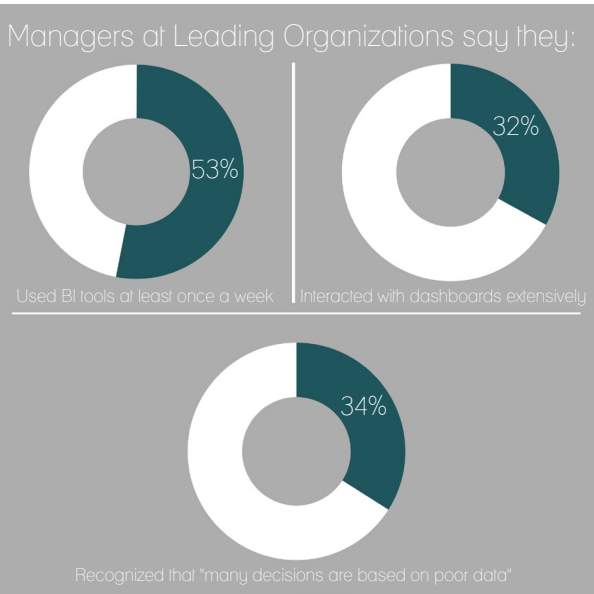
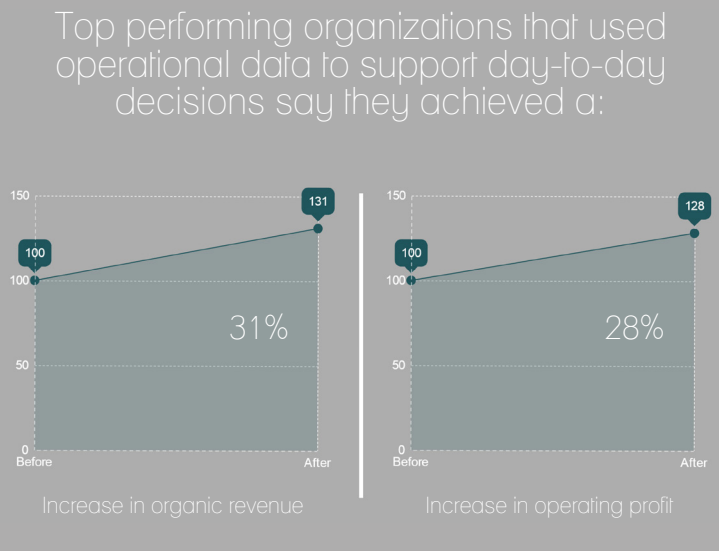
Our Vision for Information Delivery

According to Gartner, organizations spend $8.5 billion per year on business intelligence (BI) platforms and another $2 billion per year on analytic applications and performance management.[1] We can all agree that traditional business intelligence is well suited for strategic planning, analysis of trends, and 'after-action' diagnostics. While the benefits of business intelligence are numerous, organizations are increasingly demanding more from their operational data, demands that surpass the capabilities traditional BI can provide.

A primary challenge with many traditional BI implementations is that they are generally not embedded in our workflows and as a result, users must be in an information-seeking and analysis mode for BI to be impactful. The evidence is clear: organizations that adopt a multifaceted approach to BI achieve far better financial outcomes. Underscoring this point, recent research finds that:[2]





The next generation of Dimensional Insight products focuses on delivering necessary, real-time information within the workflow and at the point of highest impact — that is, when the knowledge worker can react and immediately alter course based on derived insight. Our approach isn't a replacement for traditional business intelligence, but represents the next phase in the evolution of information management. As such, the guiding principle of our roadmap decisions is to get the right information to the right person at right time on the right device (Figure 1).