



## Development Techniques for Creating Analytic Applications

### Purpose

This survey will help us identify strategies and tools that organizations use to create custom analytic applications, including dashboards and scorecards.

### What's In It For You??

If you complete this 15 to 25 minute survey, we'll send you a full copy of the report when it's published in March 2005 and a pre-publication notice of Wayne Eckerson's upcoming book on performance dashboards.

### Directions

Your responses to certain questions may direct you to different portions of the survey. Some questions require an answer to continue. If you've enabled cookies, you can return to the survey later and complete it.

### Note to Consultants

If you are a consultant, please respond to the questions with a particular client in mind.

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**Please read our DEFINITIONS before filling out the survey!**

### **Analytic Application**

Consists of a series of logically integrated, interactive reports, including dashboards or scorecards, that enable a wide range of users to access, analyze, and act on integrated information in the context of the processes and tasks they manage in a given domain, such as sales, service, or operations.

### **Custom Analytic Application (The "build" option)**

Built using custom code or by customizing BI tools, including Excel, to provide the exact look-and-feel and functionality desired by an organization for its decision support environment.

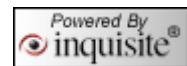
### **Packaged Analytic Application (The "buy" option)**

A vendor-supplied package, such as SAP BW, that contains an integrated set of tools, models, mappings, metrics, and reports that accelerate the deployment of an analytic application in a given domain.

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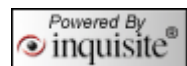
<p>In general, what percentage of your total <b>DEVELOPMENT TIME</b> for analytic applications is spent on the following?</p>	<p>Percentage (Write a number in each space below)</p>
<p><b>TECHNICAL</b> architecture (e.g. servers, databases, storage, etc.)</p>	<p>15</p>
<p><b>DATA</b> architecture (models, requirements, ETL, data quality)</p>	<p>20</p>
<p><b>BI</b> architecture (i.e. reports, query objects, screens, security)</p>	<p>65</p>

%

%

%

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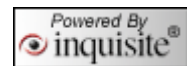
**ANALYTIC APPLICATIONS - PRIMARY**

**IMPORTANT!! Please think of the PRIMARY -- OR SINGLE LARGEST -- analytic application that your group supports or uses today. Use this primary application as the basis for answering ALL REMAINING questions in this survey.**

**Which of the following did your group use to create its PRIMARY analytic application?  
(Select all that apply.)**

- Custom code, scripts, or SQL
- A MS Office tool
- A BI tool's software development kit (SDK)
- A BI tool's custom design environment
- A BI tool's starter template
- A packaged analytic application

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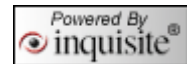
**PRIMARY APPLICATION CHARACTERISTICS**

**What BUSINESS AREAS does your analytical application support: (Select all that apply.)**

- |   |   |
|---|---|
| <input type="checkbox"/> Finance/accounting | <input type="checkbox"/> Forecasting        |
| <input checked="" type="checkbox"/> Sales   | <input type="checkbox"/> Shipping/logistics |
| <input type="checkbox"/> Customer service   | <input type="checkbox"/> Procurement        |
| <input type="checkbox"/> Marketing          | <input type="checkbox"/> Manufacturing      |
| <input type="checkbox"/> Human resources    | <input type="checkbox"/> Other _____        |
| <input type="checkbox"/> Budgeting/planning |   |

**WHO built the PRIMARY analytic application? (Select all that apply.)**

- Inhouse IT staff
- Systems integrator or consultant
- BI vendor
- Power users
- Other \_\_\_\_\_

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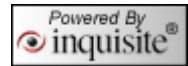
Approximately how much TIME did it take to develop and implement your PRIMARY analytic application?

9 to 12 months

Approximately what percentage of the PRIMARY analytic application was written with CUSTOM CODE?

20%

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**Which ANALYTIC FUNCTIONS does your primary analytic application make available to end-users? (Select all that apply)**

- View static reports or dashboards
- Explore interactive charts and visual displays
- Explore interactive reports (e.g. OLAP, parameterized reports, or linked reports)
- Write back to databases for budgeting, planning, or 'what if' analysis
- Modify existing reports (e.g. add columns, calculations, etc.)
- Create new reports from scratch (e.g. ad hoc queries and reports)

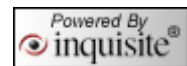
**What DATA SOURCES does the PRIMARY analytic application ACCESS DIRECTLY? (Select all that apply.)**

- Enterprise DW
- Data mart or divisional DW
- OLAP sources
- Legacy applications
- Packaged applications (i.e. ERP/CRM)
- External data sources

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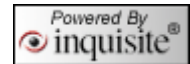
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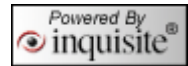
What percentage of the users of the primary analytic application fall into the following categories:	Percentage of All Users Versus the Whole	
CONSUMER (e.g. views data with minimal exploration)	60	%
ANALYST (e.g. explores and filters data)	25	%
AUTHOR (e.g. Modifies existing reports or templates)	10	%
DEVELOPER (e.g. Creates reports and templates from scratch)	5	%

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<b>What percentage of users access the primary analytic application in the following ways. (Total can exceed 100%)</b>	<b>Percentage (Write a number in each space below)</b>	
<b>Desktop ("fat client") BI application</b>	<input type="text" value="30"/>	%
<b>Web BI application</b>	<input type="text" value="70"/>	
<b>Corporate portal with BI embedded</b>	<input type="text" value="0"/>	%
<b>Operational application with BI embedded</b>	<input type="text" value="0"/>	%
<b>Email</b>	<input type="text" value="0"/>	
<b>Devices (i.e. phones, pagers, handhelds)</b>	<input type="text" value="0"/>	%
		%
		%

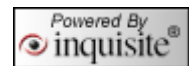


**VENDOR PRODUCTS**

Which of the following **PRODUCTS** did you use to create your primary analytic application?  
(Select all that apply.)

- MS Office tool (i.e. Excel, PowerPoint)
- BI tool from a BI vendor
- BI tool from an applications vendor (i.e. SAP, Siebel, PeopleSoft)
- Analytic package from a BI vendor
- Analytic package from an application vendor (i.e. SAP, etc.)
- None of the above

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BI TOOLS

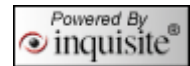
What parts of the BI TOOL did you customize or extend? (Select all that apply.)

- Look and feel
- Calculations
- Portal integration
- Screen layouts
- BI query objects
- Integration with other apps
- Report navigation
- Business metadata
- Other
- Report delivery
- Query processing
- Charts/visualizations
- Database functions

RANK the top THREE things in the BI TOOL that you customized (Put the number "1" for the thing you most customized, "2" for the next, etc. Leave all but 3 blank, if applicable.)

	Look and feel	2	Calculations		Portal integration
3	Screen layouts	1	BI query objects		Integration with other apps
	Report navigation		Business metadata		Other
	Report delivery		Query processing		
	Charts/visualizations		Database functions		

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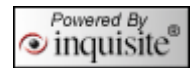


Approximately what percent of the BI tool did you CUSTOMIZE or EXTEND?

30%

Which vendor(s) supplied your group with a BI TOOL for use in your primary analytic application? (Select all that apply.)

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Actuate             | <input type="checkbox"/> Crystal (now Business Objects) | <input type="checkbox"/> Panorama Software |
| <input type="checkbox"/> Advizor Solutions   | <input type="checkbox"/> Hummingbird                    | <input type="checkbox"/> ProClarity        |
| <input type="checkbox"/> AlphaBlox (now IBM) | <input type="checkbox"/> Hyperion                       | <input checked="" type="checkbox"/> SAP    |
| <input type="checkbox"/> Applix              | <input type="checkbox"/> Informatica                    | <input type="checkbox"/> SAS Institute     |
| <input type="checkbox"/> arcplan             | <input type="checkbox"/> Information Builders           | <input type="checkbox"/> Siebel Systems    |
| <input type="checkbox"/> Brio (now Hyperion) | <input type="checkbox"/> Microsoft                      | <input type="checkbox"/> Other             |
| <input type="checkbox"/> Business Objects    | <input type="checkbox"/> MicroStrategy                  |  |
| <input type="checkbox"/> Cognos              | <input type="checkbox"/> Oracle                         |  |



**FRONT-END DEVELOPMENT**

On average, how often do you **MODIFY** the **FRONT-END** of your primary analytic application? (i.e. GUI, reports, navigation, queries, query objects, calculations, etc.)

Twice a year

How **LONG** do modifications to the front-end normally take?

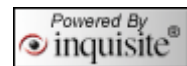
- Less than a day       A week       Several months  
 One day       Several weeks       Six months to a year  
 Several days       A month       A year or more

Who modifies the front-end? (Select all that apply.)

- IT staff       End-users  
 Application developers       Other \_\_\_\_\_  
 Power users

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**BACK-END DEVELOPMENT**

On average, how frequently do you **MODIFY** the back-end of the primary analytic application (e.g. data model, ETL mappings)?

Annually

How long do modifications to the back-end normally require?

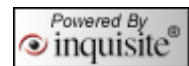
- Less than a day       Several weeks       A year or more  
 One day       A month       Doesn't apply  
 Several days       Several months  
 A week       Six months to a year

Who modifies the back-end? (Select all that apply.)

- IT staff  
 Application developers  
 Power users  
 End-users  
 Other \_\_\_\_\_

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**DASHBOARDS AND SCORECARDS**

Is your PRIMARY analytic application a dashboard or scorecard?

- Yes
- No

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Has your group deployed a dashboard or scorecard elsewhere?

- Yes
- No
- Under development

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**DEMOGRAPHICS**

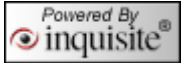
**Which best describes your POSITION?**

- Corporate IT professional
- Business sponsor or business user
- Independent consultant or systems integrator
- Vendor (sales, service, support, or development)
- Academic

**Which best describes the IT GROUP you work in or with?**

- Corporate IT
- Divisional IT
- Departmental IT
- Other

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**What are the annual REVENUES of your organization? (Choose one.)**

\$100 million to \$500 million

**Which best describes your company's primary INDUSTRY?**

Food/Beverage

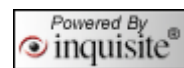
**Where are you LOCATED?**

- USA
- Canada
- Europe
- Australia
- Asia
- Africa
- Central/South America
- Middle East

**Would you be willing to be interviewed for this report?**

- Yes
- No

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To receive a copy of the final report, please fill in the following and then hit the FINISH button below:

<b>First/Last Name:</b>	David Heise
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<b>Phone:</b>	

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