2015 STATE OF SELF-SERVICE BI REPORT

Logi Analytics’ Second Executive Review of Self-Service Business Intelligence Trends
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INTRODUCTION

Welcome to Logi Analytics’ second State of Self-Service Business Intelligence Report.

The 2015 State of Self-Service BI Report looks to provide insight to executives, operational managers, and technology leaders on how self-service impacts their business. We delve into the underlying need, the opportunities for improvement, and evolving trends for self-service business intelligence.

The traditional approaches to business intelligence (BI) are fading, marred by a long track record of expensive and poorly adopted solutions. For too long, BI tools have focused on the technical users and the data analysts in an organization. To be competitive in today’s world, everyone – from the C-suite to the factory floor – must be able to easily work with data in an engaging way.

We believe that serving the informational needs of business users means much more than sending spreadsheets to one another via e-mail. Users must have secure access to trusted sources of data and information that are standardized and controlled by IT.

They also need to analyze and draw insights from their own data, such as cloud applications and spreadsheets. Business users want the ability to use all this information when and where they need it – without having to rely on IT.

It’s about empowering all users with self-service business intelligence.

With this report, we endeavored to independently discover the current “state of self-service business intelligence” from the perspective of both business users and IT organizations. We are happy to have both groups validate what our instincts have been telling us: self-service BI is essential, and business users are increasingly taking matters into their own hands.

Ninety-one percent of respondents say it is important for business users to access the data and information they need without IT. Twenty-five percent of businesses have purchased BI tools without IT, and that number is growing. What’s more, 63 percent of IT organizations have processes in place for new insights discovered by the business to make their way into production reporting managed by IT.

At the same time, we discovered areas of misalignment and need for improvement. Adoption of self-service tools is still too low, as only 22 percent of business users say they have access to and utilize self-service when they need it.

The most important capabilities are still the ones that business users are least satisfied with, especially when we drill down into the specific departments like marketing and finance. And where half of the business users last year said they had access to everything they needed without IT, we are now seeing a shift to more reliance on IT.
WHAT IS SELF-SERVICE BI?

Self-service BI is defined as the capabilities of a software tool or application that empowers business users to analyze data, visualize insights, and obtain and share information in the form of reports and dashboards, without the help of IT.

The goal of self-service BI is to make business users become self-reliant and less dependent on their IT organization or BI team to utilize data and information to answer business questions as they arise. In many cases, IT provides these tools and applications to the business; such that at the time a business user needs that data and information, they can get it themselves.

The Continuum of Self-Service BI

The adoption of self-service BI tools has traditionally been a challenge for many organizations trying to create a data-driven culture. We believe that a tailored approach that matches the needs of the individual business users to the optimal analytic experience and desirable set of capabilities is the best approach.

CONSUMERS

Defined Experience

Consume | Interact | Personalize

Information Consumers want a defined experience where they can consume, interact, and personalize dashboards and reports that have been configured for them.

CREATORS

Managed Experience

Query | Author | Share

Content Creators prefer a managed experience so they can query data sources, author dashboards and reports, and share what they’ve created with others.

ANALYSTS

Self-Directed Experience

Connect | Discover | Collaborate

Data Analysts need a self-directed experience to bring their own data, discover new insights, and collaborate to find the best new metrics driving the business.
TOP INSIGHTS

91% of the Business and IT agree that it is important for business users to access data and information without the help of IT.

The biggest driver for self-service BI among business users is the flexibility to get things done on their own time. The top outcome is increasing operational efficiency.

On average, self-service BI reduces IT requests by 47%, up from 37% last year.

Only 22% of business users have access to and use self-service BI tools when needed.

Business users are more reliant on IT compared to last year.

The most underserved department is marketing.

95% of IT organizations plan to invest in self-service BI in the next two years, up from 84% last year.

The top area for investment is end-user training.

25% of businesses have already purchased self-service BI tools without IT sign-off, and this trend is growing.

Only 36% of business users say they can promote a new insight they’ve discovered to a standard report delivered by IT.
SELF-SERVICE BI IS ESSENTIAL

Business and IT Agree

Is it important for business users to access the data and information they need without asking IT?

Like last year, the clear majority of all survey respondents across business and IT continues to view self-service BI as important.

Just as we are all empowered in this digital age to be self-sufficient in our daily lives, the same goes for the use of data in the workplace.

Very few people today question the need for business users to access data and insights without the intervention of IT.

91% of businesses users and IT say it is important for business users to access data and information without the help of IT.
BUSINESS FLEXIBILITY DRIVES NEED FOR SELF-SERVICE

Results in efficiencies, agility, and competitiveness

To what extent do you agree that the following issues drive the need for self-service BI?

- Business users want to get things done on their own time: 33% Strongly Agree, 51% Somewhat Agree, 13% Somewhat Disagree, 3% Strongly Disagree
- The organization demands to be more data-driven: 26% Strongly Agree, 57% Somewhat Agree, 13% Somewhat Disagree, 4% Strongly Disagree
- Business users do not have access to the tools that IT has: 21% Strongly Agree, 49% Somewhat Agree, 23% Somewhat Disagree, 7% Strongly Disagree
- IT takes too long to respond to business needs: 20% Strongly Agree, 47% Somewhat Agree, 25% Somewhat Disagree, 8% Strongly Disagree
- IT has limited resources: 17% Strongly Agree, 45% Somewhat Agree, 30% Somewhat Disagree, 8% Strongly Disagree

To what extent does self-service BI enable the business to do the following?

- Increase operational efficiency: 36% Strongly Agree, 47% Somewhat Agree, 12% Somewhat Disagree, 5% Strongly Disagree
- Be more competitive: 32% Strongly Agree, 48% Somewhat Agree, 16% Somewhat Disagree, 4% Strongly Disagree
- Respond quicker to changing business conditions: 31% Strongly Agree, 48% Somewhat Agree, 15% Somewhat Disagree, 5% Strongly Disagree
- Create a shared understanding of business operations: 29% Strongly Agree, 52% Somewhat Agree, 14% Somewhat Disagree, 5% Strongly Disagree
- Increase revenue: 29% Strongly Agree, 49% Somewhat Agree, 17% Somewhat Disagree, 5% Strongly Disagree

The biggest driver for self-service is the flexibility it gives business users to get things done on their own time. And it also supports the over-arching desire of companies to become more data-driven. Criticisms of IT – which traditionally include long response times and their lack of resources – are still present, but take a back seat.

The top business outcomes from self-service are increasing operational efficiencies, gaining a competitive advantage, and enabling business agility.

2015 State of Self-Service BI Report
SELF-SERVICE BI REDUCES THE LOAD ON IT
Frees them up for other essential tasks

With self-service tools in place, how has the IT / BI team reduced the number of requests to write and deliver reports?

Average reduction in report requests:

- 37% in 2014
- 47% in 2015

IT can realize tangible return from investing in self-service BI, and a reduction in report requests is an important way to measure this. Respondents report an average reduction of 47 percent in these requests when business users are empowered to accomplish tasks on their own. This gives IT the time and resources to work on other tasks, such as more advanced reporting and analysis.

Compared to last year’s average response of a 37 percent reduction in report requests, IT is now more optimistic about the benefits they have realized. This could be a result of continued investment in self-service BI, and it certainly strengthens the business case for organizations to make further investments.
ADOPTION OF BI TOOLS IS STILL LOW
Both access and usage can be expanded

About a quarter of all business users have access to self-service BI tools and use them when they need it. While IT reported an uptick of a few percentage points from last year’s figure of 23 percent, we see once again that both access to and usage of self-service BI have room for significant growth in order to increase adoption.

What percentage of your department has access to self-service BI tools?

**Average: 42%**

What percentage of business users in your company has access to self-service BI tools?

**Average: 51%**

Of those business users who have access, what percentage uses the self-service BI tools when needed?

**Average: 54%**

Of those business users who have access, what percentage uses the self-service BI tools when needed, as reported by business users?

22%

Of business users have access to self-service BI and use them when needed, as reported by business users?

**27%**

Of business users have access to self-service BI and use them when needed, as reported by IT.
BUSINESS IS MORE RELIANT ON IT

Completely self-sufficient business users are no longer the majority

To what extent do you have the ability to access the data and information you need without asking IT?

Last year, 51 percent of business users said that they had access to all the data and information they needed without asking IT. And there was a substantial gap of 20 percent between this group and the business users who said they had to ask IT for some of what they needed.

This year, not only is this first group no longer the majority, but the huge gap between the first and second groups has virtually disappeared. The distribution of business users no longer skews so strongly to the far right, indicating that the business is more reliant on IT.
AGE-OLD IT OBSTACLES LIMIT ADOPTION

Budget and skill set challenges need to be overcome

What is limiting overall adoption of self-service BI? (Check all that apply)

- Limited budget: 40%
- Business user skill set: 38%
- Data security and access control: 31%
- Lack of IT support: 28%
- BI tools are hard to use: 27%
- Lack of executive support: 26%
- Data quality: 23%

The first limiter to self-service adoption is a common one—limited budget—and signals the need for more affordable tools. Following closely behind is business user skill set, signaling the need for more end-user training. (Note that IT does not necessarily blame the tools for being hard to use, as we see more than a quarter of respondents saying, but rather suggesting that the skill gap with using the existing tools can be closed). The third limiter is data security and access control, signaling the desire for IT to centralize control of the data that users can analyze and distribute.

These results are virtually a mirror image of what we found last year, signaling that IT organizations continue to face the same internal issues year in and year out. Now what’s encouraging is that IT is adapting to these challenges, as we see on the next page.
INCREASING IT INVESTMENT IN SELF-SERVICE

User training is the top priority, followed by addressing data quality

How does IT plan to invest in improving self-service BI over the next 12-24 months? (Check all that apply)

- Training business users: 49%
- Addressing data quality issues: 40%
- Implementing new tools and applications: 37%
- Enhancing the tools already available: 35%
- Writing new reports, or improving existing reports: 32%
- Implementing new data repositories/architectures: 31%
- No plans: 5%

Backed by increasing benefits to business users and IT, we see a jump from 84 to 95 percent of IT organizations who plan to invest in self-service BI in the next two years. User training is clearly the number one priority for IT, surpassing enhancement of existing tools and implementation of new tools, both top priorities last year. By shifting to improving people and processes, they can work around limited budgets and still address the gaps in user skill sets, as we had seen on the previous page as the major obstacles to self-service BI.

Addressing data quality is an ongoing concern for many IT organizations, despite the fact that data quality is not identified as a top limiter of self-service BI (as we saw on the previous page). Preparing data for analysis is an ongoing IT function and, as we will see later on, one that even business users view with greater importance.
SELF-SERVICE MEANS SELF-PURCHASE

The business will increasingly purchase software without IT

Which purchasing processes are likely to be followed for future self-service BI tools? (Check all that apply)

Self-service BI is empowering to the business in many ways, including when it comes to purchasing software. A quarter of businesses have already purchased self-service BI tools on their own, with minimal to no input from IT.

This trend is expected to continue as we see 30 percent of businesses anticipate purchasing self-service BI tools without consulting IT.

At the same time, the most popular model for purchasing self-service BI tools involves sign-off from both business and IT. It remains very encouraging to see both sides collaborate on the majority of self-service BI projects.

25% of businesses have already purchased self-service BI tools with minimal or no sign-off from IT, as reported by business users.
TOP INTERACTIVE SELF-SERVICE BI CAPABILITIES

Business and IT are aligned on what’s important

In our survey, we asked business users and IT to rate the importance of 12 major self-service BI capabilities. First, let’s look at the interactive visualization capabilities.

Here again, we see business and IT working together. Specifically, they are well aligned in rating the importance of self-service BI capabilities. When these capabilities are ranked by order of importance, there are no major divergences between the two columns. In last year’s survey, business and IT priorities diverged; this year; that is no longer the case when it comes to interactive visualization capabilities.

(Note that when comparing the responses between business users and IT, we find the ordered ranking of responses most insightful. The absolute numbers reported by IT tend to be higher than business users, so the difference for a given capability is not generally called out.)
TOP DATA-CENTRIC CAPABILITIES

Business users say data is not quite ready for analysis

By focusing on the data-centric capabilities below, we see one area where diverging priorities exist between business and IT. Recall that addressing data quality is a major area of focus for IT, and preparing data for self-service analysis can be challenging. IT takes this responsibility seriously, and de-prioritizes the ability for business users to modify or change the data (see the arrow below).

Business users, on the other hand, prioritize the desire to modify or shape the data for analysis. If they cannot accomplish this in the BI system, they'll take the following steps, as ordered by their responses below: they will want to export the data to make their changes in a spreadsheet, import it back to the BI system, and finally combine it with IT-managed data for their analysis.

How important are the following self-service BI capabilities to business users?

- Modify or change the data: 33%
- Export data to spreadsheet: 30%
- Import data from somewhere else into BI system: 28%
- Combine imported data with IT data: 26%
- Connect to data controlled by IT: 24%

How important are the following self-service BI capabilities to business users?

- Modify or change the data: 33%
- Export data to spreadsheet: 40%
- Import data from somewhere else into BI system: 39%
- Combine imported data with IT data: 38%
- Connect to data controlled by IT: 34%

Outside of the disagreement over preparing the data for analysis, business and IT are aligned on the remaining capabilities. Note that capabilities working with imported data rank higher than IT-managed data, signaling the importance of data coming from non-IT-managed sources, such as applications and spreadsheets.
THE MOST UNDERSERVED DEPARTMENTS

Marketing and finance departments are the most in need

Regarding your ability to obtain the data and information you need without asking IT:

Comparing the importance versus the satisfaction of self-service BI by department gives us a clear view of those most in need.

Like last year, the marketing and finance departments are the most underserved areas of businesses today.

In contrast, those in the operations department are more satisfied, relatively speaking, with what is available to them.
**DIFFERENT USERS HAVE DIFFERENT NEEDS**

Why a one-size-fits-all approach to self-service fails

While it is encouraging to see alignment between business and IT when rating the importance of self-service BI capabilities at the aggregate level, the adoption of such tools still has much room to grow. Part of the reason is that individuals’ needs inside of the organization can vary widely, and the success of a self-service initiative requires a deeper understanding of individual roles, needs, and skill sets.

As an example, let’s look at two cross-sections of data from our survey: the healthcare industry as a vertical segment, and the finance department as a horizontal segment.

### Healthcare

- **Create and format a report or dashboard**
  - Very Important: 48%
  - Very Satisfied: 43%
- **Read a report or dashboard**
  - Very Important: 14%
  - Very Satisfied: 29%
- **Personalize a report or dashboard**
  - Very Important: 38%
  - Very Satisfied: 38%

### Finance

- **Modify or change the data for analysis**
  - Very Important: 57%
  - Very Satisfied: 50%
- **Interact with a report or dashboard**
  - Very Important: 14%
  - Very Satisfied: 36%
- **Analyze data to create a visualization**
  - Very Important: 43%
  - Very Satisfied: 36%

**Unmet Needs**

We see that the important capabilities for these groups vary from one another and also from the aggregates we saw on a previous page. Moreover, there is a high degree of unmet needs throughout these organizations. The takeaway is that growing self-service BI adoption requires a tailored approach that is specific to the people in the organization; a one-size-fits-all approach won’t be successful. And if business users are not satisfied, they will pioneer their own tools and spreadsheets.
SPREADSHEETS EVERYWHERE

Spreadsheets are here to stay

Describe how you use spreadsheet software (e.g., Microsoft Excel) compared to other self-service BI tools.

Just like last year, we see that the majority of business users primarily uses spreadsheet software over other BI tools. Considering the ubiquity of spreadsheets and the importance that business users place on being able to work with and prepare the data for analysis (as indicated by a previous survey result), it is easy to see that spreadsheets remain the de facto data analysis tool.

80% of business users primarily use spreadsheet software over other BI tools
IT IS LEARNING TO LIVE WITH SPREADSHEETS

Data integrity and security are less acute problems

The majority of IT organizations continue to view spreadsheets as problematic from an information management perspective. Over 60 percent of IT organizations view the lack of controlled data integrity, security, and distribution as the concerning aspects of spreadsheet use.

How severe are the following shortfalls of using spreadsheets?

- **Data can be sent to anyone, who is authorized or not**: 28% (Major Problem) or 35% (Minor Problem) in 2015, compared to 27% (Major Problem) or 37% (Minor Problem) in 2014.
- **Multiple users have their own copy of data, no “single version of truth”**: 27% (Major Problem) or 34% (Minor Problem) in 2015, compared to 37% (Major Problem) or 29% (Minor Problem) in 2014.
- **Business users do not use it efficiently and spend too much time using it**: 26% (Major Problem) or 39% (Minor Problem) in 2015, compared to 29% (Major Problem) or 33% (Minor Problem) in 2014.
- **Users can purposefully or mistakenly change the data**: 26% (Major Problem) or 36% (Minor Problem) in 2015, compared to 31% (Major Problem) or 34% (Minor Problem) in 2014.
- **No controlled way of sharing analysis, other than e-mail**: 18% (Major Problem) or 44% (Minor Problem) in 2015, compared to 28% (Major Problem) or 36% (Minor Problem) in 2014.

Taking a deeper look, these issues are viewed as less severe today than in last year’s survey (see arrows above). For example, the issue of multiple users having their own copy of data (second from the top) was the biggest problem last year, but we see that the percentage of IT organizations who view this as a major problem dips from 37 to 27 percent. The takeaway is that IT acknowledges the importance of spreadsheets to the business and is becoming more accepting of the issues that can arise.
BRIDGING SELF-SERVICE WITH PRODUCTION REPORTING

New insights find a path to standard reports

Is there a formal process in place to promote an insight discovered by a business user into a standard report delivered by the IT/BI team?

In many companies, the IT or BI team delivers standard reports to the business, with key performance indicators (KPIs) and formatting that have been agreed upon in advance. In addition to receiving standardized reporting, business users also have the ability to discover new insights on their own, resulting in new data analyses, visualizations, and formatted reports. Organizations should institute a process to ensure that these new insights are incorporated and distributed with the standard reports; this will promote information sharing and relieve the business from continually re-creating these new KPIs.

We find that the majority of IT organizations have a such a process in place, increasing from 50 to 63 percent of all organizations over the past year. The majority of the business, either because they are simply unaware or non-compliant, still do not believe a process exists. Whatever the case may be, centralized and de-centralized BI activities should be coordinated to create a shared understanding of operations across the enterprise. The adoption of this formalized process still has room to grow.
BIG DATA ADOPTION TO ACCELERATE

Application data and big data insights make their way into the hands of more business users

Which of the following data sources do you plan to offer business users for self-service BI?

As we have seen previously, 31 percent of IT organizations plan to invest in new data technologies for self-service. Based on current adoption of different types of data sources, we see that relational databases continue to be the dominant data source for self-service BI, both web and corporate application sources move up in rank order, and data warehouses and OLAP cubes fall.

In addition, emerging big data sources -- such as analytic/columnar data stores, NoSQL, and Hadoop data repositories -- expect to each more than double their rate of adoption and eventually exceed well over 40 percent availability in self-service tools within 2 years. In last year’s survey, adoption of these big data sources were expected to exceed just more than 30 percent over the same future period.
COMPARISON BETWEEN THE U.K. AND U.S.

U.K.: more skeptical and less collaborative than U.S.

The U.S. appears to be more advanced than the U.K. in understanding how using data plays an important role in their day-to-day business activities. 47 percent of the U.S. respondents say their role will become more data-driven in the next two years, compared to only 36 percent of the U.K. respondents. This difference indicates that U.K. business users are more skeptical about the potential for data to impact their day-to-day role.

There is also significantly less collaboration between business and IT in the U.K. compared to the U.S. Only 49 percent of future purchases in the U.K. will be joint decisions, compared to 64 percent in the U.S. Most of the difference will be business-only purchases as users veer off without IT consent. When considered together, these perspectives paint a picture in the U.K. of business users and IT needing to work harder together to promote the value of self-service BI and collaborate more effectively to deliver solutions to the business.

In the next two years, do you expect your role to become more or less data-driven?

- U.K.: 6% less data-driven, 49% about the same, 47% more data-driven
- U.S.: 4% less data-driven, 58% about the same, 49% more data-driven

Which purchasing processes are likely to be followed for future self-service BI tools? (Check all that apply)

- Process completely run by IT: U.K. 21%, U.S. 19%
- Both business and IT sign-off: U.K. 64%, U.S. 49%
- Business purchase with little or no IT sign-off: U.K. 37%, U.S. 26%
APPENDIX - SURVEY METHODOLOGY

Logi Analytics fielded the 2015 State of Self-Service BI Survey in August and September 2015. Data collection took the form of an online survey, to which there were over 800 complete responses from business and technology professionals.

Survey respondents included executives, directors, and staff from lines of business and IT at companies of all different sizes. 67 percent of respondents were from the United States, and 31 percent were from the U.K. 25 percent of the respondents claimed to be customers of Logi Analytics. In this report, we sometimes compare the responses given by business users versus IT. Survey respondents identified themselves as either business users or in the group of IT / BI team / Business Analyst.

To request further information about the design or conduct of this survey-based study, please contact us at info@logianalytics.com.

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<thead>
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<th>Principal Industry of your Company</th>
<th>Response Percentage</th>
</tr>
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<tbody>
<tr>
<td>Retail &amp; Consumer Durables</td>
<td>13.3%</td>
</tr>
<tr>
<td>Telecommunication, Technology, Internet &amp; Electronics</td>
<td>12.9%</td>
</tr>
<tr>
<td>Business Support &amp; Logistics</td>
<td>9.5%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>7.6%</td>
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<tr>
<td>Construction, Machinery, &amp; Homes</td>
<td>6.1%</td>
</tr>
<tr>
<td>Education</td>
<td>6.1%</td>
</tr>
<tr>
<td>Healthcare &amp; Pharmaceuticals</td>
<td>5.5%</td>
</tr>
<tr>
<td>Advertising &amp; Marketing</td>
<td>5.0%</td>
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<tr>
<td>Finance &amp; Financial Services</td>
<td>5.0%</td>
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Departmental function (Business users)

<table>
<thead>
<tr>
<th>Function</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Sales</td>
<td>38%</td>
</tr>
<tr>
<td>Operations</td>
<td>27%</td>
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<tr>
<td>Support/Customer</td>
<td>10%</td>
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<tr>
<td>Research and Development</td>
<td>8%</td>
</tr>
<tr>
<td>Marketing</td>
<td>6%</td>
</tr>
<tr>
<td>Finance</td>
<td>4%</td>
</tr>
<tr>
<td>HR</td>
<td>3%</td>
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<tr>
<td>Manufacturing</td>
<td>3%</td>
</tr>
<tr>
<td>Supply Chain</td>
<td>2%</td>
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</tbody>
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Job Role

- Business User: 375
- IT / Business Intelligence Team / Business Analyst: 429

Number of employees in your company

<table>
<thead>
<tr>
<th>Number of Employees</th>
<th>Response Percentage</th>
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<tbody>
<tr>
<td>1-50</td>
<td>25%</td>
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<tr>
<td>51-100</td>
<td>11%</td>
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<tr>
<td>101-250</td>
<td>14%</td>
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<td>11%</td>
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<tr>
<td>501-2500</td>
<td>15%</td>
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<tr>
<td>2501-5000</td>
<td>8%</td>
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<tr>
<td>5001+</td>
<td>16%</td>
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ABOUT LOGI ANALYTICS

About Logi Analytics

Logi Analytics is the leader in self-service analytics, delivering tools designed to meet the needs of users, IT and product managers. At Logi, we are re-imagining how software can empower individuals, and the organizations and products that serve them, with analytics that can be embedded directly into the business applications people use every day. From interactive dashboards to ad hoc queries and visual analysis, Logi enables users to explore and discover insights, and make data-driven decisions.

More than 1,700 customers worldwide rely on Logi. The company is headquartered in McLean, Virginia, with offices in the U.K. and Europe. Logi Analytics is a privately held, venture-backed firm. For more information, visit LogiAnalytics.com.