

# The BI & Analytics Survey 25

The voice of the BI & analytics software user community

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

## TARGIT Decision Suite



“TARGIT is an excellent BI solution that effectively meets our analytics needs and supports decision-making within the organization. I’m highly satisfied with its performance and capabilities.

Project manager for BI/analytics from business department, Transportation and logistics, 100-2,500 employees

BARC

The BI & Analytics Survey 25

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# About The BI & Analytics Survey 25

More information:  
[barc.com/reviews](https://barc.com/reviews)

## The BI & Analytics Survey 25

The BI & Analytics Survey 25 is based on the world's largest survey of BI & analytics software users conducted from March to May 2024, with 1,136 respondents and analysis of 17 products. It evaluates user feedback on 32 criteria (KPIs), such as *Business Benefits*, *Project Success* and *Customer Satisfaction*.

This summary highlights key findings for TARGIT Decision Suite, emphasizing positive results without displaying all KPI outcomes.

## The KPIs

The BI & Analytics Survey 25 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:

1. Only measures that have a clear good/bad trend are used as the basis for KPIs.
2. KPIs may be based on one or more measures from The BI & Analytics Survey.
3. Only products with samples of at least 15 - 30 (depending on the KPI) for each of the questions that feed into the KPI are included.
4. For quantitative data, KPIs are converted to a scale of 1 to 10 (worst to best).
5. 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 chart titles. 'Top-ranked' indicates first position. 'Leader' usually denotes a position in the top 22-33% or (in peer groups of five vendors) the top 2 products listed in the chart.

## Peer Group Classification

We categorize the different BI & analytics products into peer groups, based on three criteria: implementation size, usage scenario and global presence.

- **Report & Dashboard Focus:** Includes products that mainly focus on the creation and distribution of standardized and governed content such as dashboards and reports.
- **Analysis Focus:** Includes products that mainly focus on ad hoc query, data navigation and analysis.
- **Midsized/Departmental Implementations:** Products in this peer group are typically (but not exclusively) used in small and midsized scenarios and/or departmental implementations with a moderate number of users and data volumes.

- **Large/Enterprise-Wide Implementations:** Products in this peer group are typically (but not exclusively) used in large scenarios and/or enterprise-wide implementations with large numbers of users and data volumes.
- **International BI Giants:** Includes products from companies with annual revenues of \$400m+ and a truly international reach (partner ecosystem, on-site locations, global installations and revenues).

TARGIT Decision Suite features in the following peer groups:

- Report & Dashboard Focus
- Analysis Focus
- Midsized/Departmental Implementations



# About TARGIT Decision Suite

View full profile:  
[barc.com/reviews](https://barc.com/reviews)

## TARGIT Decision Suite overview

TARGIT is a privately-owned software provider founded in 1986 with its headquarters in Aalborg, Denmark. The company has close to 8,000 customers (including OEM) primarily located in Europe and North America.

TARGIT aims to help businesses realize the full value of data by leveraging decades of analytics expertise and experience in key verticals. The vendor is strongly focused on customer and partner relationships and is well positioned for companies of all sizes requiring an all-integrated BI platform with vertical content.

Delivering industry knowledge and value drivers through its BI & analytics platform remains a top priority for TARGIT. The vendor especially focuses on certain verticals including heavy

equipment, truck & trailer and automotive dealerships, retail and C-stores, the public sector (especially in the Nordic region) and airport operators. Extensive prebuilt content for the automotive industry has been added through the acquisition of TARGIT's partner CalmCo, now acting as TARGIT Automotive. Besides adding verticals and content to its portfolio, the vendor maintains a partner network with an emphasis on partners with a strong vertical focus or specialization, including OEM partners.

TARGIT Decision Suite offers integrated self-service analysis, ad hoc reporting and dashboards with features for batch reporting, mobility, slideshows and data mashups. An installed client is used for data preparation, document creation and analyses. The Document Model is intended to reduce the effort required to design content and make it available across all devices and

output types. Dashboard applications and visuals can be embedded through a no-footprint web client into other applications and web portals. For mobile users, a dedicated client is available as well. The suite can be deployed on premises or used as a managed option (TARGIT Cloud), which is hosted on Microsoft Azure.



# User and Use Case Demographics

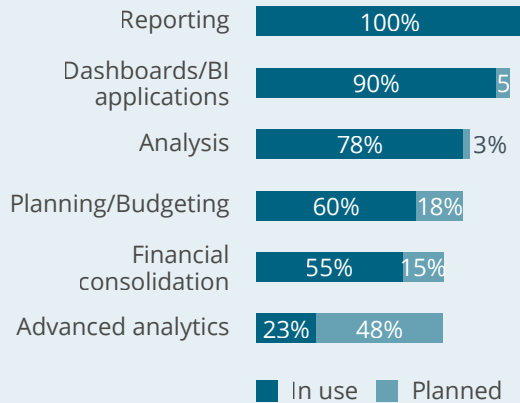


This year, we had **40 responses** from TARGIT Decision Suite users. At the time of the survey, 6 percent of them were using version 2018 of the product, 26 percent version 2021, 17 percent ver-

sion 2022, 26 percent version 2023 and 26 percent version 2024.

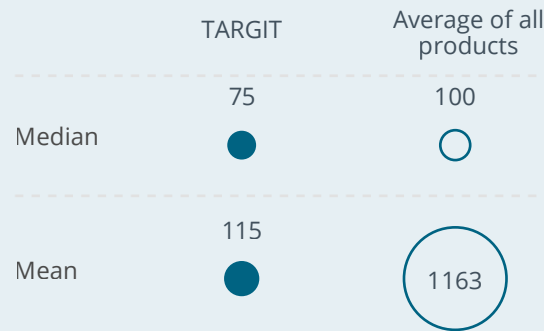
## Current vs. planned use

n=40



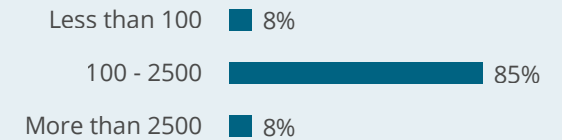
## Number of users using TARGIT

n=40



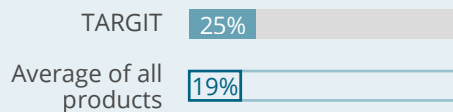
## Company size (employees)

n=40



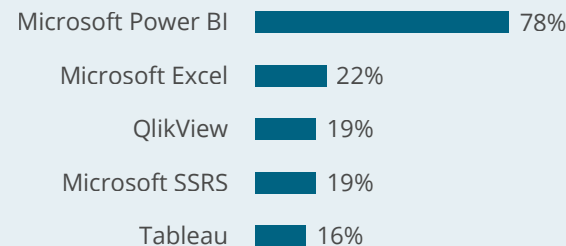
## Percentage of employees using TARGIT

n=40



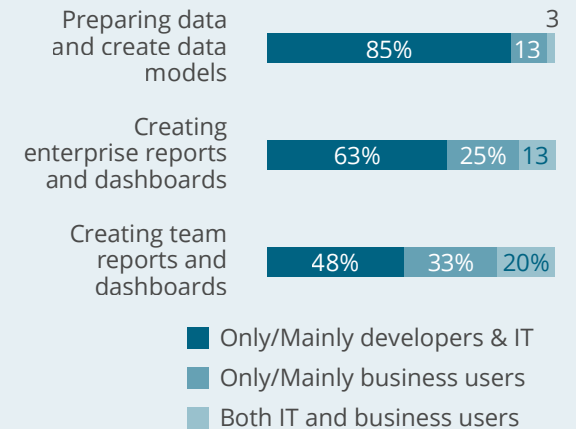
## 5 products most often evaluated in competition with TARGIT

n=32



## Responsibility for tasks

n=40





# Business Benefits

This KPI is based on the achievement level of a variety of business benefits with the product.

BARC  
Business  
Benefits

**Top-ranked**

The BI & Analytics Survey 25  
Report & Dashboard Focus

BARC  
Business  
Benefits

**Top-ranked**

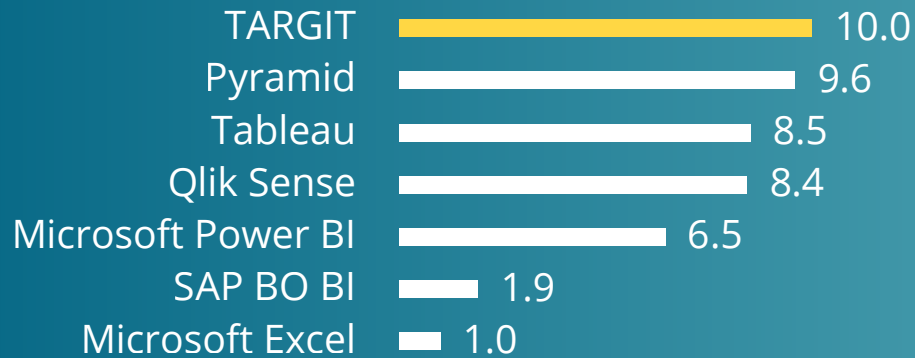
The BI & Analytics Survey 25  
Analysis Focus

BARC  
Business  
Benefits

**Top-ranked**

The BI & Analytics Survey 25  
Midsized/Departmental  
Implementations

## Business Benefits



© BARC 2024

This chart represents the results for one KPI and includes only a subset of the products featured in the survey.

# 93%

of surveyed users achieved **better business decisions** with TARGIT Decision Suite.

“ In my experience, other solutions can be easier for data preparation, gathering, organizing and refining raw data. But we selected TARGIT because the company offers all the support we need for this aspect and on the analysis side. Considering visual and calculations, TARGIT is one of the best tools I have worked with.

Project manager for BI/analytics from business department, Transportation and logistics, 100-2,500 employees

**BARC**

The BI & Analytics Survey 25

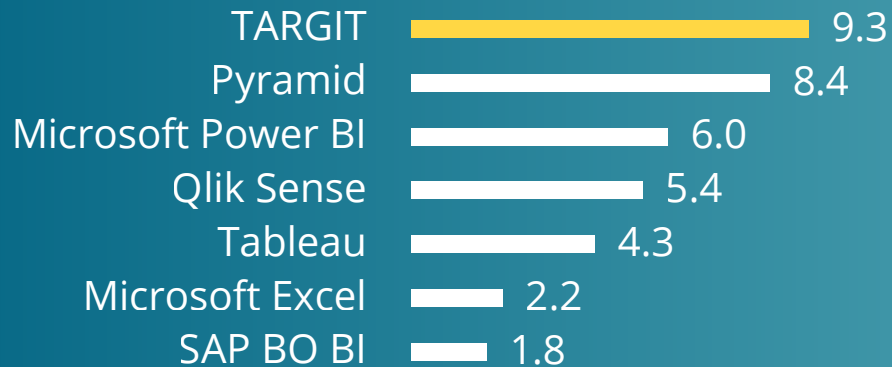


# Customer Satisfaction

This KPI combines the *Price to Value, Recommendation, Vendor Support, Implementer Support, Product Satisfaction* and *Sales Experience* KPIs to measure satisfaction with the vendor and its product.



## Customer Satisfaction



© BARC 2024

This chart represents the results for one KPI and includes only a subset of the products featured in the survey.

# 100%

of surveyed users are **satisfied** with TARGIT Decision Suite.



*The suite is very robust and flexible. Able to bring in data from almost any source. Able to create very appealing dashboard reports.*

**BARC**

CIO, Agriculture, 100-2,500 employees

The BI & Analytics Survey 25



# Dashboards & Reports

This KPI is based on how users rate their BI & analytics tool for creating dashboards/reports (data selection, data visualization, formatting/layout).

BARC  
Dashboards & Reports

Top-ranked

The BI & Analytics Survey 25  
Report & Dashboard Focus

BARC  
Dashboards & Reports

Top-ranked

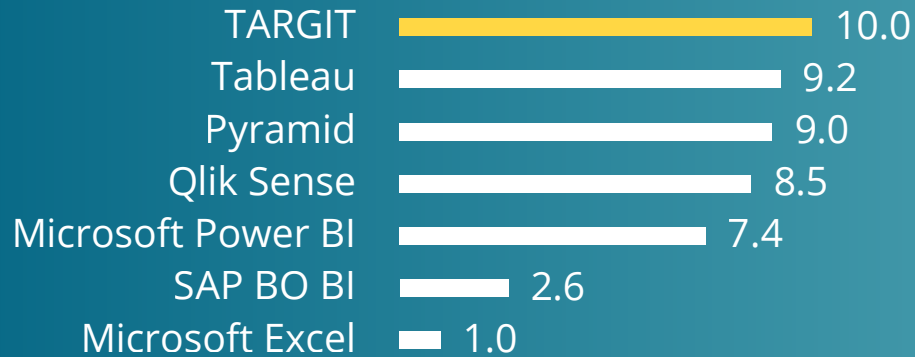
The BI & Analytics Survey 25  
Analysis Focus

BARC  
Dashboards & Reports

Top-ranked

The BI & Analytics Survey 25  
Midsized/Departmental Implementations

## Dashboards & Reports



© BARC 2024

This chart represents the results for one KPI and includes only a subset of the products featured in the survey.

# 90%

of surveyed users rate TARGIT Decision Suite's functionality for **creating dashboards/reports** as **excellent** or **good**.



**“** *Ease of use to create dashboards and reports with many options to tweak those dashboards/reports as desired.*

Person responsible for BI & analytics team from finance department, Construction, 100-2,500 employees

**BARC**

The BI & Analytics Survey 25



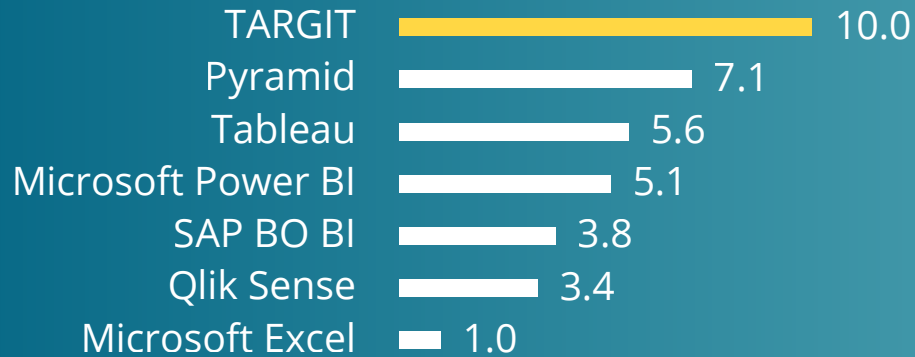


# Distribution of Reports

This KPI is based on how users rate their BI & analytics tool in terms of its support for the distribution of reports (dispatch/publication, scheduling, formats).



## Distribution of Reports



© BARC 2024

This chart represents the results for one KPI and includes only a subset of the products featured in the survey.

# 83%

of surveyed users rate TARGIT Decision Suite's functionality for **distributing reports** as **excellent** or **good**.



*Automatic scheduling of reports.*

**BARC**

Head of business department, Manufacturing, 100-2,500 employees

The BI & Analytics Survey 25

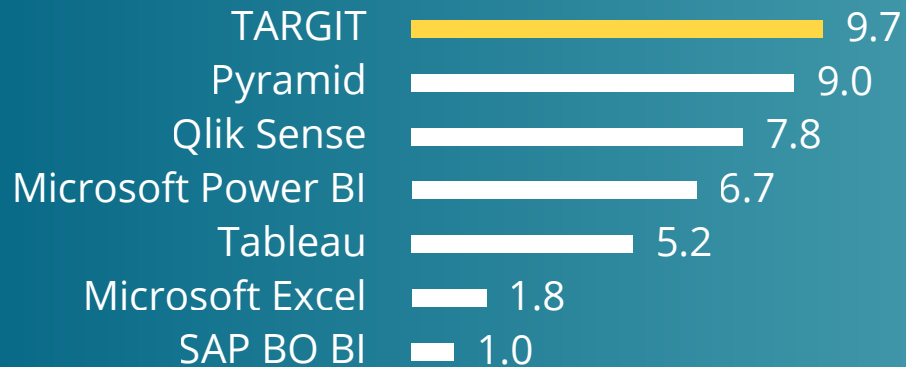


# Ease of Use

This KPI is based on how users rate the ease of use of their BI & analytics tool.



## Ease of Use



© BARC 2024

This chart represents the results for one KPI and includes only a subset of the products featured in the survey.

# 98%

of surveyed users rate TARGIT Decision Suite's ease of use for business users for content creation as excellent or good.

# 90%

of surveyed users rate TARGIT Decision Suite's ease of use for content consumers as excellent or good.

# “

Easy to use BI tool, which is very useable for non IT-employees designing the dashboards/reports.

Person responsible for BI & analytics team from finance department, Construction, 100-2,500 employees

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The BI & Analytics Survey 25



# The BI & Analytics Survey 25: TARGIT Decision Suite Highlights



| Peer Group<br>Report & Dashboard<br>Focus  | Peer Group<br>Analysis Focus   | Peer Group<br>Midsize/Departmental<br>Implementations   |
|--|--|---|
| <b>Business Benefits</b><br><b>Product Satisfaction</b><br><b>Customer Satisfaction</b><br><b>Dashboards &amp; Reports</b><br><b>Distribution of Reports</b><br><b>Ease of Use</b><br><b>Performance Satisfaction</b><br><b>User Experience</b>  | <b>Business Benefits</b><br><b>Recommendation</b><br><b>Dashboards &amp; Reports</b><br><b>Distribution of Reports</b><br><b>Operational BI</b>  | <b>Business Benefits</b><br><b>Dashboards &amp; Reports</b><br><b>Distribution of Reports</b><br><b>Visual Analysis</b>   |
| Project Success<br>Business Value<br>Price to Value<br>Recommendation<br>Vendor Support<br>Implementer Support<br>Sales Experience<br>Analyses & Ad Hoc Query<br>Mobile BI<br>Functionality<br>Flexibility<br>Visual Analysis<br>Operational BI<br>Embedded BI<br>Innovation<br>Competitive Win Rate | Project Success<br>Business Value<br>Price to Value<br>Vendor Support<br>Implementer Support<br>Product Satisfaction<br>Sales Experience<br>Customer Satisfaction<br>Mobile BI<br>Functionality<br>Ease of Use<br>Flexibility<br>Performance Satisfaction<br>User Experience<br>Visual Analysis<br>Embedded BI<br>Innovation<br>Competitive Win Rate | Recommendation<br>Product Satisfaction<br>Customer Satisfaction<br>Functionality<br>Ease of Use<br>Flexibility<br>Performance Satisfaction<br>User Experience<br>Operational BI<br>Innovation |

## BARC Comment

TARGIT is an established BI & analytics vendor and has achieved high rankings year after year in The BI & Analytics Survey. In this year's survey, 17 top ranks and 44 leading positions represent another excellent set of results based on feedback from 40 customers.

TARGIT is the highest ranked of all vendors in the Business Benefits, Dashboards and Reports and Distribution of Reports KPIs. It is also rated number one in terms of helping customers increase their revenues and competitive advantage. TARGIT Decision Suite is therefore not only seen by its customers as one of the most feature-rich dashboard and reporting products on the market, but also as one of the best companies to partner with on BI & analytics projects. This is emphasized by strong results in the Recommendation, Vendor Support and Implementer Support KPIs.

# Data Decisions. Built on BARC.



# BARC

## BARC

BARC is one of Europe's leading analyst firms for business software, focusing on the areas of artificial intelligence (AI), business intelligence (BI), corporate performance management (CPM), data & analytics and environmental, social & governance (ESG). The company was founded in 1999 as a spin-off of the chair of Business Administration and Information Systems at the University of Würzburg, Germany. Today, BARC combines empirical and theoretical research, technical expertise and practical experience, and a constant exchange with all market participants to provide market-leading research publications, events and advisory.

### Research

BARC user surveys, software tests and analyst assessments in blogs and research notes give you the confidence to make the right decisions. Our independent research gets to the heart of market developments, evaluates software and providers thoroughly and gives you valuable ideas on how to turn data, analytics and AI into added value and successfully transform your business.

### Consulting

The BARC Advisory practice is entirely focused on translating your company's requirements into future-proof decisions. The holistic advice we provide will help you successfully implement your data & analytics strategy and culture as well

as your architecture and technology. Our goal is not to stay for the long haul. BARC's research and experience-founded expert input sets organizations on the road to the successful use of data & analytics, from strategy to optimized data-driven business processes.

### Events

Leading minds and companies come together at our events. BARC conferences, seminars, round-table meetups and online webinars provide more than 10,000 participants each year with information, inspiration and interactivity. By exchanging ideas with peers and learning about trends and market developments, you gain new impetus for your business.

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