

Business intelligence visualized

The role of ALM software in business intelligence

About this research

We interviewed 601 development and IT professionals using a 15-minute online survey.

Profile of respondents

- Position: 401 professional developers and 200 IT professionals recruited from a panel of IT B2B employees
- Size of business: 32 percent SORG (10–99 employees), 31 percent MORG (100–999), and 37 percent LORG (1,000+)
- Age range: 24 to 65

Key topic areas

- Primary development methodology used in organization and most recent project
- Time frame for Agile adoption (among those using Agile)
- Perceptions/beliefs about Agile development



Poised to be the next big thing

According to research conducted with 601 developers and IT professionals, business intelligence (BI) and data visualization are part of the next tier of technology trends poised to become transformative.

Though not yet at the level of Big Data or mobile apps in terms of impact, the potential has already been noticed in marketing and media applications. Over the next several years, similar impacts are expected to be felt within financial services and healthcare applications.

Developers believe BI is here to stay

BI and data visualization, though not yet as pervasive a trend as mobile apps or Big Data, is still driving a considerable amount of interest among developers. Of those surveyed, 26 percent say they are personally interested in BI applications.

Additionally, more than half of our respondents already see BI and data visualization as a transformative technology trend. This growing interest in Big Data and belief in its staying power indicate a need for tools that help individuals make sense of seemingly limitless information.

Brief

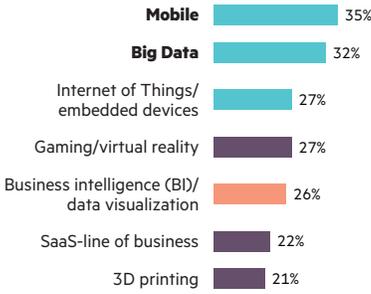


Figure 1. Developer interest in key technology trends (% personally interested) (N=601)

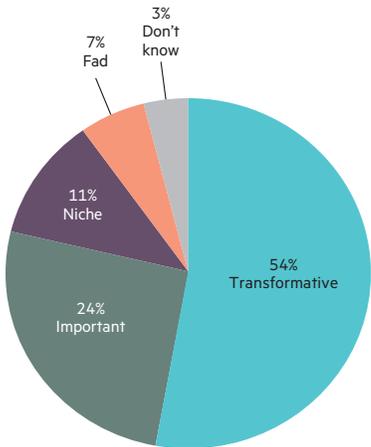


Figure 2. Classification of BI/data visualization as “transformative,” “important,” “niche/minor,” or “fad” (n=601)

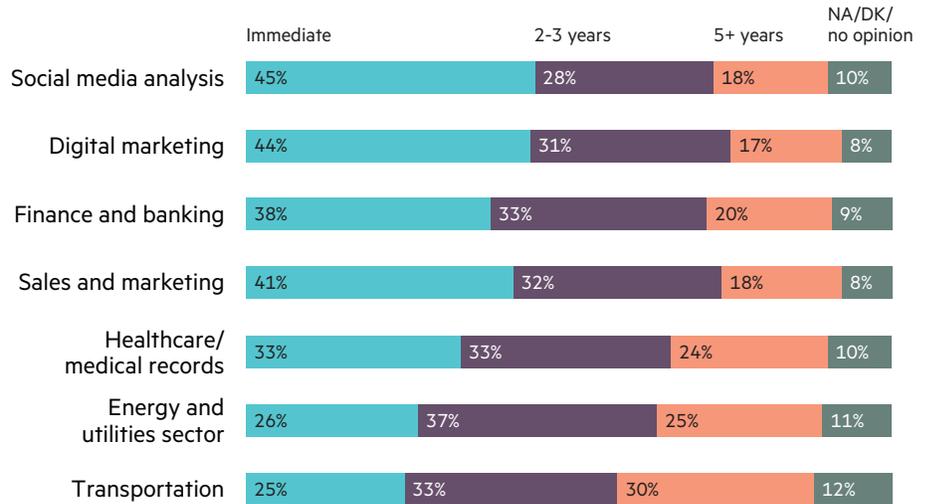


Figure 3. Time frame of impact among those rating the trend as transformative or important (n=493)

Marketing and media are the first to feel its impact

Developers believe that BI and data visualization are already transforming marketing and media with applications like

social media analysis and digital marketing. Finance and healthcare are seen as the next areas to be impacted.

Learn more at hpe.com/software/ALM



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