

The Data Management Survey 23

The voice of the data management community

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



The Data Management Survey 23: dataspot. Highlights Dashboard



KPI results

15 top rankings
and
2 leading
positions
in 1
peer group

THE DATA MANAGEMENT
SURVEY23



Recommendation

100%
of surveyed users
say they would
recommend dataspot.*

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

THE DATA MANAGEMENT
SURVEY23



Satisfaction

100%
of surveyed users
are **satisfied** with
dataspot.*

* Based on the aggregate of
"Very satisfied" and "Somewhat satisfied".

THE DATA MANAGEMENT
SURVEY23



Functionality

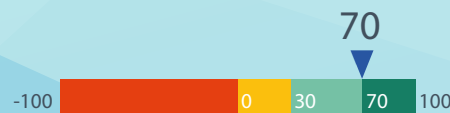
97%
of surveyed users rate
dataspot.'s functionality
as **excellent** or **good**.*

* Compared to **76%** for the average
data management tool.

THE DATA MANAGEMENT
SURVEY23



Net Promoter Score (NPS)



THE DATA MANAGEMENT
SURVEY23



Price-to-value

96%
of surveyed users rate
dataspot.'s price-
performance-ratio
as **excellent** or **good**.*

* Compared to **64%** for the average
data management tool.

THE DATA MANAGEMENT
SURVEY23

Peer Group Data Governance Products

1. Top-ranked in

Price to Value
Time to Market
Recommendation
Product Satisfaction
Support Quality
Customer Satisfaction
Performance
Platform Reliability
Development Efficiency
Usability
Customer Experience
Product Enhancement
Innovation
Functionality
Technical Capability

Leader in

Automation
Adaptability

The Data Management Survey 23: dataspot. Highlights



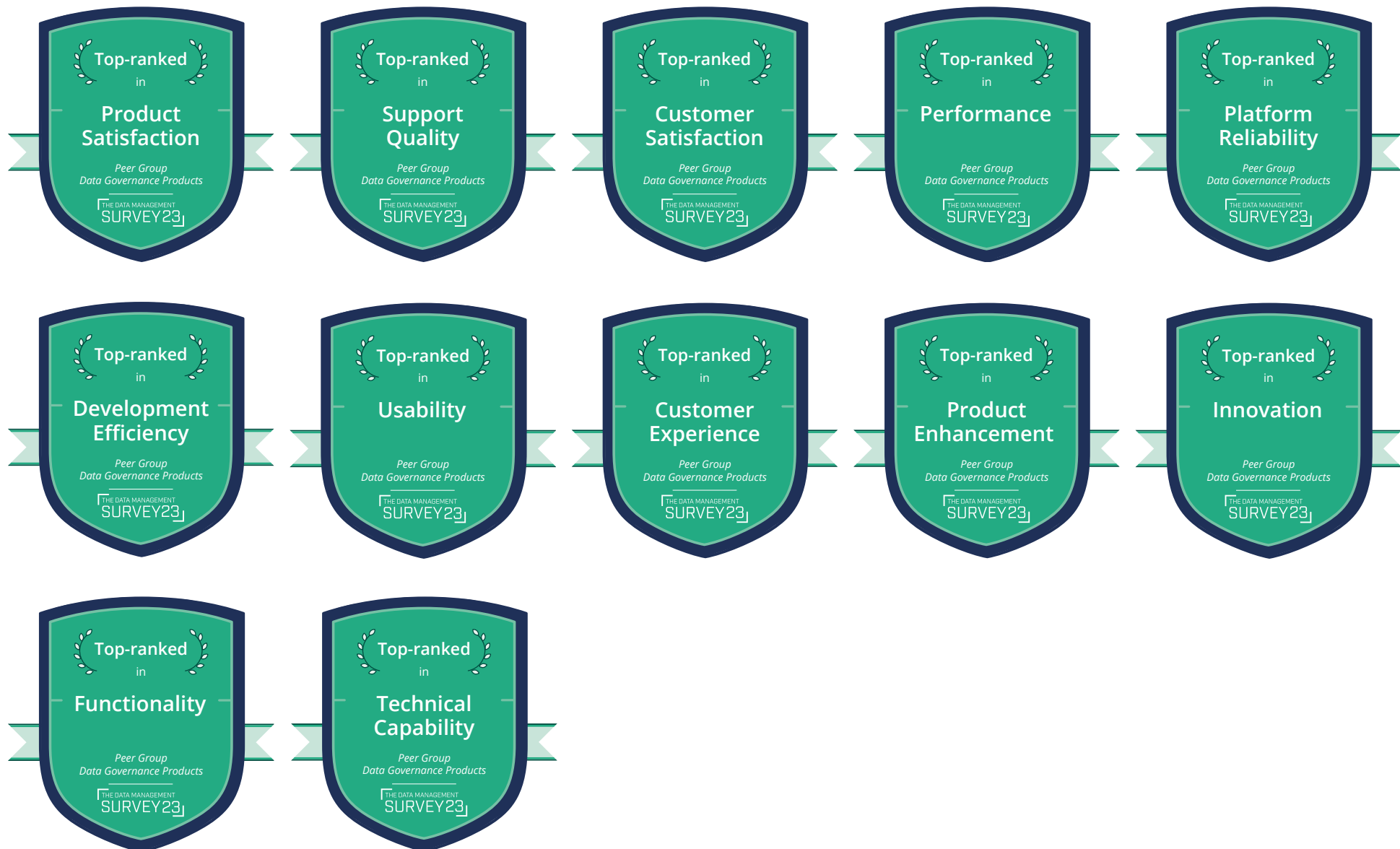
BARC Summary

User ratings for dataspot. in this year's survey are all above average with 15 top ranks and 2 leading positions in the *Data Governance Products* peer group. The product achieves nine maximum ratings of 10/10 in the *Time to Market*, *Recommendation*, *Product Satisfaction*, *Support Quality*, *Platform Reliability*, *Development Efficiency*, *Usability*, *Product Enhancement* and *Functionality* KPIs. 43 percent of dataspot.'s customers claim they experience no significant problems when using the product. The problems reported by customers are more organizational in nature than technical. dataspot. continues to pursue its strategy and has a clear focus on data governance. Many important enhancements have been implemented in the current version, including an extended range of data warehouse automation options, which seems to be valued by customers.





The Data Management Survey 23: dataspot. Top Ranks



Customer Quotes

I am extremely satisfied with the support and flexibility.*

THE DATA MANAGEMENT
SURVEY23

Business analyst, Financial Services,
100-2,500 employees

This is one of the tools that after a short time using it, you ask yourself: How could I have lived without it?

THE DATA MANAGEMENT
SURVEY23

Data engineer/data manager (ETL developer, data modeler), Services, <100 employees

dataspot. makes the data and its use in the company transparent. Finally, there is ONE place where especially business users can find and maintain all information about their data. dataspot. has greatly increased data transparency in our company.*

THE DATA MANAGEMENT
SURVEY23

Head of department (except IT), Financial Services, 100-2,500 employees

Very customer-oriented, dynamic company with a lot of potential for the future (together).*

THE DATA MANAGEMENT
SURVEY23

Line of business employee, Financial Services, 100-2,500 employees

Very helpful, efficient, focused, enriching.*

THE DATA MANAGEMENT
SURVEY23

Head of department (except IT), Manufacturing, >2,500 employees

*Translated by BARC



What Customers Love Most

Simple handling, large range of functions.*

THE DATA MANAGEMENT
SURVEY23

Data steward, Financial Services,
100-2,500 employees

The overview and ease of use of the tool. The system never fails and offers many application possibilities.*

THE DATA MANAGEMENT
SURVEY23

Member of a cross-functional BI/analytics organization, Financial Services, 100-2,500 employees

Usability for business users, easy to understand, easy to extend; possibility to make customizations and extensions without IT support.*

THE DATA MANAGEMENT
SURVEY23

Head of department (except IT), Financial Services, 100-2,500 employees

Smart tool and professional team in the background*

THE DATA MANAGEMENT
SURVEY23

Head of department (except IT), IT, 100-2,500 employees

A tool that was developed with the user's perspective in mind, which covers all aspects of modern requirements from a business point of view. The human experience with dataspot. is fantastic - straightforward - smart - sympathetic-competent*

THE DATA MANAGEMENT
SURVEY23

Business analyst, Financial Services, 100-2,500 employees

*Translated by BARC



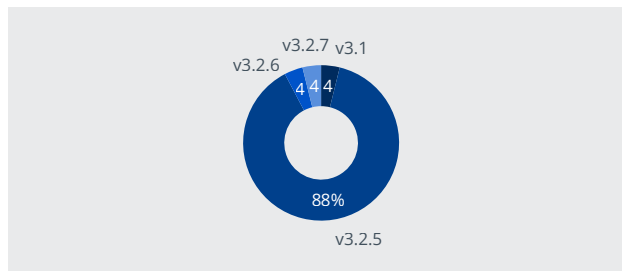
dataspot. Overview

dataspot. is a privately-owned consultancy company and a service and technology provider headquartered in Vienna, Austria. Founded in 2016, the company currently has more than 25 employees (plus 15 freelancers) and operates mainly in the DACH region. dataspot. started out as a data governance consultancy before developing its own data cataloging software for metadata management. Today, it provides a data governance solution and metadata management software, data excellence consulting and education services.

dataspot.'s software is strongly aligned with its data governance framework known as the Data Excellence Framework[®]. The framework helps to develop data governance in a step-by-step approach that takes all relevant strategic and organizational factors into account. The software can either be used independently or in combination with the framework. dataspot. software provides metadata-based cataloging and advanced data governance functionality, such as data quality, around a business data model. dataspot. focuses more on business users than on technical users. Nevertheless, technical data models have also been integrated and technical

Versions used

n=26



users are supported.

Openness is key to integrating the software into companies' ecosystems. Therefore, the 100 percent open-source-based solution is delivered on-premises or as a service, and the container-based architecture can be operated in Microsoft Azure, AWS or Google. To cover specific data governance requirements, the software is fully customizable and metadata storage is 100 percent open for any changes. Moreover, concepts are in place to serve multiple business data models in parallel and to link them together (e.g., separate views for local entities). dataspot. relies on an open metadata model and standard interfaces to enable integration with the surrounding ecosystem and metadata exchange. Metadata is linked and curated by a well-structured guided process for data stewards and business experts. The centrally stored metadata can be searched, used and analyzed via a user-friendly web-based interface that provides features such as full-text search functionality and visual end-to-end data lineage (business and technical). Users can explore metadata in different modules depending on what they are looking to achieve. The modules include the business data model, reference data model, KPI dictionary, data usage catalog, data quality catalog, models and organizational models. Based on these, companies can cover most popular data governance use cases and achieve benefits quickly.

dataspot. customer responses

This year we had 30 responses from dataspot. users. At the time of the survey, 88 percent were using version 3.2.5, 4 percent each were using version 3.2.6, 3.2.7 and 3.1.

Introduction



THE DATA MANAGEMENT SURVEY23

The Data Management Survey 23 is based on the findings from BARC's major survey of data management end users, conducted from January to April 2022. In total, 1,236 people responded to the survey with 966 answering a series of detailed questions about their use of a named product. Altogether, 23 products (or groups of products) are analyzed in detail.

The Data Management Survey 23 examines user feedback on data management product selection and usage across 18 criteria (KPIs) including *Price to Value*, *Recommendation*, *Functionality* and *Product Satisfaction*.

This document contains just a selection of the headline findings for dataspot.. It does not show all the KPI results and focuses mainly on the positive findings.

For more information on the survey, visit [The BI Survey website](#).



User and Use Case Demographics

BARC Comment

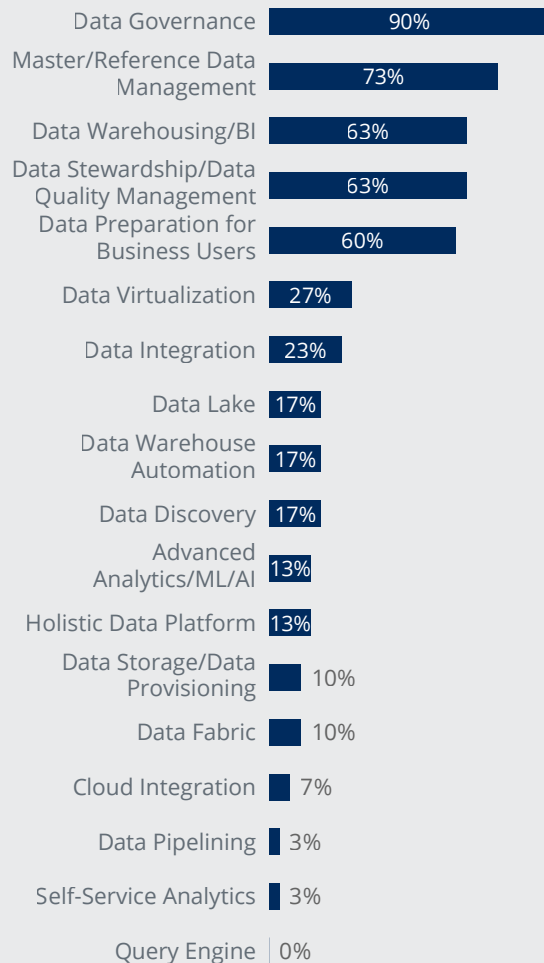
As expected, 90 percent of the customers surveyed use dataspot. as a data governance solution. Its usage for master data management has increased by 6 percentage points since last year to 73 percent, while usage for data quality management has slightly decreased to 63 percent. It is obvious that dataspot. is focused on data governance use cases and not on supporting analytics users directly (e.g., with self-service analytics).

The share of data warehousing / BI (now 63 percent) and data preparation (now 60 percent) use cases has significantly increased. Essentially, dataspot. is a purely metadata-based tool for cataloging, monitoring and data quality monitoring. However, it has also recently added data warehouse automation capabilities, which support the generation of data warehouse models based on the curated metadata within dataspot..

The software is used in companies of all sizes, but mainly in medium-sized organizations. It scales from small to large scenarios with more than 1,000 users and is also suitable for use in a single division or in company-wide data scenarios.

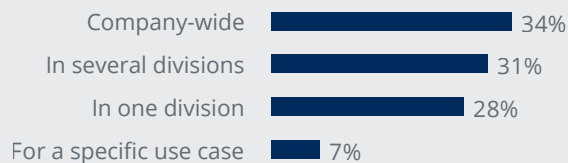
Use cases

n=30



Extent of usage

n=29



Total number of users per company

n=29

| | Median | Mean |
|--------------------------|--------|------|
| dataspot. | 10 | 1106 |
| Data Governance Products | 50 | 832 |

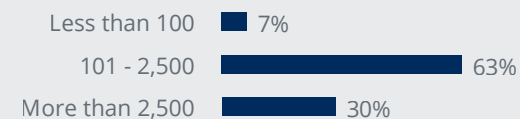
Total number of developers per company

n=30

| | Median | Mean |
|--------------------------|--------|------|
| dataspot. | 4 | 12 |
| Data Governance Products | 5 | 34 |

Company size (employees)

n=30





Peer Groups and KPIs

The KPIs

The Data Management Survey 23 provides the reader with well-designed KPI dashboards packed with concise information, which can be absorbed at a glance. The KPIs all follow these simple rules:

- Only measures that have a clear good/bad trend are used as the basis for KPIs.
- KPIs may be based on one or more measures from The Data Management Survey.
- Only products with samples of at least 20 - 30 (depending on the KPI) for each of the questions that feed into the KPI are included.
- For quantitative data, KPIs are converted to a scale of 1 to 10 (worst to best).
- A linear min-max transformation is applied, which preserves the order of, and the relative distance between, products' scores.

The terms 'top-ranked' and 'leader' are used in the following KPI chart titles. 'Top-ranked' indicates first position. 'Leader' usually denotes a position in the top 22-33% or top 2 (in the case of five vendors) products listed in the chart.

Peer Group Classification

The Data Management Survey 23 features a range of different types of data management tools so we use peer groups to help identify competing products. The groups are essential to allow fair and useful comparisons of products that are likely to compete.

The peer groups have been defined by BARC analysts using their experience and judgment, with segmentation based on two key factors:

1. Usage scenario – these peer groups are based on how customers say they use the product.
2. Functional capabilities – apart from the (most common) usage, we also examine the whole set of functions that a product is able to perform/provide.

dataspot. features in the following peer group:

- Data Governance Products

Peer Groups Overview

[Cloud Data Warehousing:](#) Technologies that provide data warehouse capabilities as a service in the cloud.

[Analytical Database Products:](#) Analytical database products prepare, store and provide data for analytical purposes.

[Data Intelligence Platforms:](#) Platforms that help to build up and utilize data knowledge effectively and efficiently utilizing automated processes (e.g., for linking and analyzing a wide variety of metadata from distributed metadata sources).

[Data Governance Products:](#) Tools that provide capabilities to control and monitor data using metadata to deliver trusted and reliable data.

[Data Pipelining Products:](#) Tools that support various integration patterns, such as data integration or orchestration, to get data connected and make it usable for business purposes.

[Products to Support DW Automation:](#) Products that cover data or requirements-driven data warehouse design and implementation.

[Business Software Generalists:](#) Business software generalists have a broad product portfolio including most (or all) types of enterprise software for a variety of business requirements (e.g., ERP, BI, DM).

Price to Value & Time to Market



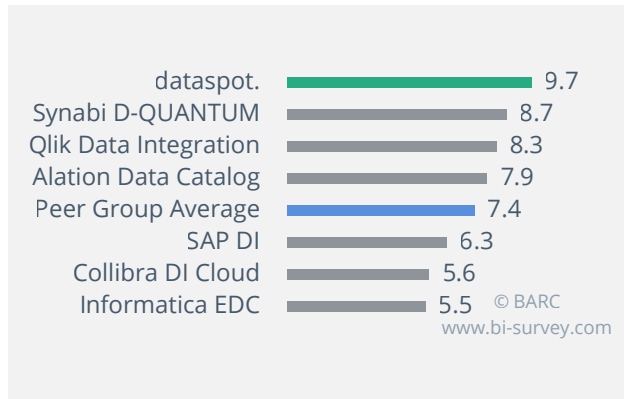
The *Price to Value* KPI is based on how users rate their tool in terms of price-to-value ratio.

The *Time to Market* KPI is based on how users rate their tool in terms of efficiency and agility to adapt to new requirements.

Price to Value – Top-ranked



Peer group: Data Governance Products



BARC Viewpoint

Price to Value



Price to Value is rated 9.7/10. dataspot. offers an enterprise licence based on the size of the company with an unlimited number of users and roles. As a result, the customer has transparency in terms of costs and can handle increasing numbers of users, which is a common requirement in data governance projects. Customers subscribe to a monthly rolling contract, which can only be canceled after an initial six-month period. The ease and speed of deployment, combined with a consulting service to prepare the project and a flexible licensing model seems to appeal to customers. 67 percent of customers said they chose dataspot. for its price-performance ratio, which is much higher than the average of 28 percent for all the products analyzed in this survey.



Time to Market



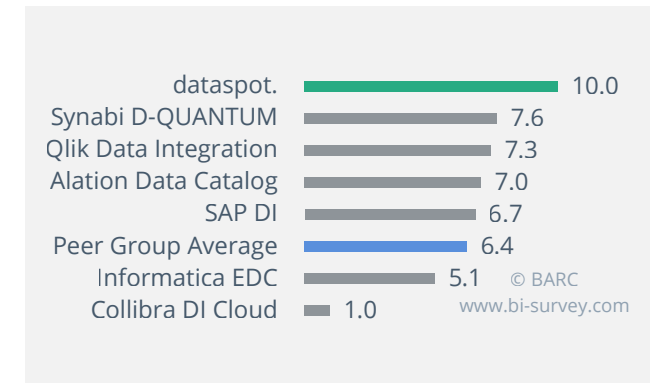
BARC Viewpoint

dataspot. achieves full marks in the *Time to Market* KPI, improving on its result from last year. The software is aligned to the vendor's own data excellence and metadata management methodology. Users are guided through the process from the beginning and can be up and running very quickly based on the dataspot. metadata standard, which is included in all models. Users also highlight that the software is easy to learn and has a fast ramp-up time. In addition, it supports data warehouse automation capabilities based on the curated metadata to create and edit data warehouse schemas easily and reduce time-consuming data processes. By means of the new ticketing system, requirements can be recorded and prioritized in a more targeted manner, thus making the information request process more efficient.

Time to Market – Top-ranked



Peer group: Data Governance Products



Recommendation & Product Satisfaction



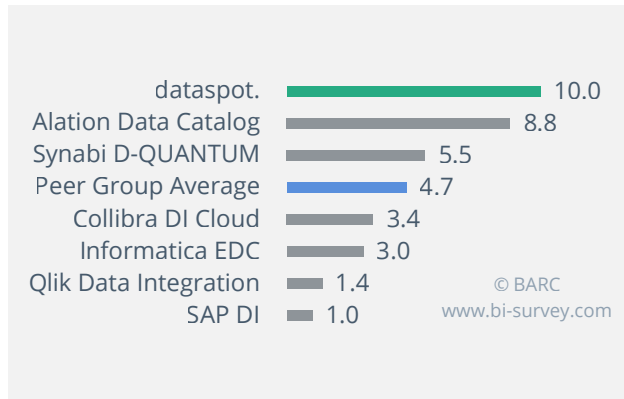
The *Recommendation* KPI is based on the proportion of users that say they would recommend the product to others.

The *Product Satisfaction* KPI is based on the proportion of users that say they are satisfied with their product.

Recommendation – Top-ranked



Peer group: Data Governance Products



BARC Viewpoint

Recommendation



An impressive 100 percent of surveyed users said they were completely satisfied with the tool and would happily recommend it. This feedback helped dataspot. to an incredible Net Promoter Score of 70, which underpins its top ranking in the *Recommendation* KPI. No technical problems were complained of by any of the surveyed users, and a range of diverse 'reasons to buy' criteria were all rated well above average. Users are clearly convinced by the product and confirm their success in using dataspot. with this assessment. Even though the software can be bought as a standalone tool, customers will benefit more by combining it with dataspot.'s data excellence methodology. To be successful in the area of governance is much more challenging than simply implementing a tool. dataspot.'s approach appears to hit the spot for its customers.



Product Satisfaction



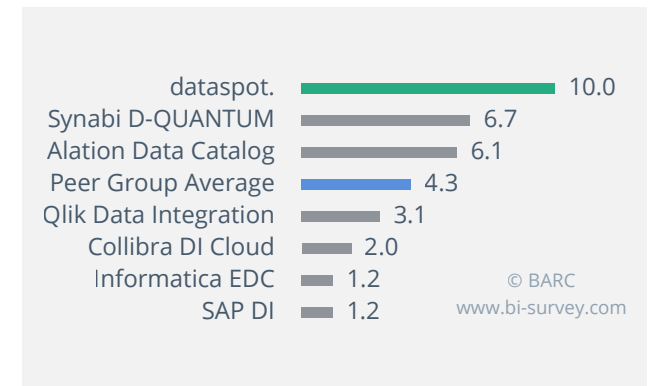
BARC Viewpoint

dataspot.'s approach seems to pay off. By developing a software product based on years of consulting experience in combination with its own Data Excellence Framework®, the vendor delivers a model that goes beyond a pure software product. Software and methodology are well aligned and the user is guided by a step-by-step, business-user-friendly interface to describe the business model. Further modules provide additional optional functions such as organization, data quality and even data warehouse automation. This results in a demand-driven licensing model and a clear roadmap for defining and implementing a data governance strategy. Users like the tool and the approach, giving dataspot. top marks in the *Product Satisfaction* KPI.

Product Satisfaction – Top-ranked



Peer group: Data Governance Products



Support Quality & Customer Satisfaction



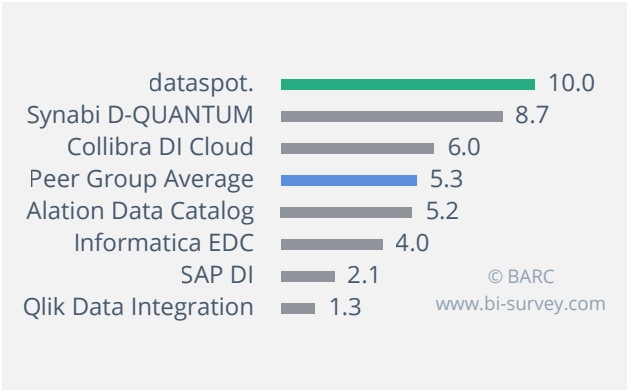
The *Support Quality* KPI is based on how users rate their tool in terms of support quality (e.g., availability, geographic coverage, support channels, effectiveness and efficiency, reaction time).

The *Customer Satisfaction* KPI combines the *Price to Value*, *Time to Market*, *Recommendation*, *Product Satisfaction* and *Support Quality* KPIs.

Support Quality – Top-ranked



Peer group: Data Governance Products



Support Quality secures dataspot. another 10/10 rating. First and foremost, it is clear that customers always have a voice. The company takes feedback from customers seriously and is aware of their pain points. As a reason for buying, ‘local presence and good support’ dropped to 53 percent this year but there seems to be no reason to think that users are receiving a poor level of support. Around the clock support is available via various channels of communication. Third-level support is provided exclusively by the vendor and second-level support is given by the support partner. A user group hosted by dataspot. has also been set up. One customer reported: “I am very satisfied with the support and flexibility.”



Customer Satisfaction

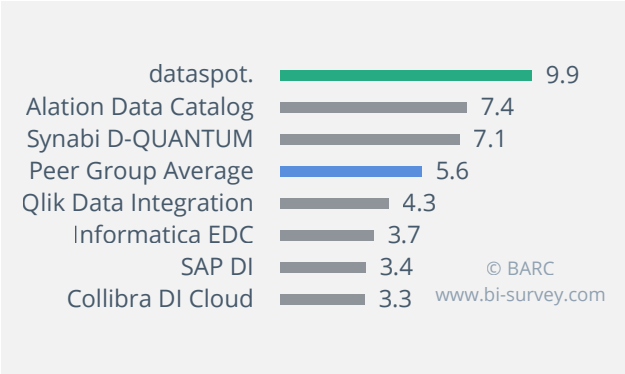


A rating of 9.9/10 in the Customer Satisfaction KPI secures first place in the Data Governance Products peer group. This reflects the fact that 43 percent of users stated that they experience no significant problems with dataspot., which is well above the survey average of 30 percent. The tool is highly adaptable to customers’ needs so that workflows and content can be perfectly aligned to business processes to get most out of the software. Furthermore, the enablement methodology provided helps customers to structure and implement data governance while solving common obstacles such as acceptance and responsibility. This combination is proving successful for most customers.

Customer Satisfaction – Top-ranked



Peer group: Data Governance Products



Performance & Platform Reliability



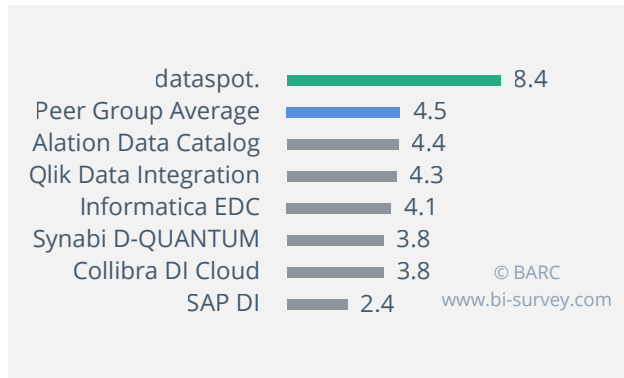
The *Performance* KPI is based on how users rate their tool in terms of performance (query performance, load performance, processing performance).

The *Platform Reliability* KPI is based on how users rate their tool in terms of platform reliability (i.e., stability, functional reliability, monitoring capabilities).

Performance – Top-ranked



Peer group: Data Governance Products



BARC Viewpoint

Performance



Yet another top rank comes in the *Performance* KPI with a score of 8.4/10. 37 percent of respondents even confirmed dataspot.'s 'convincing performance' was a significant reason why they decided to buy the software. dataspot. aims to ensure good performance via a lean architecture, database indexes, an advanced caching system and recurring performance tests. Only 4 percent of respondents cited 'query/load/processing performance too slow' as an issue. Furthermore, the underlying methodology helps customer to focus on companies' key data assets and information needs rather than loading all technical and business metadata available into the data governance repository. Metadata that is not needed costs money and reduces performance while bringing no additional benefits.



Platform Reliability



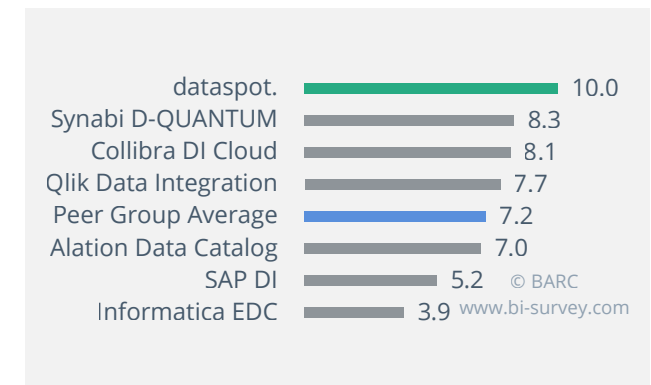
BARC Viewpoint

dataspot. achieves the top ranking position in the *Platform Reliability* KPI with a score of 10/10. Not one of the respondents surveyed rated it as 'unreliable software'. dataspot. seeks to ensure reliability through automated component and user acceptance tests. Additional concepts such as high availability and disaster recovery can be implemented if needed. For cloud, dataspot. leverages the infrastructure of cloud platform providers AWS, Google and Microsoft to ensure the availability of the platform and services. Users did not report any reliability problems in this year's survey, confirming that dataspot. is a stable and reliable platform. In addition, dataspot. it is able to track any change in the metadata model so that metadata edits are not lost in case of a system crash.

Platform Reliability – Top-ranked



Peer group: Data Governance Products



Development Efficiency & Usability



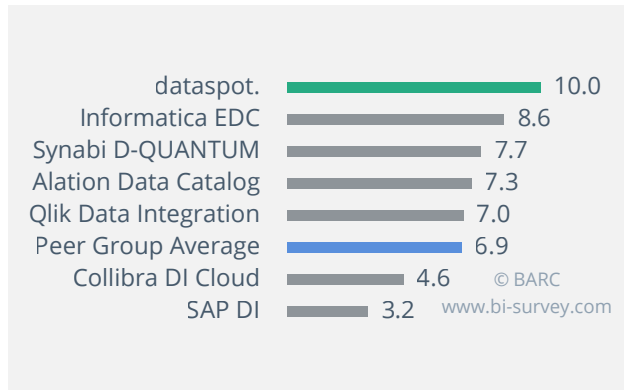
The *Development Efficiency* KPI is based on how users rate their tool in terms of developer efficiency (e.g., for testing, deployment, reusability, ease of coding and use of metadata).

The *Usability* KPI is based on how users rate their tool in terms of usability (i.e., ease of use, GUI design, transparency and documentation).

Development Efficiency – Top-ranked



Peer group: Data Governance Products



BARC Viewpoint

Development Efficiency



The *Development Efficiency* KPI is rated at 10/10, earning dataspot. another top rank. Development in terms of data governance solutions mainly means importing and curating metadata. Efficiency reflects the ability of dataspot.'s tool to support data stewards and business experts with features such as the clear and configurable workflow with approval process for curating metadata. Metadata can be curated decentrally by business experts and ultimately approved by the data steward. Metadata is historized in general and time-travel functionality is provided. dataspot. currently has no advanced curation features, such as AI/ML algorithms, but customers are still satisfied. This shows that the vendor has a clear idea of its target group and focuses on their requirements, convincing them with simplicity of use.



Usability



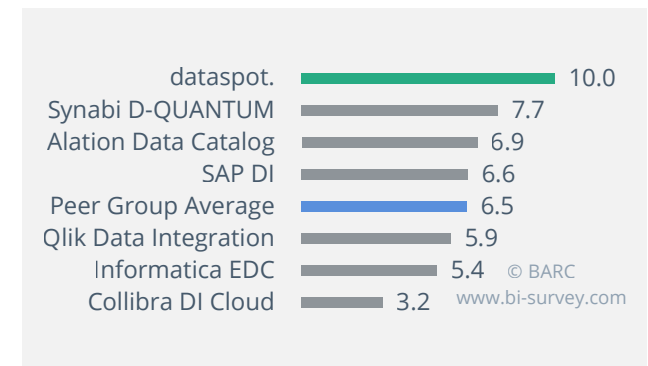
BARC Viewpoint

73 percent of respondents highlighted dataspot.'s 'ease of use for business users' as a reason to buy, which is way higher than the average of 24 percent for all products in this year's survey. data-spot. comes out top in the *Usability* KPI with 10/10. Usability is a key capability for data governance tools to get accepted by users so dataspot. works hard to provide not only a business-user-friendly interface but also to improve ease of use for more technical users. As a result, 47 percent of companies cited 'ease of use for technical users' as a major reason for choosing dataspot.. The clear methodology, structure and focus of the tool combined with transparent workflows make it easy for users to build up skills by themselves and also to get support in their governance processes.

Usability – Top-ranked



Peer group: Data Governance Products



Customer Experience & Product Enhancement



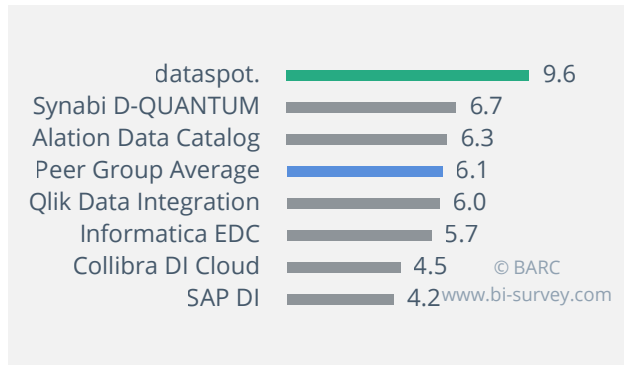
The *Customer Experience* KPI combines the *Performance*, *Platform Reliability*, *Development Efficiency* and *Usability* KPIs.

The *Product Enhancement* KPI is based on how users rate their tool in terms of product enhancements (i.e., adoption of market trends, meeting user requirements, innovative functionality in the tool, quality of product feature roadmap).

Customer Experience – Top-ranked



Peer group: Data Governance Products



BARC Viewpoint

Customer Experience



In terms of *Customer Experience*, dataspot. is top ranked in all four of the root KPIs (*Performance, Platform Reliability, Development Efficiency and Usability*) with an aggregated score of 9.6/10. data-spot. can scale from small to large scenarios. With a mean of 1,106 users per company and company-wide usage scenarios, performance and reliability could easily have become a major challenge. Development efficiency is always an area that helps to save time and increase productivity. Good usability is a must-have in this peer group in order to motivate users to share data knowledge and metadata utilizing the tool. In this context, a very strong *Customer Experience* rating makes a clear, positive statement about the technical applicability of the tool.



Product Enhancement



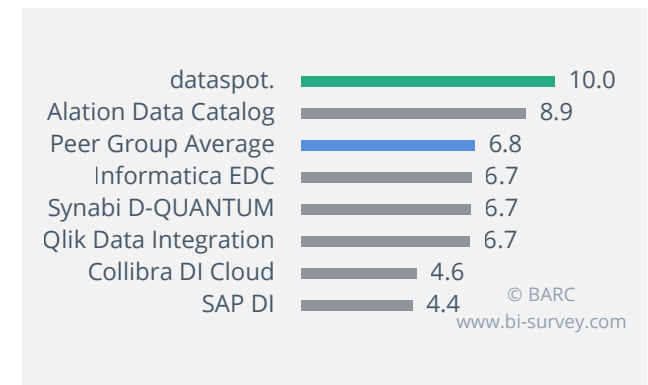
BARC Viewpoint

The *Product Enhancement* KPI is rated 10/10 despite the fact that no automation, machine learning or advanced analysis mechanism has been implemented as yet. This is a clear statement from the user base. Innovation does not necessarily mean chasing market trends: it is more about covering current user requirements and providing a transparent roadmap and guidance on how it plans to evolve. Besides enhancements in data quality and the process model, interesting milestones on the roadmap are XML support, change data capture capabilities to enhance metadata ingestion, multi-language support so users can switch languages to curate and analyze metadata content, and a customizable front end.

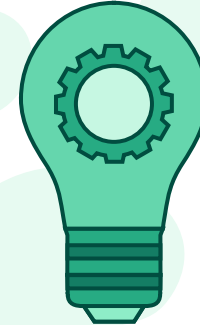
Product Enhancement – Top-ranked



Peer group: Data Governance Products



Automation & Innovation



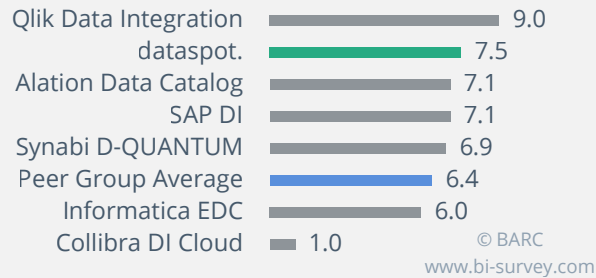
The *Automation* KPI is based on how users rate their tool in terms of its support for the automation of recurring processes (e.g., by utilizing ML).

The *Innovation* KPI combines the *Product Enhancement* and *Automation* KPIs.

Automation – Leader



Peer group: Data Governance Products



BARC Viewpoint

Automation



A score of 7.5/10 in the *Automation* KPI gives dataspot. another leadership position. dataspot. is not known for advanced AI/ML integration, but it does provide automation capabilities for metadata ingestion (by scheduling), performance optimization (indexing, caching) and in workflows or internal data processes (e.g., report/diagram generation). Top-down data warehouse automation capabilities are also provided with dataspot. vault generator (d.vg). Once defined in the business data model (including mappings), d.vg can take over the generation of the data structures in the data warehouse as well as the regular import of the data and its transformation. Again, this shows that the company is setting the right focus instead of providing a broad range of automation features.



Innovation



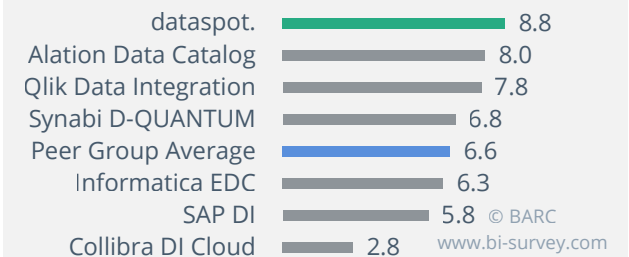
BARC Viewpoint

dataspot.'s *Innovation* KPI rating comes in at a solid 8.8/10. The product is particularly well received by customers in the area of *Product Enhancement* (10/10). *Automation* is rated at 7.5/10 and reflects good coverage with some room for improvement. 63 percent of customers said they chose dataspot. because of the 'innovative strength of the vendor'. In addition, as a small, local provider, dataspot. listens and reacts to customer wishes more attentively than many other providers. As well as ensuring a stable and reliable platform, this results in greater satisfaction and a perception of innovative strength. dataspot. delivers good features quickly, which makes it a "very customer-oriented, dynamic company with a lot of potential for the future," as one customer commented.

Innovation – Top-ranked



Peer group: Data Governance Products



Functionality

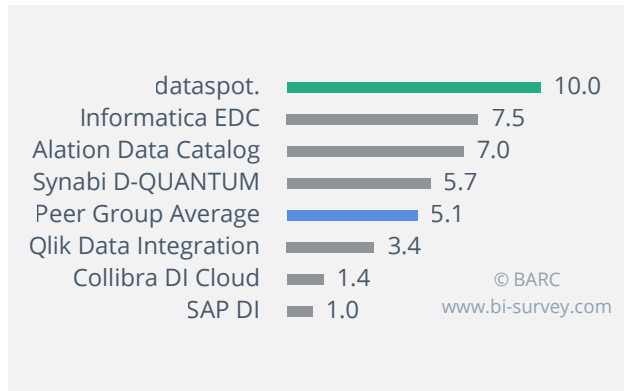


This KPI is based on how users rate their tool in terms of functionality (i.e., capabilities and functional scope).

Functionality – Top-ranked



Peer group: Data Governance Products



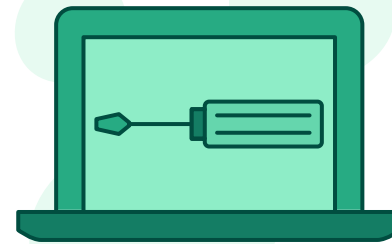
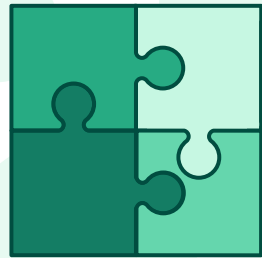
Functionality



BARC Viewpoint

dataspot. scores a perfect 10/10 in the *Functionality* KPI. Its tool functions are strongly aligned with its consulting approach for establishing successful governance (the Data Excellence Framework[®]) and deliver added value in a structured and clear manner. Half of the users surveyed emphasized the high quality of the functions, with only 4 percent saying it lacks key features. Nevertheless, dataspot. is continuously expanding its range of functions. Highlights from the latest release include support for ticketing for more efficient metadata capture and maintenance, collaboration functions such as ratings, notification support and parameterizable workflows. 73 percent of customers chose dataspot. for its 'ease of use for business users' and 47 percent for its 'ease of use for technical users', which also indicates that the functions available in the tool can be used beneficially.

Adaptability & Technical Capability

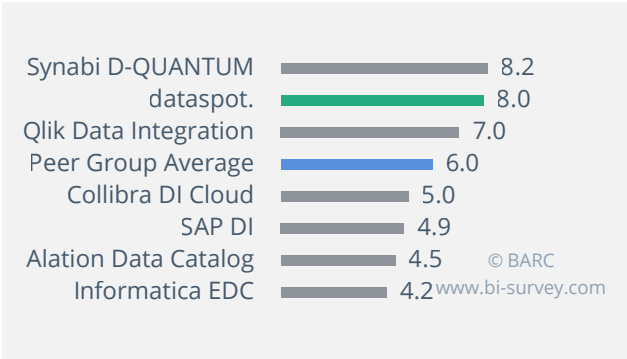


The *Adaptability* KPI is based on how easily and efficiently users can customize their tool and integrate it into operational processes (other tools, technical infrastructure).

The *Technical Capability* KPI combines the *Connectivity*, *Functionality* and *Adaptability* KPIs.

Adaptability – Leader

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Adaptability

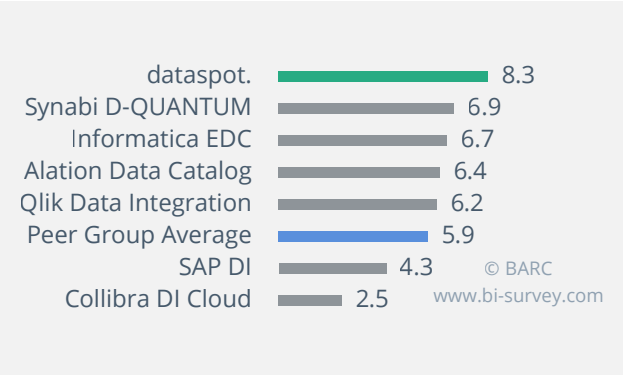
dataspot. is a fully open source based software which is open, extendable and adaptable. 63 per-cent of respondents said they chose dataspot. for the ‘extensibility of the solution’. This results in a leading position in the *Adaptability* KPI with a score of 8.0/10. The metadata model is easy to customize using YAML and changes take effect in all interfaces. Workflows and reports are parameterizable – without any programming – and thus easily adaptable to individual require-ments. The adaptability of the GUI and support for multilingualism in the metadata are on the roadmap for future releases.

Technical Capability

The *Technical Capability* KPI is top-rated at 8.3/10. While dataspot. excels in the *Functionality* and *Adaptability* KPIs, *Connectivity* at 6.8/10 is only rated slightly above average. Nevertheless, this gives us a good impression of the nature of the dataspot. solution. It is a tool that was originally developed to support the consulting approach. For this process, it has specialized functions in an open framework that is 100 percent open source and also very flexible and adaptable. This picture is also reflected in the connectivity it offers. Generic interfaces and file exchange formats are supported, but connections must be implemented manually in most cases. It is expected that integration know-how will find its way into standard connectors over time and provide greater automation. As a result, users currently appreciate its openness and flexibility, but see potential for improvement in terms of connectivity.

Technical Capability – Top-ranked

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BARC (Business Application Research Center) is one of Europe's leading analyst firms for business software, focusing on the areas of data, business intelligence (BI) and analytics, enterprise content management (ECM), customer relationship management (CRM) and enterprise resource planning (ERP).

Our passion is to help organizations become digital companies of tomorrow. We do this by using technology to rethink the world, trusting data-based decisions and optimizing and digitalizing processes. It's about finding the right tools and using them in a way that gives your company the best possible advantage.

This unique blend of knowledge, exchange of information and independence distinguishes our services in the areas of research, events and consulting.

Research

BARC studies are based on internal market research, software tests and analyst comments, giving you the security to make the right decisions. Our independent research brings market developments into clear focus, puts software and vendors through their paces and gives users a place to express their opinions.

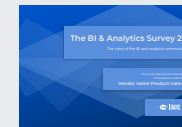
Events

Decision-makers and IT industry leaders come together at BARC events. BARC seminars in small groups, online webinars and conferences with more than 1,000 participants annually all offer inspiration and interactivity. Through exchange with peers and an overview of current trends and market developments, you will receive new impetus to drive your business forward.

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Other Surveys



The BI & Analytics Survey 22 is the world's largest annual survey of BI users. Based on a sample of over 2,400 survey responses, The BI & Analytics Survey 22 offers an unsurpassed level of user feedback on 30 leading BI solutions. Find out more at www.bi-survey.com.



Modernizing the Data Warehouse: Challenges and Benefits is a study based on a worldwide survey examining companies' approaches to taking their data warehouses to the next level. [Download here.](#)



The Planning Survey 22 is the latest edition of BARC's major annual study into the use of planning software. Based on a worldwide survey of over 1,300 planning users and consultants, it provides detailed user feedback about 19 planning tools. Find out more at www.bi-survey.com

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