The BI & Analytics Survey 23

The voice of the BI and analytics community

This is a specially produced summary
of the headline results for

Qlik

BARC

Peer Groups and KPIs

The KPIs

The BI & Analytics Survey 23 uses peer groups and KPIs in order to present the survey results in a series of insightful charts. Each of the KPI charts in this document presents the results of an individual measure (KPI) for a group of comparable products (peer group). The charts summarize the collective opinion of a group of end users and do not necessarily reflect the views of BARC. 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 20 - 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 following KPI chart titles. 'Top-ranked' indicates first position. 'Leader' usually denotes a position in the top 25-30% of products listed in the chart.

Peer Group Classification

The BI & Analytics Survey 23 features a range of different types of BI and analytics tools so we use peer groups to help identify competing products. The groups are essential to allow fair and useful comparisons of products that are likely to compete.

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?

Peer Groups Overview

Report & Dashboard Focus: Includes products that focus primarily on the creation and distribution of standardized and governed content such as dashboards or reports.

Analysis Focus: Includes products that focus primarily on ad hoc query, data navigation and analysis.

Embedded Analytics Focus: Includes reporting and analytics products that can be embedded in other business applications (e.g., ERP systems).

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 a large number 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).

Qlik overview

Qlik, originally founded in 1993 in Lund, Sweden, moved its headquarters to the United States in 2005 after raising funds from several venture capital firms. It was acquired by the current owner – private equity company Thoma Bravo – in 2016. Qlik offers a compelling portfolio of end-to-end platform-based solutions for analytics and data management. In the area of data management, the vendor offers a number of services for data ingestion and transformation, catalog features and automation services.

'Active intelligence' and continuous intelligence from real-time, up-to-date information delivered through data pipelines, designed to trigger immediate actions, play an important role in achieving this. The portfolio as a whole, which was formed by substantial internal development and multiple acquisitions, is called Qlik Active Intelligence Platform. It aims to help customers to bridge the gaps between their data, insights and actions to better inform decisions and drive actions based on solid evidence that accelerate business value.

As the centerpiece of the Active Intelligence Platform, Qlik Sense provides enterprise-level BI & analytics, supporting a broad spectrum of analytics use cases across organizations. It is powered by Qlik's associative in-memory engine and offers flexible and fast access to analyzed data. Qlik focuses on business users as its target audience for all product features from data preparation to the creation of interactive applications. Data preparation, traditionally script-based in Qlik, can be conducted in a visual interface for most data transformations but still generates code that can be changed directly or optimized by developers if required. These improvements make data preparation more accessible for business users and at the same time satisfy the needs of developers.

QlikView was the vendor's first analytics product and the tool it became famous with. It is a dashboard and analysis product that made in-memory technology in analytics and BI widely popular. The QIX engine still delivers exceptional performance for highly responsive analyses and interactive dashboards. QlikView was the first tool marketed under the 'data discovery' and 'modern BI' terms to differentiate it from established BI suites. It was positioned as a self-service tool targeted at business users, enabling them to analyze data without having to consult developers for new reports, dashboards or analyses on new data sets.

QlikView is still in use at many organizations but no longer actively marketed to new customers. To ensure compatibility, at least one QlikView release per year is provided with improvements ranging from technical health to integration in the Qlik portfolio. QlikView applications can be run in Qlik Sense, which makes migrations much easier, especially if dealing with large implementations.

Qlik peer groups

Qlik Sense features in the *International BI Giants, Embedded Analytics Focus, Analysis Focus, BI & Analytics Specialists* and *Large/Enterprise-Wide Implementations* peer groups. QlikView features in the *Report & Dashboard Focus, BI & Analytics Specialists, Large/Enterprise-Wide Implementations* and *International BI Giants* peer groups.

Qlik customer responses

This year we had 102 responses from Qlik Sense users and 65 responses from QlikView users.

THE BI & ANALYTICS
SURVEY 23

The BI & Analytics Survey 23 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted from March to June 2022. In total, 1,951 business intelligence and analytics end users took the survey with 1,592 answering a series of detailed questions about their use of a named product. Altogether, 24 products (or groups of products) are analyzed in detail.

The BI & Analytics Survey 23 examines user feedback on BI product selection and usage across 34 criteria (KPIs) including Business Benefits, Project Success, Business Value, Recommendation, Customer Satisfaction, Customer Experience, Innovation and Competitiveness.

This document contains just a selection of the headline findings for Qlik Sense. 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.

Qlik Sense

The BI & Analytics Survey 23: Qlik Sense Highlights Dashboard

KPI results

3 top rankings

and

29 leading positions

in 5 different peer groups.

THE BI & ANALYTICS SURVEY 23

Recommendation

87% of surveyed users say they would **recommend*** Qlik Sense.

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

THE BI & ANALYTICS SURVEY 23

Satisfaction

85% of surveyed users are **satisfied** with Qlik Sense.*

* Based on the aggregate of "Very satisfied" and "Somewhat satisfied".

THE BI & ANALYTICS SURVEY 23

Creating reports and dashboards

94% of surveyed users rate Qlik Sense's **functionality for creating reports and dashboards** as **excellent or good.***

** Compared to **84%** for the average BI & analytics tool.*

THE BI & ANALYTICS SURVEY 23

Net Promoter Score (NPS)

49

-100   0   30   70   100

THE BI & ANALYTICS SURVEY 23

Coverage

50% of surveyed users chose Qlik Sense because of **its good coverage of BI/analytics-specific requirements.** *

** Compared to **40%** for the average BI & analytics tool.*

THE BI & ANALYTICS SURVEY 23

Peer Group
Large/Enterprise-Wide Implementations

1. Top-ranked in

Project Length

· · · · · · · · · ·

Leader in

Product Satisfaction

Dashboards

Ease of Use

Flexibility

Performance Satisfaction

Competitiveness

Peer Group
Embedded Analytics Focus

1. Top-ranked in

Performance Satisfaction

· · · · · · · · · ·

Leader in

Query Performance

Considered for Purchase

Competitiveness

Peer Group
Analysis Focus

1. Top-ranked in

Dashboards

· · · · · · · · · ·

Leader in

Competitiveness

Mobile BI

BARC Summary

Qlik Sense regularly achieves impressive results in *The BI & Analytics Survey* and this year is no different. 3 top rankings and a total of 27 leadership positions speak for themselves.

Qlik Sense offers customers fast query performance and innovative features to implement leading-edge use cases. The modern platform with its strong query engine shines in many areas. Companies predominantly use it to build elaborate interactive dashboards and analytics apps. The software's virtues make it possible build these faster and more efficiently than with many other products, ultimately leading to greater business benefits.

Qlik Sense's versatility is the foundation for quick and successful implementations leading to outstanding results in the *Project Length* and *Business Value* KPIs.

Peer Group
International BI Giants

Leader in

Project Success
Project Length
Business Value
Recommendation
Product Satisfaction
Dashboards
Analyses & Ad Hoc Query
Functionality
Self-Service
Ease of Use
Query Performance
Performance Satisfaction
Customer Experience
Visual Analysis
Competitiveness

Peer Group
BI & Analytics Specialists

Leader in

Performance Satisfaction
Considered for Purchase
Competitiveness

1 Top rank
6 Leading

Peer Group
Large/Enterprise-Wide
Implementations

BI-SURVEY.com

Top-ranked

Project Length

Peer Group
Large/Enterprise-Wide
Implementations

BI-SURVEY.com

1 Top rank
3 Leading

Peer Group
Embedded Analytics Focus

BI-SURVEY.com

Top-ranked

Performance Satisfaction

Peer Group
Embedded Analytics Focus

BI-SURVEY.com

1 Top rank
2 Leading

Peer Group
Analysis Focus

BI-SURVEY.com

Top-ranked

Dashboards

Peer Group
Analysis Focus

BI-SURVEY.com

15 Leading

Peer Group
International BI Giants

BI-SURVEY.com

3 Leading

Peer Group
BI & Analytics Specialists

BI-SURVEY.com

Customer Quotes

The best visual analytics software on the market with great augmented intelligence capabilities.

BI-SURVEY.com

Person responsible/Project manager for departmental BI/analytics, Utilities, >2,500 employees

It is a very intuitive tool that any person in the company can take advantage of.

BI-SURVEY.com

Employee of a cross-departmental BI/analytics team (IT and business), Manufacturing, 100-2,500 employees

Great software, constantly evolving.

BI-SURVEY.com

External consultant, IT, 100-2,500 employees

First class BI tool, easy to implement. Liked by users and developers alike. Great product support from business success managers.

BI-SURVEY.com

Line of business employee, Financial Services, >2,500 employees

An extremely reliable and flexible tool that never lets us down.

BI-SURVEY.com

Person responsible/Project manager for BI/analytics from IT department, Retail/Wholesale, 100-2,500 employees

What Customers Like Most

"Simple tool to use by the user. Powerful when it comes to moving data and obtaining associative reports. The script part to model the data is simple but powerful and fast."

BI-SURVEY.com

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

"Implementation and development times are very short and results are obtained quickly."

BI-SURVEY.com

Person responsible/Project manager for BI/analytics from IT department, Retail/Wholesale, 100-2,500 employees

"Easy to learn for end users, great online help and support, training tutorials, visualizations very quick and easy to implement, new dashboards can be built on existing data models very quickly.*"

BI-SURVEY.com

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

"Qlik Sense is very easy to use and with the ability to script everything gives you the same platform to transform your data no matter the source of your data."

BI-SURVEY.com

Head of a separate BI/analytics organization unit (e.g. BICC, BICoE), Transport, 100-2,500 employees

"1. Associate Engine 2. ability to deploy on prem or any cloud 3. Love the Qlik Data literacy initiatives 4. They have created an end to end data and analytics stack with products and acquisitions."

BI-SURVEY.com

Head of a separate BI/analytics organization unit (e.g. BICC, BICoE), Services, >2,500 employees

* Translated by BARC

Advice From Customers

"Highly recommend and to set aside the appropriate amount of time to truly embrace the product."

BI-SURVEY.com

Head of a separate BI/analytics organization unit (e.g. BICC, BICoE), Services, 100-2,500 employees

"Great tool, does the work and has great set of features and capabilities"

BI-SURVEY.com

Head of a separate BI/analytics organization unit (e.g. BICC, BICoE), Services, >2,500 employees

"Use it."

BI-SURVEY.com

Employee of a cross-departmental BI/analytics team (IT and business), Financial Services, <100 employees

"Very flexible to any type of data landscape you have. Build it towards self-service which is in the core of the product. Aim for implementing SaaS version of the product."

BI-SURVEY.com

Domain Architect reporting and analytics, Financial Services, >2,500 employees

"Qlik Sense is a good tool for data analysis. Easily move data within reports and the interaction of data between the different graphs in the report is very simple and powerful."

BI-SURVEY.com

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

User and Use Case Demographics

Customers use Qlik Sense for a wide variety of use cases. Most respondents (90 percent) use interactive dashboards, which are its core strength. In addition, 85 percent use it for enterprise reporting and 75 percent for ad hoc query. 74 percent of customers use the software for analysis.

Like with most tools, consuming reports and dashboards is the most common task carried out by business users. Qlik Sense manages to make analyzing data easy for business users through interactive applications, which results in 81 percent using the tool for this purpose.

45 percent create reports or dashboards with the software and 37 percent of users prepare data using Qlik Sense. The solution's characterization as a visual analysis solution geared to business users is also highlighted by the two most frequently evaluated competitors: Microsoft Power BI and Tableau.

Current vs. planned use

n=96

Use case	In use	Planned
Dashboards/BI applications	90%	9
Standard/Enterprise reporting	85%	9
Ad hoc query	75%	18%
Analysis	74%	25%
Budgeting/Planning	32%	45%
Financial consolidation	29%	31%
Advanced analytics	19%	68%

■ In use ■ Planned
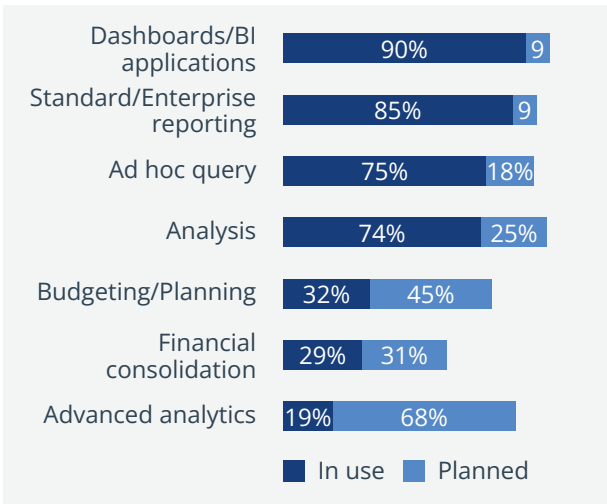
5 products most often evaluated in competition with Qlik Sense

n=102
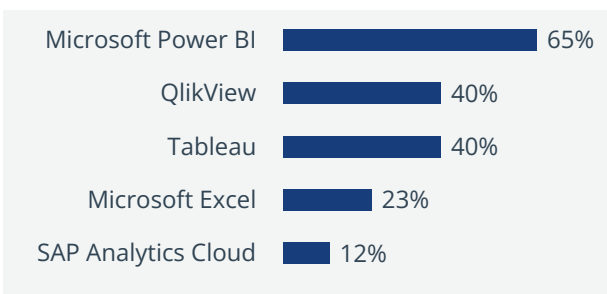
Product	%
Microsoft Power BI	65%
QlikView	40%
Tableau	40%
Microsoft Excel	23%
SAP Analytics Cloud	12%

Percentage of employees using Qlik Sense

n=100

	%
Qlik Sense	19%
Average of all products	21%

Number of users using Qlik Sense

n=100

	Qlik Sense	Average of all products
Median	100	80
Mean	1791	989
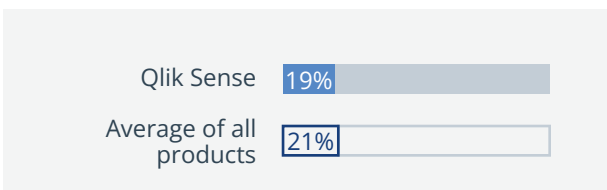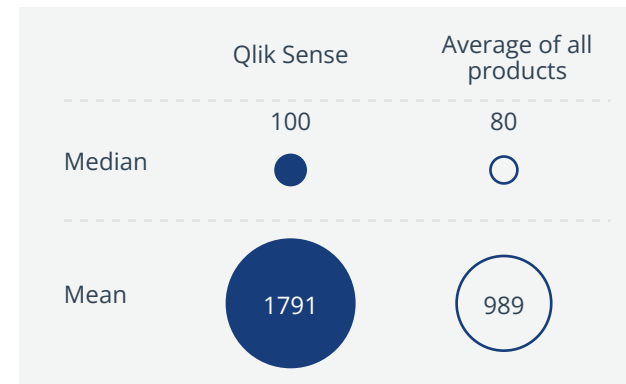
Tasks carried out with Qlik Sense by business users

n=102

Task	Qlik Sense	Average of all products
View reports/navigate dashboards	91%	88%
Analyze/explore data	81%	79%
Create reports/dashboards	45%	66%
Prepare data	37%	44%
Create/use advanced analytics models	6%	12%

■ Qlik Sense □ Average of all products

Company size (employees)

n=101

	%
Less than 100	10%
100 - 2500	52%
More than 2500	38%
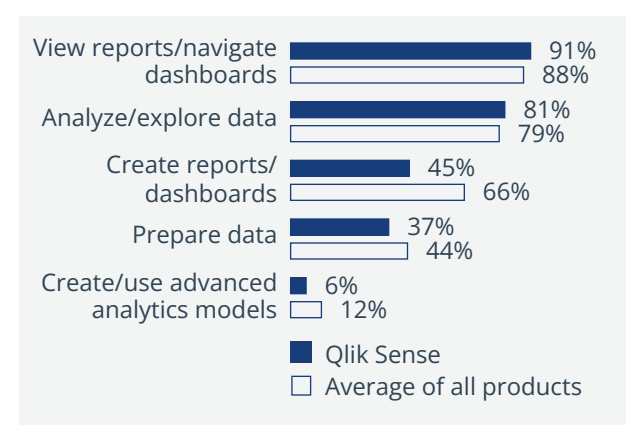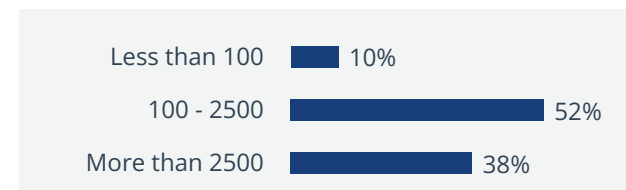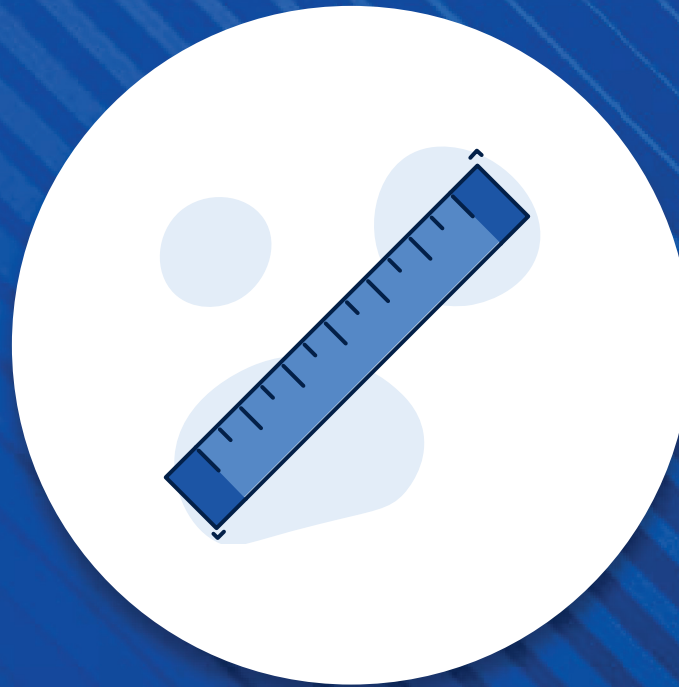
Project Length

This KPI is based on how quickly the product is implemented.

Project Length – Top-ranked

Peer Group: Large/Enterprise-Wide Implementations

Product	Value
Qlik Sense	6.6
SAP BO BI	5.2
Tableau	4.9
Pyramid	4.2
QlikView	4.0
SAP Analytics Cloud	3.9
Peer Group Average	3.6
MicroStrategy	3.0
Oracle Analytics Cloud	1.8
IBM Cog. Analytics	1.7
IBM Plan. Analytics	1.0

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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.
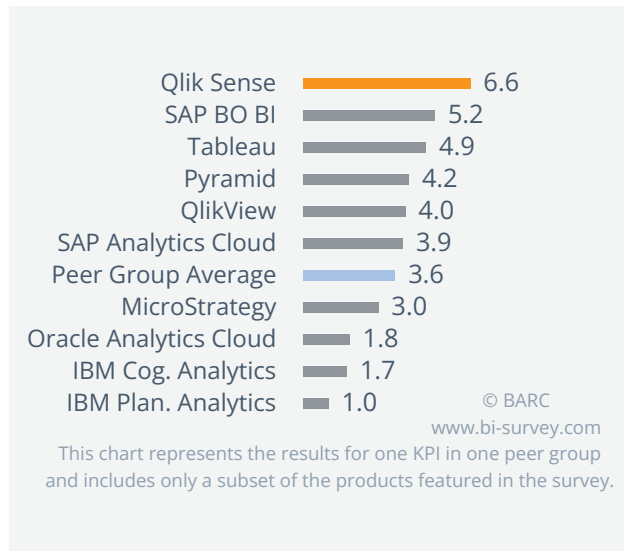
Project Length – Leader

Peer Group: International BI Giants

Product	Value
Looker	9.2
Microsoft Excel	8.5
Qlik Sense	6.6
SAP BO BI	5.2
Tableau	4.9
Peer Group Average	4.5
Microsoft Power BI	4.3
QlikView	4.0
SAP Analytics Cloud	3.9
MicroStrategy	3.0
Oracle Analytics Cloud	1.8
IBM Cog. Analytics	1.7
IBM Plan. Analytics	1.0

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BARC Viewpoint
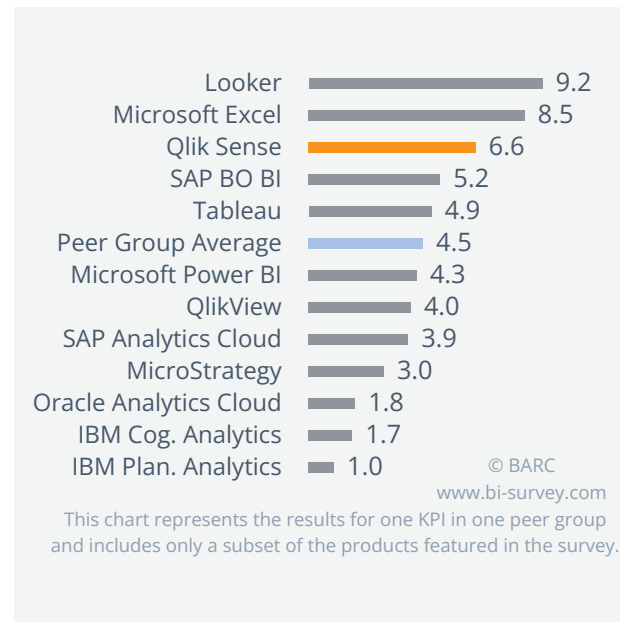
The faster the implementation, the sooner quick wins can be yielded. What sounds like a no brainer is especially relevant in BI & analytics because long-running projects often fail to deliver the benefits aspired to, as the results of The BI & Analytics Survey clearly prove.

The typical implementation time of 3.5 months is faster than the average reported by large companies, which are Qlik Sense's primary audience. This demonstrates the flexibility and maturity of the software.

Qlik Sense is top ranked for the Project Length KPI in the peer group for *Large/Enterprise-Wide Implementations* and among the leading *International BI Giants* in this KPI.

Project Success & Business Value

The *Project Success* KPI is based on the implementation satisfaction level and the frequency of projects completed on time and on budget.

The *Business Value* KPI combines the *Business Benefits*, *Project Success* and *Project Length* KPIs.

Project Success – Leader

Peer Group: International BI Giants

IBM Plan. Analytics	8.7
MicroStrategy	5.6
Qlik Sense	5.4
Microsoft Power BI	5.1
Oracle Analytics Cloud	4.7
Tableau	4.6
Peer Group Average	4.6
SAP BO BI	4.6
Looker	4.4
SAP Analytics Cloud	4.4
QlikView	3.3
Microsoft Excel	3.0
IBM Cog. Analytics	1.0

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BARC Viewpoint — Project Success

To measure *Project Success*, we asked customers to rate their level of satisfaction with various aspects of their implementation projects. Several factors contribute to the perception of a successful BI & analytics project, such as completion on time and on budget and, of course, satisfaction with the implementation itself.

Qlik Sense allows customers to implement, refine and reshape solutions quickly and efficiently with its user-friendly but powerful capabilities. This improves their fit for challenging uses.

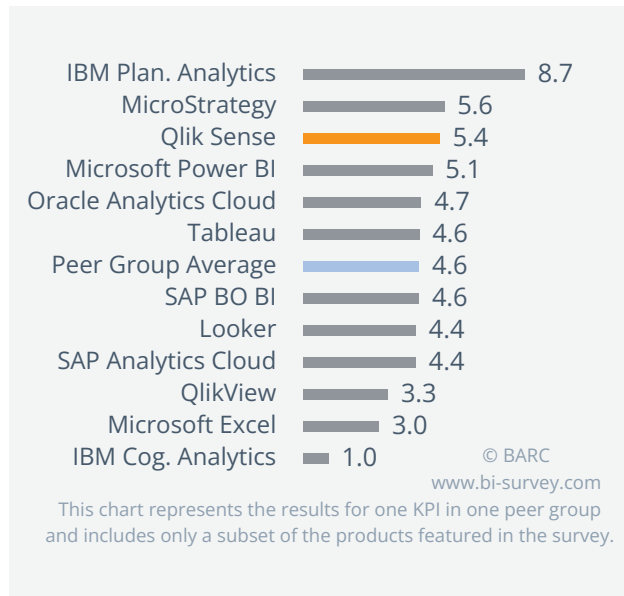As a consequence, Qlik Sense has regained its position as a leader in the *International BI Giants* peer group, highlighting the continued excellence and value-add provided to its customers.

Business Value

BARC Viewpoint — Business Value

Business Value is calculated by aggregating the *Business Benefits, Project Length* and *Project Success* KPIs, making it an important indicator and predictor of smoothly running and fruitful BI & analytics projects.

Outstanding feedback underlines the fact that Qlik is an established BI & analytics vendor with a comprehensive portfolio of products and professional services to satisfy demanding customer needs. The tool's flexibility to tackle any analytics challenge and its combination of powerful data preparation and visualization allow for quick and efficient implementation.

Qlik Sense delivers exceptional *Business Value* to its customers, occupying a leadership position in the *International BI Giants* peer group.

Business Value – Leader

Peer Group: International BI Giants

Looker	7.7
IBM Plan. Analytics	7.3
MicroStrategy	6.9
Qlik Sense	6.2
Oracle Analytics Cloud	6.1
Peer Group Average	5.1
QlikView	4.7
Microsoft Power BI	4.7
Tableau	4.6
SAP Analytics Cloud	3.9
SAP BO BI	3.1
Microsoft Excel	2.9
IBM Cog. Analytics	2.7

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Product Satisfaction

This KPI is based on the level of satisfaction with the product.

Product Satisfaction – Leader

Peer Group: International BI Giants

Product	Score
IBM Plan. Analytics	8.5
Looker	7.0
MicroStrategy	6.7
Qlik Sense	6.5
Tableau	5.9
Microsoft Power BI	5.8
Peer Group Average	5.2
Oracle Analytics Cloud	5.2
QlikView	5.0
SAP Analytics Cloud	5.0
SAP BO BI	3.9
Microsoft Excel	2.4
IBM Cog. Analytics	1.0

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Product Satisfaction – Leader

Peer Group: Large/Enterprise-Wide Implementations

Product	Score
IBM Plan. Analytics	8.5
MicroStrategy	6.7
Qlik Sense	6.5
Pyramid	6.5
Tableau	5.9
Peer Group Average	5.4
Oracle Analytics Cloud	5.2
QlikView	5.0
SAP Analytics Cloud	5.0
SAP BO BI	3.9
IBM Cog. Analytics	1.0

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BARC Viewpoint

User and customer approval rates of a product, as measured in the *Product Satisfaction* KPI, have a massive impact on the perception and reputation of an organization's BI & analytics landscape. And it is the front end that takes the blame for most problems caused on all levels.

The share of users experiencing significant query performance problems with Qlik Sense is traditionally low. Qlik has an excellent record of acknowledging its customers' challenges and addressing them effectively by powering leading tailor-made and analytics applications.

Good user experience earns Qlik Sense a place among the leaders in two peer groups for *Product Satisfaction*.

Dashboards

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

Dashboards – Top-ranked

Peer Group: Analysis Focus

Qlik Sense	8.8
Tableau	8.2
Bissantz	7.5
InfoZoom	7.3
Peer Group Average	6.3
Serviceware Perf.	5.7
IBM Plan. Analytics	5.5
Microsoft Excel	1.0

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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.

Dashboards – Leader

Peer Group: Large/Enterprise-Wide Implementations

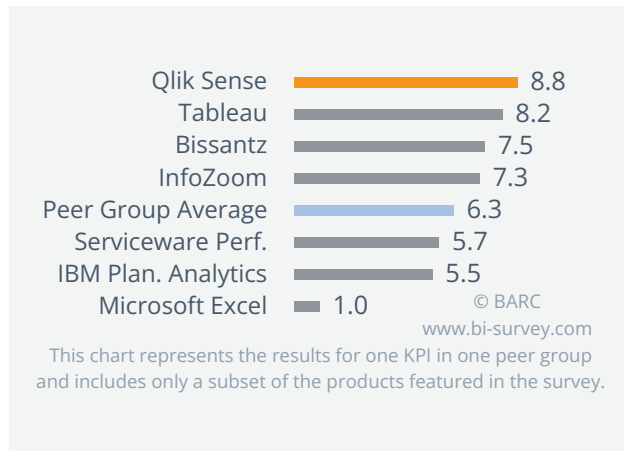|	
Pyramid	9.3
MicroStrategy	9.0
Qlik Sense	8.8
Tableau	8.2
QlikView	7.1
SAP Analytics Cloud	6.8
Peer Group Average	6.8
IBM Plan. Analytics	5.5
Oracle Analytics Cloud	5.0
IBM Cog. Analytics	4.3
SAP BO BI	3.6

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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.

Dashboards – Leader

Peer Group: International BI Giants

MicroStrategy	9.0
Qlik Sense	8.8
Tableau	8.2
Microsoft Power BI	8.0
QlikView	7.1
SAP Analytics Cloud	6.8
Looker	6.3
Peer Group Average	6.1
IBM Plan. Analytics	5.5
Oracle Analytics Cloud	5.0
IBM Cog. Analytics	4.3
SAP BO BI	3.6
Microsoft Excel	1.0

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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

Dashboards are one of the most mature application types in BI & analytics, but they nevertheless evolve constantly despite daily obituaries proclaiming the end of dashboards as we know them. It is a highly competitive space as almost every vendor provides its own flavor of capabilities with distinct strengths and weaknesses.

Qlik Sense was conceived from early on to support interactive dashboards and analytical applications together with elaborate visual analyses. And the vendor has been determined to improve it ever since.

This year, many customers gave the software a favorable rating, earning it the top rank in the *Analysis Focus* peer group and leading ranks in the *International BI Giants* and *Large/Enterprise-Wide Implementations* peer groups.

Analyses & Ad Hoc Query & Recommendation

The *Analyses & Ad Hoc Query* 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).

The *Recommendation* KPI is based on the proportion of users that say they would recommend the product to others.
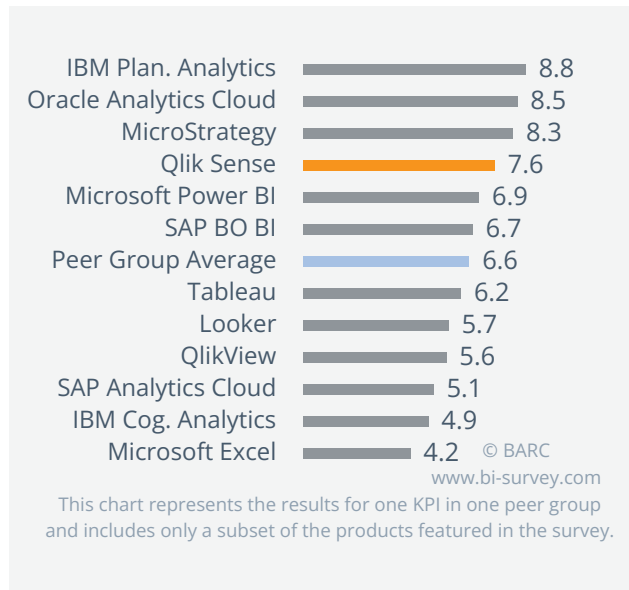
Analyses & Ad Hoc Query – Leader

Peer Group: International BI Giants

IBM Plan. Analytics	8.8
Oracle Analytics Cloud	8.5
MicroStrategy	8.3
Qlik Sense	7.6
Microsoft Power BI	6.9
SAP BO BI	6.7
Peer Group Average	6.6
Tableau	6.2
Looker	5.7
QlikView	5.6
SAP Analytics Cloud	5.1
IBM Cog. Analytics	4.9
Microsoft Excel	4.2

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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 — Analyses & Ad Hoc Query

The *Analyses & Ad Hoc Query* KPI considers a tool's support for various forms of data analysis, from dimensional analysis to visual analysis and beyond.
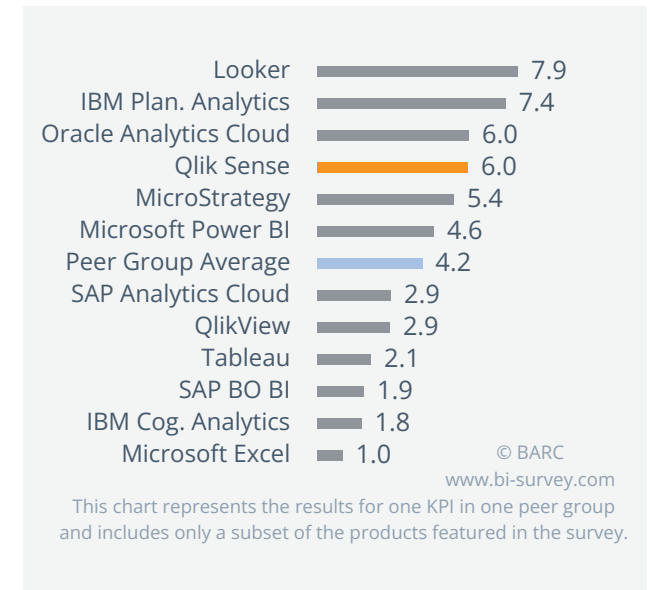
Qlik Sense was designed to support intuitive and powerful visual analyses together with interactive dashboards and analytical applications. This sharp vision and its thorough execution equip customers with the flexibility and performance needed to analyze data in depth and from all angles. Analyzing data quickly, intuitively and without running into barriers is just what you would want to buy Qlik Sense for.

Qlik Sense's *Analyses & Ad Hoc Query* capabilities scored well, earning it a leading rank among its *International BI Giants* competitors.

Recommendation – Leader

Peer Group: International BI Giants

Looker	7.9
IBM Plan. Analytics	7.4
Oracle Analytics Cloud	6.0
Qlik Sense	6.0
MicroStrategy	5.4
Microsoft Power BI	4.6
Peer Group Average	4.2
SAP Analytics Cloud	2.9
QlikView	2.9
Tableau	2.1
SAP BO BI	1.9
IBM Cog. Analytics	1.8
Microsoft Excel	1.0

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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

A product that provides ample benefits to its users and delivers innovative features is likely to be endorsed by its customers, which makes good ratings in the *Recommendation* KPI vital and a good proxy metric for future success.

87 percent of customers surveyed say they would recommend Qlik Sense to companies facing similar challenges with 62 percent even "definitely" recommending the software to others. So, many are eager to spread the word that they have chosen the right tool for their requirements.

This year, Qlik Sense achieved a leading rank when it comes to *Recommendation* among the *International BI Giants*.

Ease of Use
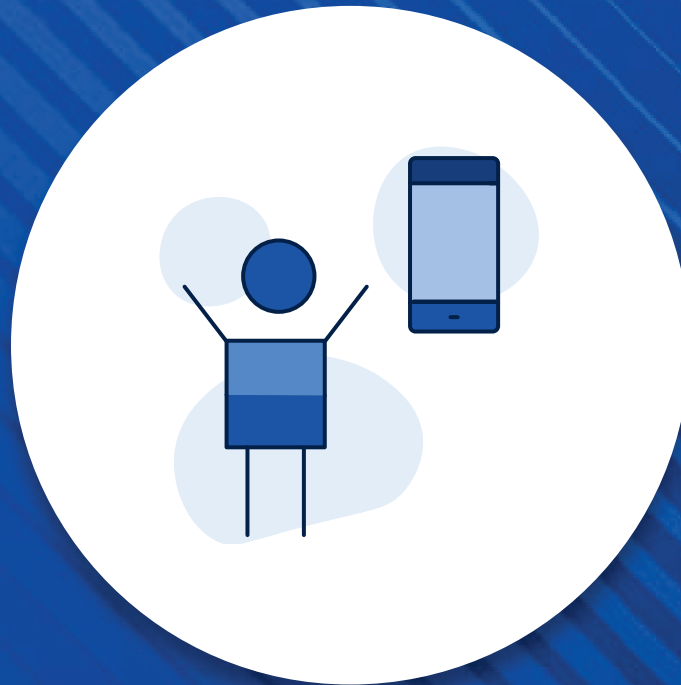
This KPI is based on how often the product was chosen for its ease of use, and on the level of complaints about ease of use post-implementation.

Ease of Use – Leader
Peer Group: International BI Giants

Product	Score
Tableau	7.8
Qlik Sense	6.1
Looker	5.8
Microsoft Power BI	4.6
MicroStrategy	4.2
Peer Group Average	3.9
Oracle Analytics Cloud	3.8
Microsoft Excel	3.6
QlikView	3.3
SAP BO BI	2.9
SAP Analytics Cloud	2.4
IBM Plan. Analytics	1.8
IBM Cog. Analytics	1.0

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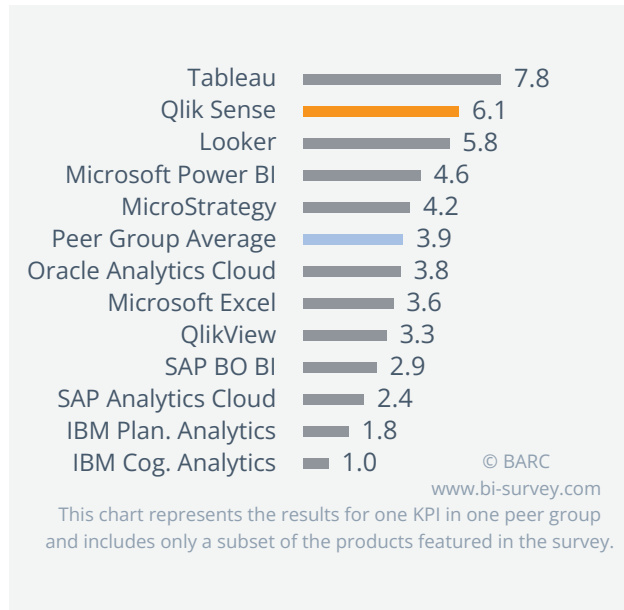This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Ease of Use – Leader
Peer Group: Large/Enterprise-Wide Implementations

Product	Score
Tableau	7.8
Qlik Sense	6.1
Pyramid	5.2
MicroStrategy	4.2
Peer Group Average	3.9
Oracle Analytics Cloud	3.8
QlikView	3.3
SAP BO BI	2.9
SAP Analytics Cloud	2.4
IBM Plan. Analytics	1.8
IBM Cog. Analytics	1.0

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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

Ease of Use is difficult to assess objectively when selecting BI & analytics software. The expectations of what easy-to-use software must deliver constantly evolve. In general, customers these days want intuitive, modern and uniform interfaces with active guidance. Feedback from a vast number of peers makes this KPI an invaluable indicator to inform buying decisions.

Customers appreciate Qlik Sense's attention to business user needs, served by a uniform and visual interface that is modern, intuitive and fast. It combines good usability for content creators and consumers alike and today, neither of these can be neglected.

Customers rate Qlik Sense as a leader in the *International BI Giants* and *Large/Enterprise-wide Implementations* peer groups.

Functionality & Flexibility

The *Functionality* KPI combines the *Dashboards, Distribution of Reports, Analyses & Ad Hoc Query* and *Advanced Analytics* KPIs.

The *Flexibility* KPI is based on how often the product was chosen for its flexibility, and on the frequency of complaints about user flexibility post-implementation.
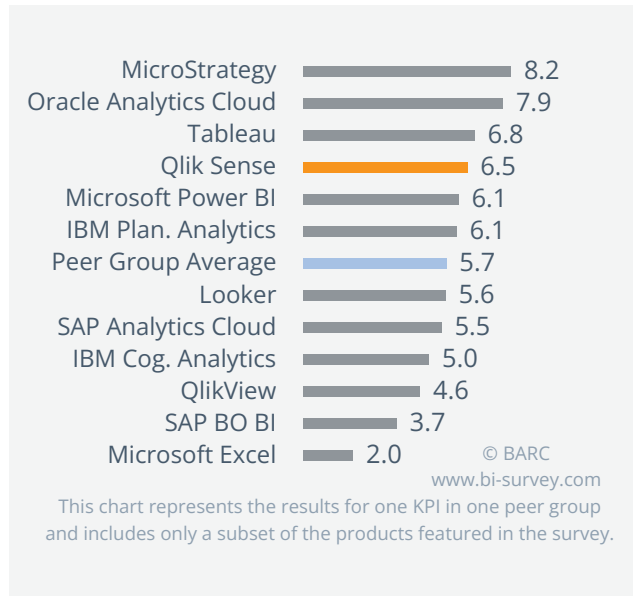
Functionality – Leader

Peer Group: International BI Giants

MicroStrategy	8.2
Oracle Analytics Cloud	7.9
Tableau	6.8
Qlik Sense	6.5
Microsoft Power BI	6.1
IBM Plan. Analytics	6.1
Peer Group Average	5.7
Looker	5.6
SAP Analytics Cloud	5.5
IBM Cog. Analytics	5.0
QlikView	4.6
SAP BO BI	3.7
Microsoft Excel	2.0

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BARC Viewpoint

Functionality

The *Functionality* KPI reflects overall customer perception of the functionality provided. It is measured by aggregating the KPIs for the most common BI & analytics application types. This produces a compelling overview of the product's feature set and reveals how versatile it is in practice.

Qlik Sense customers reported being particularly happy with the product's capabilities for *Dashboards* and *Analyses & Ad Hoc Query*. They also gave it decent ratings in most other functional areas.

Qlik Sense is clearly much more than a tool to build fancy visualizations in self-service. This is proven by its rank among the leaders in the *International BI Giants* peer group.

Flexibility
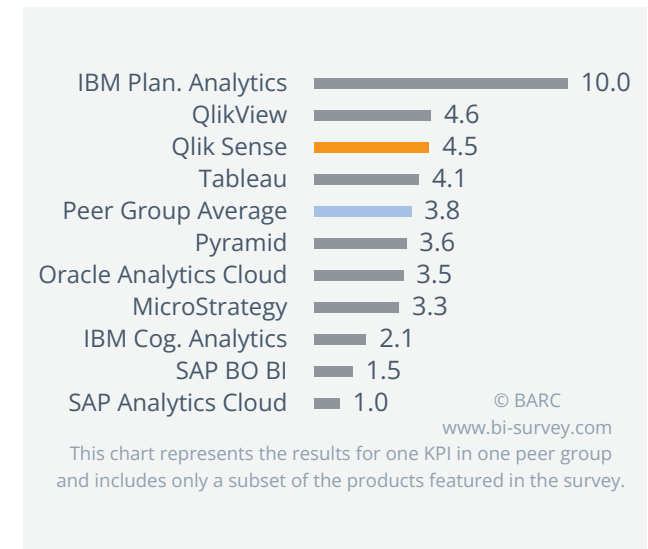
BARC Viewpoint

To measure the *Flexibility* of a product, we contrast the frequency with which flexibility is cited as a reason to buy with the rate of complaints about flexibility after the implementation.

Flexibility is a crucial factor in buying decisions. Enterprises require solutions that can adapt quickly to changing business needs. In dynamic markets, flexibility is critical to ensure data-driven decision-making by delivering relevant insights on time. Powerful data preparation, sophisticated extensions and APIs are provided by Qlik Sense to implement it for many use cases.

The *Flexibility* demonstrated is one of the top reasons why prospects decide to purchase and implement Qlik Sense. As a result, it is a leader in the *Large/Enterprise-Wide Implementations* peer group.

Flexibility – Leader

Peer Group: Large/Enterprise-Wide Implementations

IBM Plan. Analytics	10.0
QlikView	4.6
Qlik Sense	4.5
Tableau	4.1
Peer Group Average	3.8
Pyramid	3.6
Oracle Analytics Cloud	3.5
MicroStrategy	3.3
IBM Cog. Analytics	2.1
SAP BO BI	1.5
SAP Analytics Cloud	1.0

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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.
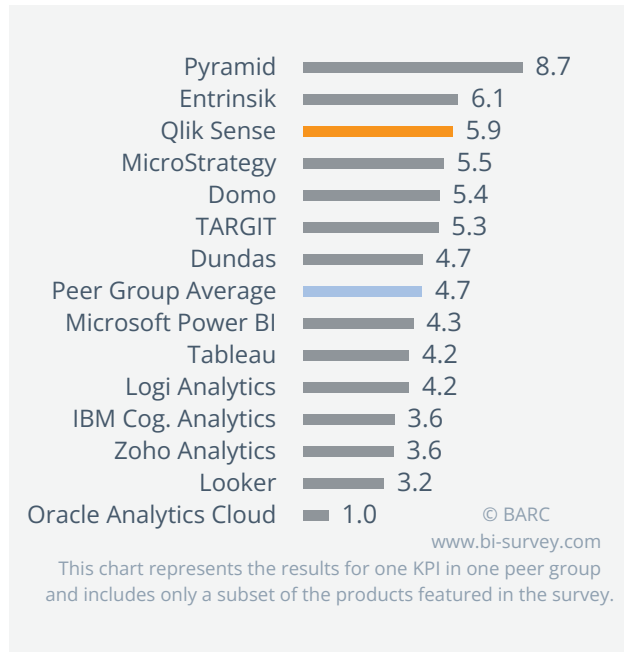
Query Performance

This KPI is based on how quickly queries respond
(adjusted by data volume).

Query Performance – Leader

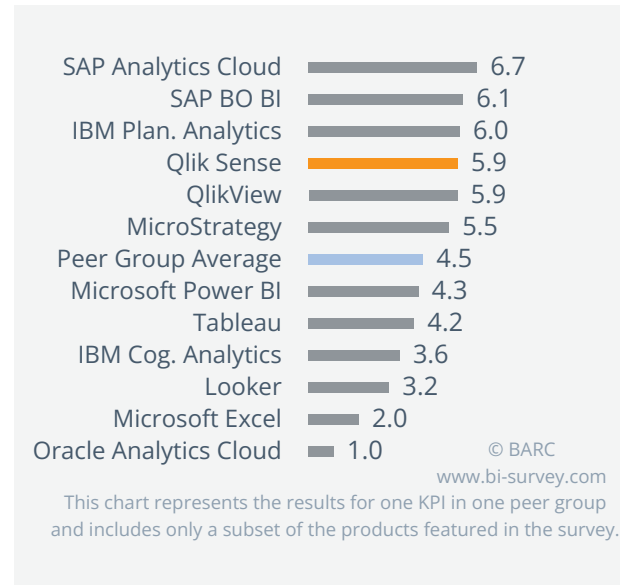*Peer Group: Embedded Analytics Focus*

Pyramid	8.7
Entrinsik	6.1
Qlik Sense	5.9
MicroStrategy	5.5
Domo	5.4
TARGIT	5.3
Dundas	4.7
Peer Group Average	4.7
Microsoft Power BI	4.3
Tableau	4.2
Logi Analytics	4.2
IBM Cog. Analytics	3.6
Zoho Analytics	3.6
Looker	3.2
Oracle Analytics Cloud	1.0

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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.

Query Performance – Leader

Peer Group: International BI Giants

SAP Analytics Cloud	6.7
SAP BO BI	6.1
IBM Plan. Analytics	6.0
Qlik Sense	5.9
QlikView	5.9
MicroStrategy	5.5
Peer Group Average	4.5
Microsoft Power BI	4.3
Tableau	4.2
IBM Cog. Analytics	3.6
Looker	3.2
Microsoft Excel	2.0
Oracle Analytics Cloud	1.0

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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 ranks for *Query Performance* are calculated from the median query response time observed by customers in the applications they use daily to satisfy their information needs.

Query Performance is influenced by numerous factors such as data volume, query engine, data model, front-end design and more. This makes real-world peer feedback highly relevant to inform buying decisions, as sophisticated simulations considering all relevant variables are nearly impossible to run.

Providing excellent query response through its in-memory engine is Qlik's number one sales promise. With median response times of 4.0 seconds, Qlik Sense is ranked as a leader in two of its peer groups.
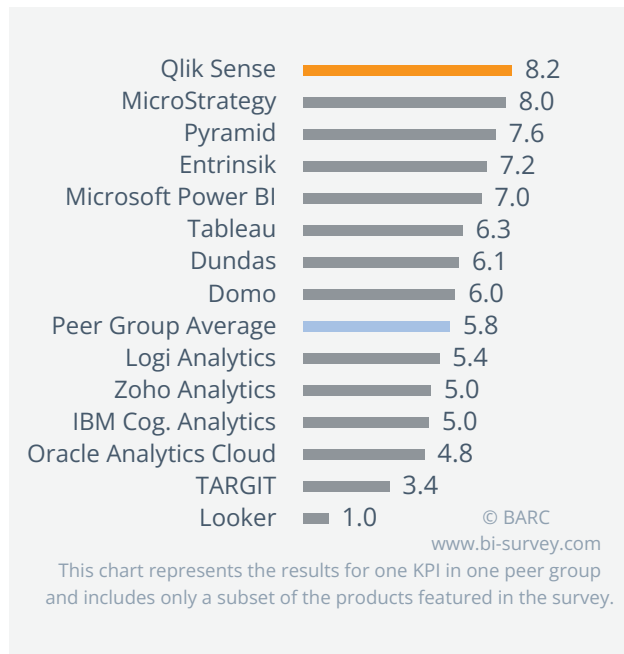
Performance Satisfaction

This KPI measures the frequency of complaints about the system's performance.
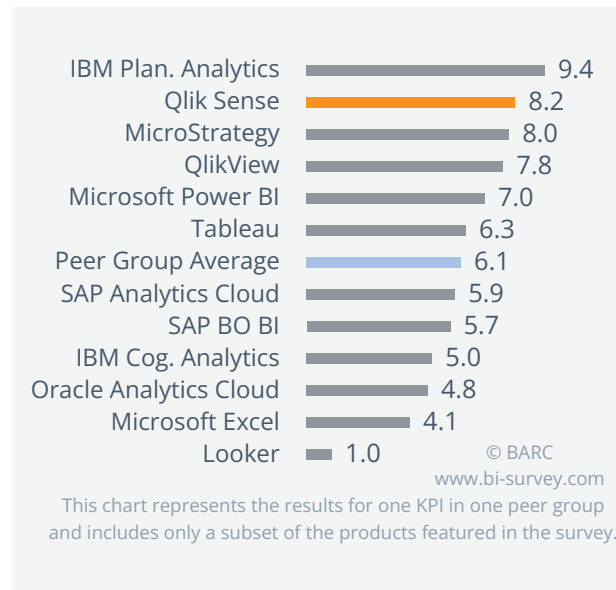
Performance Satisfaction – Top-ranked

Peer Group: Embedded Analytics Focus

Qlik Sense	8.2
MicroStrategy	8.0
Pyramid	7.6
Entrinsik	7.2
Microsoft Power BI	7.0
Tableau	6.3
Dundas	6.1
Domo	6.0
Peer Group Average	5.8
Logi Analytics	5.4
Zoho Analytics	5.0
IBM Cog. Analytics	5.0
Oracle Analytics Cloud	4.8
TARGIT	3.4
Looker	1.0

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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: International BI Giants

IBM Plan. Analytics	9.4
Qlik Sense	8.2
MicroStrategy	8.0
QlikView	7.8
Microsoft Power BI	7.0
Tableau	6.3
Peer Group Average	6.1
SAP Analytics Cloud	5.9
SAP BO BI	5.7
IBM Cog. Analytics	5.0
Oracle Analytics Cloud	4.8
Microsoft Excel	4.1
Looker	1.0

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Performance Satisfaction

Performance Satisfaction – Leader

Peer Group: Large/Enterprise-Wide Implementations

IBM Plan. Analytics	9.4
Qlik Sense	8.2
MicroStrategy	8.0
QlikView	7.8
Pyramid	7.6
Peer Group Average	6.9
Tableau	6.3
SAP Analytics Cloud	5.9
SAP BO BI	5.7
IBM Cog. Analytics	5.0
Oracle Analytics Cloud	4.8

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BARC Viewpoint
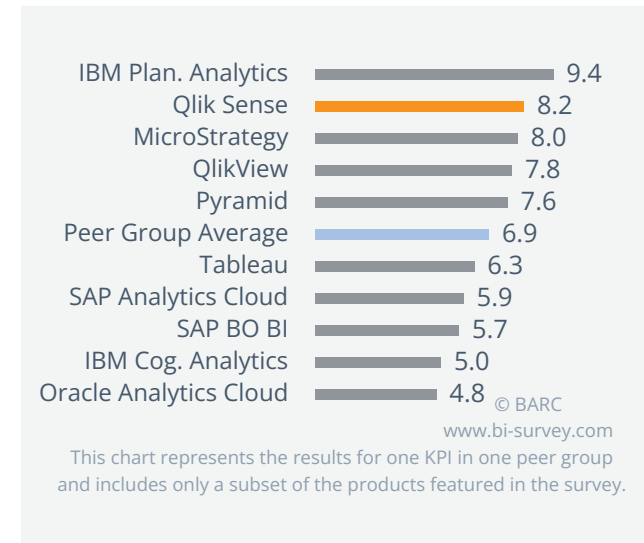
The *Performance Satisfaction* of users is influenced by the expected response time versus the time it takes to complete any interaction with the tool. The KPI also takes into account complaints about inferior performance.
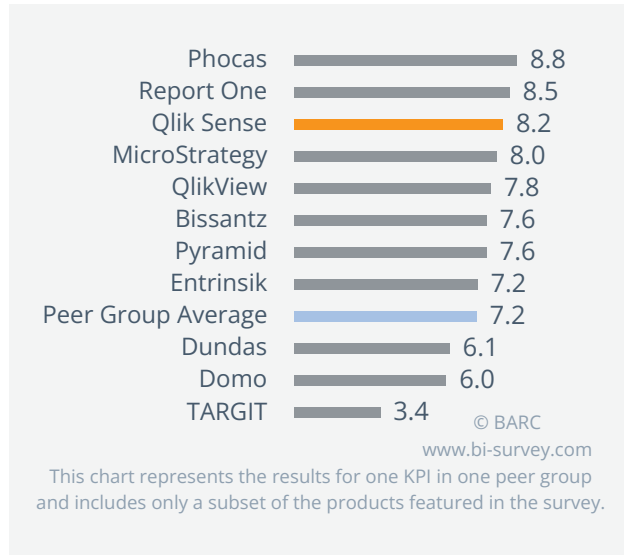
Fast query performance is one of the most important criteria when procuring BI & analytics software. Meanwhile, slow performance, despite all the improvements in technology, is one of the most common problems. Customers selecting software with remarkable performance have more satisfied users and achieve more benefits through analytics.

Qlik Sense customers have decisively fewer complaints about performance than users of competing products, resulting in a top rank in the *Embedded Analytics Focus* peer group and leading positions in three further peer groups.

Performance Satisfaction – Leader

Peer Group: BI & Analytics Specialists

Phocas	8.8
Report One	8.5
Qlik Sense	8.2
MicroStrategy	8.0
QlikView	7.8
Bissantz	7.6
Pyramid	7.6
Entrinsik	7.2
Peer Group Average	7.2
Dundas	6.1
Domo	6.0
TARGIT	3.4

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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.
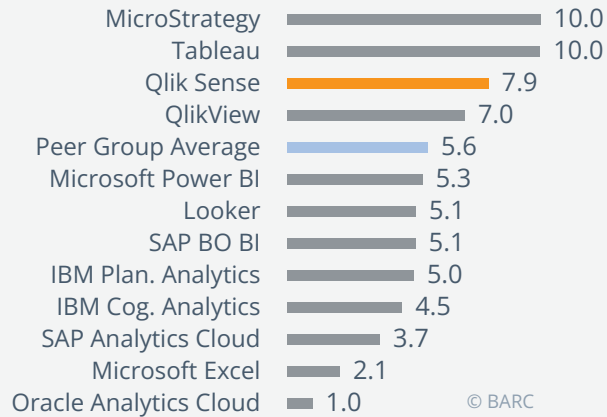
Visual Analysis & Customer Experience

The *Visual Analysis* KPI is based on the proportion of survey respondents that currently perform visual analysis with their BI tool.

The *Customer Experience* KPI combines the *Self-Service, Ease of Use, Flexibility, Query Performance, Performance Satisfaction* and *Sales Experience* KPIs.

Visual Analysis – Leader

Peer Group: International BI Giants

MicroStrategy	10.0
Tableau	10.0
Qlik Sense	7.9
QlikView	7.0
Peer Group Average	5.6
Microsoft Power BI	5.3
Looker	5.1
SAP BO BI	5.1
IBM Plan. Analytics	5.0
IBM Cog. Analytics	4.5
SAP Analytics Cloud	3.7
Microsoft Excel	2.1
Oracle Analytics Cloud	1.0

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BARC Viewpoint — Visual Analysis

The proportion of companies that make use of *Visual Analysis* with their BI & analytics tool to find what is hidden in their data assets helps to determine how well a software is equipped to satisfy this type of application.
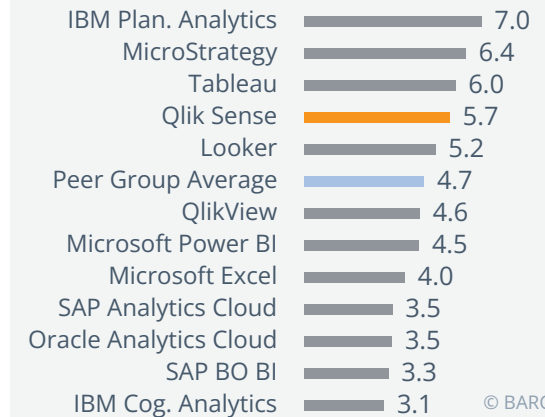
Qlik Sense is a visually appealing product. It is developed with the needs of business users in mind. Therefore, its capabilities support user requirements well and are especially strong around *Visual Analysis*, which is often delivered to them through highly interactive analytics applications that help to guide users through the analytics process.

Qlik Sense customers find the functionality offered very helpful and rate it as a leader in the *International BI Giants* peer group.

Customer Experience

BARC Viewpoint

The *Customer Experience* KPI combines scores for *Self-Service, Ease of Use, Flexibility, Query Performance, Performance Satisfaction* and *Sales Experience*. Achieving a high rank in this combined KPI requires superior results in a diverse range of areas.

Success in this KPI demonstrates Qlik Sense's versatility to support varied use cases and to deliver sustained user satisfaction through strong *Ease of Use, Flexibility* and *Query Performance*.

Qlik Sense scored above average in all the underlying KPIs, demonstrating its value to customers of all sizes and in all industries. This results in a leading rank in this competitive category.

Customer Experience – Leader

Peer Group: International BI Giants

IBM Plan. Analytics	7.0
MicroStrategy	6.4
Tableau	6.0
Qlik Sense	5.7
Looker	5.2
Peer Group Average	4.7
QlikView	4.6
Microsoft Power BI	4.5
Microsoft Excel	4.0
SAP Analytics Cloud	3.5
Oracle Analytics Cloud	3.5
SAP BO BI	3.3
IBM Cog. Analytics	3.1

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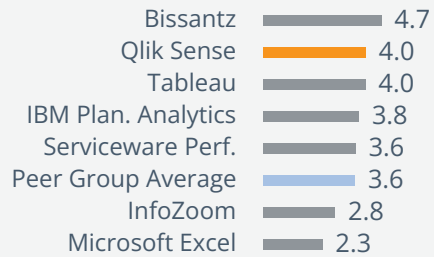
Mobile BI & Self-Service

The *Mobile BI* KPI is based on the proportion of survey respondents that currently use their BI tool on a mobile device.

The *Self-Service* KPI is based on how many respondents currently use self-service, data preparation or visual analysis features with their BI tool.

Mobile BI – Leader

Peer Group: Analysis Focus

Bissantz	4.7
Qlik Sense	4.0
Tableau	4.0
IBM Plan. Analytics	3.8
Serviceware Perf.	3.6
Peer Group Average	3.6
InfoZoom	2.8
Microsoft Excel	2.3

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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 — Mobile BI

The *Mobile BI* KPI measures the level of use of BI & analytics on mobile devices as a reliable indicator of the maturity and proficiency of a tool in this area.
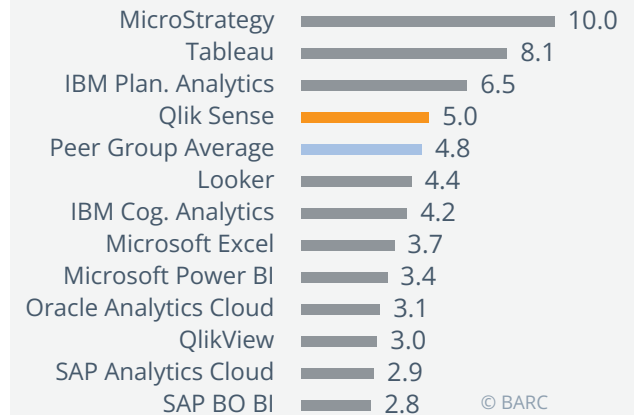
While mobile BI has been massively pushed by vendors attempting to differentiate themselves with this topic in the last few years, adoption is still progressing rather slowly. Nevertheless, it is still a highly relevant feature for delivering information to employees at all levels and supporting operational BI.

Qlik Sense's modern architecture and blazingly fast query response through in-memory make it an ideal fit to support demanding customers with highly interactive analytics applications on all devices. As a result, the tool ranks as a leader in one of its peer groups.

Self-Service — BARC Viewpoint

The *Self-Service* KPI is based on how many sites currently use self-service features with their BI tool.

Self-service BI and analytics allows business users to answer urgent questions for themselves and inform decisions based on solid evidence. Most companies allow business users to leverage self-service to some extent but not all are similarly successful and not all tools are equally equipped to support that.

Qlik Sense gives users access to its powerful and versatile query engine through an appealing and intuitive user interface. They can 'surf' through their data and build informative visualizations and dashboards with little effort. This makes Qlik Sense a leader in the use of self-service in one of its peer groups.

Self-Service – Leader

Peer Group: International BI Giants

MicroStrategy	10.0
Tableau	8.1
IBM Plan. Analytics	6.5
Qlik Sense	5.0
Peer Group Average	4.8
Looker	4.4
IBM Cog. Analytics	4.2
Microsoft Excel	3.7
Microsoft Power BI	3.4
Oracle Analytics Cloud	3.1
QlikView	3.0
SAP Analytics Cloud	2.9
SAP BO BI	2.8

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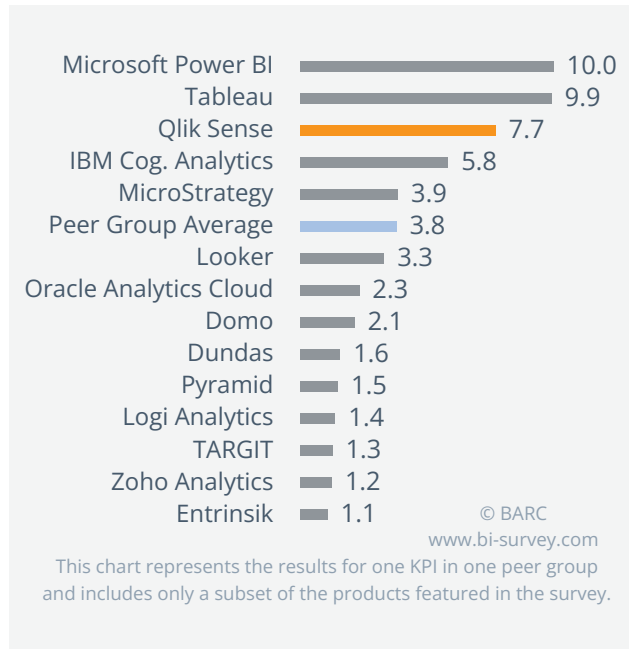
Considered for Purchase

This KPI is based on whether respondents considered purchasing the product.
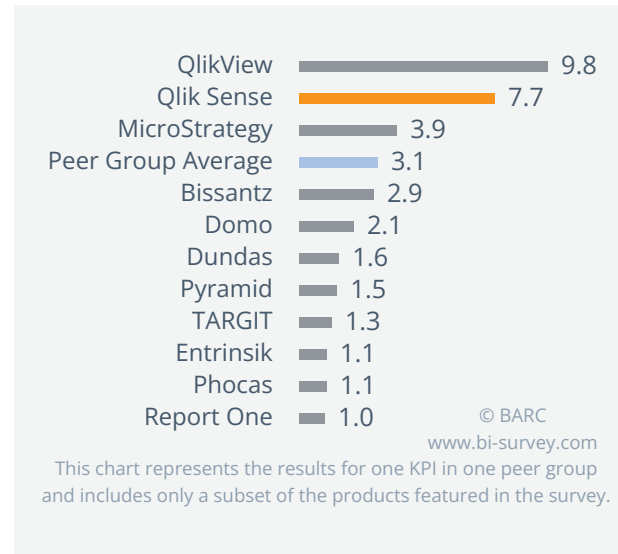
Considered for Purchase – Leader

Peer Group: Embedded Analytics Focus

Product	Value
Microsoft Power BI	10.0
Tableau	9.9
Qlik Sense	7.7
IBM Cog. Analytics	5.8
MicroStrategy	3.9
Peer Group Average	3.8
Looker	3.3
Oracle Analytics Cloud	2.3
Domo	2.1
Dundas	1.6
Pyramid	1.5
Logi Analytics	1.4
TARGIT	1.3
Zoho Analytics	1.2
Entrinsik	1.1

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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.

Considered for Purchase – Leader

Peer Group: BI & Analytics Specialists

Product	Value
QlikView	9.8
Qlik Sense	7.7
MicroStrategy	3.9
Peer Group Average	3.1
Bissantz	2.9
Domo	2.1
Dundas	1.6
Pyramid	1.5
TARGIT	1.3
Entrinsik	1.1
Phocas	1.1
Report One	1.0

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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 *Considered for Purchase* KPI is based on how often respondents evaluated the product when searching for new software. The KPI shows how well word-of-mouth and marketing work to success-fully promote a BI & analytics offering.

Qlik has a huge market presence, and its products are often evaluated for purchase. Over the years, its portfolio has grown to address a significant spectrum of usage scenarios and customer needs. This growth has contributed to Qlik's popularity and image as a leading global analytics company.

The product continues to defend its position with strong results over many years. This year, Qlik Sense is ranked among the leaders in two of its peer groups.
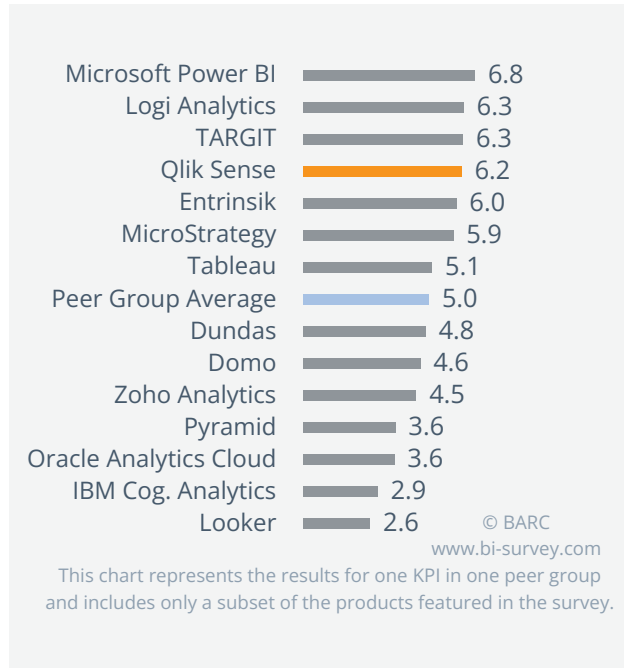
Competitiveness
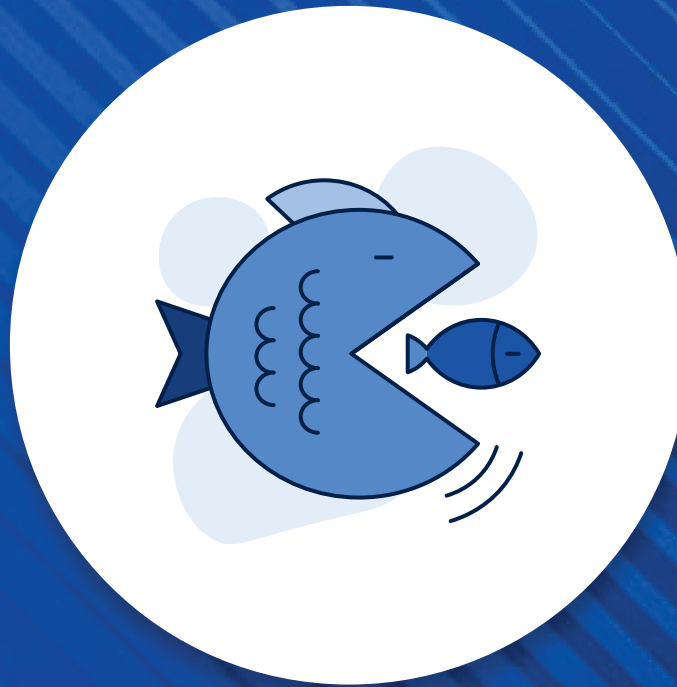
This KPI combines the *Considered for Purchase* and *Competitive Win Rate* KPIs.
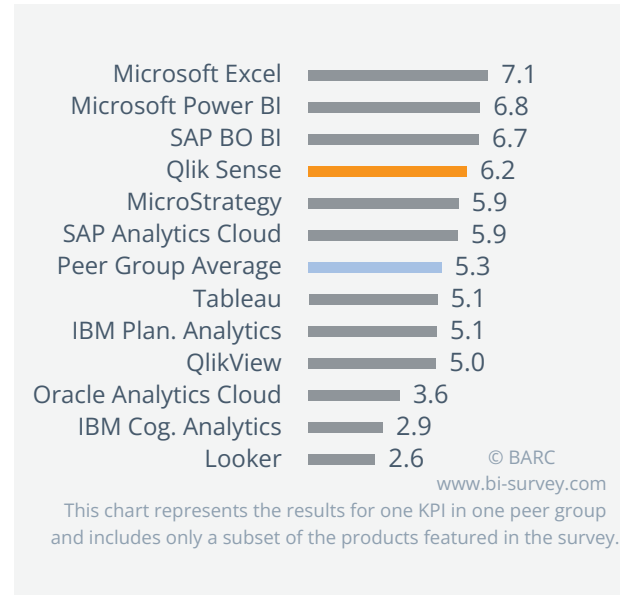
Competitiveness – Leader

Peer Group: Embedded Analytics Focus

Microsoft Power BI	6.8
Logi Analytics	6.3
TARGIT	6.3
Qlik Sense	6.2
Entrinsik	6.0
MicroStrategy	5.9
Tableau	5.1
Peer Group Average	5.0
Dundas	4.8
Domo	4.6
Zoho Analytics	4.5
Pyramid	3.6
Oracle Analytics Cloud	3.6
IBM Cog. Analytics	2.9
Looker	2.6

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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.

Competitiveness – Leader

Peer Group: International BI Giants

Microsoft Excel	7.1
Microsoft Power BI	6.8
SAP BO BI	6.7
Qlik Sense	6.2
MicroStrategy	5.9
SAP Analytics Cloud	5.9
Peer Group Average	5.3
Tableau	5.1
IBM Plan. Analytics	5.1
QlikView	5.0
Oracle Analytics Cloud	3.6
IBM Cog. Analytics	2.9
Looker	2.6

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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.

Competitiveness

Competitiveness – Leader

Peer Group: BI & Analytics Specialists

Phocas	6.4
TARGIT	6.3
Qlik Sense	6.2
Report One	6.1
Entrinsik	6.0
MicroStrategy	5.9
Peer Group Average	5.4
QlikView	5.0
Dundas	4.8
Domo	4.6
Bissantz	3.9
Pyramid	3.6

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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
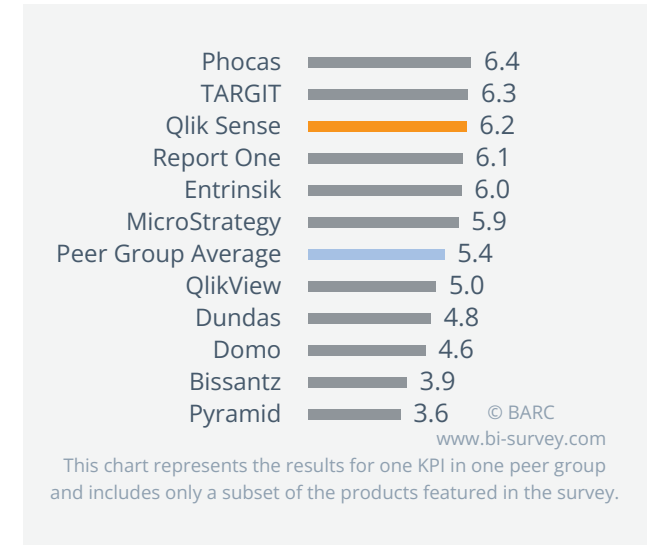
The *Competitiveness* KPI aggregates results from the *Considered for Purchase* and *Competitive Win Rate* KPIs to get an overview of the current market position of a product and how it is perceived by customers and prospects.
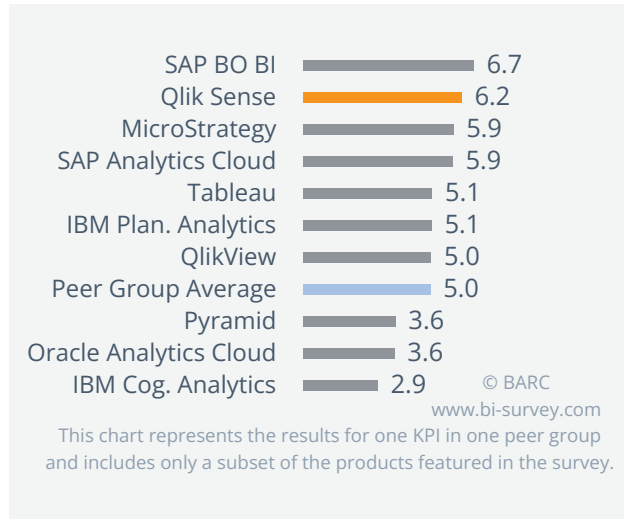
Qlik was an early contributor to the rise of business-oriented and interactive BI & analytics. It is not easy to win new customers in a competitive market, keep existing customers satisfied and promote new ways to successfully work with data. Qlik's success proves that the result is worth all the arduous work.

With its large global footprint and a record of continued innovation based on a solid foundation, Qlik Sense regularly achieves leading positions in multiple peer groups. This year, outstanding results came in in no less than five peer groups.
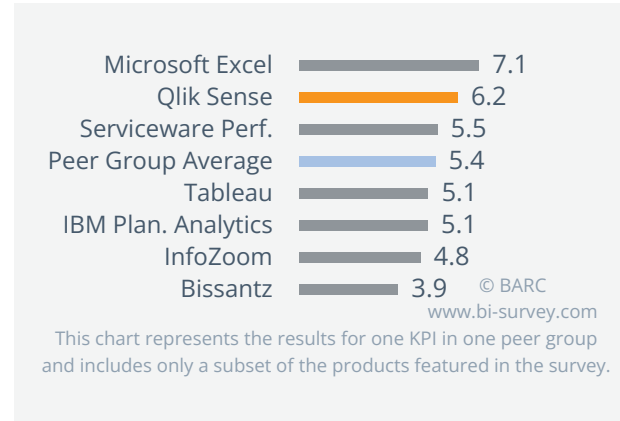
Competitiveness – Leader

Peer Group: Large/Enterprise-Wide Implementations

SAP BO BI	6.7
Qlik Sense	6.2
MicroStrategy	5.9
SAP Analytics Cloud	5.9
Tableau	5.1
IBM Plan. Analytics	5.1
QlikView	5.0
Peer Group Average	5.0
Pyramid	3.6
Oracle Analytics Cloud	3.6
IBM Cog. Analytics	2.9

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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.

Competitiveness – Leader

Peer Group: Analysis Focus

Microsoft Excel	7.1
Qlik Sense	6.2
Serviceware Perf.	5.5
Peer Group Average	5.4
Tableau	5.1
IBM Plan. Analytics	5.1
InfoZoom	4.8
Bissantz	3.9

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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.

Competitiveness

QlikView

The BI & Analytics Survey 23: QlikView Highlights Dashboard

KPI results

1 top rankings
and

8 leading positions

in 4 different peer groups.

THE BI & ANALYTICS
SURVEY 23

Recommendation

85%

of surveyed users say they would **recommend*** QlikView.

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

THE BI & ANALYTICS
SURVEY 23

Satisfaction

88%

of surveyed users are **satisfied** with QlikView.*

* Based on the aggregate of "Very satisfied" and "Somewhat satisfied".

THE BI & ANALYTICS
SURVEY 23

Creating reports and dashboards

88%

of surveyed users rate QlikView's **functionality** for creating reports and dashboards as **excellent** or **good**.

THE BI & ANALYTICS
SURVEY 23

Price-to-value

65%

of surveyed users rate QlikView's **price-to-value** as **excellent** or **good**.

THE BI & ANALYTICS
SURVEY 23

Query performance

44%

of surveyed users chose QlikView because of **its fast query performance**..

THE BI & ANALYTICS
SURVEY 23

Peer Group
BI & Analytics Specialists

1. **Top-ranked in**

Considered for Purchase

Peer Group
International BI Giants

Leader in

Flexibility
Performance Satisfaction
Visual Analysis
Considered for Purchase

Peer Group
Report & Dashboard Focus

Leader in

Performance Satisfaction
Considered for Purchase

Peer Group
Large/Enterprise-Wide Implementations

Leader in

Flexibility
Considered for Purchase

BARC Summary

QlikView managed to acquire one top ranking and eight leading positions in *The BI & Analytics Survey 23*.

QlikView is perceived as a solid and mature product in the market. It provides great *Dashboards* and *Visual Analysis* for business users. The *Flexibility* of the software to ingest, shape and present data from many sources with little effort still earns QlikView its slot in many evaluations, as demonstrated by a top rank in the *Considered for Purchase* KPI.

All of that is delivered with an elevated level of query performance rarely found in competing products. Compelling *Query Performance* has always been among the top reasons why customers choose to purchase QlikView, which is deeply linked to its leading in-memory engine. As a result, QlikView achieved a leading position for *Performance Satisfaction* in most of its peer groups this year.

3
Leading

Peer Group
BI & Analytics Specialists

BI-SURVEY.com

Top-ranked

Considered for Purchase

Peer Group
BI & Analytics Specialists

BI-SURVEY.com

15
Leading

Peer Group
International BI Giants

BI-SURVEY.com

2
Leading

Peer Group
Report & Dashboard Focus

BI-SURVEY.com

1
Top rank

6
Leading

Peer Group
Large/Enterprise-Wide
Implementations

BI-SURVEY.com

❝

A very robust and reliable tool that opens the door for newbies into the world of BI.

BI-SURVEY.com

❞ *Person responsible/Project manager for departmental BI/analytics, 100-2,500 employees*

❝

One of the most amazing BI tools that I have used.

BI-SURVEY.com

❞ *Line of business employee, Manufacturing, 100-2,500 employees*

❝

Great software to find the story behind your data.

BI-SURVEY.com

❞ *IT employee, Manufacturing, 100-2,500 employees*

❝

Easy to use, and makes your data easy to read. Qlikview is a powerful tool.

BI-SURVEY.com

❞ *IT employee, Manufacturing, 100-2,500 employees*

❝

It is an excellent all-in-one BI platform.

BI-SURVEY.com

❞ *Person responsible/Project manager for BI/analytics from IT department, Public sector and Education, >2,500 employees*

What Customers Like Most

Its enormously powerful engine which facilitates very speedy complex queries and calculations.

BI-SURVEY.com

Person responsible/Project manager for departmental BI/analytics,100-2,500 employees

Good data transparency and the very high degree of openness at all levels.*

BI-SURVEY.com

Person responsible/Project manager for departmental BI/analytics, Services, >2,500 employees

Excellent product, great features, good support.

BI-SURVEY.com

IT employee, IT, 100-2,500 employees

Easy to install, easy to learn, easy to train users.   Easy to use and very intuitive UI for business users.   Rapid development and strong supportive community. Allows integration with all types of data sources.

BI-SURVEY.com

Person responsible/Project manager for departmental BI/ analyticst, Manufacturing, 100-2,500 employees

Strong community and knowledge sharing. Flexible tool.

BI-SURVEY.com

Employee of a cross-departmental BI/analytics team (IT and business), BICoE), Retail/Wholesale,100-2,500 employees

* Translated by BARC

Advice From Customers

I've never used anything quite as powerful as QV, so I cannot compare this to many other packages.

BI-SURVEY.com

Line of business employee, Manufacturing, 100-2,500 employees

Do it!*

BI-SURVEY.com

Head of department (except IT), Manufacturing, >2,500 employees

Go, go, go!!!

BI-SURVEY.com

Person responsible/ Project manager for departmental BI/ analytics,100-2,500 employees

Qlik is an excellent data discovery tool. Beautiful dashboards are a side effect and great community.

BI-SURVEY.com

IT employee, Manufacturing, 100-2,500 employees

We chose Qlik because it was easy to use. The many features that encompassed the user experience (UX), such as the manager dashboards, made it user-friendly.

BI-SURVEY.com

Line of business employee, Manufacturing, 100-2,500 employees

* Translated by BARC

User and Use Case Demographics

QlikView is put to a broad range of uses by its customers. Most use the software for interactive dashboards and analytics applications (89 percent) – which is what the software was built and marketed for. In addition, 85 percent use it for standardized enterprise reporting and 69 percent for ad hoc query. 63 percent of customers use the solution to analyze data.
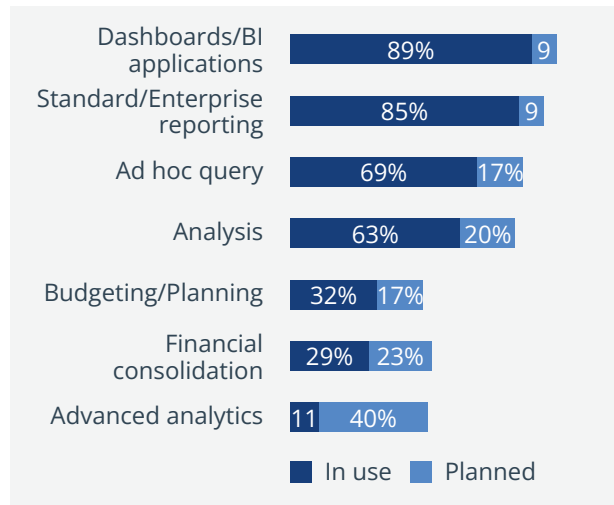
QlikView's powerful interactive dashboards are often used to analyze data in every detail. 75 percent of business users analyze and explore data with the tool. Most users consume standardized content such as reports and dashboards to access information quickly. Below-average shares of users creating content and preparing data show that QlikView is no longer considered as easy to use as most competing products.

The solution's focus on dashboards and visual analysis often places it in competition with the vendor's own Qlik Sense, as well as Microsoft Power BI and Tableau.

QlikView is mostly used in mid-sized (63 percent) and large companies (29 percent). It has a median of 100 users, which is above the survey average. The mean value of 454 users shows that much larger customer scenarios are supported too.
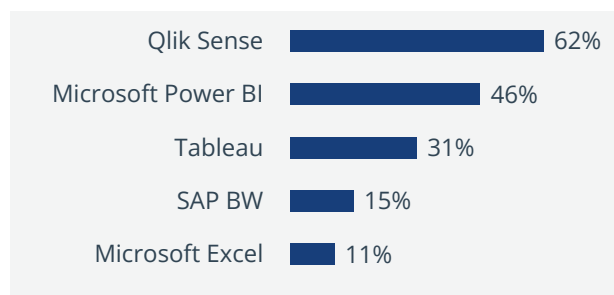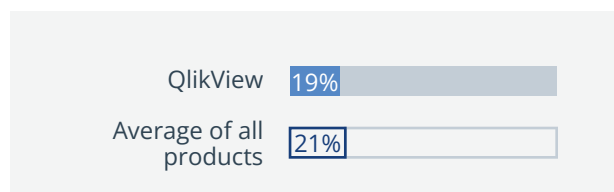
Current vs. planned use
n=61

	In use	Planned
Dashboards/BI applications	89%	9
Standard/Enterprise reporting	85%	9
Ad hoc query	69%	17%
Analysis	63%	20%
Budgeting/Planning	32%	17%
Financial consolidation	29%	23%
Advanced analytics	11	40%

5 products most often evaluated in competition with QlikView
n=65

Qlik Sense	62%
Microsoft Power BI	46%
Tableau	31%
SAP BW	15%
Microsoft Excel	11%

Percentage of employees using QlikView
n=65

QlikView	19%
Average of all products	21%

Number of users using QlikView
n=65

	QlikView	Average of all products
Median	100	80
Mean	454	989
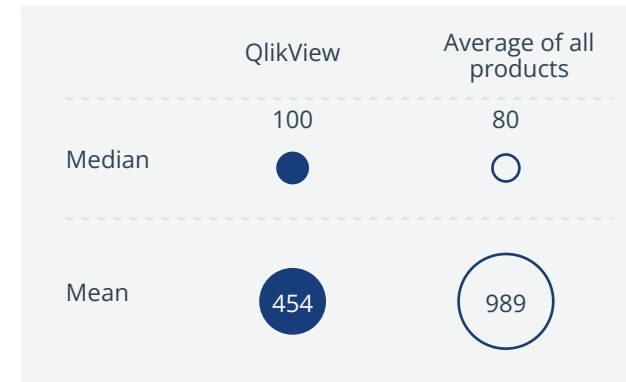
Tasks carried out with QlikView by business users
n=64

	QlikView	Average of all products
View reports/navigate dashboards	92%	88%
Analyze/explore data	75%	79%
Create reports/dashboards	34%	66%
Prepare data	25%	44%
Create/use advanced analytics models	6%	12%

Company size (employees)
n=65

Less than 100	8%
100 - 2500	63%
More than 2500	29%
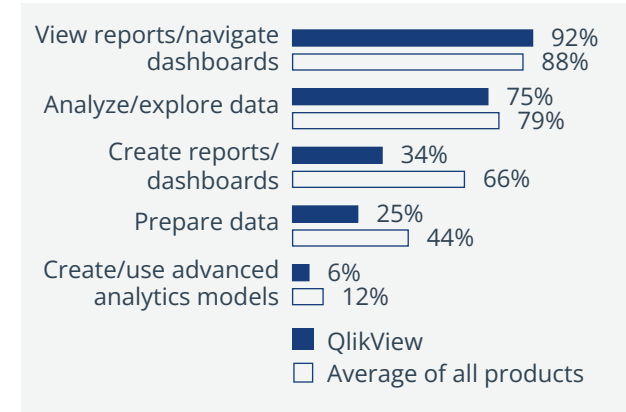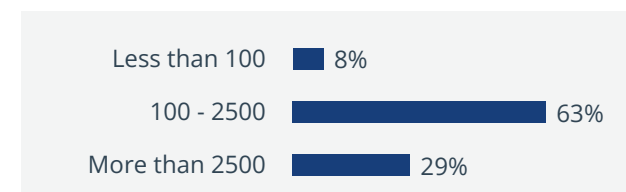
Flexibility

The *Flexibility* KPI is based on how often the product was chosen for its flexibility, and on the frequency of complaints about user flexibility post-implementation.

Flexibility – Leader

Peer Group: International BI Giants

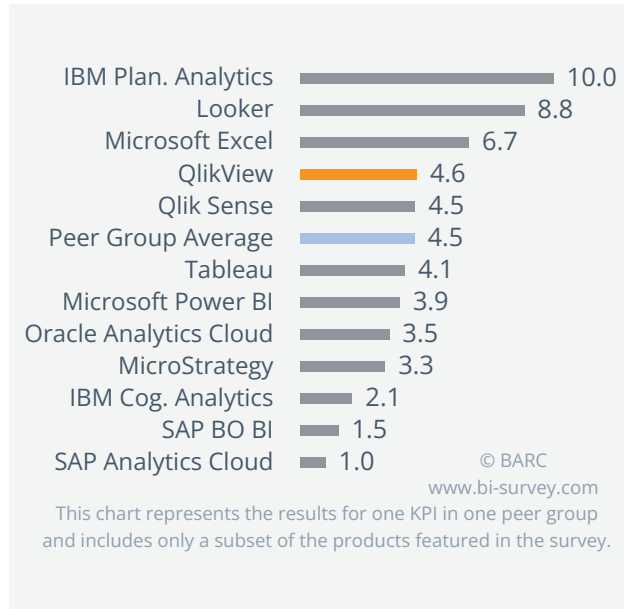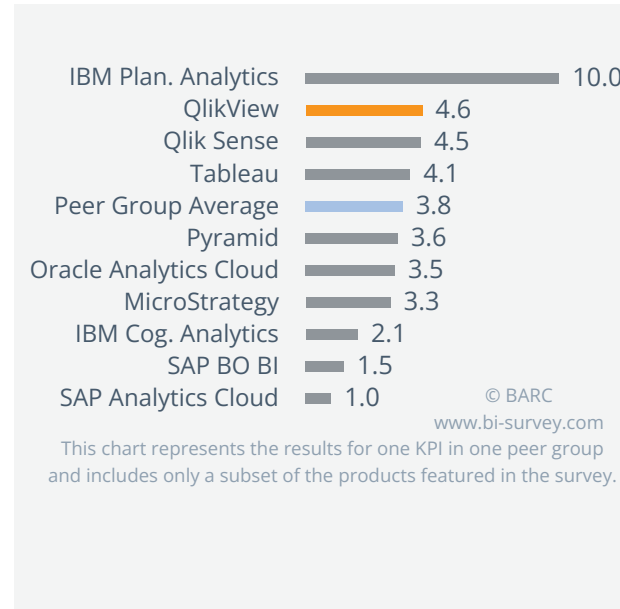|	
IBM Plan. Analytics	10.0
Looker	8.8
Microsoft Excel	6.7
QlikView	4.6
Qlik Sense	4.5
Peer Group Average	4.5
Tableau	4.1
Microsoft Power BI	3.9
Oracle Analytics Cloud	3.5
MicroStrategy	3.3
IBM Cog. Analytics	2.1
SAP BO BI	1.5
SAP Analytics Cloud	1.0

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www.bi-survey.com
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 – Leader

Peer Group: Large/Enterprise-Wide Implementations

IBM Plan. Analytics	10.0
QlikView	4.6
Qlik Sense	4.5
Tableau	4.1
Peer Group Average	3.8
Pyramid	3.6
Oracle Analytics Cloud	3.5
MicroStrategy	3.3
IBM Cog. Analytics	2.1
SAP BO BI	1.5
SAP Analytics Cloud	1.0

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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

To measure the *Flexibility* of a product, we contrast the frequency with which flexibility is cited as a reason to buy with the rate of complaints about flexibility after implementation.

Flexibility is a decisive factor in buying decisions. Enterprises require solutions that can adapt quickly to changing business needs. In dynamic markets, flexibility is critical to ensure data-driven decision-making by delivering relevant insights on time. Few other words would describe QlikView more accurately as it supports the quick implementation of a huge range of uses cases through its rock-solid foundation and a lightning fast in-memory query engine.

This year, QlikView earns two leading ranks for *Flexibility*.
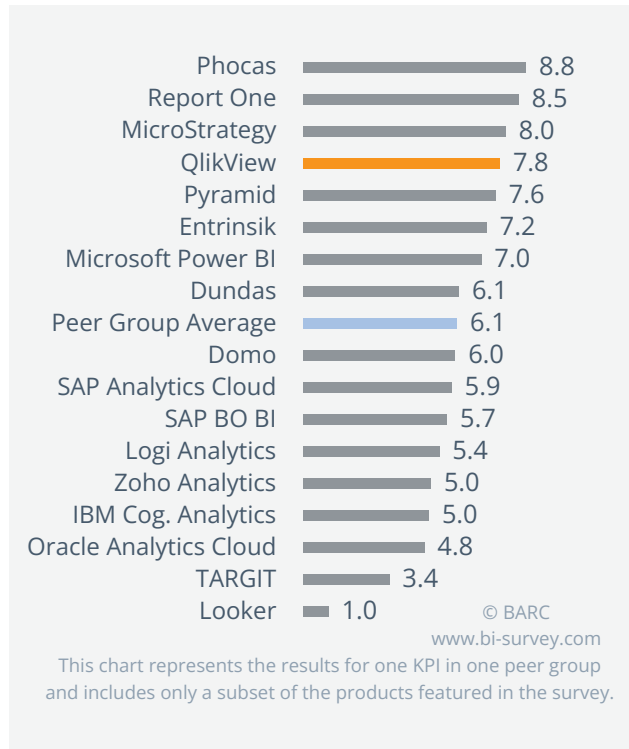
Performance Satisfaction

This KPI measures the frequency of complaints about the system's performance.
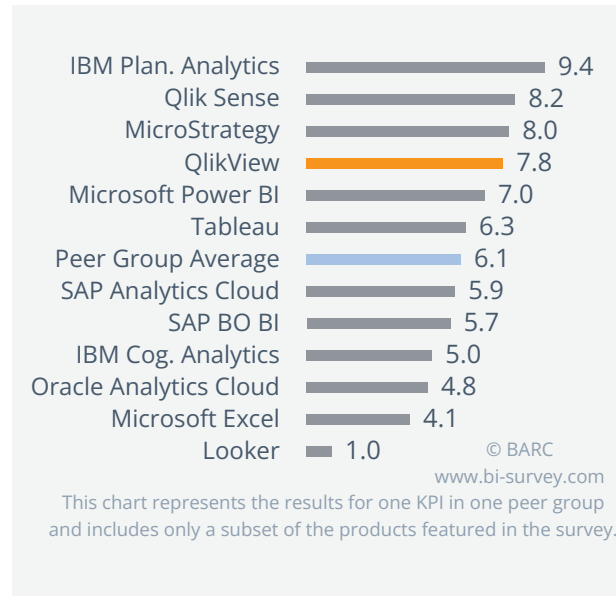
Performance Satisfaction – Leader

Peer Group: Report & Dashboard Focus

Phocas	8.8
Report One	8.5
MicroStrategy	8.0
QlikView	7.8
Pyramid	7.6
Entrinsik	7.2
Microsoft Power BI	7.0
Dundas	6.1
Peer Group Average	6.1
Domo	6.0
SAP Analytics Cloud	5.9
SAP BO BI	5.7
Logi Analytics	5.4
Zoho Analytics	5.0
IBM Cog. Analytics	5.0
Oracle Analytics Cloud	4.8
TARGIT	3.4
Looker	1.0

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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: International BI Giants

IBM Plan. Analytics	9.4
Qlik Sense	8.2
MicroStrategy	8.0
QlikView	7.8
Microsoft Power BI	7.0
Tableau	6.3
Peer Group Average	6.1
SAP Analytics Cloud	5.9
SAP BO BI	5.7
IBM Cog. Analytics	5.0
Oracle Analytics Cloud	4.8
Microsoft Excel	4.1
Looker	1.0

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Performance Satisfaction

BARC Viewpoint

User and customer approval rates of a product, as measured in the *Product Satisfaction* KPI, have a massive impact on the perception and reputation of an organization's BI & analytics landscape. And it is the front end that takes the blame for most problems caused on all levels.

Fast query performance is one of the most important criteria when procuring BI & analytics software and slow performance, despite all the improvements in technology, is one of the most common problems. Customers using software with remarkable performance have more satisfied users and achieve more benefits through analytics.

QlikView delivers outstanding query performance for most of its customers, who voice decisively fewer complaints about performance than users of rival products. This results in leading positions for QlikView in two peer groups this year.
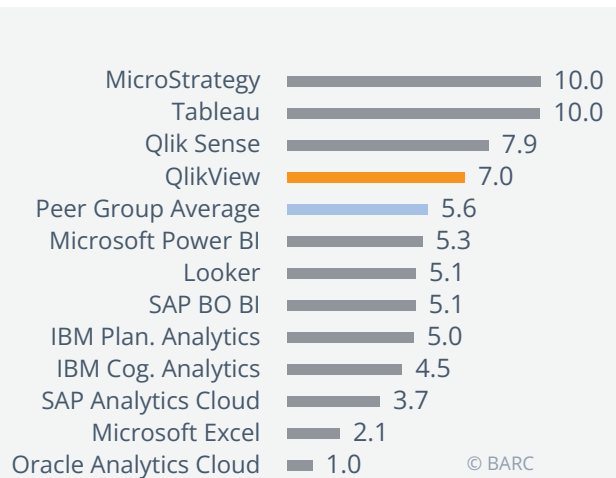
Visual Analysis

The *Visual Analysis* KPI is based on the proportion of survey respondents that currently perform visual analysis with their BI tool.

Visual Analysis – Leader

Peer Group: International BI Giants

MicroStrategy	10.0
Tableau	10.0
Qlik Sense	7.9
QlikView	7.0
Peer Group Average	5.6
Microsoft Power BI	5.3
Looker	5.1
SAP BO BI	5.1
IBM Plan. Analytics	5.0
IBM Cog. Analytics	4.5
SAP Analytics Cloud	3.7
Microsoft Excel	2.1
Oracle Analytics Cloud	1.0

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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 proportion of companies that make use of *Visual Analysis* with their BI & analytics tool to find what is hidden in their data assets helps to determine how well a software is equipped to satisfy this type of application.

Besides offering interactive associative analysis, QlikView supports the creation of tailor-made interactive analytics applications that allow business users to leverage the power of visual analysis in a guided application which can incorporate drill paths to detailed data in order to analyze root causes in an instant.

QlikView achieves good results for *Visual Analysis* this year, attaining a leading rank in the *International BI Giants* peer group.
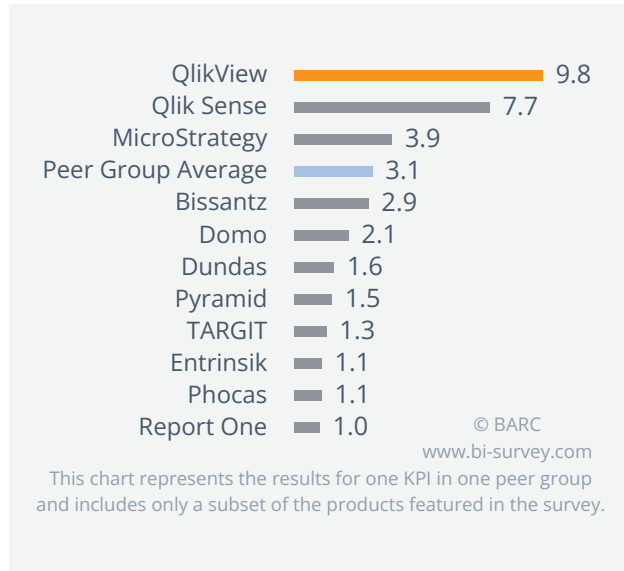
Considered for Purchase

This KPI is based on whether respondents considered purchasing the product.
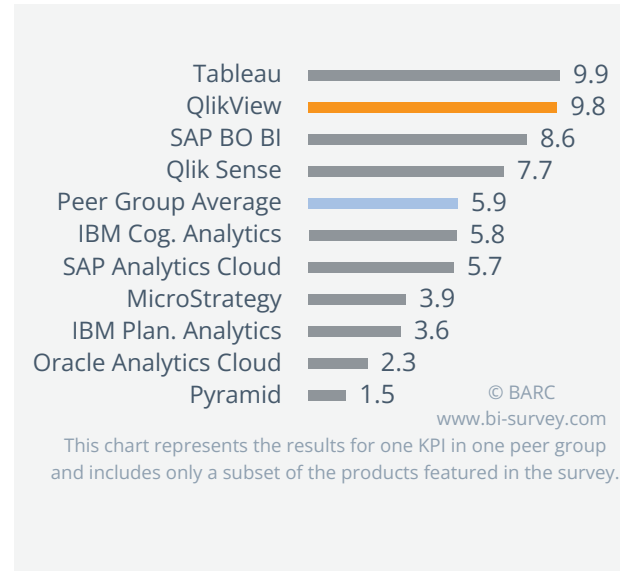
Considered for Purchase – Top-ranked

🏅 **1.**

Peer Group: BI & Analytics Specialists

QlikView	9.8
Qlik Sense	7.7
MicroStrategy	3.9
Peer Group Average	3.1
Bissantz	2.9
Domo	2.1
Dundas	1.6
Pyramid	1.5
TARGIT	1.3
Entrinsik	1.1
Phocas	1.1
Report One	1.0

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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.

Considered for Purchase – Leader

Peer Group: Large/Enterprise-Wide Implementations

Tableau	9.9
QlikView	9.8
SAP BO BI	8.6
Qlik Sense	7.7
Peer Group Average	5.9
IBM Cog. Analytics	5.8
SAP Analytics Cloud	5.7
MicroStrategy	3.9
IBM Plan. Analytics	3.6
Oracle Analytics Cloud	2.3
Pyramid	1.5

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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.

Considered for Purchase

Considered for Purchase – Leader
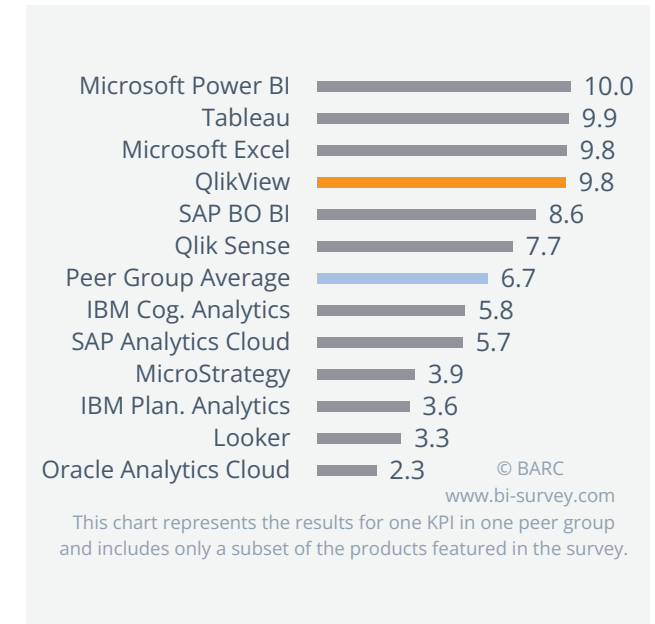
Peer Group: International BI Giants

Microsoft Power BI	10.0
Tableau	9.9
Microsoft Excel	9.8
QlikView	9.8
SAP BO BI	8.6
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Peer Group Average	6.7
IBM Cog. Analytics	5.8
SAP Analytics Cloud	5.7
MicroStrategy	3.9
IBM Plan. Analytics	3.6
Looker	3.3
Oracle Analytics Cloud	2.3

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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 *Considered for Purchase* KPI is based on how often respondents evaluated the product when searching for new software. The KPI shows how well word-of-mouth and marketing work to success-fully promote a BI & analytics offering.
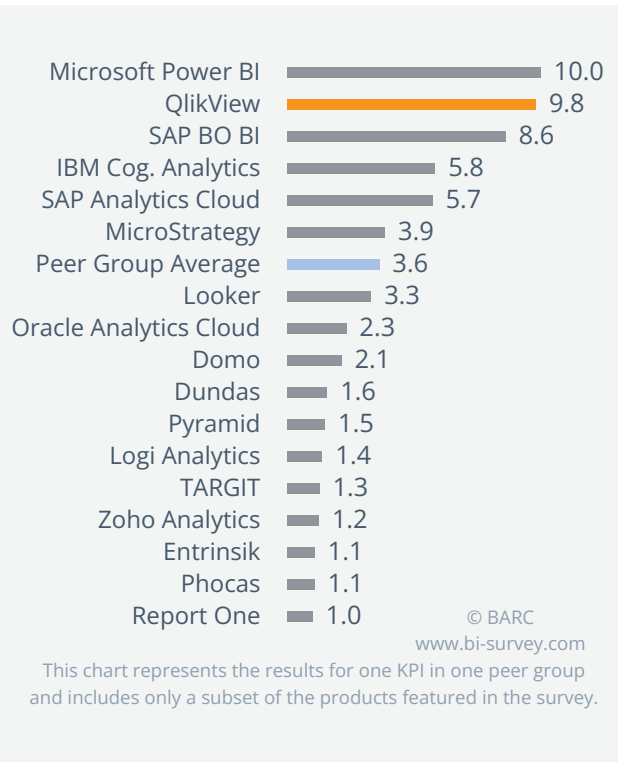
Qlik has a huge market presence. Its popularity and image as a leading analytics company persuade many companies to evaluate QlikView – often for powering prebuilt applications linked to distinct source systems – when looking for a software to improve their BI & analytics.

In recent years, QlikView has been the top-ranked product among *BI & Analytics Specialists*. It is also among the leaders in three further peer groups this year.

Considered for Purchase – Leader

Peer Group: Report & Dashboard Focus

Product	Score
Microsoft Power BI	10.0
QlikView	9.8
SAP BO BI	8.6
IBM Cog. Analytics	5.8
SAP Analytics Cloud	5.7
MicroStrategy	3.9
Peer Group Average	3.6
Looker	3.3
Oracle Analytics Cloud	2.3
Domo	2.1
Dundas	1.6
Pyramid	1.5
Logi Analytics	1.4
TARGIT	1.3
Zoho Analytics	1.2
Entrinsik	1.1
Phocas	1.1
Report One	1.0

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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 — Business Application Research Center
Making digital leaders

BARC (Business Application Research Center) is one of Europe's leading analyst firms for business software, focusing on the areas of data, business intelligence (BI) and analytics, enterprise content management (ECM), customer relationship management (CRM) and enterprise resource planning (ERP).

Our passion is to help organizations become digital companies of tomorrow. We do this by using technology to rethink the world, trusting data-based decisions and optimizing and digitalizing processes. It's about finding the right tools and using them in a way that gives your company the best possible advantage.

This unique blend of knowledge, exchange of information and independence distinguishes our services in the areas of research, events and consulting.

Research

Our BARC studies are based on internal market research, software tests and analyst comments, giving you the security to make the right decisions. Our independent research brings market developments into clear focus, puts software and vendors through their paces and gives users a place to express their opinions.

Events

Decision-makers and IT industry leaders come together at BARC events. BARC seminars in small groups, online webinars and conferences with more than 1,000 participants annually all offer inspiration and interactivity. Through exchange with peers and an overview of current trends and market developments, you will receive new impetus to drive your business forward.

Consulting

In confidential expert workshops, coaching and in-house consultations, we transform the needs of your company into future-proof decisions. We provide you with successful, holistic concepts that enable you to use the right information correctly. Our project support covers all stages of the successful use of software

Other Surveys

The BARC *Data, BI and Analytics Trend Monitor 2022* reflects on the trends currently driving the BI, analytics and data management market from a user perspective. We asked close to 2,400 users, consultants and vendors for their views on the most important BI trends.

The BARC study *Data Culture Survey 2022* investigates the flavors of data culture within organizations. It is based on a survey of 434 participants from 49 countries across a range of industries. **Download here**.

The Planning Survey 22 is the world's largest survey of planning software users. Based on a sample of over 1,325 responses, it offers an unsurpassed level of user feedback on 19 leading planning products. Find out more at www.bi-survey.com

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