BUSINESS INTELLIGENCE SOFTWARE OVERVIEW

Also called marketing intelligence, business intelligence (BI), and business analytics tools, marketing intelligence is any measurable business insights and metrics you can gather together to make better decision-making. A business intelligence solution is a Software as a Service (SaaS) that pulls together information from varying sources in order to give you an organized mix of both in-depth and high-level insights. A BI solution automates data consolidation and starts to automate reports to make sense of it all.

Who uses a business analytics tool? When it comes to major company decisions, the C-level executives are the ones that need BI to make decisions - most often, the CIO. However, BI solutions dive into other areas like accounting, customer relations and sales, meaning that just about any team member could benefit from better analytics.
The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings. The overall Customer Success ranking is a weighted average based on 3 parts:

**Content Score** is affected by:

1. Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
2. Customer reference rating score
3. Year-over-year change in amount of customer references on FeaturedCustomers platform
4. Total # of profile views on FeaturedCustomers platform
5. Total # of customer reference views on FeaturedCustomers platform

**Market Presence Score** is affected by:

1. Social media followers including LinkedIn, Twitter, & Facebook
2. Vendor momentum based on web traffic and search trends
3. Organic SEO key term rankings
4. Company presence including # of press mentions

**Company Score** is affected by:

1. Total # of employees (based on social media and public resources)
2. Year-over-year change in # of employees over past 12 months
3. Glassdoor ranking
4. Venture capital raised

### Customer Success Report Award Levels

**Market Leader**

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.

**Top Performer**

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.

**Rising Star**

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.
2020 Customer Success Awards

Check out this list of the highest rated Business Intelligence Software software based on the FeaturedCustomers Customer Success Report.

MARKET LEADERS

alteryx
birst
board
DOMO
GoodData
looker
Microsoft Power BI
MicroStrategy
Qlik
Sisense
tableau
TIBCO
Yellowfin

TOP PERFORMERS

christianSteven
EXAGO
Halo
infomer
INSIGHTSQUARED
IZENDA
Klipfolio
Phocas
TARGIT
toon Analytics

RISING STARS

TechExcel
DBxtra
data that make sense
geckoboard
GROW.com
spagobi
ABOUT DOMO

Domo helps all employees—from the CEO to the front-line worker—transform the way business is managed by connecting them to the right data and people they need to improve business results. Domo’s Business Cloud is the world’s first customizable platform that enables decision makers to identify and act on strategic opportunities in real time. The company works with the world’s leading and most progressive brands, including more than 25 percent of the Fortune 50, across multiple industries including travel and hospitality, retail, manufacturing, finance, technology and more.

"Domo allows us to set up alerts and will tell me if a specific metric changes and because of that I’m able to get insight immediately so it’s actionable and we can react quickly."

Jon Adams
Global Digital Technology Manager, Danaher Corporation

"There is nothing out there that is as robust of a reporting tool as Domo that can take dynamic travel data and display it in real time to the people who make business travel decisions."

Josh Cameron
Strategy and Corporate Development, Christopherson Business Travel

“We use Domo to track and measure benchmarking data for our clients. We also use it internally, everything from looking at sales, to looking at how clients are performing, and even just operationally looking at how we’re pacing to budget throughout the year.”

Angela Stizza
Director, Operational Strategy & Performance Improvement, Rakuten

"Using Domo, we’ve been able to improve the speed to market with our external client partners for content production initiatives—it improved over 42% within two quarters of implementing those changes."

Andre Torres
Manager, Digital Shelf Production & Global e-Commerce, Newell Brands
2020 MARKET LEADERS

alteryx
birst
board
GoodData
looker
MicroStrategy
Microsoft
Power BI
Qlik
Sisense
TIBCO
Tableau
Yellowfin
ABOUT ALTERYX

Alteryx is the leader in data blending and advanced analytics software. Alteryx Analytics provides analysts with an intuitive workflow for data blending and advanced analytics that leads to deeper insights in hours, not the weeks typical of traditional approaches. Analysts love the Alteryx analytics platform because Alteryx can deliver deeper insights by seamlessly blending internal, third party, and cloud data, and then analyze it using spatial and predictive drag-and-drop tools. This is all done in a single workflow, with no programming required. More than 700 customers and thousands of data analysts worldwide rely on Alteryx daily.

“It can do the data preparation, it can do the analytics, it can do the reporting, it can do the spatial (the mapping side of it), it can do basically everything, and it's end-to-end.”
Mike Jacobs
SVP Segmentation, Equifax

“Now that we have Alteryx, I can go in myself and blend together different tables across multiple databases and get to the data I need to quickly.”
Kristin Scholer
Marketing Analytics Manager, Ambit Energy

“We were no longer spending 80% of our time merging data sources and processing our data, and we’ve flipped that around so it only takes us a little bit of time now to process our data and we can spend our time visualizing our data to make it impactful for our business.”
Wendy Gradek
Consultant Product Manager, Advanced Proactive Service, EMC Corporation

“The big value we see with Alteryx is the ability to prototype something out quickly and deliver something quickly to your customers.”
Chip Duden
VP, Business Analytics, Werner
ABOUT BIRST

Birst is the only enterprise-caliber Business Intelligence platform born in the cloud. Less costly and more agile than Legacy BI and more powerful than Data Discovery, Birst is engineered with an automated data warehouse and rich, visual analytics to give meaning to data of all types and sizes. Coupled with the agility of the cloud, Birst gives business teams the ability to solve real problems.

"Birst has allowed us to create customized reports that are doing what we used to do in Excel, but it’s updating them regularly and automatically.”
Scott Gabriel
Business Analyst, United Allergy Services

“By providing fast, easy access to the information we need to successfully pursue our corporate imperatives, Birst is helping us to further reduce costs, increase revenue, and meet other business goals that will drive our continued success in the years to come.”
Ben Slater
Senior Manager of Enterprise Applications, Toshiba Medical Systems

“When we looked at the ease with which various BI solutions allow business users to construct, maintain, and add new sources to a data model, Birst blew everything else out of the water. It was point and click no complex SQL required.”
Monique Herman
VP Business Operations, Jive Software

“Our organisation has always been data-driven, but teams had islands of data that they had to work with manually. With Birst, we have networked our data sources together and delivered analytics into the hands of the teams that need this insight. This approach means that we can work with data as it is, rather than with reports that are static and not fit for...
Bart Redder
Group CRM and Intelligence Director, Graydon
ABOUT BOARD

Board is the #1 decision-making platform. Founded in 1994, Board enables people to have a transformative impact on their business, helping them to intuitively play and create with data in a flexible, all-in-one decision-making platform. By unifying Business Intelligence, Corporate Performance Management, and Predictive Analytics, the Board platform allows companies to produce a single, accurate, and complete view of business information, gain actionable insights, and achieve full control of performance across the entire organization. Thanks to Board, global enterprises such as Coca-Cola, DHL, KPMG, Puma, Siemens, and ZF Group have deployed end-to-end decision-making applications at a fraction of the time and cost associated with traditional solutions.

"BOARD listens to our needs. We have high standards and we can exploit the capabilities of the system to the max. When faced with new challenges, we can always find someone at BOARD with the same mindset and fast innovative ideas to find a solution with us."

Project Leader
ZF Friedrichshafen AG

"The BOARD toolkit puts the solution in the end-users hands, taking the pressure away from other departments. The more I discover about the toolkit the more I realize I am on a learning curve."

John Quickenden
Manager BSG, Mitsubishi Electric

"BOARD allows us to consolidate in a split second! Yes, consolidation can happen with a single button! Yes, consolidation can happen for 48 manufacturing plants and for 85 warehouses! At the beginning I was very skeptical, but I can guarantee you that it works."

Ivan Evstatiev
Senior Manager, Planning & Performance Management, Coca-Cola European Partners

"We compared BOARD to six other EPM solutions on the market and concluded that it is the most complete, powerful and easy to use. The implementation of the solutions is fast and efficient and our teams participated with motivation. We have many projects in mind with BOARD, which meets our expectations in every way."

Philippe Martelo
Director of Finance Information Systems, SEB Groupe
ABOUT GOODDATA

GoodData is an industry leading Insights as a Service provider, pushing beyond traditional BI by guiding users through the use of Collective Learning, much like popular B2C vendors do for recommending movies or next purchases. GoodData’s Insights Network mines the accumulation of the company’s experience, best practices, and the millions of user interactions to propel organizations to analytic maturity and business success.

"Now with embedded GoodData insight, there is one source of truth across the enterprise which lets them capture and share more useful and richer data, which has helped some of our customers increase conversions by more than 200%."

Andy Woods
Director of Product Management, Demandbase

"Our partnership with GoodData enables our customers to access metrics that are very comprehensive. The resulting transparency of data now available to ourselves and our customers makes it a lot easier to manage our business successfully."

Katie Obi
VP of BPO Operations, Aasonn

"GoodData has it all: an end-to-end platform, a hyper-intuitive interface, rapid deployability, and it’s secure. Not to mention, an incredible services team that serves as an extension of our development group."

Ian Mauer
Director of IT and BI, MediGain

"Only GoodData offered a full end-to-end solution...within three months, they had implemented advanced analytics across the enterprise and began introducing self-service BI. The GoodData Professional Services played a huge role in the success of the rollout."

Vineeth Raja
Director Corporate Projects and Information Services, Leadiant Biosciences
ABOUT LOOKER

Looker is a unified data platform that delivers actionable business insights to employees at the point of decision. Looker integrates data into the daily workflows of users to allow organizations to extract value from data at web-scale. Over 2000 industry-leading and innovative companies such as Sony, Amazon, The Economist, IBM, Etsy, Lyft and Kickstarter have trusted Looker to power their data-driven cultures.

"The ability to develop in LookML and immediately look at the changes you’re making is an extremely powerful tool. Looker gives us that power.”

Rex Gibson
Manager of Software Engineering, Knewton

"The Klip rewards network relies on Looker to optimize in-app ad delivery. Looker is easy and powerful enough that non-engineers have the ability to analyze data more efficiently. This allows us to answer questions and be alerted to changes more quickly. All reports can easily be shared across offices and in Google Drive. It just works and that’s..."

Courtney Guertin
CTO and Co-Founder, Klip

"Looker offers us the ability to build custom apps for both our employees and our customers. As we’re servicing their employee population, our customers are able to see the registration rates, utilization, how they are performing in different disease areas, and how we’re impacting them and their employees.”

Bashir Eghbali
Director of Data Services & Engineering, Grand Rounds

"Looker is an incredibly powerful tool for viewing the data that drives value to our customers. Through Looker dashboards, we’ve been successful at shifting the entire company’s focus to the core metrics that are actually the most important to the company.”

Kristy Lagle
Vice President, Business Operations, SimplyHired
ABOUT MICROSTRATEGY

MicroStrategy is a leading worldwide provider of enterprise software platforms. The Company’s mission is to provide enterprise analytics, mobility, and security platforms that are flexible, powerful, scalable, and user-friendly. MicroStrategy and Usher are either trademarks or registered trademarks of MicroStrategy Incorporated in the United States and certain other countries. Other product and company names mentioned herein may be the trademarks’ respective owners.

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Customer references from happy MicroStrategy users

VIEW ALL REFERENCES

“MicroStrategy improves our ability to track sales, merchandising and inventory metrics. As a result, we are better able to identify revenue enhancement and cost reduction opportunities.”
Greg Henslee
President, OReilly Auto Parts

“MicroStrategy has provided us with strategic access to sales, inventory, receipts, markdowns and on-order information, helping us make more proactive, smarter decisions that enhance our overall business performance.”
Roddy Kerr
EVP and CIO, Belk

“With MicroStrategy, it’s now possible for users to quickly and easily identify trends and issues in areas such as customer retention, churn and profitability, allowing for targeted responses such as specific marketing campaigns.”
Keith Guthrie
MicroStrategy Architect, Telefonica UK Limited

“MicroStrategy provides the flexibility and ease of use that our end users require daily to analyze massive amounts of trade and customer interaction information.”
Peter Fuchs
Data Warehouse Manager, Cortal Consors
ABOUT MICROSOFT POWER BI

Power BI is a business analytics solution that lets you visualize your data and share insights across your organization, or embed them in your app or website. Connect to hundreds of data sources and bring your data to life with live dashboards and reports.

”Microsoft Project Online gave us access to real-time reports, with which, we could make informed decisions and ensure that projects adhere to our timelines and that the expectations are timely met at every stage.”

Anup Purohit
Senior President & Chief Information Officer, Yes Bank

”The location feature is a huge help. Getting sales people to check in is fast and easy; they simply upload a photo, and Kaizala tags it with their location. This helps keep managers informed and sales people accountable.”

Nikhil Nair
Director of Sales, M-KOPA Solar

”Power BI allows us to make the most of information in meetings, have the information at hand, track performance of our goals and to be in control of the company.”

Marlon Javier Forero
Technology Manager, Pharmetique

”With no need to invest in physical infrastructure, scaling up has been fast, efficient and low cost. Hosting the app on Azure means that KROPS can work virtually anywhere, benefiting the most remote farmers.”

Ong Parker
Vice President, Business Development, Krops
ABOUT QLIK

Qlik is a leader in visual analytics. Its portfolio of products meets customers’ growing needs from reporting and self-service visual analysis to guided, embedded and custom analytics. Approximately 35,000 customers rely on Qlik solutions to gain meaning out of information from varied sources, exploring the hidden relationships within data that lead to insights that ignite good ideas.

“QlikView is simple to deploy, you can have a complex database mapped and a business reporting application created within a couple of weeks – and then you are already getting value from your investment.”
Eugene Maguire
Strategic Development Manager, Power NI - Viridian Group

“QlikView has made a direct impact on companywide performance through improved visibility of inventory and customer margin. Our finance and executive teams can quickly monitor financial performance by market and by customer and make necessary adjustments to inventory, costing, production and pricing.”
Gerry Watts
President, SunOpta

“Deploying the QlikView-powered solution across the web has more far-reaching benefits than we initially expected. Never before have we had so much detailed information on customers and sales at our fingertips so effortlessly.”
Nick Irvine
IT Manager, Bainbridge International

“Instead of having to sift through several pages of various reports, Qlik’s navigation allows people to go back to the start, giving the end-user the confidence to move forward with a decision.”
Neil Martin
Head of Toolkit, Webhelp
ABOUT SISENSE

Sisense empowers everyday business users to independently manage, analyze and visualize complex data quickly and cost-effectively. Their mission is to transform complex data into insights everywhere, enabling access to business intelligence across the entire organization. Their leading innovation is used by companies seeking to gain insights into their own business, and also embedded by technology and service companies that aim to provide additional insights and value for their customers.

328
Customer references from happy Sisense users

"The speed at which Sisense is able to process millions of rows of records is a huge advantage to us in terms of saving time on data modeling and running reports."
Rajeev Natarajan
Partner, Kantar

"Sisense is very powerful. We could merge data across media buys and marketing automation. We could identify performance of specific vendors and switch budgets. Analytics was clearly driving performance."
Divya Krishnan
Associate Director, Marketing Analytics, Position2

"Sisense dashboards are multifaceted because they provide increased visibility, increased transparency, as well as interior motivation and optics for the staff."
Ric Lumbard
Executive Director, Iowa Communications Network

"Sisense is as easy as dragging and dropping in Excel, except you get interactive, powerful reports. The capabilities of the Sisense report builder are just so powerful and slick."
Mike van Thiel
CEO and Co-Founder, Known Factors
ABOUT TIBCO SOFTWARE

TIBCO Software empowers executives, developers, and business users with Fast Data solutions that make the right data available in real time for faster answers, better decisions, and smarter action. Over the past 15 years, thousands of businesses across the globe have relied on TIBCO technology to integrate their applications and ecosystems, analyze their data, and create real-time solutions.

“TIBCO helped us with new, cutting-edge technology for Fast Data. We wanted to be able to identify our customers in real-time, making data available and actionable across all of our channels including online and mobile as well as in our airports and contact center.”
Andi Azzolina
Director of Shared Development Services, JetBlue

“TIBCO will allow us to gather data from various distribution systems, which will allow us to monetize content as a collective in a dynamic marketplace. Already, we have become much more knowledgeable about how to appropriately and effectively promote our content.”
Ben Hope
CIO, Fox Networks Group

“Using TIBCO software, we attained the capability to rapidly update information in our systems. Updates that once took up to 30 days now take about three seconds. Within four months, TIBCO had provided enough benefits to pay back Embratel’s entire investment in TIBCO products.”
Vladimir Motta
Architecture Consultant, Embratel

“We have high regard for the real-time data analysis capabilities provided by TIBCO’s software, which enable us to introduce personalized services on a timely basis according to customer spending behavior. This results in increased profitability and a reduction in potential customer loss.”
Cecilia Tseung
Vice President of Information Technology and Customer Services, New World Mobility

919 Customer references from happy TIBCO Software users
VIEW ALL REFERENCES
Tableau Software, a global leader in rapid-fire, easy-to-use business analytics software, announced that its global OEM Partner program added seven new valued partners, including: Premier, Inc., Redzone, Vocera Communications, CI&T, LeanKit, N2N and PostUp. By partnering with Tableau, these independent software vendors (ISVs) and Software-as-a-Service (SaaS) providers gain the ability to integrate, co-brand and embed Tableau’s powerful and easy to use data visualization software into their own products.

"With Tableau, we can align all of our reporting and tie back a branch’s contribution to the overall company results, which helps us better understand the impact that they’re having.”
Jackie Chan
Vice President of Retail Analytics, Charles Schwab

“Our analysts can quickly manipulate data in ways that are a lot more useful to them than working with pivot tables or Microsoft SQL Server Reporting Services reports. Tableau has proven to be really useful to create dashboards on the fly and show people particular visualisations on the spot.”
Aaron Hall
Business Analyst, Silver Fern Farms

“Tableau gives people the ability to actually know the exact numbers behind things. I know the number of people that are coming. I know the number of people that have bought a certain ticket special. I know the next day we have a cap giveaway, so more people might be buying for that game.”
Sarah Stone
Manager, Advertising & Marketing, Texas Rangers

“Tableau allows me to quickly explore a client’s data and uncover some of its key messages. Presenting those insights to a client promptly allows me to build my relationship with that person and helps us both focus on the key issues in the project.”
Tom Keane
Principal and CIO, Norbridge
ABOUT YELLOWFIN

Yellowfin is a global Business Intelligence (BI) and analytics software vendor passionate about making BI easy. It is a highly intuitive, 100 percent web-based reporting and analytics solution. Yellowfin is a leader in mobile, collaborative and embedded BI, as well as location intelligence and data visualization.

“With the ability to create a profile, update statuses, and track past conversations, no other platforms enable collaboration like Yellowfin. These features both improve adoption amongst business users and the decision-making process within the organization.”
Daniel Ko
Senior Consulting Analyst, Info-Tech Research Group

“The bottom line is, by partnering with Yellowfin, we achieved the goals of a highly-customized, feature-rich dashboard reporting solution our customers love, while ensuring minimum IT staffing requirements for ongoing dashboard enhancements and support.”
Scott Strozyk
Vice President of Information Technology, LocalEdge

“In a constantly evolving business environment, the integration of the Toustone BI solution has transformed our data, giving us complete operational visibility with access to realtime, trustworthy insights, accessible and actionable to all relevant personnel, resulting in substantial savings in labour and inventory holdings.”
Tom Hansen
Chief Information Officer, Ruralco

“Yellowfin is an extremely powerful, yet easy to develop reporting and analysis tool. Being able to tailor dashboards to the needs of individual departments or business units is excellent.”
David Fear
IT Systems Analyst, Taupo District Council
2020 TOP PERFORMERS

Christian Steven

Exago

Halo
A Division of Logility, Inc.

InetSoft
open standards innovation

Informer

Target
courage to act

InsightSquared

IZENDA

ZOHO Analytics

Dashboards
ABOUT CHRISTIANSTEVEN SOFTWARE

With over 1,000 clients in 47 countries, we are committed to a culture where we put people first – our customers, our employees & our partners. We specialize in Data Analytics, Business Intelligence, reporting, report distribution, report scheduling, dashboards & automating business processes. From scheduled BI report delivery to browser-based Data Analytics & mobile-enabled dashboards, the magic sauce is in our proprietary business process automation experience & know-how that leverages business rules, workflows & instant notification capabilities built right into our Business Intelligence, Data Analytics & report distribution solutions.

"We found that CRD is really simple and intuitive. It has an interface similar to Microsoft™ Outlook, but it is even easier to use because none of the functionality is hidden.”
Yossi Akselrud
Director of IT, Revival Home Health Care

"The CRD tool is very efficient and robust and has helped our company automate various processes and bring in efficiency. The support team has been very responsive and helpful. They have always been very prompt to respond to any kind of queries I have with the tool. I would recommend this tool to anyone who wants to reduce manual overhead…"
Dhanya Paul Tenny
Hawker Pacific

"CRD is a huge timesaver. By getting the reporting done outside of normal working hours it allows employees to be more productive and focus on more meaningful tasks.”
Monica Pepe
System Support Administrator, NextGen Healthcare

"Investing in CRD reduced month-end work-load from around a week to one hour maximum! We would need to appoint another full-time analyst if we did not have this amazing software. This means that CRD has already paid for itself several times over.”
Elaine Caslin
Pharmacy Operations & Systems Manager, University Hospitals of Morecambe Bay NHS Foundation Trust
ABOUT EXAGO, INC.

Embedded Business Intelligence for Software Providers - “Powered by Exago BI”. Exago BI is a 100% web-based, seamlessly embedded, no plugins required, solution for software companies looking to provide ad hoc reporting, dashboards and business analysis to their clients. Their full-featured BI solution tightly integrates with your web-based SaaS and or on-premise application and allows non-technical users to create reports and dashboards without help from IT. Exago BI provides advanced features such as interactive data visualizations, geo-maps, drilldowns, user-defined formulas, and data merging into predefined “pixel perfect” PDF, RTF and Excel templates.

“Exago BI provides tremendous flexibility and functionality for both our end users and our developers. Customers love the self-service report builders and our IT team is very happy with how easy it was to integrate Exago BI and customize it for each type of user.”

Roman Trevino
Director of Insights and Analytics, Management Controls

“Exago eliminates the frustration of creating and editing ad hoc reports and makes these tasks completely self-service for non-technical users.”

Manash Sahoo
Chief Software Architect, NTRACTS

“Exago’s business-intelligence solution is a strategic complement to Adapt staffing software. The embedded solution gives our clients the ability to design customer reports and dashboards with ease. More importantly, our clients can make faster and better decisions for their organizations with the right data at the right time and with the right format.”

Betsy Wilson
Director of Product Management, Erecruit

“Autotask customers rely on Exago technology to execute nearly 6,000 ad hoc reports each day, giving them instant and powerful insight to what is happening in their businesses.”

Adam Stewart
SVP Engineering, Autotask
ABOUT HALO BI

Halo is an analytics software and advisory services provider which offers customers an innovative blend of technology to manage demand, inventory and supplier relationships. Halo’s Advanced Information Hub is a first-of-its kind solution to help companies leverage all their corporate data to generate new insight for competitive advantage.

“With Halo we’ve been able to identify sources of growth and attack those items and give them the diligence that they need.”

Marissa Williams
Director of Supply Chain, Mid-Continent Instruments and Avionics

“The system is so simple that there was little need for prolonged training. Once our team saw how easy it was to slice, drill down and sort the information, they were sold – especially since it turned out to be an extremely cost-effective solution.”

Hugh Neuharth
CFO, Cianna Medical

“We are able to forecast and supply lists of units to be shipped out in the proceeding months. We’ve also picked up orders without critical paperwork, orders that have been canceled but not processed correctly, or orders that have been mislaid. This granular insight is incredible.”

Royce Simmons
Assembly and Distribution, C B Norwood Distributors Limited

“Halo helps us understand customer buying patterns and analyze trends and hot spots in our business fast and accurately.”

Craig Laurent
Merck & Co.
ABOUT INETSOFT

InetSoft is an easy, agile, and robust business intelligence software that makes it possible for organizations and solution providers of all sizes to deploy or embed full-featured business intelligence solutions. Application highlights include visually-compelling and interactive dashboards that ensure greater end-user adoption plus pixel-perfect report generation, scheduling, and bursting. InetSoft’s capability combined with efficient information access enabled by InetSoft’s visual analysis technologies allows maximum self-service that benefits the average business user, the IT administrator, and the developer.

“Style Intelligence is a great app for analyzing data via ad hoc filtering. In addition, the visualizations are eye popping and easy to generate and edit. Great visuals, easy ad hoc filtering - very effective from a dashboard user stand point. Documentation is helpful. Support is terrific.”
Lee Ronald
Director, Commercial Operations, MDS Pharma Services

“The first thing that stood out about Style Scope was its ease of use and rich graphical interface. But what's really making a difference for us is the ability to give our executives immediate access to specific up-to-date information that's presented in a format that is easy to use and understand. Style Scope gives our decision-makers a better way to...
Mike Grosse
Chief Technical Officer, Sullivan University

“InetSoft’s solution takes that SQL information and populates the screens of dashboards to reflect divisions such as countries and business unit.”
Keith Stone
Chief Operating Officer, Intellitrends

“We selected InetSoft’s Style Report Professional for a time-tested, dependable publishing engine and a powerful, yet easy-to-use report designer that would save resources associated with internal development of publishing capabilities and client customization requests.”
Craig Christiansen
President-Technology, FPX
Entrinsik is an established, global software company based in Raleigh, North Carolina. Entrinsik’s state of the art solutions improve efficiency, productivity, and streamline operational workflows. On-staff industry experts offer personalized, on-site, in-depth training to get teams up and running quickly. Hundreds of organizations rely on Entrinsik for reporting, data analysis, and noncredit course management. With an emphasis on ease of use, modern technology, and a high level of customer support, decision-makers have trusted Entrinsik software for over 30 years. Contact us at sales@entrinsik.com or 888-703-0016 to schedule a one-on-one conversation, demo, or free trial. Details at http://entrinsik.com.

Customer references from happy Informer by Entrinsik users

"The possibilities are endless in terms of how data can be combined and sorted. There’s not much you can do with a printed report. Now users can run analytics and create their own charts based on their specific needs."

Craig Babigian
F.W. Davison & Co.

"The underlying technology of Informer is very robust, allowing the mashup of multiple data sources as well as the generation of any number of complicated reports that involve multiple unions and joins."

Mike Woster
Chief Operating Officer, The Linux Foundation

"Our data is in much better shape than it used to be. I set up scheduled reports once and don’t have to think about it again. When new functionality is added to Colleague, I figure out what data it’s relying on and see if we need to add a report or criteria in Informer to make sure that data can be counted upon to be accurate."

Kristin Richmond
Director of Human Resources Information Systems, Elgin Community College

"Informer has saved so much time in report development without relying on expensive consultancy to generate simple and more difficult reports. Due to the speed of report development it has made everything so much more efficient. I would highly recommend Informer to others as it has made so much difference in the way we generate reports."

Trevor Savin
Support Analyst, Police Credit Union
ABOUT INSIGHTSQUARED

InsightSquared helps revenue operations professionals make better decisions by equipping them with actionable, real-time intelligence on sales and marketing KPIs. Businesses rely on the company’s solutions to forecast more accurately, better manage pipeline, tailor rep coaching based on individual performance, understand their marketing attribution, and conduct data-backed planning and analysis.

"Specifically, being able to look at multiple snapshot dates at once helps me understand how we are trending in collections quickly and get on top of issues before they become problems. Since we’ve started using InsightSquared, our monthly DSO has decreased by 70%. This decrease is from better insights driving improved processes in collections."
Daniel Harman
Vice President of Sales and Marketing, Mojo Motors

"InsightSquared helps us get the rich data out of Salesforce and the real time insights allows us to change strategy on a dime."
Emmanuelle Skala
VP of Sales, Influitive

"InsightSquared is perfect for the sales leader who wants access to their historical data captured in their CRM system."
Brian Levin
Director of Sales Enablement, Veracode

"InsightSquared allows us to respond to any changes happening in the market or in the pipeline as well as look at the full cycle from marketing to closed deal."
Heather McKibbon
Senior Director, Everwise
ABOUT IZENDA

Izenda’s business intelligence platform is purpose-built for Independent Software Vendors and Solutions Providers. Their integrated BI platform allows end users to easily access, visualize, and share valuable data and insights in real time. Embedded seamlessly in your application, Izenda delivers BI directly to the people who need it most. Izenda makes it simple for your users to access top-tier reporting directly within your application or a stand-alone portal. Izenda’s cutting-edge technology integrates and scales with your application, supporting all your reporting and analytics needs.

"The interface to create reports is intuitive for non-technical users. Our employees could also use Izenda to aggregate and analyze customer data. This has greatly improved the efficiency of our Customer Service and Finance departments.”

Thomas Polan
VP of Technology, Synovia Solutions

"Not only does this automation and inclusion of approved documentation within the application workflow and notification eliminate clerical errors and potential legal issues, but powerful business intelligence and data analytics capabilities provide the insight needed to make in-the-moment strategic decisions imperative to effective negotiations.”

Nick Kulshrestha
Vice President of Operations, Flairsoft

"With Izenda embedded in our application, every user is in command of the reporting and analytics they need. In real-time they can interactively explore data and create entirely new reports and dashboards all from within our application. Satisfied users recommend our solution 97% of the time.”

Darryl Praill
CMO, VanillaSoft

"This gives us what our users need in an effective and timely manner. It’s now easy to drill-down and explore data in real-time, giving businesses more time for analysis and less time creating reports.”

Christian Cooper
Chief Technology Officer, Pareto
ABOUT KLIPFOLIO

Klipfolio is a flexible, affordable, cloud-based platform for building and sharing real-time business dashboards on web browsers, TV monitors and mobile devices. Virtually any data source can be connected to Klipfolio, whether it lives in the cloud or on premise. Once connected, data sources can be referenced, manipulated and mashed up with other data sources using dozens of functions, math operations and stats, to build powerful data visualizations and dashboards - windows to the health and performance of the business. A robust library of pre-built content, live support and free courses help users get up and running quickly.

“Since Klipfolio, we have a lot more metrics front and centre for the company. It’s easier for us to compare different customer acquisition channels at a glance and measure performance over time. The dashboard is always on the main TV in our office where the majority of our team works.”

Dave Lastovskly
Head of Marketing, Bus.com

“Klipfolio dashboards let us track engagement in real-time and compare data across whichever time period we choose.”

Oscar Rocha
Lievent Studio

“Klipfolio allows us to easily tailor dashboards so we can make them relevant for each of our clients. The fact they can see all data in real-time and from any device is an absolute bonus!”

Anthony Carter
Managing Director, Digital Customer Care

“Klipfolio allows us to create dashboards quickly. In some cases it takes just a few minutes. We find that when we make one dashboard, our users want us to make two or three more.”

Daniel Nielsen
Data Analyst, Ekstra Bladet
ABOUT LOGI ANALYTICS

Logi is for application owners who need to build analytic applications. Logi Info offers an analytic development platform that allows you to rapidly build, deploy and maintain analytic applications with analytics at the core that keep your users engaged.

“"The flexibility of Logi Info has enabled us to better use our data through more efficient reporting and effective presentation. We have saved the time of at least one full time employee.”"

Brian Kost
Strategic Business Analyst, Vaso Healthcare

“"Logi Analytics is clearly the fastest, easiest, and cheapest solution available for ISVs and SaaS companies that want to embed dashboards and reporting into their applications.”"

Steve Fischer
CTO, Origami Risk

“"We can see all our data at the push of a button, whereas before we were having to take data from one source and another source and join it together. All that reporting is now at our fingertips.”"

Jim Cray
Operations Director, Asset Management Services, H&J Martin

“"When we saw how reports and dashboards could be deployed across a combination of PCs, tablets, and mobile devices using Logi Info, the board members were really excited. It was just what we wanted to do, and it was a deciding factor for us.”"

James Perrott
Group IT Manager, Eurac
ABOUT PHOCAS

Phocas has thousands of customers across North America, the UK, Europe and Australia. Phocas experts help manufacturing, distribution and retail customers turn company data into results. From easy-to-read dashboards, to the renowned lightning-fast grid, everything about Phocas is designed for ease-of-use. Phocas allows you to drill from high level dashboards right down into the underlying transactions. It’s not just turning data into pretty pictures, it’s about seeing the data that makes your business tick.

"Phocas is the best tool available to review on-demand customer sales, profitability, trends and opportunities. It has increased our ability to react when required. I use Phocas to drive sales productivity which has seen mind set changes within our sales team.”
Darrell Aitken
QLD State Sales Manager, Ardex Australia

"Phocas is a great BI tool that provides our salesforce with the visibility and information they need to make sales. Furthermore, the simplicity and ease of implementation was a reassuring change to previous BI products we had tried.”
Simon Coombes
Systems Director, Aurora Limited

"Phocas is a window into my business. I can see our direction on a daily basis and change course as required. I use Phocas to develop business plans, strategies, identify strengths and weaknesses effectively and concisely. Phocas is a tool I use every day and I would feel lost without it. It is the best business software I’ve used in a 20+ year career.”
John Sandroussi
Logistics Manager, Airco Fasteners

"Very useful bolt-on tool to extract system data. In a sales and marketing role, the ability to run quick reports and drill down in detail is invaluable in growing your sales and having meaningful focused discussions with customers. Phocas meets all the requirements for an end user – being easy to operate and able to drill deeper into the data.”
Neil Sutherland
State Manager WA, Rud Chains Pty Ltd
ABOUT TARGIT

TARGIT Decision Suite is the business intelligence and analytics solution for all business users. It is their mission to transform entire organizations by revealing actionable insights for every user to make better and faster decisions. TARGIT Decision Suite is the only business intelligence platform that offers visual data discovery tools, self-service business analytics, reporting, and stunning dashboards in a single, integrated solution. TARGIT doesn’t stop at software. The unique combination of their patented technology, proven methodology, and dedicated employees and partners is what enables them to help organizations around the world perform their best.

156
Customer references from happy TARGIT users

“"You need to have complete insight on all your costs, of materials, of operations, of everything. And that's where TARGIT BI and analytics comes into action.”"  
Ringo Vandenberghhe  
IT Manager, Soleras

""The best solution is that we have everything in one place. Now we can see and analyze procurement, production and sales and dive deep into the numbers in a very easy way, and it has great value for us.”"  
Jane Eiersted  
CFO, Launis

""Now, we have an overview of all customer and partner information, and SuperOffice integrates perfectly with TARGIT. We are able to keep track of all data regarding magazine sales and distribution and these areas are fully transparent as well. We also use TARGIT for budgeting, which has made the budgeting process so much easier.”"  
Kirsa Christoffersen  
Head of Administration and Projects, Nordjyske Medier

""With TARGIT Decision Suite, users can easily access any information they need without help from IT. We gained technical and business knowledge in general, since TARGIT presents us an overview of all of our activity. It’s a modern tool that covers more than 100% of our needs.”"  
Vasilis Karpodinis  
IS Director, APIVITA
ABOUT ZOHO ANALYTICS

Zoho Analytics (previously Zoho Reports) is a self-service BI and data analytics software that lets you create visually appealing data visualizations and insightful dashboards in minutes.

“Zoho Analytics drastically reduced the hours spent in fetching, analyzing, and presenting data. I can now log in from anywhere, at any time, using any device and create dashboards in no time.”

Stephen Shorter
General Manager - Solutions Group, Viatek

“We use Zoho Analytics for generating Sales and Attrition reports. This allows us to track our salespeople and figure out who is performing best, and at which rate they are increasing their monthly sales.”

Taylor Jane Carpenter
Scheduling Coordinator, LSi Credit Solutions

“Zoho Analytics is the only product with the right mix of cost and value—with features like data visualization, integration, data blending, collaboration, user filters, drag and drop, geomaps, and much more at an affordable price.”

Ben Smith
Advisor and former COO, Sugarfina

“Zoho Analytics is an excellent tool for tracking and optimizing campaigns. The automated mailers let us send weekly reports to all our clients in an automated fashion. I would recommend it to any mid-size company which deals with data.”

Anshuk Aggarwal
Co-Founder, Xplanck

120
Customer references from happy Zoho Analytics users

VIEW ALL REFERENCES
ABOUT iDASHBOARDS

iDashboards has been a pioneer in the data visualization space since 2003. Through award-winning engineering and patented technology, iDashboards is making it easier to understand your data. iDashboards offers easy-to-build, dynamic dashboards that create context for any user – in an organization – so they can draw real meaning from raw data. No matter who you are, or what industry your work in, iDashboards can rapidly reduce the time it takes to build beautiful dashboards and discover powerful insights.

103
Customer references from happy iDashboards users

“Use of the dashboards has allowed us to identify adverse trends quickly and implement corrective actions to address the problems. This has allowed us to improve efficiency within the plant and drive incremental improvement in overall performance.”
Ray Snell
IS Director, Drake Extrusion

“iDashboards’ utilization of ‘interactive intelligence’ allowed for easy viewing of multiple data points in a single view. Additionally, iDashboards’ drill down features allow for easy navigation and summation of information while still making details available in the background.”
Ryan Grekoff
Manager, Logistic Center, Saint Joseph Mercy Health System

“iDashboards is the best tool for data visualization. As business users, we are in full control of the dashboard reports, KPI building and administration. We have everything we needed along with superior graphics.”
Jason Atwood
Channel Manager, RG Barry

“Our end users are very excited by the product. It is visually appealing. Since we are able to consolidate data onto dashboards, end users have a clear understanding as to what is happening with aspects of our business.”
Nathan Aaron
Database Administrator, Glen Raven
RISING STARS
2020 RISING STARS

DBxtra
data that make sense

geckoboard

GROW.com

spagobi

TechExcel
ABOUT ClicData

ClicData is a leading provider of cloud-based dashboard systems that are designed to improve business efficiency through better reporting. It believes current BI tools are just too complex and static; every company should be able to get the most out of its data in a simple manner. ClicData is a French/US company with offices in Lille, France and Scottsdale, Arizona, USA and Toronto, Canada. The business has many years of experience in implementing BI solutions for a wide variety of companies worldwide.

Customer references from happy ClicData users

“ClicData’s ease of use and library of gadgets and customizable graphs make it a feature-rich product for visualizing your most important data.”
Ryan
Technology Director, Kerney School District

“Updating and publishing our dashboards to our clients with ClicData has saved us lots of time and presenting the data in such [an] interactive format is certainly a competitive advantage!”
Anne
Head of Operations, FDS Consultants

“The intuitive graphics help me visually monitor performance and quickly navigate through large and complex sets of data to identify performance priorities.”
Farhad
Executive Director, Pima Association of Governments

“ClicData gives us a dynamic representation of all the relevant KPIs measuring our business progress at the best price possible.”
Alexandre
Chief Operating Officer, Rad
ABOUT DBXTRA

DBxtra is an Austrian Mexican company with a development and support team in Mexico and the USA and sales offices in the USA, Austria and Mexico. YTD they have more than 1,600 customers worldwide in more than 60 countries. They strongly believe in ongoing improvement and enhancement of their reporting tool, and love to listen to their customers in order to improve DBxtra continuously. Customer support is one of their highest priorities and they’re always eager to find the most appropriate solution for their customer.

"DBxtra has been a great value. Typically I can design and deploy a relatively complex management report on the corporate intranet in less than an hour."
Joel L. Sears
SITA Inc.

"A very easy to use report designing software with an intranet reporting web service where all of your employees can access any report depending on their user group rights. The software comes along with a schedule server where you can automatically send reports to printers or mailboxes at certain times. Active Directory Authentication would be very...
Marco Kohns
IT Engineer, Richter Aluminium

"We’ve been looking for a reporting tool that has the flexibility for end users to modify the query criteria, sorting, and grouping data. DBxtra’s data grid just provides all these capabilities. And it is easy to use. This is a great product and I recommend it to other users."
Jerry Liu
Sr. Data Architect, University of Texas School of Public Health

"A powerful, easy to use, custom reporting tool. DBxtra can work with multiple databases and data files and is very easy to work with. The report design and report web service are both powerful and user-friendly. A must for any IT department who needs to generate custom reports to complement and enhance their business systems’ data visibility."
Avner Barber
VP of Operations, Mad Engine

45
Customer references from happy DBxtra users

VIEW ALL REFERENCES
ABOUT GECKOBOARD

Geckoboard is the fastest growing online dashboard; businesses set goals for their most important metrics and monitor their up-to-the-minute progress towards them on TVs around the office. As a result, they stay focused and optimize their activity to improve key metrics that drive faster growth.

103
Customer references from happy Geckoboard users

“"We use the Datasets API to push up-to-date company metrics to our Geckoboard, keeping the team constantly informed and motivated to deliver their best. Setup was a breeze and we had our board up and running in under a day.”

Jon Leigh
Senior Engineer, MoneyBox

“"Since we installed Geckoboard in our office, the live visibility of our metrics has boosted the existing competitive spirit among our sales teams and sales have gone up by 10%.”

John Birtwhistle
Sales Operations Manager, eSynergy Solutions

“"The dashboard is invaluable to my team and the business. For the business you can showcase what you’re doing. For the team it gives focus and visibility to what the priorities are. There’s a greater tendency to take ownership for your work because you feel accountable and it’s visible.”

Louliza Verykiou
Manager of Customer Support EMEA, Marketo

“"Our Geckoboard dashboard is displayed in real time in the office and everyone in the company has access to it – transparency is a value we hold closely and we believe that the more eyes see the numbers we’re trying to optimize the better.”

Piotr Drozd
Head of Growth and Analytics, Ecosia
ABOUT GROW.COM

Grow is the simplest business intelligence (BI) dashboard software for small and medium businesses that makes it easy to track the right metrics, make good decisions and lead with confidence. Quickly set up dashboards in minutes, not months; connect data sources like QuickBooks, Salesforce and Zendesk along with your own databases and spreadsheets without waiting for IT. Grow helps you grow your business faster by allowing everyone to see the score. Employees engage when they know the score and what they can do to win. Leaders who know inspire confidence, respect, admiration, and loyalty so they can lead their teams to success.

68 Customer references from happy Grow.com users

“Overall, Grow is solving my reporting problems and has impressed everyone that has used it. We have partners around the world that now have real-time access to important data like inventory, sales by customer, staff notes, and more. Grow gives our brands and staff access to the right data and metrics to help us focus on the real problems and...”

Chris Deutschman
CEO and Owner, Blue Sky Distributing

“We absolutely recommend Grow! Every small to medium-sized business needs to have a way to see their company outside of spreadsheets. Being able to wrap your analytics and data into a single platform is one of the main reasons to use Grow. You won’t know how much you need it until you’ve used it.”

John Hawkins
Founder and Owner, Hawkins Law Firm

“Grow is visible to the whole company. All data is visible on our office displays and via dashboards and reports.”

Jason Cremins
Founder & CEO, Signagelive

“The biggest unexpected upside of Grow is how easy it is to spin up a temporary metric for a presentation or one-time report.”

Brandon Ferioli
Digital Product Manager, 1 Atelier
ABOUT SPAGOBI

SpagoBI is the only 100% open source, complete and flexible Business Intelligence suite. It includes not only usual reporting and charting tools, but also unique and innovative solutions for the location intelligence, visual inquiring, collaboration, KPIs, interactive dashboards, real-time BI and mobile BI. Conceived and realized by Engineering Group’s SpagoBI Competency Center, it is part of the software stack managed by the international OW2 Consortium, which promotes professional open source solutions, suitable to enterprise contexts.

Customer references from happy SpagoBI users

“In order to foster Bazile Telecom’s growth, we needed a high-performance solution that allowed us to manage invoice processing and our client portfolio. SpagoBI suite is not only an efficient solution that fully exploits the potential of up to date information. It is also a particularly ergonomic platform, supporting our employers in their daily activities. Thanks.

Y. Morel
CEO, Bazile Telecom

“SpagoBI proved to be an application that goes beyond the conventional concept of BI, and it doesn’t leave anything to be desired compared to other products. Through a full set of analytical insights, it brings information to all hospital units, sharing the concept of clinical BI with all the actors involved.”

David Oliveira
Technology and Quality Executive, Sepaco Hospital

“The reliability and the completeness of its features helped us to put the SpagoBI platform in the center of our strategy.”

Sandra Bustos
CIO, Roldán Logística Group

“SpagoBI gives us instant access to consolidated information concerning patients’ healthcare in a single portal, and effectively supports our clinical decision-making.”

Fascina
Medical Superintendent, Sepaco Hospital
ABOUT TECHEXCEL

TechExcel is a privately held software company dedicated to developing intelligent software solutions to optimize today’s business processes. A leading provider of integrated IT service management, customer support and application lifecycle management solutions, TechExcel seamlessly integrates Web, wireless, and client/server technologies to provide companies with the power and flexibility needed to better manage their business. Founded in 1995 and headquartered in Lafayette, California, TechExcel maintains over 1,500 customers in 43 countries and regions in the world, including 20% of the global top 500 enterprises.

“DevTrack helps us make our deadlines and focus our resources. I would say that we are anywhere from 25 to 40 percent more productive using DevTrack, which is very significant. When you realize that a difference of three or four percent is the difference between profit and loss, 30 percent is really significant.”

Pierre Cloutier
Partner, Progeny Software, Inc.

“The ServiceWise application continues to provide Premier with the agility needed to design and implement solutions in minutes or hours instead of the months or years it has taken in the past.”

Carrie Letorney
Project Manager, Premier, Inc.

“ServiceWise is really easy, extremely customizable, and versatile. It can be used for many things, not just for help desk. I would definitely recommend ServiceWise for any other company in a similar situation.”

Demetricus Mosley
Network Administrator, The Vantra Group

“After three years of continuous use at CryptoLogic, DevTrack has met our expectations for defect management, tracking and reporting, and then some. The customizable user interface has enhanced our ability to use DevTrack across the organization.”

Lou Pedron
Director, Quality Systems, CryptoLogic