

# Analytics & Business Intelligence Selection Guide

TECHNOLOGY SELECTION GUIDANCE WITH COMPREHENSIVE EVALUATION CRITERIA

## MAKE INFORMED, FACT-BASED TECHNOLOGY SELECTIONS

This guide will help organizations select the best analytics and business intelligence software for their business requirements. Many industrial organizations are data rich, yet insight poor. Although they collect data on operational and business processes, they lack the people, processes, and technology needed to turn that data into valuable management information. Selecting appropriate tools can help to address this issue. This publication contains guidance, functional descriptions, user practices, specific selection criteria, and supplier profiles to help team members find common ground with lower risk and faster time to benefit.

Adoption is driven by two main pressures. Although business intelligence technologies have existed for decades, innovation is rife. First, users are often unable to find information in a timely way. Second, there is an increasing demand for management information. Coupled to this, analytics and business intelligence software and tools are evolving rapidly – despite the fundamental concepts and technologies being decades old. For example, Software-as-a-Service, cloud technologies, and the increased use of mobile devices all have a key role to play in providing cost effective analytics solutions.

## STRATEGIC ISSUES

Timely management information is critical for the effective operation of both operational and business processes. The selection guide helps answer key questions, such as:

- What drives analytics and business intelligence adoption?
- What are the four categories of analytics and business intelligence tools?
- What are the trends and growth factors for cloud-based and mobile solutions?
- What non-technology factors are critical for success?

For more information, please visit us at [www.arcweb.com/technology-evaluation-and-selection](http://www.arcweb.com/technology-evaluation-and-selection)

## GUIDE CONTENTS

### EXECUTIVE SUMMARY

Market Segmentation  
Major Trends  
End User Trends

### ADOPTION STRATEGY

Factors Contributing to Adoption  
Factors Inhibiting Adoption  
Strategies for Success

### SCOPE

Analytics and BI Defined  
Market Scope

### TECHNOLOGY AND SUPPLIER SELECTION CRITERIA

Key Criteria Analysis  
Fact-based Selection Process  
Consider Best Practices by Suppliers  
Selection Process Tools Available  
Criteria List

### MARKET SHARES ANALYSIS

Market Shares of the Leading Suppliers  
Market Shares by Region  
Market Shares by Software and Services  
Market Shares by Type of Deployment  
Market Shares by Maturity Phase  
Performance  
Predictive  
Prescriptive  
Market Shares by Data Type  
Conventional  
Big Data/Analytic DB  
Big Data/NoSQL  
Big Data/Hadoop

### Market Shares by Industry

Aerospace & Defense  
Automotive  
Cement & Glass  
Chemical  
Electric Power Generation  
Electronics and Electrical  
Fabricated Metals  
Food & Beverage  
Furniture & Wood Products  
Machinery  
Medical Products  
Metals & Mining  
Oil & Gas  
Pharmaceutical & Biotech

### Plastic & Rubber

Printing & Publishing  
Pulp & Paper  
Refining  
Semiconductor  
Textiles  
Water & Wastewater

### Market Shares by Tier

### SUPPLIER PROFILES

Profiles for the major suppliers servicing this market are included. Each profile concisely reviews the company's business, products, and services as it applies to this market segment.

### Deployment Technologies Used and Planned for Analytic Solutions

