

The BI Survey 19

The voice of the BI and analytics community

This document is a specially produced
summary of the headline results for

DigDash



The BI Survey 19 DigDash Highlights Dashboard



KPI results

24 leading positions

in 3 different peer groups.

THE BI SURVEY 19



Recommendation

100%

of surveyed users would **recommend*** DigDash.

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

THE BI SURVEY 19



Problems

75%

of surveyed users report **no significant problems** in the use of DigDash.*

* Compared to 41% for the average BI tool.

THE BI SURVEY 19



Dashboards

94%

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

* Compared to 80% for the average BI tool.

THE BI SURVEY 19



Flexibility

60%

of surveyed users chose DigDash because of **its flexibility**.*

* Compared to 42% for the average BI tool.

THE BI SURVEY 19



Price-performance

58%

of surveyed users chose DigDash because of **its price-performance ratio**.*

* Compared to 42% for the average BI tool.

THE BI SURVEY 19



Peer Group Dashboarding- focused products



Leader in

Project success
Price-to-value
Recommendation
Product satisfaction
Customer satisfaction
Flexibility
Sales experience
Performance satisfaction
Ad hoc query
Analyses
Functionality



Peer Group Ad hoc reporting- focused products



Leader in

Project success
Recommendation
Flexibility
Product satisfaction
Customer satisfaction
Sales experience
Performance satisfaction
Analyses
Functionality



Peer Group EMEA-focused vendors



Leader in

Recommendation
Sales experience
Performance satisfaction
Analyses



BARC Summary

Customers value DigDash's general conduct, industry-specific knowledge and its ability to understand and act upon their business needs: factors which lead to a good overall sales experience. Projects are usually completed within budget and are successful on the whole. Customers also have a very positive view of the product. They report very few (and no major) problems encountered while using the software. DigDash Enterprise Platform BI's functionality is rated very highly. These achievements result in 24 leading positions for DigDash across three different peer groups in this year's BI Survey.

Customer Quotes

“ Digdash correspond totalement à nos attentes (Facile d'utilisation, simplicité, efficacité, flexible, rapidité de mise en œuvre...).

 BI-SURVEY.com

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

“ Un très bon outil, facile à appréhender, rapide pour la création de rapports, temps de réponse très satisfaisants pour les utilisateurs.

 BI-SURVEY.com

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

“ DigDash est un outil performant du point de vue des utilisateurs alliant rapidité et souplesse de l'interface dans l'utilisation. D'un point de vue administratif, l'outil est tous aussi agile et sa stabilité est appréciable dans la gestion de l'outil.

 BI-SURVEY.com

” *Person responsible/Project manager for departmental BI, retail/wholesale/trade, 100-2,500 employees*

“ Un excellent partenariat avec une flexibilité aussi bien commerciale qu'opérationnelle.

 BI-SURVEY.com

” *Head of BI & Analytics Competence Center, telecommunications, >2,500 employees*

“ Excellente solution décisionnelle. Réactive, évolutive, important ROI de développement et répondant parfaitement à nos problématiques. Excellente relation avec l'éditeur avec une grande confiance dans l'expertise technique apportée.

 BI-SURVEY.com

” *Person responsible/Project manager for BI from IT department, public sector, >2,500 employees*



DigDash overview

DigDash was founded in 2006 by former Business Objects employees. Their aim was to provide enterprises with easy-to-use software to help them in their decision-making processes by translating their data into valuable information.

The vendor currently employs about 30 people in France, and has more than 450 customers with a combined total of over 10,000 users. 80 percent of DigDash's revenues are generated in France. The company has a diverse range of customers from different industries. They include large corporations such as Orange, Airbus and CEA; public sector bodies such as Ministère de l'Europe et des Affaires étrangères, CDG33 and Metropole de Toulouse; as well as smaller companies such as Delta Plus, Interflora and Chenavari.

DigDash offers a single solution called DigDash Enterprise Platform, which was built in-house by the vendor without any acquired technologies. The first version of the product was released back in 2010. The vendor has a tendency towards using open source technology and offers support for LibreOffice, integration of R and Python as well as

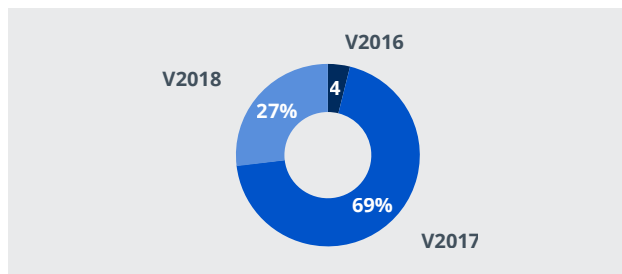
Apache Nutch for indexing and searching unstructured data.

DigDash Enterprise is a solution designed for business users to create interactive data applications. This main dashboard functionality is complemented by a set of predefined statistical methods, ad hoc query capabilities within dashboard applications and functions to create PowerPoint and Excel documents based on dashboard content, text and video material.

DigDash Enterprise Platform connects to a number of data sources and mostly stores data in its own database, although live connectivity to data is also possible. For data access and modeling, the vendor offers a full client called Enterprise Studio. Business users typically use the web client to create analyses, dashboards and reports. For data discovery, the solution enables business users to load flat files directly via the web.

Versions used

n=32



DigDash customer responses

This year we had 32 responses from DigDash users. At the time of the survey, 69 percent of them were using version 2017, 27 percent version 2018 and the remaining 4 percent were still running the 2016 version.

Introduction



THE BI SURVEY 19

The BI Survey 19 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted from March to June 2019. In total, 3,021 people responded to the survey with 2,477 answering a series of detailed questions about their use of a named product. Altogether, 36 products (or groups of products) are analyzed in detail.

The BI Survey 19 examines user feedback on BI product selection and usage across 34 criteria (KPIs) including business benefits, project success, business value, recommendation, customer satisfaction, customer experience, innovation and competitiveness.

This document contains just a selection of the headline findings for DigDash. It does not show all the KPI results and focuses mainly on the positive findings.

For more information on the survey, visit [The BI Survey website](#).



User and Use Case Demographics

BARC Comment

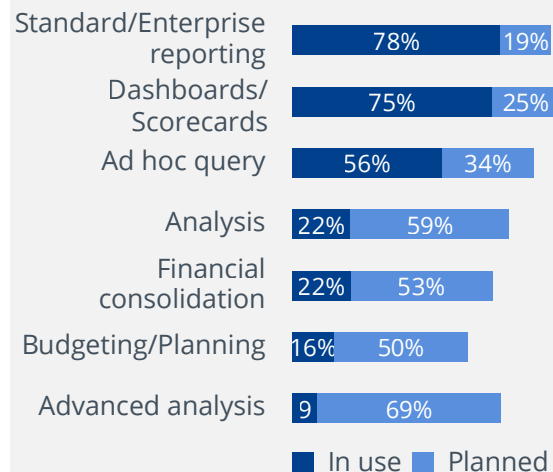
Customers mainly use DigDash for standard/enterprise reporting (78 percent), dashboards/scorecards (75 percent) and ad hoc query (56 percent). The list of DigDash's main competitors underlines the fact that the vendor provides interactive capabilities for building web-based applications.

Although only about one third of customers currently use the solution for analysis and advanced analytics purposes, their future plans are impressive. 69 percent of respondents plan to use DigDash Enterprise Platform for advanced analysis and 59 percent for analysis. The vendor is currently extending its capabilities to navigate in and analyze data. Besides integration with R and Python, DigDash offers predefined statistical functions for additional advanced calculations.

DigDash targets mid-sized companies and large corporations across all industries. 52 percent of our sample of DigDash customers come from large corporations (with more than 2,500 employees) with a median of 50 users, but the mean figure of 454 users indicates there are also some much larger implementations.

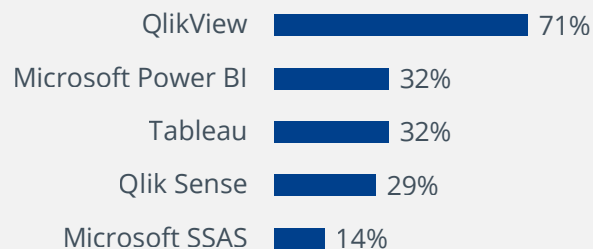
Current vs. planned use

n=32



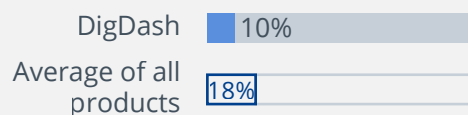
5 products most often evaluated in competition with DigDash

n=28



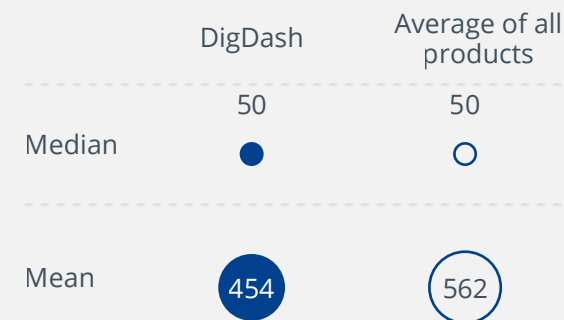
Percentage of employees using DigDash

n=29



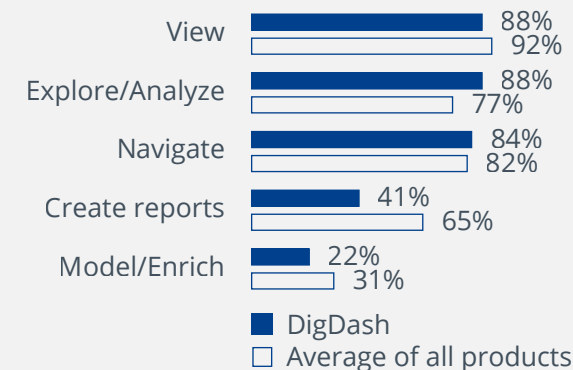
Number of users using DigDash

n=29



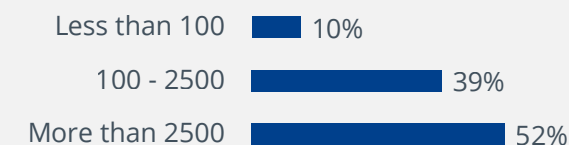
Tasks carried out with DigDash by business users

n=32



Company size (employees)

n=31





Peer Groups and KPIs

The KPIs

The BI Survey 19 provides the reader with well-designed KPI dashboards packed with concise information, which can be absorbed at a glance. The KPIs all follow these simple rules:

- Only measures that have a clear good/bad trend are used as the basis for KPIs.
- KPIs may be based on one or more measures from The BI Survey.
- Only products with samples of at least 20 - 30 (depending on the KPI) for each of the questions that feed into the KPI are included.
- For quantitative data, KPIs are converted to a scale of 1 to 10 (worst to best).
- A linear min-max transformation is applied, which preserves the order of, and the relative distance between, products' scores.

The terms 'top-ranked' and 'leader' are used in the following KPI chart titles. 'Top-ranked' indicates first position. 'Leader' usually denotes a position in the top 25-30% of products listed in the chart.

Peer Group Classification

The BI Survey 19 features a range of different types of BI 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 two key factors:

1. Usage scenario - functional peer groups are mainly data-driven and based on how customers say they use the product.
2. Regional focus - is the vendor a large international vendor with a truly global presence or does it focus on a particular region? We also take into account the location of BI Survey respondents.

DigDash features in the following peer groups:

- Ad hoc reporting-focused products
- Dashboarding-focused products
- EMEA-focused vendors

Peer Groups Overview

[Large global enterprise BI platforms](#)

Includes products equipped with functionality for enterprise deployments that focus on a broad range of BI use cases.

[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.

[OLAP analysis-focused products](#)

Includes products that focus on analysis in dimensional and hierarchical data models.

[Data discovery-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 and performance management, especially planning and budgeting.

[Large international BI vendors](#)

Includes products from companies with annual revenues of \$200m+ and a truly international reach.

[EMEA-focused vendors](#)

Includes products from vendors that have a significant presence in - and focus on - the EMEA region.

[Americas-focused vendors](#)

Includes products from vendors that have a significant presence in - and focus on - the Americas region.

[Embedded analytics-focused products](#)

Includes reporting and analytics products that can be embedded in other business applications.

Project success

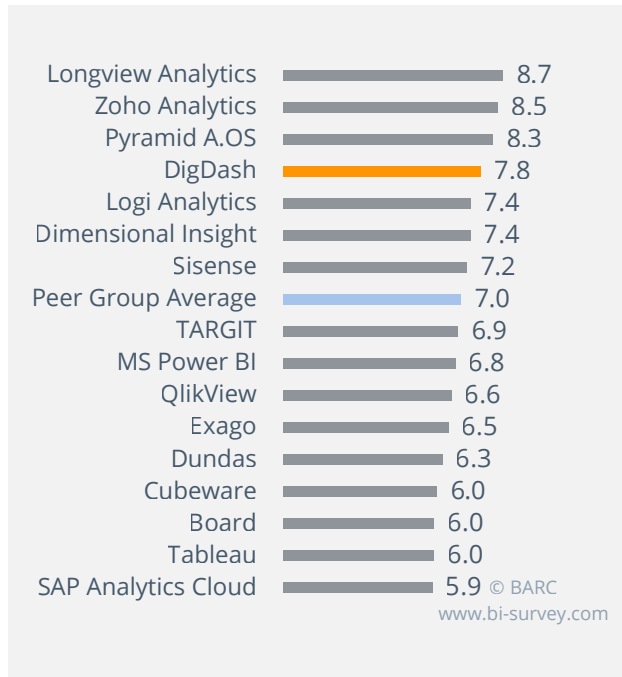


This KPI is based on the implementation satisfaction level and the frequency of projects completed on time and on budget.

Project success – Leader



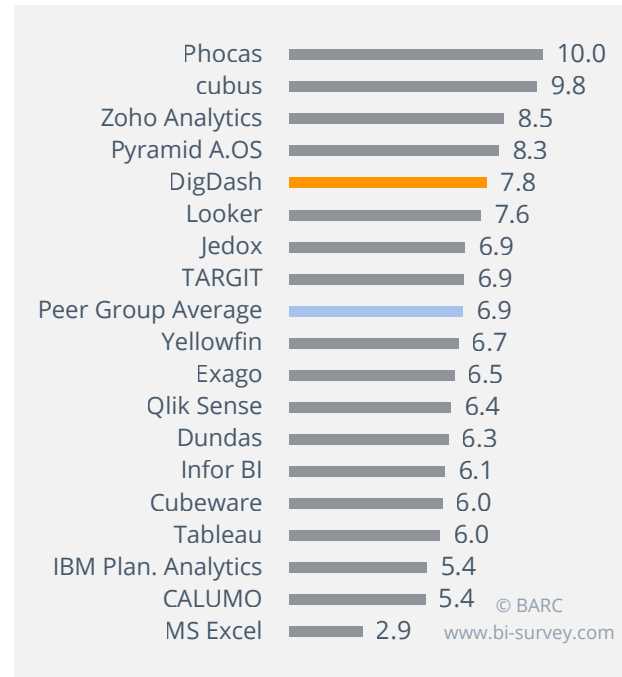
Peer group: Dashboarding-focused products



Project success – Leader



Peer group: Ad hoc reporting-focused products



Project success



Customers report many successful implementations of DigDash Enterprise Platform. Users are highly satisfied with the implementation of the technical and business aspects of the product (both rated 9.3/10), underlining the vendor's and its partners' ability to understand and act upon the business needs of customers. DigDash is also very highly rated (9.6/10) for its (and its partners') ability to complete projects within budget. These results lead to a high rating in the 'Project success' KPI in this year's BI Survey. With a score of 7.8/10, DigDash ranks among the leaders in the 'Dashboarding-focused products' and 'Ad hoc reporting-focused products' peer groups.

Recommendation

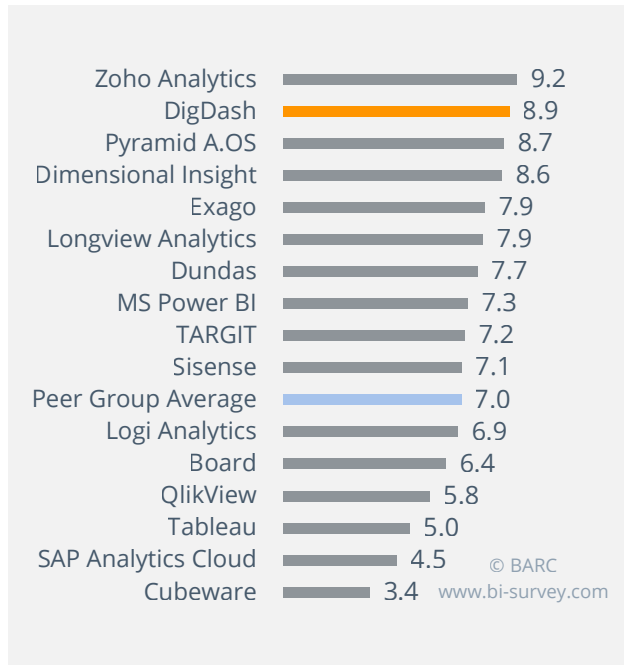


This KPI is based on the proportion of users that say they would recommend the product to others.

Recommendation – Leader



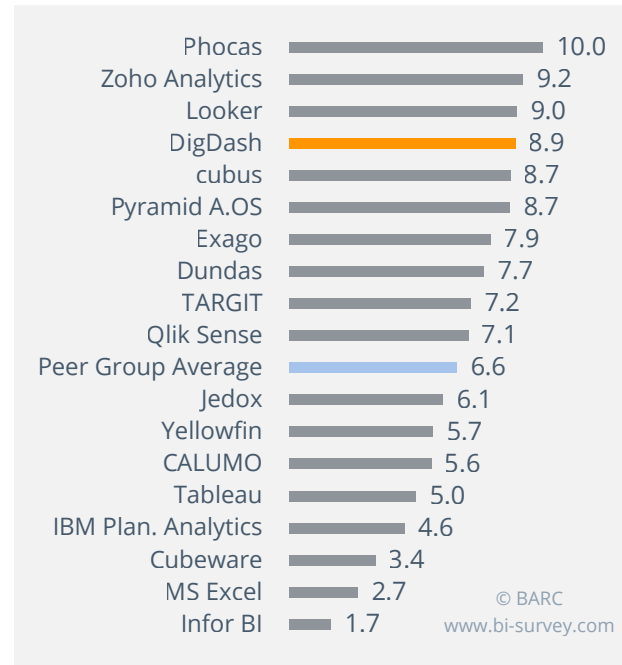
Peer group: Dashboarding-focused products



Recommendation – Leader



Peer group: Ad hoc reporting-focused products



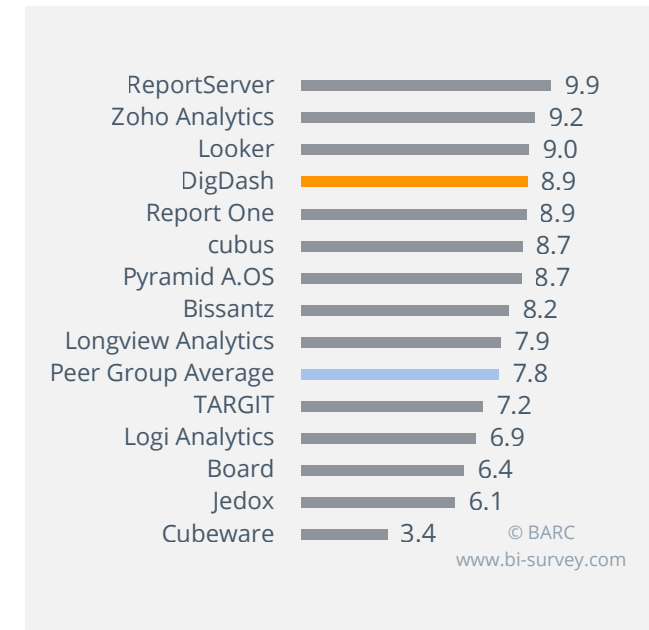
Recommendation



Recommendation – Leader



Peer group: EMEA-focused vendors



DigDash customers are highly satisfied with the product and their implementations. An astonishing 81 percent of survey respondents said they would definitely recommend the product to others, while the remaining 19 percent said they would probably do so: an overwhelmingly positive response. Successful projects and a software product that provides high value at a reasonable price seem to convince customers and convert them into DigDash evangelists. A rating of 8.9/10 puts DigDash among the leaders in all of its peer groups in the 'Recommendation' KPI.

Flexibility

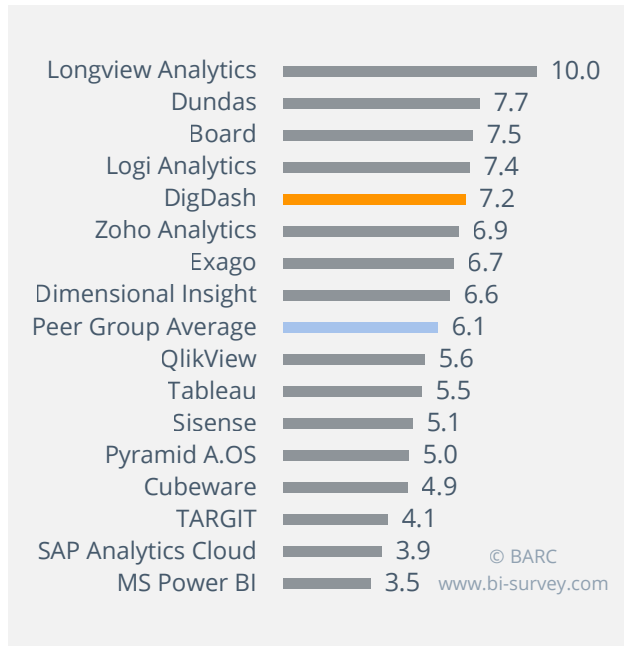


This KPI is based on how often the product was chosen for its flexibility, and on the frequency of complaints about user flexibility post-implementation.

Flexibility – Leader



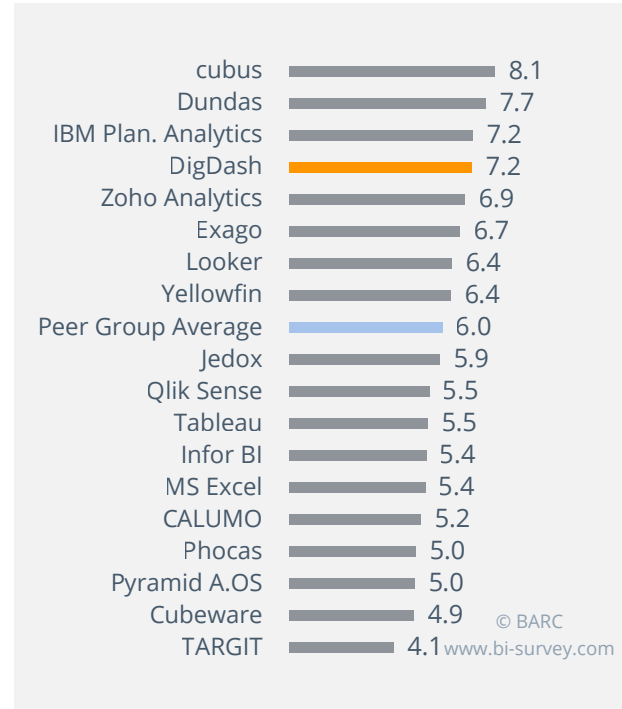
Peer group: Dashboarding-focused products



Flexibility – Leader



Peer group: Ad hoc reporting-focused products



Flexibility



BARC Viewpoint

Flexibility is the main reason why customers choose to buy the DigDash Enterprise Platform. An impressive 60 percent (compared to The BI Survey average of 42 percent) stated that they chose the software for its flexibility. Meanwhile, the level of customer complaints about DigDash's flexibility once the product is in use is around average. These results place the vendor among the leaders for the 'Flexibility' KPI in the 'Dashboarding-focused products' and 'Ad hoc reporting-focused products' peer groups. Solutions that provide customers with the degree of flexibility they require will become increasingly important as organizations move towards a more data-driven decision-making approach. DigDash's focus on business users and its provision of business user-oriented functions for navigation in data and application building look set to serve its customers' changing needs.

Sales experience

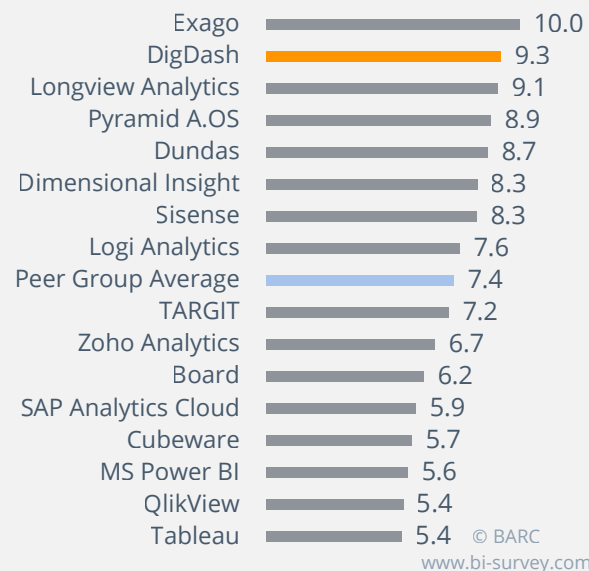


This KPI is based on how respondents rate the sales/purchasing experience with the vendor.

Sales experience – Leader



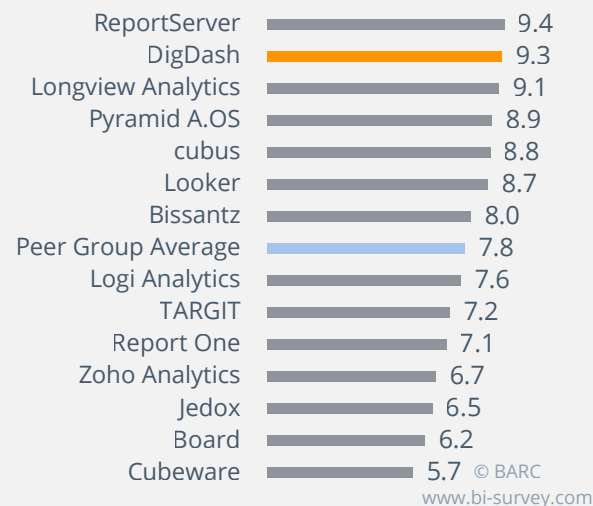
Peer group: Dashboarding-focused products



Sales experience – Leader



Peer group: EMEA-focused vendors



Sales experience

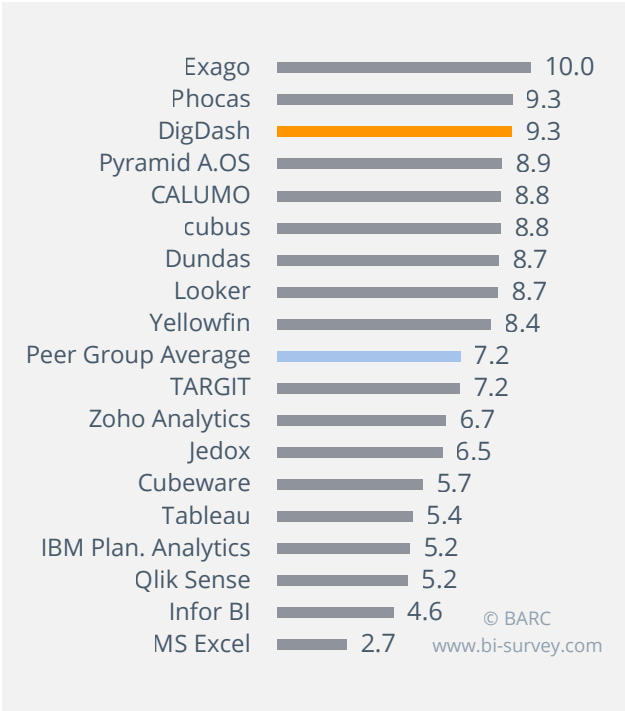


Users give excellent feedback about their dealings with DigDash. The vendor receives The BI Survey's second-best rating overall for its general behavior and for the way it provides customers and prospects with timely and thorough responses to product-related and technical questions. Moreover, customers point out DigDash's ability to understand their business needs, as well as its deep industry-specific knowledge. As a French company predominantly serving the French market, DigDash's proximity to customers is the fifth most frequently cited reason for choosing to buy the software (cited by 33 percent of customers, compared to the survey average of 15 percent).

Sales experience – Leader

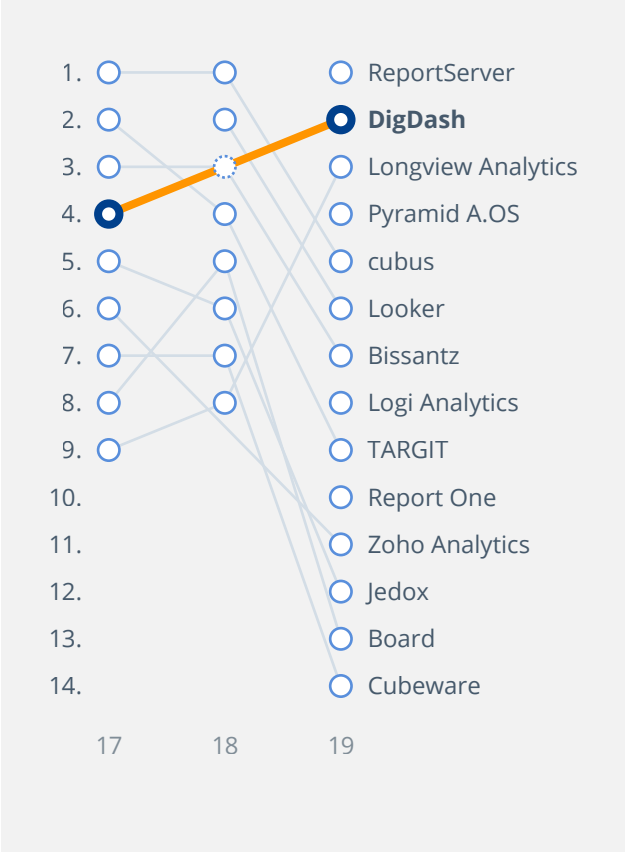


Peer group: Ad hoc reporting-focused products



Improved in sales experience

Peer group: EMEA-focused vendors



Sales experience



Performance satisfaction

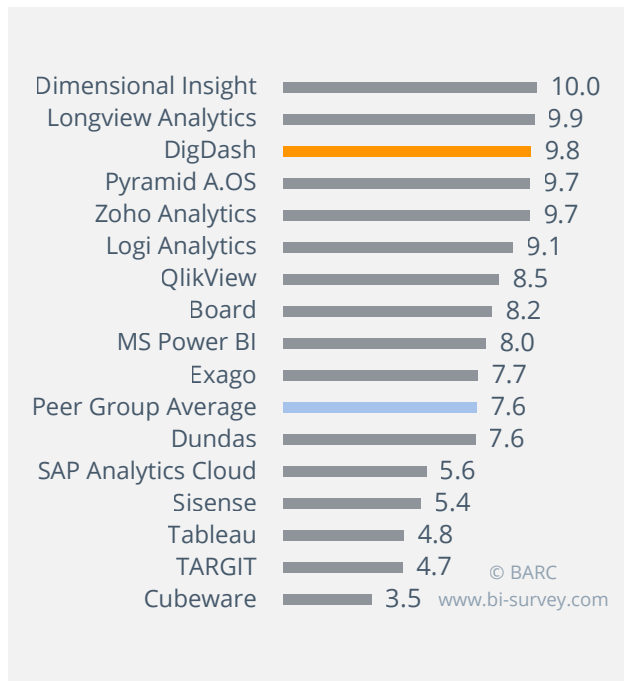


This KPI measures the frequency of complaints about the system's performance.

Performance satisfaction – Leader



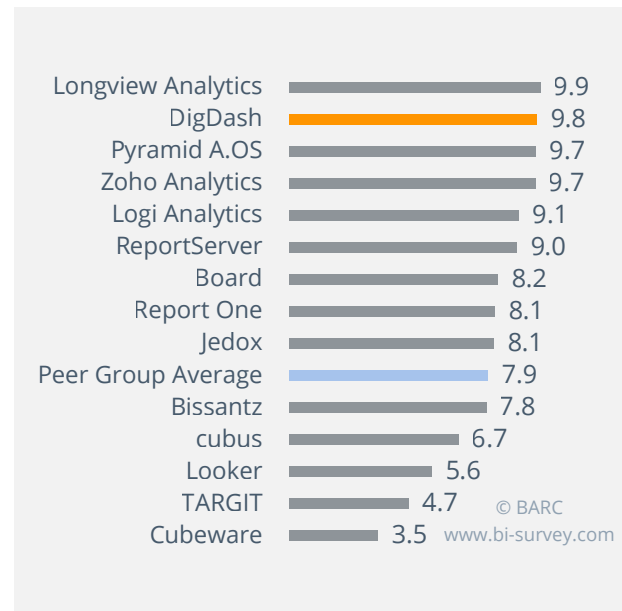
Peer group: Dashboarding-focused products



Performance satisfaction – Leader



Peer group: EMEA-focused vendors



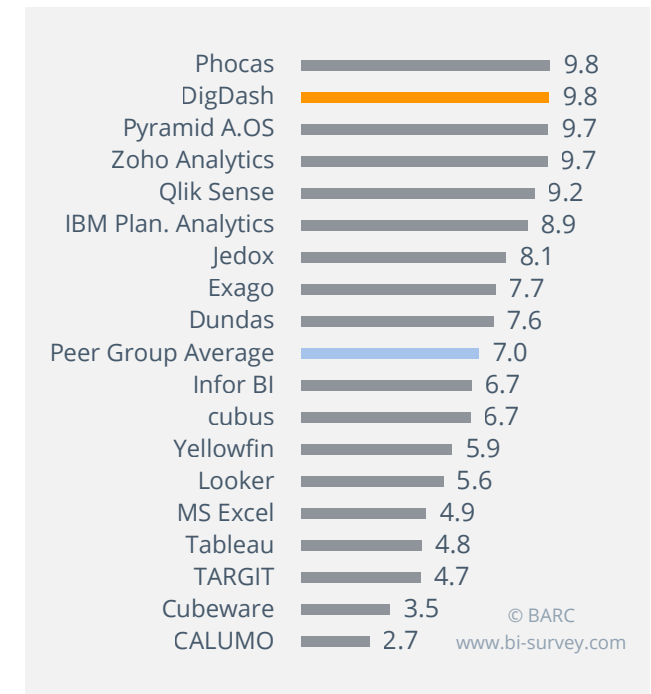
Performance satisfaction



Performance satisfaction – Leader



Peer group: Ad hoc reporting-focused products



DigDash typically stores data in its own storage technology. Although live connectivity to data can be implemented, most customers prefer to use the integrated DigDash data store. DigDash's performance is rated an impressive 9.8/10. Customers process a median of 92 GB of data in DigDash Enterprise Platform and the solution delivers a median query response time of 4 seconds. This performance is more than satisfactory for most users, and only very few have any complaints about it. As a result, DigDash ranks second-best in all of its peer groups and third overall in The BI Survey 19 in the 'Performance satisfaction' KPI.

Ad hoc query & Price-to-value



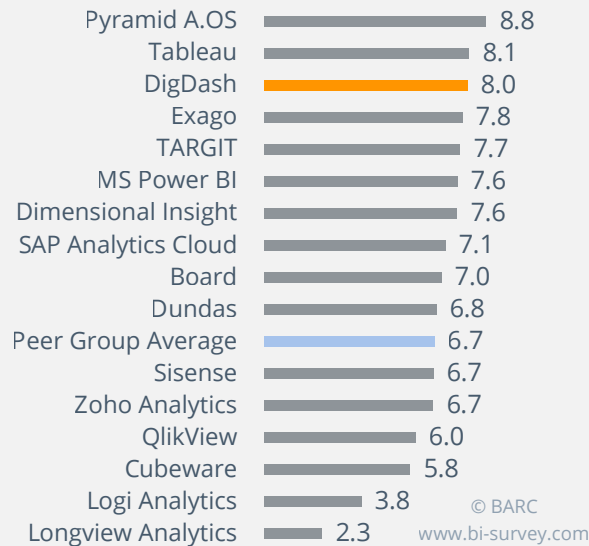
The 'Ad hoc query' KPI is based on how users rate their BI tool in terms of its support for ad hoc queries (data access, drag-and-drop, suitability for business users).

The 'Price-to-value' KPI is based on how users rate their BI tool in terms of price-to-value ratio.

Ad hoc query – Leader



Peer group: Dashboarding-focused products



Ad hoc query



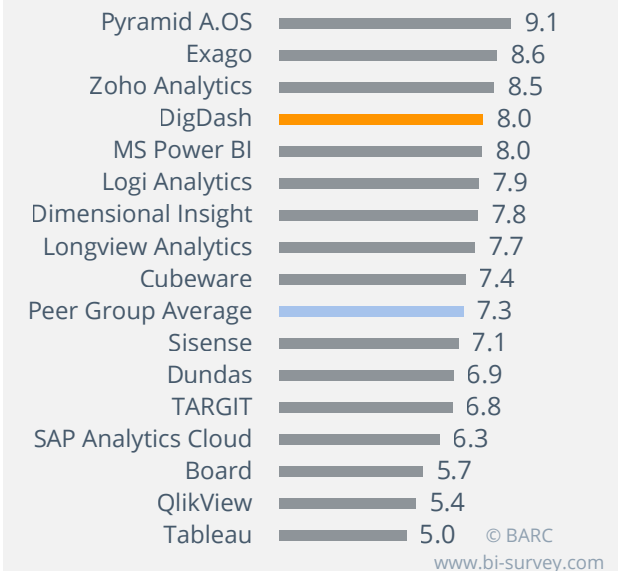
Viewpoint

Business users have access to various ad hoc query and navigation capabilities in DigDash. Firstly, analysis can be incorporated as part of a dashboard application to provide users with the flexibility they need to navigate data ad hoc and change measures and dimensions on a data panel as required. Moreover, users with rights to edit dashboards have broader capabilities for visualization and the calculation of measures. One of DigDash's more unusual features is that when data is dropped ad hoc on to the canvas, the graph type changes. This provides greater user interactivity with data.

Price-to-value – Leader



Peer group: Dashboarding-focused products



Price-to-value



Viewpoint

DigDash is chosen for its price-performance ratio by 57 percent of customers, which compares favorably with The BI Survey average of 43 percent. The vendor receives a rating of 8.0/10 in the 'Price-to-value' KPI, ranking it among the leaders in the 'Dashboarding-focused products' peer group. Its pricing is easy to understand. The software is priced per user with no distinction made between user types – so there is only one price per user. Customers can buy the software or opt for a subscription-based licensing model. This simple approach and the value for money the software offers contribute to DigDash's strong results in the 'Price-to-value' KPI.

Analyses

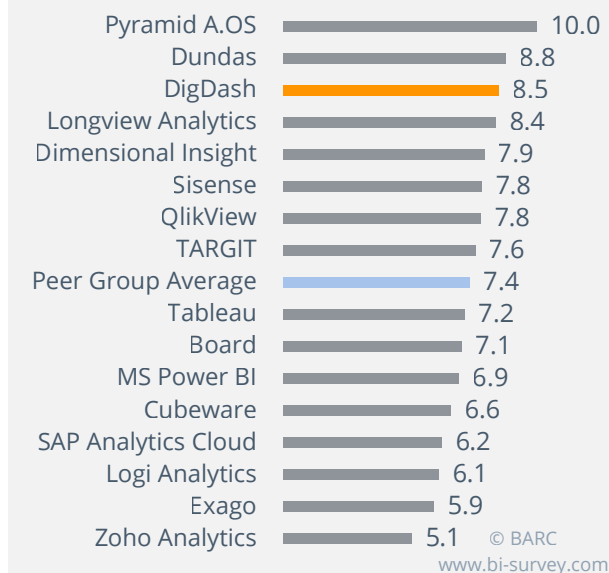


This KPI is based on how users rate their BI tool for performing analyses (KPI calculations, data navigation, predefined analyses).

Analyses – Leader



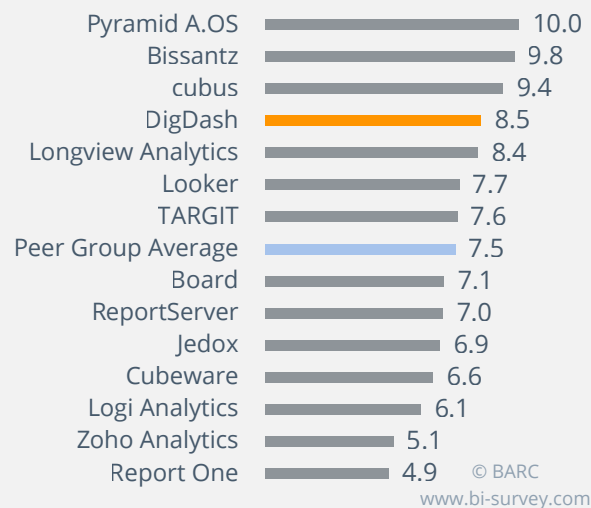
Peer group: Dashboarding-focused products



Analyses – Leader



Peer group: EMEA-focused vendors



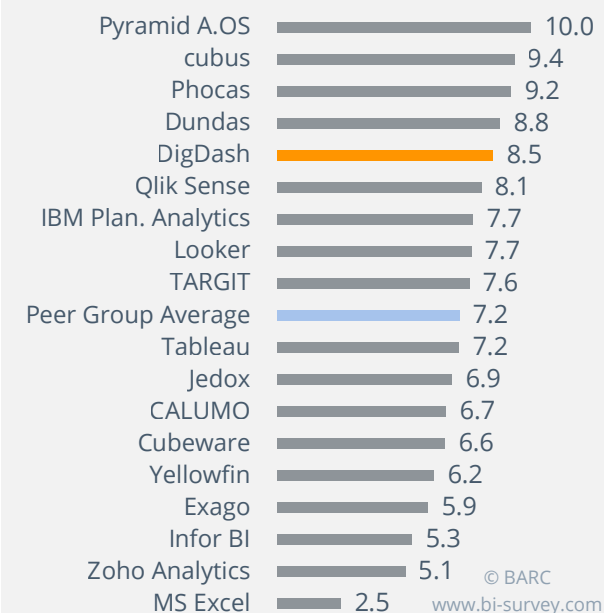
Analyses



Analyses – Leader



Peer group: Ad hoc reporting-focused products



DigDash customers value Enterprise Platform's data analysis capabilities. With a rating of 8.5/10, it is among the leaders in all its peer groups. Besides supporting power users with the ability to add file data sources to a governed data model, it also has many predefined analysis features. Time intelligence logic and sorting methods such as TOP and bottom can be performed using a right-click menu. Additionally, the formula editor was designed with ease of use in mind to support business users in data operations. These capabilities, along with good ad hoc features, lead to a high rating for DigDash Enterprise Platform in the 'Analyses' KPI.

Functionality

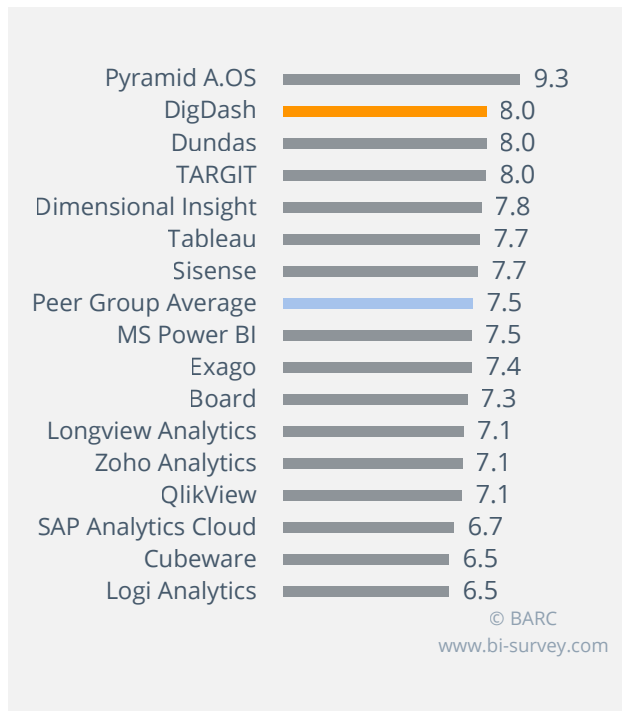


This KPI combines the 'Dashboards', 'Ad hoc query', 'Analyses', 'Distribution of reports' and 'Planning & budgeting' KPIs.

Functionality – Leader



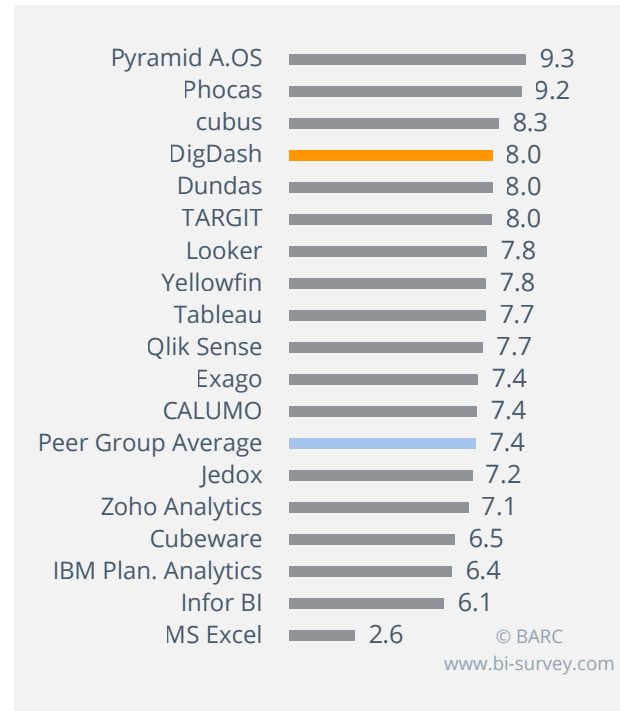
Peer group: Dashboarding-focused products



Functionality – Leader



Peer group: Ad hoc reporting-focused products



Functionality



BARC Viewpoint

DigDash Enterprise Platform is a BI platform that aims to enable business users to create data applications. Besides its capabilities for ad hoc query and dashboards, the product offers predefined analytical and predictive functions as well as content sharing and commenting features. Its tool-set serves different types of users – from management to power users. Despite a lack of planning and budgeting modules, the vendor still ranks highly in the aggregated 'Functionality' KPI with a score of 8.0/10. This speaks to the high opinion customers have of the product's functional breadth and quality.

Product satisfaction

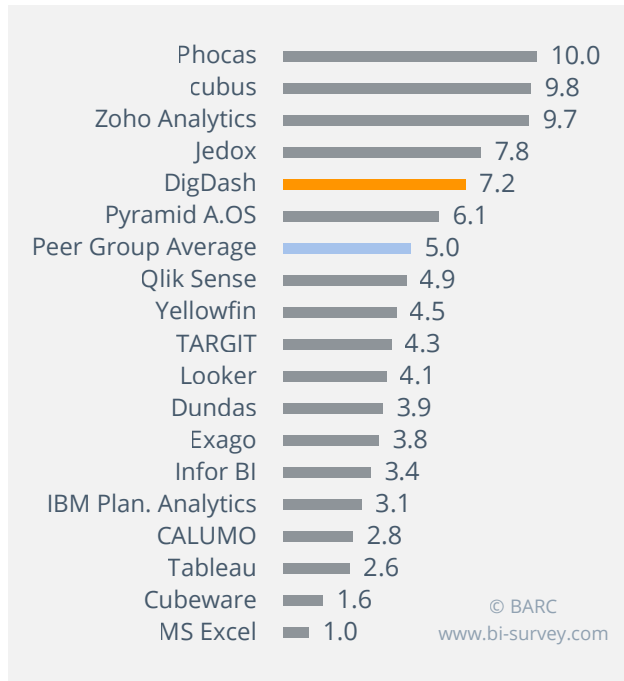


This KPI is based on the frequency of problems encountered with the product.

Product satisfaction – Leader



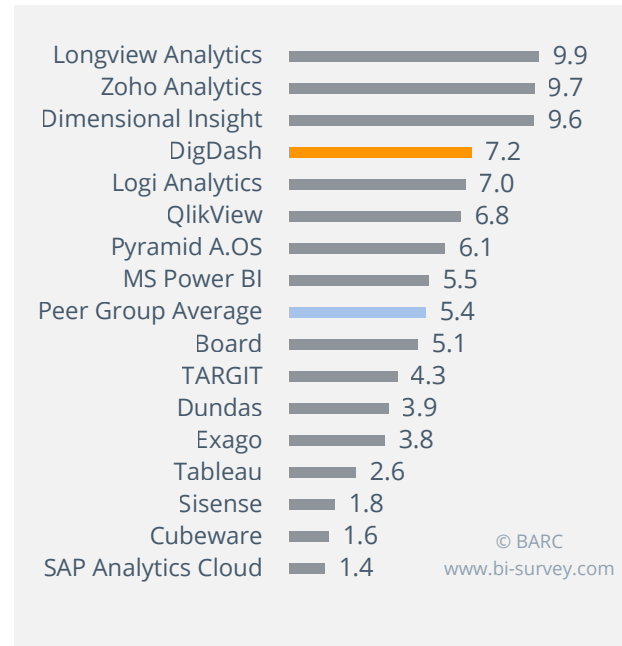
Peer group: Ad hoc reporting-focused products



Product satisfaction – Leader



Peer group: Dashboarding-focused products



Product satisfaction



Extraordinarily, 75 percent of DigDash users reported no significant problems in their use of the product. To put this into perspective, the corresponding average for all products in The BI Survey 19 was much lower at 41 percent. In general, DigDash customers reported very few problems and none of those identified stood out in comparison to feedback on other products in this year's BI Survey. This positive impression from DigDash users results in a rating of 7.2/10 in the 'Product satisfaction' KPI and leading ranks in the 'Ad hoc reporting-focused products' and 'Dashboarding-focused products' peer groups.

Customer satisfaction

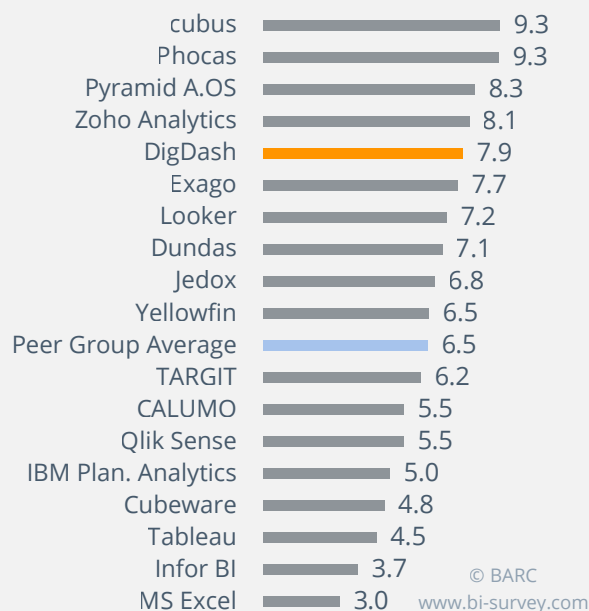


This KPI combines the 'Price-to-value', 'Recommendation', 'Vendor support', 'Implementer support' and 'Product satisfaction' KPIs.

Customer satisfaction – Leader



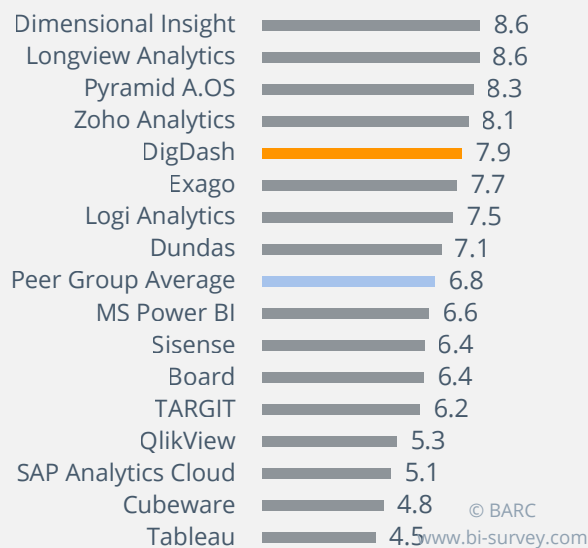
Peer group: Ad hoc reporting-focused products



Customer satisfaction – Leader



Peer group: Dashboarding-focused products



Customer satisfaction



The 'Customer satisfaction' KPI is an aggregation of the 'Price-to-value', 'Recommendation', 'Vendor support', 'Implementer support' and 'Product satisfaction' KPIs. DigDash customers report very few problems in their use of the product and have high propensity to recommend it to others. Moreover, customer feedback on DigDash's functionality in general is largely positive. The vendor's willingness to listen to customer needs and its industry-specific expertise further contribute to a high overall level of customer satisfaction. DigDash ranks among the leaders in the 'Ad hoc reporting-focused products' and 'Dashboarding-focused products' peer groups for 'Customer satisfaction'.

BARC is a leading enterprise software industry analyst and consulting firm delivering information to more than 1,000 customers each year. Major companies, government agencies and financial institutions rely on BARC's expertise in software selection, consulting and IT strategy projects.

For over twenty years, BARC has specialized in core research areas including Data Management (DM), Business Intelligence (BI), Customer Relationship Management (CRM) and Enterprise Content Management (ECM).

BARC's expertise is underpinned by a continuous program of market research, analysis and a series of product comparison studies to maintain a detailed and up-to-date understanding of the most important software vendors and products, as well as the latest market trends and developments.

BARC research focuses on helping companies find the right software solutions to align with their business goals. It includes evaluations of the leading vendors and products using methodologies that enable our clients to easily draw comparisons and reach a software selection decision with confidence. BARC also publishes insights into market trends and

developments, and dispenses proven best practice advice.

BARC consulting can help you find the most reliable and cost effective products to meet your specific requirements, guaranteeing a fast return on your investment. Neutrality and competency are the two cornerstones of BARC's approach to consulting. BARC also offers technical architecture reviews and coaching and advice on developing a software strategy for your organization, as well as helping software vendors with their product and market strategy.

BARC organizes regular conferences and seminars on Business Intelligence, Enterprise Content Management and Customer Relationship Management software. Vendors and IT decision-makers meet to discuss the latest product updates and market trends, and take advantage of valuable networking opportunities.

For further information see:

www.barc-research.com

Other Surveys



The BARC **BI Trend Monitor 2019** reflects on the trends currently driving the BI and data management market from a user perspective. We asked close to 2,700 users, consultants and vendors for their views on the most important BI trends.



The Planning Survey 19 is the world's largest survey of planning software users. Based on a sample of over 1,300 responses, it offers an unsurpassed level of user feedback on 22 leading planning products. Find out more at www.bi-survey.com



The Advanced Analytics Survey 19 - BARC's new survey-based study - gauges satisfaction among advanced analytics, data discovery and data preparation software users worldwide. Ten leading software products are compared in detail.

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