Data. Not opinion.

Data Leaders Service
2022
The data, analytics, and BI market has exploded!

Myriad new concepts, methodologies, architectures, technologies, vendors, products and hype!

It’s a noisy, new world.

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

Understand key market drivers, technological advancements, and best practices for BI, data, and analytics.

Determine your organization’s strengths and weaknesses, and assess how well you're delivering on what the organization needs.

Develop action plans for improvement and set yourself apart through the successful leverage of data and analytics.

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

They failed.
Dresner is different.

Deep first-hand experience from industry experts

The Dresner Advisory team has over 300 years of collective experience, including veteran industry analysts, product specialists and technologists, and BI/analytics business users.

Our experience translates into bottom-line results.

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.

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.

Forbes
THE WALL STREET JOURNAL.
The New York Times
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.

We cover what you need, when you need it.

Flagship Market Studies
- In-depth analysis of established markets.
- Demand-side trends and multi-year comparisons.
- Three major reports throughout the year.

Thematic Market Studies
- Specific market trends or feature-focused.
- Demand and supply-side perspectives on markets.
- 15 reports throughout the year.

Research Insights
- Topical thought leadership.
- 10-20 pages of practical advice for readers.
- Specific recommendations.
- 36 articles throughout the year.

Key Market Reports for 2022

1Q 2022
- Analytical Data Infrastructure “Flagship” (6th ed.)
- Natural Language Analytics (2nd ed.)
- Data Engineering (8th ed.)
- People Analytics (new)
- Cloud Computing + BI (11th ed.)

2Q 2022
- Self-Service BI (7th ed.)
- Guided Analytics (2nd ed.)
- Business Intelligence “Flagship” (13th ed.)
- Data Catalog (6th ed.)
- Enterprise Performance Management “Flagship” (8th ed.)

3Q 2022
- BI Competency Center (9th ed.)
- Data Science and ML (9th ed.)
- Small & Mid-sized BI (10th ed.)
- SME Performance Management (5th ed.)

4Q 2022
- Financial Consolidations and Close Mgmt. (2nd ed.)
- Analytical Platforms (2nd ed.)
- Sales Performance Management (5th ed.)
- Embedded Business Intelligence (10th ed.)
Advisory with our group of analysts is an ongoing conversation, with each meeting building on previous ones – and not 30-minute transactions.

Serving as an extension of your staff, our analysts develop a rapport with you and your team as well as developing an understanding of your organization and its objectives.

Each subsequent meeting is a continuation of that dialogue; never starting from “scratch”.

Advisory typically includes more than one analyst - to include different perspectives - and is not bounded by the limits of a half hour call.
Promptly meet with the experts you need.
Members have preferred access for advisory time with Dresner analysts throughout the year to review, give feedback, and recommendations on strategy, architecture, organization, methodology and technology.

Within 24 hours of contact our team will meet with you to discuss the scope of your topic and arrange an advisory discussion with the best analyst/experts within 48 hours.

Access to all Dresner research, training and data.
Members have access to our entire library of research and all ongoing research published during the year. This includes market reports, thought leadership articles, our interactive data viz tool, and recorded conference videos - to stay on top of the industry - with access to the knowledge you need to be successful.

Evaluate, Measure, and Achieve - Get and Stay on Track
Members will be receive regular organizational assessments using our trademark Hyper-Decisive® Maturity Model Diagnostic and will work with our analyst team to chart a course towards ongoing improvements.

Subscriptions start at $9.5K annually.
Trial access is available.