

Stratecast

FROST & SULLIVAN



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Defining smart business intelligence solutions:

Automating data preparation, display and distribution processes helps organizations generate insights quicker and supports better corporate decision-making.

SMART BUSINESS INTELLIGENCE IS TRANSFORMING MODERN BUSINESS, BUT BUSINESS LEADERS ARE CONCERNED ABOUT BI



Concerned about the quality of information that BI solutions provide **83%**



Say "improving the quality of decisions" is the primary benefit of BI **82%**



Have "too much data and not enough knowledge" **65%**



Business analyst time spent cleansing data **60%**

HAS YOUR ANALYTICS DEPLOYMENT HELPED YOUR ORGANIZATION ACCOMPLISH ANY OF THE FOLLOWING?



Make better strategic plans/decisions

53%



Improve internal business processes

51%



Better manage infrastructure and software

44%

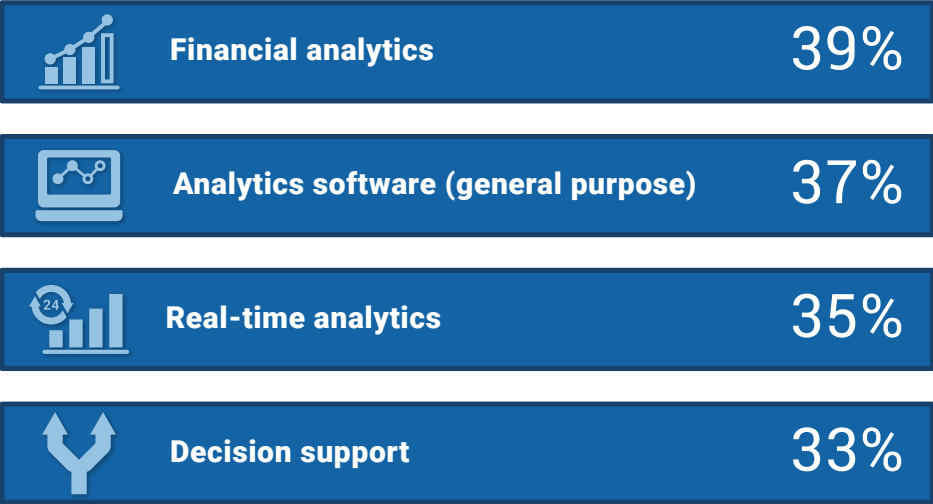


Investigate and utilize more data

39%

ADVANCED ANALYTICS APPLICATIONS ARE UNDER CONSIDERATION BY EVERY ORGANIZATION SURVEYED

WHICH OF THE FOLLOWING ANALYTICS APPLICATIONS AND TOOLS IS YOUR ORGANIZATION CONSIDERING, PLANNING, IMPLEMENTING OR USING?



THE NEED FOR NEW BUSINESS AND ANALYTICS SOLUTIONS

THERE IS A NEED FOR A NEW BI SOLUTION THAT AUTOMATES
DATA PREPARATION, VISUALIZATION, AND DISTRIBUTION
PROCESSES, AND IS...



VISUAL



IMMEDIATE



COGNITIVE

Source: 2015 Stratcast Cloud User Survey