Now Tech: Augmented BI Platforms, Q2 2021

Forrester's Overview Of 40 Augmented BI Platform Providers
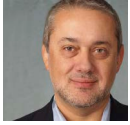
by Boris Evelson
April 14, 2021

Why Read This Report

You can use business intelligence (BI) platforms augmented with AI functionality — augmented BI — to turn raw data into meaningful signals and then turn those signals into actionable insights to drive tangible business outcomes. But to realize these benefits, you'll first have to select from a diverse set of vendors that vary by size, functionality, geography, and vertical market focus. Business insights pros should use this report to understand the value they can expect from an augmented BI platform provider and to select one based on size and functionality.

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Forrester's Overview Of 40 Augmented BI Platform Providers

by Boris Evelson
with Srividya Sridharan and Aldila Yunus
April 14, 2021

Improve Business Insights With Augmented BI Platforms

For the past three decades, enterprise BI platforms have empowered business insights pros to turn data into actionable insights. Two-thirds of data and analytics decision-makers report that their firm has implemented self-service reporting and analytics or is currently implementing them. This older-generation technology was a step in the right direction to democratize insights by relying on a graphical user interface (GUI) to generate reports and dashboards and turn data into signals and insights. But it's not enough: Only 23% of data and analytics decision-makers report making better informed business decisions using insights from data and analytics. Now modern augmented BI platforms attempt to close some of the shortcomings of older enterprise BI platforms by infusing them with the power of AI. Forrester defines an augmented BI platform as:

> *Enterprise reporting and analytics software augmented with AI that provides descriptive and diagnostic analytics, data visualization and exploration, and dashboarding functionality as well as data integration and advanced (predictive and prescriptive) analytics based on statistical analysis and machine learning. These platforms support both graphical and conversational (cognitive) user interfaces.*

These platforms:

- **Enable last-mile intelligence for business pros.** Data goes through a complex journey before it turns into insight. Multiple data management and governance components are part of this convoluted data-to-insights process. But no matter how necessary these components are, augmented BI platforms are where business pros get insights and make decisions.

- **Bring together signals produced from other tools and platforms.** Augmented BI platforms don't have a monopoly on providing insights. Platforms like text analytics, digital intelligence, and machine learning also generate insights. But augmented BI platforms are where all signals come together, delivering integrated analysis and holistic insights for business pros.

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- **Further democratize business insights.** Augmented BI platforms let business users benefit from more advanced, more insightful — predictive and prescriptive — analytics without relying on data scientists. They also leverage a much more intuitive conversational UI to allow business decision-makers to interact with analytical applications with little or no training.

Select Vendors Based On Size And Functionality

We've based our analysis of the augmented BI platforms market on two factors: market presence and functionality.

Augmented BI Market Presence Segments
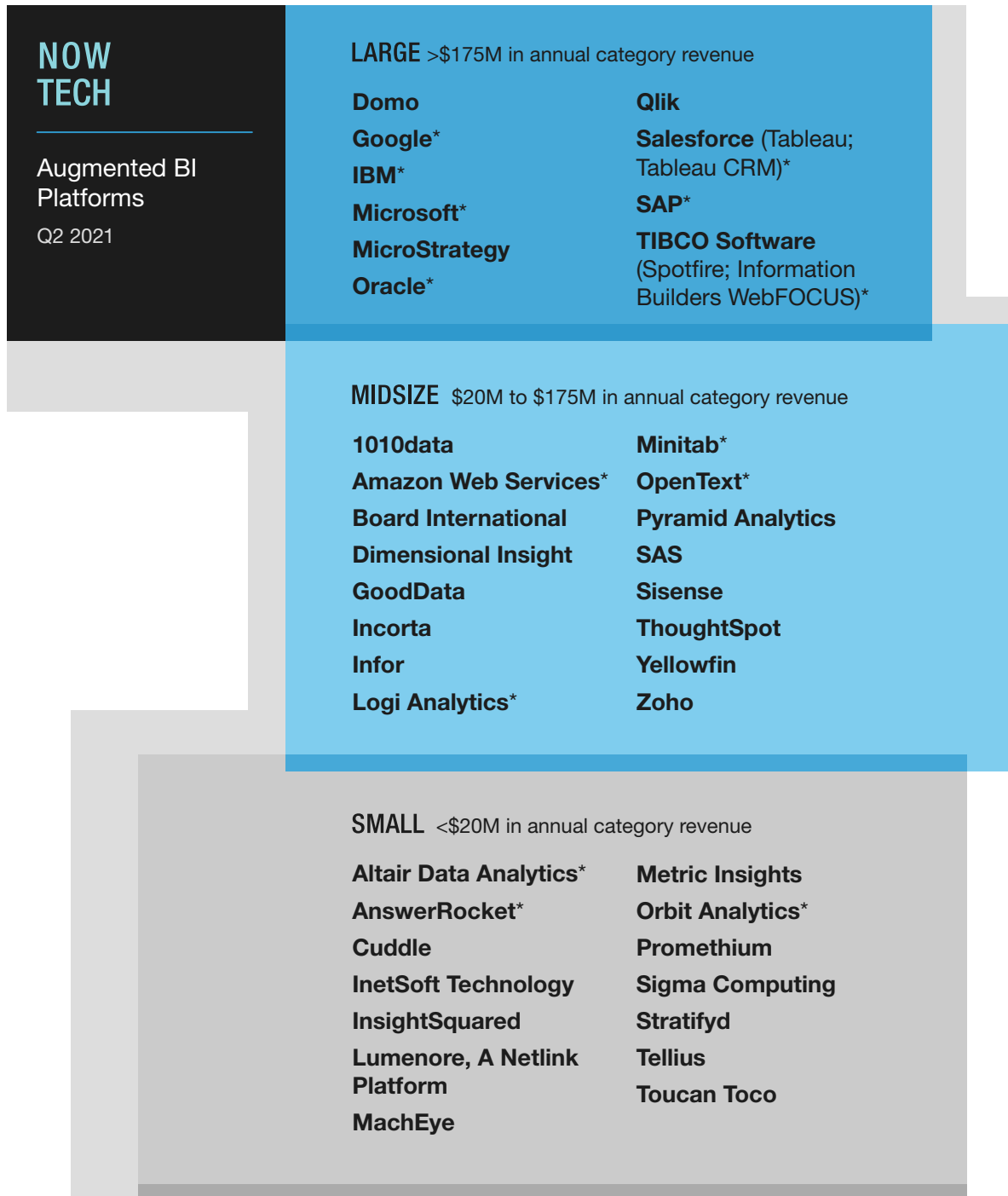
We segmented the vendors in this market into three categories, based on annual BI product revenue: large established players (more than $175 million in revenue), midsize players ($20 million to $175 million in revenue), and smaller players (less than $20 million in revenue) (see Figure 1). We did not include vendors that we estimated to have less than $1 million in annual category revenue.

FIGURE 1 Now Tech Market Presence Segments: Augmented BI Platforms, Q2 2021

NOW TECH

Augmented BI
Platforms

Q2 2021

LARGE >$175M in annual category revenue

Domo	**Qlik**
Google*	**Salesforce** (Tableau; Tableau CRM)*
IBM*	
Microsoft*	**SAP***
MicroStrategy	**TIBCO Software** (Spotfire; Information Builders WebFOCUS)*
Oracle*	

MIDSIZE $20M to $175M in annual category revenue

1010data	**Minitab***
Amazon Web Services*	**OpenText***
Board International	**Pyramid Analytics**
Dimensional Insight	**SAS**
GoodData	**Sisense**
Incorta	**ThoughtSpot**
Infor	**Yellowfin**
Logi Analytics*	**Zoho**

SMALL <$20M in annual category revenue

Altair Data Analytics*	**Metric Insights**
AnswerRocket*	**Orbit Analytics***
Cuddle	**Promethium**
InetSoft Technology	**Sigma Computing**
InsightSquared	**Stratifyd**
Lumenore, A Netlink Platform	**Tellius**
	Toucan Toco
MachEye	

*Forrester estimate

Augmented BI Platforms Functionality Segments

To explore functionality at a deeper level, we broke the augmented BI platforms market into two segments, each with varying capabilities (see Figure 2):

- **Analytics and reporting platforms.** Platforms in this category primarily support core BI capabilities — data visualization, analytics, and reporting. Most also provide basic data integration/ transformation functionality (aka data preparation or data wrangling), and some are based on an in-memory architecture, allowing a limited capacity (less than a few terabytes) to cache a subset of enterprise data in the BI platform.

- **Full-stack BI platforms.** Platforms in this category offer similar capabilities to platforms in the analytics and reporting category. But they also add a more comprehensive data integration/ transformation component that rivals the capabilities of leading extract, transform, load (ETL) and extract, load, transform (ELT) vendors, as well as a disk-based (or a disk/in-memory hybrid) database management system (DBMS) that can replace an enterprise data warehouse. Some full-stack BI platforms also provide data governance and data quality functionality.

FIGURE 2 Now Tech Functionality Segments: Augmented BI Platforms, Q2 2021
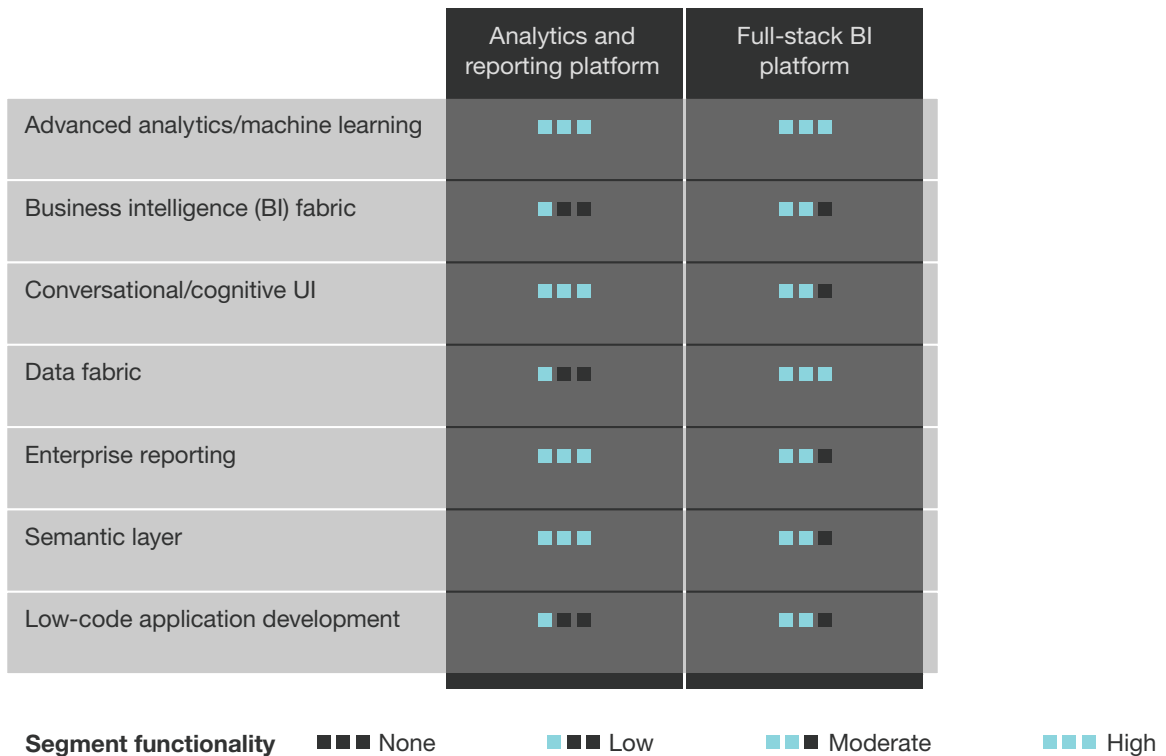
	Analytics and reporting platform	Full-stack BI platform
Advanced analytics/machine learning	High	High
Business intelligence (BI) fabric	Moderate	Moderate
Conversational/cognitive UI	High	Moderate
Data fabric	Moderate	High
Enterprise reporting	High	Moderate
Semantic layer	High	Moderate
Low-code application development	Moderate	High

Segment functionality   ■■■ None   ■■■ Low   ■■■ Moderate   ■■■ High

Align Individual Vendor Solutions To Your Organization's Needs

The following tables provide an overview of vendors, with details on functionality category, geography, and vertical market focus (see Figure 3, see Figure 4, and see Figure 5).

FIGURE 3 Now Tech Large Vendors: Augmented BI Platforms, Q2 2021

LARGE >$175M in annual category revenue

	Primary functionality segments	Geographic presence (by revenue %)	Vertical- or domain-focused packaged solutions	Sample customers
Domo†	Full-stack BI platform	NA 79%; EMEA 10%; APAC 11%*	Marketing; finance; sales	Cisco; DHL; L'Oréal
Google	Analytics and reporting platform	NA 50%; LATAM 5%; EMEA 30%; APAC 15%*	N/A	Fox; The Home Depot; Wix.com
IBM	Analytics and reporting platform	NA 60%; LATAM 5%; EMEA 25%; APAC 10%	N/A	McNICHOLS; Nukissiorfiit; Quion
Microsoft	Full-stack BI platform	NA 33%; LATAM 3%; EMEA 33%; APAC 31%*	Dynamics 365 and Salesforce suite template apps; YouTube and social template apps; SAP template app	Grundfos; Humana; Nestlé
Micro-Strategy†	Analytics and reporting platform	NA 58%; rest of world 42%	N/A	Vendor did not disclose
Oracle	Analytics and reporting platform	NA 40%; LATAM 15%; EMEA 35%; APAC 10%	Professional services; manufacturing and industrial; public sector and education	FedEx; HSBC Bank; NHS
Qlik†	Analytics and reporting platform	NA 45%; EMEA 45%; APAC 10%	Financial services; healthcare; retail	BT; HSBC Bank; Volvo
Salesforce (Tableau)	Analytics and reporting platform	NA 69%; rest of world 31%*	Sales; services; marketing	Charles Schwab; Red Hat; Verizon
Salesforce (Tableau CRM)	Analytics and reporting platform	NA 71%; EMEA 19%; APAC 10%*	N/A	Arizona State University; BMC Software; U.S. Bank

*The vendor did not provide information for this cell; this is Forrester's estimate.
†Limited augmented BI functionality

FIGURE 3 Now Tech Large Vendors: Augmented BI Platforms, Q2 2021 (Cont.)

LARGE >$175M in annual category revenue

	Primary functionality segments	Geographic presence (by revenue %)	Vertical- or domain-focused packaged solutions	Sample customers
SAP	Analytics and reporting platform	NA 32%; LATAM 4%; EMEA 47%; APAC 17%	SAP Analytics Cloud business content packages (finance, HR, integrated business planning)	Idorsia Pharmaceuticals; The National Hockey League (NHL); Porsche
TIBCO Software (Spotfire)	Analytics and reporting platform	NA 42%; LATAM 5%; EMEA 28%; APAC 25%	Oil and gas (energy); manufacturing; logistics	Australian Securities Exchange; CAF Digital Services; Wintershall Noordzee
TIBCO Software (Information Builders WebFOCUS)	Analytics and reporting platform	NA 70%; LATAM 1%; EMEA 12%; APAC 17%*	Healthcare (Omni Health); insurance (Omni Insurance); credit union management	Vendor did not disclose

*The vendor did not provide information for this cell; this is Forrester's estimate.
†Limited augmented BI functionality

FIGURE 4 Now Tech Midsize Vendors: Augmented BI Platforms, Q2 2021

MIDSIZE $20M to $175M in annual category revenue

	Primary functionality segments	Geographic presence (by revenue %)	Vertical- or domain-focused packaged solutions	Sample customers
1010data†	Full-stack BI platform	NA 100%	Retail; CPG; financial services	Bank of America; Barnes & Noble; Dollar General
Amazon Web Services	Analytics and reporting platform	NA 33%; LATAM 4%; EMEA 31%; APAC 32%*	N/A	The National Football League (NFL); Rio Tinto; Siemens
Board International	Analytics and reporting platform	NA 32%; LATAM 1%; EMEA 60%; APAC 7%	Integrated business planning; sales performance management and analytics	Eversource; KPMG; Mitsubishi Electric
Dimensional Insight†	Full-stack BI platform	NA 80%; LATAM 2%; EMEA 15%; APAC 3%	Healthcare; food and beverage; utilities	Baptist Health South Florida; Johnson Brothers; New Balance
GoodData†	Full-stack BI platform	NA 80%; LATAM 2%; EMEA 15%; APAC 3%	N/A	DoubleVerify; Visa; Zendesk
Incorta†	Full-stack BI platform	NA 84%; EMEA 13%; APAC 3%	Finance; supply chain; retail	GC Services; Keysight Technologies; Nortek
Infor†	Full-stack BI platform	NA 70%; LATAM 5%; EMEA 20%; APAC 5%	Manufacturing; distribution; healthcare	Midwest Wheel; Miller Industries; Sunny Delight Beverages
Logi Analytics†	Analytics and reporting platform	NA 80%; EMEA 15%; APAC 5%	Cybersecurity; manufacturing; risk management	Brivo; Bureau van Dijk (a Moody's Analytics Company); QAD

*The vendor did not provide information for this cell; this is Forrester's estimate.
†Limited augmented BI functionality

FIGURE 4 Now Tech Midsize Vendors: Augmented BI Platforms, Q2 2021 (Cont.)

MIDSIZE $20M to $175M in annual category revenue

	Primary functionality segments	Geographic presence (by revenue %)	Vertical- or domain-focused packaged solutions	Sample customers
Minitab	Analytics and reporting platform	NA 50%; LATAM 10%; EMEA 25%; APAC 15%*	Manufacturing and industrial (quality, continuous improvement, and real-time statistical process control); marketing campaign management	Comcast; Edwards Lifesciences; Sony
OpenText	Full-stack BI platform	NA 63%; LATAM 1%; EMEA 30%; APAC 6%	N/A	Eldorado Computing; Knorr-Bremse; TORA Trading Services
Pyramid Analytics	Analytics and reporting platform	NA 40%; LATAM 5%; EMEA 45%; APAC 10%	Financial services; insurance; retail	ABB; Deloitte; U.S. Department of Veterans Affairs
SAS	Analytics and reporting platform	NA 47%; LATAM 3%; EMEA 36%; APAC 14%	N/A	Agria; Cleveland Clinic; Treant Zorggroep
Sisense	Full-stack BI platform	NA and LATAM 78%; EMEA 17%; APAC 5%	N/A	Air Canada; Expedia; UiPath
ThoughtSpot	Analytics and reporting platform	NA 80%; EMEA 10%; APAC 10%	Sales and marketing analytics; inventory and demand planning	BT; Hulu; Walmart
Yellowfin	Analytics and reporting platform	NA 43%; LATAM 2%; EMEA 30%; APAC 25%	Google Analytics; Salesforce; Facebook	BMC Software; Federal Reserve Bank of Chicago; Yum! Brands
Zoho	Full-stack BI platform	NA 40%; LATAM 11%; EMEA 31%; APAC 18%	Sales analytics; marketing analytics; financial analytics	Caffè Moak; Fandeli; Premo

*The vendor did not provide information for this cell; this is Forrester's estimate.
†Limited augmented BI functionality

FIGURE 5 Now Tech Small Vendors: Augmented BI Platforms, Q2 2021

SMALL   <$20M in annual category revenue

	Primary functionality segments	Geographic presence (by revenue %)	Vertical- or domain-focused packaged solutions	Sample customers
Altair Data Analytics	Analytics and reporting platform	NA 30%; LATAM 10%; EMEA 30%; APAC 30%*	N/A	Barclays; Imagine Software; Mahindra & Mahindra
Answer Rocket	Analytics and reporting platform	NA 25%; LATAM 25%; EMEA 25%; APAC 25%	CPG — category overview analysis, SKU forecast analysis, brand performance analysis	Charles Schwab; Coty; Unilever
Cuddle	Analytics and reporting platform	NA 60%; APAC 40%	CPG — route to market, integrated business planning, smart fulfilment	IDFC Mutual Fund; Mondelēz International; Reckitt Benckiser
InetSoft Technology†	Analytics and reporting platform	NA 65%; LATAM 5%; EMEA 20%; APAC 10%	N/A	AT&T; Expeditors International; Micro Focus
Insight-Squared	Analytics and reporting platform	NA 89%; EMEA 11%	Sales; marketing; customer success	Vendor did not disclose
Lumenore, A Netlink Platform	Full-stack BI platform	NA 100%	Contact center; sales and marketing; finance and accounting	AAA Auto Club Group (ACG); SiriusXM Radio USA and Canada; THK Rhythm Automotive Michigan Corporation
MachEye	Analytics and reporting platform	NA 100%	N/A	Thinkster Learning
Metric Insights†	Analytics and reporting platform	NA 90%; LATAM 2%; EMEA 5%; APAC 3%	N/A	Adobe; Mondelēz International; Waste Management
Orbit Analytics†	Analytics and reporting platform	NA 50%; EMEA 30%; APAC 20%	Oracle (E-Business Suite, Cloud ERP, NetSuite)	Emirates Airlines; Genworth Financial; Honeywell International

*The vendor did not provide information for this cell; this is Forrester's estimate.
†Limited augmented BI functionality

FIGURE 5 Now Tech Small Vendors: Augmented BI Platforms, Q2 2021 (Cont.)

SMALL <$20M in annual category revenue

	Primary functionality segments	Geographic presence (by revenue %)	Vertical- or domain-focused packaged solutions	Sample customers
Promethium[†]	Analytics and reporting platform	NA 80%; APAC 20%	N/A	Vendor did not disclose
Sigma Computing	Analytics and reporting platform	NA 98%; LATAM 1%; EMEA 1%	N/A	Autodesk; Snowflake; US Foods
Stratifyd[†]	Analytics and reporting platform	NA 75%; EMEA 20%; APAC 5%	Financial services; pharma; CPG	Ally Financial; Eli Lilly and Company; Kimberly-Clark
Tellius	Analytics and reporting platform	NA 90%; EMEA 10%	N/A	Inhabit IQ; IQVIA; Karyopharm Therapeutics
Toucan Toco[†]	Analytics and reporting platform	NA 15%; EMEA 85%	Retail; sales, C-suite performance	Crédit Agricole; Groupe Renault; Sodexo

*The vendor did not provide information for this cell; this is Forrester's estimate.
[†]Limited augmented BI functionality

Rationalize And Integrate Multiple BI Platforms In Your Enterprise

Most enterprises, especially large ones, have likely already deployed at least several BI platforms in different departments, business units, and regions. Forrester recommends rationalizing multiple platforms to no more than three, then utilizing BI fabric tools and best practices to integrate the remaining platforms. Since the reporting and data visualization capabilities of leading BI platforms are no longer differentiators, we recommend that business insights pros:

- **Divest from non-augmented BI platforms.** As Forrester first recommended in 2019 and again in our Q1 2021 enterprise business insights and analytics Tech Tide™, if any of the BI vendors in your portfolio haven't stepped into the modern world of augmented BI, they should be at the top of your "divest" list.

- **Consolidate augmented BI and enterprise reporting capabilities.** While it is easy to get enamored with the intuitive conversational UI of some of the smaller, emerging augmented BI platforms, enterprises still need paginated, pixel-perfect reports burst to thousands of users (as a single report where each recipient has access only to their sections). Some of the older-gen BI

platforms that always supported enterprise reporting capabilities have invested significantly in augmented BI. Before investing in a separate tool, check whether such a platform can support both your augmented BI and enterprise reporting requirements.

- **Minimize vendor risk.** The BI platforms market is just too fragmented to survive as is for long. Forrester expects inevitable failures and the vendor consolidation we first wrote about in 2019 to continue. Select BI software from a large vendor to minimize the risk that the vendor will fail and ensure it has enough global reach to support your global operations. Select a midsize or small vendor only after you've checked its financials: Is it profitable? And/or does it have enough backing from top venture capitalists (VCs)? If your unique application requirements force you to go with a small, unprofitable vendor without significant VC backing, limit such implementations to small workgroups or departments, and be ready with a plan B.

- **Weigh in data gravity as part of the decision.** Don't base your platform rationalization solely on functionality. Sixty-nine percent of data and analytics decision-makers report that they primarily deploy data management to a public or hosted private cloud. On average, they told us that their firm stores 45% of its structured enterprise data in public cloud applications. If your plans are to migrate a majority of your data assets to one of the popular public cloud platforms, a natural question to ask would be "Why not use an augmented BI platform from the same cloud provider?" If most of your data and an augmented BI platform end up in the same public cloud platform, you'll have fewer headaches dealing with data movement, replication, and synchronizing DBMS and BI platform security.

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Supplemental Material

Market Presence Methodology

We defined market presence in Figure 1 based on category revenue. To complete our review, Forrester requested information from vendors. If vendors did not share this information with us, we made estimates based on available secondary information. We've marked companies with an asterisk if we estimated revenues or information related to geography or industries. Forrester fact-checked this report with vendors before publishing.

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