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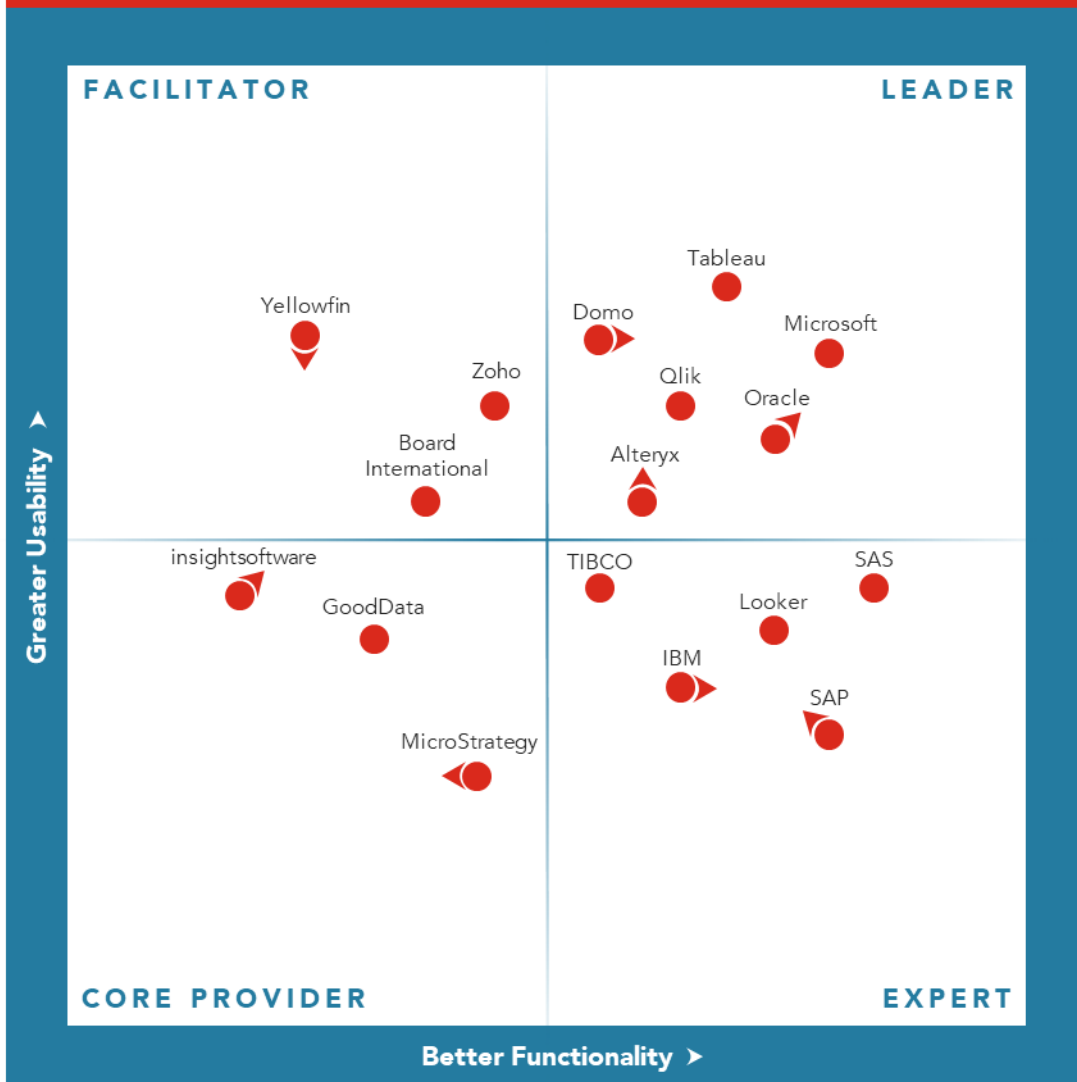
# ANALYTICS TECHNOLOGY VALUE MATRIX 2023

ANALYST

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## THE BOTTOM LINE

Over the past few years, the way that enterprise and mid-market customers produce and consume analytic content has changed, and customers increasingly leverage higher-order analytics and data science methodologies to identify business opportunities, combat market uncertainty, and sustain a competitive advantage. As a result, vendors have moved beyond core data analysis, visualization, and reporting capabilities and have shifted focus toward no and low-code data science, analytics automation, and data engineering. When projecting adoption throughout the next year, Nucleus expects customers to prioritize a solution's broader support for data preparation, management, and data science, especially capabilities geared toward non-technical users, enabling organizations to scale their analytics and data science workloads without expanding technical headcount.



## OVERVIEW

Over the past year, organizations have been forced to find new and innovative ways to leverage their data to ensure market validity amid increasing competition and economic uncertainty. This has extended the role of analytics solutions beyond traditional business intelligence as organizations increasingly look to automate analytics processes and leverage augmented analytics and data science methodologies to drive competitive advantage. Now,



to best support this adoption, vendors compete to deliver a broader range of capabilities, including analytics automation, data preparation and transformation, natural language processing (NLP), natural language generation (NLG), AutoML, and more. At the same time, vendors continue to invest in solutions tailored to specific users and roles to further drive the reach and effectiveness of analytic content. Select vendors also create industry-specific data models, best practices, templates, and other analytic content to accelerate deployment and ensure value-add outcomes post-deployment.

Although modern analytic capabilities are highly demanded in the current market, many organizations contend with significant costs and technical limitations when attempting to leverage more complex analytics and data science tools. As a result, vendors also compete to deliver intuitive and accessible solutions, which allow customers to scale their analytics and data science workloads without expanding technical headcount. To drive ease of use, vendors offer various out-of-the-box connectors, templates, and data models to reduce total cost of ownership (TCO), simplify adoption, and improve time-to-value. Vendors also look to empower organizations with capabilities for automated insights, machine learning, and AnalyticOps to enable current staff to do more with less.

Even in the absence of easy money, the value of organizing and making sense of data in challenging times is well recognized by the modern customer. Organizations across industries that successfully recognize the value hidden in their data maintain a competitive advantage, while those that lack the necessary tools fall behind. As such, Nucleus expects investment in analytics technology to maintain pace, if not accelerate, over the next year.

In this Value Matrix, vendors are positioned according to the relative usability and functionality of their respective solutions, as well as the value that customers realized from each product's capabilities (Nucleus Research V67 – *Understanding the Value Matrix* – April 2021) and presented as a snapshot of the current market rather than an empirical ranking of vendors. The arrows indicate perceived momentum in the indicated direction with respect to usability and functionality. Positioning and momentum are informed primarily by conversations with end-users, along with the most recently released capabilities/features and areas of vendor investment.

## LEADERS

Leaders in this year's Value Matrix include Alteryx, Domo, Microsoft, Oracle, Qlik, and Tableau.

### ALTERYX

Alteryx is placed as a leader in the 2023 Analytics Technology Value Matrix, as recognized for its analytics automation platform. The Alteryx Analytics Automation Platform provides a broad array of capabilities ranging from data integration, preparation, automated business insights, analytics, and ML model generation with software that can be deployed either on-premises or accessed via cloud. Alteryx helps address bottlenecks within an organization's analytical operations without extensive involvement from IT or data professionals. It does so by equipping non-technical users with intuitive tools that allow them to access data at the source, perform low- or no-code analytics and model building, and enables users to deploy these models at scale. The platform features a no/low code user interface and offers purpose-built tools to automate analytics processes and save analyst time. The vendor also boasts an active user community of over 400,000 users and a growing partner ecosystem.

Significant product announcements and changes in the past 12 months include:

- The introduction of the Alteryx Analytics Cloud, which brings Alteryx's flagship Designer product to the cloud and combines the capabilities of Trifacta with Alteryx.
- The addition of Alteryx Machine learning and Alteryx Auto Insights to the vendor's product portfolio, which extends Alteryx platform capabilities for ML model creation and management as well as business insights and reporting/visualizations where Alteryx has not played in the past.

### DOMO

Domo is recognized as a leader in the 2023 Analytics Technology Value Matrix. Domo is a cloud-native data experience Platform that offers comprehensive capabilities for data ingestion, integration, and governance. Its high-performance business intelligence and analytics layers enable businesses to convert their data into real-time visualizations, interactive dashboards, and live data applications. With Domo, businesses can easily access and manage their data on the cloud, transforming it into valuable insights for critical business decisions. Domo provides a complete range of data utilization features, including reporting, business intelligence, governance, application design, and machine learning. This holistic approach to data management creates a single source of truth for all users. By leveraging Domo's suite of data management and analysis tools, businesses can better utilize their data, gain valuable insights, and drive more informed decision-making. Domo's

capabilities enable it to function as a business intelligence platform, data integration tool, and data warehouse solution all in one platform. Thus eliminating the need for businesses to invest in and maintain separate systems for each function, reducing costs and streamlining data management. Domo is recognized for its quick deployment times, which are supported by its out-of-the-box connectors and Magic ETL. Domo's platform is also designed to be compatible with multiple cloud environments, enabling it to run on user infrastructure alongside existing applications. The platform's multi-cloud compatibility, Cloud Amplifier, allows businesses to leverage Domo's data management and analysis capabilities without disrupting their existing upstream workflows or infrastructure. Furthermore, with Domo's Auto ML functionality, organizations can automatically train machine learning models, build models into new data pipelines, and share data science insights with business users.

Product updates over the past 12 months include:

- In 2022, Domo released multiple enhancements to its Domo app framework. This includes a Variable feature for cards and dashboards and extended developer tools to create fully customizable web apps on top of the Domo platform.
- Domo added a new integration with Jupyter Workspaces, making self-service analytics more effortless for business users and data practitioners. Jupyter Workspaces, a collaborative environment that supports popular machine learning languages R and Python, allowing data scientists to explore results and make data science and machine learning actionable. It also enables scheduling, collaboration, and integrations with other platforms like GitHub.
- Domo released a new management interface for embedded analytic content, allowing for easy content publishing and validation for thousands of subscribers. The data products can be distributed as passive reference materials or fully customizable tools for users to build their own Domo apps.

## MICROSOFT

Microsoft Power BI is recognized as a leader In the 2023 edition of the Analytics Technology Value Matrix. Microsoft Power BI is a scalable business intelligence solution for organizations of all sizes, from startups to global corporations. Power BI Desktop, Power BI Pro, Power BI Premium, Power BI Mobile, Power BI Embedded, and Power BI Report Server are among the modules included in the suite. Microsoft updates the suite once a month, and users can engage with the user community to provide feedback and influence product development and roadmap direction. Power BI integrates with other Microsoft business applications natively and connects to a variety of data sources, including databases (both cloud and on-premises), third-party software vendors, and the Internet. This removes data silos and enables centralized data management. The solution is delivered as a standalone web-

hosted application with pricing determined by the user's role and permissions. Furthermore, to provide analytical capabilities, Power BI can be deployed in the cloud or embedded in other applications.

Recent product updates and enhancements include:

- The previously announced Public Preview of Multiple Audiences for Power BI org apps has now been made generally available. This feature is now supported by Power BI Mobile, allowing multiple audience groups to be created within the same app, with different permissions assigned to each group. With this feature, app users can copy reports and dashboard links to share with other users who have permission to access the app audience, which includes those reports and dashboards.
- Power BI integration with PowerPoint is now generally available, enabling users to create engaging and informative presentations by embedding rich, interactive visualizations in PowerPoint slides. This integration is now available in national clouds. New features have been added, including the ability to use a single visual, Smart Insights to generate text that summarizes the data in the slide, and a "What's new" banner that keeps users informed of new capabilities.
- The SSRS RDL Migration tool is now available in SSRS 2017, SSRS 2019, and SSRS 2022. The tool also allows for the migration of .pbix and .rdl files from Power BI Report Server in January 2023 and Report Server in September 2022.
- New metadata has been added to the Power BI activity logs, which allows for easy filtering of activity events by workspace name. This is particularly useful for organizations whose users consume Power BI datasets from multiple workspaces, saving valuable time while ensuring compliance requirements and data auditing needs are met.

Power BI generally presents a value proposition centered around ease of use and integration with the Azure ecosystem. Microsoft's recent investments into emerging technology allow Nucleus to be confident in the solution extending its leadership.

## ORACLE

Oracle is placed as a leader in the 2023 Analytics Technology Value Matrix, as recognized for the Oracle Analytics Cloud (OAC). Building on the vendor's enterprise-grade data storage and scalable data processing, Oracle Analytics Cloud delivers rich analytical experiences and drives agile decision-making. This offering is an end-to-end analytics platform delivering capabilities to empower business users, data engineers, and data scientists featuring built-in capabilities to support data and analytics processes from end-to-end, including ingestion and modeling, preparation and enrichment, visualization, and

collaboration, all with integrated security and governance. The platform also boasts code-free machine learning embedded throughout the platform to elevate less-technical users with modern tools. More technical users can also register and use Oracle machine learning models from Oracle Database and Oracle Autonomous Data Warehouse, including classification, regression, clustering, anomaly, and feature extraction models. The vendor also offers Oracle Fusion Analytics, delivering AI-powered analytics features across its enterprise application suite with a focus on prebuilt and cross-functional capabilities. With this product, teams across HR, finance, operations, sales, and marketing departments can leverage a single data model for all Oracle Cloud Applications data and eliminate data silos.

Oracle has continued to innovate throughout the past year to enhance the value proposition of Oracle Analytics Cloud.

- Oracle released new base features in the core Oracle Analytics Cloud platform. This includes a new Semantic Modeler to make data more consumable, Auto Insights to recommend visualizations, and improved accessibility of Oracle Cloud Infrastructure (OCI) cognitive services, starting with OCI vision.
- Oracle released Fusion Analytics for CX, targeting new personas, such as chief revenue officers, campaign managers, and renewal managers. Fusion Analytics for CX includes over 50 KPIs relevant to revenue intelligence as well as pre-built dashboards and data pipelines.
- Oracle also added coverage for new business use cases in Oracle Fusion Analytics, including Project Management Analytics for Oracle Fusion Analytics for ERP, employee skills matching for Oracle Fusion Analytics for HCM, and cost accounting and intra/inter-organizational transfer analytics for Oracle Fusion Analytics for SCM.

## QLIK

Qlik is placed as a leader in the 2023 Analytics Technology Value Matrix. Qlik Sense Enterprise SaaS, the vendor's cloud analytics platform, is an end-to-end platform offering combined capabilities for cloud data management, data visualization, reporting, and advanced analytics. The vendor differentiates its analytics platform with Qlik's Associative Engine and Insight Advisor, allowing users to easily connect data sources and automatically build data relationships to support various analytics use cases. Qlik also offers Qlik AutoML, giving customers augmented analytic capabilities with no-code automated machine learning to easily perform key driver analysis, what-if scenario planning, on-demand predictive modeling, and more within Qlik. Qlik can be deployed in the cloud or on-premises in customer data centers, providing flexible implementations suited to an organization's existing infrastructure.

Over the past year, Qlik has continued to enhance its analytics platform to drive end-user value.

- In November 2022, Qlik launched Qlik Cloud Data Integration to enable real-time data integration with a data fabric connecting all enterprise applications and data sources to the cloud.
- Also, in November 2022, Qlik released a suite of SAP Accelerators available through Qlik Cloud Data Integration. This helps joint customers reduce costs and risks for SAP data related to Order-to-Cash, Financial Analytics, and Inventory Management.
- In January 2023, Qlik announced its intention to acquire data integration, transformation, and governance provider, Talend. When fully integrated, Nucleus expects this acquisition to extend customer value with improved access to adjacent capabilities for data integration and management.
- In March 2023, Qlik introduced Connector Factory to expand data access and delivery from hundreds of SaaS applications and data sources with prebuilt connectors. Over the following two quarters, the vendor expects support for 30 of the most popular enterprise applications, including Oracle NetSuite, Workday, SAP SuccessFactors, Salesforce, Epic, Cerner, OSIsoft, ADP, SAP Ariba, and HubSpot, among others.

## TABLEAU

Tableau is recognized as a leader in this year's Analytics Technology Value Matrix. Tableau's analytics platform provides a comprehensive solution for data management, governance, data visualization, and collaboration. Analytics are now accessible to non-technical employees thanks to its low-code, drag-and-drop interface. Salesforce's Einstein AI makes machine learning modeling simple, requiring no developer programming. In addition, the platform offers automated data analysis, natural language search, data explanation, and automated graphic/visualization generation. It also aids data science projects with feature engineering, model selection, and data storytelling capabilities. Tableau's solutions can be embedded in third-party applications and reports, allowing for data insights to be provided directly within those applications.

Recent product updates and announcements include:

- Tableau Accelerators are ready-to-use, fully customizable templates that help organizations get insights and value from their data faster, with more than 100 Accelerators now available.



- Public sharing of dashboards with non-licensed Tableau users is now available, making it easy to share key insights publicly with any user and embed work in a public-facing website.
- Tableau Advanced Management brings together data management, security, and scalability features for customers running Tableau for mission-critical workloads.
- Customer-managed encryption keys offer more flexibility and control with additional layers of security to help comply with regulations.
- Activity Log provides detailed data to help users keep track of how people are using Tableau, enabling permission auditing and implementing controls over enterprise deployment.
- Admin Insights help administrators maximize performance, drive adoption, and manage content at scale with data about workbooks, scheduled job performance, and more.
- The Data Stories feature in Tableau enables AI-powered data storytelling, automating the analysis, build, and communication of insights to help people understand the “so what” behind their data.
- Native model building and scenario planning, powered by Salesforce’s Einstein, is available to empower business domain experts to solve more challenging data problems.

Tableau has been a leader in the analytics space for years for its value proposition around ease of use and out-the-box templates. With this year’s Value Matrix focusing more closely on citizen data science capabilities, the significant machine learning technology investments by the vendor’s parent are welcomed.

## EXPERTS

Experts in this year’s Value Matrix include IBM, Looker, SAP, SAS, and TIBCO.

### IBM

Cognos, IBM’s flagship enterprise BI suite, provides users with reporting, analysis, and query tools via various studios and components such as Framework Manager, Cube Designer, and Transformer. Watson, IBM’s AI assistant, is integrated into Cognos to provide automated predictive analytics and unstructured data analysis capabilities. Watson’s data privacy management recommendations, a conversational interface for accessing insights and

querying information, and process automation tools that eliminate repetitive tasks benefit customers. Using Cognos and Watson's capabilities, customers can generate behavioral profiles, run sentiment and tone analysis, convert text to speech, and query data in natural language. IBM Cognos also includes data management, preparation, and security features, all available in a full suite offering where customers only pay for the services they consume.

Recent product updates and announcements include:

- A partnership was announced between IBM and enterprise relational DBMS vendor SingleStore. This announcement brings a native connector between Cognos and the SingleStore database.
- IBM announced IBM Cognos enhancements, adding integration capabilities and improved forecasting for trend predictions.
- IBM introduced Business Analytics Enterprise, a suite of business intelligence and analytics tools aimed at breaking down data silos and improving collaboration across different divisions. The suite includes the Analytics Content Hub, Planning Analytics with Watson, and Cognos Analytics with Watson, providing budgeting, reporting, and forecasting capabilities for data across various divisions.

## LOOKER

Looker is placed as an expert in this year's Analytics Technology Value Matrix. Looker is a business intelligence and data analytics platform that is commonly used by organizations of all sizes to simplify report and visualization development while also allowing for self-service analytics. Looker assists businesses in using data for a variety of purposes, such as embedded analytics, data-driven workflows, custom applications, and business intelligence. Looker is popular among enterprise customers, particularly those who rely on SQL databases for primary data storage. While Looker is typically deployed in the cloud, it also provides on-premises deployments to meet the needs of its customers. Experienced developers and data analysts use LookML, a SQL-based modeling language, to define business logic and definitions within a centralized, version-controlled data model. This governed layer of trusted metrics and KPIs provides support for less-technical users through dashboards and self-service data exploration environments, as well as enabling data to be integrated into operational workflows or delivered through custom applications.

In February 2023, Google Cloud and Accenture integrated ai.RETAIL with Looker, enabling retailers to leverage Looker's data analytics and visualization capabilities to identify, group, and optimize stores with similar characteristics and improve assortment. Google announced the consolidation of business intelligence products under the Looker brand in October 2022. This includes the rebranding of Google Data Studio as Looker Studio, as well as the support for Looker data models, which is currently in preview. In addition, Looker (Google

Cloud core) was announced, a new version of Looker that is deeply integrated with Google's core cloud infrastructure services, such as key security and management services. The vendor also announced a Looker integration with Google Sheets to support Looker visualizations. The vendor made its Enhanced Action Hub available to the general public with the release of Looker 22, introducing new actions to send data from Looker to Salesforce and Facebook for improved customer targeting. This release also includes enhanced navigation for embedded dashboards, Looks, and Explores with Embed Content navigation.

## SAP

SAP is placed as an expert in the 2023 Analytics Technology Value Matrix. SAP provides businesses with two powerful business intelligence solutions, SAP BusinessObjects BI and SAP Analytics Cloud. SAP BusinessObjects BI is an on-premises BI solution that integrates prebuilt connectors to access third-party data sources, ETL, and data-sharing capabilities. It guarantees decision-makers have access to prepared data for real-time analysis, enabling them to make informed decisions promptly. SAP combines its advanced data integration and management capabilities with reporting, visualization, and sharing features to transform data into valuable and actionable insights. SAP Analytics Cloud is a cloud-based analytics and planning solution that offers end-to-end capabilities, including data exploration and visualization, what-if simulation, enterprise planning, self-service data, modeling and preparation, and augmented analytics. The solution also utilizes machine learning to enrich the end-user experience by providing intelligent features. SAP supports organizations within the manufacturing, professional services, consumers goods, life sciences, oil and gas, retail, financial services, insurance, communications, hospitality, logistics, automotive, healthcare, and construction industries.

Recent product updates in the last 12 months include:

- In July 2022, SAP acquired search-driven analytics platform Askdata to enhance its natural language search capabilities. The acquisition will enable Askdata's intellectual property to become part of the SAP Business Technology Platform, providing a better analytics experience for SAP Analytics Cloud customers. The acquisition will help SAP provide simpler user experiences, empowering non-technical users to make data-driven decisions and lead the transition toward wider analytic adoption.

## SAS

SAS is recognized as an expert in the 2023 Analytics Technology Value Matrix. The vendor offers end-to-end data management and analytics solutions that support everything from data ingestion and transformation to analysis and visualization. SAS Viya, the vendor's cloud

AI, analytics, and data management platform, gives users cloud-native capabilities to integrate and manage data from various sources and develop models with automated feature engineering and intelligent recommendations. SAS Viya also offers capabilities to govern analytics projects and models in production, supporting the full analytics life cycle. SAS's technology is functionally mature, with extensive capabilities for statistical analysis and data management that have made it widely adopted across various industries and academia. The vendor also offers out-of-the-box support for use cases like fraud detection, risk assessment, and KPI monitoring; however, customers typically spend additional time configuring the vendor's core offerings to achieve optimal value.

Recent product updates and announcements include:

- In August 2022, SAS announced a new integration between SAS Viya and SingleStore, combining SingleStore's data compression with SAS's analytic performance. This builds on their strategic relationship going back to December 2020 and enhances value for joint customers.
- In February 2023, SAS joined CESMII, the Smart Manufacturing Institute, to promote the adoption of advanced analytics and data-driven manufacturing.

## TIBCO

TIBCO is placed as an expert in the 2023 Analytics Technology Value matrix as recognized for the TIBCO Spotfire analytics platform. With this platform, the vendor provides users with embedded data science and delivers diverse capabilities to support visual analytics, predictive analytics, geolocation analytics, and streaming analytics. The vendor also offers TIBCO Data Science, delivering extensible tools to support automation, reuse of analytic workflows, and collaboration across data engineers, data scientists, business users, and developers. TIBCO Spotfire has been widely adopted to support data analytics and visualization use cases across multiple verticals, including manufacturing optimization, energy optimization, and pharmaceutical research. Beyond its analytics portfolio, TIBCO also offers adjacent capabilities for data management through its integration, master data management, data virtualization, and API management offerings.

Recent product updates and announcements include:

- In September 2022, TIBCO successfully completed its merger with Citrix after a \$16.5 billion acquisition by Vista Equity Partners and Evergreen Coast Capital, offering improved customer access and adjacent capabilities to support security and network analytics.
- In July 2022, TIBCO launched ModelOps to help organizations quickly deploy data science models with no and low code tools.

## FACILITATORS

Facilitators in this year's Value Matrix include Board International, Yellowfin, and Zoho.

### BOARD INTERNATIONAL

Board International is placed as a facilitator in the 2023 Analytics Technology Value Matrix, as recognized for its intelligent planning platform. This platform addresses a wide variety of business planning activities and delivers capabilities for reporting, and self-service analytics, including Business Intelligence (BI) and Predictive Analytics and additional business planning capabilities for FP&A and strategic planning. The platform also features a no/low code UI, allowing users to easily customize views and dashboards. Board is primarily deployed in the cloud but can also be deployed on-premises or alongside a hybrid approach. With its unified approach to business planning, users can create informed and actionable strategies across finance, sales, operations, and workforce management and consolidate operational data with a single source of truth.

Significant updates and announcements over the past year include:

- A partnership with Microsoft to integrate Board with Microsoft Azure, Power BI, and Dynamics 365 and deliver intelligent planning for Microsoft customers.
- A strategic partnership with R-CUBED consulting to better assist customers looking to modernize the Office of Finance and Supply Chain.
- A partnership with hyper-integration platform Xiotech, allowing joint customers to better automate and connect processes across various departments and roles within their organization.

### YELLOWFIN

Yellowfin is a facilitator in this year's Analytics Value Matrix. Yellowfin is a business intelligence (BI) vendor that provides an analytics solution delivering dashboards and reporting, automating business monitoring, and data storytelling. Small to mid-sized businesses typically adopt Yellowfin for its easy-to-use and intuitive user interface. Yellowfin provides its users with powerful analytics capabilities, enabling them to transition from traditional spreadsheet-based data processing to a more advanced analytics platform. Additionally, users can seamlessly integrate analytics into their operational workflows and replace outdated legacy BI applications. Yellowfin supports organizations across various industries, including education, healthcare, telecommunications, financial services, manufacturing, retail, transportation, high-tech, energy and utilities, entertainment, IT, and marketing verticals.

Product updates and announcements in the past 12 months include:

- In January 2022, B2B software company Idera Inc acquired Yellowfin.
- In May 2022, Yellowfin launched a new CRM Analytics Solution for Salesforce, focusing on embedded analytics. With Yellowfin's new CRM analytics solution, organizations can obtain daily updates and give users a holistic view of the sales pipeline. It also features an out-of-the-box RevOps solution to help sales leaders better manage their data.

## ZOHO

Zoho is a facilitator in this year's Analytics Technology Value Matrix. Zoho Analytics is a business intelligence platform that provides a modular framework consisting of Self-Service BI, Embedded BI, and Self-Service DataPrep components. The platform offers a range of capabilities, including data integration, preparation, visualization, augmented analytics, and collaborative analytics. Zoho Marketplace provides access to industry-specific tooling and add-ons that can be used to augment the platform's functionality. The Zia AI assistant automates and facilitates predictive forecasting. The platform is often chosen by customers due to its full-fledged analytics capabilities, ease of use, and integration with Zoho's suite of products, including Zoho CRM and Projects.

Zoho Analytics has made significant usability and functionality additions to its business intelligence platform. On the usability front, the Zoho Analytics - Dashboard app now features new chart types, Zia insights, sample gallery, and filter components in Dashboards. Additionally, the platform now offers data modeling options in ER Diagram and an improved query table user interface that facilitates the insertion of functions and columns. These enhancements have resulted in a more user-friendly interface, where users can save views and access underlying data in a new tab.

Regarding functionality, Zoho Analytics has introduced a variety of features that improve its capabilities, such as multi-language support for Ask Zia, sandboxing support with templating for dev & prod, white label apps generation support, and pluggable Microservice Architecture for public cloud deployments. Other additions include watermarking and dataset tagging, automated target data schema validation in DataPrep, HIPAA Compliance, and API calls audit log. The platform now also supports JWT Auth (SSO) and forecasting insights in Zia Insights, along with undo/redo options and support to import KML files for geo-visualization. Furthermore, expanded DB Connectivity with new databases and business app connectors, such as Freshdesk, Semrush, and Google Search Console, have been added, expanding the platform's capabilities.

## CORE PROVIDERS

Core Providers in this year's Value Matrix include GoodData, insightsoftware, and MicroStrategy.

### GOODDATA

GoodData is a core provider in this year's Analytics Technology Value Matrix. GoodData supports the Banking and Financial Services, Life Insurance, Leisure and Recreation, Professional Services, and Retail industries. GoodData offers customers embedded visualization capabilities, data pipelining functionality with ingestion and transformation, and low-code/no-code interfaces. Non-technical users across different business mediums can effectively generate data insights without requiring technical skills or IT support.

Product updates throughout the past year include:

- In November 2022, GoodData updated the layout of logistical data models to allow organizations to better customize models to their specific needs.
- In October, GoodData's released UI 8.11 to optimize its analytic applications. The release includes an improved custom attributes filter, enhanced dashboard plugins for customizable filters, an added core API for filter components, and added SDK SPI ability for white labeling.
- In September 2022, GoodData introduced an API to get a list of life cycle management (LCM) entities to help users improve their ability to manage and maintains relationships between the project, client, segment, and data product.
- In Q2, GoodData enhanced its dashboard to schedule exports of individual insights and receive them as attachments from regular emails.

### INSIGHTSOFTWARE

Insightsoftware is placed as a core provider in the 2023 Analytics Technology Value Matrix following its acquisition of Dundas Data Visualization, Exago, Izenda, and Logi Analytics. The vendor provides users with interactive dashboards, data analytics, and visual reporting tools. Customers consistently note its ease of implementation, user interface, and customization. With impressive investments into the analytics and embedded analytics spaces, insightsoftware has continued to build upon its vision of simplifying data access, manipulation, and analytics for users of all technical expertise.

Over the past year, insightsoftware has continued to enhance its analytics platform with the following announcements:

- In August 2022, insightsoftware announced its acquisition of Dundas, expanding its capabilities for self-service and embedded analytics. The vendor also noted that Dundas added notable capabilities for pixel perfect reporting and a strong extract, transform, and load (ETL) engine.
- In October 2022, insightsoftware acquired German business intelligence and analytics provider Cubeware, expanding the vendor's footprint in Germany, Austria, and Switzerland.
- In December 2022, insightsoftware released Jet Analytics Cloud, delivering a managed services offering of the vendor's Jet Analytics reporting and analytics solution.
- In February 2023, insightsoftware announced its acquisition of Power ON to complement its existing budgeting and planning solutions for enterprise customers using Microsoft Power BI. Power ON extends the features of Power BI, bringing writeback and planning and real-time updates to tabular and operational models directly from Power BI reports.

As all of these acquired solutions become further integrated into a seamless user experience, Nucleus expects customers to realize extended value.

## MICROSTRATEGY

MicroStrategy is a core provider in 2023 Analytics Technology Value Matrix. The organization provides a centralized platform that empowers companies of all sizes to create and implement analytical applications. MicroStrategy's comprehensive range of features caters to all analytical requirements of an organization, encompassing capabilities such as reporting, analysis, and data ingestion with real-time data visualization and machine learning. MicroStrategy supports an organization's data and analytical demand with its BI functionality that can integrate with third-party BI tools and statistical programs. The platform offers features, including data preparation, predictive analytics, reports and dashboards, visualization library, mobile analytics, heterogenous data access, and an embedded HyperIntelligence tool. MicroStrategy supports key industries, including Aerospace and Defense, Banking and Financial Services, Communication, Construction, Real Estate, Consumer Packaged Goods, Distribution, Higher Education, Government, Healthcare, Insurance, Hospitality and Leisure, Manufacturing, Media, Oil and Gas, Chemicals, Retail, Transportation, and Utilities.