volume
Competitive win rate	Big data analytics
Recommendation	Cloud BI
Product satisfaction	Mobile BI
Vendor support	Operational BI
Implementer support	Query performance
Customer satisfaction	Performance satisfaction
Agility	Performance
	Self-service
	Flexibility for the user

Ad-hoc reporting vendor	
Top ranked	Leading
Project success	Business benefits
Investment per seat	Seats per admin
Investment	Proportion of employees
Recommendation	Concurrent users
Product satisfaction	Big data analytics
Vendor support	Competitive win rate
Implementer support	Cloud BI
Customer satisfaction	Data discovery/visualization
Agility	Mobile BI
	Operational BI
	Query performance
	Performance satisfaction
	Performance
	Self-service
	Flexibility for the user
	Ease of use

Dimensional Insight in THE BI Survey 14

Introduction

The BI Survey 14 is based on findings from the world's largest and most comprehensive survey of business intelligence end-users, conducted earlier this year. In total, 3,224 people responded to The Survey with 2,348 answering a series of detailed questions about their usage of a named product. Altogether, 34 products (or groups of products) are analyzed in detail.

The BI Survey 14 examines BI product selection and usage among users in areas including business benefits, costs, proportion of employees using the product, competitiveness, recommendation, innovation, performance, customer satisfaction and agility.

We asked several questions that helped us measure the business benefits derived from respondents' deployments. The combined results were then used as a calibration tool – The Business Benefits Index (BBI) - which is widely used throughout The Survey to assess the correlation between various factors and the achievement of benefits.

Dimensional Insight overview

Dimensional Insight (DI) was founded in 1989 and is headquartered in Burlington, MA. The company was a pioneer in web-based business intelligence with its main product, The Diver Solution, first released in 1993. The privately held company has about 2,600 customers worldwide.

The company has a worldwide distribution channel, most notably in EMEA but it also covers South America and the Asia Pacific. The product is also available as an on-demand solution.

The Diver Solution is an end-to-end business intelligence toolset and provides powerful analytics and dashboard capabilities. It is often used to provide ad hoc reporting capabilities for end-user oriented data discovery. DI also provides industry-specific solutions to targeted verticals, primarily the healthcare and wine and spirits sectors, as well as other suppliers and distributors. The vendor's offerings for the healthcare sector include DI Meaningful Use Compliance Advisor and DI Surgery Advisor. Additional recent offerings include DI DiveTab, intended for mobile BI, and DI Teamer, a collaborative application.

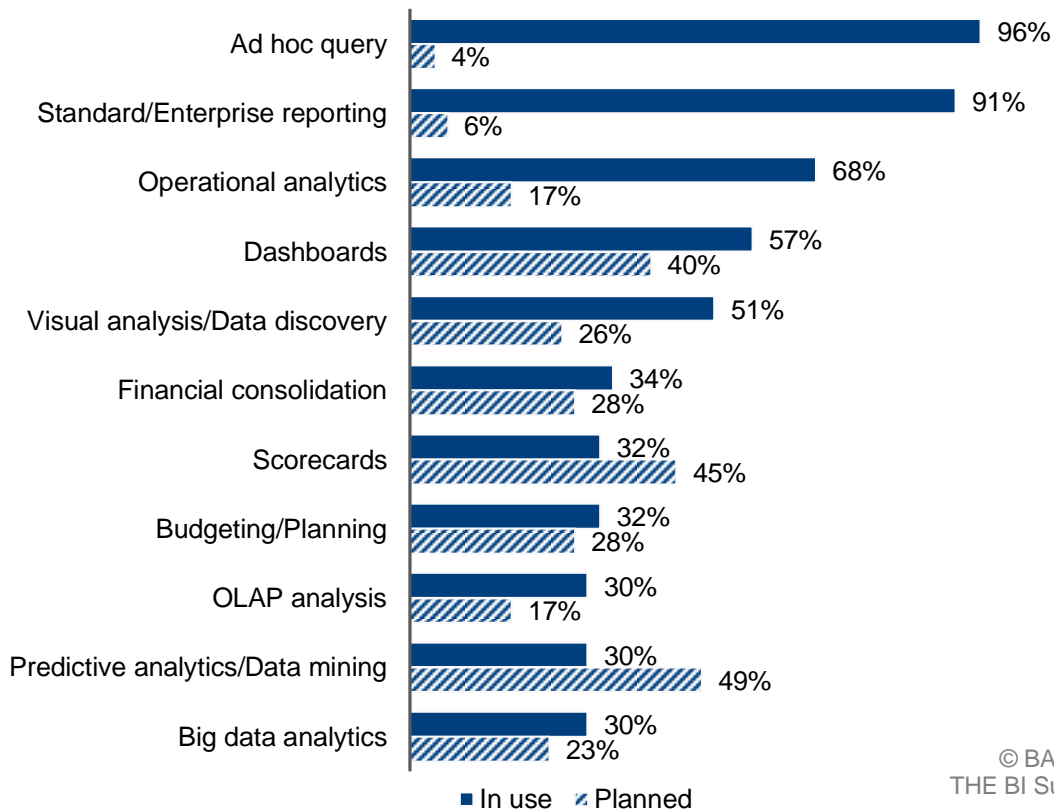
Customers give DI and its product set top-rated marks in a range of areas, including investment value, product satisfaction, vendor support, customer satisfaction and agility. The primary use cases are dashboarding and ad hoc reporting.

Dimensional Insight customer responses

This is the fourth year that Dimensional Insight features in The BI Survey. It appears this year with a sample of 47 users.

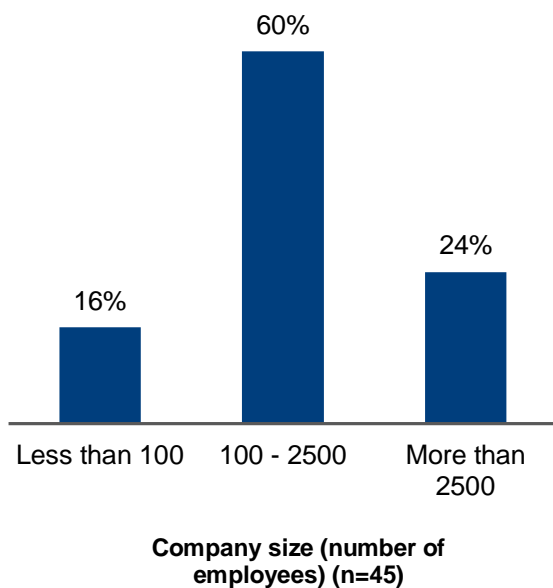
Around 90 percent of participants said they were using Diver Solution version 6, while 3 percent were on version 5 and 2 percent on version 3.

User and use case demographics



© BARC
THE BI Survey 14

Product usage (n= 47)

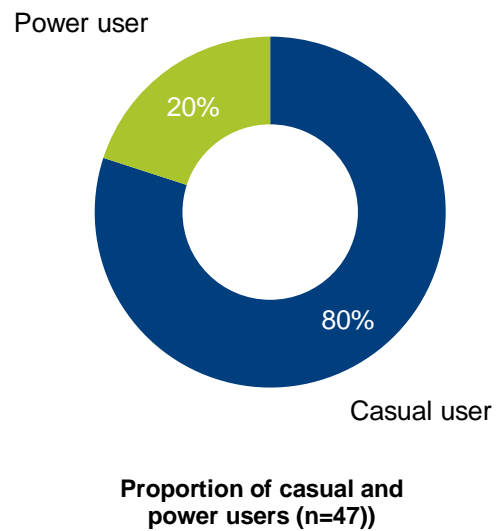
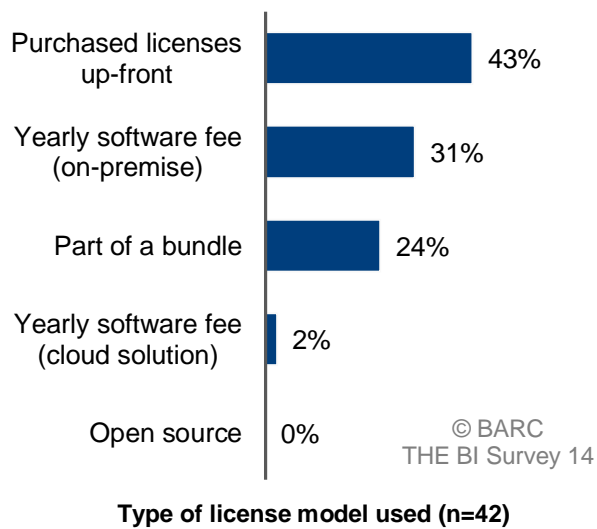


Percentage of employees using Dimensional Insight

Dimensional Insight	22%
Average of all products	15%

Number of users using Dimensional Insight

Median	120
Mean	476



DI's Diver Solution is mainly situated in the mid-market segment. But it is also used within a variety of enterprises in a number of scenarios.

On average 22 percent of employees at DI's customers use the product. This is an impressive figure and well above the average for all products in The BI Survey 14 (15 percent). Diver is also widely used outside of tech circles – 80 percent of reported customers are “casual” users, a strong indication of its relative ease of use.

Peer Groups

The BI Survey features a range of different types of BI tools so we use peer groups to ensure similar products are compared against each other. The groups are essential to allow fair and useful comparisons of products that are likely to compete.

The peer groups are primarily data-driven and based on how customers say they use the product.

Dimensional Insight features in the following peer groups:

- Dashboard
- Ad-hoc reporting

The KPIs

The BI Survey 14 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:

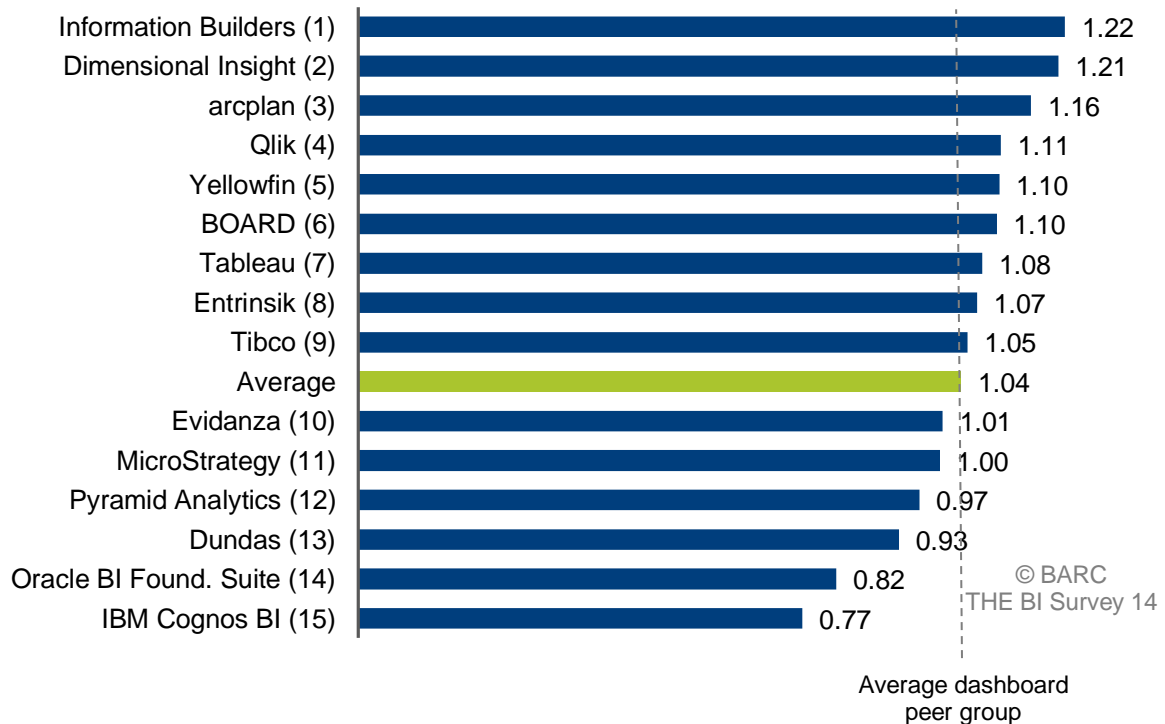
- Only measures that have a clear good/bad trend are used as the basis for KPIs
- KPIs may be based on one or more measures from The BI Survey
- Only products with samples of at least 20 - 30 (depending on the KPI) for each of the questions that feeds into the KPI are included
- Each KPI is normalized so that the overall sample always has a value of 1.0
- The KPIs are calculated so that better-than-average products always have scores of greater than 1.0, while less good products score less than 1.0. When viewing the peer group KPI charts, note that the average for each peer group will usually be either higher or lower than 1.0 because the peer groups are all subsets of the overall sample.

The products are sorted by value: the better the product the higher the value. The average is displayed as a green bar and separates the products into two groups, those that performed better than average and those that performed worse than average.

For more details on the KPIs, see our 'KPIs and Dashboards' document.

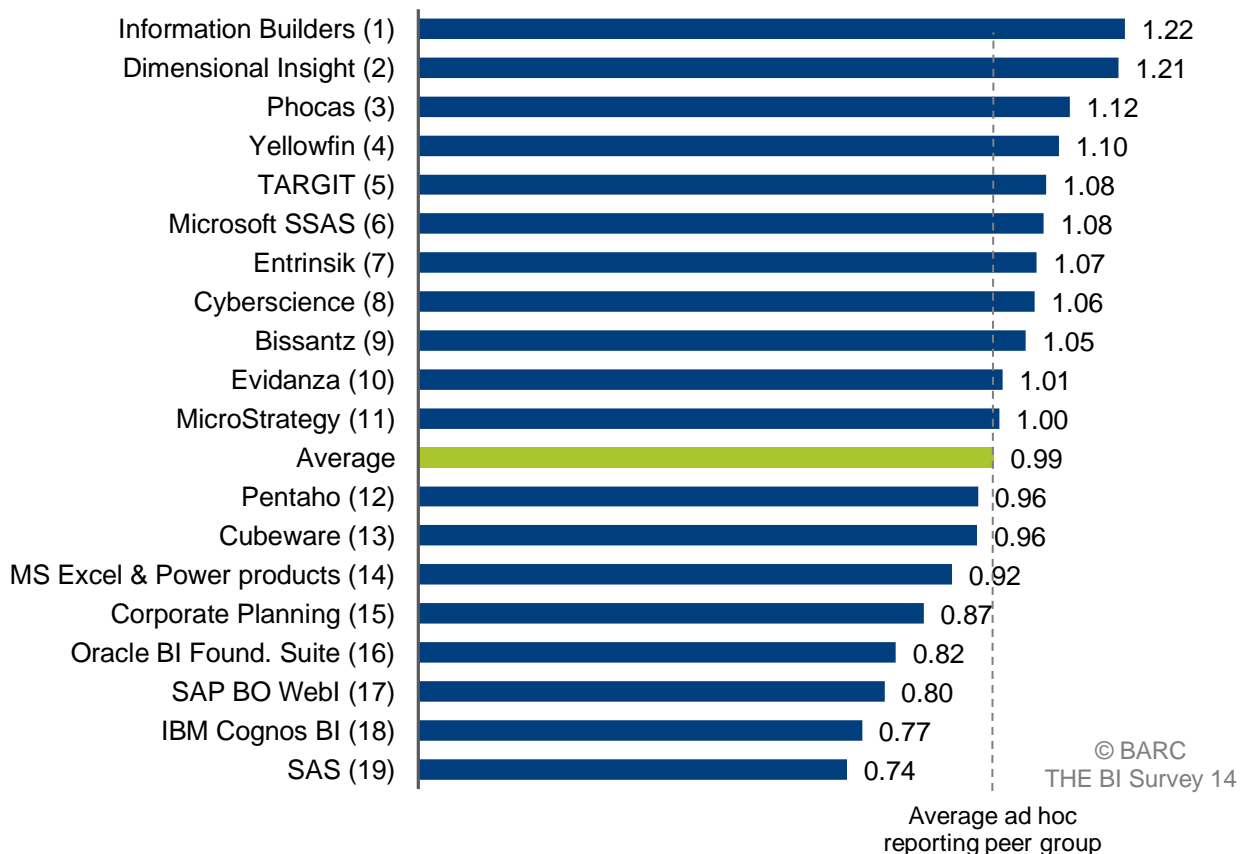
Leading dashboard vendor in business benefits

Based on the achievement level of a variety of business benefits



Leading ad-hoc reporting vendor in business benefits

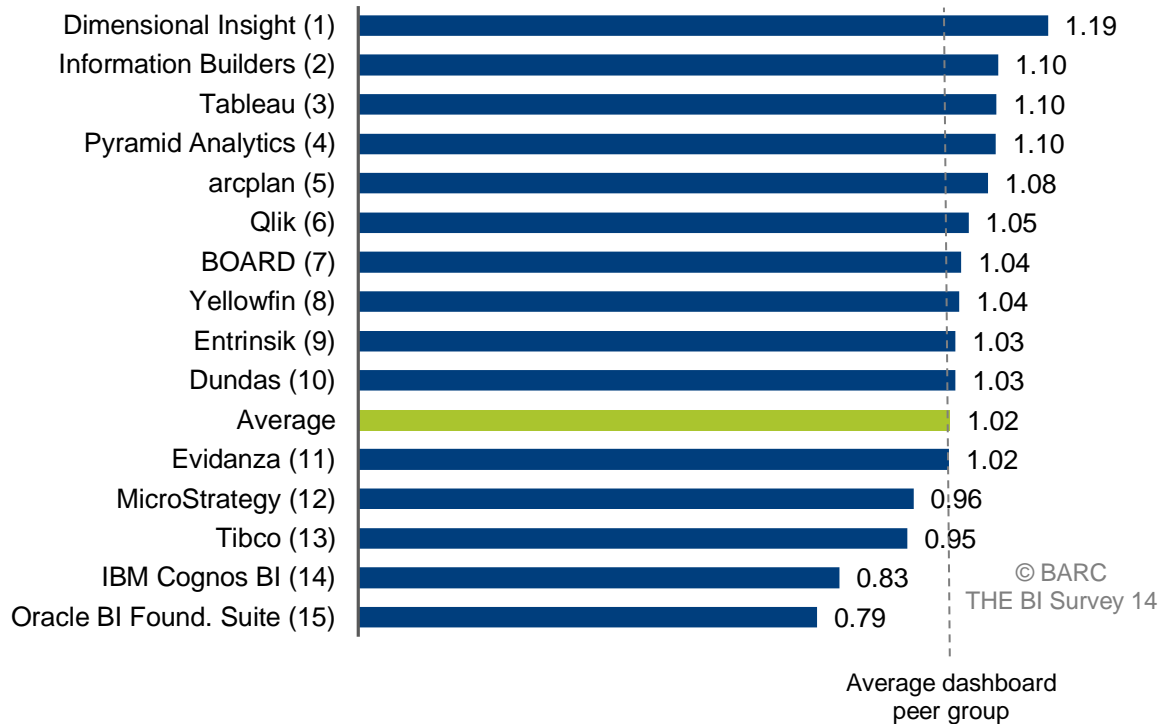
Based on the achievement level of a variety of business benefits



Having robust BI and analytics is now critical to engaging with customers, understanding markets, and even predicting the near-term future. DI makes a strong showing among customers in terms of its ability to deliver business benefits. The vendor runs a close second place among dashboard and ad hoc reporting tools vendors for contributing directly to customers' bottom lines.

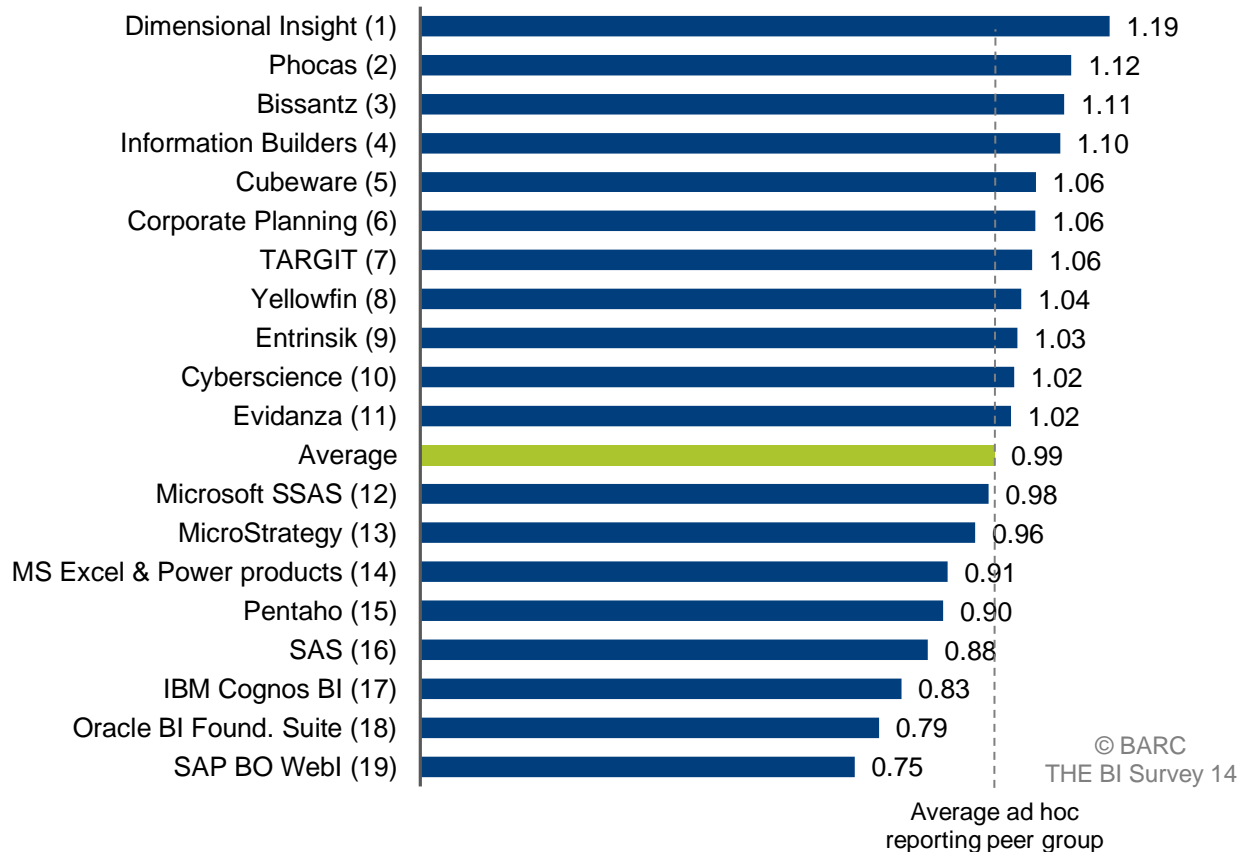
Top ranked dashboard vendor in project success

Based on the implementation satisfaction level and the frequency of projects completed on time and on budget



Top ranked ad-hoc reporting vendor in project success

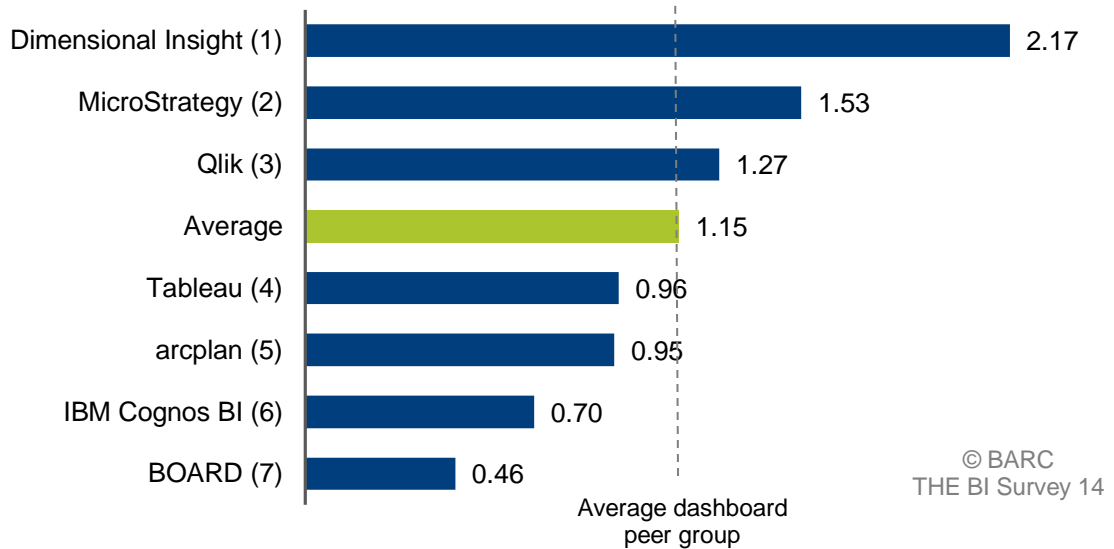
Based on the implementation satisfaction level and the frequency of projects completed on time and on budget



DI receives the highest marks of any dashboard or ad hoc reporting vendor in this year's study in terms of the implementation satisfaction level and enabling BI and analytics projects to be completed on time and on budget. DI's ongoing commitment to working deeply and knowledgeably within targeted verticals plays a large role in achieving these high levels of satisfaction.

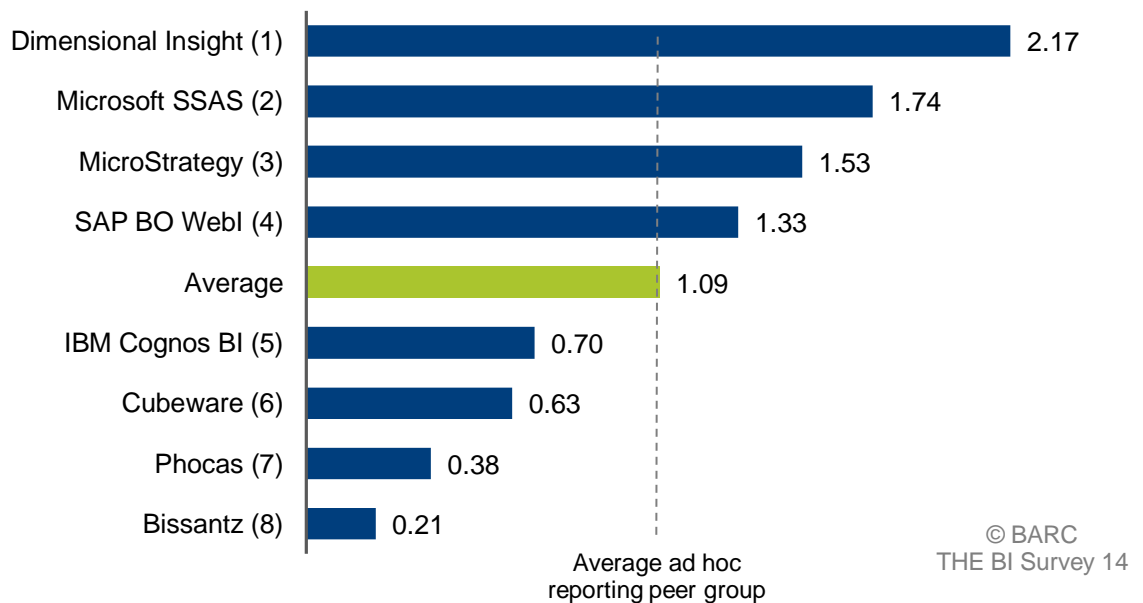
Top ranked dashboard vendor in investment per seat

Based on median license fees, annual fees and external implementation fees, adjusted by the number of users



Top ranked ad-hoc reporting vendor in investment per seat

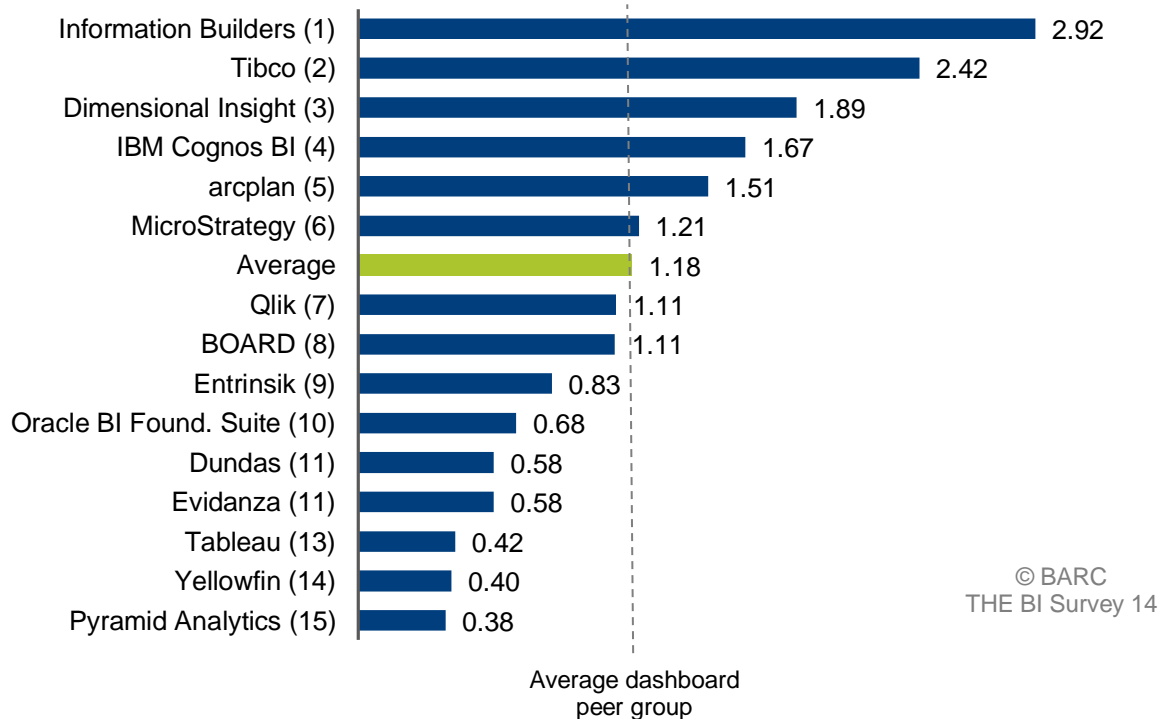
Based on median license fees, annual fees and external implementation fees, adjusted by the number of users



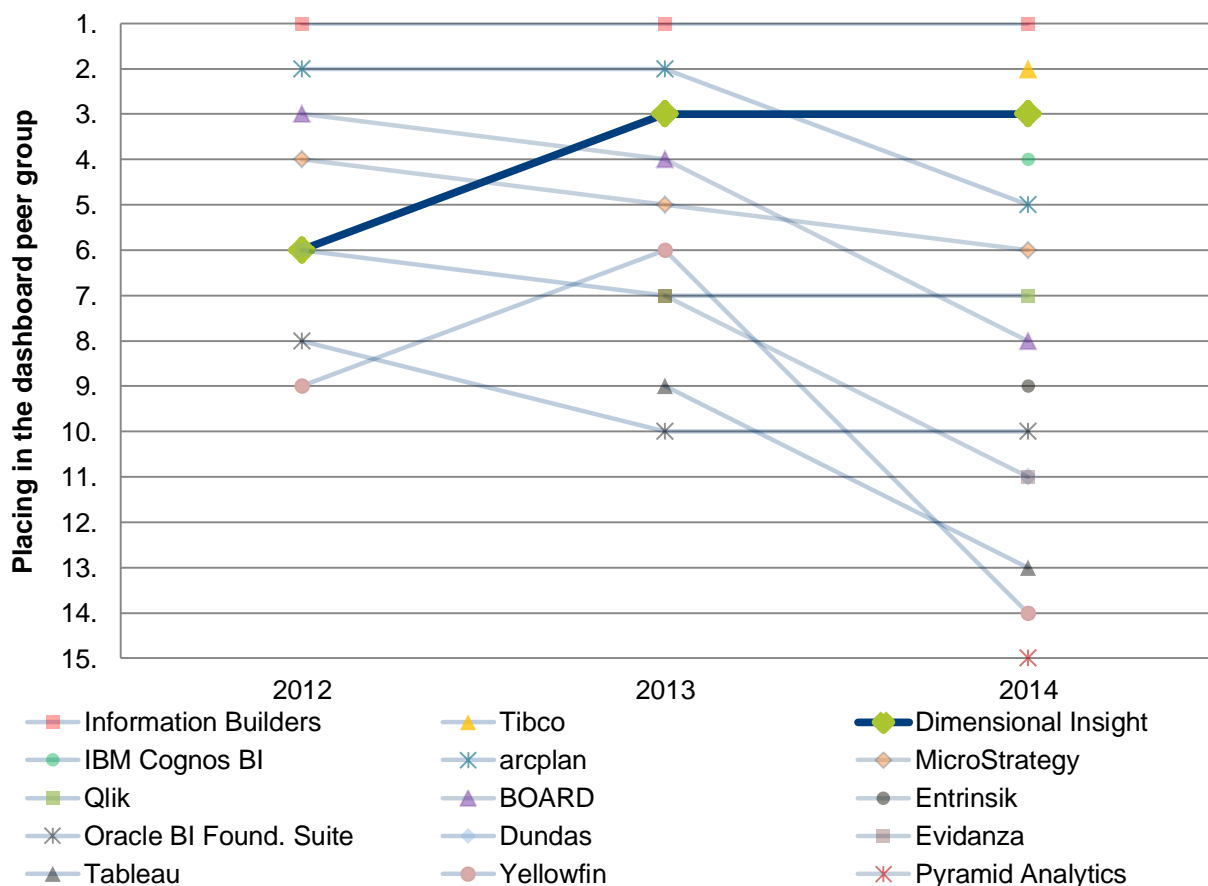
Just as DI ranks above all other BI and analytics vendors in terms of customer satisfaction, the vendor is also seen as an exceptional value in terms of dollars invested. DI ranks first among both dashboard and ad hoc reporting tools vendors as enabling the least investment per license seat.

Leading dashboard vendor in seats per admin

Based on the number of full-time administrators per user

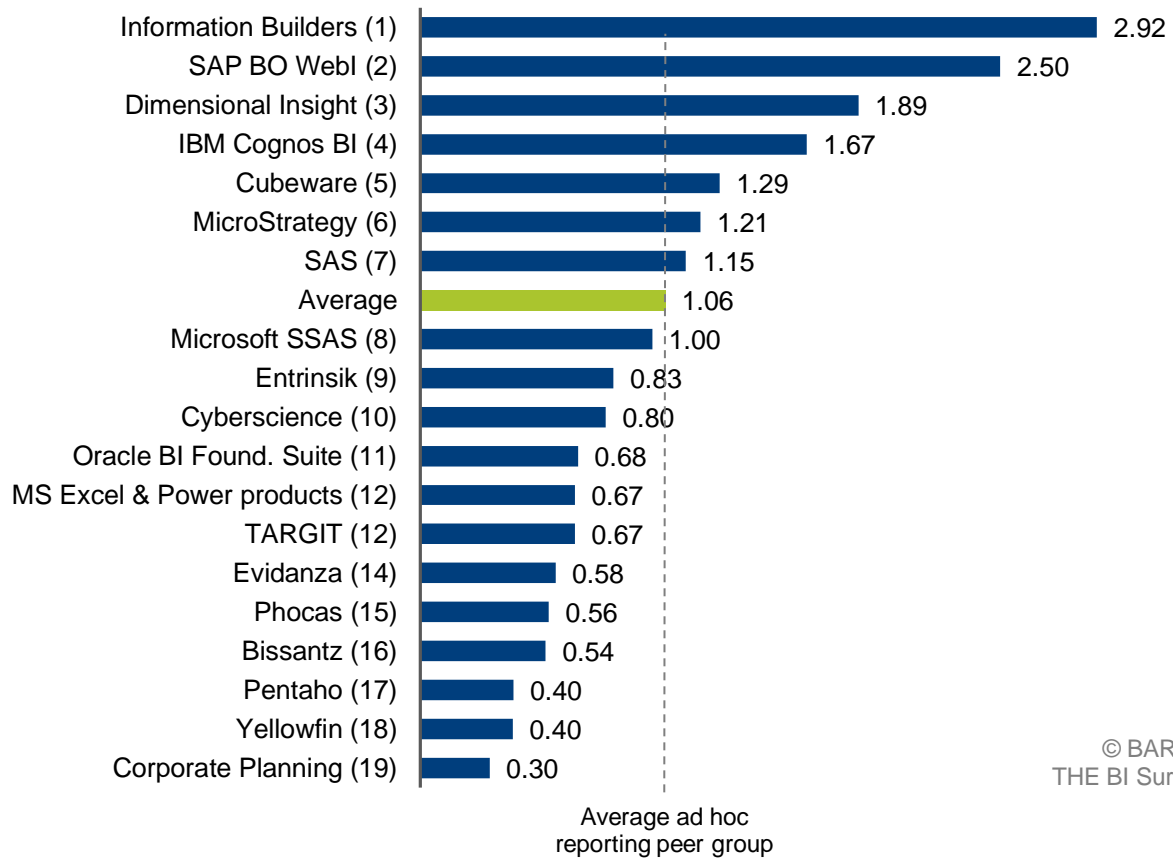


Consistently outstanding dashboard vendor in seats per admin in the past three years



Leading ad-hoc reporting vendor in seats per admin

Based on the number of full-time administrators per user

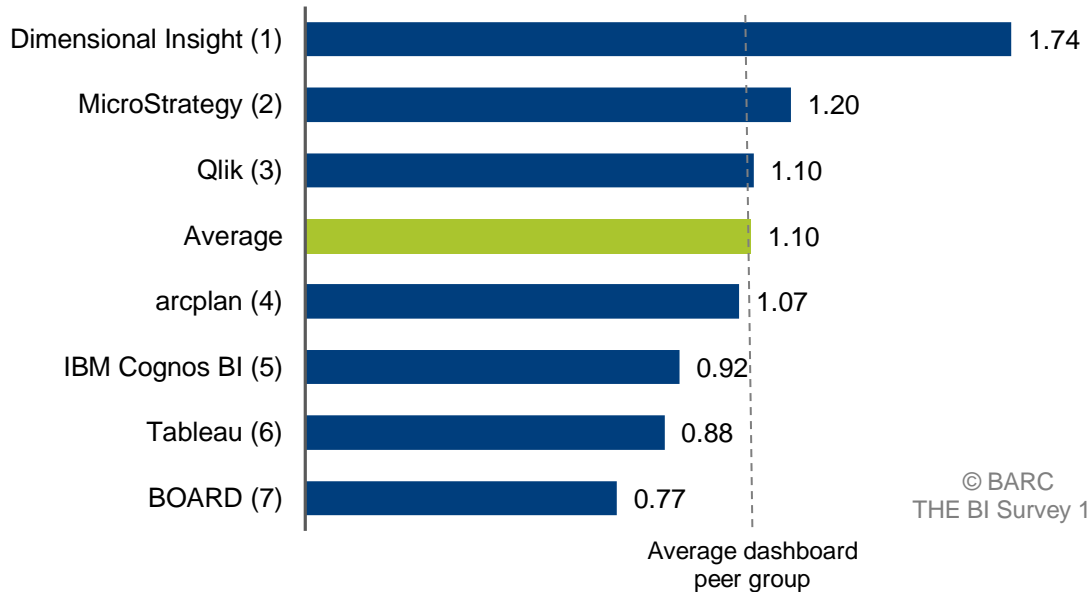


© BARC
THE BI Survey 14

DI's Diver Solution is able to administer high numbers of mid-market users efficiently. This is an individual product rather than a technology bundle and one which has a long history. It therefore offers mature administration functionality which we expect will develop further over time.

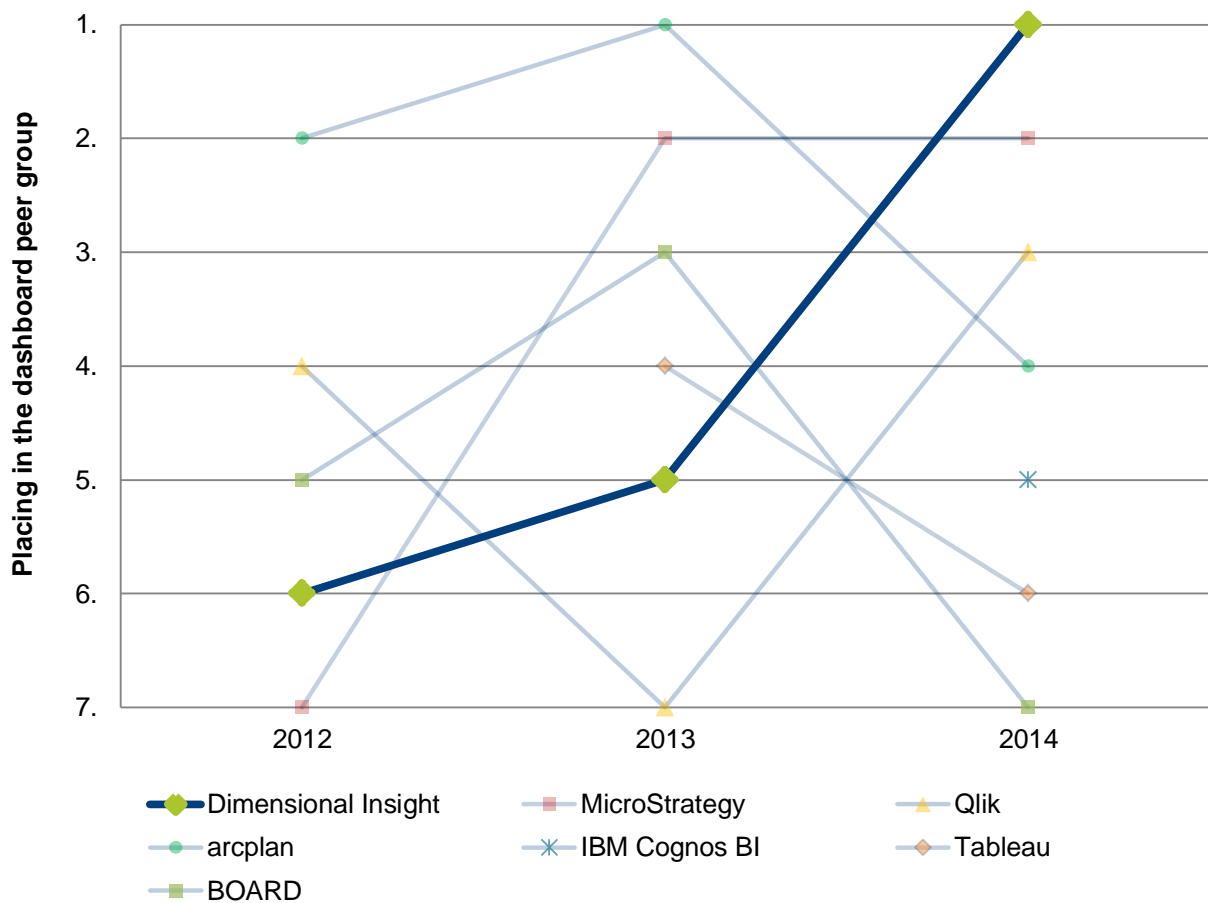
Top ranked dashboard vendor in investment

Based on a combination of the 'Investment per seat', 'Seats per administrator' and 'Price-performance perception' KPIs



© BARC
THE BI Survey 14

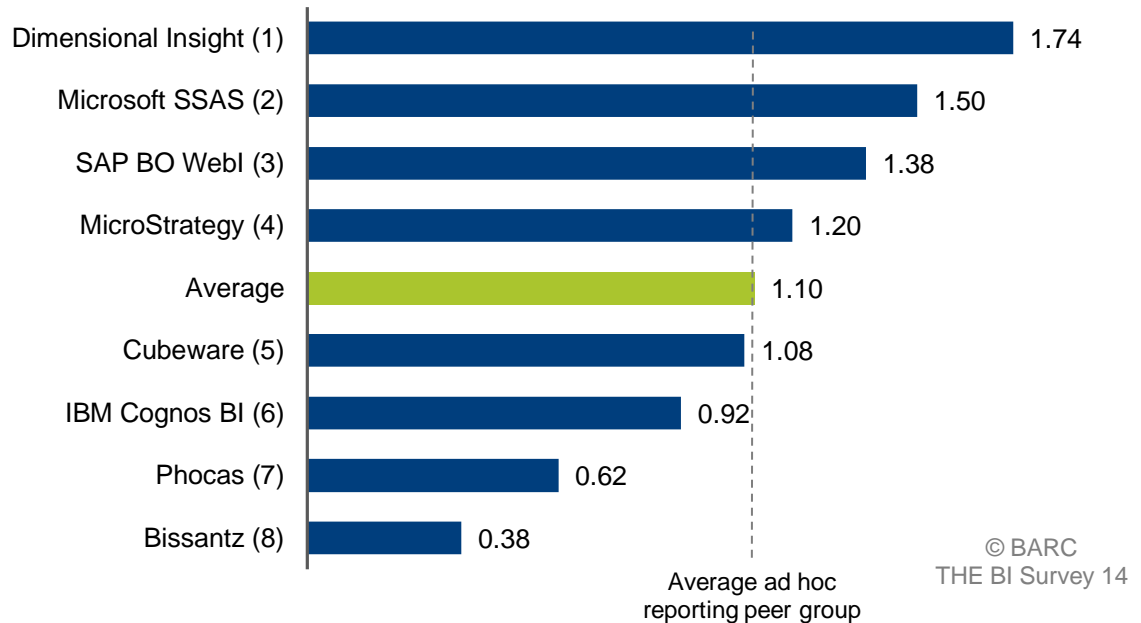
Improving dashboard vendor in investment in the past three years



© BARC THE BI Survey 14

Top ranked ad-hoc reporting vendor in investment

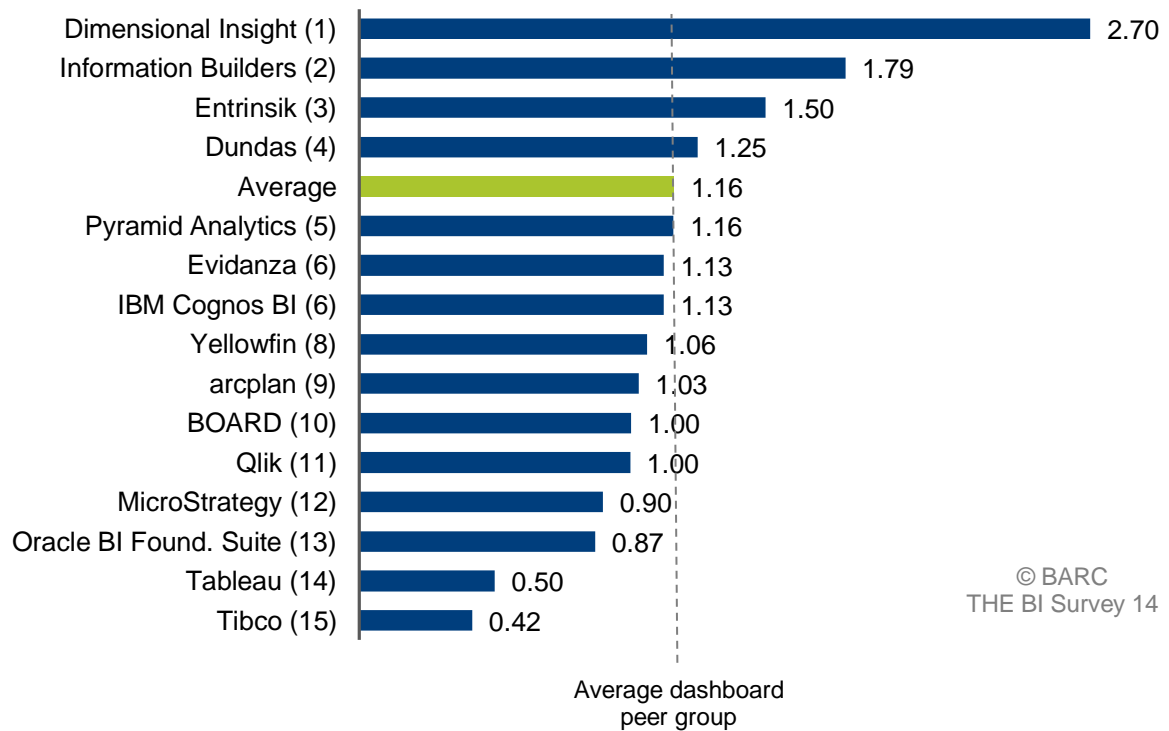
Based on a combination of the 'Investment per seat', 'Seats per administrator' and 'Price-performance perception' KPIs



Based on a composite KPI of various investment factors - 'Investment per seat', 'Seats per administrator' and 'Price-performance perception' – Dimensional Insight comes out first among vendors as the best overall deal for its customers. The vendor's climb to the top has been significant over the past two years in terms of its perceived value compared to other dashboard vendors – vaulting from sixth place in 2012 to first place today.

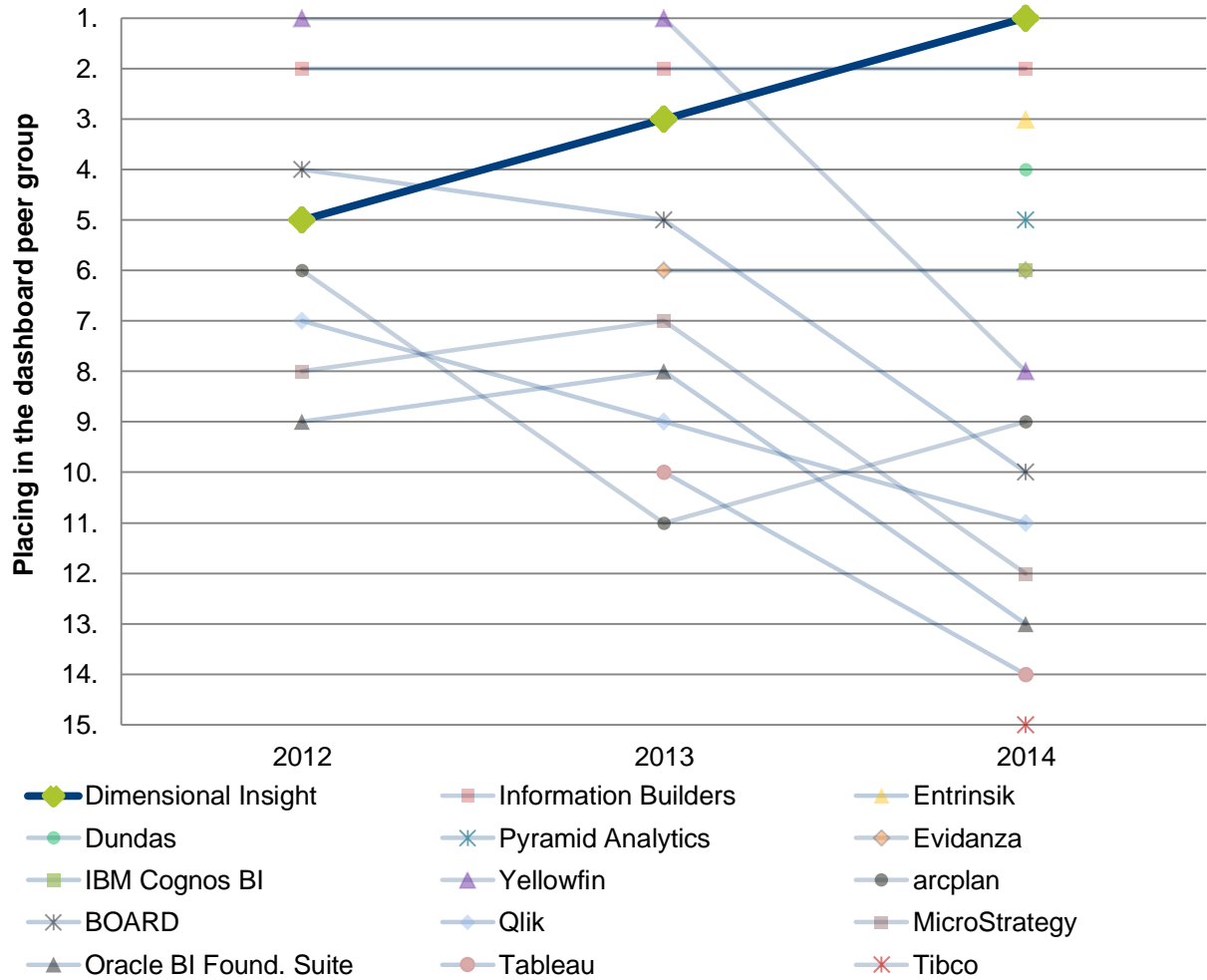
Top ranked dashboard vendor in proportion of employees

Based on the percentage of employees that use the product



© BARC
THE BI Survey 14

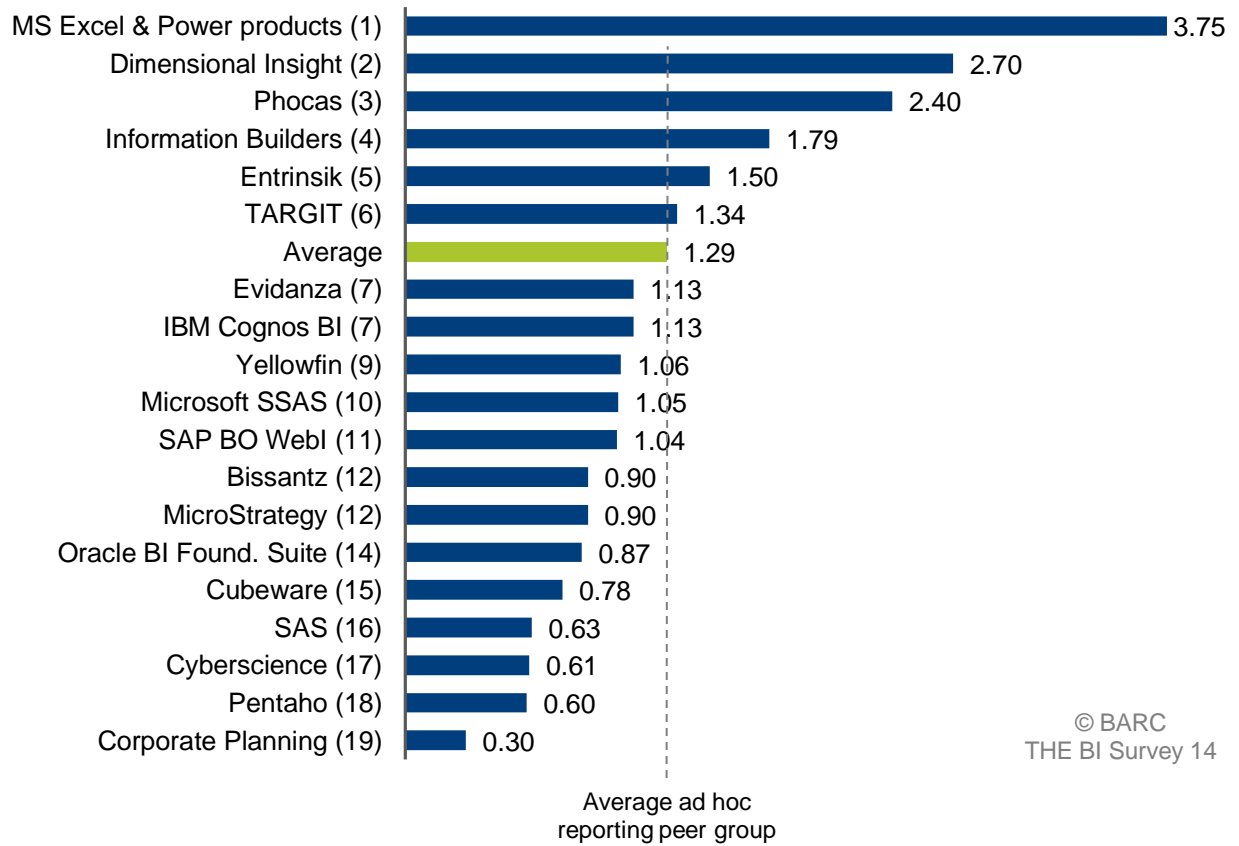
Improving dashboard vendor in proportion of employees in the past three years



© BARC THE BI Survey 14

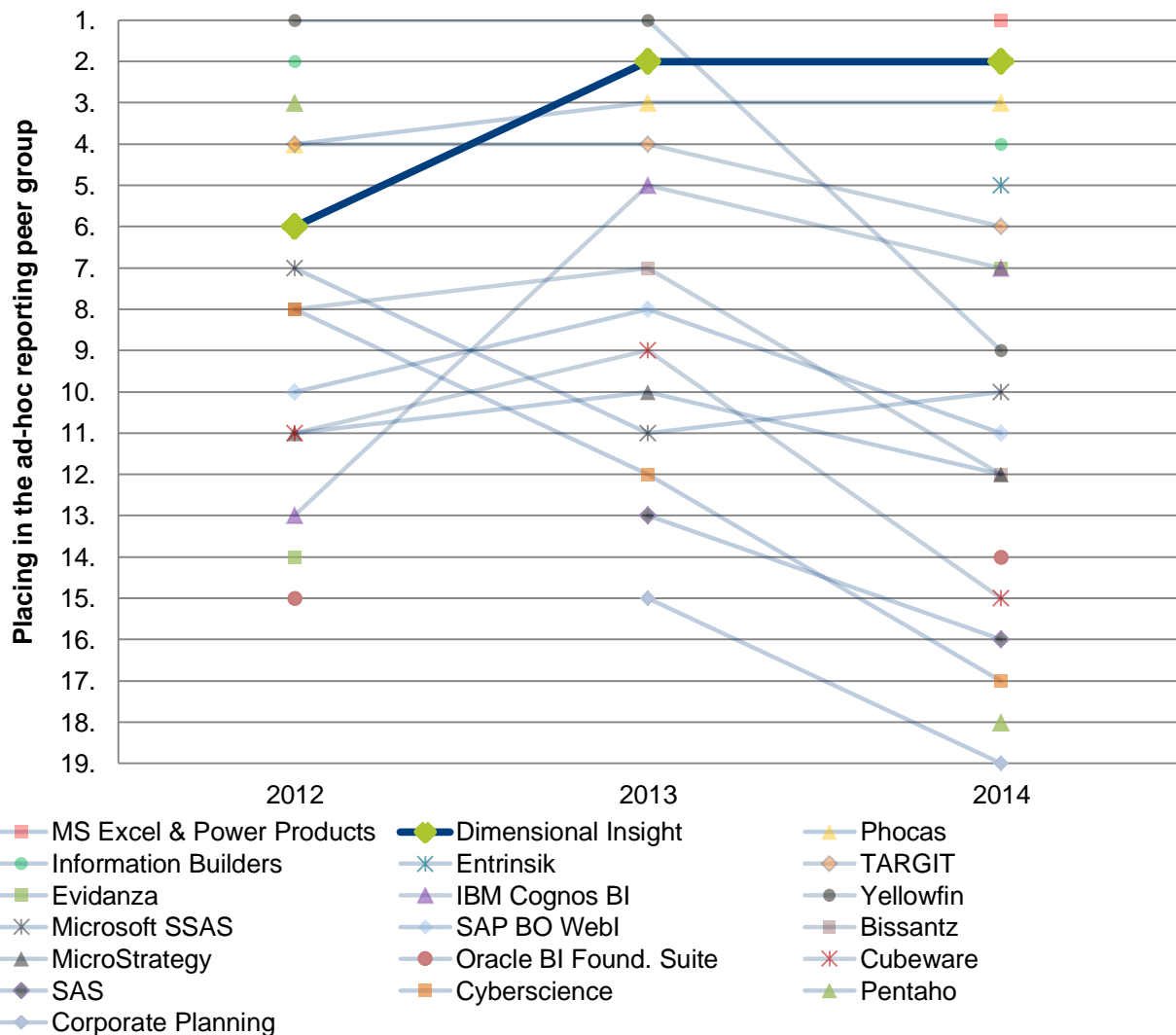
Leading ad-hoc reporting vendor in proportion of employees

Based on the percentage of employees that use the product



© BARC
THE BI Survey 14

Improving ad-hoc reporting vendor in proportion of employees in the past three years

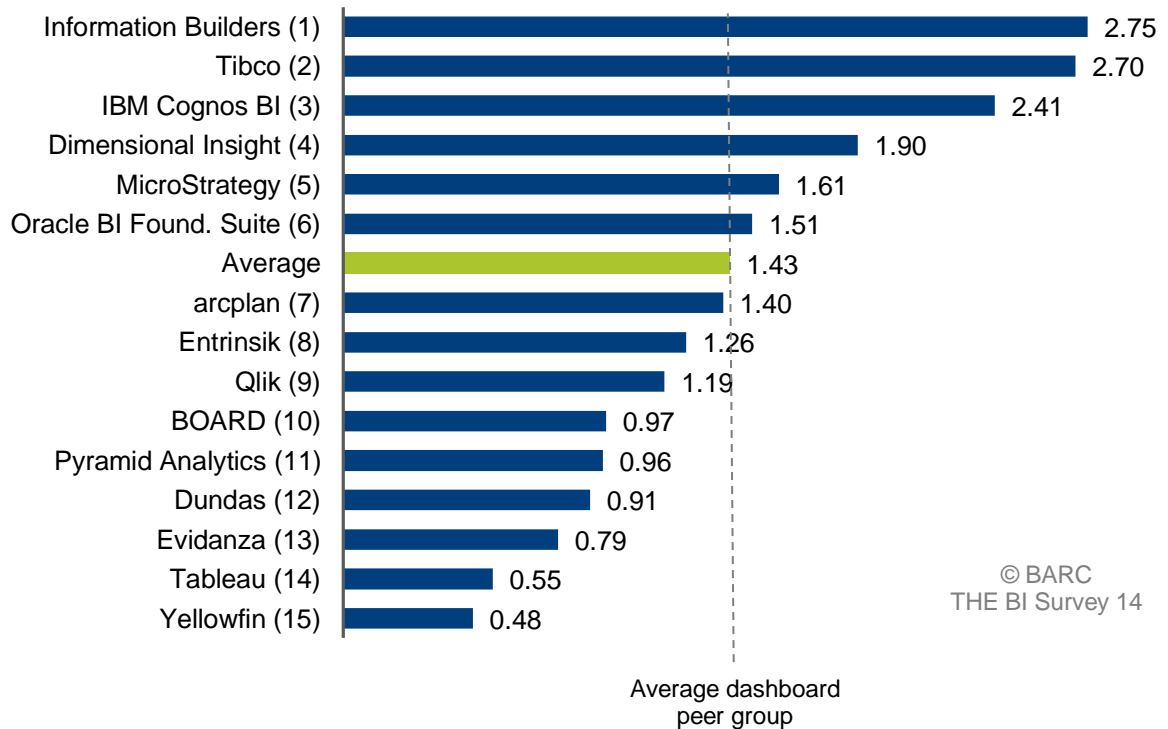


© BARC THE BI Survey 14

DI's Diver Solution has been gaining an impressive following within enterprises over the past two years. The vendor is now the top-ranked leader among BI dashboard providers in terms of the percentage of employees that use the product. Plus, the vendor is in second place among ad hoc reporting tools vendors.

Leading dashboard vendor in concurrent users

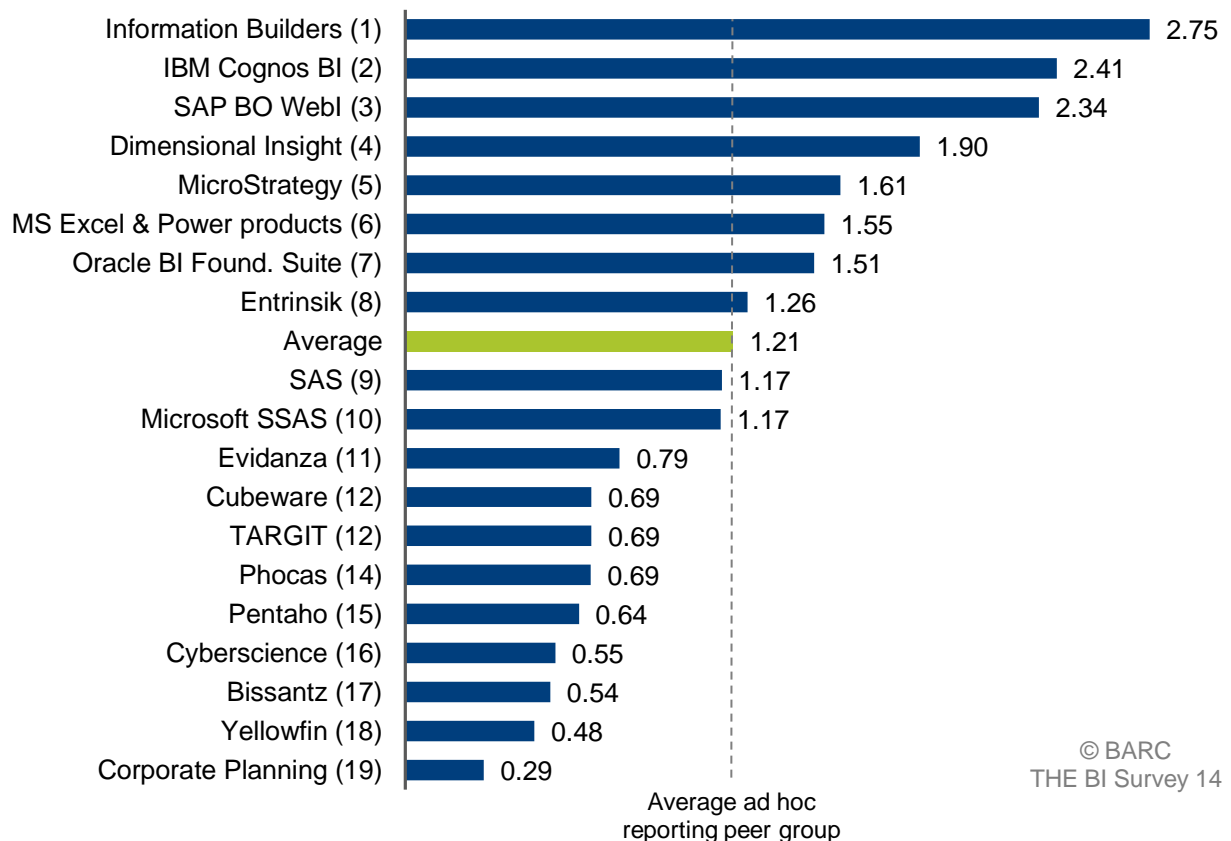
Based on the average number of concurrent users using the BI tool



© BARC
THE BI Survey 14

Leading ad-hoc reporting vendor in concurrent users

Based on the average number of concurrent users using the BI tool

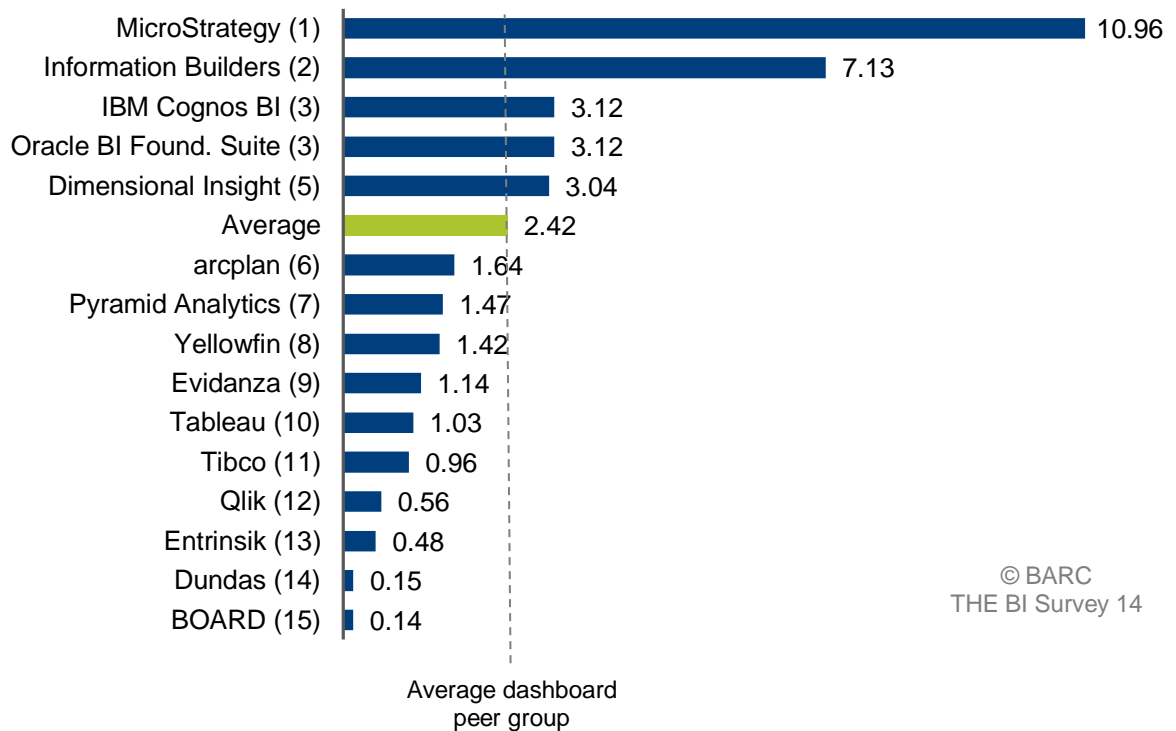


© BARC
THE BI Survey 14

In today's organizations, many users may be coming into a system from outside the walls of the enterprise – either because they are customers or partners, or are using mobile devices. As a result, many BI and analytics tools will be supporting spikes in usage. The ability to support large numbers of concurrent users is critical. BI customers give the vendor above-average ratings in this area.

Leading dashboard vendor in data volume

Based on the median volume of data in databases used with the BI tool

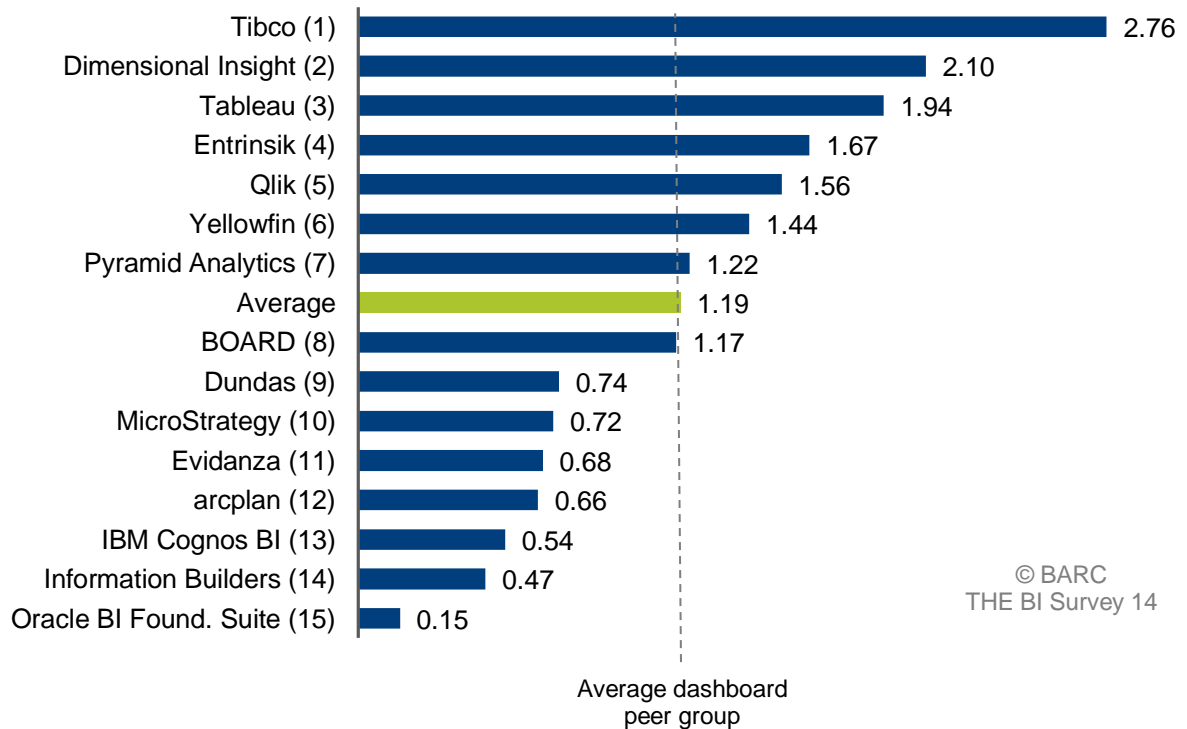


© BARC
THE BI Survey 14

Those products that can provide tools robust enough to manage big data's volume will be in great demand, and BI's customers feel the vendor is well positioned in this area. Many organizations now have hundreds of terabytes of data under their domains, and this will only keep growing year after year.

Leading dashboard vendor in big data analytics

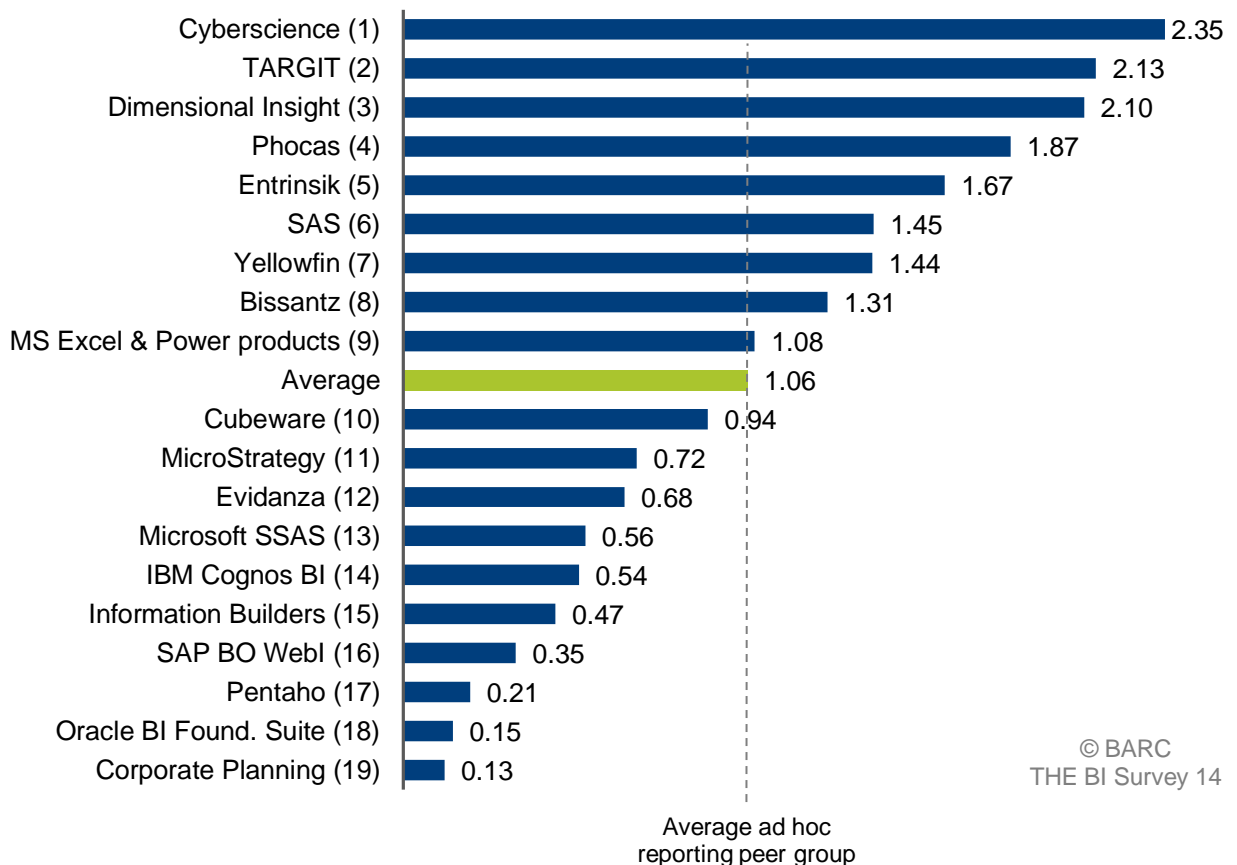
Based on how many sites currently use big data analytics with their BI tool



© BARC
THE BI Survey 14

Leading ad-hoc reporting vendor in big data analytics

Based on how many sites currently use big data analytics with their BI tool

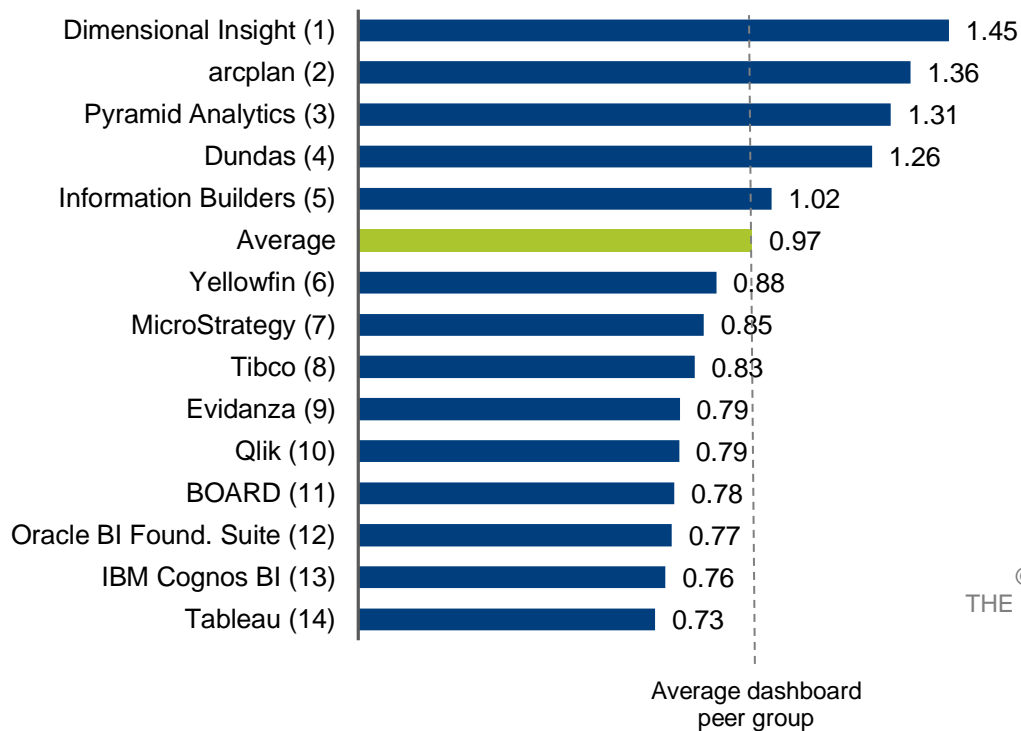


© BARC
THE BI Survey 14

Dimensional Insight is rated among the top three vendors in terms of its dashboarding and ad hoc reporting capabilities for big data analytics. This is a critical area of concern for customers, and as shown at the beginning of this report, big data analytics is a growing area of focus.

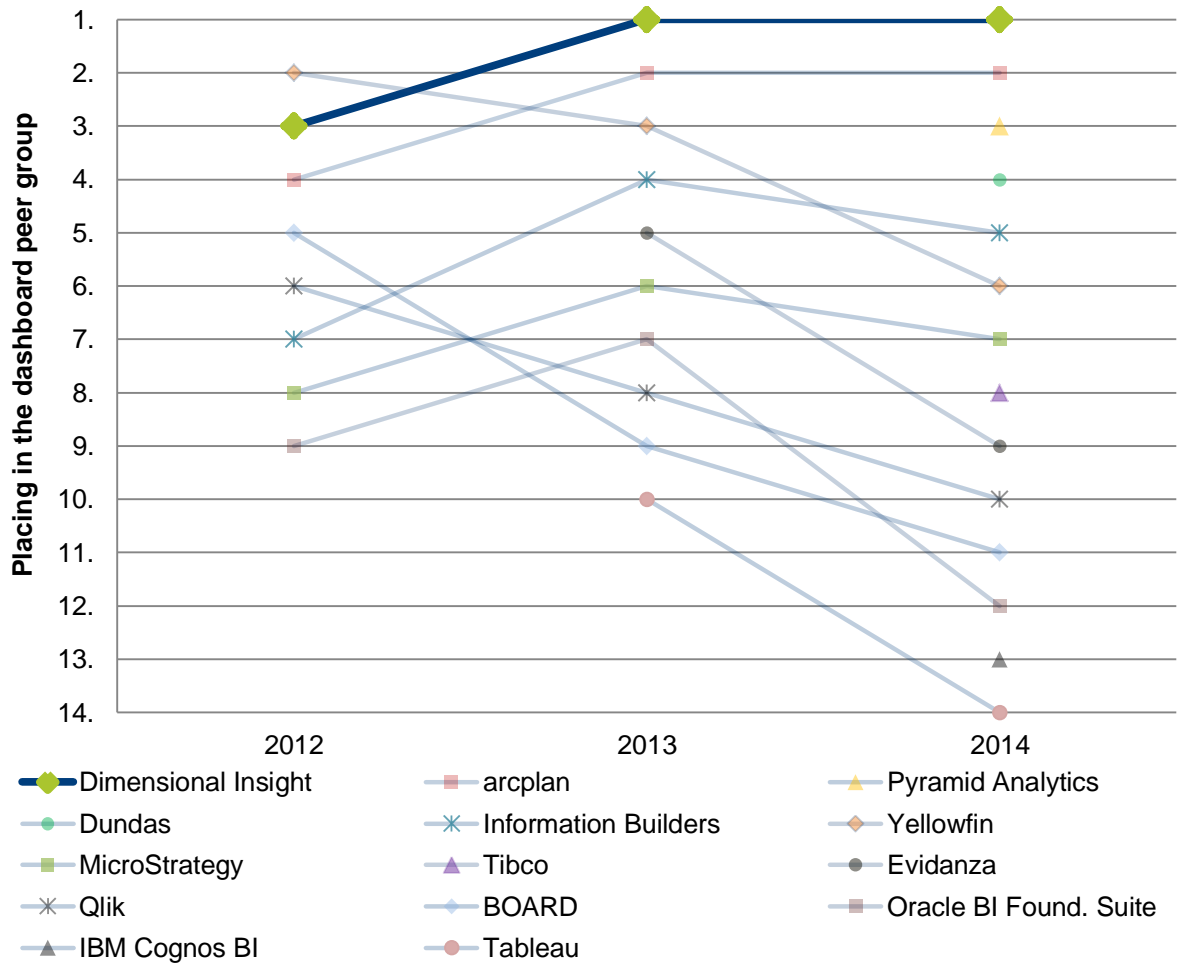
Top ranked dashboard vendor in competitive win rate

Based on the percentage of wins in competitive evaluations



© BARC
THE BI Survey 14

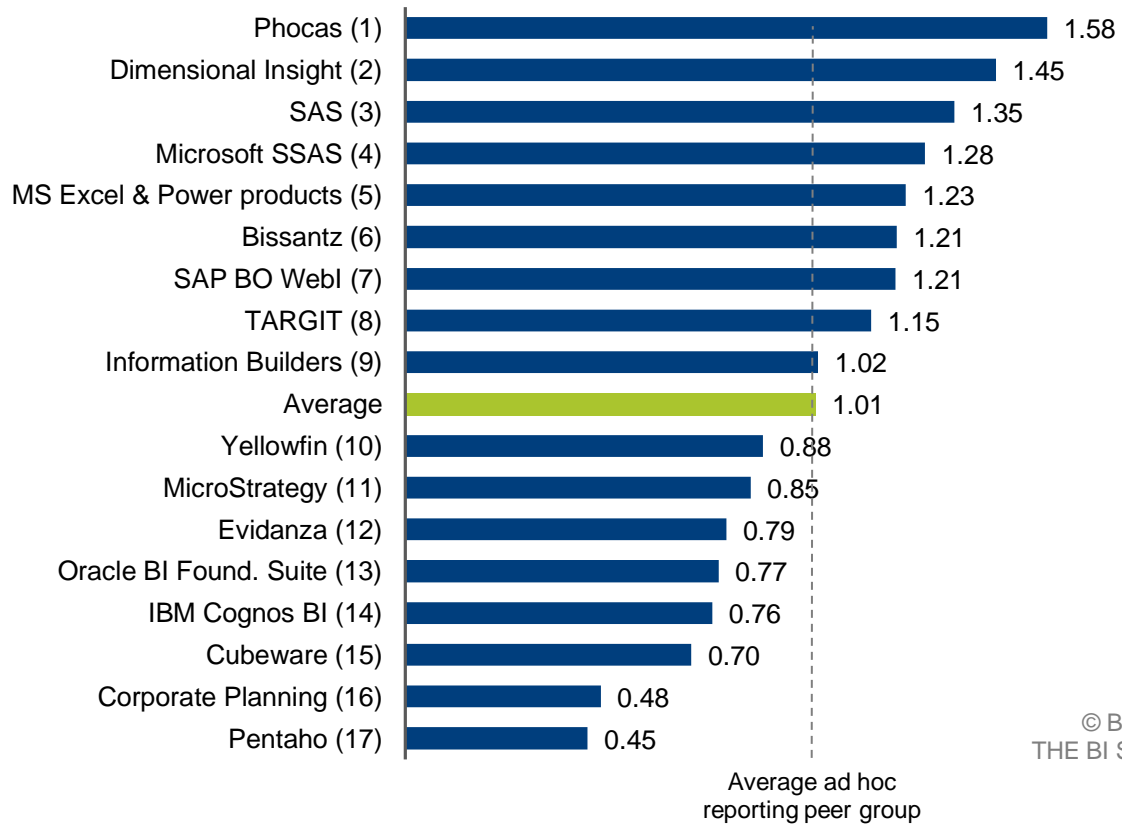
Consistently outstanding dashboard vendor in competitive win rate in the past three years



© BARC THE BI Survey 14

Leading ad-hoc reporting vendor in competitive win rate

Based on the percentage of wins in competitive evaluations

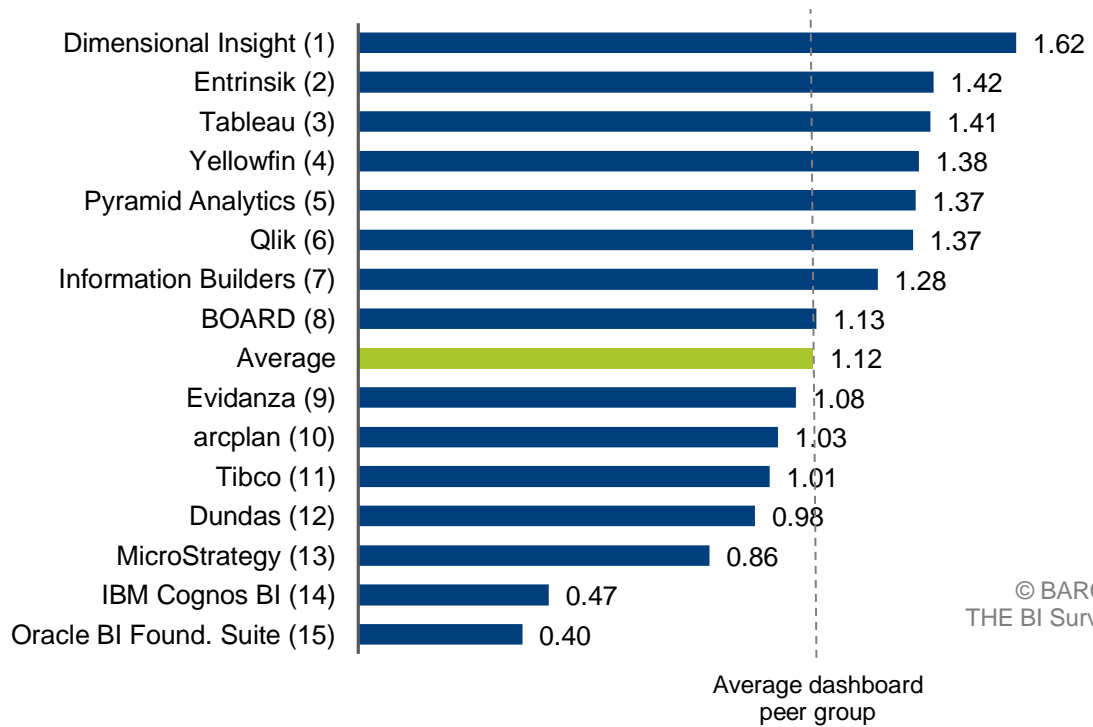


© BARC
THE BI Survey 14

As a small vendor, Dimensional Insight lacks visibility. But when it's considered for purchase, it fares well because of the flexibility of its user analysis functionality

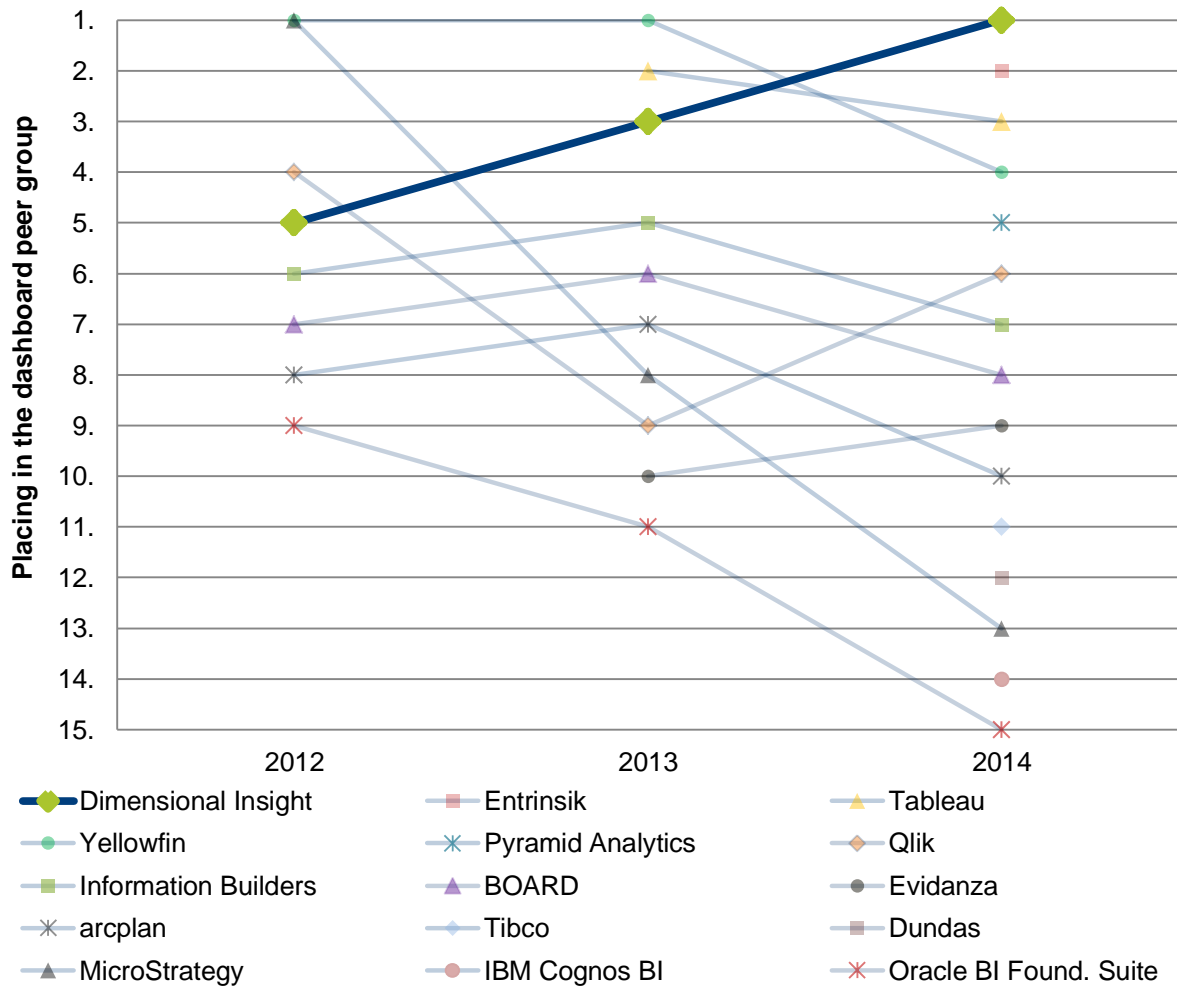
Top ranked dashboard vendor in recommendation

Based on how many users would recommend the product to others



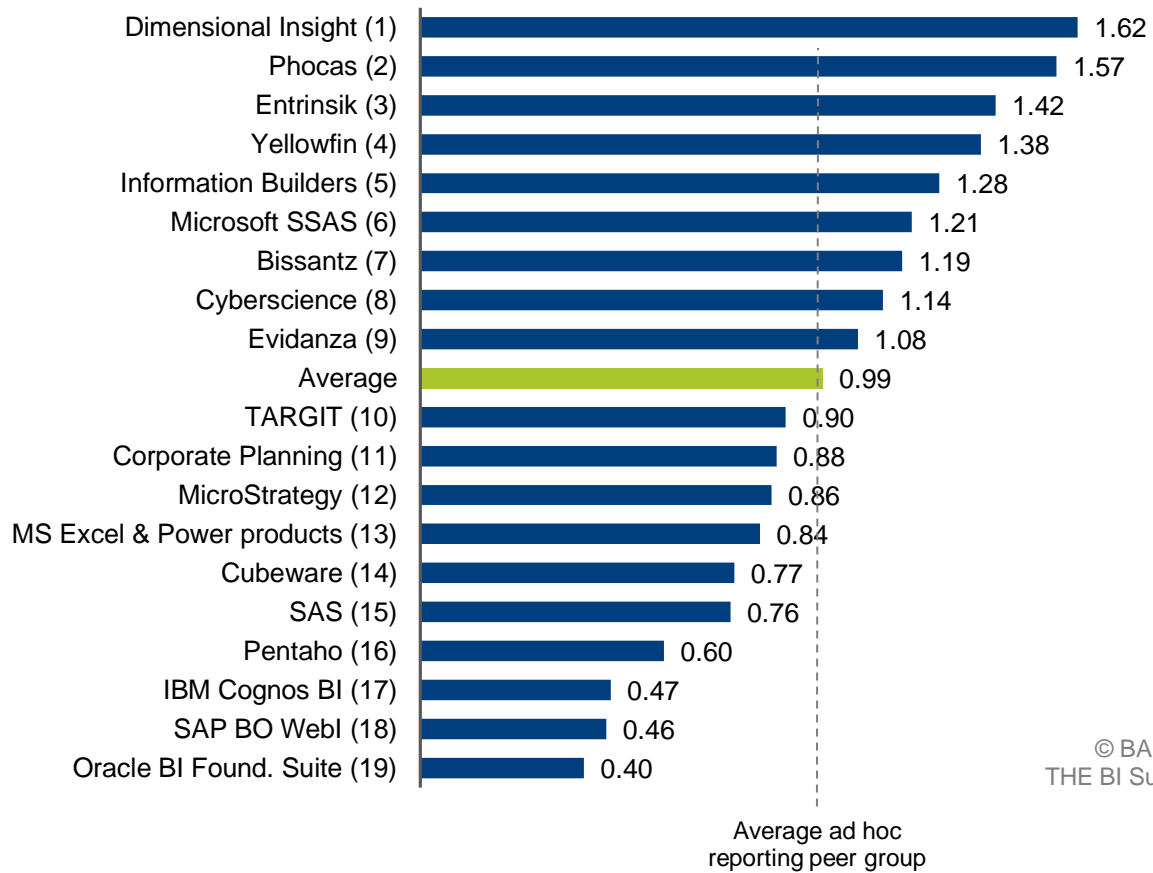
© BARC
THE BI Survey 14

Improving dashboard vendor in recommendation in the past three years



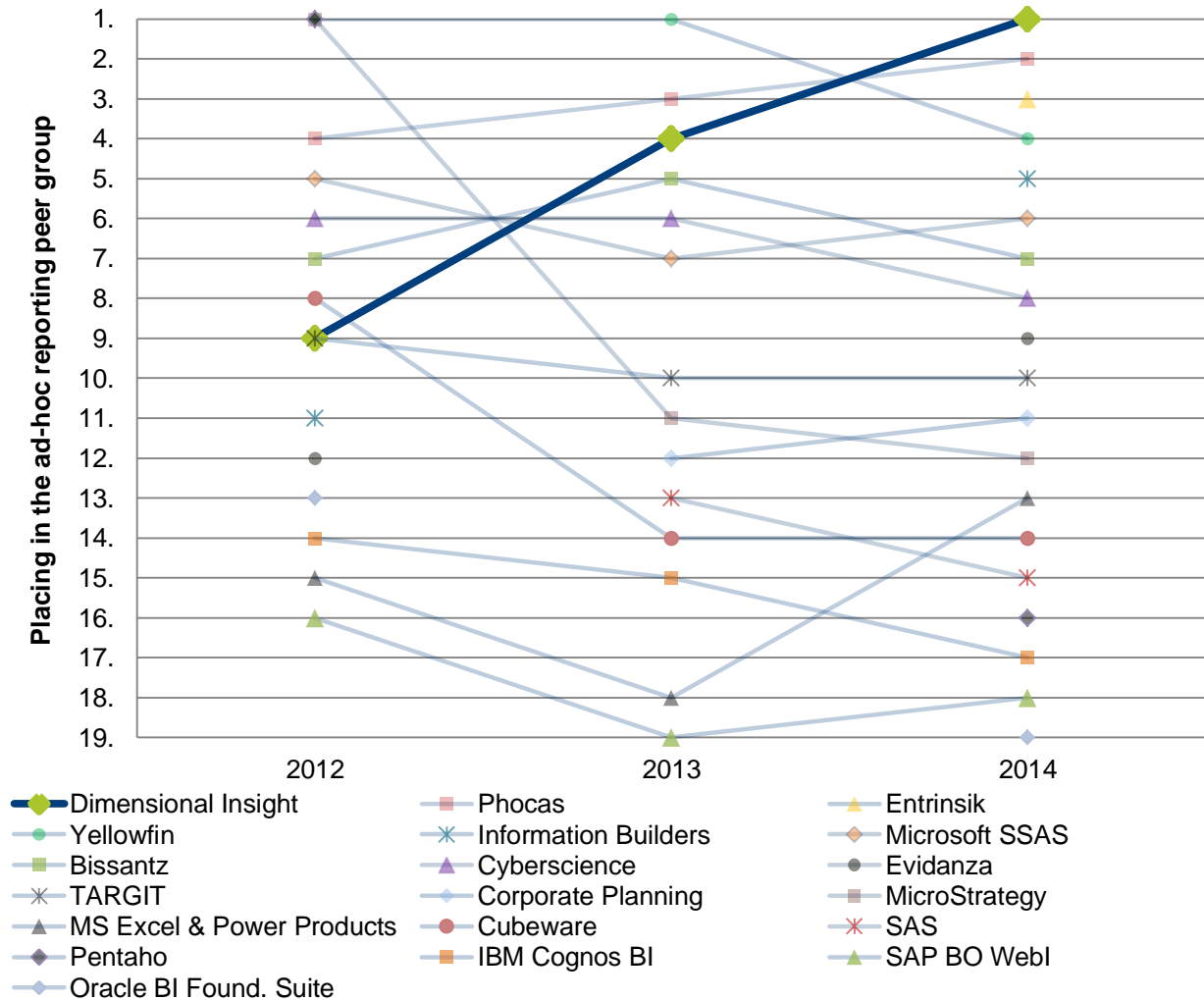
Top ranked ad-hoc reporting vendor in recommendation

Based on how many users would recommend the product to others



© BARC
THE BI Survey 14

Improving ad-hoc reporting vendor in recommendation in the past three years

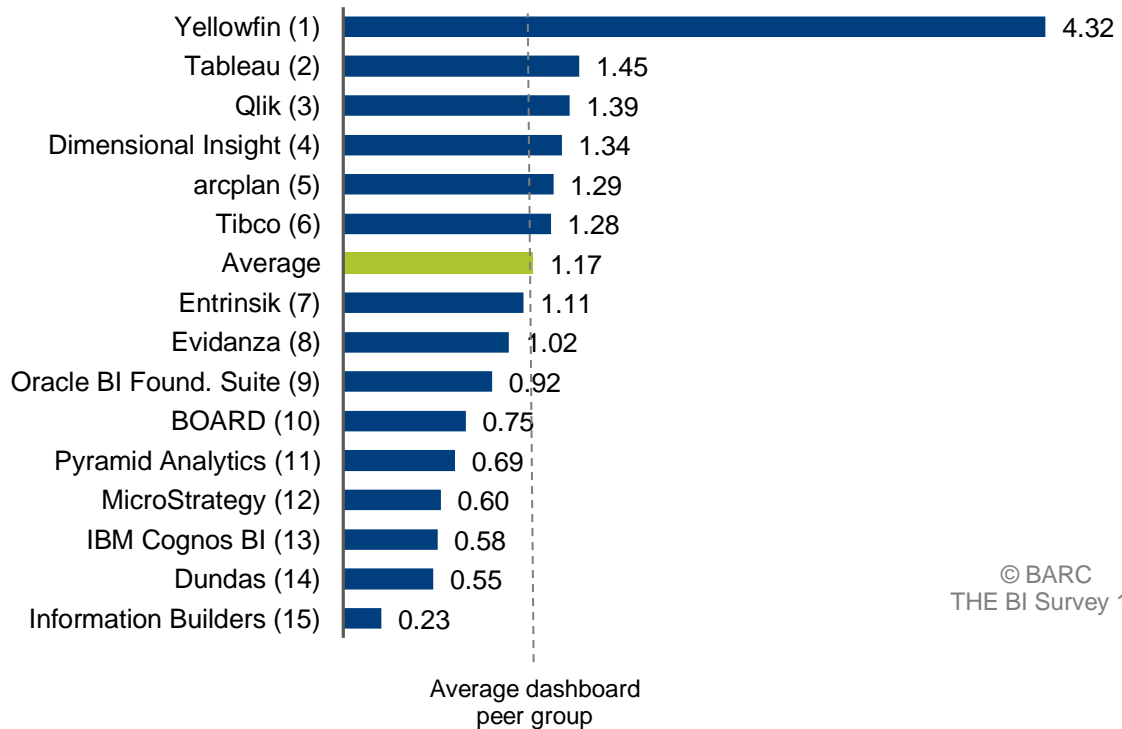


© BARC THE BI Survey 14

Word of mouth is one of the most powerful marketing tools on the planet. For DI, this is a significant competitive advantage, as it leads all other vendors in terms of its customers promoting Diver Solution to other enterprises. It's clear that users like the product and will recommend it to other companies. It's notable that as a reporting vendor, DI has moved from ninth place in the 2012 survey to first place today.

Leading dashboard vendor in cloud BI

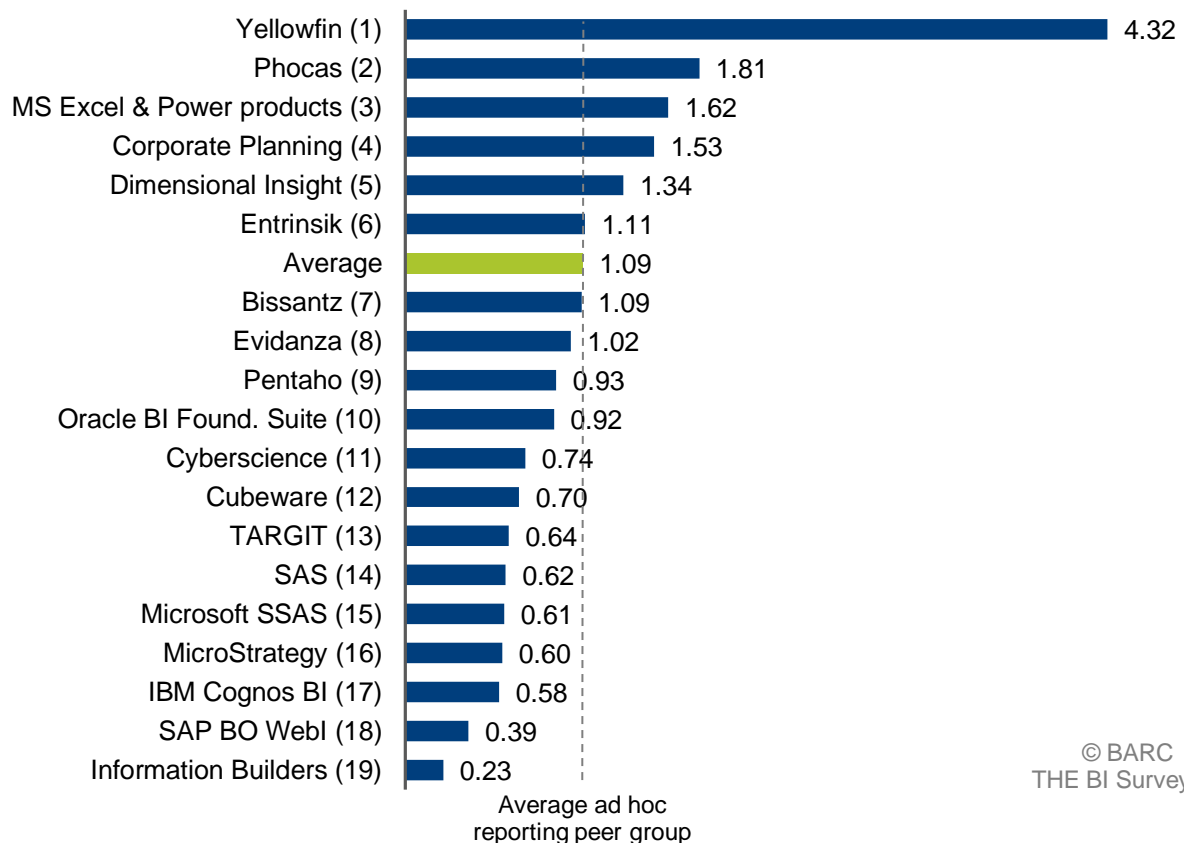
Based on how many sites currently use the product in a cloud environment



© BARC
THE BI Survey 14

Leading ad-hoc reporting vendor in cloud BI

Based on how many sites currently use the product in a cloud environment

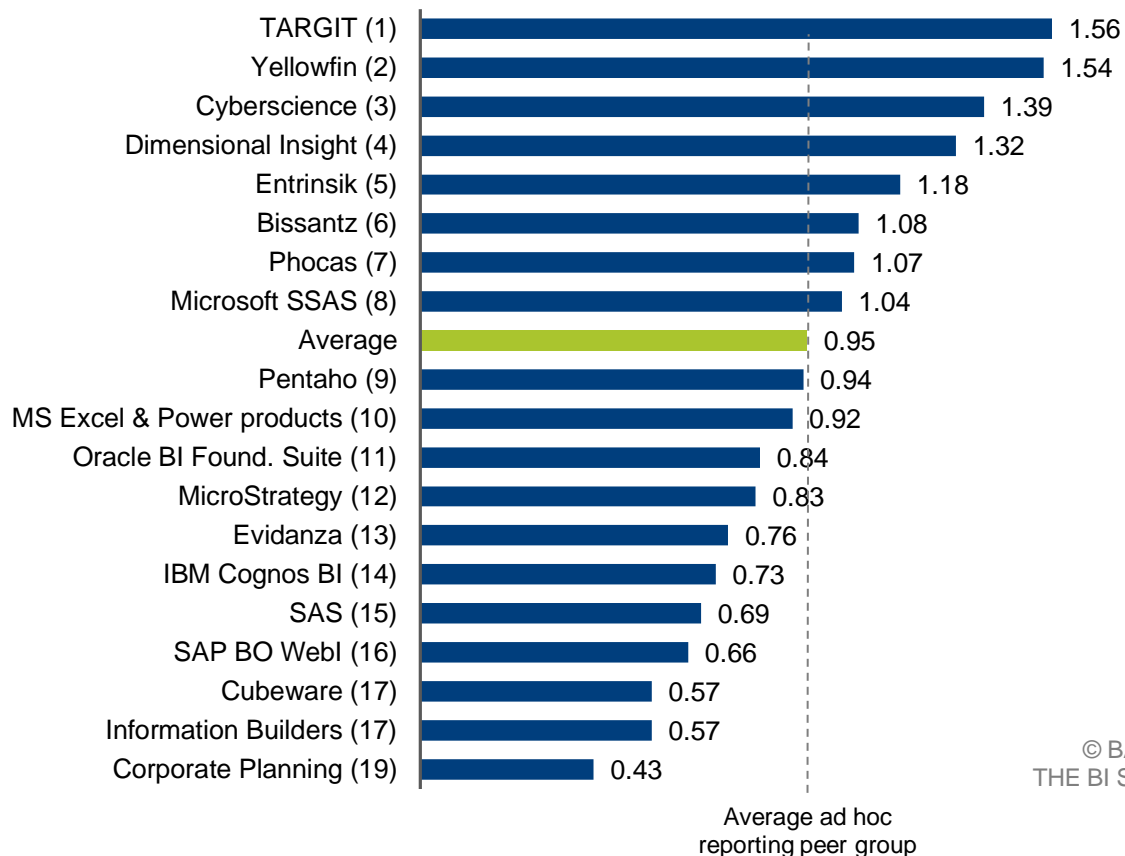


© BARC
THE BI Survey 14

Dimensional Insight holds a dominant place as a potential cloud solution. Its product is a long-established on-demand solution. This model is popular among its user base when compared to other visual analysis and data discovery vendors.

Leading ad-hoc reporting vendor in data discovery/visualization

Based on how many sites currently use data discovery/visualization with their BI tool

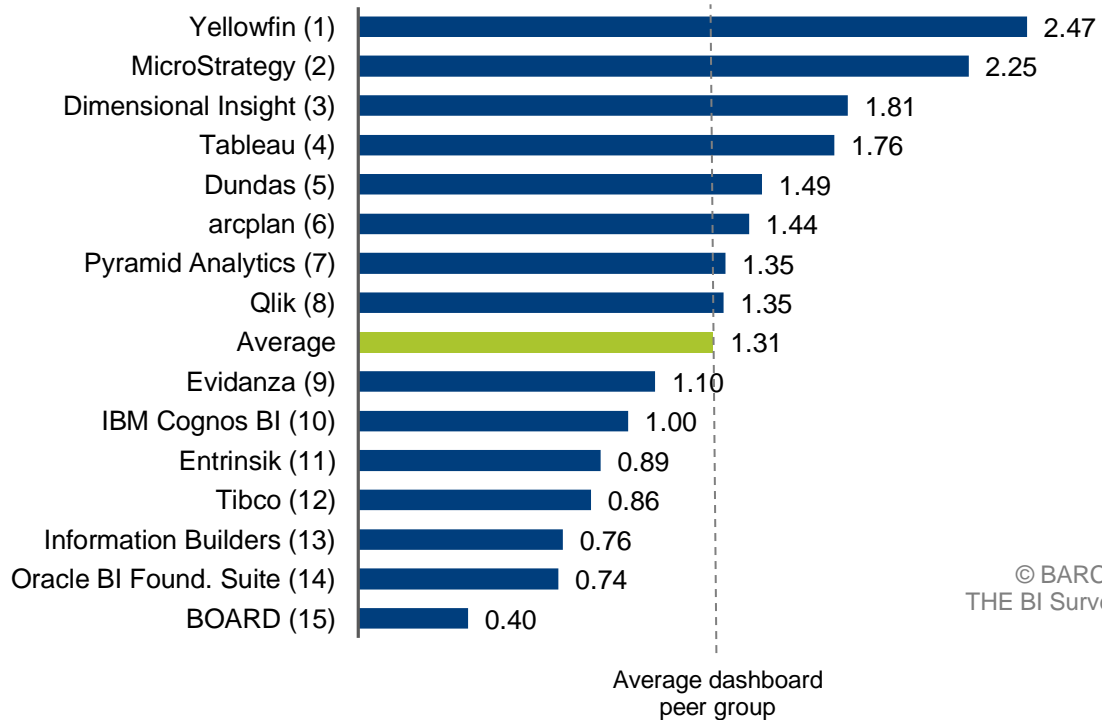


© BARC
THE BI Survey 14

Front-end visualization tools enable decision makers to quickly digest insights on trends through highly visual representations. DI maintains an above-average ranking among ad hoc tool vendors in this area. As data grows increasingly complex, many decision makers find they can more readily see insights and detect outliers if they are plotted in visual charts and graphs, versus being buried in data tables.

Leading dashboard vendor in mobile BI

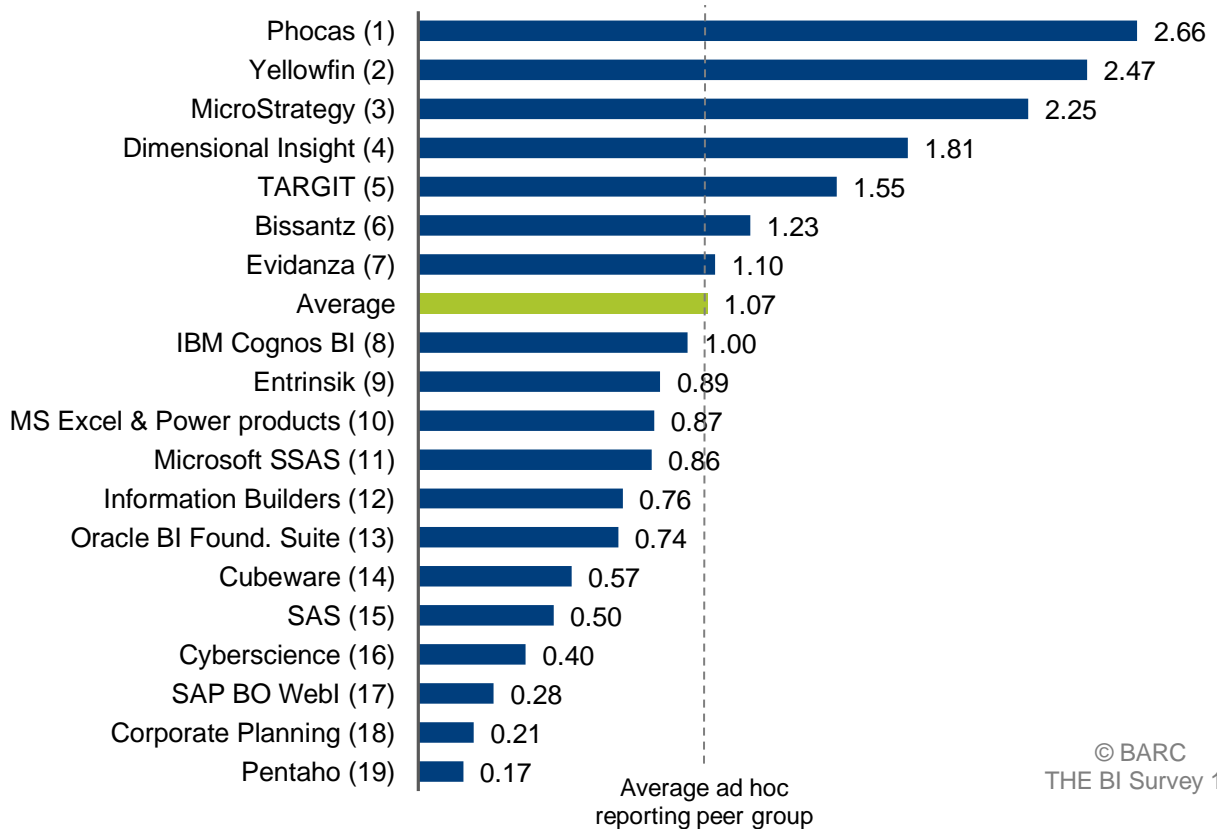
Based on how many sites currently use mobile BI with their BI tool



© BARC
THE BI Survey 14

Leading ad-hoc reporting vendor in mobile BI

Based on how many sites currently use mobile BI with their BI tool

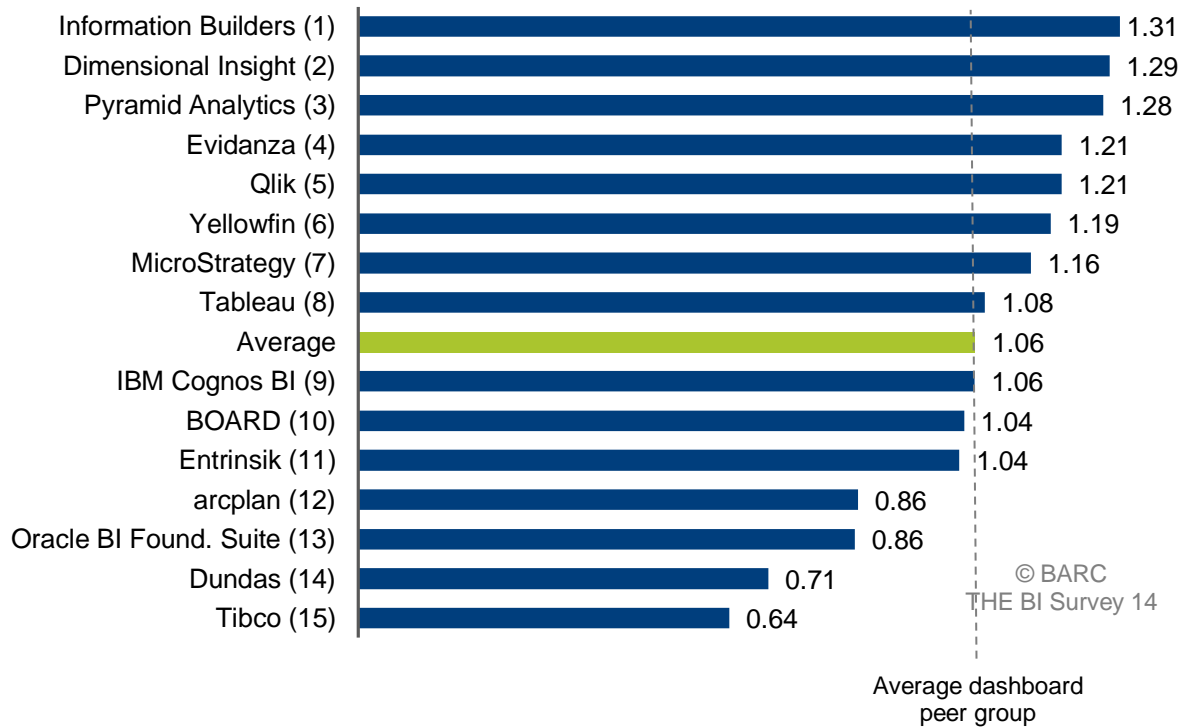


© BARC
THE BI Survey 14

DI a market leader with its mobile dashboarding and ad hoc reporting offerings. Mobile BI is currently a big wave in BI and analytics. Decision makers will have access to critical enterprise data and insights from their devices, regardless of where they are working or traveling. By nature, mobile apps are typically highly simple and user friendly.

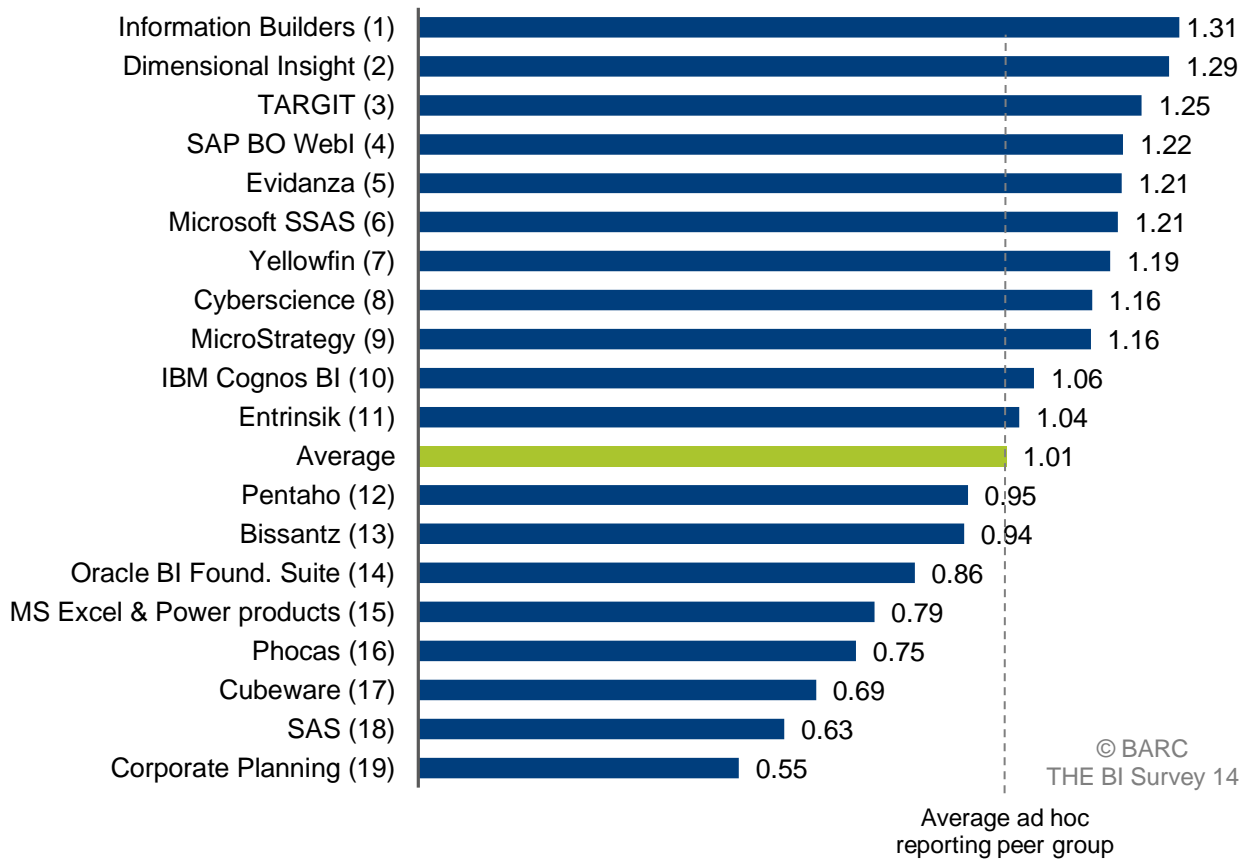
Leading dashboard vendor in operational BI

Based on how many sites currently use operational BI with their BI tool



Leading ad-hoc reporting vendor in operational BI

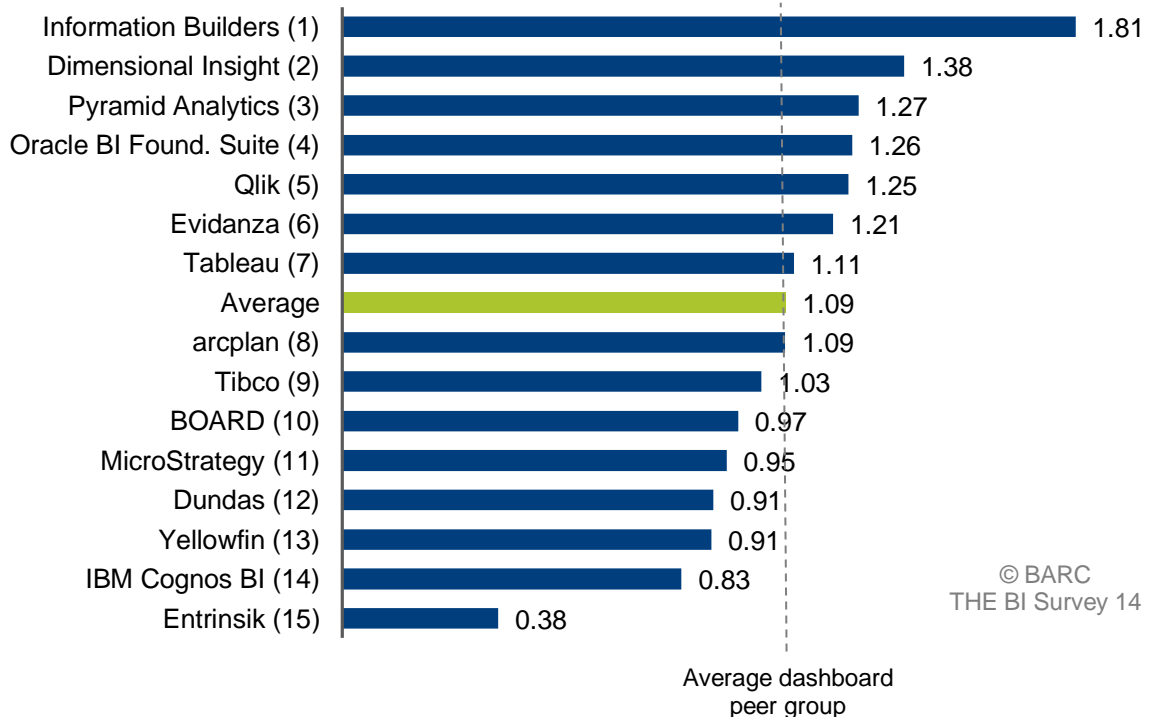
Based on how many sites currently use operational BI with their BI tool



DI's customers deploy the vendor's dashboard and ad hoc reporting tools in support of operational BI – in which insights are derived from data coming directly out of production systems. Many enterprises are looking for ways to blend archived analytical data within operational data to be able to gain situational awareness of opportunities or issues impacting their businesses.

Leading dashboard vendor in query performance

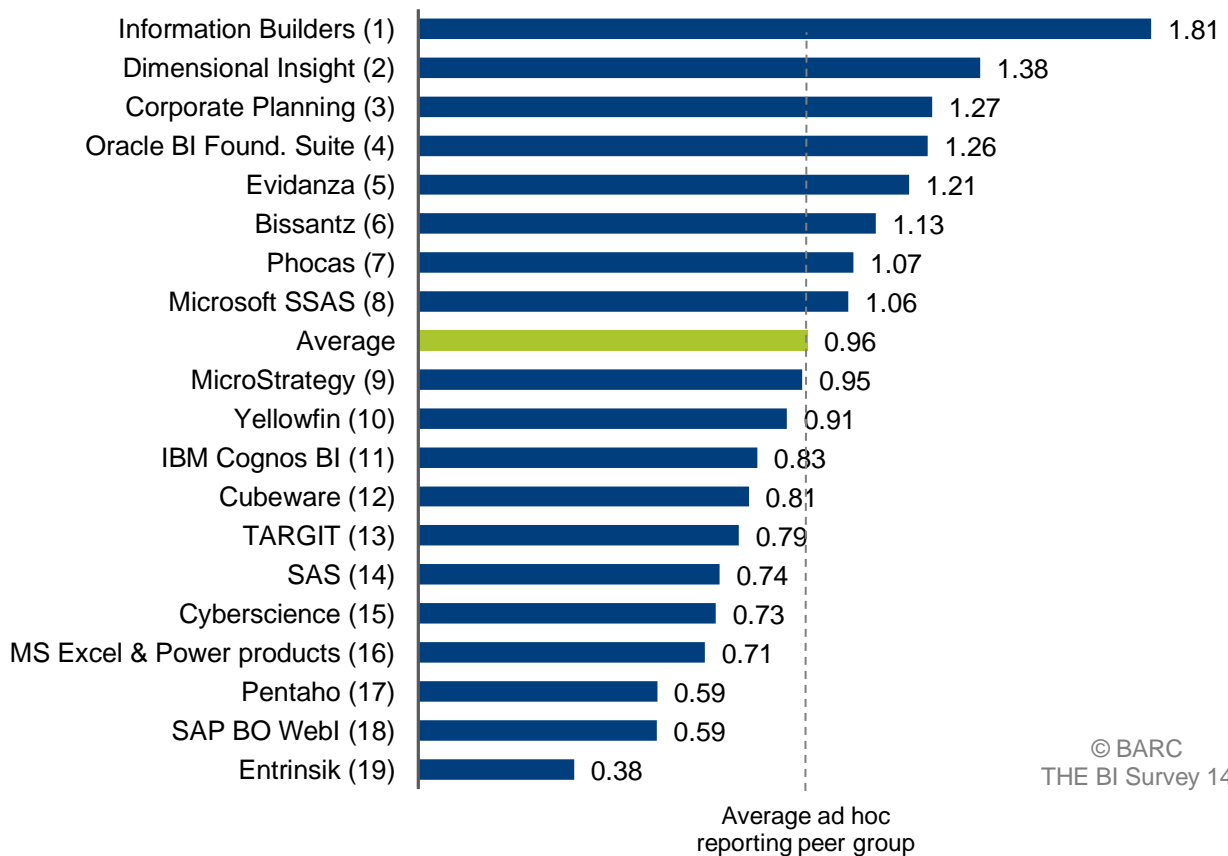
How quickly queries respond, adjusted by data volume



© BARC
THE BI Survey 14

Leading ad-hoc reporting vendor in query performance

How quickly queries respond, adjusted by data volume

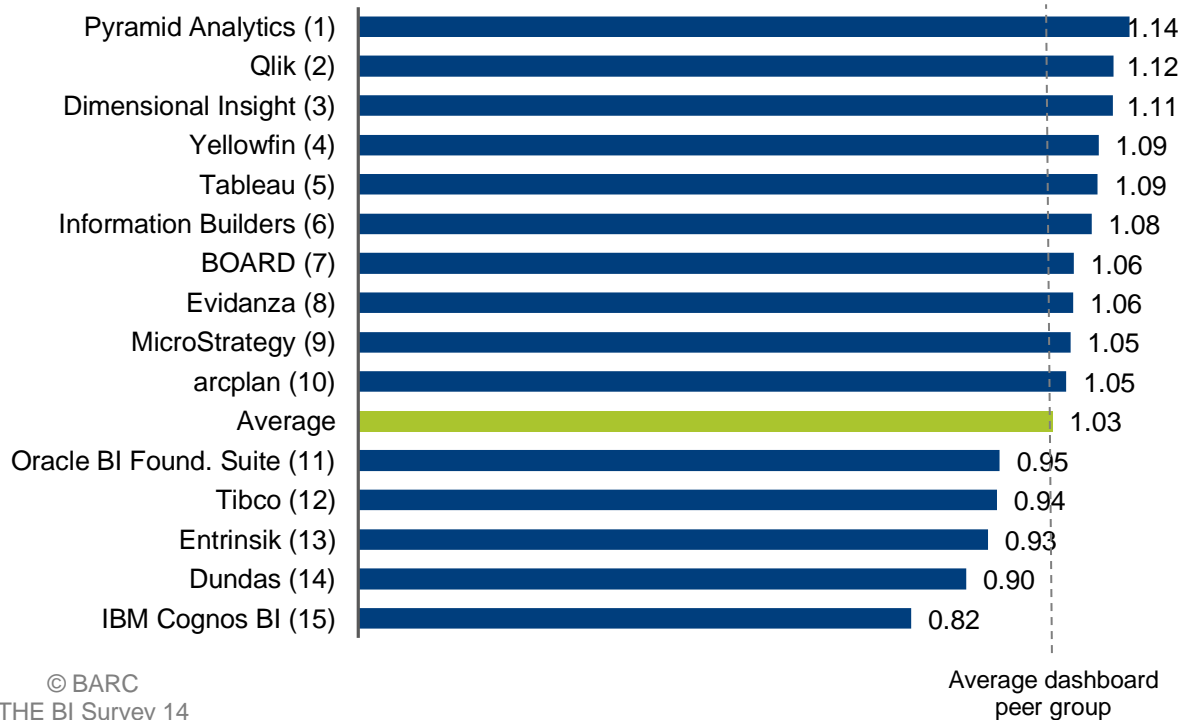


© BARC
THE BI Survey 14

Query performance is an essential piece of BI performance that often frustrates enterprise users, since they are either slow to respond, or need to be set up by IT departments. BI vendors that can deliver effective responsiveness – and even self-service capabilities - can potentially deliver a great deal of user satisfaction and good will as well. DI does well among its customers with this capability, ranked as one of the top two dashboard and ad hoc reporting vendors.

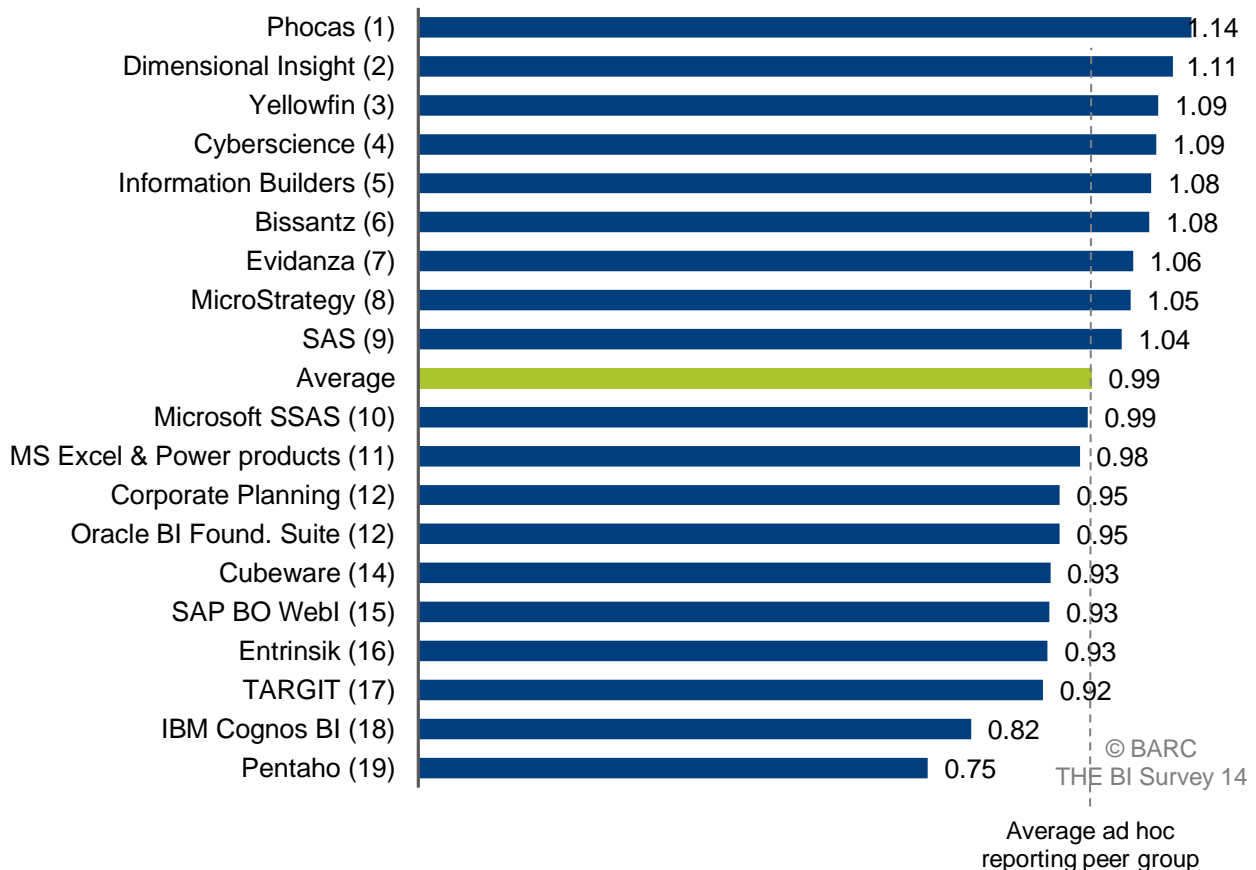
Leading dashboard vendor in performance satisfaction

Measures the frequency of complaints about the system's performance

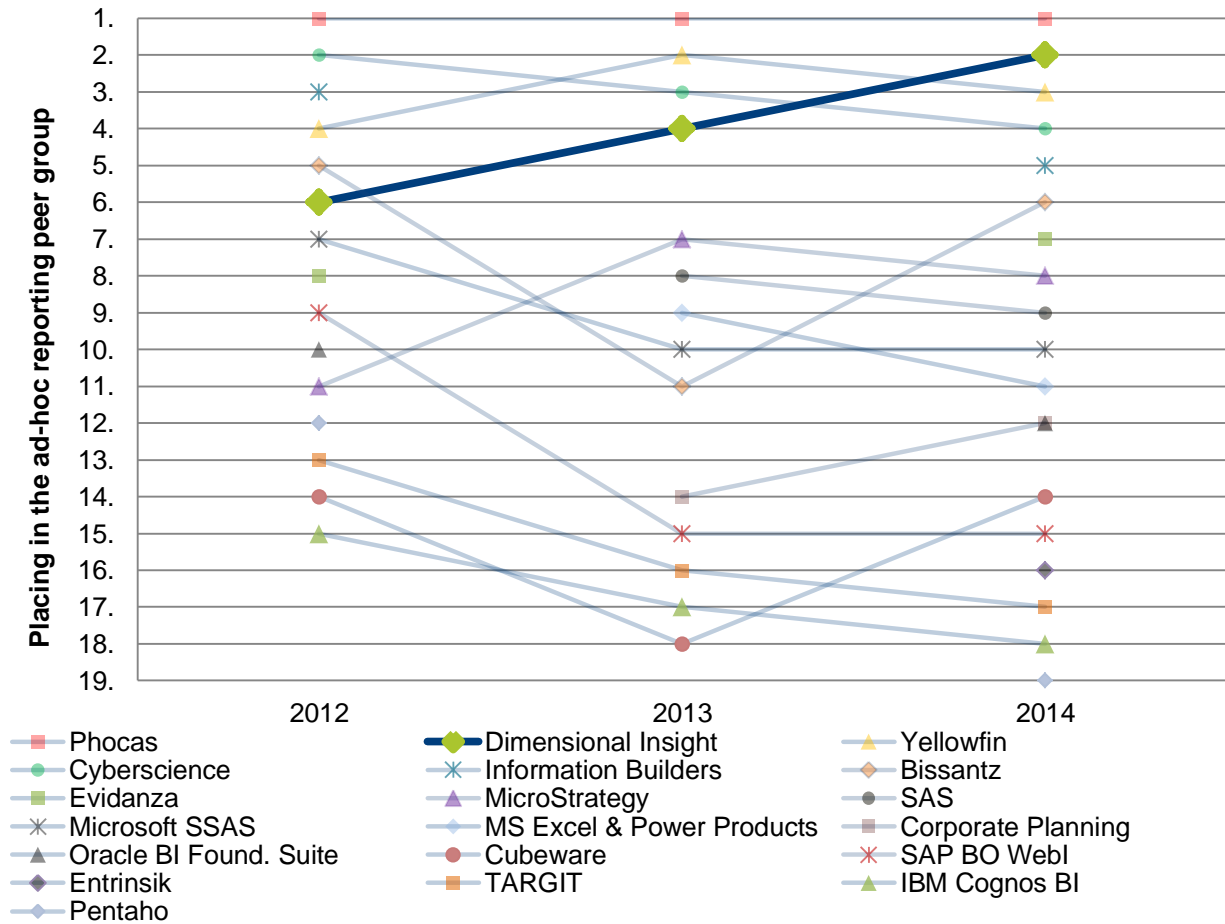


Leading ad-hoc reporting vendor in performance satisfaction

Measures the frequency of complaints about the system's performance



Improving ad-hoc reporting vendor in performance satisfaction in the past three years

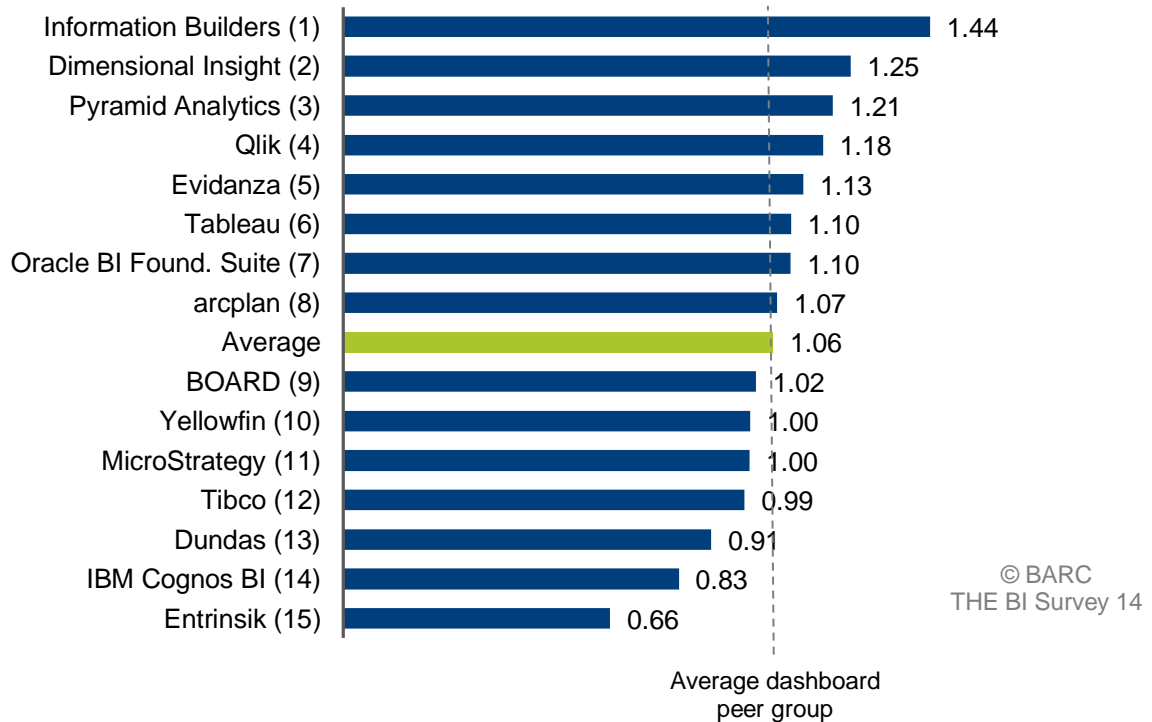


© BARC THE BI Survey 14

DI's Diver Solution architecture is optimized for data analysis, providing customers with high levels of performance satisfaction.

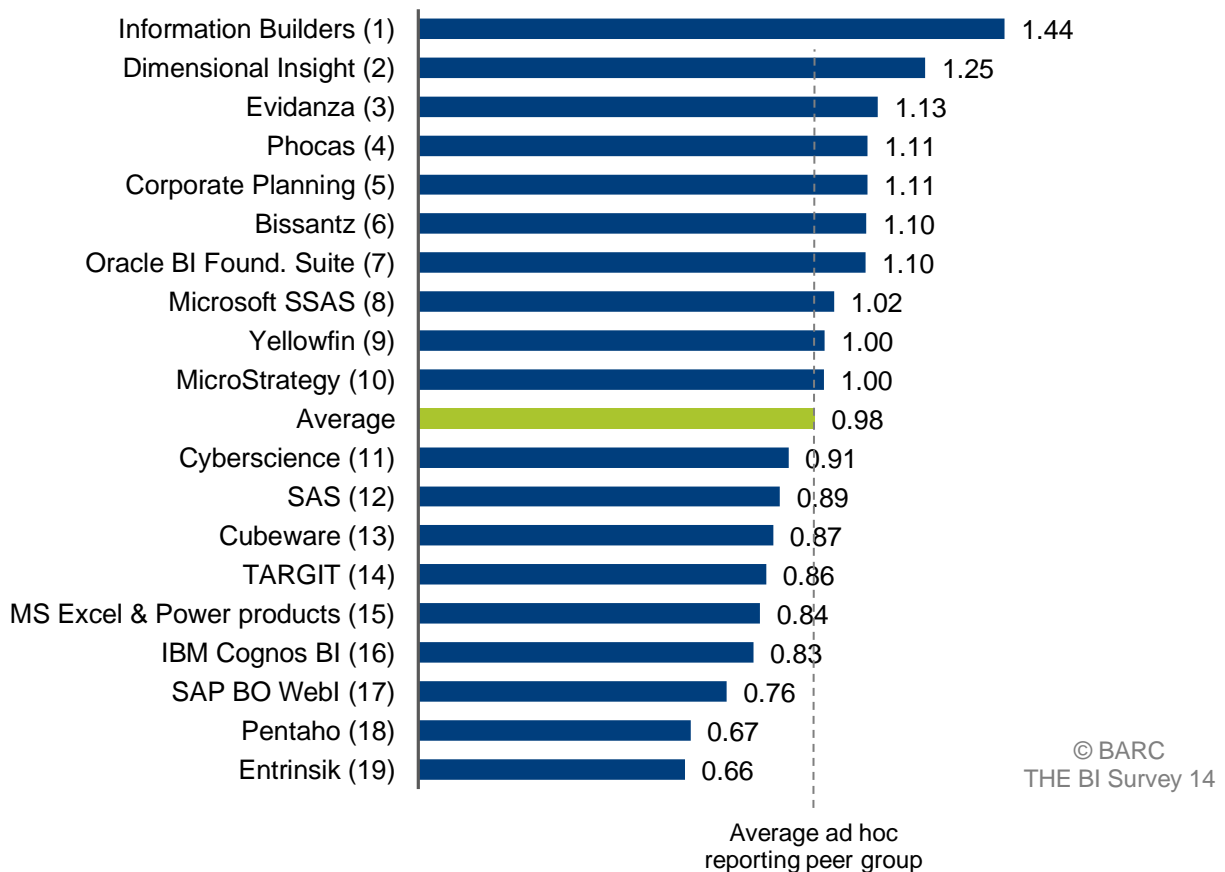
Leading dashboard vendor in performance

A combination of the 'Query performance' and 'Performance satisfaction' KPIs



Leading ad-hoc reporting vendor in performance

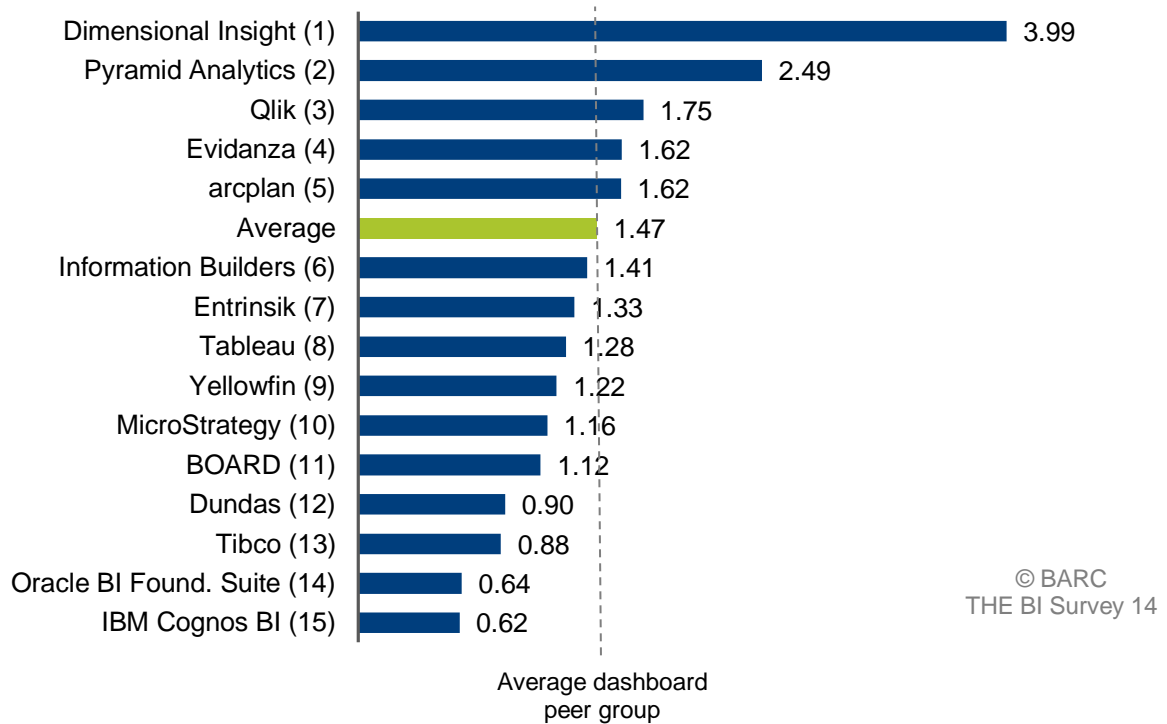
A combination of the 'Query performance' and 'Performance satisfaction' KPIs



DI ranks high on the list for delivering performance, a composite category created from the 'Query performance' and 'Performance satisfaction' KPIs, Performance is seen as a strong suit for DI's dashboard and ad hoc reporting tools, rated as above average among leading reporting tools vendors.

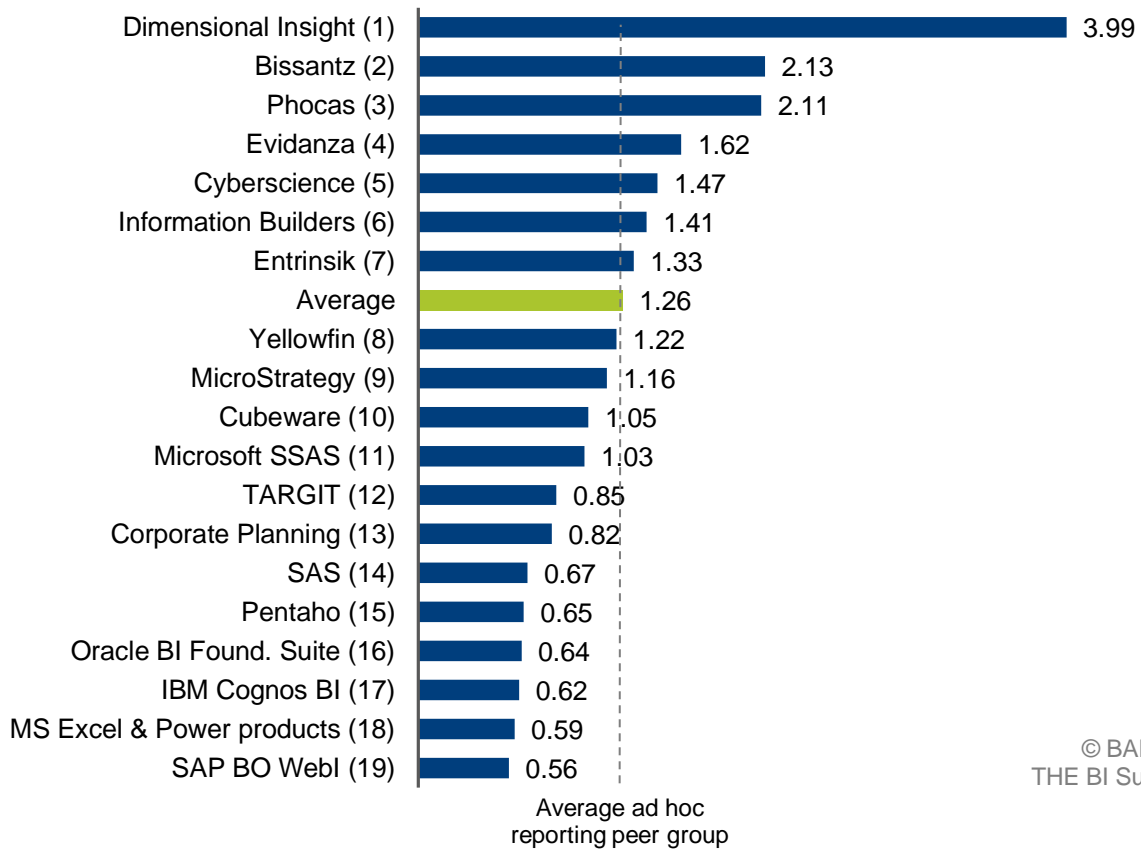
Top ranked dashboard vendor in product satisfaction

Based on the frequency of problems encountered with the product



Top ranked ad-hoc reporting vendor in product satisfaction

Based on the frequency of problems encountered with the product

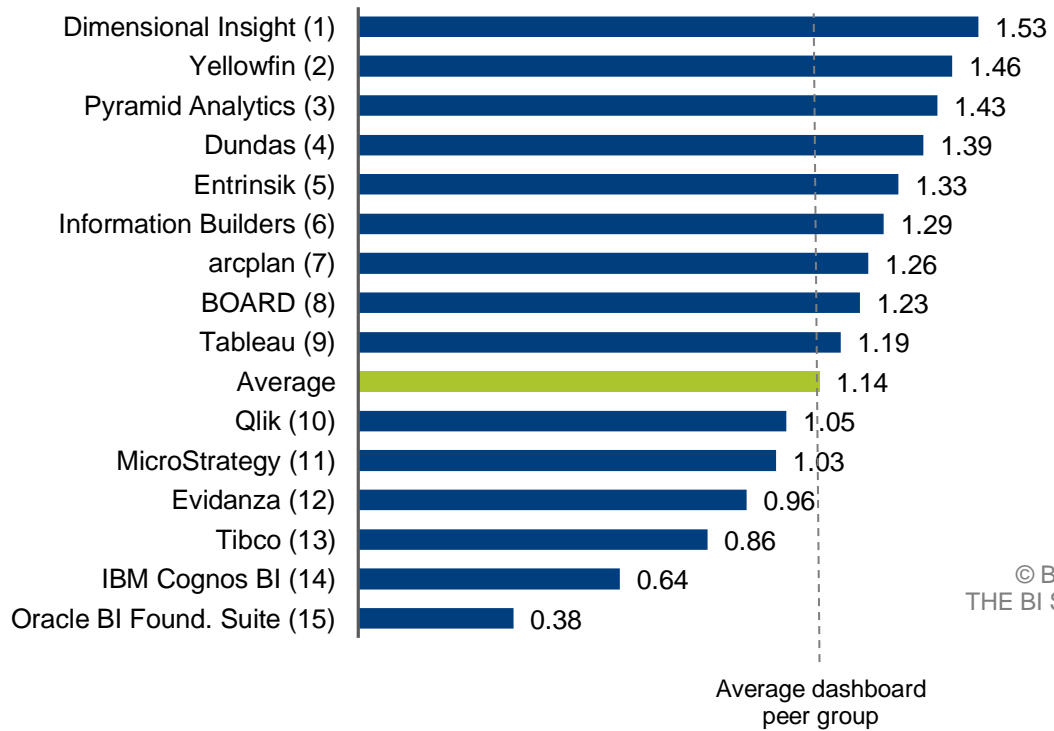


© BARC
THE BI Survey 14

Product satisfaction goes a long way toward ensuring repeat sales and market leadership. DI has accomplished this in a big way: Diver Solution, both in terms of its dashboard and ad hoc reporting functionality, is rated number-one in their markets. DI's leadership is not only impressive because it tops both lists, but their ratings are almost twice as high as the second-place contenders. In addition, in terms of ad hoc reporting vendors, DI is rated almost four times as high as the average for this category.

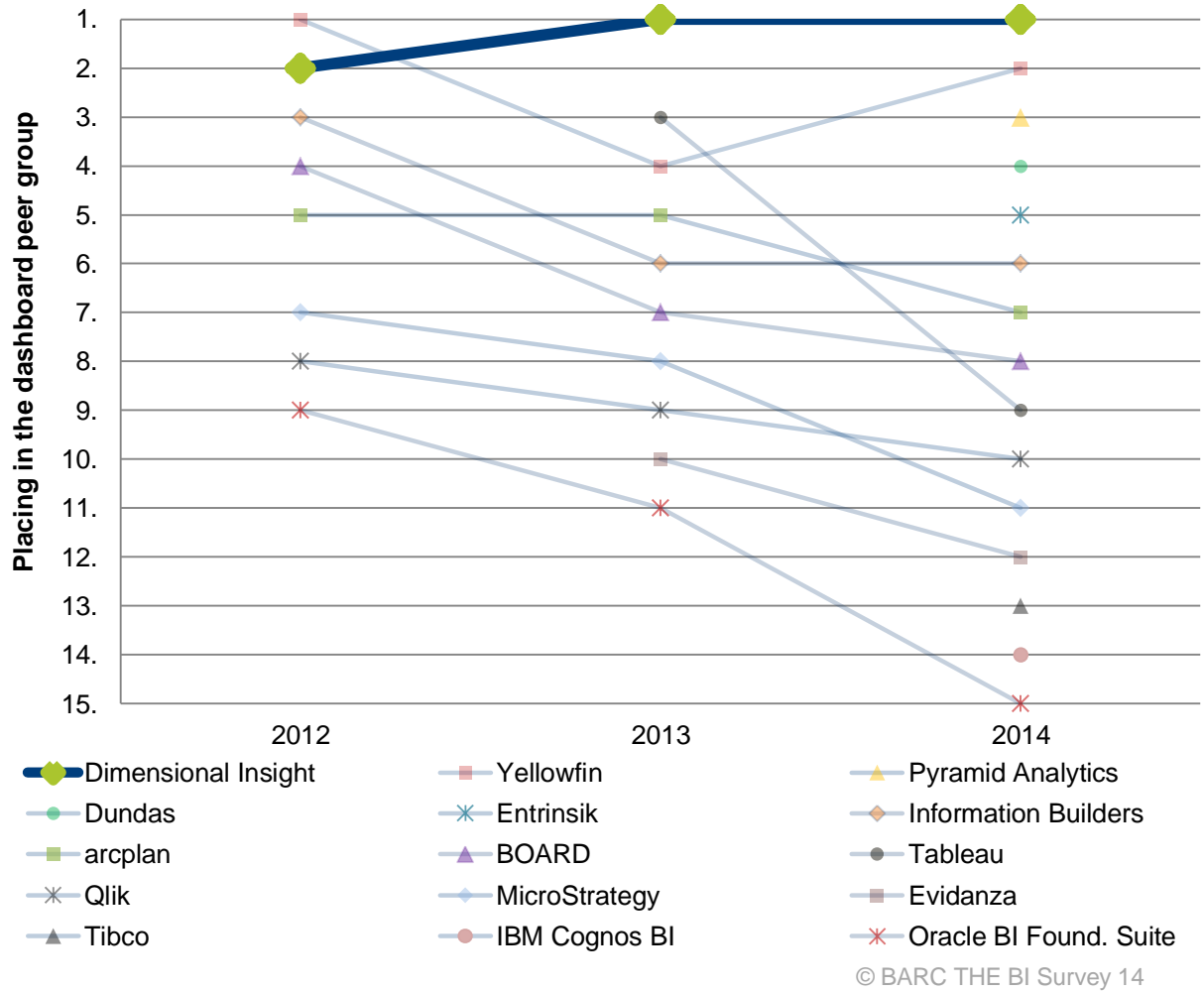
Top ranked dashboard vendor in vendor support

Measures user satisfaction with the level of vendor support provided for the product



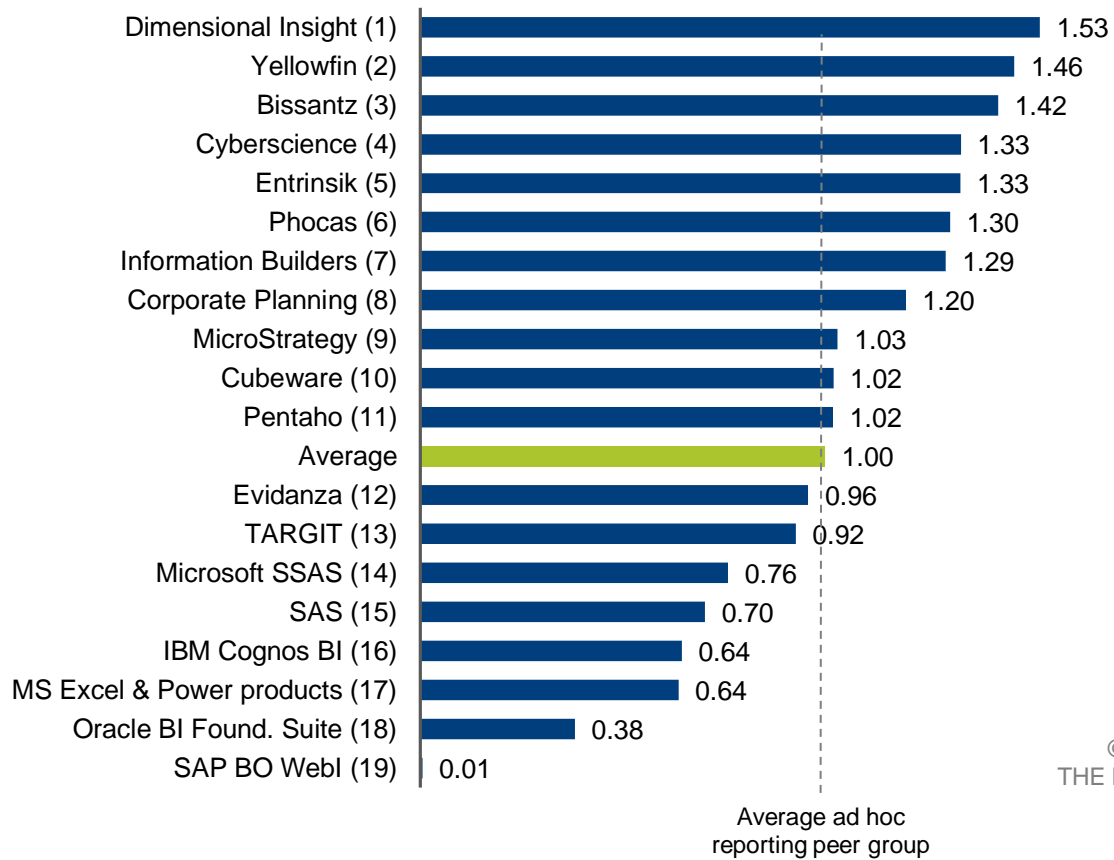
© BARC
THE BI Survey 14

Consistently outstanding dashboard vendor in vendor support in the past three years



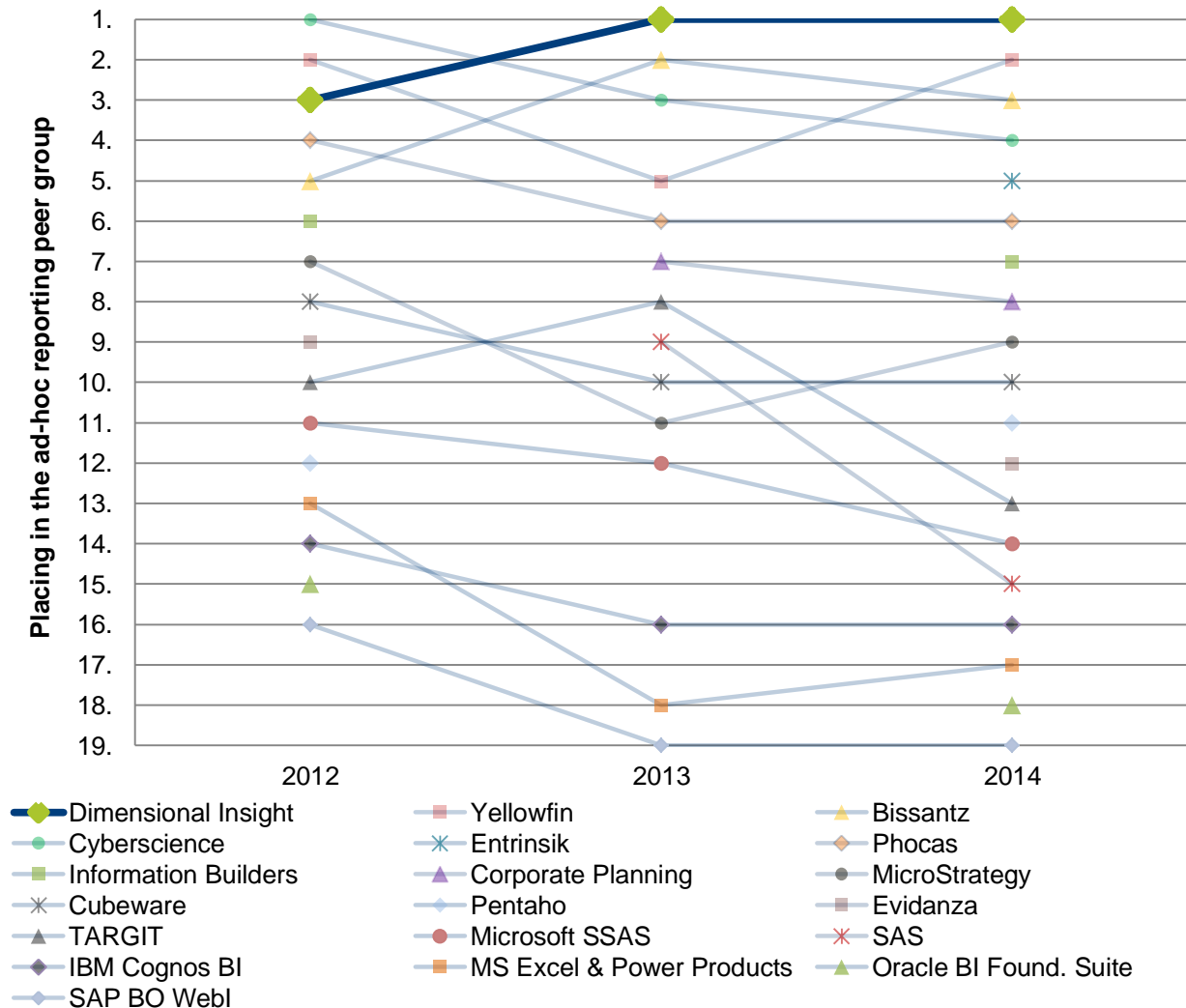
Top ranked ad-hoc reporting vendor in vendor support

Measures user satisfaction with the level of vendor support provided for the product



© BARC
THE BI Survey 14

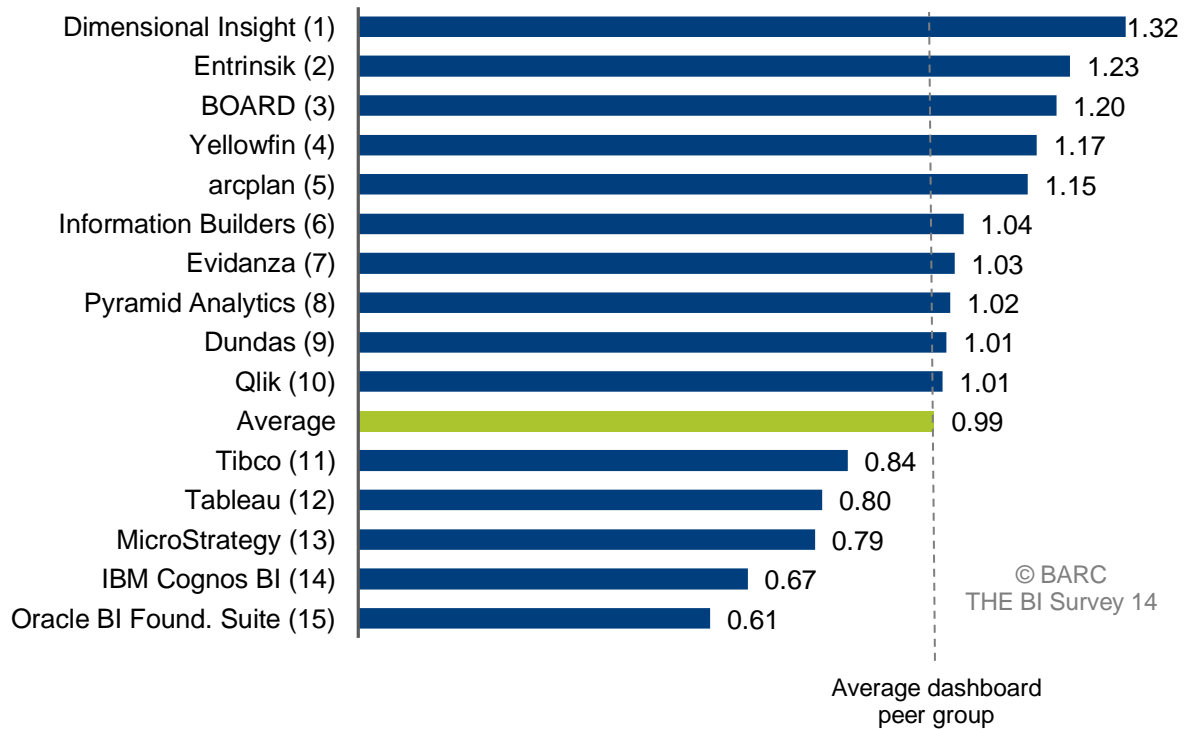
Consistently outstanding ad-hoc reporting vendor in vendor support in the past three years



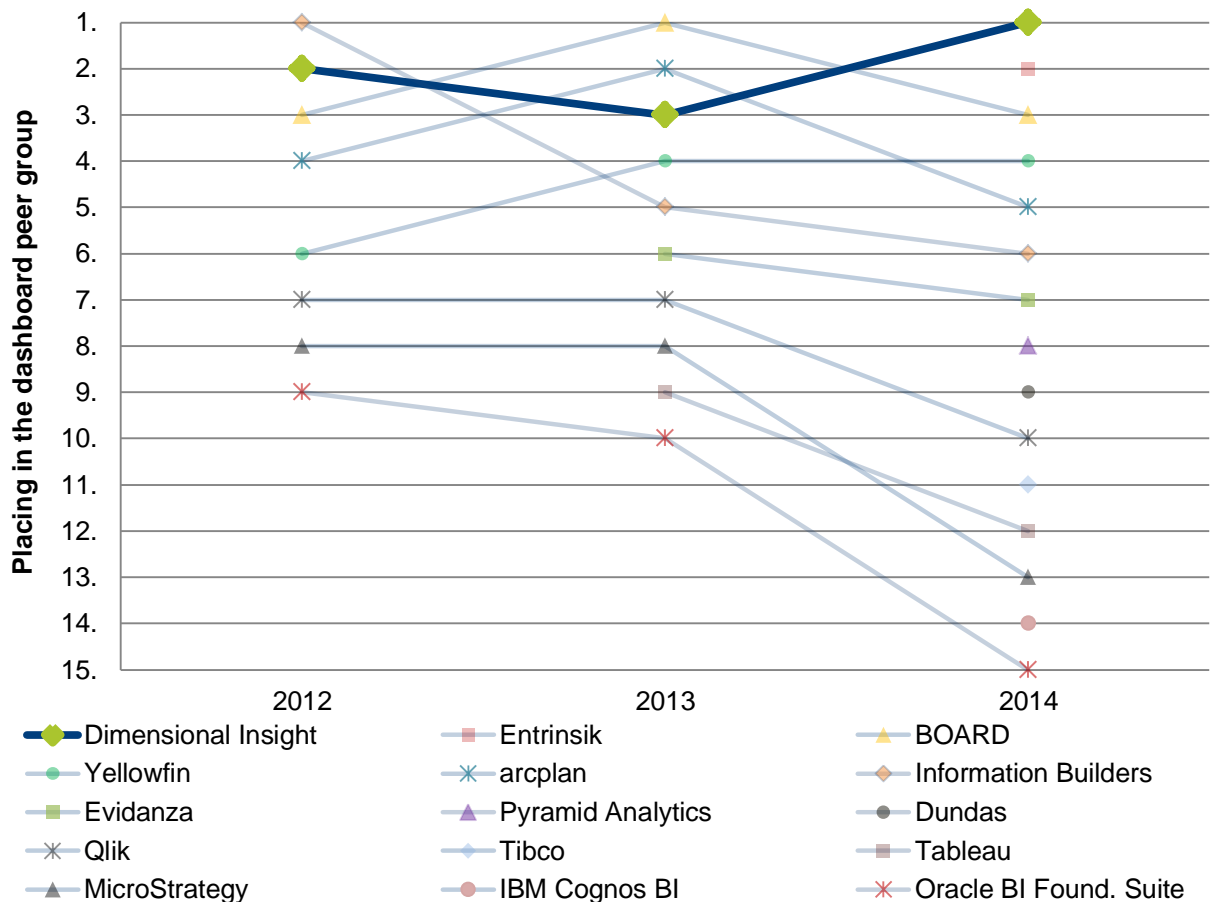
DI also takes the number-one spot for vendor support in the dashboarding and ad hoc reporting categories. This is the second year in a row the vendor has held the top spot for vendor-provided support. These outstanding results are thanks to support for the product provided by the vendor and its partners.

Top ranked dashboard vendor in implementer support

Measures user satisfaction with the level of the implementer's support for the product



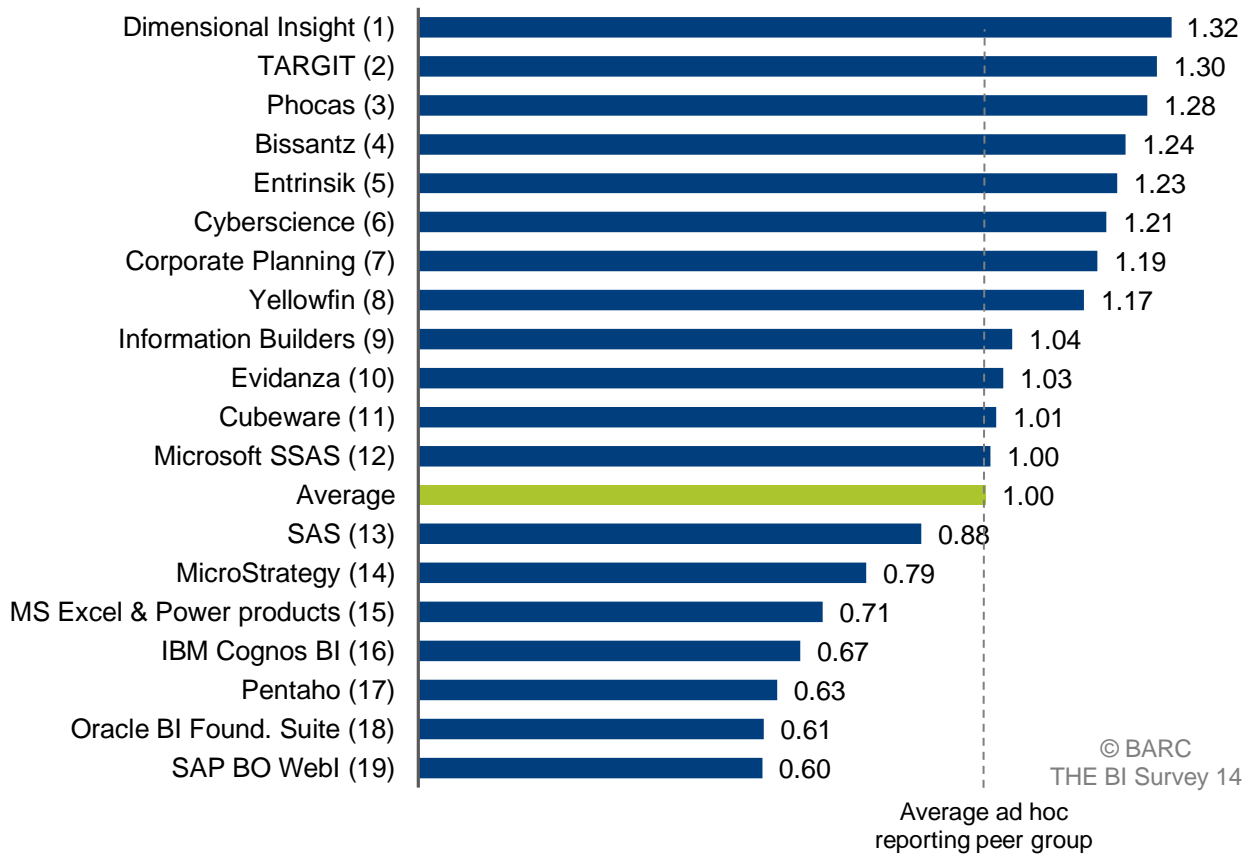
Consistently outstanding dashboard vendor in implementer support in the past three years



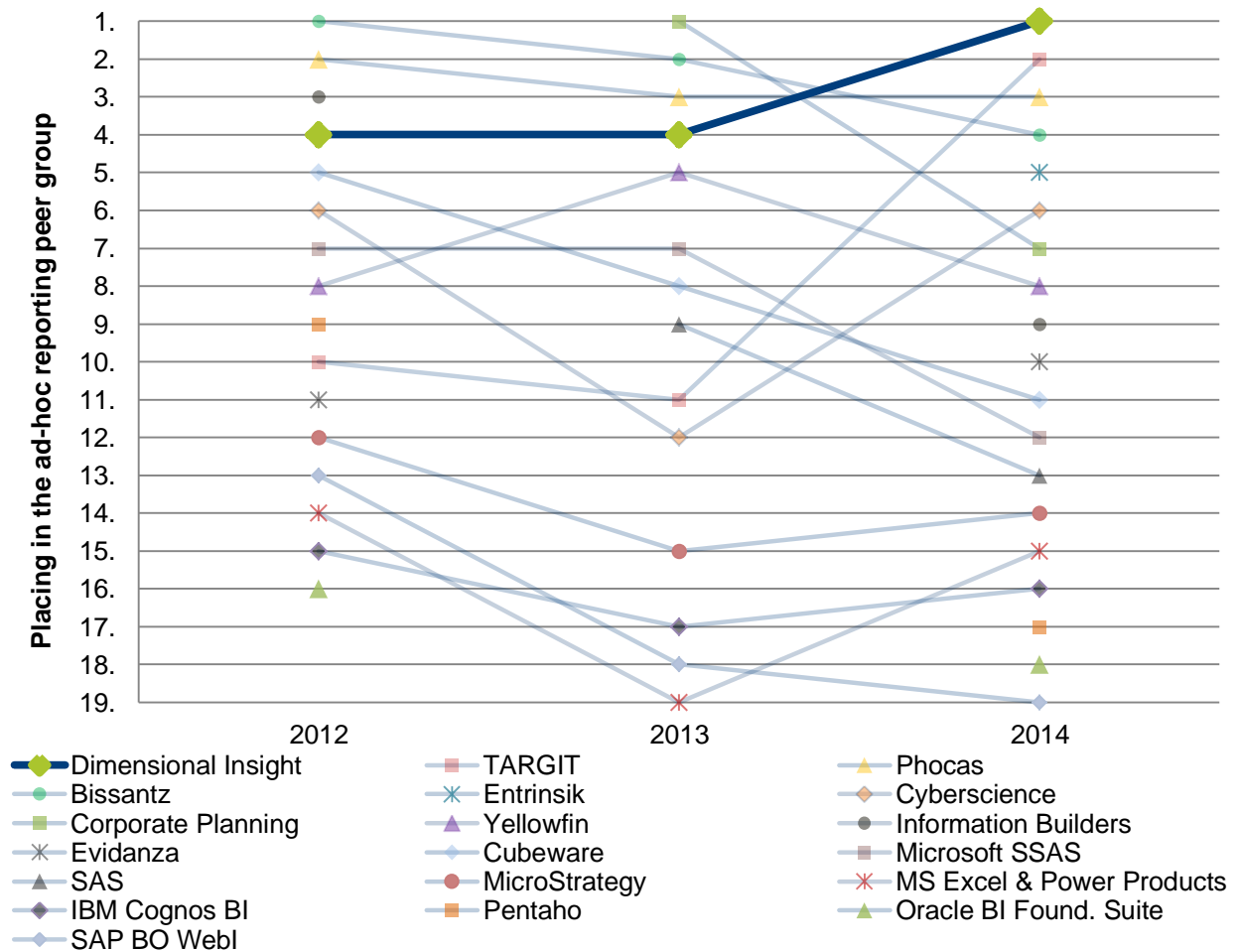
© BARC THE BI Survey 14

Top ranked ad-hoc reporting vendor in implementer support

Measures user satisfaction with the level of the implementer's support for the product



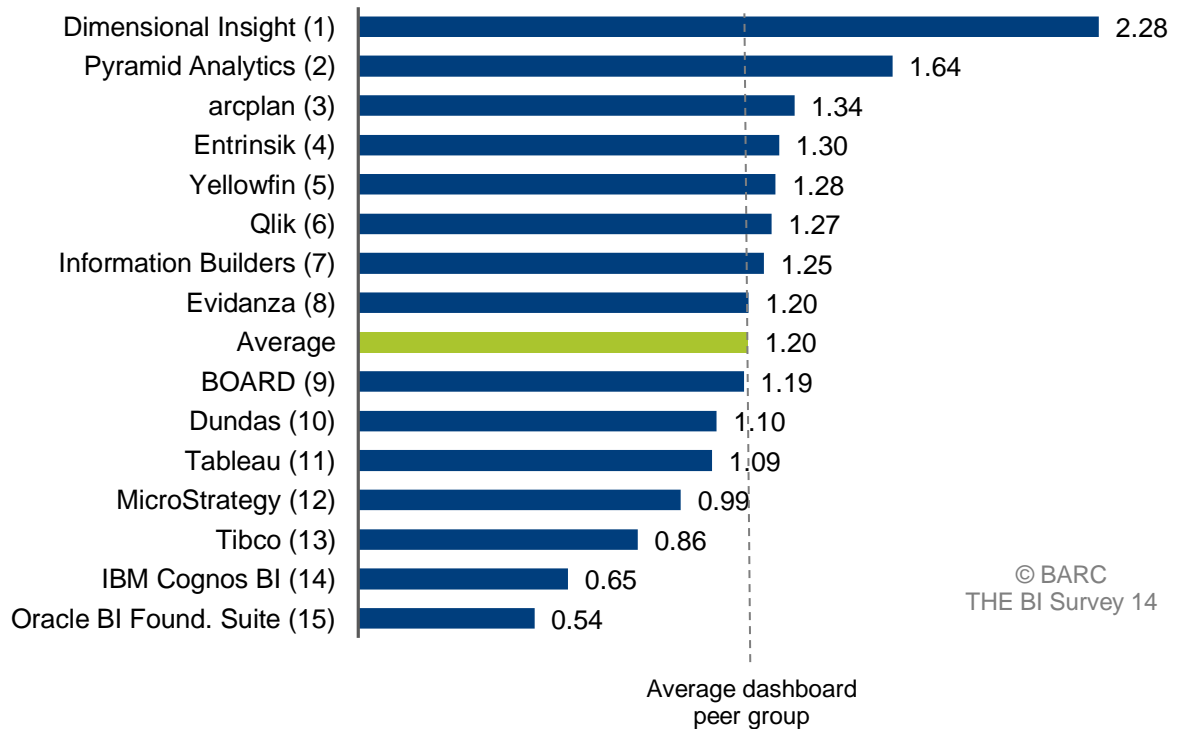
Consistently outstanding ad-hoc reporting vendor in implementer support in the past three years



The company has a clear channel distribution strategy and works hard with its partners. These efforts are paying off – DI is the number-one vendor in terms of implementer support. The vendor is not present in a lot of markets with its own subsidiary, working mainly with partners. It has vaulted from fourth place last year to first place today in the Ad Hoc Reporting vendors peer group.

Top ranked dashboard vendor in customer satisfaction

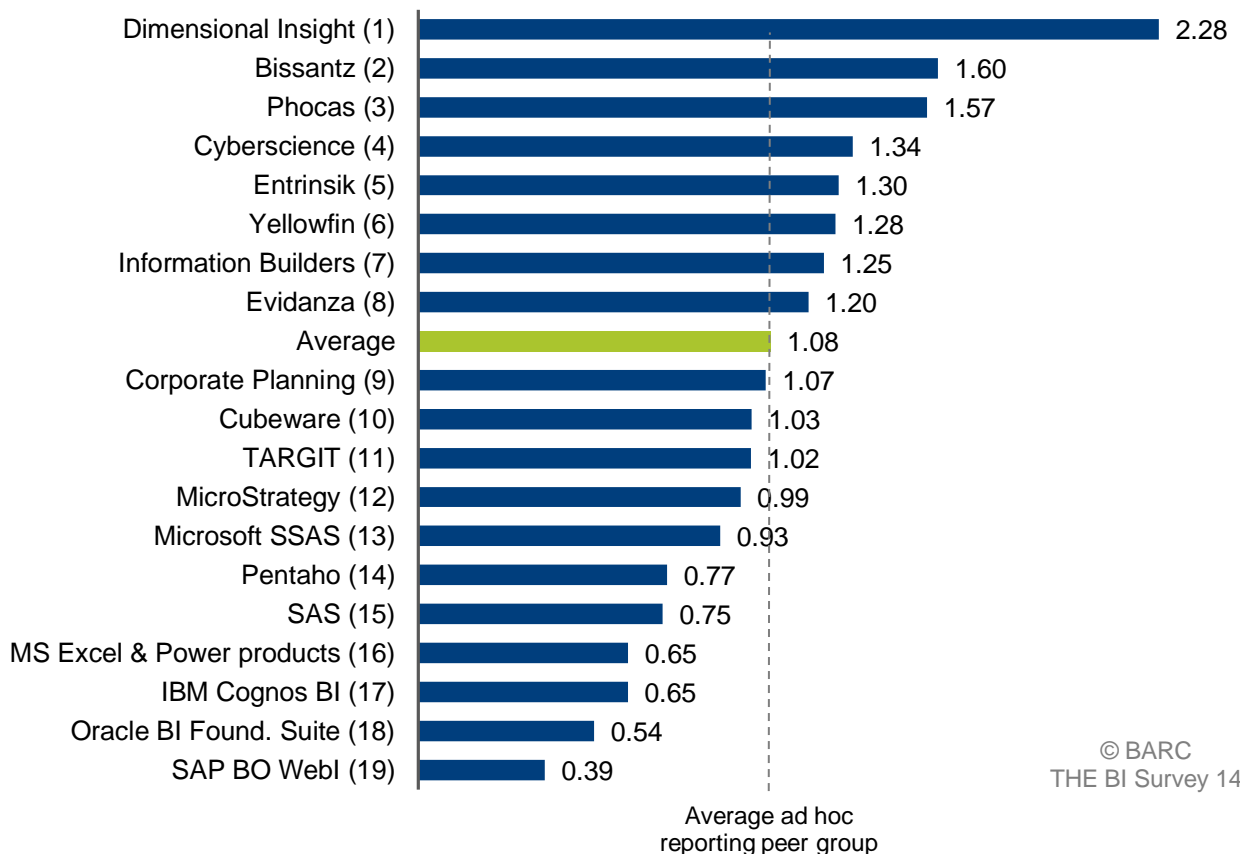
Combines the 'Product satisfaction', 'Vendor support' and 'Implementer support' KPIs



© BARC
THE BI Survey 14

Top ranked ad-hoc reporting vendor in customer satisfaction

Combines the 'Product satisfaction', 'Vendor support' and 'Implementer support' KPIs

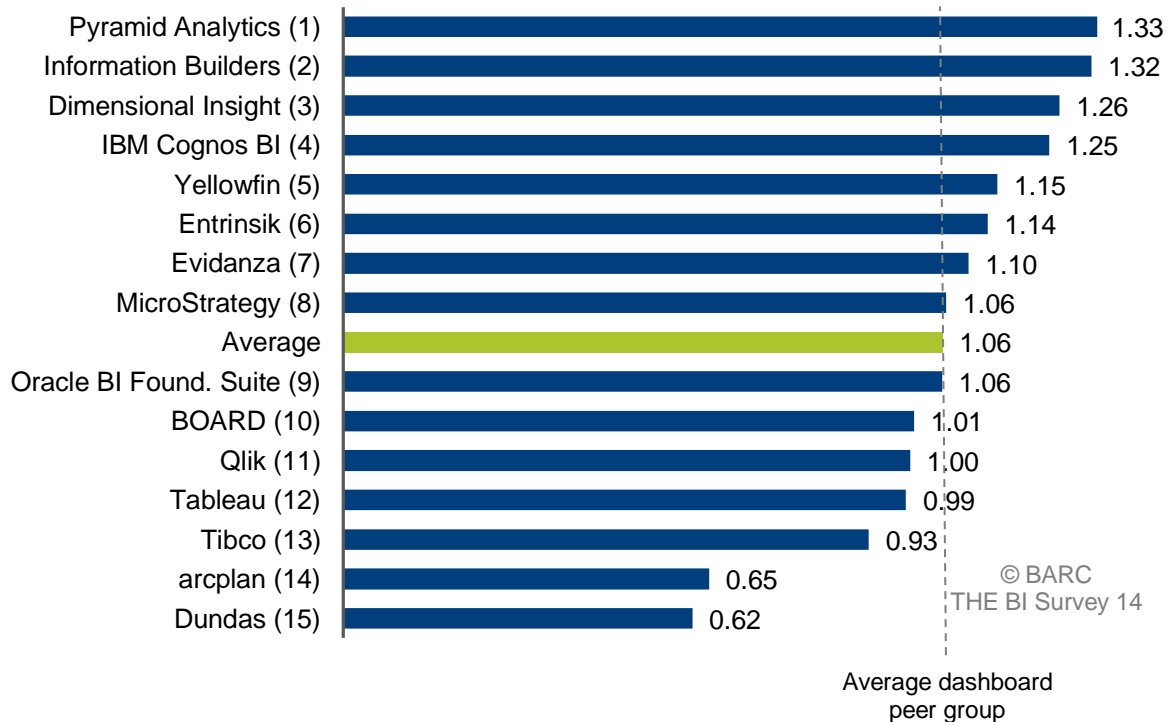


© BARC
THE BI Survey 14

DI has a strong first-place lead in the aggregated customer satisfaction category, which combines the 'Product satisfaction', 'Vendor support' and 'Implementer support' KPIs. As shown here and in previous sections, the vendor has a well-organized customer service strategy.

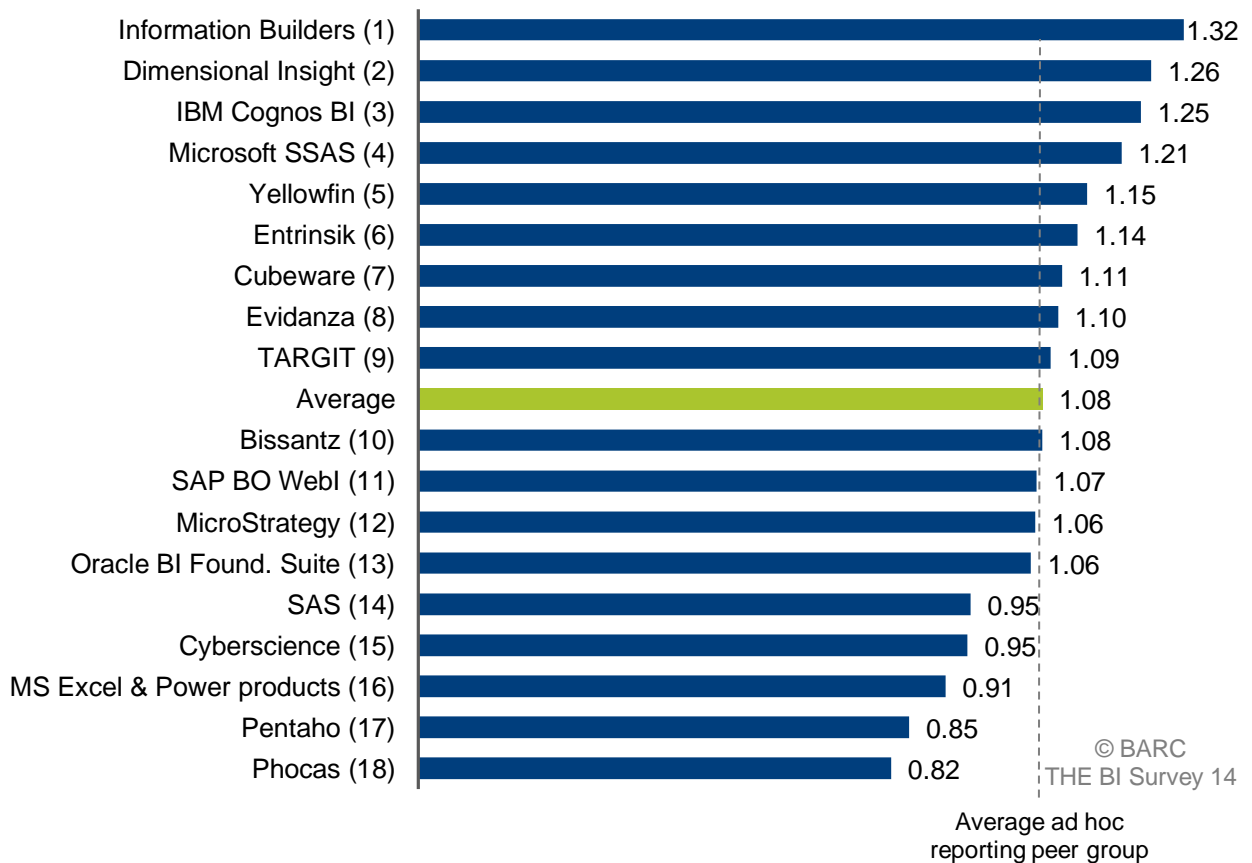
Leading dashboard vendor in self-service

Based on how many sites currently use self-service features with their BI tool



Leading ad-hoc reporting vendor in self-service

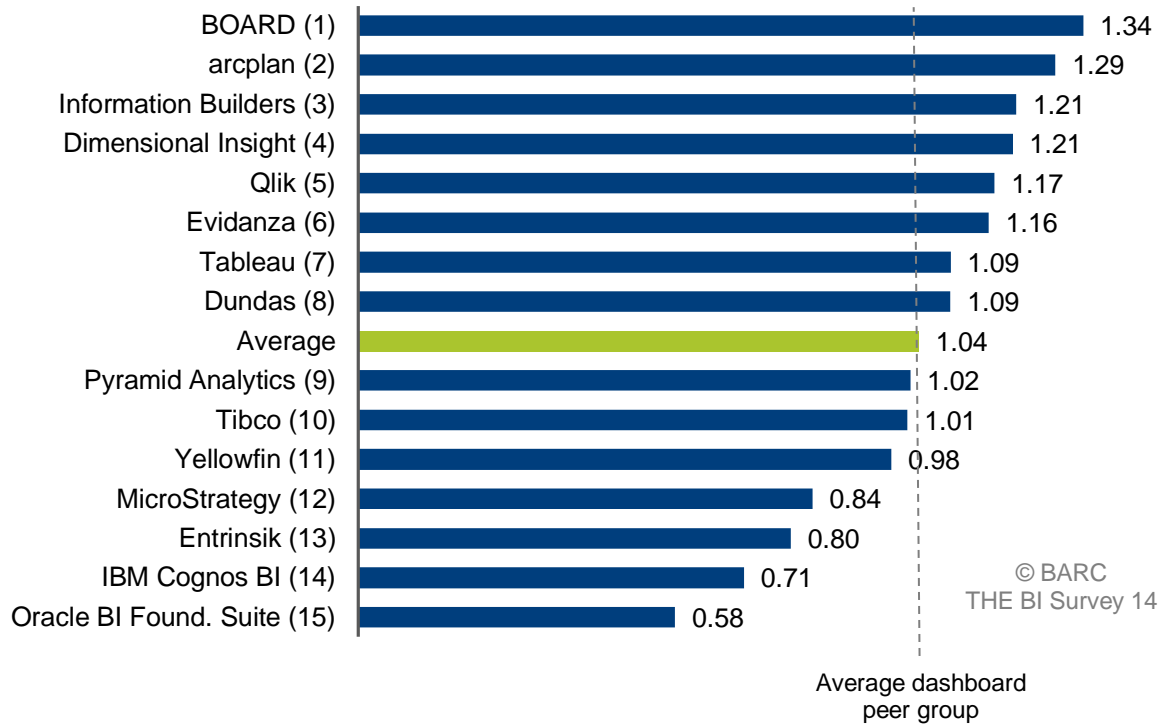
Based on how many sites currently use self-service features with their BI tool



Dimensional Insight is engaged in delivering self-service capabilities to its user base. Self-service is regarded as a key element in any analytics-driven corporate culture.

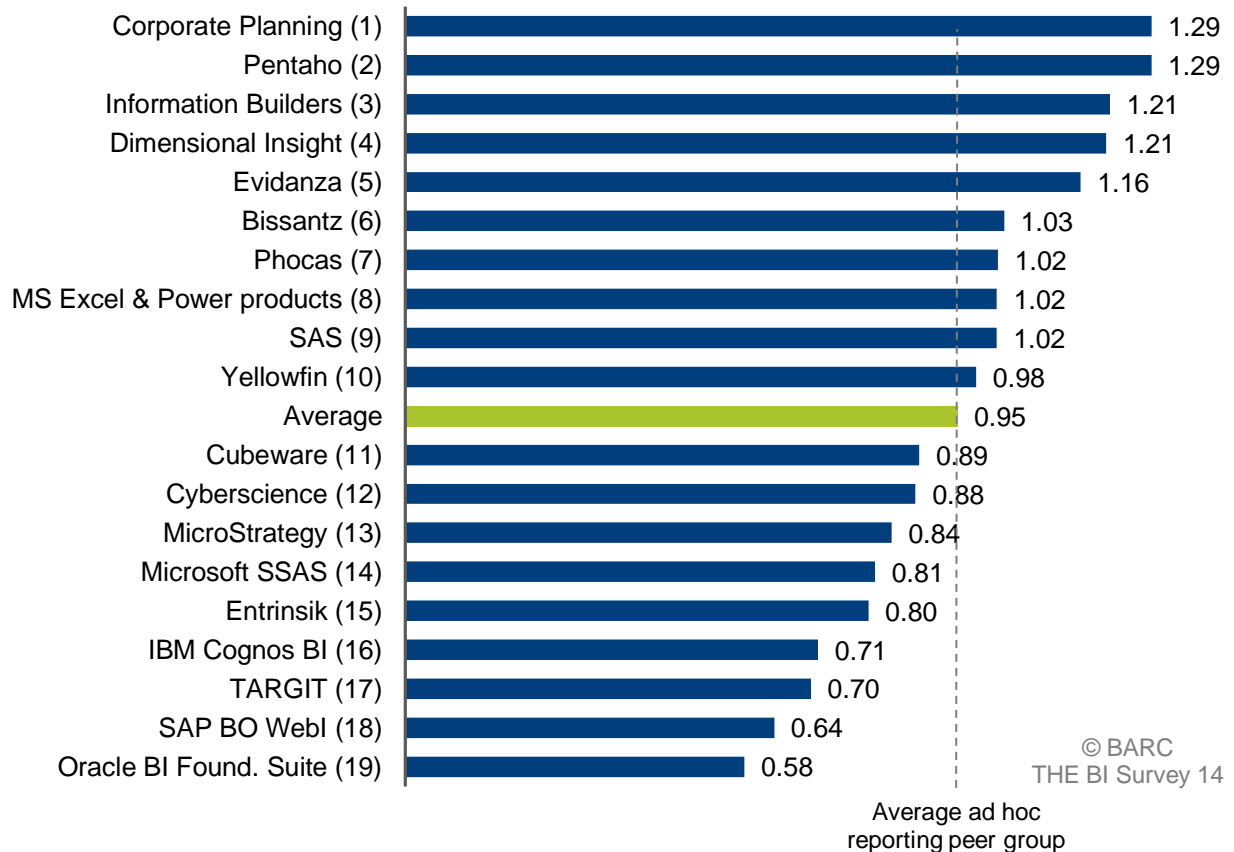
Leading dashboard vendor in flexibility for the user

Based on how often the product was chosen for its flexibility and the frequency of complaints about user flexibility post-implementation



Leading ad-hoc reporting vendor in flexibility for the user

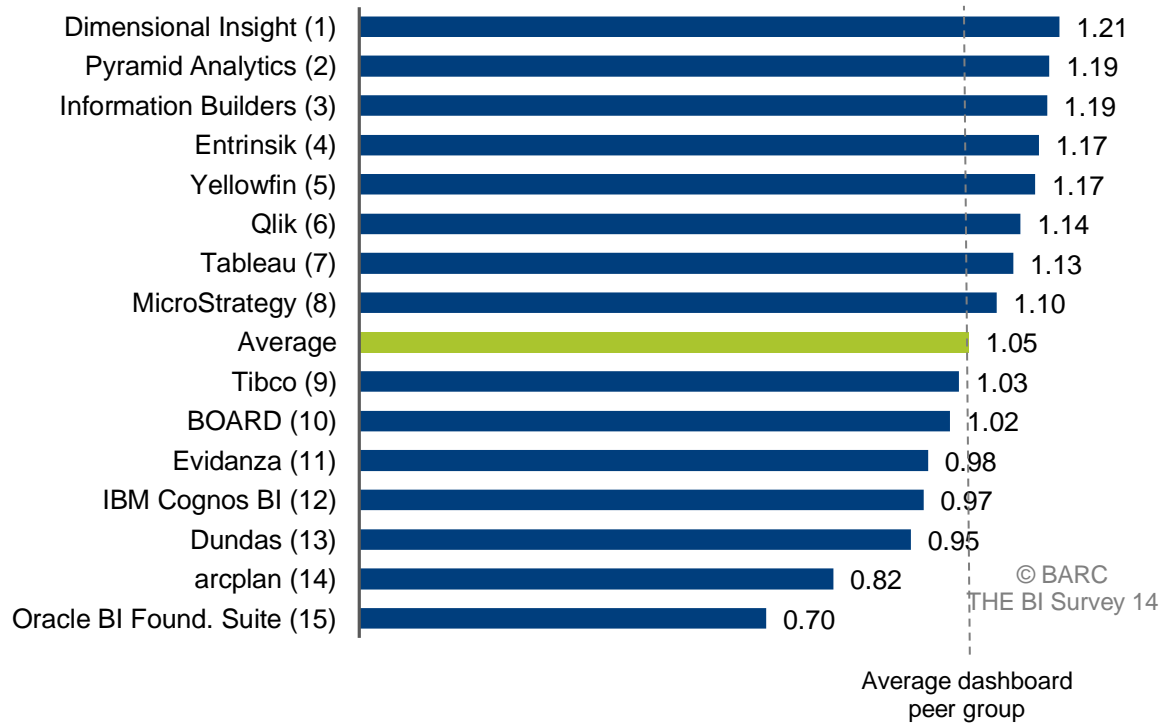
Based on how often the product was chosen for its flexibility and the frequency of complaints about user flexibility post-implementation



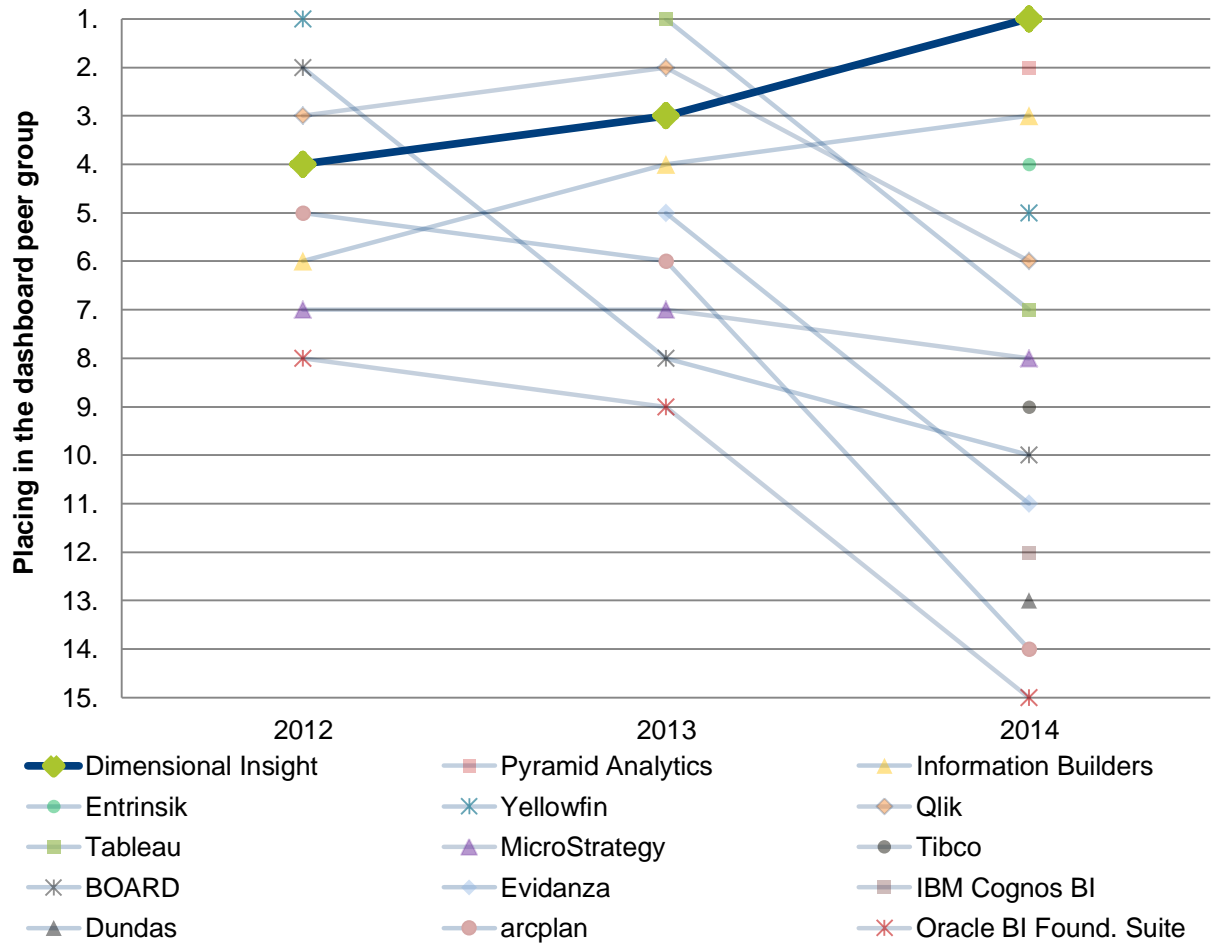
DI is ranked as an above-average vendor for the flexibility it delivers to end users working with its dashboard and ad hoc reporting tools. The BI Survey shows that customers are not likely to lodge complaints about DI's solutions.

Top ranked dashboard vendor in agility

Combines the 'Project length', 'Self-service' and 'Flexibility for users' KPIs



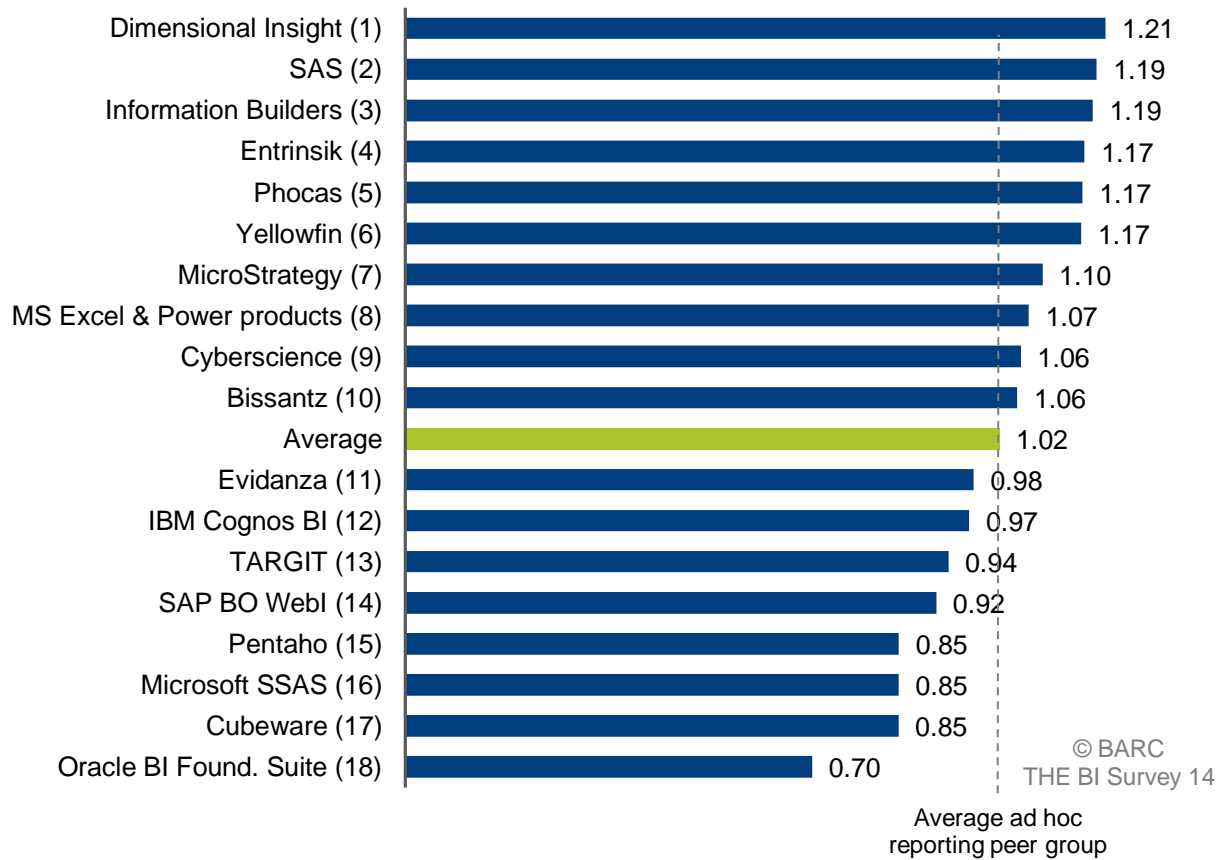
Consistently outstanding dashboard vendor in agility in the past three years



© BARC THE BI Survey 14

Top ranked ad-hoc reporting vendor in agility

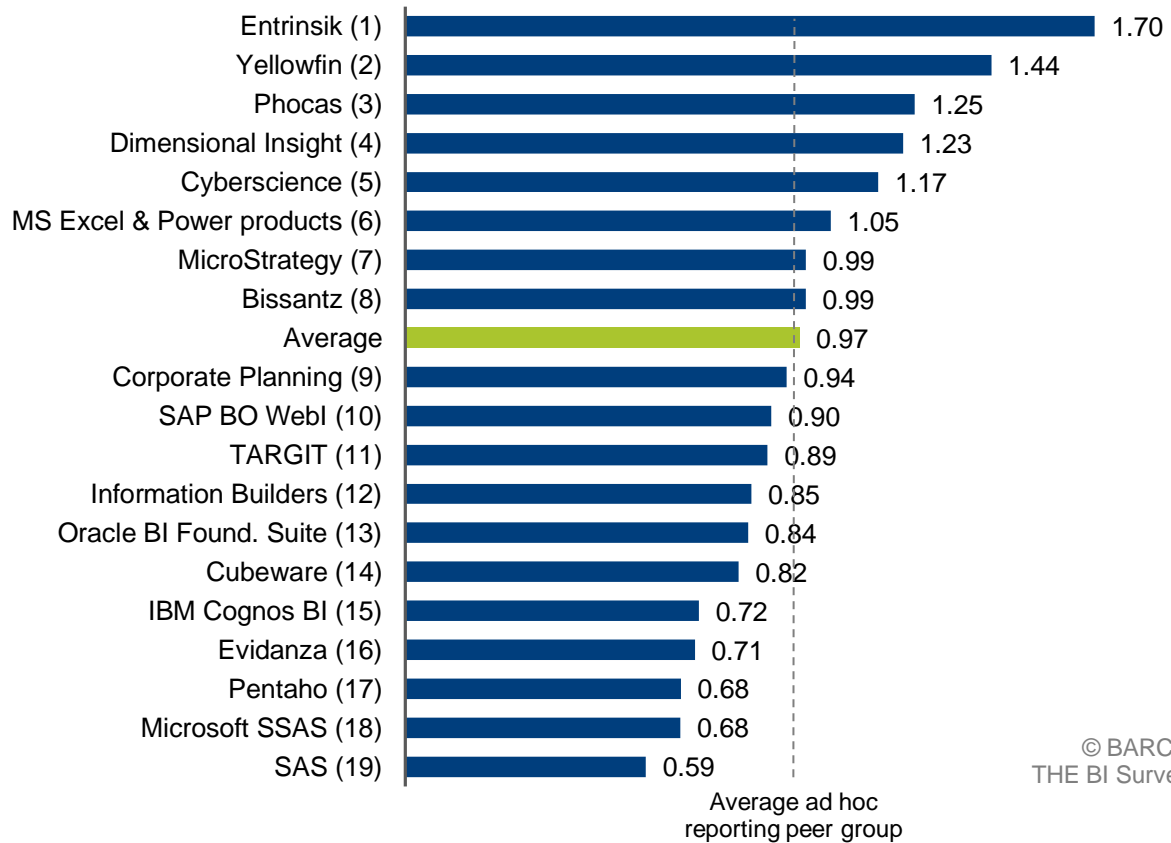
Combines the 'Project length', 'Self-service' and 'Flexibility for users' KPIs



Dimensional Insight is also the number one dashboard and ad hoc reporting vendor in the composite category of agility, which combines the 'Project length', 'Self-service' and 'Flexibility for users' KPIs. BI and analytics tools are sought that can access and provide information in a seamless manner, without the need to reconfigure technology or reprogram software.

Leading ad-hoc reporting vendor in ease of use

Based on how often the product was chosen for ease of use and the level of complaints about ease of use post-implementation



© BARC
THE BI Survey 14

Ease of use is an important consideration for any vendor that seeks to expand its footprint within enterprise sites. Business decision makers don't want to have to spend a lot of time in training, or attempting to learn interfaces. Diver Solution's reporting features are considered easier to use than those of other vendors.

Summary

Dimensional Insight scores very well in a number of categories in The BI Survey 14, and is considered the top vendor when it comes to supporting project success, investment value, user recommendations, product satisfaction, customer satisfaction, vendor support, implementer support, self-service and overall agility.

In each of its peer groups it comes up against highly competitive rivals, and achieves excellent user ratings in business achievement, competitive win rate, and also recommendation. These factors contribute to Dimensional Insight's position as a leading vendor in customer satisfaction.

Dimensional Insight comfortably tops all its peer groups in the vendor support category: a resounding vote of confidence from end-users in the level of product support provided by the vendor and its partners.



Copyright © BARC GmbH 2014. All rights reserved.

Business Application Research Center –

Central Europe

Berliner Platz 7
97080 Würzburg
Germany

+49 931 880651-0

www.barc.de

Rest of the World

+44 1536 772 451

www.barc-research.com