

HIGHLIGHTS OF THE 2013 WISDOM OF CROWDS® BUSINESS INTELLIGENCE MARKET STUDY

EXECUTIVE SUMMARY BY ACTUATE



Analyzing the Value of Actuate Products and Services

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Actuate Corporation has prepared this quick read document to highlight Actuate-related findings of the 2013 “Business Intelligence Market Study,” which is part of the “Wisdom of Crowds®” series of market research reports published by Dresner Advisory Services.

Actuate’s well-established customer base and BIRT revenue streams have landed the company a spot in the “Large Established Pure-Play Vendor” category. The company earned improved customer rankings this year across virtually all measures.

VALUE OF ACTUATE PRODUCTS AND SERVICES

- 9 out of 10 Actuate customers responding to the survey reported they would recommend the company’s products and services.
- Actuate won “best in class” of all 23 top industry vendors for Product: “Reliability of Technology” and “Customization and Extensibility.”
- In the category of “Quality of Technical Support,” Actuate outperformed every vendor in the study.
- Actuate’s scores exceeded both peer and overall performance in the vast majority of measures within the categories of “Sales,” “Value,” “Technical Support,” and “Consulting.”
- Actuate surpassed both peer and overall scores in the majority of measures in the category of “Quality and Usefulness of Product.”

GENERAL STUDY FINDINGS

- Three technologies related to BI increased in importance over 2012: Software as a Service (SaaS) & Cloud Computing (Cloud BI); Dashboards; and Mobile Device Support.
- In 2013, the top technologies ranked in the Study are Dashboards, End User “Self Service”, and Advanced Visualization and Data Warehousing.
- Executive Management and Finance are most likely to drive BI initiatives, while HR and Manufacturing are least likely.
- Across all market sectors, “better decision making” is the most popular objective for BI solutions, with “improved operational efficiency” coming in second.
- BI adoption continues to be most prevalent in both the smallest and largest organizations. However, all sizes of organizations (including mid-size) have ambitious plans for BI through 2014 – mainly focused on extending BI capabilities to a larger number of users.

SURVEY METHOD USED IN THE DRESNER REPORT

As with the original Wisdom of Crowds® Business Intelligence Market Study, we constructed a survey instrument to collect data and used social media and crowdsourcing techniques to recruit participants. We expanded data collected to include our own research community of roughly 2,000 organizations as well as vendors' customer communities.

For 2013, we collected 1,182 completed surveys – exceeding our goal of 1,100 with 40% growth over 2012. All respondent entries were carefully scrutinized and verified to ensure that only qualified participants are included in the study.

Building upon our success and momentum since 2010, we have expanded the 2013 study to address a wide range of technology and usage issues, offering more actionable insight for users and suppliers of Business Intelligence solutions: Our technology section has been enlarged (19 areas versus 16 in 2012) testing perceptions and intentions concerning: Search BI, Embedded BI and Data Discovery.

For 2013 we have further developed our user trending section. In 2012 respondents were asked if their Business Intelligence initiatives have been successful. For 2013, we have added questions surrounding functions – those which drive Business Intelligence initiatives and those targeted for deployment. In addition, we have asked about aspirations/objectives for Business Intelligence and overall user penetration for Business Intelligence solutions. We added two new market segments for 2013: “Specialized” and “Early Stage” to the existing four market segments and have ranked 23 vendors versus 17 vendors in 2012. Wherever possible, we have included year-over-year comparisons and future projections to provide greater understanding and perspective.

Dresner Advisory Services

May 2013

ABOUT HOWARD DRESNER AND DRESNER ADVISORY SERVICES

The Wisdom of Crowds® Business Intelligence Market Study was conceived, designed and executed by Dresner Advisory Services, LLC – an independent advisory firm – and Howard Dresner, its President, Founder and Chief Research Officer.

Howard Dresner is one of the foremost thought leaders in Business Intelligence and Performance Management, having coined the term “Business Intelligence” in 1989. He has published two books on the subject, *The Performance Management Revolution – Business Results through Insight and Action* (John Wiley & Sons – Nov. 2007) and *Profiles in Performance – Business Intelligence Journeys and the Roadmap for Change* (John Wiley & Sons – Nov. 2009). He lectures at forums around the globe and is often cited by the business and trade press.

Prior to founding Dresner Advisory Services, Howard served as Chief Strategy Officer at Hyperion Solutions and was a Research Fellow at Gartner, where he led its Business Intelligence research practice for 13 years. Howard has conducted and directed numerous in-depth primary research studies over the course of the past two decades and is an expert in analyzing these markets. Through the Wisdom of Crowds® Business Intelligence market research reports, Howard engages with a global community to redefine how research is created and shared. Landmark research reports include:

- The Wisdom of Crowds® Business Intelligence Market Study
- The Wisdom of Crowds® Collaborative Business Intelligence Market Study
- The Wisdom of Crowds® Cloud Business Intelligence Market Study
- The Wisdom of Crowds® Mobile Business Intelligence Market Study.

Howard (www.twitter.com/howarddresner) conducts a weekly Twitter “tweet chat” on Fridays at 1PM ET. The hashtag is #BIWisdom. During these live events the BIWisdom “tribe” discusses a wide range of Business Intelligence topics.

More information about Dresner Advisory Services can be found at www.dresneradvisory.com.

ABOUT ACTUATE – THE BIRT COMPANY™

Actuate founded and co-leads the [BIRT open source project](#), which is used by more than 2.5 million developers around the globe and serves as the foundation of Actuate’s commercial offerings. Applications built with BIRT and BIRT iHub deliver more business and consumer insights to more people than all BI companies combined - ensuring organizations are ready for the exponential growth of [Big Data](#) and the proliferation of touch devices.

Actuate’s BIRT and BIRT iHub empower developers to rapidly develop custom, BIRT-based [business analytics](#) and [customer communications applications](#). Applications built with one BIRT design can access and integrate any data, including unstructured sources. They provide a seamless user experience regardless of skill level and are supported by BIRT iHub for any cloud, hybrid, on-premise, web or touch device deployment.

Headquartered in [Silicon Valley](#), Actuate has over 5,000 customers globally in a diverse range of business areas including [financial services](#), [technology](#) and the [government](#). Actuate is listed on NASDAQ under the symbol BIRT. For more information, visit www.actuate.com or engage with the BIRT community at www.birt-exchange.com.