



May 31, 2022

Dresner Advisory Services, LLC

# **Wisdom of Crowds<sup>®</sup> Business Intelligence Market Study Excerpt**

**2022 Edition**

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### Budget Plans for Business Intelligence

We asked organizations (regardless of success with BI) whether they will increase, decrease, or maintain existing business intelligence budgets (fig. 1). In 2022, about 55 percent of respondent organizations plan to *increase* BI investment above 2021 levels. Another 40 percent will *maintain* current budgeting, and 5 percent will *decrease* budgeting. (We do not determine the extent to which BI expansion might consist of departmental spending or the adoption of BI subscription services.)

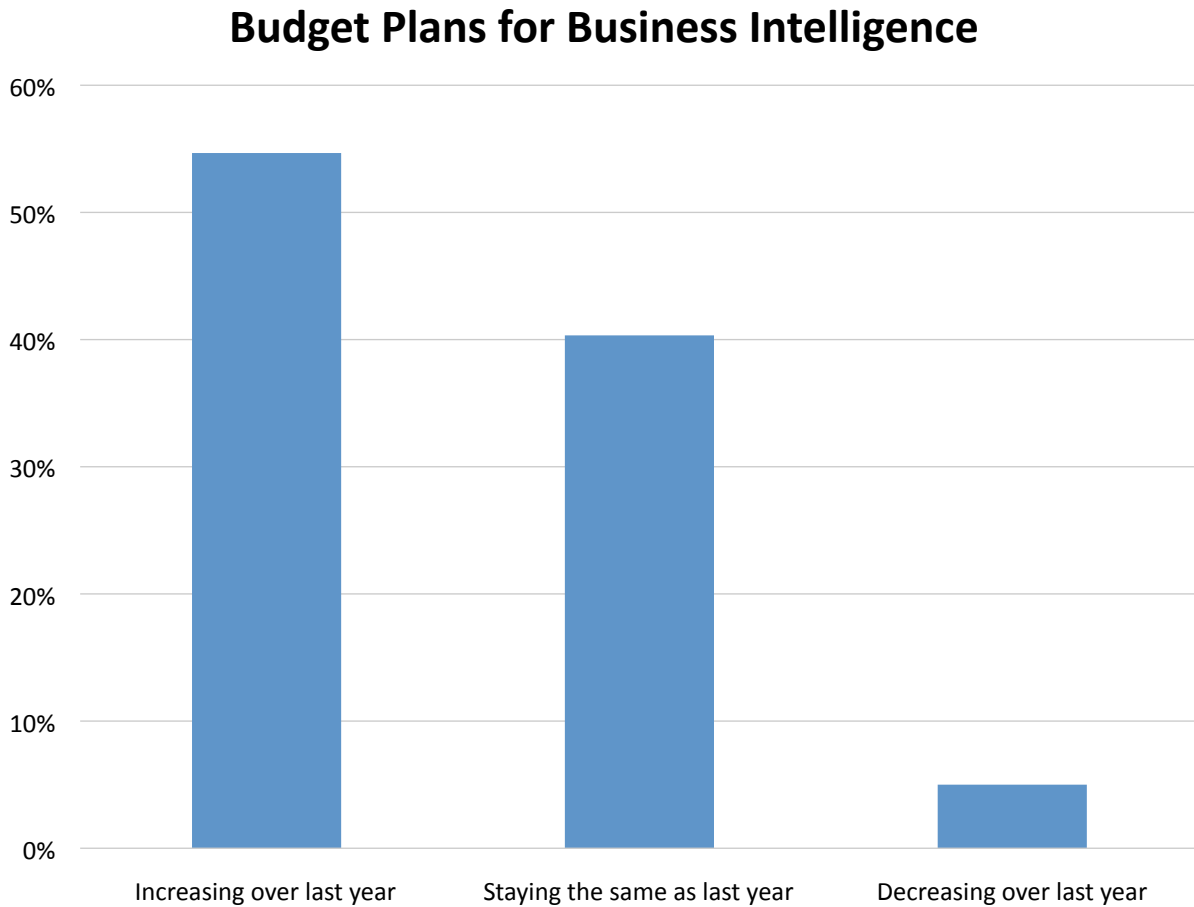


Figure 1 – Budget plans for business intelligence

### Budget Plans for Business Intelligence 2017-2021

By percentage, budget changes for business intelligence across the latest six years of data are somewhat consistent and, on a positive note, reveal a reversal of 2021 declines (fig. 2). This year, 55 percent of organizations are *increasing* BI budgets, while 40 percent are *maintaining*, and just 5 percent are *decreasing* budgets. This marks a rebound to the positive budget trends seen in 2019. (2021 marked an all-time low of 46 percent increasing, and a high 8 percent decreasing BI budgets.) Not factored here but a likely contributor to this finding is the COVID-19 pandemic.

### Budget Plans for Business Intelligence 2017-2022

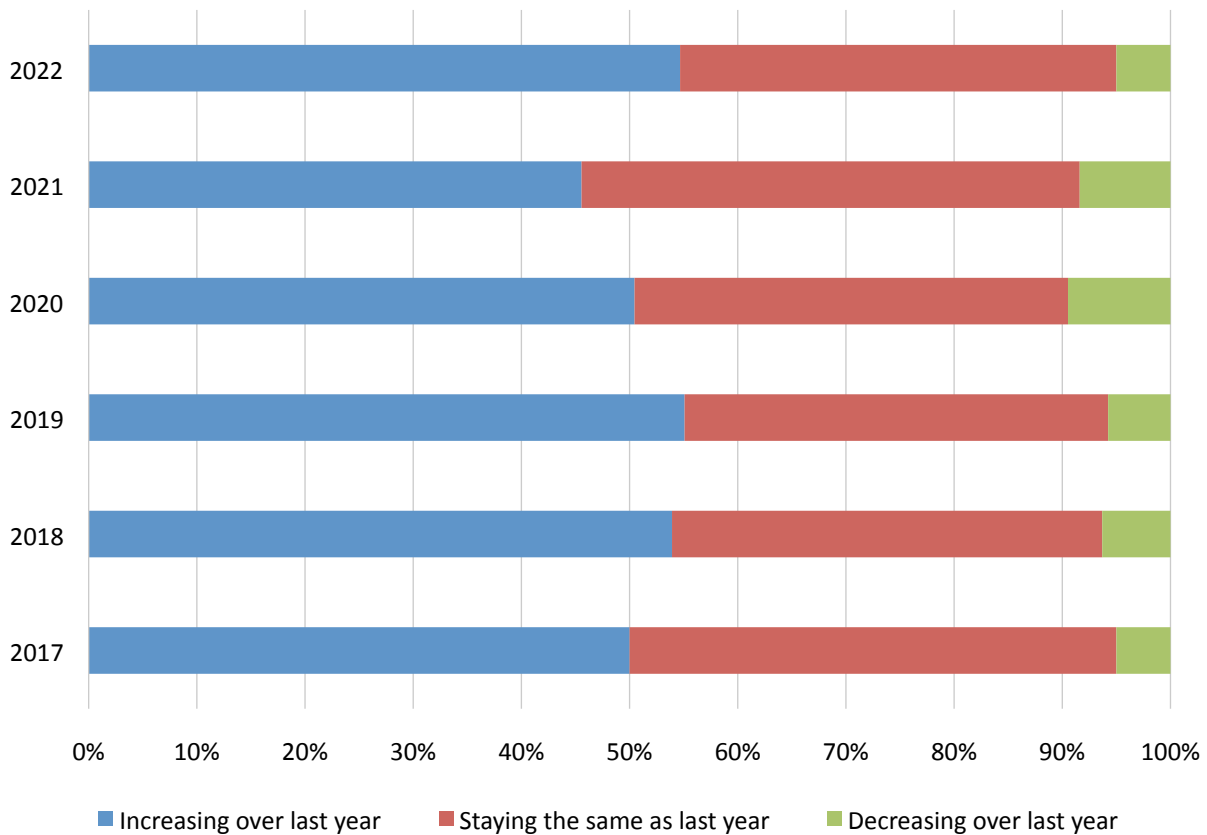


Figure 2 – Budget plans for business intelligence 2017-2022

### Budget Plans for Business Intelligence by Geography

In 2022, EMEA and Asia Pacific are somewhat stronger investment markets for BI based on budget plans (fig. 3). Latin America is the only region in which a minority of respondents plans to increase BI budgets, though only 7 percent report planned BI budget cutbacks. Overall, 48-62 percent of organizations in all geographic regions plan to increase BI spending in 2022. Asia Pacific reports the highest percentage of organizations increasing budgets but also the most organizations with budget decreases (12 percent).

## Budget Plans for Business Intelligence by Geography

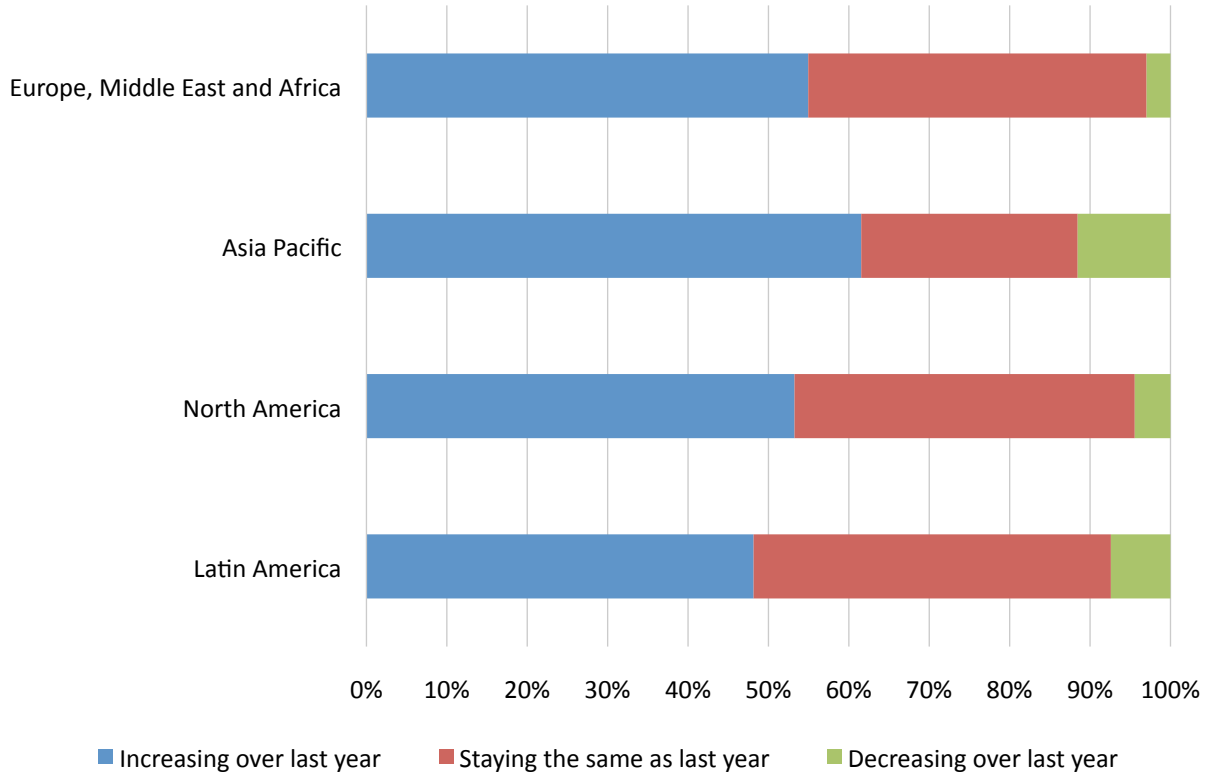


Figure 3 – Budget plans for business intelligence by geography

### Budget Plans for Business Intelligence by Function

In 2022, budget plans for BI are mostly aggressive by function, with a category-high 81 percent of *marketing and sales* respondents reporting they will increase BI spending compared to last year (fig. 4). We view this as the most obvious sign of ongoing departmental enablement of BI. *Executive management* is the next most likely to boost BI budgets (61 percent), followed by *R&D* (56 percent), *BICC* (54 percent) and *IT* (53 percent). R&D is most likely (13 percent) to report budget decreases. All other functions are 7 percent or less likely to decrease BI budgets.

## Budget Plans for Business Intelligence by Function

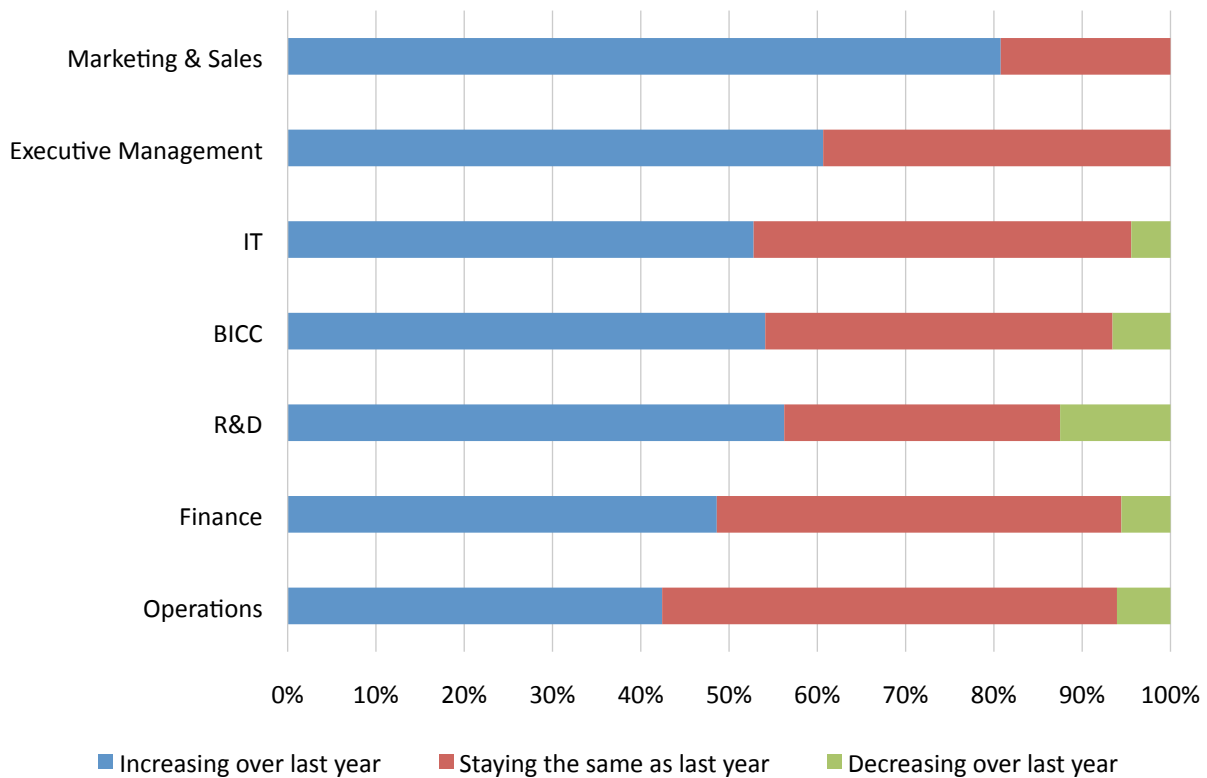


Figure 4 – Budget plans for business intelligence by function

### Budget Plans for Business Intelligence by Vertical Industry

In 2022, budget plans for BI are mostly aggressive by industry, led by *consumer services*, where 69 percent of organizations plan to boost BI spending (fig. 5). *Financial services* and *technology* industry organizations are the next most likely to boost BI spending, at 62 percent and 58 percent, respectively. A majority of respondents in all industries except *higher education* plan budget increases this year, and just 8 percent or fewer in any industry plan to decrease budgets.

## Budget Plans for Business Intelligence by Industry

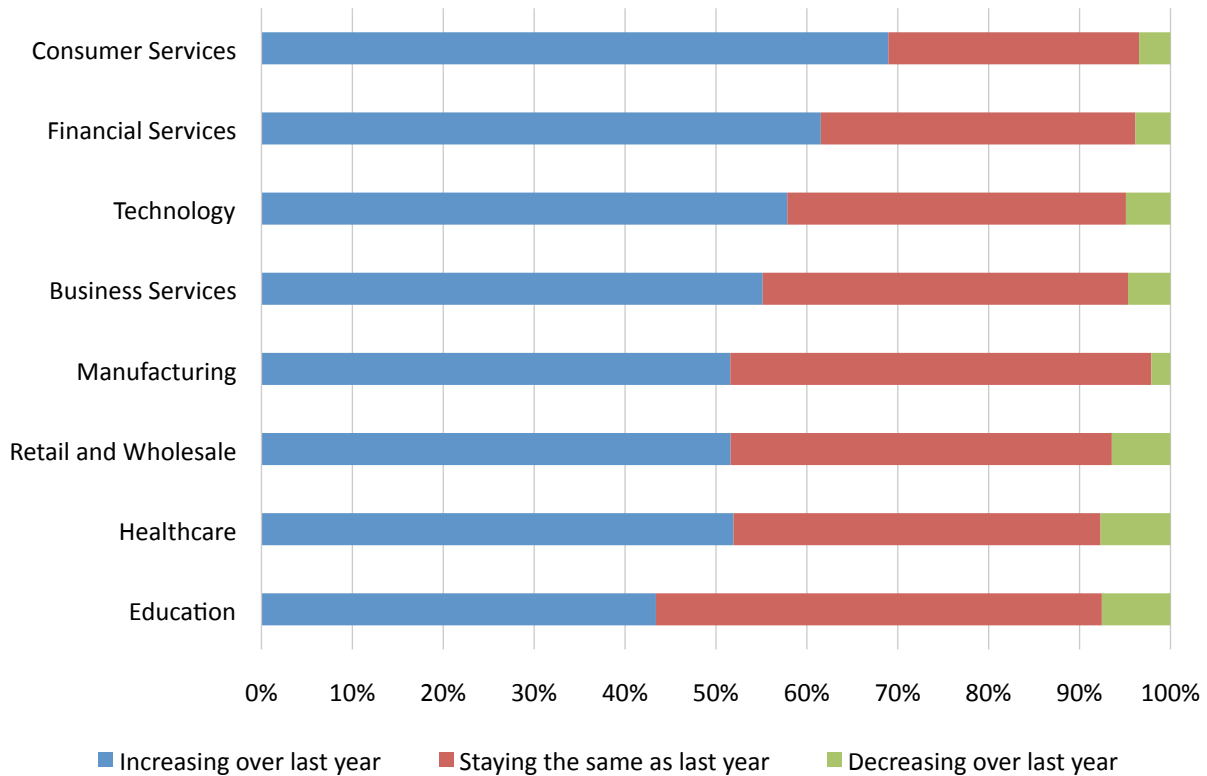


Figure 5 – Budget plans for business intelligence by industry

### Budget Plans for Business Intelligence by Organization Size

In 2022, increases in BI spending become somewhat more likely as global headcount increases, though some small organizations buck this trend with higher spending of their own (fig. 6). Very large organizations (>10,000 employees) are about 62 percent likely to *increase* spending, compared to 56 percent of large organizations (1,001-10,000 employees), 46 percent of mid-sized organizations (101-1,000 employees), and 56 percent of small organizations (1-100 employees). Just 2 percent of very large organizations plan to *decrease* BI budgets, a rate that slowly increases at large (4 percent), mid-size (7 percent), and small (6 percent) organizations.

### Budget Plans for Business Intelligence by Organization Size

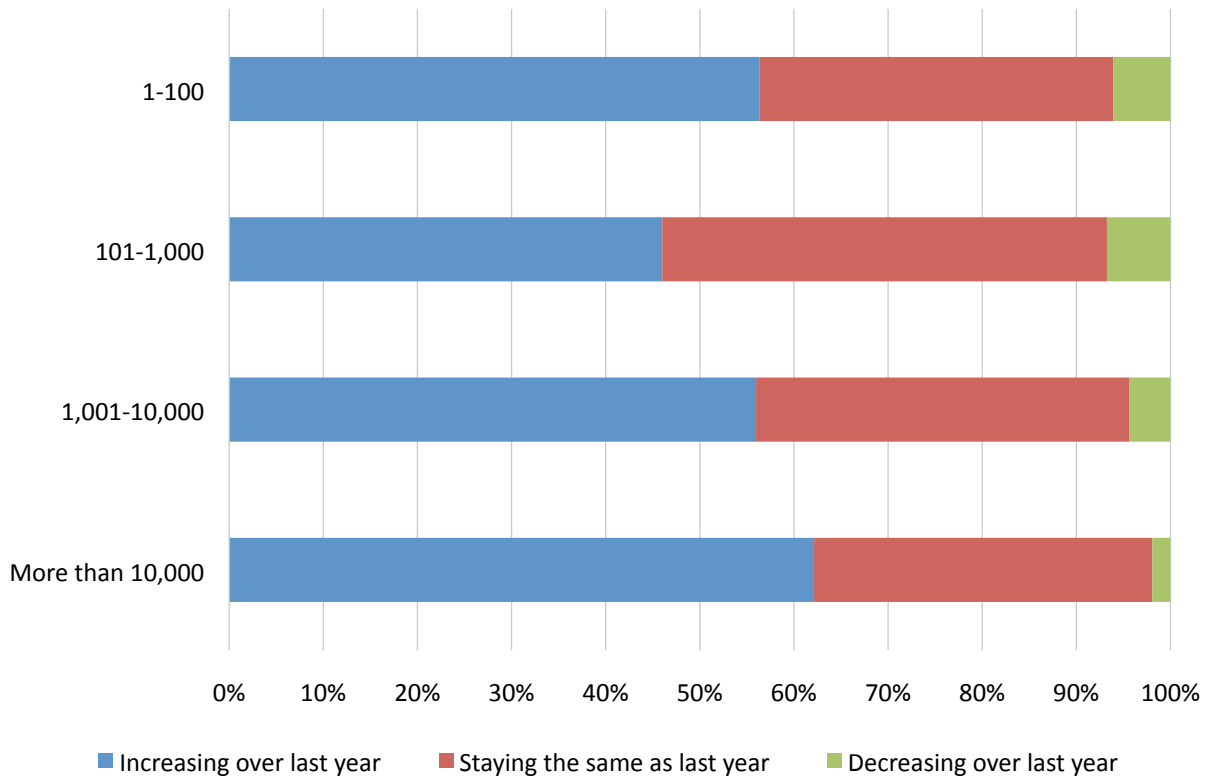


Figure 6 – Budget plans for business intelligence by organization size

### Budget Plans for Business Intelligence by Penetration of BI Solutions

Figure 7 compares *BI budget plans* with *total average BI penetration* in organizations in current and future time frames. In this cross tabulation, we observe a positive correlation between higher total penetration and higher BI budgets. For example, organizations that are *increasing* BI budgets report 43 percent current BI penetration, compared to 39 percent current penetration at organizations *maintaining* BI budgets and 33 percent current penetration at organizations *decreasing* BI budgets. Future time frames extrapolate positively, regardless of budget plans; but organizations with higher budgets currently experience higher average penetration of users and expect the same in the future.

## Average Penetration of Business Intelligence Solutions by BI Budget Plans

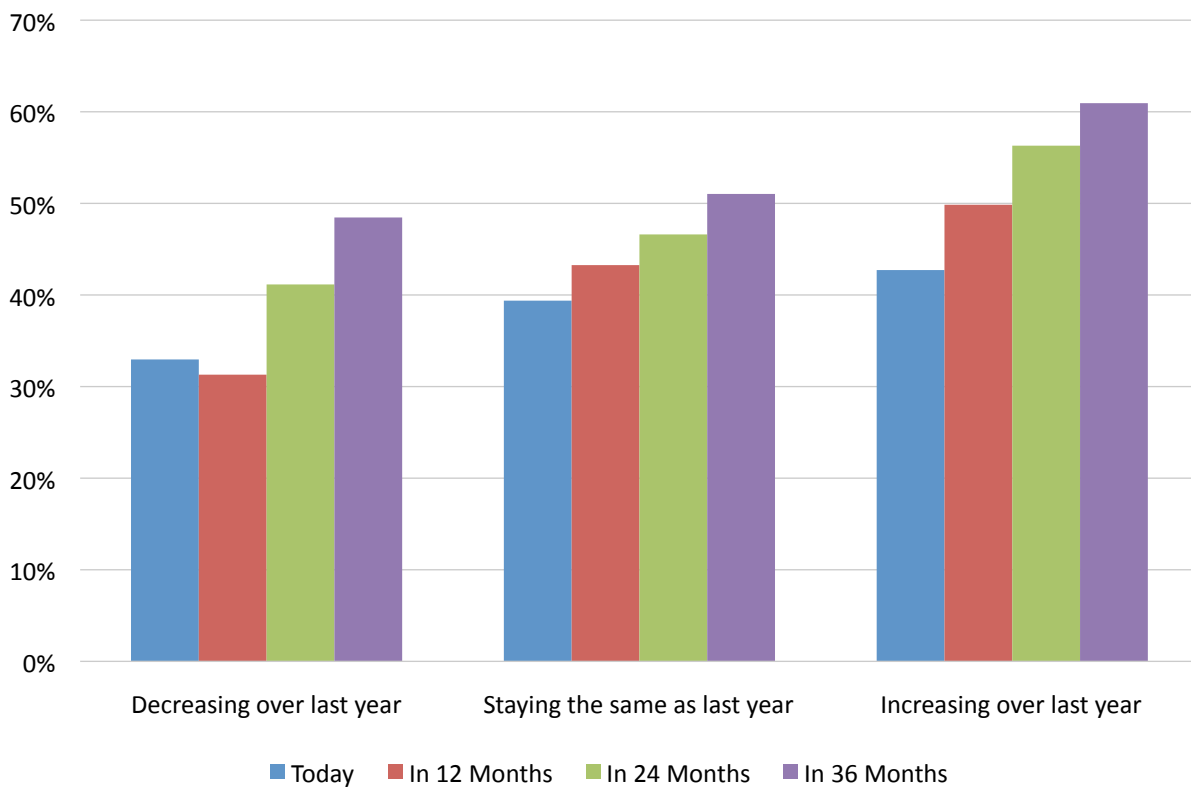


Figure 7 – Average penetration of business intelligence solutions by BI budget plans



### Budget Plans for Business Intelligence by Success with BI

Organizations that are more successful with business intelligence are incrementally more likely to increase BI spending in 2022, compared to last year (fig. 8). Sixty-five percent of *completely successful* organizations (up from 50 percent in 2021), will increase budgets this year, compared to 51 percent of "somewhat successful" and 40 percent of *somewhat unsuccessful and unsuccessful organizations*. As success decreases, organizations are more likely to decrease year-over-year budgets. *Somewhat unsuccessful and unsuccessful* organizations are 13 percent likely to decrease budgets compared to 5 percent% of *somewhat successful* and 2 percent of *completely successful* BI organizations.

### Budget Plans for Business Intelligence by Success with BI

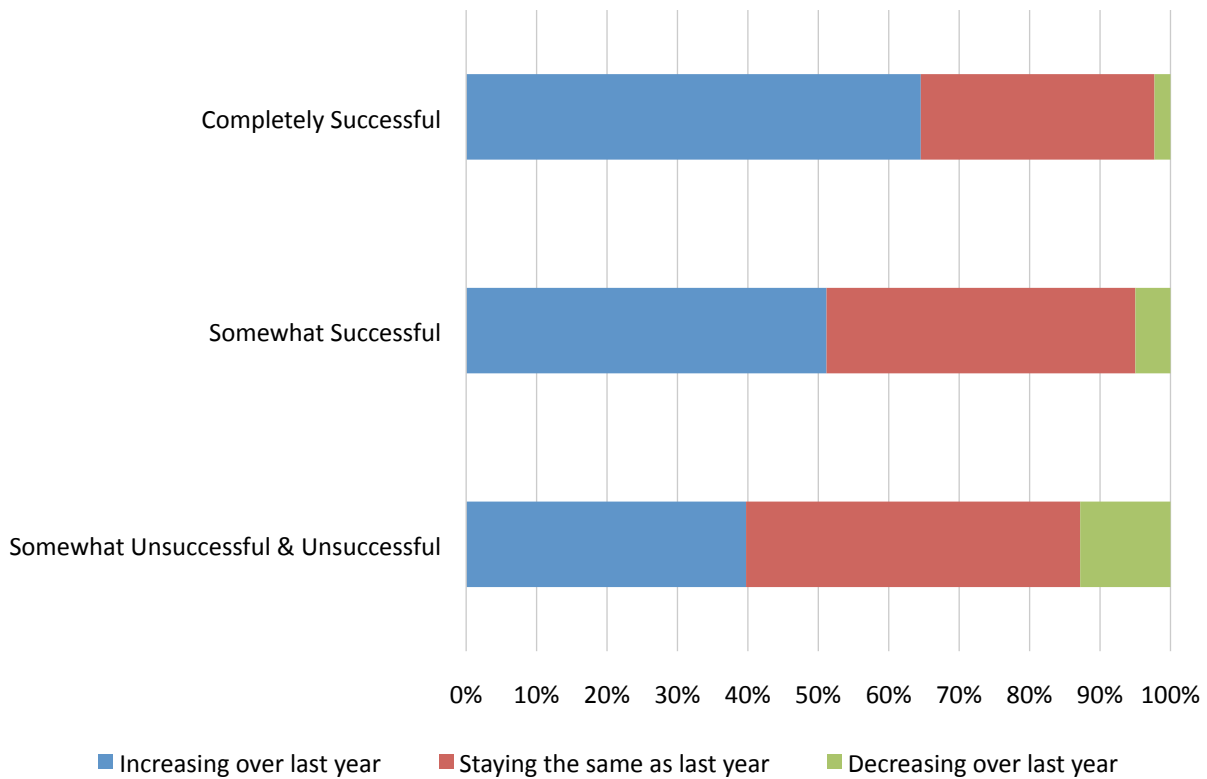


Figure 8 – Budget plans for business intelligence by success with BI

**Business Intelligence Achievements by BI Budget Plans**

We would expect high-achieving organizations to be the most likely to increase spending on BI achievements "across the board," and this is again the case in 2022 (fig. 9). This year, organizations with higher levels of achievement against individual BI objectives are more likely than not to increase budgets for every specified objective listed in markedly consistent increments. While no specific objective stands out over another, we see slightly fewer decreases compared to increases for *increased competitive advantage* and *growth in revenues*, and slightly more decreases for *enhanced customer service*. Generally, we find that achievements would naturally increase the likelihood of future investment.

**Business Intelligence Achievement by BI Budget Plans**

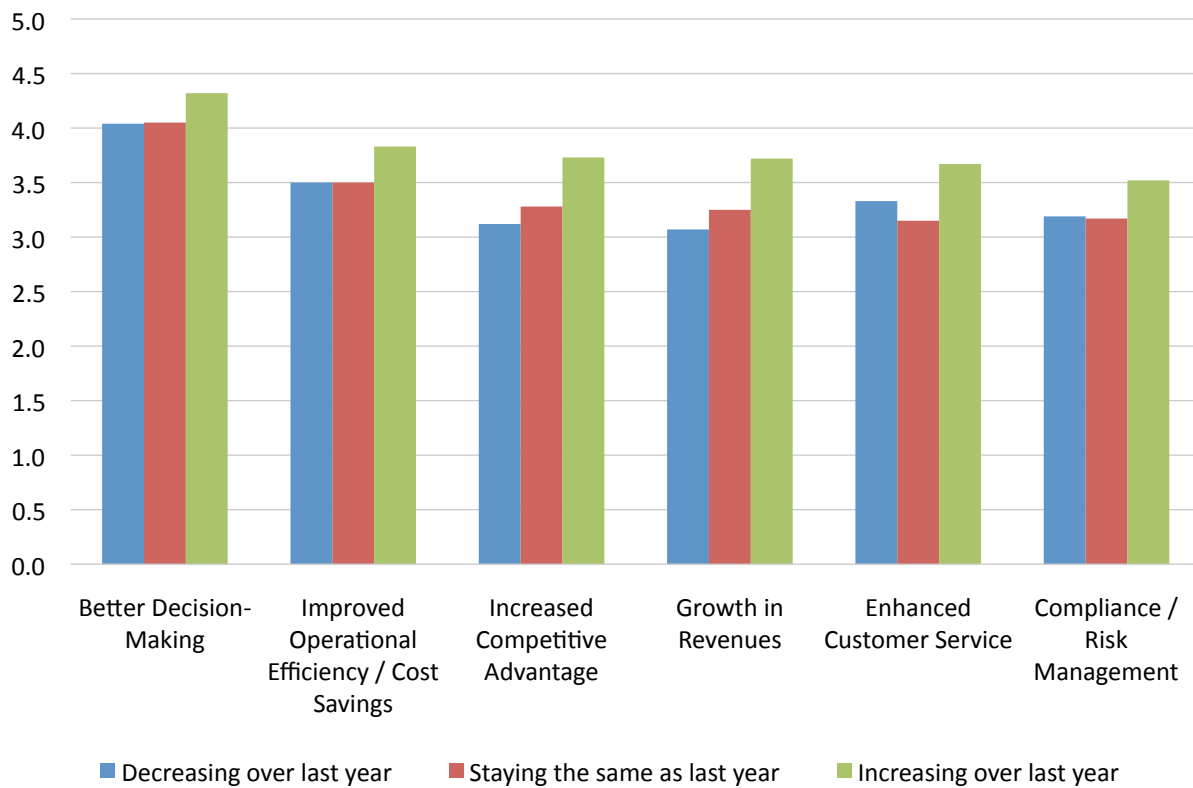


Figure 9 – Business intelligence achievements by BI budget plans

## 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



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 world and is often cited by the business and trade press.

Prior to 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 conducted and directed numerous in-depth primary research studies over the past three decades and is an expert in analyzing these markets.

Through the Wisdom of Crowds® Business Intelligence Market Study reports, we engage with a global community to redefine how research is created and shared. Other research reports include:

- [Analytical Data Infrastructure](#)
- [Cloud Computing and Business Intelligence](#)
- [Data Engineering](#)
- [Data Science and Machine Learning](#)
- [Embedded Business Intelligence](#)
- [Enterprise Performance Management](#)
- [Guided Analytics](#)
- [Natural Language Analytics](#)

Howard ([www.twitter.com/howarddresner](http://www.twitter.com/howarddresner)) conducts a bi-weekly Twitter “tweetchat” on alternate Fridays at 1:00 p.m. ET. The hashtag is #BIWisdom. During these live events, the #BIWisdom community discusses a wide range of business intelligence topics.

You can find more information about Dresner Advisory Services at [www.dresneradvisory.com](http://www.dresneradvisory.com).

## About Jim Ericson

Jim Ericson is a Research Director with Dresner Advisory Services.

Jim has served as a consultant and journalist who studies end-user management practices and industry trending in the data and information management fields.

From 2004 to 2013, he was the editorial director at *Information Management* magazine (formerly *DM Review*), where he created architectures for user and industry coverage for hundreds of contributors across the breadth of the data and information management industry.



As lead writer he interviewed and profiled more than 100 CIOs, CTOs, and program directors in an annual program called “25 Top Information Managers.” His related feature articles earned ASBPE national bronze and multiple Mid-Atlantic region gold and silver awards for Technical Article and for Case History feature writing.

A panelist, interviewer, blogger, community liaison, conference co-chair, and speaker in the data-management community, he also sponsored and co-hosted a weekly podcast in continuous production for more than five years.

Jim’s earlier background as senior morning news producer at NBC/Mutual Radio Networks and as managing editor of MSNBC’s first Washington, D.C. online news bureau cemented his understanding of fact-finding, topical reporting, and serving broad audiences.