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## DETAILED FINDINGS

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# From The Benchmark Report: Evolving Business Intelligence and Analytics to Create the Intelligent Enterprise

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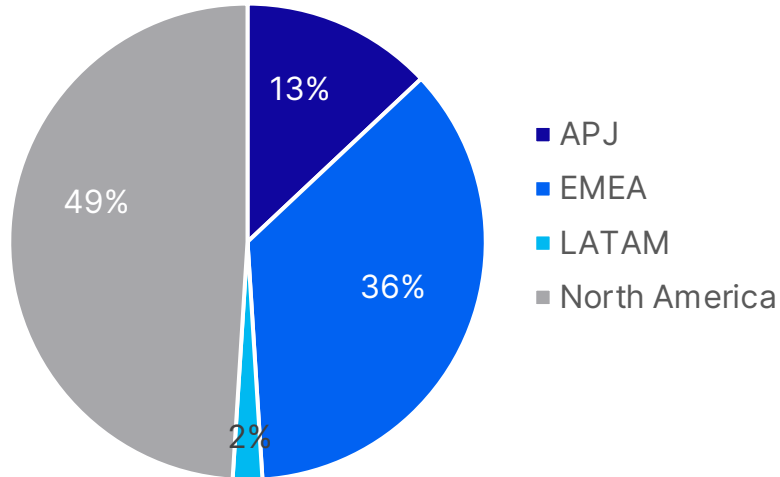
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Between April and June 2024, SAPinsider surveyed 144 members of its community on strategies, challenges and priorities around business intelligence and analytics.

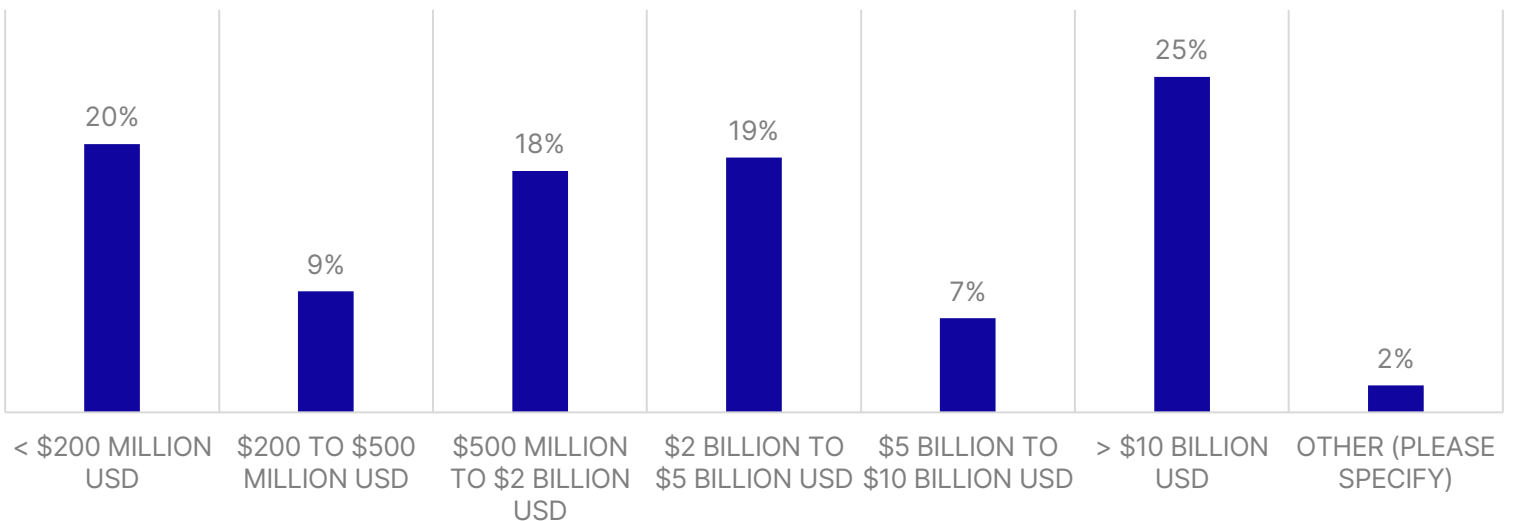
Survey participants from various geographical regions worldwide represented diverse organization sizes, contributing to a comprehensive dataset.

The primary objective of the survey was to gather insights from professionals who play a pivotal role in evolving data analytics, data visualization, and data-driven decision-making within their respective SAP organizations.

Region



Revenue

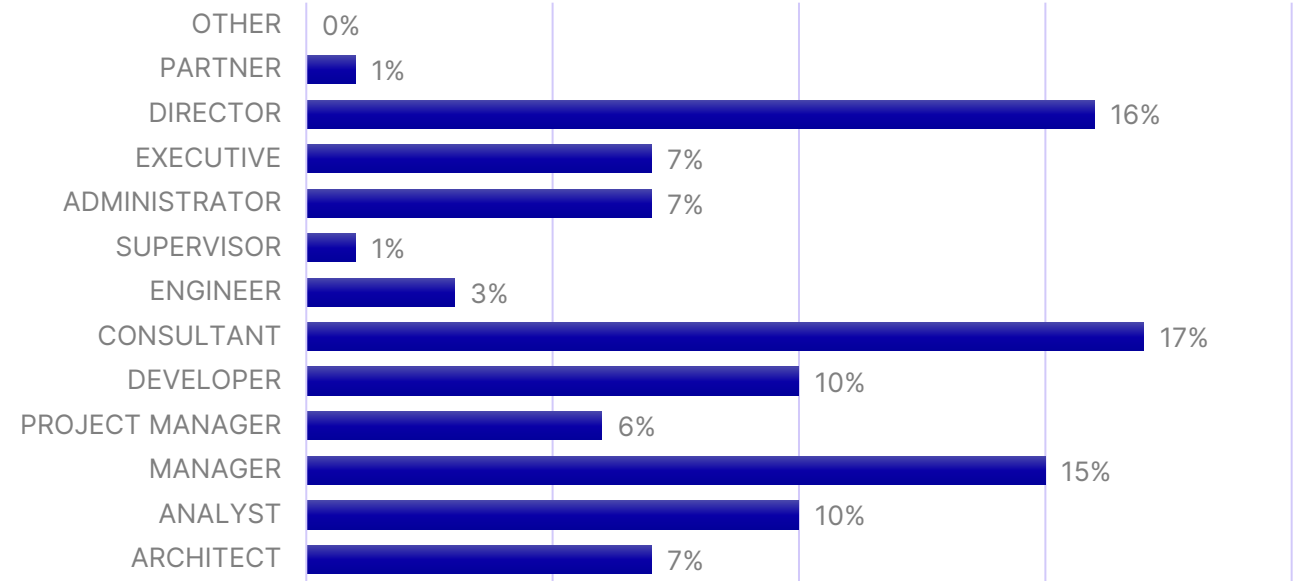


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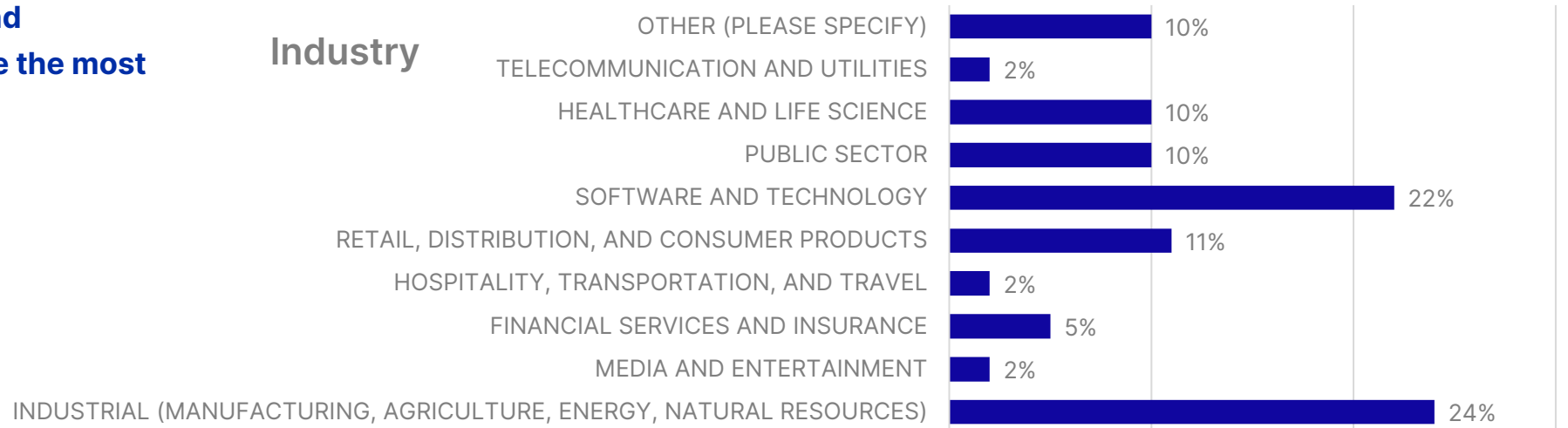
The participants were asked about factors most responsible for driving their business intelligence priorities and the strategies being implemented in their organizations.

They were also asked about their organizational roles and the industry in which their organizations operated. IT/Software/Infrastructure was by far the most represented function, and industrial and software/technology were the most represented industries.

Role



Industry



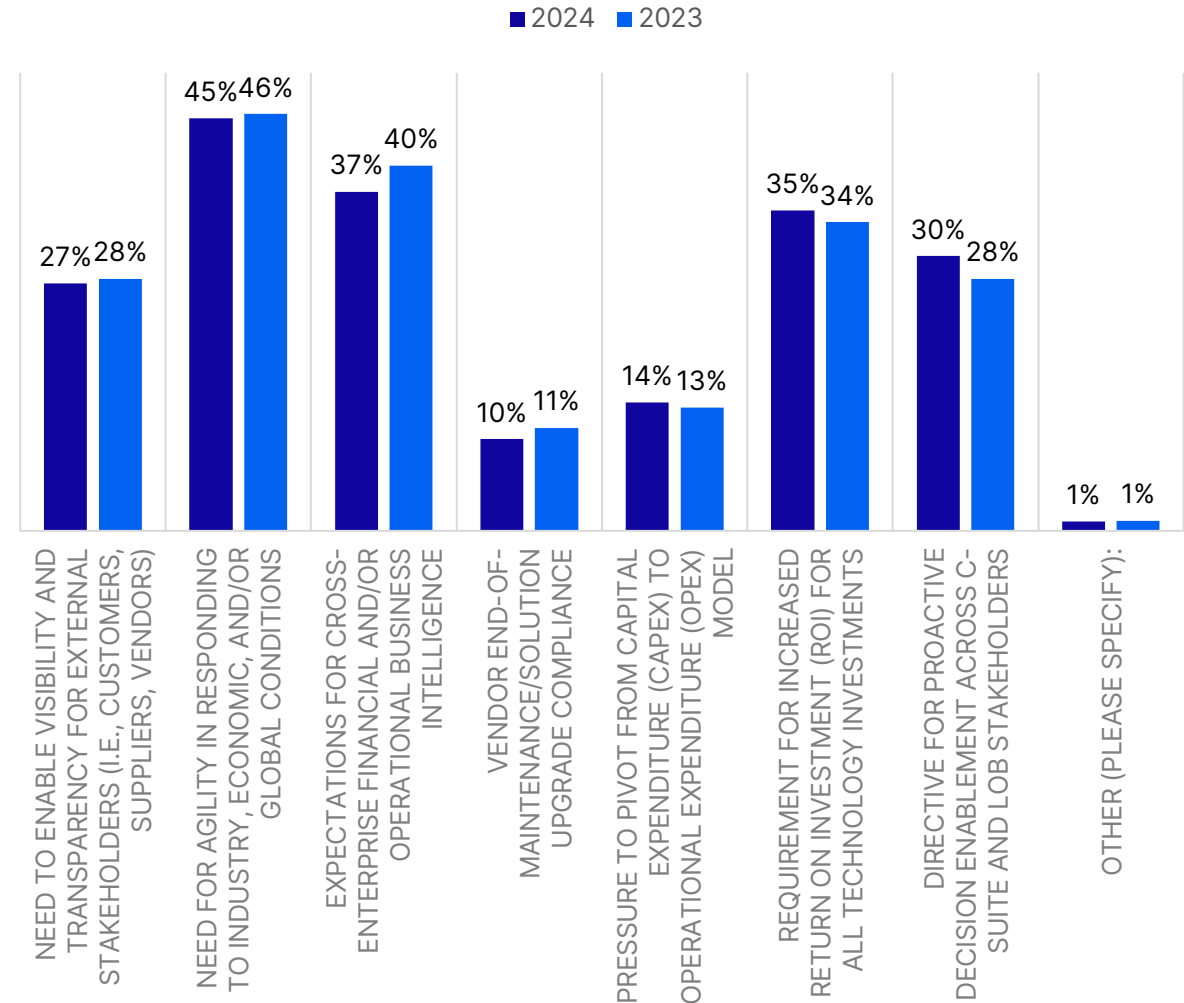
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While the need for agility in responding to industry, economic, and global conditions remains the most crucial factor driving business intelligence strategy, indicating that organizations are increasingly focused on maintaining flexibility and adaptability in a rapidly changing environment; the requirement for increased return on investment (ROI) for all technology investments has risen slightly from 34% in 2023 to 35% in 2024.

This indicates that while maintaining agility remains the top priority for business intelligence strategy, there is also a growing emphasis on achieving higher returns on technology investments and maximizing the efficiency and impact of technology spending.

While data suggests a slight decline in expectations for cross-enterprise financial and operational business intelligence, from 40% to 37%, it still suggests a sustained demand for comprehensive data management solutions that can provide integrated insights across the enterprise.

Factors Driving Business Intelligence Strategy



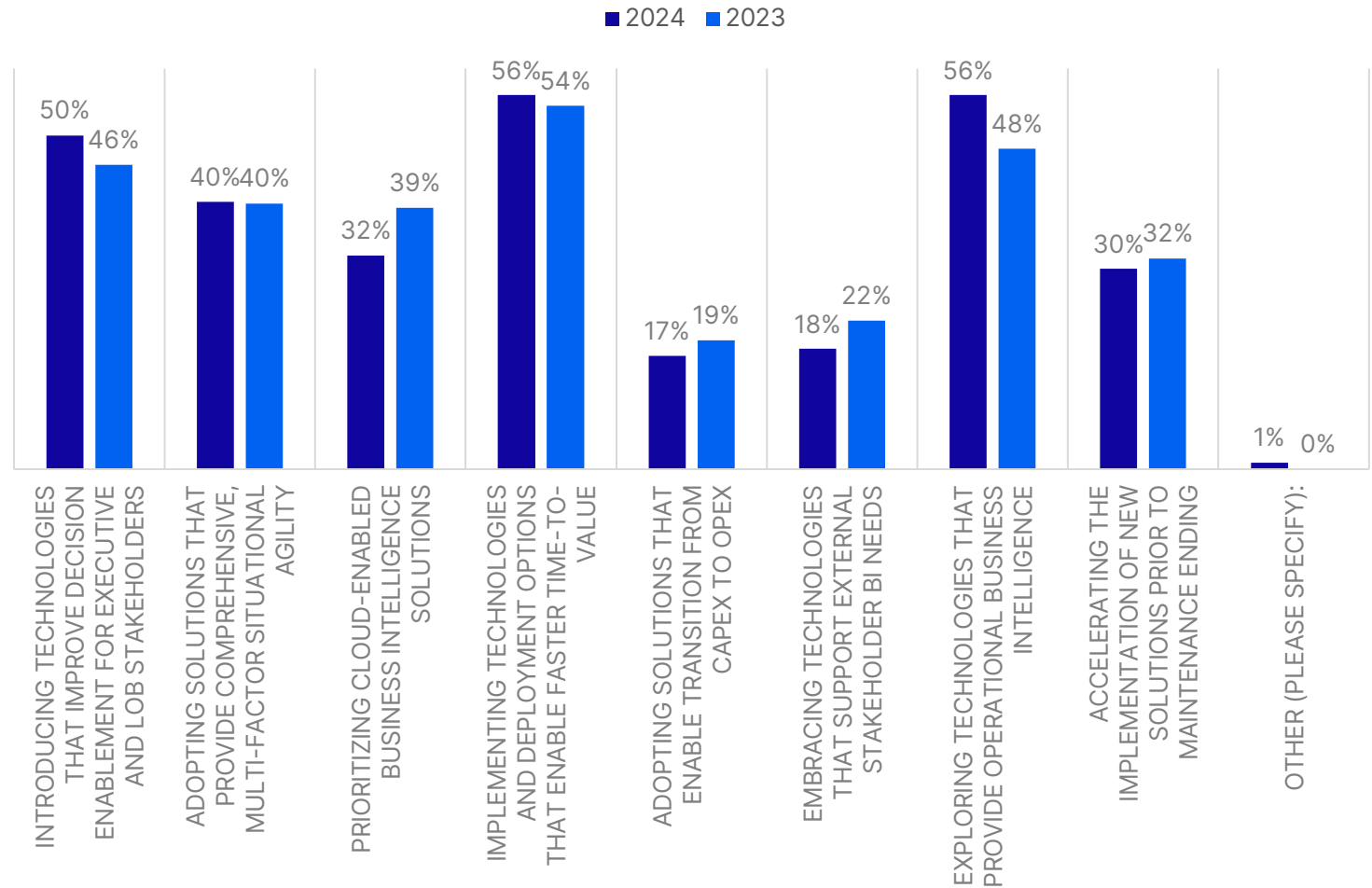
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The key business intelligence priorities highlight a shift towards an increased focus on operational business intelligence, boosting its importance from 48% to 56%, including faster time-to-value, with a rise from 54% to 56%.

While adopting solutions that provide multi-factor situational agility remain consistent (40%), there is an uptick in technologies that provide operational business intelligence (56%) and technologies that improve decision-making (50%).

Surprisingly, organizations have deprioritized cloud-enabled solutions, declining from 39% to 32%.

Actions/Strategies Most Important to Business Intelligence Needs

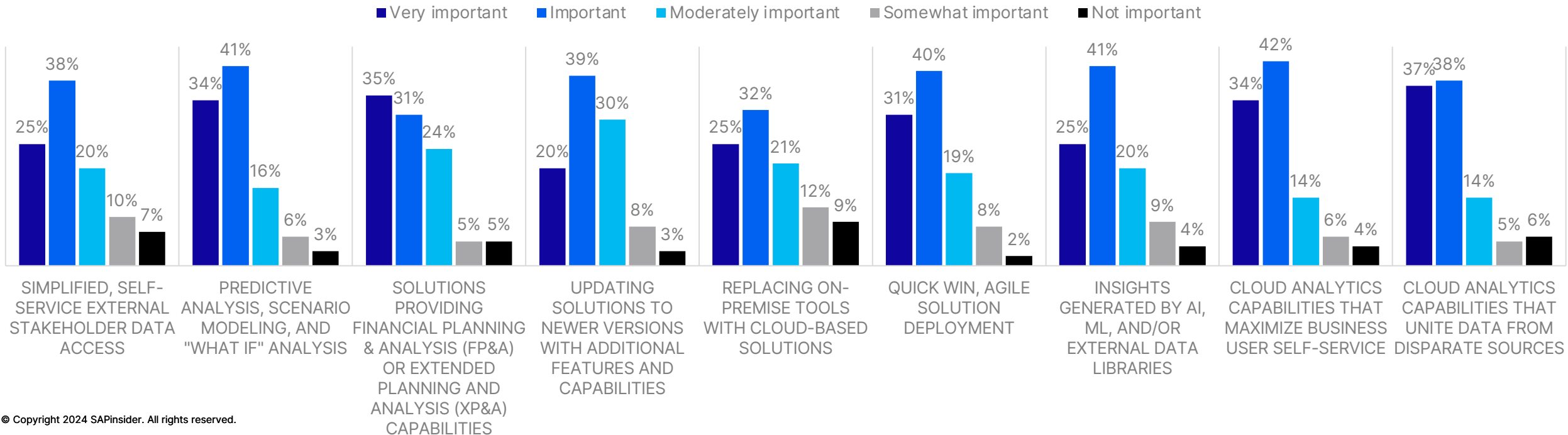


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Cloud analytics capabilities that unite data from disparate sources are rated “very important” by 37% of the respondents underscoring the importance for businesses to invest in robust cloud analytics solutions that facilitate self-service and data integration. 35% of respondents consider solutions providing Financial Planning & Analysis (FP&A) or Extended Planning and Analysis (XP&A) capabilities as “very important,” indicating a strong focus on financial and operational planning tools to support business agility.

Additionally, cloud analytics capabilities that maximize business user self-service (42%) and insights generated by AI, ML and/or external data libraries and Predictive Analysis, Scenario Modeling, and “What If” Analysis, are crucial priorities, with 41% of respondents considering it “important.” This underscores the critical need for advanced predictive capabilities to inform strategic decisions.

### Business Intelligence Requirements within Organizations







## MARKET DRIVERS, STRATEGIES AND TECHNOLOGIES FOR BUSINESS INTELLIGENCE



### DRIVERS

- Need for agility in responding to industry, economic, and/or global conditions (45%)
- Expectations for cross-enterprise financial and/or operational business intelligence (37%)
- Requirement for increased return on investment (ROI) for all technology investments (35%)
- Directive for proactive decision enablement across C-suite and LoB stakeholders (30%)
- Need to enable visibility and transparency for external stakeholders (i.e., customers, suppliers, vendors) (27%)
- Pressure to pivot from capital expenditure (CapEx) to operational expenditure (OpEx) model (14%)
- Vendor end-of-maintenance/solution upgrade compliance (10%)



### ACTIONS

- Implementing technologies and deployment options that enable faster time-to-value (56%)
- Exploring technologies that provide operational business intelligence (56%)
- Introducing technologies that improve decision enablement for executive and LoB stakeholders (50%)
- Adopting solutions that provide comprehensive, multi-factor situational agility (40%)
- Prioritizing cloud-enabled business intelligence solutions (32%)
- Accelerating the implementation of new solutions prior to maintenance ending (30%)
- Adopting solutions that enable transition from CapEx to OpEx (17%)
- Embracing technologies that support external stakeholder BI needs (18%)



### REQUIREMENTS

- Cloud analytics capabilities that unite data from disparate sources (37%)
- Solutions providing financial planning & analysis (FP&A) or extended planning and analysis (xP&A) capabilities (35%)
- Predictive analysis, scenario modeling, and "what if" analysis (34%)
- Cloud analytics capabilities that maximize business user self-service (34%)
- Quick win, agile solution deployment (31%)
- Replacing on-premise tools with cloud-based solutions (25%)
- Insights generated by AI, ML, and/or external data libraries (25%)
- Simplified, self-service external stakeholder data access (25%)
- Updating solutions to newer versions with additional features and capabilities (20%)



### TECHNOLOGIES

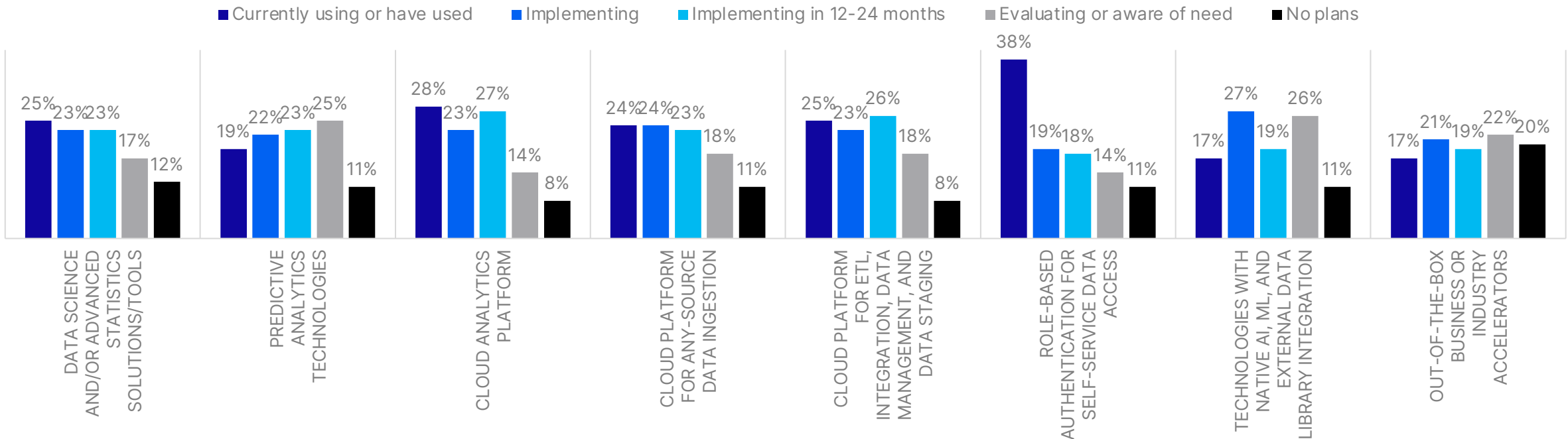
- Role-based authentication for self-service data access (38%)
- Cloud analytics platform (28%)
- Cloud platform for ETL, integration, data management, and data staging (25%)
- Data science and/or advanced statistics solutions/tools (25%)
- Cloud platform for any-source data ingestion (24%)
- Predictive analytics technologies (19%)
- Technologies with native AI, ML, and external data library integration (17%)
- Out-of-the-box business or industry accelerators (17%)

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38% of respondents indicate using/have used technologies for role-based authentication for self-service data access followed by cloud platform for ETL, Integration, Data Management and Data Staging (25%) and data science or advanced statistics solutions/tools (25%). Additionally, 27% are already implementing technologies

with native AI, ML, and external data library integration, while data science and/or advanced statistics solutions/tools (23%), cloud analytics platform (23%), and cloud platform for any-source data ingestion is being used by 24% of respondents.

### State of Business Intelligence Technologies



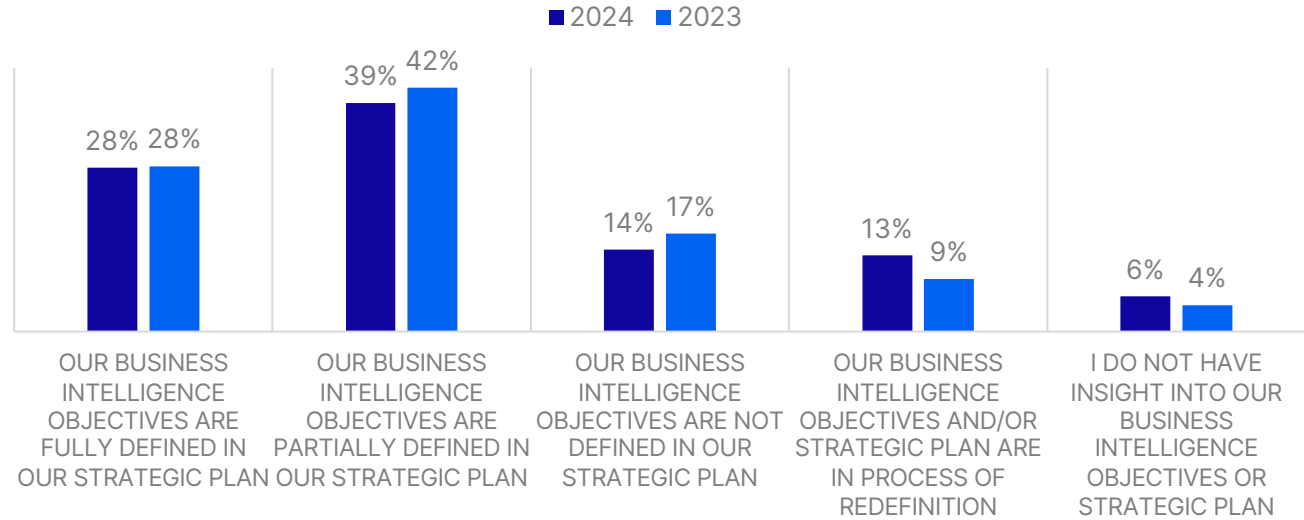


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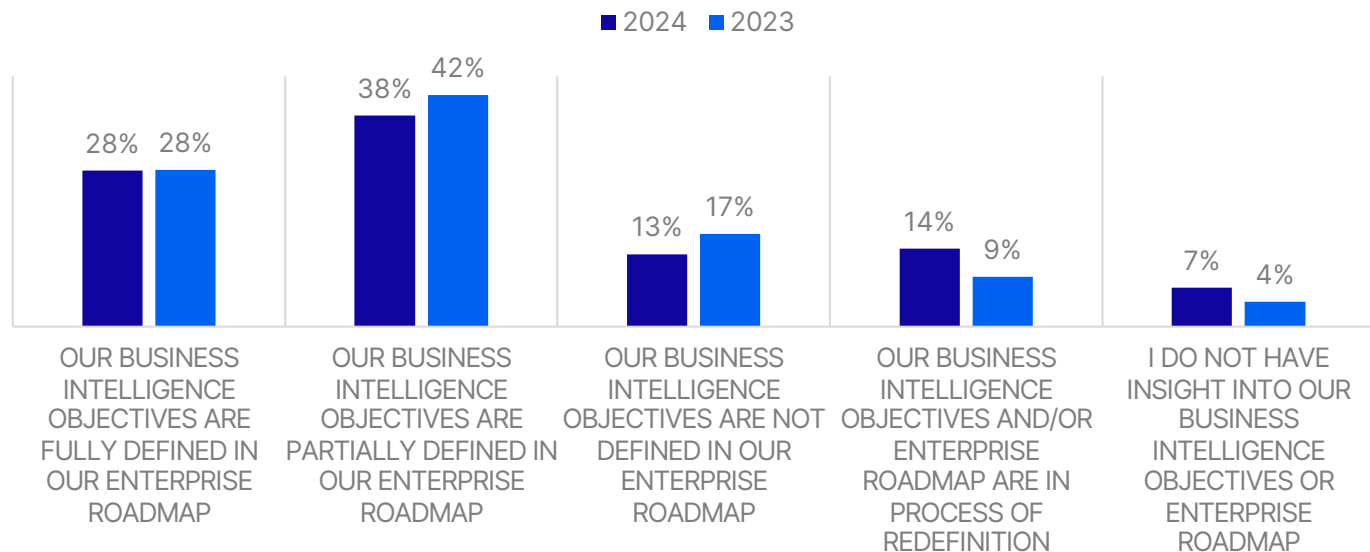
Organizations are actively reevaluating and redefining their business intelligence strategies to better adapt to changing business environments and priorities. Data reveals a noticeable shift in how organizations are approaching and redefining their BI objectives within strategic plans. The percentage of organizations with fully defined BI objectives in their strategic plans remained consistent at 28% between 2023 and 2024, while there is a slight decrease in the percentage of organizations with partially defined BI objectives, from 42% in 2023 to 39% in 2024. This could suggest a shift towards either more fully defined objectives or towards organizations recognizing the need for redefinition.

Additionally, only 38% of respondents in 2024 indicated that their objectives are partially defined in their strategic plans, a slight decrease from 42% in 2023, while fully defined BI objectives in enterprise roadmap remained consistent in 2023 and 2024.

### BI Objectives Defined in Strategic Plan



### BI Objectives Defined in Enterprise Roadmap

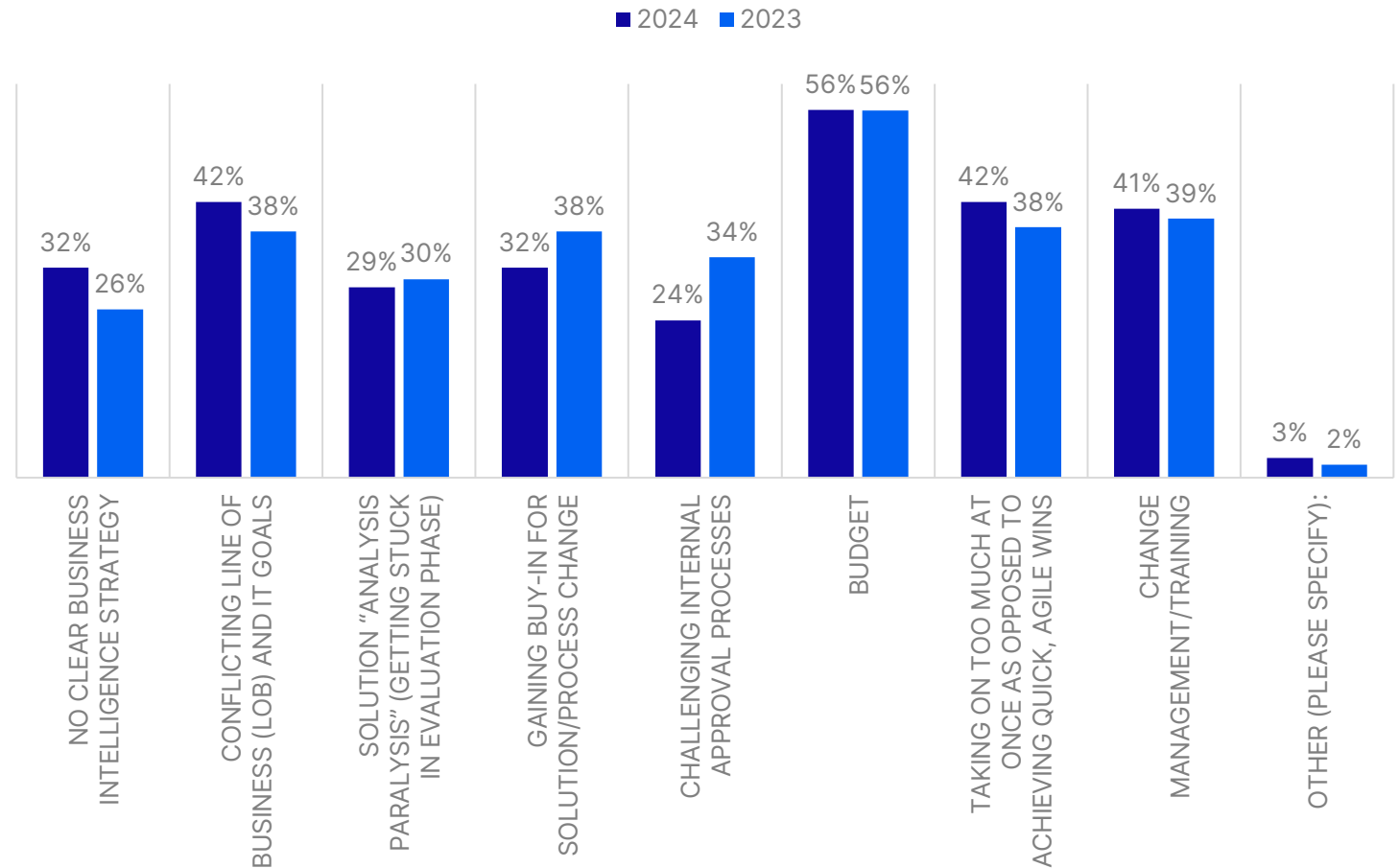


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Budget constraints remain the most significant challenge in deploying BI programs, remaining consistent at 56%, underscoring financial barriers supplemented by conflicting line of business (LOB) and IT goals that have become more pronounced, and those struggling with taking on too much at once, rising from 38% in 2023 to 42% in 2024, highlighting increased misalignment and a need for more focused and well-defined approaches.

There is a slight increase in the need for change management training, rising from 39% to 41%, reflecting ongoing challenges in adapting to new processes and technologies and also underscores the importance of supporting organizational transitions to new BI processes and technologies.

### Biggest Challenges in Deploying Business Intelligence Programs

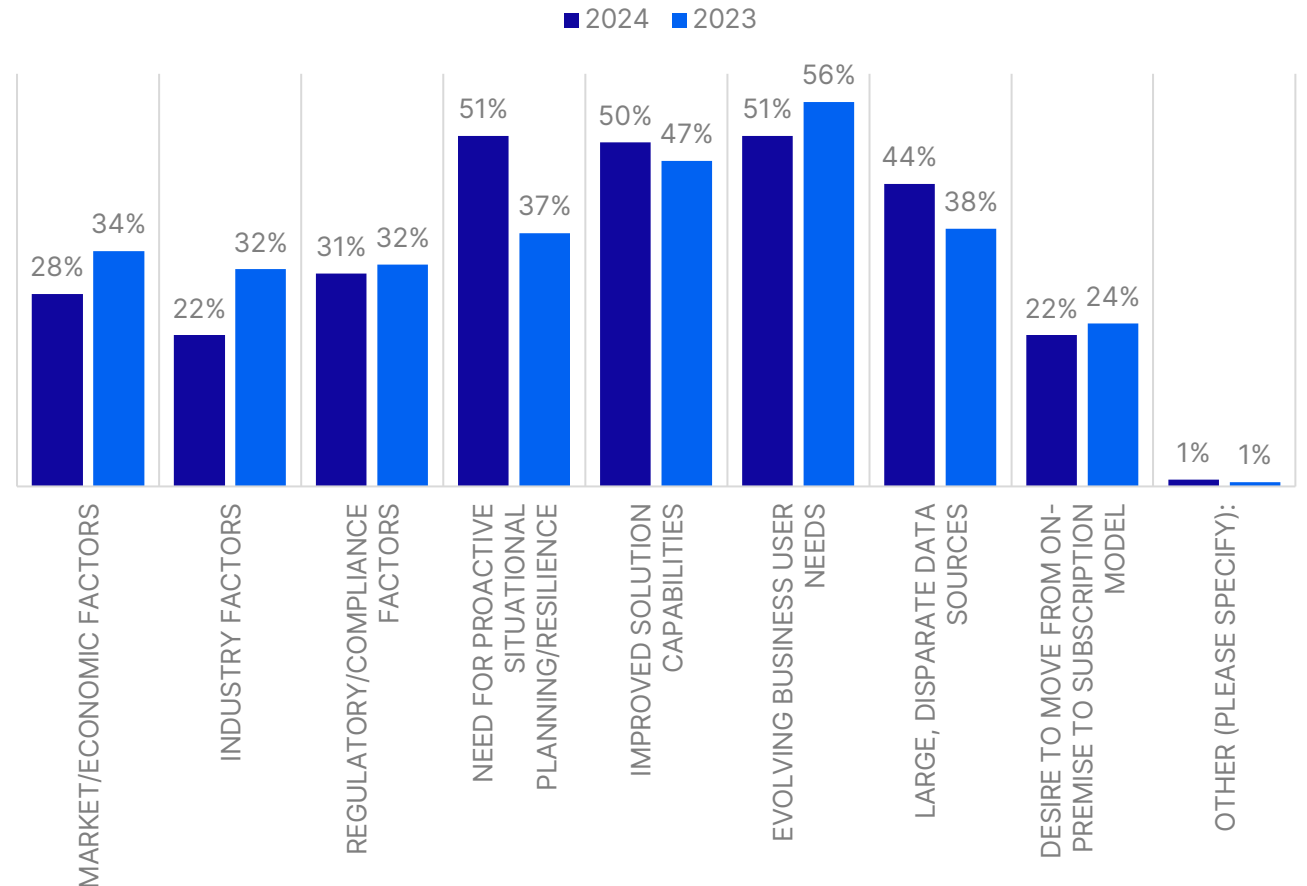


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While the strongest factor influencing BI needs is an increased focus on improved solution capabilities, surging from 47% to 50%, the factor that was reported as the biggest influencer in 2023, addressing evolving business user needs, saw a decline from 56% to 51%. A dramatic decline is also seen in the significance of market/economic factors, declining from 34% in 2023 to 28% in 2024, and industry-specific factors from 32% to 22%.

However, despite the decline in economic and industry specific conditions, the need for proactive situational planning and resilience has increased from 37% to 51% emphasizing the importance of preparing for uncertainties and disruptions. Managing large, disparate data sources remains crucial, increasing from 38% to 44% and the transition to subscription models remains stable, slightly decreasing from 24% to 22%.

## Factors Influencing Business Intelligence Needs

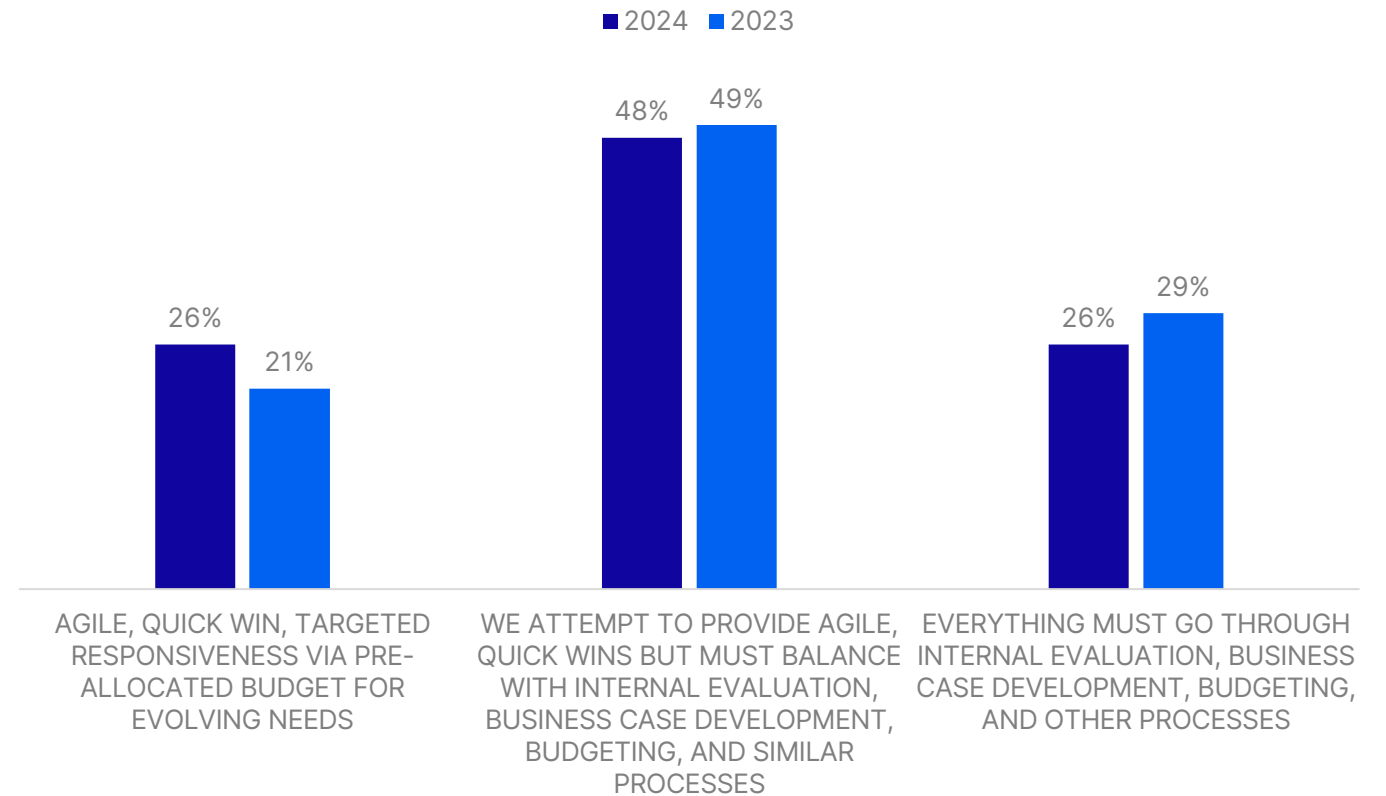


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There is a nuanced approach to adapting BI needs, with a significant number of organizations striving for agility while balancing the need for thorough internal processes. Organizations want to achieve agility and quick wins while balancing internal evaluation, business case development, and budgeting processes with 48% of respondents still adopting the approach, despite a 1% decline from 2023.

Additionally, while 26% of respondents still want to adhere to the process involving internal evaluation, business case development, and budgeting for all initiatives, an equal percentage of respondents favored agile, quick-win strategies utilizing pre-allocated budgets which saw a modest increase up from 21% in 2023 to 26% in 2024.

## Approaches for Adapting to Evolving Business Intelligence Needs



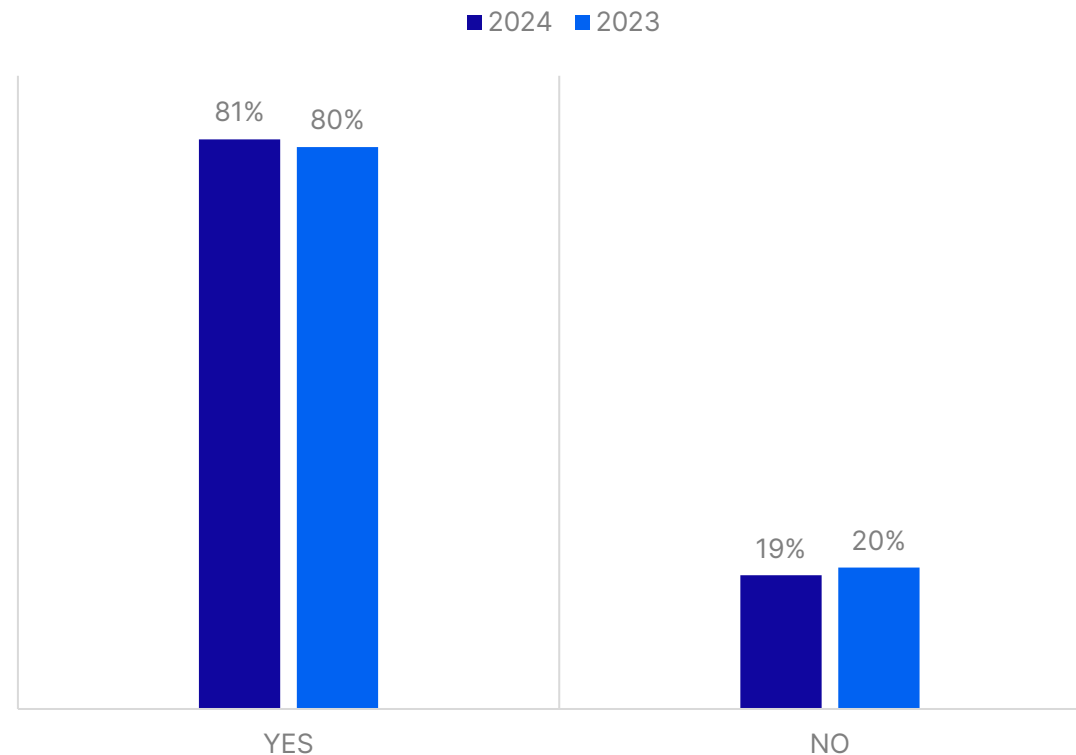
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There is a growing commitment to BI solutions, reflecting a heightened focus on leveraging data-driven insights to enhance decision-making and strategic planning across organizations.

81% of respondents confirmed that they are considering, planning, or implementing BI solutions, a slight increase from 80% in 2023. On the other hand, the percentage of respondents not engaged in considering, planning or implementing BI initiatives decreased slightly to 19% in 2024 from 20% in 2023.

Choosing the right BI solution involves a comprehensive evaluation of how well it aligns with your business needs, integrates with existing systems, supports advanced analytics, ensures data security, and offers a good return on investment.

### State of Business Intelligence Solutions — Considering, Planning or Implementation

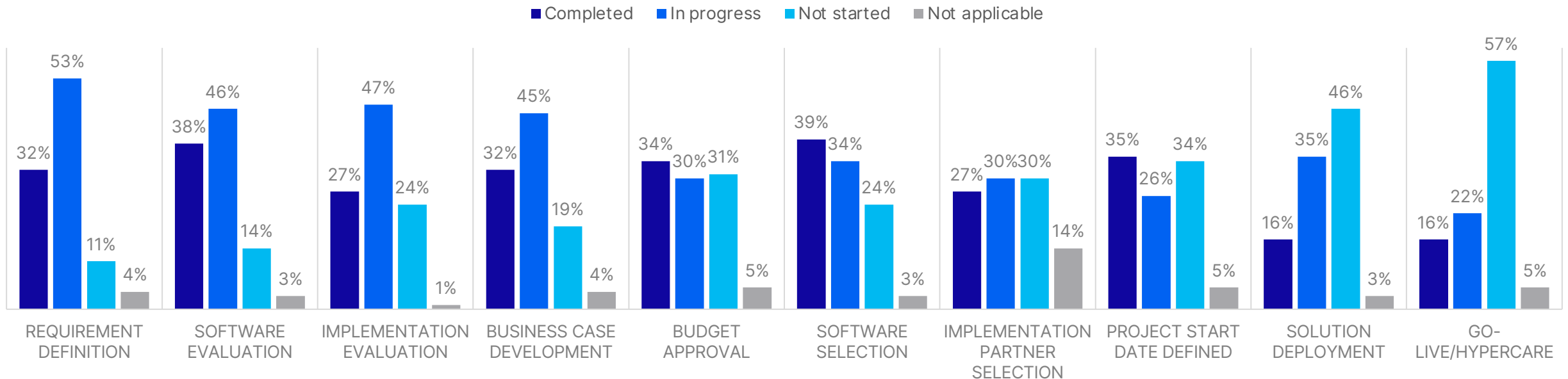


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The survey data reveals that there is significant activity in key preparatory and evaluation stages, highlighting the completion of careful planning and strategic pre-requisites for successful BI implementations like software selection (39%) and evaluation (38%). 53% of respondents reported on-going requirement definition for BI initiatives and other significant

activities like implementation evaluation and business case development at 47% and 46%. Also, while significant progress is being made in various phases of BI initiatives, activities like solution deployment and go-live/hypercare are often deemed not applicable, indicating a phased or selective approach to BI implementation.

### State of Actions Specific to Evolving Business Intelligence Initiatives





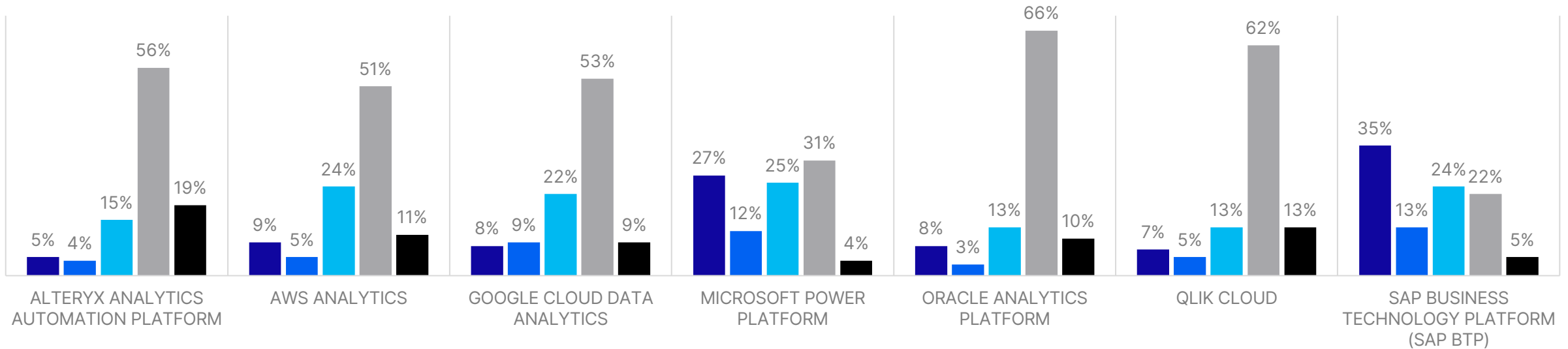
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Data suggests a dynamic market where organizations are actively assessing various BI solutions to determine the best fit for their needs, despite some platforms already having a strong presence. SAP Business Technology Platform (SAP BTP) (35%) and Microsoft Power Platform (27%) are widely used BI platforms indicating significant market penetration and

adoption. However, a substantial number of organizations are still in the evaluation phase for several platforms, reflecting ongoing interest and potential future adoption. Specifically, 24% are evaluating AWS Analytics, Microsoft Power Platform (25%), SAP BTP (24%), and Google Cloud Analytics (22%).

### State of Business Intelligence Technology Platforms

■ In use ■ Implementing ■ Evaluating ■ No plans ■ Unfamiliar with platform



**THANK YOU**

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