Forecast for Cloud BI and Data Management: Hot and Rising

Cloud BI is at a tipping point

The percentage of companies using BI as a data management component in the cloud has increased by 46% in 2016.

Small and medium-sized companies lead the way

Small and medium-sized companies are moving to the cloud faster than large enterprises.

North America leads Europe

Almost half of North American firms have adopted cloud BI, compared to only one-third of European firms.

Use cases

Report preparation and analysis are the most common use cases for cloud BI. Ankey exploration and reporting and ad-hoc analysis and exploration are also common.

Challenges

The top three challenges are security, legal issues, and vendor lock-in time. The top three technical challenges are vendor lock-in, complex data management, and poor security.

Benefits

There is a range of benefits with cloud BI and data management solutions, but the top two are cost reduction and time savings.