

The BI & Analytics Survey 24

The voice of the BI & analytics community

This is a specially produced summary
by BARC of the headline results for
Oracle Analytics Cloud

BARC



KPI results

20 top rankings
and
48 leading positions
in 6 different peer groups.

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Recommendation

82%
of surveyed users
say they would
recommend Oracle
Analytics Cloud.*

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

BARC



Ad Hoc Queries & Analyses

82%
of surveyed users rate
Oracle Analytics Cloud
as **excellent** or **good** for
creating ad hoc queries
and **performing analyses**.*

** Compared to 68% for the average
BI & analytics tool.*

BARC



Ease of Use

89%
of surveyed users rate
Oracle Analytics Cloud's
**ease of use for content
creators** as **excellent** or
good.*

** Compared to 71% for the average
BI & analytics tool.*

BARC



Flexibility

89%
of surveyed users rate
Oracle Analytics Cloud's
**flexibility in the area of
data modeling and
connectivity** as **excellent**
or **good**.*

** Compared to 64% for the average
BI & analytics tool.*

BARC



Price to Value

89%
of surveyed users rate
Oracle Analytics Cloud's
price to value as
excellent or **good**.*

** Compared to 73% for the average
BI & analytics tool.*

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Peer Groups and KPIs

The KPIs

The BI & Analytics Survey 24 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 BI & Analytics Survey.
- 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.
- 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 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

The BI & Analytics Survey 24 features a range of different types of BI and analytics products so we use peer groups to help identify competing products.

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

1. Focus - Is the product focused on and typically used for reporting and dashboards, analysis or embedded analytics?
2. Specialization - Is the vendor a BI and analytics specialist or a business software generalist, offering a broader portfolio of enterprise software for a variety of business requirements?
3. Usage scenario - Is the product typically used in midsize/departmental implementations or large/enterprise-wide implementations?
4. Global presence - Does the vendor have a global reach and offer its products worldwide?

Oracle Analytics Cloud features in the following peer groups:

- Embedded Analytics Focus
- Report & Dashboard Focus
- Analysis Focus
- Business Software Generalists
- Large/Enterprise-Wide Implementations
- International BI Giants

Peer Groups Overview

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.

Embedded Analytics Focus: Includes reporting and analytics products that support open standards for embedding in other business applications (e.g., ERP systems) and are used by a significant number of the clients in this way.

Business Software Generalists: Business software generalists have a broad product portfolio that is not limited to BI and analytics, including most (or all) types of enterprise software for a variety of business requirements (e.g., ERP).

BI & Analytics Specialists: BI & analytics specialists are software vendors who focus solely on BI and/or analytics. Often, they have just one product in their portfolio.

Midsize/Departmental Implementations: Products in this peer group are typically (but not exclusively) used in small and midsize 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).



Peer Group
International BI Giants



Top-ranked in

- Price to Value
- Vendor Support
- Implementer Support
- Advanced & Predictive Analytics
- Mobile BI
- Functionality
- Embedded BI
- Competitive Win Rate



Leader in

- Business Benefits
- Recommendation
- Customer Satisfaction
- Distribution of Reports
- Analyses & Ad Hoc Query
- Data Preparation
- Ease of Use
- Flexibility
- Performance Satisfaction
- User Experience
- Cloud BI

Peer Group
Business Software Generalists



Top-ranked in

- Price to Value
- Distribution of Reports
- Advanced & Predictive Analytics
- Mobile BI
- Functionality
- Embedded BI



Leader in

- Business Benefits
- Vendor Support
- Implementer Support
- Customer Satisfaction
- Analyses & Ad Hoc Query
- Data Preparation
- Ease of Use
- Flexibility
- User Experience
- Competitive Win Rate

Peer Group
Large/Enterprise-Wide Implementations



Top-ranked in

- Price to Value
- Advanced & Predictive Analytics
- Mobile BI



Leader in


- Business Benefits
- Vendor Support
- Implementer Support
- Customer Satisfaction
- Distribution of Reports
- Analyses & Ad Hoc Query
- Functionality
- Ease of Use
- Flexibility
- Performance Satisfaction
- User Experience
- Cloud BI
- Embedded BI
- Competitive Win Rate

BARC Summary

The results for Oracle in The BI & Analytics Survey 24 validate the benefits of product modernization and continuous development. About a decade ago, it was difficult to envision the former OBIEE performing so well in trending KPIs. Oracle now claims the top spot for *Advanced and Predictive Analytics*, secures second position in the *Embedded BI* KPI, ranks third for *Mobile BI*, and stands as the fifth-best vendor for *Cloud BI*. Particularly remarkable for BI and analytics insiders is Oracle's performance regarding pricing, given its historical reputation for offering higher-cost products. Oracle is now recognized as the third-best option for price-to-value.




Peer Group
Analysis Focus

 **Top-ranked in**
Advanced & Predictive
Analytics


 **Leader in**
Price to Value
Mobile BI
Flexibility
Cloud BI
Embedded BI

Peer Group
Report & Dashboard
Focus

 **Top-ranked in**
Advanced & Predictive
Analytics

 **Leader in**
Price to Value
Mobile BI
Flexibility
Embedded BI

Peer Group
Embedded Analytics
Focus

 **Top-ranked in**
Advanced & Predictive
Analytics

 **Leader in**
Price to Value
Mobile BI
Flexibility
Embedded BI



The BI & Analytics Survey 24: Oracle Analytics Cloud Top Ranks





The BI & Analytics Survey 24: Oracle Analytics Cloud Top Ranks



What Customers Like Most

Wide range of connections, ETL functions, built-in insights

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External consultant, Banking and finance, >2,500 employees

Good and useful tool, especially for larger companies

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External consultant, Banking and finance, >2,500 employees

The price via a cloud services subscription, which is global and not per user. The ability to distribute reports and analyses (dashboard, email, Excel export, scheduling, etc.). The semantic layer (RPD). The cloud environment, which eliminates the need to manage installation and configuration. The transparent migration process from OBIEE to Oracle Analytics.*

BARC

Person responsible/project manager for BI/analytics from IT department, Media/Publishing, 100-2,500 employees

It is a solid tool with a lot of functionality

BARC

External consultant, Consulting, >2,500 employees

Excellent solution. Very good value for money for a large community of users.*

BARC

Person responsible/project manager for BI/analytics from IT department, Media/Publishing, 100-2,500 employees

Frequent updates with new features. Variety of methods to generate data analysis (dashboards, visualizations, ad-hoc, published reports)

BARC

External consultant, Consulting, >2,500 employees

* Translated by BARC



Oracle Analytics Cloud overview

Oracle is a global provider of enterprise cloud computing, offering software, platform, infrastructure and even data as a service. With over 170,000 employees, Oracle is one of the giants in the market.

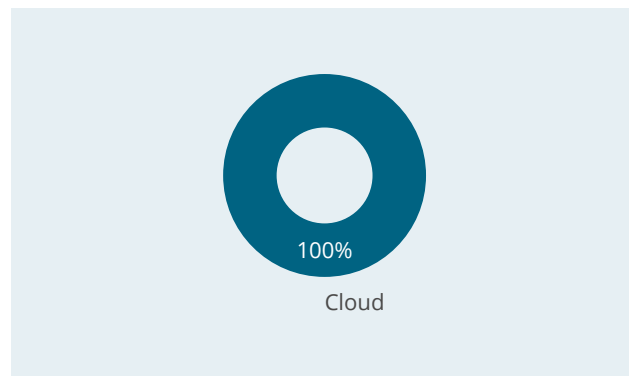
The Oracle Analytics (OA) offering rests on three major pillars: its flagship product for BI and analytics Oracle Analytics Cloud (OAC) running on Oracle Cloud, Oracle Analytics Server (OAS) for on-premises and multi-cloud deployments and Fusion Analytics for embedded analytics within the vendor's portfolio of business applications. Oracle Analytics utilizes the tried-and-tested but modernized foundation of Oracle BI (OBIEE) and incorporates some of its modules, such as Publisher for developer-oriented pixel-perfect reporting, to provide extended functionality and compatibility.

Oracle Analytics Cloud incorporates business-user-oriented capabilities for the full analytics cycle. It provides modules for developing and deploying formatted reports, interactive dashboards and analytics suitable for business users. Its goal is to create an integrated platform for data, analytics and AI in which OAC plays an important part. It is also used to embed BI and analytics into any Oracle product.

Recently, Oracle has introduced many innovations into

Versions used

n =27



OAC, such as the new self-optimizing, in-memory analytics engine. The models created by the new semantic modeler can be consumed by third-party applications such as Power BI, extending the value of models maintained in Oracle Analytics.

Augmented data preparation for business users and custom data transformations via Data Flows are also provided, as well as visual analysis in a comprehensive and integrated analytics platform. Furthermore, integration with Oracle Autonomous Data Warehouse (ADW) is constantly evolving to take advantage of centralized and governed data models. Oracle Analytics Server, the on-premises version of OAC, brings the power of the cloud platform to organizations that need on-premises deployments or want to run it in other clouds.

With Automated Insights and 'Explain', users can leverage automated insight generation powered by ML and NLG. Relevant drivers, patterns and clusters are identified and visualized with little to no effort. Beyond that, forecasts leveraging weighting algorithms can be created based on the drivers identified with one click too. Natural language queries ('Ask') can be used to analyze data without deep technical knowledge or to search across all data sets cataloged in many supported languages.

Complementing the portfolio, machine learning algorithms are embedded out of the box with Oracle Analytics Cloud. R and Python scripts can be embedded to leverage the results of advanced analytics models. Additionally, ML algorithms embedded in Oracle databases can be used without moving data, providing enhanced speed and flexibility of analytics.

Oracle Analytics Cloud customer responses

This year we had 33 responses from Oracle Analytics Cloud users. At the time of the survey, all of them were using the cloud.

Introduction

The BI & Analytics Survey 24 is based on findings from the world's largest and most comprehensive survey of business intelligence and analytics software users, conducted from March to June 2023. In total, 1,480 people responded to the survey. Altogether, 21 products (or groups of products) are analyzed in detail.

The BI & Analytics Survey 24 examines user feedback on BI product selection and usage across 30 criteria (KPIs) including *Business Benefits*, *Project Success*, *Business Value*, *Recommendation*, *Customer Satisfaction* and *Competitiveness*.

This document contains just a selection of the headline findings for Oracle Analytics Cloud. 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

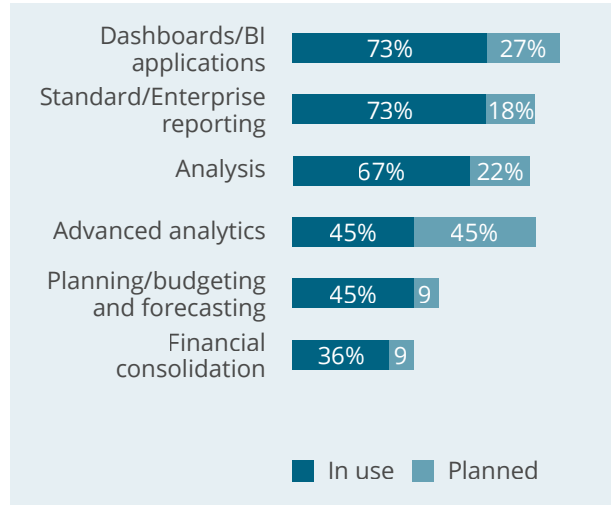
BARC Comment

Customers mostly use Oracle Analytics products to create dashboards and BI applications (73 percent) as well as standard/enterprise reports (73 percent). About 67 percent of our sample uses OAC for analysis purposes. However, the most interesting use case is advanced analytics: 45 percent of OAC users in The BI & Analytics Survey 24 have already used the product for advanced analytics and a further 45 percent plan to do so. Also, almost half of respondents (45 percent) have used it to support planning/budgeting and forecasting processes and 36 percent have performed financial close tasks. These figures underline the versatility of the product and its ability to serve various scenarios in the BI & analytics field.

Our respondents come primarily from large organizations with more than 2,500 employees (67 percent). Interestingly, about a fifth of Oracle users in this survey come from small organizations with less than 100 users (22 percent). However, the median of 200 users and mean average of 361 users show that Oracle Analytics is still used predominantly in large organizations with large user bases.

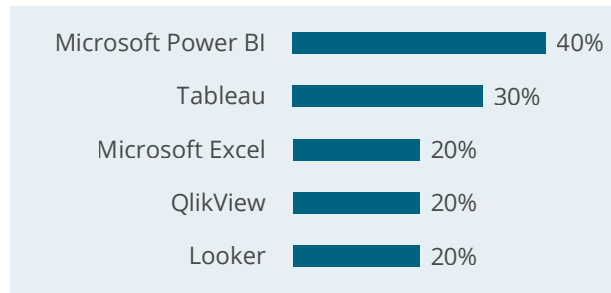
Current vs. planned use

n=30



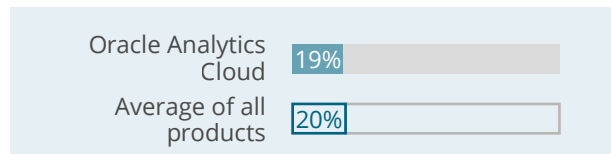
5 products most often evaluated in competition with Oracle Analytics Cloud

n=30



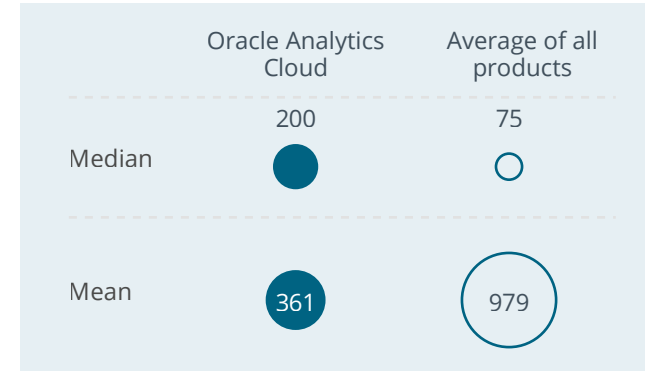
Perc. of employees using Oracle Analytics Cloud

n=24



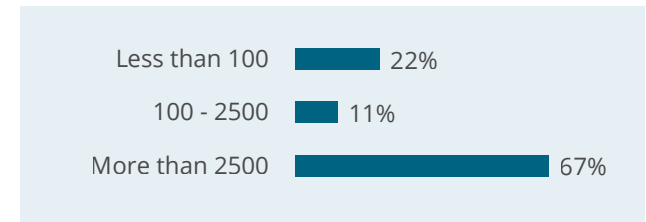
Number of users using Oracle Analytics Cloud

n=24



Company size (employees)

n=27



Business Benefits

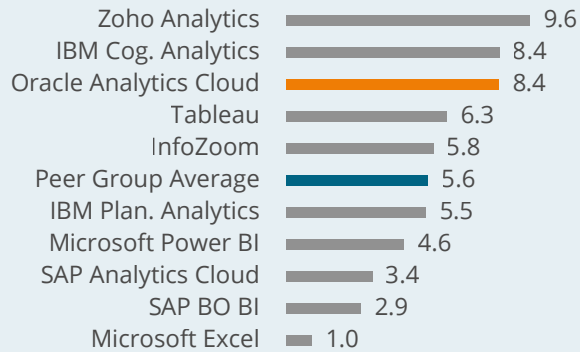


This KPI is based on the achievement level of a variety of business benefits.

Business Benefits – Leader



Peer group: Business Software Generalists



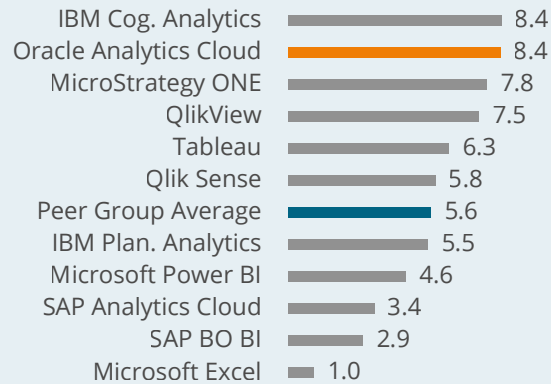
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Business Benefits – Leader



Peer group: International BI Giants



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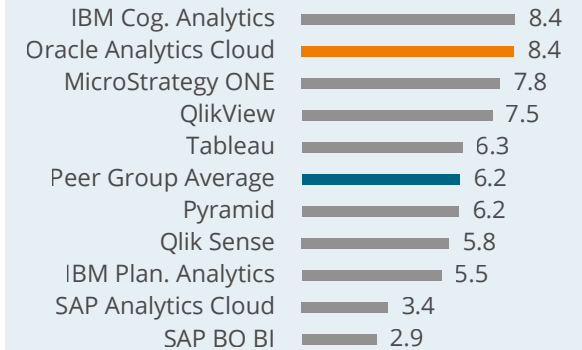
Business Benefits



Business Benefits – Leader



Peer group: Large/Enterprise-Wide Implementations



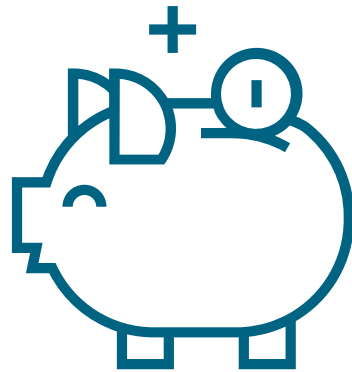
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BARC Viewpoint

Oracle Analytics Cloud has not only improved its customers' reporting, analysis and planning processes but it has also delivered additional benefits. Much like the previous year, customers highlighted several operational advantages that exceeded this year's survey average. These benefits include 'reduced costs,' 'improved customer satisfaction,' 'increased competitive advantage,' 'saved headcount,' 'improved operational efficiency' and 'increased revenues.' In the categories of 'saved headcount' and 'increased revenues,' Oracle secured the third-best ranking in The BI & Analytics Survey 24, and it ranks fourth for 'reduced costs'. This is a significant accomplishment, emphasizing that BI and analytics doesn't just help companies to visualize data but also has a tangible business impact.

Price to Value

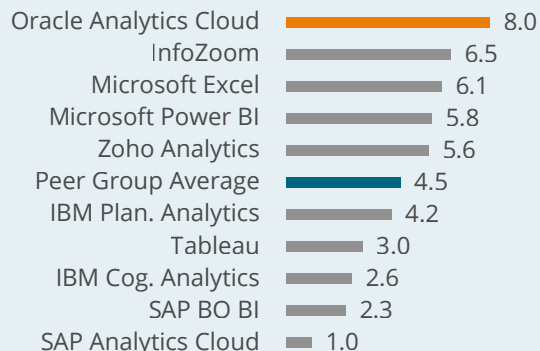


This KPI is based on how users rate their tool in terms of price to value.

Price to Value – Top-ranked



Peer group: Business Software Generalists



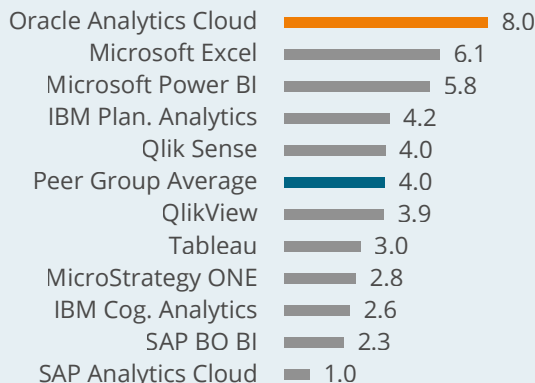
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Price to Value – Top-ranked



Peer group: International BI Giants



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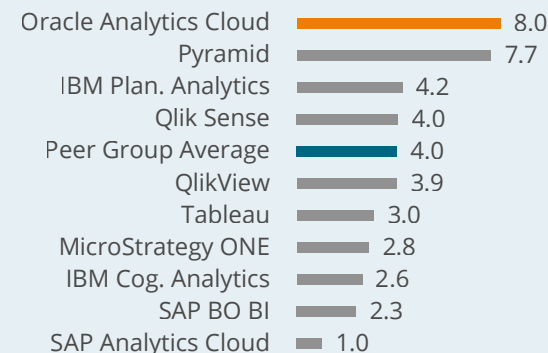
Price to Value



Price to Value – Top-ranked



Peer group: Large/Enterprise-Wide Implementations



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

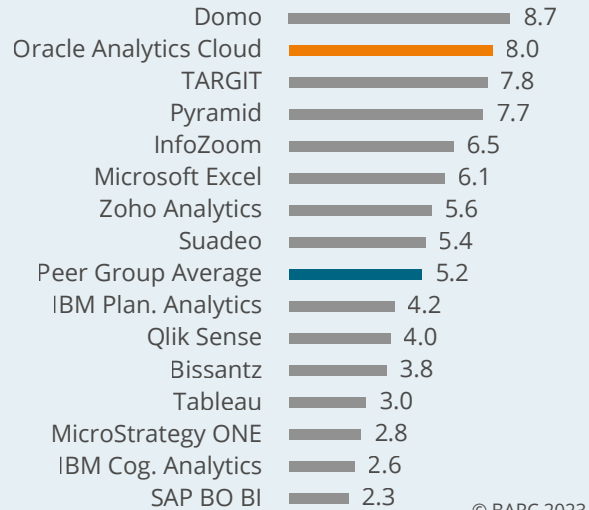
BARC Viewpoint

This year, only 18 percent of Oracle Analytics customers cited price-performance ratio as a reason why they chose to buy the suite, which is well below the average of 34 percent. Instead, they were persuaded by the product's versatility (45 percent) and the availability of people skilled at using it (45 percent). None of the customers surveyed had any complaints about the value for money of Oracle Analytics. An impressive 89 percent even rated its price-to-value as "excellent" or "good".

Price to Value – Leader



Peer group: Analysis Focus



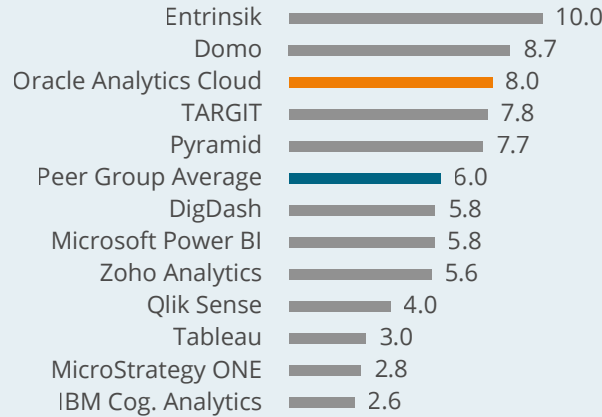
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

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Price to Value – Leader



Peer group: Embedded Analytics Focus



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

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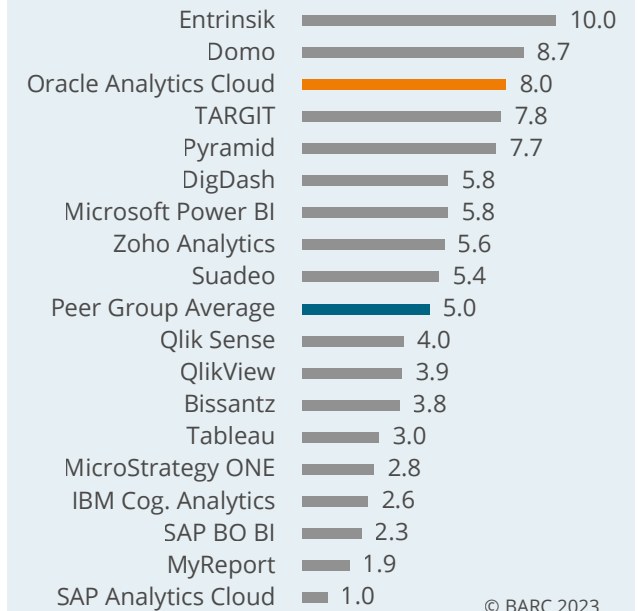
Price to Value



Price to Value – Leader



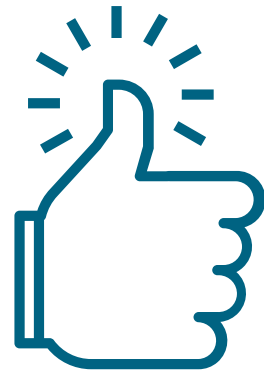
Peer group: Report & Dashboard Focus



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

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Recommendation

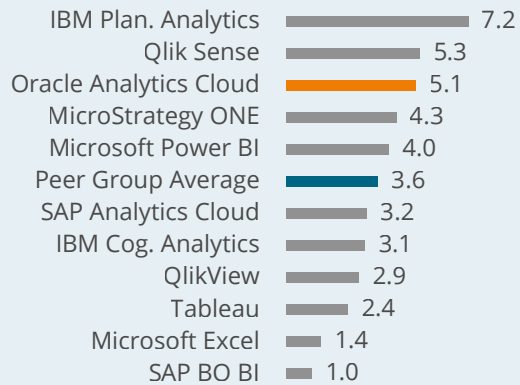


This KPI is based on the proportion of users that say they would recommend the product to others.

Recommendation – Leader



Peer group: International BI Giants



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

Recommendation



BARC Viewpoint

Oracle Analytics Cloud ranks among the leaders in the International BI Giants peer group this year. Detailed data shows that 82 percent of respondents stated that they would “definitely” or “probably” recommend the product to others, leading to a score of 5.1/10 for the *Recommendation* KPI. Recommendation has become a very important factor in software buying decisions. Word of mouth is important for all businesses, not only those in the software industry. Customers who are willing to recommend a product often act as ambassadors and are therefore able to identify and convince new prospects.

Vendor Support

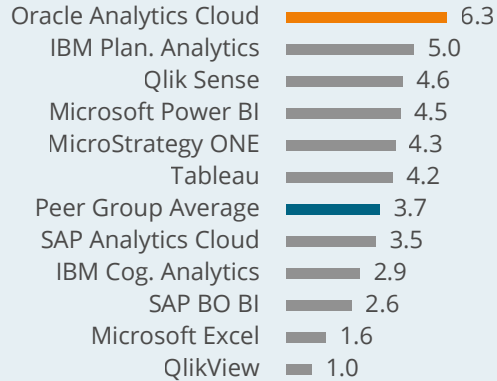


This KPI measures user satisfaction with the level of vendor support provided for the product.

Vendor Support – Top-ranked



Peer group: *International BI Giants*



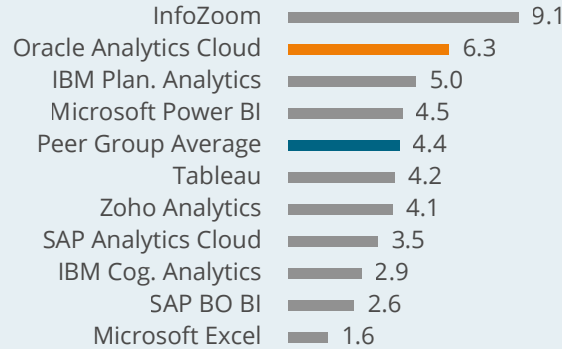
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Vendor Support – Leader



Peer group: *Business Software Generalists*



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

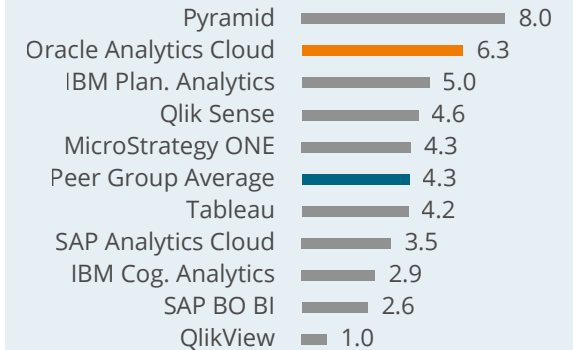
Vendor Support



Vendor Support – Leader



Peer group: *Large/Enterprise-Wide Implementations*



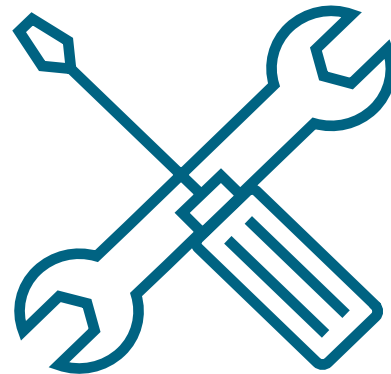
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

In line with the previous year, Oracle Analytics Cloud customers have once again expressed their contentment with the vendor's support services. Every respondent this year conveyed satisfaction with the services provided by Oracle, leading to a rating of 6.3/10 in the *Vendor Support* KPI. Particularly when compared to other *International BI Giants*, these services stand out as exceptional, with Oracle claiming the top position in this peer group by a significant margin. For a large international business software company, this achievement is all the more impressive, and it represents a significant improvement compared to a decade ago when Oracle was among the lowest-ranking vendors in this KPI.

Implementer Support

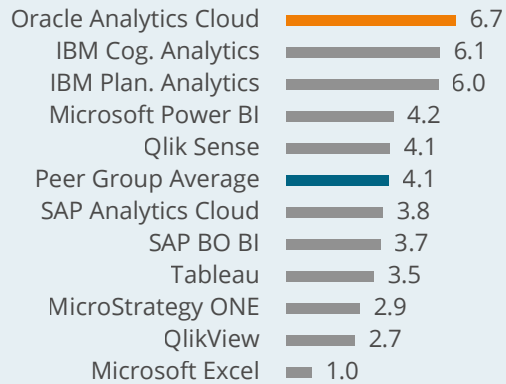


This KPI measures user satisfaction with the level of the implementer's support for the product.

Implementer Support – Top-ranked



Peer group: *International BI Giants*



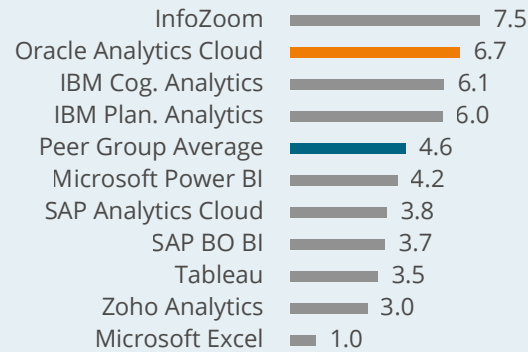
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Implementer Support – Leader



Peer group: *Business Software Generalists*



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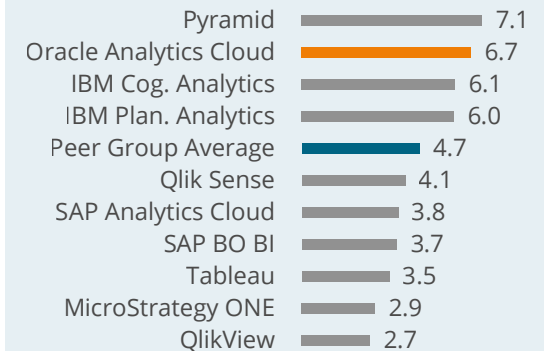
Implementer Support



Implementer Support – Leader



Peer group: *Large/Enterprise-Wide Implementations*



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

BARC Viewpoint

82 percent of Oracle Analytics Cloud respondents are satisfied with the *Implementer Support* provided while the remaining 18 percent have not used any. 46 percent even stated that the support they received from their implementer was “excellent”. With a score of 6.7/10 in this KPI, Oracle tops the *International BI Giants* peer group this year and comes second in the *Business Software Generalists* and *Large/Enterprise-Wide Implementations* peer groups.

Customer Satisfaction

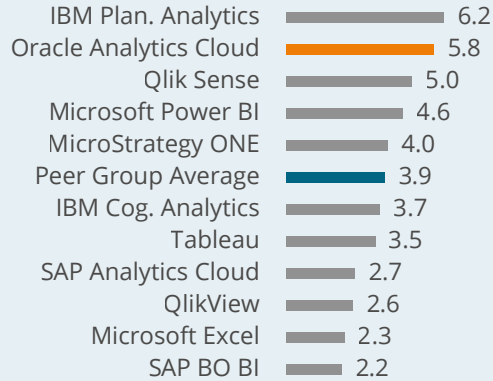


This KPI combines the *Price to Value, Recommendation, Vendor Support, Implementer Support, Product Satisfaction* and *Sales Experience* KPIs.

Customer Satisfaction – Leader



Peer group: International BI Giants



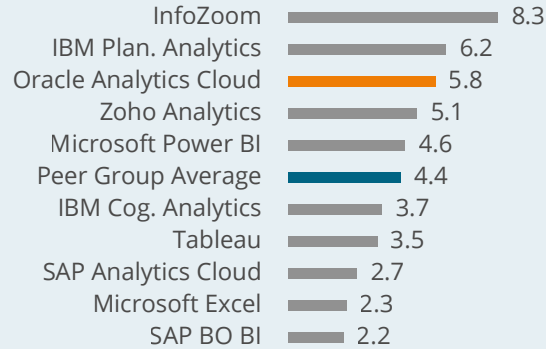
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Customer Satisfaction – Leader



Peer group: Business Software Generalists



© BARC 2023

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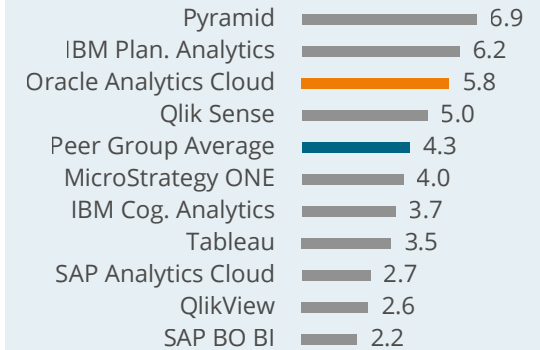
Customer Satisfaction



Customer Satisfaction – Leader



Peer group: Large/Enterprise-Wide Implementations



© BARC 2023

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

BARC Viewpoint

We calculate the *Customer Satisfaction* KPI by aggregating the *Price to Value*, *Recommendation*, *Vendor Support*, *Implementer Support*, *Product Satisfaction* and *Sales Experience* KPIs. Above-average feedback for *Price to Value*, *Recommendation*, *Vendor Support* and *Implementer Support* contribute to Oracle's score of 5.8/10 and leading ranks in the *International BI Giants*, *Business Software Generalists* and *Large/Enterprise-Wide Implementations* peer groups.

Distribution of Reports

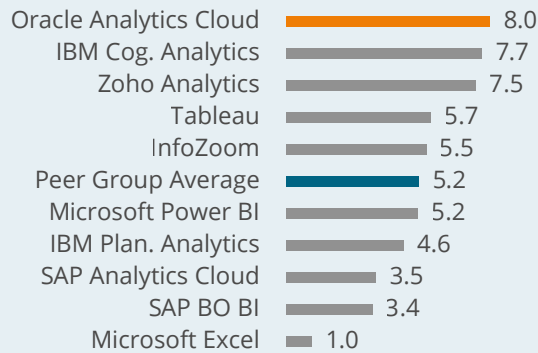


This KPI is based on how users rate their BI tool in terms of its support for the distribution of reports (dispatch/publication, scheduling, formats).

Distribution of Reports – Top-ranked



Peer group: Business Software Generalists



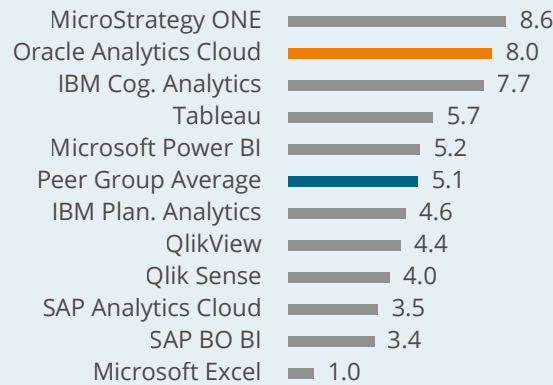
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Distribution of Reports – Leader



Peer group: International BI Giants



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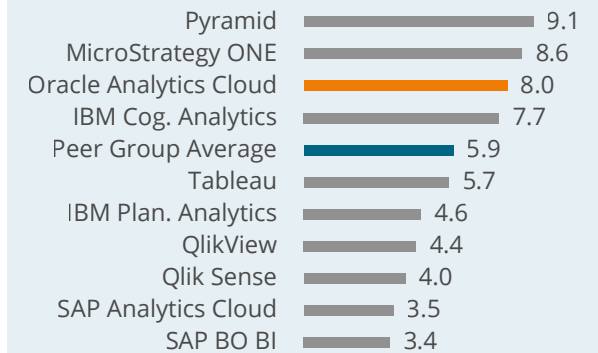
Distribution of Reports



Distribution of Reports – Leader



Peer group: Large/Enterprise-Wide Implementations



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

BARC Viewpoint

For a BI and analytics product to achieve widespread adoption within an organization, it must have the capacity to reach a large user base. Oracle Analytics Cloud stands out as a robust platform capable of providing customized information to thousands of users. We asked customers about Oracle Analytics Cloud's features for content distribution, scheduling, and the range and number of supported formats. 82 percent expressed satisfaction with the functionality, while the remaining 18 percent either did not use or were unaware of the functionality. This exceptional feedback results in an 8.0/10 rating, positioning Oracle Analytics Cloud as the top performer among *Business Software Generalists* in this KPI.

Analyses & Ad Hoc Query

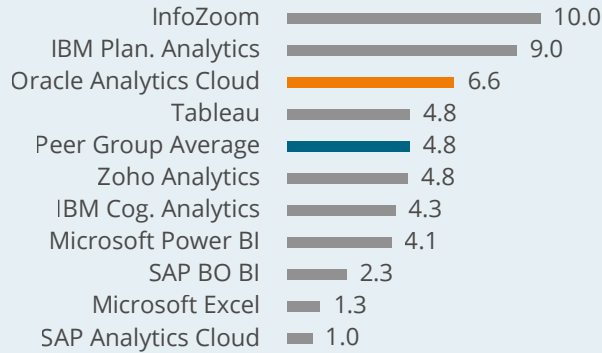


This KPI is based on how users rate their BI tool for performing analyses (navigation, visual support, automated insights) and creating ad hoc queries (usability, semantic model).

Analyses & Ad Hoc Query – Leader



Peer group: Business Software Generalists



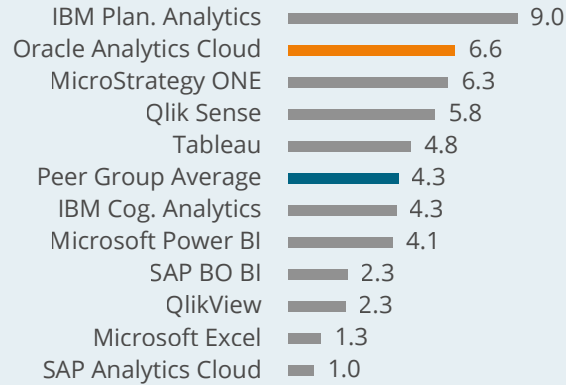
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Analyses & Ad Hoc Query – Leader



Peer group: International BI Giants



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

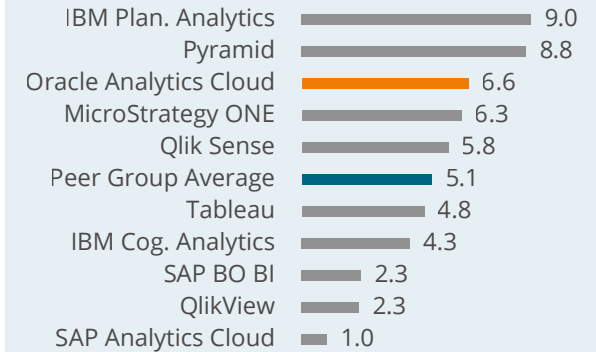
Analyses & Ad Hoc Query



Analyses & Ad Hoc Query – Leader



Peer group: Large/Enterprise-Wide Implementations



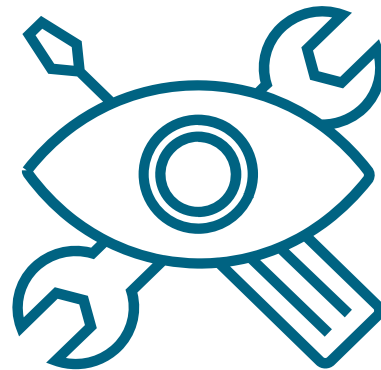
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

The need for robust *Analyses & Ad Hoc Query* capabilities is particularly pronounced among data-centric user types. In recent years, Oracle has dedicated efforts to enhance its visualization module to support data ingestion, preparation, ad hoc analysis and visualization. Impressively, 91 percent of Oracle Analytics Cloud respondents expressed their satisfaction with the tool's support for navigation, visual support and automated insights as well as usability, the semantic model and the ability to create ad hoc queries. The remaining 9 percent were unable to rate this functionality, likely because they were end users who primarily utilize predefined content.

Advanced & Predictive Analytics

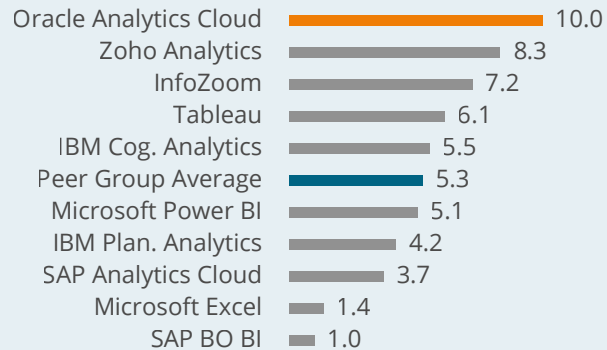


This KPI is based on how many survey respondents use advanced and predictive analysis (such as data mining, machine learning) with their BI tool and how users rate those capabilities.

Advanced & Predictive Analytics – Top-ranked



Peer group: Business Software Generalists



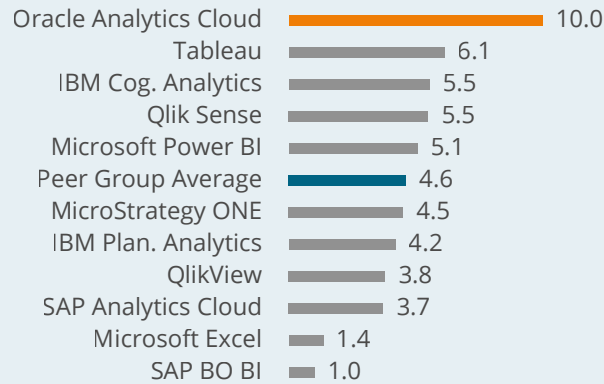
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Advanced & Predictive Analytics – Top-ranked



Peer group: International BI Giants



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

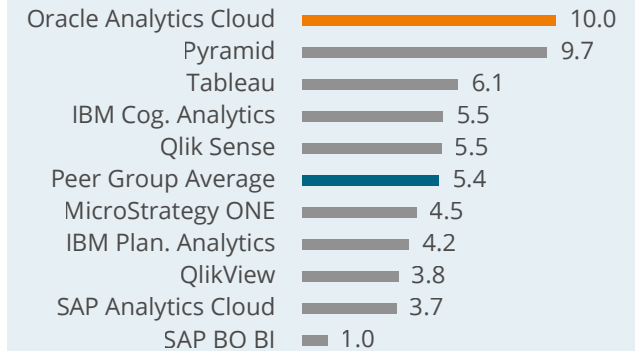
Advanced & Predictive Analytics



Advanced & Predictive Analytics – Top-ranked



Peer group: Large/Enterprise-Wide Implementations



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

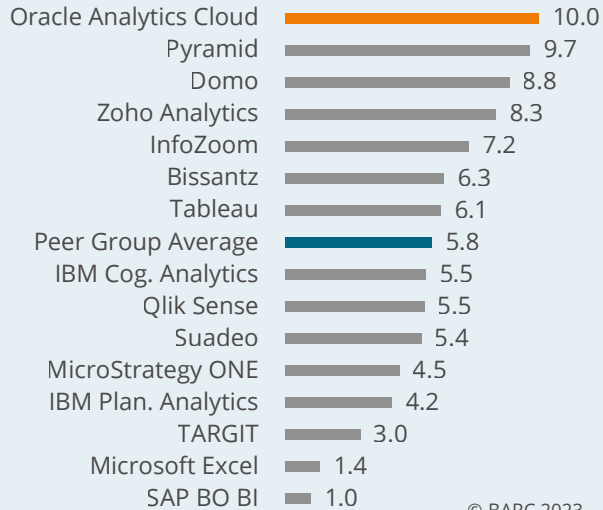
BARC Viewpoint

Advanced & predictive analytics is currently a strong market trend but adoption by customers has been somewhat fragmented. While many organizations have conducted proof of concepts and pilot projects in this area, a lot have found operationalizing analytics algorithms to be very challenging and have not made much progress. However, Oracle Analytics Cloud customers seem to be very engaged with this, as reflected in the vendor's performance in the *Advanced & Predictive Analytics* KPI. For the second consecutive year, Oracle has secured the top spot in this KPI. 45 percent of Oracle Analytics Cloud users have already made use of the suite's advanced and predictive functionality, demonstrating a strong commitment to harnessing the potential of advanced analytics within their organizations.

Advanced & Predictive Analytics – Top-ranked



Peer group: Analysis Focus



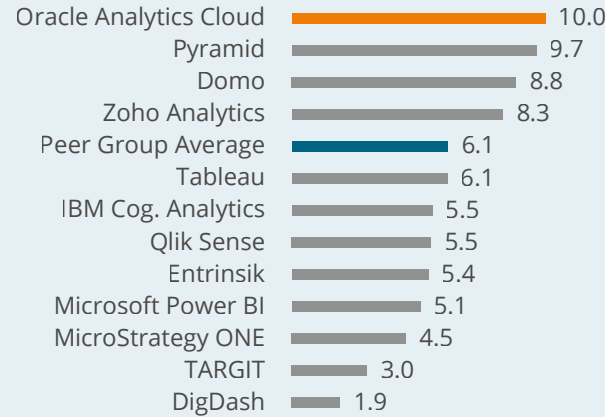
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Advanced & Predictive Analytics – Top-ranked



Peer group: Embedded Analytics Focus



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

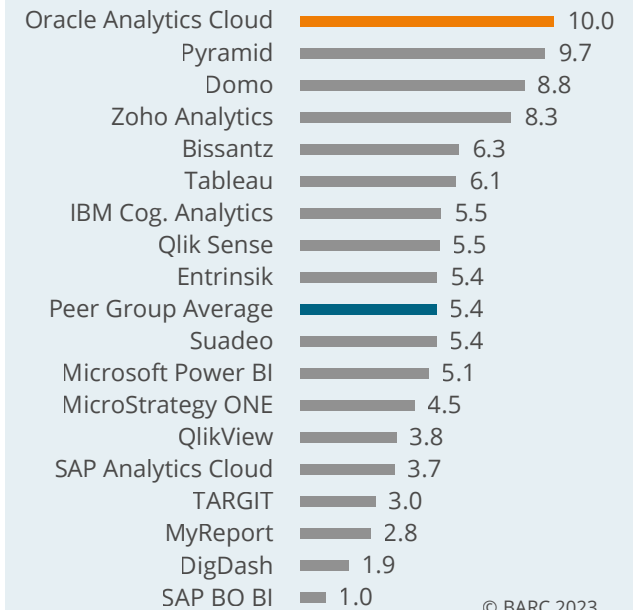
Advanced & Predictive Analytics



Advanced & Predictive Analytics – Top-ranked



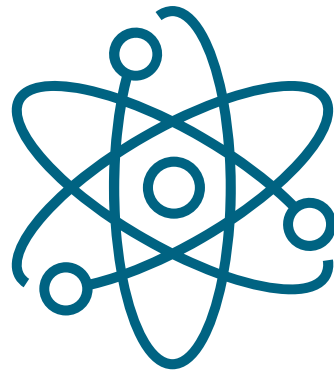
Peer group: Report & Dashboard Focus



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

Data Preparation

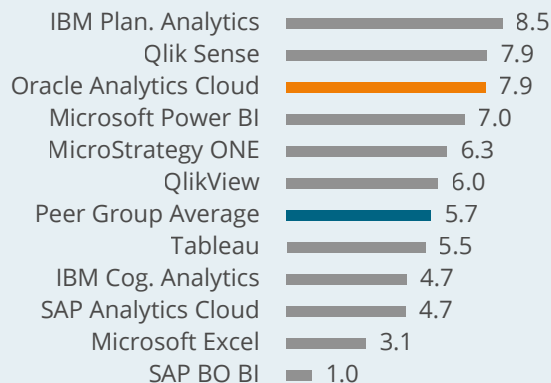


This KPI is based on how users rate their BI tool in terms of data preparation.

Data Preparation – Leader



Peer group: International BI Giants



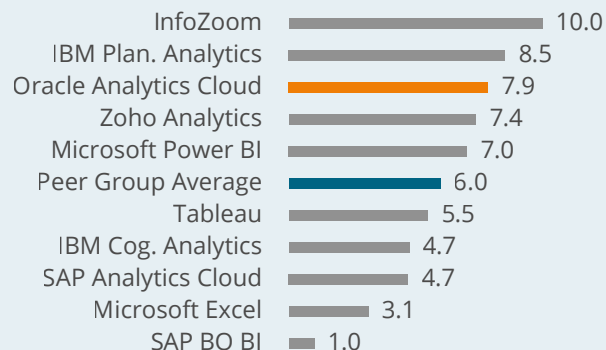
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Data Preparation – Leader



Peer group: Business Software Generalists



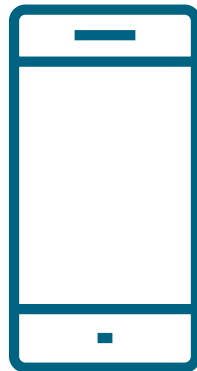
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

Oracle Analytics Cloud is utilized extensively in operational departments, with 45 percent using it in finance and controlling, 36 percent in IT and sales, 27 percent in marketing and 27 percent in operations/production. Only 36 percent stated that management have used the product. This pattern highlights the fact that operational units often focus on data analysis necessary for reporting to management. For this, they require robust data ingestion and preparation functionality. A remarkable 91 percent of Oracle respondents expressed their satisfaction with the functionality provided for wrangling and preparing data for analysis and reporting.

Mobile BI

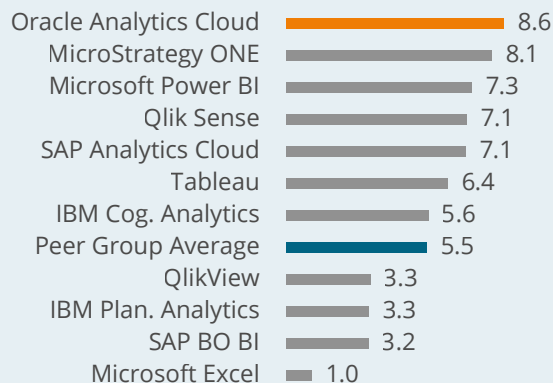


This KPI is based on how users rate the use of their BI tool on a mobile device.

Mobile BI – Top-ranked



Peer group: International BI Giants



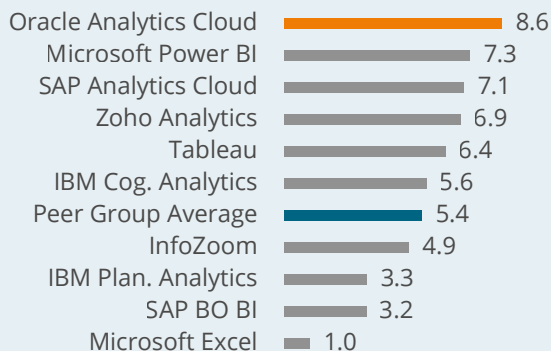
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Mobile BI – Top-ranked



Peer group: Business Software Generalists



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

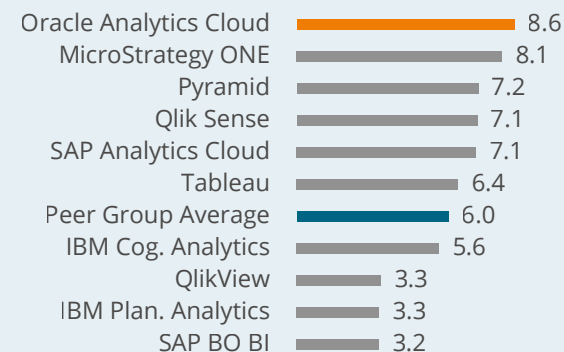
Mobile BI



Mobile BI – Top-ranked



Peer group: Large/Enterprise-Wide Implementations



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

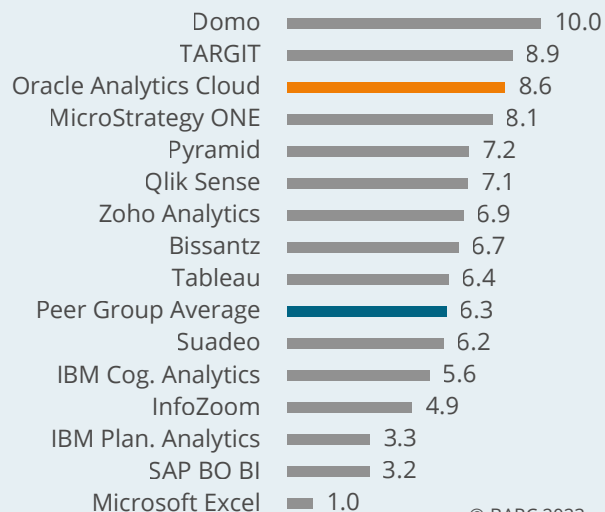
BARC Viewpoint

Instead of simply asking customers whether they have used a product for mobile BI, this year we asked for their opinion of the product's functionality for mobile BI. 78 percent of Oracle Analytics Cloud users are satisfied with the functionality provided. The remaining 22 percent either have not used these features or were unable to provide a rating. Last year, 46 percent had utilized the suite's mobile BI features. Taken together with this year's qualitative customer verdict, it is evident that the vendor's investments in recent years have yielded tangible results and improvements in mobile BI functionality.

Mobile BI – Leader



Peer group: Analysis Focus



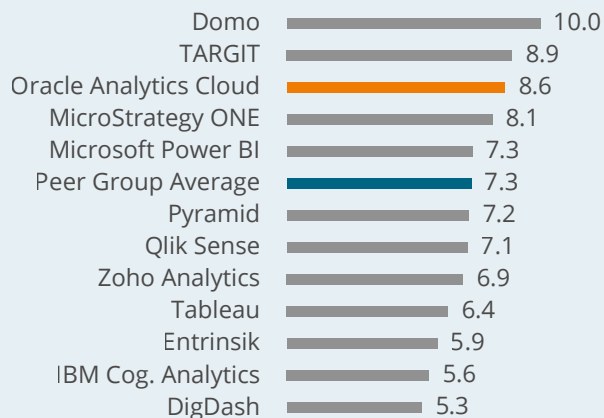
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Mobile BI – Leader



Peer group: Embedded Analytics Focus



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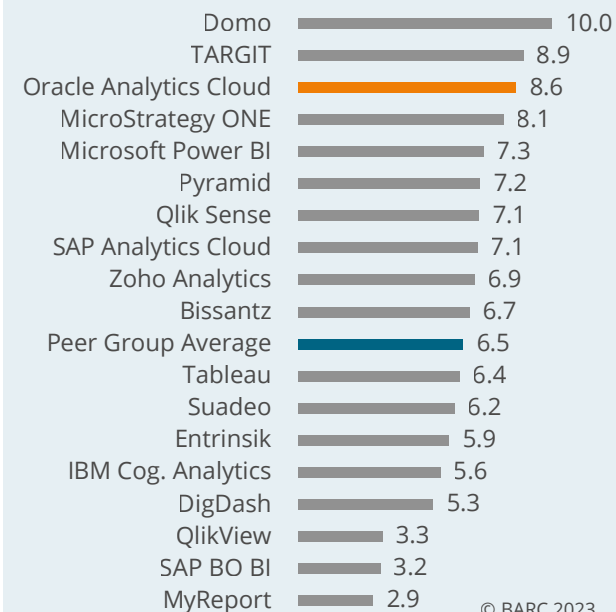
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Mobile BI



Mobile BI – Leader

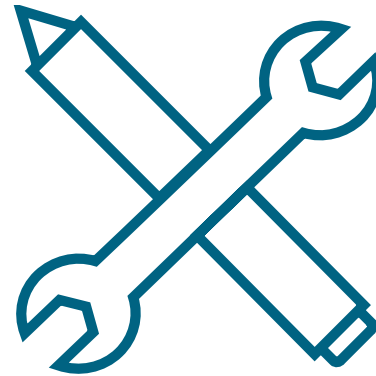
Peer group: Report & Dashboard Focus



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

Functionality

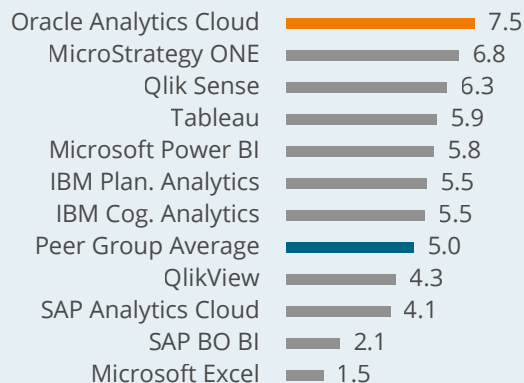


This KPI combines the *Dashboards & Reports, Distribution of Reports, Analyses & Ad Hoc Query, Advanced & Predictive Analytics, Data Preparation* and *Mobile BI* KPIs.

Functionality – Top-ranked



Peer group: International BI Giants



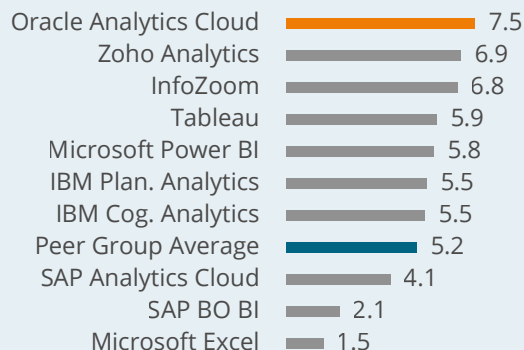
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Functionality – Top-ranked



Peer group: Business Software Generalists



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

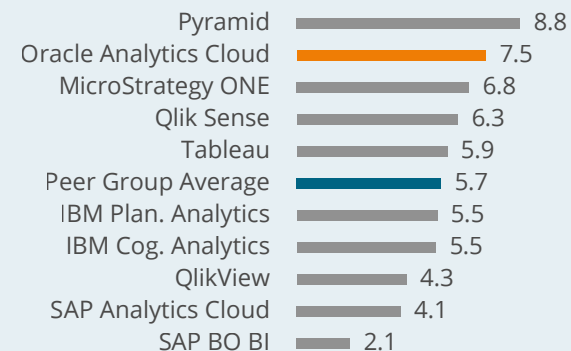
Functionality



Functionality – Leader



Peer group: Large/Enterprise-Wide Implementations



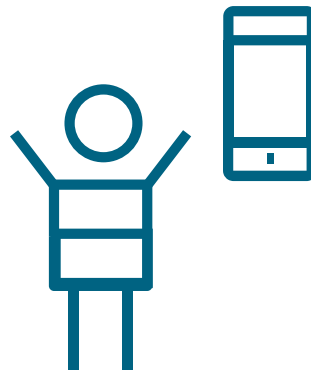
© BARC 2023

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

BARC Viewpoint

The most prevalent reason for purchasing Oracle Analytics Cloud, cited by 45 percent of respondents, is its extensive coverage of BI or analytics-specific requirements. This percentage is significantly higher than the overall survey average of 31 percent. These customers, who prioritize coverage, have found the suite to be versatile and functional, as evidenced by the aggregated *Functionality* KPI. This KPI aggregates the results of the *Dashboards & Reports*, *Distribution of Reports*, *Analyses & Ad Hoc Query*, *Advanced & Predictive Analytics*, *Data Preparation* and *Mobile BI* KPIs. Oracle Analytics customers, in particular, hold its advanced and predictive analytics functionality in high regard, rating it above all the products featured in The BI & Analytics Survey 24.

Ease of Use

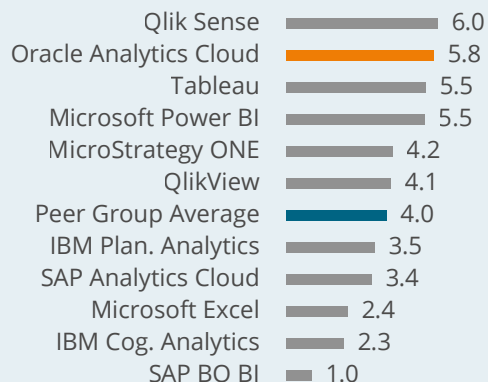


This KPI is based on how often the product was chosen for its ease of use, and on how users rate the ease of use of their BI tool.

Ease of Use – Leader



Peer group: International BI Giants



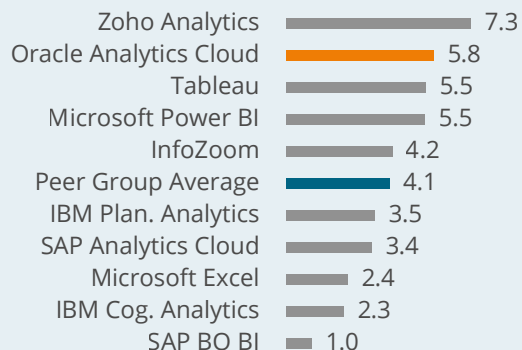
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Ease of Use – Leader



Peer group: Business Software Generalists



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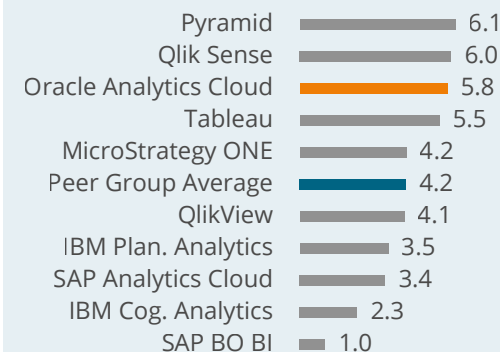
Ease of Use



Ease of Use – Leader



Peer group: Large/Enterprise-Wide Implementations



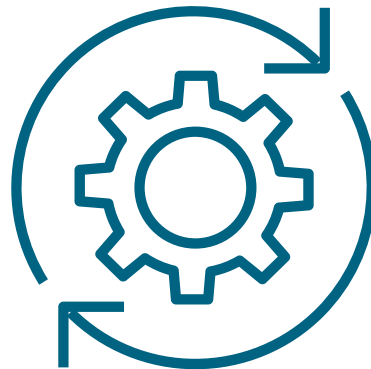
© BARC 2023

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

BARC Viewpoint

This year, the *Ease of Use* KPI provides insights into the perspectives of the data engineers from business departments, content creators and content consumers using Oracle Analytics Cloud. Remarkably, all the users surveyed expressed satisfaction with the product's ease of use. 78 percent rated the ease of use of its functionality for data modeling and preparation for business users as "excellent" or "good". Content creators were even more appreciative, with 89 percent rating ease of use as "excellent" or "good". The same proportion of content consumers rated usability as "excellent" or "good", with a slightly higher percentage (56 percent) giving an "excellent" rating. These results illustrate the product's ability to deliver user-friendly experiences for a variety of user roles.

Flexibility

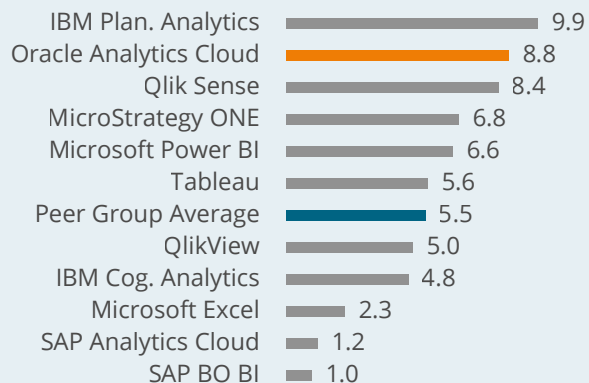


This KPI is based on how users rate the flexibility of their BI tool, and on the frequency of complaints about user flexibility post-implementation.

Flexibility – Leader



Peer group: International BI Giants



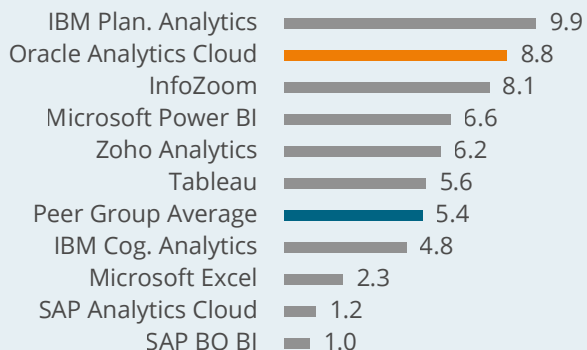
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Flexibility – Leader



Peer group: Business Software Generalists



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

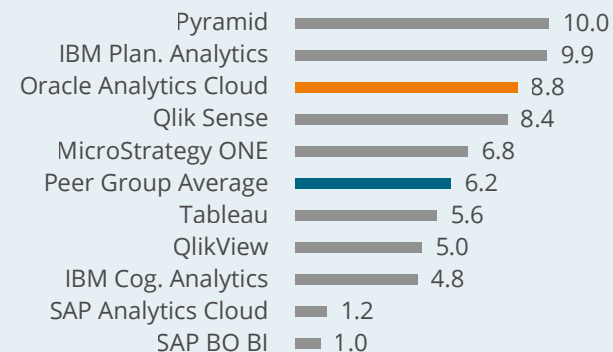
Flexibility



Flexibility – Leader



Peer group: Large/Enterprise-Wide Implementations



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

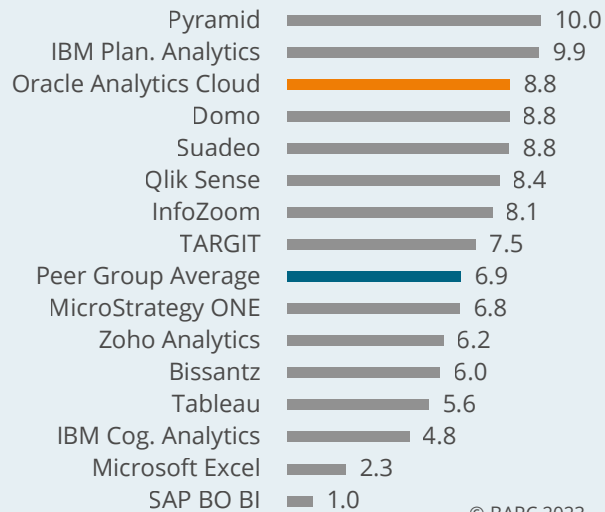
BARC Viewpoint

Much like the *Ease of Use* KPI, the *Flexibility* KPI also encompasses three areas: data modeling and connectivity, adapting/customizing the software to organizational requirements/needs, and content creation. In the first two categories, 89 percent of Oracle Analytics Cloud customers declared their satisfaction with the product’s flexibility, with the remaining users unable to provide a rating. For content creation, 78 percent rated its flexibility as either “excellent” or “good”. Oracle Analytics Cloud’s overall rating of 8.8/10 in this KPI positions it among the leaders in all of its peer groups.

Flexibility – Leader



Peer group: Analysis Focus



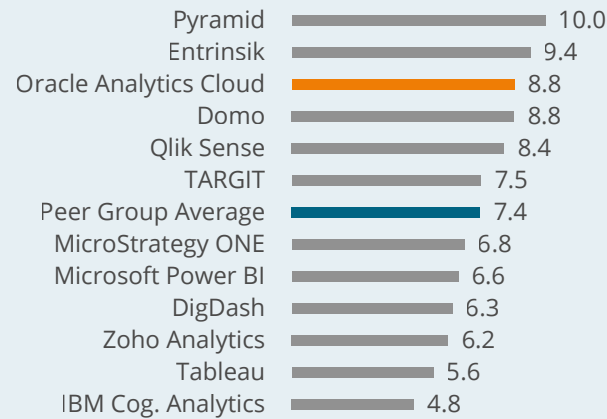
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Flexibility – Leader



Peer group: Embedded Analytics Focus



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

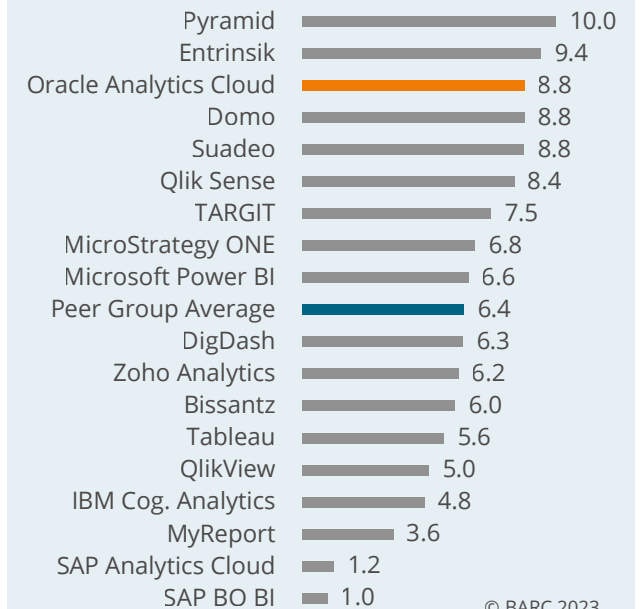
Flexibility



Flexibility – Leader



Peer group: Report & Dashboard Focus



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

Performance Satisfaction

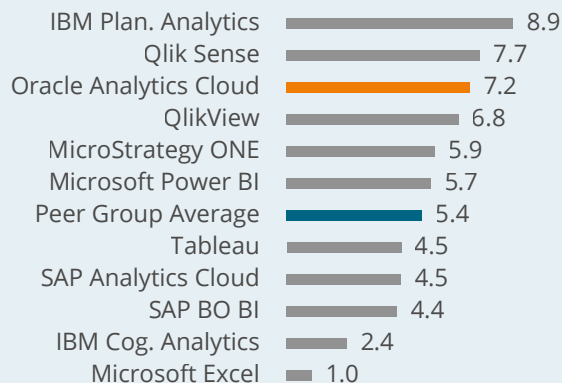


This KPI measures the frequency of complaints about the system's performance.

Performance Satisfaction – Leader



Peer group: International BI Giants



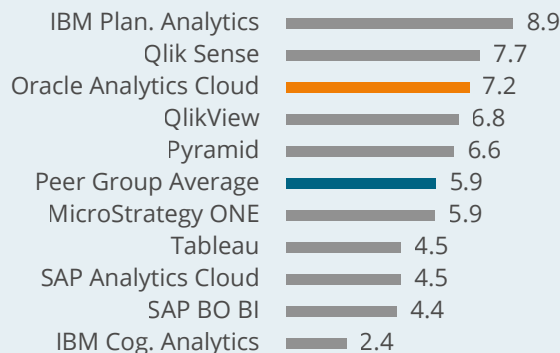
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Performance Satisfaction – Leader



Peer group: Large/Enterprise-Wide Implementations



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

Performance Satisfaction



BARC Viewpoint

The *Performance Satisfaction* KPI is based on whether users have any complaints about the software's query performance. Only 10 percent of the Oracle Analytics Cloud users surveyed described such issues, compared to an average of 14 percent for all products. Although Oracle Analytics is well known for its sophisticated caching mechanisms, the product has relied heavily on the performance of underlying data sources in the past. Over the years, the product has evolved and customers are now provided with various options to query data live or use performant cloud data storage or in-memory engines to speed up the retrieval of query results.

User Experience

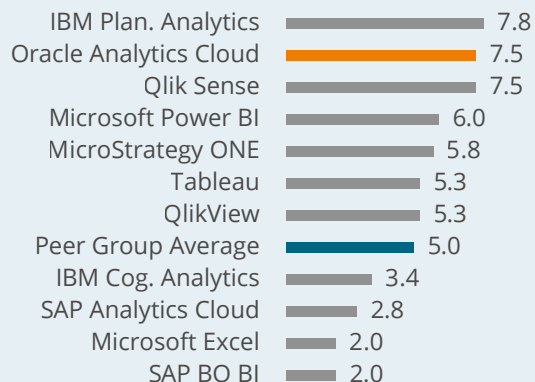


This KPI combines the *Flexibility, Ease of Use* and *Performance Satisfaction* KPIs.

User Experience – Leader



Peer group: International BI Giants



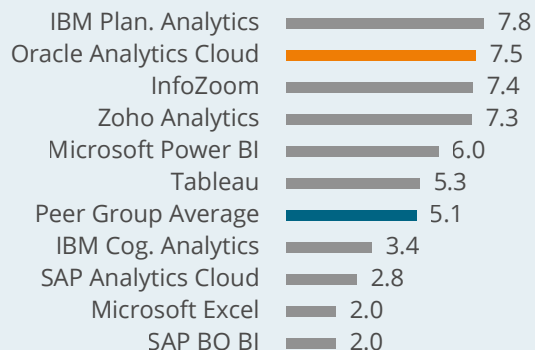
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

User Experience – Leader



Peer group: Business Software Generalists



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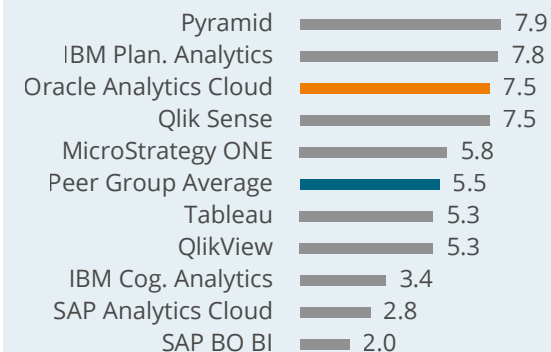
User Experience



User Experience – Leader



Peer group: Large/Enterprise-Wide Implementations



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

BARC Viewpoint

The *User Experience* KPI combines the results of the *Flexibility*, *Ease of Use* and *Performance Satisfaction* KPIs. Oracle Analytics Cloud users rated the suite above average in each of these KPIs, resulting in a score of 7.5/10 for *User Experience*. This achievement underlines the fact that Oracle Analytics Cloud is a versatile platform capable of serving different user types, not only for classic BI but also an increasing number of scenarios such as advanced analytics. The vendor's investments in modernizing the product and making it easier to use are evident in its strong showing in this KPI.

Cloud BI

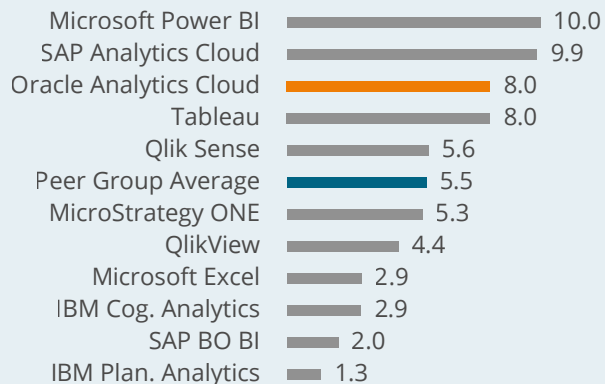


This KPI is based on the proportion of survey respondents that currently use the product in a cloud environment.

Cloud BI – Leader



Peer group: International BI Giants



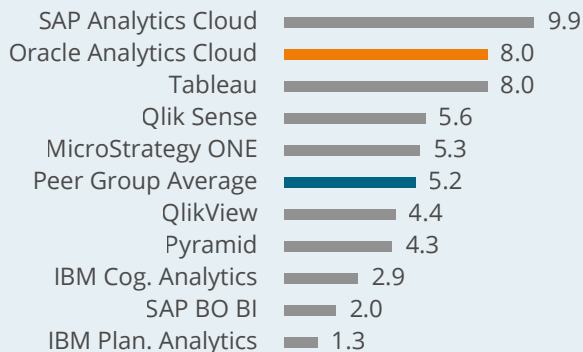
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Cloud BI – Leader



Peer group: Large/Enterprise-Wide Implementations



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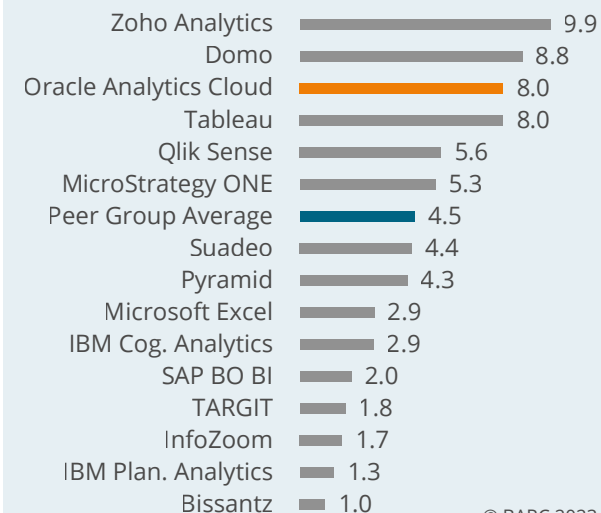
Cloud BI



Cloud BI – Leader



Peer group: Analysis Focus



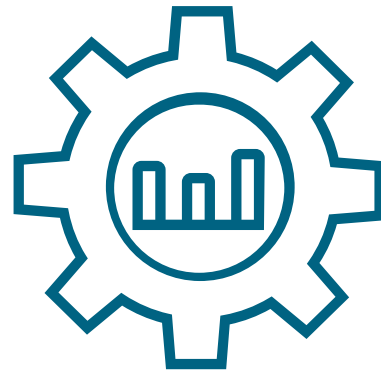
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BARC Viewpoint

The *Cloud BI* KPI measures the proportion of customers using their BI solution in cloud environments. This year, 55 percent of the Oracle Analytics users surveyed stated that they have used the product in the cloud, and a further 36 percent plan to do so in the future. Cloud software offers several advantages such as flexibility in scaling and access to up-to-date features. While many of Oracle's competitors are still struggling to bring their customers to the cloud, Oracle seems to have convinced a good portion of its customer base to modernize their analytics environments and benefit from a cloud deployment. Besides the 'pure' cloud option, Oracle also supports hybrid and on-premises scenarios for those who, for whatever reason, are not ready to move to the cloud.

Embedded BI

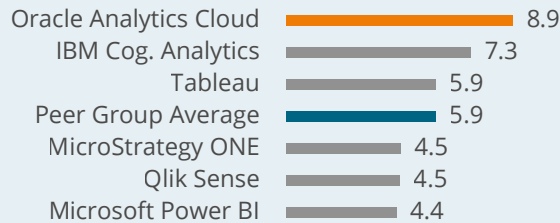


This KPI is based on the proportion of survey respondents that use embedded BI.

Embedded BI – Top-ranked



Peer group: International BI Giants



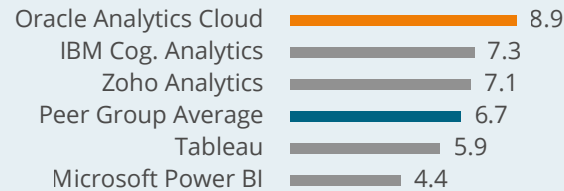
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Embedded BI – Top-ranked



Peer group: Business Software Generalists



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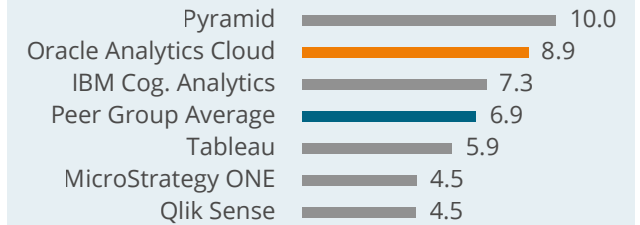
Embedded BI



Embedded BI – Leader



Peer group: Large/Enterprise-Wide Implementations



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

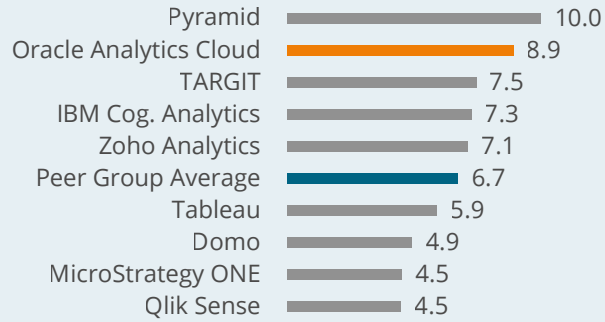
BARC Viewpoint

For the second year in a row, Oracle Analytics is the second highest rated vendor in The BI & Analytics Survey when it comes to the adoption of embedded analytics. 64 percent of Oracle Analytics users work with the software embedded in other systems and a further 27 percent plan to do so. Together with its high level of use in operational BI, this achievement shows that a good portion of those who have taken advantage of Oracle's predefined content for its business software – such as Fusion Analytics and NetSuite Analytics – responded to our survey. In addition to providing analytics in its own systems, Oracle Analytics also serves other embedded scenarios.

Embedded BI – Leader



Peer group: Analysis Focus



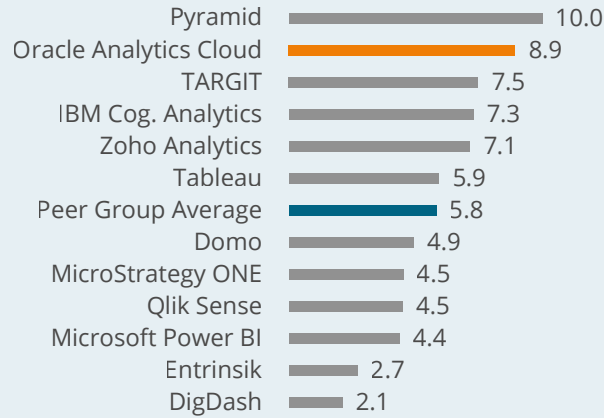
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Embedded BI – Leader



Peer group: Embedded Analytics Focus



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

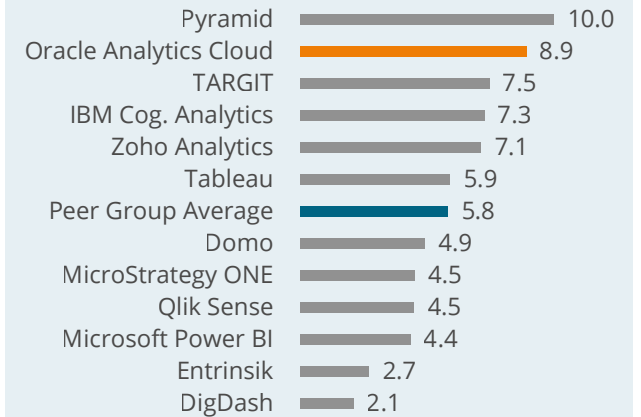
Embedded BI



Embedded BI – Leader



Peer group: Report & Dashboard Focus



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

Competitive Win Rate

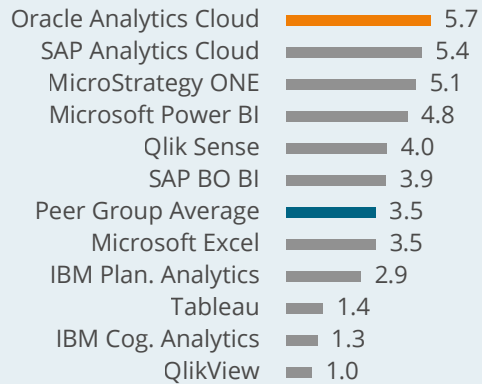


This KPI is based on the percentage of wins in competitive evaluations.

Competitive Win Rate – Top-ranked



Peer group: International BI Giants



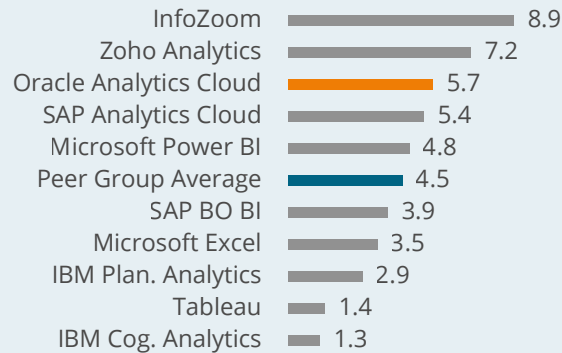
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Competitive Win Rate – Leader



Peer group: Business Software Generalists



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

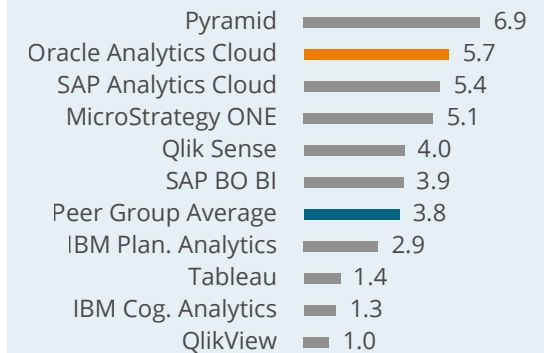
Competitive Win Rate



Competitive Win Rate – Leader



Peer group: Large/Enterprise-Wide Implementations



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

BARC Viewpoint

Oracle performs admirably in the *Competitive Win Rate* KPI this year. This measure reflects the vendor's percentage of wins in competitive evaluations. Overall, 56 percent of Oracle Analytics Cloud customers engaged in a competitive software selection process before opting for the product. A further 33 percent evaluated Oracle only. One customer offered this opinion on the platform: "[...] It's wonderful when a tool or platform aligns seamlessly with your organization's needs and operates smoothly, providing you with the analytics capabilities you require. [...]"

Data Decisions. Built on BARC.



BARC

BARC

BARC is one of Europe's leading analyst firms for business software, focusing on the areas of data, business intelligence (BI) and analytics. 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.

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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.

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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.

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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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