

The Data Management Survey 22

The voice of the data management community

This is a specially produced summary
by BARC of the headline results for

AnalyticsCreator





KPI results

6 top-rankings
and
8 leading
positions
in 1 peer group.

THE DATA MANAGEMENT
SURVEY22



Recommendation

94%
of surveyed users
say they would
recommend
AnalyticsCreator.*

* Based on the aggregate of
"Definitely" and "Probably".

THE DATA MANAGEMENT
SURVEY22



Support

100%
of surveyed users rate
AnalyticsCreator's
support quality as
excellent or **good**.*

* Compared to **58%** for the average
data management tool.

THE DATA MANAGEMENT
SURVEY22



Ease of use

55%
of surveyed users chose
AnalyticsCreator
because of its **ease of
use for technical users**.*

* Compared to **36%** for the average
data management tool.

THE DATA MANAGEMENT
SURVEY22



Problems

54%
of surveyed users report
no significant problems
in the use of
AnalyticsCreator.*

* Compared to **36%** for the average
data management tool.

THE DATA MANAGEMENT
SURVEY22



Connectivity

65%
of surveyed users chose
AnalyticsCreator
because of its **connectivity
to source systems**.*

* Compared to **48%** for the average
data management tool.

THE DATA MANAGEMENT
SURVEY22



Peer Group Products to Support DW Automation

1. Top-ranked in

- Product Satisfaction
- Developer Efficiency
- Customer Experience
- Automation
- Innovation
- Functionality

Leader in

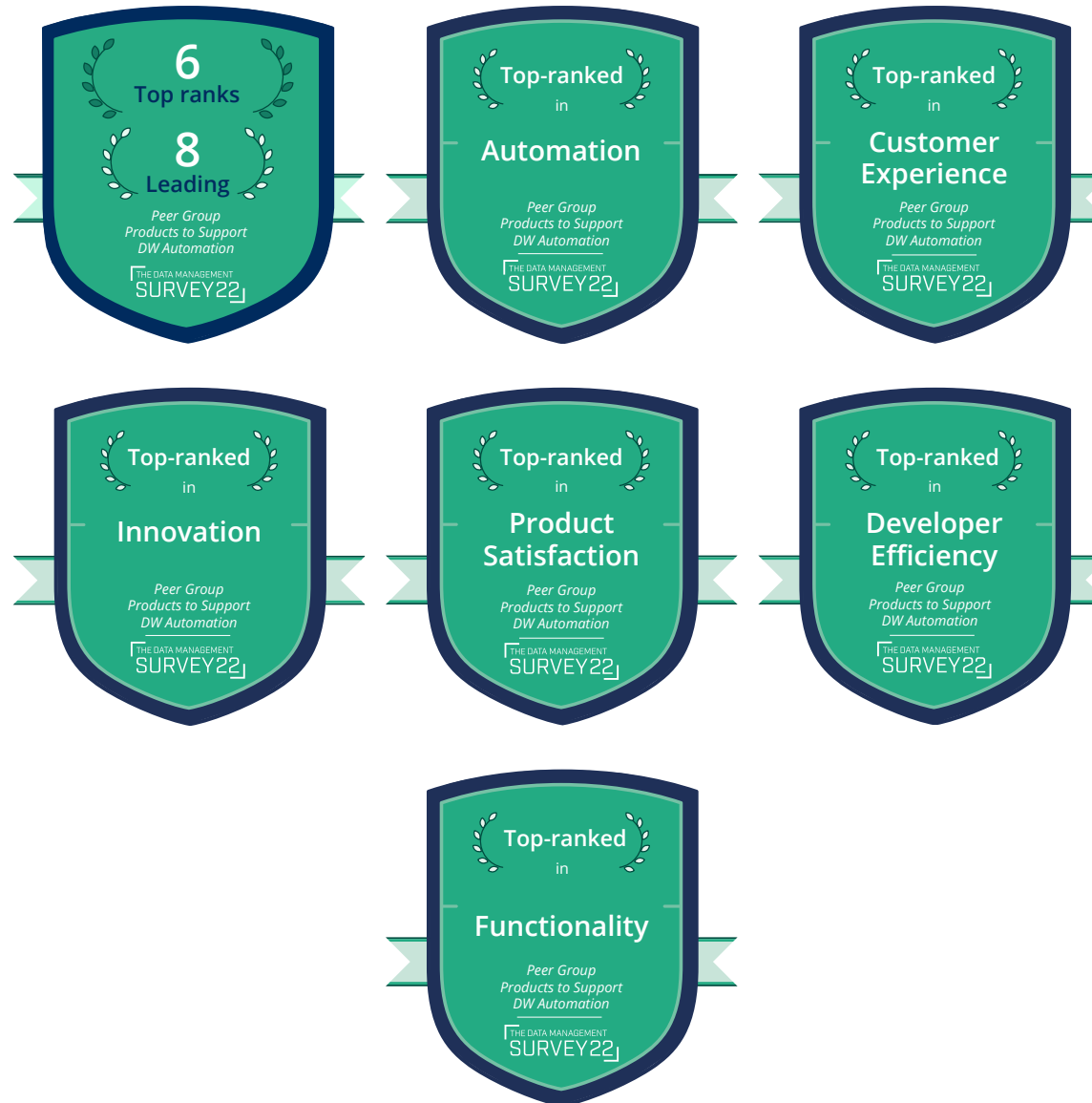
- Price to Value
- Time to Market
- Support Quality
- Customer Satisfaction
- Performance
- Usability
- Innovation Power
- Technical Capability

BARC Summary

AnalyticsCreator scores very positively overall in this year's survey. The vendor performs well above average in every KPI with six top rankings and leading positions in a further eight KPIs. In total, AnalyticsCreator is rated higher than 9/10 in three-quarters of the KPIs, which is a remarkable achievement. Furthermore, an impressive 81 percent of respondents purchased AnalyticsCreator because they felt it met their requirements. In terms of *Innovation*, AnalyticsCreator is really strong, achieving a maximum rating of 10/10 in this KPI. 58 percent of the customers surveyed said they chose the tool because of the 'innovative strength of the vendor', a long way above the survey average of 39 percent.



The Data Management Survey 22: AnalyticsCreator Top Ranks



Customer Quotes

Sehr gutes Produkt, günstige Lösung, Preis/Leistung stimmt!

THE DATA MANAGEMENT SURVEY22

CIO/IT management, manufacturing, 100-2,500 employees

Fantastic tool! Excellent! We're very satisfied.

THE DATA MANAGEMENT SURVEY22

Chief data officer, IT, <100 employees

Innovative tool.

THE DATA MANAGEMENT SURVEY22

CEO/board member, IT, <100 employees

Ein Produkt mit hohem Potential zur DWH-Automatisierung im Microsoft-Umfeld bezüglich der Zielplattform. Dank aktiver Entwicklungen auch auf weitere Zielplattformen anwendbar.

THE DATA MANAGEMENT SURVEY22

Data engineer/data manager, IT, <100 employees

DWH-Entwicklung auf einem neuen Level.

THE DATA MANAGEMENT SURVEY22

CEO/board member, IT, <100 employees



What Customers Love Most

AC offers a diagram to overview all the stages and a browser that are very useful.

THE DATA MANAGEMENT
SURVEY22

Chief data officer, banking and finance, 100-2,500 employees

Geschwindigkeit bei Änderungen/Anpassungen am Datenmodell.

THE DATA MANAGEMENT
SURVEY22

Person responsible/project manager for BI from IT department, manufacturing, >2,500 employees

Data Vault und Kimball/Dimensionales Modell im kombinierten Ansatz möglich. Generierung der benötigten DWH Fragmente. Schnelle Ergebnisse durch Automatisierung. Guter Support und Eingang auf individuelle Wünsche.

THE DATA MANAGEMENT
SURVEY22

Data engineer/data manager, IT, <100 employees

Speed and innovation.

THE DATA MANAGEMENT
SURVEY22

Business analyst, IT, <100 employees

Die hohe Automatisierung beim Entwickeln von ETL-Prozessen.

THE DATA MANAGEMENT
SURVEY22

IT employee, insurance, >2,500 employees





“

To take free trial and check it out.

THE DATA MANAGEMENT SURVEY22

” *Business analyst, IT, <100 employees*

“

Einführen und los geht's!

THE DATA MANAGEMENT SURVEY22

” *CIO/IT management, manufacturing, 100-2,500 employees*

“

This is a great alternative to building your own data warehouse streams, it gives a very good overview of your architecture and produces reliable code.

THE DATA MANAGEMENT SURVEY22

” *Chief data officer, banking and finance, 100-2,500 employees*



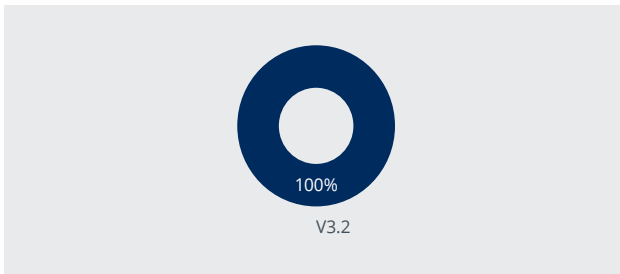
AnalyticsCreator Overview

Through their experience gained from working on implementation projects, the founders of AnalyticsCreator recognized a market need and the possibility to develop a framework to automate data warehouse creation and loading. They built a code framework in 2008, which they began to use in customer projects. However, the company AnalyticsCreator was not founded until 2017, by which point the framework had been rebuilt into a UI-based product and the vendor was able to promote it commercially.

Today the company is headquartered in Munich, Germany, and employs eight people who are mainly focused on software development. Overall the vendor serves more than 70 direct customers and has additional customer projects which have been implemented by partners. In general, the company is partner-oriented. The software mainly helps consulting companies to implement data warehouse systems in shorter time frames than in the past. Therefore, the majority of AnalyticsCreator customers are actually systems implementers. AnalyticsCreator is 100 percent committed to Microsoft and aims to be among the best in

Versions used

n=31



this environment for now.

The software is designed for creating data warehouses for the Microsoft SQL Server platform and in Azure. AnalyticsCreator is independent of the modeling concept. Customers are free to use Kimball, Data Vault or other modeling methodologies for this. Besides layers created for Microsoft SQL Server or in Azure, the solution supports the preparation of data marts for a number of BI front ends.

AnalyticsCreator's eponymous product consists of two main components: A Windows client and a cloud-based service. The first is used to customize the data warehouse. Users can connect to data sources, declare the data semantics and set model-specific parameters. The model data is deployed to a cloud-based service called 'AnalyticsCreator Cloud Generator', which generates the database code and structures. The use of cloud services also opens up the possibility of sharing repositories and exchanging DW artifacts or working on data warehouse models in a distributed manner. The usability of the generated code is also worth mentioning. Generated code can still be used and processed after the AnalyticsCreator license expires. AnalyticsCreator is currently expanding its integration with the Microsoft world and has also started work on a Snowflake integration.

AnalyticsCreator customer responses

This year we had 31 responses from AnalyticsCreator users. At the time of the survey, all of them were using version 3.2.



THE DATA MANAGEMENT SURVEY22

The Data Management Survey 22 is based on the findings from BARC's major survey of data management end users, conducted from January to April 2021. In total, 1,101 people responded to the survey with 845 answering a series of detailed questions about their use of a named product. Altogether, 20 products (or groups of products) are analyzed in detail.

The Data Management Survey 22 examines user feedback on data management product selection and usage across 17 criteria (KPIs) including *Price to Value*, *Recommendation*, *Functionality* and *Product Satisfaction*.

This document contains just a selection of the headline findings for AnalyticsCreator. It does not show all the KPI results and focuses mainly on the positive findings.

For more information on the survey, visit [The BI Survey website](#).



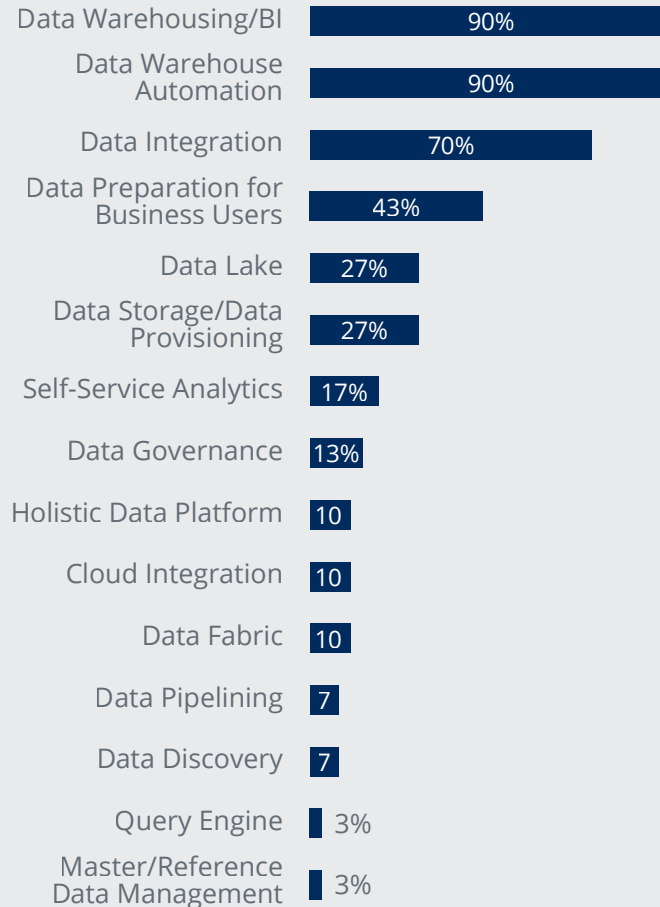
User and Use Case Demographics

BARC Comment

The use cases for AnalyticsCreator are clearly defined. 90 percent of survey respondents use the tool for data warehousing/BI and 90 percent use it for data warehouse automation. The main effort in data warehousing is in data integration, which is undertaken by 70 percent of respondents. Data integration is where automation can really pay off in terms of saving time and money. The tool is mainly used by implementers. This explains the very low average number of users per company, despite the fact that 13 percent of the respondents to this survey are from large organizations and 45 percent are from midsize companies.

Tasks in use

n=30



Total number of users per company

n=31

	AnalyticsCreator	Average of all products
Median	2	20
Mean	4	442

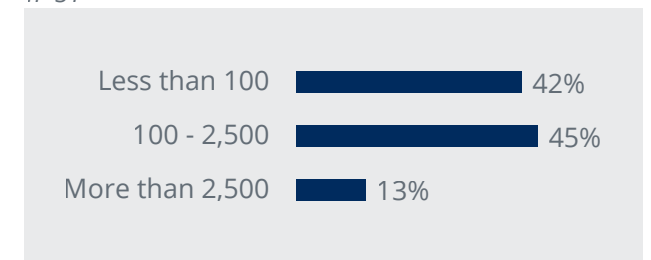
Total number of administrators per company

n=30

	AnalyticsCreator	Average of all products
Median	2	4
Mean	2	14

Company size (employees)

n=31





Peer Groups and KPIs

The KPIs

The Data Management Survey 22 provides the reader with well-designed KPI dashboards packed with concise information, which can be absorbed at a glance. The KPIs all follow these simple rules:

- Only measures that have a clear good/bad trend are used as the basis for KPIs.
- KPIs may be based on one or more measures from The Data Management Survey.
- Only products with samples of at least 20 - 30 (depending on the KPI) for each of the questions that feed into the KPI are included.
- For quantitative data, KPIs are converted to a scale of 1 to 10 (worst to best).
- A linear min-max transformation is applied, which preserves the order of, and the relative distance between, products' scores.

The terms 'top-ranked' and 'leader' are used in the following KPI chart titles. 'Top-ranked' indicates first position. 'Leader' usually denotes a position in the top 25-30% of products listed in the chart.

Peer Group Classification

The Data Management Survey 22 features a range of different types of data management tools so we use peer groups to help identify competing products. The groups are essential to allow fair and useful comparisons of products that are likely to compete.

The peer groups have been defined by BARC analysts using their experience and judgment, with segmentation based on two key factors:

1. Usage scenario - these peer groups are based on how customers say they use the product.
2. Functional capabilities - apart from the (most common) usage, we also examine the whole set of functions that a product is able to perform/provide.

AnalyticsCreator features in the following peer groups:

- Products to Support DW Automation

Peer Groups Overview

Data Warehouse Technologies: Data warehouse technologies prepare, store and provide data for data warehousing purposes.

Products to Support DW Automation: Products in this peer group support data-driven or requirements-driven data warehouse design and implementation. They mainly focus on the simplification and automation of data integration and data modeling tasks.

Data Pipelining Products: Data pipelining products take a modern approach to data integration and support more than one data integration pattern. A pattern can be data interaction, data integration, data preparation or even data orchestration in order to get data connected and to make it usable for any kind of business purpose.

Business Software Generalists: Business software generalists have a broad product portfolio including most (or all) types of enterprise software for a variety of business requirements (e.g., ERP, BI, DM).

Analytical Database Products: Analytical database products prepare, store and provide data for analytical purposes.

Data Governance Products: Data governance products help to control, develop, monitor and secure data to make it usable for business needs. They do not manipulate data. Instead, they focus on managing and leveraging metadata such as data catalogs.

Price to Value & Time to Market



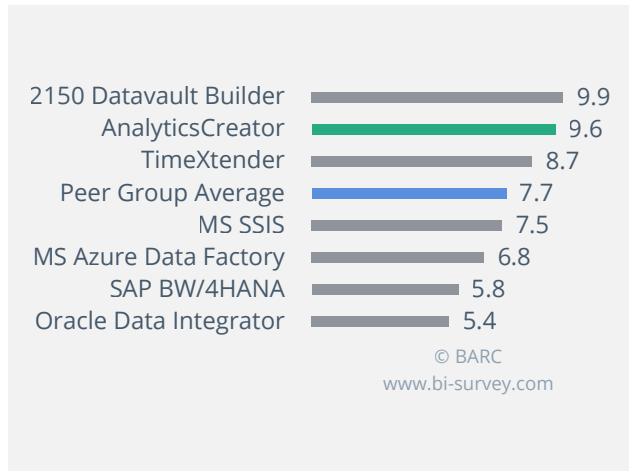
The *Price to Value* KPI is based on how users rate their tool in terms of price-to-value ratio.

The *Time to Market* KPI is based on how users rate their tool in terms of adaptability (agility to adapt to new requirements).

Price to Value – Leader



Peer group: Products to Support DW Automation



Respondents are happy with the product's *Price to Value*, with nearly half choosing to buy it because of its good price-performance ratio. Implementing and maintaining data warehouses can be very time-consuming tasks, doing the same stuff over and over again. With AnalyticsCreator, recurring data warehouse tasks can be automated and implementation processes can be performed many times faster, thus saving lots of money. The tool's ease of use helps developers to become productive within just a few days. AnalyticsCreator can also be used by analysts. Non-technical users can use AnalyticsCreator's wizards to perform simple data warehousing implementations. Users rate AnalyticsCreator at 9.6/10 in the *Price to Value* KPI this year.



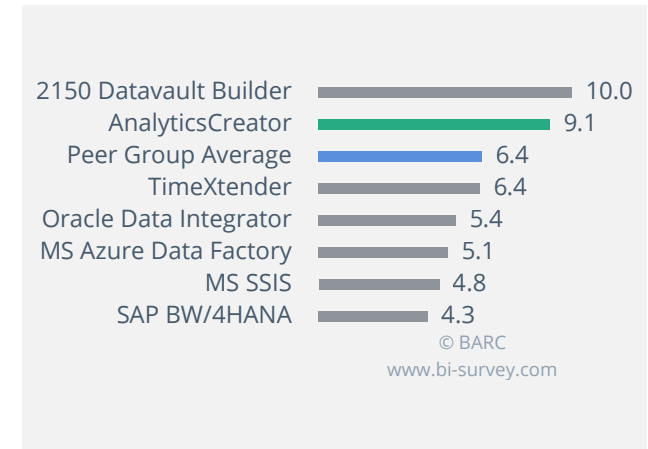
Time to Market

A high score in the *Time to Market* KPI confirms the added value an effective data warehouse automation tool can bring. AnalyticsCreator fully meets expectations in terms of functionality, and the tool seems to noticeably shorten the expected implementation time. The solution supports fast prototyping and subsequent changes can be made easily. Fast time-to-market not only saves time and money, it can also increase the satisfaction of stakeholders and serve as a foundation for additional projects. AnalyticsCreator scores 9.1/10 in the *Time to Market* KPI, which aligns well with similarly high ratings in the *Automation* and *Developer Efficiency* KPIs.

Time to Market – Leader



Peer group: Products to Support DW Automation



Developer Efficiency & Product Satisfaction



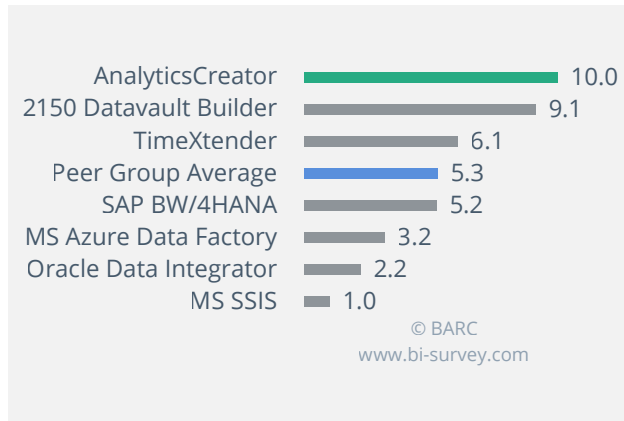
The *Developer Efficiency* KPI is based on how users rate their tool in terms of platform reliability (i.e., stability, functional reliability, monitoring capabilities).

The *Product Satisfaction* KPI is based on the proportion of users that say they are satisfied with their product.

Developer Efficiency – Top-ranked



Peer group: Products to Support DW Automation



Viewpoint

Developer Efficiency



AnalyticsCreator is top-ranked for *Developer Efficiency* (10/10) in the *Products to Support DW Automation* peer group. The software supports data warehouse designers with a mainly configuration-based template approach to development, which, according to users, eliminates much manual work. If additional data sources need to be integrated, the software provides templates to load the data and also takes care of necessary updates in the data warehouse. Users can focus on designing the data warehouse logic while implementation specifics are automatically handled in the code generation process.



Product Satisfaction



Viewpoint

Product Satisfaction – Top-ranked

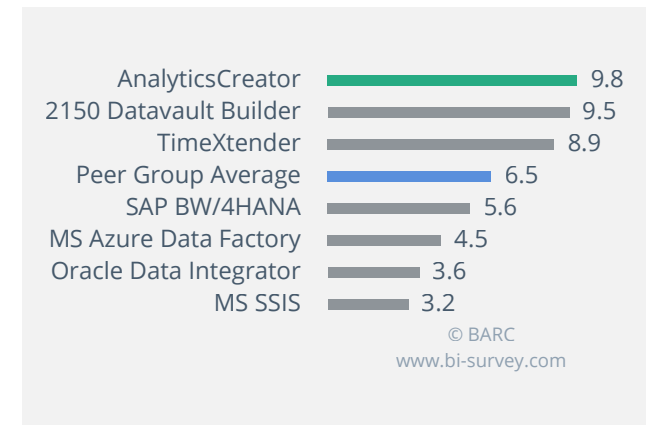


Peer group: Products to Support DW Automation

The interaction of several architectural and technical factors, the concept of application use and the fulfillment of set expectations form the foundation of *Product Satisfaction*. This KPI goes beyond specific functionality and evaluates the product as a whole.

81 percent of respondents said that the product met their requirements, with more than half confirming that they have experienced no significant problems with the software. The latter is a remarkable result and compares very favorably to the overall survey average of 36 percent. It seems that customers have more company-specific issues preventing them from taking advantage of the full potential of the software than actual technical issues with AnalyticsCreator.

Product Satisfaction is rated at 9.8/10, resulting in a top ranking for AnalyticsCreator in the *Products to Support DW Automation* peer group.



Support Quality & Customer Satisfaction



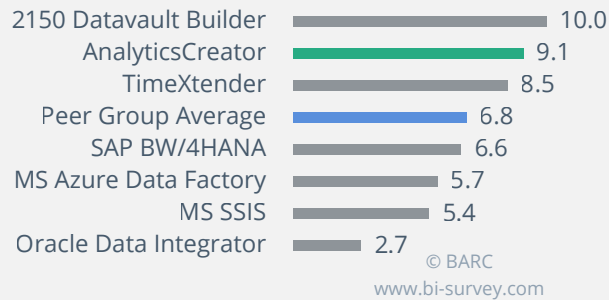
The *Support Quality* KPI is based on how users rate their tool in terms of support quality (e.g., availability, geographic coverage, support channels, effectiveness and efficiency, reaction time).

The *Customer Satisfaction* KPI combines the *Price to Value*, *Time to Market*, *Recommendation*, *Product Satisfaction* and *Support Quality* KPIs.

Support Quality – Leader



Peer group: Products to Support DW Automation



Support Quality



We received no negative feedback this year regarding the support provided by AnalyticsCreator, resulting in a 9.1/10 rating in the *Support Quality* KPI. First and second-level support is provided by partners, while third-level support is covered by AnalyticsCreator. As most of its customers are service providers, this impressive rating is easy to understand. AnalyticsCreator provides both technical and business support. As a special service, customer developments can be monitored and maintained through AnalyticsCreator's cloud functionality. A free forum is also available where customers can ask questions and exchange advice and tips.



Customer Satisfaction

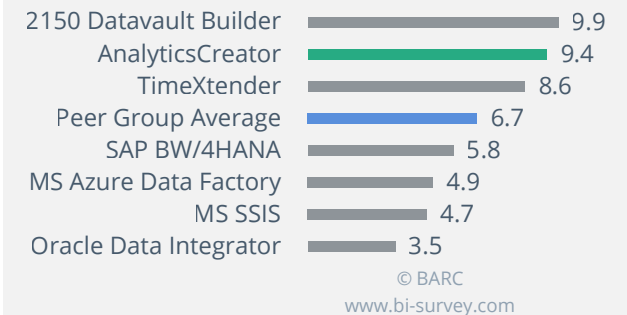


Customers are happy that both the provider and its product deliver what they promise. AnalyticsCreator was developed for a special 'data warehousing' use case with a focus on specific target systems. Its specialization pays off and the product seems to offer excellent support for Microsoft products as well as providing features that simplify data warehousing. However, its focus is not only on Microsoft data storage solutions, but also on integration with other Microsoft services such as Azure Data Factory, Microsoft DevOps and Power BI to build seamless BI and analytics applications. This consistency in solution design along with high scores in the areas of *Customer Experience, Innovation* and *Technical Capability* increase user satisfaction. AnalyticsCreator scores an impressive 9.4/10 in the *Customer Satisfaction* KPI this year.

Customer Satisfaction – Leader



Peer group: Products to Support DW Automation



Performance & Platform Reliability



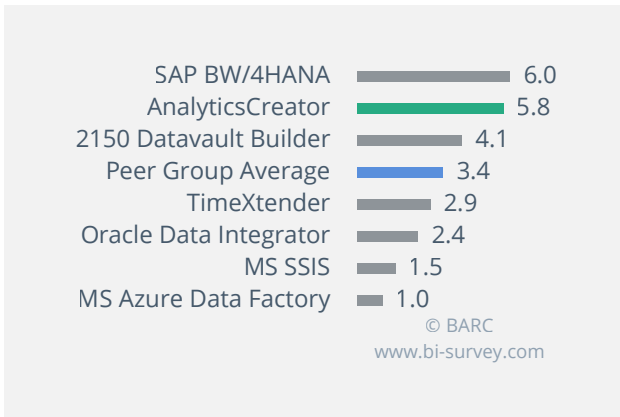
The *Performance* KPI is based on how users rate their tool in terms of performance (query performance, load performance, processing performance).

The *Platform Reliability* KPI is based on how users rate their tool in terms of usability (i.e., ease of use, GUI design, transparency & documentation)..

Performance – Leader



Peer group: Products to Support DW Automation



AnalyticsCreator is a design environment and not a runtime environment so performance is hard to assess accurately. Perhaps the *Performance* KPI rating relates to the generated SQL code, but it is hard to evaluate without having a more detailed understanding of the workload. What can be said is that AnalyticsCreator continuously works on generating performance-optimized code for its supported target databases and ETL platforms. To maintain performance, AnalyticsCreator is working hard on optimizing its product for the latest updates of the Microsoft products and services it supports. Ultimately however, the skills of the developer are the most important factor in performance optimization. Nevertheless, AnalyticsCreator achieves a leading position in the *Performance* KPI with a score of 5.8/10. Only 4 percent of respondents found 'performance' to be an issue with AnalyticsCreator.



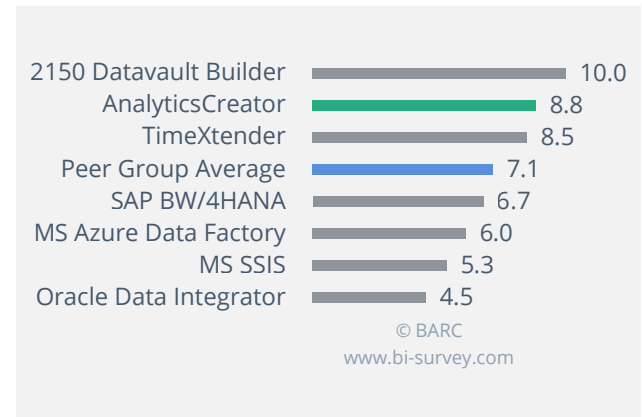
Usability

'Ease of use for technical users' is cited by a remarkable 55 percent of users as a reason for buying the software: this is 19 percent above the survey average. In contrast, 'ease of use for business users' is cited far less frequently. Wizards are now available to support business users so we will see how this feature is received in the future. Today, the tool is mainly geared towards – and used by – technical users. Expert knowledge is also helpful when it comes to performance optimization, for example. But this is unlikely to be a disadvantage since the tool is mainly used by implementation partners who have a broad set of knowledge. AnalyticsCreator is ranked among the leaders for *Usability* in the *Products to Support DW Automation* peer group.

Usability – Leader



Peer group: Products to Support DW Automation



Customer Experience & Innovation Power



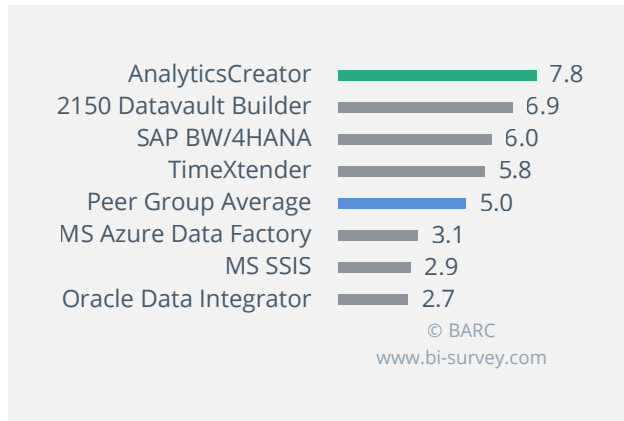
The *Customer Experience* KPI combines the *Performance*, *Platform Reliability*, *Developer Efficiency* and *Usability* KPIs.

The *Innovation Power* KPI is based on how users rate their tool in terms of innovative strength (i.e., amount of innovative functionality in the tool, market trend adoption time and rate).

Customer Experience – Top-ranked



Peer group: Products to Support DW Automation



Customer Experience



With the current vogue for agility, self-service capabilities and the need to access a variety of data sources, the user experience with a data management product is an important consideration for many organizations. AnalyticsCreator's *Customer Experience* is top ranked at 7.8/10. This KPI aggregates the *Usability* and *Developer Efficiency* KPIs, in which the vendor performs very well, and also the *Performance* and *Platform Reliability* KPIs, where its ratings are above average.



Innovation Power

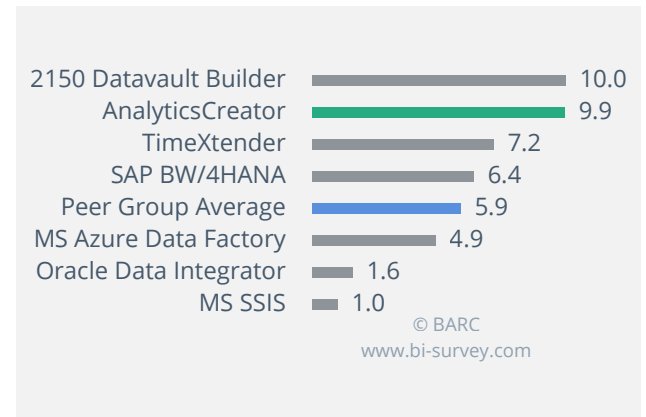


The development and user adoption of new, useful features as well as a robust, well-thought-out and transparent vendor roadmap are important indicators for companies wanting to leverage the software in the best and most efficient way. The *Innovation Power* KPI reflects user opinion of the vendor's reaction to important market trends. AnalyticsCreator's roadmap seems to be promising and seeks to match the real needs of its customers. 58 percent of users confirm that the 'innovative strength of the vendor' was a significant reason behind their decision to go with AnalyticsCreator, resulting in a top score of 10/10 in the *Innovation Power* KPI.

Innovation Power – Leader



Peer group: Products to Support DW Automation



Automation & Innovation



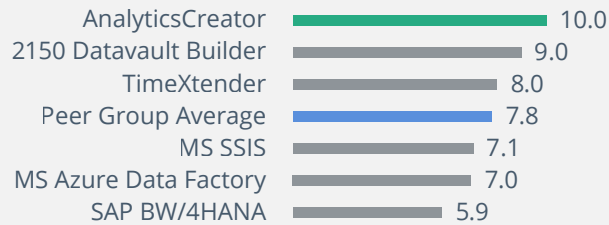
The *Automation* KPI is based on how users rate their tool in terms of its support for the automation of recurring processes (e.g., by utilizing ML).

The *Innovation* KPI combines the *Innovation Power* and *Automation* KPIs.

Automation – Top-ranked



Peer group: Products to Support DW Automation



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AnalyticsCreator works hard on expanding its modeling and automation capabilities for Microsoft products. Automation works very well for those customers who have to make frequent changes or perform a lot of recurring tasks. Subsequent changes can be made easily. The source code is regenerated with all dependencies considered, so developers don't have to worry about them. AnalyticsCreator is committed to Microsoft, offering a deep and seamless integration into its products and the Microsoft ecosystem, as well as providing prompt support for new Microsoft releases. The integration with Microsoft DevOps in particular comes up with new opportunities to automate the operationalization of code. AnalyticsCreator customers like this and give the software a 10/10 rating in the *Automation* KPI.



Innovation

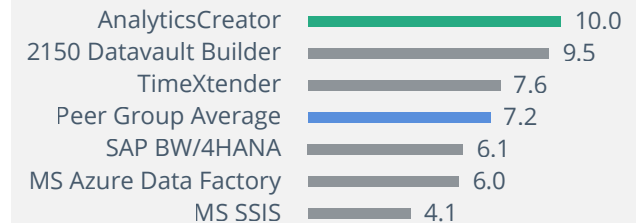
One of AnalyticsCreator's standout results this year is a 10/10 top ranking in the aggregated *Innovation* KPI. A remarkable 58 percent of respondents listed 'innovative strength of the vendor' as a major reason for buying the software, which is well above the survey average of 38 percent.

AnalyticsCreator is extending its platform's functionality and its focus on tight integration with the Microsoft ecosystem. New features in the pipeline include additional collaborative features, better integration in Microsoft DevOps and support for Azure Data Factory 2.0. Snowflake integration is also on the roadmap for Microsoft Synapse. Such examples of ongoing improvement convince customers and result in another first-place ranking for AnalyticsCreator.

Innovation – Top-ranked

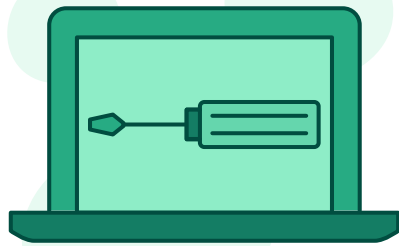


Peer group: Products to Support DW Automation



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Technical Capability & Functionality

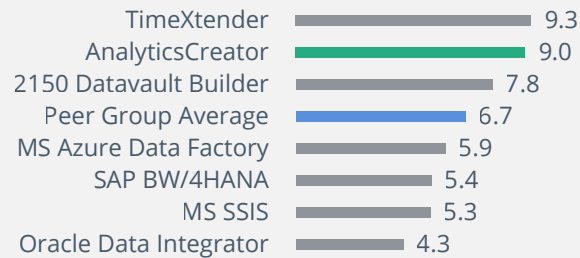


The *Technical Capability* KPI combines the *Connectivity* and *Functionality* KPIs. The *Functionality* KPI is based on how users rate their tool in terms of functionality (i.e., capabilities and functional scope).

Technical Capability – Leader



Peer group: Data Warehouse Technologies



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BARC Viewpoint

Technical Capability



AnalyticsCreator's *Technical Capability* is highly rated with a score of 9.0/10. The KPI represents an aggregation of the *Connectivity* (9.1/10) and *Functionality* (9.0/10) KPIs. 65 percent of customers cited 'functional scope' and 'connectivity to source/target systems' as significant reasons why they chose to buy the software. Although AnalyticsCreator mainly relies on third-party connectors to connect to source systems and its functional scope is highly specialized, customers are pretty happy with the vendor's approach. The secret sauce lies in providing an open and integrable platform, a seamless concept that allows required best-of-breed components to work together.



Functionality

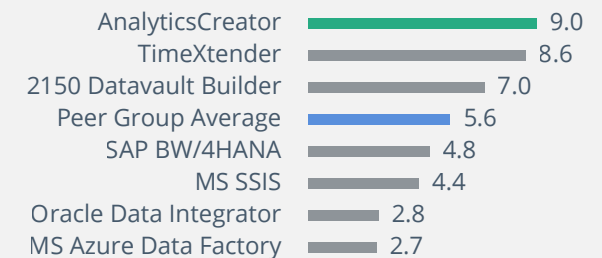
BARC Viewpoint

The *Functionality* KPI gives AnalyticsCreator another top position this year with a score of 9.0/10. 65 percent of customers cited 'functional scope' as a significant reason why they chose to buy the software, while not a single user complained that the product lacks key features. AnalyticsCreator is focused on a tight integration with the Microsoft ecosystem and providing functionality to use several Microsoft services. The company sets itself high standards here and clean integration is paramount to achieving its goals. The tool supports modeling approaches for experts and non-experts. For non-experts, wizards guide users through the data warehouse design process. And one thing is important to understand: AnalyticsCreator is a pure design-time tool. Once the code is generated, there are no dependencies to the product anymore.

Functionality – Top-ranked



Peer group: Data Warehouse Technologies



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BARC (Business Application Research Center) is one of Europe's leading analyst firms for business software, focusing on the areas of data, business intelligence (BI) and analytics, enterprise content management (ECM), customer relationship management (CRM) and enterprise resource planning (ERP).

Our passion is to help organizations become digital companies of tomorrow. We do this by using technology to rethink the world, trusting data-based decisions and optimizing and digitalizing processes. It's about finding the right tools and using them in a way that gives your company the best possible advantage.

This unique blend of knowledge, exchange of information and independence distinguishes our services in the areas of research, events and consulting.

Research

BARC studies are based on internal market research, software tests and analyst comments, giving you the security to make the right decisions. Our independent research brings market developments into clear focus, puts software and vendors through their paces and gives users a place to express their opinions.

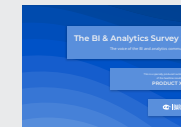
Events

Decision-makers and IT industry leaders come together at BARC events. BARC seminars in small groups, online webinars and conferences with more than 1,000 participants annually all offer inspiration and interactivity. Through exchange with peers and an overview of current trends and market developments, you will receive new impetus to drive your business forward.

Consulting

In confidential expert workshops, coaching and in-house consultations, we transform the needs of your company into future-proof decisions. We provide you with successful, holistic concepts that enable you to use the right information correctly. Our project support covers all stages of the successful use of software.

Other Surveys



[The BI & Analytics Survey 21](#) is the world's largest annual survey of BI users. Based on a sample of over 2,500 survey responses, The BI & Analytics Survey 21 offers an unsurpassed level of user feedback on 33 leading BI solutions. Find out more at www.bi-survey.com.



[Modernizing the Data Warehouse: Challenges and Benefits](#) is a study based on a worldwide survey examining companies' approaches to taking their data warehouses to the next level. [Download here.](#)



[The Planning Survey 21](#) is the latest edition of BARC's major annual study into the use of planning software. Based on a worldwide survey of over 1,400 planning users and consultants, it provides detailed user feedback about 21 planning tools. Find out more at www.bi-survey.com

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