

The State of Business Intelligence and Analytics in 2020: A Recap of our Research

About ASUG Research

The ASUG research team uses quantitative and qualitative research methods to capture a unique view of what the largest group of SAP users in North America is thinking, doing, and planning for their road maps.

Examples of Topics We Cover



cloud strategies



emerging
technologies



SAP S/4HANA
myths and ROI



industry tech
trends

Business Intelligence and Analytics Insights for 2020

1 Key Trends in Business Intelligence and Analytics

2 Major Pressures in Business Intelligence and Analytics

3 The Secrets Behind Satisfaction for Business Intelligence Professionals

4 Top Products of Interest

Key Trends and Pressures in Business Intelligence and Analytics



How Business Intelligence Fits Within Organizations

Business Intelligence Needs Support



Only 21%

of SAP customers have executives supporting their organization's BI health



But 50%

of SAP customers split BI/analytics professionals among departments

Source: ASUG State of the Industry research (Mar./Apr. 2019)

Key Trends Identified by SAP BI and Analytics Customers

SAP Business Intelligence Customer Trends



Taking advantage of
self-serve tools



Innovating with
emerging technologies



Providing access to
on-demand analytics

Source: ASUG State of the Industry research (Mar./Apr. 2019)

A Complex and Critical Function



10

types of data exist in an
average data warehouse

Source: ASUG State of the Industry research (Mar./Apr. 2019)

Major Pressures Identified by SAP BI and Analytics Customers

SAP Business Intelligence: Pressures They're Feeling



Data management
and quality



The right portfolio
of analytics tools



The transition to
digital business

Source: ASUG State of the Industry research (Mar./Apr. 2019)

BI Technology Portfolios Are Getting Bigger and Broader



68%

of respondents expect their BI portfolios to increase, which could compound existing challenges

Source: ASUG State of the Industry research (Mar./Apr. 2019)



The Secrets Behind Satisfaction for SAP Business Intelligence and Analytics Customers

What's Top-of-Mind and What Drives Satisfaction Behind the Scenes

Critical Factors



Importance



Satisfaction

Master data management/
governance/data integrity

Simplifying data visualizations/dashboards

A single version of truth for
data and dashboards

Hidden Motivators



Importance



Satisfaction

Predictive analytics/maintenance

Implications of an
SAP S/4HANA migration

Agile methodology as a project
management tool for analytics

Standardized criteria for defining key
performance indicators (KPIs) for the
business

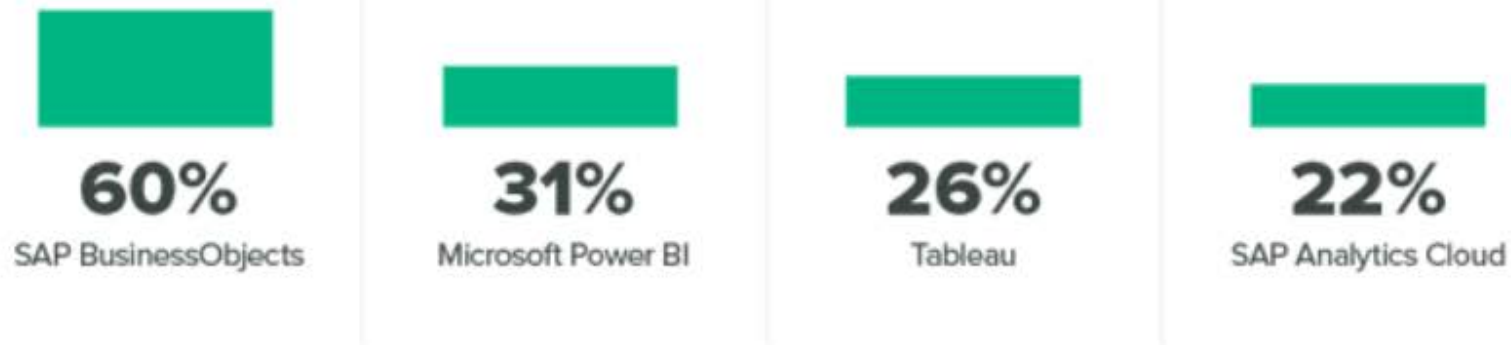
Source: ASUG State of the Industry research (Mar./Apr. 2019)

Top Products of Interest



A Blend of SAP and Non-SAP Applications in the BI Toolkit

Key Products Used by SAP BI and Analytics Customers



Source: ASUG State of the Industry research (Mar./Apr. 2019)

BI and Analytics Products Are on Today's Shopping List



37%

of BI customers are
currently considering
purchasing new products

Source: ASUG State of the Industry research (Mar./Apr. 2019)

A Hybrid Approach to Analytics in the Cloud



68%

of SAP customers plan to split
their BI and analytics across
on-premise and cloud solutions

Source: ASUG State of the Industry research (Mar./Apr. 2019)

Questions?

Your Copy of the Full Report



The State of Business Intelligence and Analytics

 **BI+Analytics**
Conference

ASUG

How to Consume ASUG Research

How to Prepare for a Successful SAP HANA Transition

ASUG
softchoice

The Evolving Role of IT Teams

ASUG's 2019 State of the Community Study

Employees in different departments are increasingly involved in purchasing technology, according to ASUG's State of the Community, an annual study to gauge the attitudes, preferences, and plans of SAP users.

IT's role is evolving across the SAP landscape, as it's no longer the sole driving force behind technology purchases. Our research found that 1 in 5 companies relies on buying committees consisting of executives, IT, and line of business decision-makers to purchase technology.

FIGURE 1: WHO'S RESPONSIBLE FOR PURCHASING TECHNOLOGY

Department	2019 (%)	2020 (%)
C-level	42%	47%
IT	33%	32%
LOB	13%	13%
Buying Committee	12%	8%

Source: ASUG 2019 State of the Community Study

Almost half (44 percent) of our audience reports that IT departments are growing, which counters the perceptions that digital transformations and the move to the cloud are causing IT teams to shrink.

About ASUG Research
ASUG research captures a

ASUG
Founded in 1991, America's SAP Users' Group (ASUG) is the world's largest SAP user group, serving 1,300 plus businesses via company-wide memberships. ASUG's mission is to help people and organizations get the most value from their investments in SAP technology. The Chicago-based organization accomplishes this by connecting and educating people through in-person and virtual events, delivering customer feedback to SAP, and advocating for its members. Find additional information at <https://www.asug.com/about>

35%
of department managers are somewhat confident in their cloud providers

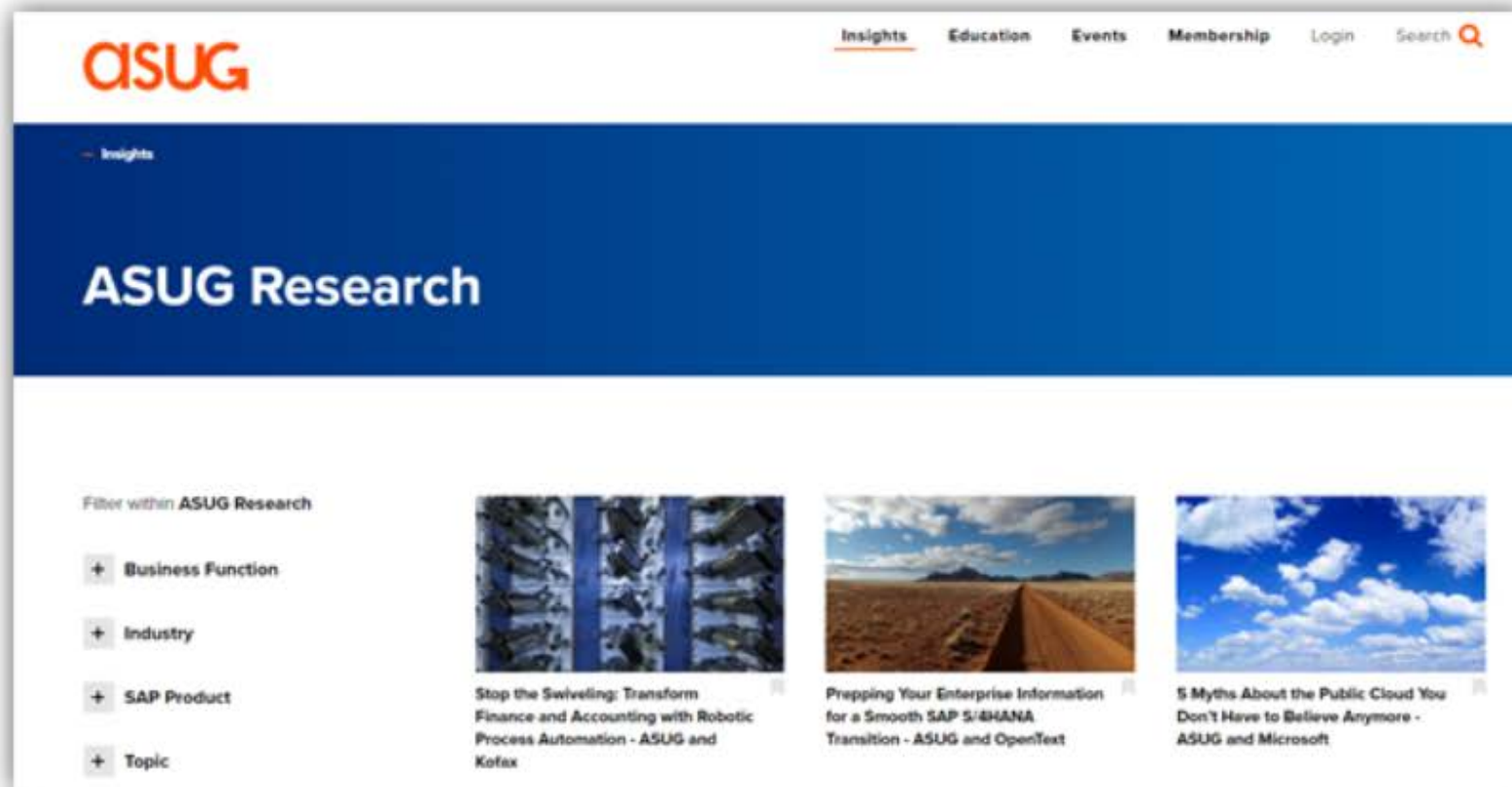
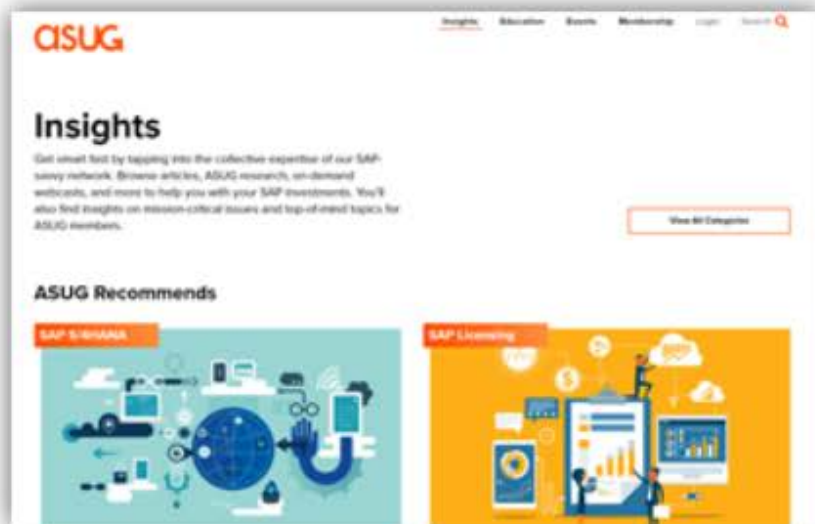
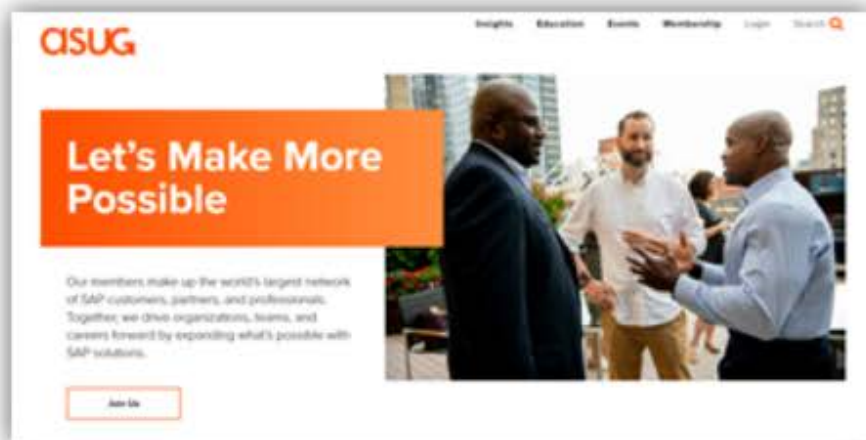
ASUG Google Cloud

The Top Drivers of HR Tech Adoption

- Increase process automation
- Decrease cost
- Reduce staff workloads

ASUG opentext

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Thank you.