The data, analytics, and BI market has exploded!

5 years ago: dozens of vendors.
Today: hundreds of vendors.

It’s a noisy, new world.

You need a trusted guide to help you navigate this new landscape.

Identify key trends to help determine your roadmap.
Determine the strengths and weaknesses of top competitors.
Assess how well you're delivering on what users actually want.
Help you set yourself apart from your competition.

The old-school analyst firms promised to help you navigate the noise.

They failed.
In addition to extensive coverage of our research in prominent publications, our research is read by the thousands of organizations in our research community.

Deep first-hand experience from industry experts

The Dresner Advisory team has over 200 years of collective experience, including veteran industry analysts, product specialists and technologists, and BI/analytics business users.

Our experience translates into bottom-line results.

Growing market impact

In addition to extensive coverage of our research in prominent publications, our research is read by the thousands of organizations in our research community.

Data-driven, unbiased by opinion

All research is primary research: we collect the data, analyze it ourselves, and document the findings.

And only Dresner has the Wisdom of Crowds® market studies with data from consistent, customer-reported criteria, not self-reported summaries that change every year.
The Real Business Intelligence conference is **NOT about technology.**

It focuses on strategies for success with Business Intelligence, analytics, performance management and information management. We limit attendance to very senior business and IT leaders.

Every year, we assemble impressive (and perhaps unconventional) faculties that you won't see or hear anywhere else.

**100% of past attendees have said that they would attend again!**

---

**Real Business Intelligence Conference**

**Wisdom of Crowds®**

**Detailed. Broad. Consistent.**

Our trademark thirty-three measure vendor rating system is driven by voice of the customer – addressing all aspects of the user experience.

---

**2021 Research Agenda**

**Flagship Market Studies**
- In-depth analysis of established markets.
- Vendor ratings (both collective and individual).
- Distribution rights as part of annual agreement.

**Thematic Market Studies**
- Specific market trends or feature-focused.
- Collective vendor ratings.
- Distribution rights as part of annual agreement.

**Research Insights**
- Topical thought leadership.
- 8-15 pages of practical advice for readers.
- No vendor ratings.
- Distributed using units.

**Vendor Insights**
- Detailed vendor-specific analysis.
- Customer-sourced vendor and product insights.
- Multi-year comparisons; industry benchmarks.

---

**Real Business Intelligence Conference**

The Real Business Intelligence conference is **NOT about technology.**

---

**Flagship Market Studies**
- Analytical Data Infrastructure "Flagship" (5th)
- Natural Language Analytics (NEW!)
- Data Preparation (7th)
- Data Pipeline (2nd)
- Cloud Computing + BI (10th)

**Thematic Market Studies**
- Self-Service BI (6th)
- Business Intelligence "Flagship" (12th)
- Data Catalog (5th)
- Enterprise Performance Management "Flagship" (3rd)

**Research Insights**
- BI Competency Center (8th)
- Data Science and ML (8th)
- Small & Mid-sized BI (9th)
- SME Performance Management (4th)

**Vendor Insights**
- Financial Close Management (NEW!)
- Business Intelligence Platforms (NEW!)
- Sales Performance Management (3rd)
- Embedded BI (8th)