



Business Intelligence Platform Product Comparison

MicroStrategy vs. Competitors

Description

This document compares MicroStrategy with its main competitors highlighted on the Business Intelligence (BI) Platforms Grid™ below. Each tab compares MicroStrategy features against competitors including Oracle BI, SAP Business Objects, and IBM Cognos.

Products shown on the Grid™ for Business Intelligence Platforms have received a minimum of 10 reviews/ratings in data gathered by January 09, 2017. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, vendor size, and social impact) and placed into four categories on the Grid™:

- ▶ Leaders are rated highly by G2 Crowd users and have substantial scale, market share, and global support and service resources. Leaders include: [MicroStrategy](#)
- ▶ High Performers are highly rated by their users, but have not yet achieved the market share and scale of the Leaders.
- ▶ Contenders have significant Market Presence and resources, but have received below average user Satisfaction ratings or have not yet received a sufficient number of reviews to validate the solution. Contenders include: IBM Cognos Analytics, Oracle BI, and Business Objects
- ▶ Niche solutions do not have the Market Presence of the Leaders. They may have been rated positively on customer Satisfaction, but have not yet received enough reviews to validate them.



Business Intelligence Platforms Definition

Business intelligence platforms provide an architecture for businesses to analyze company data and reveal patterns and insights. BI platforms are used by IT and data professionals to model and transform enterprise data and to deploy internal analytics applications to business users. Businesses require intelligence throughout their company structure to determine the health of metrics and how different metrics and data points are related. This analysis can locate opportunities and areas of improvement and is necessary to continue adapting and refining business strategies. BI platforms consume data in its many forms, through file uploads and direct connectors to databases and business applications.

To qualify as a BI platform, a product must:

- ▶ Consume data from any source through file uploads, database querying, and application connectors.
- ▶ Provide an architecture to transform data into a useful and relatable model.
- ▶ Support data modeling, blending, and discovery processes.
- ▶ Create reports and visualizations with business utility.
- ▶ Create and deploy internal analytics applications.

Products in our BI Platforms category are more customizable and comprehensive platforms than our other BI categories that require more IT involvement to set up and deploy. For products designed to be primarily configured and used by average business users like managers and analysts, look at our Self-Service BI category. Our Data Visualization category houses products primarily designed to create charts, graphs, and benchmark visualizations.

This report contains data from the [Winter 2017 Business Intelligence Platforms GridSM](#).

MicroStrategy VS IBM

The following snapshot is a comparison of MicroStrategy and other business intelligence platforms. The ratings are current as of January 9, 2017 and are based on user reviews collected by G2 Crowd.



MicroStrategy

IBM Cognos Analytics

★★★★☆ (153 reviews)
4.0 out of 5 stars

★★★★☆ (51 reviews)
3.5 out of 5 stars

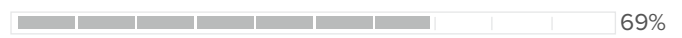
Product Direction

Is the product headed in the right direction?

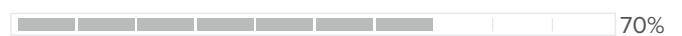


Satisfaction

Ease of Admin



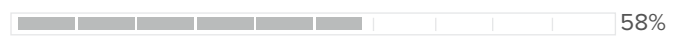
Ease of Doing Business With



Quality of Support



Ease of Setup



Ease of Use

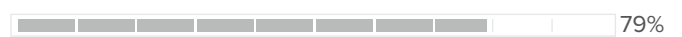


Meets Requirements



Reports

Reports Interface



Steps to Answer



Graphs and Charts



Score Cards



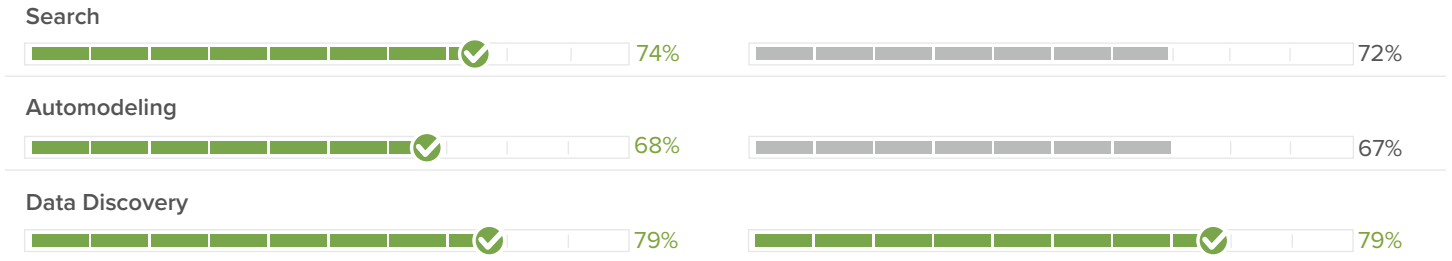
Dashboards



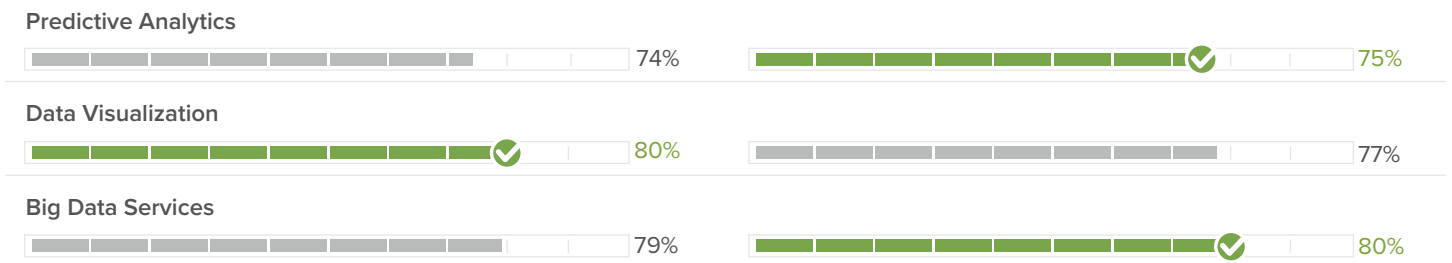
(MicroStrategy VS IBM continue on next page)

MicroStrategy VS IBM (continued)

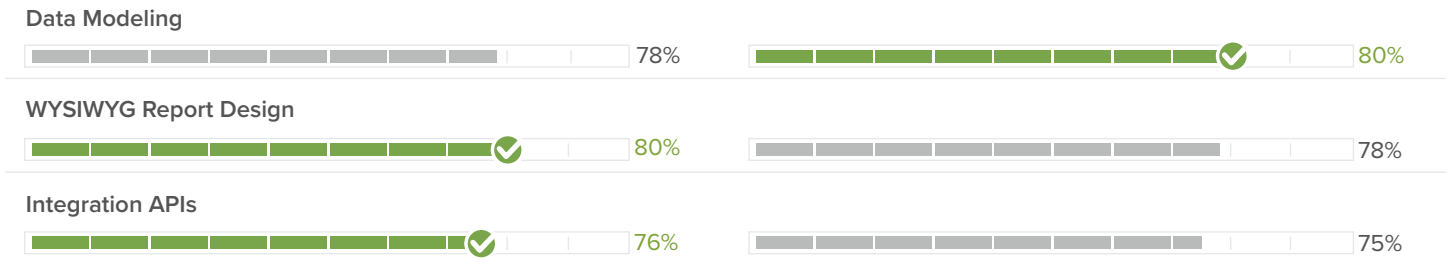
Self-Service



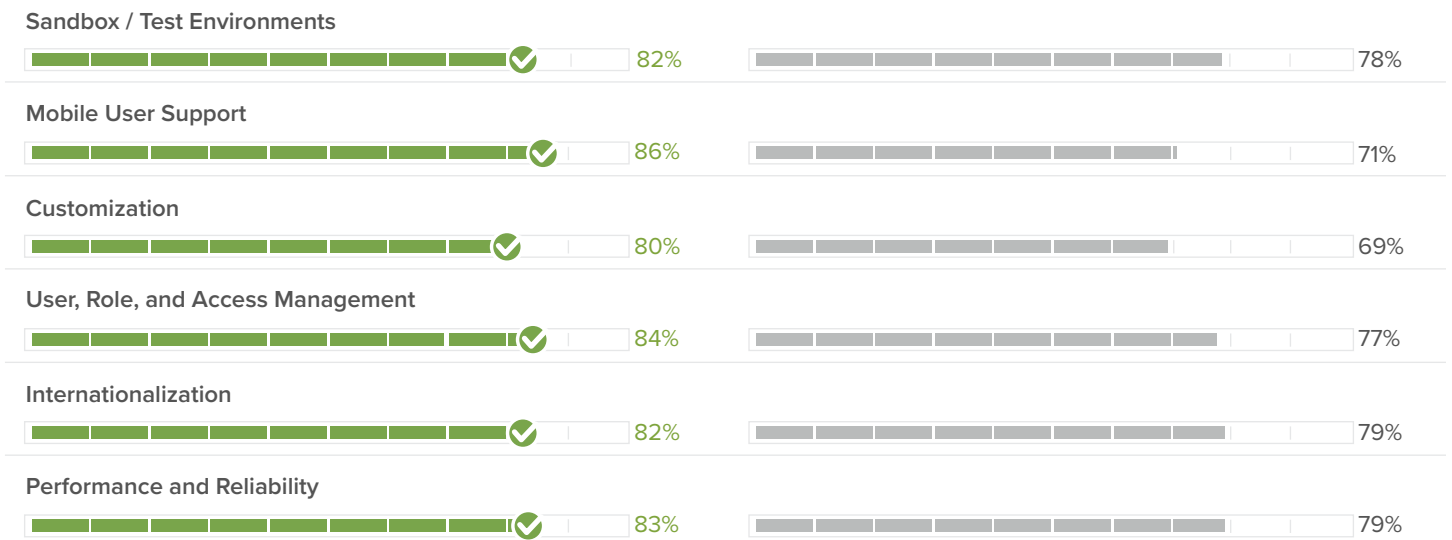
Advanced Analytics



Building Reports



Platform



MicroStrategy VS SAP Business Objects

The following snapshot is a comparison of MicroStrategy and other business intelligence platforms. The ratings are current as of January 9, 2017 and are based on user reviews collected by G2 Crowd.



MicroStrategy

★★★★☆ (153 reviews)
4.0 out of 5 stars

Business Objects

★★★★☆ (54 reviews)
3.7 out of 5 stars

Product Direction

Is the product headed in the right direction?

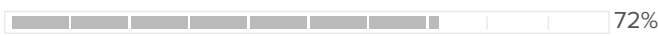


Satisfaction

Meets Requirements



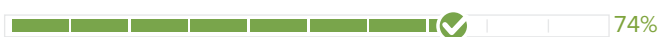
Quality of Support



Ease of Setup



Ease of Use

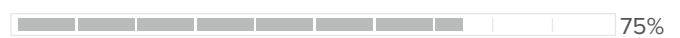


Reports

Reports Interface



Steps to Answer



Graphs and Charts



Score Cards



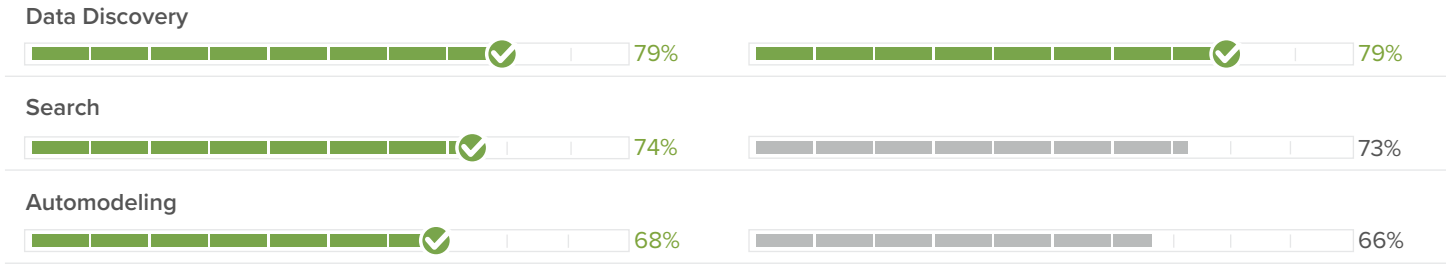
Dashboards



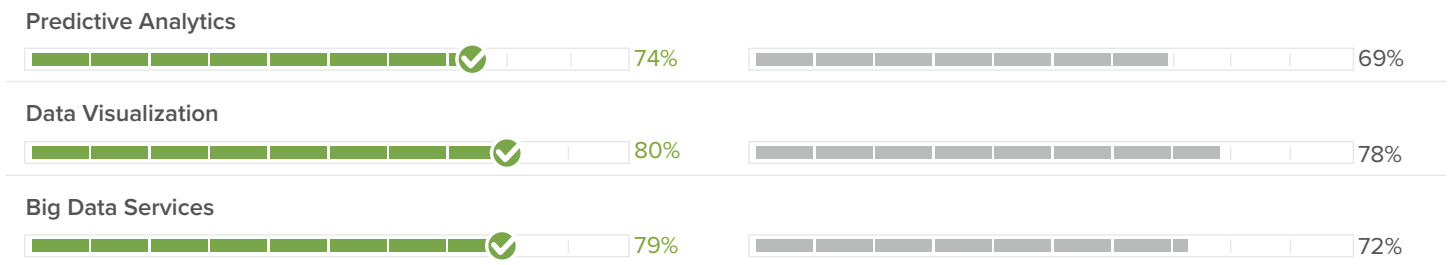
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MicroStrategy VS SAP Business Objects (continued)

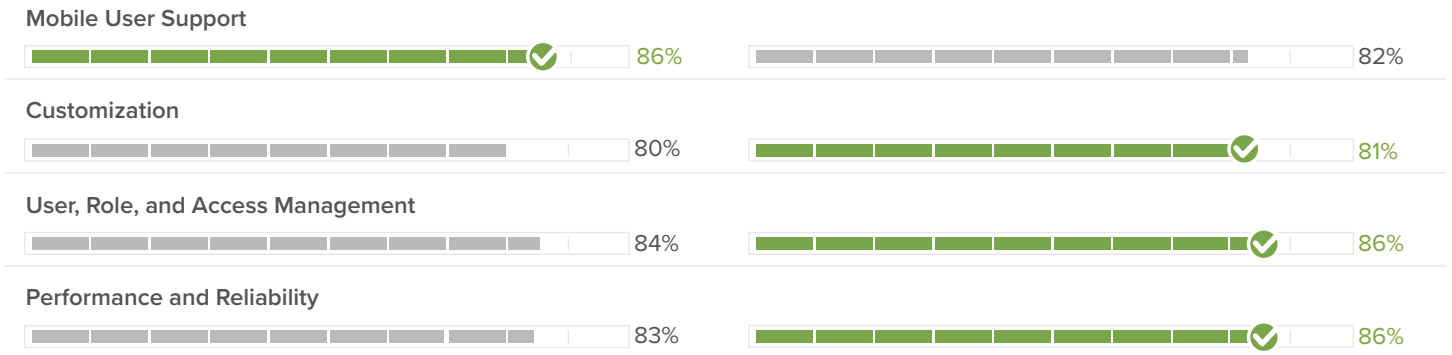
Self-Service



Advanced Analytics



Platform



MicroStrategy VS Oracle BI

The following snapshot is a comparison of MicroStrategy and other business intelligence platforms. The ratings are current as of January 9, 2017 and are based on user reviews collected by G2 Crowd.



MicroStrategy

Oracle BI

★★★★☆ (153 reviews)
4.0 out of 5 stars

★★★★☆ (35 reviews)
4.0 out of 5 stars

Satisfaction

Meets Requirements



Ease of Admin



Ease of Setup



Quality of Support



Platform

Sandbox / Test Environments



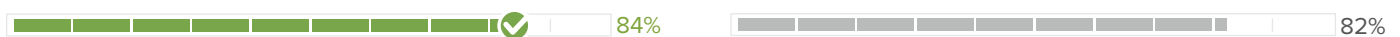
Mobile User Support



Customization



User, Role, and Access Management



Internationalization



Performance and Reliability



Breadth of Partner Applications



(MicroStrategy VS Oracle BI continue on next page)

MicroStrategy VS Oracle BI (continued)

Self-Service

Collaboration / Workflow



Data Discovery



Building Reports

Data Modeling



WYSIWYG Report Design



Integration APIs



Advanced Analytics

Big Data Services

