财务决策支持系统概述

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Gartner Report on ABIP

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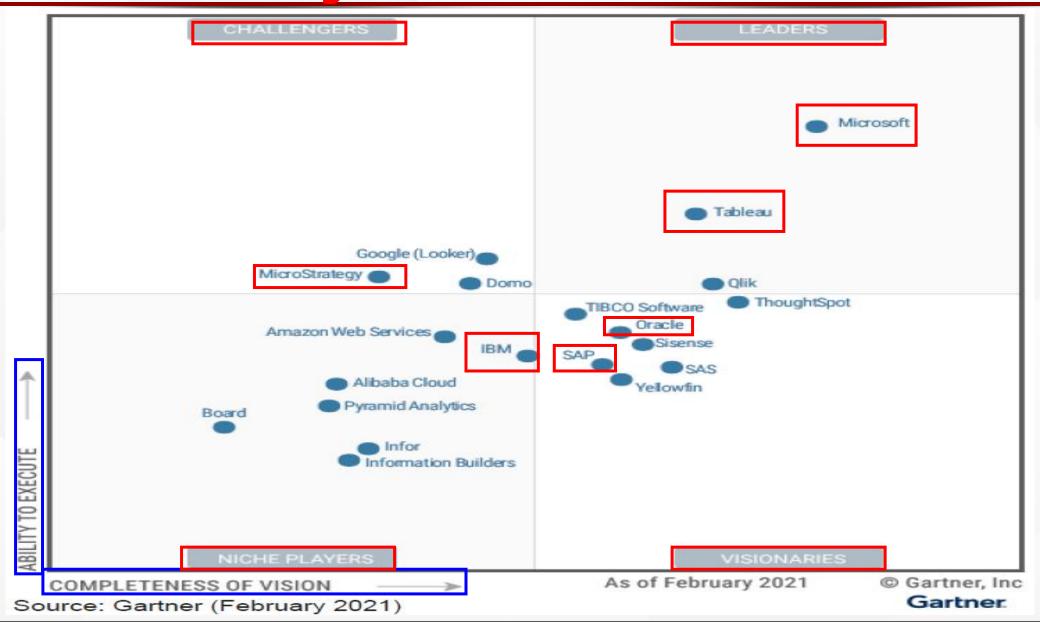
魔力象限基于公司发展前景的完备性和执行能力，将构成竞争的公司分成四个不同的部分：

✓ 利基型企业（Niche Player）：公司发展前景的完备性和执行能力方面都得低分的公司也许占有一定的市场份额，但还是比不上规模大一些的厂商；这些公司通常关注功能性或其他特定领域，或者是新成立的公司。

✓ 有远见者（Visionaries）：了解市场动态并且有潜力进行创新，但也许尚缺乏执行这些的能力。在较为成熟的市场中，有远见者则常常要么是设法实现的小企业，要么是不想按常理出牌的大厂商。

✓ 挑战者（Challengers）：执行能力高，但缺少强劲的发展势头。挑战者往往是大型一点的成熟厂商并且不愿打破其当前的发展计划，随着公司的发展他们完全有实力成为行业领袖。

✓ 行业领袖（Leaders）：公司发展前景的完备性和执行能力方面均得高分的行业领袖往往是大型的成熟公司、拥有大量客户群并且在市场上知名度极高。行业领袖在市场中有巨大的拉力，甚至有实力影响市场的整体发展方向。

Magic Quadrant for Analytics and Business Intelligence Platforms

CHALLENGERS

LEADERS

Microsoft

Tableau

Google (Looker)

MicroStrategy

Domo

Qlik

ThoughtSpot

TIBCO Software

Oracle

Amazon Web Services

IBM

SAP

Sisense

SAS

Yellowfin

Alibaba Cloud

Pyramid Analytics

Board

Infor
Information Builders

ABILITY TO EXECUTE

NICHE PLAYERS

VISIONARIES

COMPLETENESS OF VISION

As of February 2021

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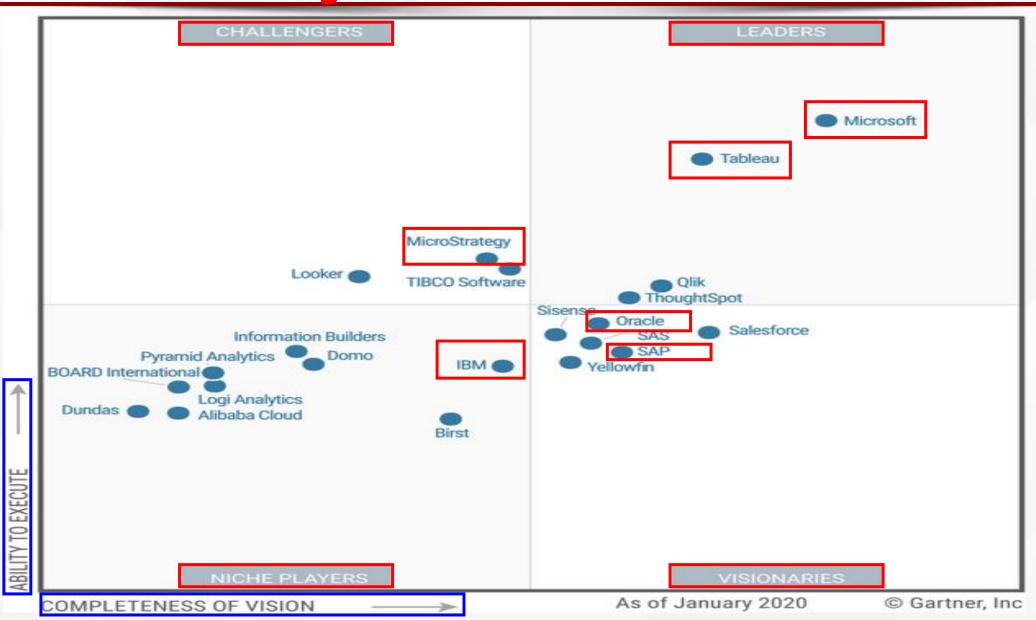Source: Gartner (February 2021)

Gartner

- 2021 ABI platform functionality includes the following 12 critical capability areas:

  - Security
  - Manageability
  - Cloud
  - Data source connectivity
  - Data preparation
  - Catalog

  - Automated insights
  - Data visualization
  - Data storytelling
  - Natural language query
  - Natural language generation
  - Reporting

Magic Quadrant for **Analytics and Business Intelligence Platforms**

上海财经大学
SHANGHAI UNIVERSITY OF FINANCE AND ECONOMICS

CHALLENGERS

LEADERS

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SAP

Yellowfin

Dundas

Logi Analytics

Alibaba Cloud

Birst

ABILITY TO EXECUTE

NICHE PLAYERS

VISIONARIES

COMPLETENESS OF VISION

As of January 2020

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- 2020 ABI platform functionality includes the following 15 critical capability areas:
  - Security
  - Manageability
  - Cloud
  - Data source connectivity
  - Data preparation
  - Model complexity
  - Catalog
  - Automated insights
  - Advanced analytics
  - Data visualization
  - Natural language query
  - Data storytelling
  - Embedded analytics
  - Natural language generation
  - Reporting

- Completeness of Vision axis.

Evaluation Criteria ↓	Weighting ↓
Market Understanding	High
Marketing Strategy	High
Sales Strategy	High
Offering (Product) Strategy	High
Business Model	Not Rated
Vertical/Industry Strategy	Low
Innovation	High
Geographic Strategy	Medium

- Ability to Execute axis. Niche player

Evaluation Criteria ↓	Weighting ↓
Product or Service	High
Overall Viability	High
Sales Execution/Pricing	Medium
Market Responsiveness/Record	High
Marketing Execution	Not Rated
Customer Experience	High
Operations	High

- Modern analytics and business intelligence (ABI) platforms are characterized by easy-to-use functionality that supports a full analytic workflow — from data preparation to visual exploration and insight generation — with an emphasis on self-service and augmentation.

- ABI platforms are no longer differentiated by their **data visualization** capabilities, which are becoming commodities. Instead, differentiation is shifting to:

  - **Integrated support for enterprise reporting capabilities.** Organizations are interested in how these platforms, known for their agile data visualization capabilities, can now help them modernize their enterprise reporting needs.

  - **Augmented analytics.** Machine learning (ML) and artificial intelligence (AI)-assisted data preparation, insight generation and insight explanation — to augment how business people and analysts explore and analyze data — are fast becoming key sources of competitive differentiation, and therefore core investments, for vendors

ABIP Vendors Strengths and Cautions

- Microsoft

- Tableau

- IBM

- Microstrategy

- Oracle

- SAP

- SAS