



# YOUR GUIDE TO THE 2018 BUSINESS INTELLIGENCE MARKET

# INTRODUCTION

**We surveyed senior Business Intelligence (BI) professionals working across the UK on current and future BI use in their organisation.**

The results reveal that **64%** of teams use BI as an input in decision making, yet **32%** of 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.

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## ABOUT ROBERT WALTERS

Robert Walters is a specialist professional recruitment consultancy, working with businesses of all sizes as a trusted recruitment partner. With an international network of offices spanning 28 countries, we are perfectly positioned to help you find the very best skilled professionals. Our technology division recruits for contract and permanent positions across all levels of seniority. We recruit for a variety of organisations ranging from SMEs to FTSE listed blue-chip companies.

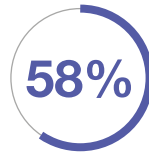
# KEY FINDINGS

## TOP BI TRENDS



8 IN 10

8 IN 10 SENIOR PROFESSIONALS PLAN TO USE BI FOR DASHBOARD REPORTING



SELF SERVICE BI USE IS ON THE RISE, WITH 58% STATING THEY WILL USE BI FOR PERSONAL USE DURING THE NEXT YEAR



ALMOST HALF OF SENIOR PROFESSIONALS WILL USE BI FOR OPERATIONAL ANALYTICS AND TO PRESENT VISUALISATION TOOLS TO THE BUSINESS TO HELP STRATEGIC DECISION MAKING

## TOP 3 BI PRIORITIES FOR 2018

REPORTING AND ANALYSIS 41%

PREDICTIVE ANALYSIS 13%

PERFORMANCE MANAGEMENT 12%



75%

OF PROFESSIONALS USE MICROSOFT AS THEIR PRIMARY BI VENDOR

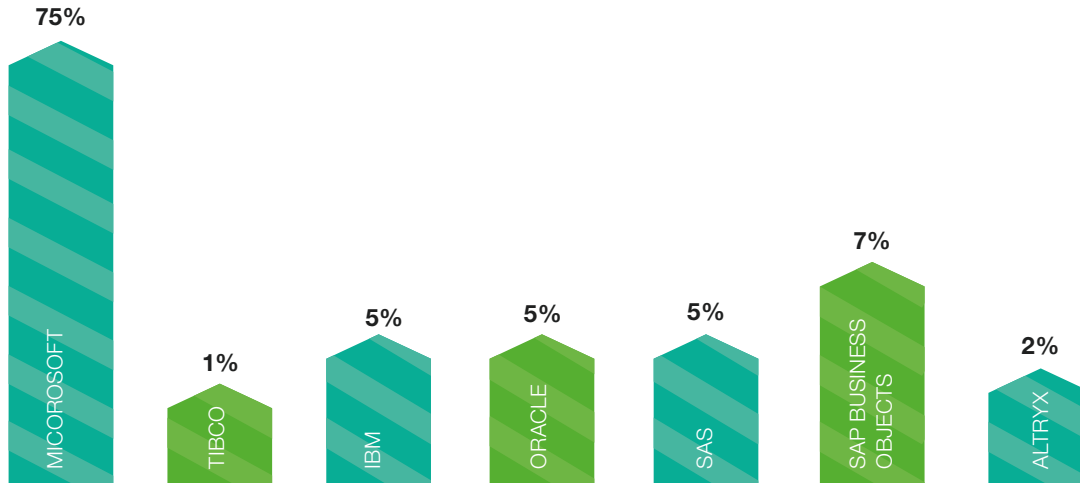
# CURRENT TRENDS IN BUSINESS INTELLIGENCE

## POPULAR BI TOOLS

**Microsoft continues to be the standout BI vendor used by organisations.**

**75%** of those surveyed named Microsoft as their primary vendor, compared to **52%** in 2017. SAP Business Objects, SAS, IBM and Oracle were the next most used vendors although significantly less than Microsoft.

## WHICH BI VENDORS ARE MOST POPULAR?







# LEADING BI PLATFORMS

The majority of professionals said they used BI tools on the premises of their jobs (54%) as compared to cloud-based BI tools (20%) or a hybrid of the two (26%).

In 2018, the number of professionals using SAP and Oracle as their main dashboard platform will likely decrease, as the percentage of people using Microsoft and Tableau continues to grow.

## WHAT BI PLATFORM DO YOU USE?

2017:



2018:



# 51%

OF PROFESSIONALS USE  
MICROSOFT AS THEIR MAIN  
DASHBOARD PLATFORM

# TRENDS IN RECRUITMENT

**Many senior professionals and hiring managers expect to see an increase in workload in 2018.**

The largest expected workloads are in BI and development (**34%**), data science (**19%**) and GDPR compliance (**13%**). Big data and cloud computing professionals are also expected to see spikes in workload.

Despite the increase in workload, many managers are continuing to struggle to find skilled experienced professionals to combat this workload. A lack of quality candidates was the biggest challenge for hiring managers who have recruited in the last 12 months, a trend expected to continue.

## WHAT ARE THE BIGGEST RECRUITMENT CHALLENGES?



LACK OF QUALITY CANDIDATES –  
ON THIRD OF RESPONDENTS

**32%**



MEETING SALARY/RATE  
EXPECTATIONS

**12%**



COST/BUDGET OF  
RECRUITING

**6%**



LENGTH OF TIME  
TO RECRUIT

**9%**





“

**WITH SKILLS SHORTAGES ACROSS THE UK, EMPLOYERS NEED TO BE FLEXIBLE WITH THEIR EXPECTATIONS TO SECURE THE BEST CANDIDATES.**

Being open to transferable skills, offering flexible working options and promoting diversity in the workplace will help your business stand out to top-tier candidates.

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**AHSAN IQBAL**, ASSOCIATE DIRECTOR

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# WHAT IS THE RIGHT BI TOOL FOR YOU?

**There are many considerations for professionals to consider when choosing a BI tool.**

Visual functionality and presentation along with easy integration and price are the most important factors for many professionals.

Despite integration ability being a significant factor in deciding which BI tool to use, many senior professionals highlight challenges to integrating and embedding BI into their business.

The largest challenges reported are delivering self service reporting **(45%)**, lack of company-wide BI adoption **(44%)** and finding discrepancies in data **(44%)**.

## WHAT ARE THE BIGGEST CHALLENGES TO INTEGRATION?



DELIVERING SELF SERVICE REPORTING & ANALYTICS



REPLACING AN EXISTING BI TOOL



ANALYSING AND REPORTING



BRINGING ON ADDITIONAL RESOURCES



LACK OF COMPANY WIDE ADOPTION



DISCREPANCIES IN BUSINESS DATA



#### TOP BI TRENDS:

- Over the next 12 months, **8 in 10** senior professionals plan to use BI for their dashboard reporting
- Self Service BI – self service BI use is on the rise, with **58%** stating they will use BI for personal use during the next year
- Visualisation & data analytics – **Almost half** of senior professionals will use BI for operational analytics and to present visualisation tools to the business to help strategic decision making



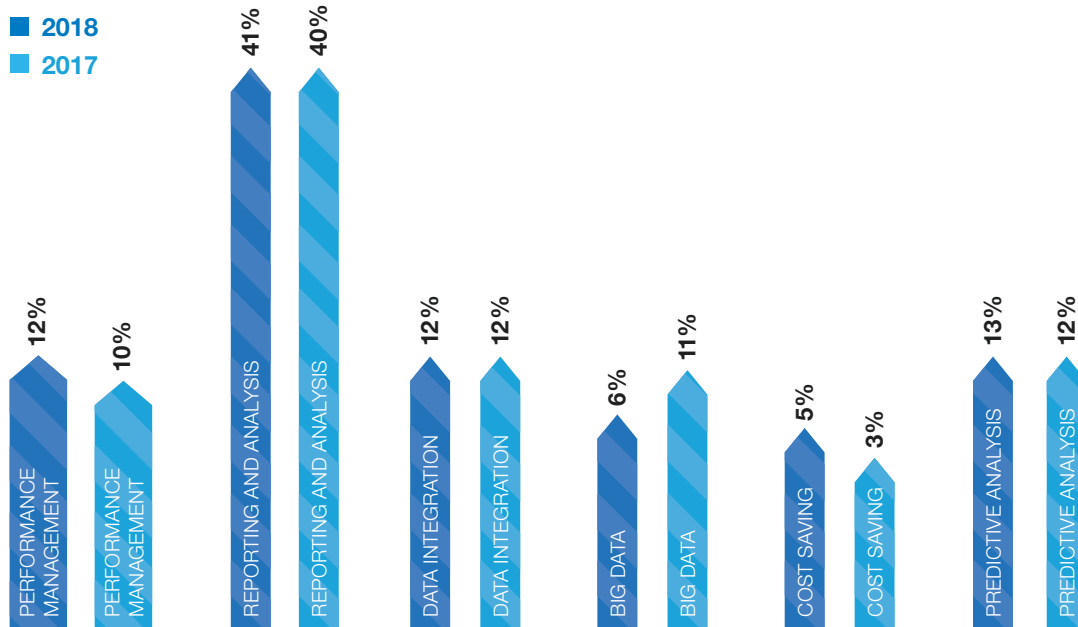
64%

OF SENIOR PROFESSIONALS SAY  
THEY USE BI AS AN INPUT FOR  
DECISION MAKING

# WHAT IS YOUR BI PRIORITY?

For the third year, reporting and analysis continues to be a main BI priority, a trend expected to continue in 2018.

BI managers are increasingly utilising BI for performance management (12%) and predictive analysis (13%) to promote business growth. The number of senior professionals using BI tools for data integration will stay the same in 2018, while those focusing on big data will decrease.



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# CONTACT US

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## ABOUT THE BUSINESS INTELLIGENCE MARKET GUIDE

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The **Business Intelligence Market Guide** is based on research from over 1,000 senior technology professionals. Now in its third year, the Robert Walters BI survey highlights trends in the BI industry including popular vendors, BI uses, the current recruitment outlook and year-on-year comparisons of market changes.

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