

BI TECHNOLOGY LONGLIST



VIEWPOINT ANALYSIS

FOREWORD

BI Technology Longlist Guide

Welcome to the latest Viewpoint Analysis Business Intelligence (BI) Longlist Guide!

If you are looking to implement a new business intelligence tool this year, we hope this report will give you a starting point for your initial market assessment. We've pulled together a list of 13 BI vendors that we think might be useful to speak to as you start to engage with the technology community.

The point of a longlist is to look at vendors of all shapes and sizes - and companies that you may not immediately know of. It is a way of really understanding what is available to you before you shortlist and go through your vendor selection process. This report features 13 vendors, some you may know of - and others that perhaps you don't. Our hope is that you use it as a springboard - take some or all our suggestions, add others, and make those introduction calls.

If the options are overwhelming or if your team is stretched and you would like support, remember that Viewpoint Analysis provides a range of fixed-price matchmaker services that take you from initial market assessment to preferred vendor and through to the business case:

- **Project Matchmaker** - Where we bring a range of vendors to present how they can help you with your upcoming project. This is the 'longlisting' phase and we'll introduce you to a variety of vendors that we believe can help you. We'll write up your problem statement, promote your project to the technology community, and host the Matchmaker presentations.
 - [Find out more about our Project Matchmaker here.](#)
- **Vendor Selection** - Providing a choice of two different approaches to your vendor selection process. Our 'Meet My Need' service (non-RFP and built for speed) or our 'Rapid RFP' with pre-built RFP templates and streamlined steps. We also bundle in help with your selection decision and business justification.
 - [Find out more about our Vendor Selection service here](#)
- **Complete Selection Support** - helping you every step of the way by bringing our services together to take you from longlist to selection - guiding all the way.
 - [Find out more here.](#)

If we can help or if you have any questions or comments, drop us a note at: contactus@viewpointanalysis.com.

Yours Sincerely,

Phil Turton
Managing Director - Viewpoint Analysis Ltd.



Company

Viewpoint Analysis Ltd

Website:

viewpointanalysis.com

Telephone:

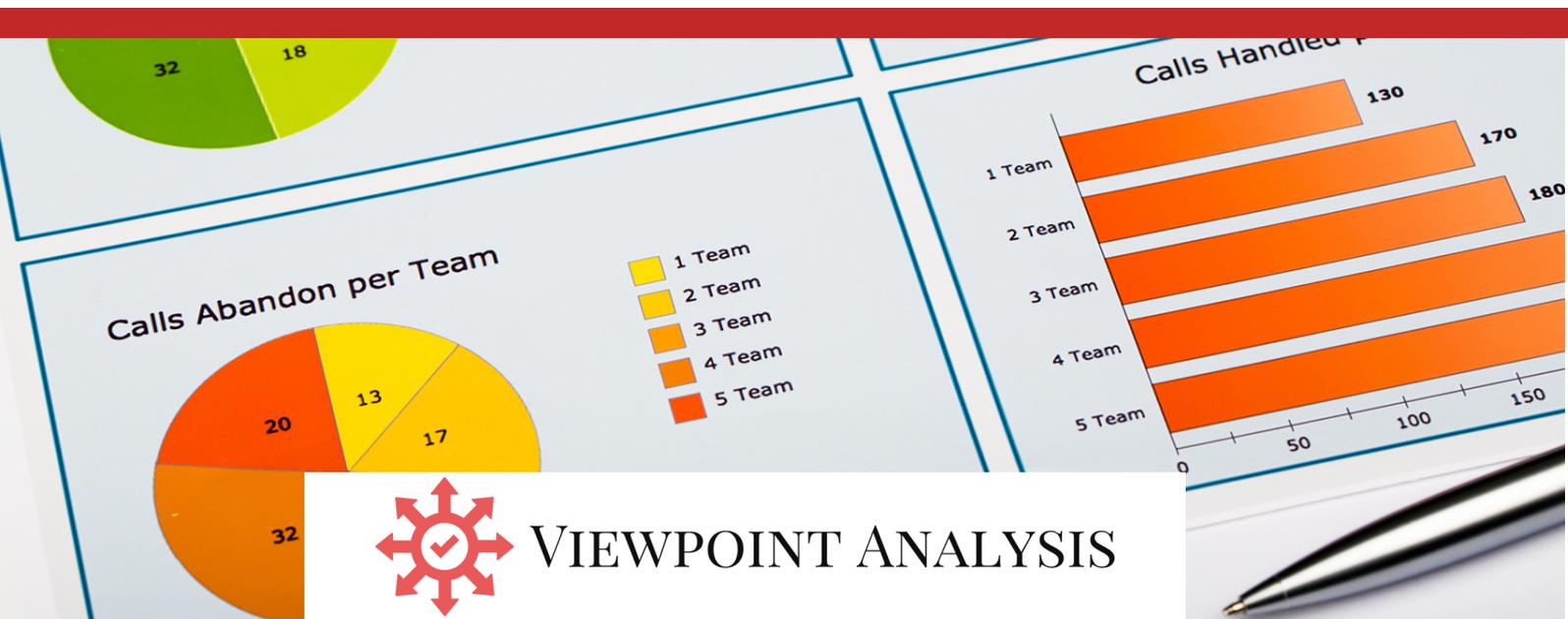
+44 113 5129252

Address:

3rd Floor
St Paul's House
23 Park Square South
Leeds
LS1 2ND
United Kingdom

LONGLIST VENDORS

Microsoft	Analytics Platform
Pyramid Analytics	Decision Intelligence Platform
MicroStrategy	Business Intelligence Software
Qlik	Active Intelligence Platform
Sisense	Infuse Analytics Anywhere
Yellowfin	Business Intelligence Software
Tibco	Business Intelligence Software
Tableau	Visual Analytics Platform
SAS	Analytics Software & Solutions
Oracle Analytics	Business Analytics
SAP	Analytics Cloud
ThoughtSpot	Modern Analytics Cloud
Looker (Google)	Business Intelligence Platform



MICROSOFT - POWER BI

Year Established: 1975

Technology Area: Power BI - Analytics

CEO: Satya Nadella

Website: www.microsoft.com

What do they do?

Microsoft Power BI, first released in 2011, has gone on to be a BI industry heavyweight. Almost always in consideration by customers of all shapes and sizes when they need a new business intelligence tool.

Power BI benefits from its integration with the rest of Microsoft's products and solutions. For customers with a Microsoft-leaning, this is obviously a great benefit. As would be expected of Microsoft, users include many of the largest and most well-known brands in the global marketplace - Toyota, P&G, T Mobile, and many, many more.

Why do we believe they should be on your longlist?

Microsoft Power BI is a widely deployed business intelligence tool. Like anything backed by Microsoft, it benefits from wide user adoption and skilled users can be readily found in the market.

We like that the platform is developed to be used by individual employees - as well as the wider organisation. We also like how it is designed to work with many of Microsoft's inhouse applications.

PYRAMID ANALYTICS

Year Established: 2009

Technology Area: Decision Intelligence Platform

CEO: Omri Kohl

Website: www.pyramidanalytics.com

What do they do?

Pyramid believes that enterprise analytics is 'stuck in the past' and they believe it should move from business intelligence to decision intelligence. In their words, "the goal of decision intelligence is to empower employees with insights to make faster, more informed decisions to capitalize on opportunities, take corrective measures, and drive innovation".

Pyramid brings together data preparation (acquisition, cleansing, and enrichment), business analytics, and data science (ML and predictive analytics) in one solution. They have an impressive user list that includes the likes of Volkswagen, Siemens, HP, and Deloitte, and claim to have 100% of their customers recommend the software!

Why do we believe they should be on your longlist?

We like Pyramid's new focus on decision intelligence and the importance of empowering employees with good data upon which to make great decisions. The combination of business analytics with data science and data prep, is a different approach that will benefit many customers.

MICROSTRATEGY

Year Established: 1989

Technology Area: Business Intelligence Software

CEO: Michael J Saylor

Website: www.microstrategy.com

What do they do?

MicroStrategy is on a mission to 'make every enterprise a more intelligent enterprise' by connecting every application and every user to all your data. That's some statement - but something that MicroStrategy takes very seriously.

The platform has a number of highly prominent customers - they include Sainsbury's, Disney, Pfizer, and many others. They also provide industry-specific solutions that cater to the likes of retail, finance, health, and others.

Why do we believe they should be on your longlist?

MicroStrategy has been a key player in the business intelligence arena for decades. We like how they approach the challenge of BI and aim to connect all of their customer's data sources together - breaking down silos that so often get in the way of quality reporting.

QLIK

Year Established: 1993

Technology Area: Active Intelligence Platform

CEO: Mike Capone

Website: www.qlik.com

What do they do?

Qlik's vision is about creating a 'data-literate world, where everyone can use data and analytics to improve decision-making and solve their most difficult challenging problems'. They are also very focused upon 'active intelligence', in other words, creating a solution where data can be used in real-time to make business decisions.

Long established, they are used by almost 40,000 customers in more than 100 countries - including the likes of Airbus, Jaguar Land Rover, BP, and Novartis.

Why do we believe they should be on your longlist?

Qlik is one of the original players in the BI space - established in Sweden in 1993, they are one of the most experienced vendors in the market. We like their 'active intelligence' messaging and the importance of merging static data with 'data in motion' to create data pipelines that can drive business decisions.

SISENSE

Year Established: 2004

Technology Area: Infuse Analytics Anywhere.

CEO: Amir Orad

Website: www.sisense.com

What do they do?

Infuse analytics everywhere - that's the Sisense strategy. They want to take their customers beyond the traditional BI dashboard and infuse intelligence at the right place, at the right time - making data useful to customers where they need it the most.

Sisense has over 2,000 customers including GE, Skullcandy, Nasdaq, and Seismic, and offices around the world.

Why do we believe they should be on your longlist?

Sisense brings a different approach to many business intelligence providers. By focusing upon the ability to 'infuse analytics anywhere', they open up very different conversations with customers and help in different ways and different markets to a traditional BI provider.

YELLOWFIN

Year Established: 2003

Technology Area: Business Intelligence Software

CEO: Glen Rabie

Website: www.yellowfinbi.com

What do they do?

Yellowfin offers an extremely broad analytics platform and they are proud of their heritage of product innovation. The Yellowfin solution stretches from 'connecting and preparing your data, to building dashboards and preparing management reports'. A key component is the 'action-based dashboard' which embeds operational workflows in a no-code/low code development environment.

The Yellowfin solution is used by Coca-Cola, Xerox, BMC, and Vodafone.

Why do we believe they should be on your longlist?

Yellowfin is an innovative BI vendor and is known for providing great software and innovating around the business intelligence field.

TIBCO

Year Established: 1997

Technology Area: Business Intelligence Software

CEO: Dan Streetman

Website: www.tibco.com

What do they do?

Like a number of the vendors listed in the Longlist Guide, Tibco is a broader business than just analytics - with various aspects of data coverage, from cloud integration to process automation. Tibco's 'Spotfire' product has been a leader in the analytics area for many years. It is a full breadth business intelligence platform and regularly features in the leader's sector in different analyst research.

As a long-established leader in the BI space, they work with customers such as JetBlue, Bank of Montreal, and Mercedes F1.

Why do we believe they should be on your longlist?

Tibco Spotfire is a well-respected business intelligence tool and has been trusted by many global businesses for a number of years. It has broad functionality but also benefits from the latest in AI and ML advances.

TABLEAU

Year Established: 2003

Technology Area: Visual Analytics Platform

CEO: Mark Nelson (part of Salesforce)

Website: www.tableau.com

What do they do?

Tableau, a subsidiary business of the mighty Salesforce, is a leading player in the modern business intelligence software arena. Purchased by Salesforce in 2019 for an eye-watering \$15.7b, they continue to be a major player. Their core focus is 'visual analytics' and they say "everything we do is driven by our mission to help people to see and understand data".

They have an enviable list of customers - ranging from the likes of Lufthansa and LinkedIn to Nissan and Charles Schwab.

Why do we believe they should be on your longlist?

As would be expected, Salesforce has invested heavily to bring Tableau into their platforms. Customers using Salesforce will see the advantages of having Tableau integrated with other areas of Salesforce (including Einstein AI and Slack).

SAS

Year Established: 1976

Technology Area: Analytics Software & Solutions

CEO: James Goodnight

Website: www.sas.com

What do they do?

SAS was established in 1976 and is synonymous with business intelligence software. Their strapline is "giving you the power to know" and it drives how they build and market their products. As would be expected of a company with such a long tenure in their market, the SAS product portfolio is deep, covering areas like 'detection and investigation', 'customer intelligence 360', and 'visual forecasting'.

SAS claims that 91 out of the Fortune 100 use their technologies - from HSBC to Nestle and from Volvo to Office Depot.

Why do we believe they should be on your longlist?

SAS is an industry heavyweight and brings a range of technologies that will differ from the more recently established vendors. They also offer an impressive array of industry-focused solutions - from Agriculture to Utilities and everything inbetween.

ORACLE

Year Established: 1977

Technology Area: Analytics

CEO: Safra Catz

Website: www.oracle.com

What do they do?

Oracle truly is one of the most significant software vendors of our generation. They offer an exceptionally deep and broad portfolio of technology capabilities - one of which is Oracle Analytics, a heavyweight platform with a rich history in the BI market.

Oracle Analytics customers include FedEx, AON, Vodafone, and Skanska and the product is used by companies across the world, inside and outside of the Oracle ecosystem.

Why do we believe they should be on your longlist?

Oracle is one of those companies that can be involved in most technology longlists. They bring weight and depth that few other vendors are able to.

SAP

Year Established: 1972

Technology Area: Analytics Cloud

CEO: Christian Klein

Website: www.sap.com

What do they do?

A juggernaut in the world of software for 50 years - half a century! SAP has an enviable reputation in the technology world - trusted by the leading brands and largest companies on the planet.

They have a strong portfolio of products and play to win in every market that they enter. Analytics is no different and they bet big when they acquired Business Objects many years ago. Although not as dominant in the analytics field as they once were, they have an impressive solution that underpins their technology platform - combining business intelligence, augmented and predictive analytics, and planning, in one cloud environment.

Why do we believe they should be on your longlist?

If SAP takes part in a market, they aim to have the best product to fit that need. SAP's technology is always well thought through and never released until it is proven. For SAP and non-SAP customers, the analytics tool continues to be a contender worthy of consideration.

THOUGHTSPOT

Year Established: 2012

Technology Area: Modern Analytics Cloud

CEO: Sudheesh Nair

Website: www.thoughtspot.com

What do they do?

ThoughtSpot is one of the youngest vendors in the market as they celebrate their 10th anniversary this year. Founded by a team from Google, the business has quickly grown to annual revenues north of \$100m and also hit 'unicorn' status.

The platform focuses on 'modern analytics' - in their words "empowering your colleagues, partners, and customers to turn data into actionable insights. Whether you're using the ThoughtSpot application, embedding insights into apps like Salesforce and Slack, or building entirely new data products, the modern analytics cloud will help you build your business on data".



Why do we believe they should be on your longlist?

ThoughtSpot brings a different, modern approach to analytics and we like how they aim to connect in a simple way to many of the most modern and commonly used applications.

LOOKER (GOOGLE)

Year Established: 2012

Technology Area: Business Intelligence Platform

CEO: N/A part of Google Cloud

Website: www.looker.com

What do they do?

Looker is 'a modern platform to turn insights into powerful, data-driven experiences'. Acquired by Google in 2019, Looker is now part of the Google Cloud Platform. As such, Looker is often paired with the likes of BigQuery and Google Marketing Cloud as the business intelligence platform of choice, but also sits across multi-cloud platforms.

Why do we believe they should be on your longlist?

Looker and Google Cloud is a strong combination and the acquisition by Google has accelerated the deployment and adoption of the Looker platform.

BI TECHNOLOGY LONGLIST

Who Are Viewpoint Analysis?

We are Technology Matchmakers....

Viewpoint Analysis Ltd aims to build a bridge between companies with a technology need and the exciting technology vendors that can meet your need. A Technology Matchmaker for want of a better term. Our services include:

- **Technology Ideas & Options**

Do you know that you need technology but are not sure what and where to turn? Our 'Technology Ideas Matchmaker' and our 'Technology Day' services bring amazing vendors to your door with new ideas and capabilities.

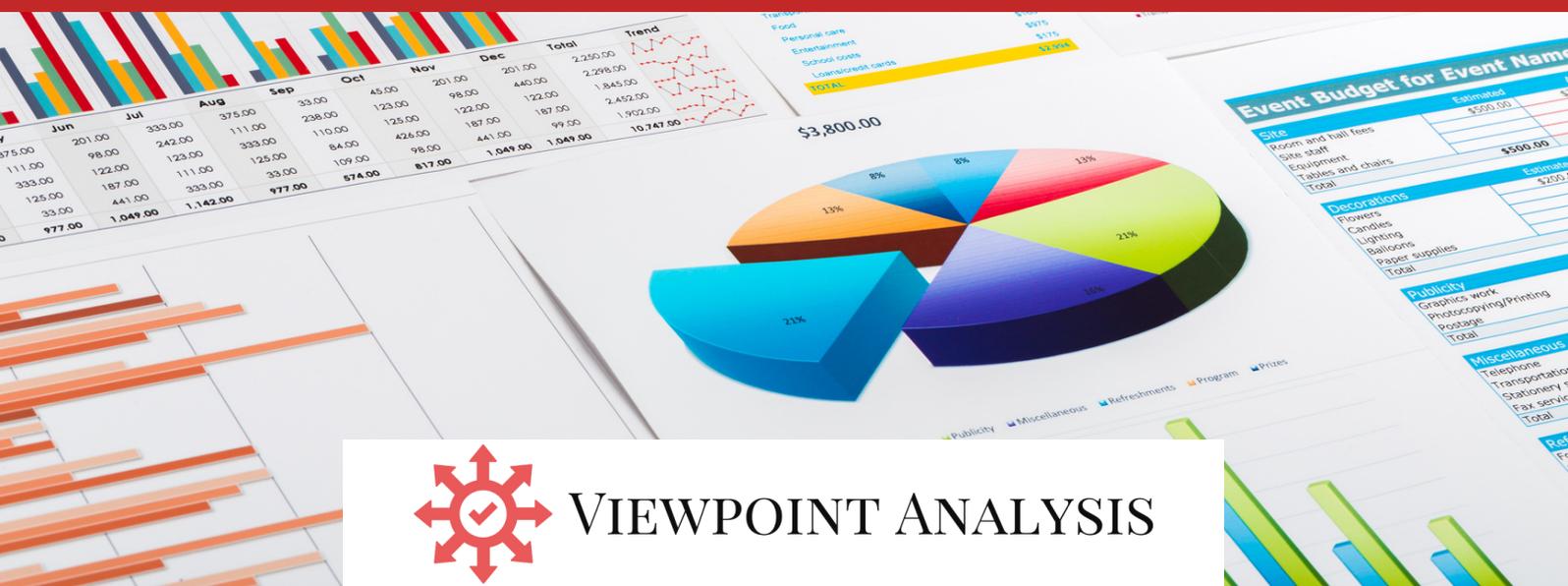
- **Market Assessment**

Our Project Matchmaker connects your business requirement with the technology vendors who can satisfy it. A great way to run an initial market assessment ahead of a selection process.

- **Vendor Selection**

Our 'Rapid RFP' - for customers who want to run an RFP process but want to make a quick decision, or our 'Meet My Need' service where we take a different approach and remove the need for spreadsheet questionnaires.

Email - contactus@viewpointanalysis.com or call 0113 5129252



VIEWPOINT ANALYSIS

Viewpoint Analysis Ltd. 3rd Floor, St Paul's House. 23 Park Square South. Leeds, LS1 2ND

www.viewpointanalysis.com

Viewpoint Analysis Ltd is a company registered in England & Wales (company number 13211084)