

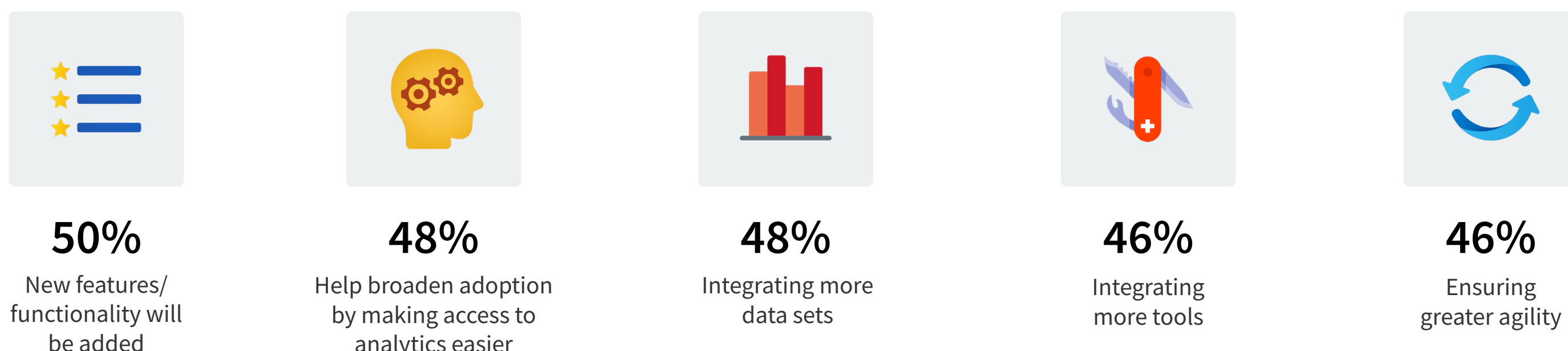
The Path to Data Leadership: Embracing Business Intelligence to Achieve Data-driven Success

Data teams and developers continue to serve as the lynchpin to businesses, overcoming shortcomings associated with gaining insight from massive data sets. But how are organizations enabling more end-users to actually leverage data? Skills gaps, collaboration, and accessibility have created several barriers, and the pressure is on data and software teams to make business intelligence easier to use. Add to this the heavy scrutiny that timeliness of delivery and accessibility of simplified analytics are under, and embedded analytics is increasingly becoming the answer.

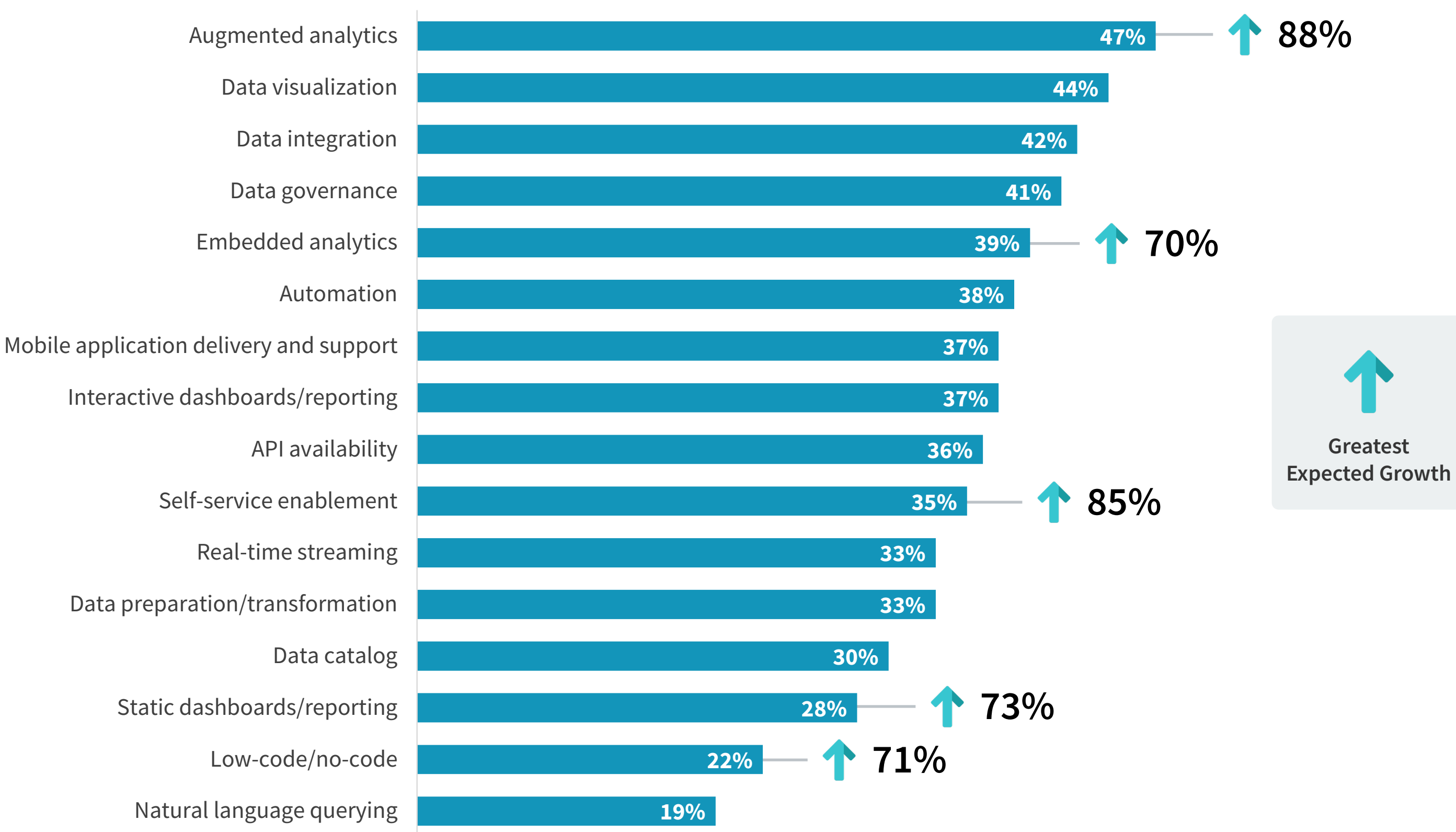
The Importance of Business Intelligence Functionality

Organizations continue to place bets on new BI features and functionality in order to address both objectives and ongoing challenges.

TOP 5 CHANGES ORGANIZATIONS EXPECT TO MAKE OVER THE NEXT YEAR IN RELATION TO BUSINESS INTELLIGENCE PLATFORMS.



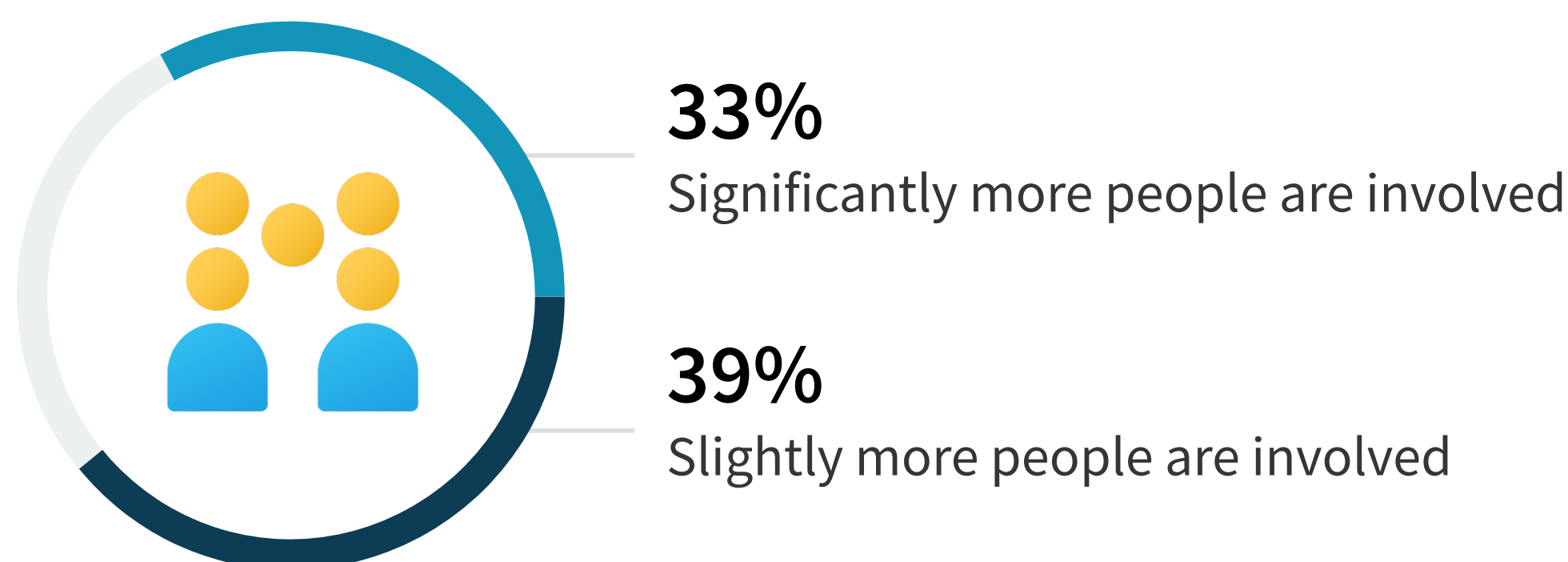
NET-NEW CAPABILITIES ORGANIZATIONS PLAN TO INVEST IN OVER THE NEXT YEAR IN SUPPORT OF BUSINESS INTELLIGENCE.



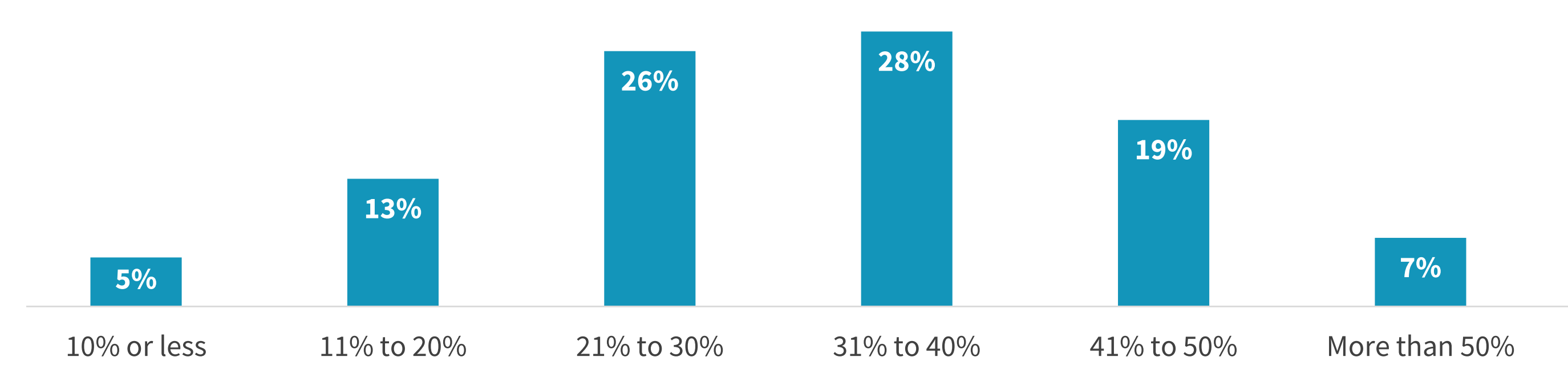
More Data Use Is Prevalent

More decision makers and greater frequency with which end-users access BI platforms is increasingly the goal at many organizations.

CHANGE IN THE NUMBER OF PEOPLE WHO INFLUENCE BUYING DECISIONS IN BUSINESS INTELLIGENCE TECHNOLOGY.



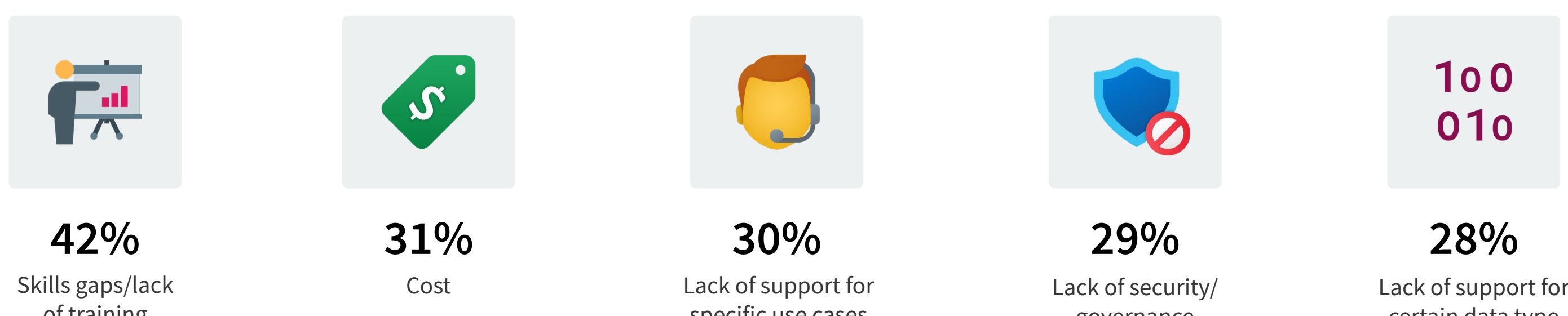
PERCENTAGE OF EMPLOYEES WHO HAVE ACCESS TO A BI/ANALYTICS PLATFORM.



Overcoming the Barriers

As organizations grapple with similar challenges inhibiting more pervasive BI usage, new personas are increasingly being leaned on for guidance.

TOP 5 IMPEDIMENTS PREVENTING END-USERS FROM UTILIZING THE BI/ANALYTICS PLATFORM MORE FREQUENTLY.



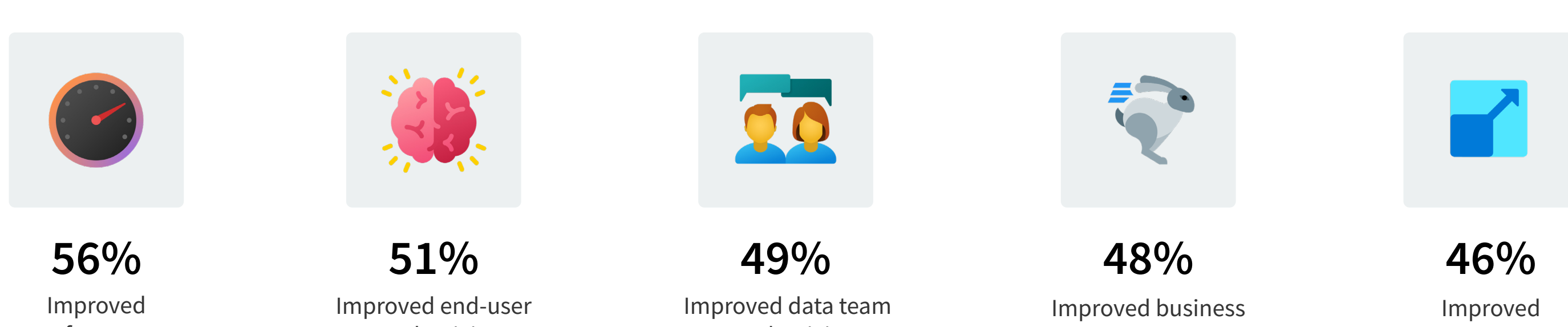
MOST COMMON STEPS TO ENABLE END-USERS TO LEVERAGE BUSINESS INTELLIGENCE.



The Value of Embedded Analytics

Embedded analytics is delivering an undeniable value and business benefit.

TOP 5 BENEFITS OF CONSUMING, ANALYZING, AND VISUALIZING DATA WITHIN A SPECIFIC/CUSTOM APPLICATION.



For more from this ESG research study, including further insights into organizations' experiences at various stages of maturity for analytics use, read the ESG Research Report, *The Path to Data Leadership: Embracing Business Intelligence to Achieve Data-driven Success*.

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