The BI & Analytics Survey 22

The voice of the BI and analytics community

This is a specially produced summary
of the headline results for

Looker

BARC

The BI & Analytics Survey 22: Looker Highlights Dashboard

KPI results

11 top-rankings

and

45 leading positions

in 4 different peer groups.

THE BI & ANALYTICS SURVEY 22

Recommendation

97%

of surveyed users say they would **recommend*** Looker.

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

THE BI & ANALYTICS SURVEY 22

Satisfaction

94%

of surveyed users are **satisfied** with Looker.*

** Based on the aggregate of "Very satisfied" and "Somewhat satisfied".*

THE BI & ANALYTICS SURVEY 22

Dashboards

94%

of surveyed users rate Looker's **functionality for creating dashboards as excellent or good .***

** Compared to 82% for the average BI tool.*

THE BI & ANALYTICS SURVEY 22

Requirements

71%

of surveyed users chose Looker because of its **coverage of BI/analytics-specific requirements.***

** Compared to 38% for the average BI tool.*

THE BI & ANALYTICS SURVEY 22

Flexibility

61%

of surveyed users chose Looker because of its **flexibility.***

** Compared to 40% for the average BI tool.*

THE BI & ANALYTICS SURVEY 22

Peer Groups and KPIs

The KPIs

The BI & Analytics Survey 22 uses peer groups and KPIs in order to present the survey results in a series of insightful charts. Each of the KPI charts in this document presents the results of an individual measure (KPI) for a group of comparable products (peer group). The charts summarize the collective opinion of a group of end users and do not necessarily reflect the views of BARC. 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 BI & Analytics 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 22-33% or top 2 (in case of five vendors) products listed in the chart.

Peer Group Classification

The BI & Analytics Survey 22 features a range of different types of BI and analytics 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 the following key factors:

1. Focus – Is the product focused on and typically used for dashboarding, ad hoc reporting, self-service analytics, integrated performance management or embedded analytics?
2. Specialization – Is the vendor a BI & analytics specialist or a business software generalist, offering a broader portfolio of enterprise software for a variety of business requirements?
3. Usage scenario – Is the product typically used in midsize/departmental implementations or large/enterprise-wide implementations?
4. Global presence – Does the vendor have a global reach and offer its products worldwide?

Looker features in the following peer groups:

- Ad Hoc Reporting-focused Products
- Embedded Analytics-focused Products
- Business Software Generalists
- Midsize/Departmental Implementations

Peer Groups Overview

Dashboarding-focused Products: Includes products that focus on creating advanced and highly sophisticated dashboards.

Ad Hoc Reporting-focused Products: Includes products that focus on self-service reporting and ad hoc analysis.

Self-Service Analytics-focused Products: Includes products that focus on visual data discovery and advanced data visualization.

Integrated Performance Management Products: Includes products that provide integrated functionality for BI, analytics and performance management, especially planning and budgeting.

Embedded Analytics-focused Products: Includes reporting and analytics products that can be embedded in other business applications (e.g., ERP systems).

Business Software Generalists: Business software generalists have a broad product portfolio that is not limited to BI and analytics, including most (or all) types of enterprise software for a variety of business requirements (e.g., ERP).

BI & Analytics Specialists: BI & Analytics specialists are software vendors who focus solely on BI and/or analytics. Often, they have just one product in their portfolio.

Midsize/Departmental Implementations: Products in this peer group are typically (but not exclusively) used in small and midsize scenarios and/or departmental implementations with a moderate number of users and data volumes.

Large/Enterprise-Wide Implementations: Products in this peer group are typically (but not exclusively) used in large scenarios and/or enterprise-wide implementations with a large number of users and data volumes.

International BI Giants: Includes products from companies with annual revenues of $200m+ and a truly international reach (partner ecosystem, on-site locations, global installations and revenues).

Largest Enterprise BI & Analytics Platforms: Includes products used in the largest deployments (median of at least 120 users and a majority of installations in large companies with more than 2,500 employees in the last four editions of this survey). Products must be equipped with functionality for enterprise deployments and serve a broad range of BI and analytics use cases.

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The BI & Analytics Survey 22: Looker Highlights

Peer Group
Business Software Generalists

1. Top-ranked in

Business Benefits
Business Value
Distribution of Reports
Self-Service
Cloud BI

Leader in

Project Success
Project Length
Recommendation
Vendor Support
Implementer Support
Product Satisfaction
Customer Satisfaction
Dashboards
Ad Hoc Query
Analyses
Functionality
Flexibility
Sales Experience
Customer Experience
Visual Analysis
Location Intelligence
Operational BI
Innovation

Peer Group
Embedded Analytics-focused Products

1. Top-ranked in

Business Benefits
Business Value
Cloud BI

Leader in

Project Success
Project Length
Vendor Support
Implementer Support
Product Satisfaction
Ad Hoc Query
Analyses
Self-Service
Flexibility
Customer Experience
Visual Analysis
Embedded BI

BARC Summary

In line with previous years, Looker once again received positive feedback from its customers this year, with 11 top rankings and a further 45 leading positions across its four peer groups. Looker is top-ranked in two of its peer groups in *Business Benefits*: the most important KPI in this survey. Its modern architecture gives the product the versatility to be used in various different scenarios. Users have adopted the product for a broad range of tasks, mainly in operational BI and embedding scenarios.

The BI & Analytics Survey 22: Looker Highlights

Peer Group
Midsize/Departmental Implementations

1. Top-ranked in

Cloud BI

Location Intelligence

Leader in

Business Benefits

Business Value

Distribution of Reports

Self-Service

Flexibility

Visual Analysis

Innovation

Peer Group
Ad Hoc Reporting-focused Products

1. Top-ranked in

Cloud BI

Leader in

Business Benefits

Project Length

Business Value

Distribution of Reports

Self-Service

Flexibility

Visual Analysis

Location Intelligence

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The BI & Analytics Survey 22: Looker top ranks

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Customer Quotes

> Very good, I like working with it and the way they support the platform.
>
> BI-SURVEY.com

Head of BI & Analytics Competence Center, media/publishing, <100 employees

> Very positive. It's really easy to implement and offers tons of flexibility.
>
> BI-SURVEY.com

Person responsible/Project manager for BI/analytics from IT department, banking and finance, 100-2,500 employees

> Disruptive product and amazing support service.
>
> BI-SURVEY.com

Person responsible/Project manager for BI/analytics from IT department, retail/wholesale/trade, >2,500 employees

> It's the market leader and has radically transformed analytics impact at multiple companies I have worked at who leverage the tool.
>
> BI-SURVEY.com

Head of BI & Analytics Competence Center, gaming, 100-2,500 employees

> Looker is a great platform and meets the promise of making analytics easy to develop and use.
>
> BI-SURVEY.com

CTO, IT, 100-2,500 employees

What Customers Like Most

The modelling layer, it's so extensible, powerful and easy for users to get started on.

BI-SURVEY.com

Head of BI & Analytics Competence Center, gaming, 100-2,500 employees

Self-service function, easy development with SQL-like development language, vendor support, flexibility, did I say self-service function?

BI-SURVEY.com

Data analyst, transportation and logistics, 100-2,500 employees

The semantic layer, ease of integration with other SaaS products, its software engineering centric approach (e.g., version control and unit testing), its ability to unlock true analytics self-service for business users, the monthly release cadence with genuinely new features and improvements.

BI-SURVEY.com

Head of BI & Analytics Competence Center, gaming, 100-2,500 employees

Cloud native. High performance. In-database processing. Innovative semantic layer.

BI-SURVEY.com

Person responsible/Project manager for departmental BI/analytics, retail/wholesale/trade, >2,500 employees

Looker's LookML modeling makes it easy and intuitive to repurpose code and maintain a single source of truth. It is very user friendly, empowering our company to easily explore, search for, interrogate, and report data. It is the most flexible and scalable BI tool on the market.

BI-SURVEY.com

Head of business department, retail/wholesale/trade, <100 employees

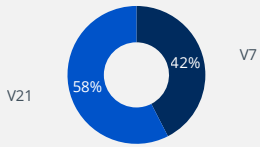
Looker overview

Looker is Google Cloud's development platform for data-rich experiences like modern BI, embedded analytics and custom applications. Looker was founded in 2011 in Santa Cruz, California, and in 2020, Google Cloud acquired Looker for $2.6 billion in order to continue their investment in its data cloud. Both Google Cloud and Looker are committed to supporting their customer's multi cloud strategies by offering the choice of hosting environments in GCP, AWS and Azure clouds or on-premise. Additionally, there is continued investment in expanding the databases Looker directly connects to and it currently supports over 60 dialects of SQL.

Looker has always had a strong emphasis that business value is achieved by democratizing real-time, trusted self-service business intelligence with web scale data which accelerates and improves data-driven decision making. Its platform is powered by its universal semantic model, LookML, a reusable modeling language that is aimed to save analysts time and provide a single source of truth for data. As the product was designed as an open platform that can be embedded in and integrated with other applications, such as Salesforce or Slack. Looker now uses this strength to help customers 'go beyond BI' by enabling them to build and distribute data experiences that reach more workers and customers with valuable insights. By using functions such as actions and integration with transactional and collaboration systems, which can increase business efficiencies and productivity. Looker offers off-the-shelf, purpose-built solutions and Looker Blocks™ (prebuilt data models) to speed up implementations and shorten time-to-value.

Versions used

n=32



Looker customer responses

This year we had 32 responses from Looker users. At the time of the survey, 58 percent of them were using version 21 and 42 percent were running version 7.

Introduction

THE BI & ANALYTICS SURVEY 22

The BI & Analytics Survey 22 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted from March to June 2021. In total, 2,478 business intelligence and analytics end users to the survey with 1,877 answering a series of detailed questions about their use of a named product. Altogether, 30 products (or groups of products) are analyzed in detail.

The BI & Analytics Survey 22 examines user feedback on BI product selection and usage across 36 criteria (KPIs) including Business Benefits, Project Success, Business Value, Recommendation, Customer Satisfaction, Customer Experience, Innovation and Competitiveness.

This document contains just a selection of the headline findings for Looker. 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.

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User and Use Case Demographics

BARC Comment

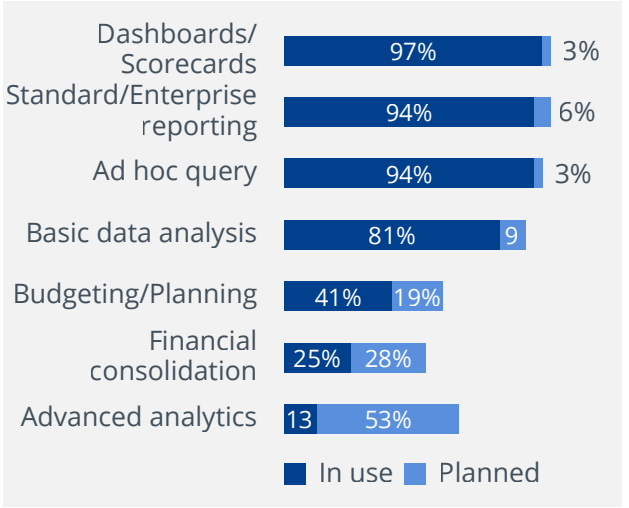
An eyecatching median of 35 percent of employees (and a mean of 46 percent) use Looker. This figure is almost double the overall survey average and clearly correlates with the concept of the data-driven enterprise and Looker's desire to provide its customers with data experiences.

71 percent of customers said they performed a competitive evaluation with multiple products before buying Looker. Its most regular competitors reflect the desire of prospects to purchase a business-user-oriented solution. This is backed up by the finding that 83 percent use the product in self-service analytics and BI scenarios. The product is also heavily used for embedding, but this does not seem to have been the decisive reason for the software purchase in so many cases.

56 percent of the Looker customers responding to this survey are based in Europe, while one quarter come from North America and the rest from other parts of the world. 19 percent come from the services industry (including healthcare) and 16 percent from the retail sector. Customers are predominantly mid-sized companies with a median of 72 users but with large amounts of data. Over the past few years, Looker customers have reported using the solution with the largest amounts of data in the whole BI & Analytics Survey.

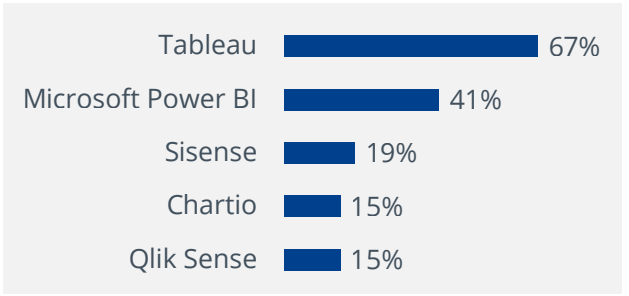
Current vs. planned use

n=32



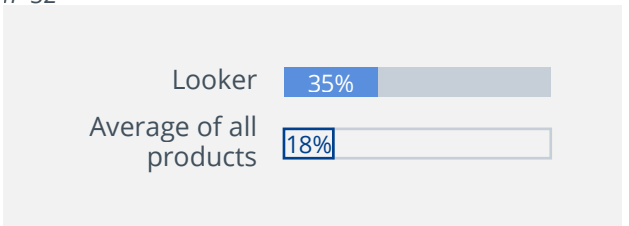
5 products most often evaluated in competition with Looker

n=27



Percentage of employees using Looker

n=32



Number of users using Looker

n=32

Tasks carried out with Looker by business users

n=32

Company size (employees)

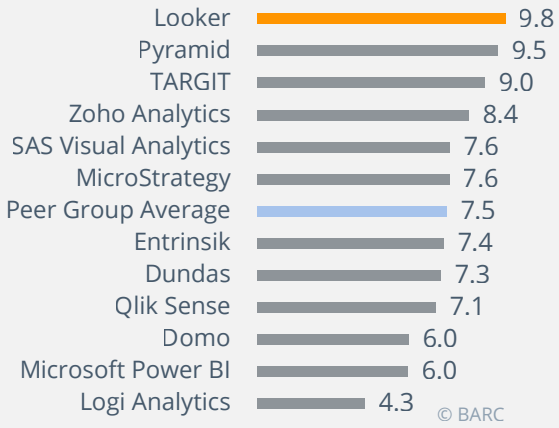
n=32

Business Benefits

This KPI is based on the achievement level of a variety of business benefits.

Business Benefits – Top-ranked

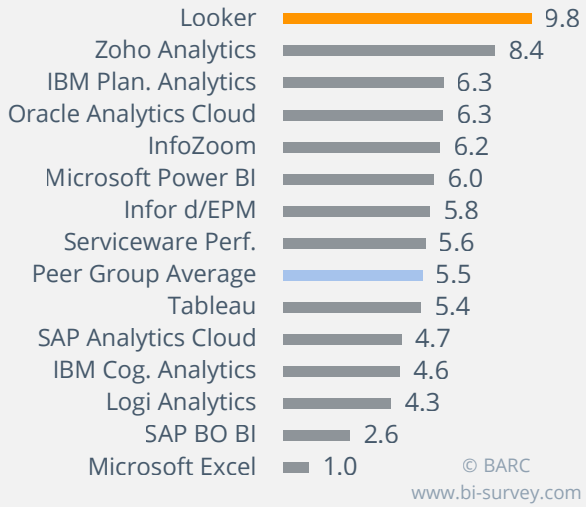
Peer Group: Embedded Analytics-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Business Benefits – Top-ranked

Peer Group: Business Software Generalists

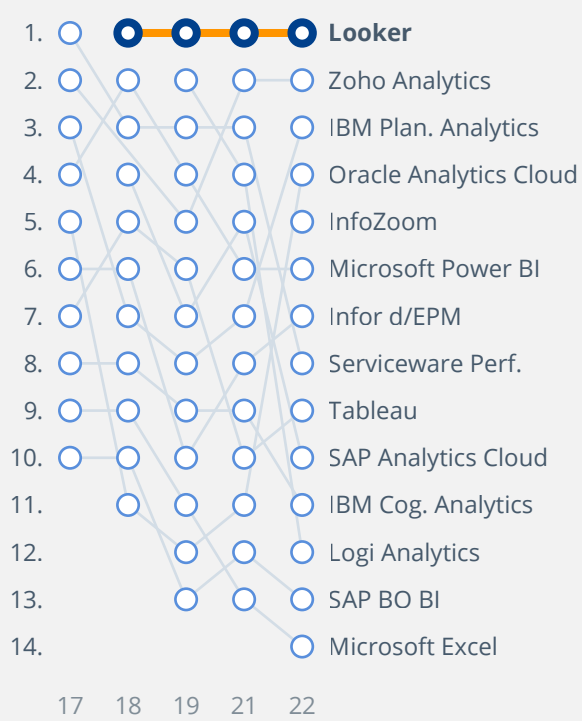


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Business Benefits

Consistently top-ranked in *Business Benefits*

Peer Group: Business Software Generalists

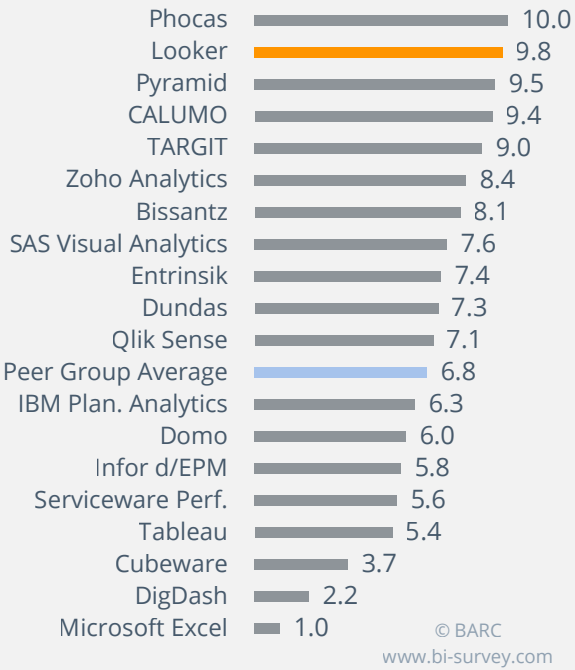


BARC Viewpoint

Looker customers achieve a number of different benefits. The vendor is top-ranked in two of its peer groups and second-best in its remaining peer groups in the *Business Benefits* KPI. This measure is based on 11 different reported benefits. Compared to all the other tools in The BI & Analytics Survey, Looker ranks highest for 'improved operational efficiency', second-best for 'increased competitive advantage' and 'saved headcount' and third for 'improved employee satisfaction' and 'improved customer satisfaction'.

Business Benefits – Leader

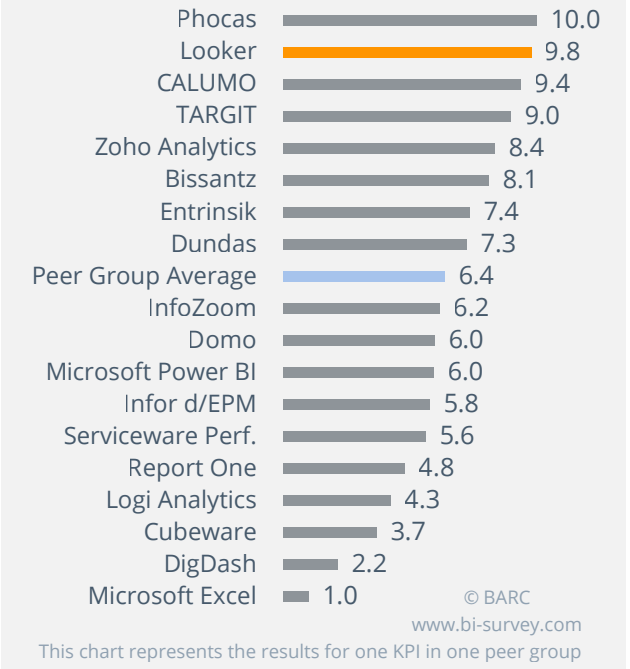
Peer Group: Ad Hoc Reporting-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Business Benefits – Leader

Peer Group: Midsize/Departmental Implementations



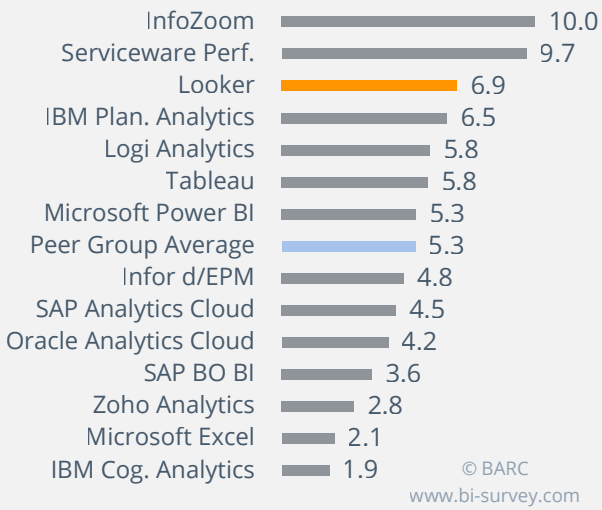
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Project Success

This KPI is based on the implementation satisfaction level and the frequency of projects completed on time and on budget.

Project Success – Leader

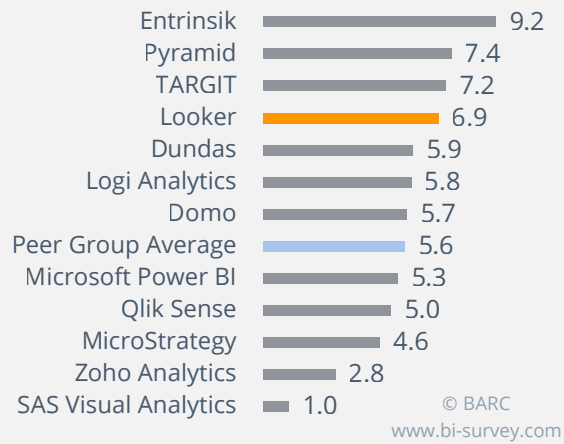
Peer Group: Business Software Generalists



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Project Success – Leader

Peer Group: Embedded Analytics-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Project Success

BARC Viewpoint

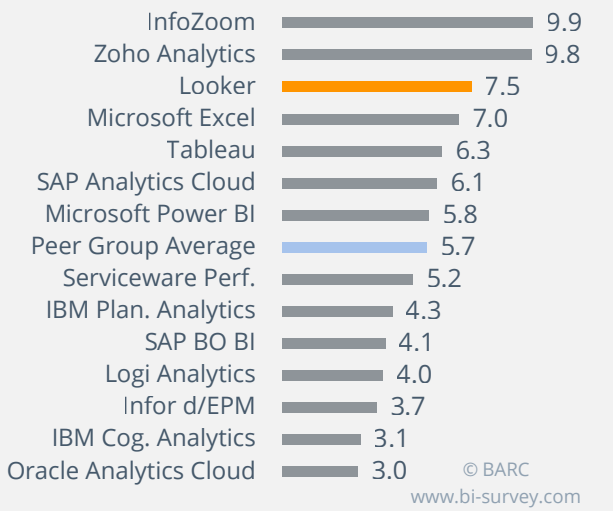
Customer satisfaction with a BI project can be measured in a number of ways. We asked respondents to rate the following aspects of their projects: 'User satisfaction with the implementation', 'satisfaction of administrators with the technical implementation', 'completion within the timeframe originally specified' and 'completion within the budget originally set'. Customer feedback this year indicated strong usage in sophisticated operational BI scenarios and embedding. Such implementations are not always easy and often take time. All things considered, Looker receives great feedback with scores of at least 8.7/10 in all the aforementioned areas. This results in leading ranks in two of its peer groups.

Project Length

This KPI is based on how quickly the product is implemented.

Project Length – Leader

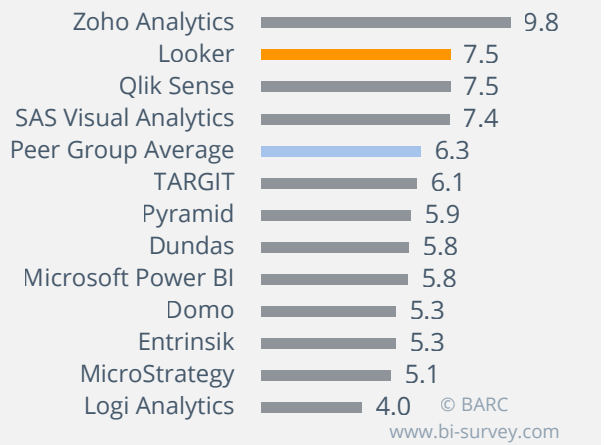
Peer Group: Business Software Generalists



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Project Length – Leader

Peer Group: Embedded Analytics-focused Products

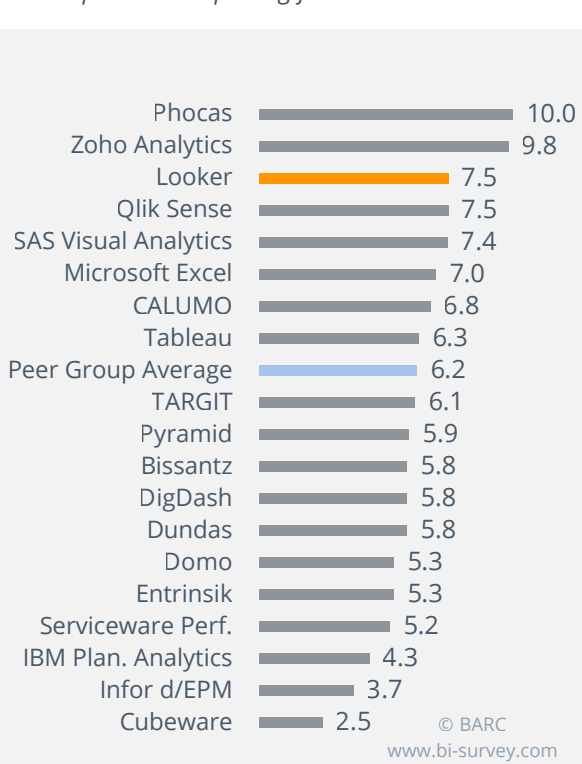


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Project Length

Project Length – Leader

Peer Group: Ad Hoc Reporting-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

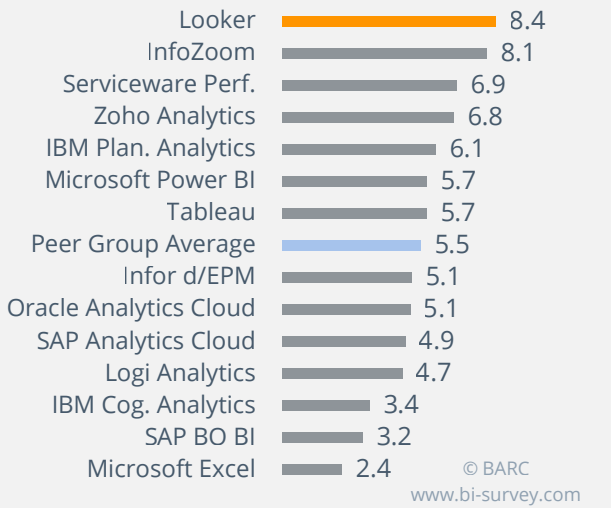
Although customers often use Looker in complex scenarios, the product is typically implemented in a median of just under three months. The platform is designed to be used on different cloud and on-premises data warehouses. Therefore, when implementing the solution, Looker customers not only have to set up the LookML semantic layer as well as creating reports and dashboards for end users, they usually also have a significant amount of preparation work to do with the underlying data sources.

Business Value

This KPI combines the *Business Benefits*, *Project Success* and *Project Length* KPIs.

Business Value – Top-ranked

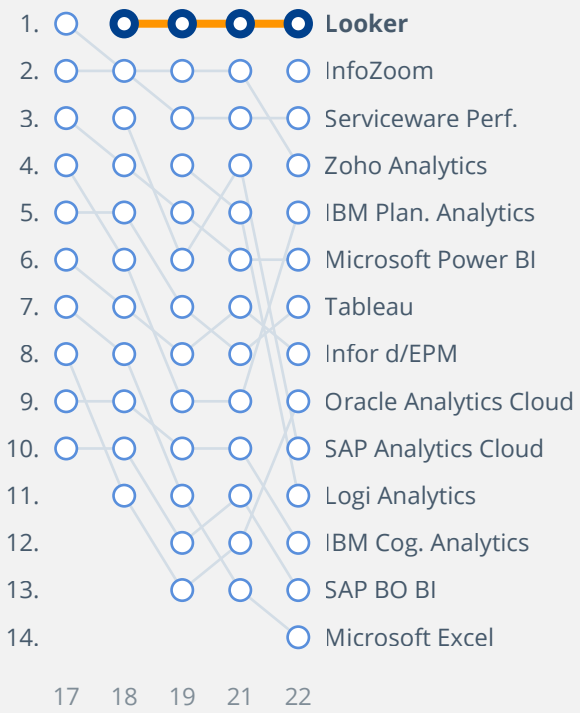
Peer Group: Business Software Generalists



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Consistently top-ranked in *Business Value*

Peer Group: Business Software Generalists



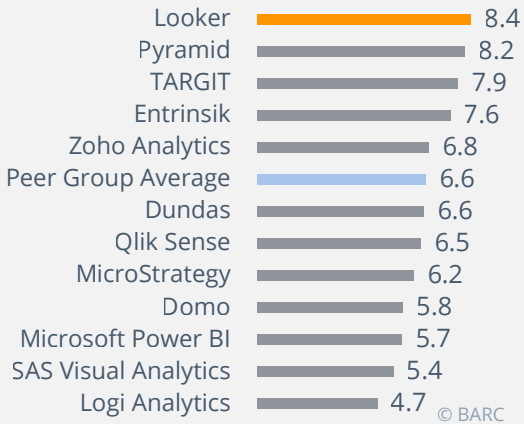
Business Value

BARC Viewpoint

According to customers, Looker implementations are usually quick and provide a high level of benefits, delivering high business value overall. The aggregated *Business Value* KPI combines the results in the *Business Benefits, Project Success* and *Project Length* KPIs. High rankings in all of these KPIs result in Looker's number one placement among *Business Software Generalists* and *Embedded Analytics-focused Products* and second place rankings in its remaining peer groups. This is a remarkable achievement.

Business Value – Top-ranked

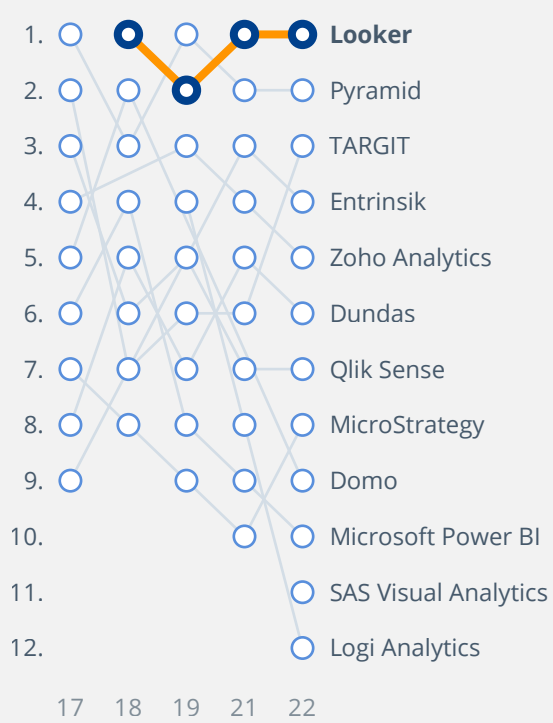
Peer Group: Embedded Analytics-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

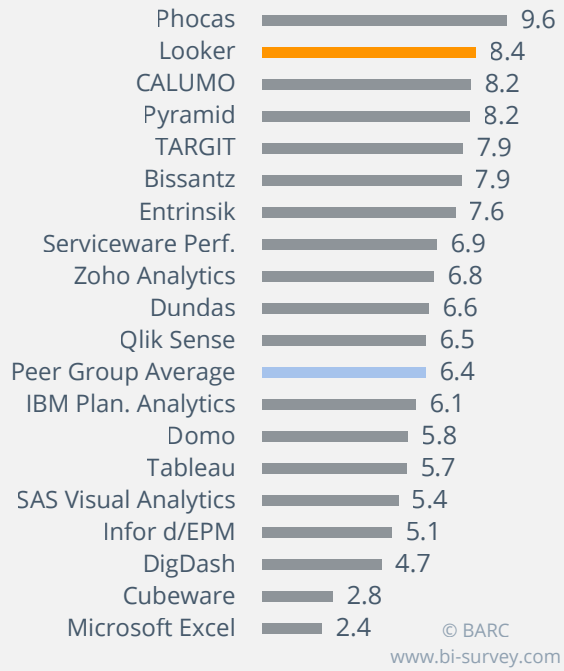
Consistently outstanding in *Business Value*

Peer Group: Embedded Analytics-focused Products



Business Value – Leader

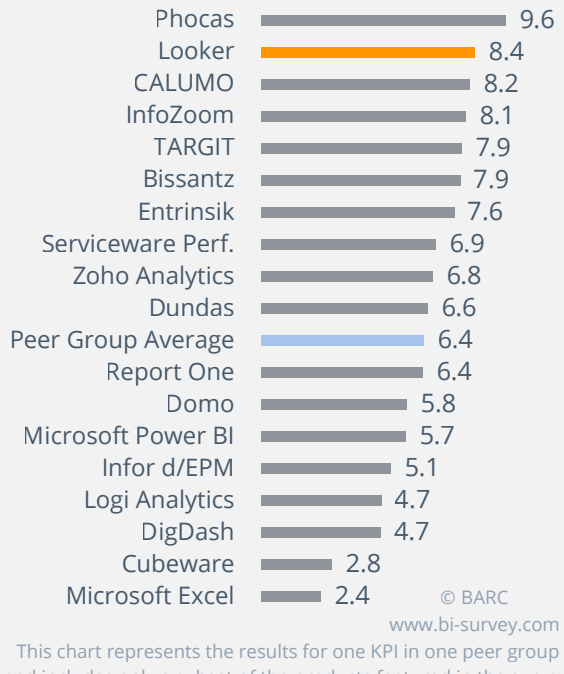
Peer Group: Ad Hoc Reporting-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Business Value – Leader

Peer Group: Midsize/Departmental Implementations



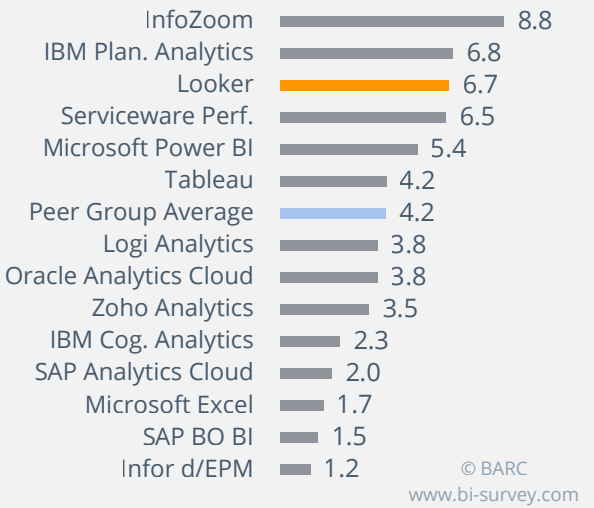
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Recommendation

This KPI is based on the proportion of users that say they would recommend the product to others.

Recommendation – Leader

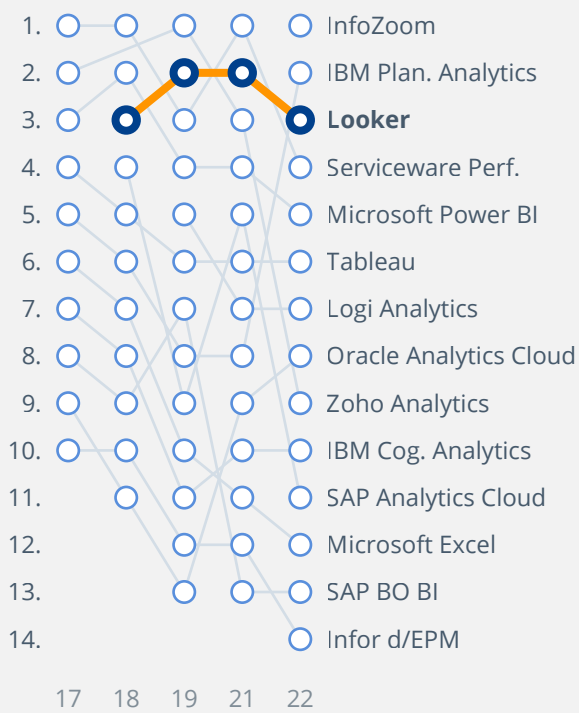
Peer Group: Business Software Generalists



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Consistently outstanding in *Recommendation*

Peer Group: Business Software Generalists



Recommendation

BARC Viewpoint

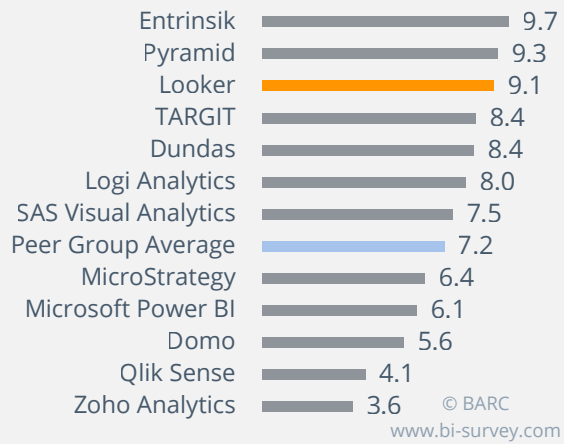
All of the Looker users surveyed this year said they would recommend the solution to others. 66 percent even stated that they would "definitely" recommend the product. This achievement underlines customers' high opinion of the product's value. Looker ranks among the leaders in the *Recommendation* KPI compared to other B*usiness Software Generalists*. One customer went as far to say, "The platform is head and shoulders above the competition in my opinion and the company's attitude and culture means they're a pleasure to do business with."

Vendor Support

This KPI measures user satisfaction with the level of vendor support provided for the product.

Vendor Support – Leader

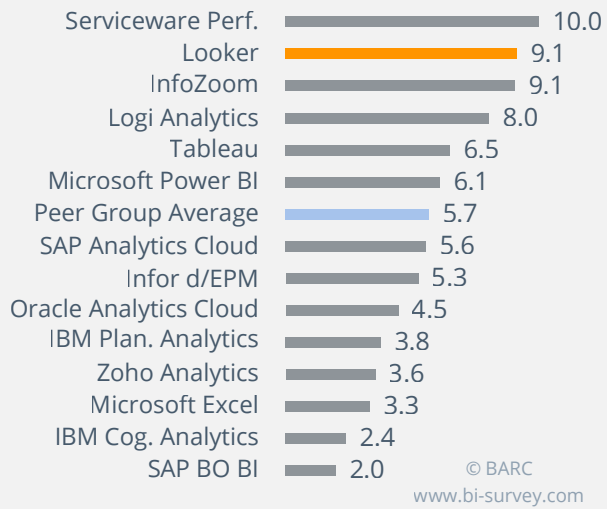
Peer Group: Embedded Analytics-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Vendor Support – Leader

Peer Group: Business Software Generalists

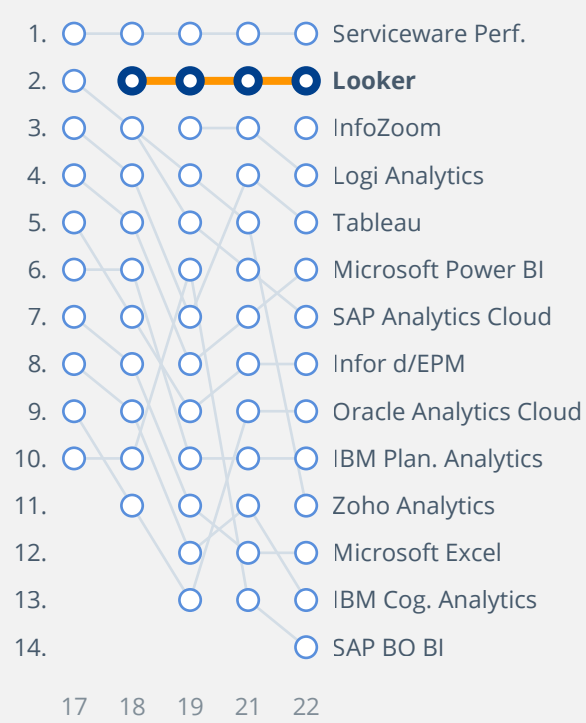


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Vendor Support

Consistently outstanding in *Vendor Support*

Peer Group: Business Software Generalists



BARC Viewpoint

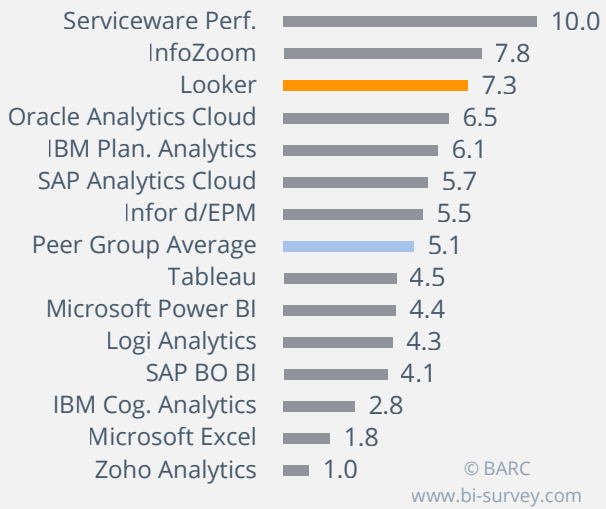
For the fourth year in a row, Looker received impressive feedback for its support services. This year, not a single Looker customer complained about the vendor's support. Overall, 84 percent reported at least satisfactory vendor support with 63 percent even describing it as excellent. The remaining 16 percent said they were yet to require vendor support, which in itself is also very positive. "The Looker team is very responsive and continuously implementing new features," reported one user.

Implementer Support

This KPI measures user satisfaction with the level of the implementer’s support for the product.

Implementer Support – Leader

Peer Group: Business Software Generalists



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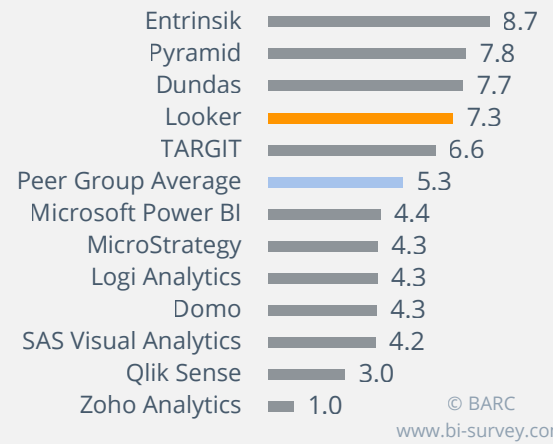
Implementer Support – Leader

Peer Group: Embedded Analytics-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

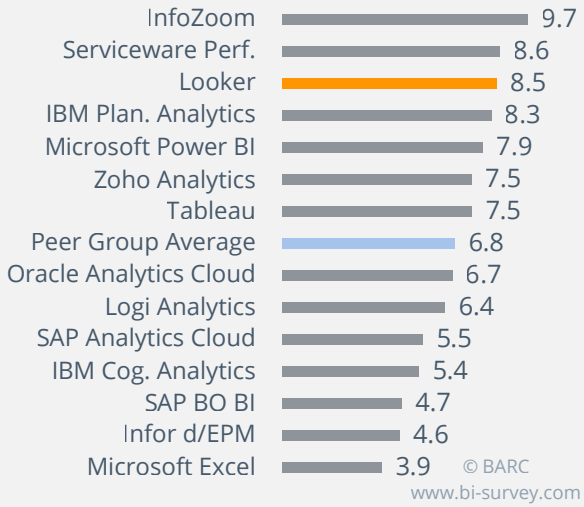
Alongside great results in the *Vendor Support* KPI, Looker received similarly outstanding customer feedback for its implementer support services. Not one customer complained of poor implementer support. Overall, 69 percent found their implementation services at least satisfactory while the remaining 31 percent did not even need to use them at all. As a result, Looker achieved leading placements for *Implementer Support* in the *Business Software Generalists* and *Embedded Analytics-focused Products* peer groups in The BI & Analytics Survey 22.

Product Satisfaction

This KPI is based on the level of satisfaction with the product.

Product Satisfaction – Leader

Peer Group: Business Software Generalists



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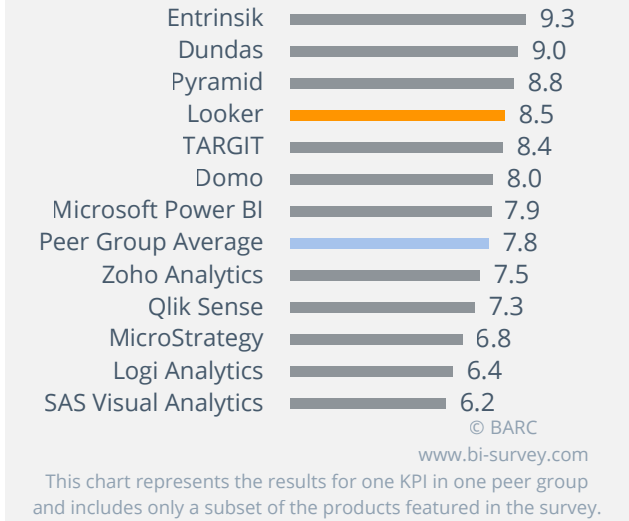
Product Satisfaction – Leader

Peer Group: Embedded Analytics-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Product Satisfaction

BARC Viewpoint

Product Satisfaction is another KPI where Looker shines: None of the respondents to this year's survey were dissatisfied with the product. Indeed, an impressive 94 percent were either "somewhat" or "very" satisfied.

The free-text feedback provided by customers reflects a high opinion of the vendor and the value of the platform. Their feedback was not gushy. Instead, they offered reasonable and honest views about areas for improvement while revealing their high opinion of the vendor itself, as well as praising Looker's architecture and ability to meet customer requirements.

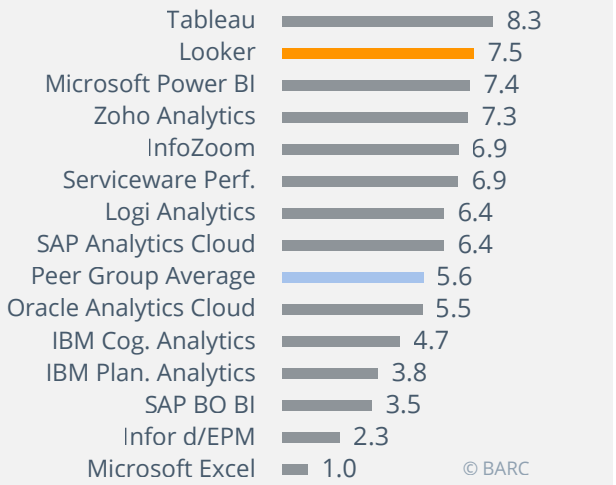
Dashboards & Customer Satisfaction

The *Dashboards* KPI is based on how users rate their BI tool for creating dashboards/reports (data selection, data visualization, formatting/layout).

The *Customer Satisfaction* KPI combines the *Recommendation, Product Satisfaction, Vendor Support* and *Implementer Support* KPIs.

Dashboards – Leader

Peer Group: Business Software Generalists



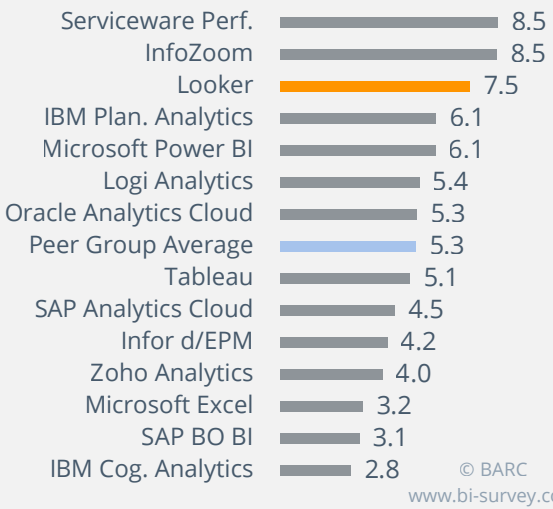
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint — Dashboards

Feedback about Looker's capabilities for report and dashboard creation was generally positive this year. 94 percent reported "good" or "excellent" functionality for data selection, data visualization and the formatting/layouting capabilities of the solution. Customers especially highlighted the way they can create ad hoc reports using drag and drop, as well as the self-service and agility the solution offers. Looker's semantic layer based on LookML helps users to query underlying data sources without having to know the complex structures or technical terminology of the databases. Together with the product's ad hoc nature, this functionality seems to be exactly what users want.

Customer Satisfaction – Leader

Peer Group: Business Software Generalists



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Customer Satisfaction — BARC Viewpoint

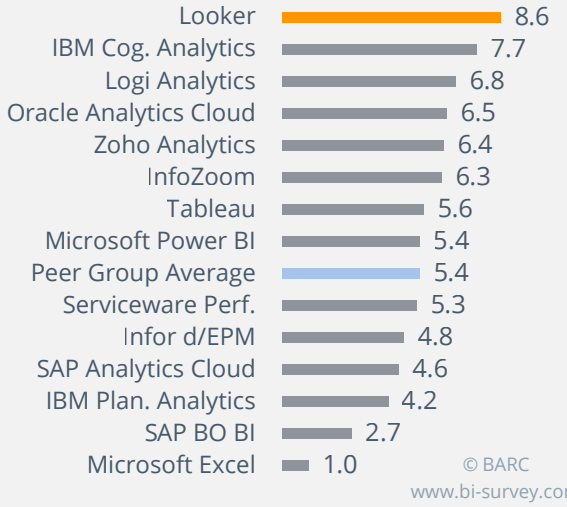
We believe that *Customer Satisfaction* encompasses satisfaction with the vendor, its product and the implementer. Therefore we aggregate the *Recommendation, Product Satisfaction, Vendor Support* and *Implementer Support* KPIs to calculate overall *Customer Satisfaction*. Looker achieved leading placements in all of these KPIs, therefore shedding a good light on the vendor and its ability to provide customers with a high level of benefits and services.

Distribution of Reports

This KPI is based on how users rate their BI tool in terms of its support for the distribution of reports (dispatch/publication, scheduling, formats).

Distribution of Reports – Top-ranked

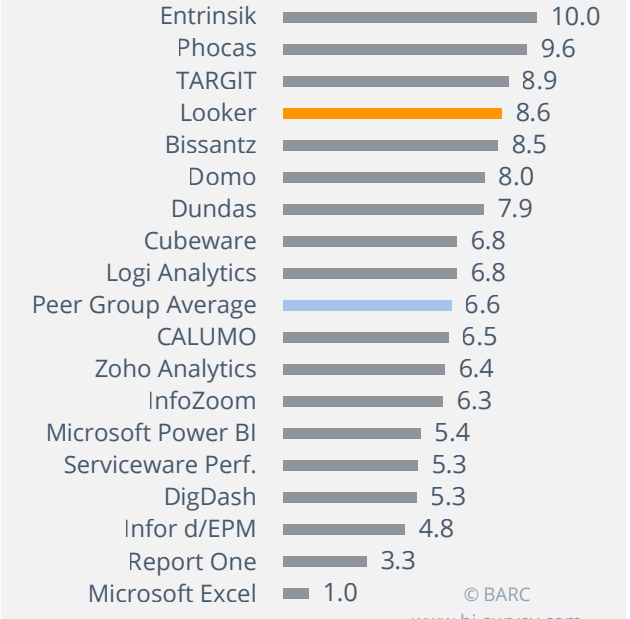
Peer Group: Business Software Generalists



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Distribution of Reports – Leader

Peer Group: Midsize/Departmental Implementations

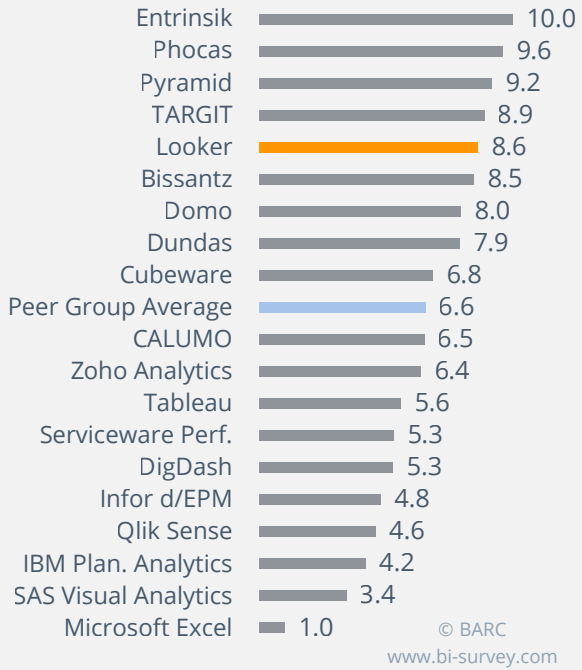


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Distribution of Reports

Distribution of Reports – Leader

Peer Group: Ad Hoc Reporting-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

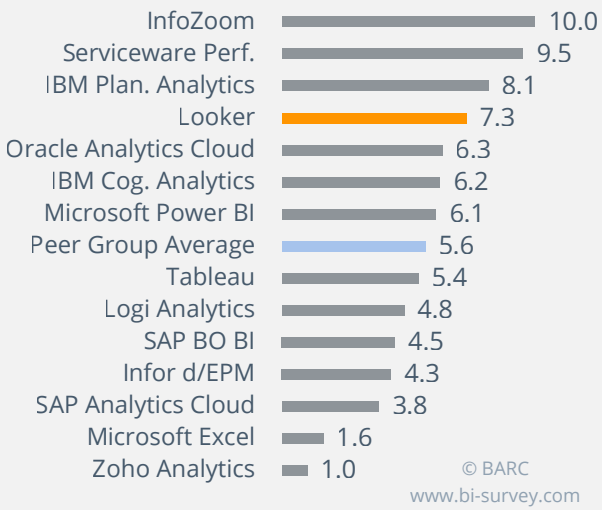
Looker customers are very interested in providing information to a broad range of users. 88 percent of Looker customers love the product's distribution capabilities for reports and dashboards. Half of them even describe the functionality as "excellent". Although Looker is not a typical classic BI solution, it does offer the kind of business-user-oriented scheduling capabilities one would expect to find in such products. Moreover, Looker content can be embedded in other applications or sent to collaboration tools such as Slack and Microsoft Teams.

Ad Hoc Query

This KPI is based on how users rate their BI tool in terms of its support for ad hoc queries (data access, drag-and-drop, suitability for business users).

Ad Hoc Query – Leader

Peer Group: Business Software Generalists



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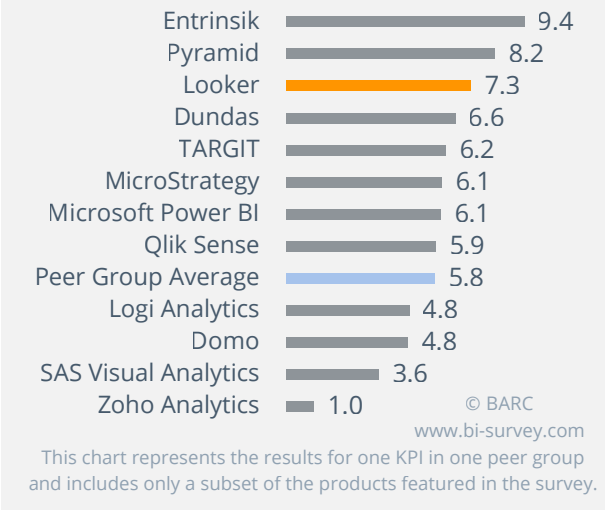
Ad Hoc Query – Leader

Peer Group: Embedded Analytics-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Ad Hoc Query

BARC Viewpoint

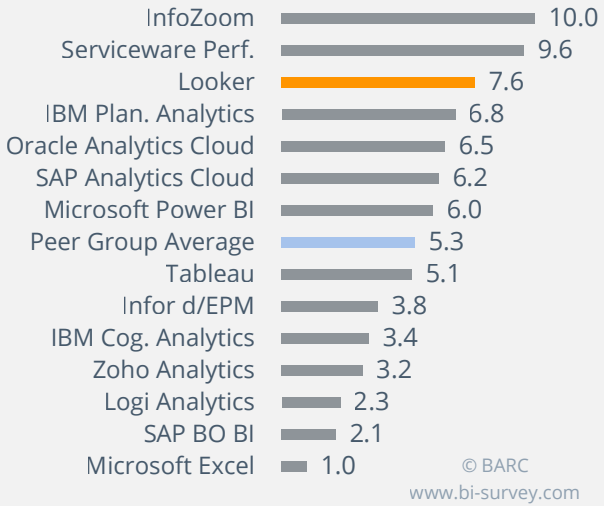
93 percent of Looker users find the product's ad hoc query capabilities at least satisfactory, and almost half describe them as "excellent". This results in leading placements in the *Business Software Generalists* and *Embedded Analytics-focused Products* peer groups for the *Ad Hoc Query* KPI. This KPI reflects users' real opinions about the product's functionality and is therefore very revealing. BI and analytics products that focus solely on creating and distributing predefined content are not suitable to serve the fast-changing needs of the future. As companies have to react quickly to events, ad hoc query and analysis functionality is key to support users in finding needed insights in data.

Analyses

This KPI is based on how users rate their BI tool for performing analyses (KPI calculations, data navigation, predefined analyses).

Analyses – Leader

Peer Group: Business Software Generalists



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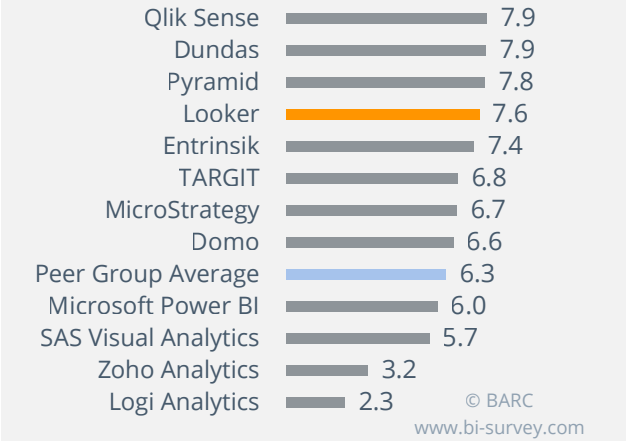
Analyses – Leader

Peer Group: Embedded Analytics-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Analyses

BARC Viewpoint

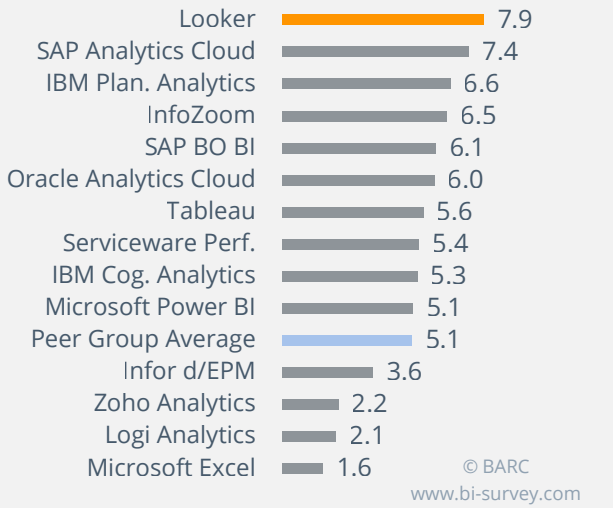
Looker provides KPI creation and data navigation capabilities suitable for business users. Two thirds of all Looker respondents find this functionality at least satisfactory while a further 17 percent have not used it yet. This strong feedback underlines the vendor's focus on serving many users with access to readable and easy-to-understand data through its semantic layer together with business-oriented ad hoc navigation capabilities to help reveal insights.

Self-Service

This KPI is based on how many sites currently use self-service features with their BI tool.

Self-Service – Top-ranked

Peer Group: Business Software Generalists



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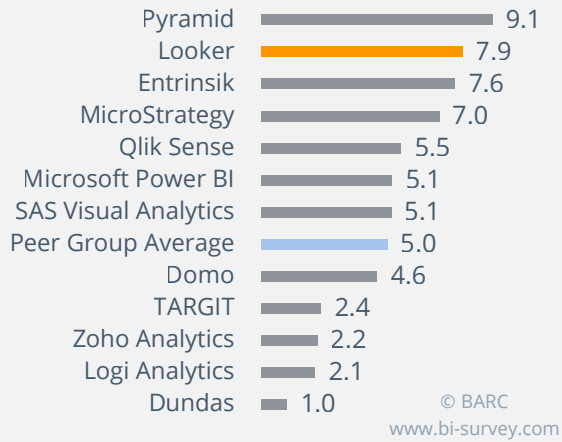
Self-Service – Leader

Peer Group: Embedded Analytics-focused Products

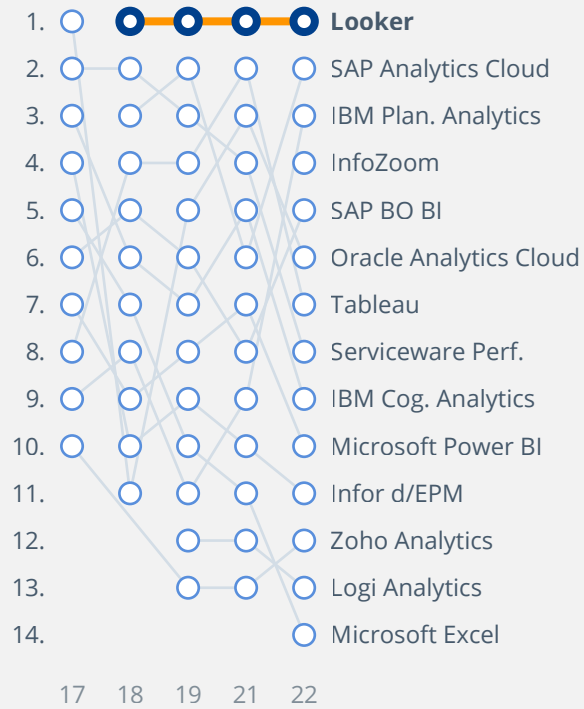


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Self-Service

Consistently top-ranked in *Self-Service*

Peer Group: Business Software Generalists

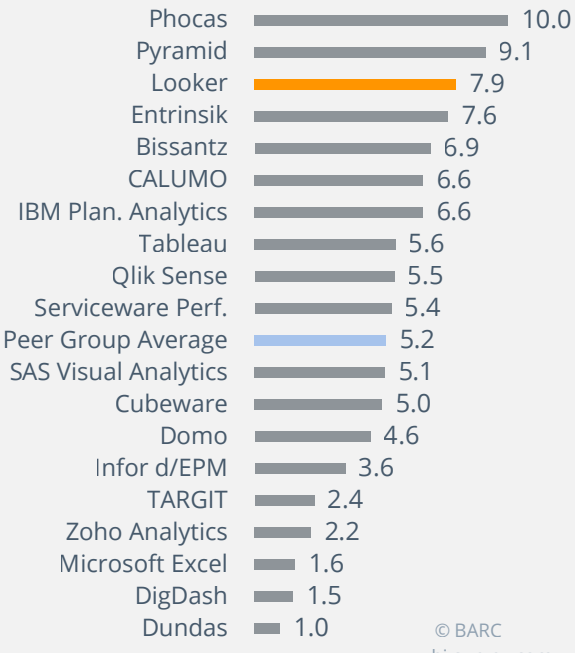


BARC Viewpoint

83 percent of Looker customers have used the product for self-service analytics and BI, and respondents also reported strong ad hoc and creation-oriented usage by business users. The solution offers business-user-oriented point-and-click options to query its metadata layer and create visualizations. Customers therefore seem to achieve the data experience they require with Looker. This feedback results in leading placements in two of its peer groups. Compared to other solutions suitable for midsize/departmental implementations, Looker has consistently ranked highly in the *Self-Service* KPI for the last four years.

Self-Service – Leader

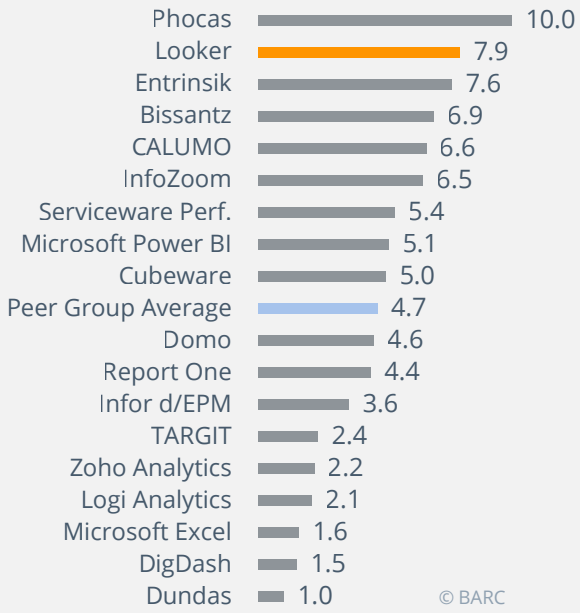
Peer Group: Ad Hoc Reporting-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Self-Service – Leader

Peer Group: Midsize/Departmental Implementations

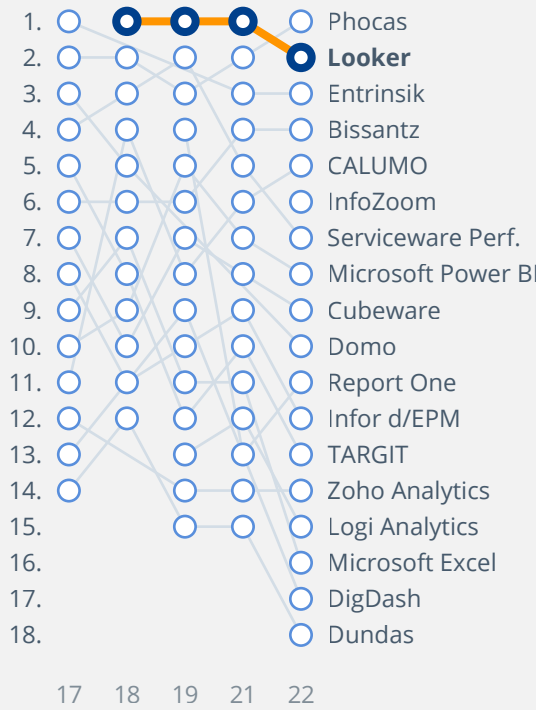


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Self-Service

Consistently outstanding in *Self-Service*

Peer Group: Midsize/Departmental Implementations



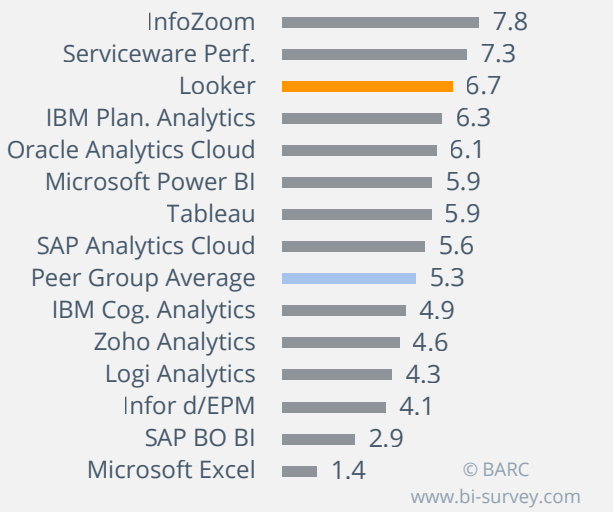
Functionality & Sales Experience

The *Functionality* KPI combines the *Dashboards, Distribution of Reports, Ad Hoc Query, Analyses, Advanced Analytics* and *Planning and Budgeting* KPIs.

The *Sales Experience* KPI is based on how respondents rate the sales/purchasing experience with the vendor.

Functionality – Leader

Peer Group: Business Software Generalists



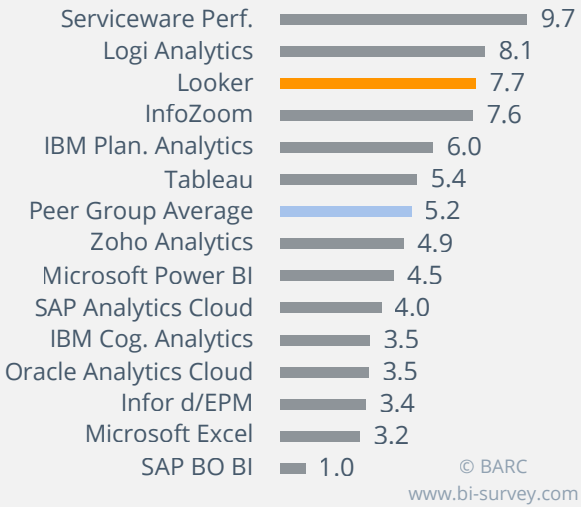
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint — Functionality

The *Functionality* KPI reflects customer opinion of the product's features for creating dashboards and distributing reports as well as its capabilities for *Ad Hoc Query, Analyses, Advanced Analytics* and *Planning and Budgeting*. Despite not focusing on planning and budgeting use cases, Looker still manages a high ranking in the *Business Software Generalists* peer group. This is a great result which once again reflects the high opinion customers have of the software. Leading placements in the *Ad Hoc Query, Analyses, Dashboards* and *Distribution of Reports* KPIs are the main contributors to this achievement.

Sales Experience – Leader

Peer Group: Business Software Generalists



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Sales Experience

BARC Viewpoint

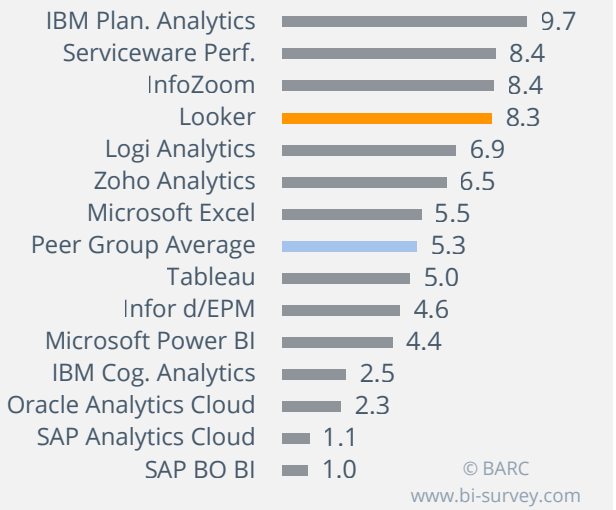
We calculate the overall experience a customer has with the vendor's sales staff by asking respondents to rate seven different aspects of their dealings with the vendor: 'Overall rating of product evaluation and contract negotiation', 'timely and thorough response to product-related and technical questions', 'ability to understand your organization's needs', 'pricing and contract flexibility', 'industry-specific knowledge', 'general conduct' and 'marketing/sales promises were kept/are in line with expectations'. Looker was rated above average in all areas. Customers especially highlighted Looker's general conduct, as well as its keeping of marketing/sales promises and ability to understand customer needs.

Flexibility

This KPI is based on how often the product was chosen for its flexibility, and on the frequency of complaints about user flexibility post-implementation.

Flexibility – Leader

Peer Group: Business Software Generalists



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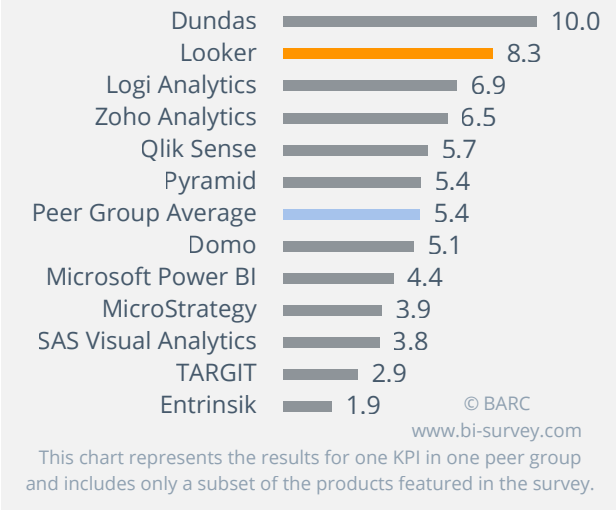
Flexibility – Leader

Peer Group: Embedded Analytics-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

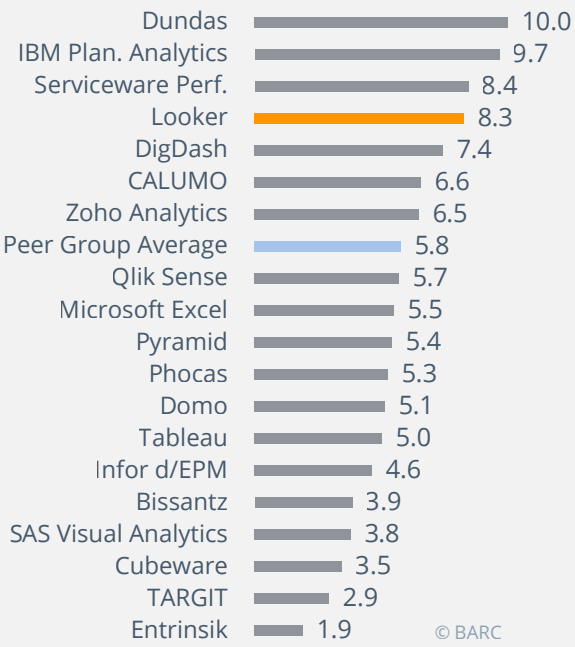
Flexibility

BARC Viewpoint

61 percent of Looker customers chose the product for its flexibility, which is comfortably above the overall survey average of 40 percent. Only 3 percent had any complaints in this regard. These achievements culminated in leading placements for *Flexibility* in all of Looker's peer groups. Customer feedback reveals satisfaction with various aspects of flexibility: flexibility to create dashboards and ad hoc analysis, development flexibility as well as general product versatility and self-service support.

Flexibility – Leader

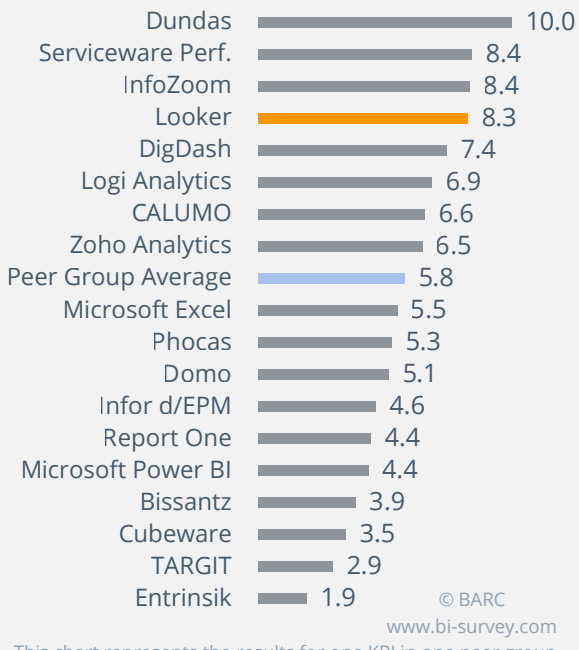
Peer Group: Ad Hoc Reporting-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Flexibility – Leader

Peer Group: Midsize/Departmental Implementations



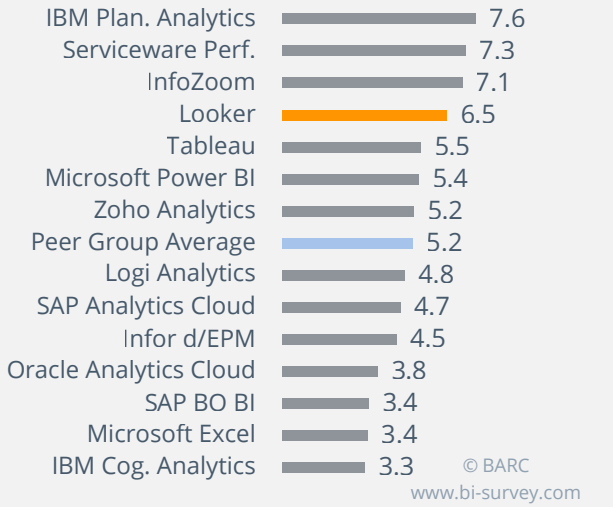
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Customer Experience

This KPI combines the *Self-Service*, *Ease of Use*, *Flexibility*, *Query Performance*, *Performance Satisfaction* and *Sales Experience* KPIs.

Customer Experience – Leader

Peer Group: Business Software Generalists



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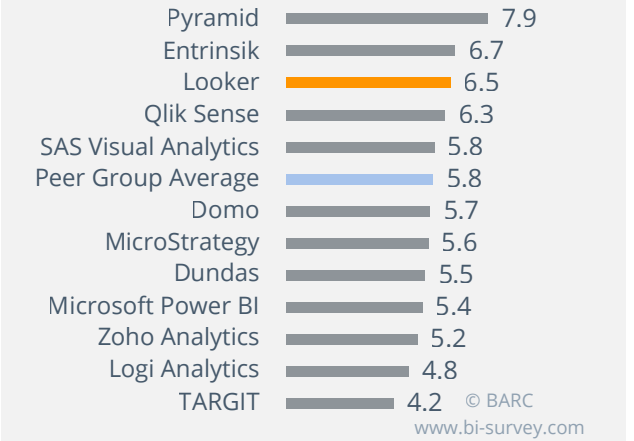
Customer Experience – Leader

Peer Group: Embedded Analytics-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Customer Experience

BARC Viewpoint

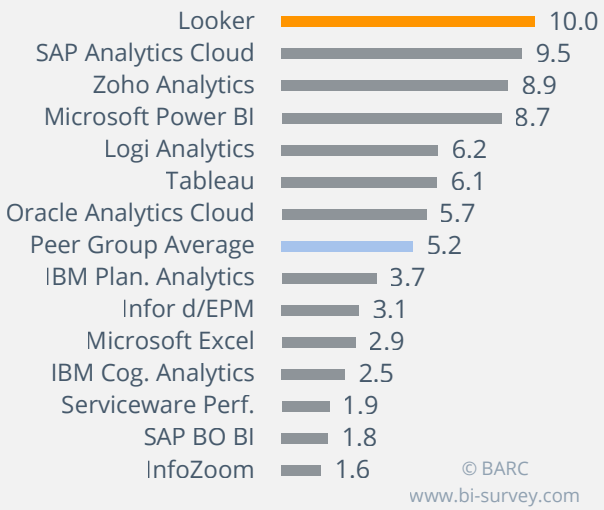
Customer Experience is an aggregated KPI based on the *Self-Service, Ease of Use, Flexibility, Query Performance, Performance Satisfaction* and *Sales Experience* KPIs. Compared to other *Business Software Generalists* and *Embedded Analytics-focused Products*, Looker achieved strong results in this KPI. High rankings in aggregated KPIs such as this show that a product can perform well across a broad range of criteria, and not just in one or two individual KPIs.

Cloud BI

This KPI is based on the proportion of survey respondents that currently use the product in a cloud environment.

Cloud BI – Top-ranked

Peer Group: Business Software Generalists



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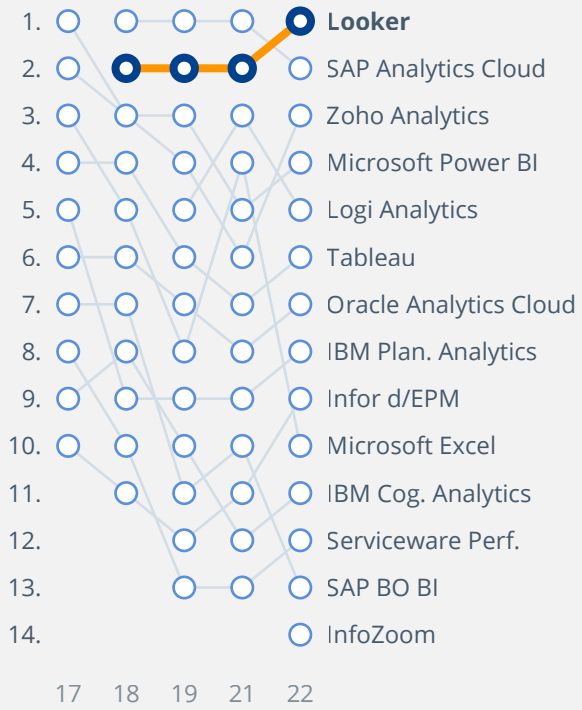
Consistently outstanding in *Cloud BI*

Peer Group: Business Software Generalists



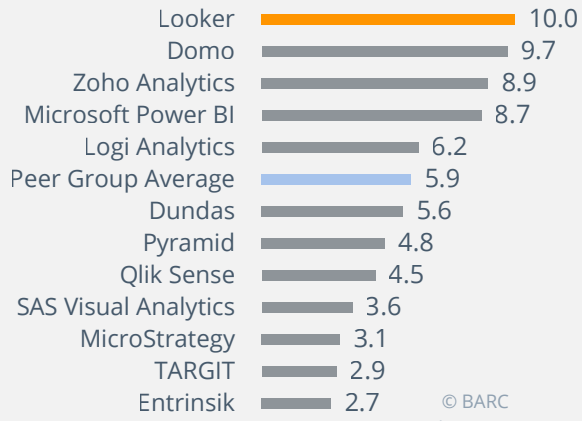
Cloud BI

BARC Viewpoint

Cloud deployment seems to be very important for Looker buyers. 29 percent said they purchased the product due to its deployment options – well above the survey average of 9 percent. 86 percent of Looker customers have used the solution in the cloud, which explains its great results in the *Cloud BI* KPI. This is the highest value in the whole BI & Analytics Survey 22. Given the reported data volumes and the fact that 43 percent of customers cited the handling of large data volumes as a reason for purchasing the solution, a picture emerges of potentially heavy use of cloud databases such as Google BigQuery.

Cloud BI – Top-ranked

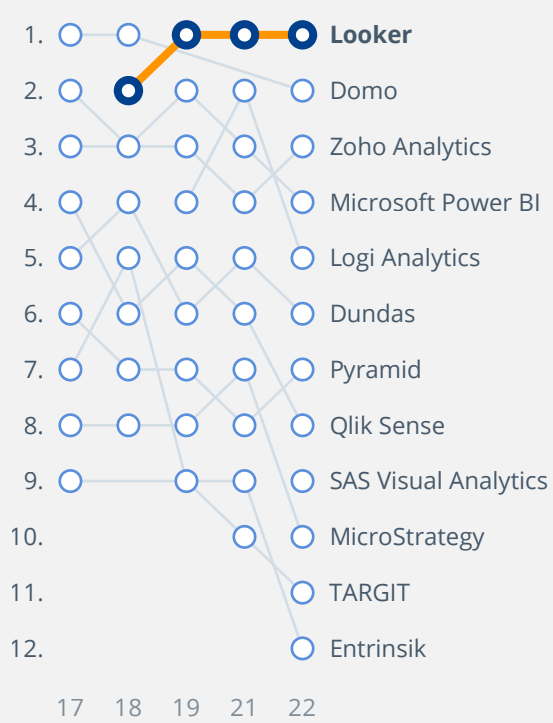
Peer Group: Embedded Analytics-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Consistently outstanding in *Cloud BI*

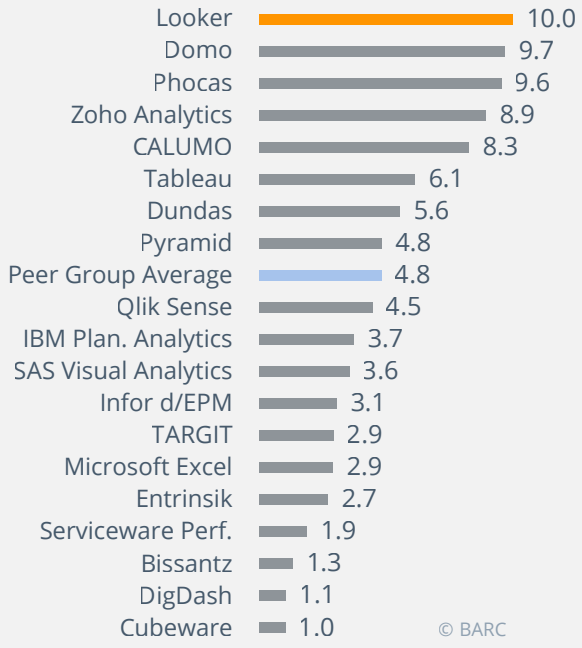
Peer Group: Embedded Analytics-focused Products



Cloud BI

Cloud BI – Top-ranked

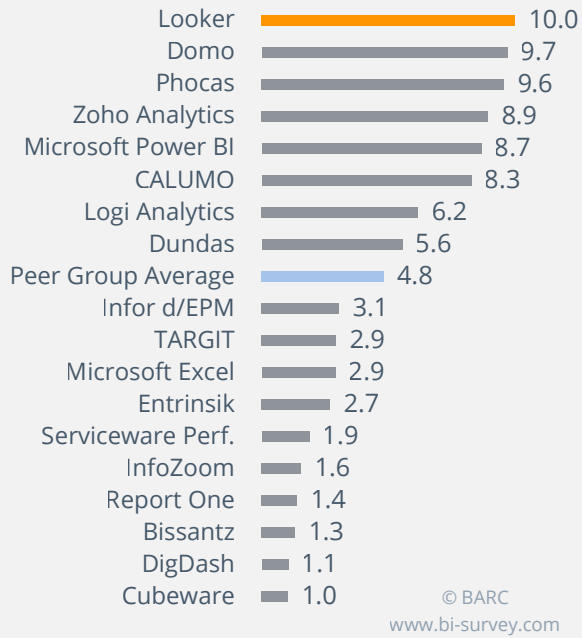
Peer Group: Ad Hoc Reporting-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Cloud BI – Top-ranked

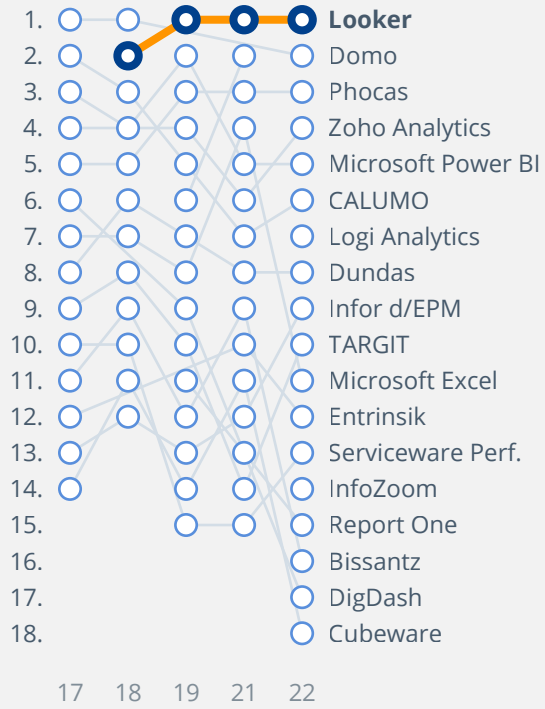
Peer Group: Midsize/Departmental Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Consistently outstanding in *Cloud BI*

Peer Group: Midsize/Departmental Implementations



Consistently outstanding in *Cloud BI*

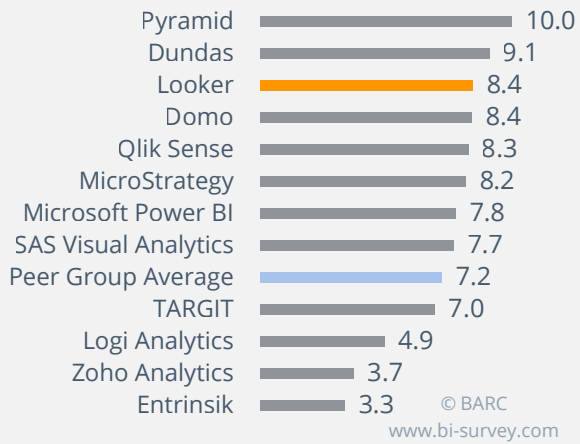
Peer Group: Ad Hoc Reporting-focused Products

Visual Analysis

This KPI is based on the proportion of survey respondents that currently perform visual analysis with their BI tool.

Visual Analysis – Leader

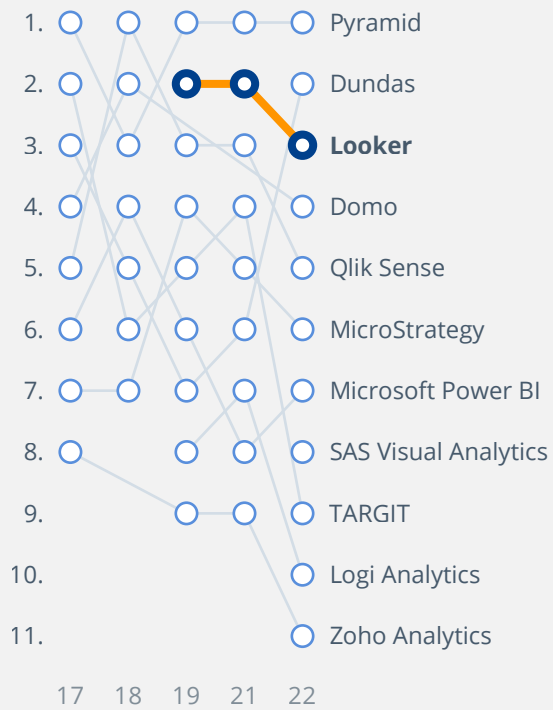
Peer Group: Embedded Analytics-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Consistently outstanding in *Visual Analysis*

Peer Group: Embedded Analytics-focused Products



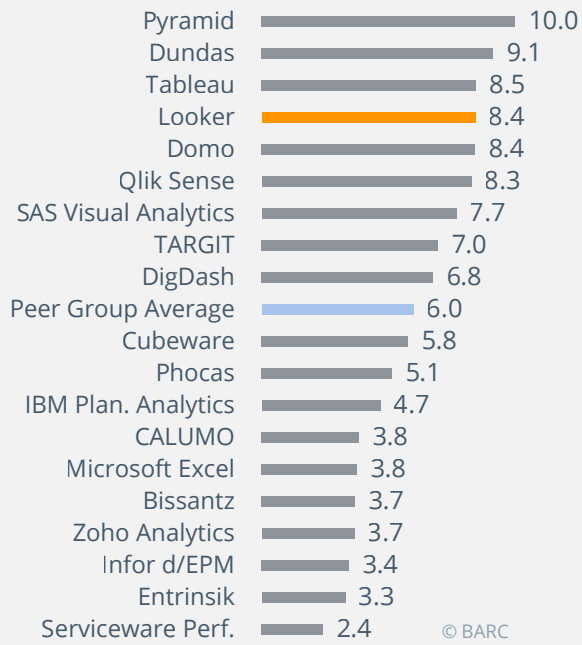
Visual Analysis

BARC Viewpoint

Looker achieves leading placements in all of its peer groups in the *Visual Analysis* KPI. This measure reflects the proportion of users who have used the product in this usage scenario. In the case of Looker, 77 percent of respondents have deployed the platform in visual analysis scenarios. The platform can be used to create interactive dashboards which visually guide users while navigating data. This especially helps operational staff to spot anomalies or outliers in data. As many Looker customers appear to use the product in operational BI and embedding scenarios, an emphasis on visual analysis is only natural.

Visual Analysis – Leader

Peer Group: Ad Hoc Reporting-focused Products



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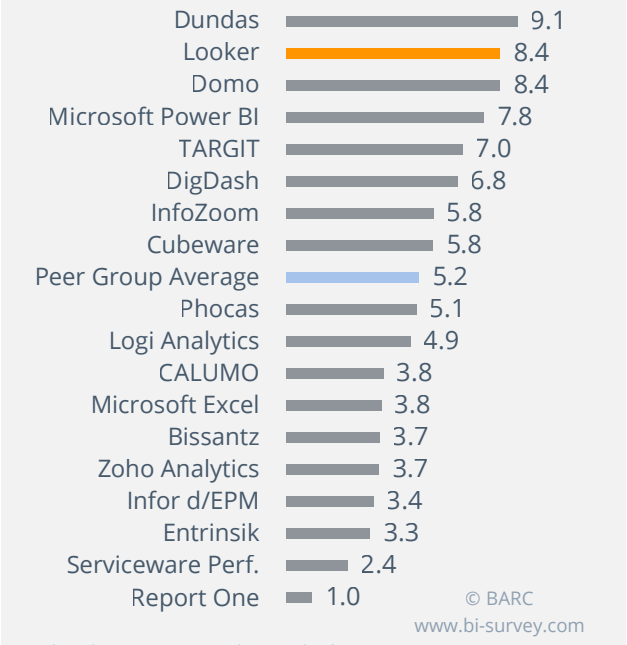
Visual Analysis – Leader

Peer Group: Midsize/Departmental Implementations

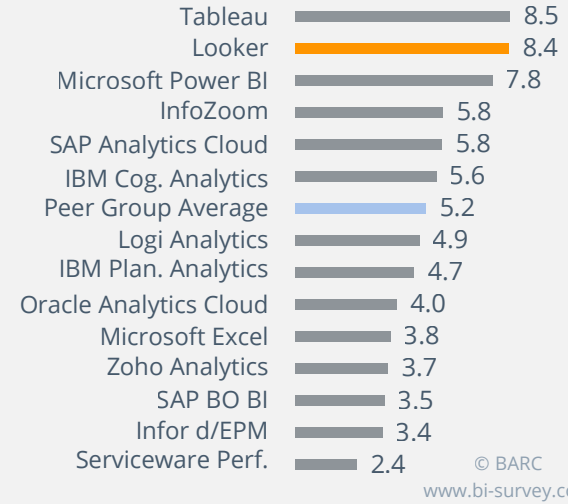


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Visual Analysis

Visual Analysis – Leader

Peer Group: Business Software Generalists



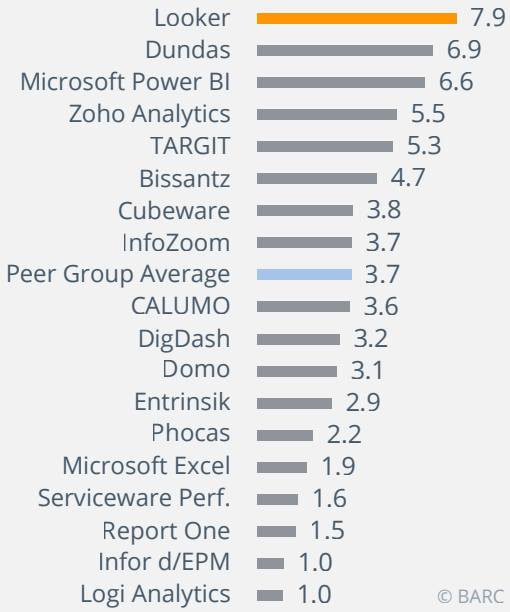
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Location Intelligence

This KPI is based on the proportion of survey respondents that currently perform spatial/location analysis with their BI tool.

Location Intelligence – Top-ranked

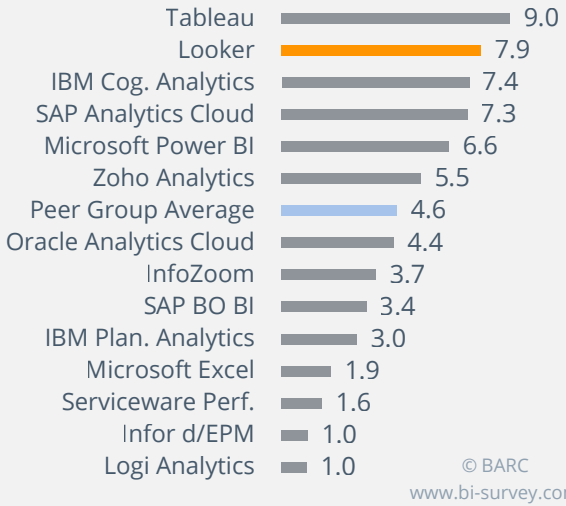
Peer Group: Midsize/Departmental Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Location Intelligence – Leader

Peer Group: Business Software Generalists

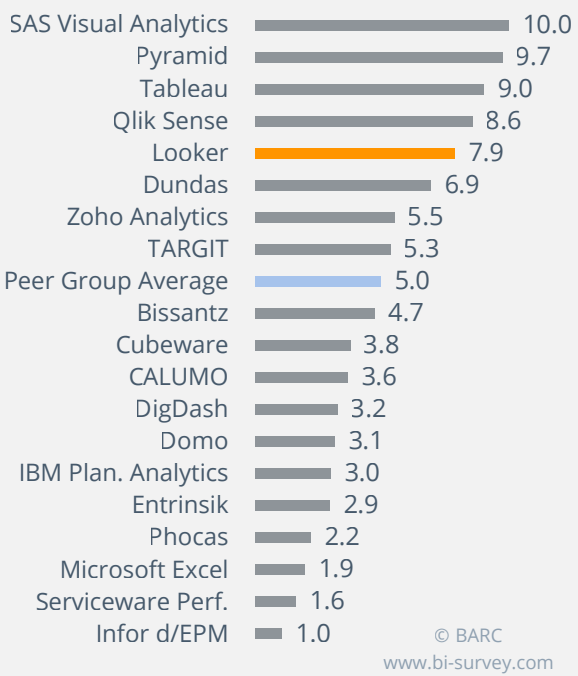


This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Location Intelligence

Location Intelligence – Leader

Peer Group: Ad Hoc Reporting-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

Being a data-driven enterprise means taking all the information in data seriously and establishing a data-based decision culture within the organization. Looker aims to support its customers in that journey by enabling access to – and use of – all available data. As location information is almost always present in data sets, it seems obvious that it should be used. Besides displaying this information on maps, Looker supports formats such as TopoJSON and offers a Geo Data Block to support more advanced location intelligence requirements. Strong usage of Looker for location intelligence is reflected in high rankings in this KPI.

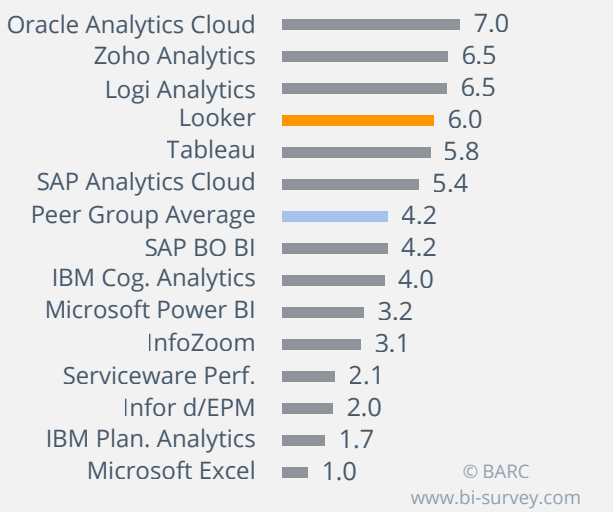
Operational BI & Embedded BI

The *Operational BI* KPI is based on the proportion of survey respondents that currently use real-time data from transactional systems with their BI tool.

The *Embedded BI* KPI is based on the proportion of survey respondents that use embedded BI.

Operational BI – Leader

Peer Group: Business Software Generalists



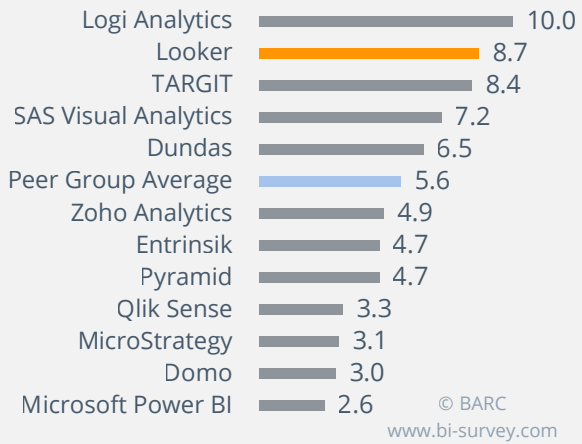
This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint — Operational BI

Lookers customers reported the highest level of 'improved operational efficency' of all the products in The BI & Analytics Survey 22. Although about half of Looker respondents have used the product for real-time access to transactional systems (operational BI) or embedded BI, this particular benefit and the high percentage of employees using the product points to strong usage in operational rather than tactical scenarios. This is actually in line with Looker's strategic direction to equip customers with data experiences and provide them with value by delivering their data assets to other collaboration or transactional systems through actions or integrations with different providers.

Embedded BI – Leader

Peer Group: Embedded Analytics-focused Products



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Embedded BI — BARC Viewpoint

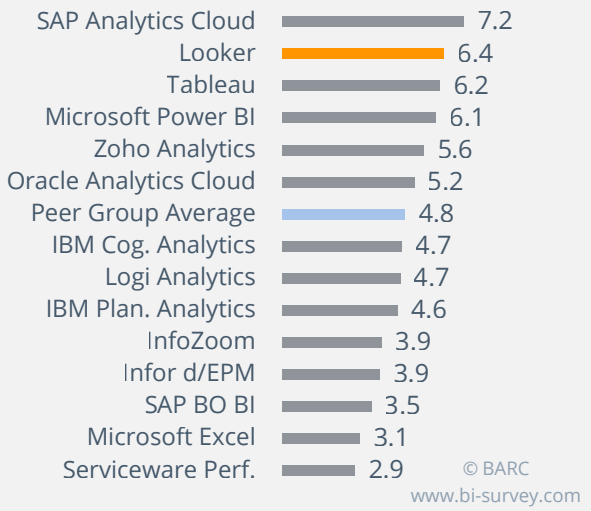
56 percent of Looker respondents this year have used the product for embedded BI, and about a half for operational BI. The Looker platform is not only capable of querying data from a number of different sources, it can also be embedded in other applications or 'white-labeled'. One customer summed up its strengths as follows: "The semantic layer, the easy integration with other SaaS applications like Slack, the quality of integration with Google BigQuery, software engineering-centric BI (source controlled code, unit testing etc.), API and embedding flexibility."

Innovation

This KPI combines the *Cloud BI, Data Preparation, Visual Analysis, Visual Design Standards, Location Intelligence, Mobile BI, Operational BI* and *Embedded BI* KPIs to measure the product's level of innovation.

Innovation – Leader

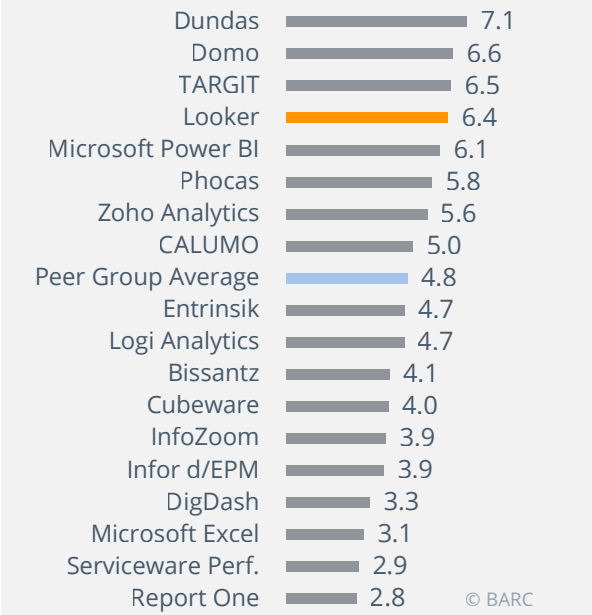
Peer Group: Business Software Generalists



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Innovation – Leader

Peer Group: Midsize/Departmental Implementations



This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

Innovation

BARC Viewpoint

Looker is a modern data and analytics platform and therefore serves its customers in a range of different trending scenarios. We measure this aggregated KPI by combining the results of the *Cloud BI, Data Preparation, Visual Analysis, Visual Design Standards, Location Intelligence, Mobile BI, Operational BI* and *Embedded BI* root KPIs. Especially high usage in the areas of cloud BI, visual analysis, location intelligence, operational BI and embedded BI lead to strong results in the Innovation KPI this year. Looker is ranked among the leaders in the *Business Software Generalists* and *Midsize/Departmental Implementations* peer groups.

BARC — Business Application Research Center

Making digital leaders

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

Our 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.

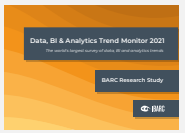
Events

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 BARC *Data, BI and Analytics Trend Monitor 2021* reflects on the trends currently driving the BI, analytics and data management market from a user perspective. We asked close to 2,900 users, consultants and vendors for their views on the most important BI trends.

The BARC study *The Future of Reporting* investigates how and why companies should modernize their reporting. It is based on a survey of 600 participants from 58 countries across a range of industries. **Download here**.

The Planning Survey 21 is the world's largest survey of planning software users. Based on a sample of 1,422 responses, it offers an unsurpassed level of user feedback on 21 leading planning products. Find out more at www.bi-survey.com

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