Our evidence supports this finding with hard numbers. Dresner Advisory Services' eighth annual Cloud Computing and Business Intelligence Market Study uncovers ongoing positive sentiment in 2019 for companies entering or expanding their footprint in cloud computing.

The study also finds that industry-provided deployment, management, and service options—from proprietary to fully hosted, on site or off—are broader than ever. Beginning in 2018, cloud-based BI-related technologies and initiatives outnumbered traditional on-premises deployment choices. To reiterate, nearly all industry participants in our study offer pure cloud-based administration and design, and all these options come at a variety of price points and entry levels.

Since cloud computing is a delivery option more than it is a competitive technology, as users turn to business-driven IT scenarios, vendor focus has turned to compatibility, interoperability, and features and services to ease the old burdens of deployment, administration, integration, and security. All these events serve to make the current environment an opportunity to evaluate legacy infrastructure strategies for cost and efficiency and seek new growth and revenue opportunities. Organizations consider the primary barrier to cloud BI deployment, data security, less of an inhibiting factor in 2019.

Sentiment Breaks Out

In 2018, user estimations of the importance of cloud computing broke out from a six-year trend line to a new weighted mean high of 3.2, or above the level of "important" to more than 70 percent of all users. In 2019, that level of importance rose further to a weighted mean high of 3.3.