

# The BI & Analytics Survey 22

The voice of the BI and analytics community

This is a specially produced summary  
of the headline results for

**Pyramid Analytics**





## KPI results

**40** top-rankings  
*and*  
**87** leading  
positions

*in 6 different  
peer groups.*

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SURVEY 22



## Recommendation

**100%**

of surveyed users say  
they would **recommend\***  
Pyramid Analytics.

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

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## Satisfaction

**97%**

of surveyed users  
are **satisfied** with  
Pyramid Analytics.\*

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

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## Price to value

**88%**

of surveyed users  
rate Pyramid Analytics'  
**price to value as  
excellent or good. \***

*\* Compared to **71%** for the average  
BI tool.*

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## Vendor support

**91%**

of surveyed users rate  
Pyramid Analytics'  
**vendor support as  
excellent or good. \***

*\* Compared to **65%** for the average  
BI tool.*

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SURVEY 22



## Dashboards

**97%**

of surveyed users rate  
Pyramid's **functionality  
for creating dashboards  
as excellent or good.\***

*\* Compared to **82%** for the average  
BI tool.*

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## Peer Groups and KPIs

### The KPIs

The BI & Analytics Survey 22 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 22-33% or top 2 (in case of five vendors) products listed in the chart.

### Peer Group Classification

The BI & Analytics Survey 22 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 those key factors:

1. Focus – Is the product focused on and typically used for dashboarding, ad hoc reporting, self-service analytics, integrated performance management or embedded analytics?
2. Specialization – Is the vendor a BI & 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?

Pyramid Analytics features in the following peer groups:

- Dashboarding-focused Products
- Ad Hoc Reporting-focused Products
- Self-Service Analytics-focused Products
- Embedded Analytics-focused Products
- BI & Analytics Specialists
- Large/Enterprise-Wide Implementations

### Peer Groups Overview

**Dashboarding-focused Products:** Includes products that focus on creating advanced and highly sophisticated dashboards.

**Ad Hoc Reporting-focused Products:** Includes products that focus on self-service reporting and ad hoc analysis.

**Self-Service Analytics-focused Products:** Includes products that focus on visual data discovery and advanced data visualization.

**Integrated Performance Management Products:** Includes products that provide integrated functionality for BI, analytics and performance management, especially planning and budgeting.

**Embedded Analytics-focused Products:** 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 \$200m+ and a truly international reach (partner ecosystem, on-site locations, global installations and revenues).

**Largest Enterprise BI & Analytics Platforms:** Includes products used in the largest deployments (median of at least 120 users and a majority of installations in large companies with more than 2,500 employees in the last four editions of this survey). Products must be equipped with functionality for enterprise deployments and serve a broad range of BI and analytics use cases.

Peer Group  
Ad Hoc Reporting-  
focused Products

**1.** Top-ranked in  
Query Performance  
Visual Analysis

**Leader in**  
Business Benefits  
Business Value  
Price to Value  
Recommendation  
Product Satisfaction  
Customer Satisfaction  
Dashboards  
Distribution of Reports  
Ad Hoc Query  
Advanced Analytics  
Functionality  
Self-Service  
Ease of Use  
Customer Experience  
Data Preparation  
Location Intelligence  
Innovation

# The BI & Analytics Survey 22: Pyramid Analytics Highlights



Peer Group  
Self-Service Analytics-focused  
Products

**1.** Top-ranked in  
Business Benefits  
Business Value  
Recommendation  
Dashboards  
Self-Service  
Query Performance  
Customer Experience  
Visual Analysis

**Leader in**  
Project Success  
Price to Value  
Vendor Support  
Implementer Support  
Customer Satisfaction  
Distribution of Reports  
Ad Hoc Query  
Functionality  
Ease of Use  
Sales Experience  
Data Preparation  
Location Intelligence  
Operational BI

BARC Summary

It has been another great year for Pyramid Analytics, scoring 40 top ranks and 87 leading positions across its six peer groups. Pyramid performed especially well in comparison to its rivals in the *Large/ Enterprise-Wide Implementations* peer group, where half of its top ranks came. The vendor was ranked number one in the whole BI & Analytics Survey 22 for *Query Performance*; second-best in the *Recommendation, Dashboards, Self-Service, Customer Experience* and *Location Intelligence* KPIs; and third for *Business Benefits, Customer Satisfaction, Distribution of Reports* and *Functionality*.



*Peer Group*  
Large/Enterprise-Wide Implementations

<p><b>1. Top-ranked in</b></p> <ul style="list-style-type: none"> <li>Business Benefits</li> <li>Project Success</li> <li>Business Value</li> <li>Price to Value</li> <li>Recommendation</li> <li>Vendor Support</li> <li>Implementer Support</li> <li>Product Satisfaction</li> <li>Customer Satisfaction</li> <li>Dashboards</li> <li>Distribution of Reports</li> <li>Ad Hoc Query</li> <li>Functionality</li> <li>Self-Service</li> <li>Ease of Use</li> <li>Query Performance</li> <li>Sales Experience</li> <li>Customer Experience</li> <li>Visual Analysis</li> <li>Competitive Win Rate</li> </ul>	<p><b>Leader in</b></p> <ul style="list-style-type: none"> <li>Analyses</li> <li>Flexibility</li> <li>Cloud BI</li> <li>Data Preparation</li> <li>Location Intelligence</li> <li>Operational BI</li> <li>Innovation</li> </ul>
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*Peer Group*  
Embedded Analytics-focused Products

<p><b>1. Top-ranked in</b></p> <ul style="list-style-type: none"> <li>Recommendation</li> <li>Dashboards</li> <li>Self-Service</li> <li>Query Performance</li> <li>Customer Experience</li> <li>Visual Analysis</li> </ul>	<p><b>Leader in</b></p> <ul style="list-style-type: none"> <li>Business Benefits</li> <li>Project Success</li> <li>Business Value</li> <li>Price to Value</li> <li>Vendor Support</li> <li>Implementer Support</li> <li>Product Satisfaction</li> <li>Customer Satisfaction</li> <li>Distribution of Reports</li> <li>Ad Hoc Query</li> <li>Analyses</li> <li>Advanced Analytics</li> <li>Functionality</li> <li>Ease of Use</li> <li>Sales Experience</li> <li>Data Preparation</li> <li>Location Intelligence</li> <li>Innovation</li> </ul>
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## Peer Group Dashboarding-focused Products

**1. Top-ranked in**  
Query Performance  
Visual Analysis

**Leader in**  
Business Benefits  
Project Success  
Business Value  
Price to Value  
Recommendation  
Vendor Support  
Implementer Support  
Product Satisfaction  
Customer Satisfaction  
Dashboards  
Distribution of Reports  
Ad Hoc Query  
Analyses  
Functionality  
Self-Service  
Customer Experience  
Data Preparation  
Location Intelligence

## Peer Group BI & Analytics Specialists

**1. Top-ranked in**  
Query Performance  
Visual Analysis

**Leader in**  
Business Benefits  
Business Value  
Recommendation  
Product Satisfaction  
Customer Satisfaction  
Dashboards  
Distribution of Reports  
Ad Hoc Query  
Functionality  
Self-Service  
Customer Experience  
Data Preparation  
Location Intelligence  
Innovation



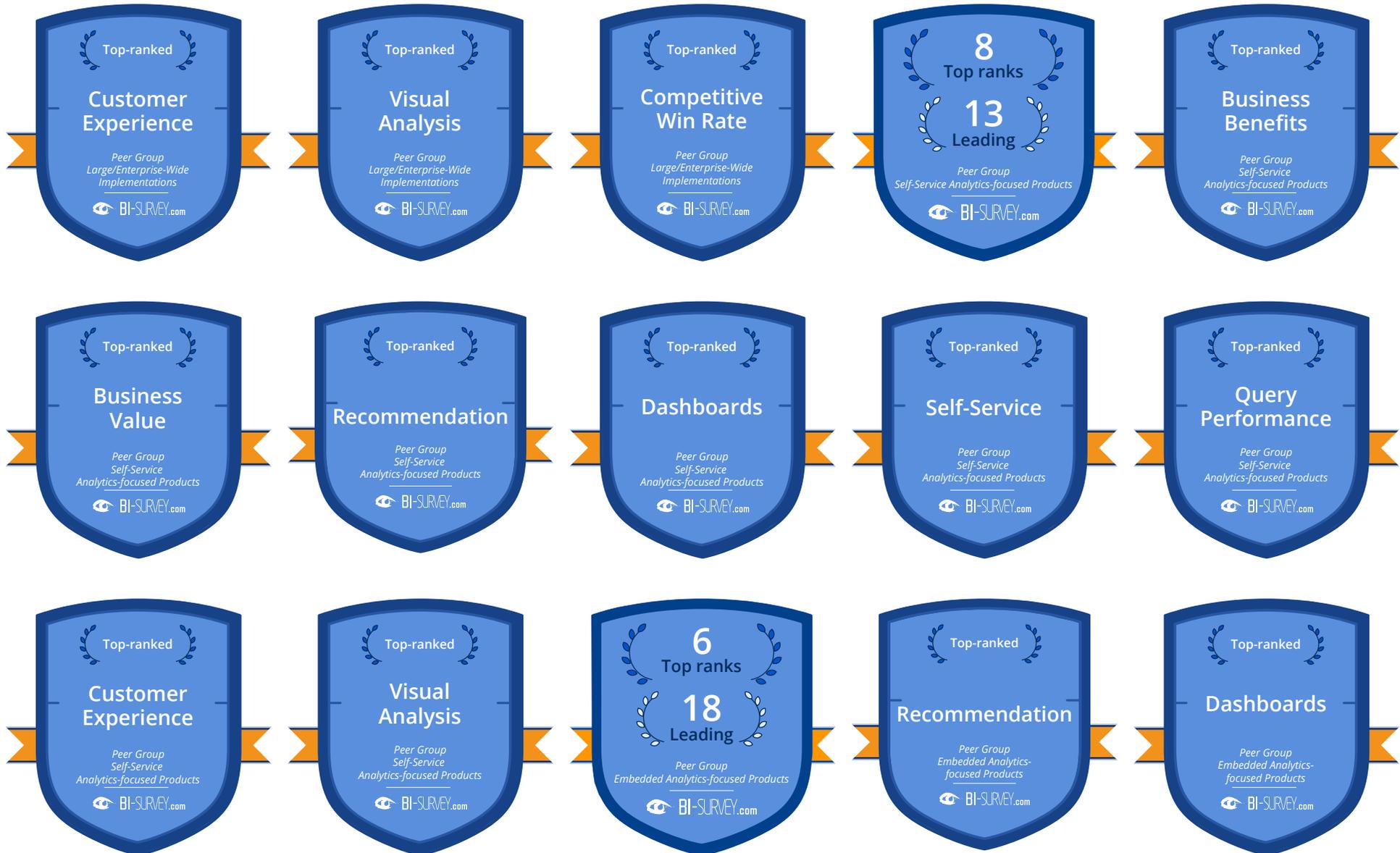


# The BI & Analytics Survey 22: Pyramid Analytics top ranks





# The BI & Analytics Survey 22: Pyramid Analytics top ranks





# The BI & Analytics Survey 22: Pyramid Analytics top ranks



## Customer Quotes

An excellent product, with good technical support and service, which I would recommend potential customers to experience.

 BI-SURVEY.com

External consultant, healthcare, 100-2,500 employees

A great product, flexible and excellent self-service BI. Responsive support and ever increasing user resources.

 BI-SURVEY.com

Person responsible/Project manager for BI/analytics from IT department, manufacturing, >2,500 employees

I like the vast capabilities included within a single platform.

 BI-SURVEY.com

External consultant, consulting, <100 employees

We are happy with our Pyramid solution choice, as the company partners with us in our journey, actively participating in achieving our objectives and vision of self-service BI.

 BI-SURVEY.com

Head of BI & Analytics Competence Center, retail/wholesale/trade, >2,500 employees

A polished product supported by an enthusiastic and knowledgeable team.

 BI-SURVEY.com

CIO/Head of IT, oil, gas and mining, 100-2,500 employees



## What Customers Like Most

Flexibility and the fact that anything we want to achieve is always possible.

 BI-SURVEY.com

” *Head of BI & Analytics Competence Center, retail/wholesale/trade, >2,500 employees*

Intuitive and easy to use, easily adopted by all users.

 BI-SURVEY.com

” *Head of BI & Analytics Competence Center, retail/wholesale/trade, >2,500 employees*

It's clear, clean, and intuitive. Basically anything we have envisioned has happened.

 BI-SURVEY.com

” *Person responsible/Project manager for departmental BI/analytics, healthcare, >2,500 employees*

A powerful platform with an abundance of well-thought out, integrated features and functionality. Fast, modern and sophisticated without being complicated.

 BI-SURVEY.com

” *Head of BI & Analytics Competence Center, retail/wholesale/trade, >2,500 employees*

Product is simple to implement. Does not have a steep learning curve. Scalability and hosting options. Ease of use. Good visualizations.

 BI-SURVEY.com

” *Head of BI & Analytics Competence Center, insurance, 100-,2500 employees*





THE BI & ANALYTICS SURVEY 22

The BI & Analytics Survey 22 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted from March to June 2021. In total, 2,478 business intelligence and analytics end users to the survey with 1,877 answering a series of detailed questions about their use of a named product. Altogether, 30 products (or groups of products) are analyzed in detail. The BI & Analytics Survey 22 examines user feedback on BI product selection and usage across 36 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 Pyramid Analytics. 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](#).

Pyramid Analytics overview

Founded in late 2008, Pyramid Analytics is a privately held software company with close to 200 employees. The company is headquartered in the Netherlands and has go-to-market teams in North America, Europe, the Middle East and Africa. Research and development largely takes place in Israel with a dedicated team of approximately 65 developers. The vendor recently received additional venture capital, this time from JVP, to grow its business. This funding is Pyramid Analytics' third round, the previous one coming in 2015.

Pyramid Analytics' vision is to help companies realize the full potential of their data by providing a unified data analytics platform that enables large enterprises to become data-driven and disruption-resilient.

Pyramid Analytics launched its first BI product, BI Office, back in 2012. BI Office grew over time into a mature and broad BI platform. However, because of changing customer requirements and technologies, the company decided a modernized architecture and technology was needed to

address new markets and use cases such as embedding. In 2017, Pyramid Analytics launched Pyramid, its newly architected and revamped product.

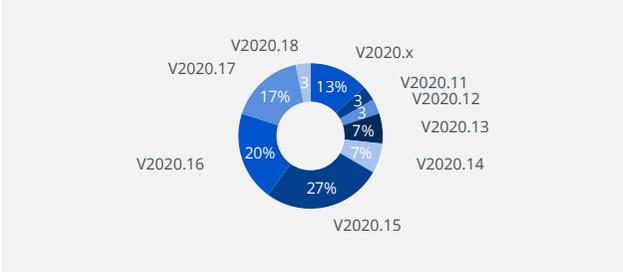
Pyramid was built from the ground up to be an integrated platform which unifies enterprise-grade self-service with governance in one product that can be deployed anywhere, run on any data and used by any type of user. The product supports a broad range of BI and analytics scenarios by offering features for data preparation, data discovery, formatted reporting, dashboards and analysis. The web-based suite uses modern standards such as HTML5, Java and RESTful APIs. It also makes strong use of machine learning to differentiate the tool with the goal of making an impact in the highly competitive enterprise market. Pyramid Analytics markets its unified platform as the 'Analytics OS' (operating system), which clearly shows its aspiration to deliver a platform that caters for all the analytics needs of its customers.

Pyramid Analytics customer responses

This year we had 35 responses from Pyramid Analytics users. At the time of the survey, 27 percent were using version 2020.15, 20 percent version 2020.16, 17 percent version 2020.17, 13 percent version 2020.x, 7 percent version 2020.14, 7 percent version 2020.13, 3 percent version 2020.18, 3 percent version 2020.12 and 3 percent version 2020.11.

Versions used

n=35





## User and Use Case Demographics

### BARC Comment

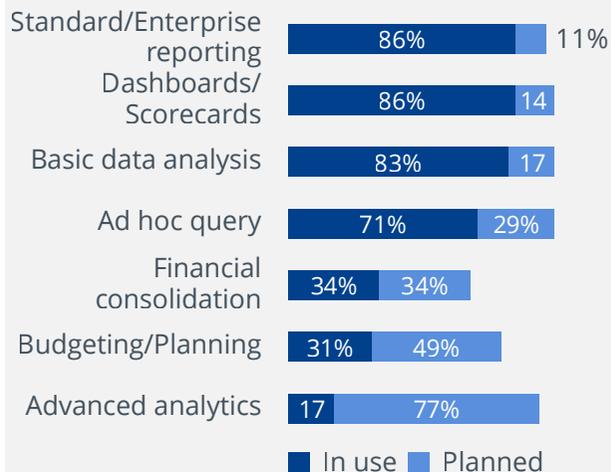
Pyramid serves a broad range of user requirements. The product is mostly used for enterprise reporting, dashboards and analyses – all roughly to the same degree. 71 percent of respondents have also used the product for ad hoc querying. Despite having predefined content available to them, Pyramid users from business departments seem to be quite active content creators, analyzing data and visualizing it in reports and dashboards.

Advanced analytics functionality is used by 17 percent of respondents. However, an impressive 77 percent plan to invest in this trending area. Pyramid offers native integration of R and Python into the data flows of the product, as well as allowing users to incorporate third-party plug-ins and libraries. This support of advanced analytics is a differentiating factor for Pyramid.

86 percent of this year's respondents came from mid-sized and large enterprises with a median of 100 users. The mean of 744 users shows that there are already a number of large deployments out there.

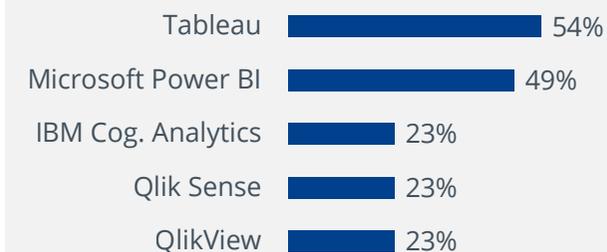
### Current vs. planned use

n=34



### 5 products most often evaluated in competition with Pyramid

n=30



### Percentage of employees using Pyramid

n=35



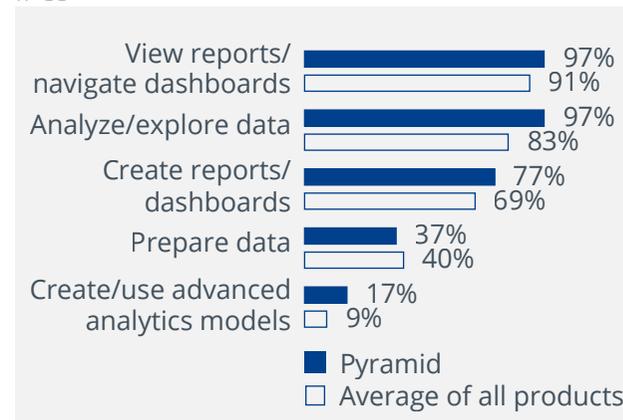
### Number of users using Pyramid

n=35



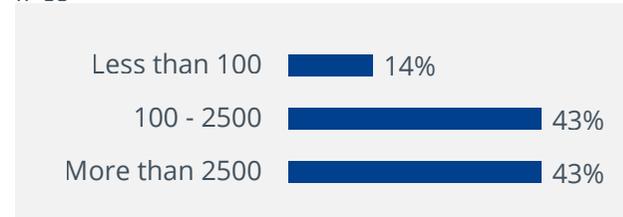
### Tasks carried out with Pyramid by business users

n=35



### Company size (employees)

n=35



# Business Benefits

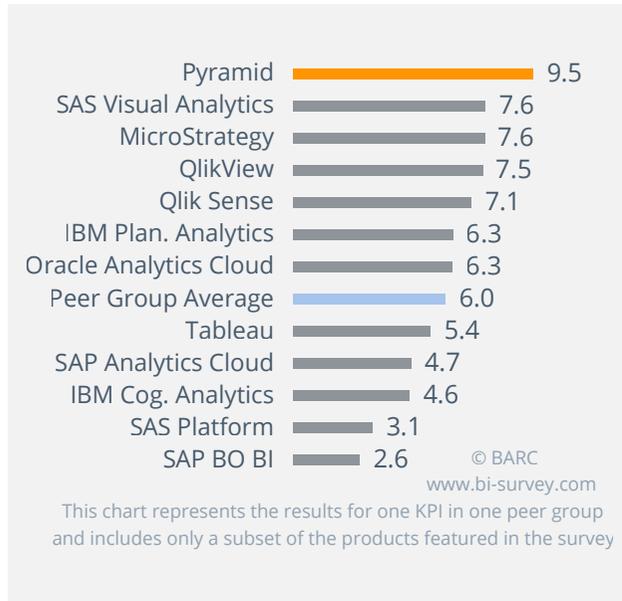


This KPI is based on the achievement level of a variety of business benefits.

## Business Benefits – Top-ranked



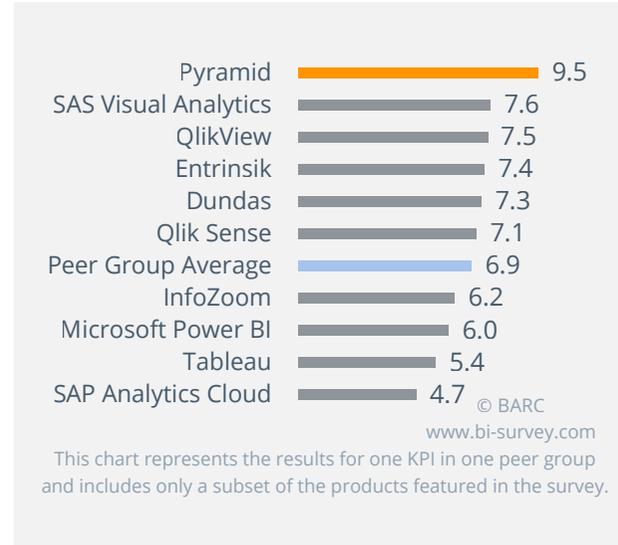
Peer Group: Large/Enterprise-Wide Implementations



## Business Benefits – Top-ranked



Peer Group: Self-Service Analytics-focused Products



## Business Benefits

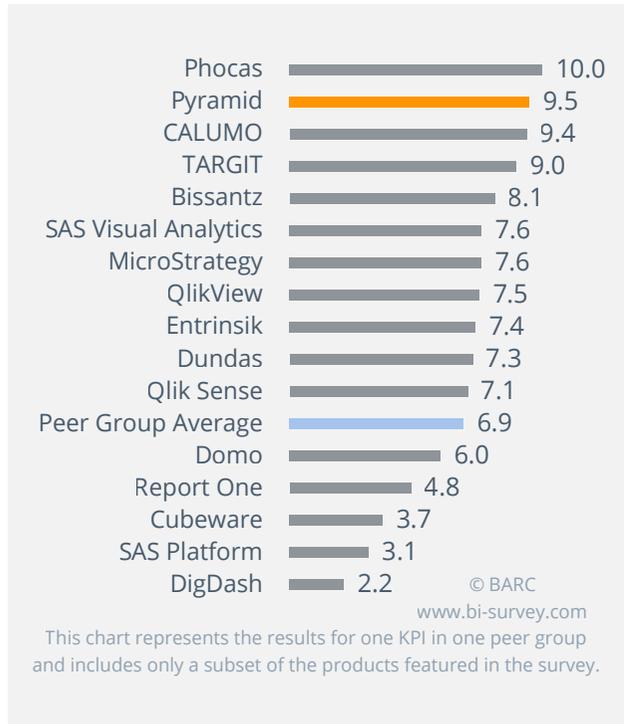


Survey results show that Pyramid customers clearly benefit from using the software. We asked customers to rate their level of achievement of 11 different business benefits. Pyramid scored well above average in almost all of these benefits. Compared to other vendors in the survey, Pyramid customers are especially likely to be able to reduce costs, improve customer satisfaction and improve operational efficiency. A rating of 9.5/10 in the *Business Benefits* KPI is the second best in the whole BI & Analytics Survey 22, placing Pyramid top of the *Large/Enterprise-Wide Implementations* and *Self-Service Analytics-focused Products* peer groups.

## Business Benefits – Leader



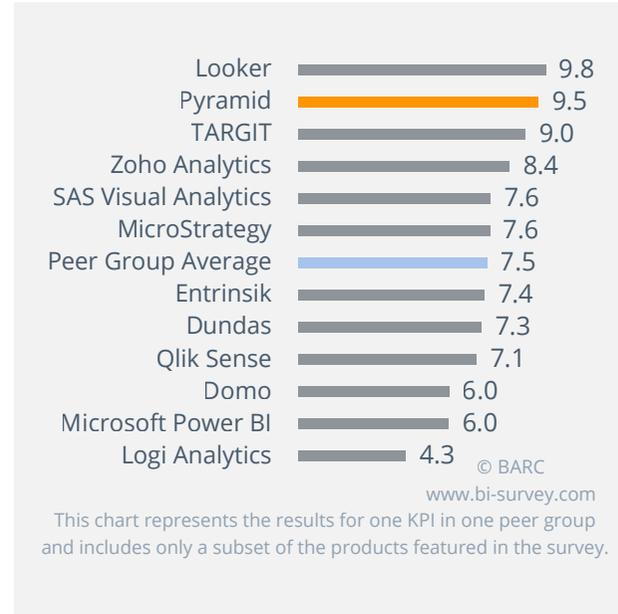
Peer Group: BI & Analytics Specialists



## Business Benefits – Leader



Peer Group: Embedded Analytics-focused Products



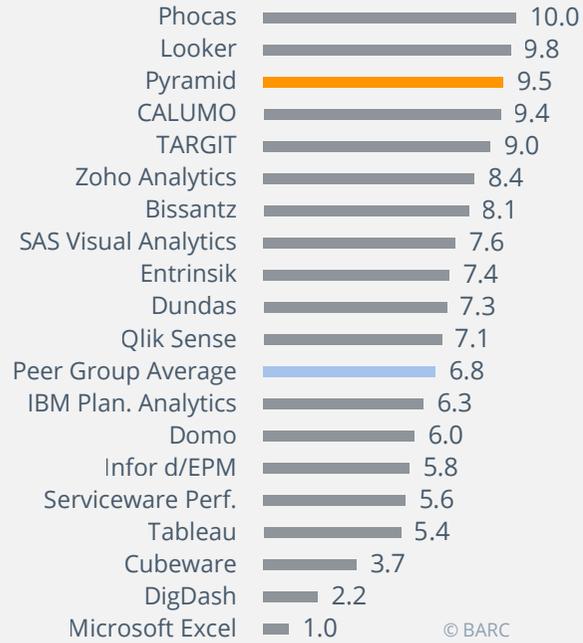
# Business Benefits



## Business Benefits – Leader



Peer Group: Ad Hoc Reporting-focused Products



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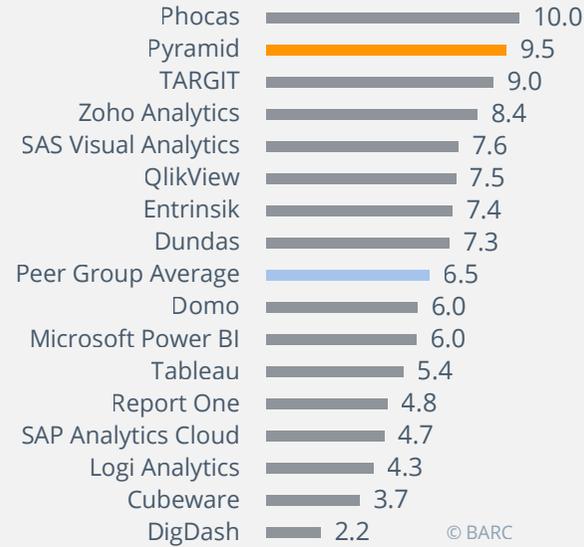
www.bi-survey.com

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

## Business Benefits – Leader



Peer Group: Dashboarding-focused Products



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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.

# Business Benefits



# Project Success

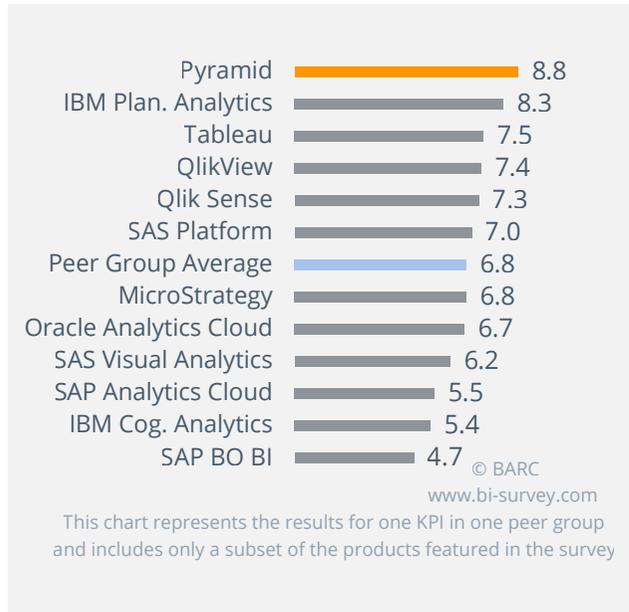


This KPI is based on the implementation satisfaction level and the frequency of projects completed on time and on budget.

## Project Success – Top-ranked



Peer Group: Large/Enterprise-Wide Implementations



## Consistently outstanding in Project Success

Peer Group: Large/Enterprise-Wide Implementations



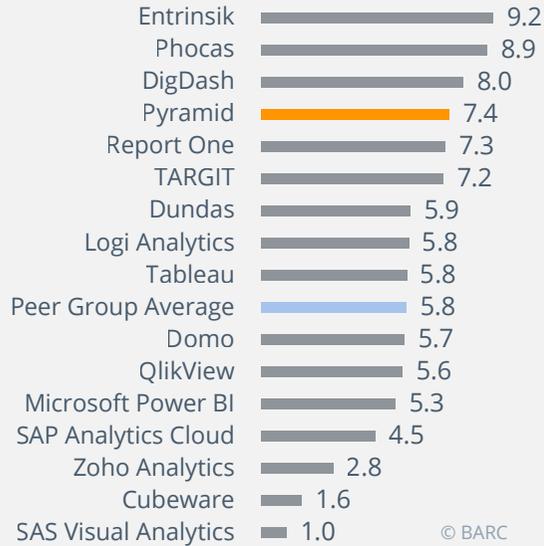
# Project Success

Pyramid seems to satisfy its demanding customers in terms of costs: Price-performance ratio is the third most frequently cited reason why they purchase Pyramid Analytics; they highlight the product's impact on reducing their costs; and most were also able to complete their projects within budget. Moreover, the level of satisfaction of users and administrators with their Pyramid implementations was above the survey average this year. These results lead to an 8.8/10 rating in the *Project Success* KPI. Pyramid Analytics tops the *Large/Enterprise-Wide Implementations* peer group for the fifth time in a row this year.

## Project Success – Leader



Peer Group: Dashboarding-focused Products



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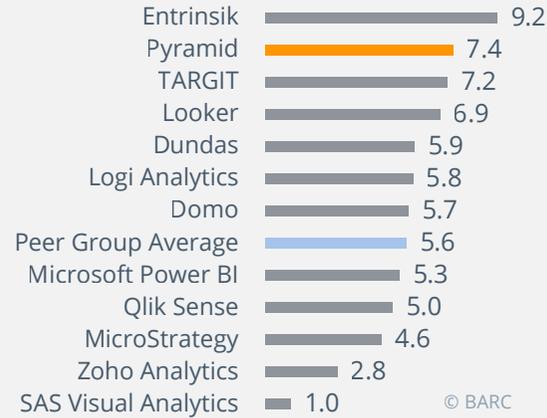
www.bi-survey.com

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

## Project Success – Leader



Peer Group: Embedded Analytics-focused Products



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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.

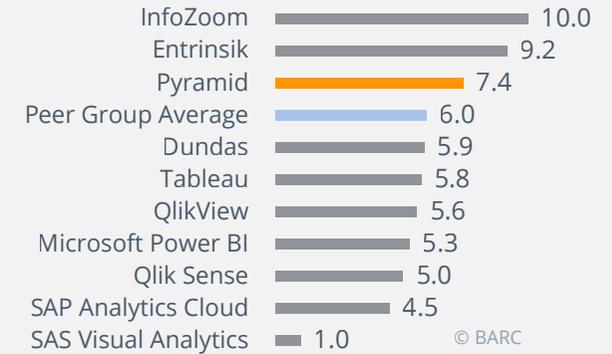
## Project Success



## Project Success – Leader



Peer Group: Self-Service Analytics-focused Products



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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 Value

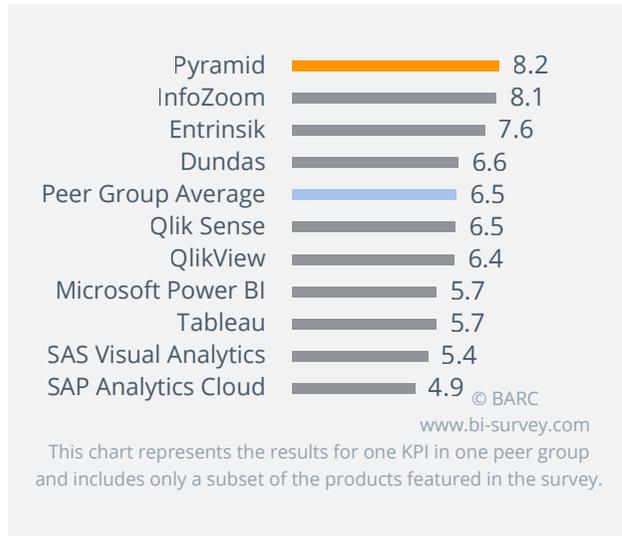


This KPI combines the *Business Benefits*, *Project Success* and *Project Length* KPIs.

## Business Value – Top-ranked

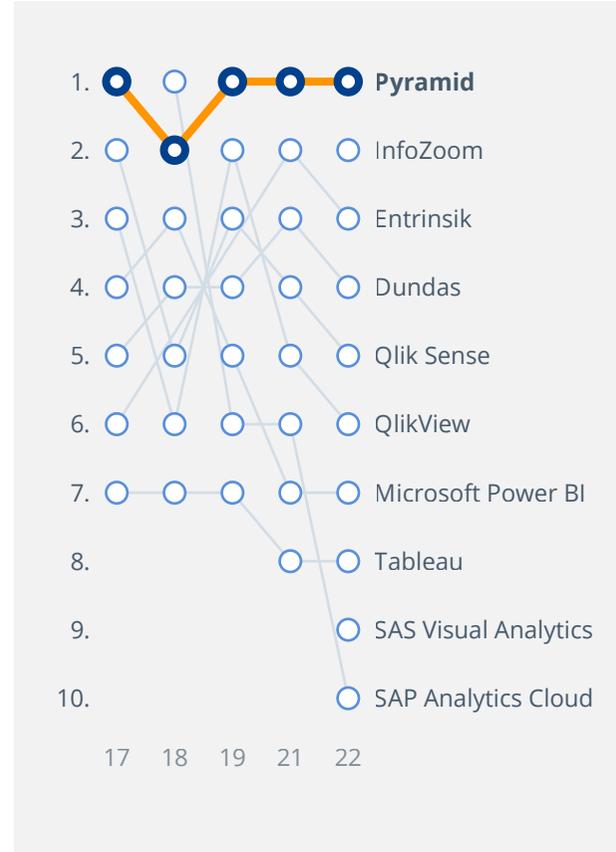


Peer Group: Self-Service Analytics-focused Products



## Consistently outstanding in Business Value

Peer Group: Self-Service Analytics-focused Products



# Business Value



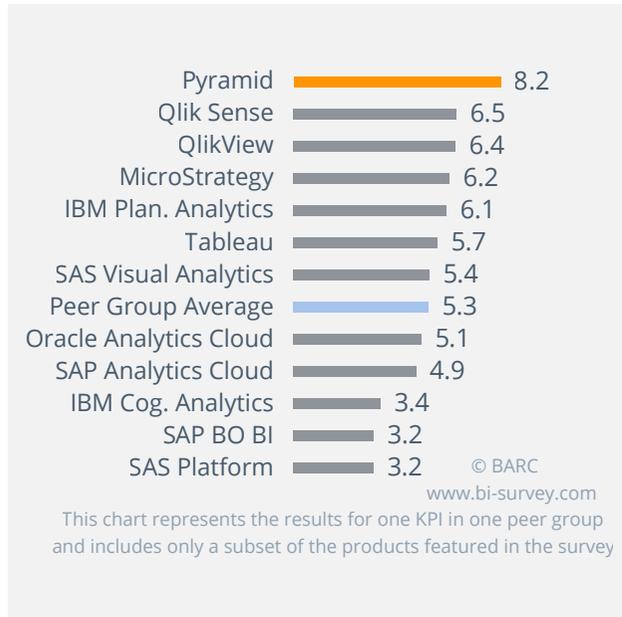
## BARC Viewpoint

Pyramid Analytics provides impressive business value to its customers, as demonstrated by two top spots and four leading positions in the *Business Value* KPI this year. Pyramid is implemented in an average of 3.73 months, which is faster than most of its competitors. Besides serving regular reporting demands, this modern platform is equipped with capabilities such as NLQ and NLG, which enables business users to save time by helping them to query and visualize the data faster than they would using traditional reporting functions.

## Business Value – Top-ranked



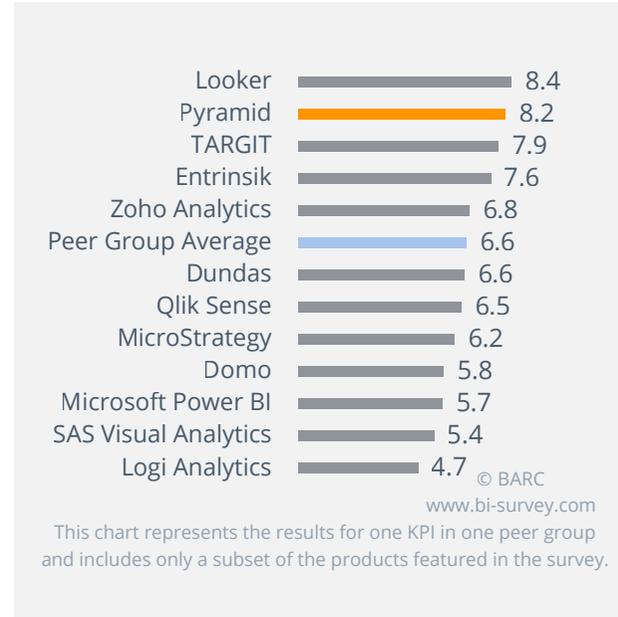
Peer Group: Large/Enterprise-Wide Implementations



## Business Value – Leader



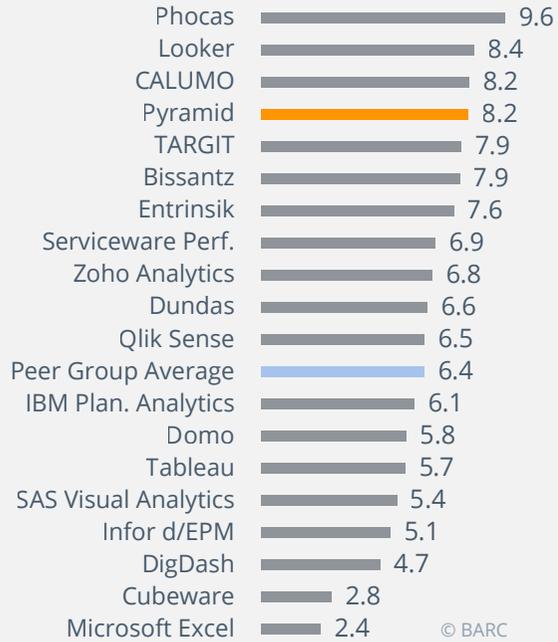
Peer Group: Embedded Analytics-focused Products



## Business Value – Leader



Peer Group: Ad Hoc Reporting-focused Products



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

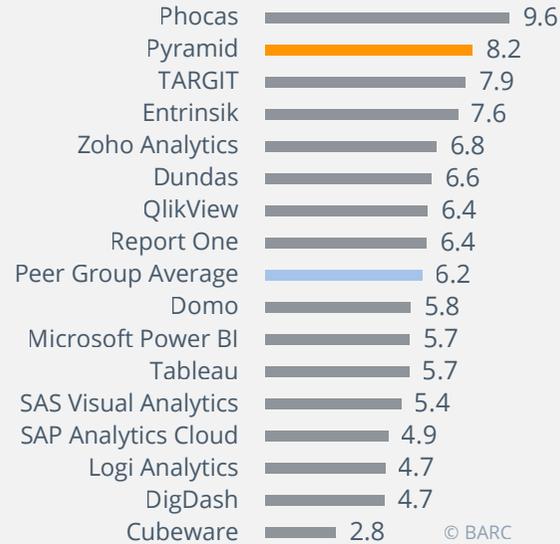
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## Business Value – Leader



Peer Group: Dashboarding-focused Products



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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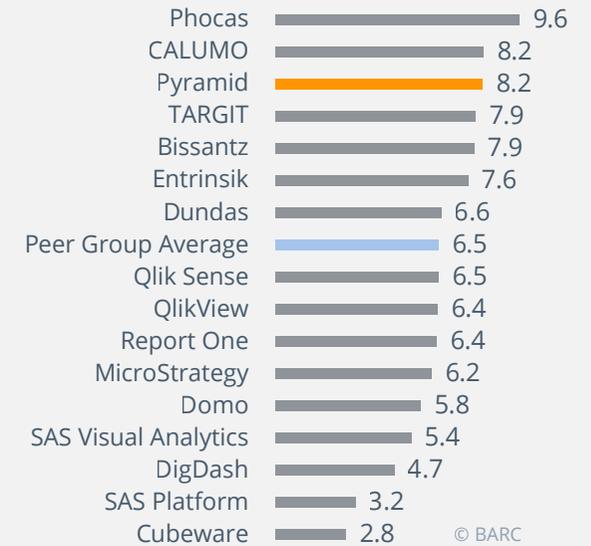
## Business Value



## Business Value – Leader



Peer Group: BI & Analytics Specialists

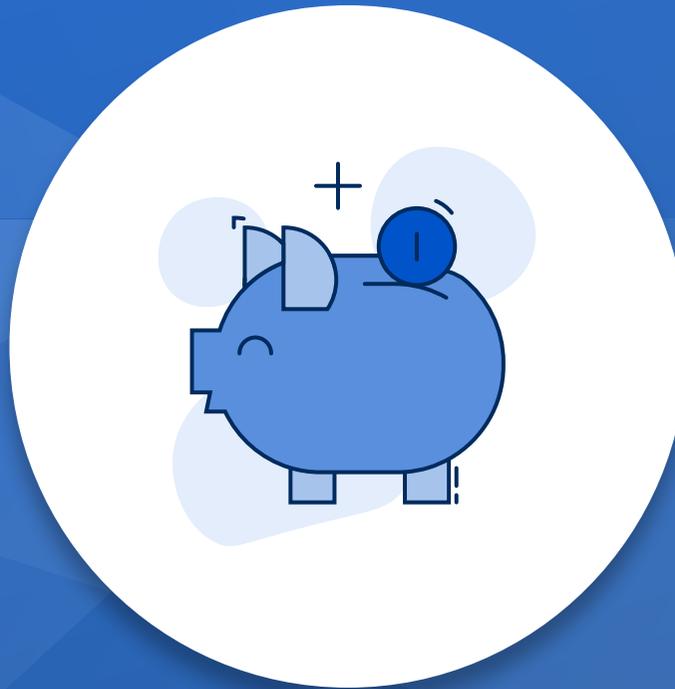


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

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# Price to Value

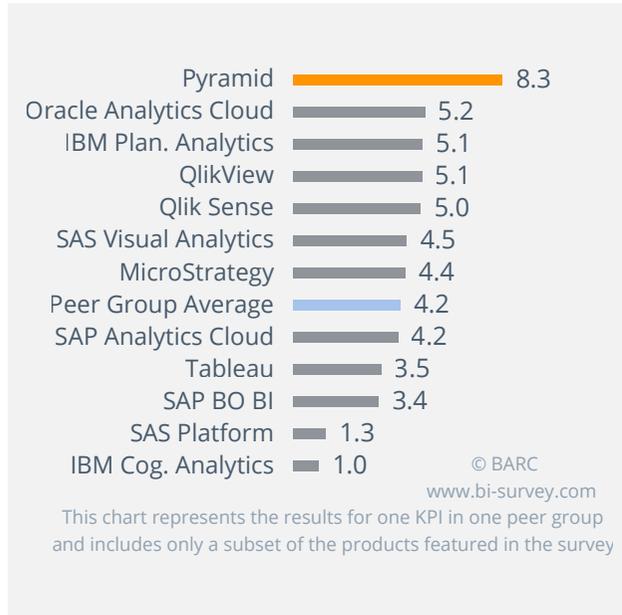


This KPI is based on how users rate their BI tool in terms of its price-performance ratio.

## Price to Value – Top-ranked

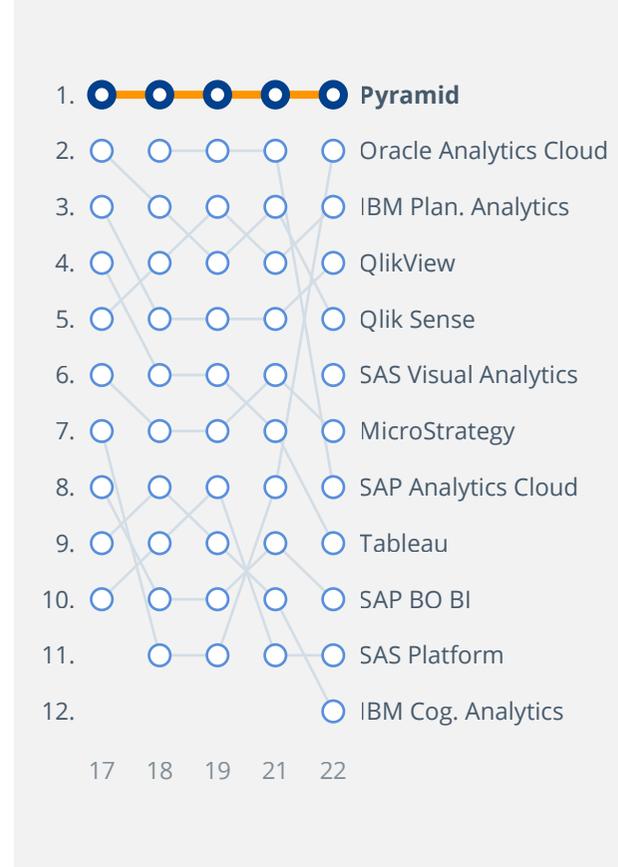


Peer Group: Large/Enterprise-Wide Implementations



## Consistently top-ranked in Price to Value

Peer Group: Large/Enterprise-Wide Implementations



## Price to Value

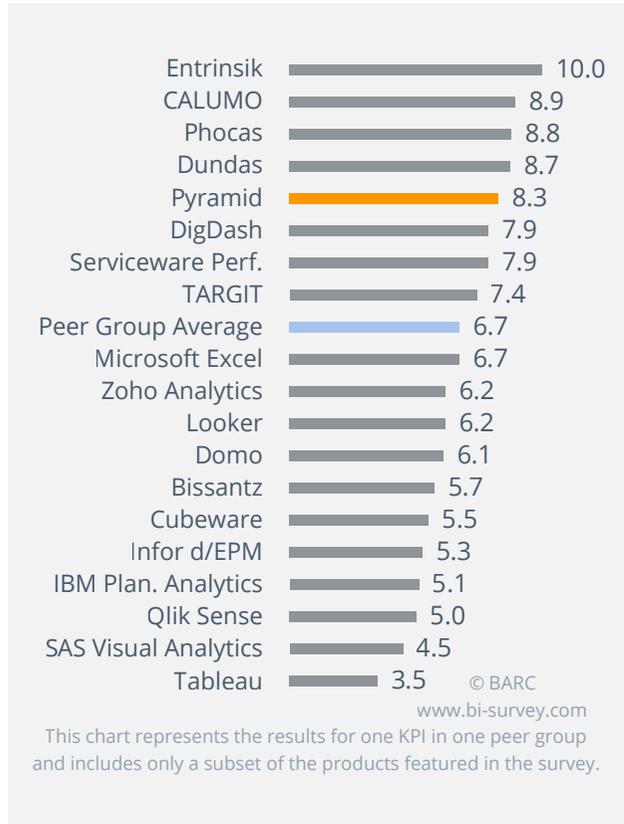


Although Pyramid customers seem to be cost-sensitive, 55 percent rated the product's value for money as "excellent". A further 33 percent rated it as "good", leading to an 8.3/10 rating in the *Price to Value* KPI and first place in the *Large/Enterprise-Wide Implementations* peer group for the fifth year in a row. The vendor guarantees straightforward pricing with no surprises or hidden costs and it seems to be keeping its promise.

## Price to Value – Leader



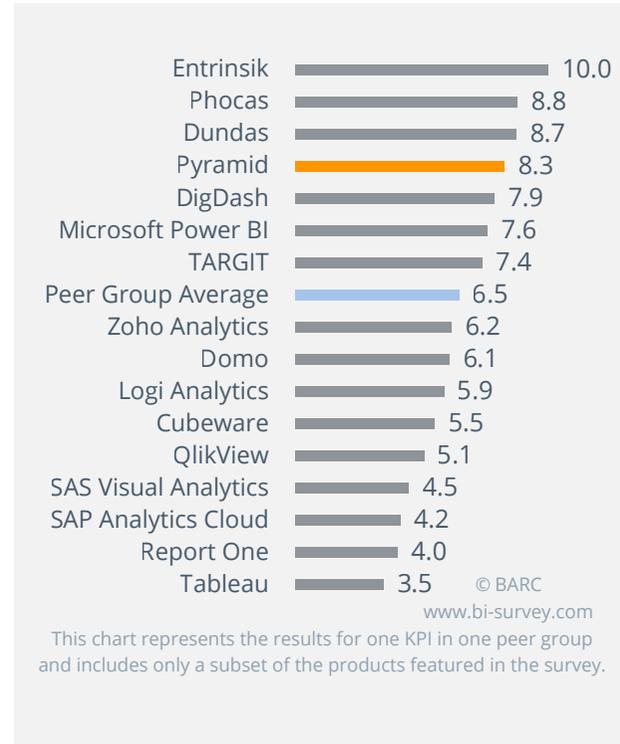
Peer Group: Ad Hoc Reporting-focused Products



## Price to Value – Leader



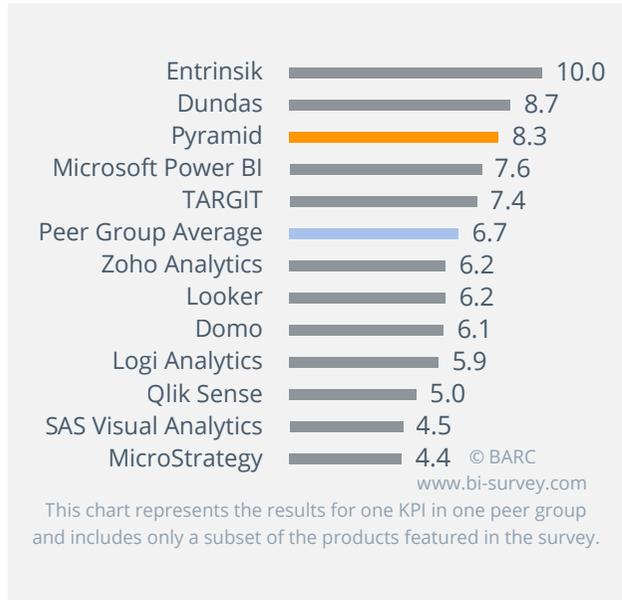
Peer Group: Dashboarding-focused Products



## Price to Value – Leader



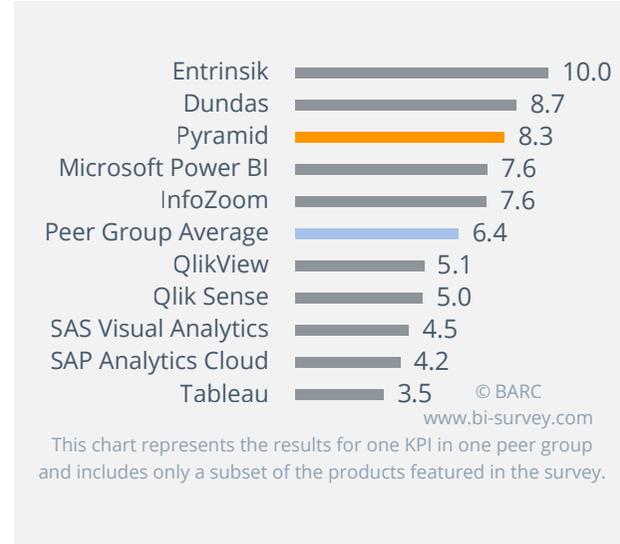
Peer Group: Embedded Analytics-focused Products



## Price to Value – Leader



Peer Group: Self-Service Analytics-focused Products



# Recommendation

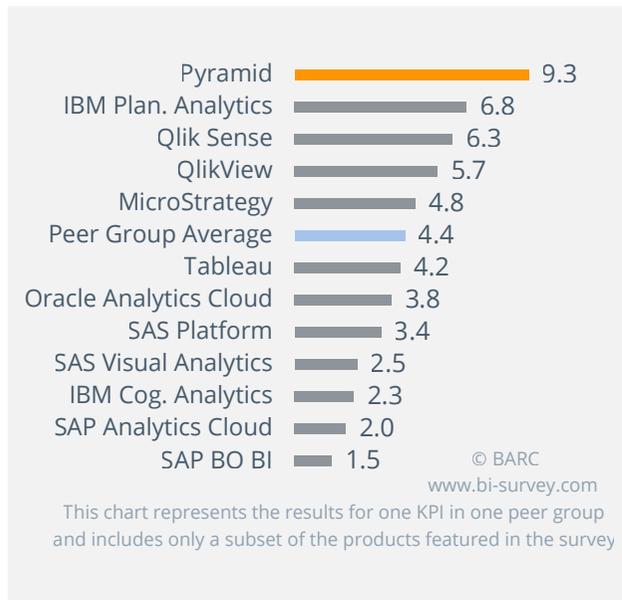


This KPI is based on the proportion of users that say they would recommend the product to others.

## Recommendation – Top-ranked

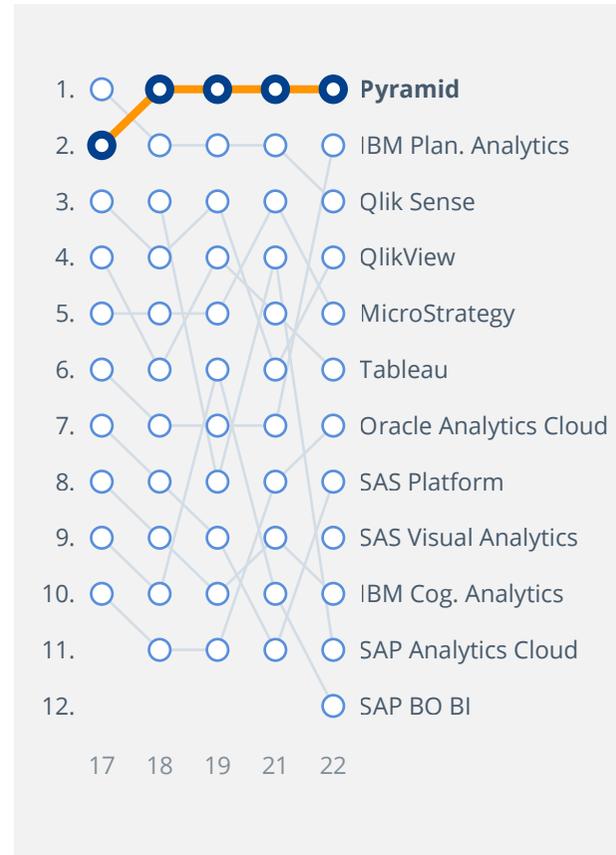


Peer Group: Large/Enterprise-Wide Implementations



## Consistently outstanding in Recommendation

Peer Group: Large/Enterprise-Wide Implementations



## Recommendation

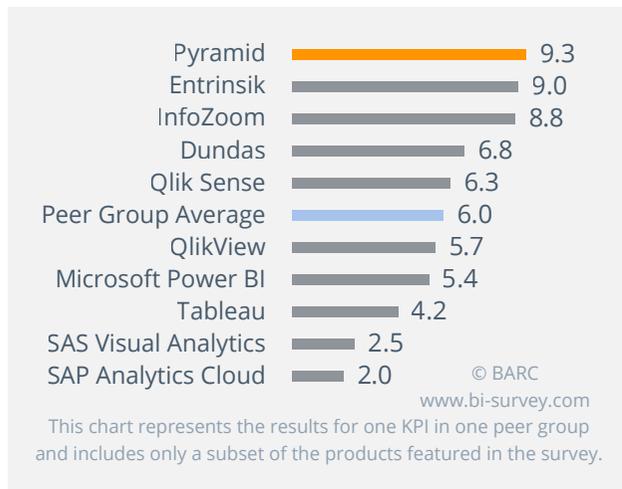


All the Pyramid users surveyed said they would recommend the product to their peers. An extraordinary 86 percent even stated they would “definitely” recommend it: the second highest rate in the whole BI & Analytics Survey 22. This results in top-two placements for Pyramid Analytics in all of its peer groups. This is a great result and a perfect foundation for the company to grow and expand upon. One customer gave the following glowing review: “It’s quite cost-efficient, easy to implement and use, and great value to customers.”

## Recommendation – Top-ranked



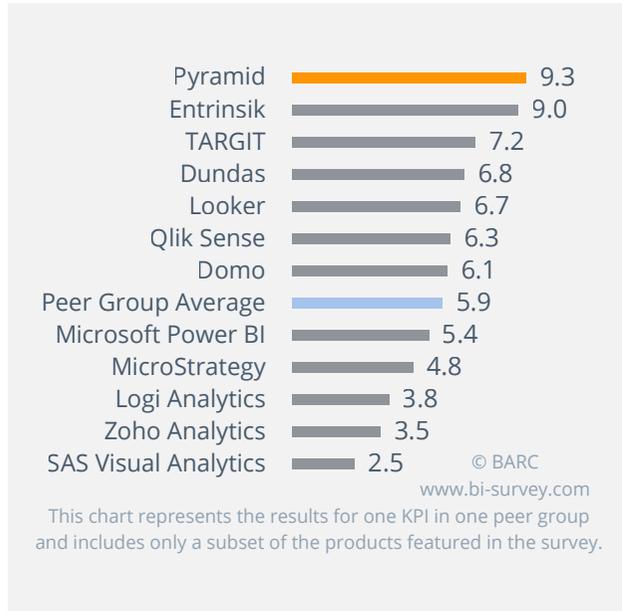
Peer Group: Self-Service Analytics-focused Products



## Recommendation – Top-ranked



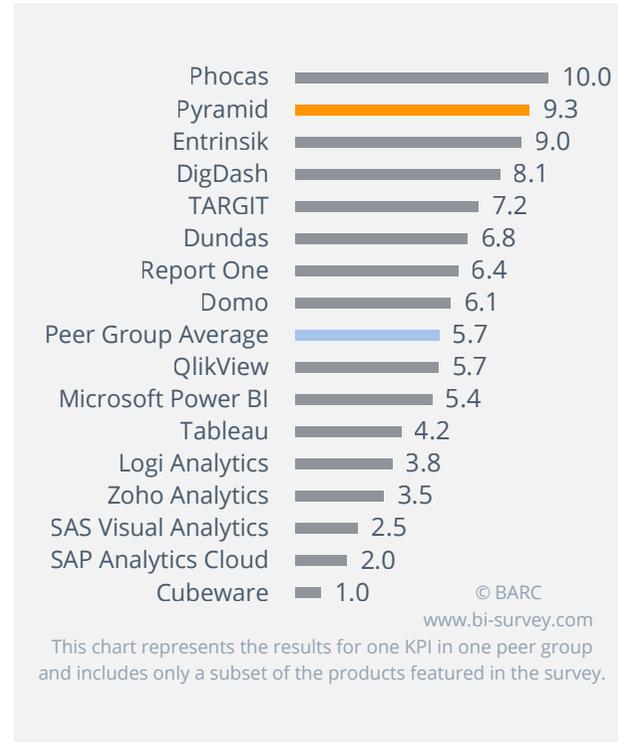
Peer Group: Embedded Analytics-focused Products



## Recommendation – Leader



Peer Group: Dashboarding-focused Products

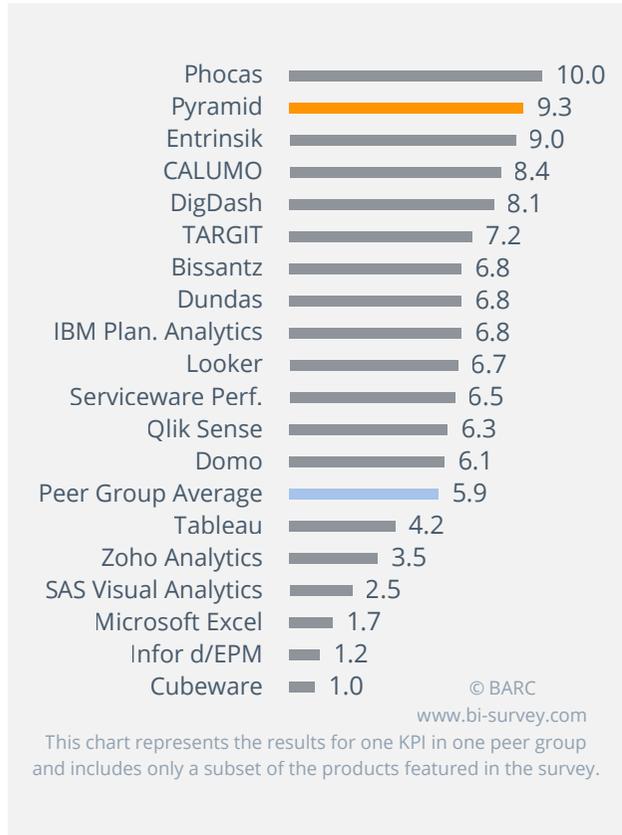


# Recommendation

## Recommendation – Leader



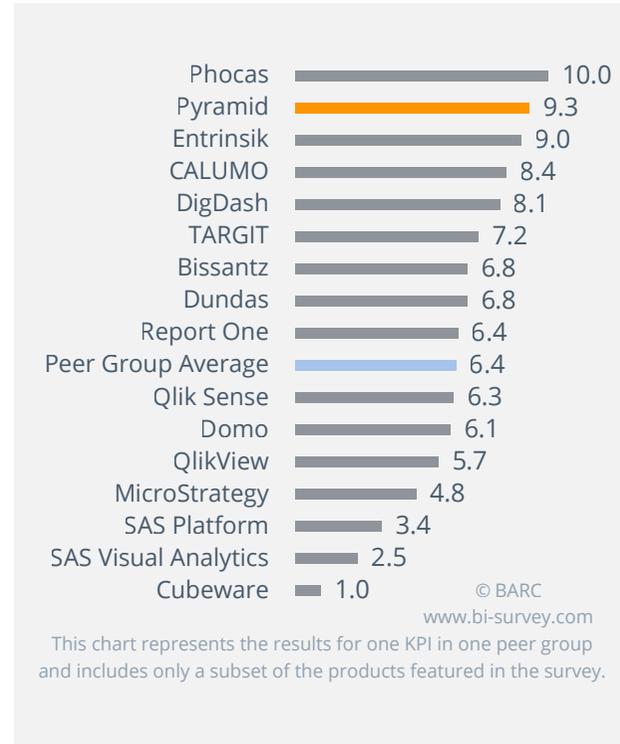
Peer Group: Ad Hoc Reporting-focused Products



## Recommendation – Leader



Peer Group: BI & Analytics Specialists



# Recommendation



# Vendor Support

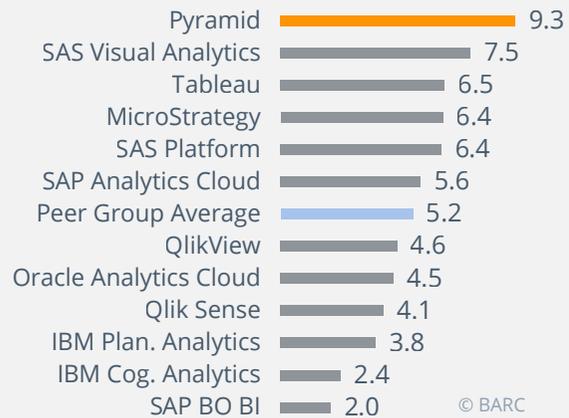


This KPI measures user satisfaction with the level of vendor support provided for the product.

## Vendor Support – Top-ranked



Peer Group: Large/Enterprise-Wide Implementations



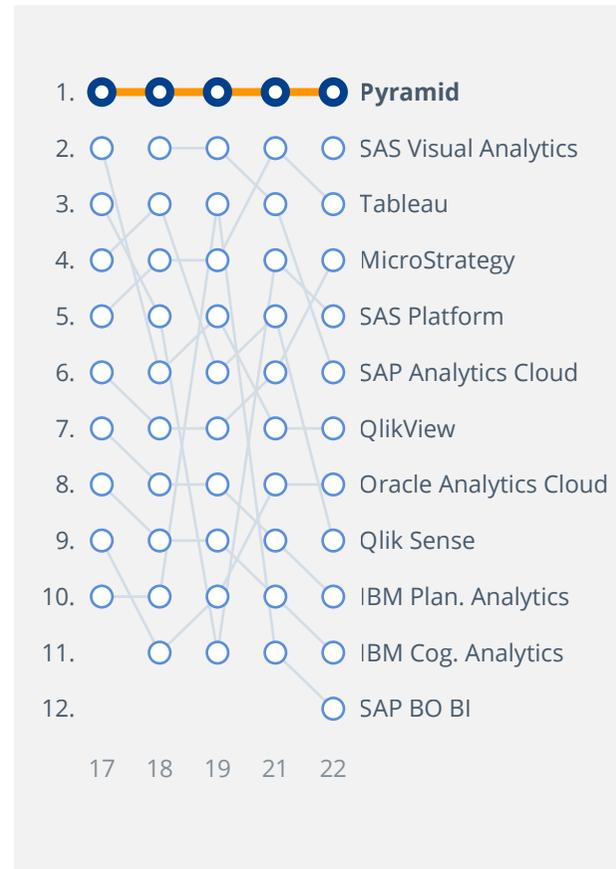
© BARC

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

## Consistently top-ranked in Vendor Support

Peer Group: Large/Enterprise-Wide Implementations



## Vendor Support

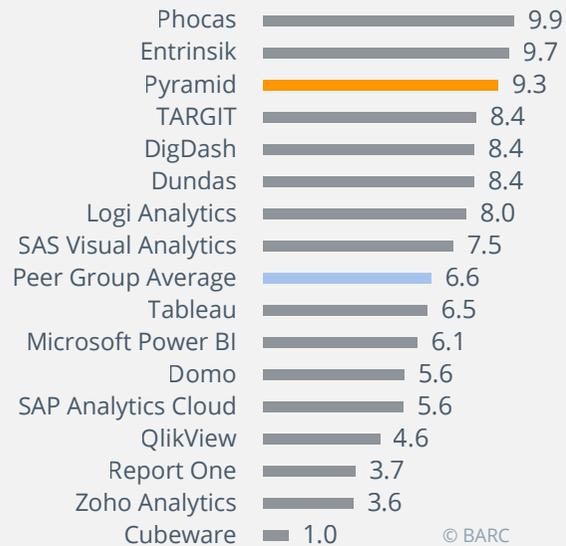


All Pyramid customers responding to this year's survey were satisfied with the vendor's support services. Over 90 percent even rated them as "good" or "excellent". This feedback results in a 9.3/10 rating in the *Vendor Support* KPI and a top ranking in the *Large/Enterprise-Wide Implementations* peer group for the fifth year in a row. With staff spread around the globe and its developers mainly based in Israel, Pyramid Analytics seems to operate a very efficient support function. As one customer puts it, "The vendor is wonderful and it has changed analytics in our organization."

## Vendor Support – Leader



Peer Group: Dashboarding-focused Products



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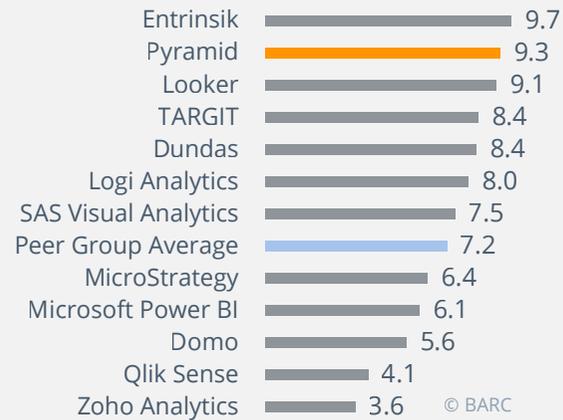
www.bi-survey.com

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

## Vendor Support – Leader



Peer Group: Embedded Analytics-focused Products



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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.

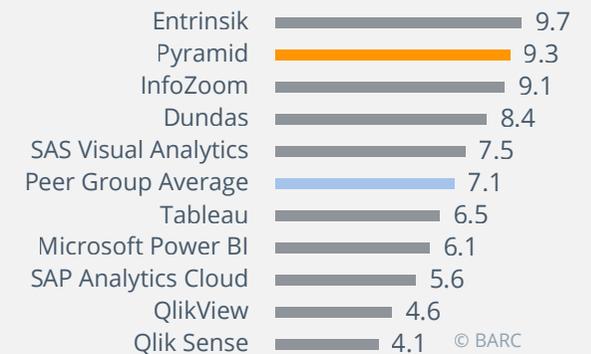
## Vendor Support



## Vendor Support – Leader



Peer Group: Self-Service Analytics-focused Products



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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.

# Implementer Support

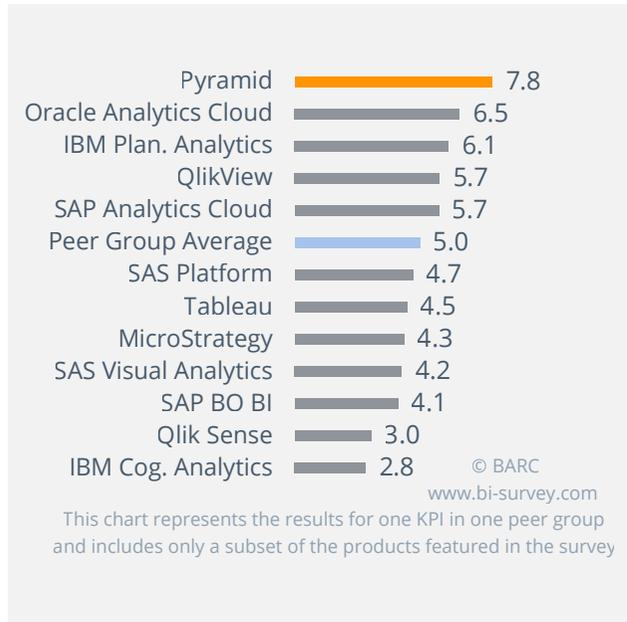


This KPI measures user satisfaction with the level of the implementer's support for the product.

## Implementer Support – Top-ranked

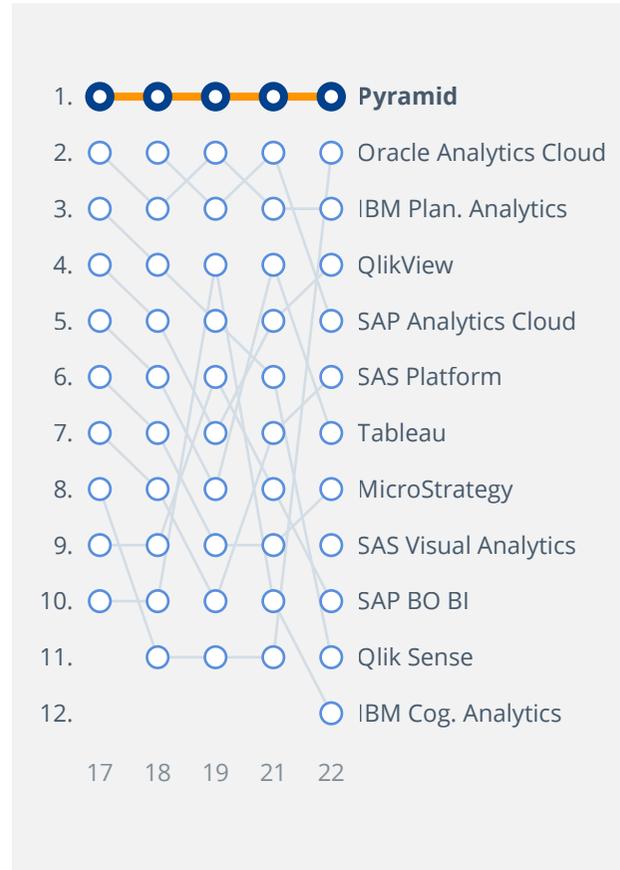


Peer Group: Large/Enterprise-Wide Implementations



## Consistently top-ranked in Implementer Support

Peer Group: Large/Enterprise-Wide Implementations



# Implementer Support

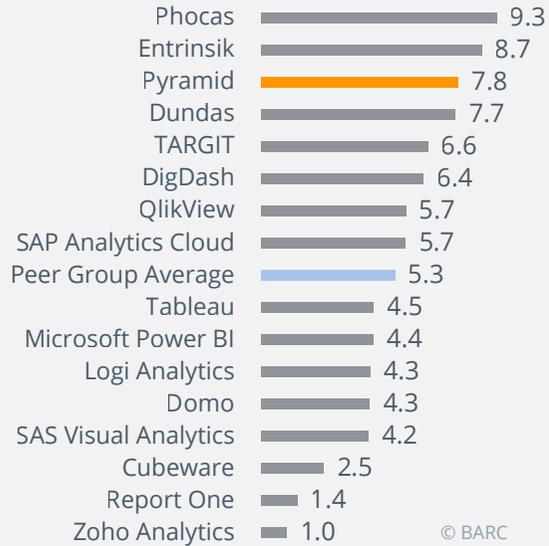



A vendor with the ambition to grow and expand quickly needs reliable implementers to ensure project and customer success. Positive feedback in The BI & Analytics Survey 22 indicates that Pyramid seems to select its partners very carefully. Strong results in the *Project Success* KPI show that customers are generally happy with their implementation projects, which are mostly done by partners. All the Pyramid customers responding to this survey were also satisfied with the support provided by implementers. 26 percent even claimed they have had no need to call on implementer support.

## Implementer Support – Leader



Peer Group: Dashboarding-focused Products



© BARC

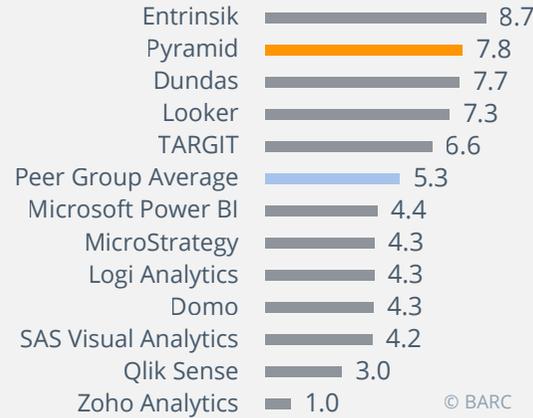
www.bi-survey.com

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

## Implementer Support – Leader



Peer Group: Embedded Analytics-focused Products



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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.

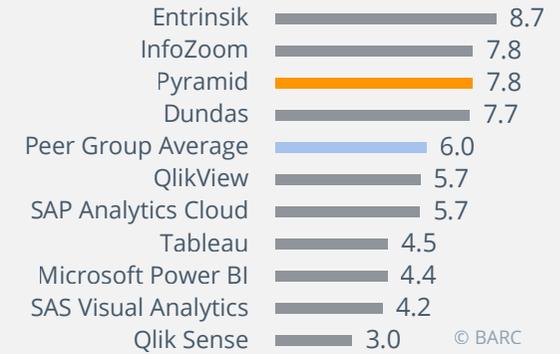
## Implementer Support



### Implementer Support – Leader



Peer Group: Self-Service Analytics-focused Products



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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.

# Product Satisfaction

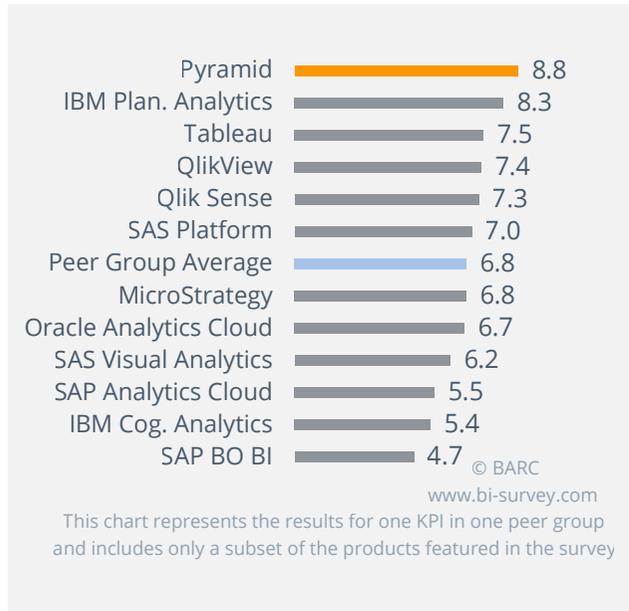


This KPI is based on the level of satisfaction with the product.

## Product Satisfaction – Top-ranked



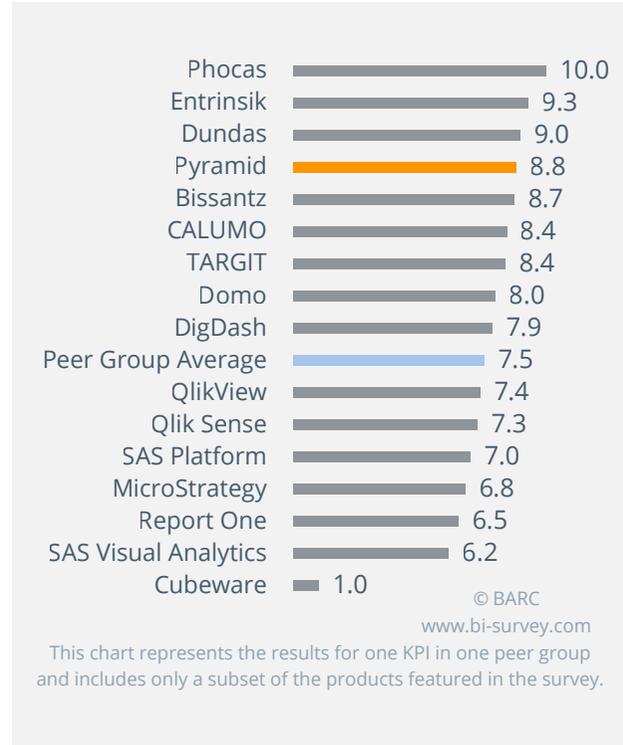
Peer Group: Large/Enterprise-Wide Implementations



## Product Satisfaction – Leader



Peer Group: BI & Analytics Specialists



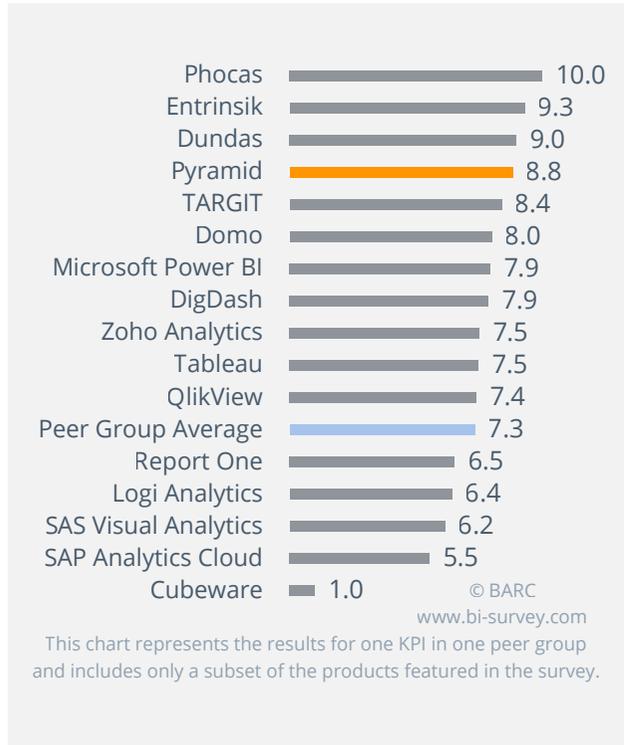
# Product Satisfaction

80 percent of Pyramid customers are very satisfied with the product: the second best value in the whole BI & Analytics Survey this year. This great feedback results in a rating of 8.8/10 in the *Product Satisfaction* KPI and top spot in the *Large/Enterprise-Wide Implementations* peer group. Leadership positions in a further four peer groups simply serve to reinforce the high opinion customers have of the Pyramid platform.

## Product Satisfaction – Leader



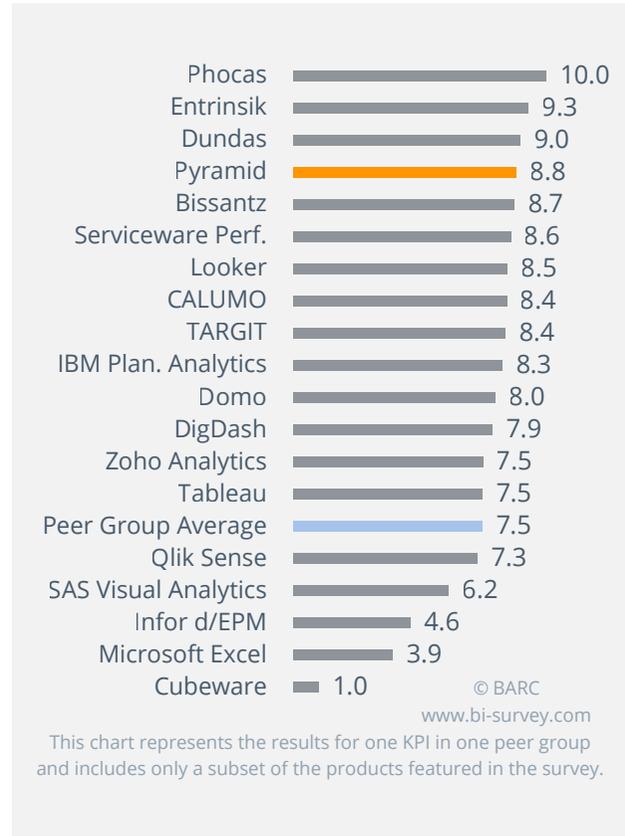
Peer Group: Dashboarding-focused Products



## Product Satisfaction – Leader



Peer Group: Ad Hoc Reporting-focused Products



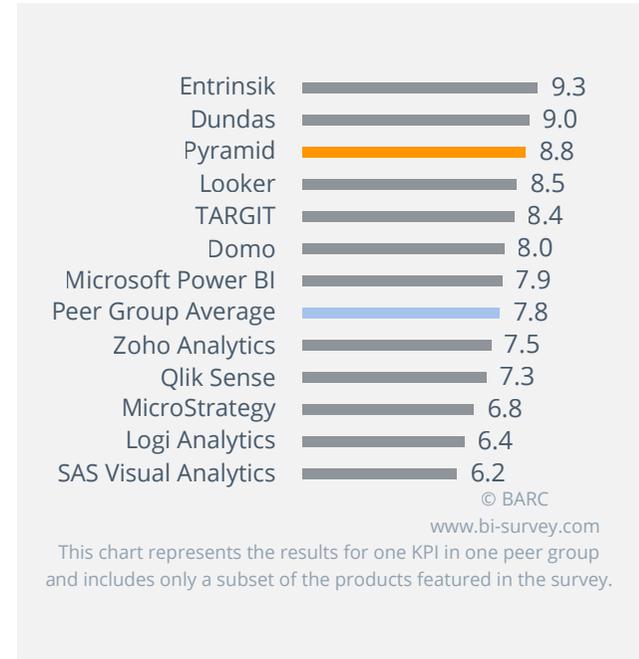
# Product Satisfaction



## Product Satisfaction – Leader



Peer Group: Embedded Analytics-focused Products



# Customer Satisfaction

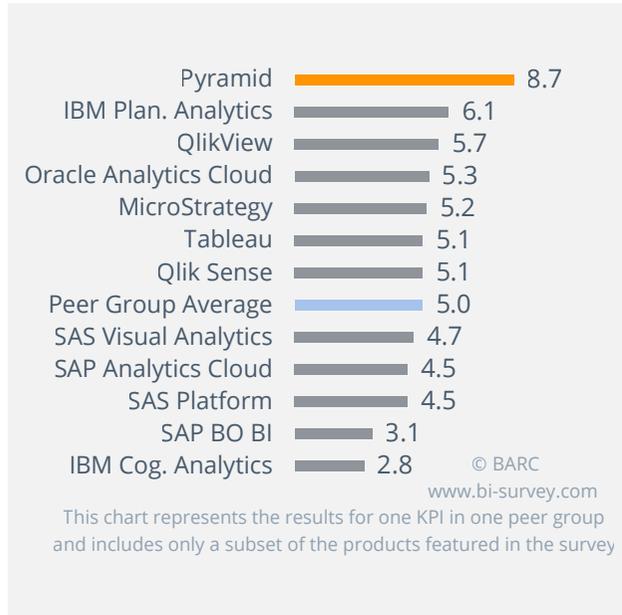


This KPI combines the *Price to Value*, *Recommendation*, *Vendor Support*, *Implementer Support* and *Product Satisfaction* KPIs.

## Customer Satisfaction – Top-ranked

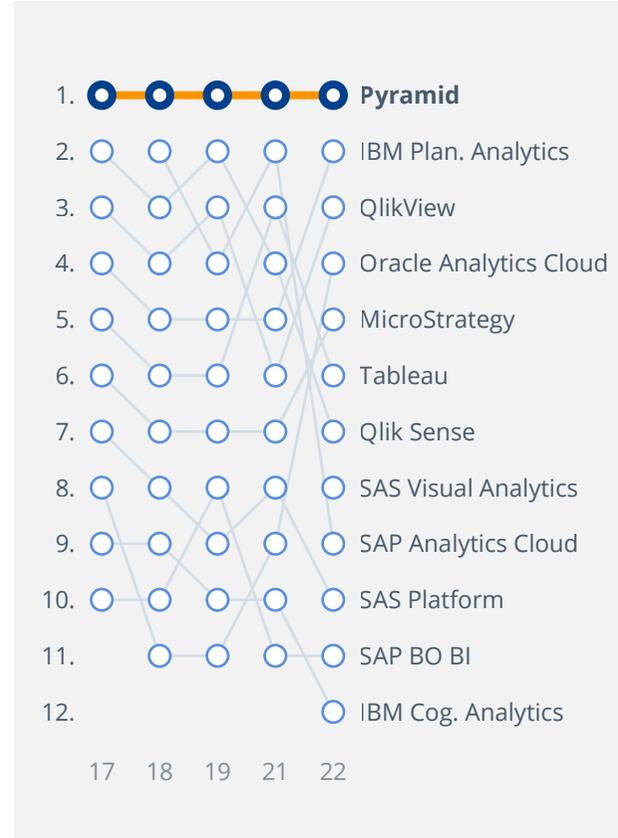


Peer Group: Large/Enterprise-Wide Implementations



## Consistently top-ranked in Customer Satisfaction

Peer Group: Large/Enterprise-Wide Implementations



## Customer Satisfaction

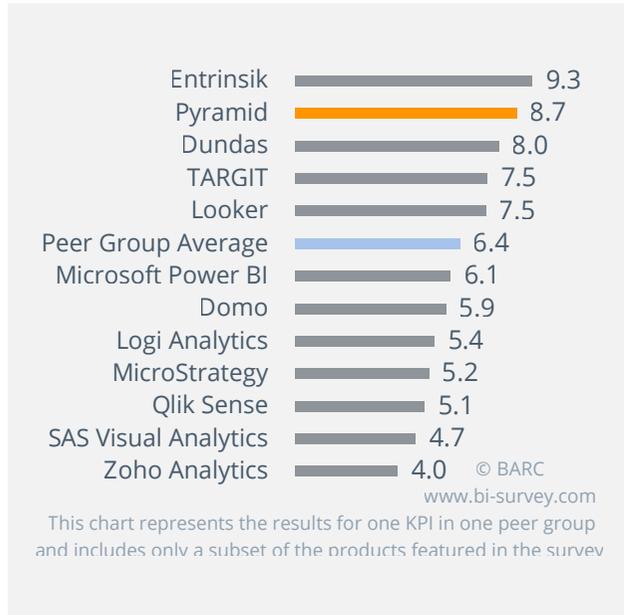


Pyramid Analytics achieves great results in the aggregated *Customer Satisfaction* KPI, topping the *Large/Enterprise-Wide Implementations* peer group for the fifth time in a row – and by a country mile this year. The vendor ranks among the leaders in its other peer groups. These achievements show that while still growing, Pyramid Analytics is not losing its focus on customers. Fair pricing and a high level of service are keeping customers happy and turning them into fans.

## Customer Satisfaction – Leader

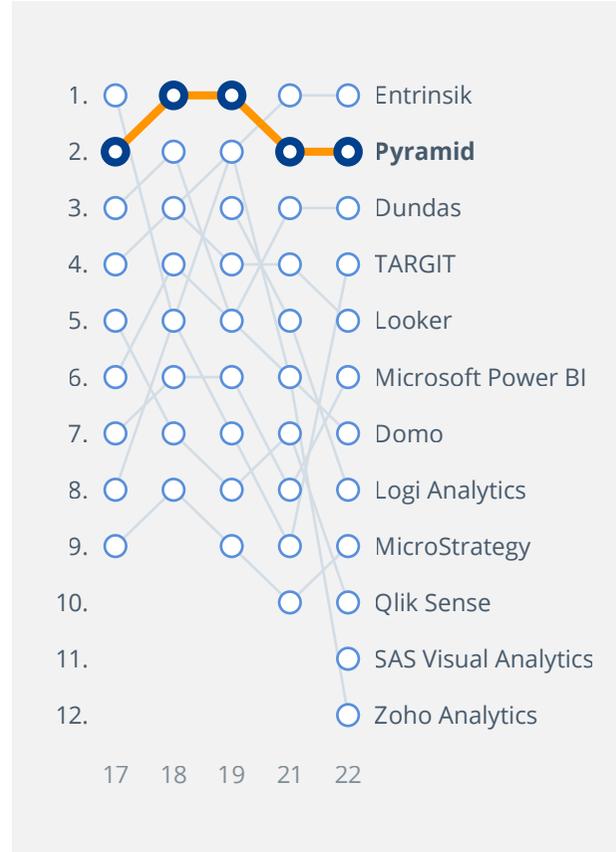


Peer Group: Embedded Analytics-focused Products



## Consistently top-ranked in Customer Satisfaction

Peer Group: Embedded Analytics-focused Products



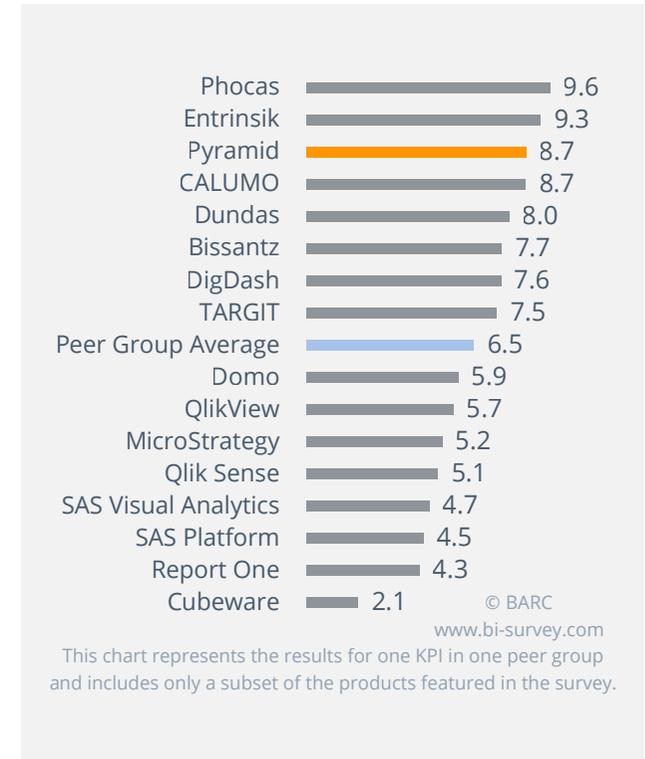
## Customer Satisfaction



## Customer Satisfaction – Leader



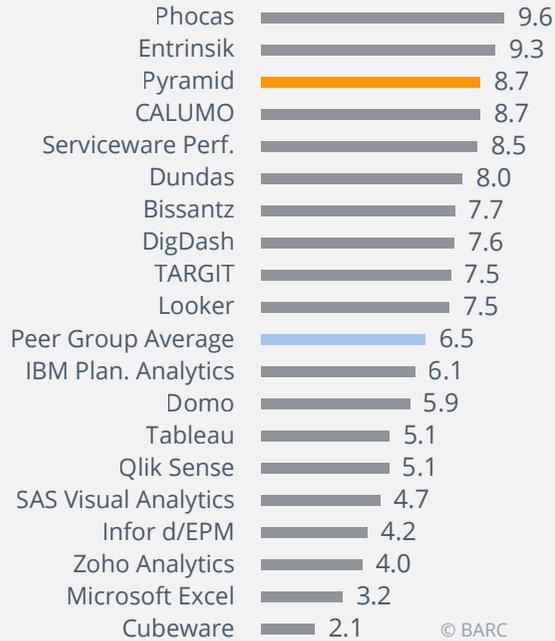
Peer Group: : BI & Analytics Specialists



## Customer Satisfaction – Leader



Peer Group: Ad Hoc Reporting-focused Products



© BARC

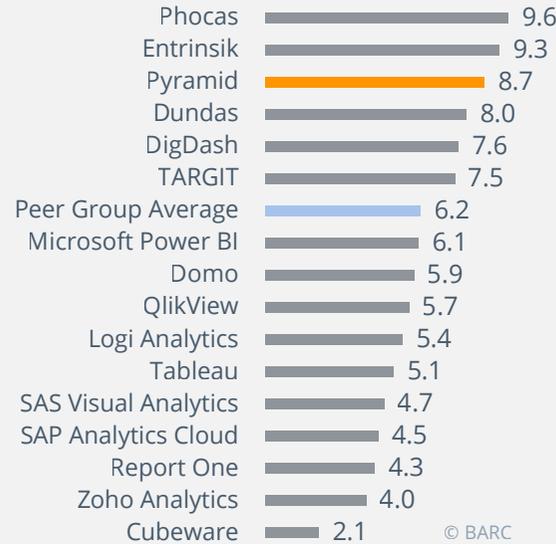
www.bi-survey.com

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

## Customer Satisfaction – Leader



Peer Group: Dashboarding-focused Products



© BARC

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.

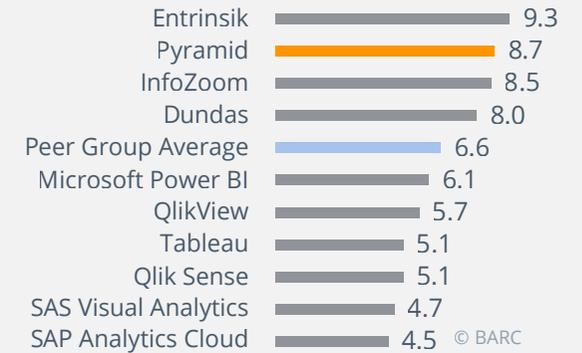
## Customer Satisfaction



## Customer Satisfaction – Leader



Peer Group: Self-Service Analytics-focused Products



© BARC

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.

# Dashboards

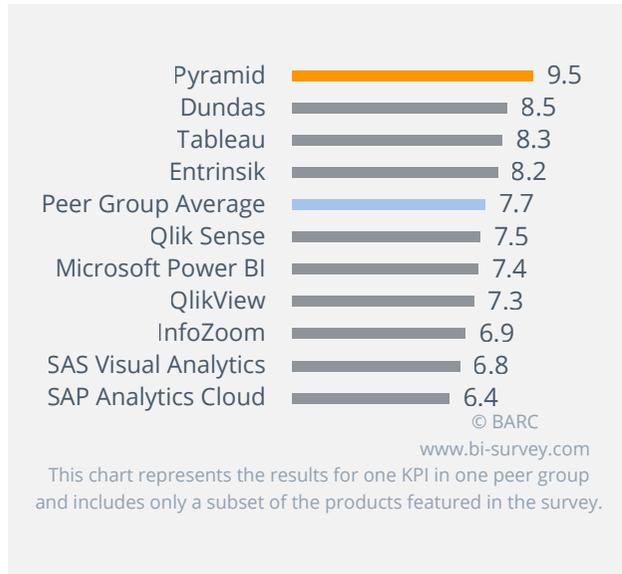


This KPI is based on how users rate their BI tool for creating dashboards/ reports (data selection, data visualization, formatting/layout).

## Dashboards – Top-ranked



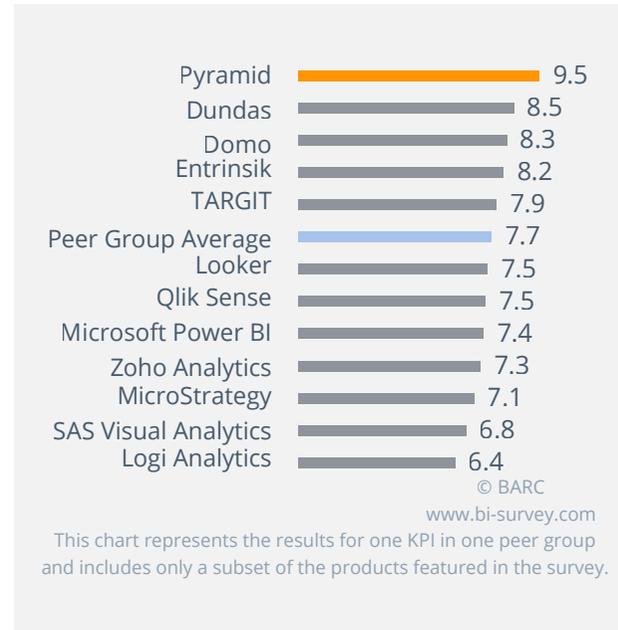
Peer Group: Self-Service Analytics-focused Products



## Dashboards – Top-ranked



Peer Group: Embedded Analytics-focused Products

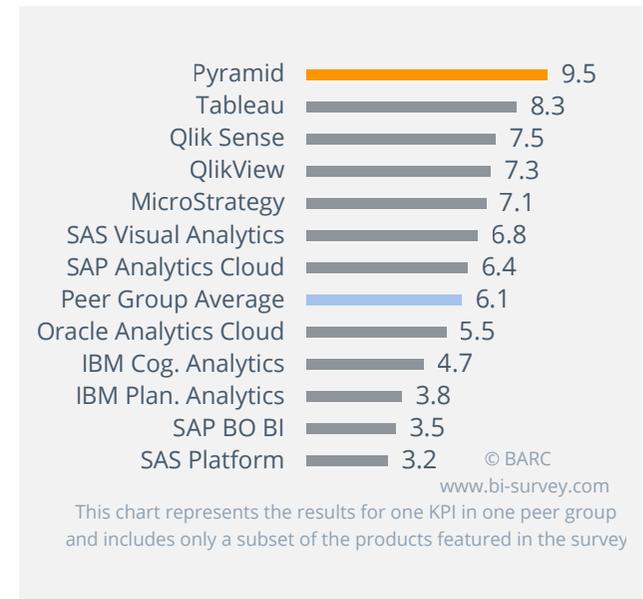


# Dashboards

## Dashboards – Top-ranked



Peer Group: Large/Enterprise-Wide Implementations

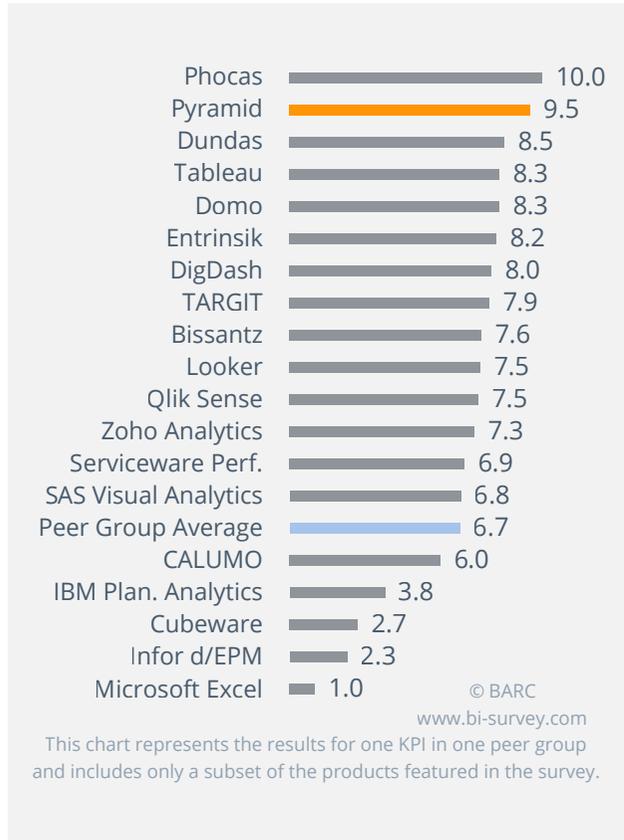


All of the Pyramid users surveyed are happy with the product’s report and dashboard creation capabilities, ranging from data selection to formatting and layout options. 77 percent of this year’s sample even described them as “excellent”, the second highest rate of all the products featured in The BI & Analytics Survey 22. Pyramid is ranked number one in three of its peer groups and second-best in the remaining three in the *Dashboards* KPI. For a relatively young product, this is great customer feedback and shows that Pyramid has built a platform with broad functionality that is able to compete with the more mature and feature-rich tools on the market.

## Dashboards – Leader



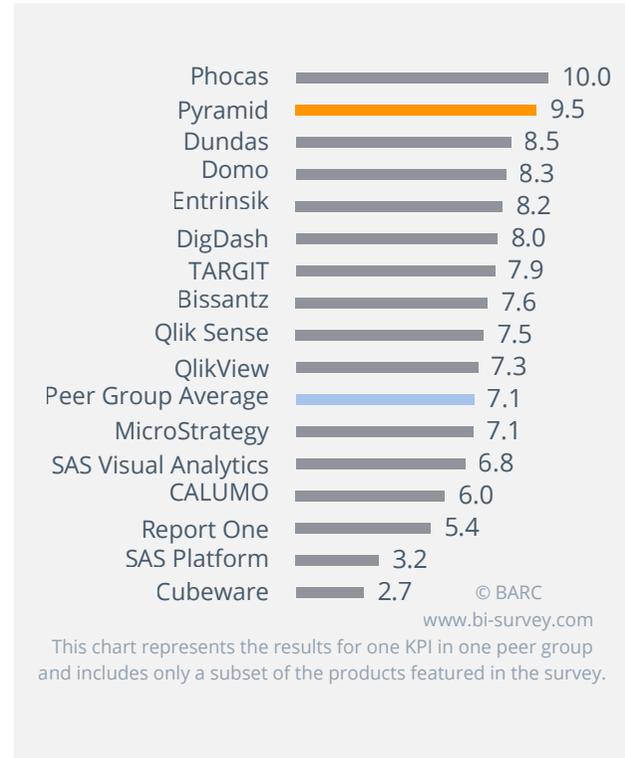
Peer Group: Ad Hoc Reporting-focused Products



## Dashboards – Leader



Peer Group: BI & Analytics Specialists



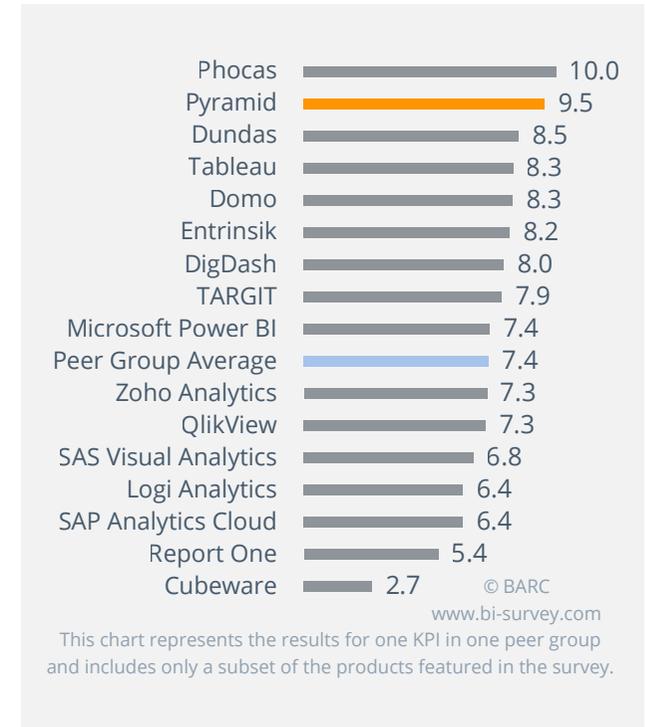
## Dashboards



## Dashboards – Leader



Peer Group: Dashboarding-focused Products



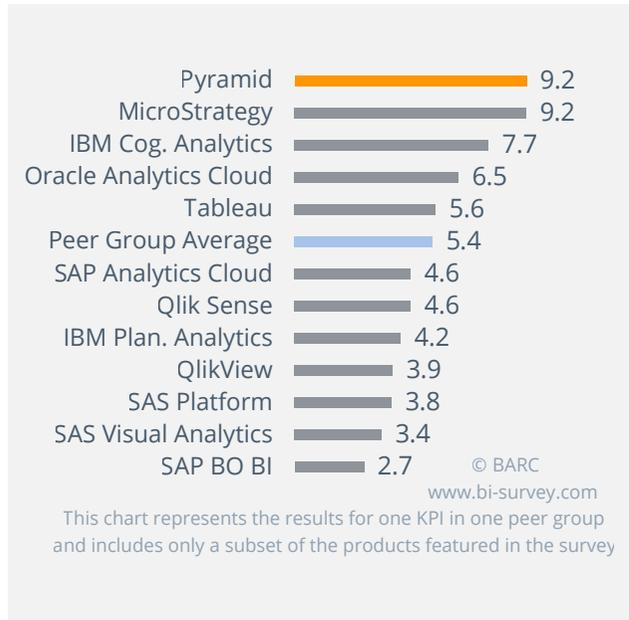
# Distribution of Reports



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

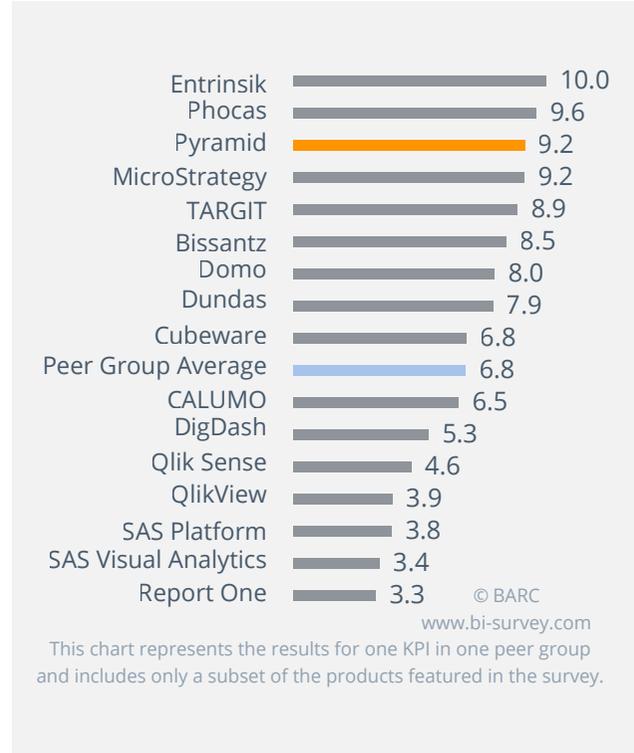
Peer Group: Large/Enterprise-Wide Implementations



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

## Distribution of Reports – Leader

Peer Group: BI & Analytics Specialists



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

# Distribution of Reports

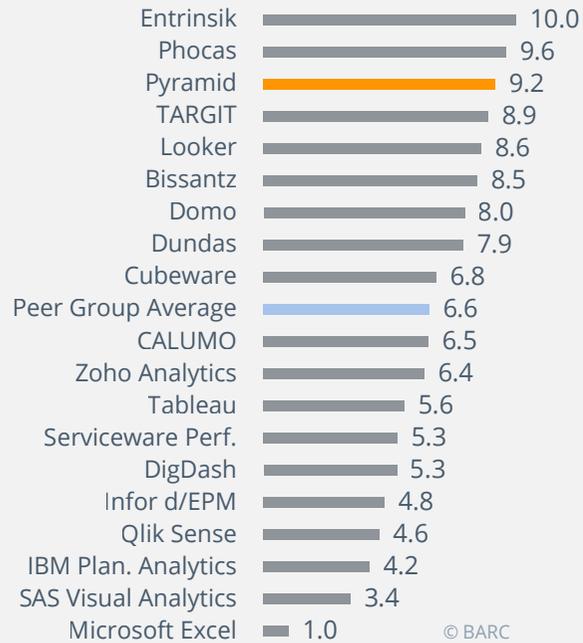
## Viewpoint

With the rise of web technologies, many customers have embraced the interactive side of BI & analytics tools instead of bursting often static content to users. Therefore, the classic distribution of reports via scheduling has already been dismissed by many in the industry. However, they are forgetting its importance, especially in the area of operational BI. It is presumptuous to think that all operational workplaces, even the smallest production plants in the most remote places in the world, are already equipped with modern technology. Pyramid is well positioned in this regard and is able to serve customers with diverse needs.

## Distribution of Reports – Leader



Peer Group: Ad Hoc Reporting-focused Products



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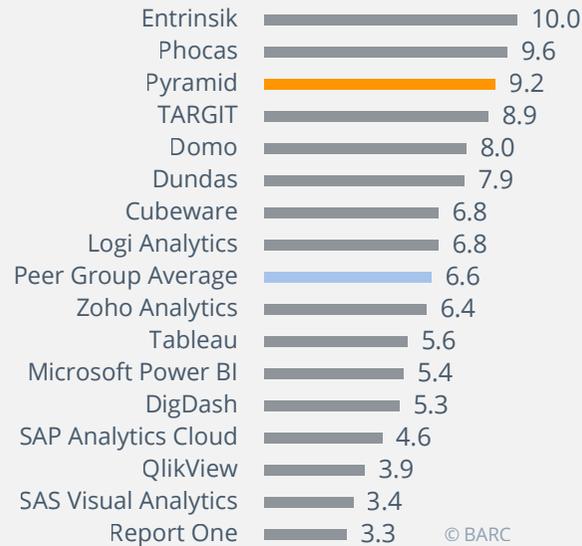
[www.bi-survey.com](http://www.bi-survey.com)

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## Distribution of Reports – Leader



Peer Group: Dashboarding-focused Products



© BARC

[www.bi-survey.com](http://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.

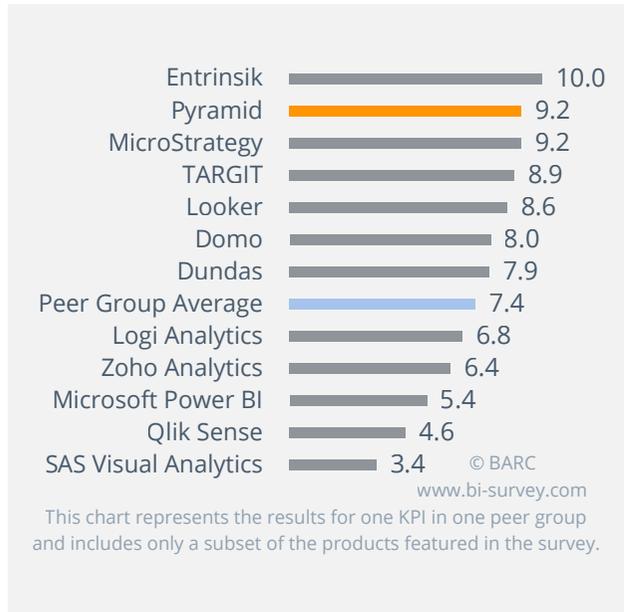
## Distribution of Reports



## Distribution of Reports – Leader



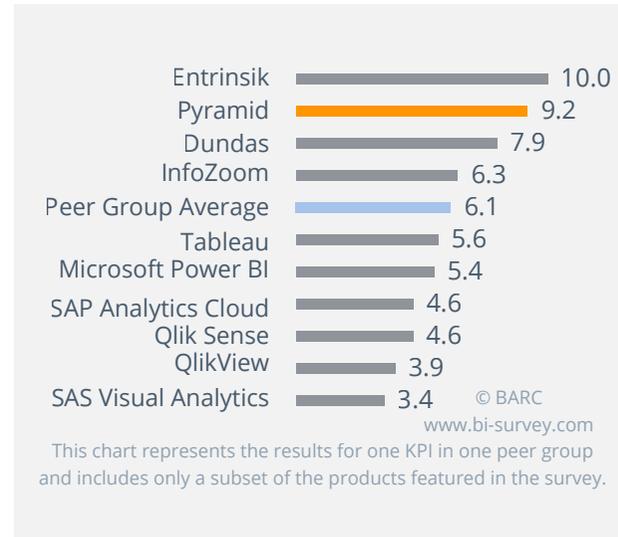
Peer Group: Embedded Analytics-focused Products



## Distribution of Reports – Leader



Peer Group: Self-Service Analytics-focused Products



## Distribution of Reports



# Ad Hoc Query

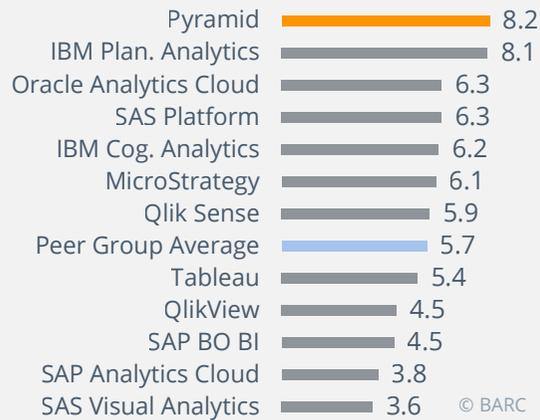


This KPI is based on how users rate their BI tool in terms of its support for ad hoc queries (data access, drag-and-drop, suitability for business users).

## Ad Hoc Query – Top-ranked



Peer Group: Large/Enterprise-Wide Implementations



© BARC

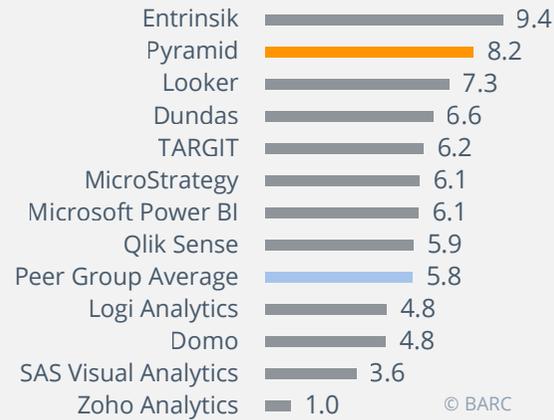
www.bi-survey.com

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## Ad Hoc Query – Leader



Peer Group: Embedded Analytics-focused Products



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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.

## Ad Hoc Query

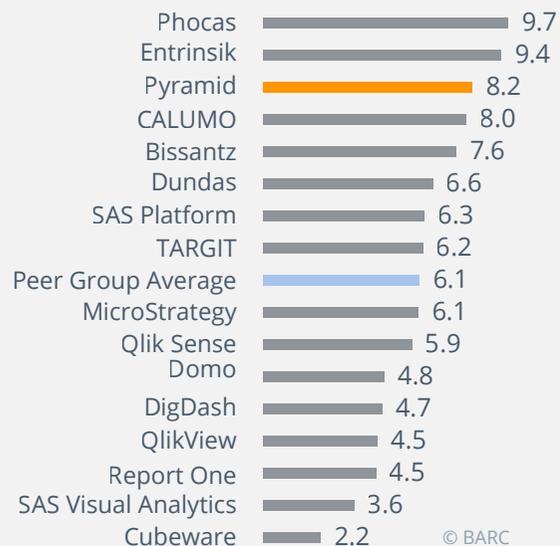


All Pyramid customers surveyed this year were satisfied with the product's ad hoc query functionality. An astonishing 97 percent even described them as "good" or "excellent". This overwhelming vote of confidence secures top spot for *Ad Hoc Query* in the *Large/Enterprise-Wide Implementations* peer group and leading ranks in its remaining peer groups. A modern BI & analytics platform has to serve all types of users. Many BI & analytics products do not pay enough attention to typical ad hoc report creators who are not analyzing data all the time. It has always been a particular focus of Pyramid Analytics to provide those users with a drag-and-drop interface for report creation.

## Ad Hoc Query – Leader



Peer Group: BI & Analytics Specialists



© BARC

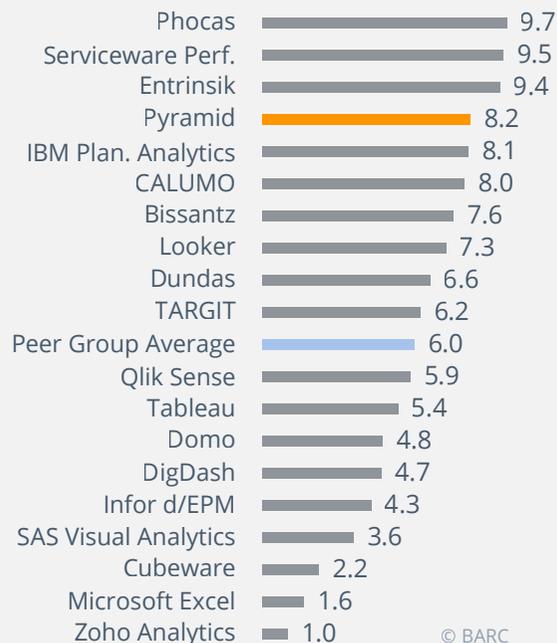
www.bi-survey.com

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## Ad Hoc Query – Leader



Peer Group: Ad Hoc Reporting-focused Products



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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.

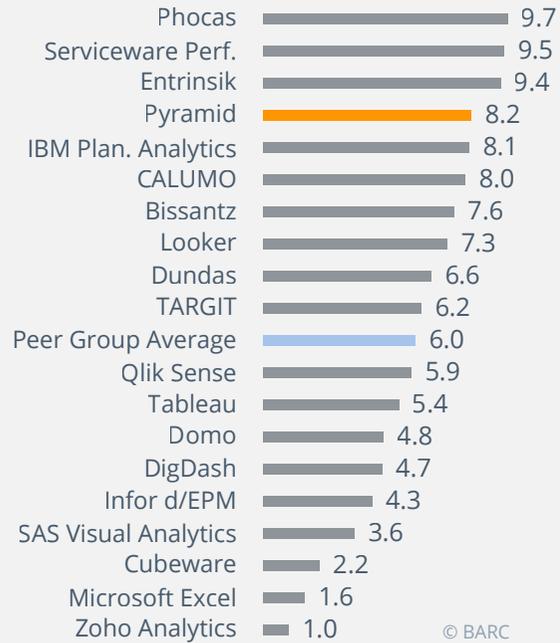
## Ad Hoc Query



## Ad Hoc Query – Leader



Peer Group: Dashboarding-focused Products



© BARC

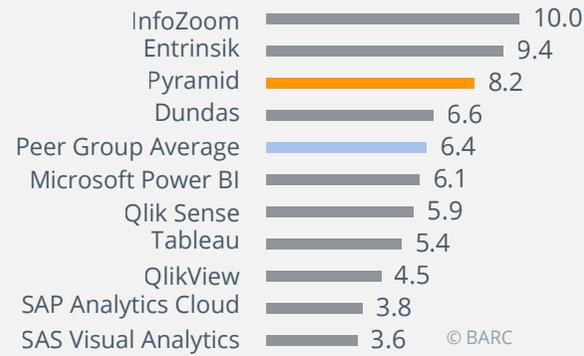
[www.bi-survey.com](http://www.bi-survey.com)

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

## Ad Hoc Query – Leader



Peer Group: Self-Service Analytics-focused Products



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[www.bi-survey.com](http://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.

## Ad Hoc Query



# Analyses

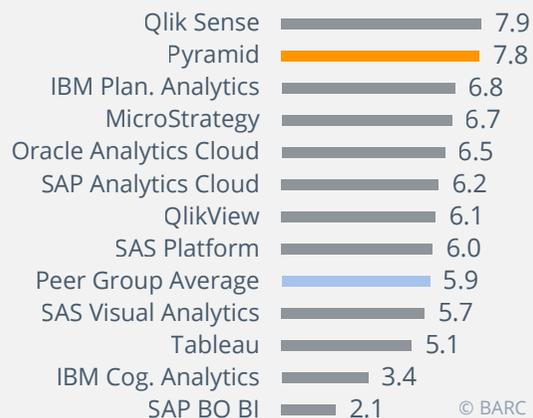


This KPI is based on how users rate their BI tool for performing analyses (KPI calculations, data navigation, predefined analyses).

## Analyses – Leader



Peer Group: Large/Enterprise-Wide Implementations



© BARC

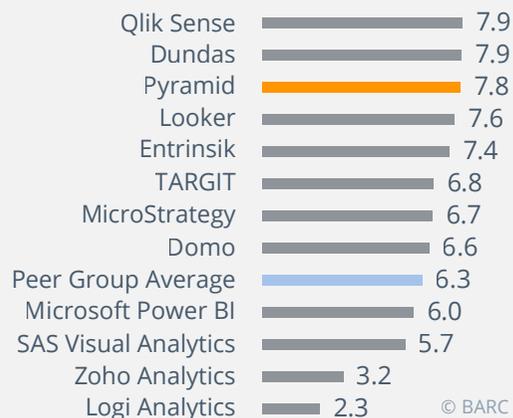
www.bi-survey.com

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

## Analyses – Leader



Peer Group: Embedded Analytics-focused Products



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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.

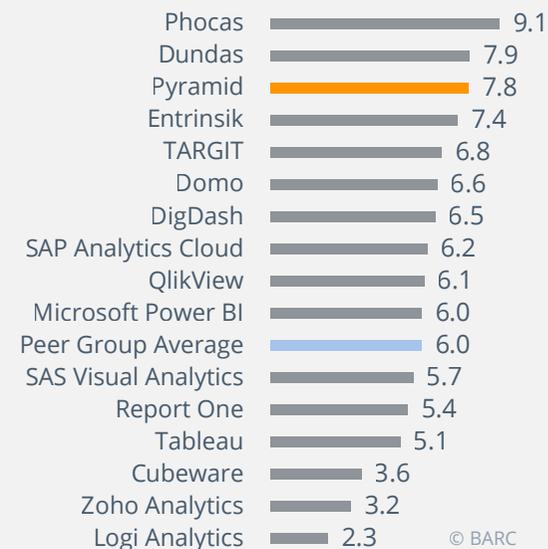
## Analyses



## Analyses – Leader



Peer Group: Dashboarding-focused Products



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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.



Pyramid has grown out of the Microsoft OLAP analysis world with particularly good support for the Microsoft SQL Server Analysis Services. Although not limited to this type of analysis today, it remains a particular strength of the product. The vendor has also expanded its support for dimensional SAP data sources such as SAP BW and BW/4HANA applications. Besides dimensional analysis, Pyramid supports relational (on-premises and cloud) data sources, which can be analyzed by users. Together with data preparation functions, the product can provide power users from business departments with the functionality they need for self-service analytics tasks. Over 80 percent of the customers surveyed rated these functions as “good” or “excellent”.

# Advanced Analytics

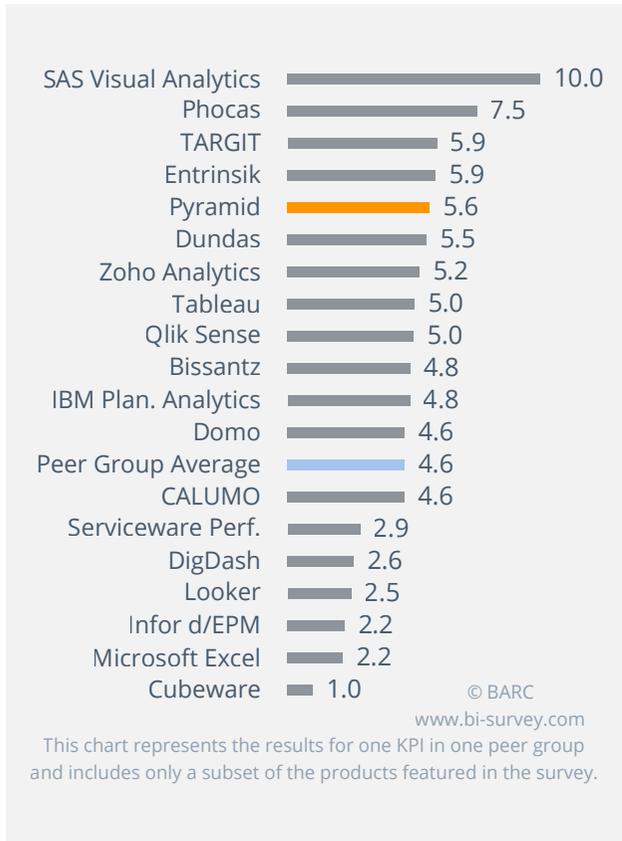


This KPI is based on how many survey respondents use advanced analysis (such as predictive analysis, data mining, machine learning) with their BI tool and how users rate those capabilities.

## Advanced Analytics – Leader



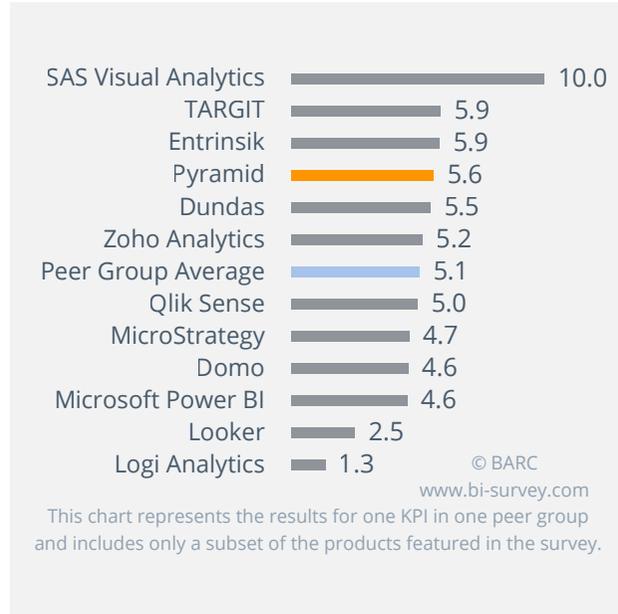
Peer Group: Ad Hoc Reporting-focused Products



## Advanced Analytics – Leader



Peer Group: Embedded Analytics-focused Products



# Advanced Analytics



## BARC Viewpoint

Pyramid is not like many of the classic BI and analytics platforms that focuses mainly on rather traditional use cases. In contrast, the vendor puts a real emphasis on advanced analytics research and development instead of creating beautiful slideshows that make their prospects believe in non-existent functions. It is not a data science platform per se, but Pyramid does enable the integration and execution of statistical models from the data preparation environment. In contrast, many rival products are limited to running on smaller and inconclusive data sets, which lowers the value of the insights found.

# Functionality

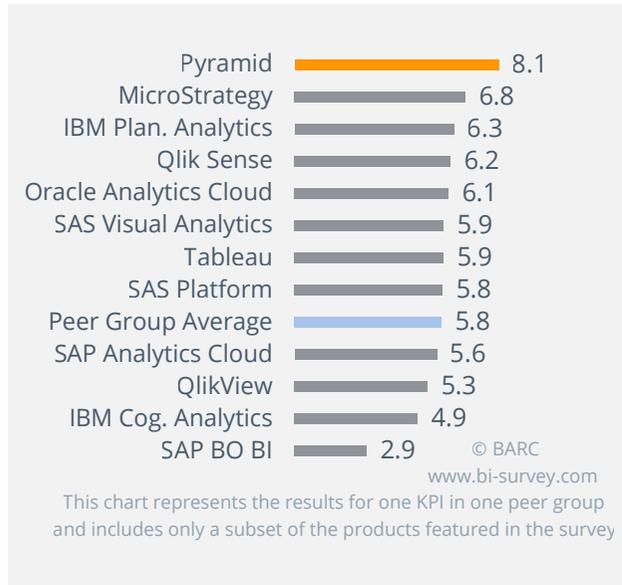


This KPI combines the *Dashboards, Distribution of Reports, Ad Hoc Query, Analyses, Advanced Analytics* and *Planning and Budgeting* KPIs.

## Functionality – Top-ranked



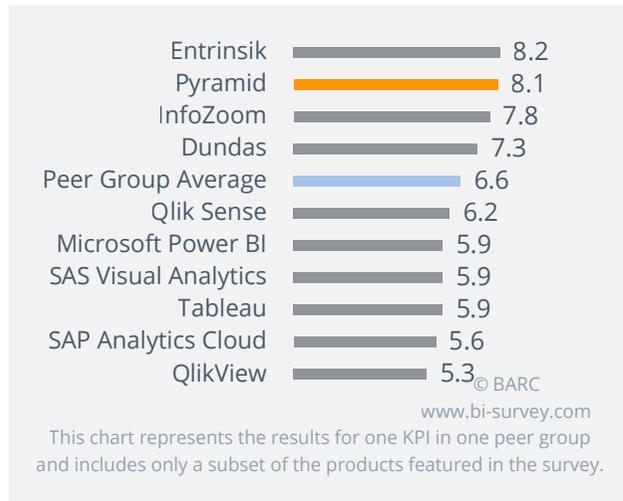
Peer Group: Large/Enterprise-Wide Implementations



## Functionality – Leader



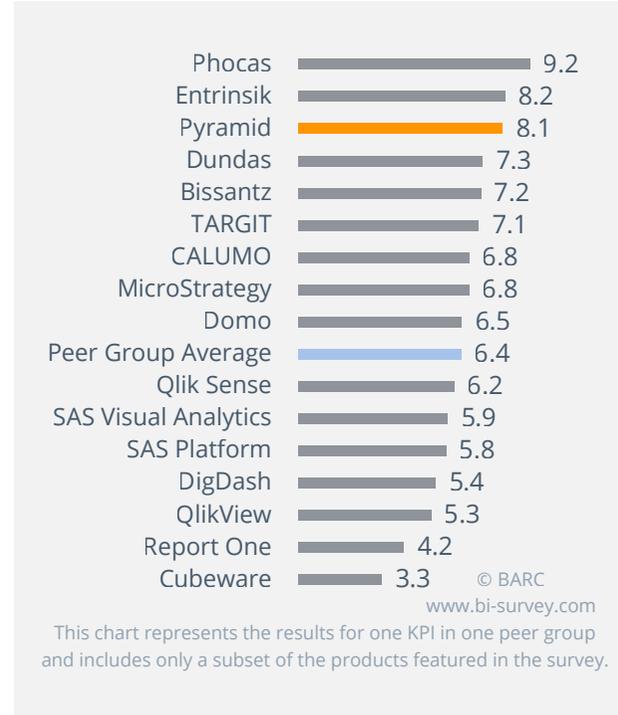
Peer Group: Self-Service Analytics-focused Products



## Functionality – Leader



Peer Group: BI & Analytics Specialists



## Functionality

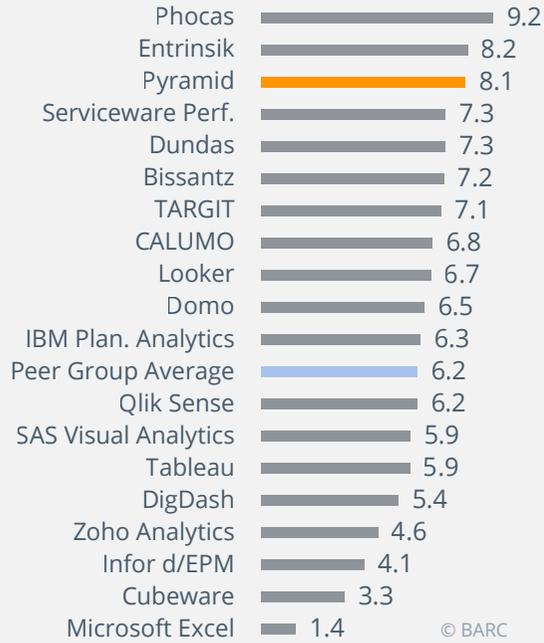


Although Pyramid Analytics does not provide planning and budgeting functionality, customers are highly satisfied with the feature set in all other functional categories such as dashboards, content distribution, ad hoc query and analysis. This results in a good score in the aggregated *Functionality* KPI. One survey respondent – a Pyramid Analytics BI platform provides my client organizations with a single, very flexible and well rounded BI and data solution - meeting the vast majority of their needs without having to turn to multiple different applications to address the end-to-end BI capability, and in my experience to date it does this at a very competitive price.”

## Functionality – Leader



Peer Group: Ad Hoc Reporting-focused Products



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

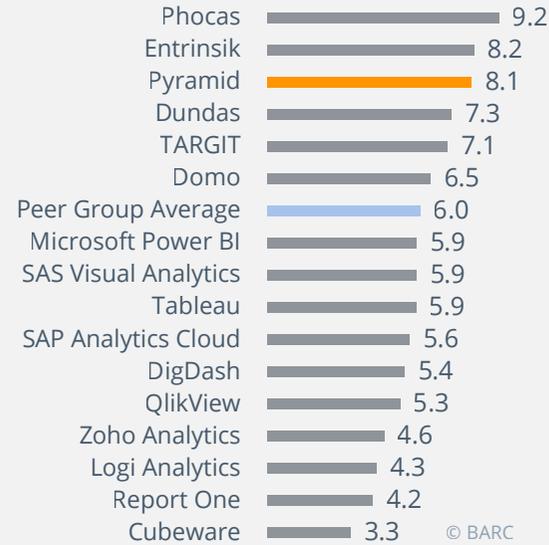
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## Functionality – Leader



Peer Group: Dashboarding-focused Products



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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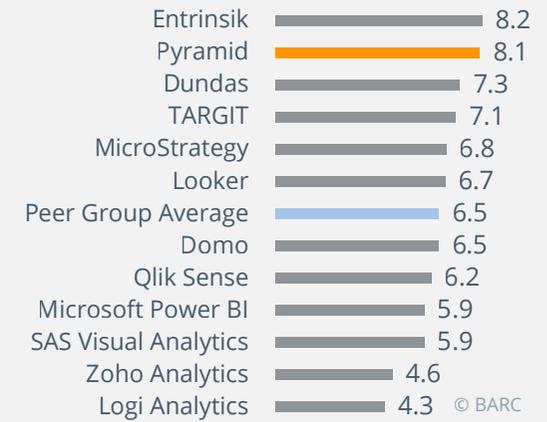
## Functionality



## Functionality – Leader



Peer Group: Embedded Analytics-focused Products



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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# Self-Service

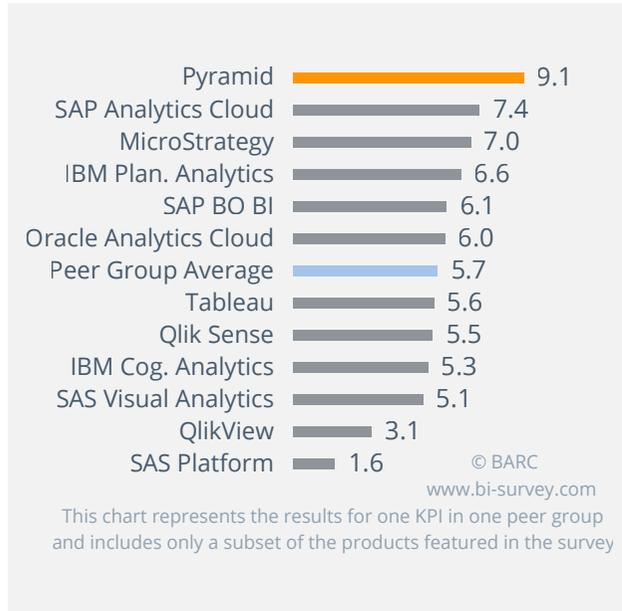


This KPI is based on how many sites currently use self-service features with their BI tool.

## Self-Service – Top-ranked



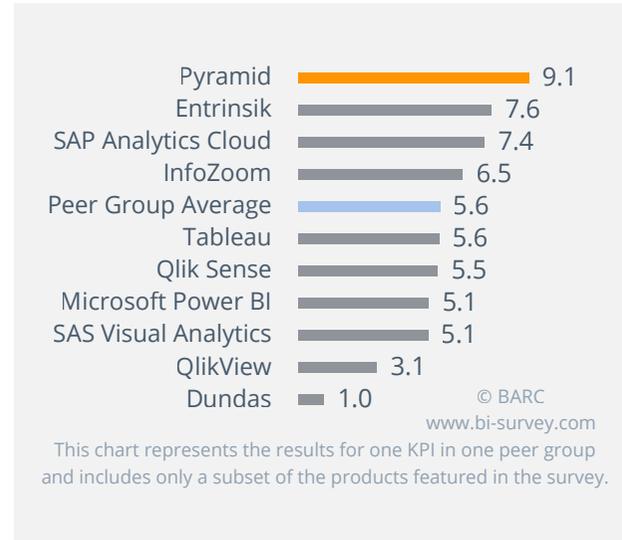
Peer Group: Large/Enterprise-Wide Implementations



## Self-Service – Top-ranked



Peer Group: Self-Service Analytics-focused Products

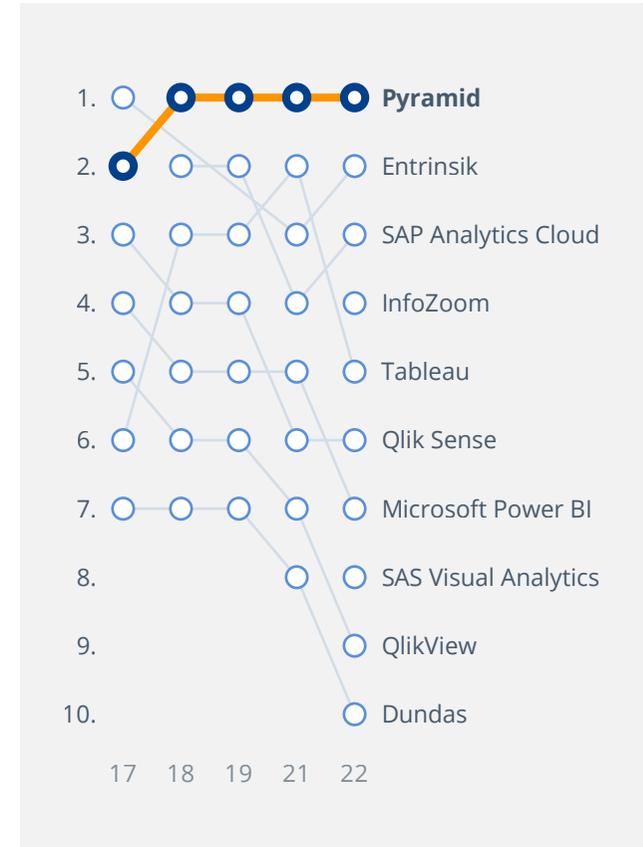


## Self-Service



### Consistently outstanding in Self-Service

Peer Group: Self-Service Analytics-focused Products

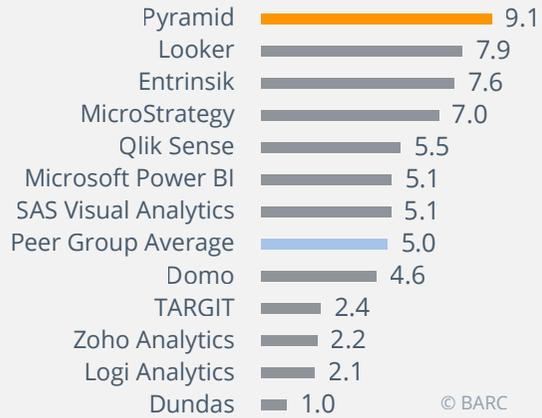


Excellent feedback on Pyramid’s ad hoc query and reporting capabilities – as well as the usage demographic figures in The BI & Analytics Survey 22 – prove that the product is frequently used by business users. Therefore, it is not surprising that 86 percent of Pyramid Analytics customers this year said they use the solution in self-service scenarios. This is the second highest value in the whole BI & Analytics Survey 22. A further 11 percent plan this mode of use and only one customer said they did not require self-service capabilities. Pyramid is top-ranked in three of its peer groups and second in the remaining three in the *Self-Service* KPI this year.

## Self-Service – Top-ranked



Peer Group: Embedded Analytics-focused Products



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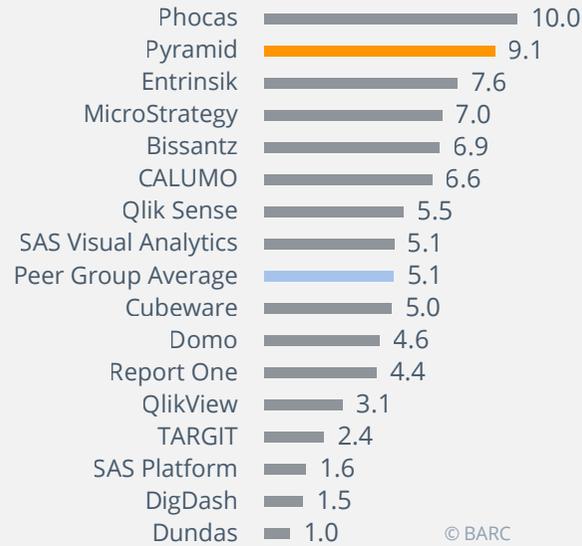
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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

## Self-Service – Leader



Peer Group: BI & Analytics Specialists



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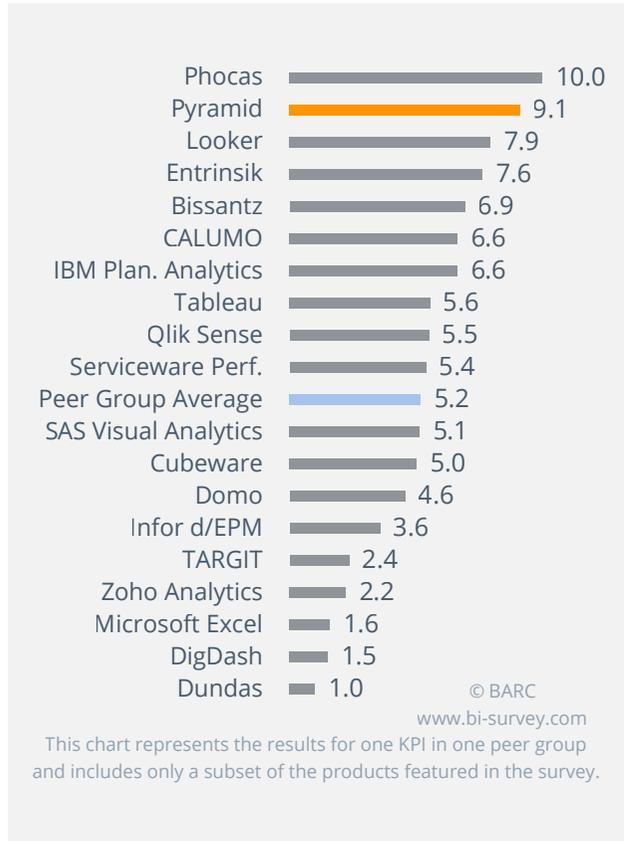
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.



## Self-Service – Leader



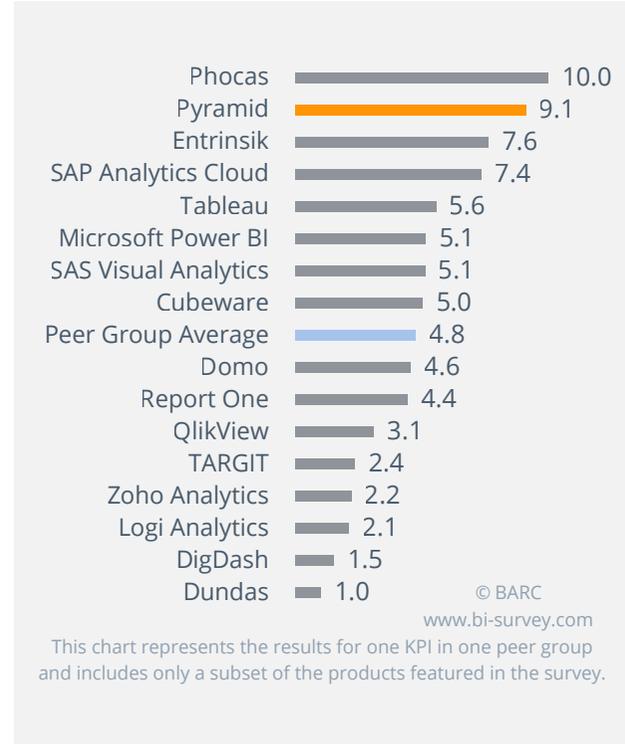
Peer Group: Ad Hoc Reporting-focused Products



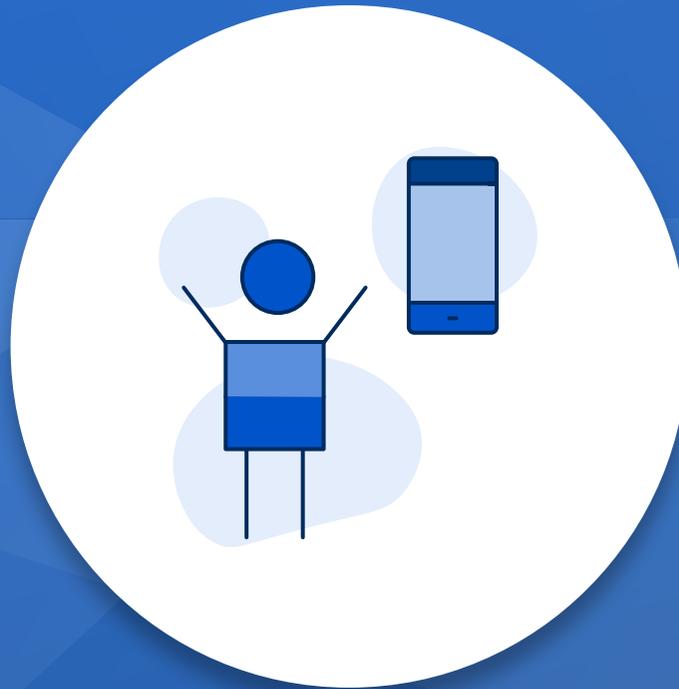
## Self-Service – Leader



Peer Group: Dashboarding-focused Products



# Ease of Use

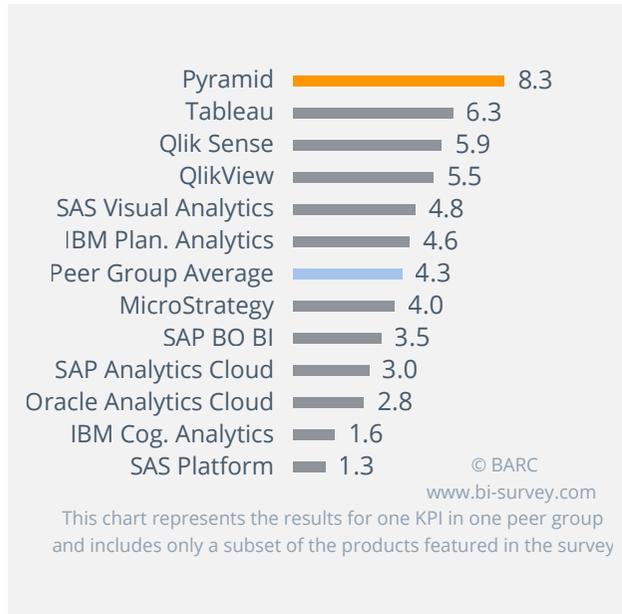


This KPI is based on how often the product was chosen for its ease of use, and on the level of complaints about ease of use post-implementation.

## Ease of Use – Top-ranked



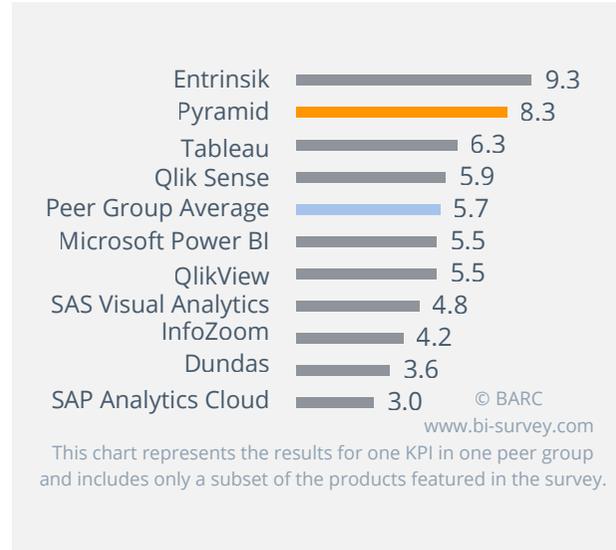
Peer Group: Large/Enterprise-Wide Implementations



## Ease of Use – Leader



Peer Group: Self-Service Analytics-focused Products



## Ease of Use

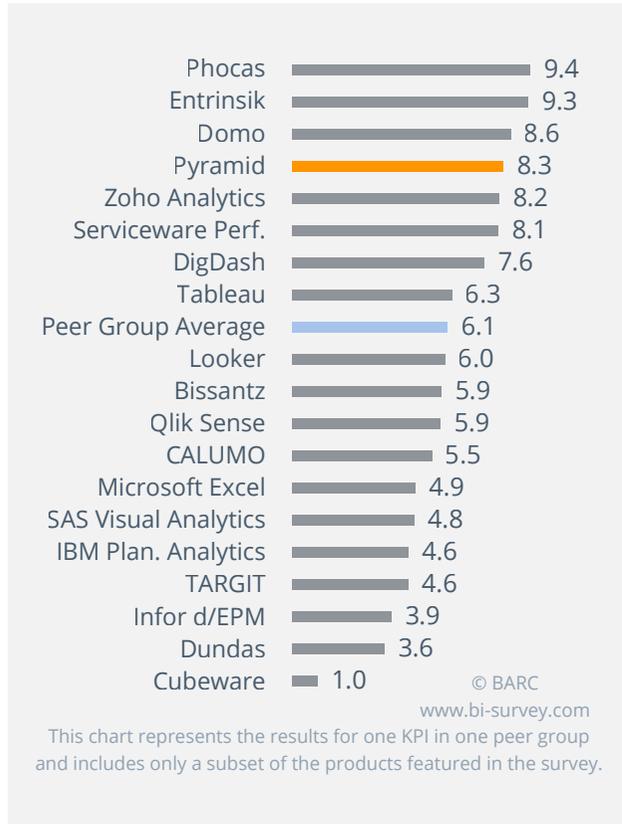


Given its strength in self-service scenarios, it is hardly surprising that ease of use figures among the main reasons why customers opt for Pyramid. About half of the customers surveyed this year chose the product for its ease of use for report designers, which is clearly above the overall average of 30 percent. Ease of use for report recipients is the fourth most common reason why customers chose Pyramid, cited by 37 percent of respondents. Only a very small number of customers claim to have found the software difficult to use. As a consequence, the vendor is highly rated in the *Ease of Use* KPI.

## Ease of Use – Leader



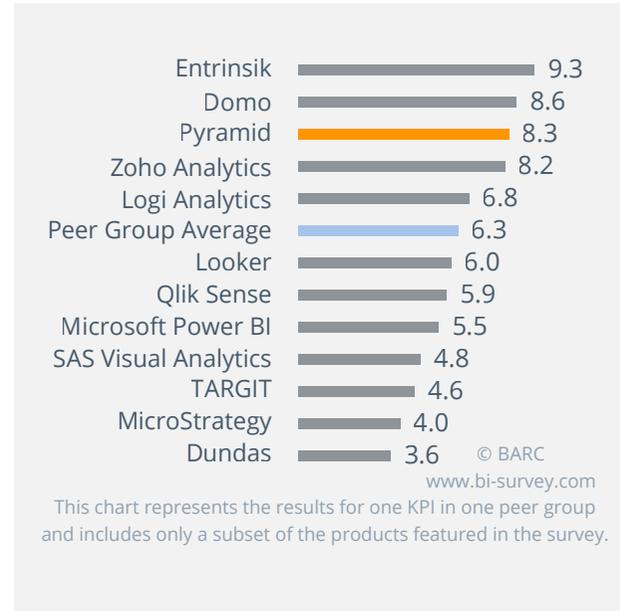
Peer Group: Ad Hoc Reporting-focused Products



## Ease of Use – Leader



Peer Group: Embedded Analytics-focused Products



# Flexibility

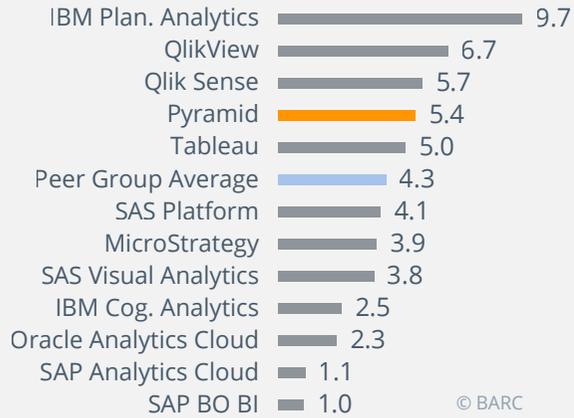


This KPI is based on how often the product was chosen for its flexibility, and on the frequency of complaints about user flexibility post-implementation.

## Flexibility – Leader



Peer Group: Large/Enterprise-Wide Implementations



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[www.bi-survey.com](http://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 is an increasingly common requirement in today's volatile world. Products that offer good ad hoc analysis support for various data sources reveal insights in data. We measure the *Flexibility* KPI by examining the frequency with which flexibility is cited as a reason to buy the software as well as complaints regarding flexibility once the tool is in use. While this was not the most common reason why customers chose Pyramid (34 percent), very few had any issues with its flexibility post-implementation.

# Query Performance

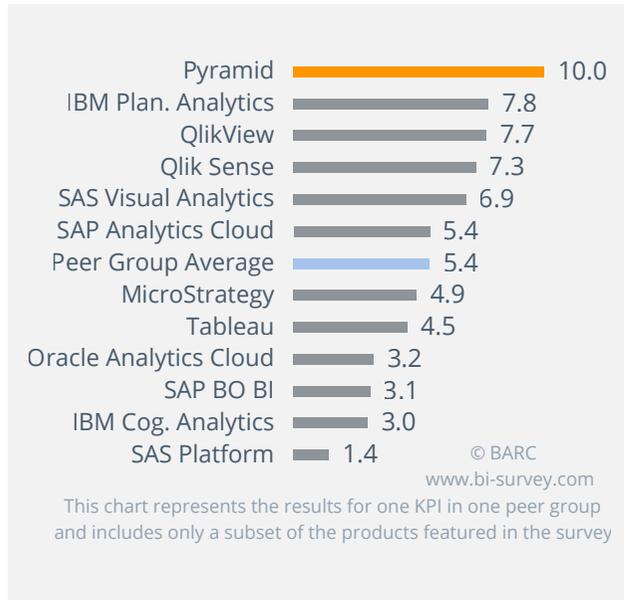


This KPI is based on how quickly queries respond  
(adjusted by data volume).

## Query Performance – Top-ranked

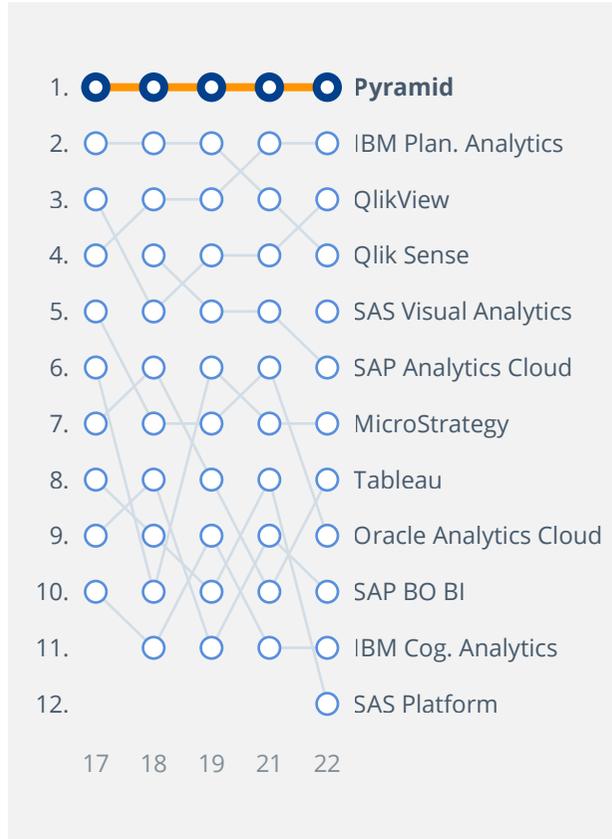


Peer Group: Large/Enterprise-Wide Implementations



## Consistently top-ranked in Query Performance

Peer Group: Large/Enterprise-Wide Implementations



## Query Performance

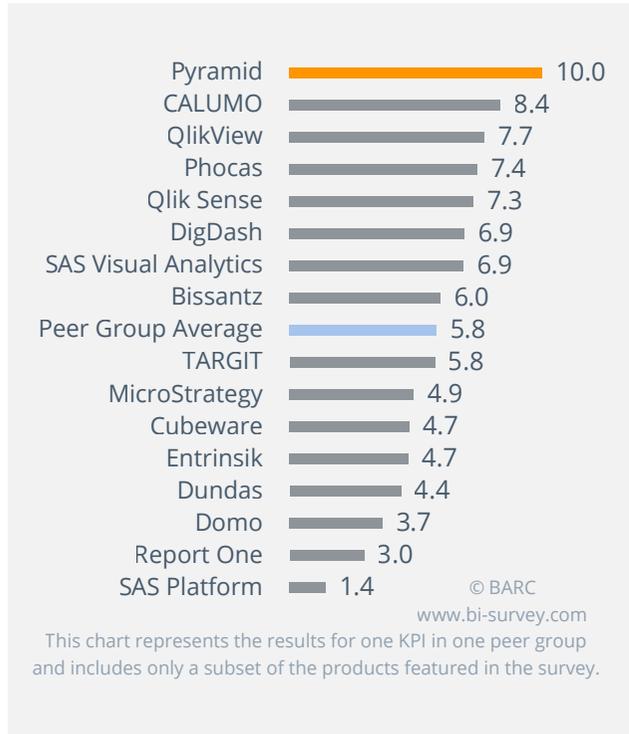


34 percent of this year's Pyramid respondents chose the product for its fast query performance. The vendor continues to invest in improving performance. Besides connecting directly to various data sources and therefore relying on their performance, Pyramid does not want to leave performance speed to chance so includes an engine for hybrid deployments (data on-premises, application in the cloud) called „Pulse“. Queries respond in a median of 2.73 seconds, the fastest performance of all the products featured in The BI & Analytics Survey 22. Customers work with a median of 1773 GB of data, which is in the top ten in terms of size this year.

# Query Performance – Top-ranked



Peer Group: BI & Analytics Specialists



# Consistently top-ranked in Query Performance

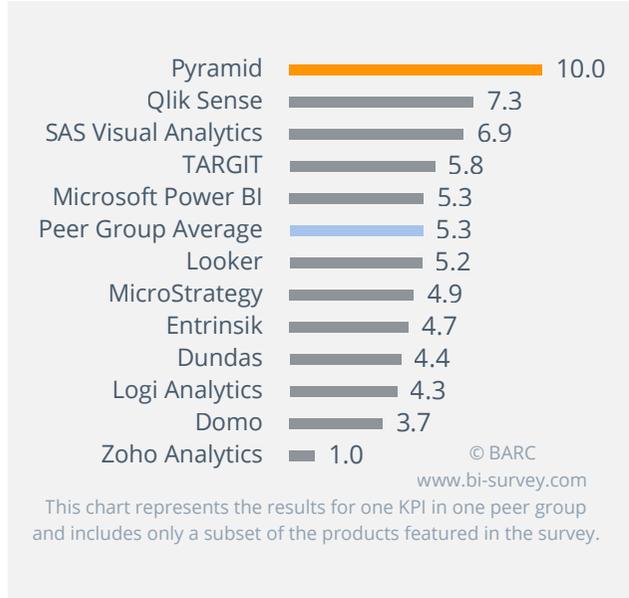
Peer Group: BI & Analytics Specialists



## Query Performance – Top-ranked



Peer Group: Embedded Analytics-focused Products



## Consistently top-ranked in Query Performance

Peer Group: Embedded Analytics-focused Products



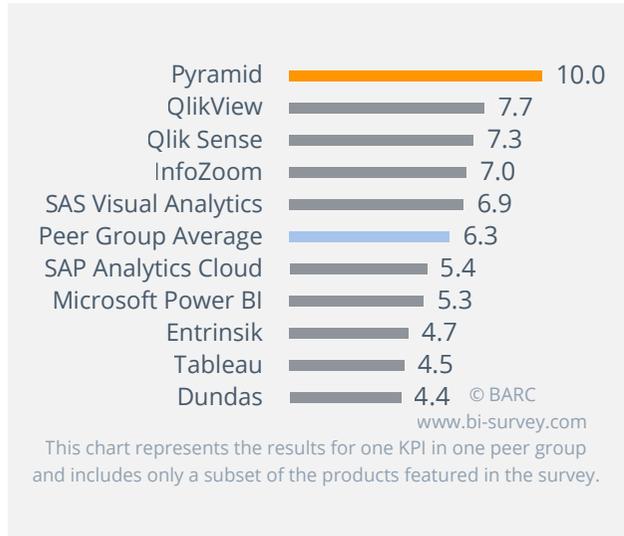
# Query Performance



## Query Performance – Top-ranked

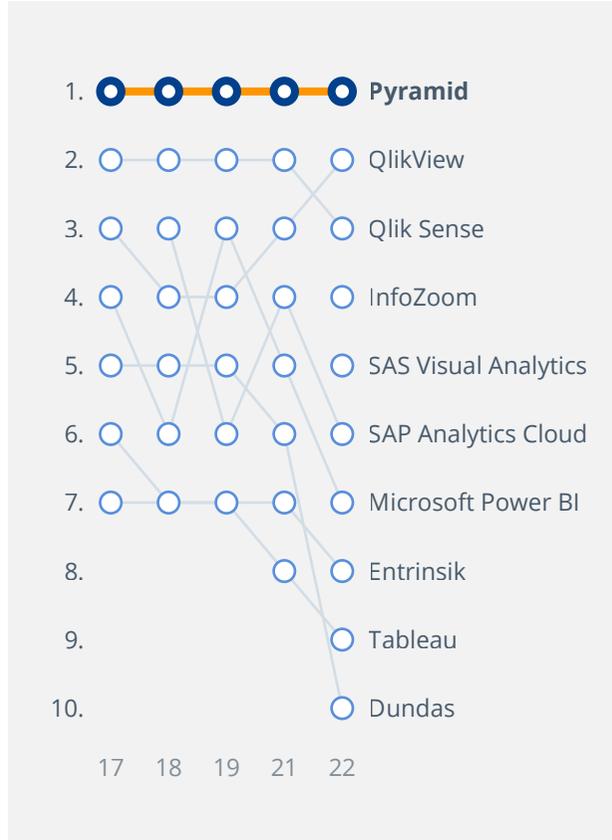


Peer Group: Self-Service Analytics-focused Products



## Consistently top-ranked in Query Performance

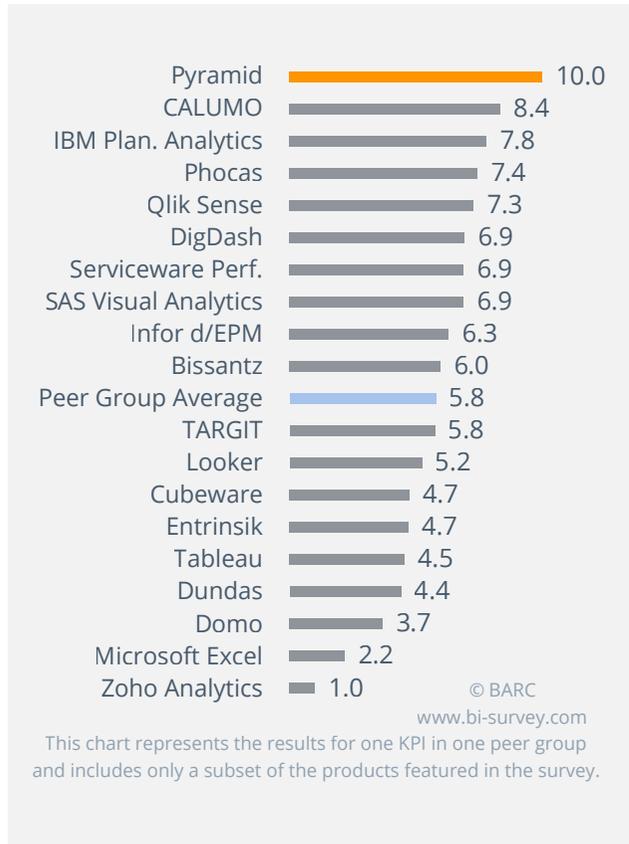
Peer Group: Self-Service Analytics-focused Products



# Query Performance – Top-ranked

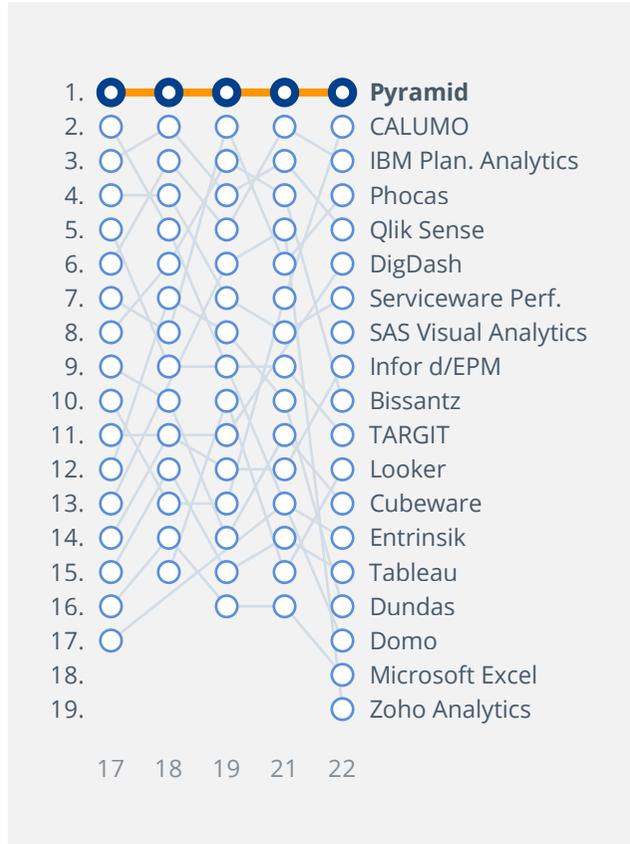


Peer Group: Ad Hoc Reporting-focused Products



# Consistently top-ranked in Query Performance

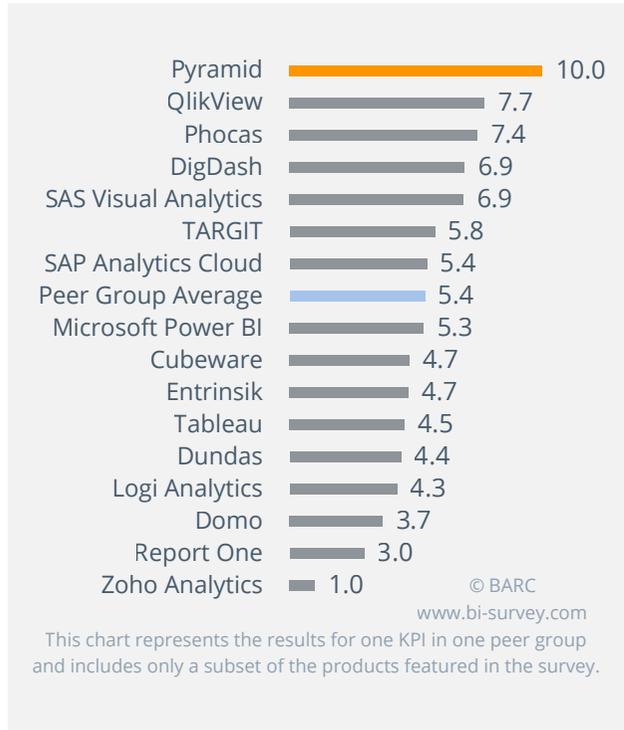
Peer Group: Ad Hoc Reporting-focused Products



## Query Performance – Top-ranked

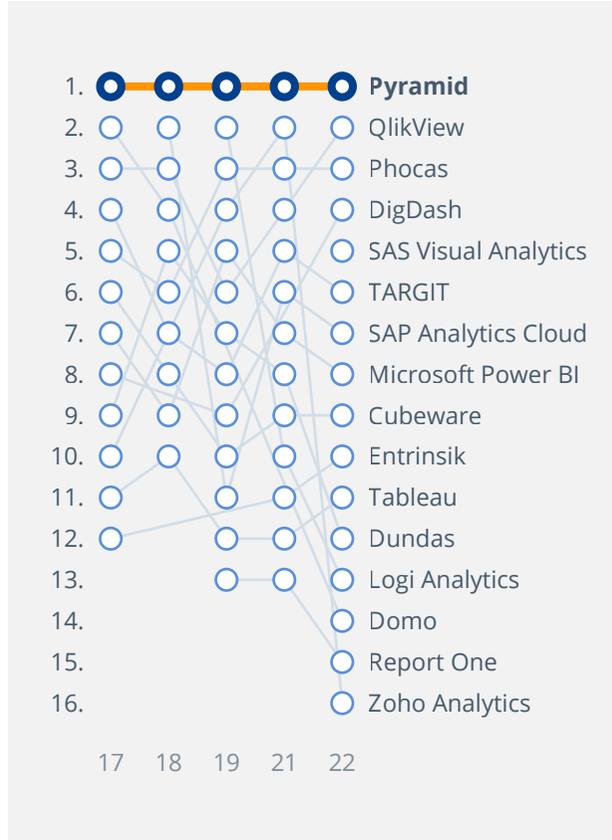


Peer Group: Dashboarding-focused Products



## Consistently top-ranked in Query Performance

Peer Group: Dashboarding-focused Products



# Sales Experience

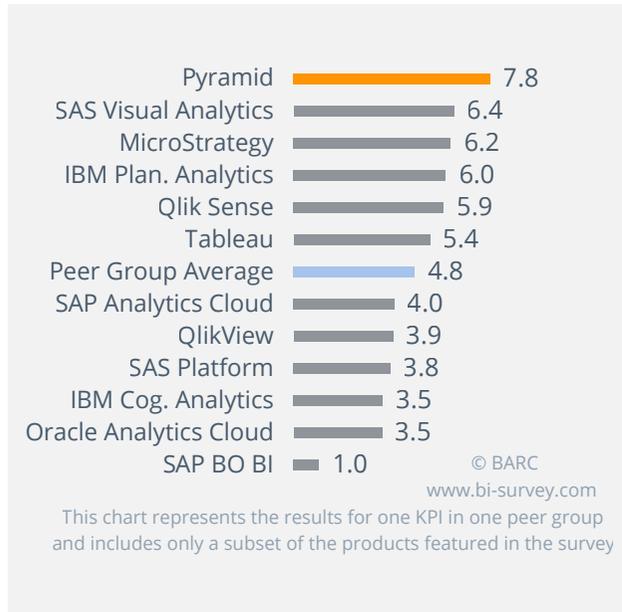


This KPI is based on how respondents rate the sales/purchasing experience with the vendor.

## Sales Experience – Top-ranked



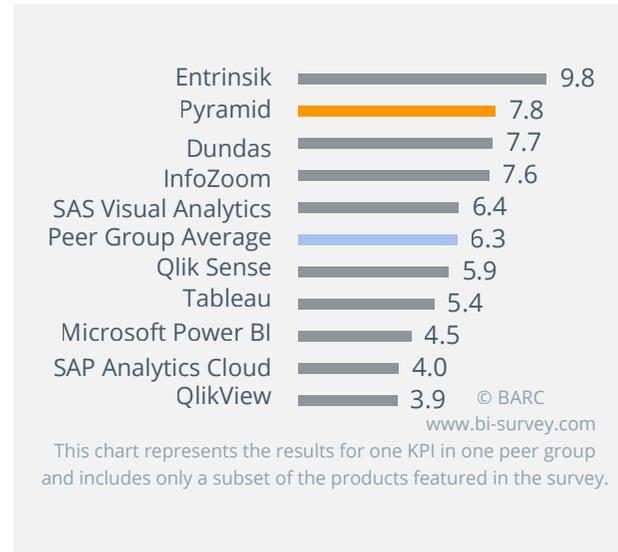
Peer Group: Large/Enterprise-Wide Implementations



## Sales Experience – Leader



Peer Group: Self-Service Analytics-focused Products



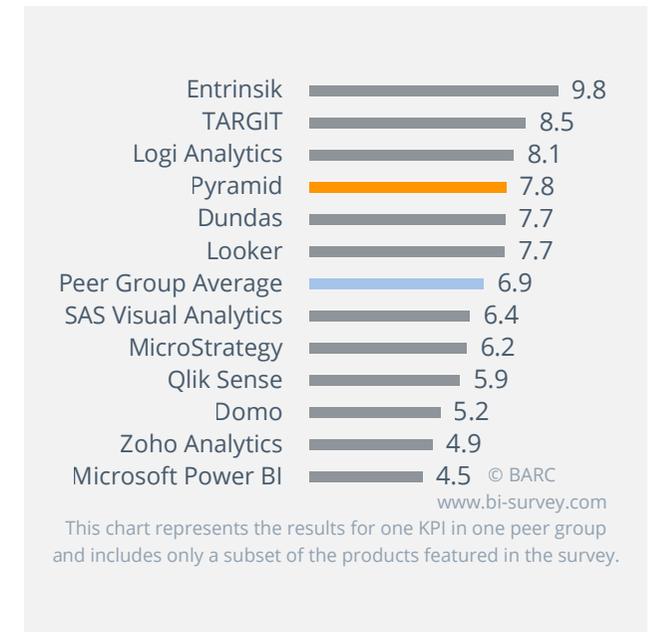
## Sales Experience



### Sales Experience – Leader



Peer Group: Embedded Analytics-focused Products



Pyramid Analytics receives the second most positive customer feedback for its pricing and contract flexibility, which confirms the vendor's ambition to serve every customer with a quote tailored to their needs. Further positive feedback was given about the 'product evaluation and contract negotiation' phase as well as confirmation that customers felt that marketing/sales promises had been kept. This once again underlines the fact that Pyramid Analytics is not a slideshow company – it focuses on delivering features and benefits and this is how it convinces prospects. This leads to a top rank for *Sales Experience* in the *Large/Enterprise-Wide Implementations* peer group and leading placements in two further peer groups.

# Customer Experience

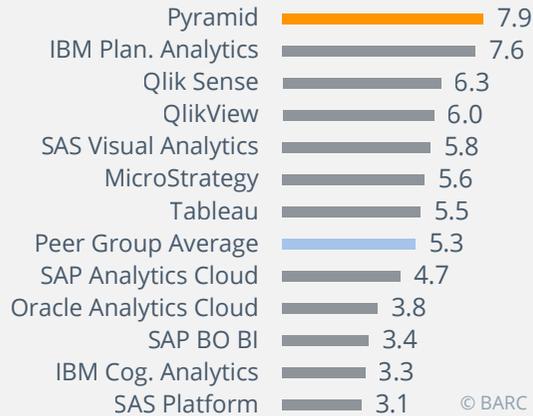


This KPI combines the *Self-Service, Ease of Use, Flexibility, Query Performance, Performance Satisfaction* and *Sales Experience* KPIs.

## Customer Experience – Top-ranked



Peer Group: Large/Enterprise-Wide Implementations



© BARC

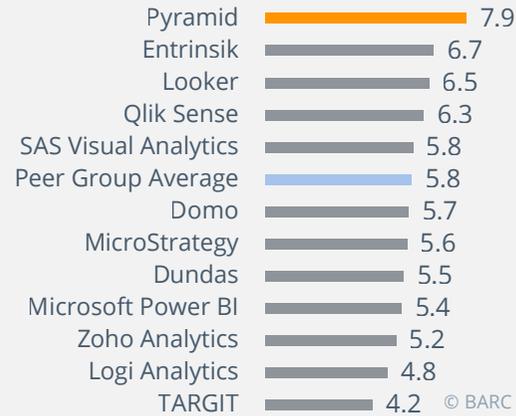
www.bi-survey.com

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

## Customer Experience – Top-ranked



Peer Group: Embedded Analytics-focused Products



© BARC

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.

## Customer Experience

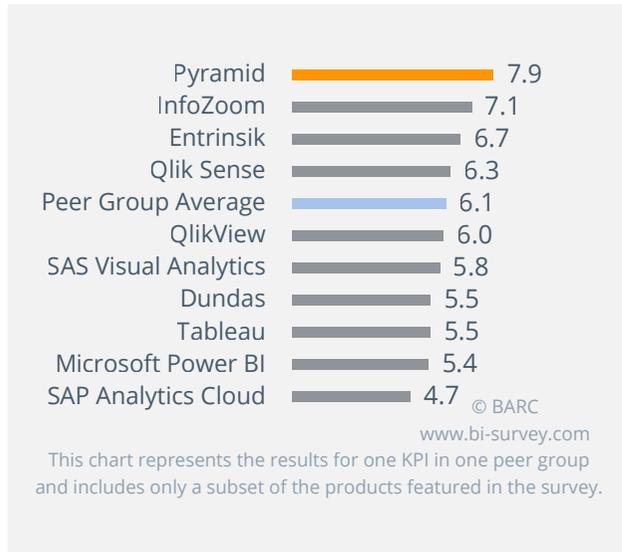


The *Customer Experience* KPI represents another success for Pyramid this year, with three first-place rankings and leadership positions in its remaining three peer groups. This KPI is an aggregation of the *Self-Service, Ease of Use, Flexibility, Query Performance, Performance Satisfaction* and *Sales Experience* KPIs. Above-average – and sometimes exceptional – results in all of these KPIs confirm that although Pyramid Analytics is not as well known as some of the larger vendors in this market, it can be considered as a serious competitor in the enterprise BI and analytics platforms space.

## Customer Experience – Top-ranked



Peer Group: Self-Service Analytics-focused Products



## Customer Experience – Leader



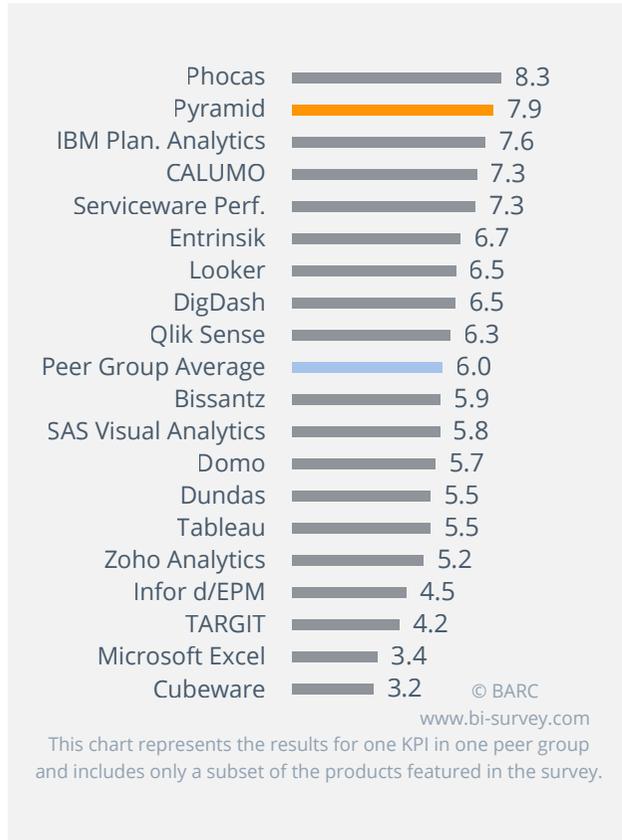
Peer Group: BI & Analytics Specialists



## Customer Experience – Leader



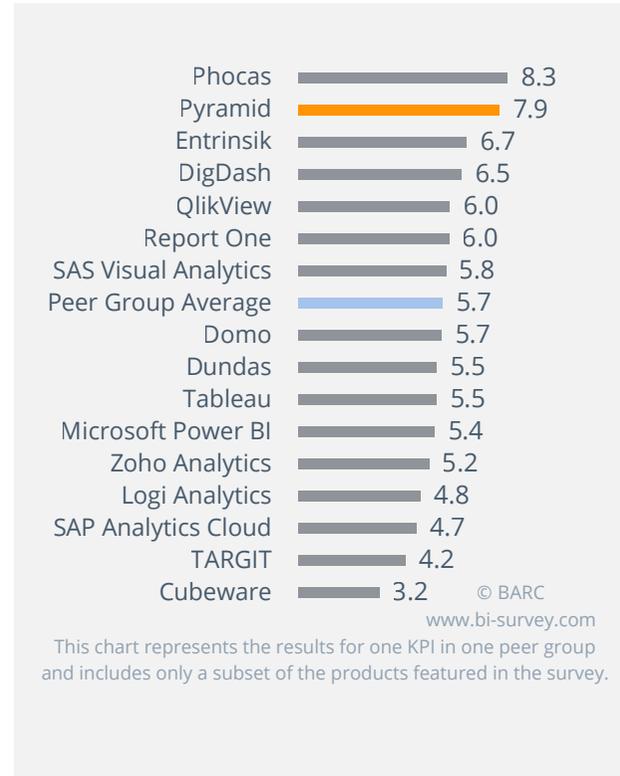
Peer Group: Ad Hoc Reporting-focused Products



## Customer Experience – Leader



Peer Group: Dashboarding-focused Products



# Data Preparation

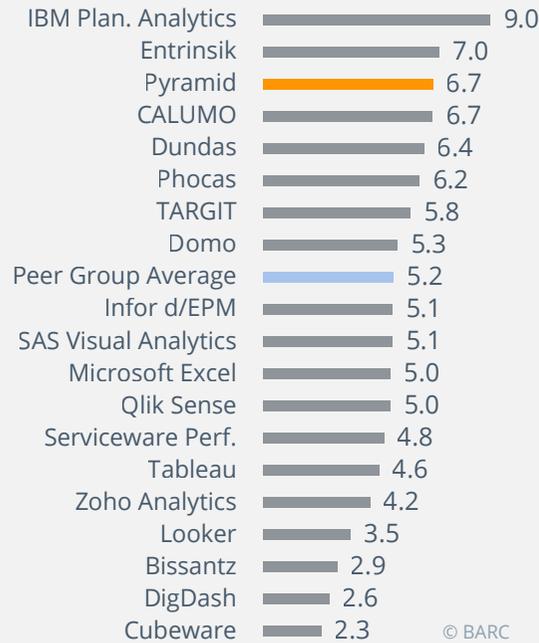


This KPI is based on the proportion of survey respondents that currently use the product for data preparation.

## Data Preparation – Leader



Peer Group: Ad Hoc Reporting-focused Products



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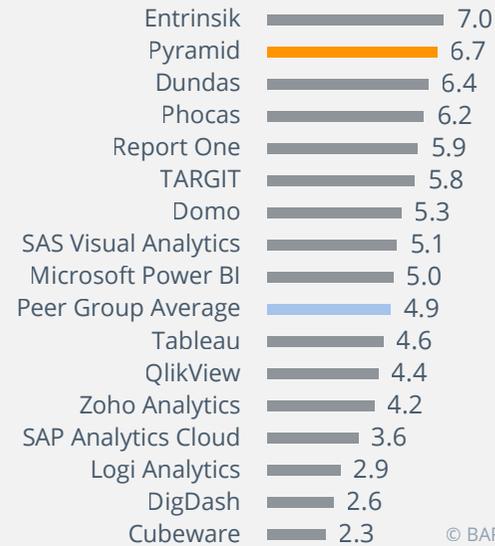
www.bi-survey.com

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

## Data Preparation – Leader



Peer Group: Dashboarding-focused Products



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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



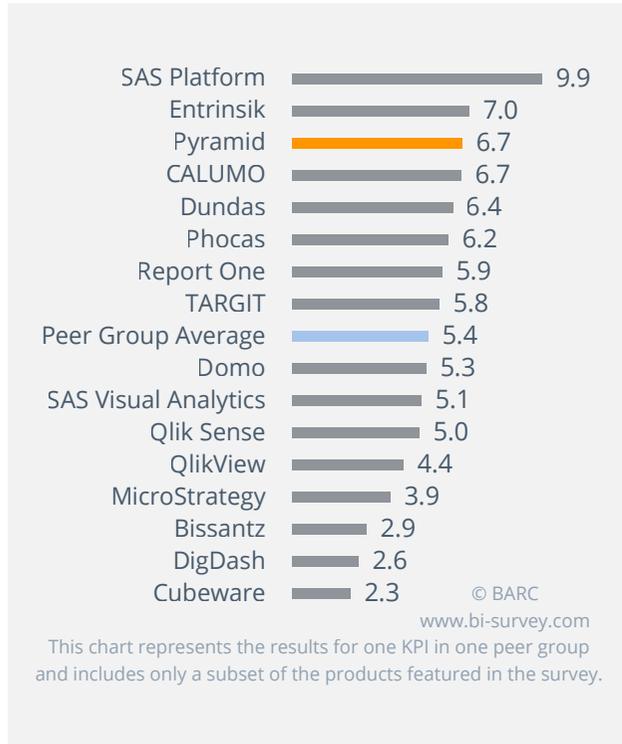
### BARC Viewpoint

Data Preparation is a highly relevant usage scenario for Pyramid customers. Around half of them (49 percent) have used the platform to access and prepare data for analysis purposes, while a further 23 percent plan to do so. The remainder of respondents stated that they have no need for data preparation capabilities in Pyramid, perhaps because they already have a prepared central data source in place. Data preparation is not only relevant for technical users. About 37 percent of the Pyramid users responding to this survey stated that business users in their company use the product for data preparation.

## Data Preparation – Leader



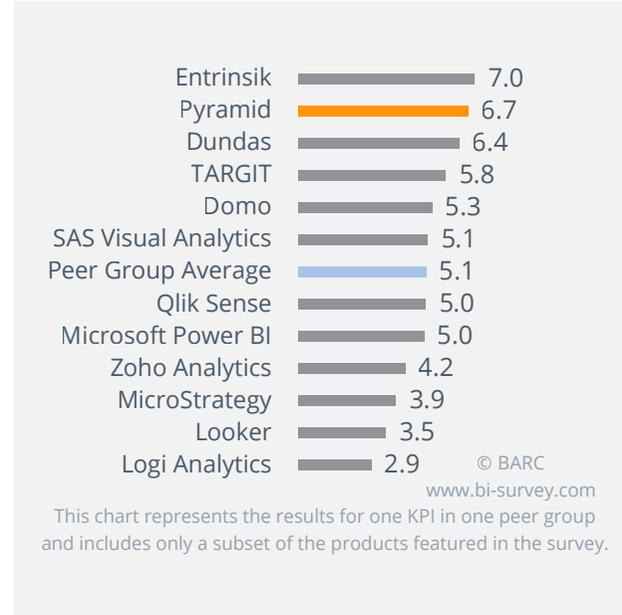
Peer Group: BI & Analytics Specialists



## Data Preparation – Leader



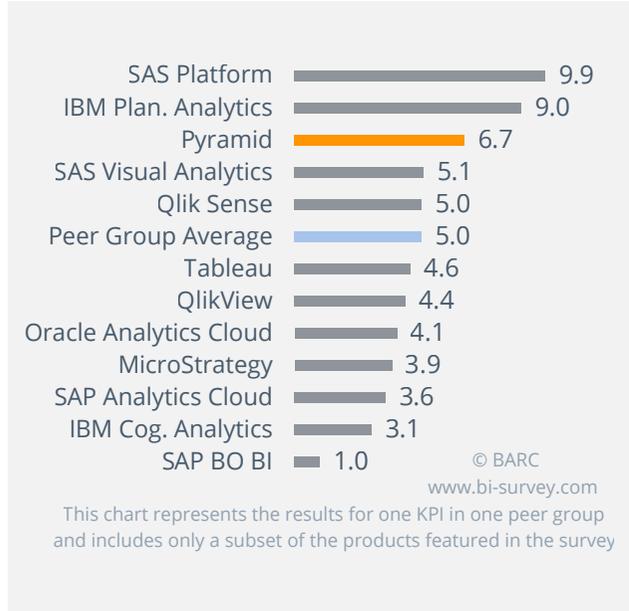
Peer Group: Embedded Analytics-focused Products



## Data Preparation – Leader



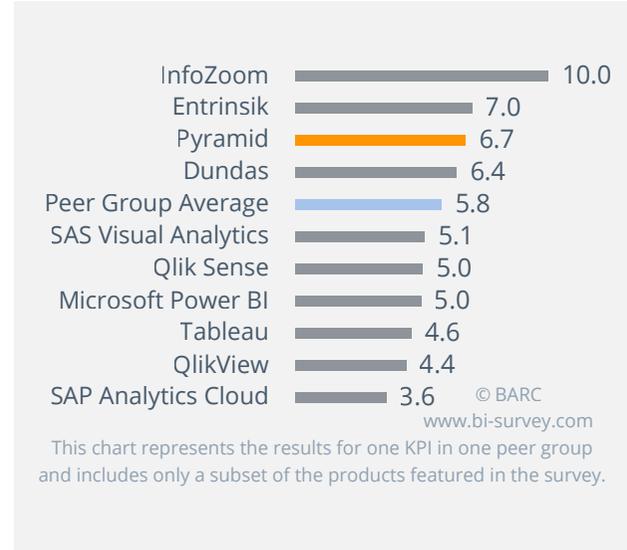
Peer Group: Large/Enterprise-Wide Implementations



## Data Preparation – Leader



Peer Group: Self-Service Analytics-focused Products



# Visual Analysis

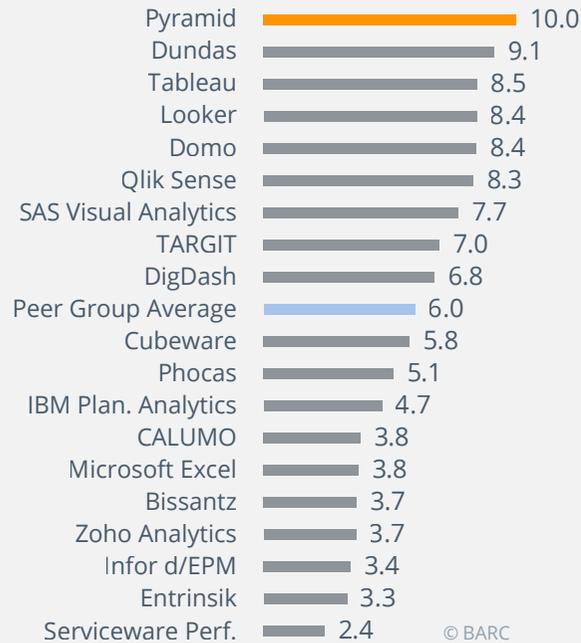


This KPI is based on the proportion of survey respondents that currently perform visual analysis with their BI tool.

## Visual Analysis – Top-ranked



Peer Group: Ad Hoc Reporting-focused Products



© BARC

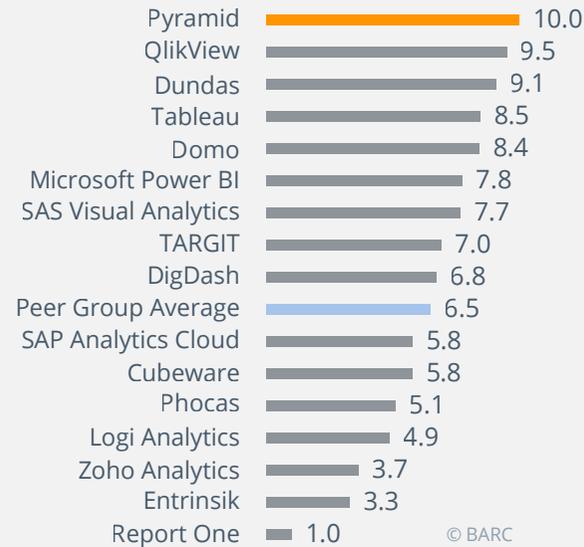
www.bi-survey.com

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

## Visual Analysis – Top-ranked



Peer Group: Dashboarding-focused Products



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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



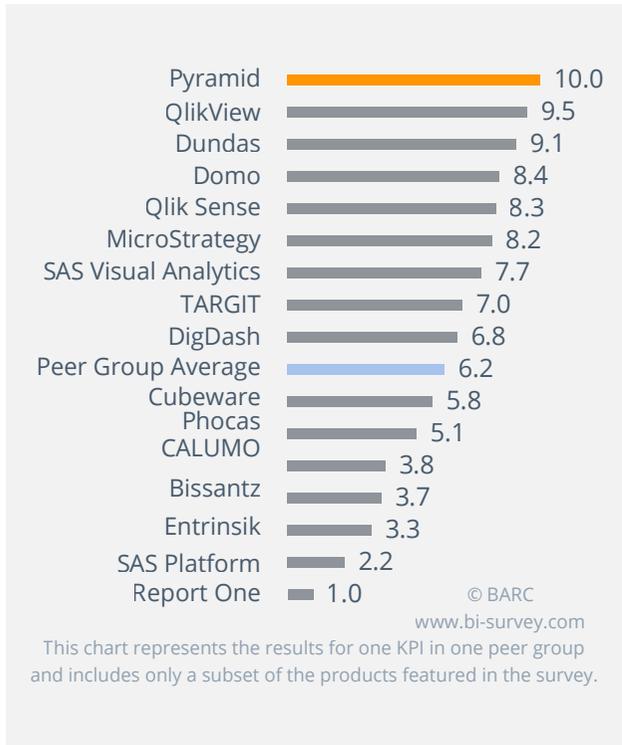
BARC Viewpoint

83 percent of Pyramid Analytics customers have used the product in visual analysis scenarios and a further 11 percent have plans to use the platform in this way. Pyramid allows users to create interactive and data-aware visuals, which can be incorporated into guided web-based navigations. Users can slice, dice, filter, focus, drill, pivot and sort data directly within interactive visuals. This year, Pyramid is the highest-ranked product of all in the *Visual Analysis* KPI.

## Visual Analysis – Top-ranked



Peer Group: BI & Analytics Specialists



## Consistently outstanding in Visual Analysis

Peer Group: BI & Analytics Specialists

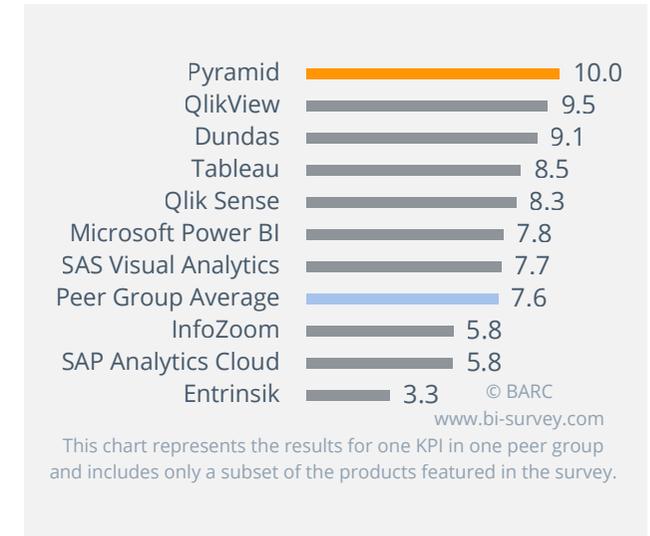


## Visual Analysis



## Visual Analysis – Top-ranked

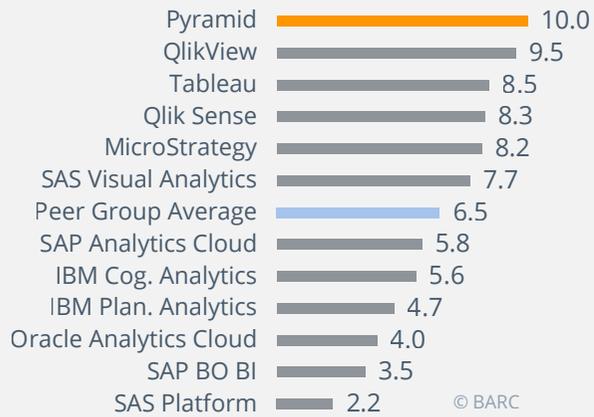
Peer Group: Self-Service Analytics-focused Products



## Visual Analysis – Top-ranked



Peer Group: Large/Enterprise-Wide Implementations

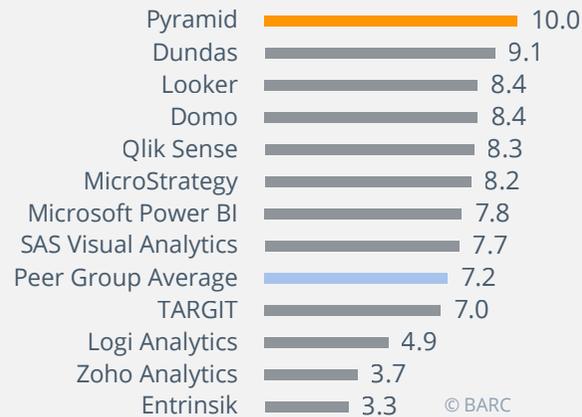


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey

## Visual Analysis – Top-ranked



Peer Group: Embedded Analytics-focused Products



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



# Location Intelligence

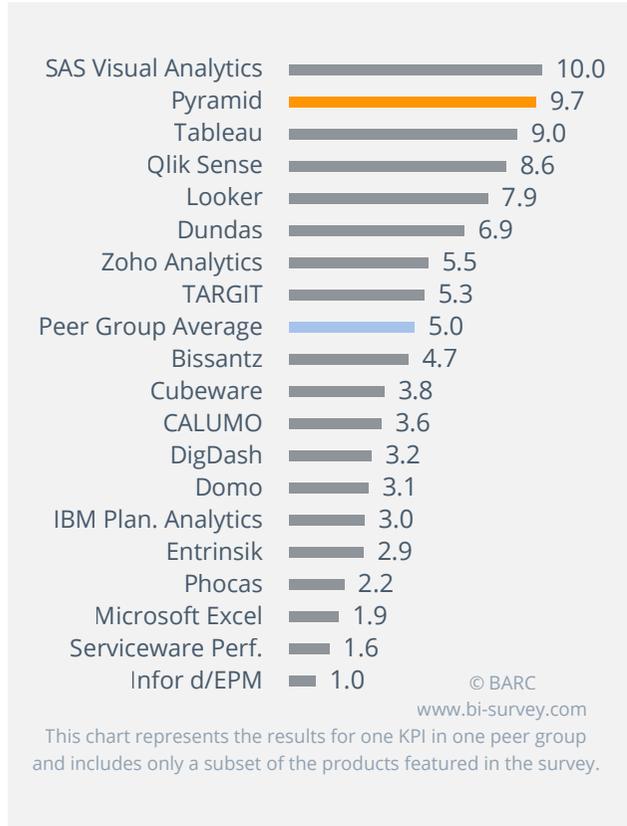


This KPI is based on the proportion of survey respondents that currently perform spatial/location analysis with their BI tool.

## Location Intelligence – Leader



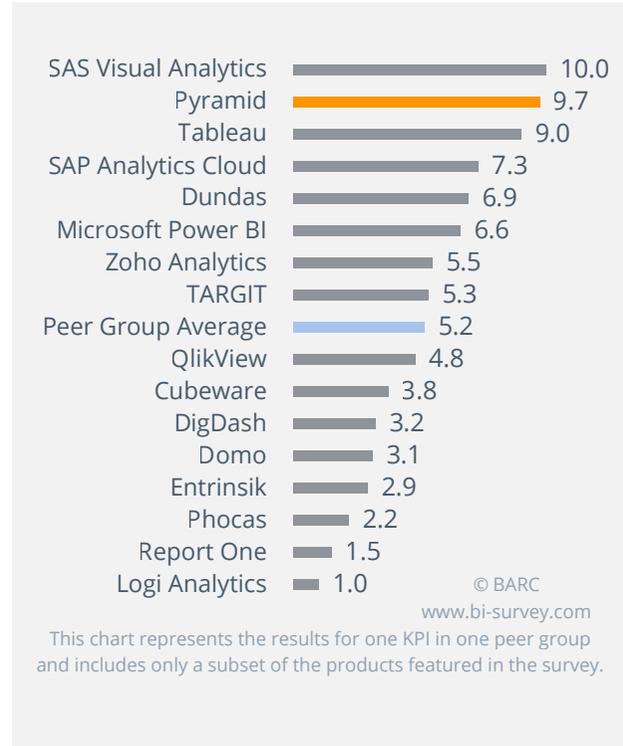
Peer Group: Ad Hoc Reporting-focused Products



## Location Intelligence – Leader



Peer Group: Dashboarding-focused Products



# Location Intelligence



## BARC Viewpoint

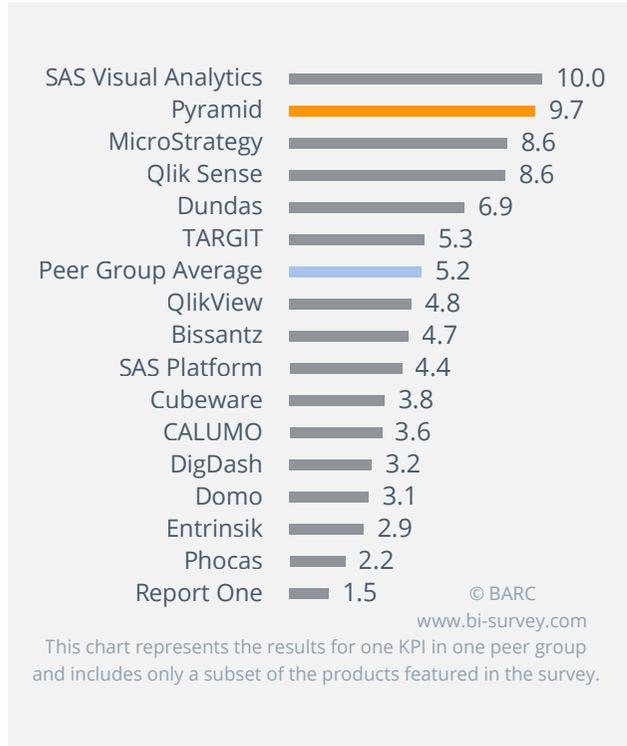


Almost every data set contains some kind of location or spatial information. It is therefore only natural for data-driven enterprises to want to extract any interesting information from their data as it can be valuable. 47 percent of Pyramid Analytics customers have used the product for location intelligence and a further 38 percent plan to. Pyramid supports custom shape layers and offers integration with MapBox. Beyond plotting data on maps on many layers, the platform also offers easy-to-use tools to calculate distances between points. The resulting sets can be used as filters or for segmentation.

## Location Intelligence – Leader



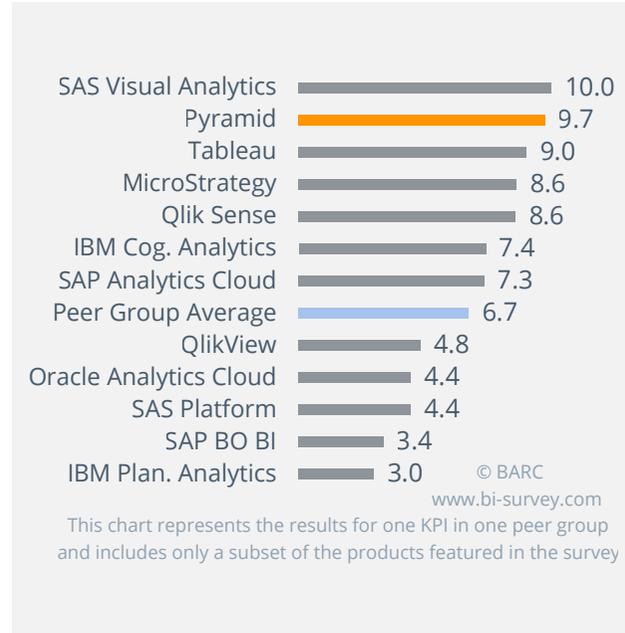
Peer Group: BI & Analytics Specialists



## Location Intelligence – Leader



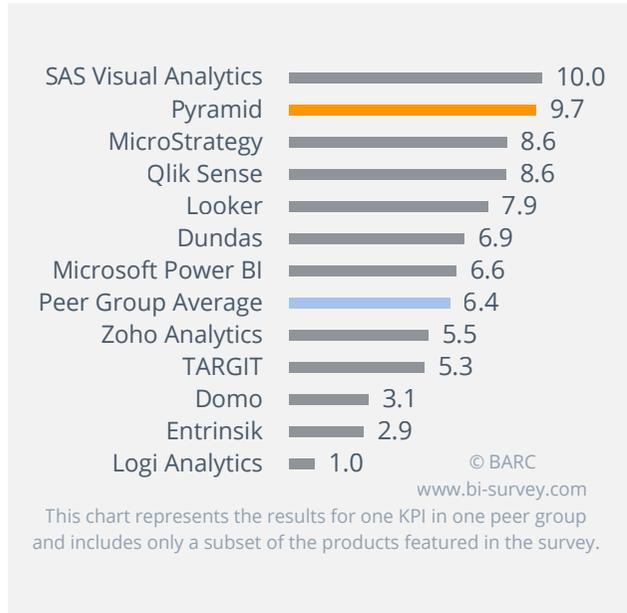
Peer Group: Large/Enterprise-Wide Implementations



## Location Intelligence – Leader



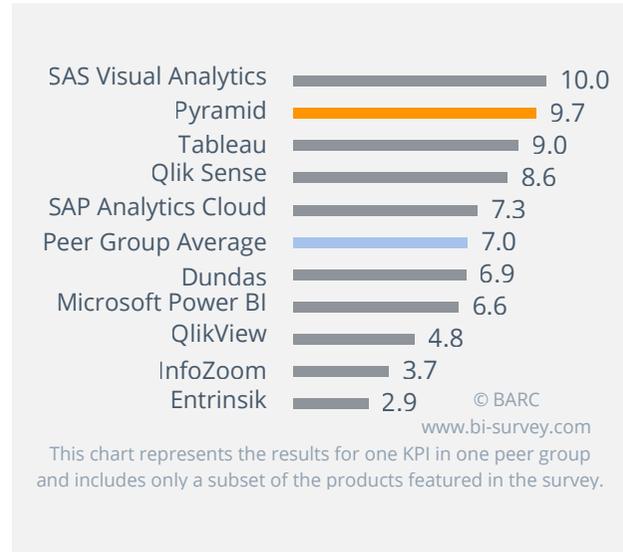
Peer Group: Embedded Analytics-focused Products



## Location Intelligence – Leader



Peer Group: Self-Service Analytics-focused Products



# Operational BI

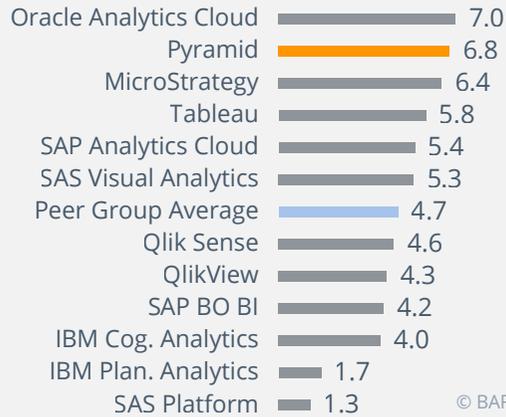


This KPI is based on the proportion of survey respondents that currently use real-time data from transactional systems with their BI tool.

## Operational BI – Leader



Peer Group: Large/Enterprise-Wide Implementations



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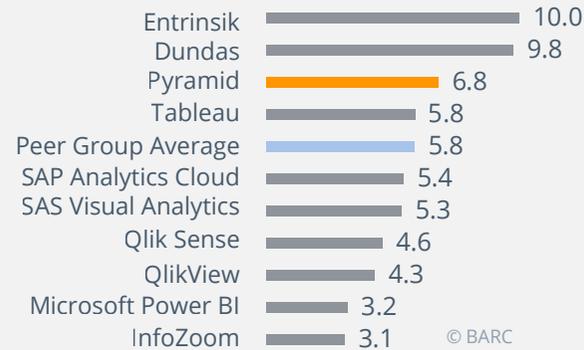
www.bi-survey.com

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

## Operational BI – Leader



Peer Group: Self-Service Analytics-focused Products



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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.

## Operational BI



### BARC Viewpoint

Operational BI is the key to reaching out to the users who typically do not use BI and analytics software but tend to work with transactional systems or static lists. However, operational staff need information to execute often-critical processes and avoid any interruption to these process, which can be very costly. In recent years, we have had more customers asking for solutions that are capable of serving operational BI scenarios as they want to analyze real-time data from transactional systems. Pyramid supports those use cases in two distinct ways: First of all, the product and its content can be integrated into other applications. Moreover, Pyramid is able to query data directly from underlying data sources without replicating it.

# Innovation

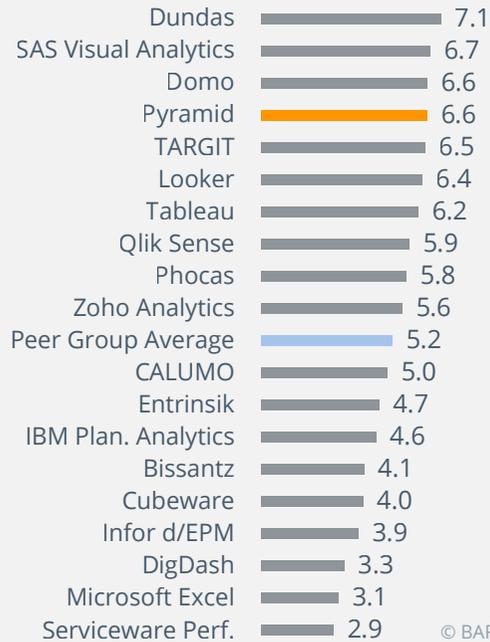


This KPI combines the *Cloud BI, Data Preparation, Visual Analysis, Visual Design Standards, Location Intelligence, Mobile BI, Operational BI* and *Embedded BI* KPIs to measure the product's level of innovation.

## Innovation – Leader



Peer Group: Ad Hoc Reporting-focused Products



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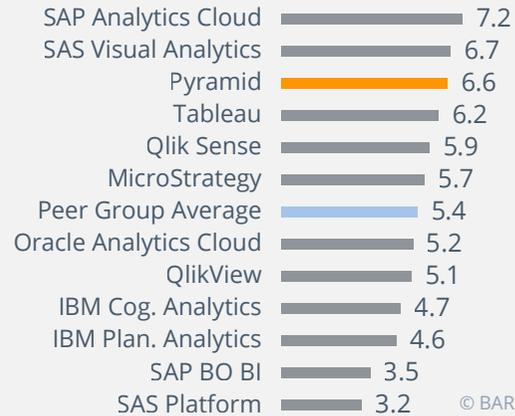
www.bi-survey.com

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

## Innovation – Leader



Peer Group: Large/Enterprise-Wide Implementations



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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

## Innovation



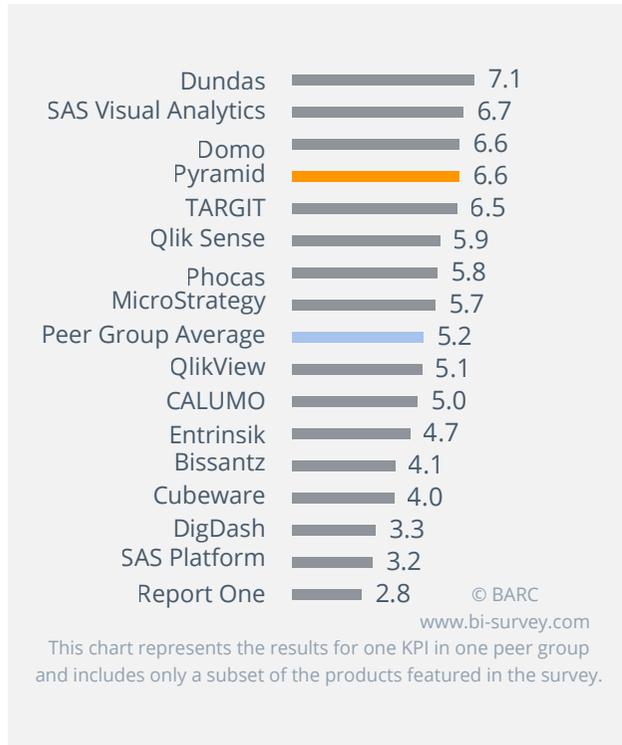
### BARC Viewpoint

Pyramid Analytics invested heavily in building its modern BI and analytics platform, which was first released in 2017. The product has since matured and adoption has risen as the vendor's results in the Innovation KPI show. This KPI reflects the level of use of the product across a range of scenarios, aggregating the results of the *Cloud BI, Data Preparation, Visual Analysis, Visual Design Standards, Location Intelligence, Mobile BI, Operational BI* and *Embedded BI* KPIs. Pyramid is in the leading pack in four of its peer groups in the Innovation KPI, demonstrating that customers have embraced using the software in areas beyond traditional BI.

## Innovation – Leader



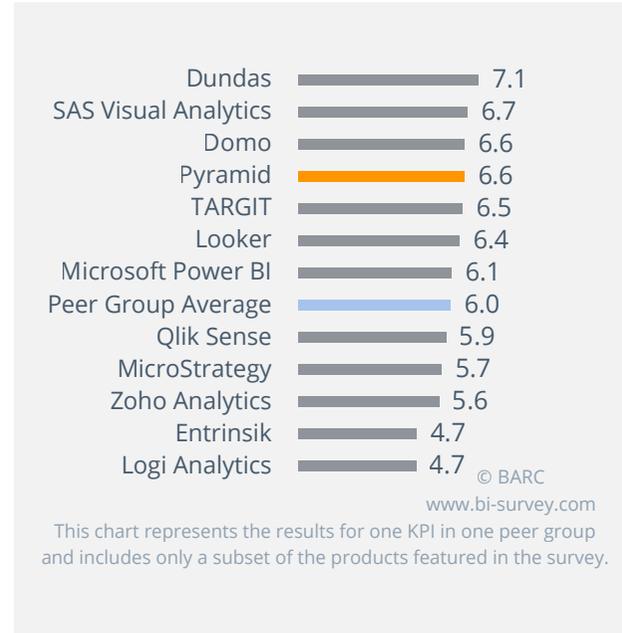
Peer Group: BI & Analytics Specialists



## Innovation – Leader



Peer Group: Embedded Analytics-focused Products



# Competitive Win Rate & Cloud BI



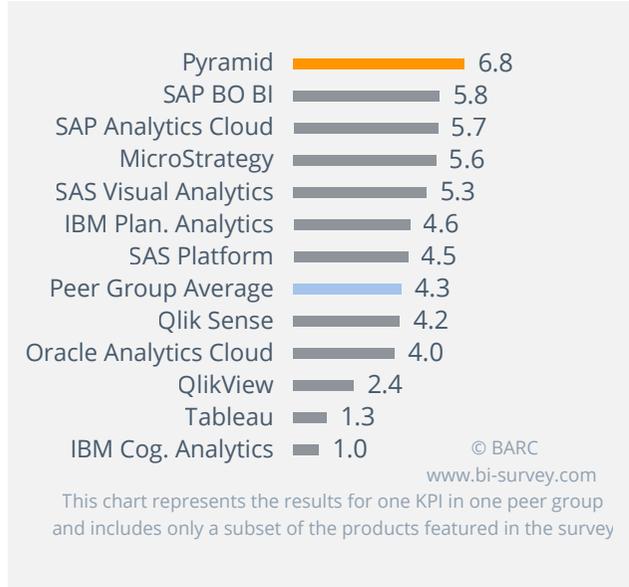
The *Competitive Win Rate* KPI is based on the percentage of wins in competitive evaluations.

The *Cloud BI* KPI is based on the proportion of survey respondents that currently use the product in a cloud environment.

## Competitive Win Rate – Top-ranked



Peer Group: Large/Enterprise-Wide Implementations



## BARC Viewpoint

## Competitive Win Rate

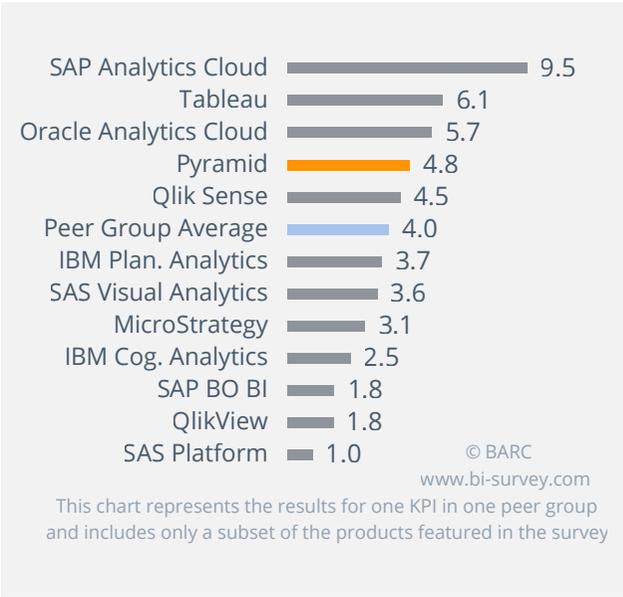


Pyramid Analytics is a growing vendor with an increasing presence in the market. Its product is highly competitive, as the results in The BI & Analytics Survey 22 show. It is therefore unsurprising to see it has a high win rate when competing for new deals against rivals, especially given its positive results in the *Sales Experience* KPI. One customer summed up their experience as follows: "Very high [opinion of the vendor]. Whilst initially skeptical, I feel that the software is good and the vendors are excellent to deal with." Pyramid Analytics is top-ranked for its *Competitive Win Rate* in the *Large/Enterprise-Wide Implementations* peer group in this year's BI & Analytics Survey.

## Cloud BI – Leader



Peer Group: Large/Enterprise-Wide Implementations



## Cloud BI

## BARC Viewpoint

Cloud BI is a relevant scenario for over half of the Pyramid customers in this year's survey, with about one third having already used the product in the cloud. The software is designed to run on any cloud platform (AWS, Azure, Google Cloud, Oracle Cloud and Alibaba). App listings are available in the AWS, Oracle and Azure marketplaces under BYOL terms. Pyramid now has a „Pay as you Go“ - PAYG - offering on AWS. This is pre-licensed with a charge per unit of time model. Private cloud offerings are also now available in this mode.

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 2021\*](#) reflects on the trends currently driving the BI, analytics and data management market from a user perspective. We asked close to 2,900 users, consultants and vendors for their views on the most important BI trends.

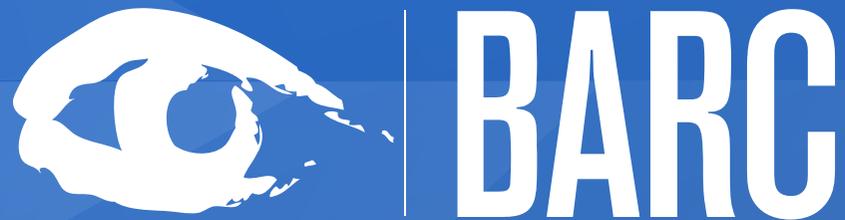


The BARC study [\*The Future of Reporting\*](#) investigates how and why companies should modernize their reporting. It is based on a survey of 600 participants from 58 countries across a range of industries. [Download here.](#)



[\*The Planning Survey 21\*](#) is the world's largest survey of planning software users. Based on a sample of 1,422 responses, it offers an unsurpassed level of user feedback on 21 leading planning products. Find out more at [www.bi-survey.com](http://www.bi-survey.com)

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