





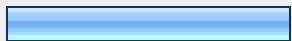
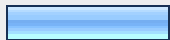
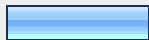
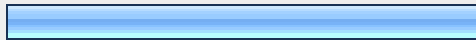
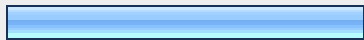





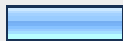
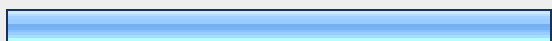
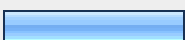
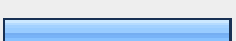

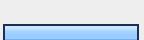
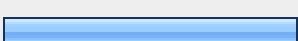


Many companies say that despite their desire for easy-to-use business intelligence (BI) software that can be deployed throughout the organization, vendors have not been able to deliver products that meet their needs. How strongly do you agree or disagree with that viewpoint?				
			Response Percent	Response Count
Agree strongly			20.6%	52
Agree somewhat			48.6%	123
Neither agree nor disagree			13.4%	34
Disagree somewhat			12.7%	32
Disagree strongly			4.7%	12
			answered question	253
			skipped question	1

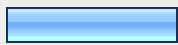

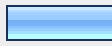

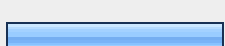
Which of the following most closely parallels your thinking about charging fees for BI implementation per user seat?				
			Response Percent	Response Count
We will not implement BI on a widespread basis within our organization, because per-seat costs remain too high.			37.9%	96
We are “on the fence” about implementing BI on a widespread basis within our organization; while per-seat costs are currently too high, we anticipate they will drop.			30.0%	76
We are planning to implement BI on a widespread basis within our organization, but are spreading out the rollout over time, to minimize per-seat costs.			17.0%	43
We are already implementing or rolling out BI on a widespread basis within our organization; per-seat cost considerations were not a gating factor.			15.0%	38
			answered question	253
			skipped question	1

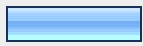
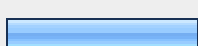

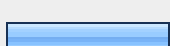
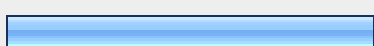
How important to you is the concept of “BI on demand;” that is, enabling workers throughout your company to be able to query your databases with questions of their own choosing, rather than pre-formed queries?			
		Response Percent	Response Count
Very important		50.2%	127
Somewhat important		38.7%	98
Neither important nor unimportant		4.7%	12
Somewhat unimportant		5.1%	13
Not important at all		1.2%	3
		<i>answered question</i>	253
		<i>skipped question</i>	1

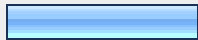
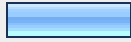
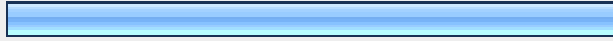
Ideally, how widespread should “BI on demand” usage be within your organization?			
		Response Percent	Response Count
Only top managers should have access to it		3.6%	9
Line of business managers and above should have access to it		25.7%	65
Our sales force and customer service representatives should have access to it		12.7%	32
Any knowledge-based employee should have access to it		58.1%	147
		<i>answered question</i>	253
		<i>skipped question</i>	1

In reality, how widespread is “BI on demand” usage within your organization today?			Response Percent	Response Count
Only top managers have access to it			19.4%	49
Line of business managers and above have access to it			24.5%	62
Our sales force and customer service representatives have access to it			10.3%	26
Any knowledge-based employee has access to it			14.6%	37
We do not have a BI system at our organization			31.2%	79
			<i>answered question</i>	253
			<i>skipped question</i>	1


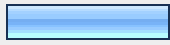

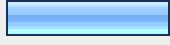
Which of the following is the single largest reason your firm has not yet implemented company-wide BI functionality?			Response Percent	Response Count
We’re unconvinced of the benefits			17.4%	44
Too many users, asking too many questions, would tax our network			20.6%	52
The cost is prohibitive			43.1%	109
None; we’re already using “BI on demand” in our organization			19.0%	48
			<i>answered question</i>	253
			<i>skipped question</i>	1

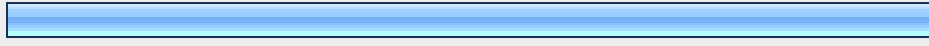
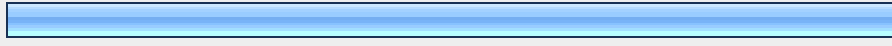
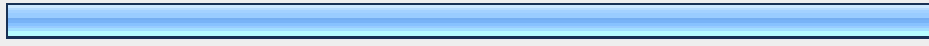
How soon do you anticipate that company-wide BI functionality will be available within your organization?				
			Response Percent	Response Count
We already have it deployed throughout our company			18.2%	46
Within six months			7.9%	20
Within one year			11.5%	29
We are planning for it, but don't have a timetable			39.1%	99
We have no plans for widespread BI functionality			23.3%	59
			answered question	253
			skipped question	1

Which of the following statements most closely aligns with your BI budget plans for 2008?				
			Response Percent	Response Count
We already have a BI budget line item, and we plan to increase spending			14.2%	36
We already have a BI budget line item, and we plan to keep spending at its current level			20.6%	52
We already have a BI budget line item, and we plan to reduce spending			8.3%	21
We are implementing a BI line item for the first time			17.4%	44
We have no budget for BI projects in 2008			39.5%	100
			answered question	253
			skipped question	1

As you head into 2008, where do you believe a company's BI focus should be?			
		Response Percent	Response Count
Strategic, to help determine the trends that will help my company over the long run		20.6%	52
Tactical, to help my company discover and taken advantage of immediate opportunities that will help our bottom line now		13.8%	35
Both, even if it means designing and implementing a larger system		65.6%	166
		<i>answered question</i>	253
		<i>skipped question</i>	1

In your opinion, what delivers greater value to your company and other firms like yours?			
		Response Percent	Response Count
Corporate-wide BI, with greater insight and wider access to more information		58.1%	147
Department-level BI, with lower cost and more targeted focus on information		41.9%	106
		<i>answered question</i>	253
		<i>skipped question</i>	1

Finally, which of the following statements most accurately reflects how you believe BI is perceived throughout your organization?			Response Percent	Response Count
People understand its value and take advantage of it virtually every day			18.6%	47
People understand its value and access it on a semi-regular basis			17.8%	45
Only some people in our firm understand BI's value; others don't see the need for it			45.9%	116
BI is a tough sell at my company; few use it, fewer understand it			17.8%	45
		answered question		253
		skipped question		1

Teksouth and LogiXML thank you for your time and your answers. If you would like a summary of the findings from this survey, and would like your name entered into our iPod nano drawing, please add your name, company and company e-mail below.			Response Percent	Response Count
Name:			99.6%	229
Company:			95.2%	219
Email address:			100.0%	230
		answered question		230
		skipped question		24