



# 5 Analytics Trends and How Dimensional Insight Is Helping Customers Respond to Them

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## I Introduction

Although industry standards and trends change every year, the last year or so was presented with particularly unique circumstances amidst the onset of the COVID-19 pandemic. Organizations were forced to develop creative and innovative solutions in the face of all the novel challenges that come with a remote world.

Howard Dresner, one of the leading industry analysts in business intelligence, identifies the top analytics trends of 2021 in his recent release, [Dresner Advisory Services' 2021 Wisdom of Crowds® Business Intelligence Market Study](#). In this white paper, we will examine some of these trends and how Dimensional Insight is helping its clients navigate new challenges and opportunities.

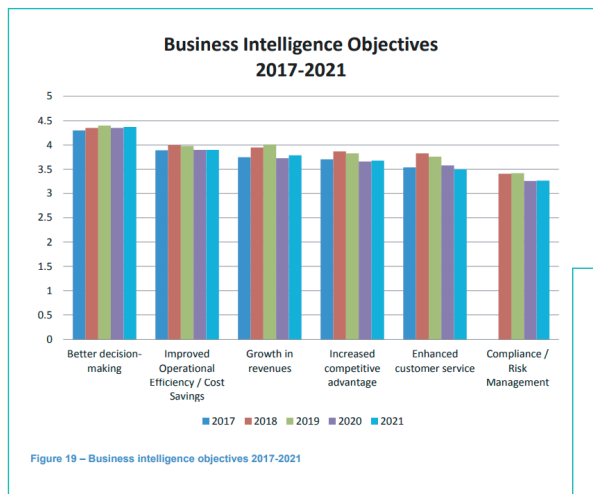


CannaBI Analytics® is powered by Dimensional Insight.

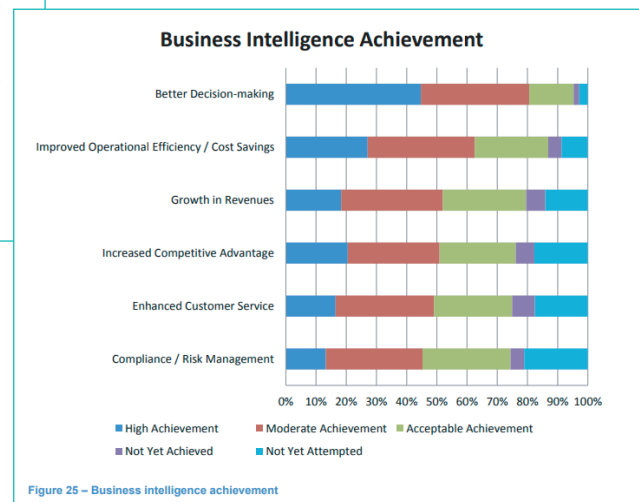
# 1. Organizations Are Successfully Meeting Their Top Business Intelligence Goals

According to the Wisdom of Crowds® report, “better decision-making” and “improved operational efficiency” are simultaneously both the top objectives and top achievements for business intelligence in 2021. Furthermore, measures of achievement for “better decision-making,” “improved operational efficiency,” “growth in revenues,” and “increased competitive advantage” have all increased in 2021 from 2020.

This aligns with what our customers are seeing with their analytics projects. Enabling client success has always been at the forefront of our goals here at Dimensional Insight, which is reflected in the Wisdom of Crowds® report identifying Dimensional Insight as an “overall leader” in both customer experience and vendor credibility. Our award-winning enterprise platform and commitment to client satisfaction allows those we work with to succeed in realizing their business goals.



*Wisdom of Crowds Business Intelligence Market Study, Copyright 2021*  
—Dresner Advisory Services



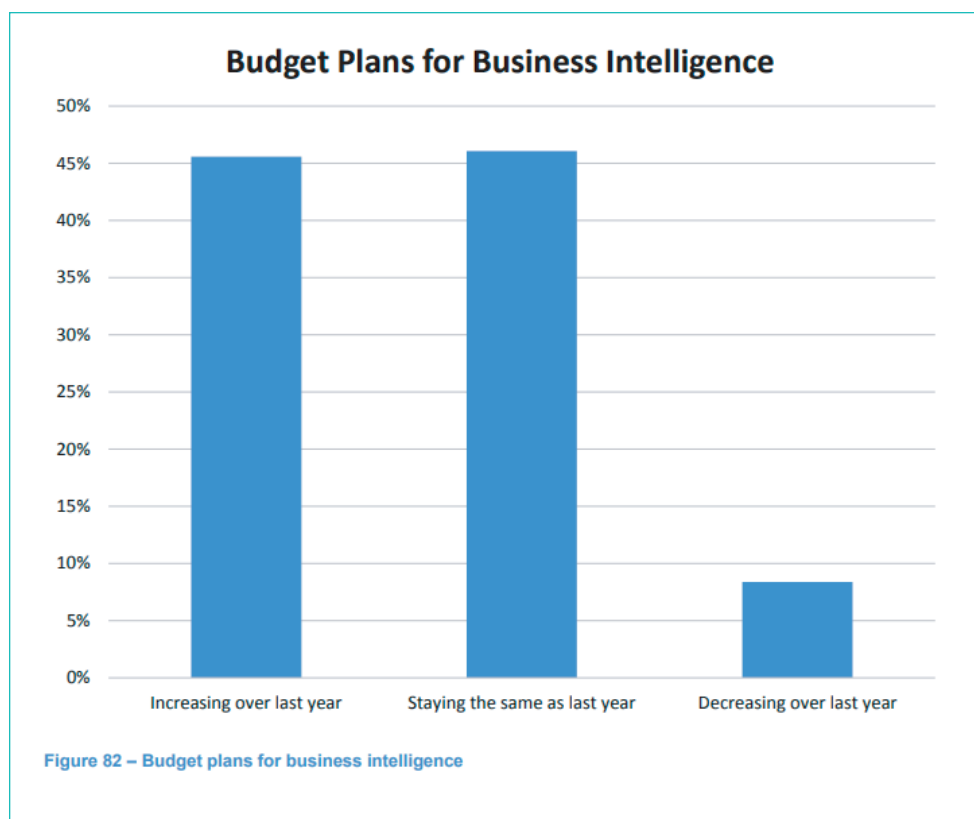
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## I 2. Organizations Are Increasing Their Budgets

As businesses recognize how imperative analytics is to their overall success, their budgets are growing or holding steady. The Wisdom of Crowds® report found that a whopping 46% of respondents intended to increase their business intelligence budget in 2021, with another 46% intending to at least maintain their budget from 2020. Although this is 5% lower than the number of respondents who intended to increase their budget in 2020, the drop is offset by the 6% of respondents who reported a budget freeze in 2021.

It's worth noting that this fluctuation in budgeting is likely in part due to the pandemic, as companies were forced to take more precautionary measures.

No matter what the budget for business intelligence and analytics, Dimensional Insight is helping companies make the most of their resources. That's why customers scored us well above the overall sample in terms of value, contractual terms, and flexibility/accommodation in the Wisdom of Crowds® report.



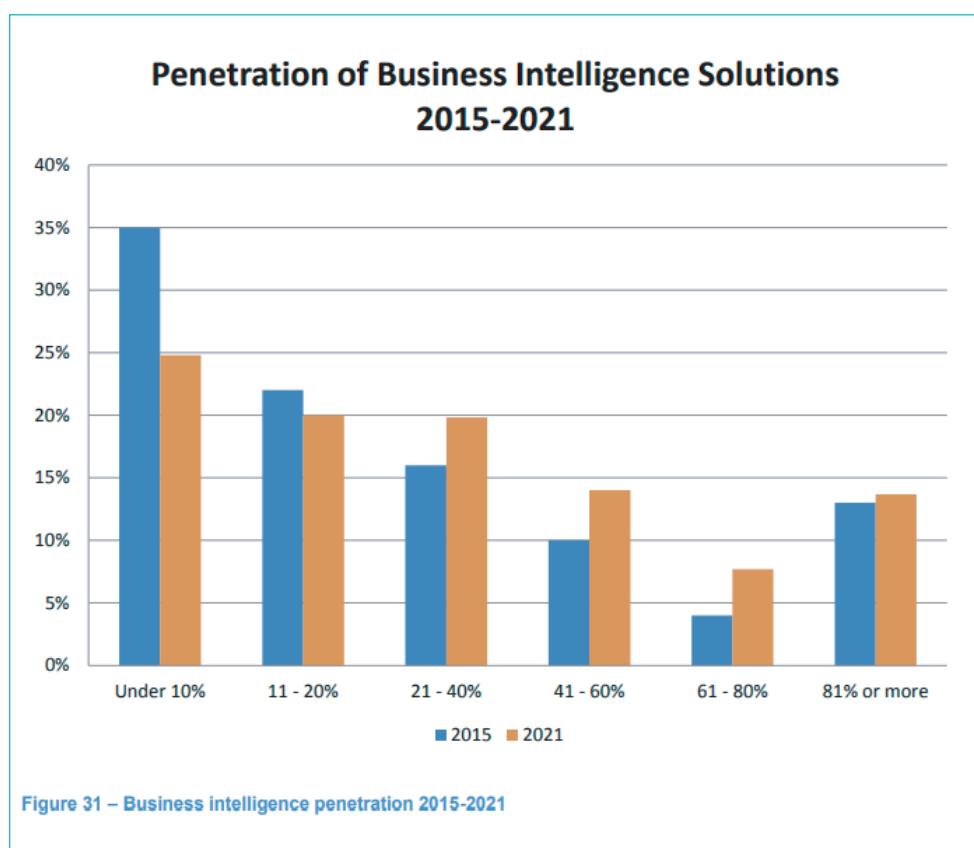
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### 3. Market Penetration of Business Intelligence Isn't Slowing Down

With the increase in market spending on business intelligence, it should come as no surprise that the percentage of total employees using business intelligence has grown significantly over the past few years. The Wisdom of Crowds® report found that more and more companies are reporting higher levels of business intelligence use throughout their organization. For example, the number of companies with a reported business intelligence penetration of 81% or more doubled from 2015 to 2021!

To accommodate this trend, Dimensional Insight is committed to providing a wide variety of options to enhance business functions at all levels of operation. Our comprehensive platform aims to satisfy the bullish plans for expansion, with most companies hoping to reduce sub-10% penetration by almost half (from 25% to 14%) in just 12 months' time.

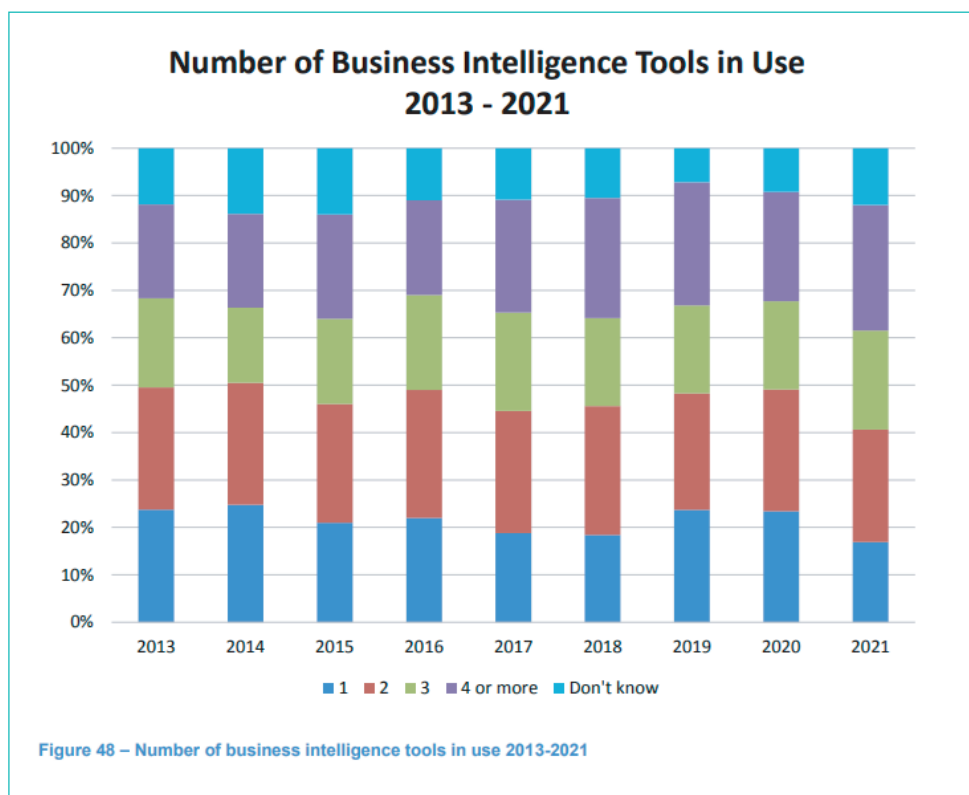


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## 4. Organizations Are Expanding Their Tool Portfolio

With business intelligence budgets and market penetration increasing every year, we're seeing more and more companies take advantage of the diverse supply of tools available on the market. According to the Wisdom of Crowds® report, the number of business intelligence tools in use per organization is increasing, with the number of companies who report only one tool in use down from 23% in 2020 to 17% in 2021.

While an increase in the number of tools can show further analytics adoption in an organization, it also creates new challenges, such as inconsistent definitions across departments and the cost and effort of maintaining multiple toolsets. By combining multiple tools into one package, Dimensional Insight aims to provide a much more seamless user experience that ensures trust and consistency across an organization. Our comprehensive Diver Platform® scored as best in class for completeness of functionality, reliability of technology, component integration, customization, and ease of administration.



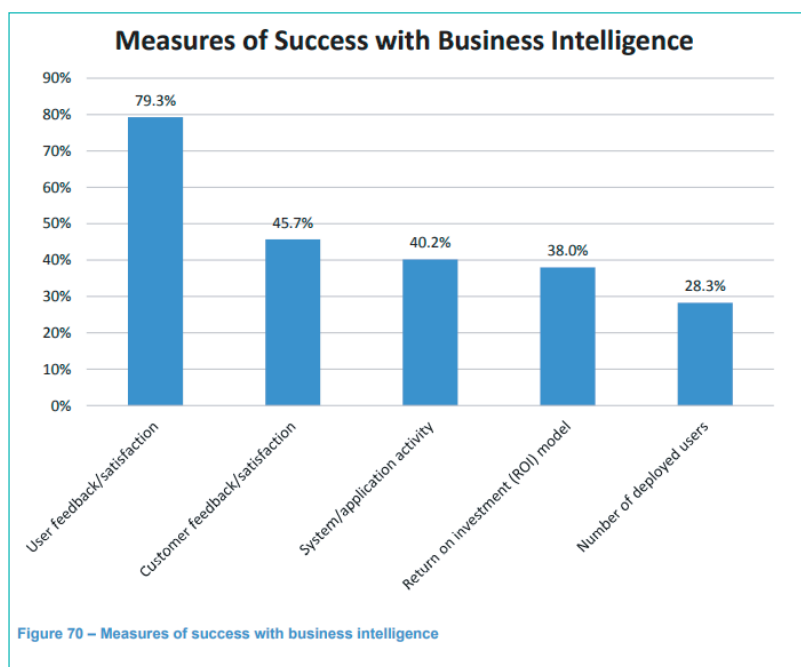
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## 5. User Feedback is Key to Measuring Success

Despite the high expectations and obstacles presented by the pandemic, success with business intelligence has continued to improve over the past year. But how exactly do we measure “success with business intelligence?”

According to the Wisdom of Crowds® report, the greatest measure of success happens to be our users. The report discovered that 79% of respondents found user feedback to be the best measure of business intelligence success, a stark contrast to the 40% of respondents who relied on system/application activity.

Dimensional Insight is no exception. Our long history of industry achievement stems directly from the feedback and ongoing commentary of our users. By orienting our company around the needs and goals of our clients, Dimensional Insight consistently delivers a powerful and award-winning service.



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## Conclusion

To learn more about the recent market trends and how Dimensional Insight scored in the eyes of its customers, download the full [Wisdom of Crowds®](#).

*Thank you for reading:*

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## Contact

60 Mall Road  
Burlington, MA 01803  
t: 781.229.9111  
[www.dimins.com](http://www.dimins.com)

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