

KCG 2013 SOFTWARE MAP Report - BUSINESS ANALYTICS

Analysts	Program Effectiveness Metrics									Shortlisting			
	Interactions per Quarter	Access to Executives	Quality and Availability of References	Efficacy of Comms	Responsiveness	Overall Effectiveness	Proactivity (1=PROACTIVE - 2=REACTIVE)	Total number of analysts indicating they shortlisted THIS vendor in the last 3 months in THIS segment	% of analysts that shortlist that have shortlisted THIS vendor in last 3 months	% of analysts responding that are Likely or Very Likely to shortlist vendor	net year on year increase or (decrease) in percentage of analysts that would shortlist vendor	Vendors receiving less than threshold of analyst responses (20%)	
BUSINESS ANALYTICS SEGMENT AVERAGE	3.59	6.62	6.27	5.82	6.88	6.53	1.50	10.56	29%	51%	14%		
SOFTWARE SAPA AVERAGE	3.54	6.66	6.25	5.83	6.91	6.56	1.49	9.80	29%	51%	13%		
Analysts Responding	41												
Vendor	Count	IPQ	AE	REF	EFF	RESP	OE	PRO	3 MOS	%3 MOS	LTS	YOY	
IBM	31	4.52	7.00	6.06	5.18	7.26	6.86	1.59	20	40%	55%	37%	
SAP (Business Objects)	36	4.25	6.08	5.69	5.95	6.36	6.54	1.53	23	38%	48%	1%	
SAS	30	3.67	7.67	6.97	6.66	8.00	7.59	1.68	17	30%	54%	16%	
Oracle	15	3.07	6.13	5.60	5.69	6.94	6.50	1.60	5	18%	40%	26%	
QlikTech	9	2.56	5.67	7.13	5.60	6.00	5.30	1.38	4	25%	45%	0%	
Microstrategy	12	3.00	7.58	6.58	6.62	7.38	7.58	1.36	7	30%	56%	44%	
HP	10	4.00	7.50	6.40	5.64	6.73	6.27	1.67	5	28%	33%	0%	
Teradata	13	3.31	5.46	5.77	4.92	6.00	5.70	1.33	2	21%	75%	0%	
Informatica	21	3.95	6.52	6.20	6.17	7.27	6.41	1.33	12	29%	55%	4%	

ANALYSTS PARTICIPATING

Analyst	Firm
1 Mollie Lombardi	Aberdeen
2 John Able	Able consulting
3 Ralph Rio	ARC Advisory Group
4 Katherine Jones	Bersin by Deloitte
5 Wayne Eckerson	BI Leadership Research
6 Cindi Howson	Bi scorecard
7 Philip Howard	Bloor Research
8 Jane Clabby	Clabby Analytics
9 R 'Ray' Wang	Constellation Research, Inc.
10 Shawn Rogers	Enterprise Management Associates
11 Rajesh Ranjan	Everest Group
12 Boris Evelson	Forrester
13 Brian Hopkins	Forrester
14 Holger Kisker	Forrester
15 Mike Gilpin	Forrester
16 Mike Gualtieri	Forrester
17 Tim Harmon	Forrester
18 Bill Gassman	Gartner
19 Bill Hostmann	Gartner
20 Christopher Lervolino	Gartner
21 Dan Sommer	Gartner
22 Daniel Yuen	Gartner
23 Gareth Herschel	Gartner
24 John Van Decker	Gartner
25 Kristian Steenstrup	Gartner
26 Kurt Schlegel	Gartner
27 Lisa Kart	Gartner
28 Neil Chandler	Gartner
29 Rita Sallam	Gartner
30 Rob Schafer	Gartner
31 W. Roy Schulte	Gartner
32 Judith Hurwitz	Hurwitz & Associates
33 Alys Woodward	IDC
34 Brian McDonough	IDC
35 Casey Talon	IDC Energy Insights
36 Mike Ferguson	Intelligent Business Strategies
37 Helena Schwenk	MWDAdvisors
38 Hyoun Park	Nucleus Research
39 Stephen O'Grady	RedMonk
40 Sue Feldman	Synthesis
41 Mark Smith	Ventana Research

Workday  
Dataflux  
Ceridian  
Cornerstone  
CA  
ADP  
Ultimate Software  
Northgate Arinso  
BMC