

# BUSINESS INTELLIGENCE 2016 MARKET TRENDS

ROBERT WALTERS

## YOUR GUIDE TO CURRENT TRENDS IN BUSINESS INTELLIGENCE

We surveyed over 700 senior Business Intelligence (BI) professionals working across the UK on current and future BI use in their organisation. The results reveal that nearly 76% of teams frequently use BI as an input in decision making, yet six in ten employers struggled to find qualified BI professionals in the last 12 months.

As the market continues to improve, we are seeing the number of roles surge above the number of available professionals, making it more important than ever for BI managers to highlight the benefits of their organisation to secure and retain talent.

### TRENDS IN 2016

Although there are several emerging BI vendors in the marketplace, the survey revealed that Microsoft continues to be the primary tool across the UK. The next most used vendor is SAP Business Objects (18%), followed by Oracle (14%).

The majority of professionals reported that Microsoft was also their main reporting dashboard platform, followed by Qlikview (16%) and SAP Business Objects (15%).

#### BI VENDORS BY USAGE



#### LEADING DASHBOARD PLATFORMS



#### PREDICTED TOP BI TRENDS FOR 2016

**Self-Service BI** - Business users and analysts have more access to self-service tools to prepare and utilise data

**Mobile BI** - The mobile economy demands that services be equipped to handle continuous geographic changes

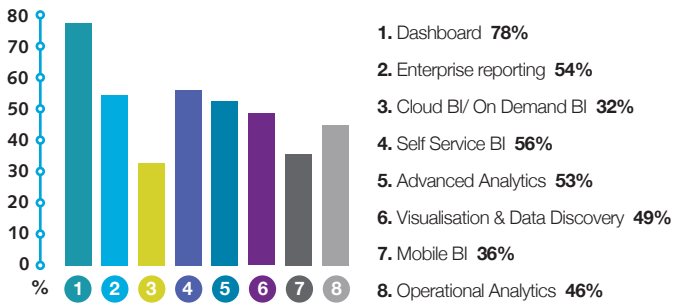
**Cloud BI** - Customers want access to data in a simple, adaptable and accessible format

**Advanced Analytics** - The simplification of BI has enabled advanced analytics and data discovery to be placed in the hands of everyday business people

4 OUT OF 10

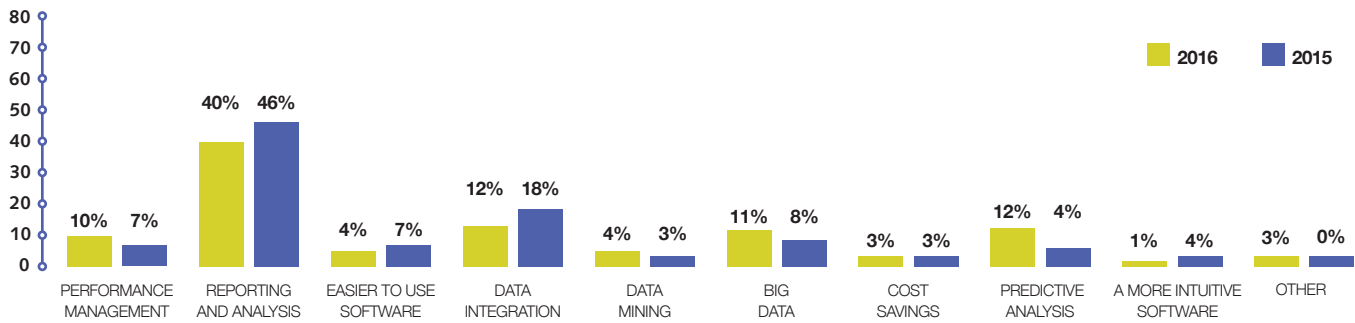
Say mobile BI will be key for professionals

## HOW DO YOU PLAN TO USE BI IN 2016?



## WHAT IS YOUR BI PRIORITY? 2015 VS 2016

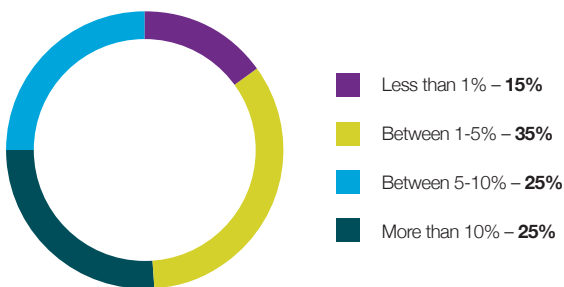
Reporting and analysis continues to be a main BI priority, a trend expected to continue throughout 2016. BI managers are increasingly utilising BI for predictive analysis and big data to help promote business growth.



## WHAT PERCENT OF YOUR BUDGET IS SPENT ON BI?

Although nearly 77% of professionals stated they often use BI as an input for decision making, only 1 in 4 spend more than 10% of their IT budget on it.

Nearly a third of hiring managers stated that their BI budget has not changed from 2015, and almost 40% said the change was less than 10%. A further 8% stated their BI budget has decreased despite an increase in workload.



“The demand for skilled BI and analytics professionals in 2016 is continuing to grow across the UK. Employers will need a streamlined recruitment process and competitive market salaries to ensure they secure the best talent.”  
**Alex Taylor**, Senior Consultant





## RECRUITMENT HIGHLIGHTS 2016

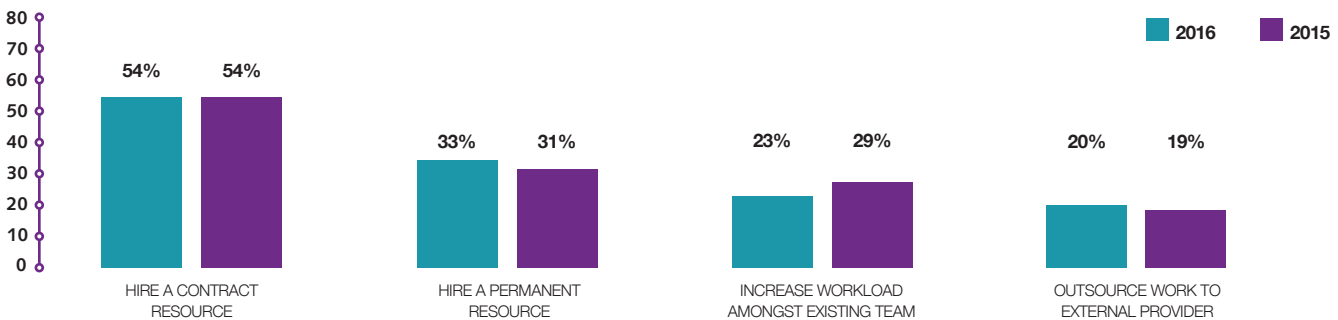


# 57%

of BI managers state a lack of quality candidates as their biggest recruitment challenge

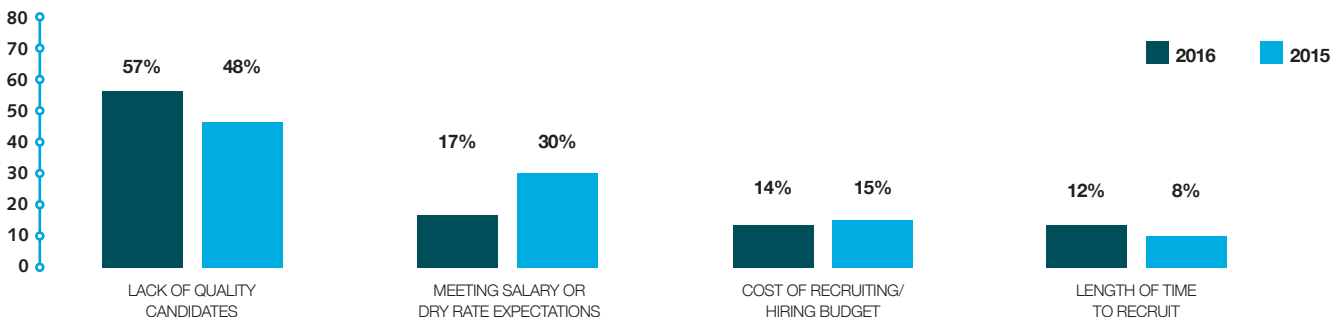
### COMBATTING INCREASES IN WORKLOAD

With many companies looking to expand and work smarter, BI managers are facing significant workload increases across their team. 54% of hiring managers stated they would look to hire a contract resource to combat this increased workload, with 33% looking to hire permanent talent.



### CHALLENGES TO FINDING TALENT

Whilst 87% of BI managers would hire professionals to combat work load increases, many are finding it hard to source talent with the skills and experience they need. Nearly 60% of those surveyed said their biggest recruitment challenge in the last 12 months is the lack of quality candidates. This makes it imperative that hiring managers shorten the recruitment process and consider additional benefits to attract and retain top professionals.



For more information, or to have a confidential discussion about your BI and IT needs please contact:

London & South East  
**Tom Chambers**  
 T: 0207 509 8863  
 E: tom.chambers@robertwalters.com

North  
**Alex Taylor**  
 T: 0161 214 7426  
 E: alex.taylor@robertwalters.com

Midlands  
**Dawn May**  
 T: 0121 260 2520  
 E: dawn.may@robertwalters.com

AUSTRALIA  
BELGIUM  
BRAZIL  
CHINA  
FRANCE  
GERMANY  
HONG KONG  
INDONESIA  
IRELAND  
JAPAN  
LUXEMBOURG  
MALAYSIA  
NETHERLANDS  
NEW ZEALAND  
SINGAPORE  
SOUTH AFRICA  
SOUTH KOREA  
SPAIN  
SWITZERLAND  
TAIWAN  
THAILAND  
UAE  
UK  
USA  
VIETNAM