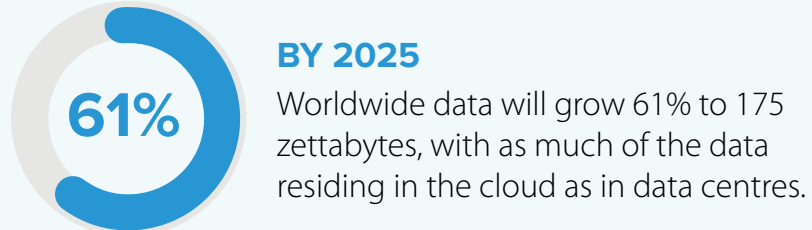


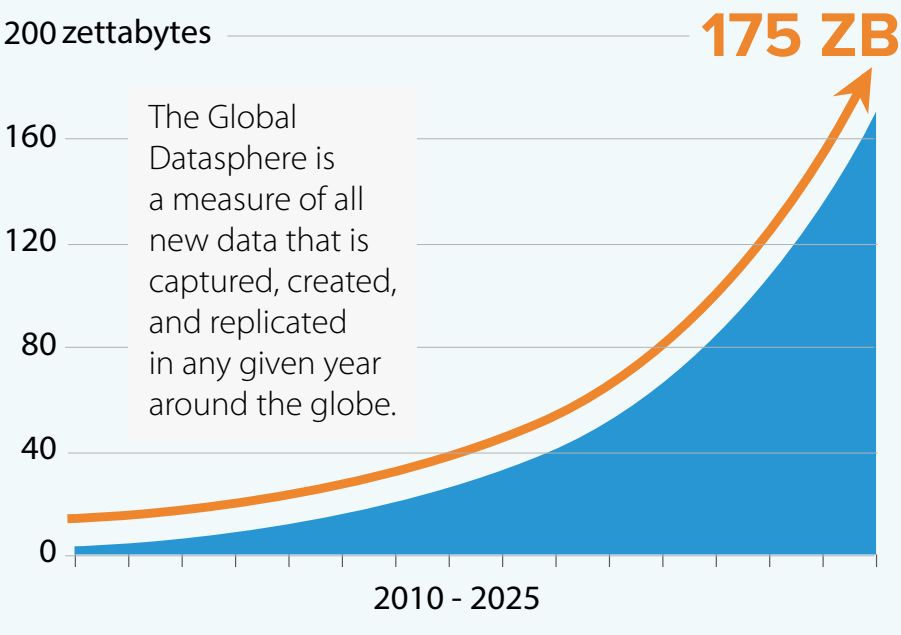
# WHY BUSINESS INTELLIGENCE IS CRITICAL TO YOUR BUSINESS

Business intelligence (BI) keeps everyone, and everything, connected in your business. Enterprises are swimming in oceans of data and the smart ones know how to make use of BI to understand and analyze their data, deliver exceptional reporting and data analytics experiences, make critical business decisions and gain a competitive edge.

## THE FUTURE

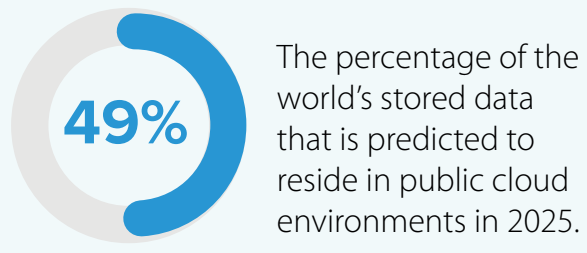


### ANNUAL SIZE OF THE GLOBAL DATASPHERE

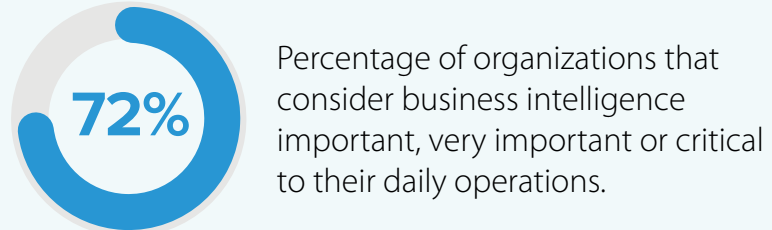


### 1 zettabyte

is equivalent to a trillion gigabytes. If you were able to store the entire Global Datasphere on DVDs, then you would have a stack of DVDs that could get you to the moon 23 times.



### BI IS CRITICAL



### \$9.7M

Cost every year to American businesses because of low-quality data, affecting productivity, the bottom line and overall ROI.

### 20%-30%

Companies' loss in revenue every year due to inefficiencies.

### BI IS BIG AND GETTING BIGGER

### \$22.8B

Global revenue of BI in 2020

What's driving the growth of BI?

Advancing technology

### \$29.48B

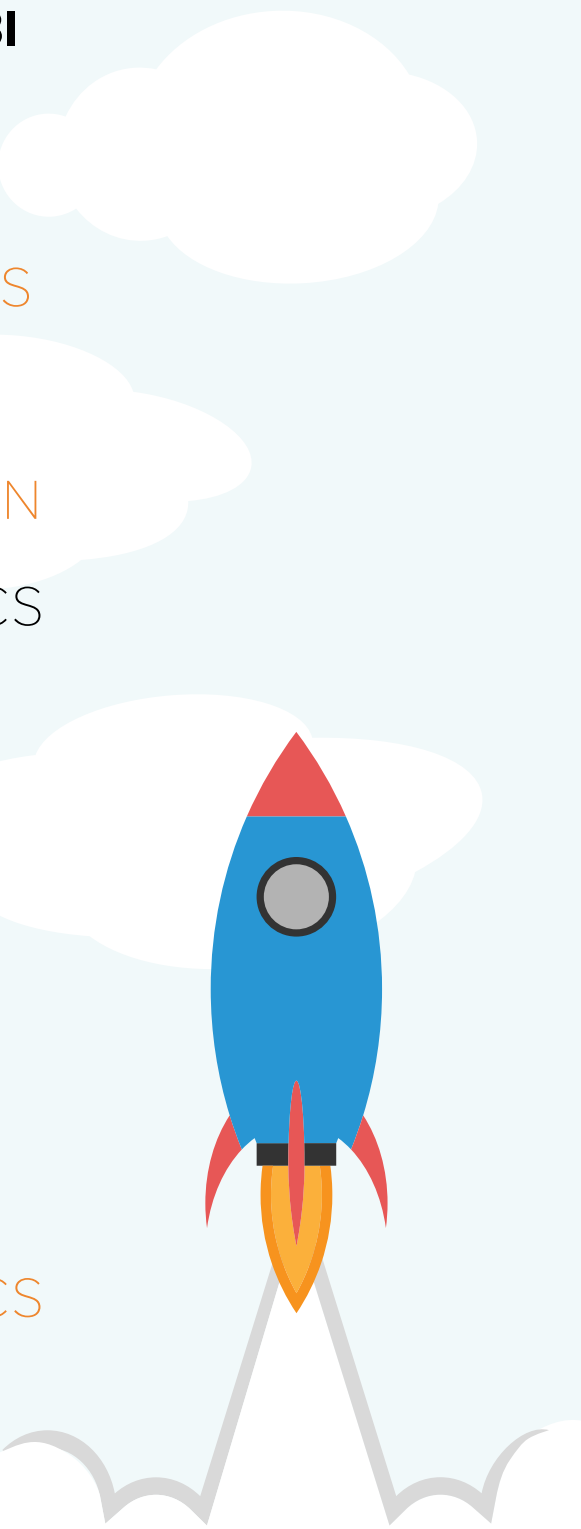
Global revenue of BI by 2022

Increasing accessibility

Steadily improving benefits for users

### WHAT'S HOT IN BI

EMBEDDED ANALYTICS  
DATA VISUALIZATIONS  
DATA-DRIVEN CULTURE  
APIS & CODE CUSTOMIZATION  
AUGMENTED DATA ANALYTICS  
NATURAL LANGUAGE ANALYTICS  
MOBILE BI  
BLOCKCHAIN  
ARTIFICIAL INTELLIGENCE  
PREDICTIVE ANALYTICS  
GRAPH ANALYTICS  
AUTOMATED DATA ANALYTICS  
PRESCRIPTIVE ANALYTICS  
DATA QUALITY MANAGEMENT  
CLOUD ANALYTICS



## BENEFITS

### BENEFITS OF BI TOOLS



### WHAT ALL GOOD BI TOOLS MUST HAVE

PLATFORM FLEXIBILITY  
ADAPTABILITY  
CUSTOMIZABILITY  
INTERACTIVITY



Most business leaders still rely on experience, 'gut feeling' or opinions when making decisions — only 48% of decisions are made based on quantitative information and analysis.

—Forrester VP and research director Gene Leganza in Forrester's Predictions 2020



### EVERY INDUSTRY BENEFITS FROM BI



Percentage of financial services enterprises who are using four or more BI tools, leading all others.



Percentage of retail/wholesale enterprises who use up to three BI tools.

## WORLDWIDE

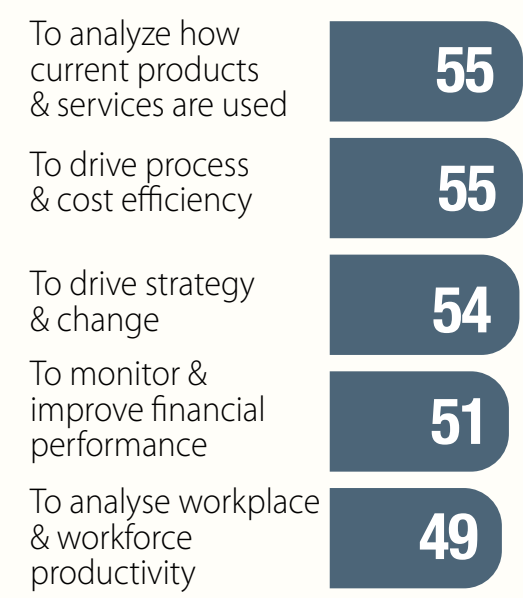


### The big three

The largest BI markets in the world are the United States, Germany and the United Kingdom.

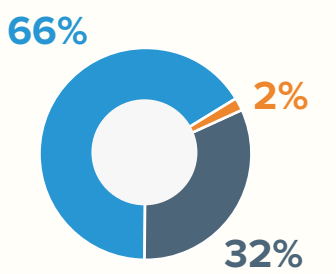
### TOP 5 USES OF ANALYTICS (As a percentage)

#### UNITED STATES

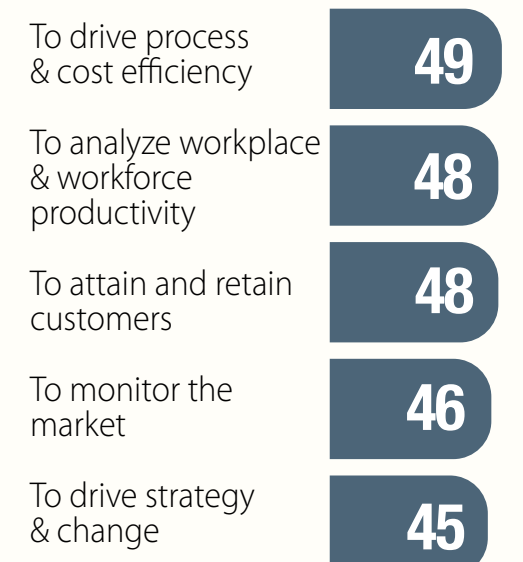


More  
About same  
Less

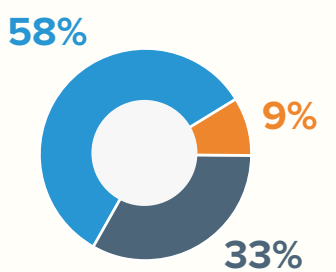
Over the next year will your organization invest in analytics?



#### GERMANY



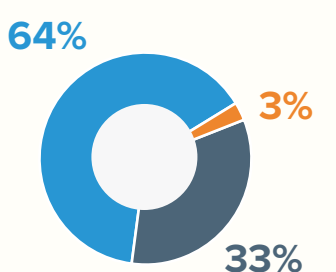
Over the next year will your organization invest in analytics?



#### UNITED KINGDOM



Over the next year will your organization invest in analytics?



### WHAT TO LOOK FOR IN YOUR BI VENDOR

FUNCTIONALITY  
EASE OF USE  
VALUE FOR PRICE & FLEXIBLE LICENSING  
LARGE DATA HANDLING CAPACITY  
HIGH INNOVATIVE CAPACITY  
ABILITY TO SUPPORT LARGE NUMBERS OF USERS  
ONGOING SERVICE, SUPPORT & INTERACTIVE ONLINE & ON-SITE TRAINING

Does your vendor check these boxes?

Effective service that saves you time

Client-friendly policies

A transparent contract that overdelivers

Innovative product enhancements

Unique features And security protections