May 28, 2026

Dresner Advisory Services, LLC

Wisdom of Crowds® Business Intelligence Market Study

2026 Edition

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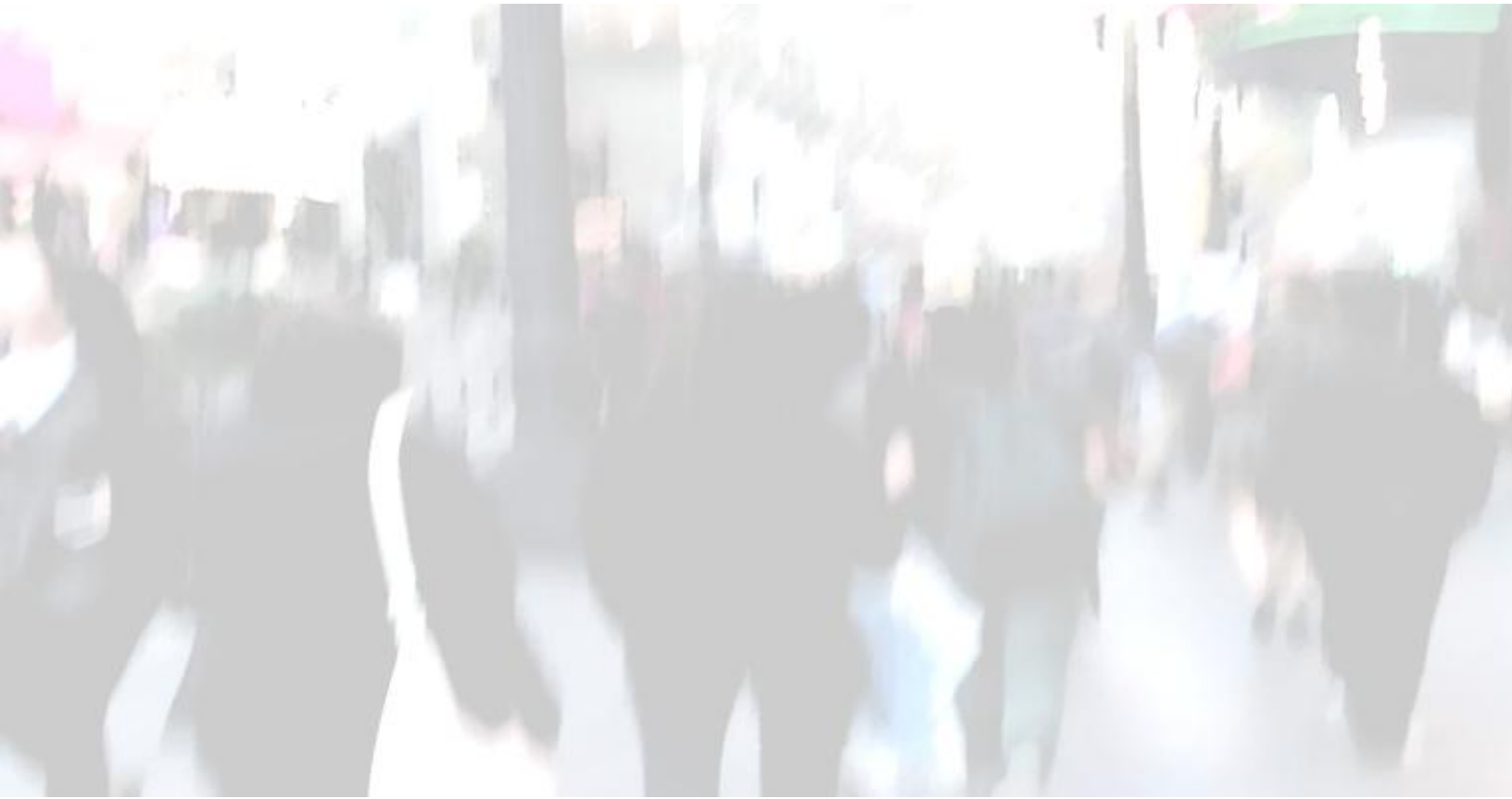

Disclaimer

This report should be used for informational purposes only. Vendor and product selections should be made based on multiple information sources, face-to-face meetings, customer reference checking, product demonstrations, and proof-of-concept applications.

The information contained in all Wisdom of Crowds® Market Study Reports reflects the opinions expressed in the online responses of individuals who chose to respond to our online questionnaire and does not represent a scientific sampling of any kind. Dresner Advisory Services, LLC shall not be liable for the content of reports, study results, or for any damages incurred or alleged to be incurred by any of the companies included in the reports as a result of the content.

Business Intelligence: A Definition

Business intelligence (BI) is “knowledge gained through the access and analysis of business information.

Business intelligence tools and technologies include query and reporting, online analytical processing (OLAP), data mining and advanced analytics, end-user tools for ad hoc query and analysis, and dashboards for performance monitoring.”

Howard Dresner, *The Performance Management Revolution: Business Results Through Insight and Action* (John Wiley & Sons, 2007).

Introduction

On behalf of Dresner Advisory Services, I am delighted to introduce the highly anticipated 17th edition of our Wisdom of Crowds BI Flagship Market Study. As we celebrate our 19th anniversary, we are grateful for the support and encouragement of clients and related communities who contribute to our growth and success.

The 17th edition of the Wisdom of Crowds BI Flagship Market Study stands as our most complete and comprehensive report to date. It encompasses detailed sections addressing important aspects such as user success with BI, drivers and targets for automation, budgets and allocations, penetration, data leadership, achievements, and much more. We have also expanded our coverage of AI and agentic AI as it relates to BI.

Furthermore, we have included an industry section that evaluates and assesses 19 suppliers of BI solutions and technology, providing valuable insights for organizations seeking to navigate the dynamic market landscape.

Since our inception, we have continually challenged ourselves to set high standards, innovate, and lead the market, all while striving to offer ever-greater value with each passing year. The 17th edition of our flagship market study exemplifies this commitment, illustrating our dedication to providing you with the most comprehensive and relevant research available.

Thank you once again for your continued support. We remain committed to serving you with excellence and look forward to your feedback on the Wisdom of Crowds BI Flagship Market Study.

With gratitude,

Howard Dresner
Founder and Chief Research Officer
Dresner Advisory Services
www.dresneradvisory.com

Contents

Benefits of the Study

The Wisdom of Crowds® Business Intelligence Market Study provides a wealth of information and analysis—offering value to both consumers and producers of business intelligence technology and services.

Consumer Guide

As an objective source of industry research, the Wisdom of Crowds® Business Intelligence Market Study helps consumers to understand how their peers leverage and invest in business intelligence and related technologies.

Using our trademark 33-criteria vendor performance measurement system, users glean key insights into BI software supplier performance, enabling:

- Comparisons of current vendor performance to industry norms
- Identification and selection of new vendors

Supplier Tool

Vendor Licensees use the Wisdom of Crowds® Business Intelligence Market Study in several important ways, such as:

External Awareness

- Build awareness for the BI market and supplier brand, citing Wisdom of Crowds® Business Intelligence Market Study trends and vendor performance
- Create lead and demand generation for supplier offerings through association with Wisdom of Crowds® Business Intelligence Market Study brand, findings, webinars, etc.

Internal Planning

- Refine internal product plans and align with market priorities and realities as identified in Wisdom of Crowds® Business Intelligence Market Study
- Better understand customer priorities, concerns, and issues
- Identify competitive pressures and opportunities

About Howard Dresner and Dresner Advisory Services

The Wisdom of Crowds® Business Intelligence Market Study was conceived, designed, and executed by Dresner Advisory Services, LLC—an independent advisory firm—and Howard Dresner, its president, founder, and chief research officer.

Howard Dresner is one of the foremost thought leaders in business intelligence and performance management, having coined the term "business intelligence" in 1989. He published two books on the subject, *The Performance Management Revolution – Business Results through Insight and Action* (John Wiley & Sons, Nov. 2007) and *Profiles in Performance – Business Intelligence Journeys and the Roadmap for Change* (John Wiley & Sons, Nov. 2009). He lectures at forums around the world and is often cited by the business and trade press.

Prior to Dresner Advisory Services, Howard served as chief strategy officer at Hyperion Solutions and was a research fellow at Gartner, where he led its business intelligence research practice for 13 years.

Howard conducted and directed numerous in-depth primary research studies over the past three decades and is an expert in analyzing these markets.

Through the Wisdom of Crowds® Business Intelligence Market Study reports, we engage with a global community to redefine how research is created and shared.

Other research reports include:

- AI, Data and Analytics Governance
- Agentic AI-Assisted Analytics
- Analytical Data Infrastructure
- Analytical Data products
- Analytical Platforms
- Cloud Computing and BI
- Data Engineering
- Embedded BI
- Self-Service BI
- Semantic Layer

You can find more information about Dresner Advisory Services at www.dresneradvisory.com.

About John Hagerty

John is a vice president and distinguished analyst with Dresner Advisory Services.

John is a veteran with over 40 years at the intersection of financials, HR, and supply chain software with planning, business intelligence, and analytics.

As a former business user and as a market-leading industry analyst at Gartner and AMR Research, he worked with customers and vendors on strategies to obtain best value from technology investments.

John also held product management leadership positions at Oracle and IBM as they transitioned their products to cloud architectures.

The Dresner Team

About Elizabeth Espinoza

Elizabeth is director of analytics at Dresner Advisory and is responsible for the data preparation, analysis, and creation of charts for Dresner Advisory reports.

About Sherry Fairchok

Sherry is senior editor at Dresner Advisory, ensuring the quality and consistency of all research publications.

About Danielle Guinebertiere

Danielle is vice president of client services at Dresner Advisory. She supports the ongoing research process through her work with executives at companies included in Dresner market reports.

About Michelle Whitson-Lorenzi

Michelle is director of research operations and is responsible for managing software company survey activity and our internal market research data.

Survey Method and Data Collection

As with all our Wisdom of Crowds® market studies, we constructed a survey instrument to collect data and used social media and crowdsourcing techniques to recruit participants.

Data Quality

We carefully scrutinized and verified all respondent entries to ensure that only qualified participants were included in the study.

Executive Summary

Executive Summary

In 2026, BI programs are alive and well and still thriving. Nevertheless, a handful of overarching influences—some technology-driven, some related to market volatility—continue to challenge BI and analytics programs around the globe and in virtually every industry.

The technology "elephant in the room" is artificial intelligence (AI). While respondent firms have been dealing with aspects of AI for years, it's picked up momentum in the last 12 months, and we see its impact on BI programs everywhere (figs. 71-78). For example:

- Nearly one-half of respondents indicate AI has either moderately or significantly accelerated BI/analytics plans. Adding in those whose plans have been refocused by AI, that number jumps to nearly two-thirds of respondents (66.5%). Comparing that with respondents who indicate minimum or mixed impact (29.7%), we clearly see that AI has impacted virtually every BI/analytics plan in some way.
- Fifty percent of all respondents indicate their AI maturity is either "advanced" (14.9%) or "intermediate" (35.1%). If we include those that identify as emerging (42.9%), we find a super-majority of over 90% is engaged and active with AI.
- When sorting by industry, we observe AI maturity differences by sector, with the highest maturity in technology, followed by education and financial services.

Many respondents are in the process of coming to grips with what they expect agentic AI to deliver. There's widespread recognition that key analytic content plays an important role in triggering action—and that is impacting how BI programs are adapting. However, these impacts are still unfolding, and survey respondents are developing some preferences and expectations in response to these impacts. Our survey shows that respondents place more emphasis on (and are more comfortable with) AI "recommending" action rather than autonomously performing tasks without human intervention—at least for now (figs. 79-84). For example:

- The top three preferences for analytic content to trigger action are "understanding of data relationships and hierarchies," followed by "awareness of business KPIs and measures" and "use of historical user interaction or prior analyses."
- Executives play a larger-than-normal role in shaping AI's use within their firms. They are the most bullish in stating their AI preferences. The financial services and technology sectors are leading the way.

- Action preferences driven by agentic AI largely related to BI activities—"generate narrative or analytic summaries," "trigger alerts or notifications," and "update dashboards or reports automatically." However, respondents rate actions that invoke a workflow process or execution of APIs as less important overall, indicating a slight reticence around autonomously executed actions at this time.

Other observations from this year's study include:

- This year, just over 52% of respondent organizations plan to increase BI investment above 2025 levels. Another 41% plan to maintain current budgets, and just 7% will decrease budgets. We characterize global BI budget activity as very stable and marked more by budget increases than decreases (figs. 52-60).
- Operations, IT, executive management, finance, and sales job functions are the most influential roles in shaping BI programs. Many of these roles have attained historic levels of influence (figs. 7-12)
- Executives remain the most likely primary/secondary targeted users of business intelligence in 2026 (figs. 13-18). Support for executives is traditionally the top BI target area, and its influence as a BI driver has increased compared to 2025.
- BI achievements are mostly upbeat and slowly increasing over time. While "better decision making" is the lone case of consistently greater-than-moderate achievement, all remaining measures score far above the level of acceptable achievement throughout the last nine years of our survey (figs. 21-29).
- Respondents describe somewhat bullish plans for expanding BI in the future (figs. 31-38). Penetration in 36 months is expected to continue to grow, with over 80% penetration expected in that timeframe.
- It's still a multiproduct world for BI programs. A minority of respondents report using one or two tools; more than half indicated they were using three or more (figs. 39-44).
- Many affiliated technologies, some driven by the rapid rise in AI, continue to be reprioritized in a broad BI program agenda. The biggest relative gainers are privacy and regulatory compliance, embedded BI, and data integration. The biggest declines are ESG reporting, governance, and Internet of things (figs. 45-51).
- The average longevity of BI tools in current use is increasing, though most BI tools in current use have been in place for five years or less. However, those in use for six to 10 years have also shown steady increases for the past few years but are down slightly in 2026 (figs. 61-67).
- Nearly one-third of survey respondents indicate that they are planning for BI tool consolidation in 2026. Once again, "cost savings" is the primary reason for BI product consolidation, followed by "product functionality" and "ease of use"

concerns. It's quite telling that respondents increasingly choose "strategic initiative" as a reason for BI product consolidation, which we believe relates to the impact of AI on BI and/or analytics programs at firms worldwide (figs. 68-70).

- With respect to overall vendor performance, we observe a slow but steady four-year (and longer-term) decline in respondent scores; overall, however, they have rebounded somewhat in 2026 (figs. 85-93). This year, respondents again offer a near-perfect endorsement of their software providers, and the vast majority believe their total cost of ownership (TCO) is either very good, good, or at least average. Just over one in 10 believe their ROI is poor or very poor.

Demographics

Study Demographics

Our 2026 survey base provides a cross-section of data across geographies, functions, organization sizes, and vertical industries. We believe that, unlike other industry research, this supports a more representative sample and is a better indicator of true market dynamics. We constructed crosstab analyses using these demographics to identify and illustrate important industry trends.

Geography

Over 55% of respondents work at North America-based organizations (including the United States, Canada, and Puerto Rico). EMEA accounts for 26% of respondents; the remainder are distributed across Asia Pacific (15.3%) and Latin America (3.4%; fig. 1).

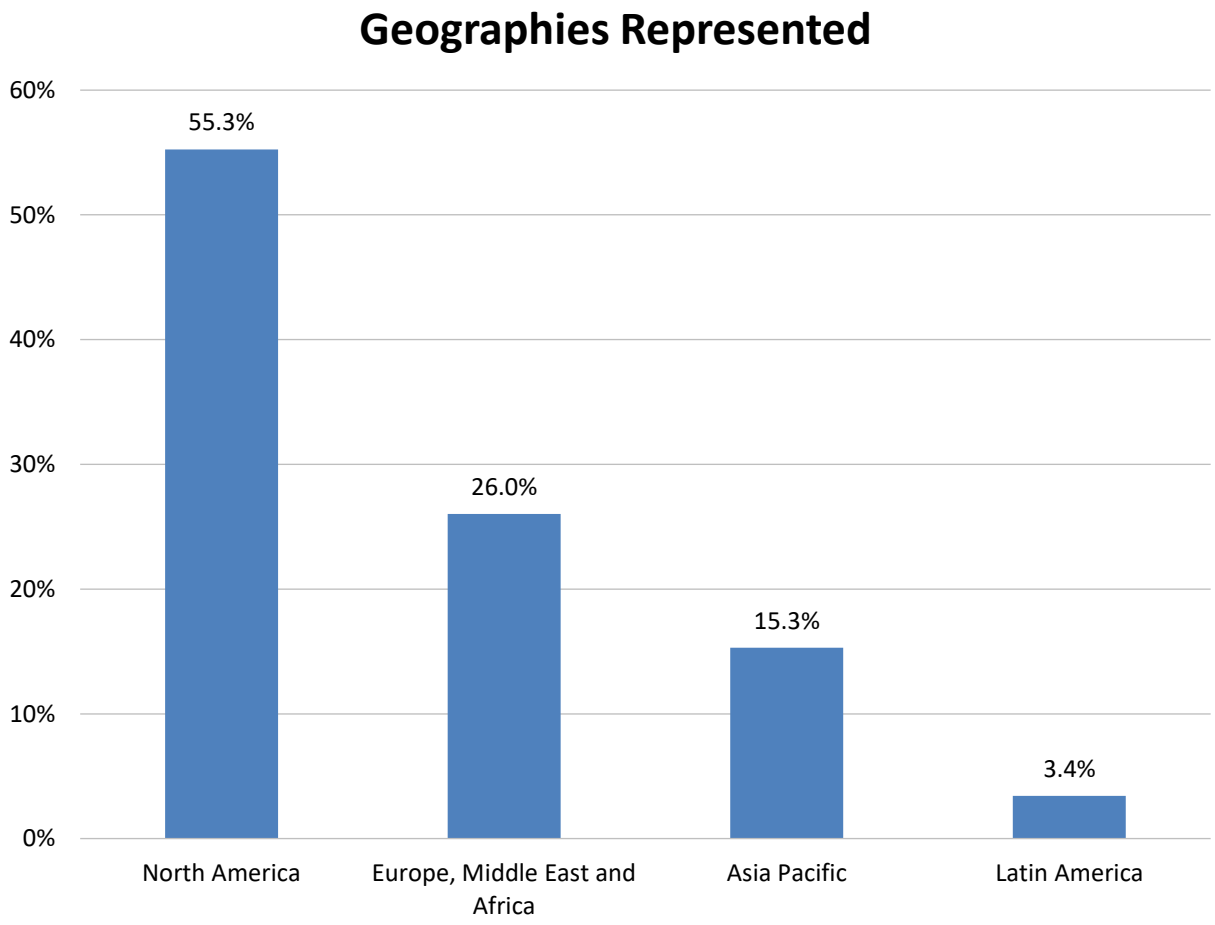

Figure 1 – Geographies represented

Functions

The 2026 study samples multiple roles and departments across the enterprise (fig. 2). Finance (35.6%) accounts for the largest group, followed by information technology (26.5%), executive management (14.4%), and the business intelligence competency center (BICC; 10.5%).

Tabulating results across functions helps us develop analyses that reflect the differences and influence of different departments within organizations.

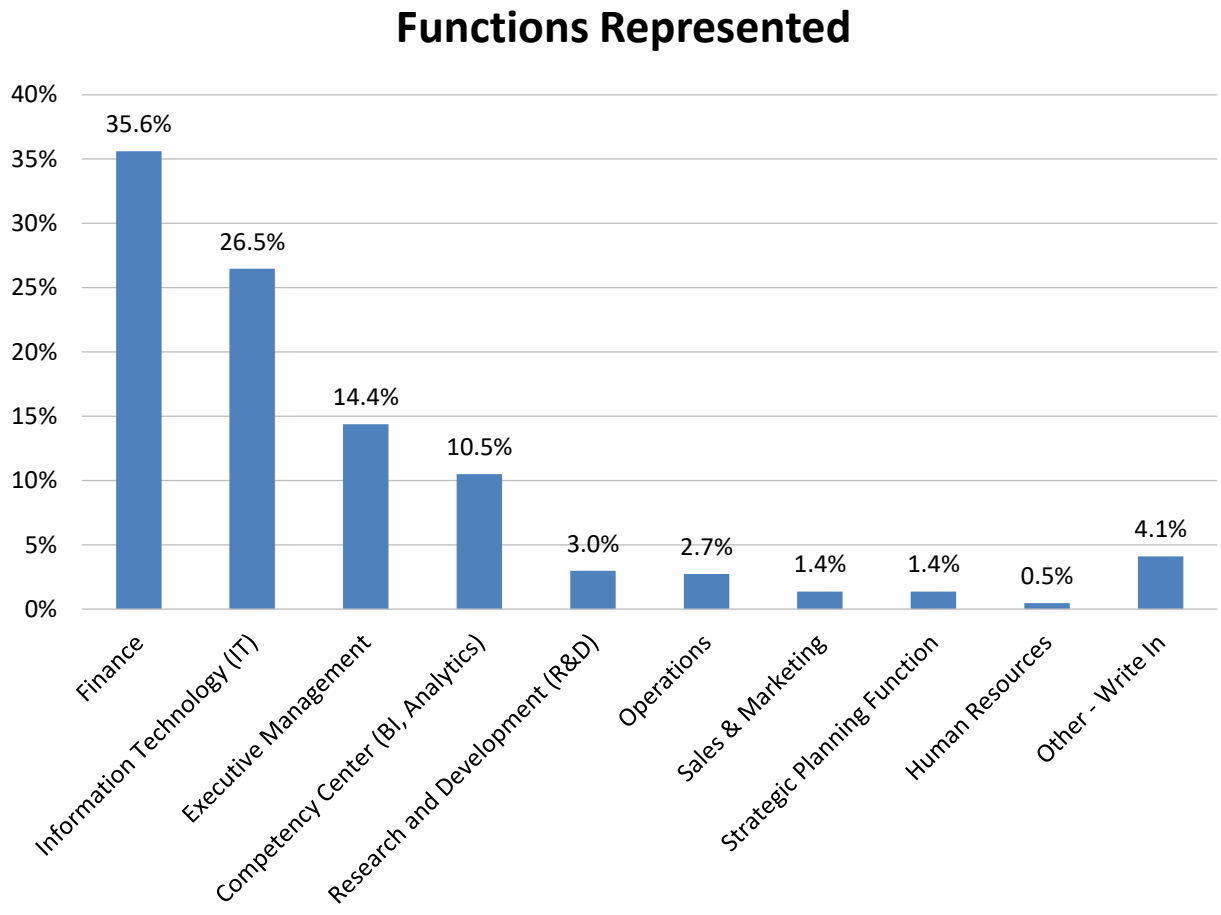

Figure 2 – Functions represented

Vertical Industries

Business services, manufacturing, and technology organizations lead our 2026 vertical industry distribution at 20.1%, 19.9% and 19% respectively. Financial services (12.1%), consumer services (11.4%), and healthcare (5.5%) are the next most represented sectors (fig. 3).

Tabulating results across industries helps us develop analyses that reflect the maturity and direction of different business sectors.

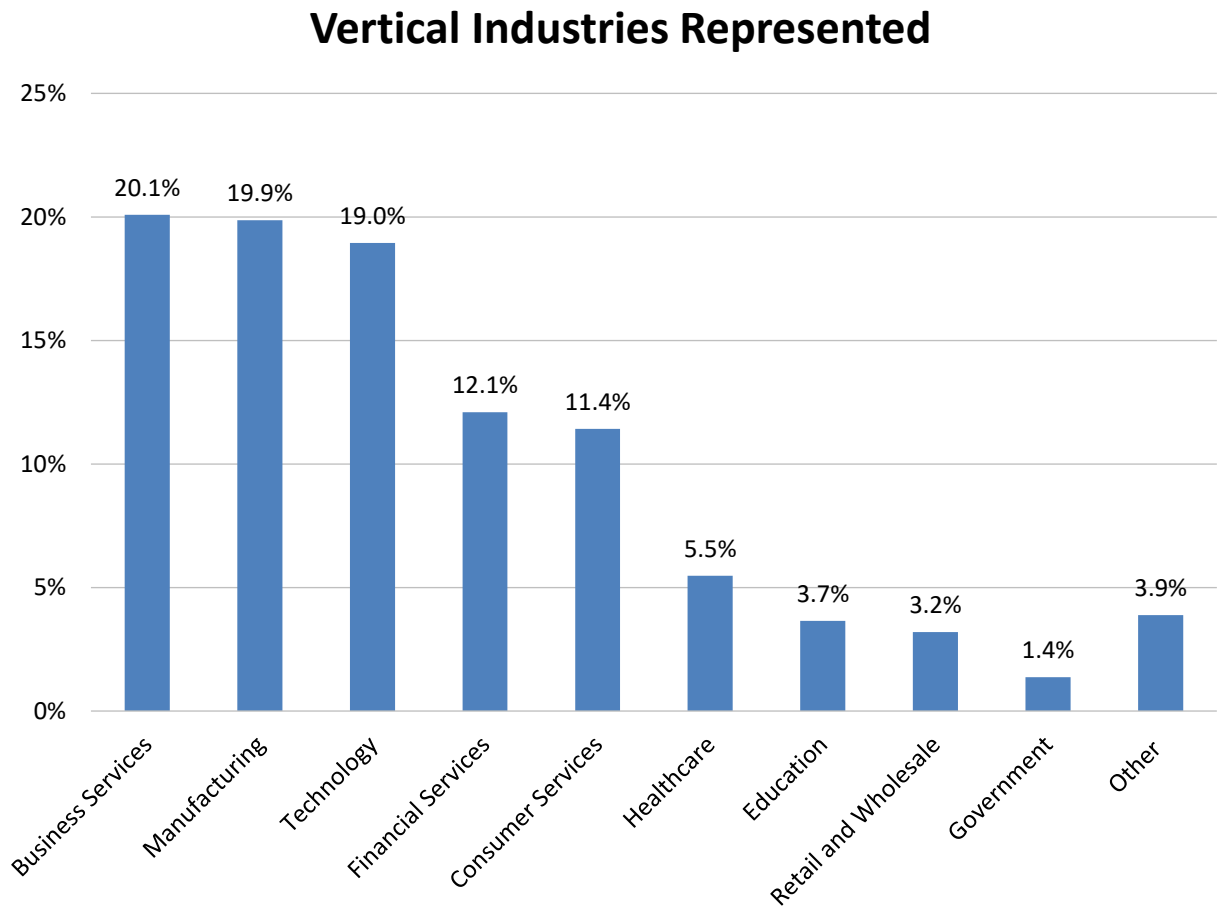

Figure 3 – Vertical industries represented

Organization Size

The 2026 sample base includes a mix of organizations of different sizes (based on global headcount). Small organizations (1-100 employees) represent 17.4% of respondents, midsize organizations (101-1,000 employees) represent 30.1%, and large organizations (more than 1,000 employees) account for the remaining 52.5% (fig. 4).

Tabulating results by organization size reveals important differences in practices, planning, and maturity.

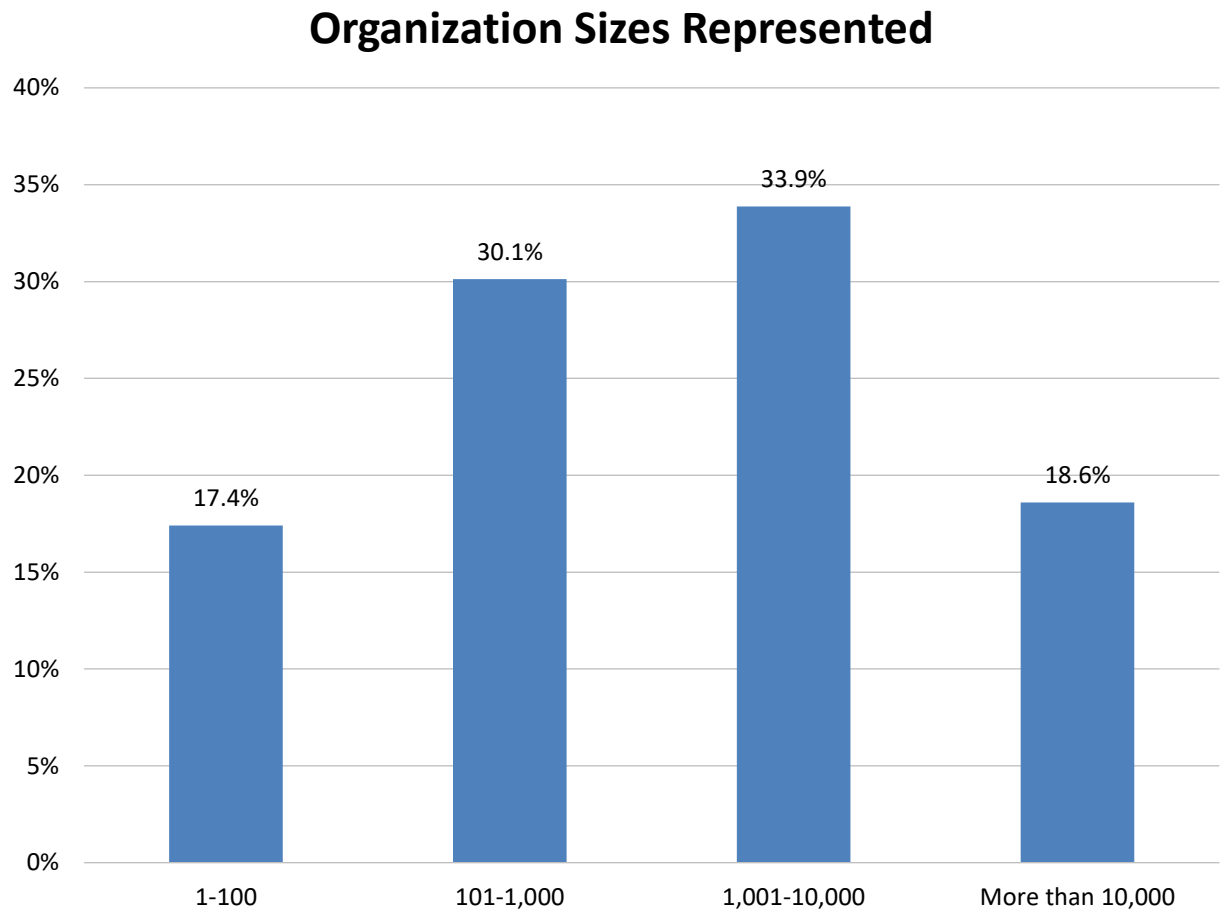

Figure 4 – Organization sizes represented

Company Age

The 2026 sample base includes a mix of organizations of different ages, with the majority (61.9%) being companies that are 16 years or older. The remaining 38.1% of firms are split across less than five years of age, five to 10 years of age, and 11 to 16 years of age.

Tabulating results by organization size reveals important differences in practices, planning, and maturity.

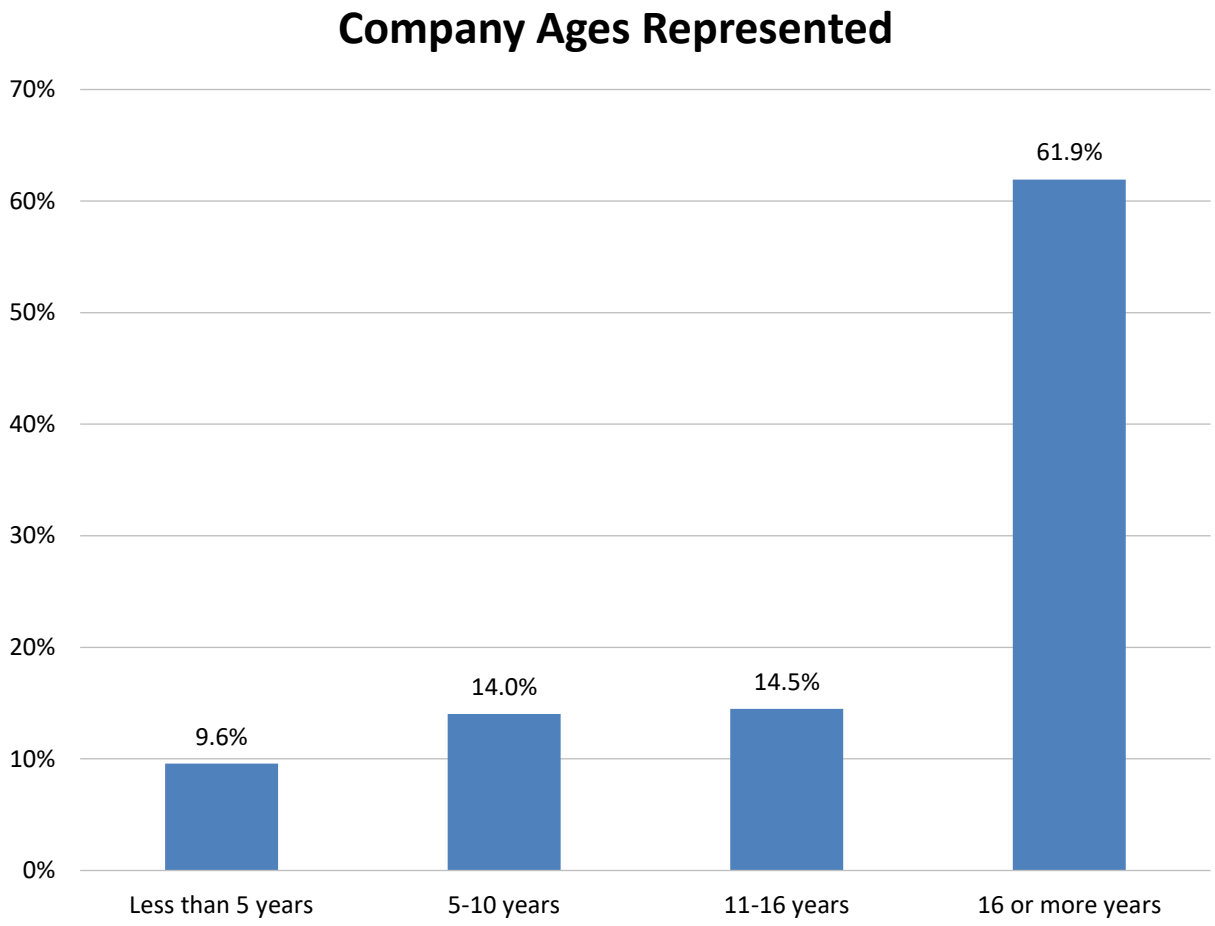

Figure 5 – Company ages represented

Analysis and Trends

Analysis and Trends

Departments/Functions Driving Business Intelligence

We asked respondents which functional roles drive BI "always," "often," "sometimes," "rarely," or "never" (fig. 6). In 2026, survey respondents indicate that:

- Operations, IT, executive management, finance, and sales are the most influential roles, with each between 61%-76% likely to always or often drive BI.
- A second tier of functions—customer service/support, the strategic planning function, and marketing—is 44%-49% likely to always or often drive BI.

All functions except manufacturing are at least 50% likely to, at minimum, sometimes drive BI.

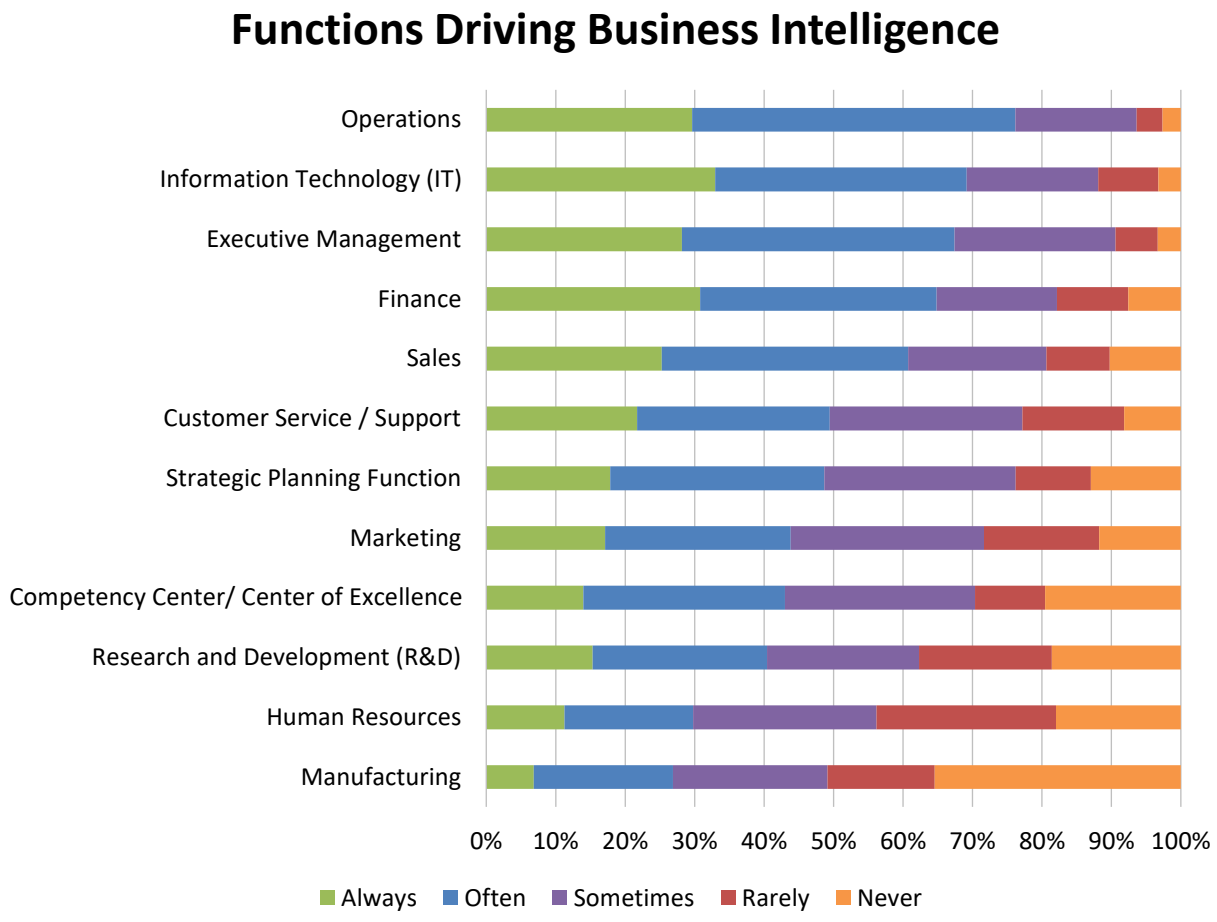

Figure 6 – Functions driving business intelligence

Functions Driving Business Intelligence 2020-2026

- BI programs have always tried to cater to diverse audiences with potentially different objectives. That tendency has only increased. Viewed across the most recent seven years of data, we again observe that most functions driving BI exert all-time or near-all-time-high levels of influence (fig. 7). Seven of 12 functions recorded their highest relative historic influence in 2026.
- Five functions show slightly less influence over the same timeframe, including finance, strategic planning, marketing, R&D, and human resources—but are still higher than the seven-year average.

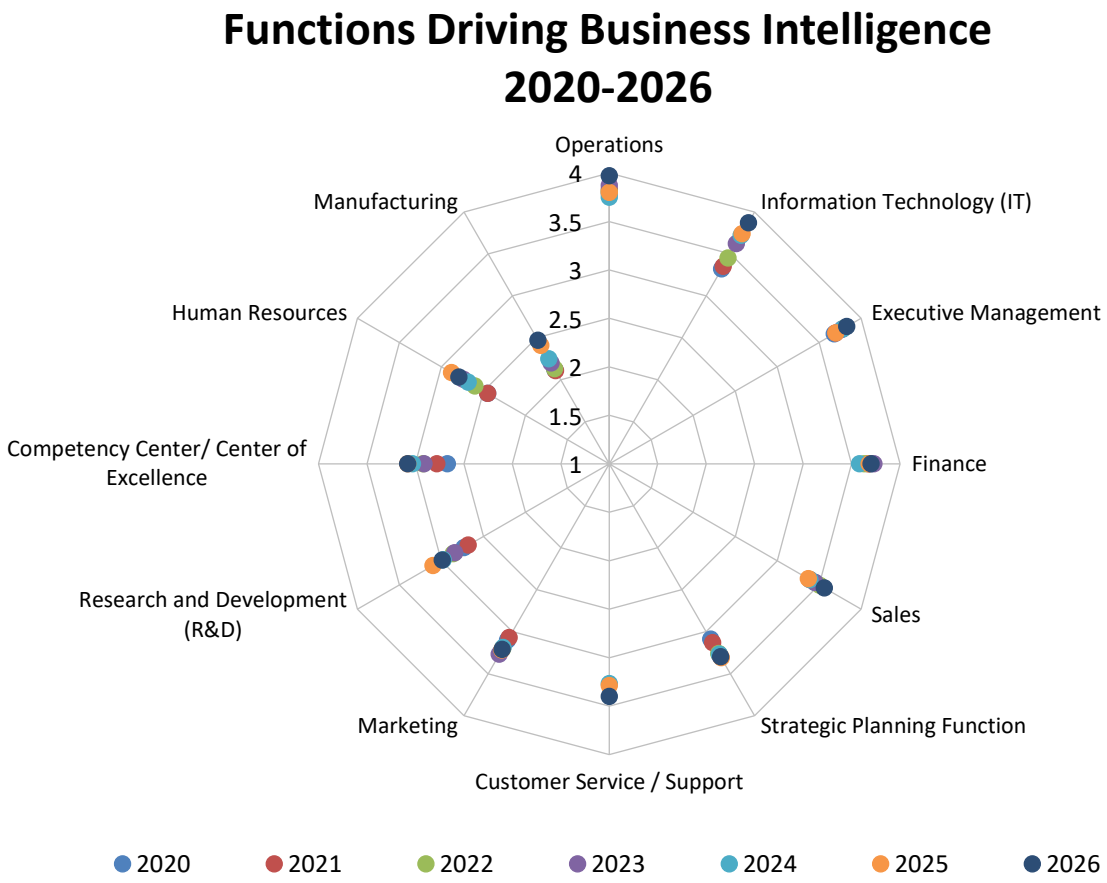

Figure 7 – Functions driving business intelligence 2020-2026

Change in Functions Driving BI 2025-2026

Figure 8 shows the change in functions driving influence year over year from 2025-2026. This year's study finds top-tier functions leading the gainers, particularly sales (5.6%) and operations (4.5%). Human resources and R&D show the largest negative change, with each down more than 3%. Influence appears to be shifting toward more operational and executive roles, indicating broader acceptance of BI throughout the business.

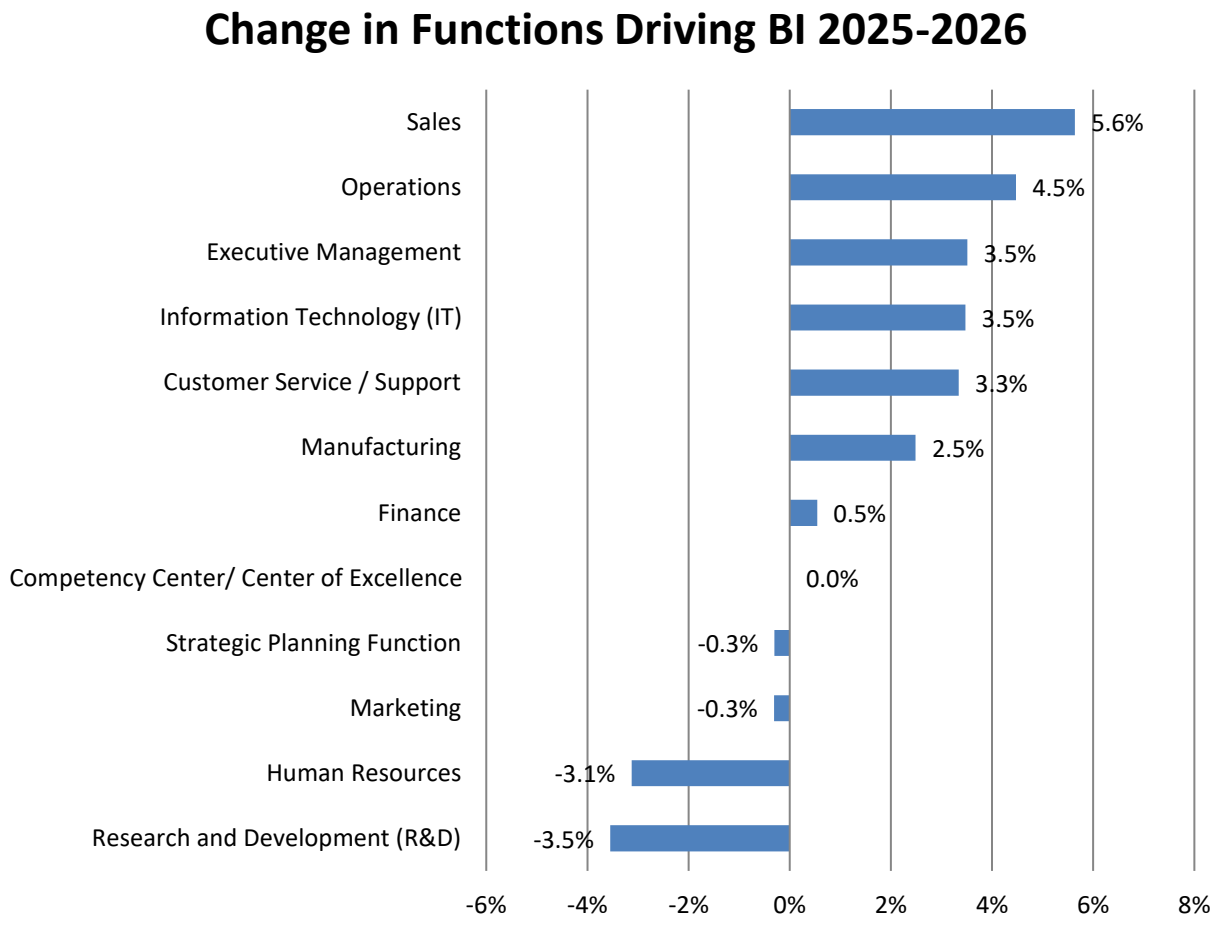

Figure 8 – Change in functions driving BI 2025-2026

Functions Driving Business Intelligence by Major Geography

Functional influencers of BI usage vary by geography, with collective regional rankings mostly following the same order as the overall sample (fig. 9). In this year's survey:

- Asia Pacific respondents post the highest weighted-mean score for all roles (3.6, above midway between "important" and "very important"), followed by EMEA and Latin America (both at 3.4), and North America (3.3).
- Regional findings show some standout areas of greater interest. For example, Latin America reported the highest overall interest from finance and the BICC, while North America indicated the highest interest from operations.

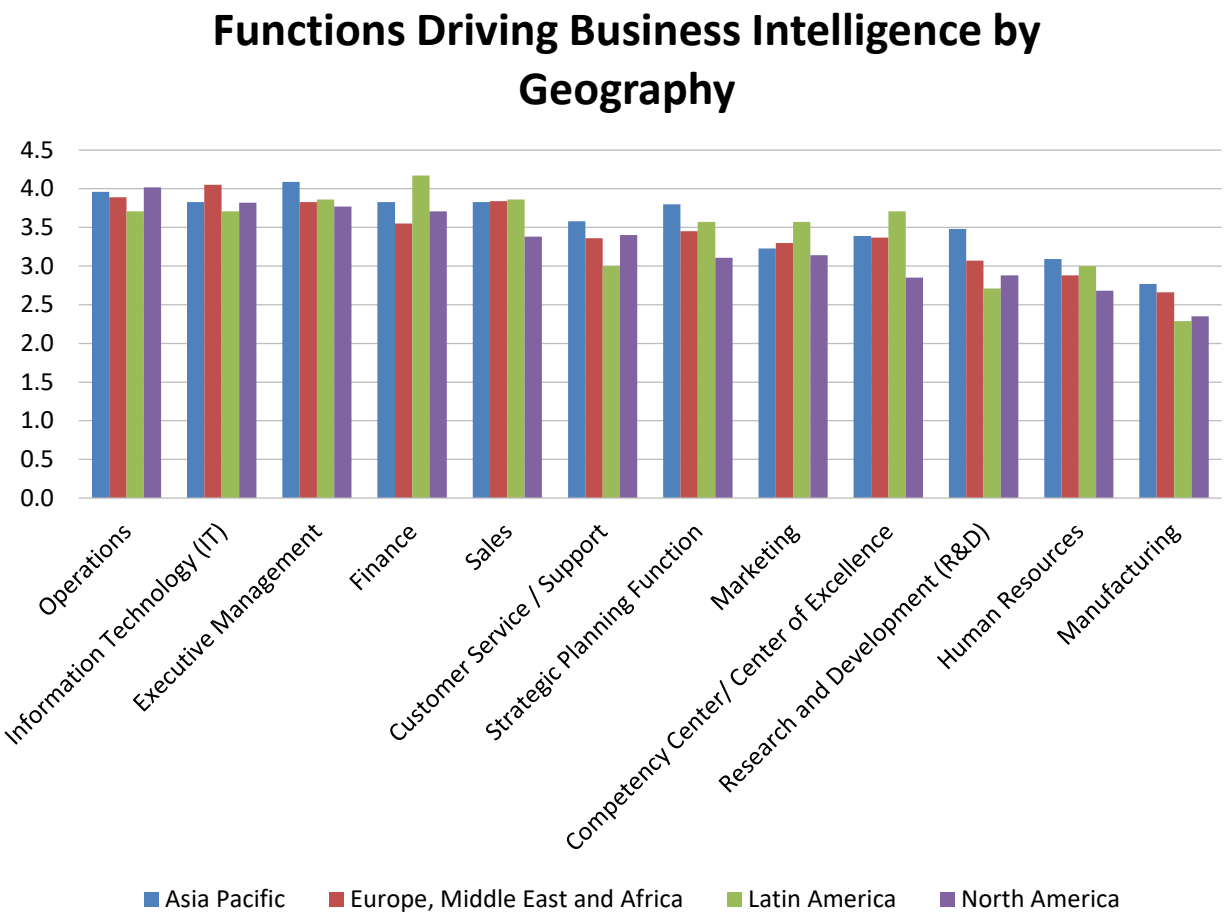

Figure 9 – Functions driving business intelligence by geography

Functions Driving Business Intelligence by Industry

Viewed by industry, the most important drivers of BI by function across all industries are found in operations, IT, and executive management (fig. 10)—the same result as in 2025. Among all industries, importance is most clustered and universal in retail/wholesale and finance (score of 3.6, above midway between "important" and "very important") but varies in detail across other functions. For example:

- Consumer services respondents reported the highest overall score for the finance function; the technology sector placed the most emphasis on the sales function.
- HR and manufacturing functions were the lowest-rated industries, with scores below 3.0 (below "important"), yet HR was rated most highly for retail/wholesale.

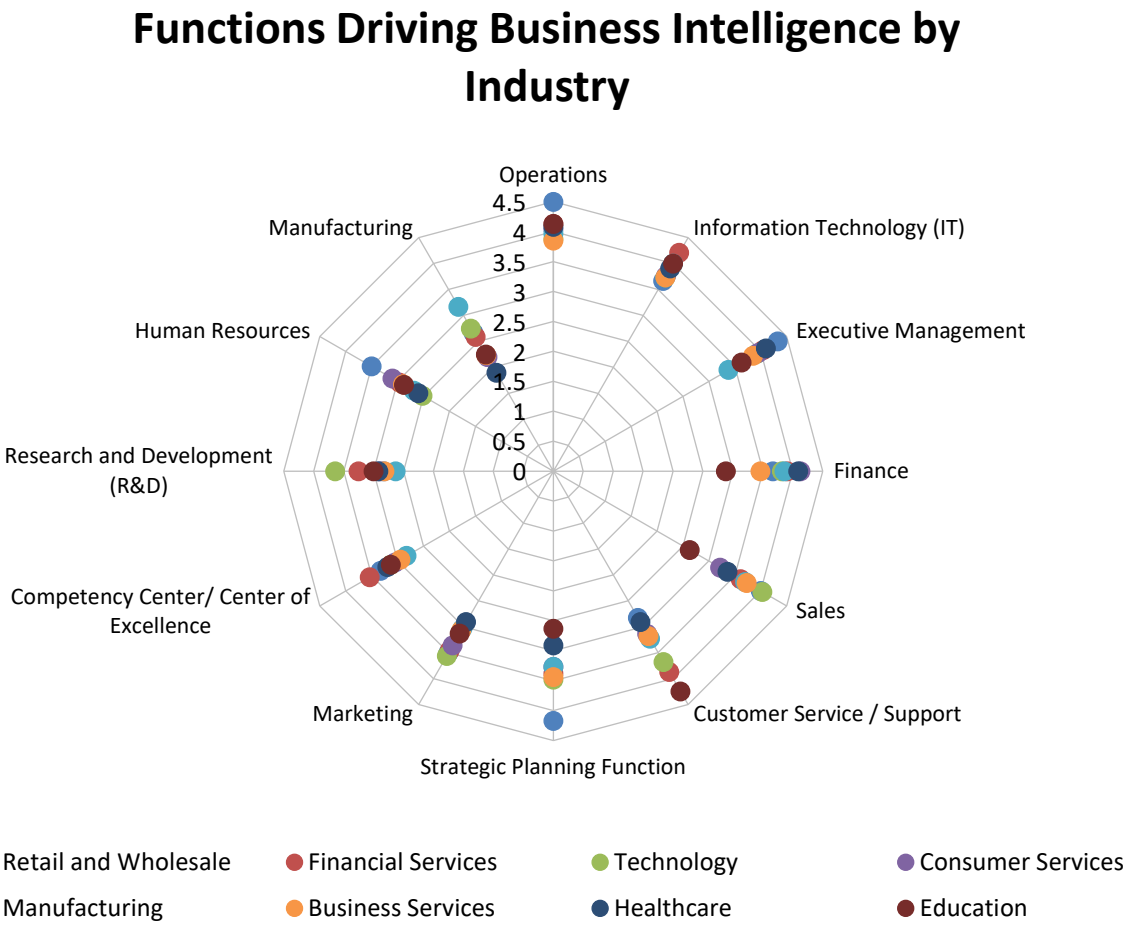

Figure 10 – Functions driving business intelligence by industry

Functions Driving Business Intelligence by Organization Size

All functions gain influence as organization size increases, and influence by function is nearly always highest in very large organizations with more than 10,000 employees (fig. 11).

- Small organizations (1-100 employees) posted scores higher than some larger peers in areas including sales, strategic planning, and marketing.
- Eight of 12 functions sampled were at least "important" to all organizations regardless of size.

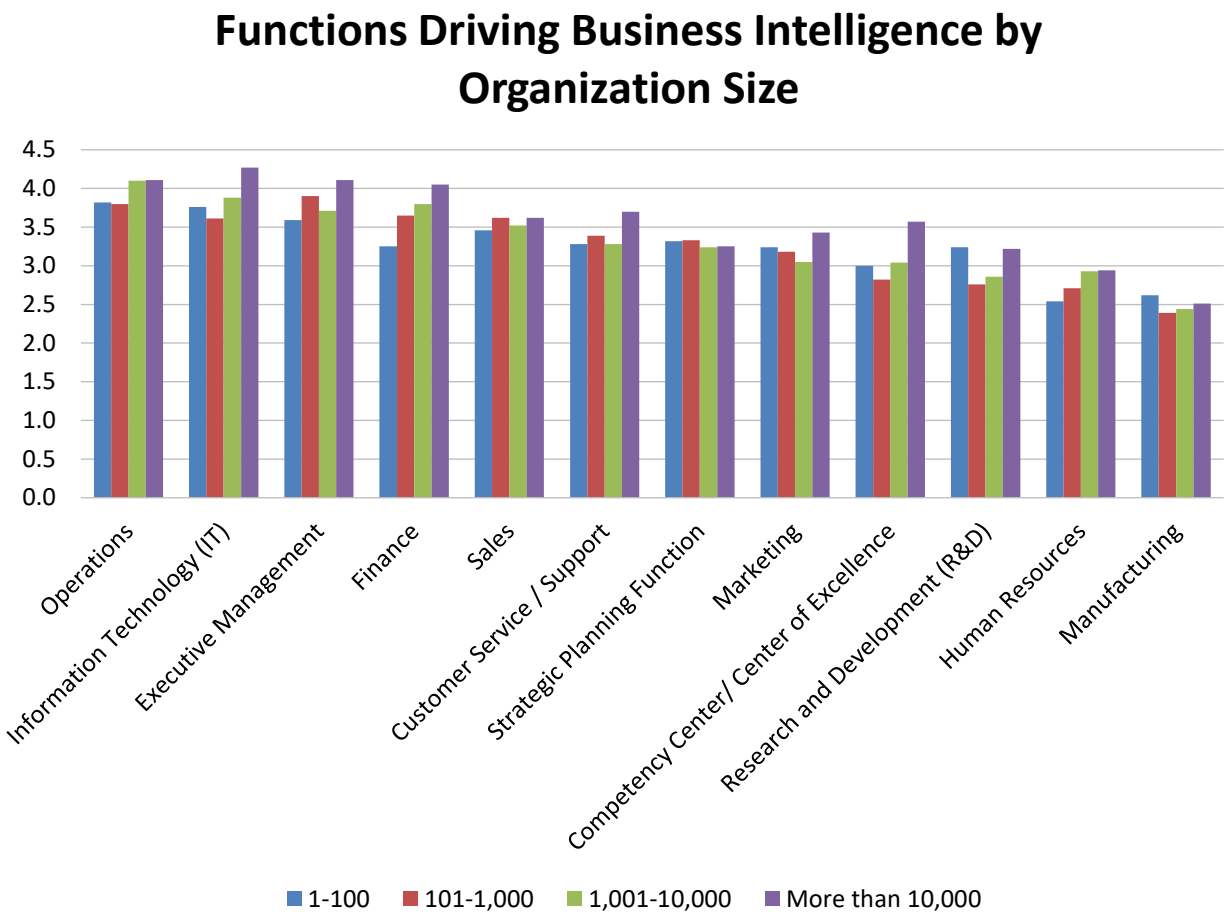

Figure 11 – Functions driving business intelligence by organization size

Functions Driving Business Intelligence by Company Age

On average, functions are rated similarly across all company age categories, with the highest average score (3.43) posted by firms between five and 10 years of age, and the lowest average score (3.29) recorded for 11- to 16-year-old companies (fig.12).

The highest rating for any function is given to IT (4.08) by the youngest cohort of firms less than five years of age. Interestingly, this group also gives a relatively low score (3.33) to the executive management role compared with companies of other ages.

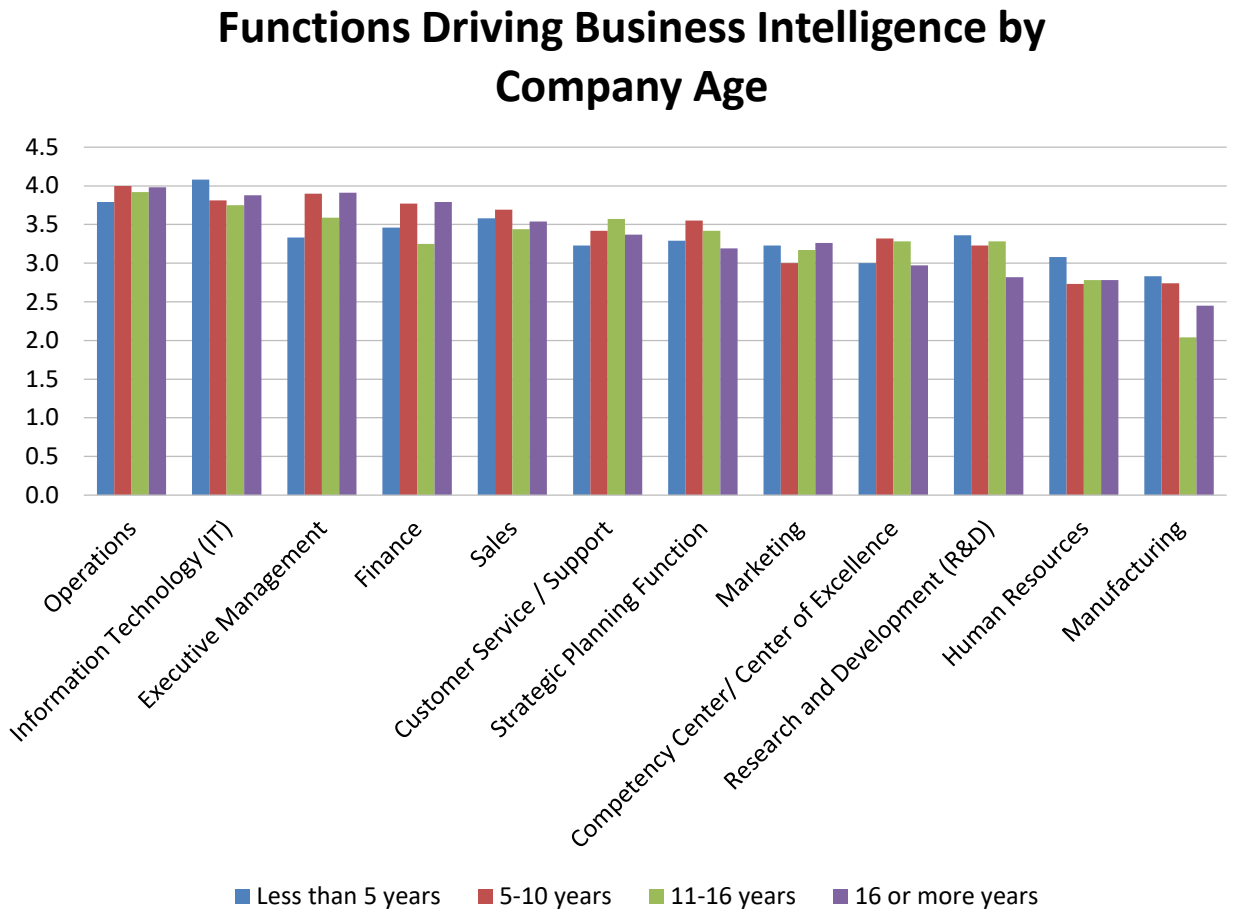

Figure 12 – Functions driving business intelligence by company age

User Roles Targeted for Business Intelligence

By a significant margin, executives remain the most likely primary (56.9%) and primary/secondary (86.7%) targeted users of BI in 2026 (fig. 13). Support for executives is traditionally the top BI target area, and it continues to grow in influence as a BI driver compared to 2025 (fig. 8).

A second tier of individual contributors and professionals, middle managers, line managers, and customers all are between 67.0%-79.6% likely to be primary or secondary targeted users.

Primary/secondary targeting thereafter falls to 38.3% for partners/affiliates, and just 26.7% for suppliers, both down significantly from 2025. However, both show the largest "future plan" percentages of any user category.

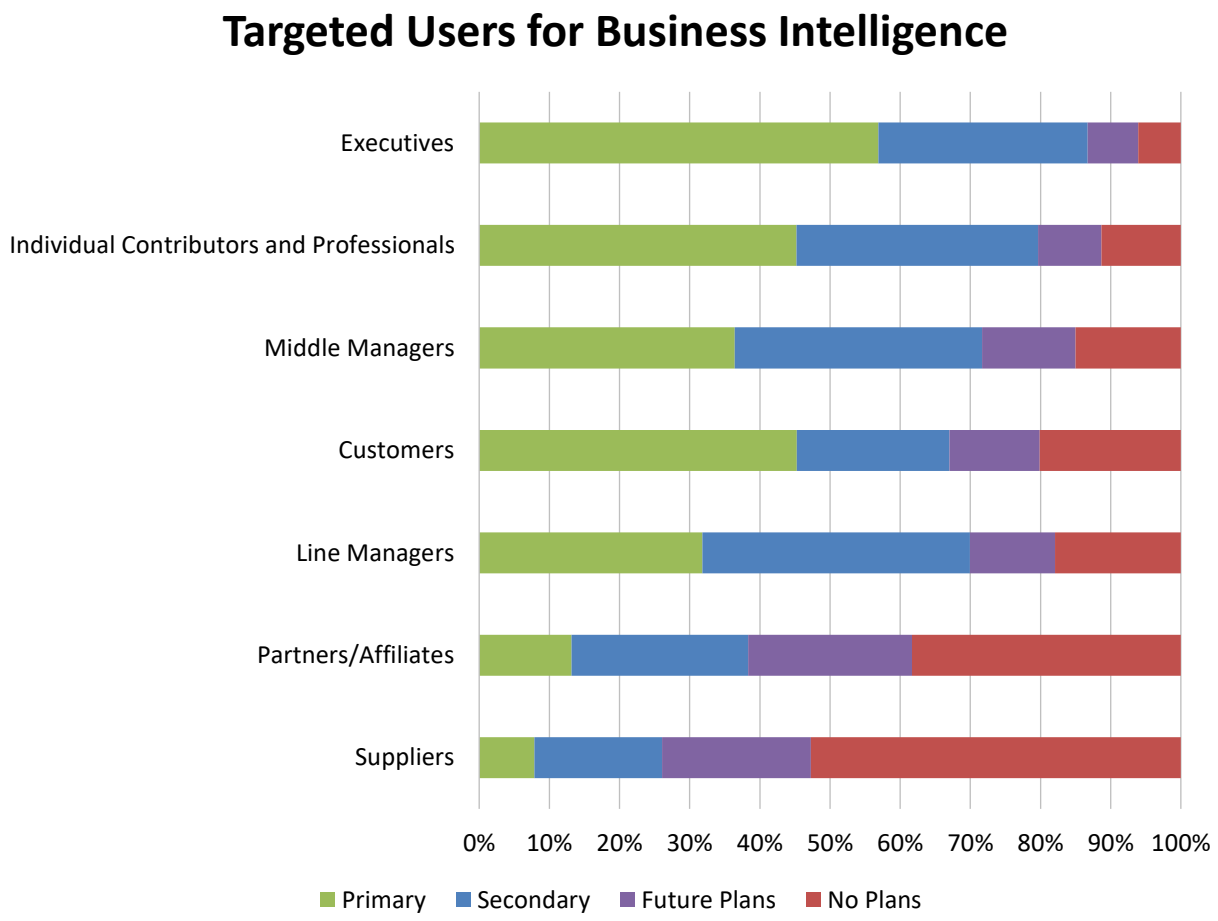

Figure 13 – Targeted users for business intelligence

Targeted Primary Users for Business Intelligence Through 2019-2025

Figure 14 shows the seven most recent years of data measuring targeting of users for BI. Most noticeable is a slight year-over-year increase in targeting executives and middle managers—audiences that have been historically the first and most served by BI rollouts. Attention has turned downstream to extended networks of individual contributors and professionals and customers, both of which saw large gains in 2026 and have posted the highest-ever scores for these user groups.

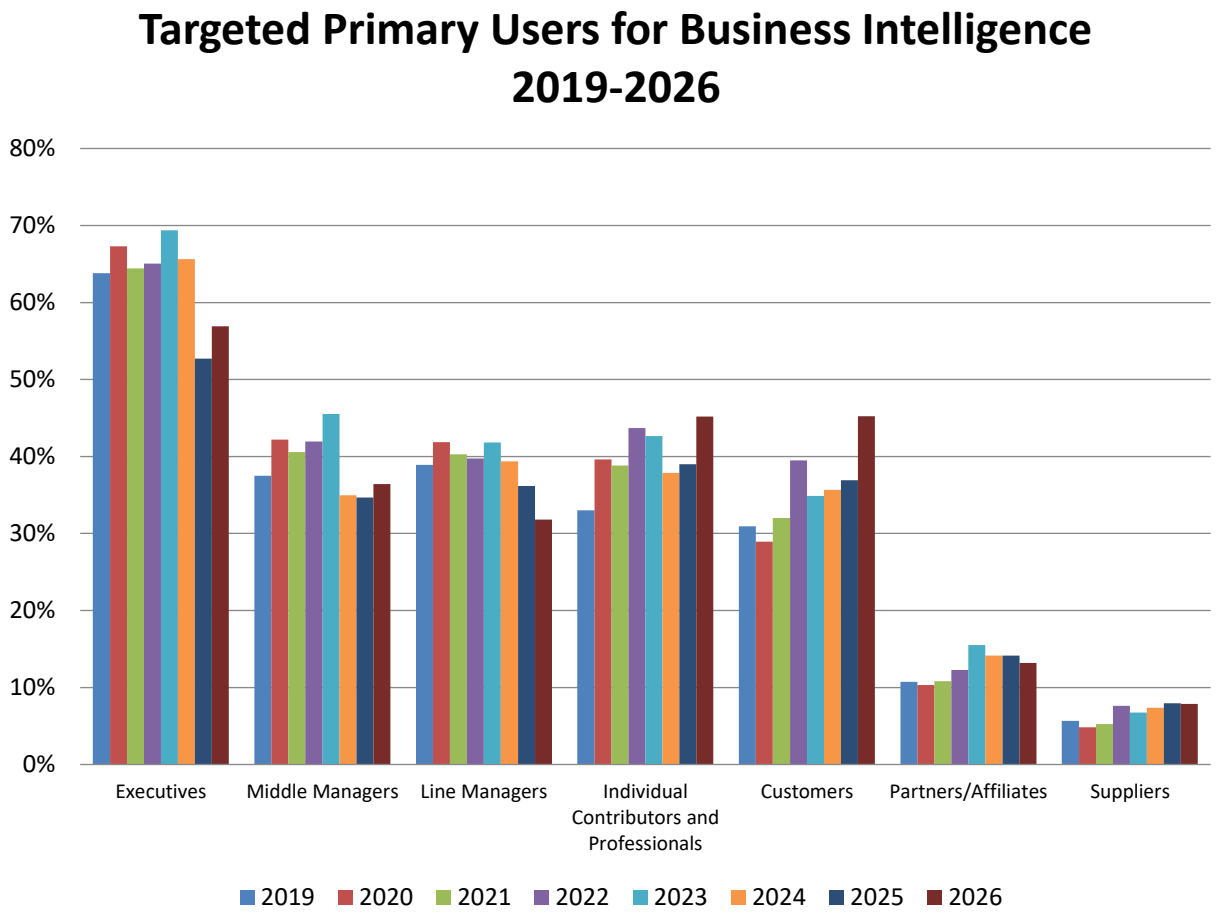

Figure 14 – Targeted primary users for business intelligence 2019-2026

Change in Targeted Primary Users for BI 2025-2026

Figure 15 shows the year-over-year relative percentage change from 2025 to 2026 in BI targeting for each function sampled. Notice the significant increase for customers as well as individual contributors and professionals, both posting double-digit growth (22.6% and 15.9% respectively). Scores for executives and middle managers have also increased in 2026, but by smaller amounts.

Three user roles—suppliers, partners/affiliates, and line managers—show declines in targeting from 2025.

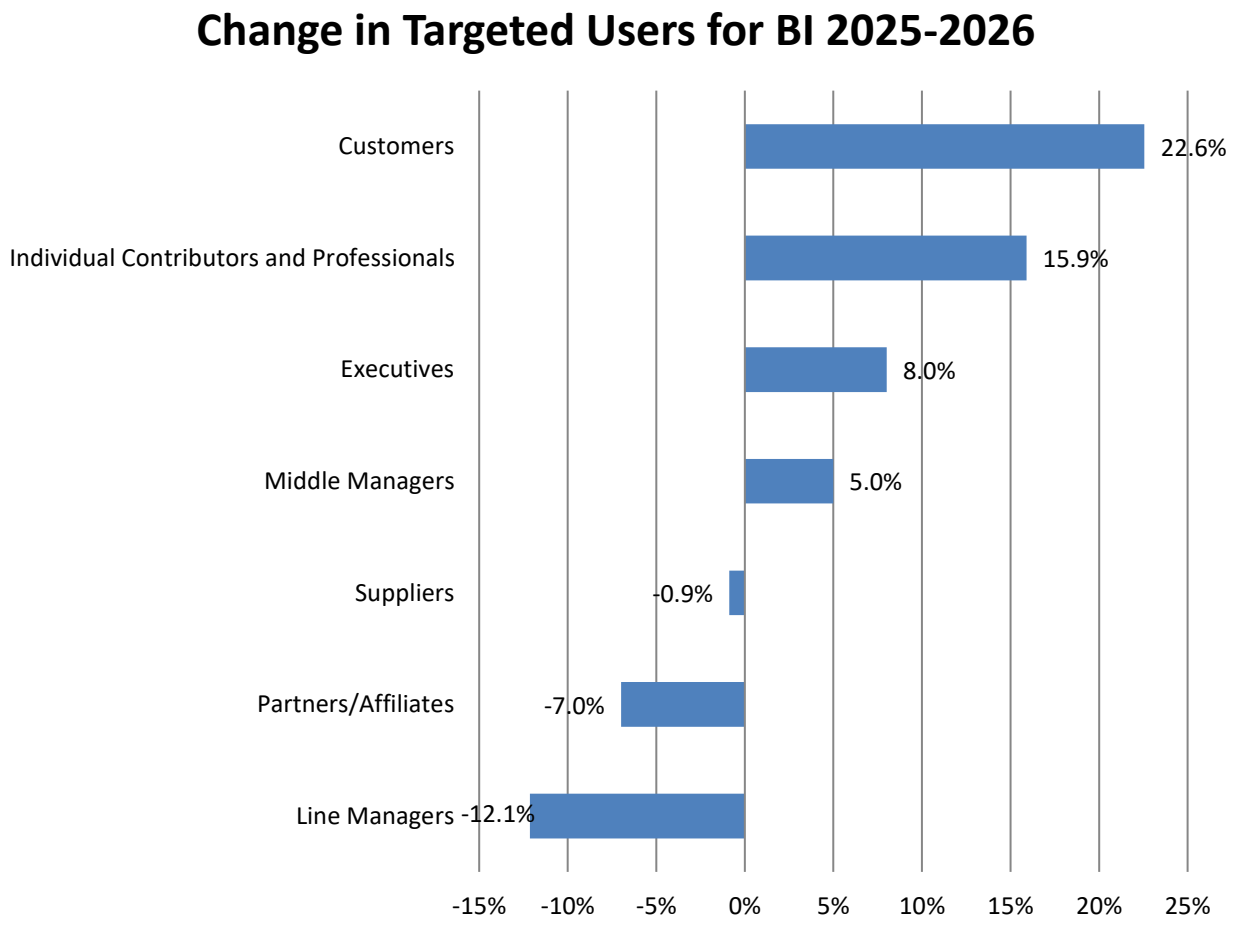

Figure 15 – Change in targeted users for BI 2025-2026

Targeted Primary Users for Business Intelligence by Geography

Among identified primary users, executives remain the most likely targets for BI across all geographies, most often in Latin America (71.4%), EMEA (60.5%), and North America (54/4%; fig. 14)—all up from 2025 results.

Among other findings of note, targeting of individual contributors and professionals is conspicuously highest in North America (50.9%, about 45% higher than the rate in EMEA and Asia Pacific). Asia Pacific organizations are far more likely to target customers (64.0%) and line managers (48.0%) compared with other regions. Targeting of middle managers, partners/affiliates, and suppliers is also noticeably highest in Asia Pacific.

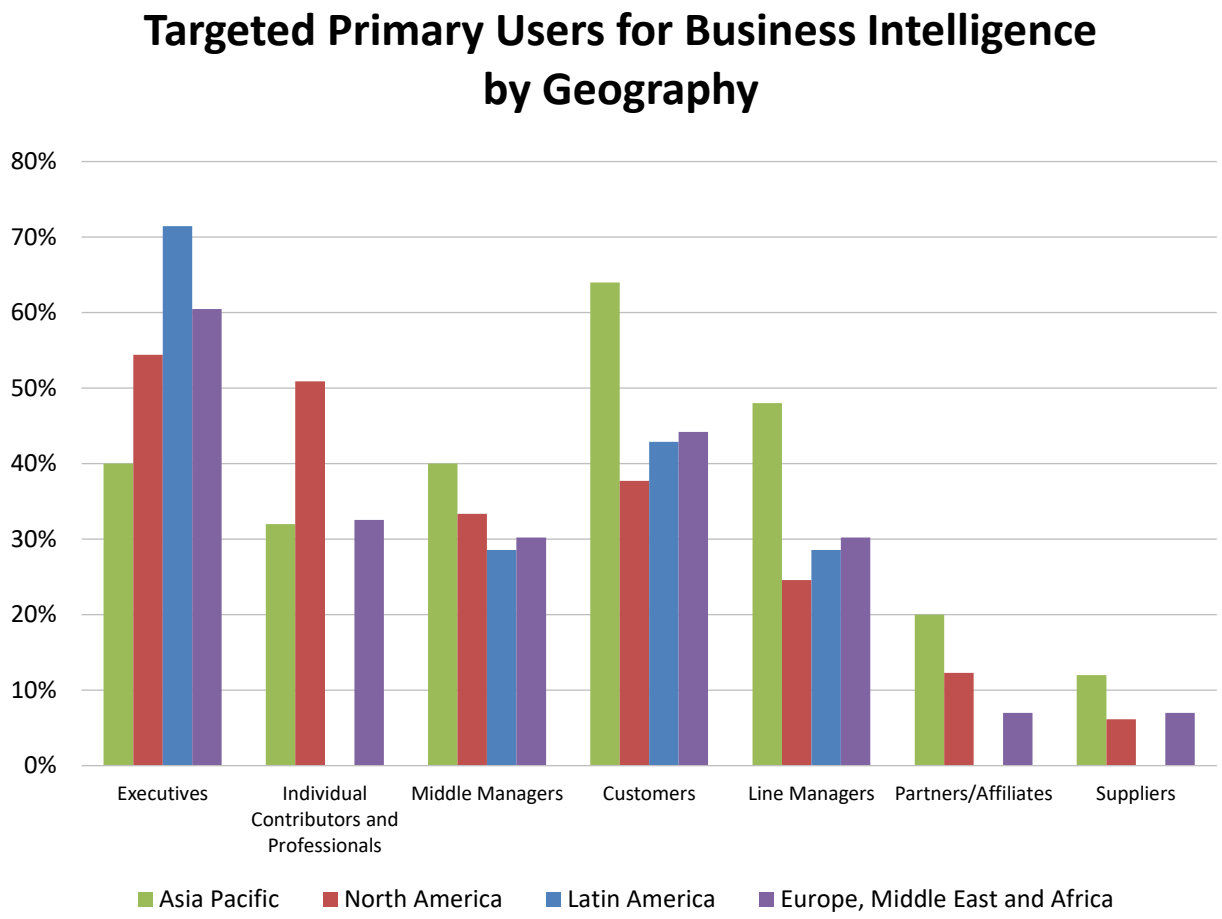

Figure 16 – Targeted primary users for business intelligence by geography

Primary User Targets for Business Intelligence by Vertical Industries

In 2026, overall weighted-mean industry user targeting for BI is highest in financial services, retail/wholesale, and technology (fig. 17). All vertical industries except technology most often target executives, particularly retail/wholesale (83.3%), financial services (69.6%), and education (62.5%).

In this year's sample, technology respondents are most likely to target customers (69.4%) and healthcare are most likely to target middle managers (54.6%) at the same rate as executives. Partners/affiliates and suppliers are the least likely to be targeted across the board.

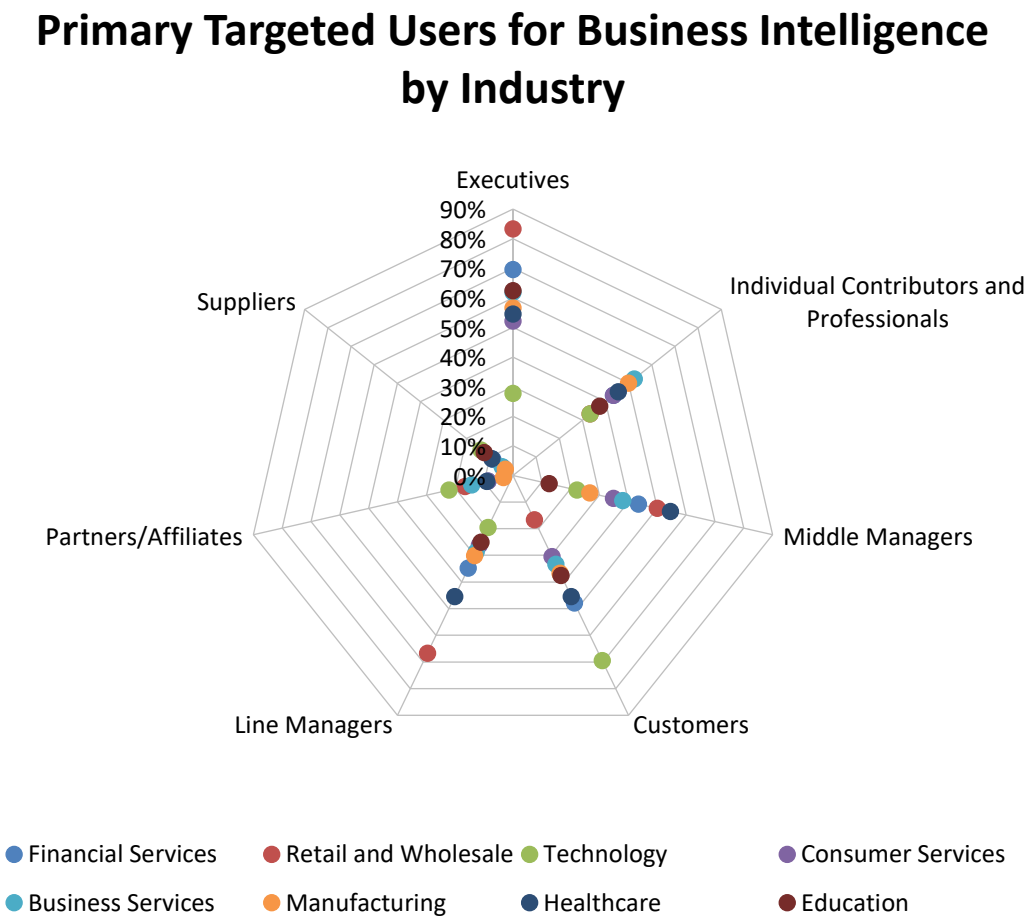

Figure 17 – Primary targeted users for business intelligence by industry

Targeted Users for Business Intelligence by Organization Size

Targeting specific user titles for BI enablement often—but not always—correlates to organization size in 2026 (fig. 18). Organizations larger than 101 employees are most likely to target executives as BI users; small organizations between one and 100 employees primarily target customers (58.5%). One half of very large firms (more than 10,000 employees) also target customers as primary BI users, significantly more than midsize (101-1,000 employees) and large (1,000-10,000 employees) companies. Potential external users—partners/affiliates and suppliers—record the lowest percentages for each cohort of organization size.

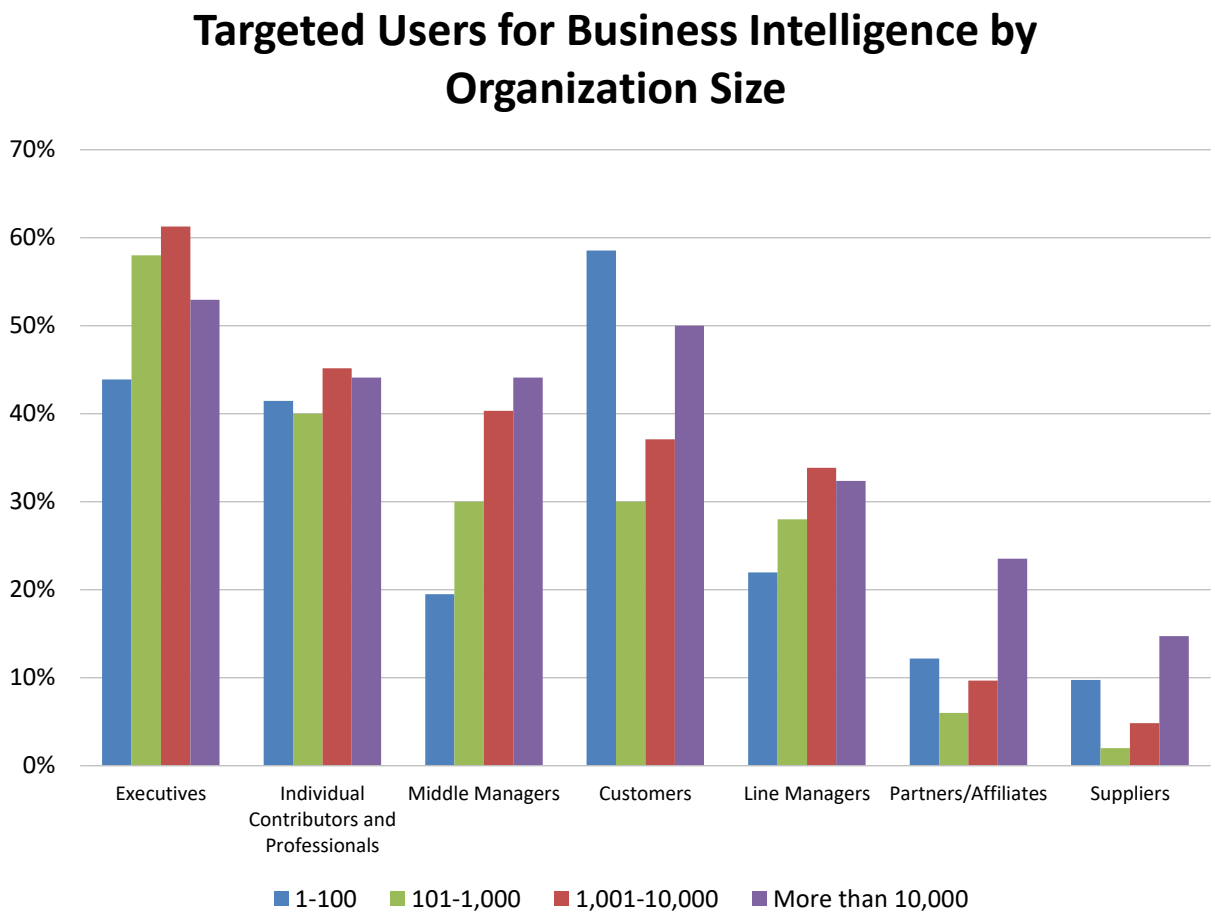

Figure 18 – Targeted users for business intelligence by organization size

Targeted Users for Business Intelligence by Company Age

Interesting patterns emerge when we view BI targets by company age (fig. 19). As in 2025, the "youngest" organizations less than five years old are the most likely to target executives (64.3%), which may reflect the less-mature ramping of BI programs and initiatives. Yet the next-highest executive targeting is in the oldest organizations of 16 years or more (56.4%), a possible vestige of M&A, gap filling, and the complexities of scale.

Another notable finding is in the customer category. Companies between 11-16 years are actively targeting customers as BI users (58.3%) far more frequently than other company age categories. As noted earlier in this report, other external users—partners/affiliates and suppliers—record the lowest percentages for each company age cohort.

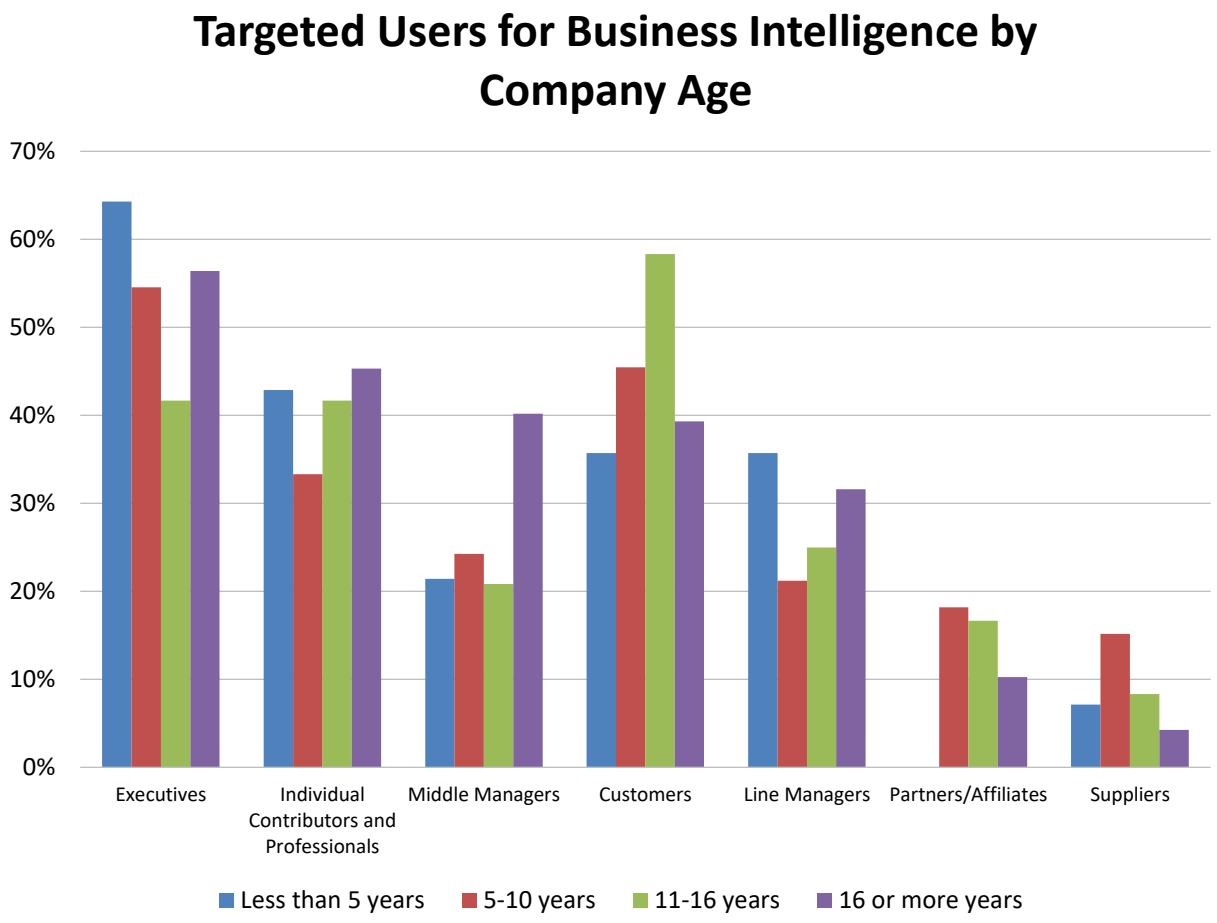

Figure 19 – Targeted users for business intelligence by company age

Targeted Users for Business Intelligence by Success With BI

Organizations that are "completely successful" or "somewhat successful" with BI are most likely to target the full breadth of potential BI audiences (fig. 20). Those that self-identify as "completely successful" target customers at a higher percentage than do other groups, and target line managers 50%+ more frequently than those that are less successful. Line managers have been largely overlooked in analysis of data around other responses in this report. The relatively high percentage targeting this constituency appears to be important when BI programs are completely successful.

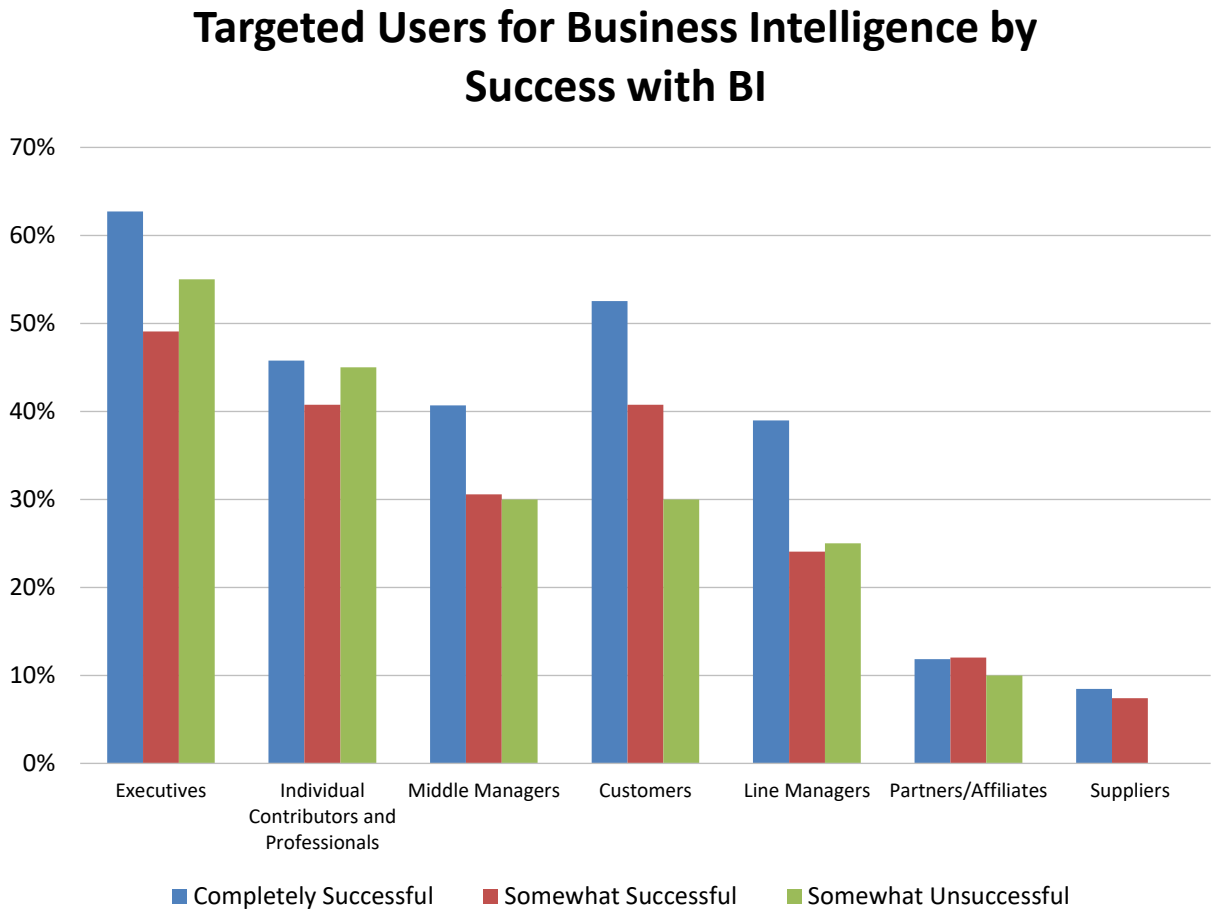

Figure 20 – Targeted users for business intelligence by success with BI

Business Intelligence Goal Achievement

Beginning in 2018, we have asked respondents to indicate how well they have achieved six stated BI program objectives (fig. 21).

- When combining "high" and "medium" success ratings, achievement exceeds 50% for each of the six objectives, with many improving slightly from 2025.
- When "acceptable" achievement is added in, two goals—better decision making and improved operational efficiency/cost savings—exceed 90%.
- Overall, achievement ratings are similar to 2025 results.

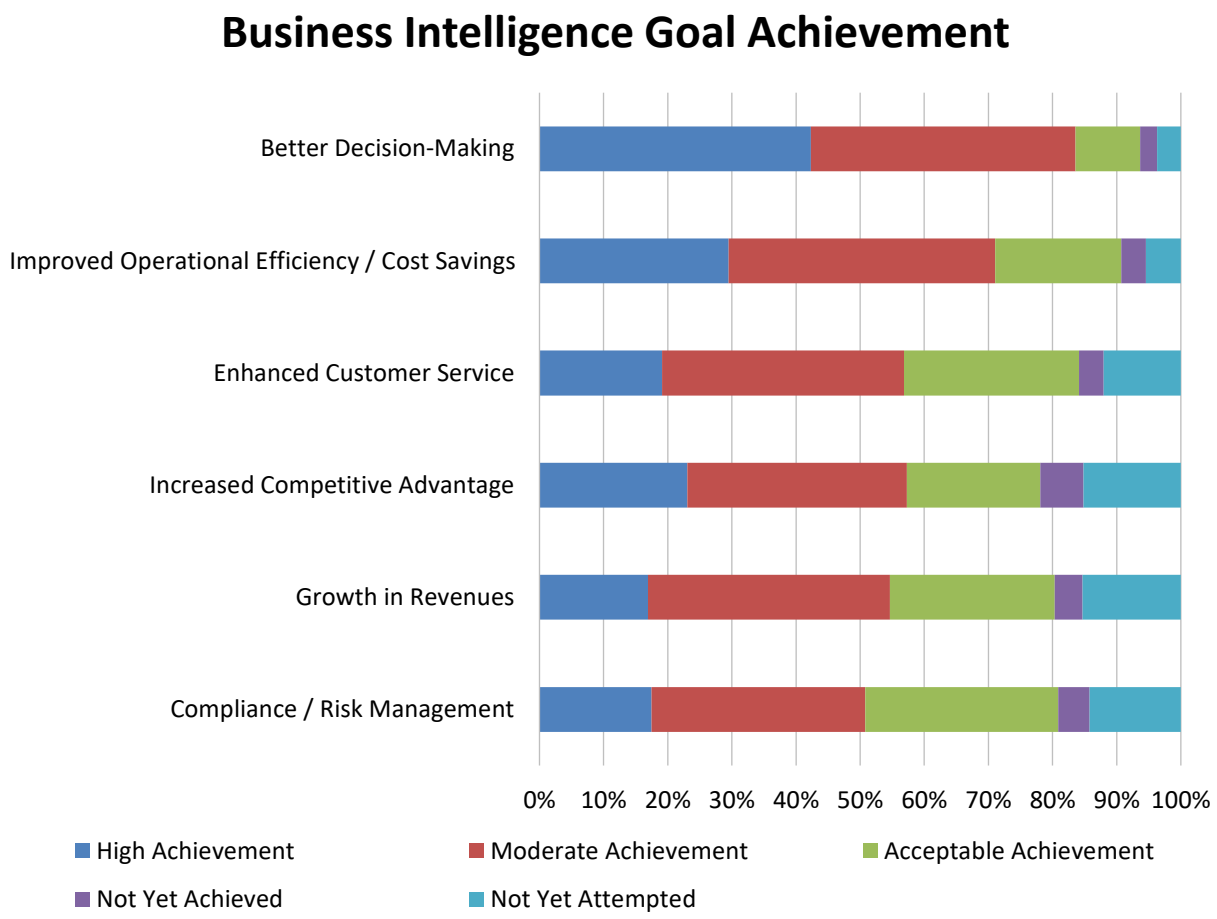

Figure 21 – Business intelligence goal achievement

Business Intelligence Goal Achievement 2018-2026

Figure 22 provides a mostly upbeat review of steady and slowly increasing BI achievement over time. Though goal achievements have steadied, with some increasing or declining slightly since some all-time highs recorded in 2022-2023, none have fallen to a degree that would imply unmet expectations or declines in investment.

While "better decision making" is the lone case of consistently greater-than-moderate achievement, all remaining weighted-mean measures are far above the level of acceptable achievement throughout the last nine years of our survey.

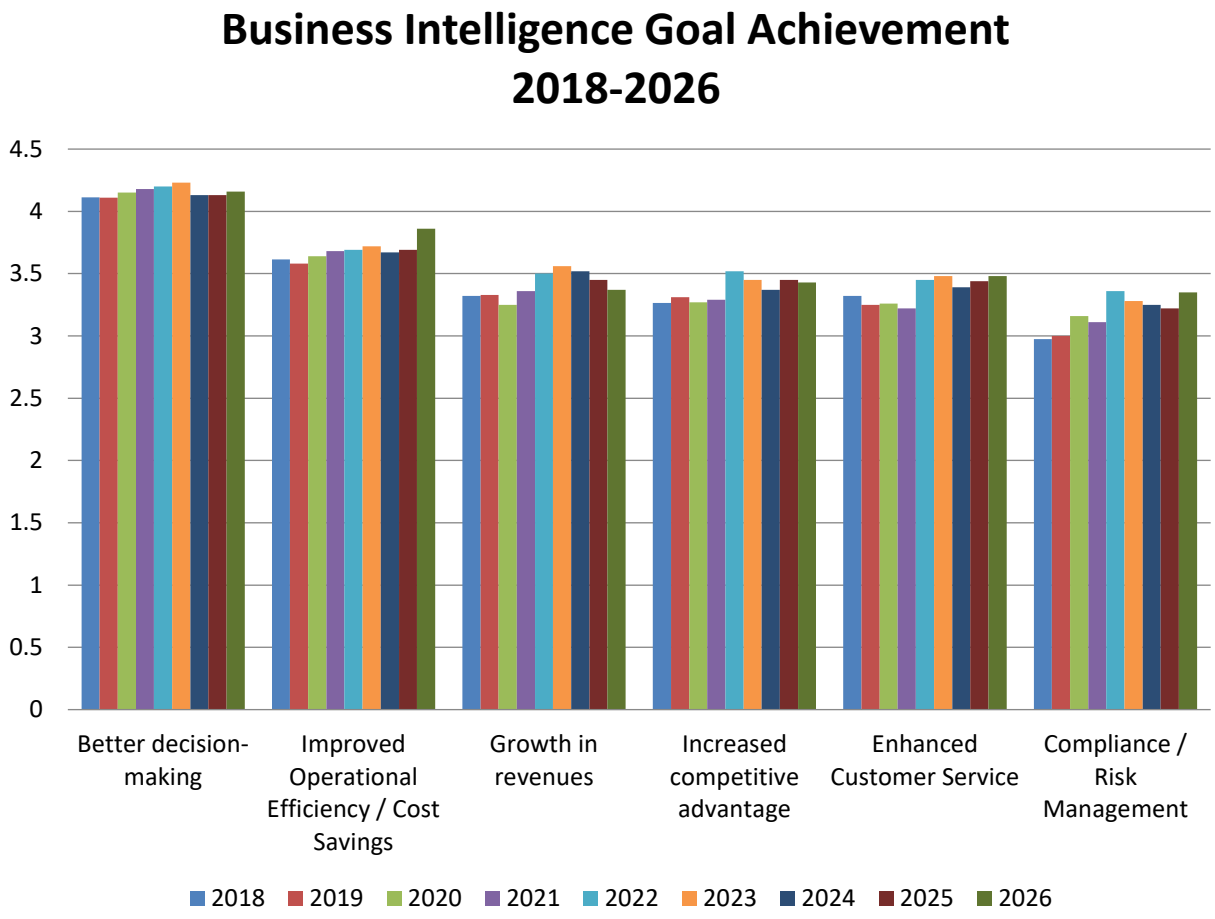

Figure 22 – Business intelligence goal achievement 2018-2026

Change in Business Intelligence Goal Achievement 2025-2026

Figure 23 shows a detailed year-over-year view of changes in estimations of BI goal achievements. We observe that:

- "Improving operational efficiency/cost savings" (+5%) and "compliance/risk management" (+4%) have shown substantial movement in 2026. Historically, each goal has varied year –over year by one or two percentage points.
- A slight decrease (-2%) in the revenue growth goal continues a trend which was also noted in 2025.

With many markets and industries facing market volatility, it's not surprising that cost containment, efficiency, and managing risk are being more closely measured.

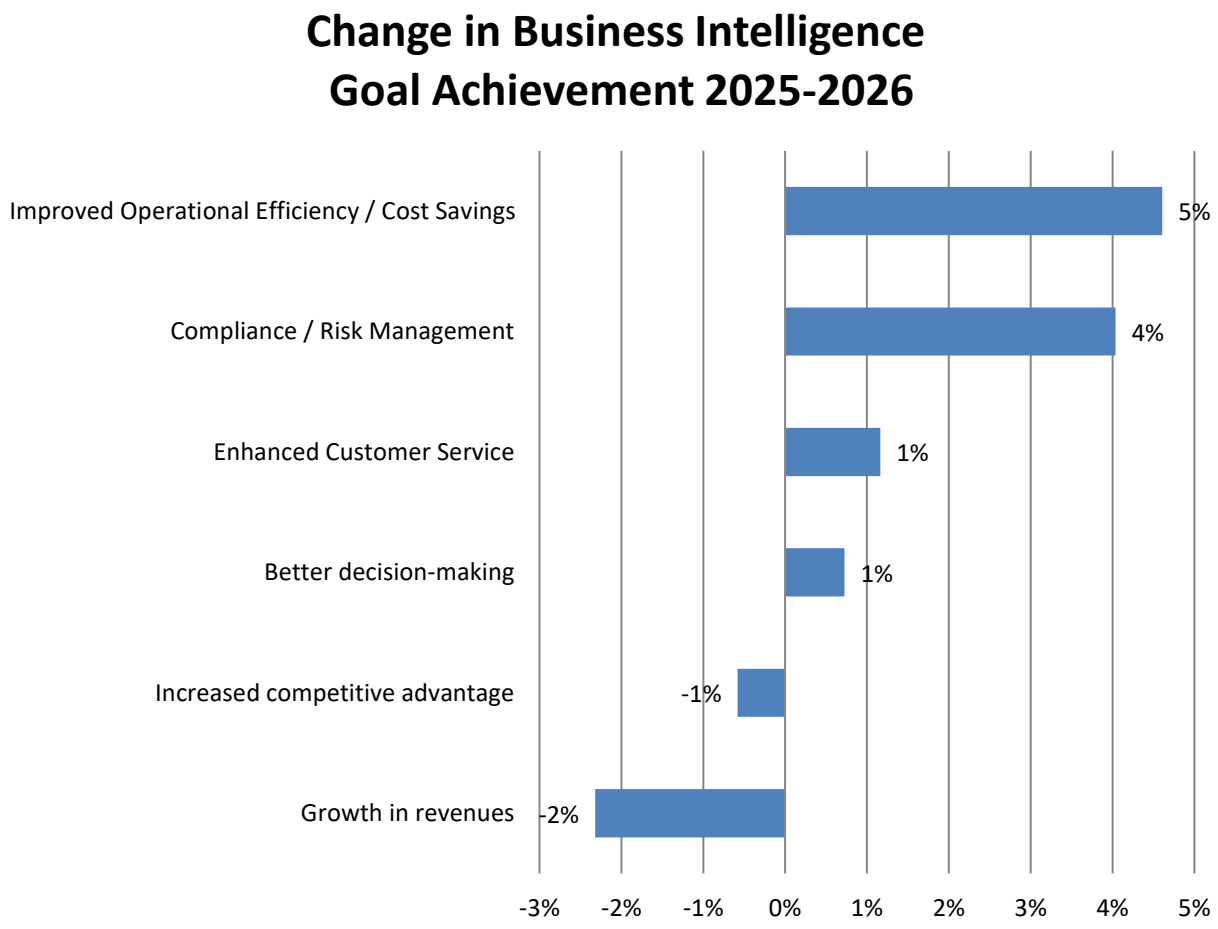

Figure 23 – Change in business intelligence goal achievement 2025-2026

Business Intelligence Goal Achievement by Geography

Viewed by geography, Asia Pacific indicates the highest overall average of achieving BI goals, followed by Latin America (fig. 24).

- All geographies score "better decision making" at least at 4.0 (high success), the only goal to achieve that ranking.
- On average, EMEA and North America both score their achievement levels lower than do other geographies. Both award their highest achievement to "better decision making"; North America's lowest level of goal achievement is "growth in revenue."

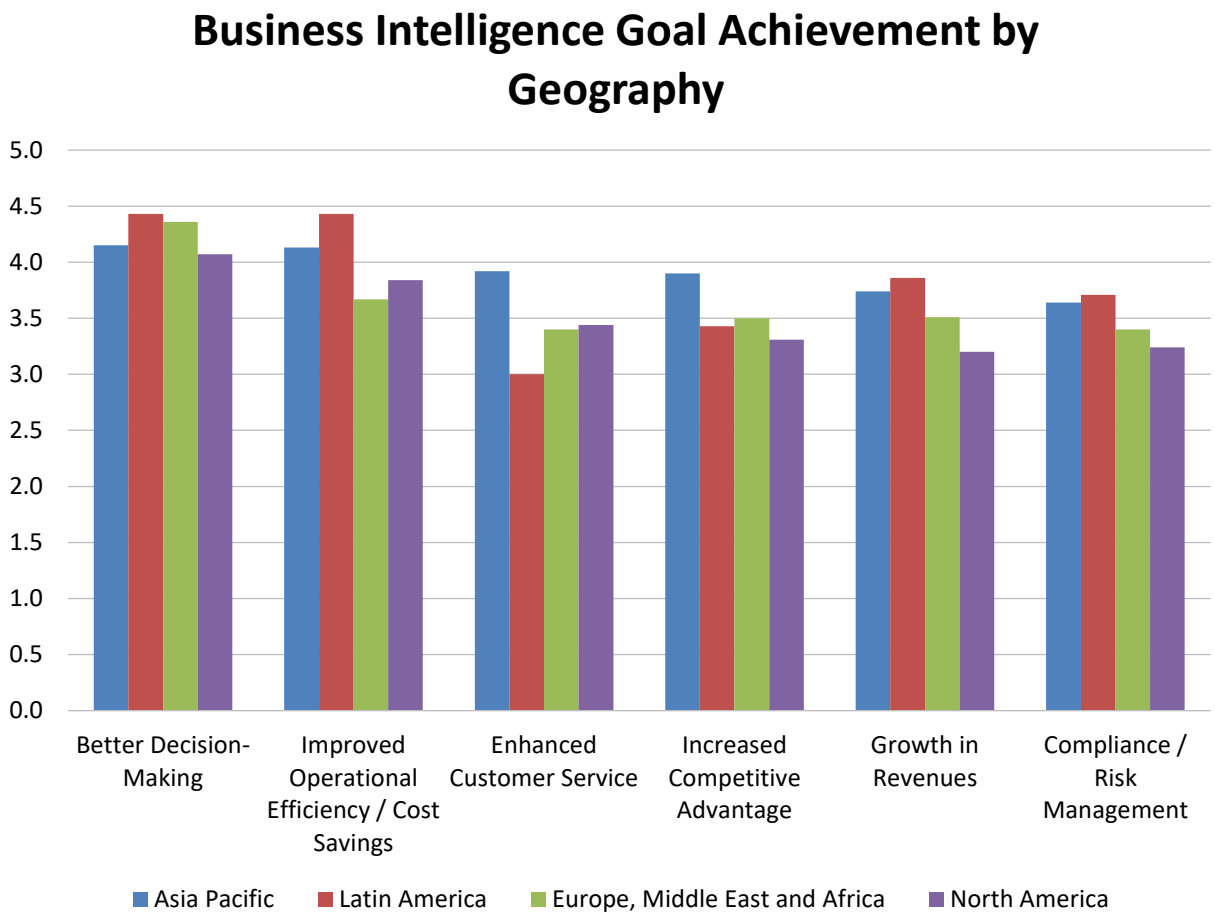

Figure 24 – Business intelligence goal achievement by geography

Business Intelligence Goal Achievement by Function

Viewed by function, five of six organizational roles claim their greatest achievements in "better decision making", with marks in the range of moderate and higher success (fig. 25). Only the operations role indicated its greatest achievement is "enhanced customer service".

- On average, the BICC is the function with the highest average scores in 2026, posting results between 3.6 and 4.6. The BICC, which is often a proxy for multiple business unit initiatives, led the rankings in 2025 as well.

IT posts the second-best ratings, followed by executive management. Operations is tied with finance for the fourth slot. R&D reports the lowest average scores.

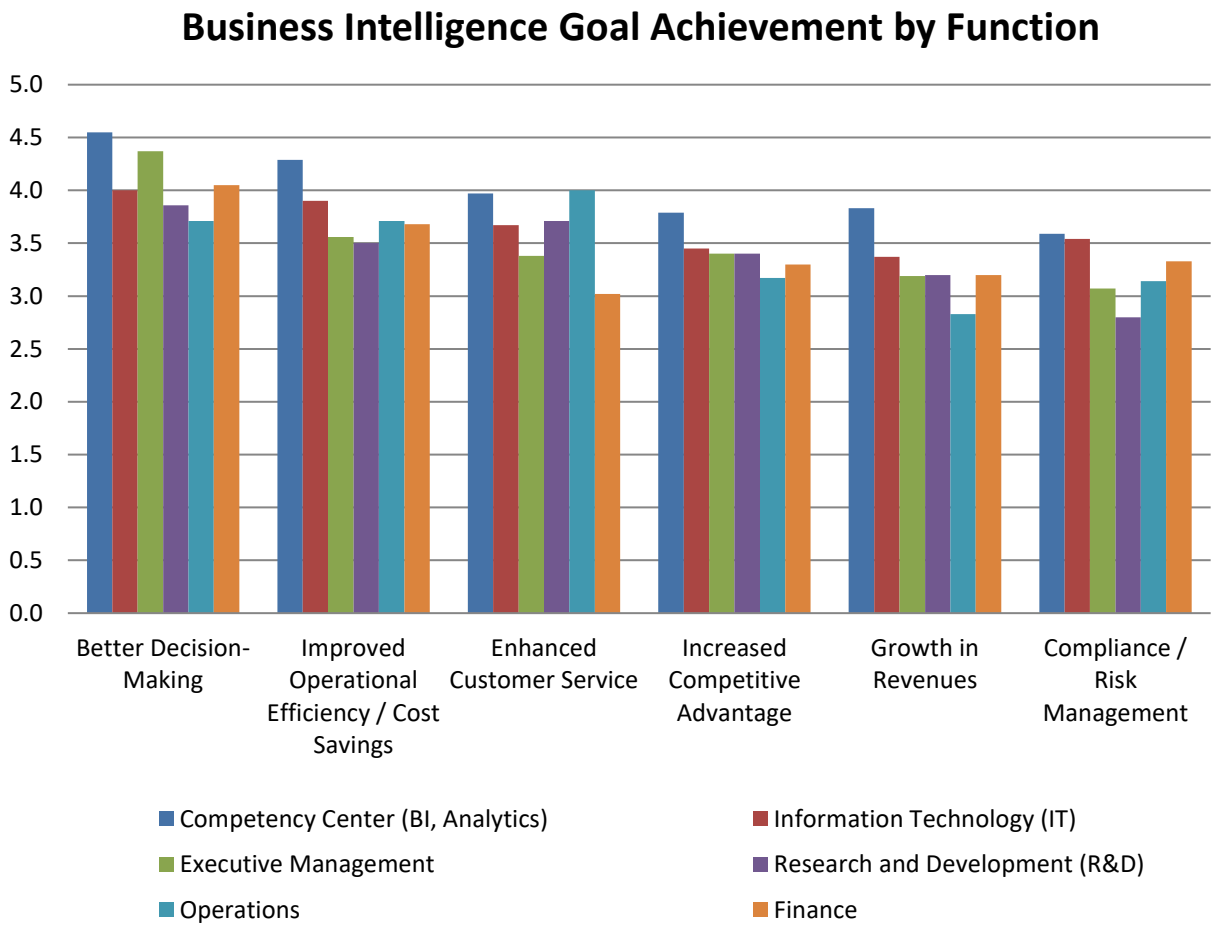

Figure 25 – Business intelligence goal achievement by function

Business Intelligence Goal Achievement by Industry

Viewed by industry, six of eight sectors claim their highest (greater than moderate) level of achievement in "better decision making." Retail/wholesale indicates its highest achievement is "increased competitive advantage." Education selects "enhanced customer service" as its top goal achievement (fig. 26).

- In 2026, respondents in financial services, retail/wholesale, and technology report the highest overall weighted-mean achievement with scores of 4.1, 3.9, and 3.9 respectively.

Education and healthcare report the lowest weighted-mean achievement, with scores of 3.2 (slightly above moderate success).

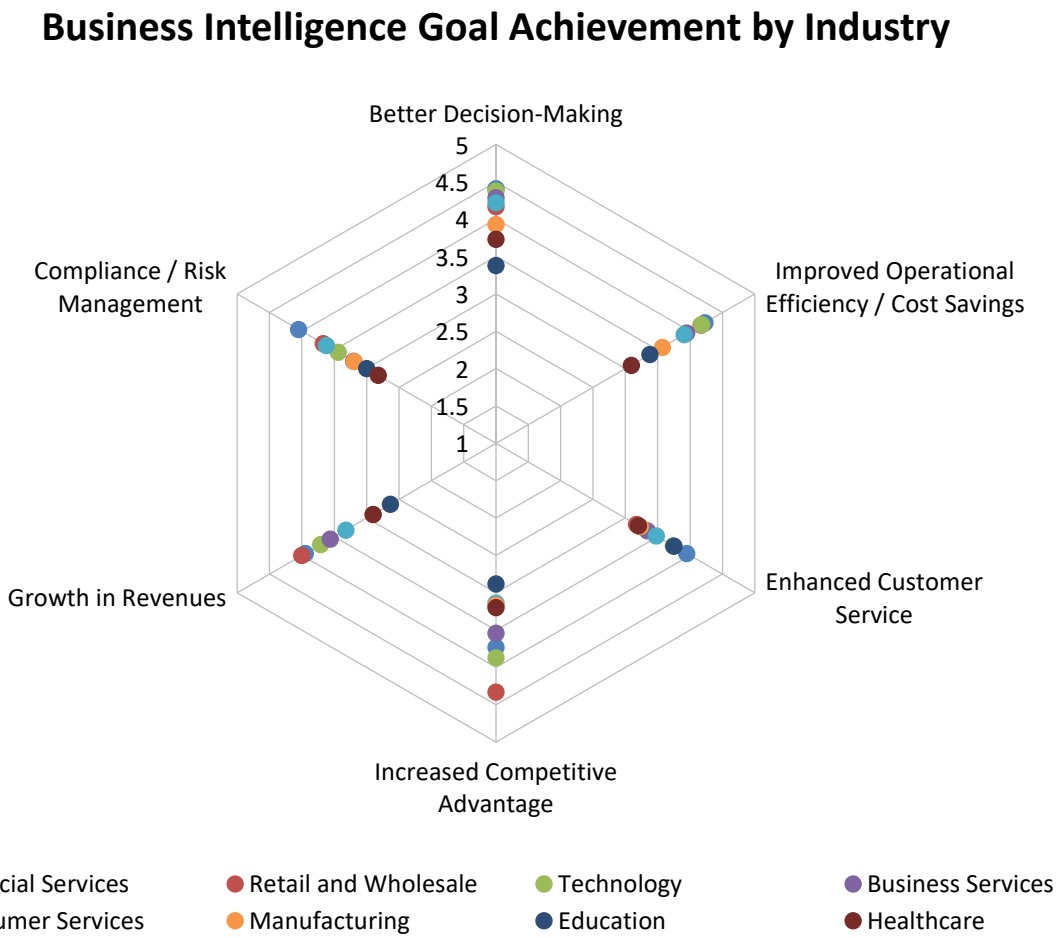

Figure 26 – Business intelligence goal achievement by industry

Business Intelligence Goal Achievement by Organization Size

Organizations' achievement with BI generally increases with organization size (fig. 27). Firms with more than 10,000 employees report the highest overall weighted-mean average score (3.7, approaching high success). These results are in line with 2025 responses.

- All organization size cohorts rate "better decision making" as their highest goal achievement, with all ratings exceeding 4.1.
- The smallest organizations (1-100 employees) slightly outpace midsize companies (101-1,000 employees) in overall average scores—3.57 versus 3.55, respectively.

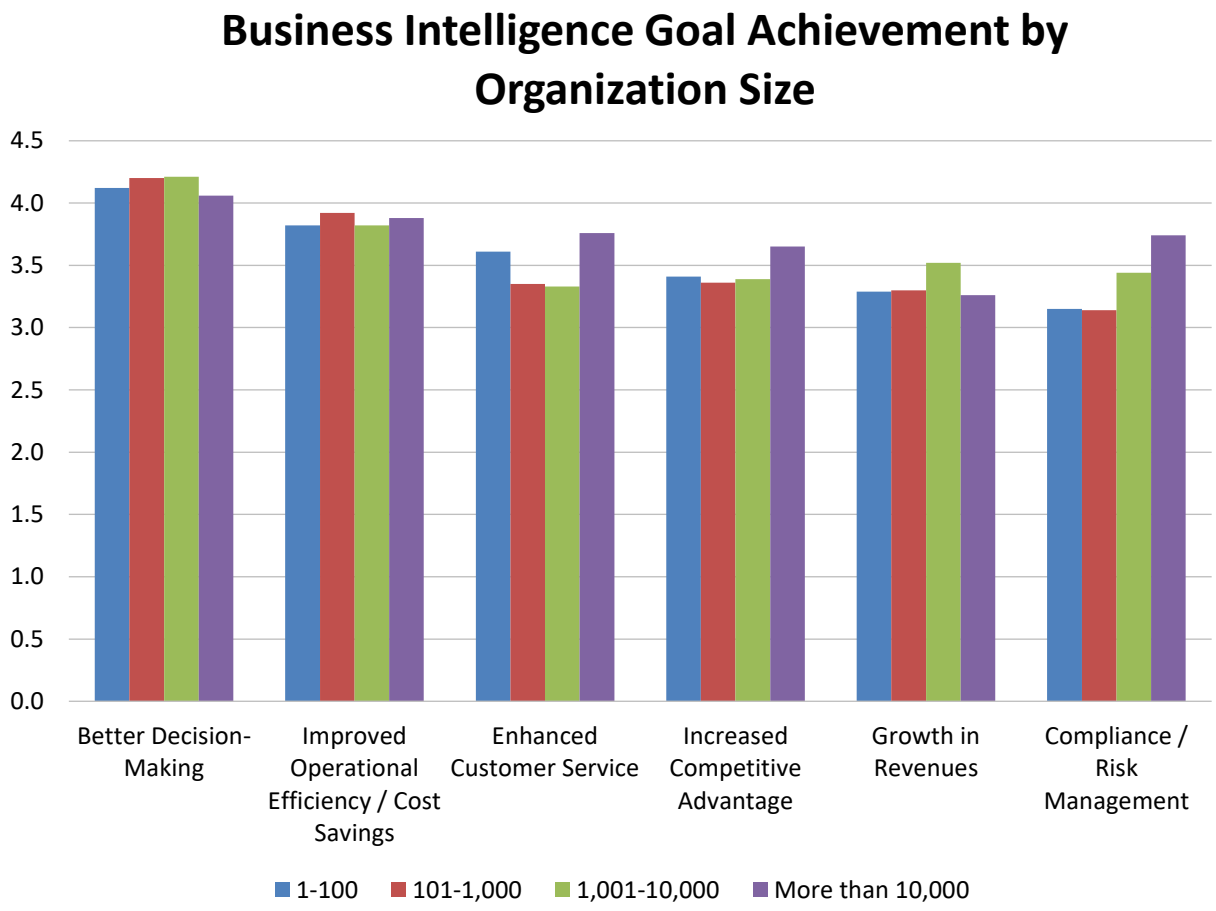

Figure 27 – Business intelligence goal achievement by organization size

Business Intelligence Goal Achievement by Company Age

Organizations' achievement with BI are largely similar regardless of company age (fig. 28). Each group reports weighted-average scores between 3.5-3.6 (between moderate and high achievement). All but the youngest organizations (less than five years of age) indicate the goal of "better decision making" at 4.1 or above.

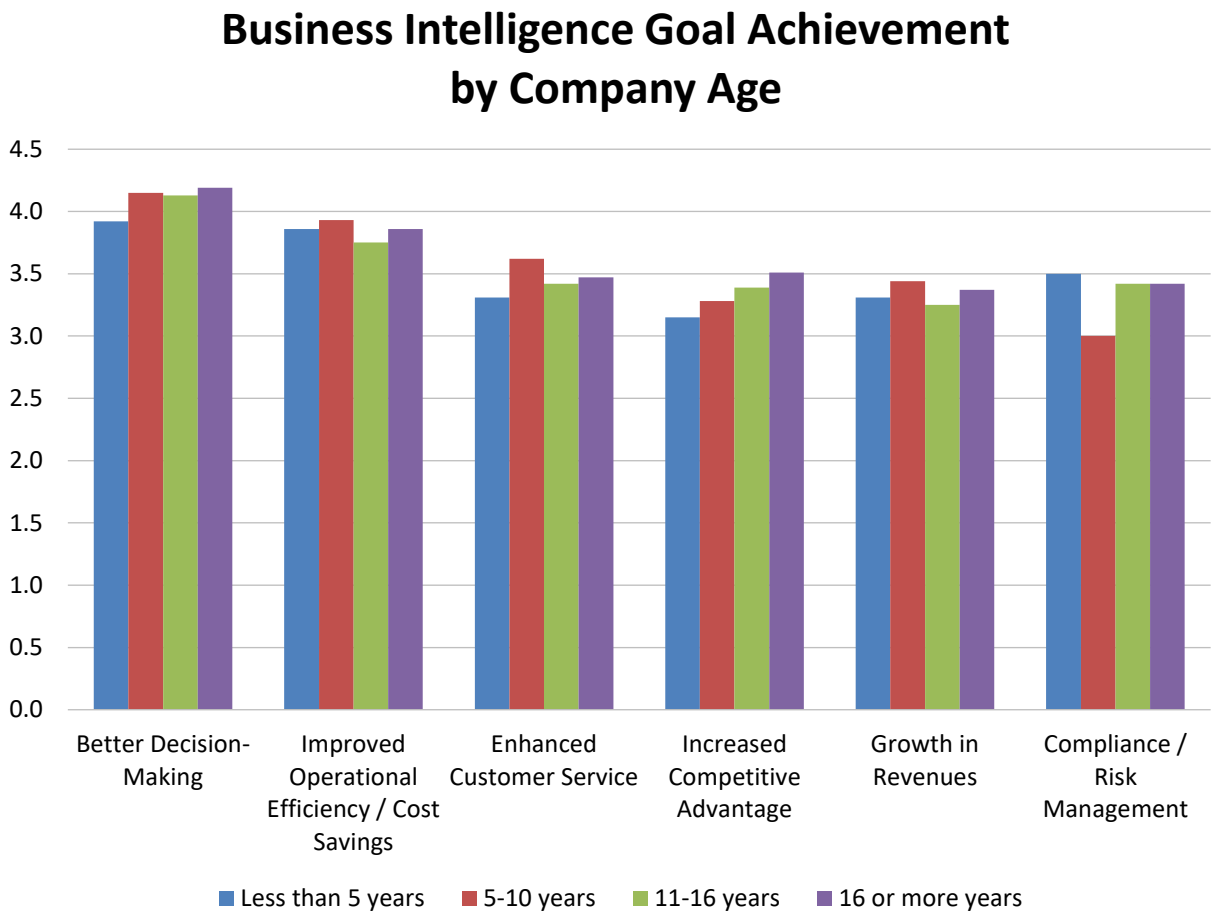

Figure 28 – Business intelligence goal achievement by company age

Business Intelligence Goal Achievement by Success with BI

Not surprisingly, achievement of goals positively correlates to BI success across all levels (fig. 29). On average, completely successful firms rate their goal achievement at 4.2 (high achievement). Somewhat successful companies rate their goal achievement at 3.5 (between moderate and high goal achievement. Somewhat unsuccessful organizations indicate their goal achievement is at 2.6 (below moderate achievement).

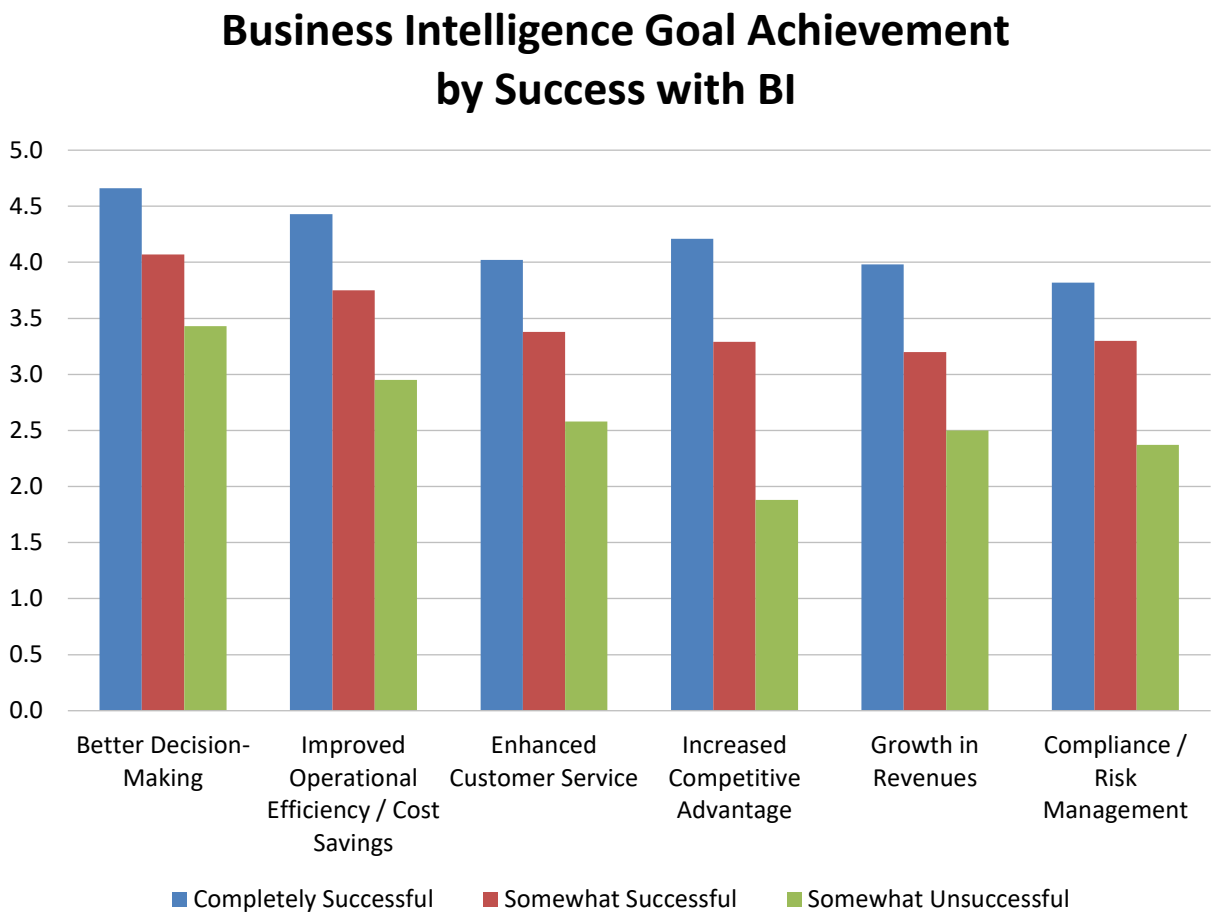

Figure 29 – Business intelligence goal achievement by success with BI

Penetration of Business Intelligence Solutions 2015-2026

Over time, we see the ongoing and positive development of increasing BI penetration and usage (measured as percentage of total employees). Fig. 30 compares penetration of BI through the 12 most recent years and finds that net overall low-level penetration generally decreases as higher levels climb. For example, between 2015 and 2026, the lowest penetration level (< 10%) declined the most (from 35.0% to 16.4%).

Other penetration rates have increased over the years. While 11%-20%, 21%-40%, 41%-60%, and 61%-80% penetration show visible and significant improvement over time, the highest 81% or higher category is essentially the same as in 2015—though 80% may also represent effectively full penetration in many or most organizations.

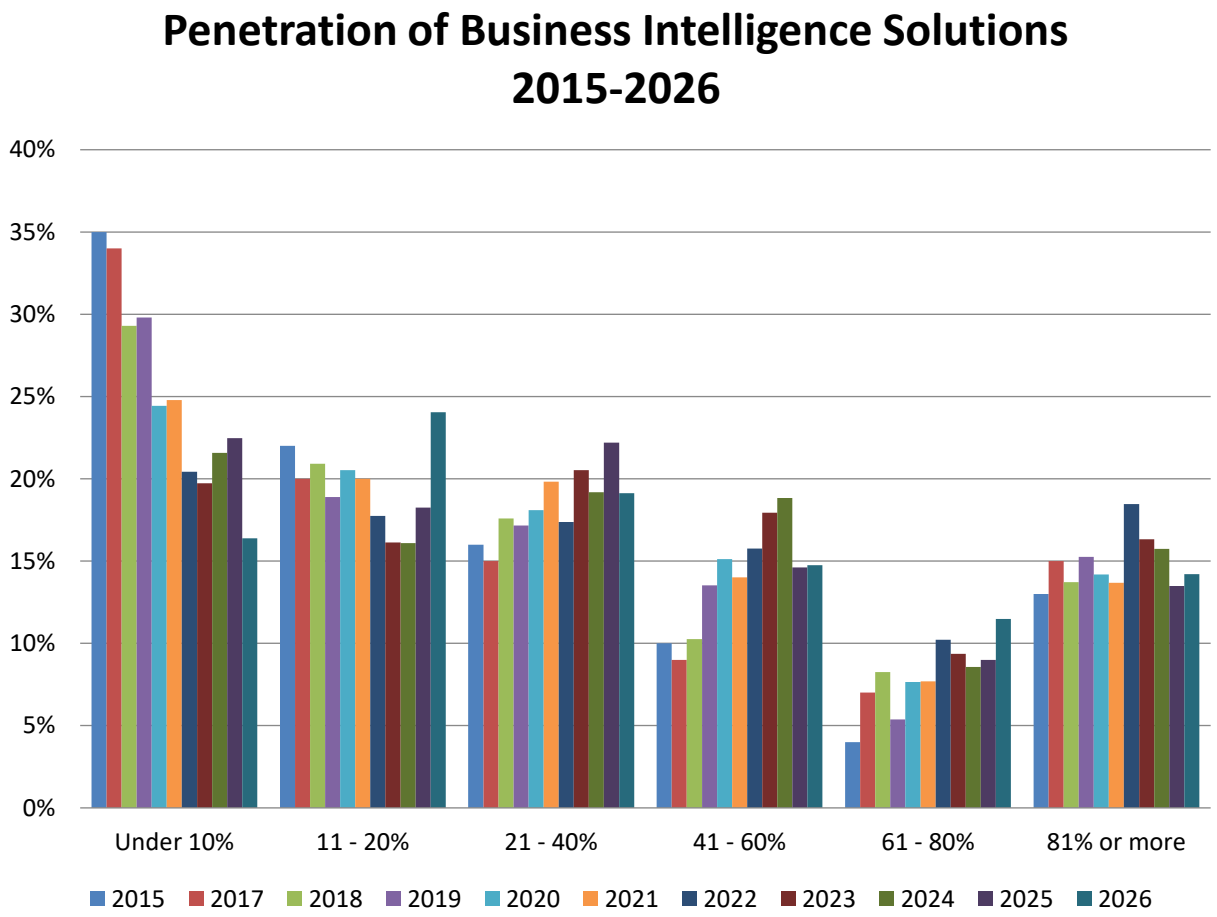

Figure 30 – Penetration of business intelligence solutions 2015-2026

Expansion Plans for Business Intelligence Through 2029

Respondents describe somewhat bullish plans for expanding BI in the future (fig. 31). We consider the 12-month period the most likely to be supportable and budgeted.

- In this nearest time frame (in 12 months), respondents expect to reduce sub-10% penetration by over 40%, from 16.4% today to about 9.5% in the next year. Similar reductions are expected for the 11%-20% penetration range. The 21%-40% range penetration is expected to stay about the same as today's percentage.
- All penetration rates above 41% are expected to increase by between 17% and 33% within the next 12 months.
- Penetration in 36 months will continue to grow, with organizations at over 81% penetration expected to grow another 150% from today's numbers.

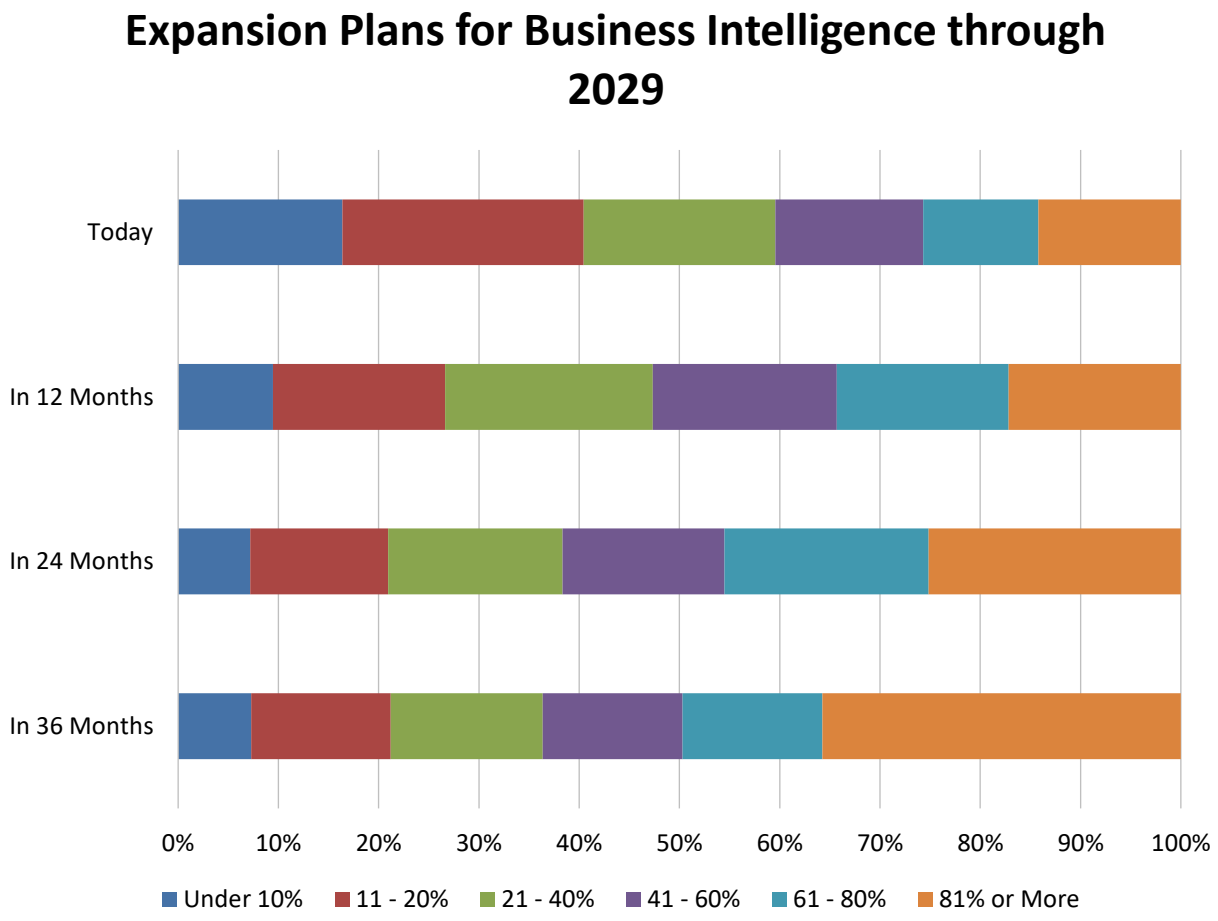

Figure 31 – Expansion plans for business intelligence through 2029

Average Penetration of Business Intelligence Solutions 2015-2026

Another useful measure of growth in BI use is 2015-2026 net average penetration (fig. 32). Here we see a visible long-term trend line for average BI penetration during the last 12 years stretching from 29% in 2015 to roughly 38% penetration this year.

At the same time, the previous three years (2023-2025) led to a shorter-term declining trend line. But in 2026, rates have risen to 38% from 36% in 2025.

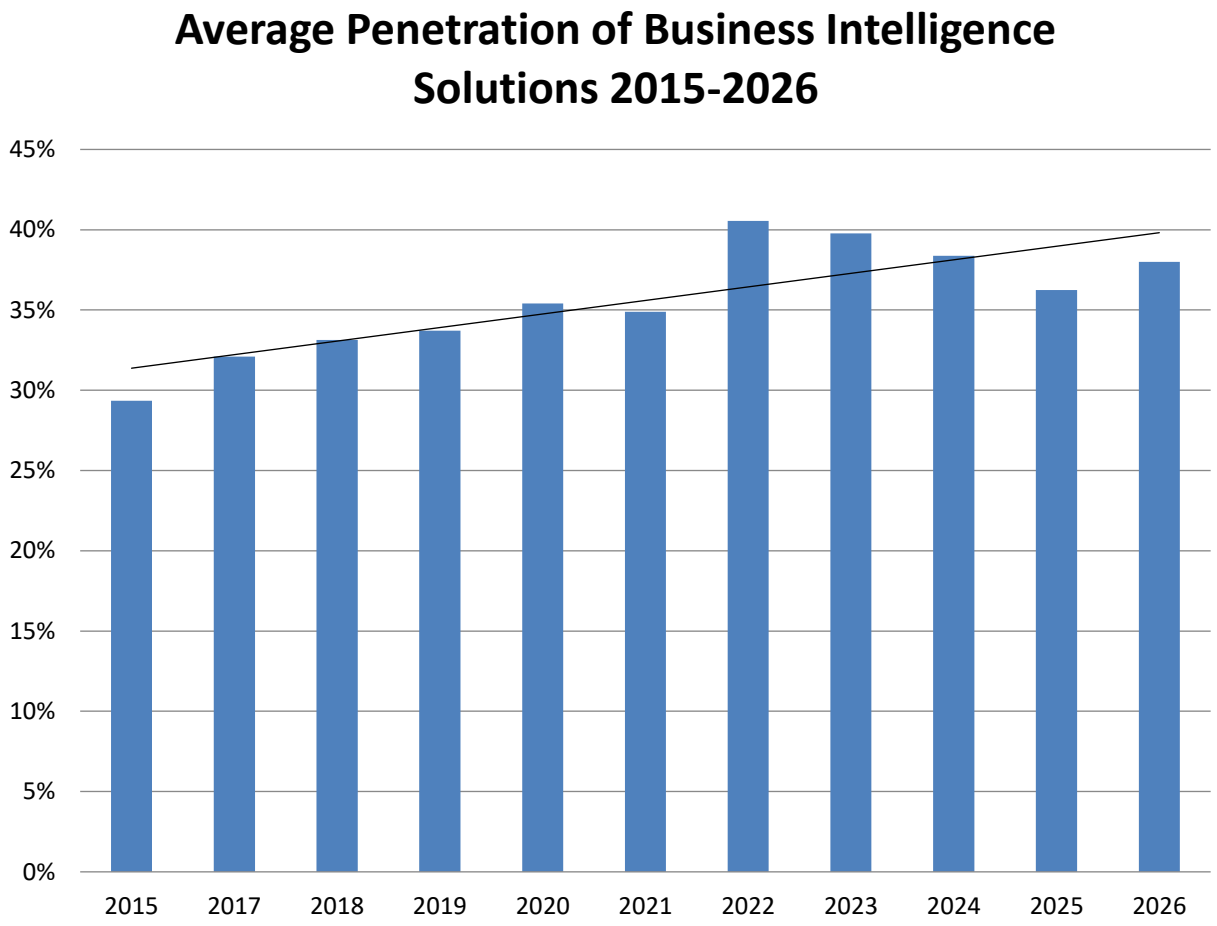

Figure 32 – Average penetration of business intelligence solutions 2015-2026

Average Business Intelligence Penetration by Geography

Viewed by geographic region, net average BI penetration is currently highest in Latin America (41%), followed by North America (39%), EMEA (37%), Asia Pacific (36%; fig. 33). Consecutive planned increases in penetration are plainly visible for all regions in the next 12-36 months.

Respondents expect 12- and 36-month regional rankings to shift, with Asia Pacific in the lead for the next three years (36-month expected penetration of 62%), followed by North America (56%), Latin America (53%), and EMEA (51%).

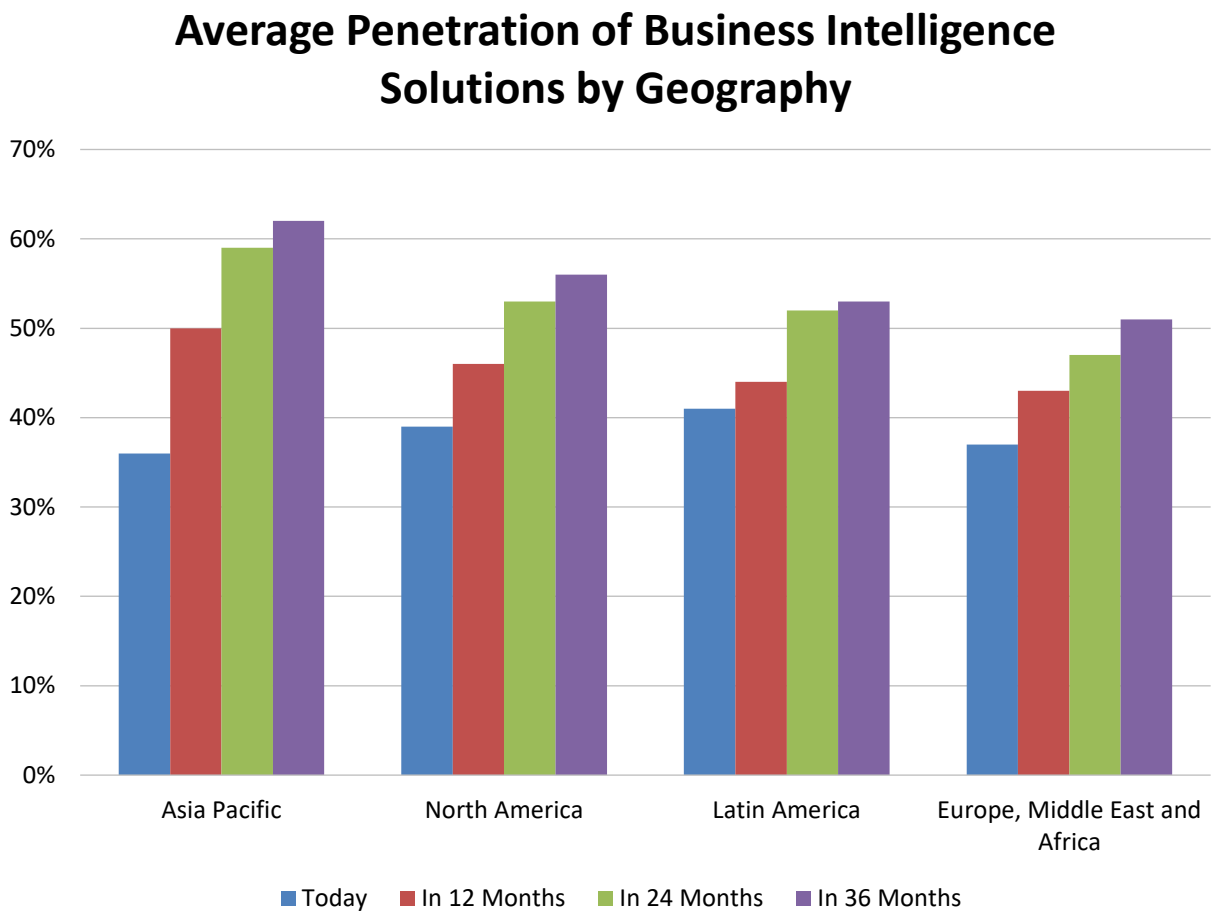

Figure 33 – Average penetration of business intelligence solutions by geography

Average Business Intelligence Penetration by Function

Current average BI penetration is well distributed across multiple functions in 2026, led again this year by enablement of R&D (49%), executive management (45%), BICC (43%), and IT (42%). Operations and finance complete the list, with 31% and 28% respectively (fig. 34).

All functions show plans to expand in the next three years, with operations showing a potential 116% growth in penetration within 36 months. This is not surprising, as more operational users rely on BI and analytics to fulfill the stated goal of operational efficiency and cost savings.

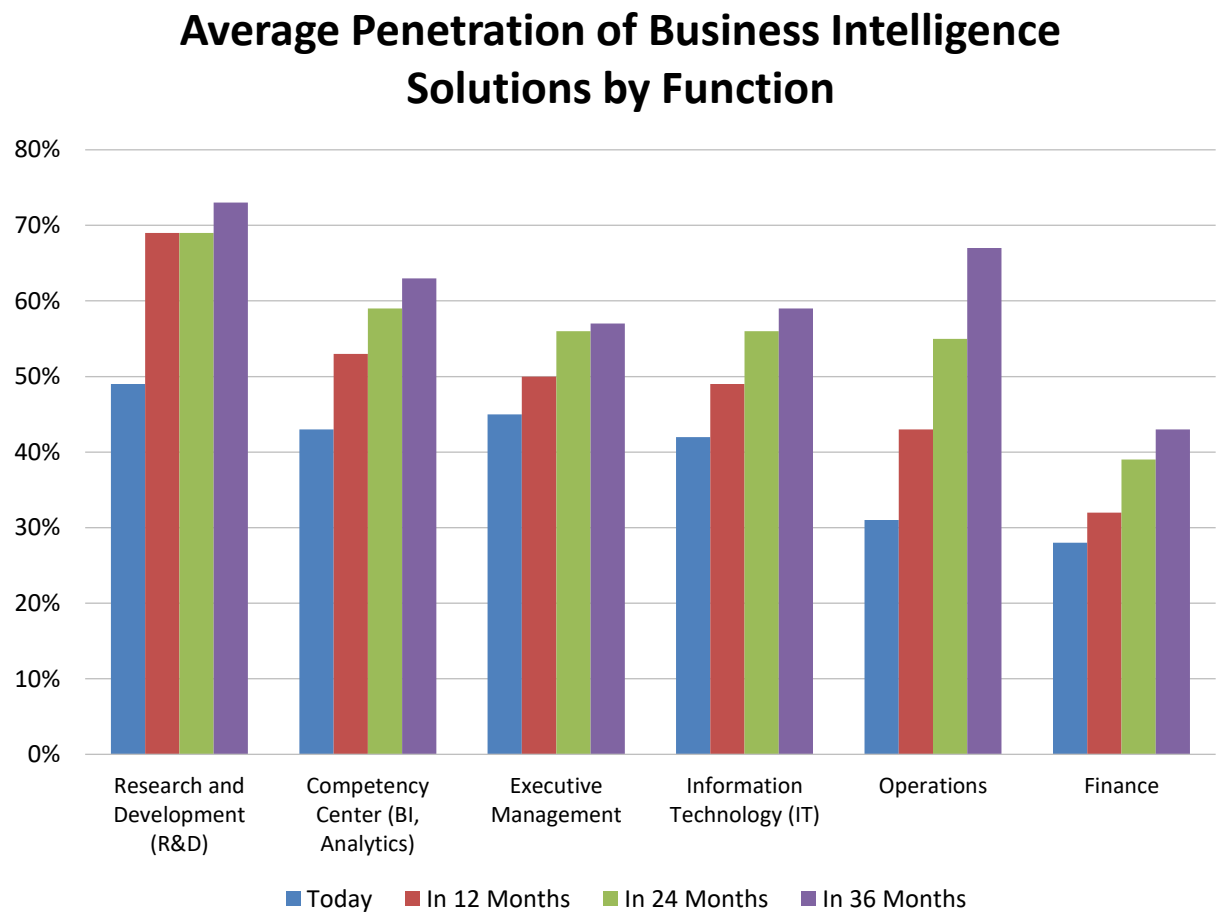

Figure 34 – Average penetration of business intelligence solutions by function

Average Business Intelligence Penetration by Vertical Industry

Average levels of current BI penetration are well distributed across industries in 2026, led this year by technology (55%), financial services (46%), business services (38%), healthcare (38%), and retail/wholesale (34%; fig. 35). Consumer services (30%), education (28%), manufacturing (25%) are least penetrated in 2026,

All industries reported consecutive aggressive penetration goals. Respondents expected relative 12-month as well as 36-month momentum to be strongest in education (54% in 12 months, 118% in 36 months) and manufacturing (32% in 12 months, 92% in 36 months).

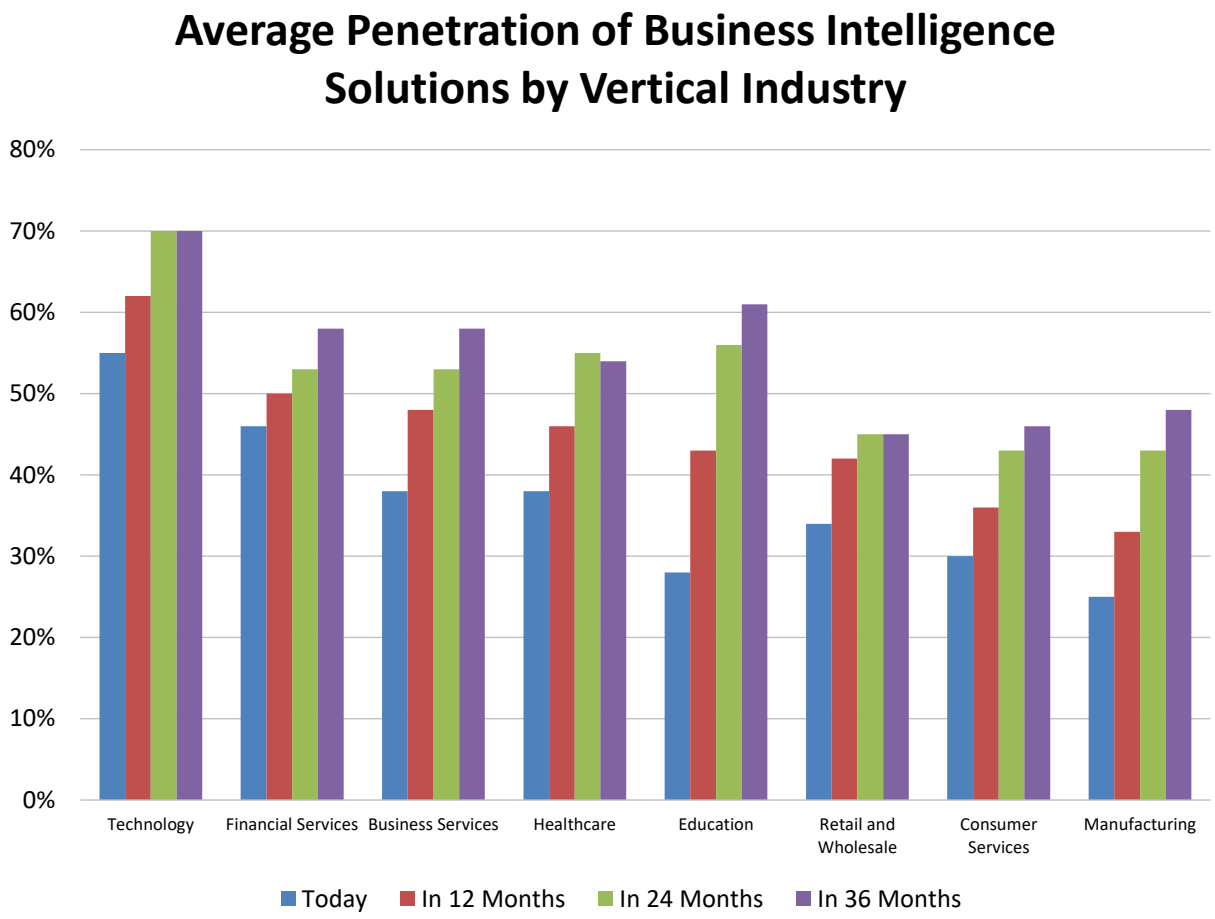

Figure 35 – Average penetration of business intelligence solutions by vertical industry

Average Business Intelligence Penetration by Organization Size

In 2026, current and predicted future penetration of BI is highest in small organizations with 1-100 employees (fig. 36), consistent with 2025 results. In all organizations with more than 100 employees, average penetration correlates and increases with organization size. This year, average penetration in small organizations stands at 55%, compared to 39% at very large firms (more than 10,000 employees), 37% at large companies (1,001-10,000 employees), and 29% at midsize organizations (101-1,000 employees).

The rankings do not change in future timeframes, and all organizations of any size predict linear and similar increases in penetration in 12, 24, and 36 months. There is one exception—small firms showed a flat-to-declining penetration at 36 months.

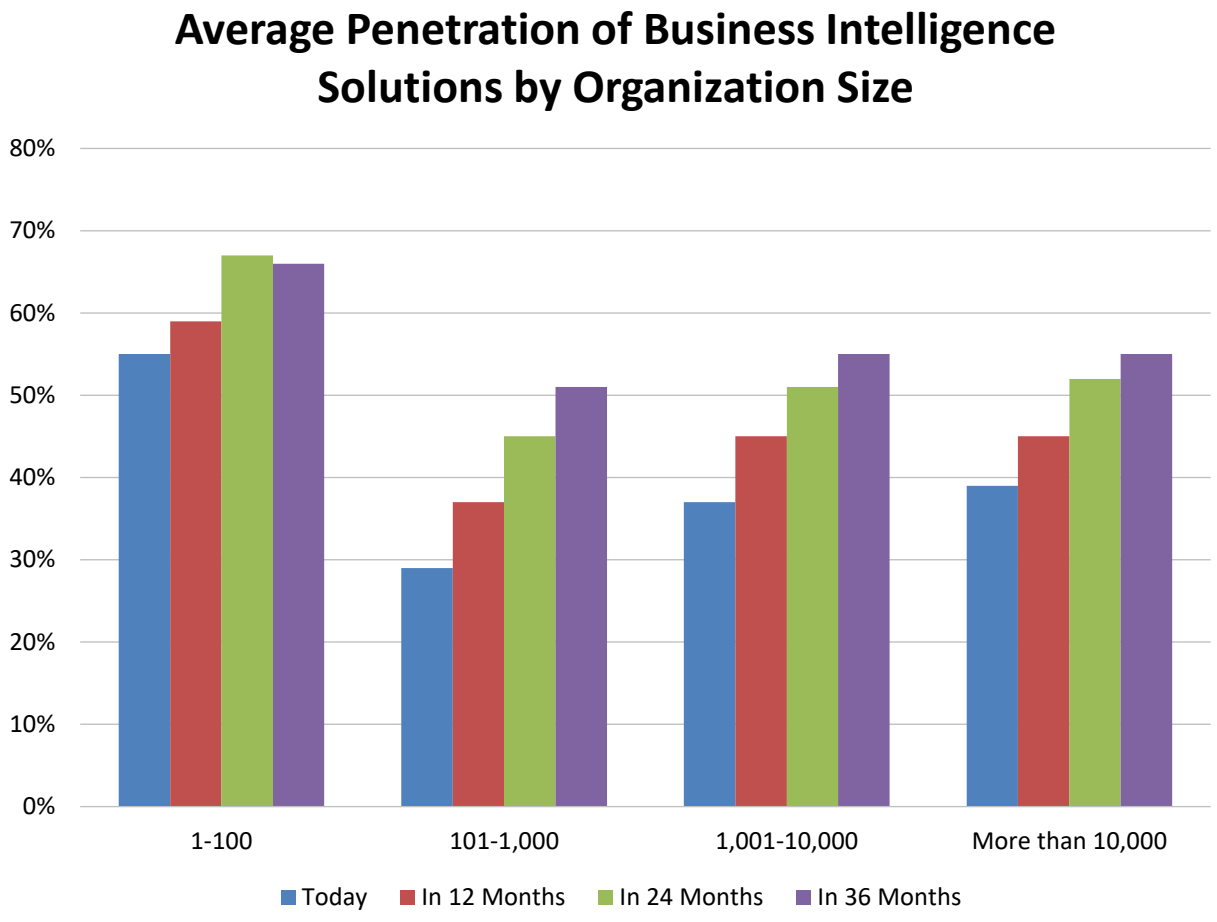

Figure 36 – Average penetration of business intelligence solutions by organization size

Average Business Intelligence Penetration by Company Age

In 2026, current BI penetration is highest in the oldest organizations (16 years or older) with 40%, followed closely by five to 10-year old firms (36%), 11 to 16-year-old companies (35%) and those less than five years of age (34%; fig 37).

The rankings change in future timeframes, and all organizations of any age predict linear and similar increases in penetration in 12, 24, and 36 months. Respondents expected relative 12-month momentum to be strongest in the youngest firms and 11- to 16-year-old firms (26% growth). Thirty-six-month momentum is expected to be strongest in 11- to 16-year-old companies (66% growth) and the youngest cohort (59% growth).

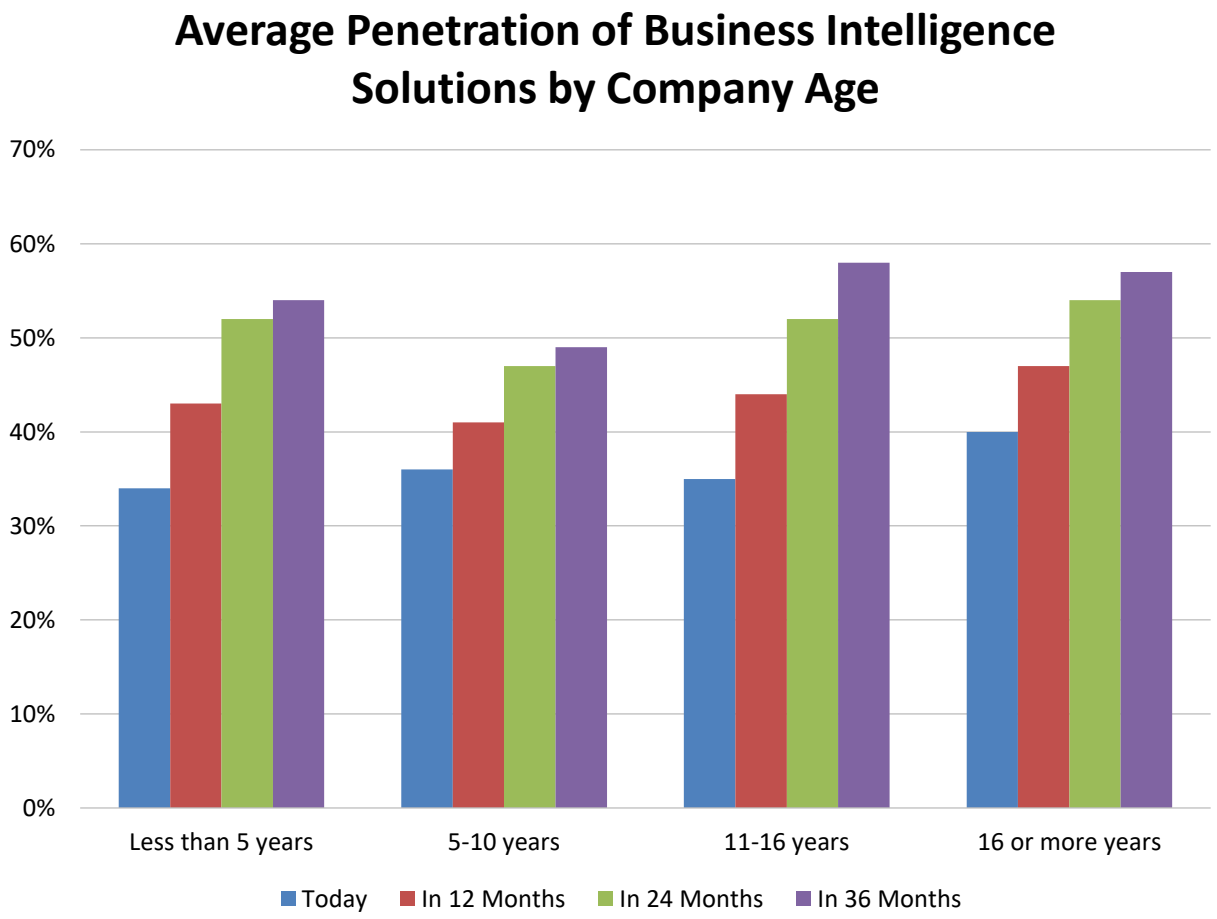

Figure 37 – Average penetration of business intelligence solutions by company age

Average Business Intelligence Penetration by Success with Business Intelligence

Organizations that self-identify as completely successful with BI are likely to have greater BI penetration today and expect greater penetration in the future (fig. 38). This year, BI penetration is highest in completely successful organizations (48%), compared to 36% in somewhat successful, and 23% in somewhat unsuccessful companies. The logic of this finding is straightforward, though we also observe that less-successful organizations predict linear penetration increases at faster rates than do their more successful peers. The largest expected penetration growth is for somewhat unsuccessful organizations with 26% for 12-month penetration, and a whopping 104% penetration growth in 36 months.

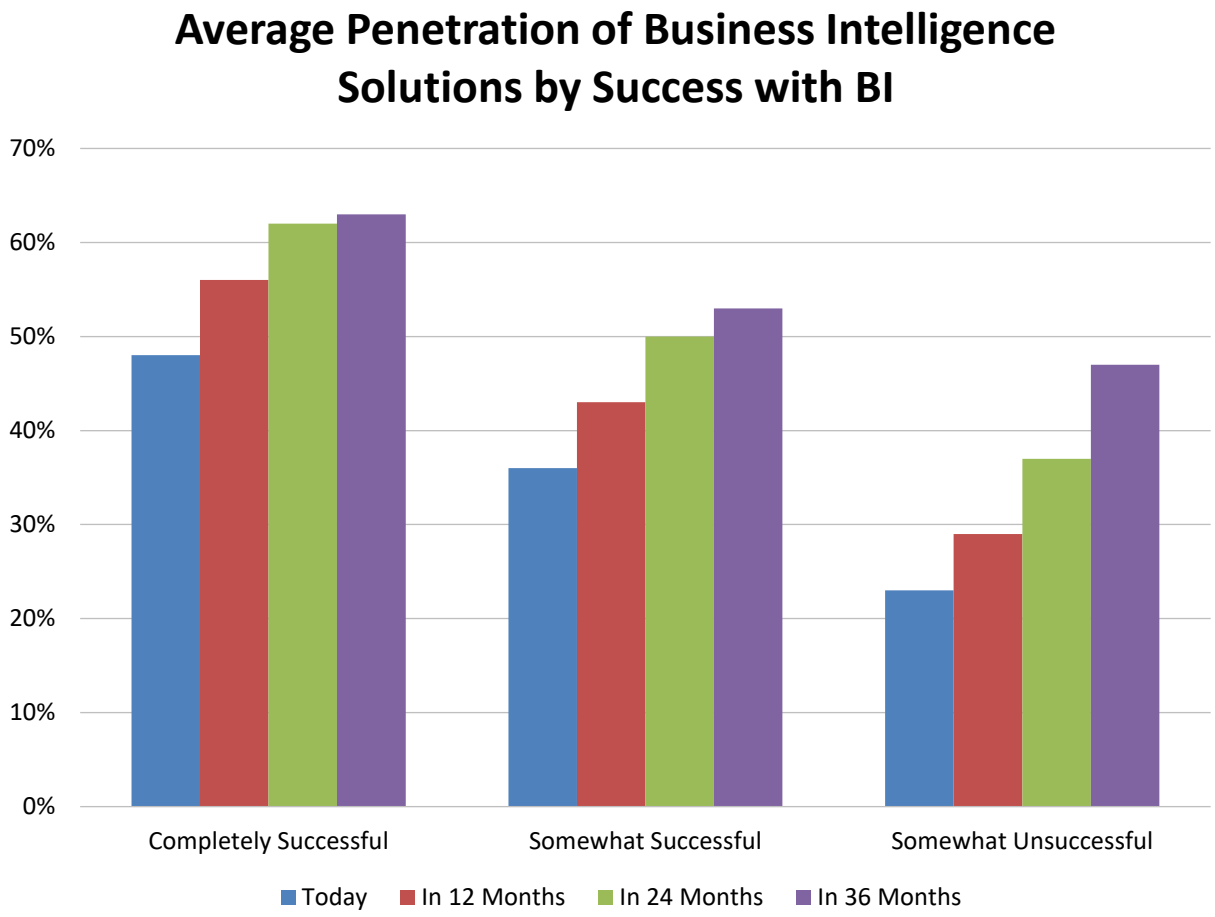

Figure 38 – Average penetration of business intelligence solutions by success with BI

Number of Business Intelligence Tools in Use

Number of Business Intelligence Tools in Use 2013 to 2026

Throughout our study's history, we have asked respondents, "How many business intelligence products are currently used in your organization today?" (fig. 39). About 37% of respondents report using one or two tools, 18% report using three tools, and 35% report using four or more BI tools (up from 27% in 2025). Except for a minor lull in 2024, over the last five years, between 27% and 35% of respondents have reported using four or more BI tools.

During the last 14 years of our study, as organizations have pursued best-of-breed and platform/consolidation strategies, and vendors have introduced specialized and increasingly abundant subscription and role-based tools, the number of tools in use has remained relatively consistent. Like old soldiers, older BI tools don't just die; they simply fade away over time.

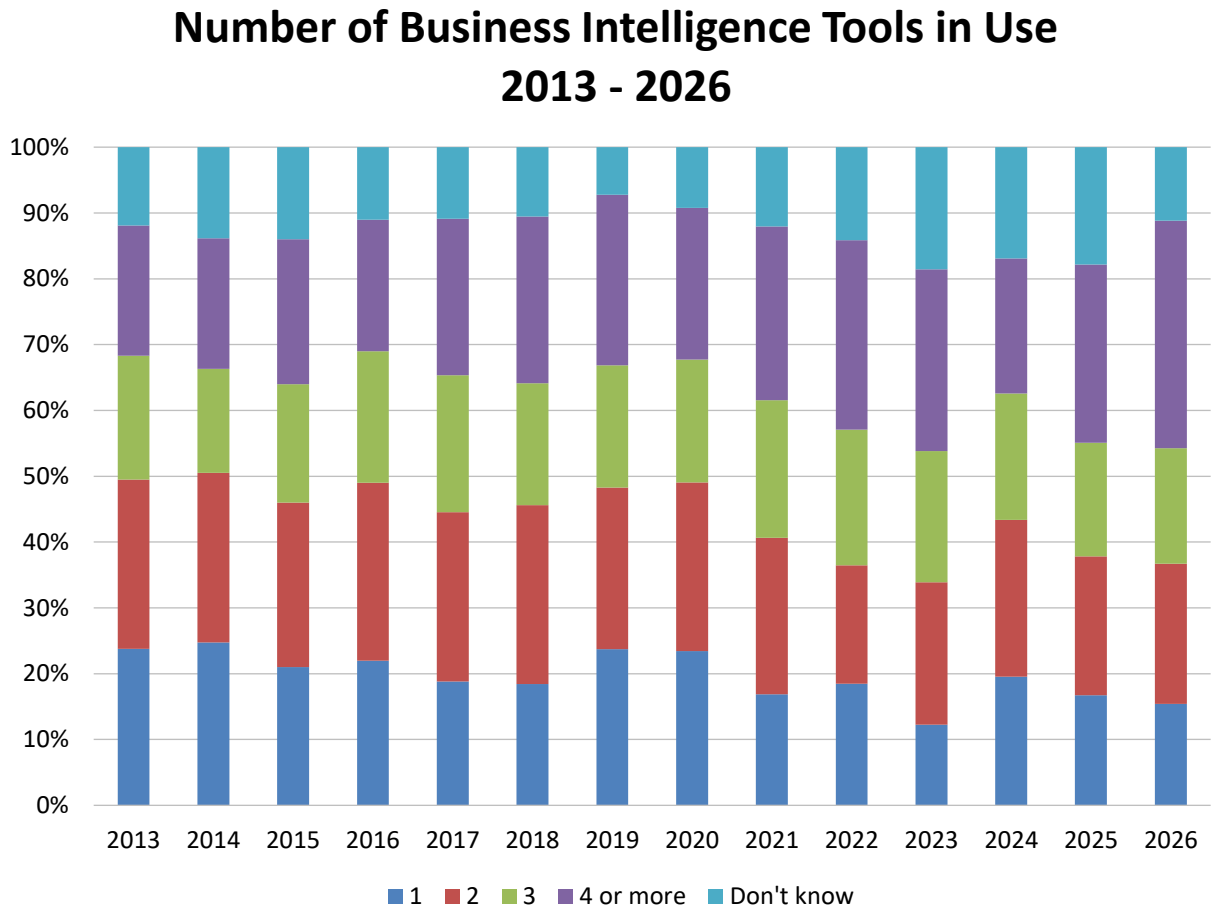

Figure 39 – Number of business intelligence tools in use 2013-2026

Number of Business Intelligence Tools by Geography

The number of BI tools in use varies noticeably by geography (fig. 40). In 2026, Asia Pacific respondents are the most likely users of four or more BI tools (41.7%), compared to 39.5% in EMEA, 32.5% in North America, and 14.3% in Latin America.

Additionally, Asia Pacific respondents are most likely to use one or two tools (45.9%), compared to 41.2% in North America, 23.3% in EMEA and 14.3% in Latin America. Organizations in EMEA are least likely (7.9%) to use just one tool—a significantly lower percentage than in other geographies.

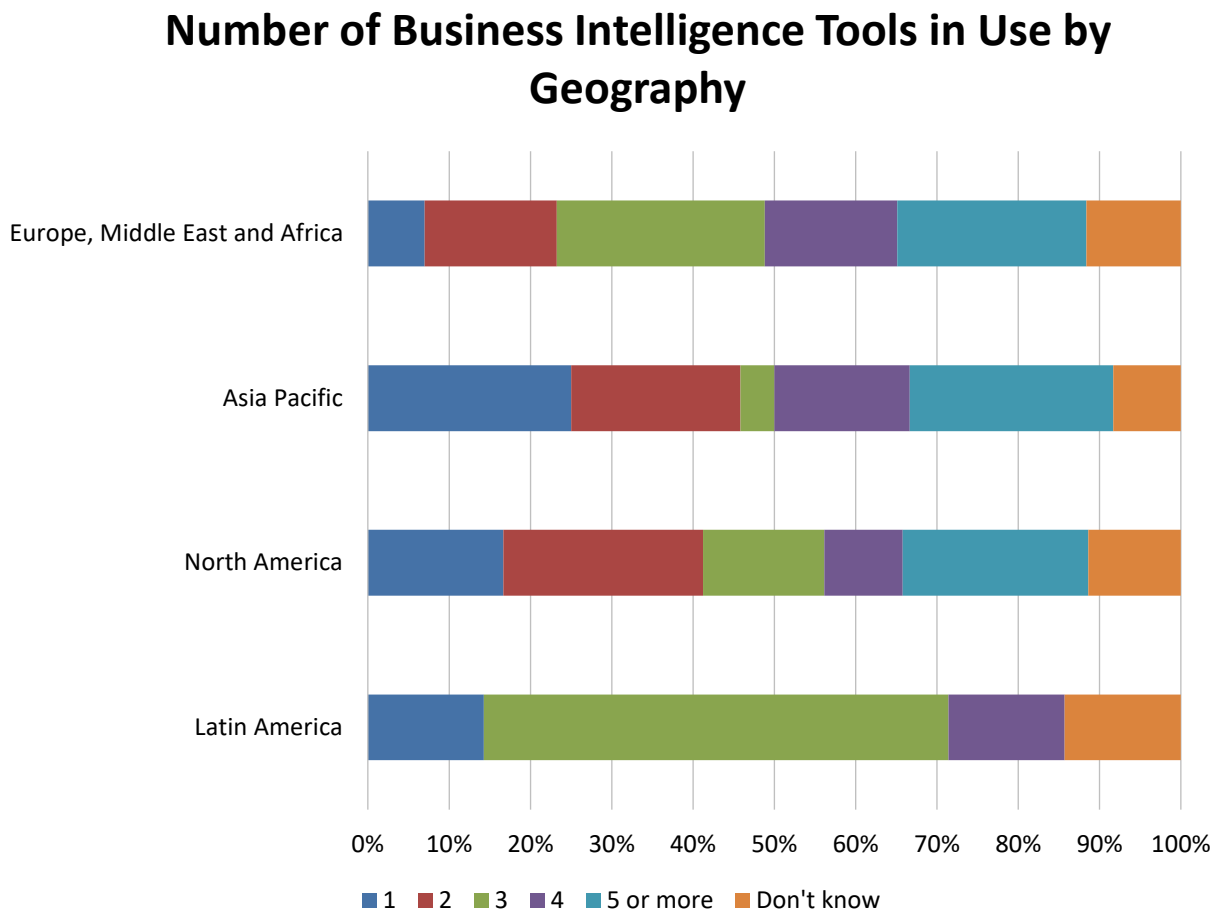

Figure 40 – Number of business intelligence tools in use by geography

Number of Business Intelligence Tools by Function

All functions report using one or more BI tools in 2026, though interesting patterns emerge (fig. 41). This year, respondents in R&D are most likely to report the use of five or more tools (42.9%) and also to report the use of at least two tools.

The functions that are most likely to use three or more BI tools in 2026 are R&D (71.4%), the BICC (64.5%), and operations (57.2%). By contrast, executive management is most likely to report the use of only one tool (25.9%), well ahead of IT (15.0%) and operations (14.3%). Despite differences in the details, all functions report using multiple tools.

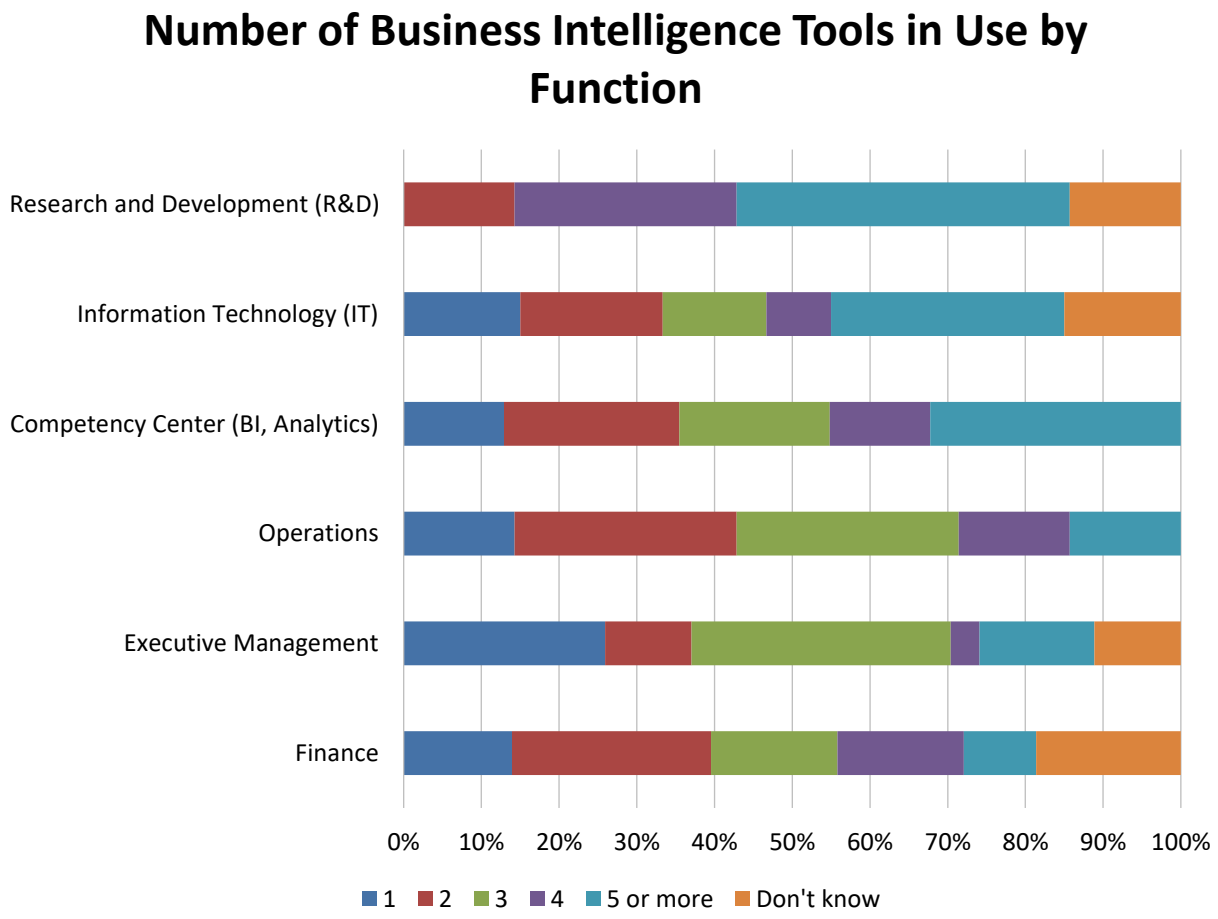

Figure 41 – Number of business intelligence tools in use by function

Number of Business Intelligence Tools by Vertical Industry

The number of BI tools in use varies noticeably by industry in 2026 (fig. 42). This year, organizations that report using only one or two BI tools are most often found in healthcare and education (each with 50%), followed by manufacturing (43.3%) and business services (41.5%).

Organizations that report using three or more BI tools are most often found in retail/wholesale (66.7%), financial services (60.9%), consumer services (59.1%) and technology (58.3%). Financial services reports the most use of five or more BI tools (39.1%). Despite differences in the details, all industries report using multiple tools.

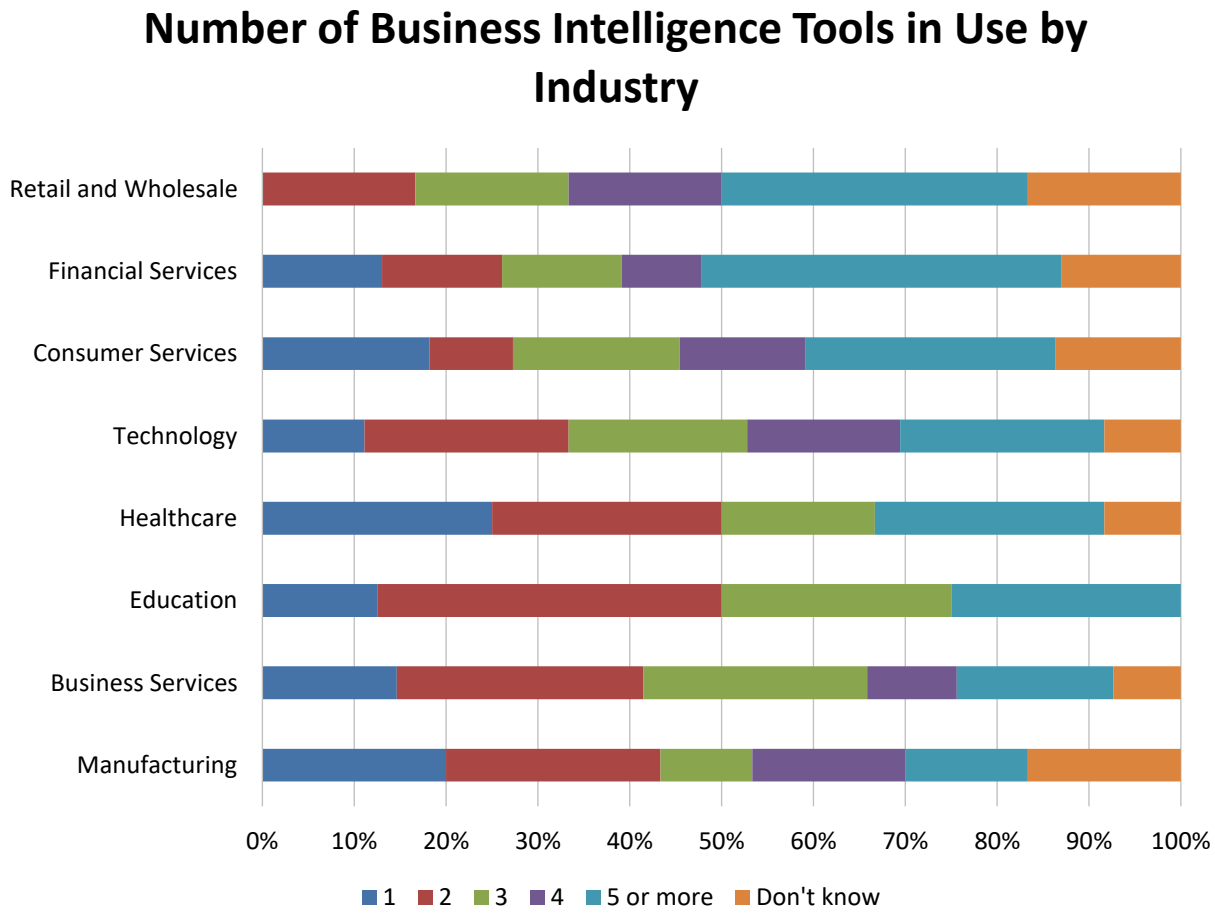

Figure 42 – Numbers of business intelligence tools in use by industry

Number of Business Intelligence Tools by Organization Size

Historically, larger organizational size is positively correlated to an increasing number of BI tools currently in use. This remains the case in 2026 (fig. 43). Among our respondents, 77.8% of very large organizations (more than 10,000 employees) report the use of three or more tools, compared with 48.4% in large organizations (1,001-10,000 employees), 48.0% in midsize organizations (101-1,000 employees), and only 36.8% in small organizations (1-100 employees).

By contrast, half of small organizations use only one or two BI tools, compared to 44.0% at midsize organizations, 37.1% at large, and just 13.9% at very large organizations. As seen in other demographics, despite differences in the details, all industries nonetheless report using multiple tools. Overall, trends in 2026 are similar to prior years.

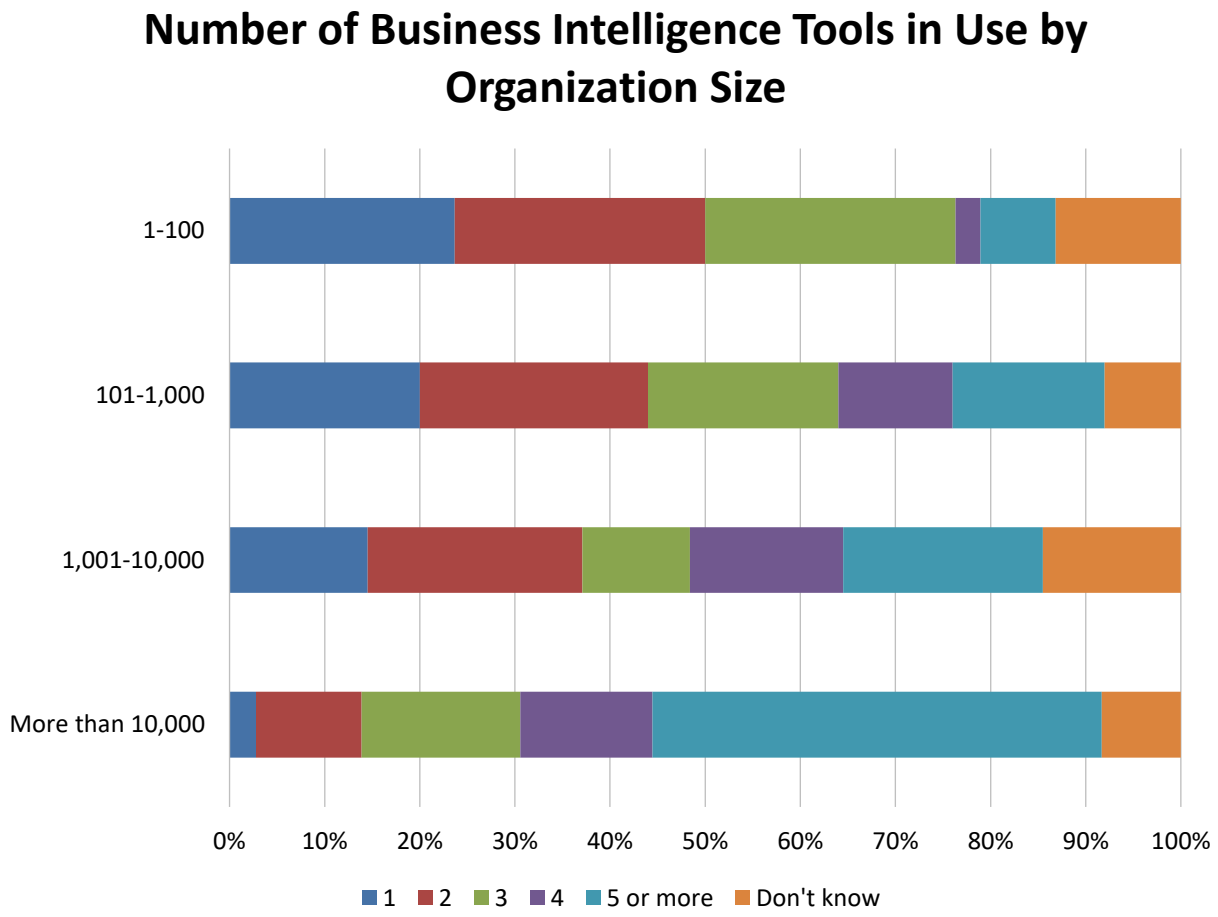

Figure 43 – Number of business intelligence tools in use by organization size

Number of Business Intelligence Tools by Company Age

Results by company age do not portray a consistent pattern (fig. 44). Respondents report that companies of 11-16 years of age use three or more BI tools (62.5%) at a higher rate than other age brackets, followed by 53.4% of the oldest cohort (16 years of age or older).

By contrast, 48.4% of five to 10-year old firms use one or two BI tools, and 22.6% use only one tool. Even 36.4% of the oldest firms report the use of one or two tools. As seen in other demographics, despite differences in the details, all company age firms nonetheless report using multiple tools.

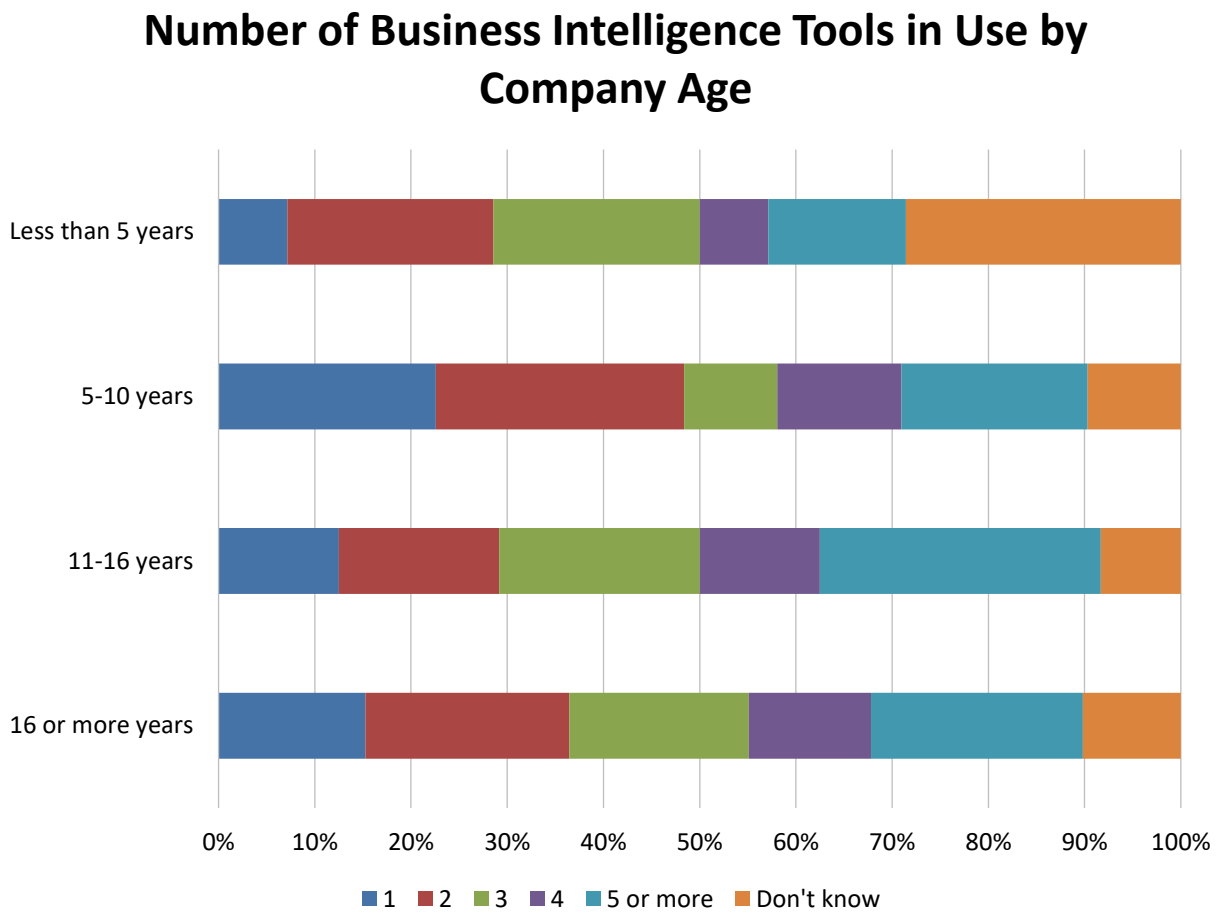

Figure 44 – Number of business intelligence tools in use by company age

Technologies and Initiatives Strategic to Business Intelligence

Familiar enterprise technologies—data quality, data integration, reporting, dashboards, data visualization and end user self-service—score below the more recently added technology of data security as the top technologies and initiatives strategic to BI (out of 65 topics) in 2026 (fig. 45). As markets and terminology evolve, we add new topics or relabel existing ones. The rapid rise of AI continues to reprioritize a plethora of technologies and initiatives.

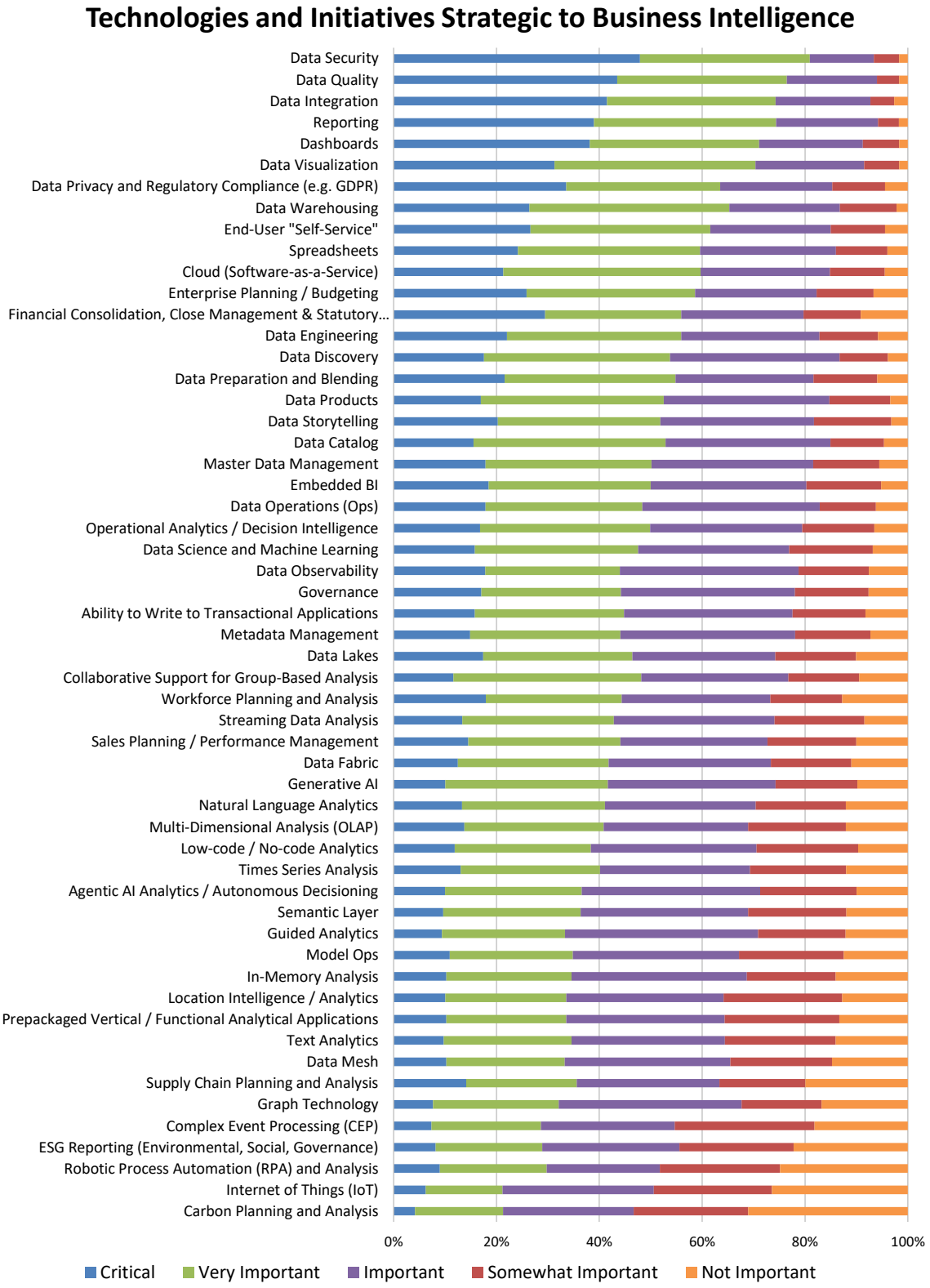

Figure 45 – Technologies and initiatives strategic to business intelligence

Change in Technology Priorities 2025-2026

Figure 46 shows year-over-year momentum in technology priorities, including some interesting trends. (Note: Changes reflect respondent perceptions rather than actual investment.) The biggest relative gainers by percentage in 2026 are privacy and regulatory compliance (+11%), embedded BI (+9%), data integration (8%), and collaborative support for group-based analytics (+6%). The biggest declines by percentage are ESG reporting (-8%), governance (-7%), and Internet of things (-6%). Ironically, ESG and IoT are two of the biggest gainers in 2025.

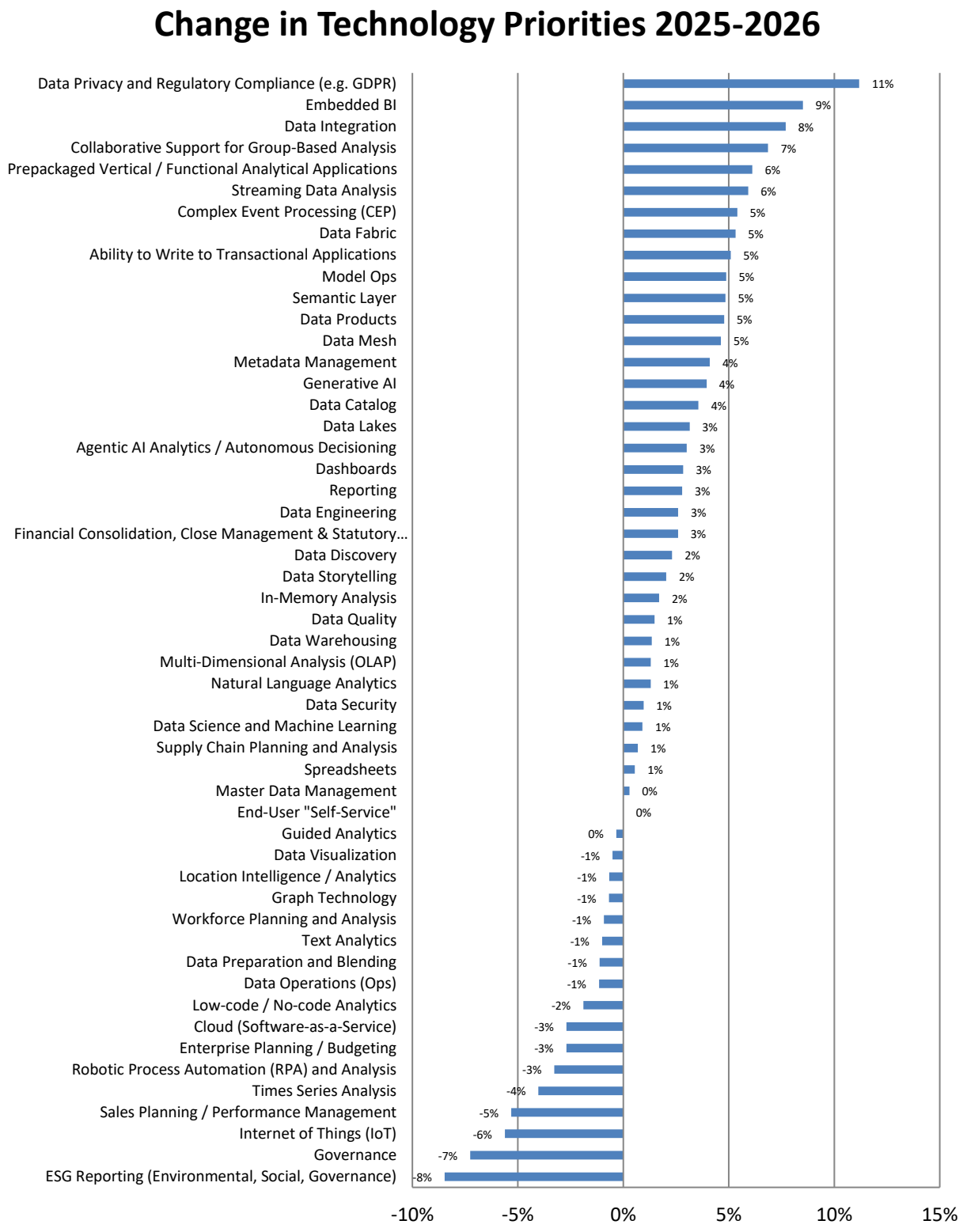

Figure 46 – Change in technology priorities 2025-2026

Technologies and Initiatives Strategic to Business Intelligence by Geography

Respondents' sentiment toward BI technologies and initiatives is strongest by overall weighted mean in Asia Pacific (3.6), followed by Latin America (3.4), North America (3.3), and EMEA (3.2; fig. 47). That said, sentiment varies wildly in detail.

For example, data security and data quality are similarly very important priorities in North America and EMEA, while Asia Pacific and Latin America respondents rank both lower. As matters of urgency, several newer topics, including generative AI and agentic AI, score nearly 20% lower in importance in North America and EMEA than in Asia Pacific and Latin America. Amid ebbs and flows, nearly 70% of technologies and priorities are at least important to respondents in every region, up from nearly half in 2025.

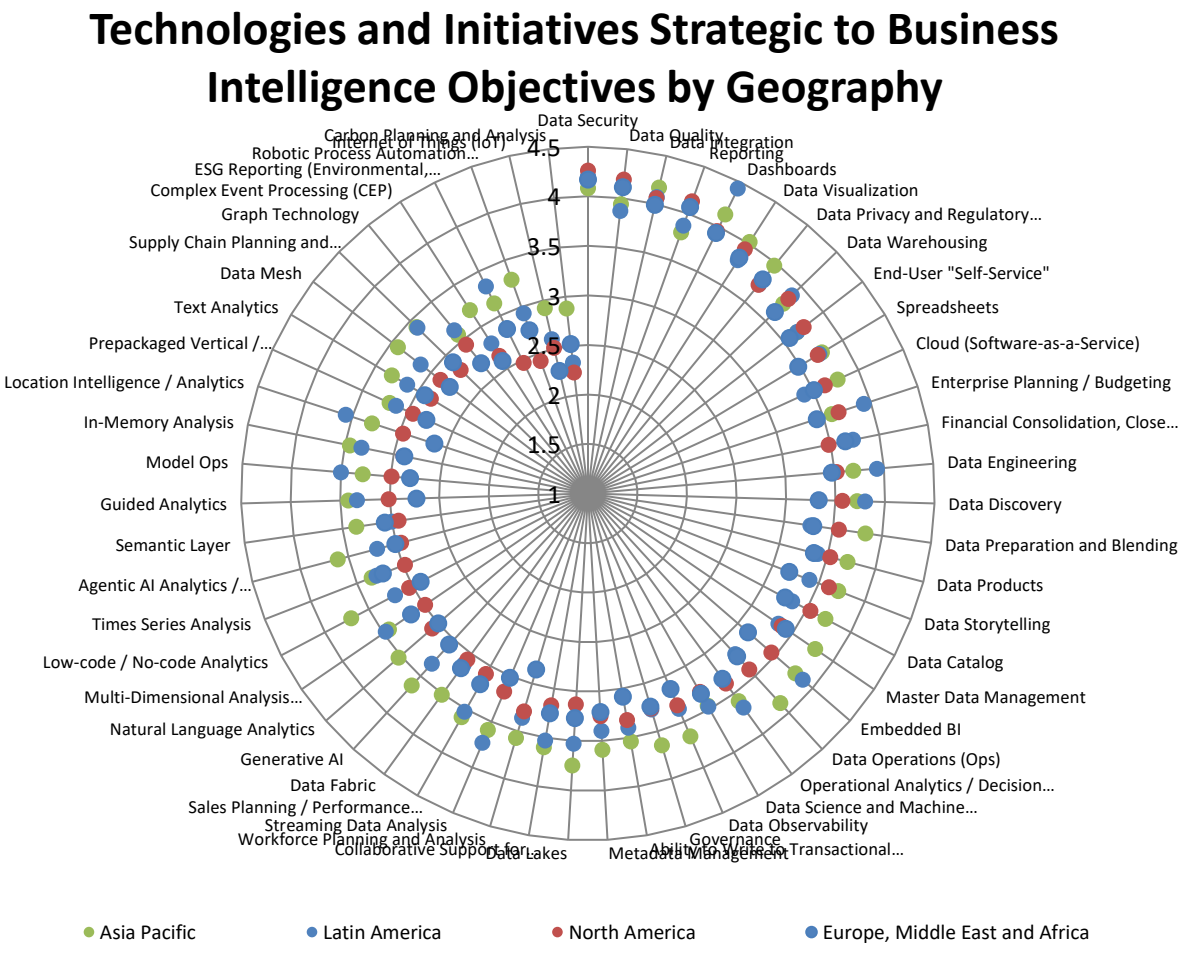

Figure 47 – Technologies and initiatives strategic to business intelligence by geography

Technologies and Initiatives Strategic to Business Intelligence by Function

As we would expect, attitudes toward BI technologies and initiatives can reflect specific daily roles and responsibilities and are assigned varied degrees of importance by different functions (fig. 48). As in 2025, functions posting the highest overall weighted-mean scores expectedly include BICC, IT, and R&D respondents.

Beyond those top three support-centric functions, respondents in finance, executive management, and operations tell a more frontline story of applied technology and initiative prioritization. Finance respondents give high scores to enterprise performance management capabilities, including planning and consolidations/reporting. Executives' top priorities stress data security, quality, and integration. Operations adheres more closely to the overall weighted mean.

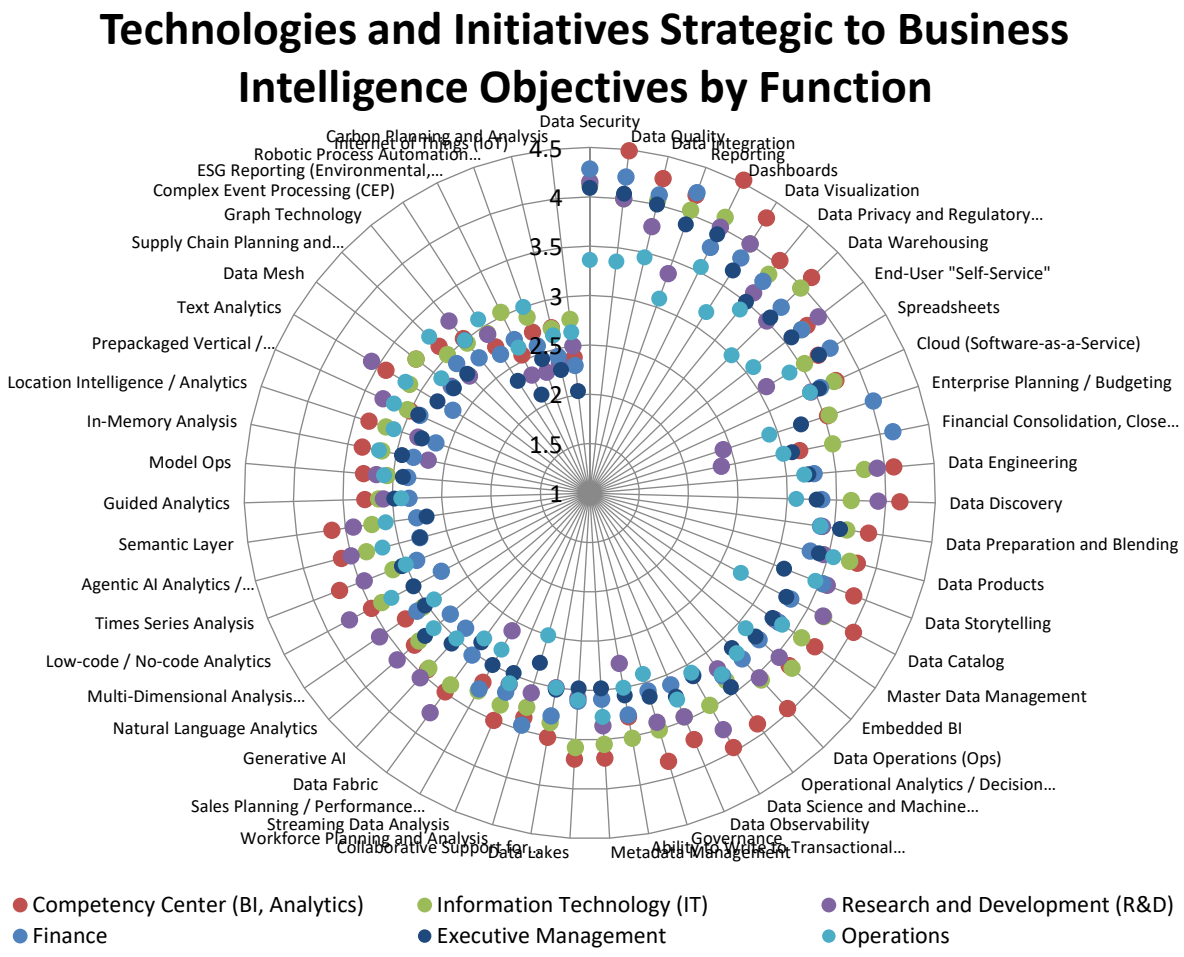

Figure 48 – Technologies and initiatives strategic to business intelligence by function

Technologies and Initiatives Strategic to Business Intelligence by Vertical Industry

Vertical industries report widely varied interest in different BI initiatives and priorities (fig. 49). For example, retail & wholesale are among the industries reporting the lowest overall urgency around most strategies and initiatives, but they nonetheless show very high interest in discrete areas, including supply chain planning, sales planning, data storytelling, and financial consolidations and reporting.

We also see respondents in technology reporting the highest overall weighted-mean sentiment (score of 3.5). They are more likely than all other industries to prioritize many lower-ranking priorities, such as text analytics, semantic layer, natural language analytics, generative AI, data science/machine learning, and embedded BI.

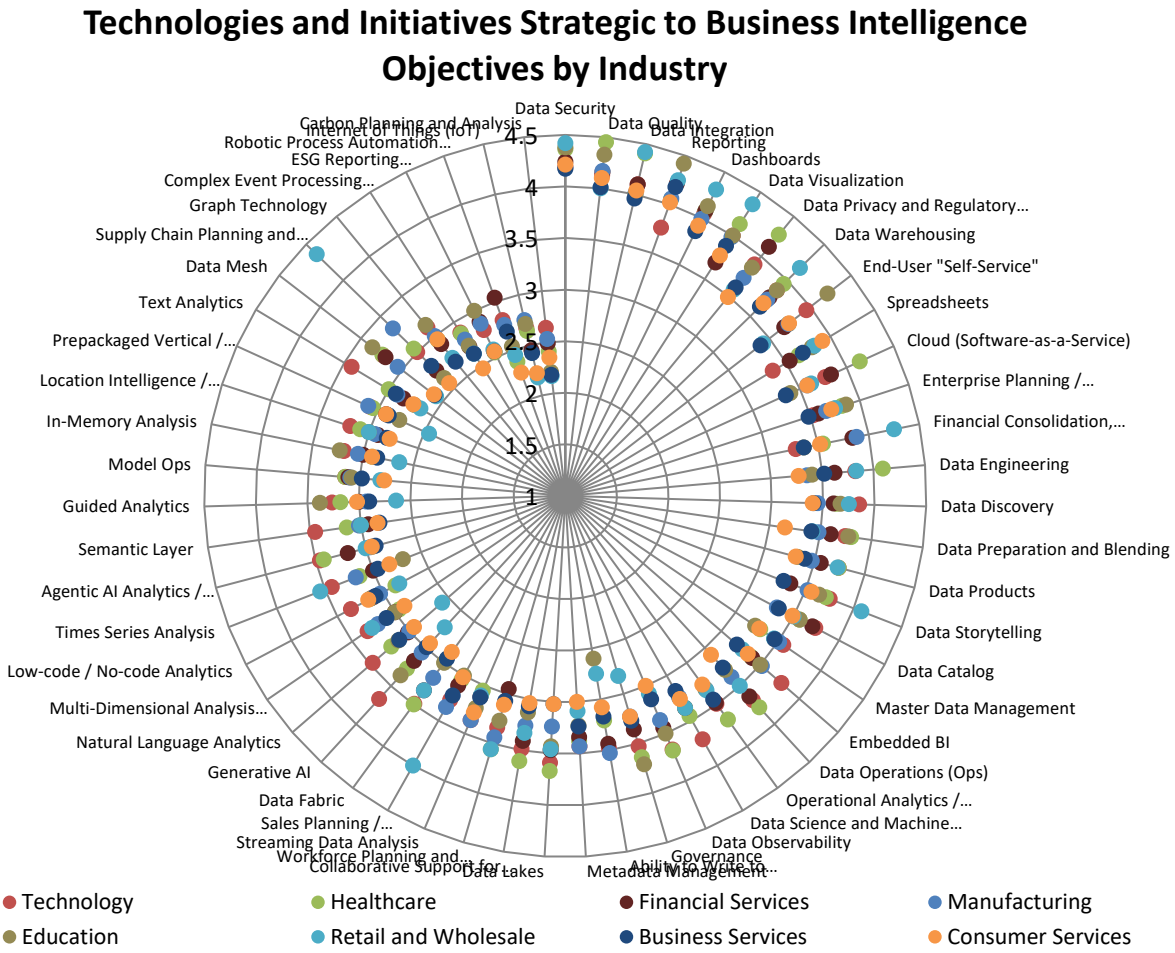

Figure 49 – Technologies and initiatives strategic to business intelligence by industry

Technologies and Initiatives Strategic to Business Intelligence by Organization Size

BI technology and initiative priorities correlate positively and strongly with global headcount in 2026 (fig. 50). Very large organizations (more than 10,000 employees) followed by large organizations (1,001-10,000 employees) lead in their interest in nearly all technologies and initiatives. Said another way, very large organizations are most likely to be involved in the highest number of technologies and initiatives strategic to BI. Some priorities nonetheless cluster among organizations of any size, particularly the top five: data security, data quality, reporting, data integration, and dashboards.

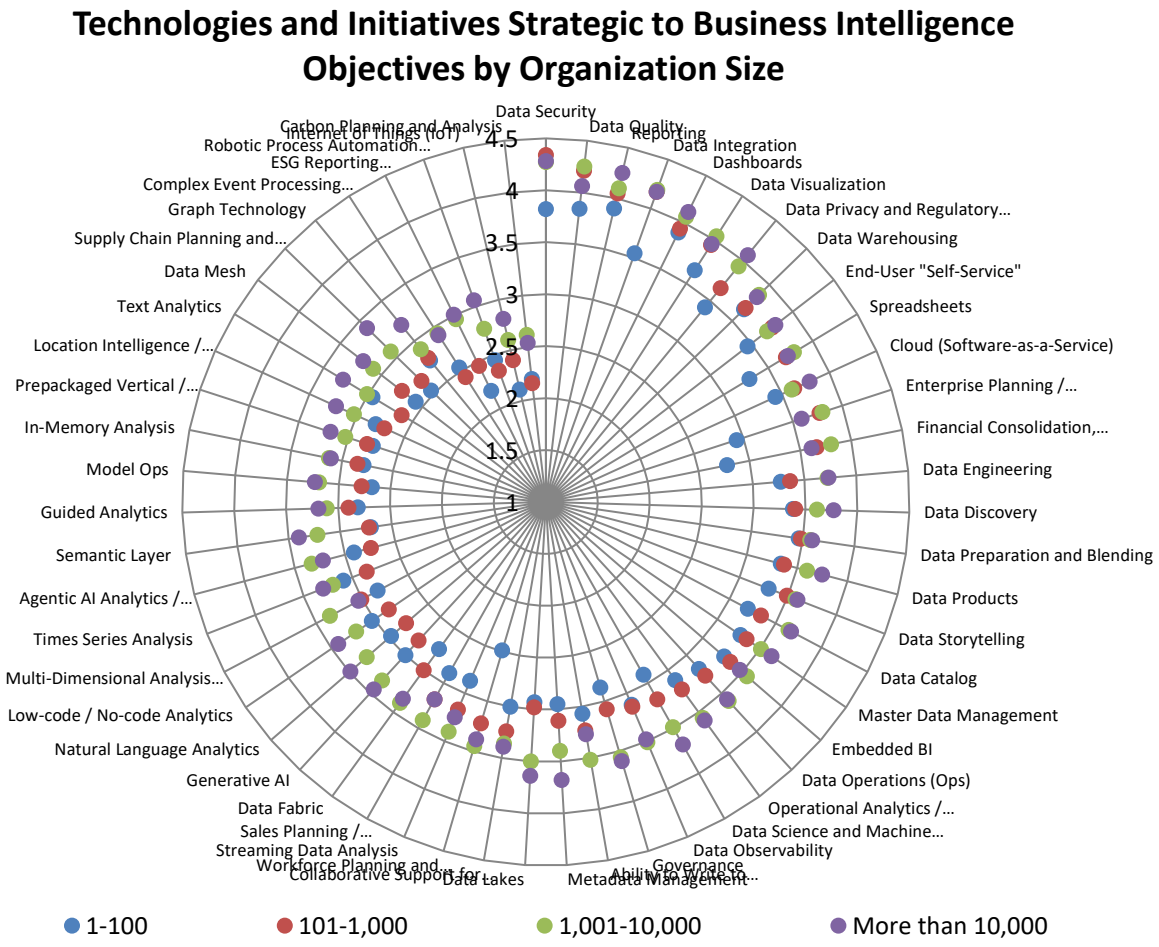

Figure 50 – Technologies and initiatives strategic to business intelligence by organization size

Technologies and Initiatives Strategic to Business Intelligence by Company Age

BI technology and initiative priorities vary by company age groups and presented no discernable pattern in 2026 (fig. 51). The oldest cohort of companies (over 16 years of age) have posted the lowest weighted-mean average score of any age category (3.26), followed by the 11- to 16-year-old group (3.32). Younger organizations (under five years and five –to 10 years) both post the highest scores (3.45). Little difference is apparent across all groups' top technology and initiative priorities.

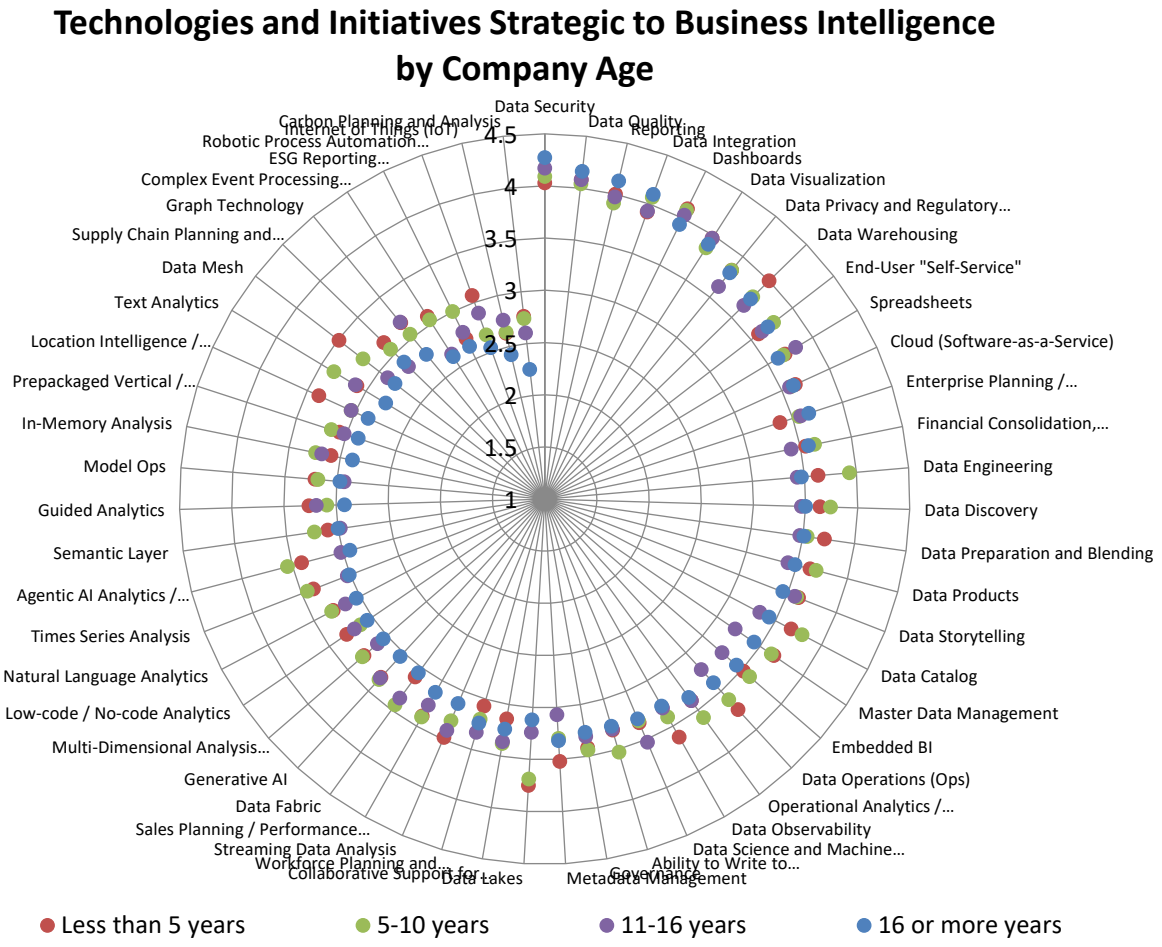

Figure 51 – Technologies and initiatives strategic to business intelligence by company age

Budget Plans for Business Intelligence

We asked all organizations whether they will increase, decrease, or maintain existing BI budgets in 2026 (fig. 52). This year, just over 52% of respondent organizations plan to increase BI investment above 2025 levels. Another 41% plan to maintain current budgets, and just 7% will decrease budgets. These ratios are similar to prior years' results.

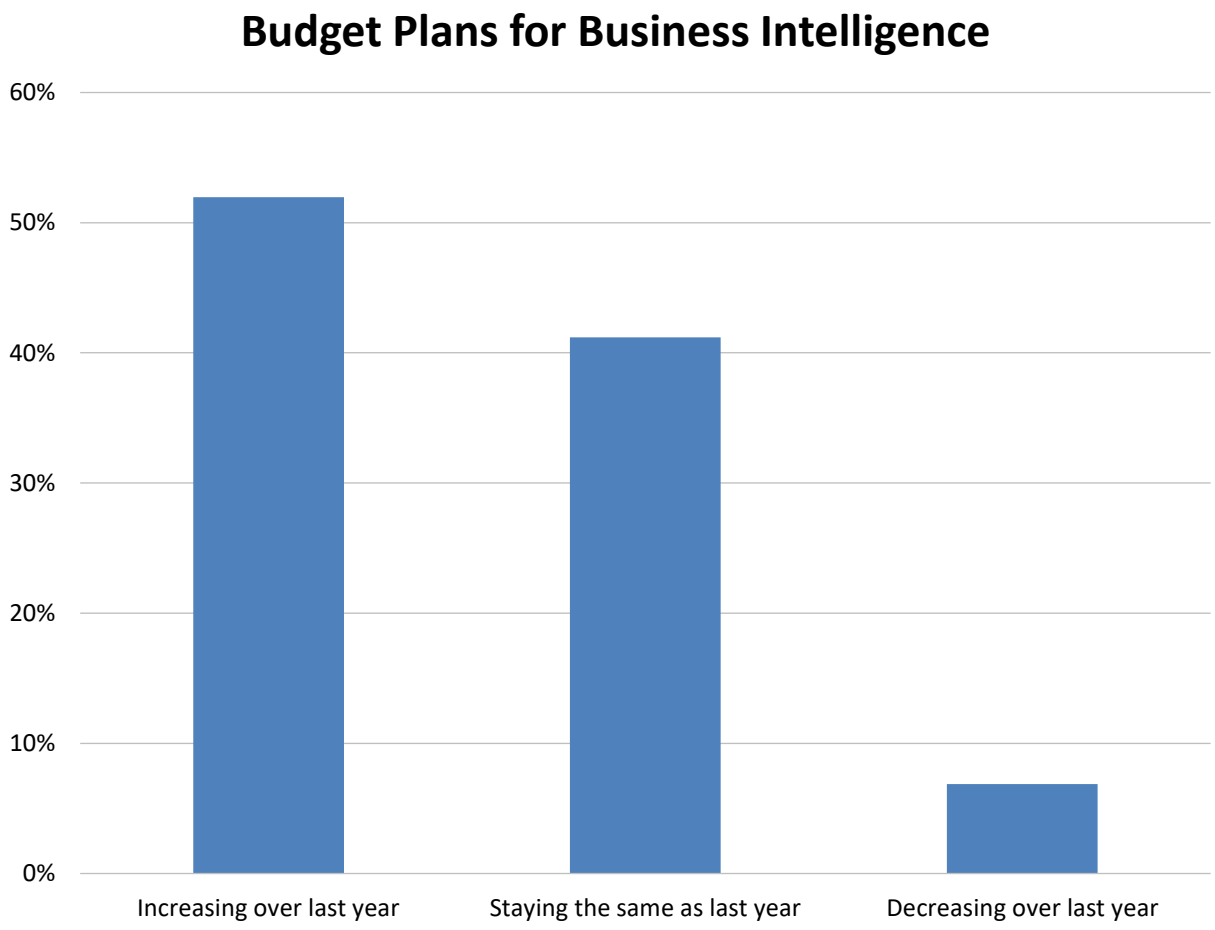

Figure 52 – Budget plans for business intelligence

Budget Plans for Business Intelligence 2017-2026

2026 budget plans for BI fall squarely in the middle of net average increases and decreases measured during the last 10 years of our flagship study (fig. 53). Historic budget changes for BI (increase, decrease, maintain) during this period fall into a steady range in which annual increases have been 45%-55%, unchanged budgets have ranged from 40%-46%, and budget decreases have ranged from 5%-11%. Amid current and earlier market and economic dynamics, and the aftermath of the COVID-19 pandemic, we characterize global BI budget activity as very stable and marked more by budget increases than decreases.

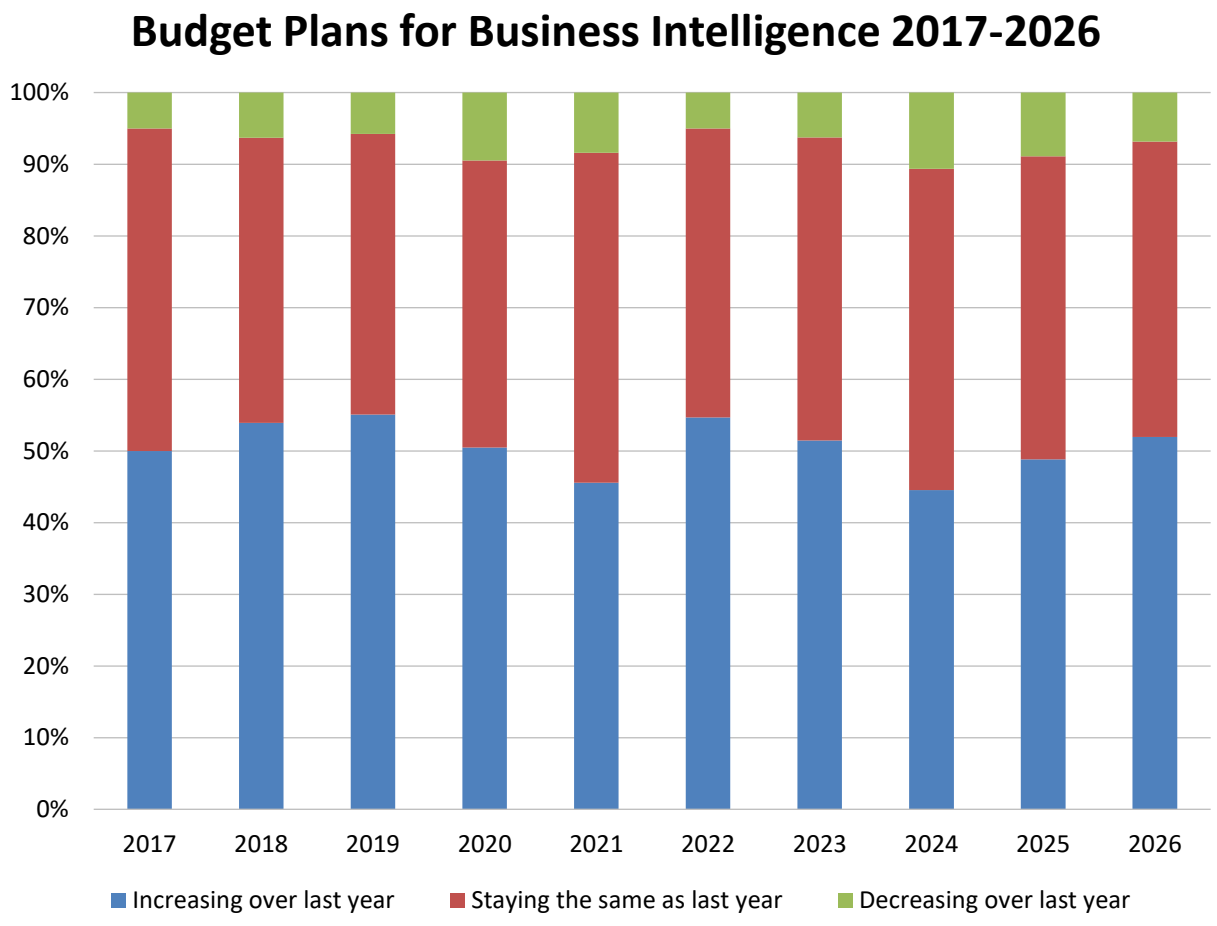

Figure 53 – Budget plans for business intelligence 2017-2026

Budget Plans for Business Intelligence by Geography

In 2026, BI budget plans vary by geographic region, with budget increases noticeably least likely among respondent organizations in Latin America and EMEA (fig. 54).

- This year, Asia Pacific respondents are 61.5% likely to increase budgets, compared to 52.5%% of North American respondents. Latin America and EMEA respondents report that more than half (57.1% and 53.1% respectively) are not planning to increase BI budgets. These findings differ markedly from 2025 results, where only North American firms planned to limit budget growth below the 50% threshold.
- Nearly 20% of Asia Pacific firms plan to decrease budgets in 2026, compared to 4.9% in North America and 6.1% in EMEA.

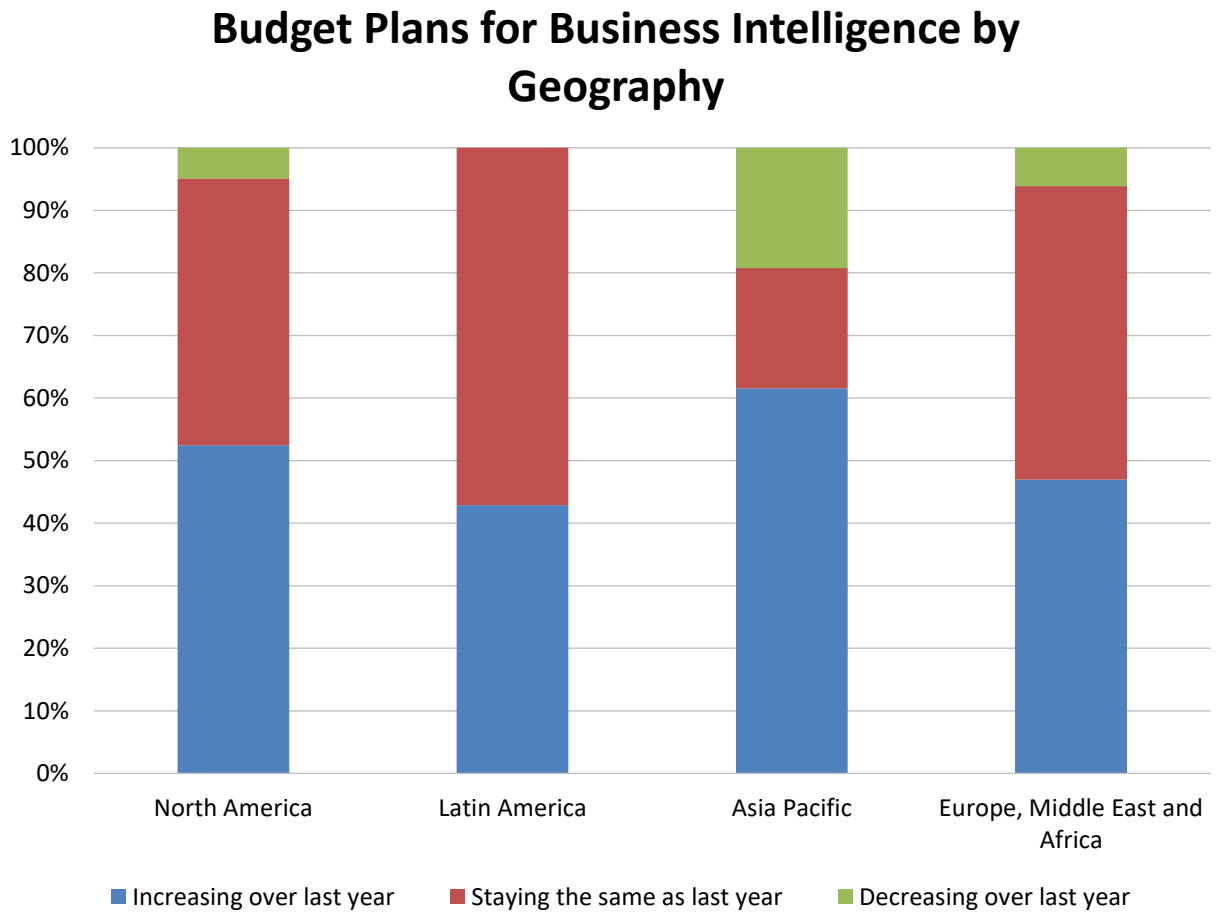

Figure 54 – Budget plans for business intelligence by geography

Budget Plans for Business Intelligence by Function

Budget plans for BI differ according to function, and solid majorities of all functions plan to increase or maintain funding levels in 2026 (fig. 55). Even so, only three of six functions (finance, executive management, and BICC) plan increases of 50% or more.

IT (46.2%) and operations (42.9%) respondents also plan increases in 2026, but at rates above the survey average; each function also indicates plans to decrease their budgets at levels higher than the overall 6.9% level. Only 14.3% of R&D teams plan to increase their BI budget.

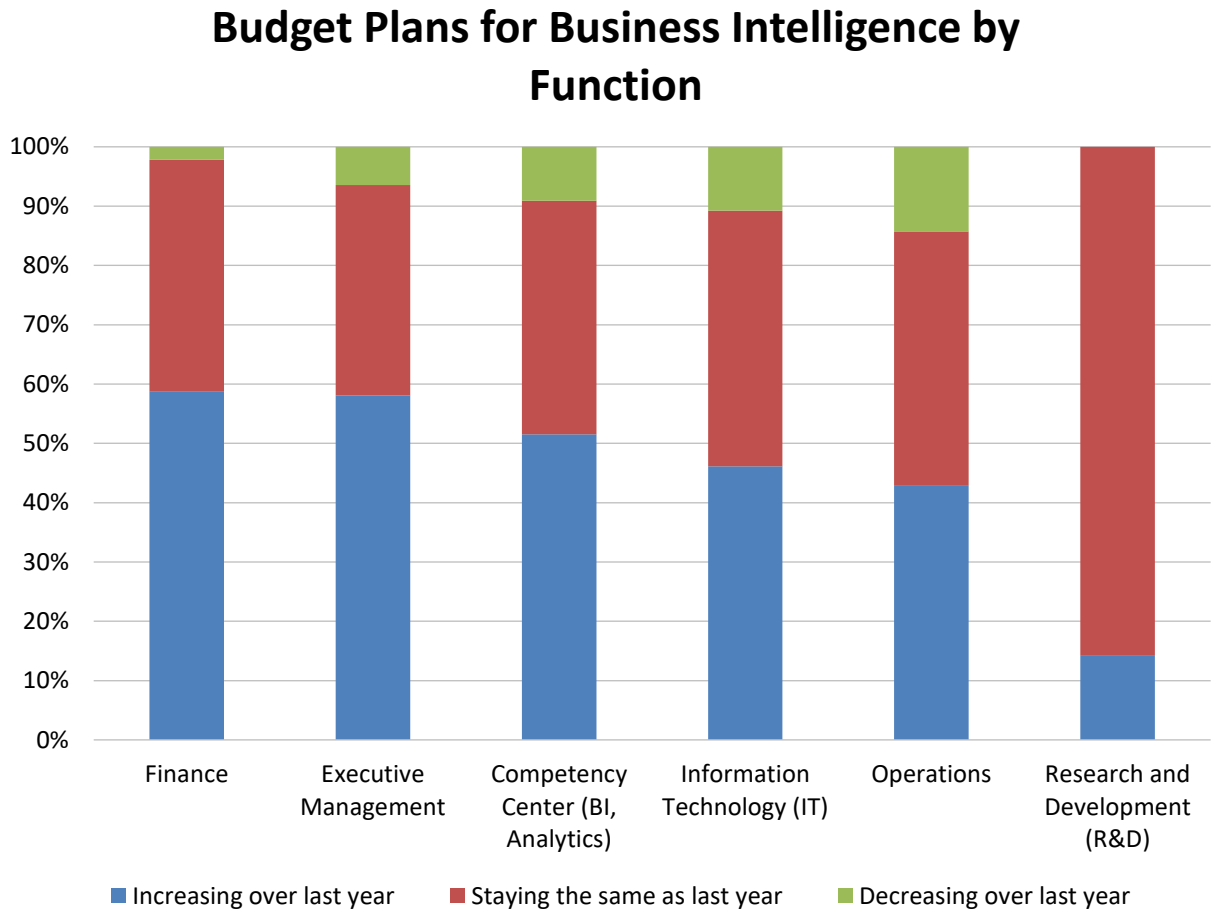

Figure 55 – Budget plans for business intelligence by function

Budget Plans for Business Intelligence by Vertical Industry

In 2026, budget plans for BI vary by industry, with majorities of respondents in four of eight industries in our sample planning budget increases (fig. 56). This year, 70% of respondents in consumer services say they will increase budgets for BI, compared with 66.7% in retail/wholesale, and 53.9% in financial services.

In contrast that's likely indicative of current market volatility, less than half of technology and manufacturing respondents plan to increase budgets, and both sectors indicate they will decrease BI budgets at rates higher than the survey average.

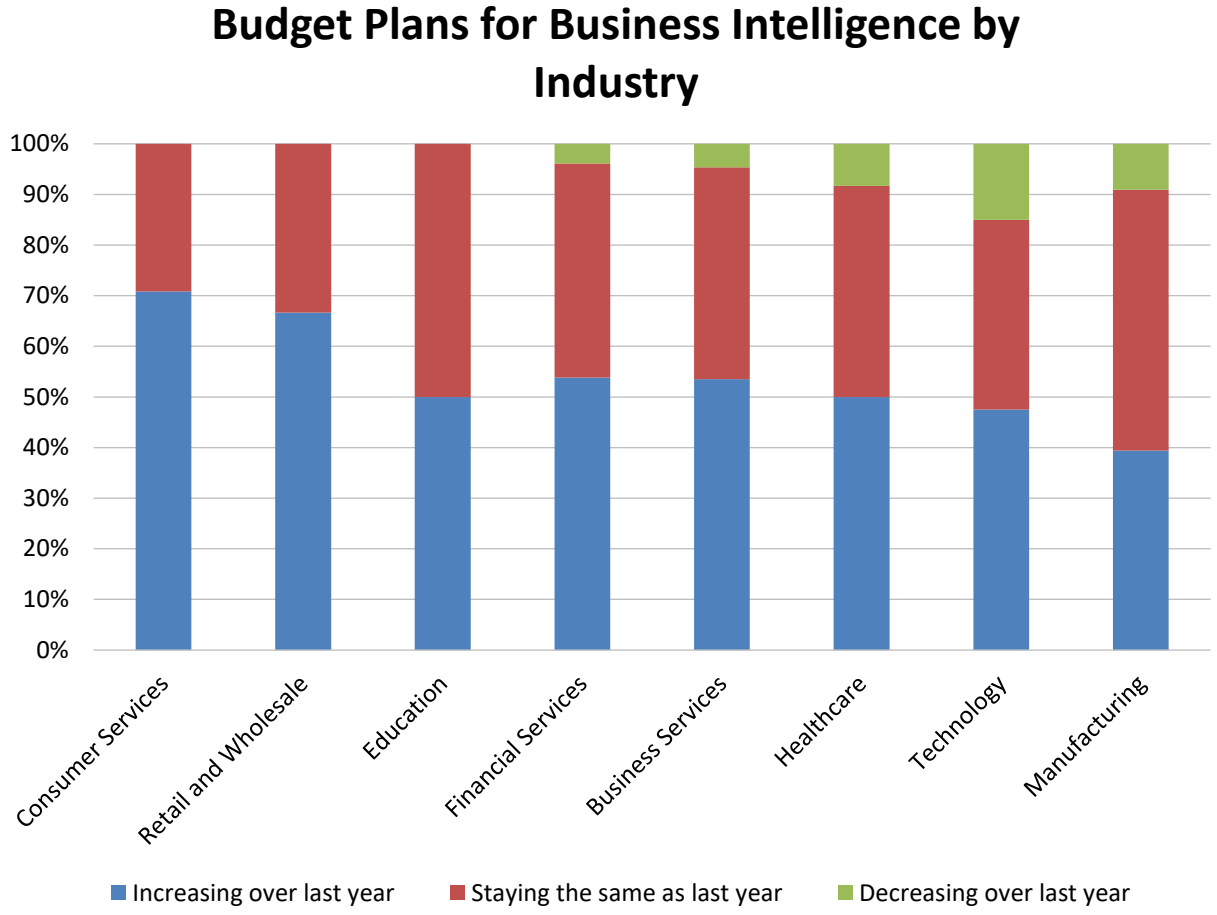

Figure 56 – Budget plans for business intelligence by industry

Budget Plans for Business Intelligence by Organization Size

Organization size does not influence budget trends for BI, with reported numbers very similar regardless of organization size (fig. 57). This year, only small organizations (1-100 employees) were less than 50% likely (48.8%) to increase budgets, compared to 55.4% of midsize firms (101-1,000 employees), 50.8% of large companies (1,001-10,000 employees) and 51.4% of very large companies (more than 10,000 employees). These results show improvement from 2025 results.

Again, close to 90% or more of each group plan not to decrease budgets; the most likely cuts are reported at very large organizations (13.5%).

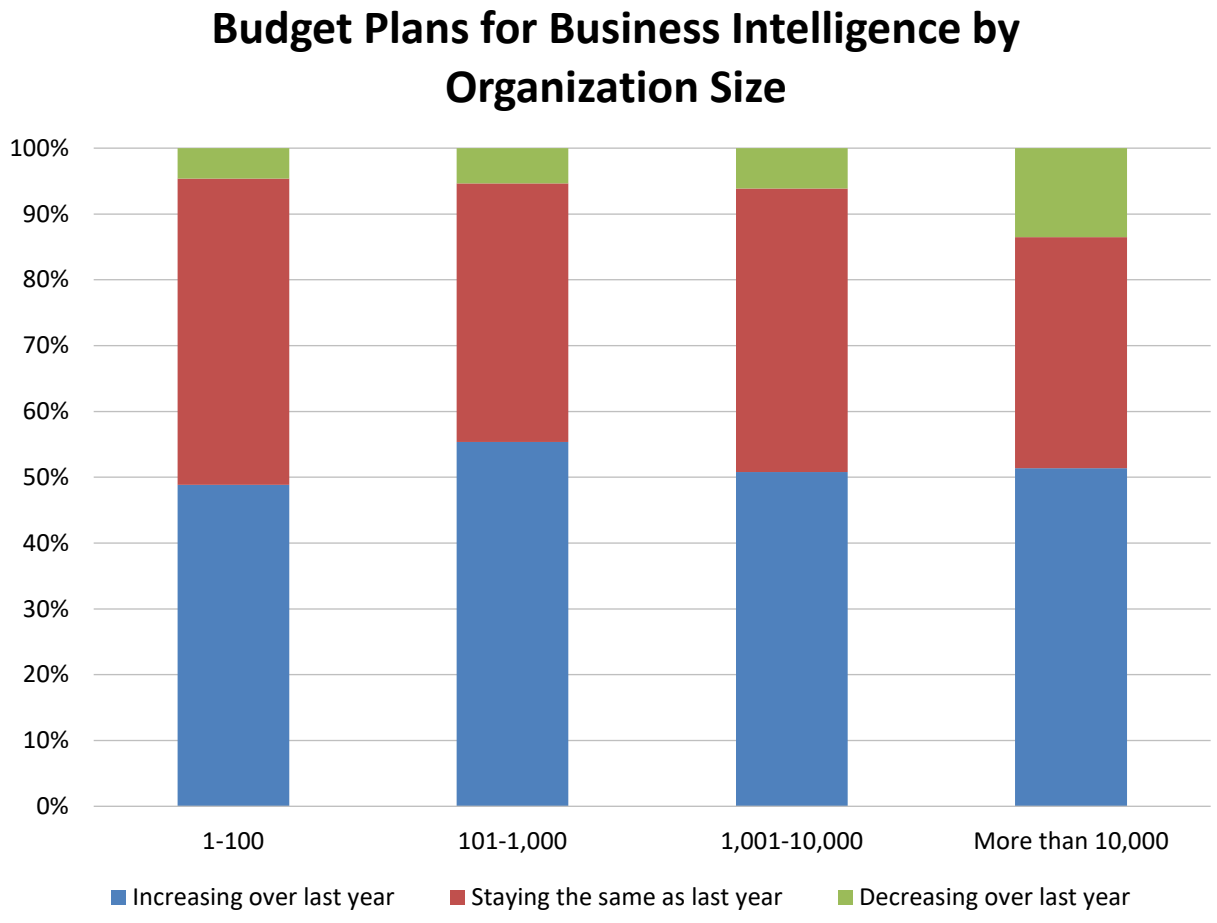

Figure 57 – Budget plans for business intelligence by organization size

Budget Plans for Business Intelligence by Company Age

Budget plans for BI varied somewhat according to company age in 2026 (fig. 58). This year, only organizations between five and 10 years of age plan to increase spending above the 50% threshold (65.7%). All other age cohorts plan to increase spending between 46.2% and 49.6%. Each group also plans some cuts in 2026, but that cohort comprises 7.7% or less.

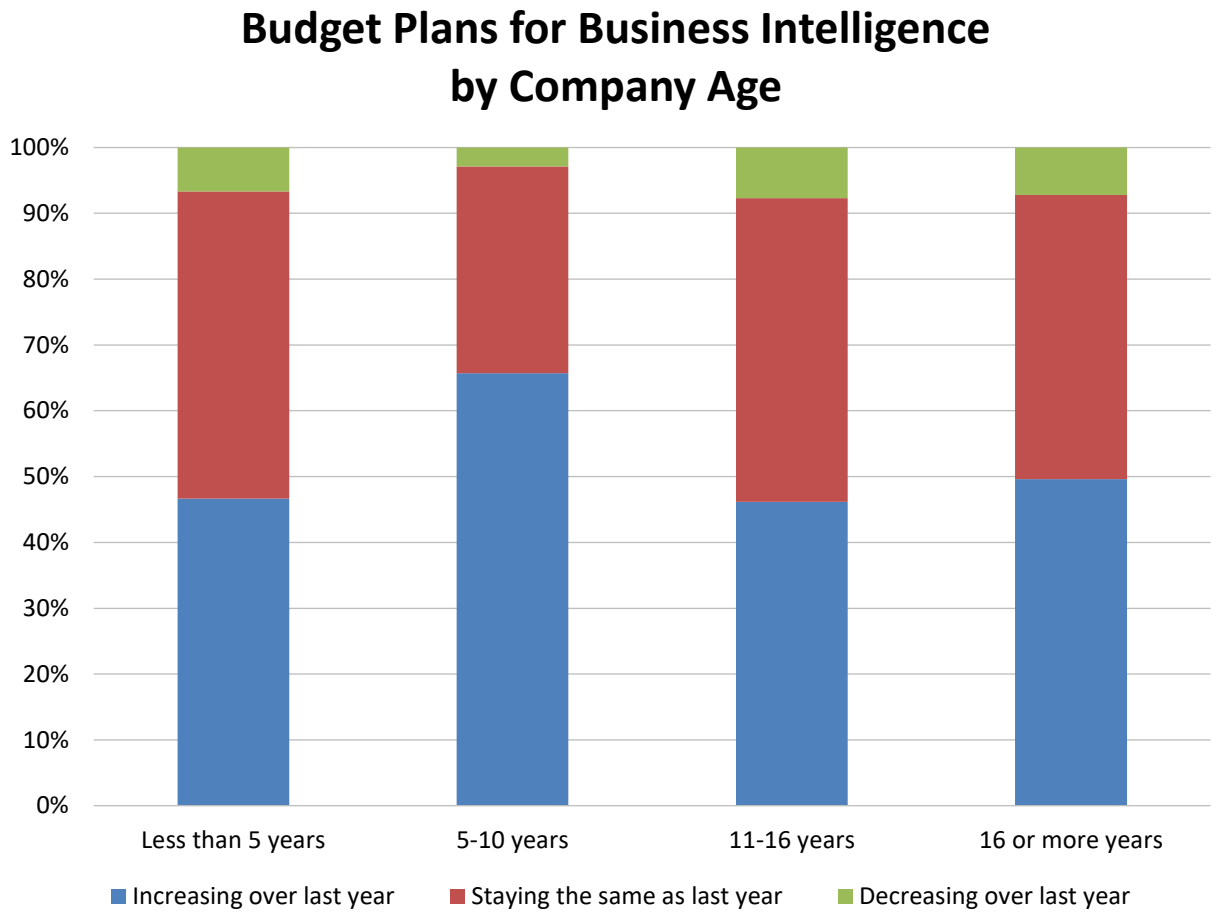

Figure 58 – Budget plans for business intelligence by organization size

Source of Budget Increase for BI Budget Plans

For those organizations that plan to increase BI budgets, where is the money coming from? In fig. 59, it's evident that the vast majority comes from overall increases in the budget. In 2024 and 2025, less than 20% of those budget increases came from a reallocation of budgets from other initiatives. In 2026, that number crept up to 24.3%.

While it's hard to pinpoint a single reason why, market volatility and AI advancing across the economy may be contributing to organizations rethinking of which programs get more funding and which don't.

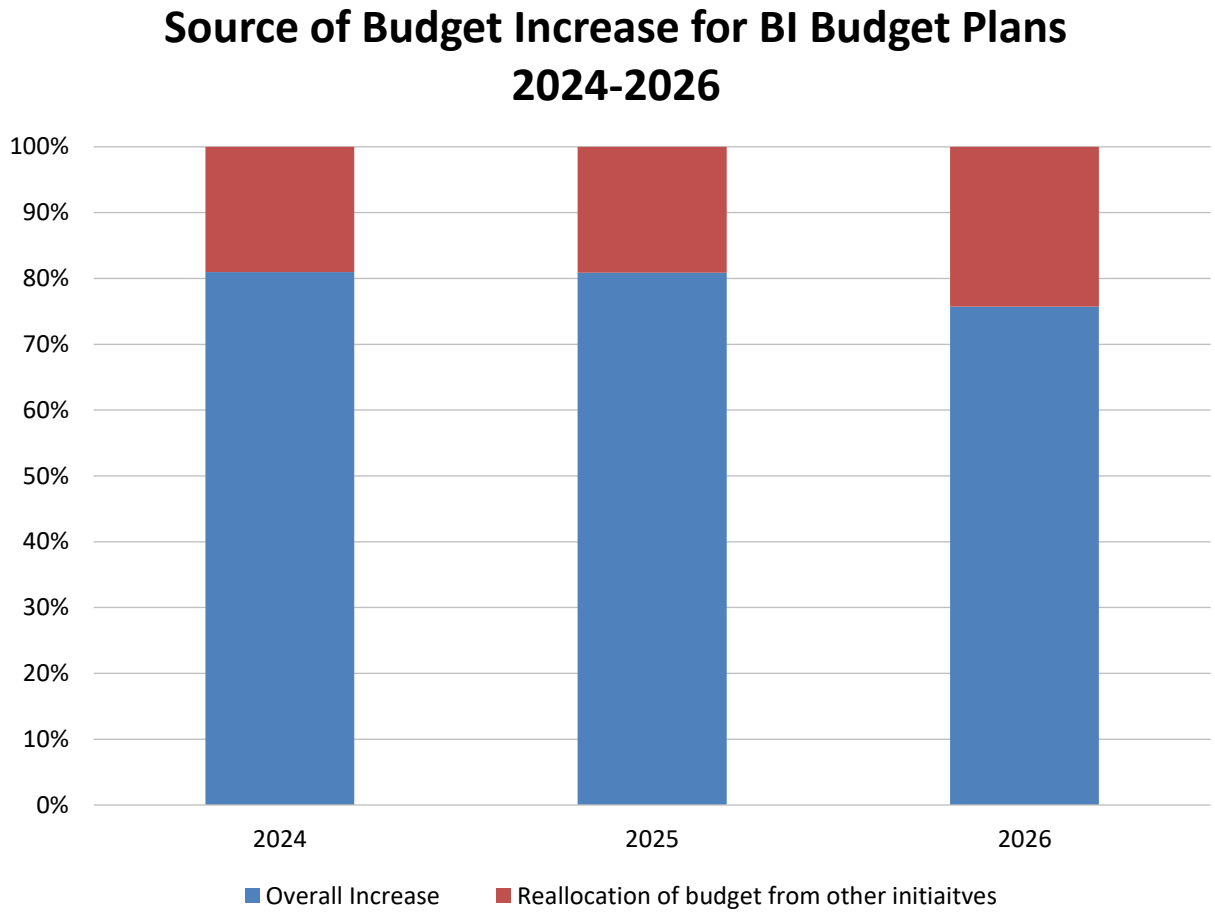

Figure 59 – Source of budget increase for BI budget plans 2024-2026

Average BI Budget Allocations

Beginning in 2023, we asked respondents, “Please indicate where your organization's business intelligence/analytics budget is allocated.” This year, the greatest average allocation (25.1%) is for internal headcount (fig. 60). An additional 22.4% goes to BI subscription software. Computer hardware accounts for 15.2% of the budget, with external consulting (14.8%), and database and infrastructure subscriptions accounting for 14.1%.

Interestingly, software maintenance for perpetual software licensing and perpetual software and database licensing still collectively account for over 20% of the BI budget.

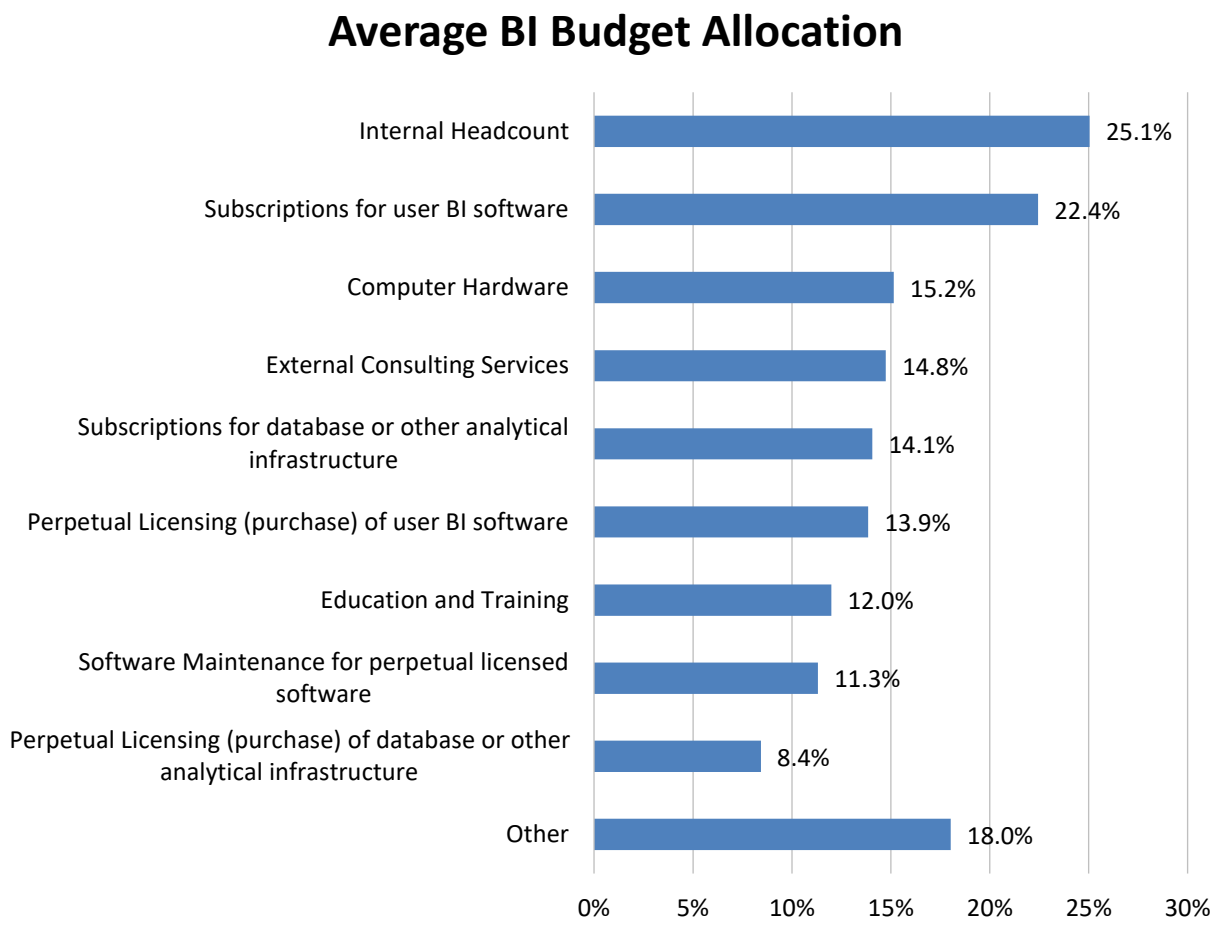

Figure 60 – Average BI budget allocation

Business Intelligence Product Longevity and Replacement

Longevity of Business Intelligence Products 2020-2026

Historical data suggests that the average longevity of BI tools in current use is increasing, though most BI tools currently used have been in place for five years or less (72.7% in 2026 versus 64.0% in 2025; fig. 61).

- The percentage of tools in use for six to 10 years has steadily increased for the past few years, but is down slightly in 2026. The same holds true for the percentage of tools in use for more than 10 years.

The 10.2% of "new" BI tools in use for less than one year likely indicates both new allocations and selective sunsetting and replacement. Also, we cannot break out this finding by cloud-based versus on-premises installations. However, we get some sense of both in fig. 63, which indicates substantial investment in subscription and perpetually licensed software and infrastructure.

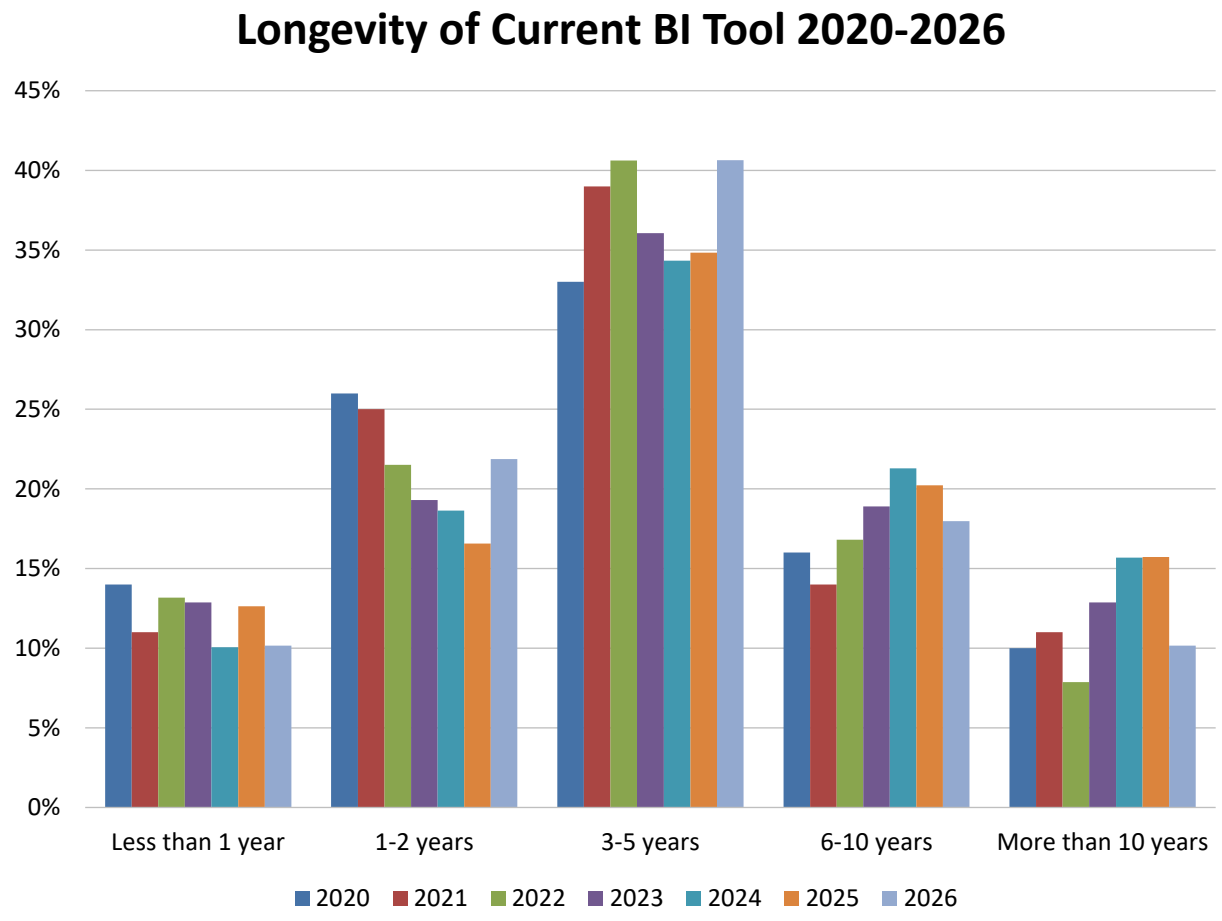

Figure 61 – Longevity of current BI tool 2020-2026

Longevity of Business Intelligence Products by Geography

Visible differences in BI tool longevity are apparent in a breakout by geography (fig. 62). Of the three groups with statistically significant response rates to this question, EMEA has the highest weighted-mean average tenure at more than 5.5 years, followed by Asia Pacific (four years) and North America (3.9 years).

EMEA tools' relatively high tenure is heavily influenced by the 21.7% of respondents who indicate more than 10 years of BI tool usage. Compare that to Asia Pacific (12.5%) and North America (2.8%), where average tenure decreased.

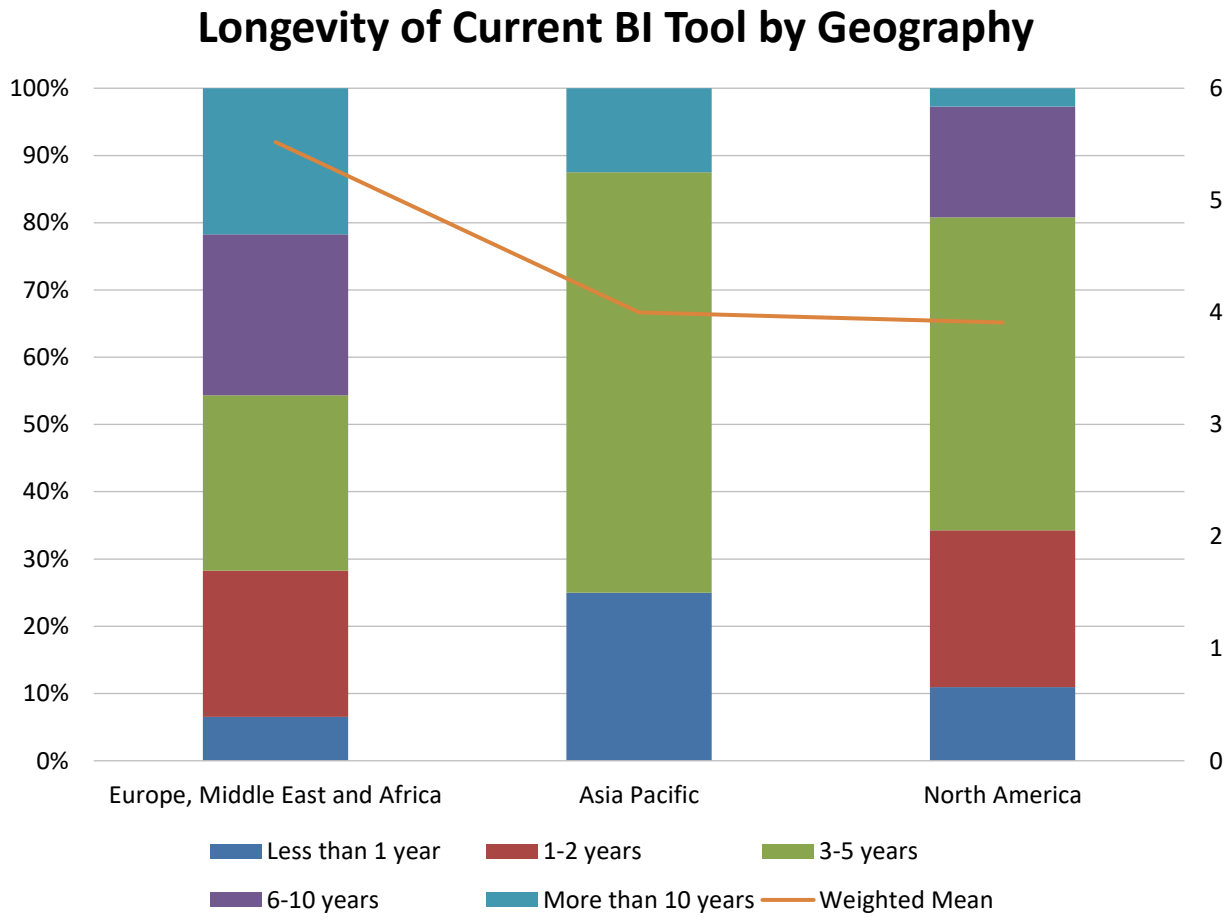

Figure 62 – Longevity of current BI tool by geography

Longevity of Business Intelligence Products by Function

BI tool longevity also varies when viewed by function (fig. 63). Of the four functions with statistically significant response rates to this question, we see that the finance function has the highest weighted-mean average tenure of 4.7 years, followed by the BICC (4.4 years), IT (3.7 years) and executive management (3.1 years).

It's not surprising that finance and BICC have the highest average tenures. Finance sticks with tried and true processes and tools once they've been thoroughly vetted across the firm. And as a support function, BICC supports whatever the various users in the enterprise employ for their BI needs.

Both IT and executive management report relatively high penetration of "new" products (in use less than one year), which skews their weighted average toward shorter tenure.

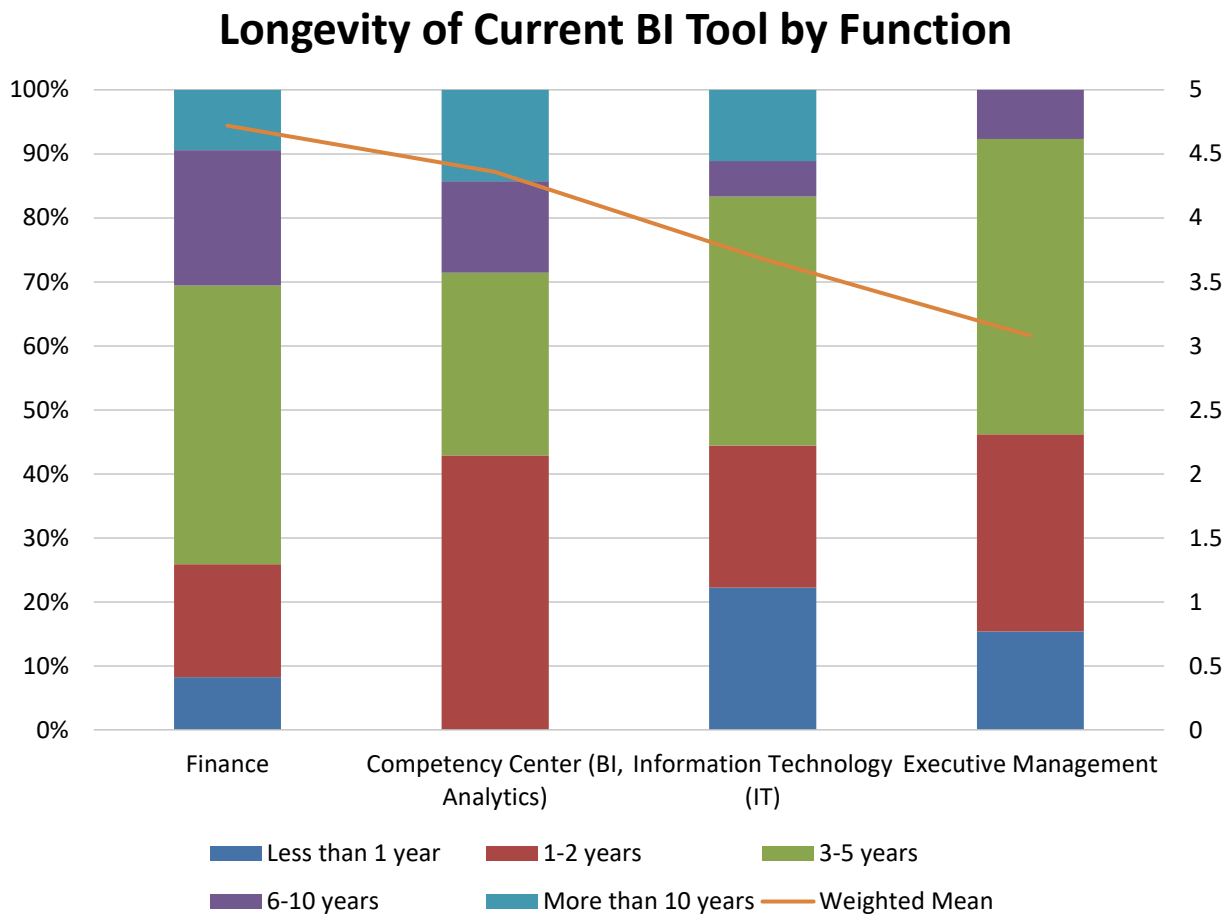

Figure 63 – Longevity of current BI tool by function

Longevity of Business Intelligence Products by Industry

Visible differences in BI tool longevity are again apparent when broken out by industry (fig. 64). Of the five sectors with statistically significant response rates to this question, we see that financial services has the highest weighted-mean average tenure at 5.4 years, followed by consumer services (five years), manufacturing (4.4 years), business services (4.3 years), and technology (3.1 years).

With nearly 30% of financial services firms using BI tools for 10 years or more, it makes sense their tools would have the greatest longevity in any industry. Technology and business services appear to be more open to new tools, as they have the highest percentages of longevity at two years or less (56.3% and 40.9% respectively).

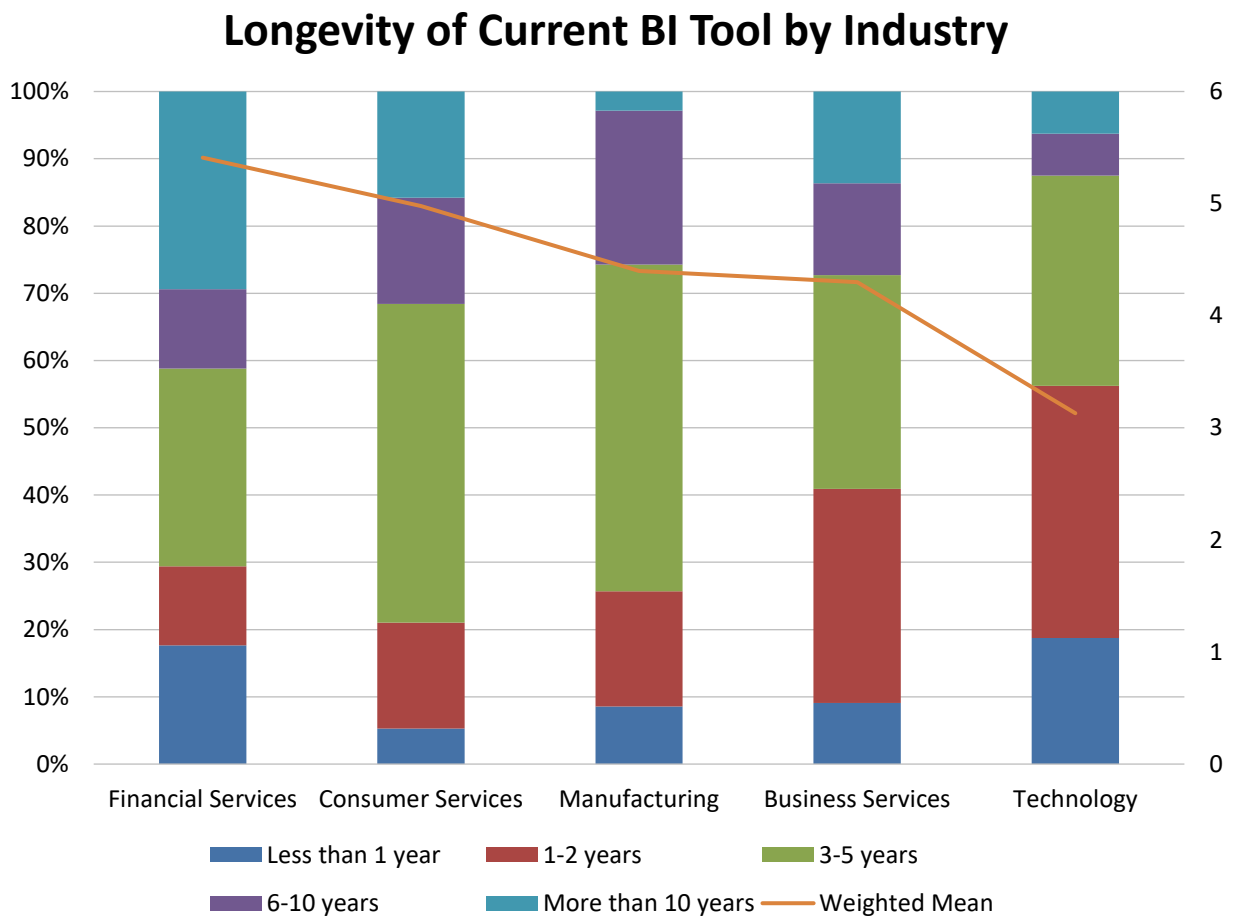

Figure 64 – Longevity of current BI tool by industry

Longevity of Business Intelligence Products by Organization Size

As we would expect, the longevity of current BI tools clearly increases as organization size increases (fig. 65). Larger organizations are more likely to standardize and to sign perpetual license and maintenance agreements, and they face higher cost, complexity, and technology debt with tool replacement. Nearly 40% of very large firms (more than 10,000 employees) reporting six or more years of use.

Only a modest percentage of BI tools have been in use for less than one year within very large organizations, but these rates are similar to firms of other sizes. Nonetheless, when multiple and newer tools are adopted by departments or lines of business, risks of entry have been lowered at organizations of any size by proliferating subscription services and cloud-based applications and infrastructure.

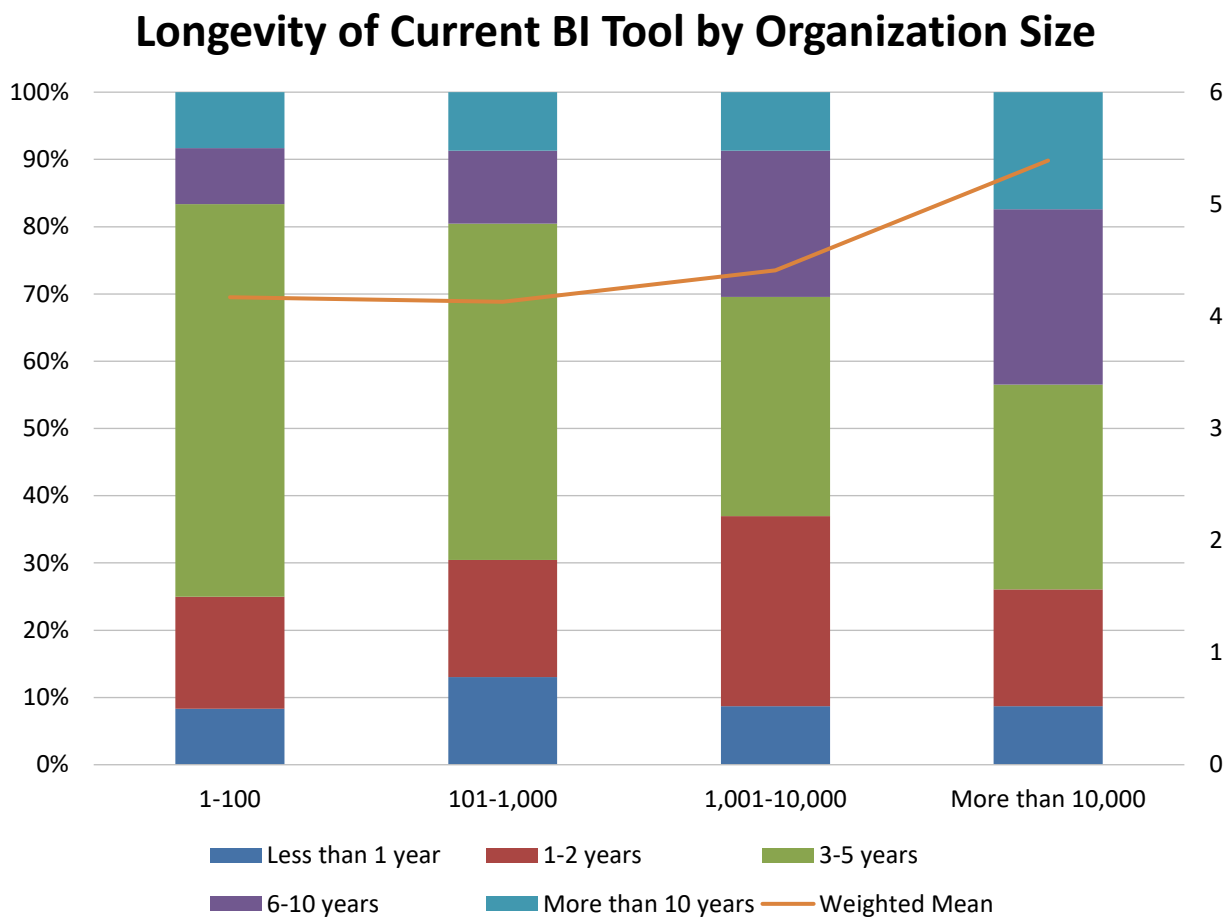

Figure 65 – Longevity of current BI tool by organization size

Longevity of Business Intelligence Products by Success with BI

In 2026, there appears to be no correlation between longevity and BI success levels. (fig. 67). In the past, organizations that were highly successful with BI most often had extended experience with their BI tools. Stated another way, increasing tool longevity positively correlated with BI success. Not so in 2026.

This year, the weighted-average tenure for completely successful BI programs is 3.7 years, as compared to four years for somewhat successful programs and 3.8 years for somewhat unsuccessful programs. That said, completely successful programs have tenures of five years or less, or more than 10 years. We advise against drawing any conclusions from this pattern. Instead, use it to understand the particular dynamics of this year's respondents.

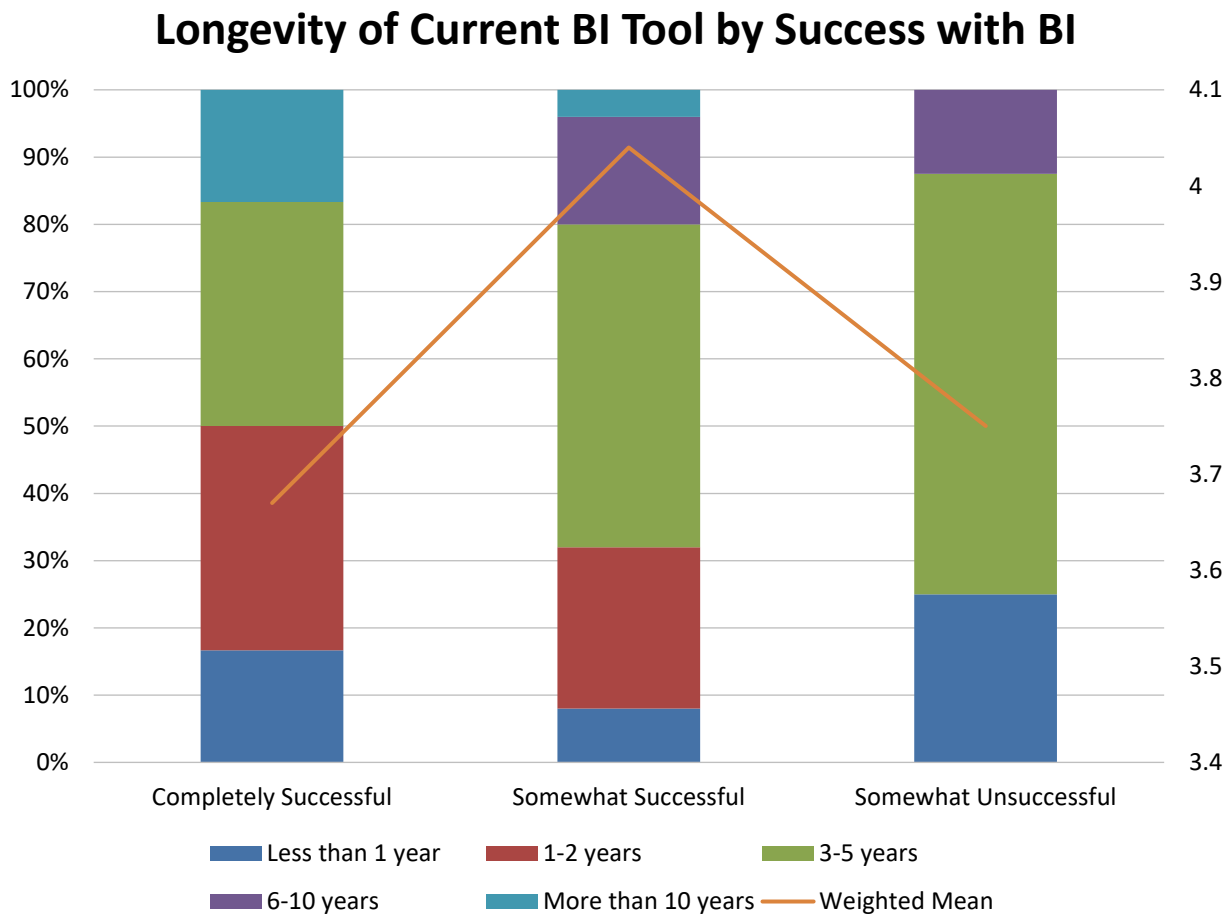

Figure 67 – Longevity of current BI tool by success with BI

Plan for BI Tool Consolidation

Nearly one-third (32.2%) of survey respondents indicate that they are planning for BI tools consolidation in 2026 (fig. 68). This number was slightly less than in 2025, continuing a reduction in consolidation plans contrary to the upward movement we saw through 2024. This may be a leading indicator that the number and longevity of BI tools may be increasing.

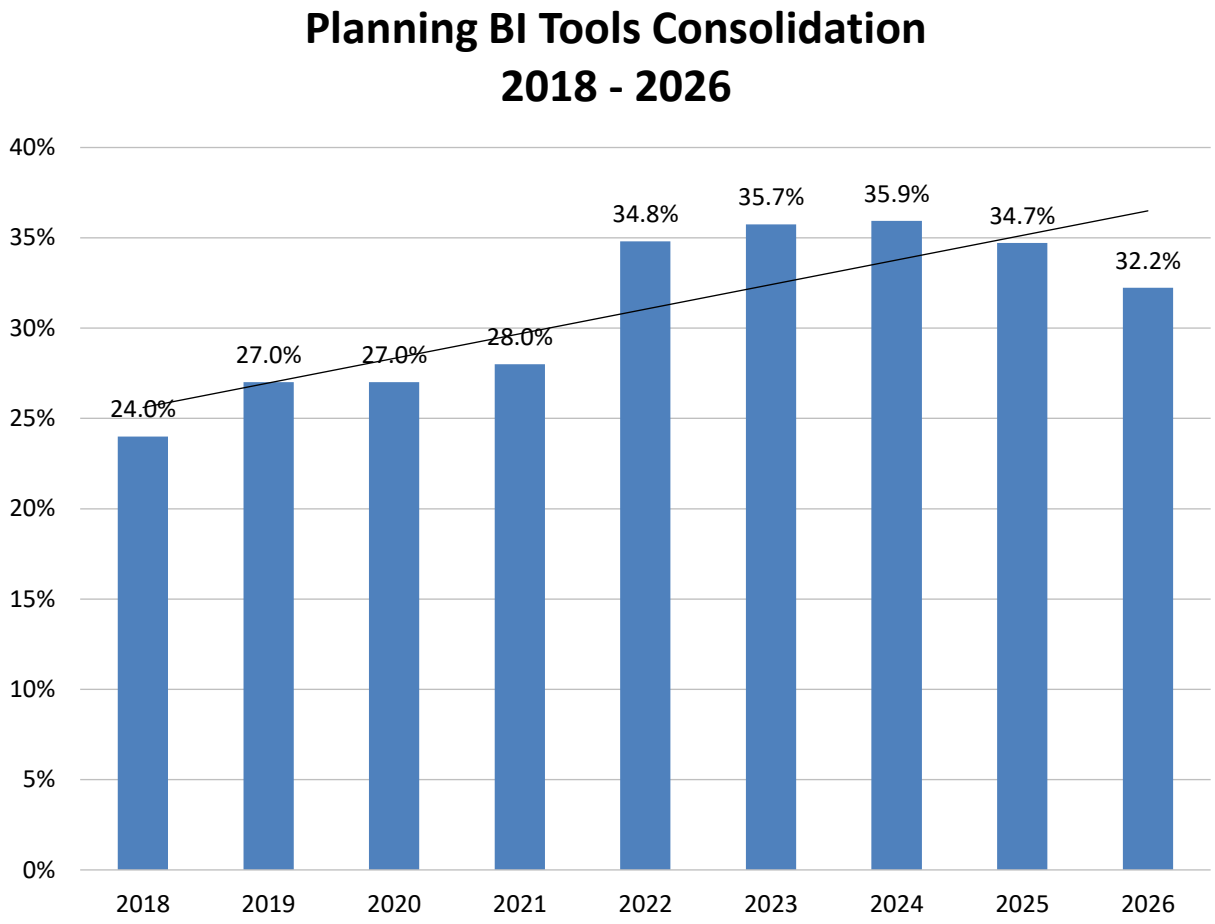

Figure 68 – Planning BI tools consolidation 2018-2026

Reason for Planned BI Product Consolidation

Once again, cost savings is the primary reason for planning BI product consolidation in 2026, with 80% of respondents identifying this reason (fig. 69). Fifty-eight percent say that “product functionality” and “ease of use” concerns are driving their plans.

Nearly half of respondents planning to consolidate BI products have chosen “modernization”, “strategic initiative” and/or “corporate standard” as rationale for a product consolidation. “Unused ‘shelf ware’” is cited nearly 15% of the time.

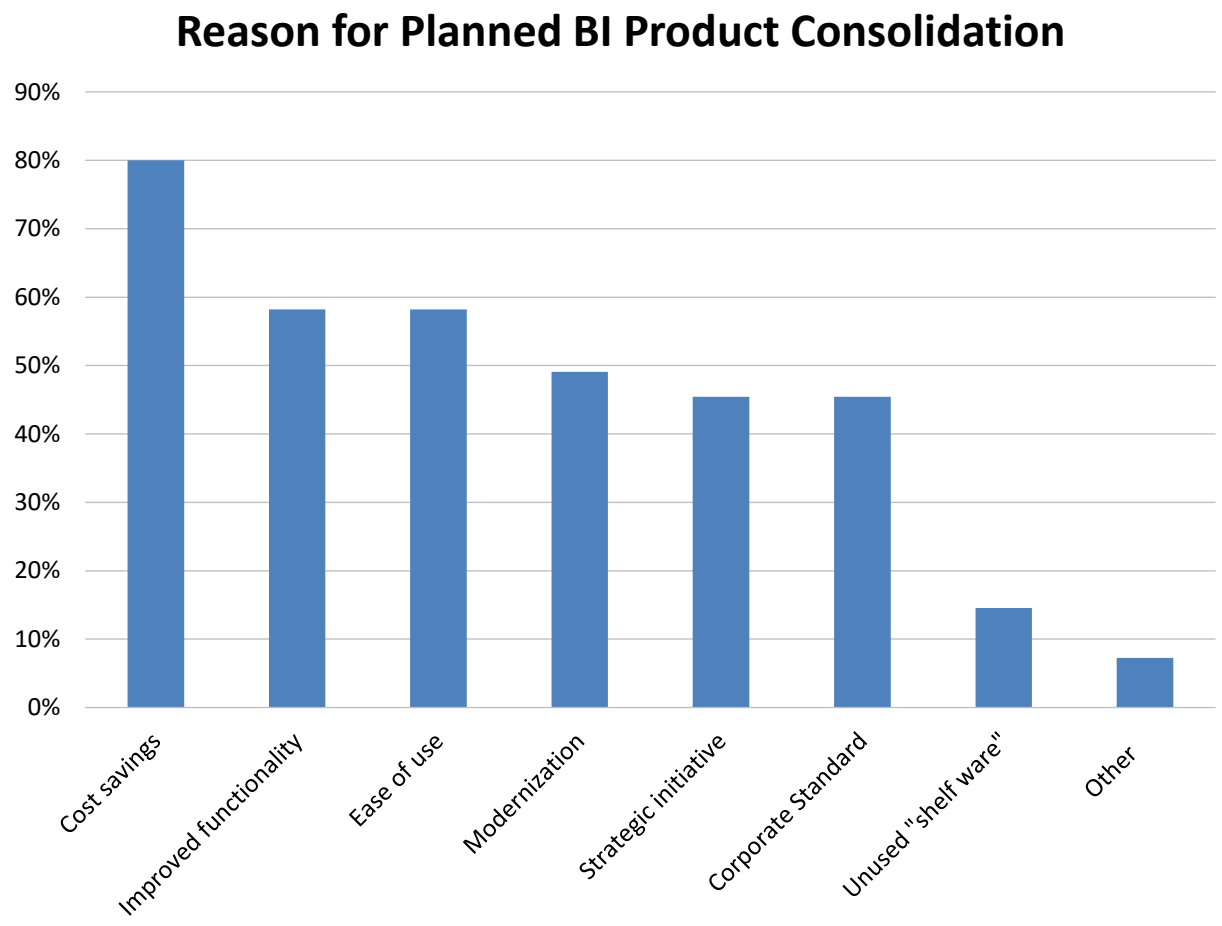

Figure 69 – Reason for planned BI product consolidation

Change in Reason for Planned BI Product Consolidation

The 9% increase in respondents offering the rationale of “strategic initiative” for BI product consolidation (fig. 70) is quite telling. Coupled with “improved functionality” (+8%), this points to the global impact of AI on BI and/or analytics programs.

While only about one-third of respondents say they are considering product consolidation, changes in the tech landscape are clearly driving new plans that permeate the IT environment. In the next section, we discuss the impact of AI on BI programs.

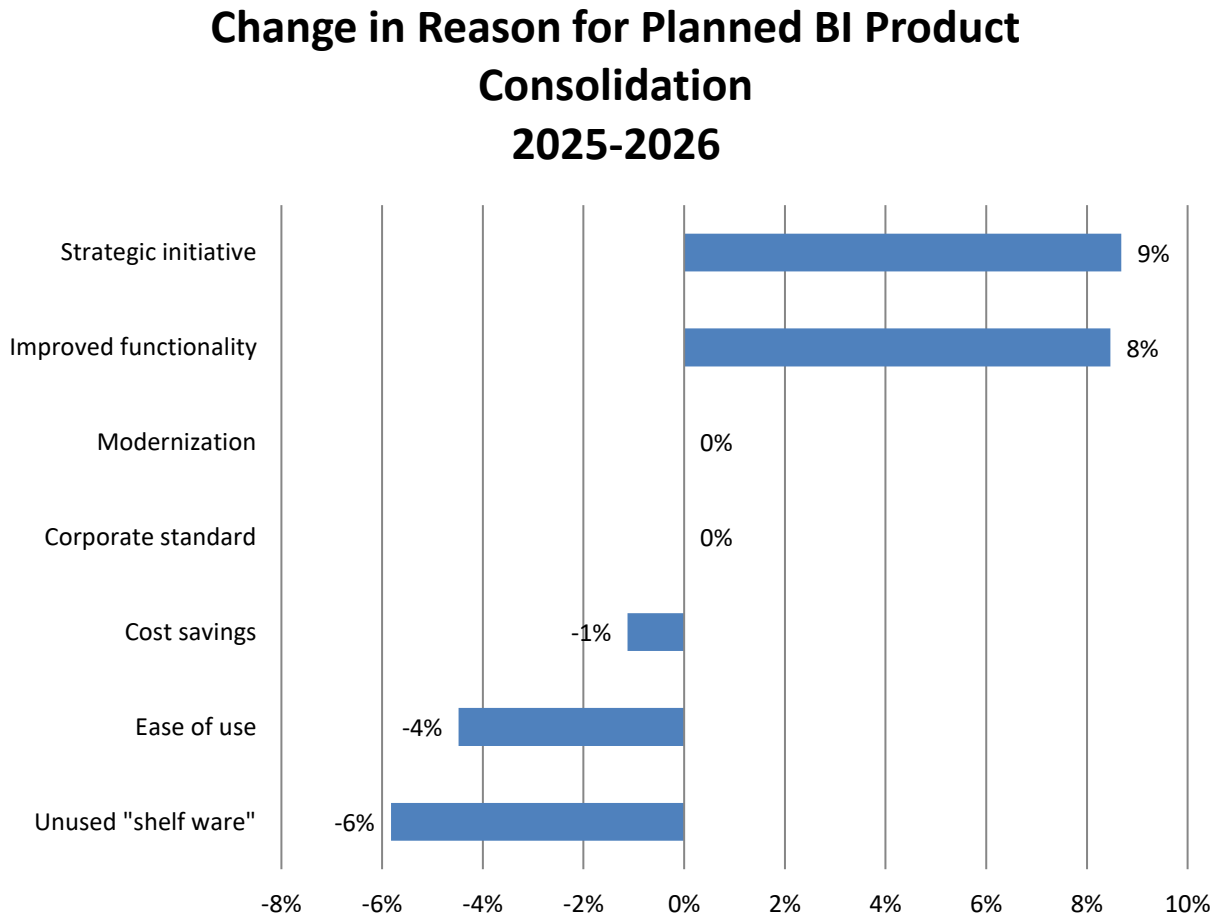

Figure 70 – Change in reason for planned BI product consolidation 2025-2026

Artificial Intelligence (AI) and BI

AI Maturity

AI maturity has grown rapidly in the past few years. While survey respondents have shown some reticence about other topics in the past, our 2026 results show far more maturity in BI than in past years (fig. 71). Fifty percent of all respondents indicate their maturity is either "advanced" (14.9%) or "intermediate" (35.1%). Adding in those that identify themselves as "emerging" (42.9%), we find that a super-majority exceeding 90% is engaged and active with AI.

Additional analyses on marked differences in findings by category follow.

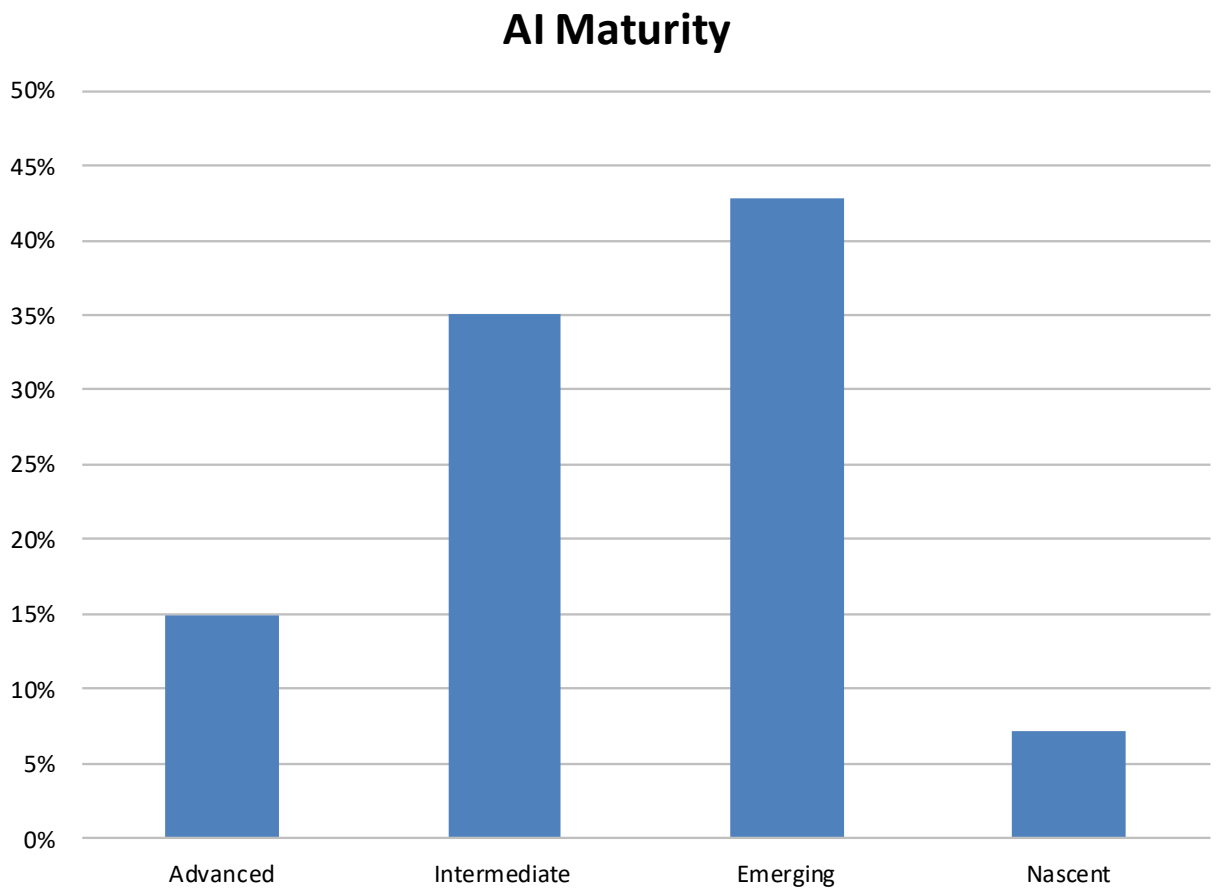

Figure 71 – AI maturity

AI Maturity by Geography

All regions report a super-majority greater than 90% for advanced, intermediate, or emerging AI maturity (fig. 72). But the degree of maturity in each sector shows marked differences.

- Asia Pacific reports the highest level of AI maturity on average (2.79; approaching intermediate maturity), and 26.3% of respondents in this region indicate they are "advanced."
- North America and EMEA follow, with North American firms indicating that 12.5% were "advanced" maturity, while EMEA organizations are only 5.3% advanced—roughly one half to one fifth of Asia Pacific.

All geographies report about the same levels of "intermediate" maturity.

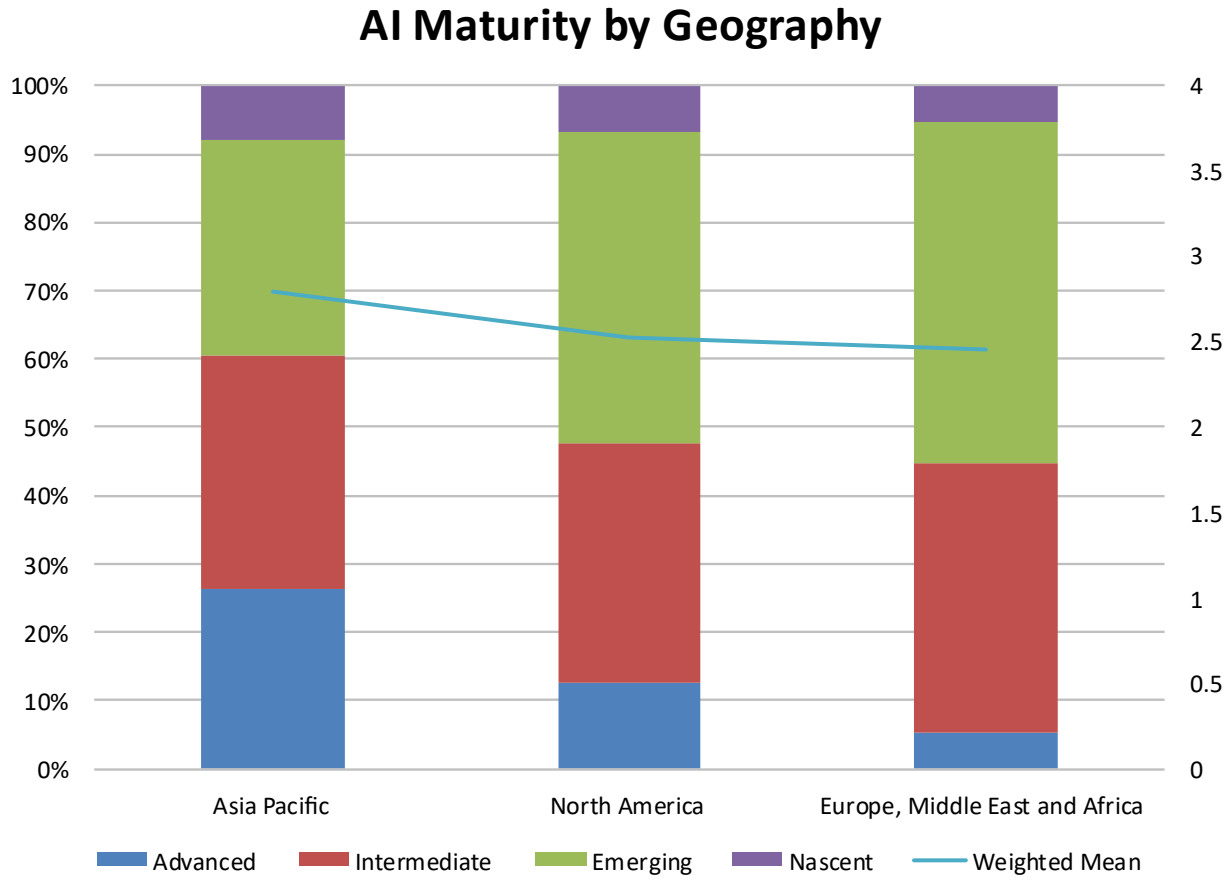

Figure 72 – AI maturity by geography

AI Maturity by Function

When viewed by function, we again see all functions reporting a super-majority near or above 90% for "advanced," "intermediate," or "emerging" maturity (fig. 73). But the degree of maturity in each function shows marked differences.

- Most noticeably, finance roles report no "advanced" AI maturity. This was a surprising finding: In the past, finance respondents have been very conservative about the role of AI in their teams. However, nearly two-thirds of our finance respondents indicate AI maturity is emerging.

The BICC (31.8%) and executive management (15.1%) report the highest levels of "advanced" AI maturity.

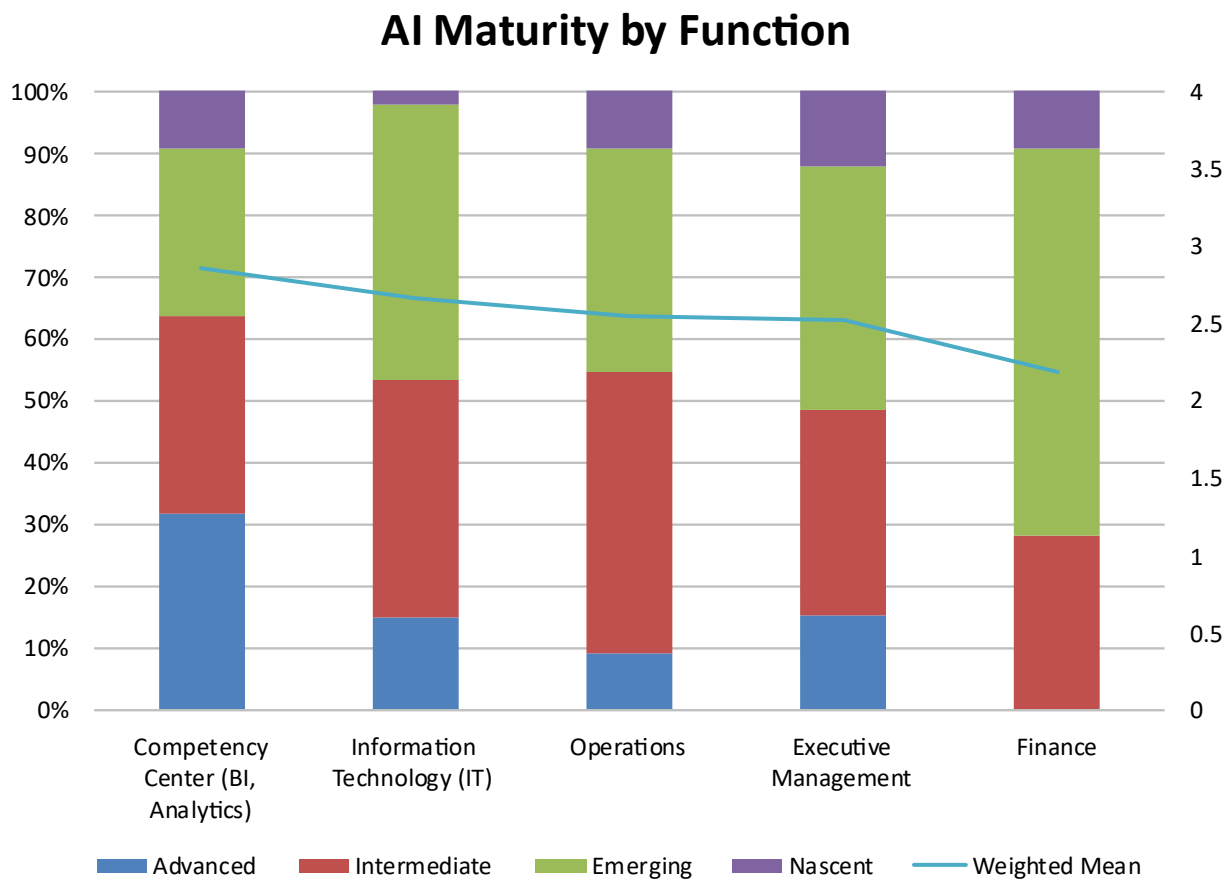

Figure 73 – AI maturity by function

AI Maturity by Industry

We see AI maturity differences by industry sector, but not major shifts from sector to sector (fig. 74). The highest weighted-mean average maturity is in technology (2.83; approaching intermediate maturity, on average), followed by education and financial services.

Manufacturing and healthcare have relatively high levels of "advanced" AI maturity (17.4% and 16.7% respectively) but also report relatively high proportions of "nascent" maturity, indicating that AI adoption is likely spotty across these industries.

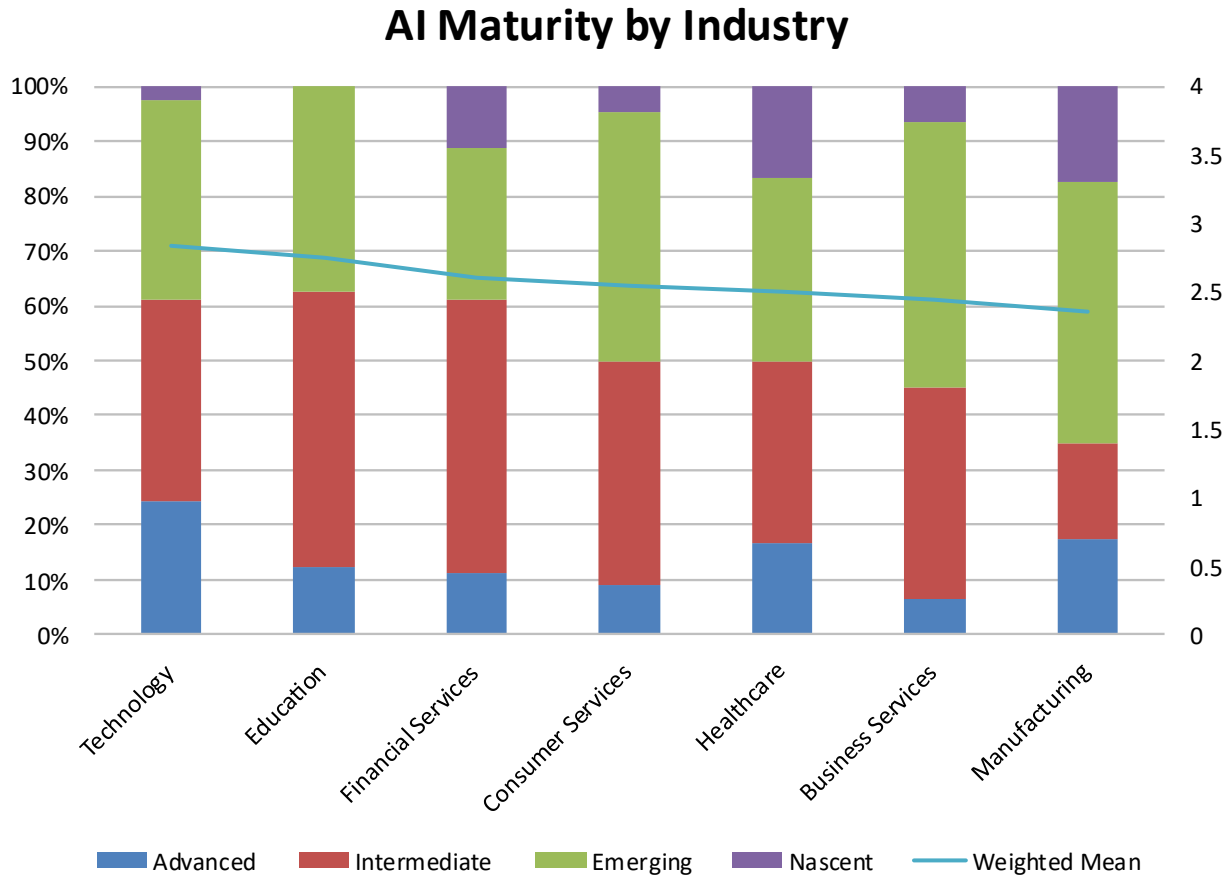

Figure 74 – AI maturity by industry

AI Impact on BI/Analytics Plans

Figure 75 shows respondents' feedback on the biggest question we wanted to understand: "How is AI impacting your organization's BI/analytics plans?"

Nearly one-half of respondents (46.4%) indicate AI has either moderately or significantly accelerated their BI/analytics plans. Add for those whose plans were refocused by AI, that number jumped to nearly two-thirds of respondents (66.5%). Comparing that to those respondents who indicate minimum or mixed impact (29.7%), we clearly see that virtually every BI/analytics plan is impacted by AI in some way.

Additional analyses of any marked differences by category follow.

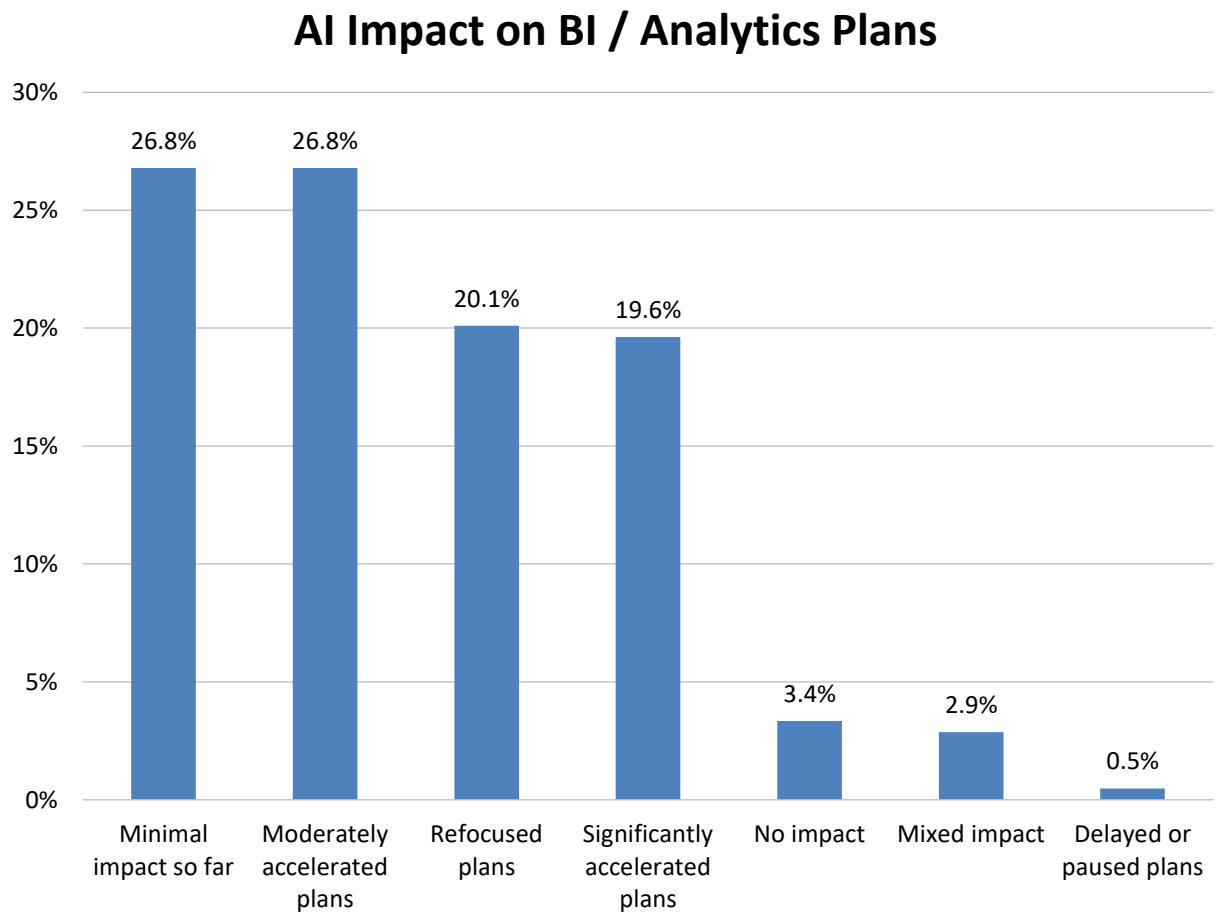

Figure 75 – AI impact on BI/analytics plans

AI Impact on BI/Analytics Plans by Geography

When analyzing responses by geography, we observe regional differences, with Asia Pacific respondents indicating the most moderate or significant acceleration (63.4%; fig. 76), followed by North America at 45.1%. Thirty-eight percent of EMEA respondents report that they saw minimal or no impact in BI/analytics plans, significantly higher than the 30% average for all respondents.

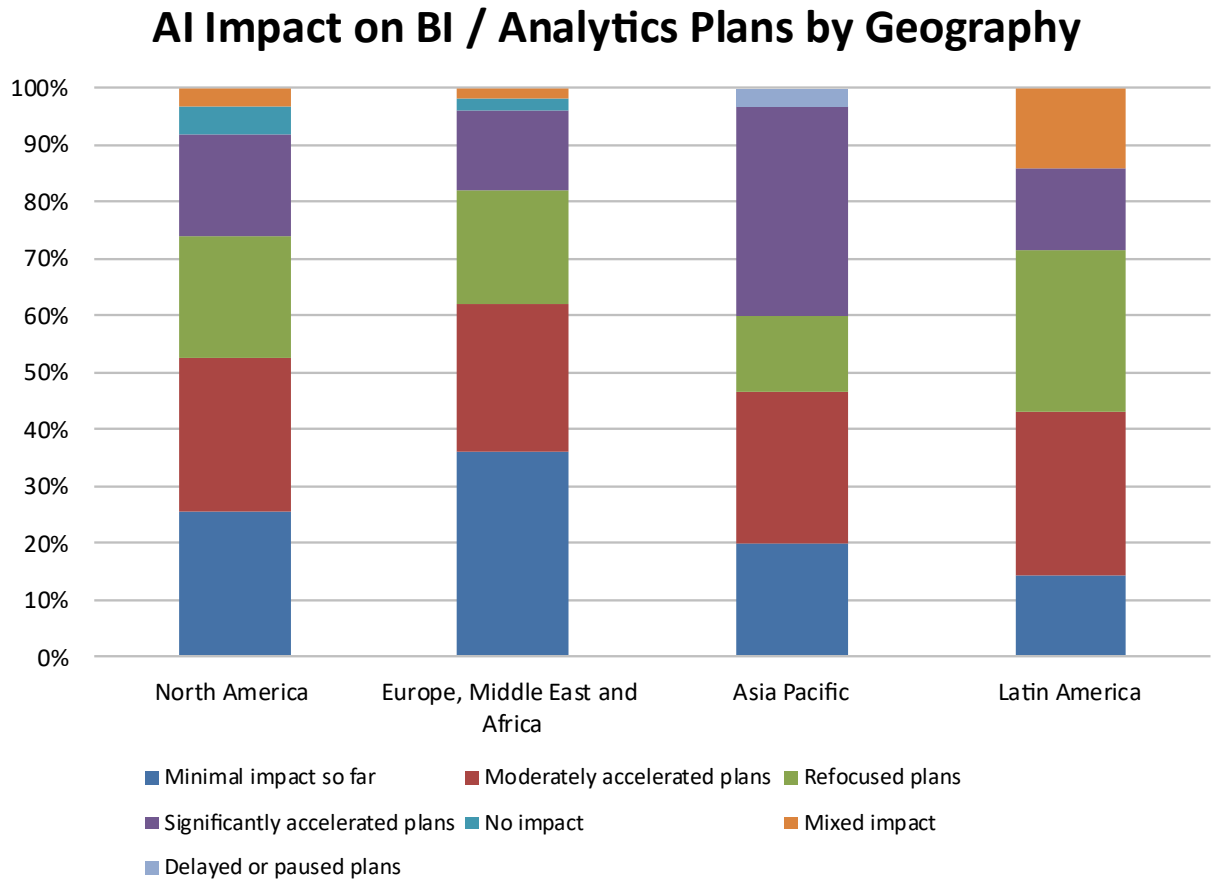

Figure 76 – AI impact on BI/analytics plans by geography

AI Impact on BI/Analytics Plans by Function

Respondents show some key differences in how each function views AI's impact on their BI and analytics plans (fig. 77). BICC teams have the highest response for moderately or significantly accelerated plans (60%), followed by IT and executive management. Conversely, 50% of finance respondents indicate they have seen minimal to no impact to BI/analytics plans, nearly double any other job function. This is consistent with AI maturity, as shown in fig. 73. Research & development shows the most impact, with 100% reporting significant acceleration or refocused plans.

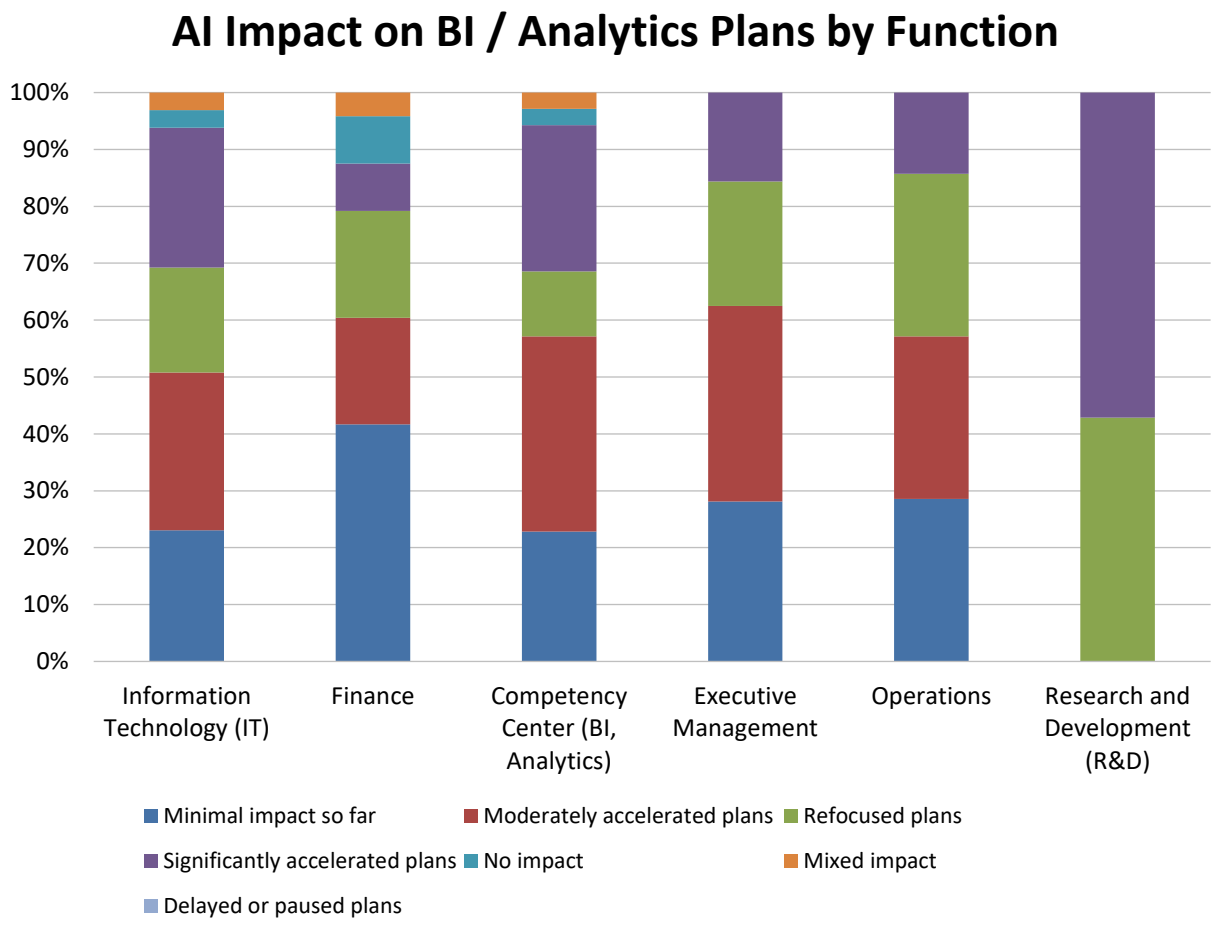

Figure 77 – AI impact on BI/analytics plans by function

AI Impact on BI/Analytics Plans by Industry

We see some key differences in how different industry sectors have reacted to AI's impact on BI and analytics programs (fig. 78).

- The education sector reports the highest moderate or significant acceleration of BI plans (62.5%), followed by technology (54.6%) and financial services and healthcare (at 50% each).
- Among the industries that anticipated little to no impact of AI on BI/analytics programs, the retail/wholesale sector significantly outpaces other industries by a wide margin (83.3%), at least double or more than any other industry.

Around 27% of technology firms along with financial services organizations are refocusing plans because of AI.

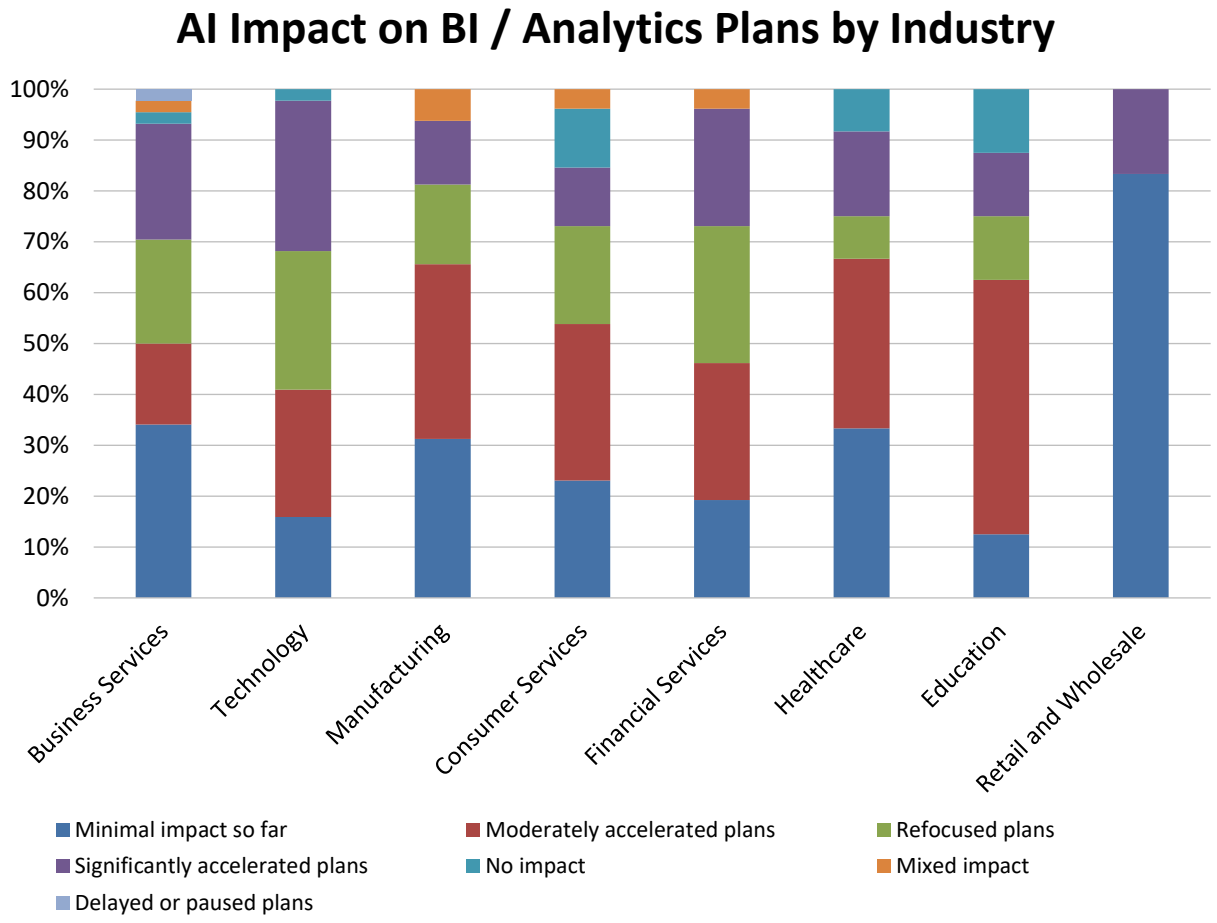

Figure 78– AI impact on BI/analytics plans by industry

Agentic Interpretation of Analytic Content

Agentic AI marks an important advance in how business processes will drive autonomous and recommended actions across many parts of the enterprise. We asked survey participants about the relative importance of specific analytic content in driving these actions and processes (fig. 79).

- Respondents assign the highest weighted average importance scores to "understanding of data relationships and hierarchies" (score of 3.76, approaching "very important"), followed by "awareness of business KPIs and measures" (3.73) and "use of historical user interaction or prior analyses" (3.51).
- Only one option scores a weighted average below "3.0" (in the "somewhat important" range)—"Agents operate without semantic or metadata awareness."

Additional analyses of any marked differences by category follow.

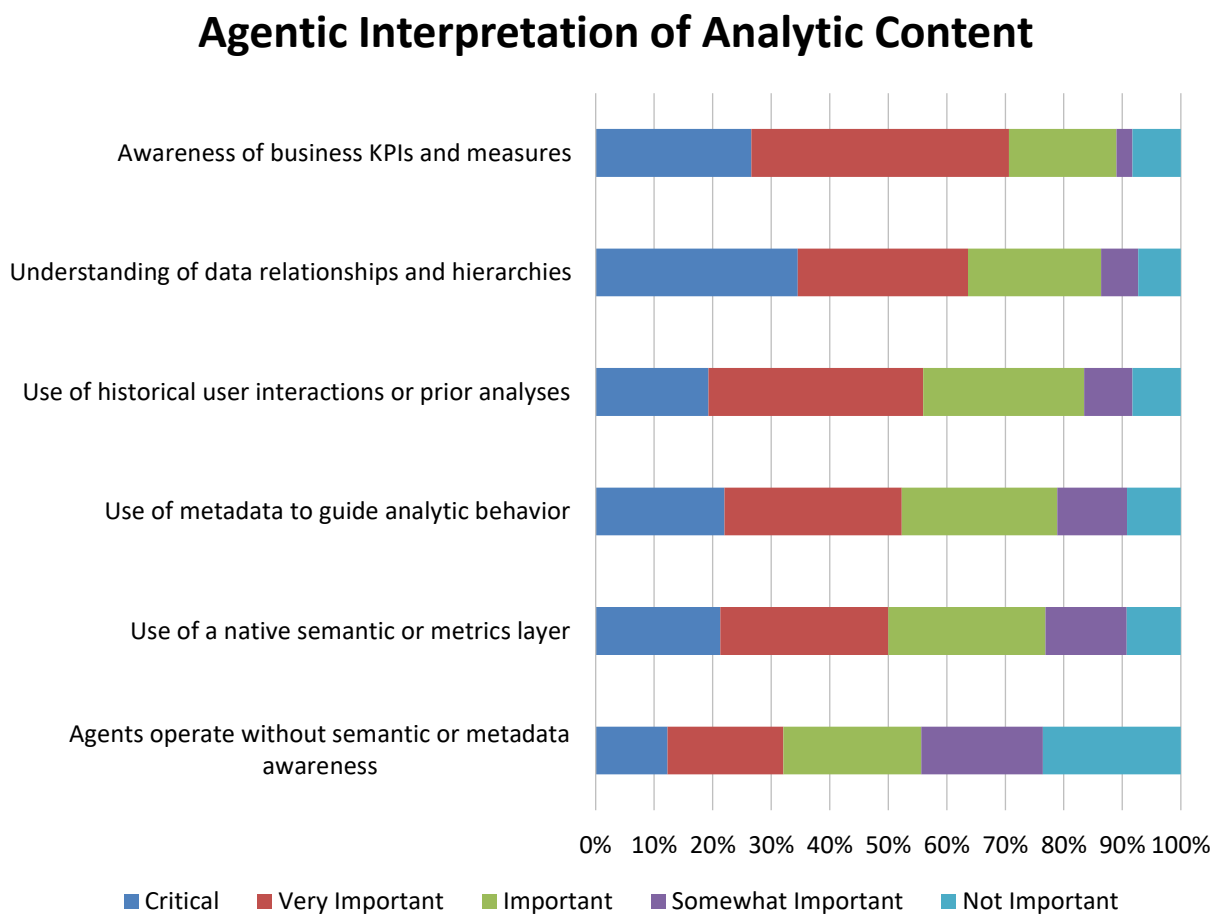

Figure 79 – Agentic interpretation of analytic content

Agentic Interpretation of Analytic Content by Function

Of the four functions that provided a statistically significant sample, three of them—the BICC, executive management, and IT—have posted an average importance score of around 3.6, approaching "very important" priority. The outlier is finance, which scores only 3.1, just above "important" (fig. 80).

- While the averages are tightly clustered, the relatively high importance executive management assigns to KPI awareness (3.94) and understanding data relationships and hierarchies (4.18) is notable. When executives disclose their priorities, there's a good chance they will become the enterprise's priorities.

Finance remains the most conservative voice regarding many AI preferences within this study.

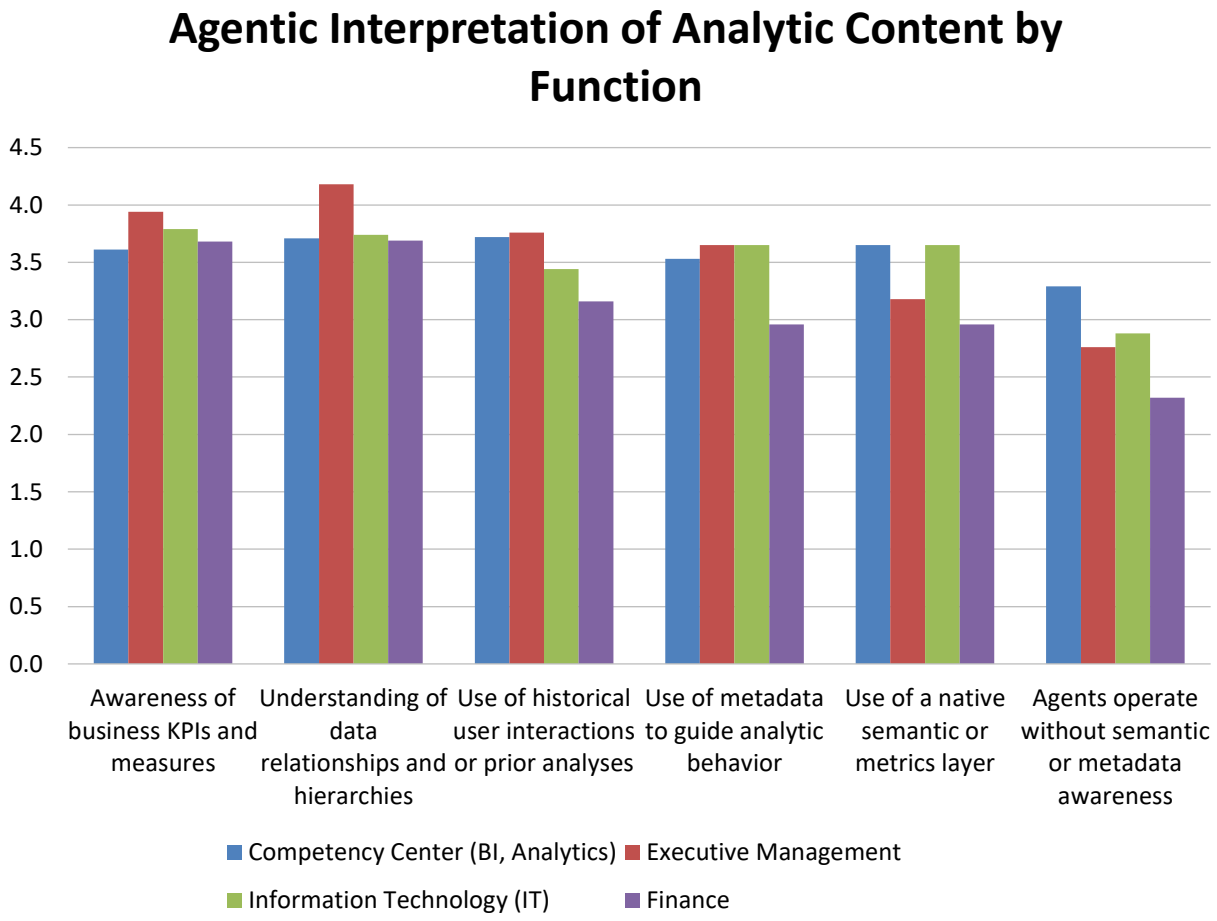

Figure 80 – Agentic interpretation of analytic content by function

Agentic Interpretation of Analytic Content by Industry

Of the seven industries that provided a statistically significant sample, the financial services and technology sectors rate their priorities highest on average (score of 3.85 and 3.78 respectively, approaching “very important”; see fig. 81 for details). Manufacturing (3.65) and healthcare (3.53) follow. All industries score their priorities above 3.0 (“important”).

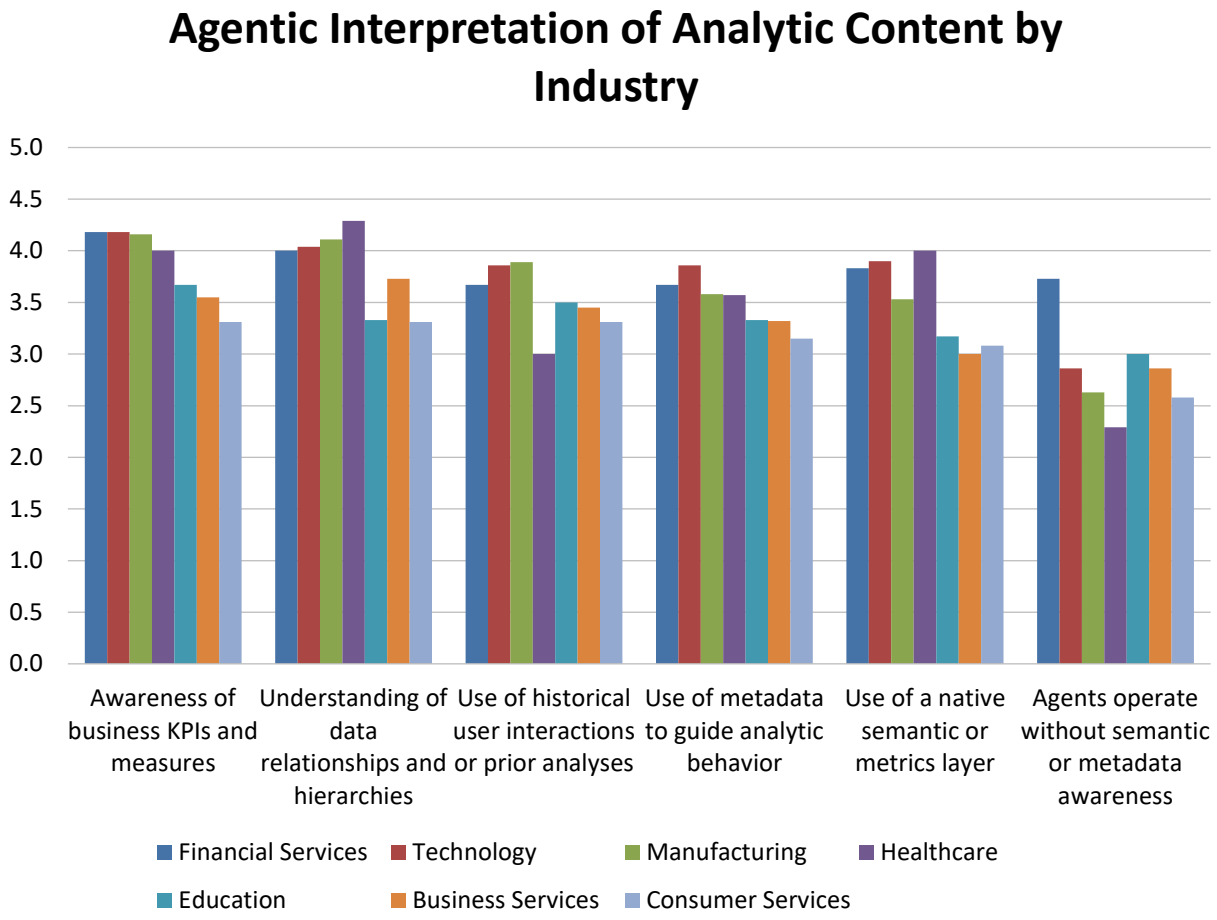

Figure 81– Agentic interpretation of analytic content by industry

Agentic Actions Based on Analytic Outcomes

What actions would respondents prefer agentic AI take? Previously in this report, we identified a series of analytic content types that might trigger automatic or recommended actions. Here, our survey respondents identify their preferences for potential actions to be taken (fig. 82). They assigned the highest-weighted average importance scores (slightly above 3.5, approaching "very important") to three items—"generate narrative or analytic summaries," "trigger alerts or notifications," and "update dashboards or reports automatically." All actions have been rated as at least "important" (score of 3.0). However, those actions that invoke a workflow process or actions/APIs are rated less important overall, indicating a slight reticence toward autonomously executing actions at this time. Additional analyses follow on any marked differences by category.

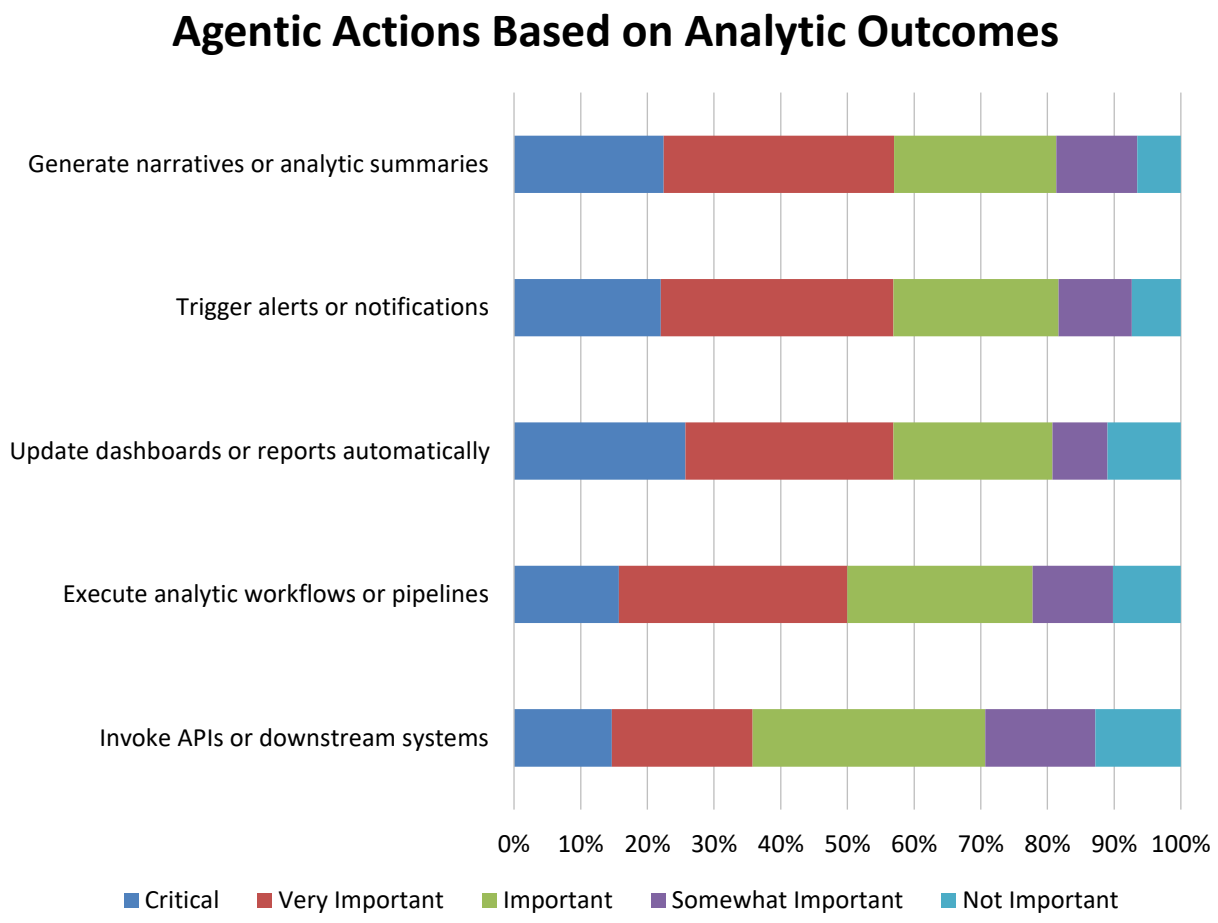

Figure 82 – Agentic actions based on analytic outcomes

Agentic Actions Based on Analytic Content by Function

Of the four functions that provided a statistically significant sample, executive management posted the highest average score of 3.59 (approaching “very important”), followed by IT (3.46) and the BICC (3.37; fig. 83). The relatively high importance executive management assigns to process execution preferences is notable. As stated earlier, there’s a good chance that any priorities executives disclose will become the enterprise’s priorities sooner rather than later. Finance remains the most conservative voice in this study regarding many AI preferences, especially regarding execution of processes.

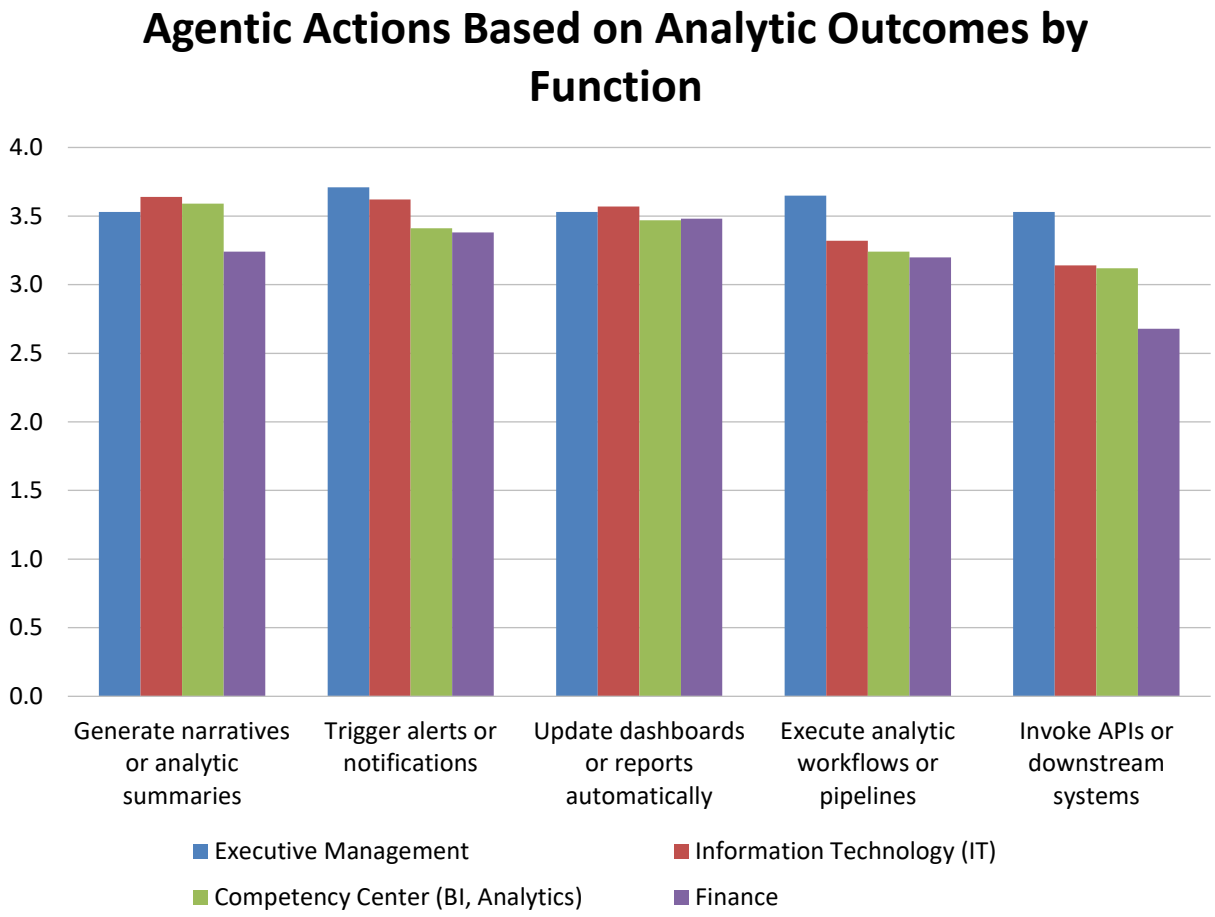

Figure 83 – Agentic actions based on analytic outcomes by function

Agentic Actions Based on Analytic Outcomes by Industry

Of the seven industries that provided a statistically significant sample, the technology and financial services sectors rate their priorities highest on average (scores of 3.89 and 3,68 respectively, approaching “very important”; see fig. 83 for details). Manufacturing (3.45) and education (3.4) follow. All industries score their priorities above 3.0 (“important”), with healthcare posting the lowest preference score.

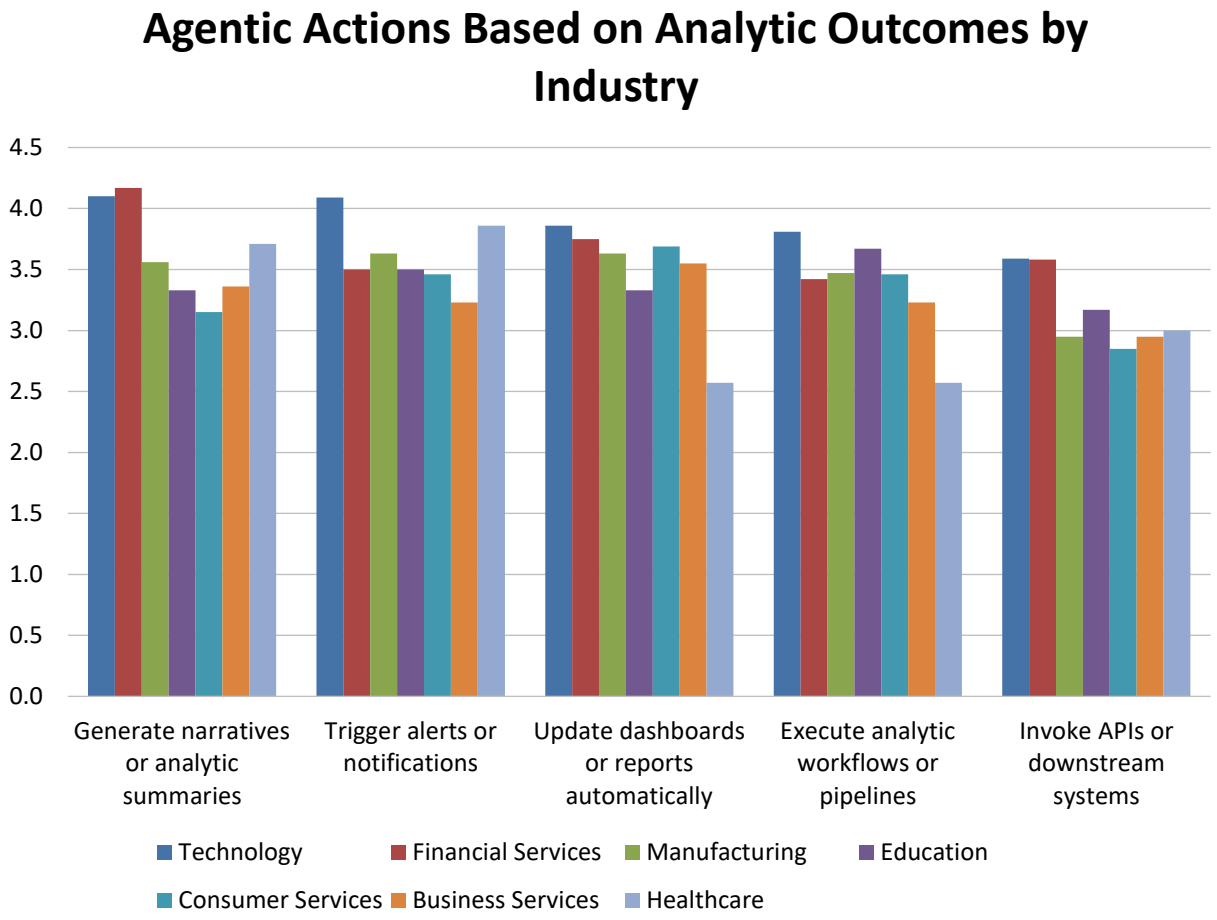

Figure 84 – Agentic actions based on analytic outcomes by industry

Industry and Vendor Analysis

Industry and Vendor Analysis

In this section, we review BI vendor and market performance, using our trademark 33-criteria evaluation model.

Scoring Criteria

The criteria for the various industry and vendor rankings are grouped into a total of nine categories, including sales/acquisition experience; value for price paid; quality and usefulness of product; quality of technical support; quality and value of consulting; integrity; whether the vendor is recommended; overall performance improvement; and perceived total cost of ownership.

Industry Performance

Sales/Acquisition Experience 2018-2026

After a slow but steady four-year (and longer-term) decline in respondent scores for industry sales and acquisition performance, overall scores rebounded in 2026 (fig. 85). Scores this year rose between 7.5%-12.2% over 2025, with contractual terms and conditions and professionalism showing the largest improvement. While summary scores are not indicative of any individual vendor's performance (for that, see vendor scores in figs. 93-114), incremental survey benchmarks for the industry as a whole show a slow, one-year improvement (excellent, very good, adequate. poor, and very poor).S ales and acquisition scores reported for 2026 on average approach "very good."

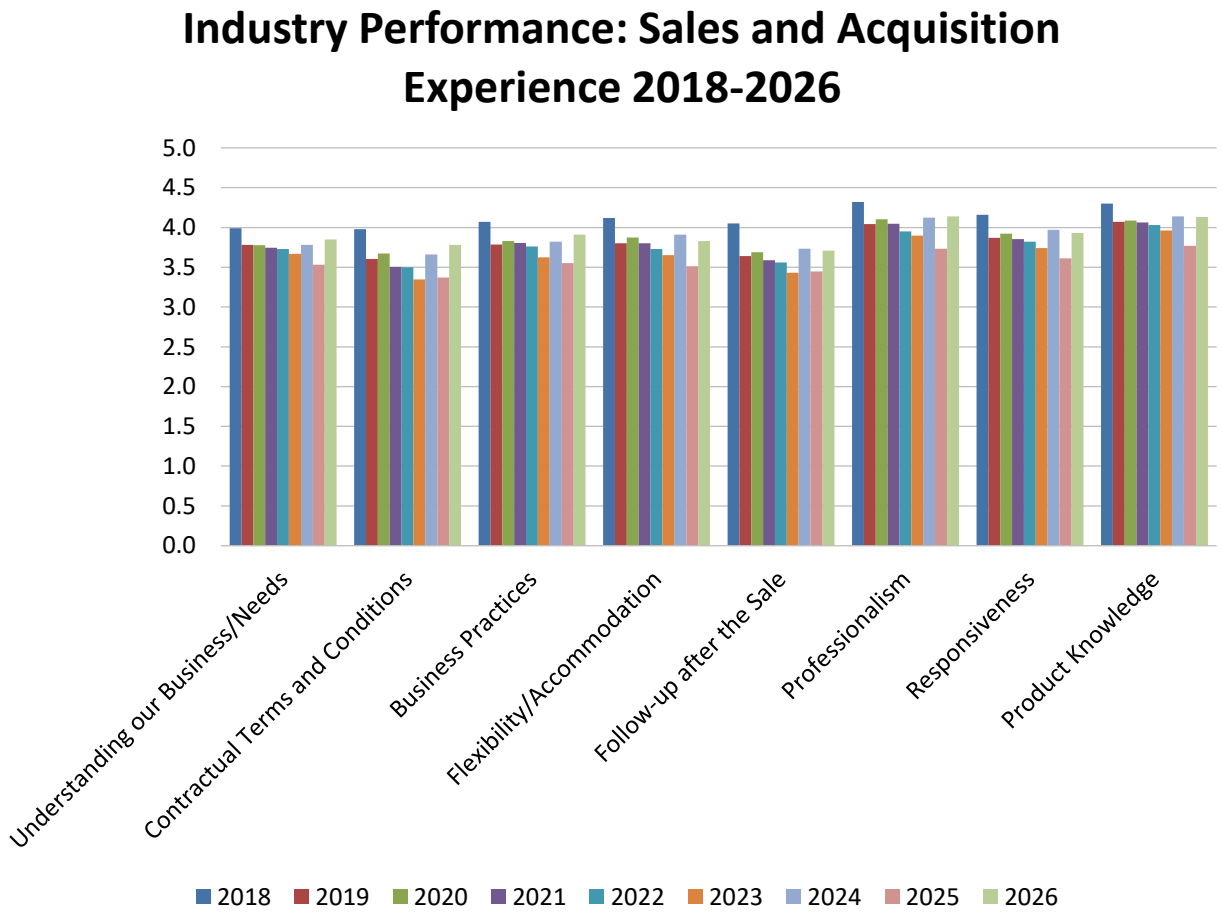

Figure 85 – Industry performance: Sales and acquisition experience 2018-2026

Value 2018-2026

End users' weighted-mean scores for industry value for price paid in 2026 show a slight uptick (fig. 86). This year, mean value rose to 4.1 (just above the threshold for very good value), compared to 4.0 in 2025 and down from 4.22 in 2024. Respondent scoring choices included great value, good value, average value, poor value, and very poor value. While a score of 4.1 remains a strong and desirable value endorsement, one possible conclusion is that customers are more discerning about value received from their 2026 BI portfolio investments than they were in the preceding seven years.

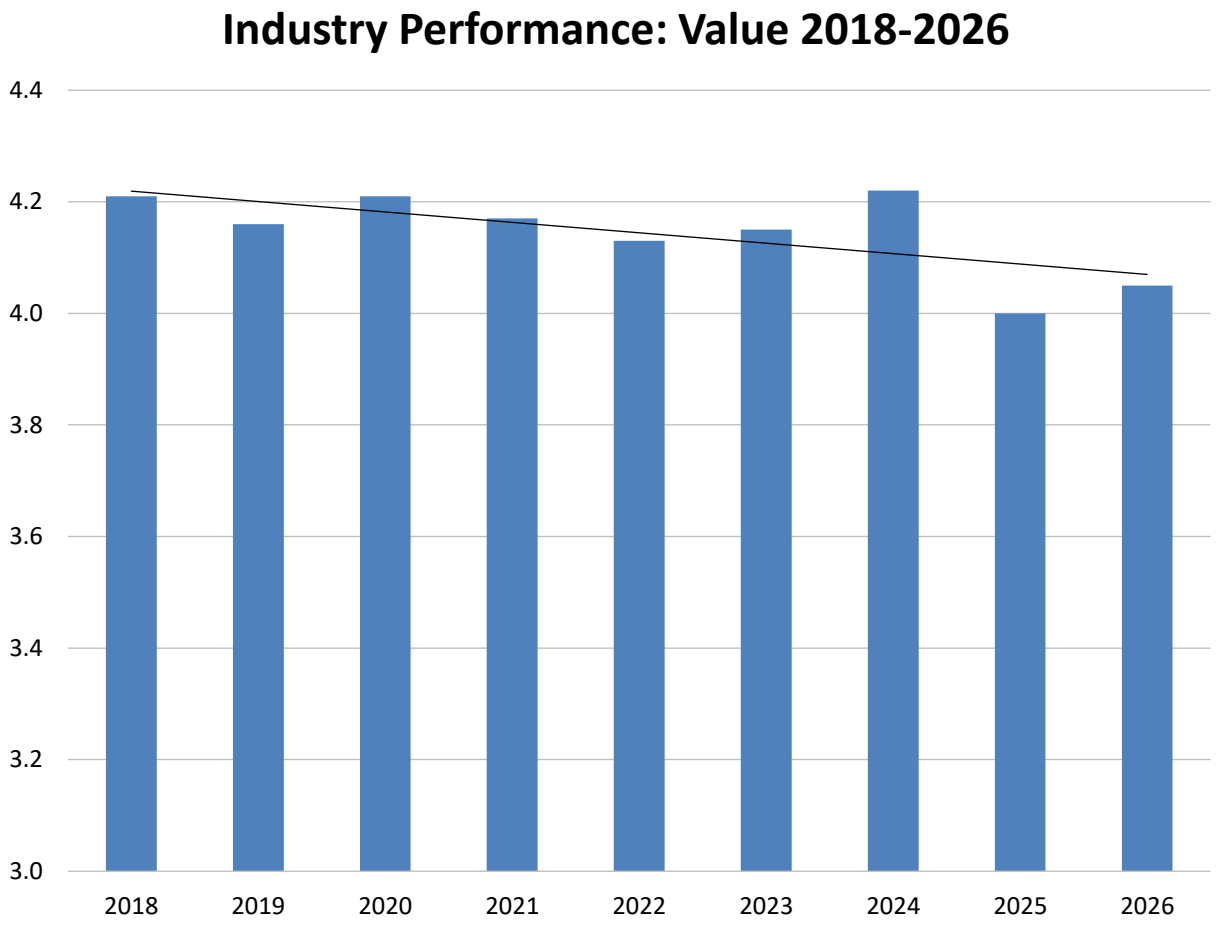

Figure 86 – Industry performance: Value 2018-2026

Quality and Usefulness of Product 2018-2026

In 2026, various measures of industry quality and usefulness of product are slightly lower than the historic average, yet slightly higher than 2025 results (fig. 81). Scores rose between 1.1% and 8.8% from the prior year, with improved scores on ease of upgrade/migration to new versions and integration with third-party technologies each exceeding 8%.

The top six measures—overall usability, robustness/sophistication, scalability, reliability of technology, ease of deployment, and ease of upgrade—all maintain a rounded score of 4.0 or higher (very good), while all remaining measures have dipped below 4.0. All scores are nonetheless well above the level representing adequate. (Respondents were given quality/usefulness score choices of excellent, very good, adequate, poor, and very poor.)

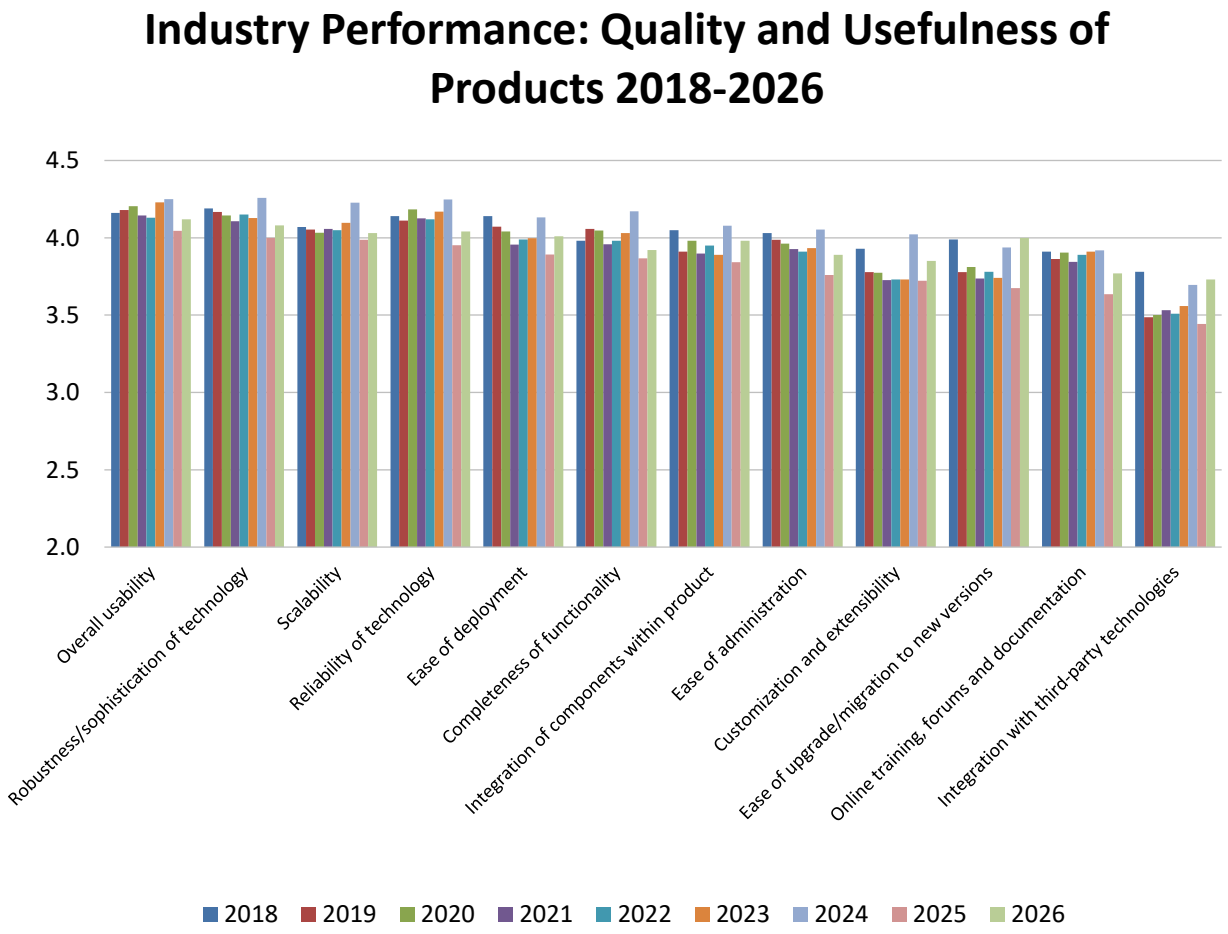

Figure 87 – Industry performance: Quality and usefulness of products 2018-2026

Technical Support 2018-2026

In 2026, measures of industry technical support have rebounded slightly from historic low scores in 2025, improving between 7.5% to 12.8% (fig. 88). All 2026 scores are well above the 3.0 score representing adequate performance. The most improved measures are time to resolve problems (12.8%) and professionalism (10.4%). (Respondents were given technical support score choices of excellent, very good, adequate, poor, and very poor.)

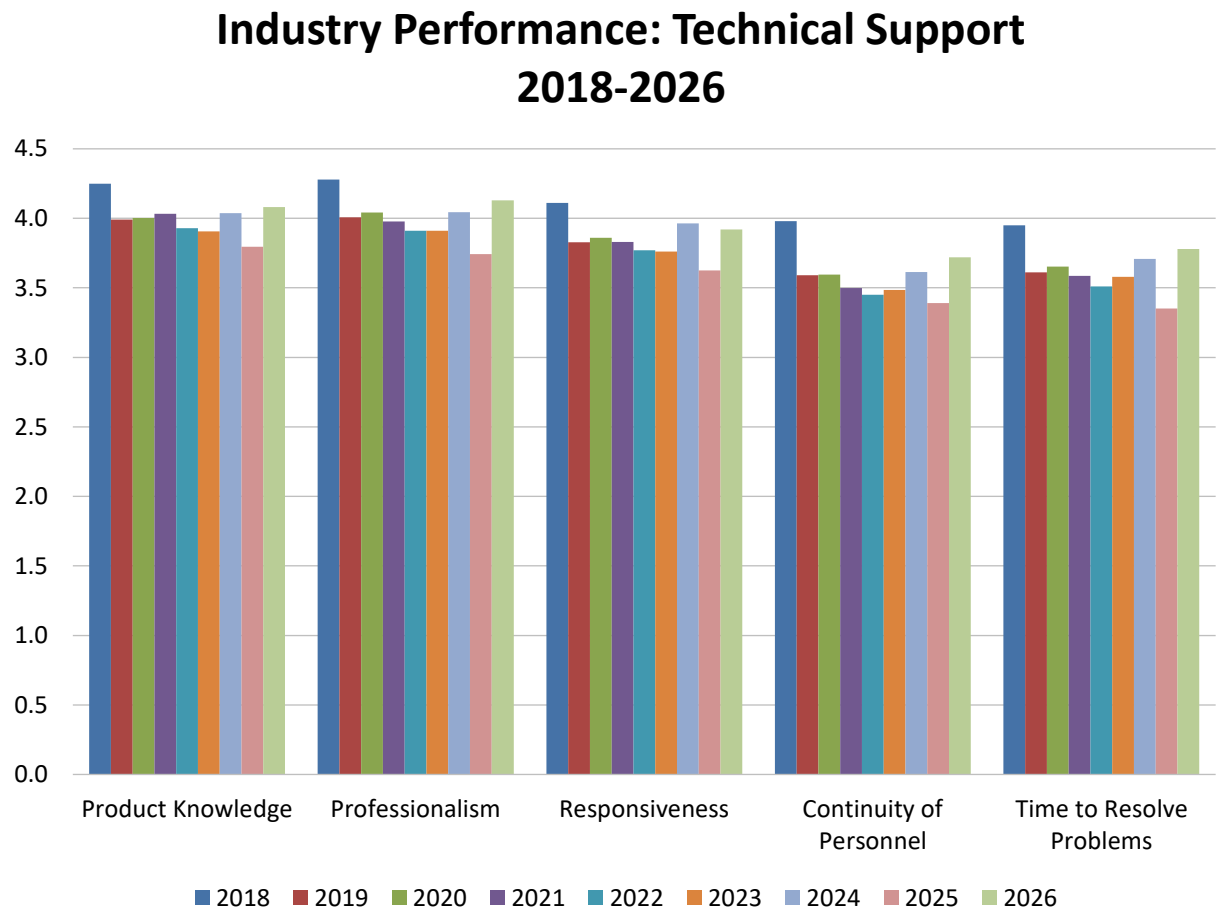

Figure 88 – Industry performance: Technical support 2018-2026

BI Vendor Consulting 2018-2026

In 2026, BI consulting scores have surged to near or above historical highs, improving between 24.2% to 28.5% (fig. 89). This indicates a much-improved view of what has historically been the weakest-scoring area of industry performance.

Three of five consulting attributes (experience, product knowledge, and professionalism) have scored above 4.0 (very good), and the remaining two scored 3.8 or higher. (Respondents were given vendor consulting score choices of excellent, very good, adequate, poor, and very poor.)

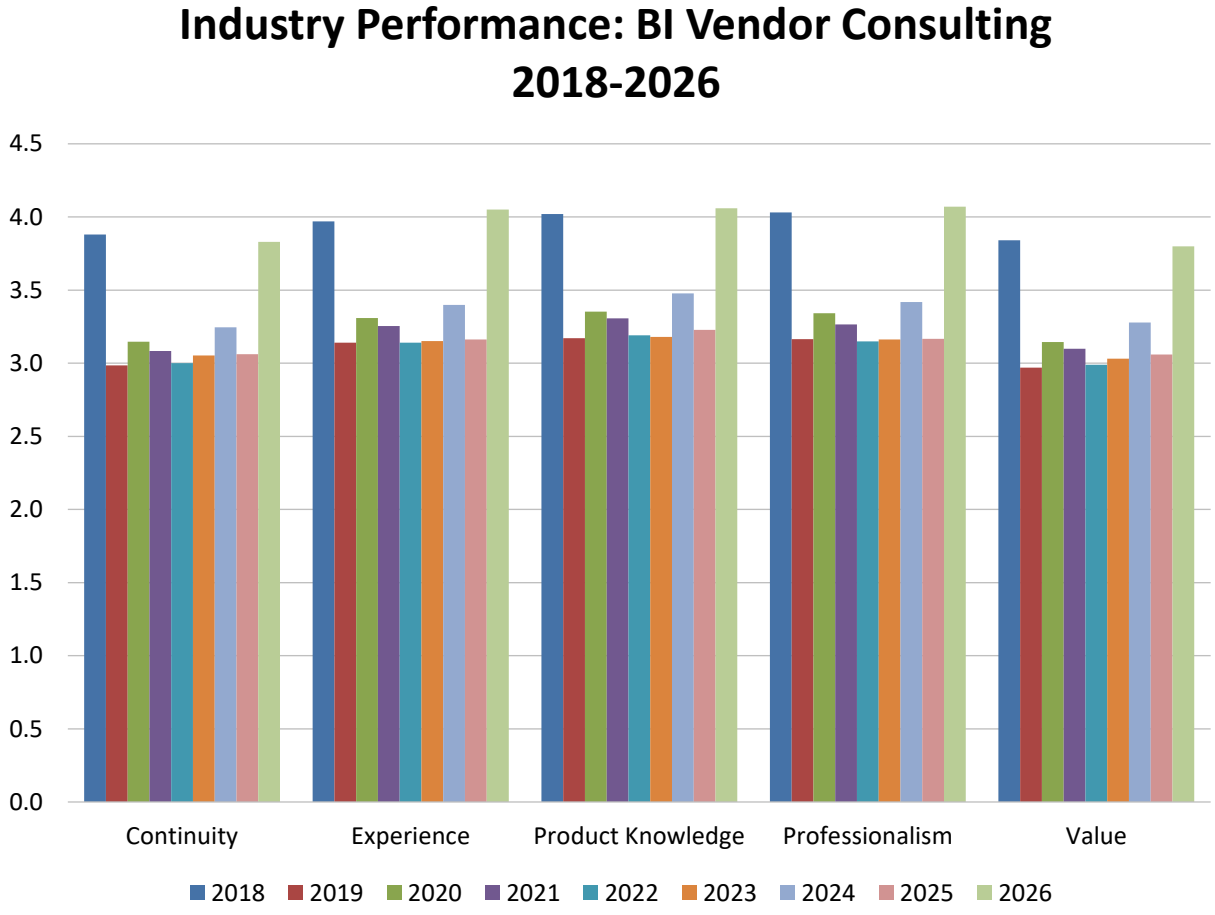

Figure 89 – Industry performance: BI vendor consulting 2017-2026

Integrity 2018-2026

Vendor integrity—measured as honesty and truthfulness in all dealings—continues its slow decline, falling to 4.1 this year from a high of 4.4 in 2018 (fig. 90). The current level is a slight improvement from 2025 and remains at the "very good" level. (Respondents were given integrity score choices of excellent, very good, adequate, poor, and very poor.)

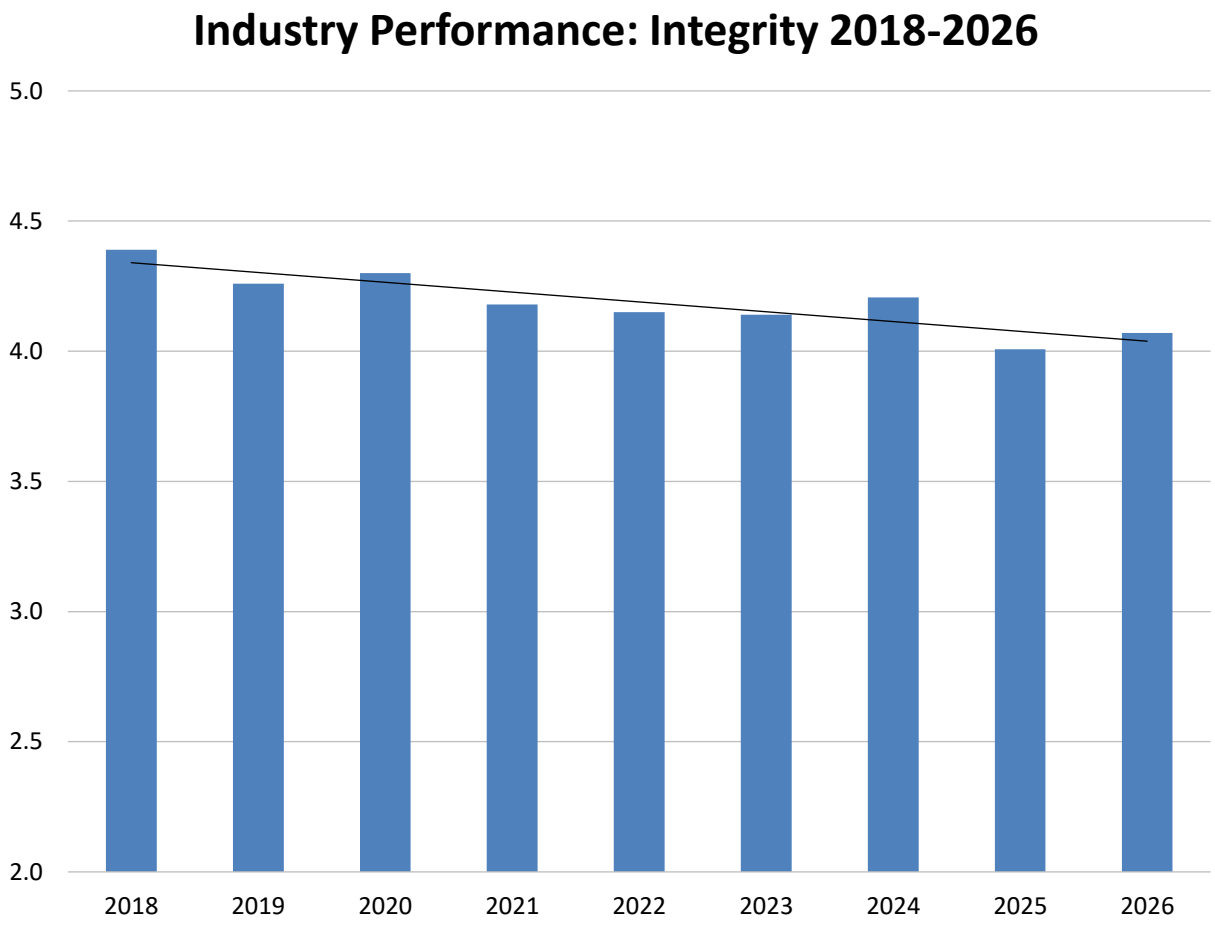

Figure 90 – Industry performance: Integrity 2018-2026

Recommended 2018-2026

An ongoing and welcome trend that has continued into 2026 is the extremely positive user response to the question, “Would you recommend this vendor/product?” This year, respondents again offer a near-perfect endorsement of their software service provider with a 4.8 score that is slightly lower than the all-time high and higher than 2025 (fig. 91). The 11-year positive 4.7-4.8 range of well above “very likely to recommend” is close to the highest allowable score of 5.0, leaving little room for improvement.

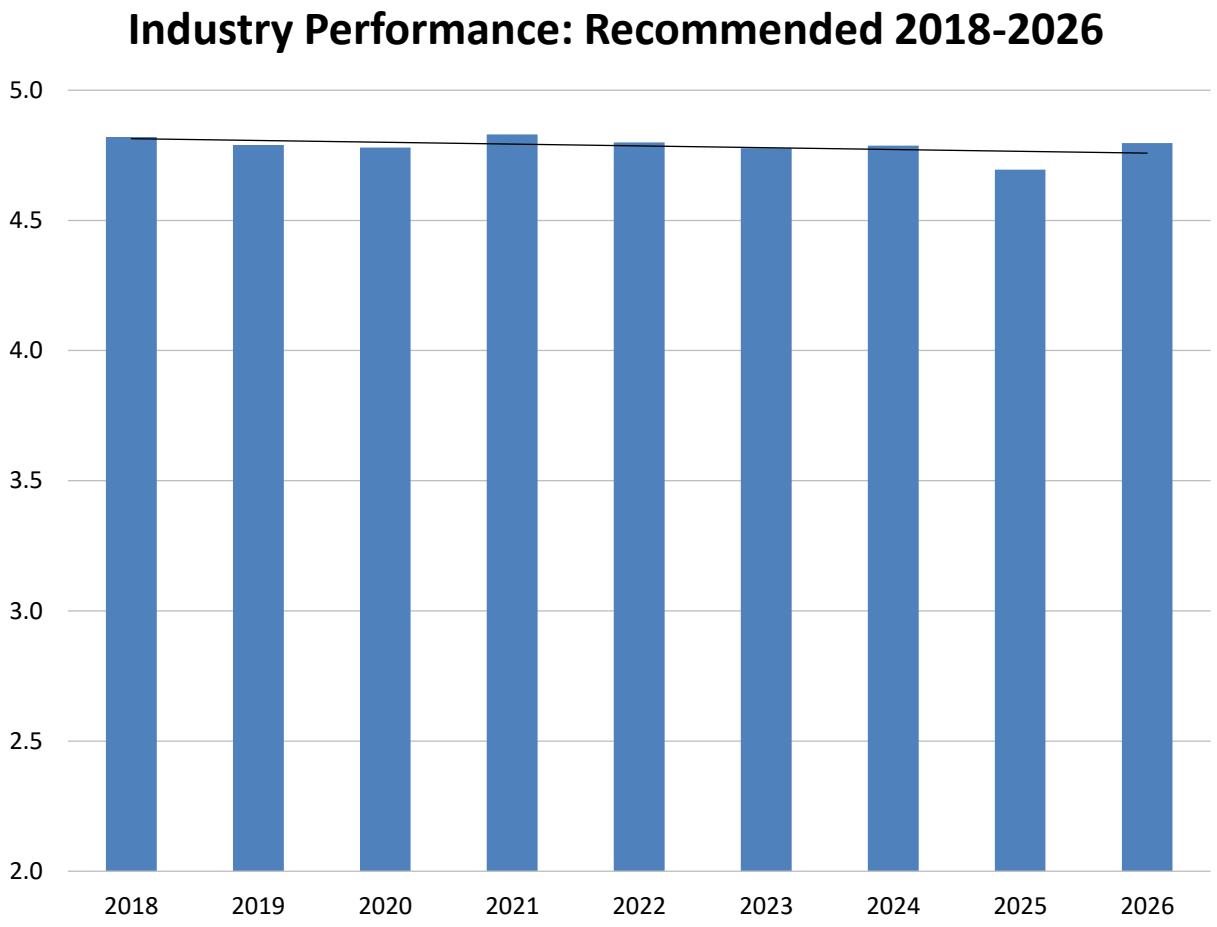

Figure 91 – Industry performance: Recommended 2018-2026

Overall Industry Performance Improvement 2017-2025

Another high-level view of vendor performance is overall industry performance improvement, which has slightly declined in 2026 (fig. 92). This year, nearly 33% of respondents find overall industry performance has improved—the lowest percentage recorded in this year's study—compared to 6% who indicate that performance has declined. While these findings deserve positive attention and reflection, we prefer to describe historic industry performance as sustained and consistent, especially through the recent economic, geopolitical, and COVID-19 pandemic disruptions and the AI tsunami which continues building and impacting the momentum of BI vendors and programs.

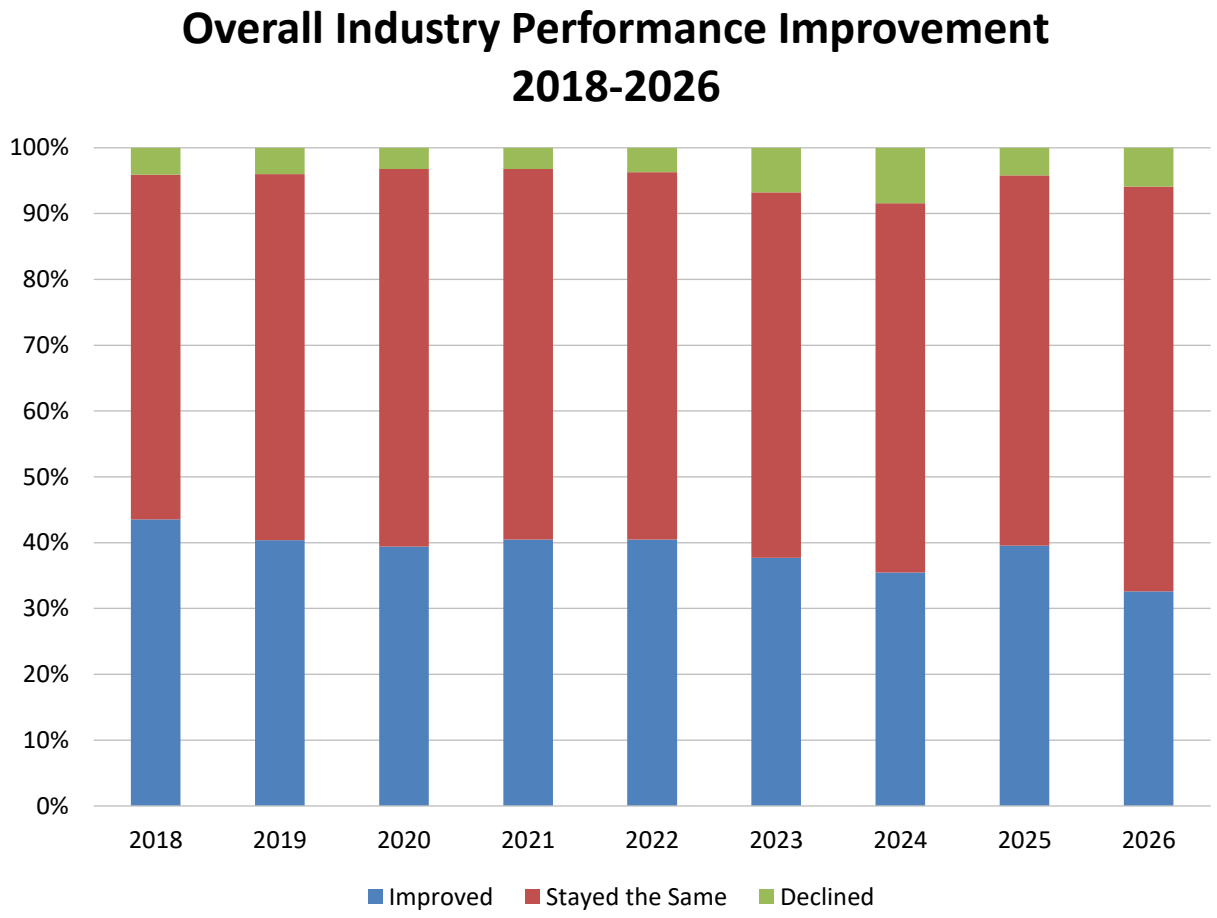

Figure 92 – Overall industry performance improvement 2018-2026

Perceived Total Cost of Ownership 2023-2026

The last user measurement we added in 2023 is respondents' perceived total cost of ownership (fig. 93). In 2026, a historic high of 41.6% of respondents describe their perceived TCO as average. In another all-time high, nearly 84% believe their TCO is either very good, good, or at least average. Just 9.6% say their ROI is poor, and only 2.3% say ROI is very poor. Nearly 8% don't know their total cost of ownership or how it compares to expectations. In sum, a very large majority of respondents clearly believes they are receiving at least average and often much better efficiencies and returns from BI compared with other investments.

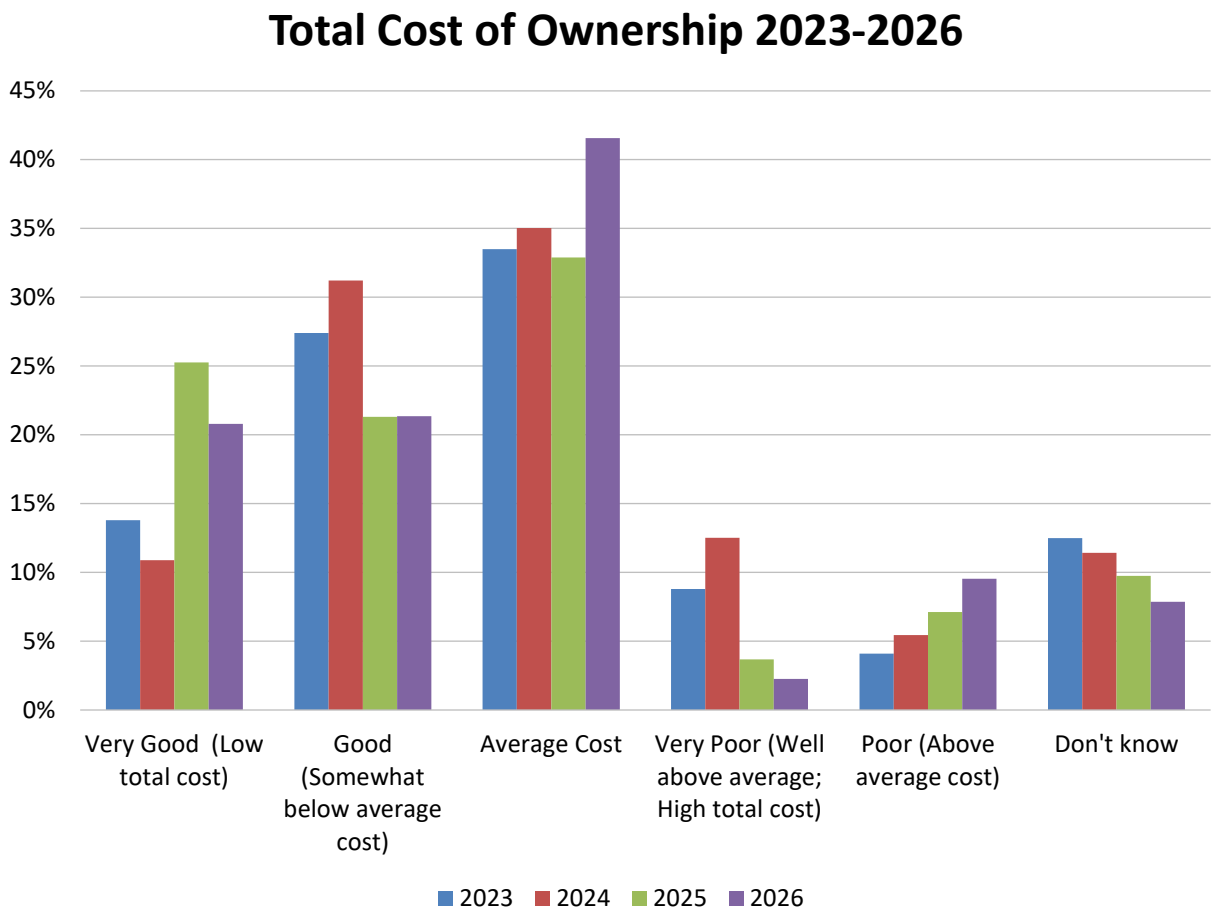

Figure 93 – Total cost of ownership 2023-2026

Vendor Ratings

Vendor Ratings

In this section, we offer ratings of BI vendors. We rate vendors using 33 different criteria, on a five-point scale for each. Criteria cover sales/acquisition experience (eight criteria), value for price paid (1), quality and usefulness of product (12), quality of technical support (5), quality and value of consulting services (5), whether the vendor is recommended (1), and integrity (1).

As we explore vendor performance in more detail, it is important to understand the scale we use in scoring the industry and vendors:

- 5.0 = Excellent
- 4.0 = Very good
- 3.0 = Adequate
- 2.0 = Poor
- 1.0 = Very poor

Based on our scoring methodology, all vendors perform at a level that is considered more than “adequate” for all criteria categories.

Please note that “average score” is the mathematical mean of all items included in vendor ratings. Each column in the chart represents a scale consisting of varying numbers of items (for example, "sales" is a scale consisting of eight items, while "value for price paid” is one item). As such, each column is weighted differently (based on the number of items represented and the number of respondents rating those items) in calculating the overall average rating. The average score cannot be calculated by simply averaging across the subscale scores.

Business Intelligence Market Models

We use three models for examining and understanding the business intelligence/analytics market. Using quadrants, we plot aggregated user sentiment into x and y axes.

The inclusion of vendors in our models is based on user responses. Since not all users answer every question, this results in incomplete data for some vendors. Consequently, only vendors with sufficient data, determined by user response rates, are included in each model.

Customer Experience Model

The Customer Experience Model considers the real-world experience of customers working with BI products daily (fig. 94).

For the x axis, we combine all vendor touchpoints—including the sales and acquisition process (eight measures), technical support (five measures), and consulting services (five measures)—into a single "sales and service" dimension.

On the y axis, we plot customer sentiment surrounding the product, derived from the 12 product and technology measures used to rank vendors. On the resulting four quadrants, we plot vendors based on these measures.

The upper-right quadrant contains the highest-scoring vendors and is named Overall Experience Leaders. Technology Leaders (upper-left quadrant) identifies vendors with strong product offerings but relatively lower services scores. Service Leaders offer strong customer service but fall short on product and technology. Contenders (lower-left quadrant) would benefit from varying degrees of improvement to product, services, or both.

User sentiment surrounding outliers (outside of the four quadrants) suggests that significant improvements to product and services are required.

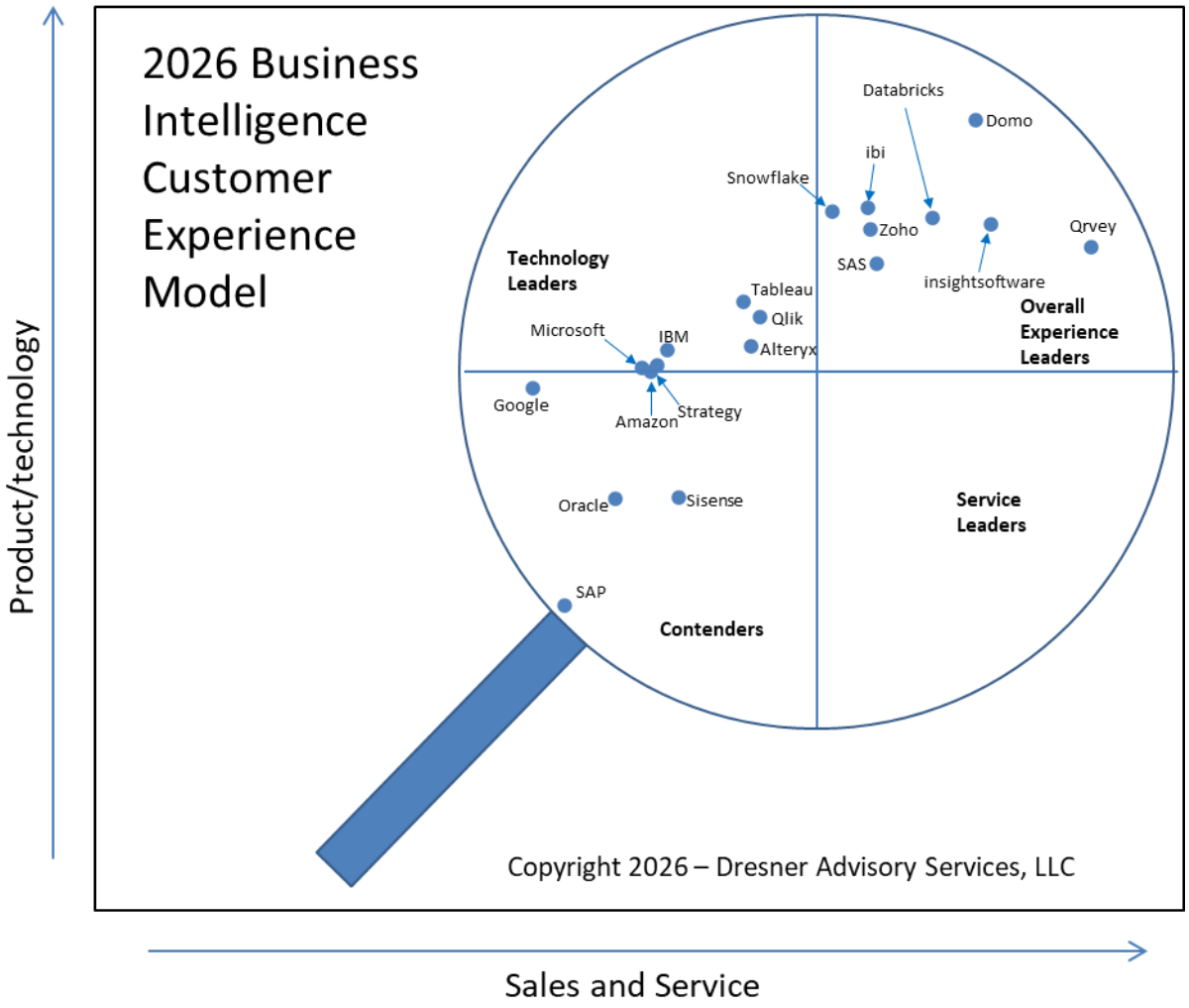

Figure 94 – 2026 Business Intelligence Customer Experience Model

Vendor Credibility Model

The Vendor Credibility Model considers how customers “feel” about their vendor (fig. 95). The x axis plots perceived value for the price paid. The y axis combines the integrity and recommend measures, creating a “confidence” dimension. The resulting four quadrants position vendors based on these dimensions.

The upper-right quadrant contains the highest-scoring vendors and is named Overall Credibility Leaders. Trust Leaders (upper-left quadrant) identifies vendors with solid perceived confidence but relatively lower value scores. Contenders (lower-left quadrant) would benefit from working to improve customer value, confidence, or both.

User sentiment surrounding outliers (outside of the four quadrants) suggests that significant improvements are required to improve perceived value and confidence.

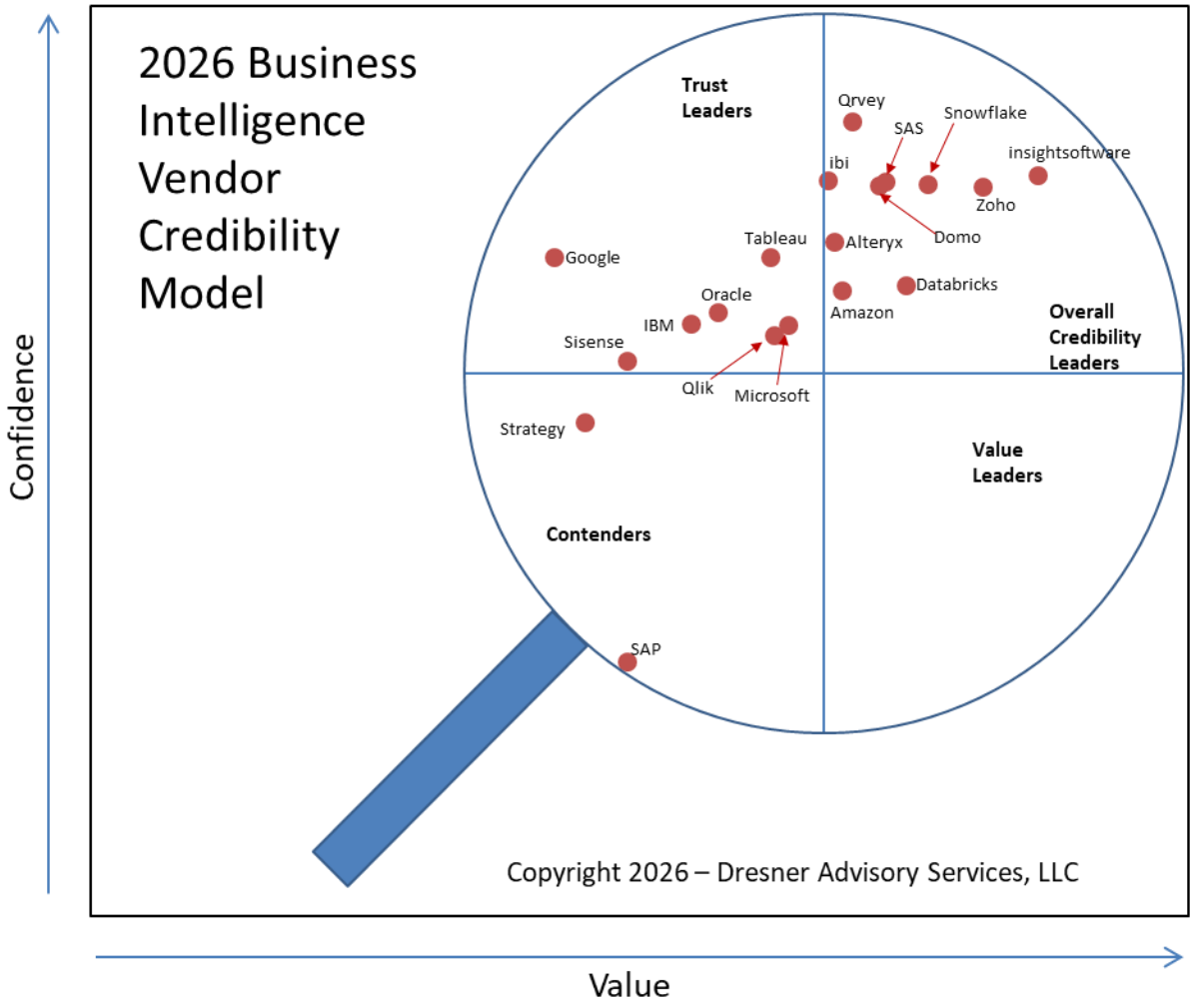

Figure 95 – 2026 Business Intelligence Vendor Credibility Model

Value/TCO Model

Starting in 2024, we created a new model, the Value/Total Cost of Ownership (TCO) Model (fig. 96). This model is based solely on input from users of each vendor and represents opinions related to the perceived value for price paid and perceived TCO.

On the X axis, we measure perceived value left to right, from low to high. On the Y axis, we measure perceived TCO, bottom to top, from high to low. Hence, vendors in the upper right quadrant hold the highest perceived value and lowest perceived TCO.

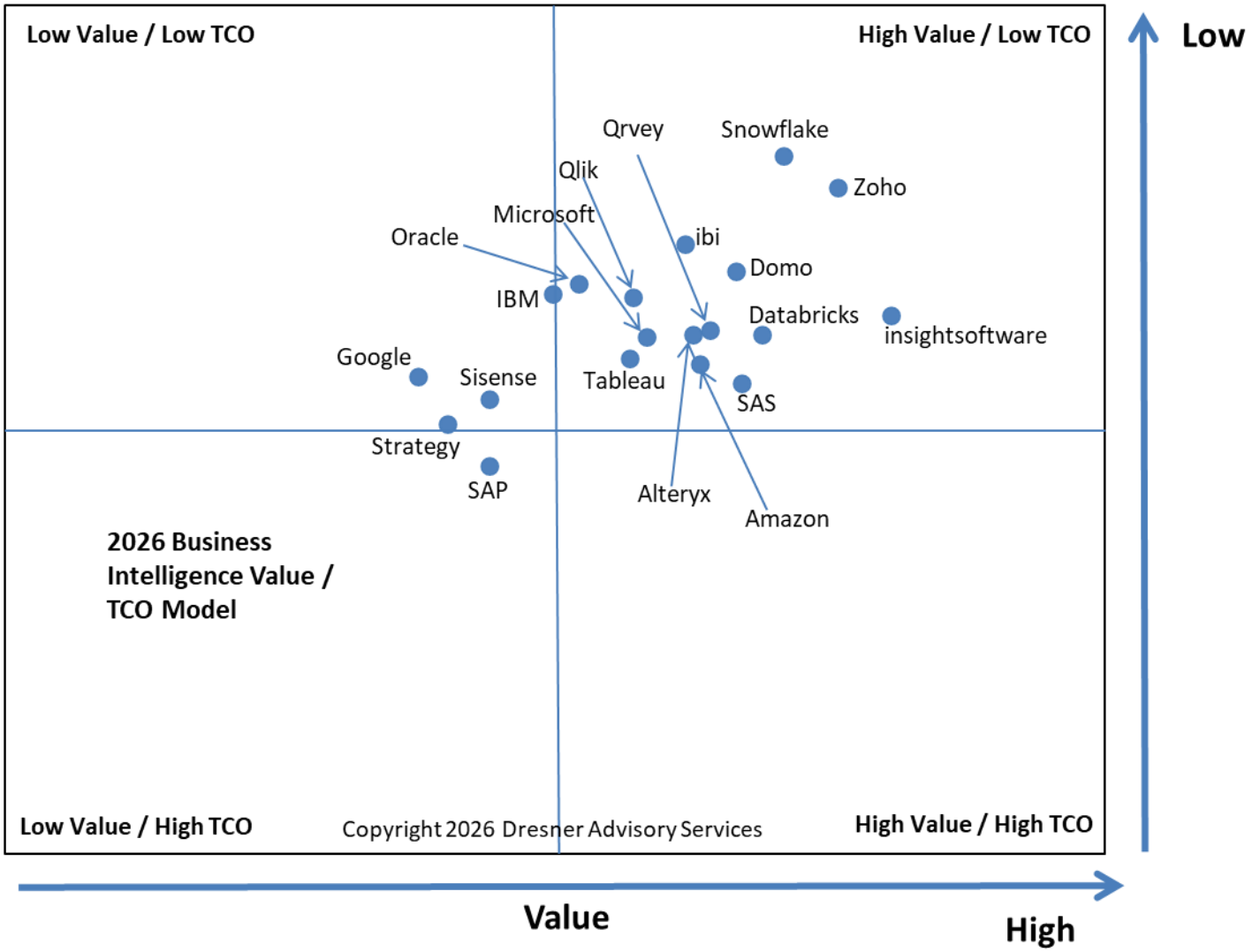

Figure 96 – 2026 Business Intelligence Value/TCO Model

Detailed Vendor Ratings

In this section, we offer detailed vendor scores. Using our 33-criteria evaluation model, we compare each vendor's performance to its previous year's performance and to the average for all vendors (all records in the study population).

Table 1 shows the detailed criteria. We include "clock" position information to assist in locating specific scores.

Table 1 - Detailed vendor rating criteria

- **Sales/acquisition experience** *(12 - 2 o'clock)*
  - Professionalism
  - Product knowledge
  - Understanding our business/needs
  - Responsiveness
  - Flexibility/accommodation
  - Business practices
  - Contractual terms and conditions
  - Follow-up after the sale
- **Value for price** *(3 o'clock)*
- **Quality and usefulness of product** *(3 - 7 o'clock)*
  - Robustness/sophistication of technology
  - Completeness of functionality
  - Reliability of technology
  - Scalability
  - Integration of components within product
  - Integration with third-party technologies
  - Overall usability
  - Ease of installation
  - Ease of administration
- **Quality and usefulness of product (continued)**
  - Customization and extensibility
  - Ease of upgrade/migration to new versions
  - Online forums and documentation
-
- **Quality of technical support** *(8 - 9 o'clock)*
  - Professionalism
  - Product knowledge
  - Responsiveness
  - Continuity of personnel
  - Time to resolve problems
- **Quality and value of consulting services** *(9 - 10 o'clock)*
  - Professionalism
  - Product knowledge
  - Experience
  - Continuity
  - Value
- **Integrity** *(11 o'clock)*
- **Whether vendor is recommended** *(12 o'clock)*

Alteryx Detailed Score

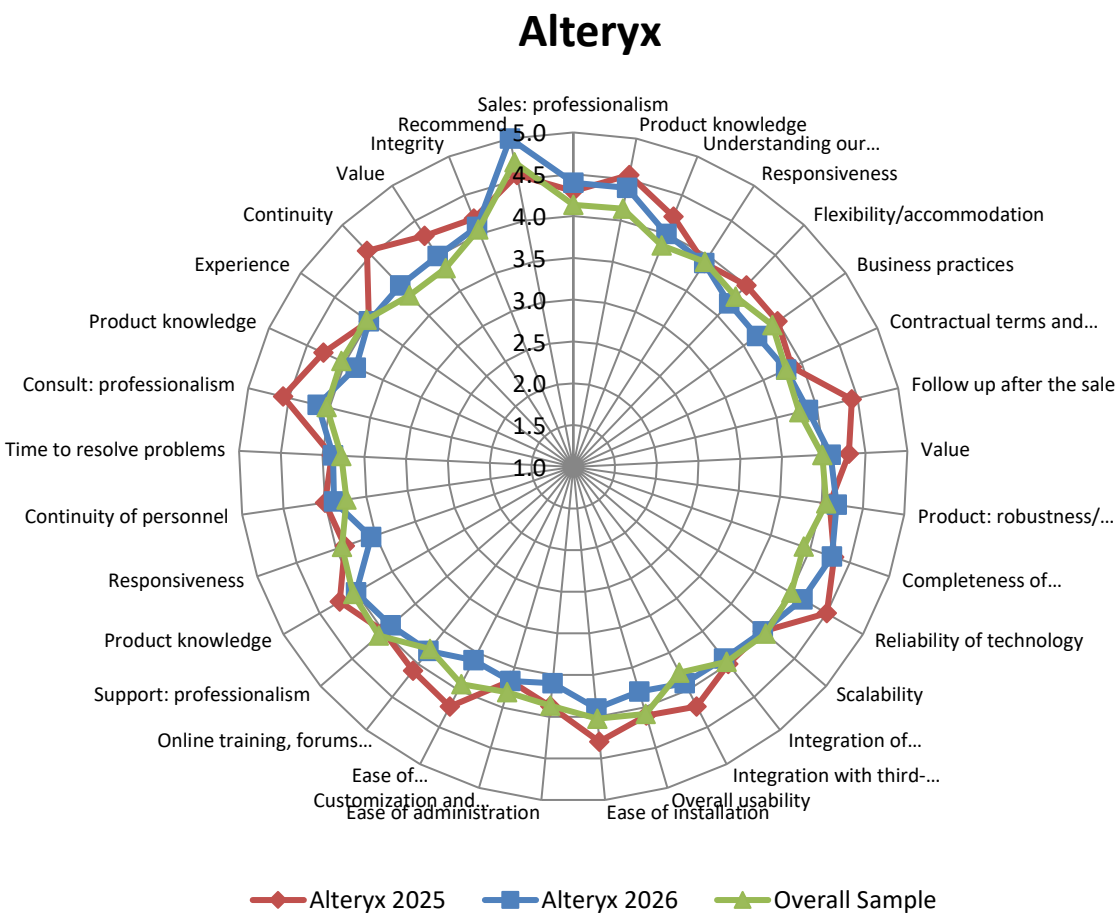

Figure 97 – Alteryx detailed score

In 2026, Alteryx is generally aligned with the overall sample, with some measures above and others slightly below the average. It is considered a Technology Leader in the Customer Experience Model, and an Overall Credibility Leader in the Vendor Credibility Model. It has a relatively favorable score in the Value/TCO Model and a perfect Recommend score.

Amazon Detailed Score

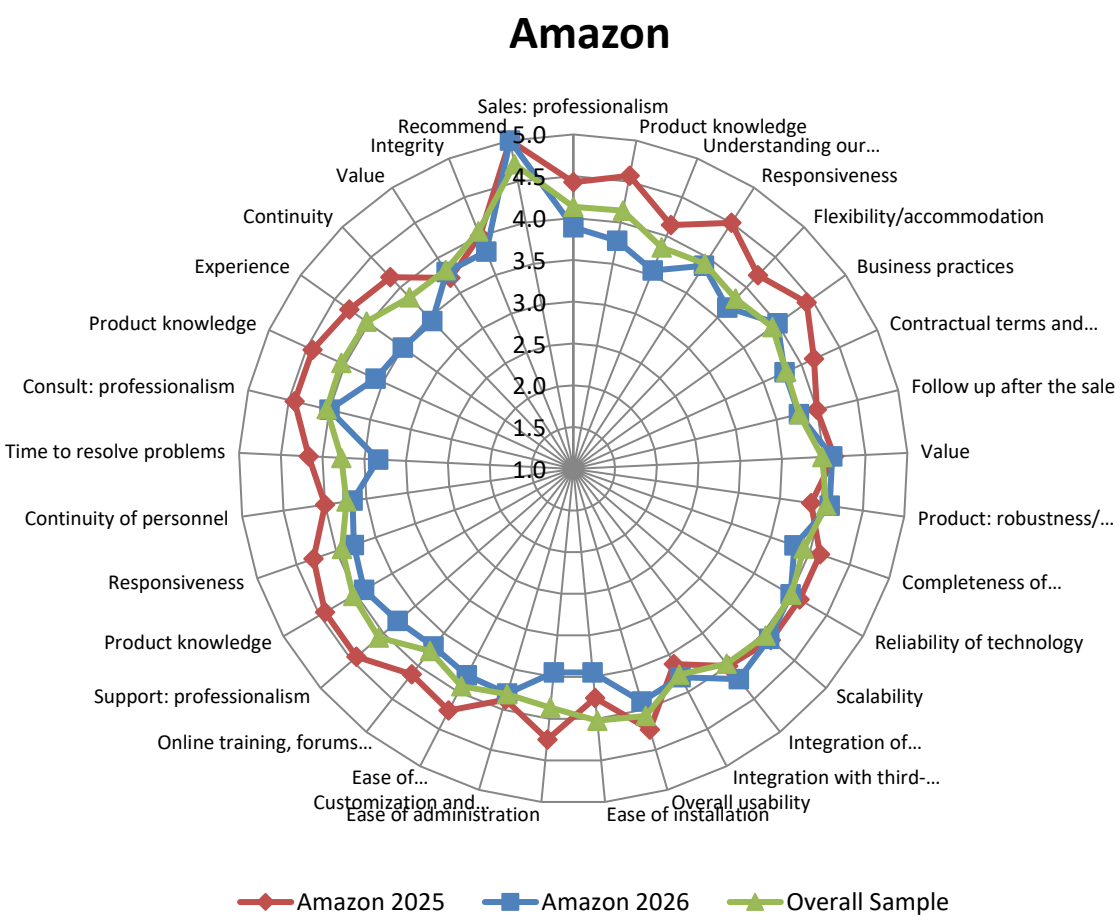

Figure 98 – Amazon detailed score

In 2026, Amazon is generally below or in line with the overall sample for most measures. It is considered a marginal Technology Leader in the Customer Experience Model and an Overall Credibility Leader in the Vendor Credibility Model. It has a relatively favorable score in the Value/TCO Model and a perfect Recommend score.

Databricks Detailed Score

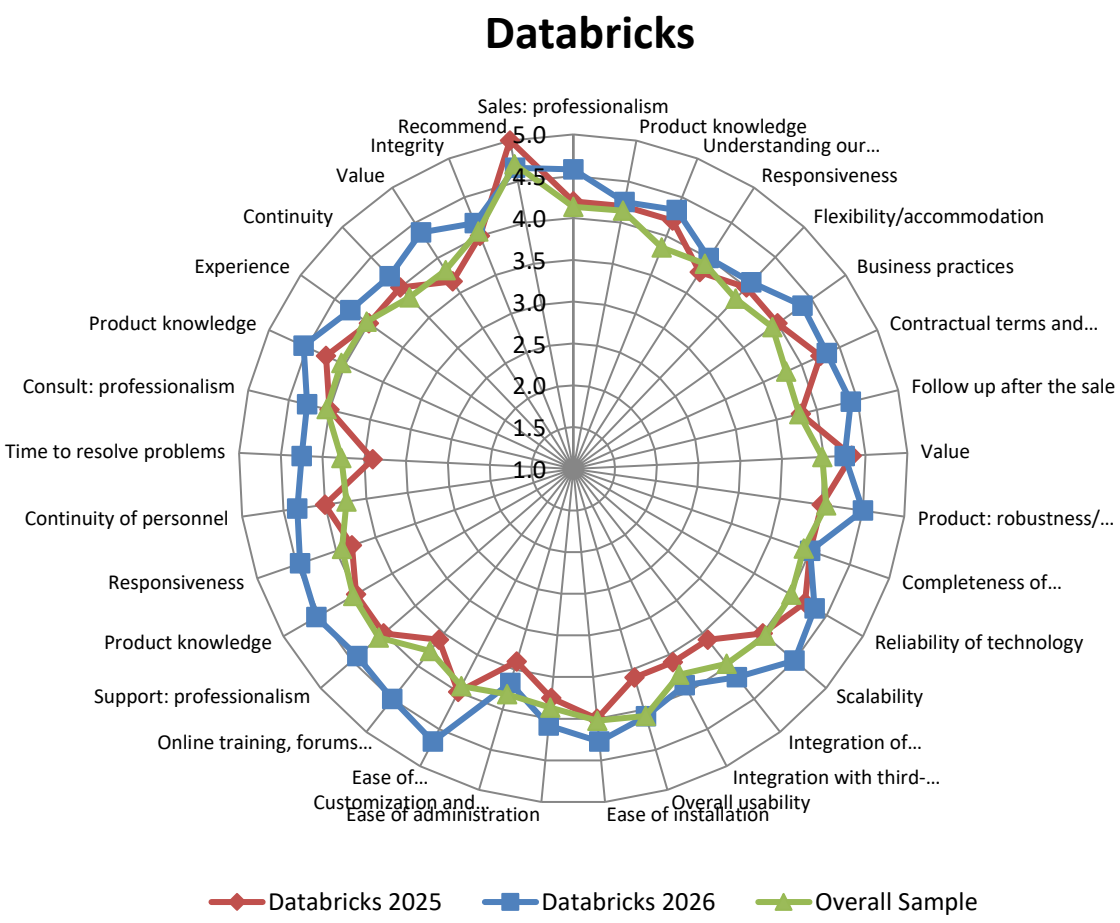

Figure 99 – Databricks detailed score

In 2026, Databricks has shown significant improvements over 2025 with virtually all scores, in all categories of measurement, above the overall sample. It is best in class for product robustness/sophistication of technology, scalability, and online training, forums and documentation. It is an Overall Leader in both the Customer Experience and Vendor Credibility Models and has a relatively favorable rating in the Value/TCO Model.

Domo Detailed Score

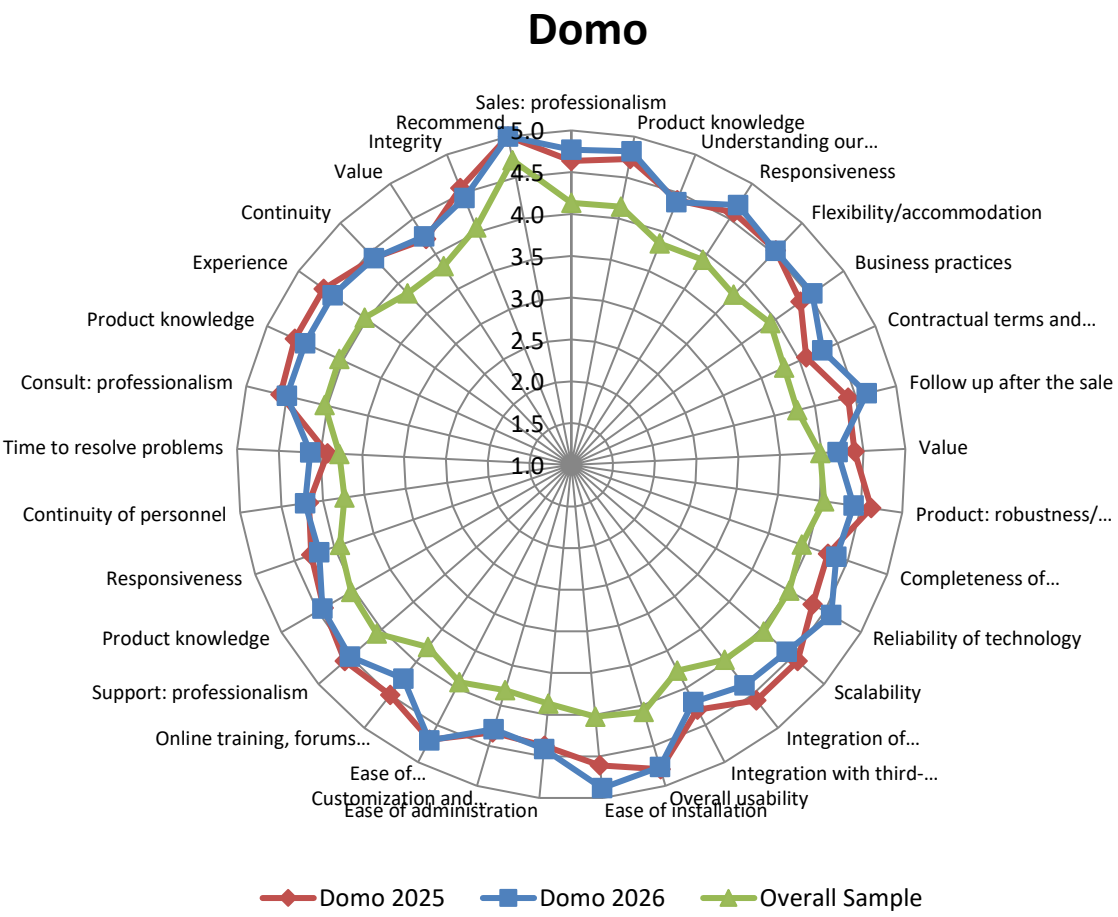

Figure 100 – Domo detailed score

In 2026, Domo remains consistently above the overall sample for all measures. Its scores have increased for a number of measures compared to 2025.

Domo is best in class for sales professionalism, sales product knowledge, and sales responsiveness, as well as overall product usability, ease of installation, ease of administration, and ease of upgrade/migration to new versions.

It is an Overall Leader in both Customer Experience and Vendor Credibility models, scores well in the Value/TCO Model (low TCO and high value), and maintains a perfect Recommend score.

Google Detailed Score

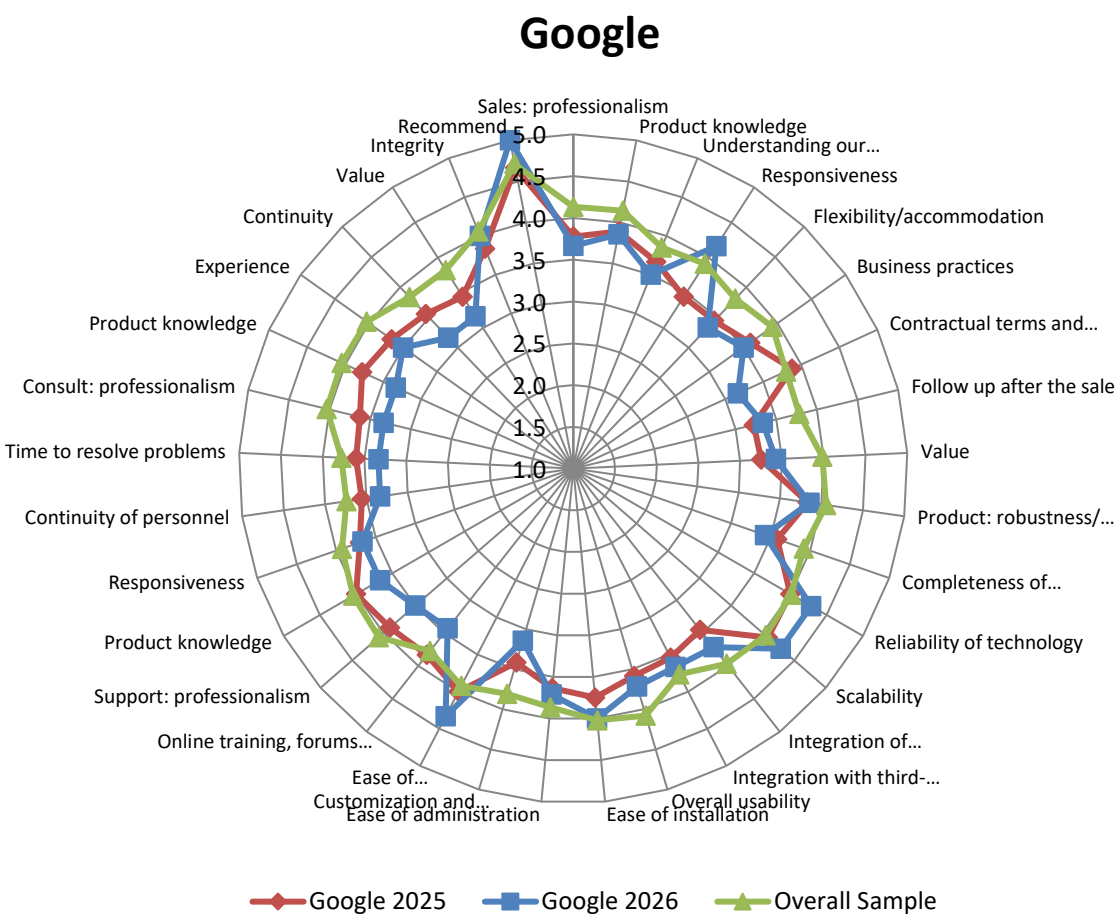

Figure 101 – Google detailed score

For 2026, Google's scores continue to decline, falling below the overall sample for nearly all measures. While there were some improvements in product, a majority of measures declined. It is considered a Contender in the Customer Experience Model, and a Trust Leader in the Vendor Credibility Model. It is rated as low value and low TCO in the Value/TCO Model.

ibi Detailed Score

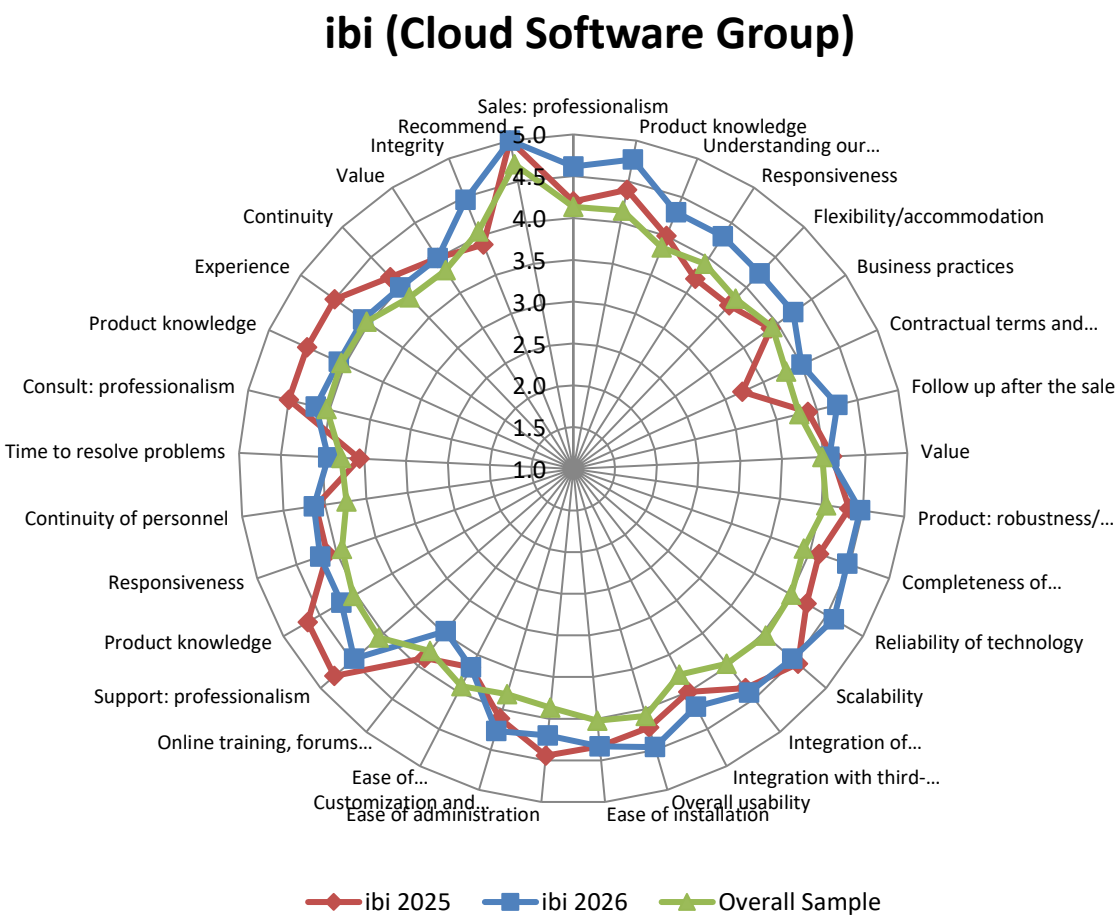

Figure 102 – ibi Software detailed score

In 2026, ibi scores have improved across a majority of categories and measures—most notably in sales, product, technical support, and integrity. It is best in class for product completeness of functionality, reliability of technology, and Integration with third-party technologies.

It is an Overall Leader in both Customer Experience and Vendor Credibility models, scores well in the Value/TCO Model (low TCO and high value), and maintains a perfect Recommend score.

IBM Detailed Score

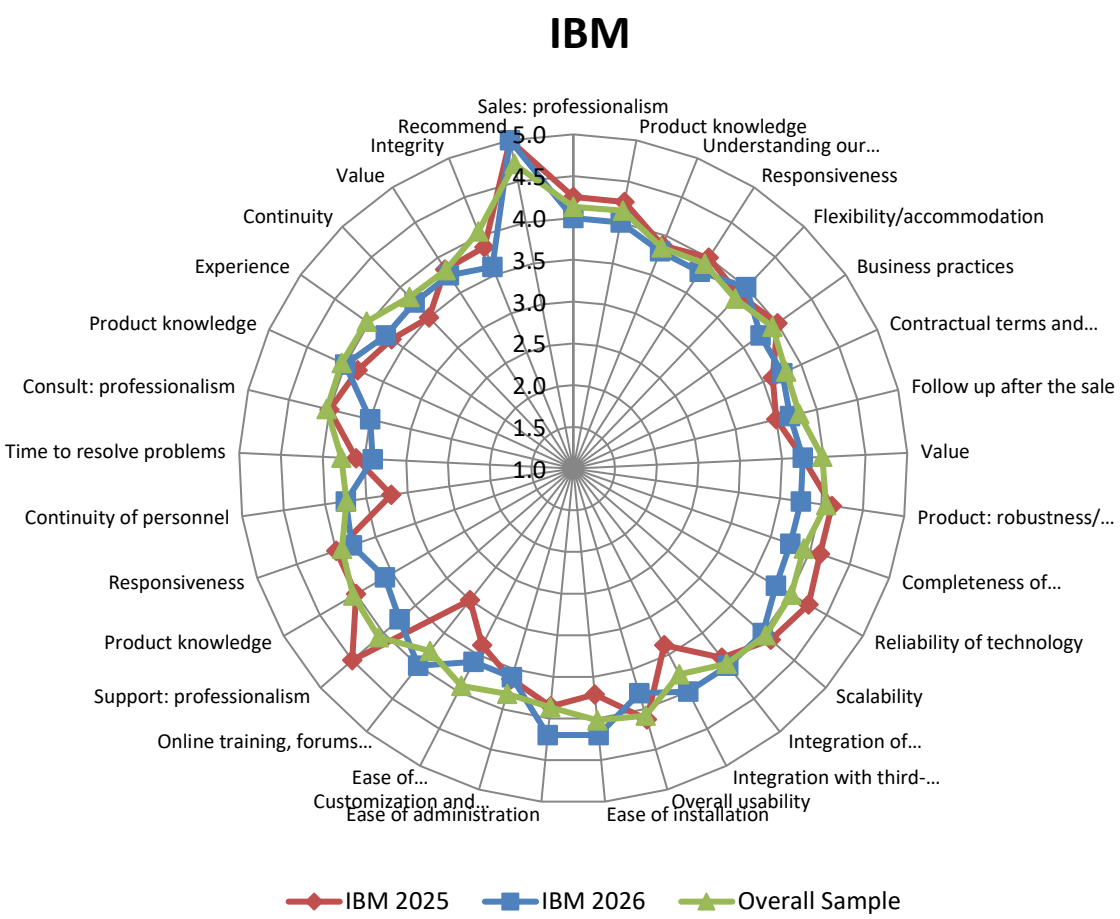

Figure 103 – IBM detailed score

In 2026, IBM is notably inconsistent compared to 2025. It remains generally in line with or below the overall sample, with declines in sales, technical support, and integrity. Half of product measures have improved while the other half declined.

It is considered a Technology Leader in the Customer Experience Model and Trust Leader in the Vendor Credibility Model. It is considered a low value and low TCO vendor by a small margin in the Value/TCO Model and has a perfect Recommend score.

insightsoftware Detailed Score

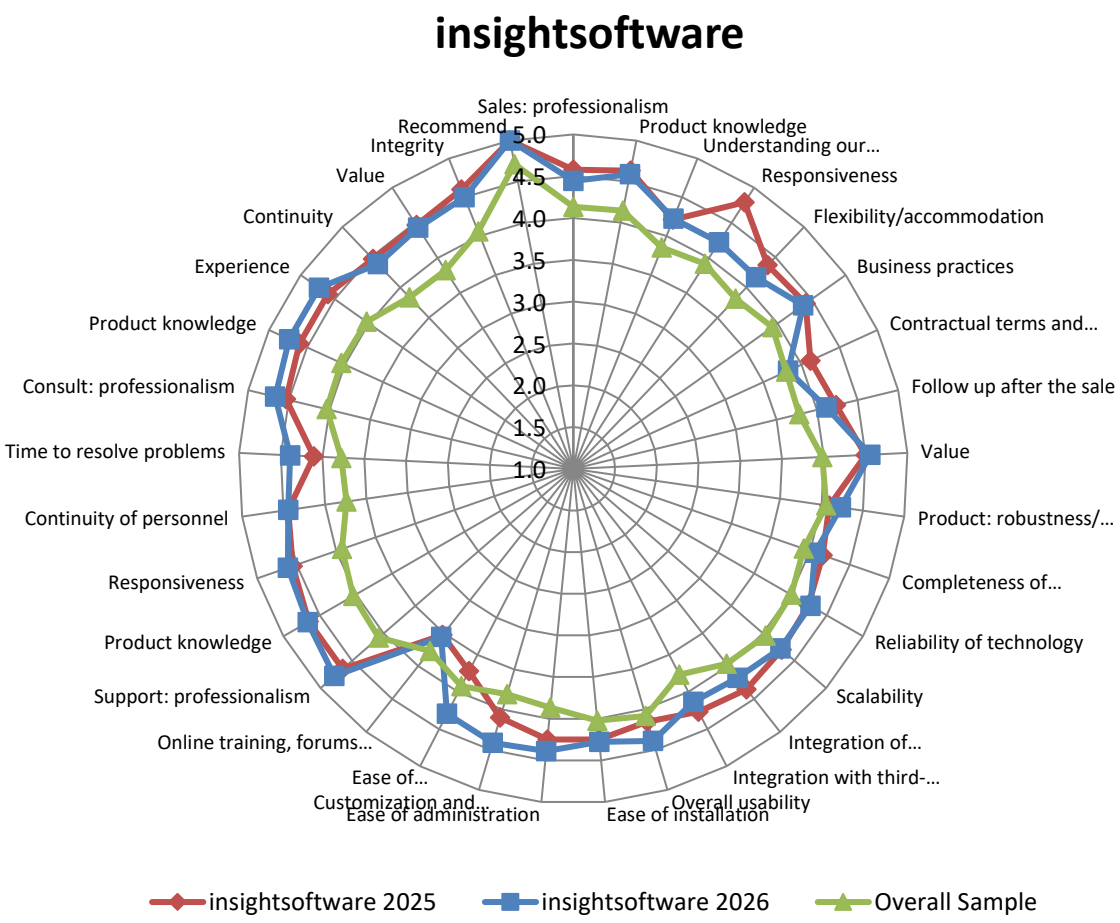

Figure 104 – insightsoftware detailed score

In 2026, insightsoftware is above the overall sample for virtually all measures with key improvements in overall value, product, and technical support.

It is best in class for overall value, product customization and extensibility, and technical support professionalism, responsiveness, and time to resolve problems.

It is an Overall Leader in both Customer Experience and Vendor Credibility models. It is considered to be high value and low TCO in the Value/TCO model, and it maintains a perfect Recommend score.

Microsoft Detailed Score

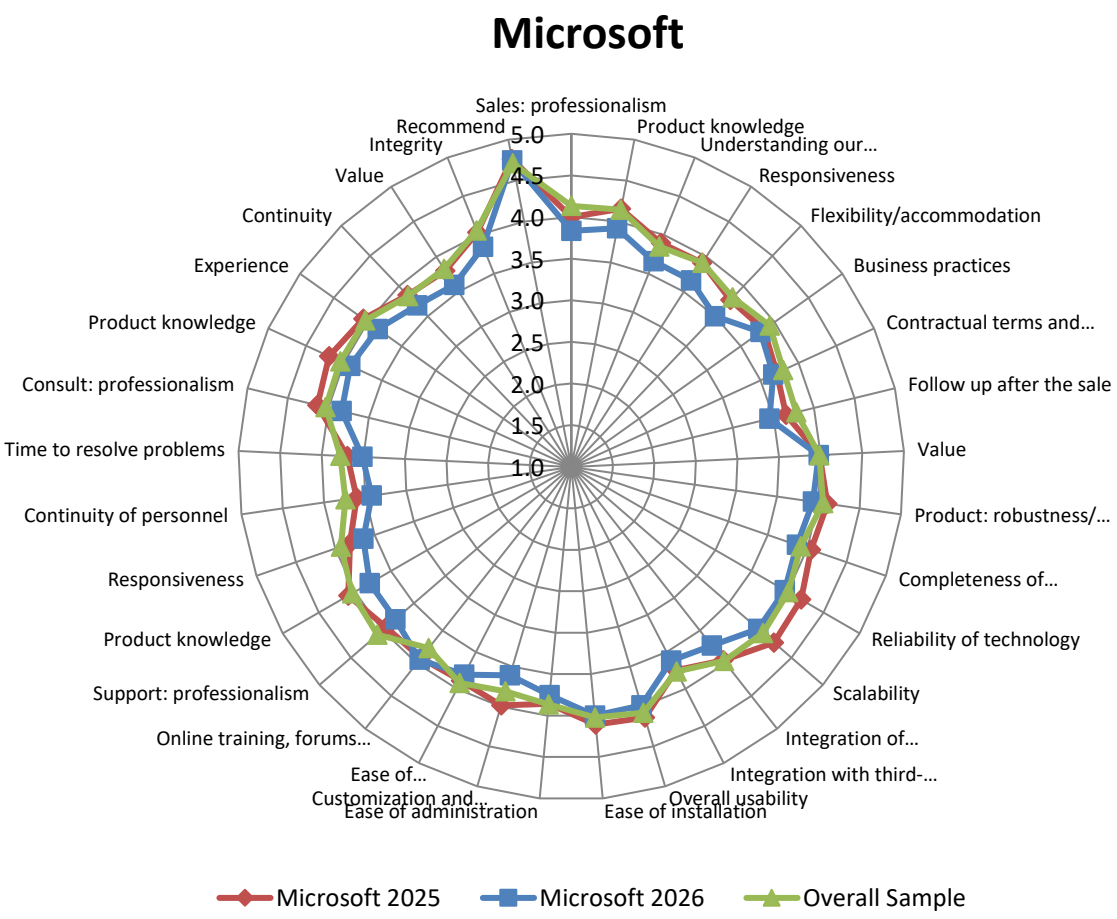

Figure 105 – Microsoft detailed score

In 2026, Microsoft is generally aligned with, or somewhat below, the overall sample. Although largely consistent with 2025, all categories and virtually all measures show modest declines.

It remains a Technology Leader in the Customer Experience Model and a Trust Leader in the Vendor Credibility Model. It is considered high value and low TCO in the Value/TCO Model.

Oracle Detailed Score

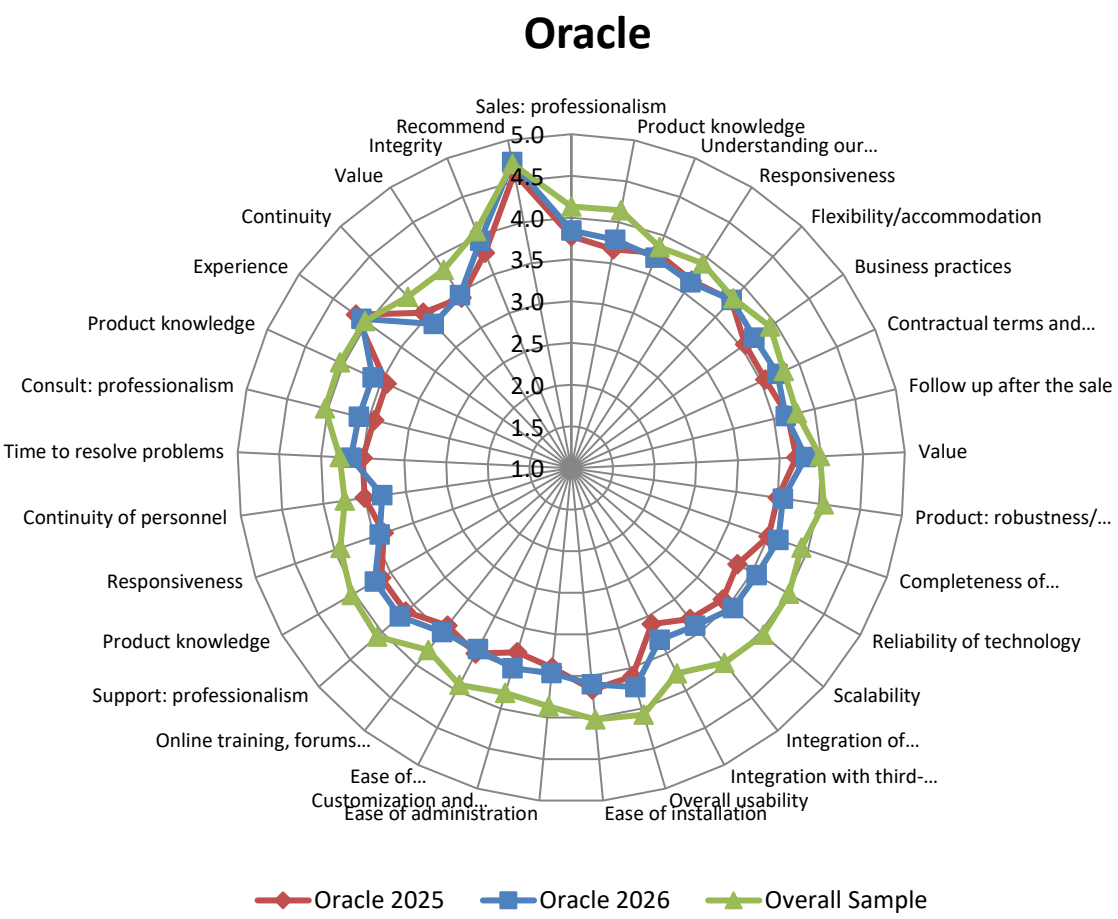

Figure 106 – Oracle detailed score

In 2026, Oracle's scores are generally below the overall sample and are mostly consistent with 2025 with a number of modest improvements for most categories and measures.

It is considered a Contender in the Customer Experience and a Trust Leader in the Vendor Credibility Model with (marginally) high value and low TCO in the Value/TCO Model.

Qlik Detailed Score

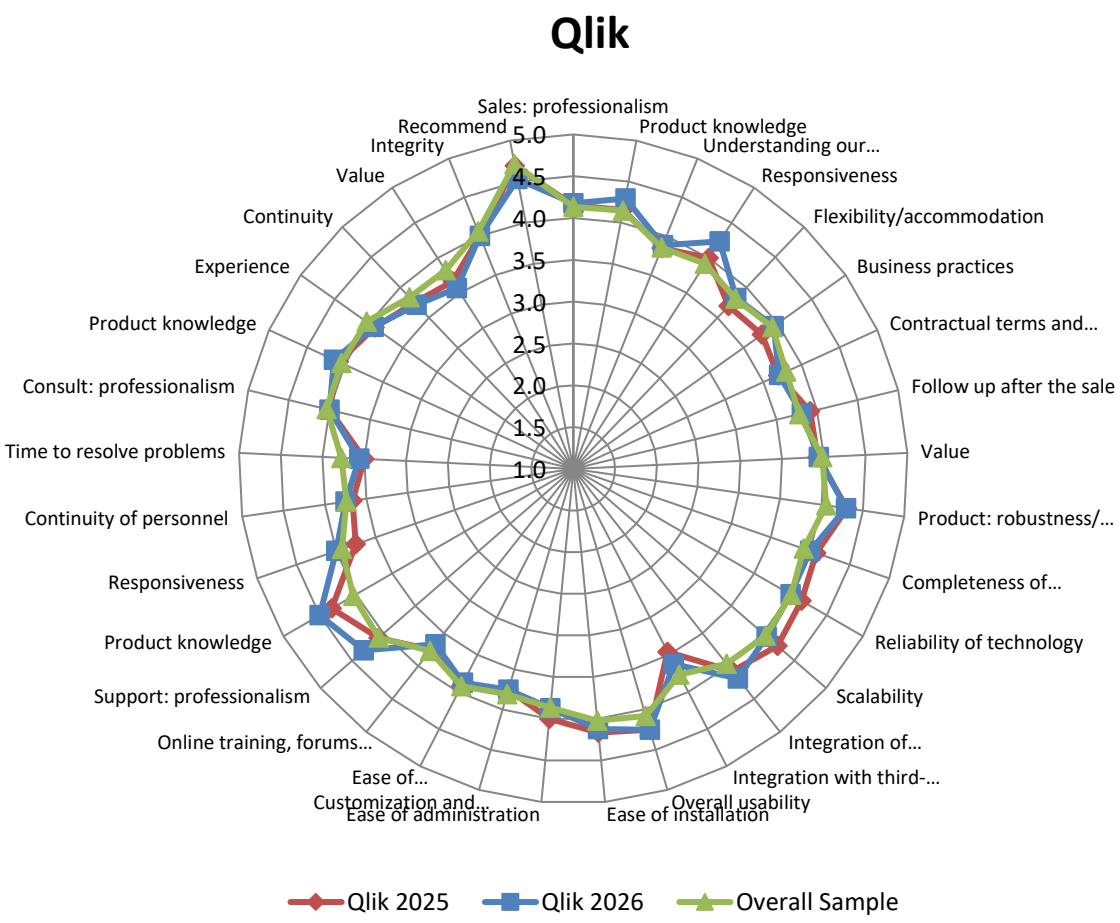

Figure 107 – Qlik detailed score

For 2026, Qlik is generally aligned with or above the overall sample, with improvements across several categories including sales, value, and technical support. It is considered a Technology Leader in the Customer Experience Model and a Trust Leader in the Vendor Credibility Model with high value and low TCO in the Value/TCO Model.

Qrvey Detailed Score

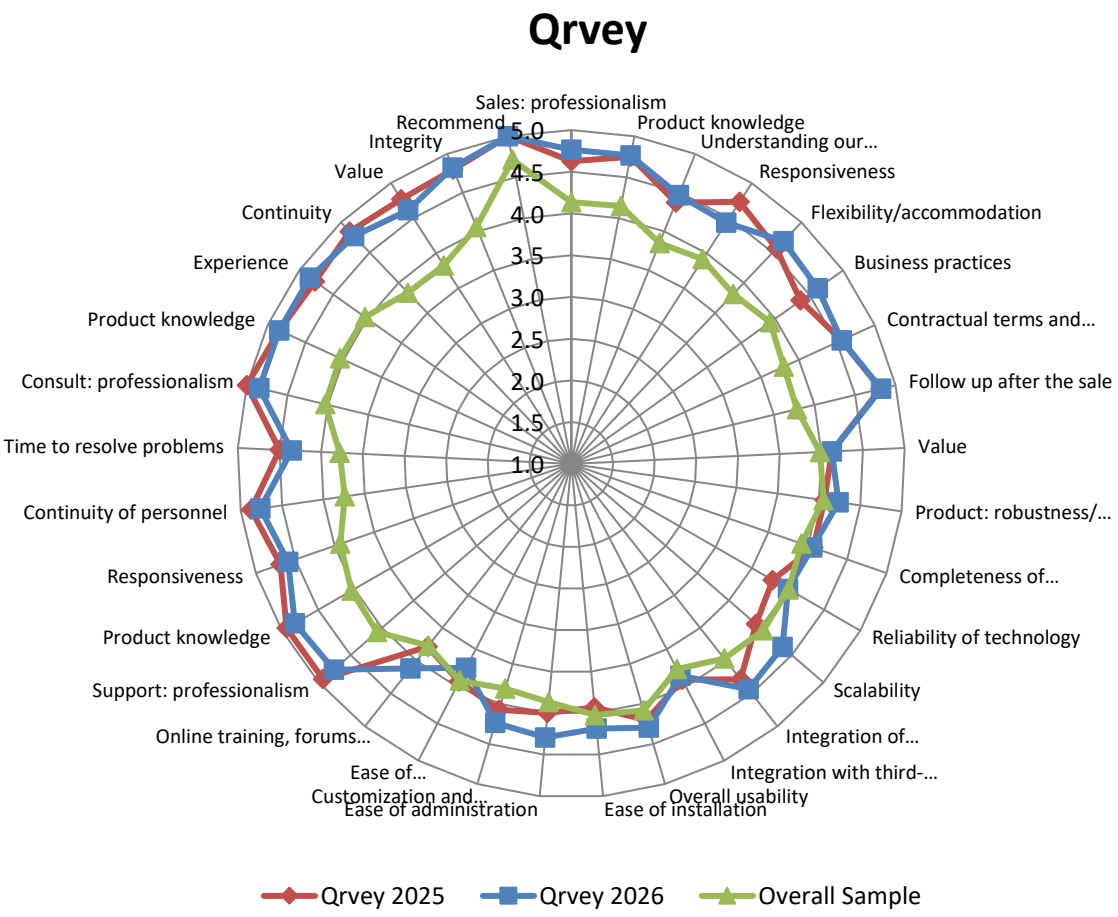

Figure 108 – Qrvey detailed score

In 2026, Qrvey's scores are similar to last year and remain consistently above the overall sample for virtually all measures. It is an Overall Leader in both Customer Experience and Vendor Credibility models.

It is best in class for the following sales measures: understanding business/needs, flexibility/accommodation, business practices, contractual terms and conditions, and follow up after the sale. It is also best in class for product Integration of components within product, continuity of technical support personnel, all consulting measures, and overall integrity.

It is considered high value and low TCO in the Value/TCO Model and maintains a perfect Recommend score.

SAP Detailed Score

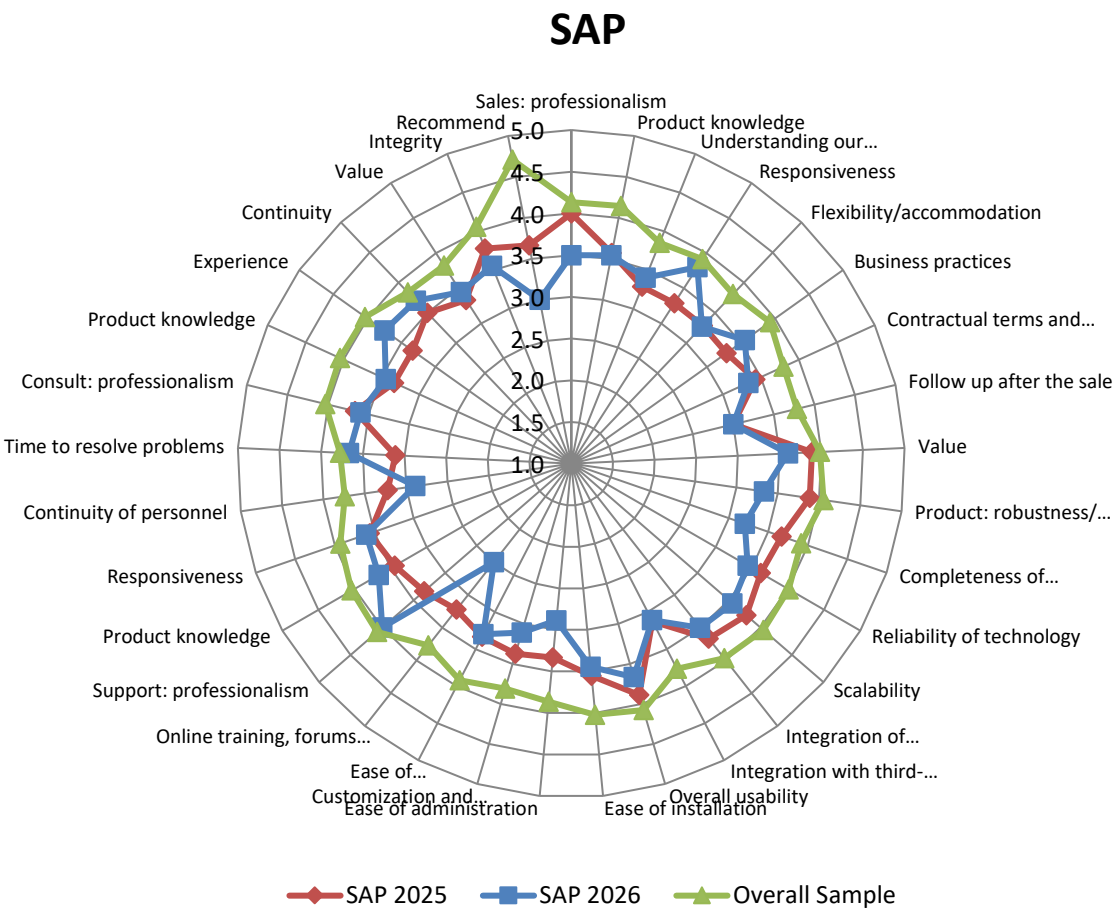

Figure 109 – SAP detailed score

For 2026, SAP remains below the overall sample for most measures, with a mix of mostly declines and some modest improvements.

It is a Contender in both the Customer Experience Model and Vendor Credibility Model and is considered relatively low value and high TCO in the Value/TCO Model.

SAS Detailed Score

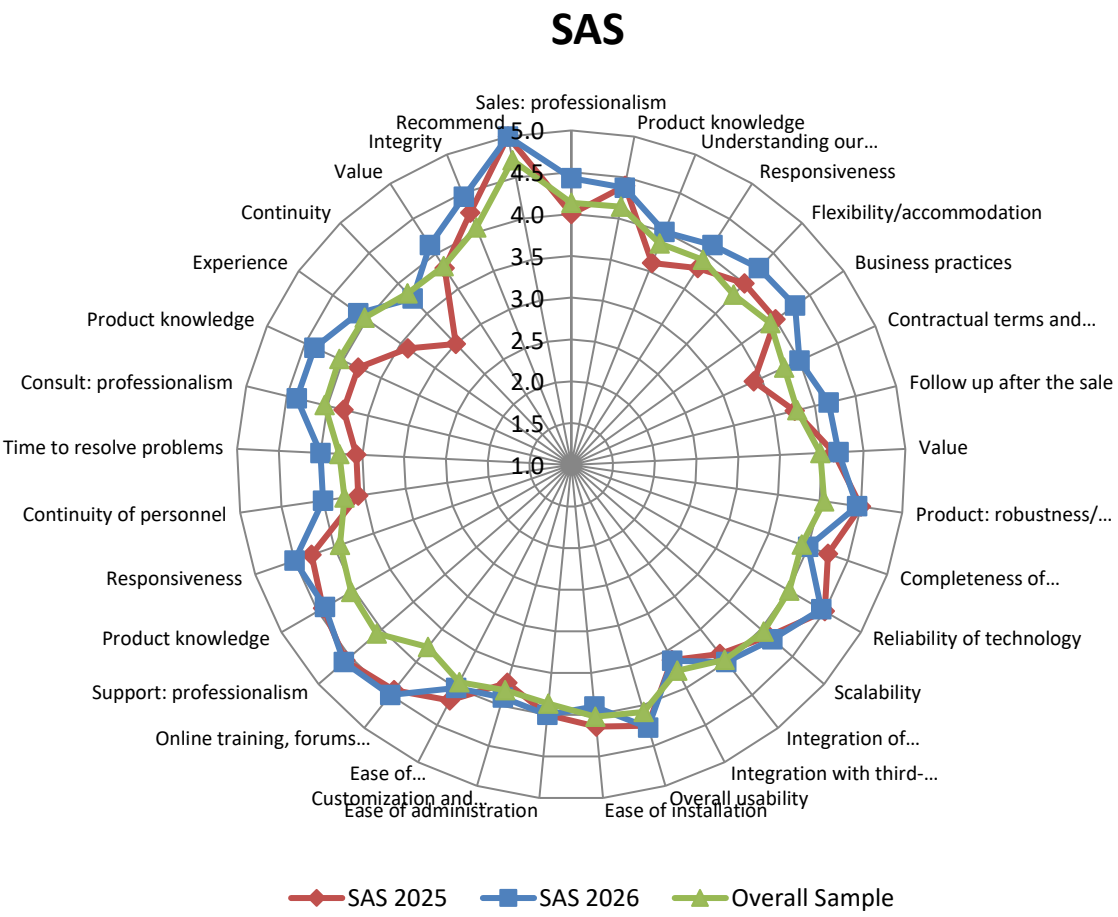

Figure 110 – SAS detailed score

In 2026, SAS has seen substantial improvements and is generally above the overall sample for a majority of measures across all categories and is best in class for online training, forums and documentation.

It is an Overall Leader in both Customer Experience and Vendor Credibility models and is considered high value and low TCO in the Value/TCO Model. It has a perfect Recommend score.

Sisense Detailed Score

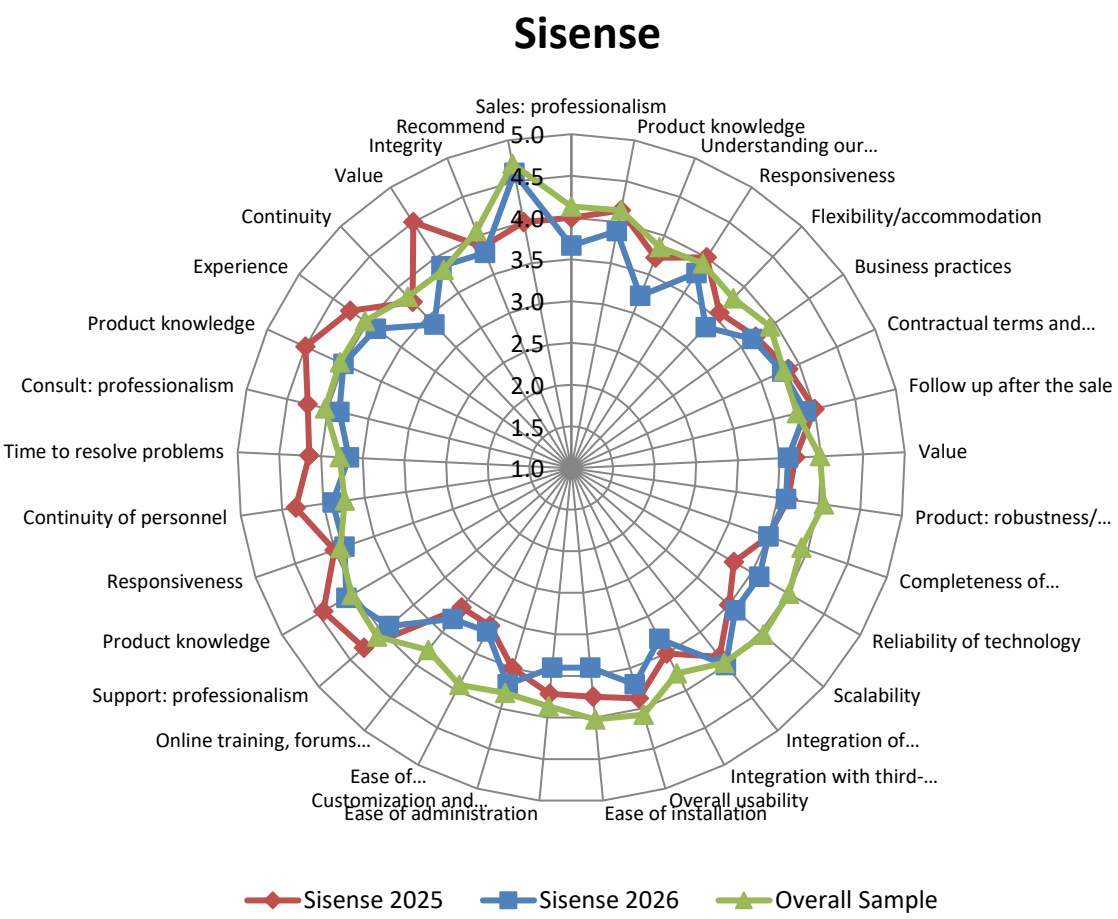

Figure 111 – Sisense detailed score

In 2026, Sisense's scores have mostly declined, with the exception of half of its product measures, which have improved. It remains generally below the overall sample and is a Contender in the Customer Experience Model and a Trust Leader in the Vendor Credibility Model. It is rated as marginally low value and low TCO in the Value/TCO Model.

Snowflake Detailed Score

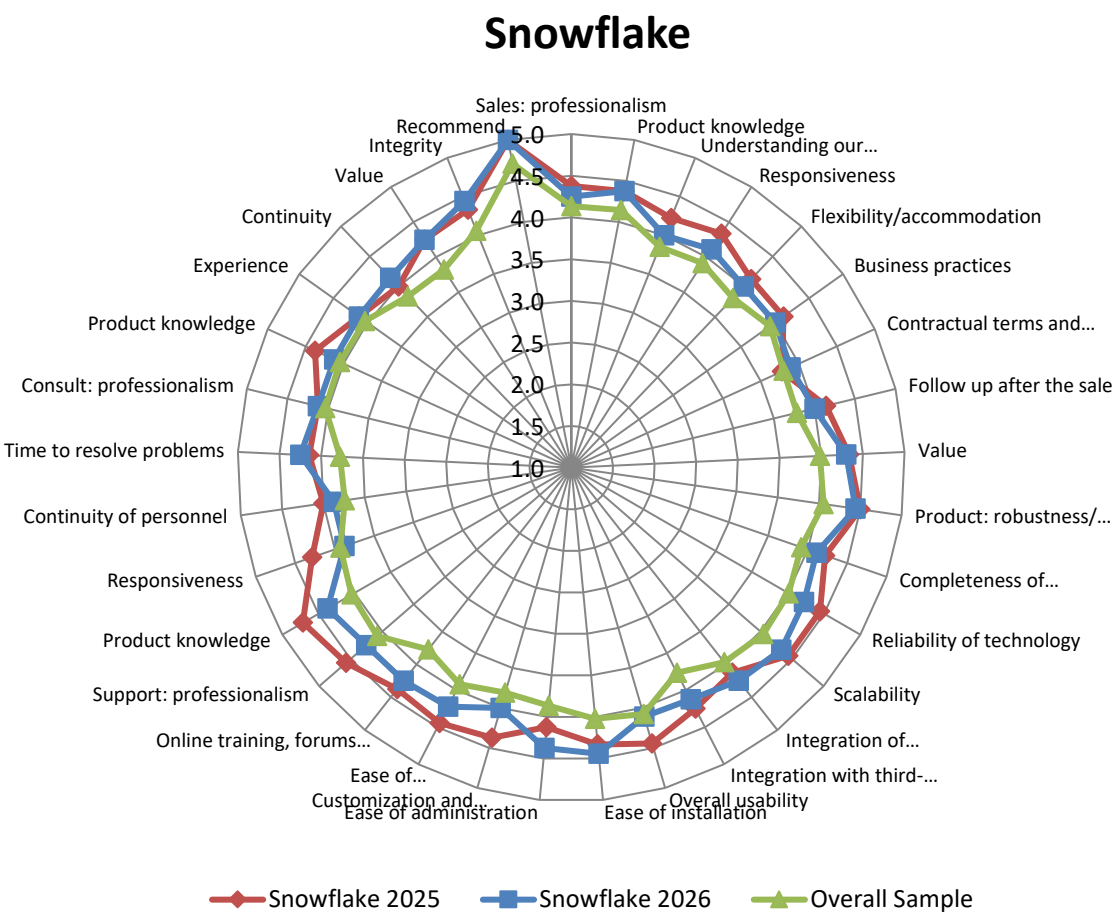

Figure 112 – Snowflake derailed score

For 2026, Snowflake's scores are generally aligned with those from 2025. It is generally above the overall sample and is an Overall Leader in both the Customer Experience and Vendor Credibility models. It is considered high value and low TCO in the Value/TCO Model and maintains a perfect Recommend score.

Strategy Detailed Score

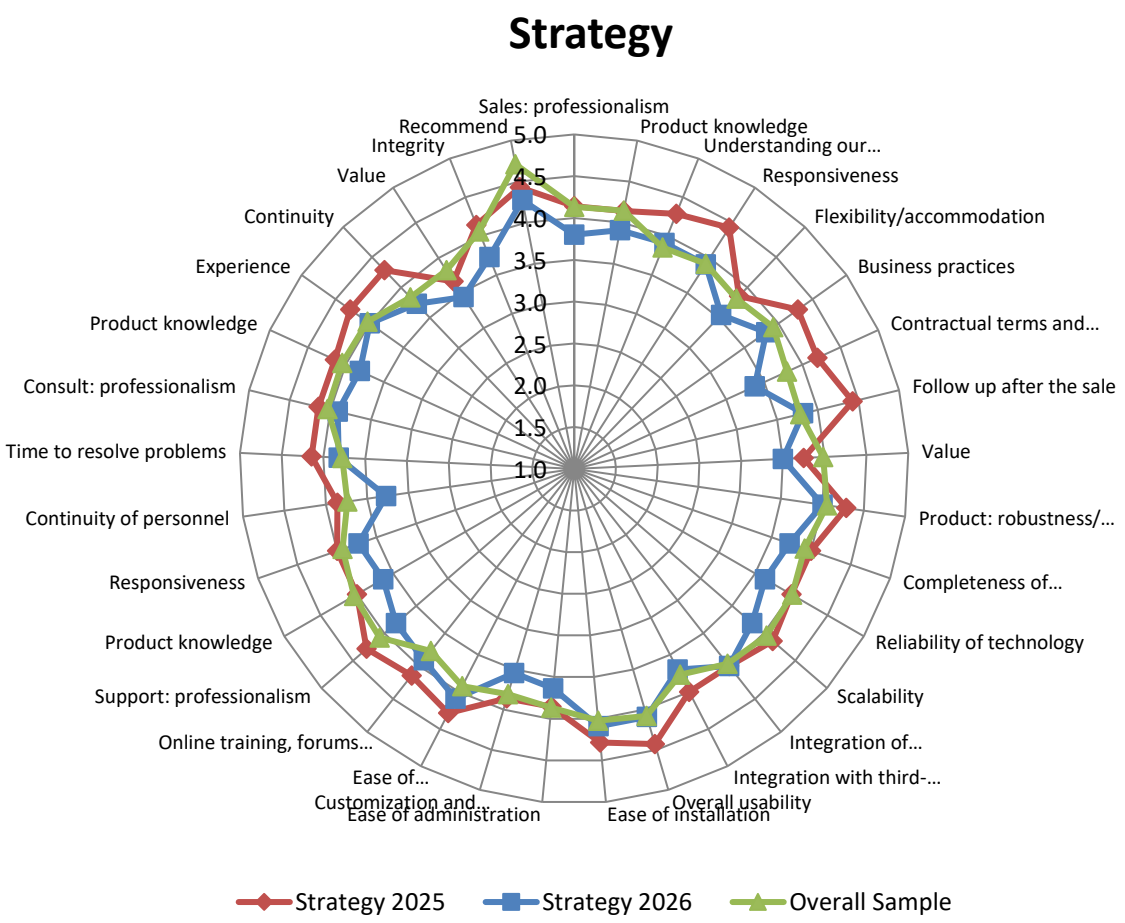

Figure 113 – Strategy detailed score

In 2026, Strategy (formerly known as MicroStrategy) has seen all categories of measurement decline over 2025 and is generally below, or in line with, the overall sample. It is marginally a Technology Leader in the Customer Experience Model and a Contender in the Vendor Credibility Model. It is considered relatively low value and low TCO in the Value/TCO Model.

Tableau Detailed Score

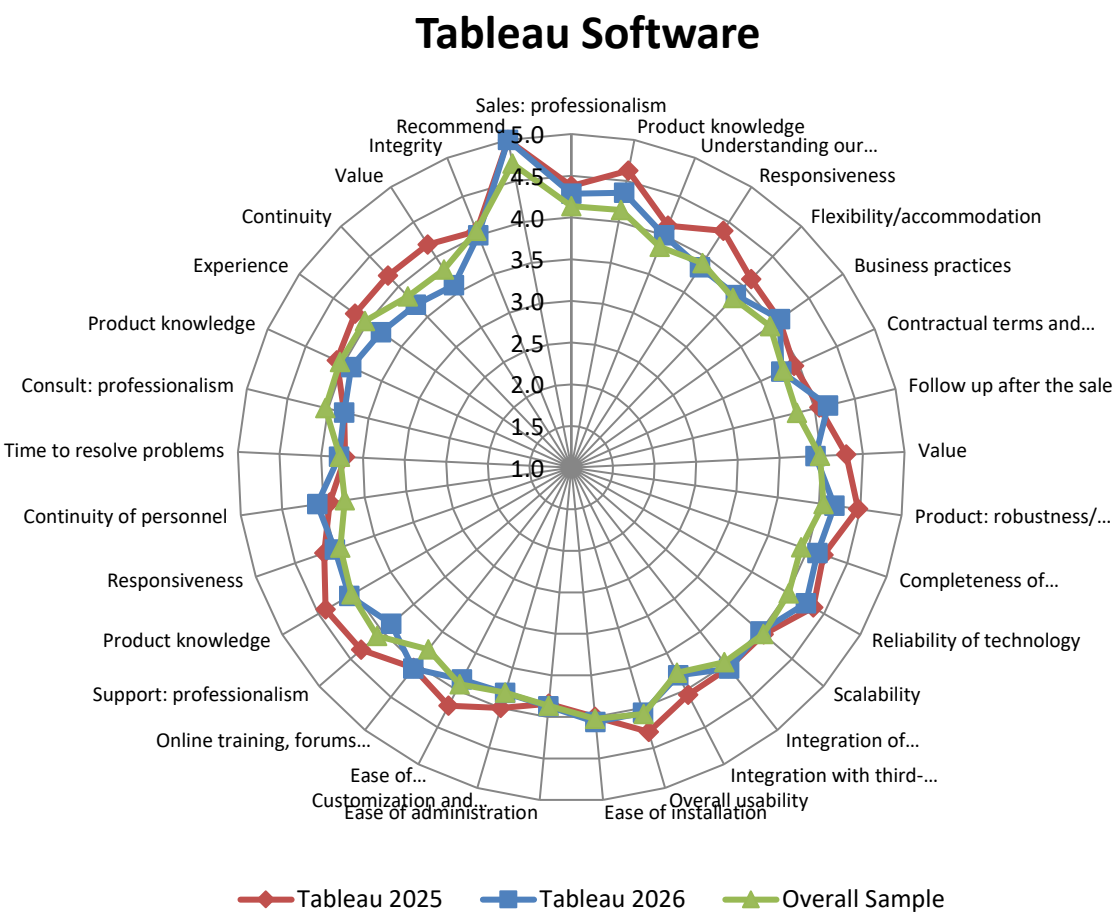

Figure 114 – Tableau detailed score

In 2026, Tableau's scores are somewhat above or aligned with the overall sample. It is a Technology Leader in the Customer Experience Model and a Trust Leader in the Vendor Credibility Model. It is considered high value and low TCO in the Value/TCO Model and has a perfect Recommend score.

Zoho Detailed Score

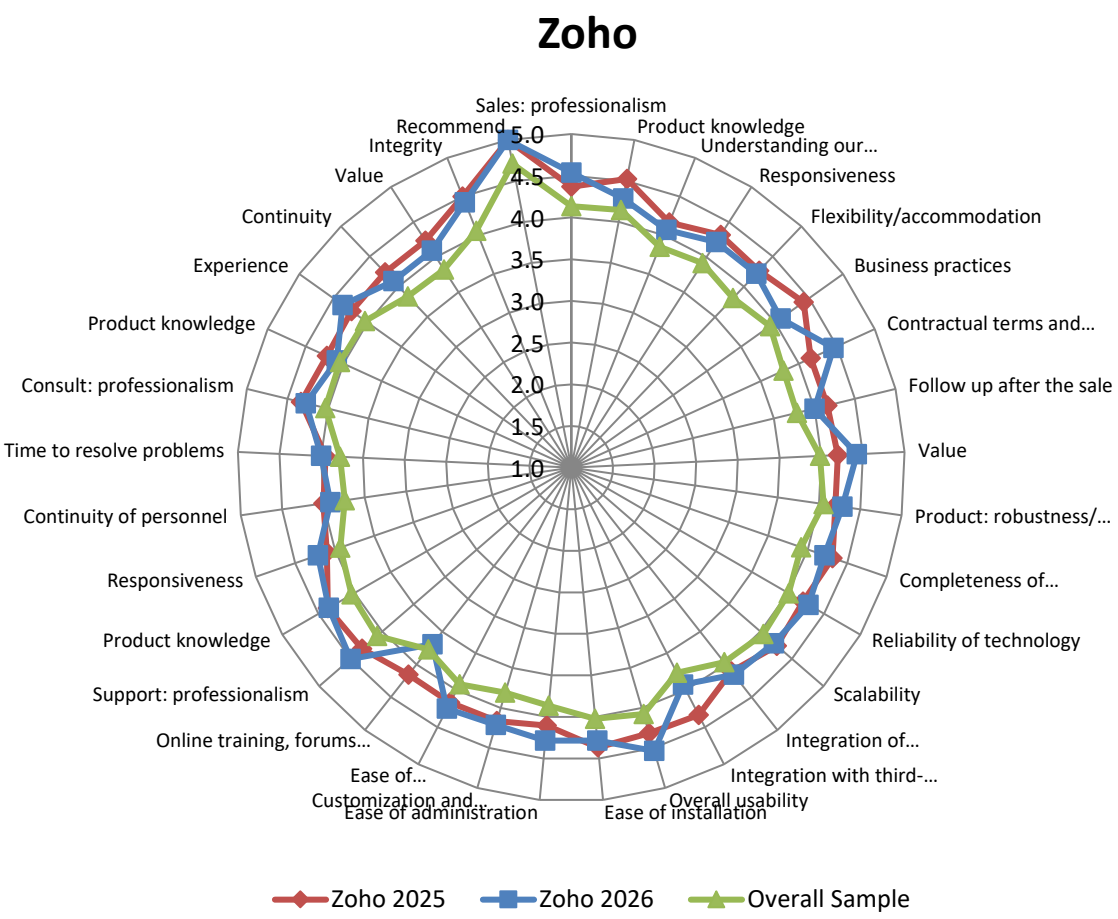

Figure 115 – Zoho detailed score

In 2026, Zoho's scores are generally above the overall sample with some improvements in product, and overall value. It is an Overall Leader in both the Customer Experience and Vendor Credibility models. It is considered high value and low TCO in the Value/TCO Model and maintains a perfect Recommend score.

Other Dresner Advisory Services Research Reports

- AI Development Platforms
- Agentic AI Assisted Analytics
- Agentic AI Automation Platforms
- Analytical Data Infrastructure
- Analytical Data Products
- Carbon Planning and Analysis
- Cloud Computing and Business Intelligence
- Data Catalog
- Data Engineering
- Data Observability
- Data Privacy and Security
- Data Warehouse and Data Lakes
- AI, Data and Analytics Governance
- Embedded Business Intelligence
- Enterprise Performance Management
- Enterprise Resource Planning (ERP)
- ESG Reporting
- Financial Consolidation, Close Management and Reporting
- Guided Analytics
- ModelOps
- Self-Service Business Intelligence
- Supply Chain Planning and Analysis
- Workforce Planning and Analysis

Dresner Advisory Services - Wisdom of Crowds® Survey Instrument

Please enter your contact information below

First Name*: _____

Last Name*: _____

Title: _____

Company Name*: _____

Street Address: _____

City: _____

State: _____

Zip: _____

Country: _____

Email Address*: _____

Phone Number: _____

URL: _____

May we contact you to discuss your responses and for additional information?

( ) Yes

( ) No

What major geography do you reside in?*

( ) North America

( ) Europe, Middle East, and Africa

( ) Latin America

( ) Asia Pacific

Please identify your primary industry*

( ) Advertising

( ) Aerospace

( ) Agriculture

( ) Apparel & Accessories

( ) Automotive

( ) Aviation

( ) Biotechnology

( ) Broadcasting

( ) Business Services

( ) Chemical

( ) Construction

( ) Consulting

( ) Consumer Products

( ) Defense

( ) Distribution & Logistics

( ) Education (Higher Ed)

( ) Education (K-12)

( ) Energy

( ) Entertainment & Leisure

( ) Executive search

( ) Federal Government

( ) Financial Services

( ) Food, Beverage, & Tobacco

( ) Healthcare (Payer)

( ) Healthcare (Provider)

( ) Hospitality

( ) Insurance

( ) Legal

( ) Manufacturing

( ) Mining

( ) Motion Picture & Video

( ) Not for Profit

( ) Pharmaceuticals

( ) Publishing

( ) Real Estate (Commercial)

( ) Real Estate (Residential)

( ) Retail & Wholesale

( ) Sports

( ) State & Local Government

( ) Technology

( ) Telecommunications

( ) Transportation

( ) Travel

( ) Utilities

( ) Other - Please specify below

Please type in your industry

_____

How many employees does your company employ worldwide?

( ) 1-100

( ) 101-1,000

( ) 1,001-2,000

( ) 2,001-5,000

( ) 5,001-10,000

( ) More than 10,000

What function do you report into?

( ) Business Intelligence Competency Center

( ) Executive Management

( ) Finance

( ) Human Resources

( ) Information Technology (IT)

( ) Marketing

( ) Operations (e.g., Manufacturing, Supply Chain, Services)

( ) Research and Development (R&D)

( ) Sales

( ) Strategic Planning Function

( ) Other - Write In

How many years has your company been in existence?

( ) Less than 5 years

( ) 5-10 years

( ) 11-16 years

( ) 16 or more years

Please indicate the importance of the following technologies to your data, analytics and performance management strategy and plans.

	Critical	Very Important	Important	Somewhat Important	Not Important
Ability to Write to Transactional Applications	( )	( )	( )	( )	( )
Agentic AI Analytics / Autonomous Decisioning	( )	( )	( )	( )	( )
Carbon Planning and Analysis	( )	( )	( )	( )	( )
Cloud (Software-as-a-Service)	( )	( )	( )	( )	( )
Collaborative Support for Group-Based Analysis	( )	( )	( )	( )	( )
Complex Event Processing (CEP)	( )	( )	( )	( )	( )

Dashboards	( )	( )	( )	( )	( )
Data Catalog	( )	( )	( )	( )	( )
Data Discovery	( )	( )	( )	( )	( )
Data Engineering	( )	( )	( )	( )	( )
Data Fabric	( )	( )	( )	( )	( )
Data Integration	( )	( )	( )	( )	( )
Data Lakes	( )	( )	( )	( )	( )
Data Mesh	( )	( )	( )	( )	( )
Data Observability	( )	( )	( )	( )	( )
Data Operations (Ops)	( )	( )	( )	( )	( )
Data Preparation and Blending	( )	( )	( )	( )	( )
Data Privacy and Regulatory Compliance (e.g. GDPR)	( )	( )	( )	( )	( )
Data Products	( )	( )	( )	( )	( )
Data Quality	( )	( )	( )	( )	( )
Data Science and Machine Learning	( )	( )	( )	( )	( )
Data Security	( )	( )	( )	( )	( )

Data Storytelling	( )	( )	( )	( )	( )
Data Visualization	( )	( )	( )	( )	( )
Data Warehousing	( )	( )	( )	( )	( )
Embedded BI	( )	( )	( )	( )	( )
End-User "Self-Service"	( )	( )	( )	( )	( )
Enterprise Planning / Budgeting	( )	( )	( )	( )	( )
ESG Reporting (Environmental, Social, Governance)	( )	( )	( )	( )	( )
Financial Consolidation, Close Management & Statutory Reporting	( )	( )	( )	( )	( )
Generative AI	( )	( )	( )	( )	( )
Governance: AI, Data and Analytics	( )	( )	( )	( )	( )
Graph Technology	( )	( )	( )	( )	( )
Guided Analytics	( )	( )	( )	( )	( )

In-Memory Analysis	( )	( )	( )	( )	( )
Internet of Things (IoT)	( )	( )	( )	( )	( )
Location Intelligence / Analytics	( )	( )	( )	( )	( )
Low-code / No-code Analytics	( )	( )	( )	( )	( )
Master Data Management	( )	( )	( )	( )	( )
Metadata Management	( )	( )	( )	( )	( )
Model Ops	( )	( )	( )	( )	( )
Multi-Dimensional Analysis (OLAP)	( )	( )	( )	( )	( )
Natural Language Analytics (natural language query/ natural language generation)	( )	( )	( )	( )	( )
Operational Analytics / Decision Intelligence	( )	( )	( )	( )	( )
Prepackaged Vertical / Functional	( )	( )	( )	( )	( )

Analytical Applications					
Reporting	( )	( )	( )	( )	( )
Robotic Process Automation (RPA) and Analysis	( )	( )	( )	( )	( )
Sales Planning / Performance Management	( )	( )	( )	( )	( )
Semantic Layer	( )	( )	( )	( )	( )
Spreadsheets	( )	( )	( )	( )	( )
Streaming Data Analysis	( )	( )	( )	( )	( )
Supply Chain Planning and Analysis	( )	( )	( )	( )	( )
Text Analytics	( )	( )	( )	( )	( )
Times Series Analysis	( )	( )	( )	( )	( )
Workforce Planning and Analysis	( )	( )	( )	( )	( )

How has AI affected your plans surrounding business intelligence / analytics?

( ) **Significantly accelerated plans:** AI has materially increased the pace, scope, or funding of BI and analytics initiatives

( ) **Moderately accelerated plans:** AI is influencing priorities, but within existing BI and analytics roadmaps

( ) **Refocused plans:** BI and analytics investments are being redirected toward AI-enabled or AI-assisted use cases

( ) **Minimal impact so far:** AI is being explored, but BI and analytics plans remain largely unchanged

( ) **Delayed or paused plans:** Uncertainty around AI has slowed BI and analytics decision-making or investment

( ) **Mixed impact:** AI is advancing some BI and analytics initiatives while delaying or displacing others

( ) **No impact:** AI has not affected BI and analytics strategy or plans

Please respond to the following statement: "My organization considers our business intelligence / analytics initiatives a success."*

( ) Completely Agree

( ) Agree Somewhat

( ) Disagree Somewhat

( ) Disagree

Which of the following factors contributed to your organization's success with business intelligence / analytics?

[ ] Support from senior management or other BI champions

[ ] A culture that understands and values fact-based decision-making

[ ] Business objectives or needs were understood and met

[ ] Good communication/collaboration between those developing/supporting BI solution and those using it

[ ] Use of specific technology

[ ] Reliable, trustworthy data

[ ] Availability of skilled, expert resources

[ ] Available data literacy education

[ ] Widespread access to BI solutions and technology

[ ] Available technology / tool education

[ ] Self-service capabilities

[ ] Solution / tool ease of use

[ ] Other - Write In: _____

[ ] Other - Write In: _____

How do you determine BI / analytics success?

[ ] Return on investment (ROI) model

[ ] User feedback/satisfaction

[ ] Customer feedback/satisfaction

[ ] Number of deployed users

[ ] System/application activity

[ ] Other - Write In: _____

[ ] Other - Write In: _____

Which of the following factors contributed to your organization's obstacles to business intelligence / analytics?

[ ] A culture that doesn't fully understand or value fact-based decision-making

[ ] Business objectives or needs were not understood or met

[ ] Inadequate budget / funding

[ ] Lack of a specific technology

[ ] Unreliable, untrustworthy data

[ ] Lack of skilled, expert resources

[ ] Lack of data literacy education

[ ] Limited access to BI solutions and technology

[ ] Lack of support from senior management or other BI champions

[ ] Lack of technology / tool education

[ ] Poor communication/collaboration between those developing/supporting BI solution and those using it

[ ] Poor self-service capabilities

[ ] Poor solution / tool ease of use

[ ] Unrealistic time frames / expectations

[ ] Other - Write In: _____

[ ] Other - Write In: _____

This year our budget for business intelligence / analytics is:

( ) Increasing over last year

( ) Decreasing over last year

( ) Staying the same as last year

Was this increase part of an overall increase in spend or a reallocation of budget from other initiatives?

( ) Overall Increase

( ) Reallocation of budget from other initiatives

Please indicate - in percentages - where your organization's business intelligence / analytics budget is allocated.

_____Computer Hardware

_____Internal Headcount

_____Education and Training

_____External Consulting Services

_____Subscriptions for user BI software

_____Subscriptions for database or other analytical infrastructure

_____Perpetual Licensing (purchase) of user BI software

_____Perpetual Licensing (purchase) of database or other analytical infrastructure

_____Software Maintenance for perpetual licensed software

_____Other

Which function drives your business intelligence / analytics initiatives?

	Always	**Often**	**Sometimes**	**Rarely**	**Never**
Operations	( )	( )	( )	( )	( )
Competency Center/ Center of Excellence	( )	( )	( )	( )	( )
Customer Service / Support	( )	( )	( )	( )	( )
Sales	( )	( )	( )	( )	( )
Finance	( )	( )	( )	( )	( )
Research and Development (R&D)	( )	( )	( )	( )	( )

Information Technology (IT)	( )	( )	( )	( )	( )
Human Resources	( )	( )	( )	( )	( )
Executive Management	( )	( )	( )	( )	( )
Marketing	( )	( )	( )	( )	( )
Manufacturing	( )	( )	( )	( )	( )
Strategic Planning Function	( )	( )	( )	( )	( )

Where has business intelligence / analytics helped to achieve business goals?

	High Achievement	**Moderate Achievement**	**Acceptable Achievement**	**Not Yet Attempted**	**Not Yet Achieved**
Better Decision-Making	( )	( )	( )	( )	( )
Compliance / Risk Management	( )	( )	( )	( )	( )
Growth in Revenues	( )	( )	( )	( )	( )
Improved Operational Efficiency /	( )	( )	( )	( )	( )

Cost Savings					
Enhanced Customer Service	( )	( )	( )	( )	( )
Increased Competitive Advantage	( )	( )	( )	( )	( )

Who are the targeted consumers of business intelligence / analytics within your organization?

	Primary	**Secondary**	**Future Plans**	**No Plans**
Customers	( )	( )	( )	( )
Executives	( )	( )	( )	( )
Individual Contributors and Professionals	( )	( )	( )	( )
Line Managers	( )	( )	( )	( )
Middle Managers	( )	( )	( )	( )
Partners/Affiliates	( )	( )	( )	( )
Suppliers	( )	( )	( )	( )

What percentage of all employees have access to business intelligence / analytics solutions?

	Under 10%	11 - 20%	21 - 40%	41 - 60%	61 - 80%	81% or More
Today	( )	( )	( )	( )	( )	( )
In 12 Months	( )	( )	( )	( )	( )	( )
In 24 Months	( )	( )	( )	( )	( )	( )
In 36 Months	( )	( )	( )	( )	( )	( )

How many business intelligence / analytics products are currently used in your organization today?

( ) Don't know

( ) 1

( ) 2

( ) 3

( ) 4

( ) 5

( ) 6

( ) 7

( ) 8

( ) 9

( ) 10 or more

Are you planning to consolidate the number of tools currently in place?

( ) Yes

( ) No

Why are you planning to consolidate BI / analytics tools? Check all that apply.

[ ] Cost savings

[ ] Corporate standard

[ ] Ease of use

[ ] Improved functionality

[ ] Strategic initiative

[ ] Unused "shelf ware"

[ ] Modernization

[ ] Other - Write In

[ ] Other - Write In: _____

Business Intelligence / Analytics Vendor Ratings

Please select one vendor to rate. You will have an opportunity to rate a second vendor at the end of this section.*

( ) Altair (Datawatch, RapidMiner)

( ) Alteryx

( ) Amazon (i.e., QuickSight)

( ) AnswerRocket

( ) Astrato

( ) C3.AI

( ) DataBricks

( ) Dataiku

( ) DataRobot

( ) Dimensional Insight

( ) Domino Data Labs

( ) Domo

( ) Eyko

( ) GoodData

( ) Google (including Looker)

( ) Grow (Epicor)

( ) H2O.ai

( ) Hex

( ) IBM

( ) iGenius

( ) Incorta

( ) Infor

( ) Information Builders

( ) insightsoftware

( ) KNIME

( ) Metabase

( ) Microsoft

( ) Strategy (fka MicroStrategy)

( ) Omni Analytics

( ) Oracle

( ) Palantir

( ) Panintelligence

( ) Pentaho (Hitachi)

( ) Pyramid Analytics

( ) Qlik

( ) Qrvey

( ) Row Zero

( ) SAP

( ) SAS Institute

( ) Sigma Computing

( ) Sisense

( ) Snowflake (i.e., Snowsight)

( ) Spotfire (TIBCO)

( ) Tableau (Salesforce)

( ) Tellius

( ) ThoughtSpot

( ) VeeZoo

( ) Yellowfin (Idera)

( ) Zoho

( ) Other - Write In: _____

Please specify the product name and version for the selected vendor

_____

How long has this product been in use in your organization?

( ) Less than 1 year

( ) 1-2 years

( ) 3-5 years

( ) 6-10 years

( ) More than 10 years

BI Product Replacement

Did this product replace another BI product?

( ) Yes ( ) No

Which product did it replace?:

_____

Why was it replaced?

	Primary Reason	**Secondary Reason**	**Was Not a Factor**
Cost	( )	( )	( )
Functionality	( )	( )	( )
Corporate Standard	( )	( )	( )
Modernization	( )	( )	( )
Product Reliability	( )	( )	( )
Licensing	( )	( )	( )

How many users currently use this product?

( ) 1-10

( ) 11-50

( ) 51-100

( ) 101-200

( ) 201-500

( ) More than 500

How would you characterize the sales/acquisition experience with this vendor?

	Excellent	Very Good	Adequate	Poor	Very Poor	Don't Know
Professionalism	( )	( )	( )	( )	( )	( )
Product Knowledge	( )	( )	( )	( )	( )	( )
Understanding our Business Needs	( )	( )	( )	( )	( )	( )
Responsiveness	( )	( )	( )	( )	( )	( )
Flexibility/Accommodation	( )	( )	( )	( )	( )	( )
Business Practices	( )	( )	( )	( )	( )	( )
Contractual Terms and Conditions	( )	( )	( )	( )	( )	( )
Follow-up after the Sale	( )	( )	( )	( )	( )	( )

How would you characterize the value for the price paid?

( ) Great Value (Well exceeded expectations)

( ) Good Value (Somewhat exceeded expectations)

( ) Average Value (Met expectations)

( ) Poor Value (Fell short of expectations)

( ) Very Poor Value (Fell far short of expectations)

How would you characterize the quality and usefulness of the product?

	Excellent	**Very Good**	**Adequate**	**Poor**	**Very Poor**	**Don't Know**
Robustness/Sophistication of Technology	( )	( )	( )	( )	( )	( )
Completeness of Functionality	( )	( )	( )	( )	( )	( )
Reliability of Technology	( )	( )	( )	( )	( )	( )
Scalability	( )	( )	( )	( )	( )	( )
Integration of Components within Product	( )	( )	( )	( )	( )	( )
Integration with Third-party Technologies	( )	( )	( )	( )	( )	( )
Overall Usability	( )	( )	( )	( )	( )	( )
Ease of deployment	( )	( )	( )	( )	( )	( )

Ease of Administration	( )	( )	( )	( )	( )	( )
Customization and Extensibility	( )	( )	( )	( )	( )	( )
Ease of Upgrade/Migration to New Versions	( )	( )	( )	( )	( )	( )
Online Training, Forums and Documentation	( )	( )	( )	( )	( )	( )

How would you characterize the vendor's technical support?

	Excellent	**Very Good**	**Adequate**	**Poor**	**Very Poor**	**Don't Know**
Professionalism	( )	( )	( )	( )	( )	( )
Product Knowledge	( )	( )	( )	( )	( )	( )
Responsiveness	( )	( )	( )	( )	( )	( )
Continuity of Personnel	( )	( )	( )	( )	( )	( )
Time to Resolve Problems	( )	( )	( )	( )	( )	( )

How would you characterize the vendor's consulting services?

	Excellent	**Very Good**	**Adequate**	**Poor**	**Very Poor**	**Don't Know**
Professionalism	( )	( )	( )	( )	( )	( )

Product Knowledge	( )	( )	( )	( )	( )	( )
Experience	( )	( )	( )	( )	( )	( )
Continuity	( )	( )	( )	( )	( )	( )
Value	( )	( )	( )	( )	( )	( )

How would you rate the integrity (i.e., truthfulness, honesty) of this BI vendor?

( ) Excellent

( ) Very Good

( ) Adequate

( ) Poor

( ) Very Poor

( ) Don't Know

Did your experience with this vendor improve, remain the same or decline from last year?

( ) Improved

( ) Stayed the Same

( ) Declined

What is the perceived total cost of ownership (TCO) for this product?

( ) Very Poor (Well above average; High total cost)

( ) Poor (Above average cost)

( ) Average Cost

( ) Good (Somewhat below average cost)

( ) Very Good (Low total cost)

( ) Don't know

Would you recommend this vendor/product?

( ) I would recommend this vendor/product

( ) I would NOT recommend this vendor/product

Please enter any additional comments regarding this vendor and/or its products

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