# Vendor Insights/BI: Amazon
2020 Edition

## Introduction

We examine the vendor, product performance, and usage of Amazon in this vendor insights report, leveraging analysis, end-user ratings and data from the Dresner Advisory Services BI Flagship report. Amazon is among the 26 BI vendors about which we collect detailed vendor ratings and position accordingly in our Business Intelligence Market Models. Users rated Amazon BI products including Amazon Web Services.

## Executive Summary

1. Based upon its position versus other vendors across all measures of BI Flagship Performance, Amazon is a Technology and Trust Leader in the 2020 Dresner Advisory Services Business Intelligence Market Models.

2. For 2020, Amazon is generally in line with the overall sample and has substantial improvements across most measures, especially for product.

3. Amazon scores highest in reliability of product technology and sales' professionalism, followed by ease of product administration and installation, scalability, completeness of functionality, robustness of technology of the product, and sales' business practices, flexibility/accommodation, and responsiveness.

4. Amazon scores lower on post-sales follow-up; continuity of support personnel; online training, forums, and documentation; continuity of consulting; and the overall usability of the product.

5. Sales and product ratings for Amazon are largely above the overall sample of vendors and, while support and consulting ratings are lower, many show improvement year over year (YoY), including several in consulting.

6. Key vendor scores for customer sentiment are the value for the price, the integrity of the vendor, and whether the vendor is recommended. Amazon scores above the overall sample for value and below for integrity, with both increasing from 2019. It maintains a perfect recommend score.

7. Amazon customers more likely use the product for a shorter time, are less likely to have replaced another vendor's BI product, use several BI products, prefer a best-of-breed BI or strategic third-party solutions approach, are more likely to

deploy today in a public cloud environment (preferring Amazon Web Services most).
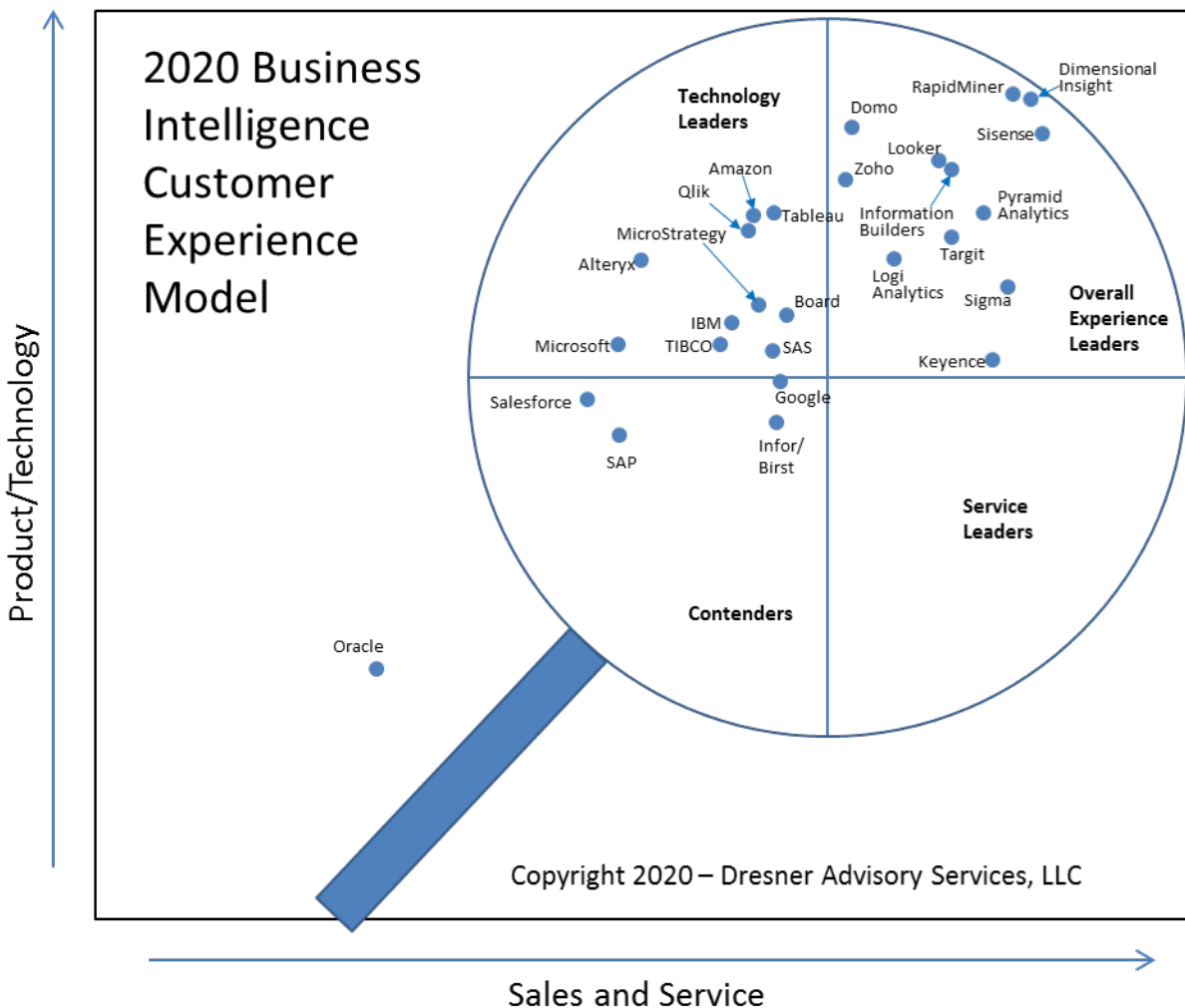
## Amazon Ranks as a Technology and Trust Leader in the 2020 Dresner Advisory Services Business Intelligence Market Models

For 2020, Amazon has substantial improvements across most measures, especially for product. It is generally in line with the overall sample and considered a Technology Leader in the Customer Experience model and a Trust Leader in the Vendor Credibility Model. It is considered best in class for reliability of technology and maintains a perfect recommend score.

For more information on both, please see our Wisdom of Crowds Business Intelligence Market Study.

## Amazon is a Technology Leader in the Dresner Advisory Services Customer Experience Model

Based upon its position versus other vendors across all measures of BI Flagship performance, Amazon occupies a position in the upper left-hand quadrant as a Technology Leader. Relative to its peers in this specific grouping, its product/technology scores as well as those for sales/service drive its overall position. Amazon moved from its position as a Contender in 2019 due to changes in its sales, product/technology, and support scores. Improvement in the specific areas in which survey respondents rate it will allow Amazon to improve upon this market position.
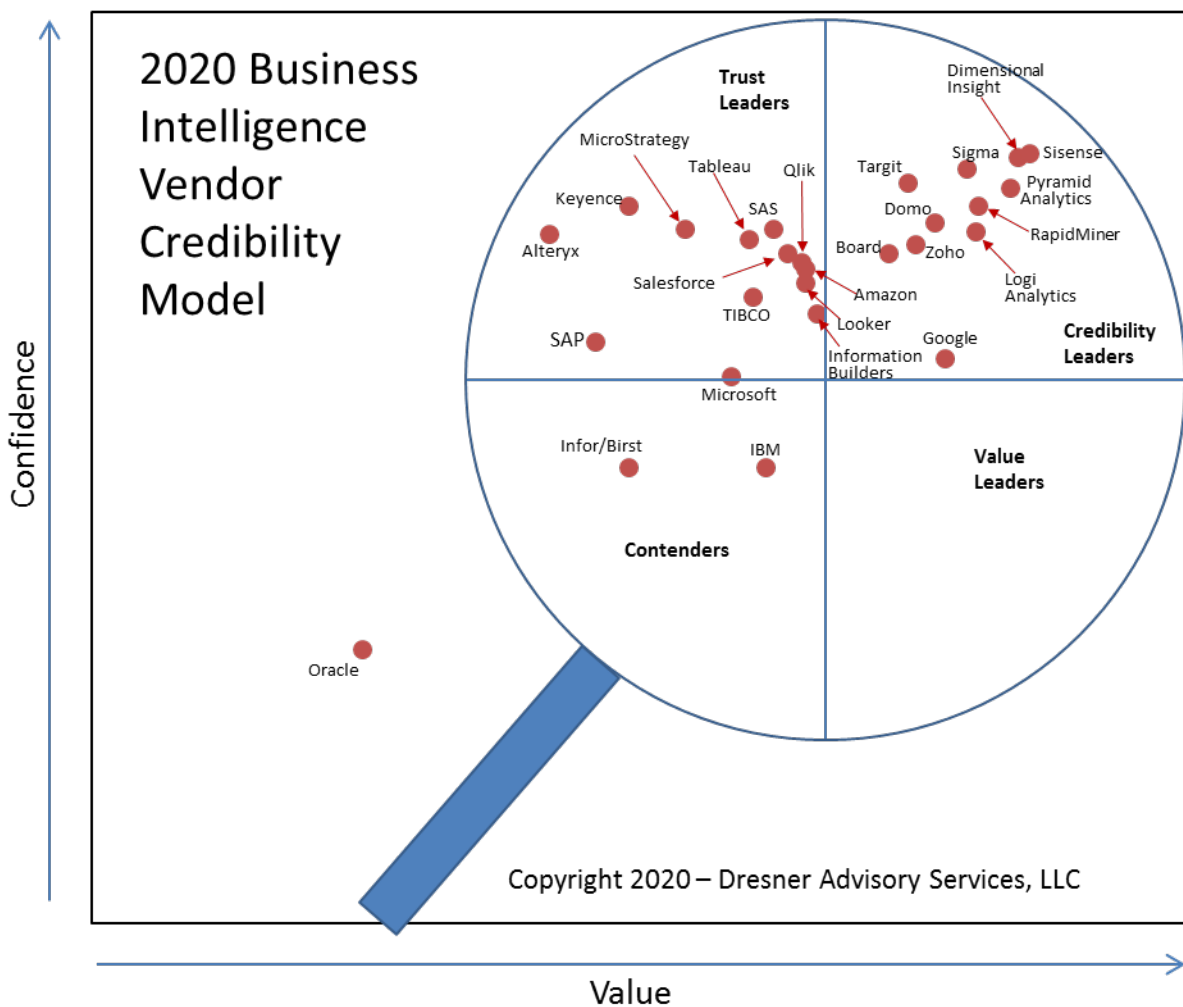
## Amazon is a Trust Leader in the Dresner Advisory Services Vendor Credibility Model

Based upon its position versus other vendors across all measures of BI Flagship performance, Amazon is a Trust Leader in the Vendor Credibility model, moving up from its position as a Contender in 2019.

Amazon occupied a position in the lower left-hand quadrant as a Contender in 2019; an increase in ratings YoY for both vendor confidence and value causes the shift to a Trust Leader in 2020. Relative to its peers, the confidence customers hold as well as the relative value they receive from the Amazon solution versus competitors drives the overall position.



**Source: Dresner Advisory Services**

## Amazon 2020 Ratings

For 2020, Amazon has substantial improvements across most measures, especially for product. It is generally in line with the overall sample and considered a Technology Leader in the Customer Experience and a Trust Leader in the Vendor Credibility model. It is considered best in class for reliability of technology and maintains a perfect recommend score.
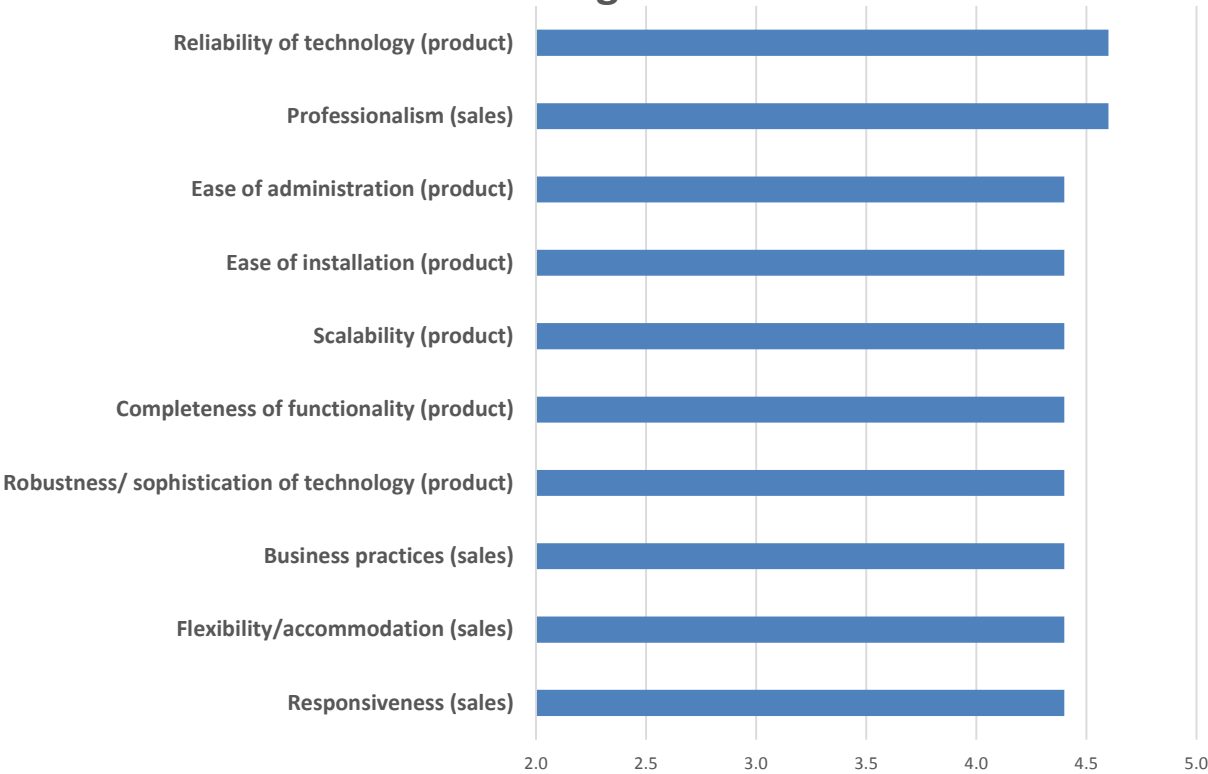


**Source: Dresner Advisory Services**

## Top-Ten Amazon Vendor Ratings

In our most recent BI Flagship Report, Amazon scores highest on several product and solution ratings.

Reliability of product technology and sales' professionalism top the list, followed by a tie score among ease of product administration and installation; scalability; completeness of functionality and robustness of technology of the product; and sales' business practices, flexibility/accommodation, and responsiveness.

These ratings spread across the product (six) and sales (four) dimensions.

## Top-Ten Highest-Rated
## Vendor Ratings for Amazon

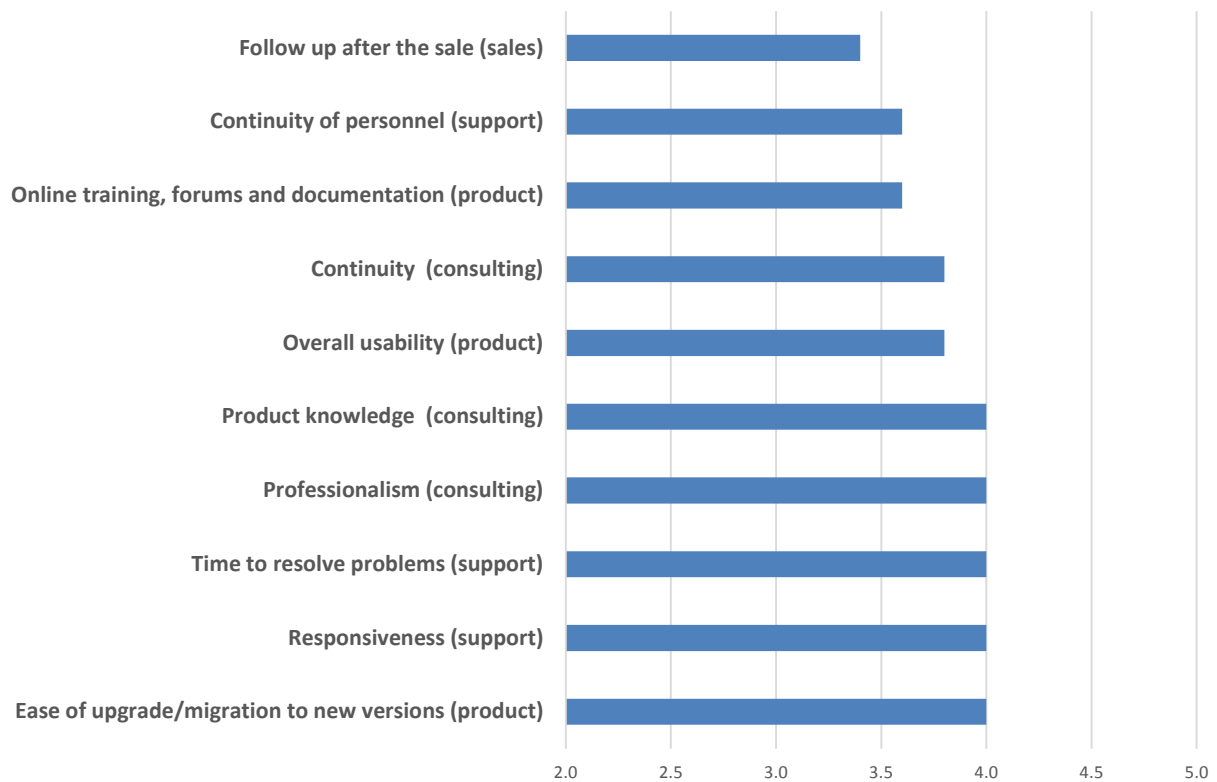| | |
|---|---|
| Reliability of technology (product) | |
| Professionalism (sales) | |
| Ease of administration (product) | |
| Ease of installation (product) | |
| Scalability (product) | |
| Completeness of functionality (product) | |
| Robustness/ sophistication of technology (product) | |
| Business practices (sales) | |
| Flexibility/accommodation (sales) | |
| Responsiveness (sales) | |

2.0    2.5    3.0    3.5    4.0    4.5    5.0

**Source: Dresner Advisory Services**

## Bottom-Ten Amazon Vendor Ratings

In comparison, Amazon scores lower on its post-sales follow-up; continuity of support personnel; online training, forums, and documentation; continuity of consulting; and the overall usability of the product. The next ratings are all tied: the product knowledge and professionalism of consulting, the time to resolve problems, the responsiveness of support, and the ease of upgrade to new versions of the product.

Like the highest-rated vendor ratings, these lowest-rated vendor ratings spread across multiple dimensions: product (three), support (three), consulting (three), and sales (one).

## Bottom-Ten Lowest-Rated Vendor Ratings for Amazon



**Source: Dresner Advisory Services**

## Detailed Amazon Product Ratings

In our most recent BI Flagship Report, we collected detailed vendor scores. Using our 33-criteria evaluation model, we compared each vendor's performance to its previous year's performance and to the average for all vendors (all records in the study population) using specific criteria:

- Sales/acquisition experience
- Quality and usefulness of product
- Quality of technical support
- Quality and value of consulting services
- Value for price, vendor integrity, and whether a vendor is recommended

For more information on the specific vendor ratings criteria, please see our Wisdom of Crowds Business Intelligence Market Study.
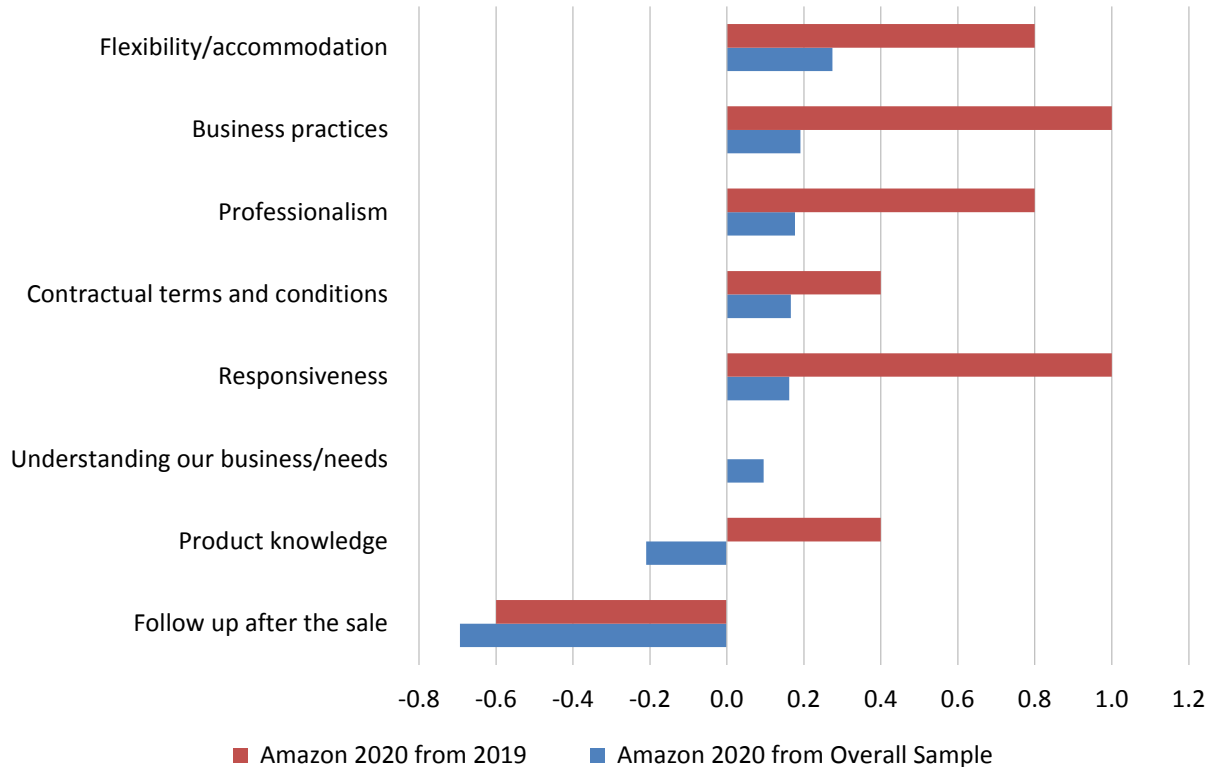
## Amazon Sales/Acquisition Experience

Amazon scores higher than the overall sample for most sales/acquisition experience ratings, with post-sale follow-up and product knowledge below the sample. Most scores show increases year over year except for post-sale follow-up.

The areas with the largest difference above the sample are sales' flexibility and accommodation, business practices, and professionalism.

The largest improvements from 2019 are sales' responsiveness, business practices, and sales' flexibility and accommodation and professionalism (tie).

### Amazon Sales/Acquisition Experience Versus Overall Sample and 2019
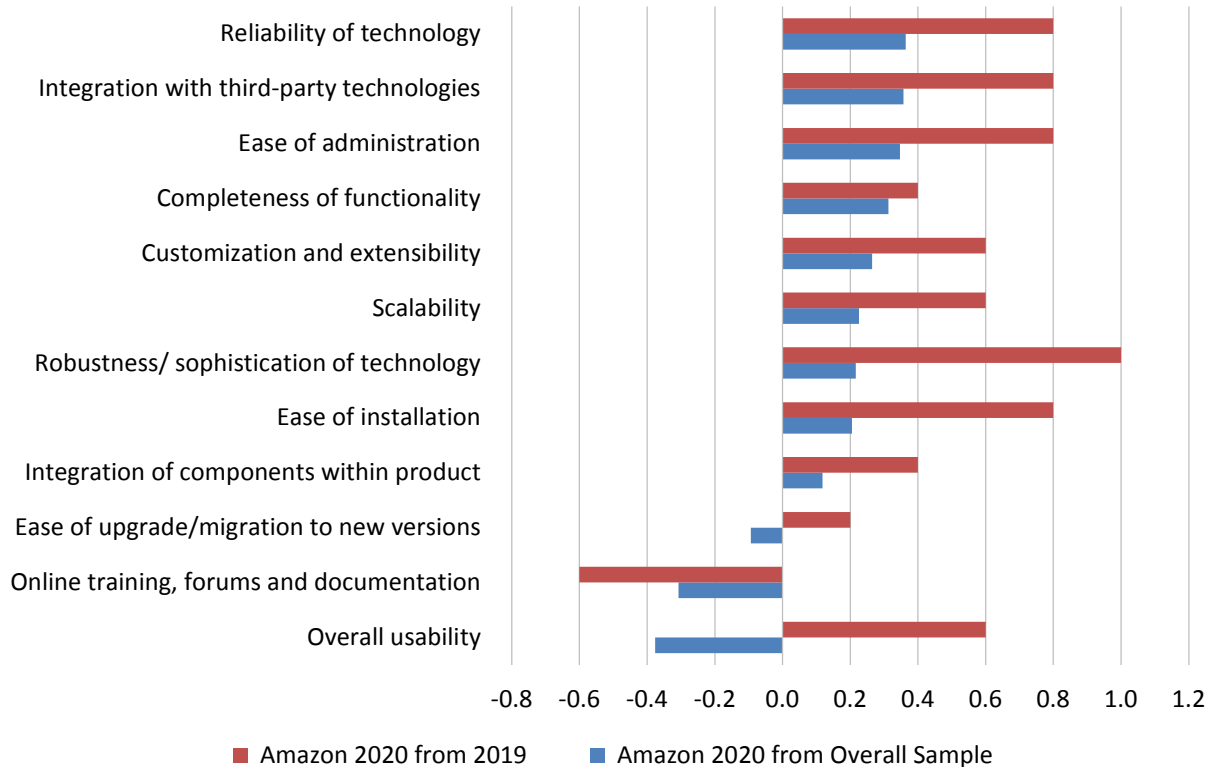


Source: Dresner Advisory Services

## Amazon Quality and Usefulness of Product

Amazon scores higher than the overall sample for most measures except for online training, forums, and documentation and overall usability. Most scores show improvement from 2019 except for online training, forums, and documentation.

Ratings showing the largest difference above the sample are the reliability of technology, integration with third-party technologies, and overall ease of administration.

The greatest increases year over year are for the robustness/sophistication of technology and ease of installation.

### Amazon Quality and Usefulness of Product Versus Overall Sample and 2019



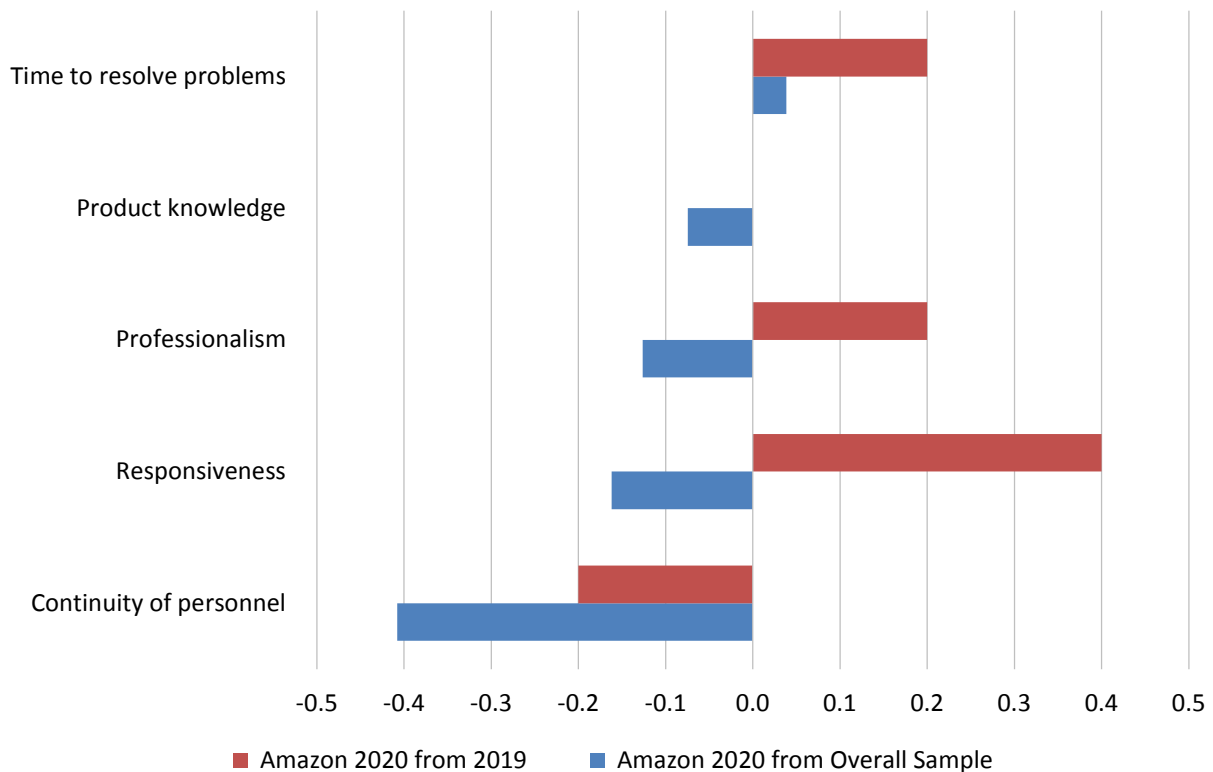**Source: Dresner Advisory Services**

## Amazon Quality of Technical Support

Amazon scores below the overall sample for most measures of the Quality of Technical Support, except for time to resolve problems. Several scores improve from 2019, while the continuity of personnel decreases, and product knowledge is unchanged year over year.

Amazon vendor ratings showing the largest difference below the overall sample are continuity of support personnel, responsiveness, and professionalism.

Responsiveness, professionalism, and time to resolve problems show the greatest improvement year over year.

## Amazon Quality of Technical Support Versus Overall Sample and 2019



■ Amazon 2020 from 2019    ■ Amazon 2020 from Overall Sample
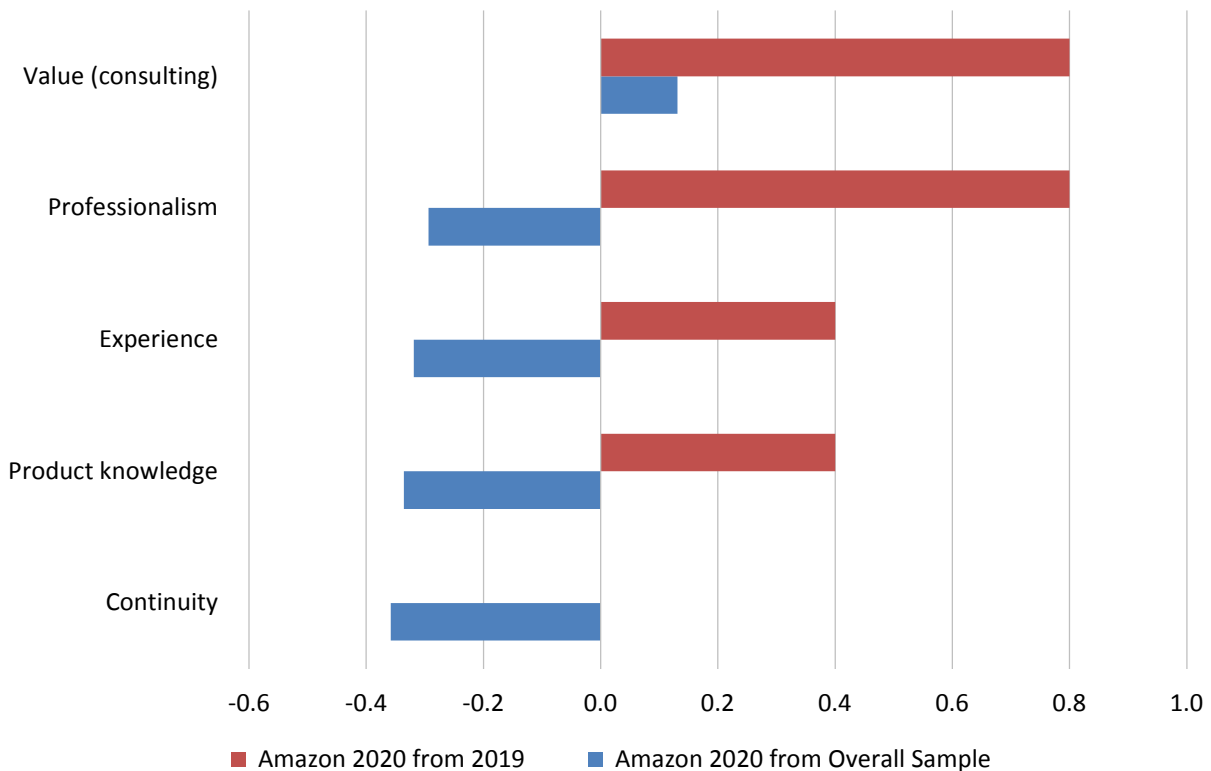
**Source: Dresner Advisory Services**

## Amazon Quality and Value of Consulting services

Amazon scores below the overall sample for all ratings on the quality and value of consulting services except for value. All scores increase year-over-year except for continuity, which is unchanged.

The greatest differences below the overall sample are the continuity, product knowledge, and experience of consulting services personnel.

The greatest improvement from 2019 comes in the value, professionalism, and experience and product knowledge of consulting services personnel.

## Amazon Quality and Value of Consulting Services Versus Overall Sample and 2019



Source: Dresner Advisory Services

## Amazon Value, Integrity and Recommend Scores

Key vendor scores for customer sentiment are the value for the price, the integrity of the vendor, and whether the vendor is recommended; these are key inputs in the Vendor Credibility models. Amazon scores improved year over year and are above the overall sample for value and recommend and below for integrity. It maintains a perfect recommend score in 2020.

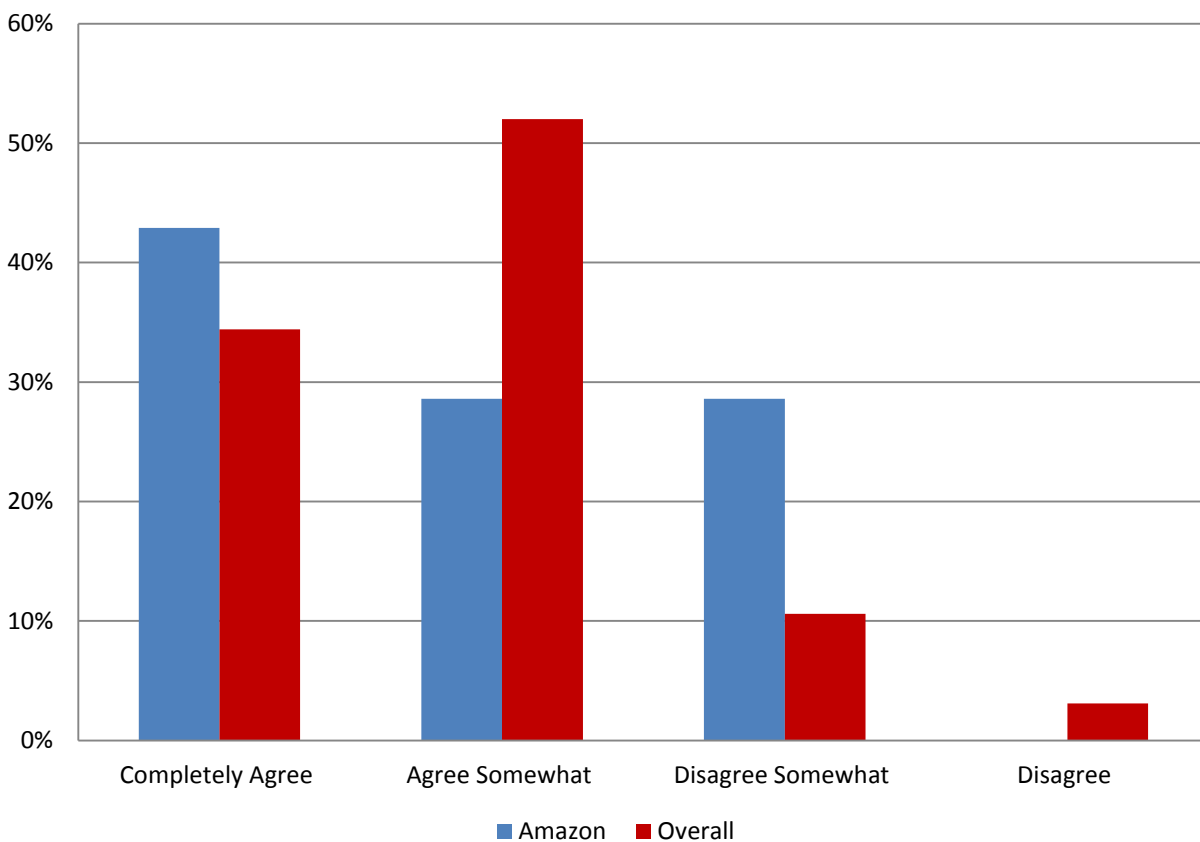**Amazon Value, Integrity and Recommend Versus Overall Sample and 2019**



**Source: Dresner Advisory Services**

Amazon users also provided qualitative feedback on the product. calling it "excellent."

## Amazon Customers' BI Success

Amazon customers report that their BI initiatives' success is mixed versus the overall sample. The majority of Amazon customers (43 percent) surveyed report that their BI initiatives are completely successful, which is above the overall sample (34 percent). Nearly three-fourths (72 percent) of Amazon customers report their BI initiatives are completely/somewhat successful, which is below the overall sample (86 percent). More than one-fourth of Amazon customers (29 percent) report that their BI initiatives are somewhat/unsuccessful, which is above the overall sample (14 percent).
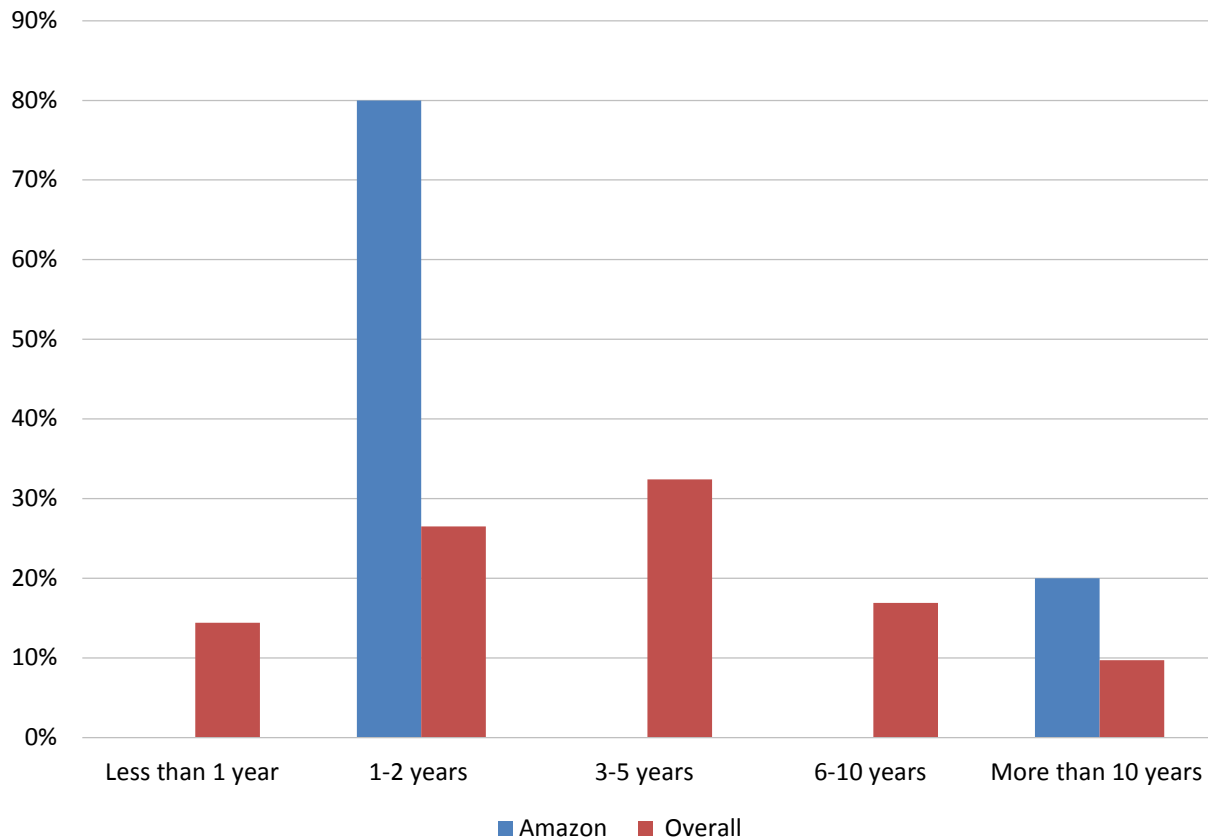
## Success with BI



**Source: Dresner Advisory Services**

## Amazon Customers Use the Product a Shorter Amount of Time

Amazon is more likely to be in place for a shorter time than other vendors' BI solutions.

More than three-fourths (80 percent) of Amazon users report using the product for two years or fewer, which is significantly above the overall sample of vendors (41 percent). A smaller percentage (10 percent) report using the product more than 10 years, above the overall sample (10 percent).
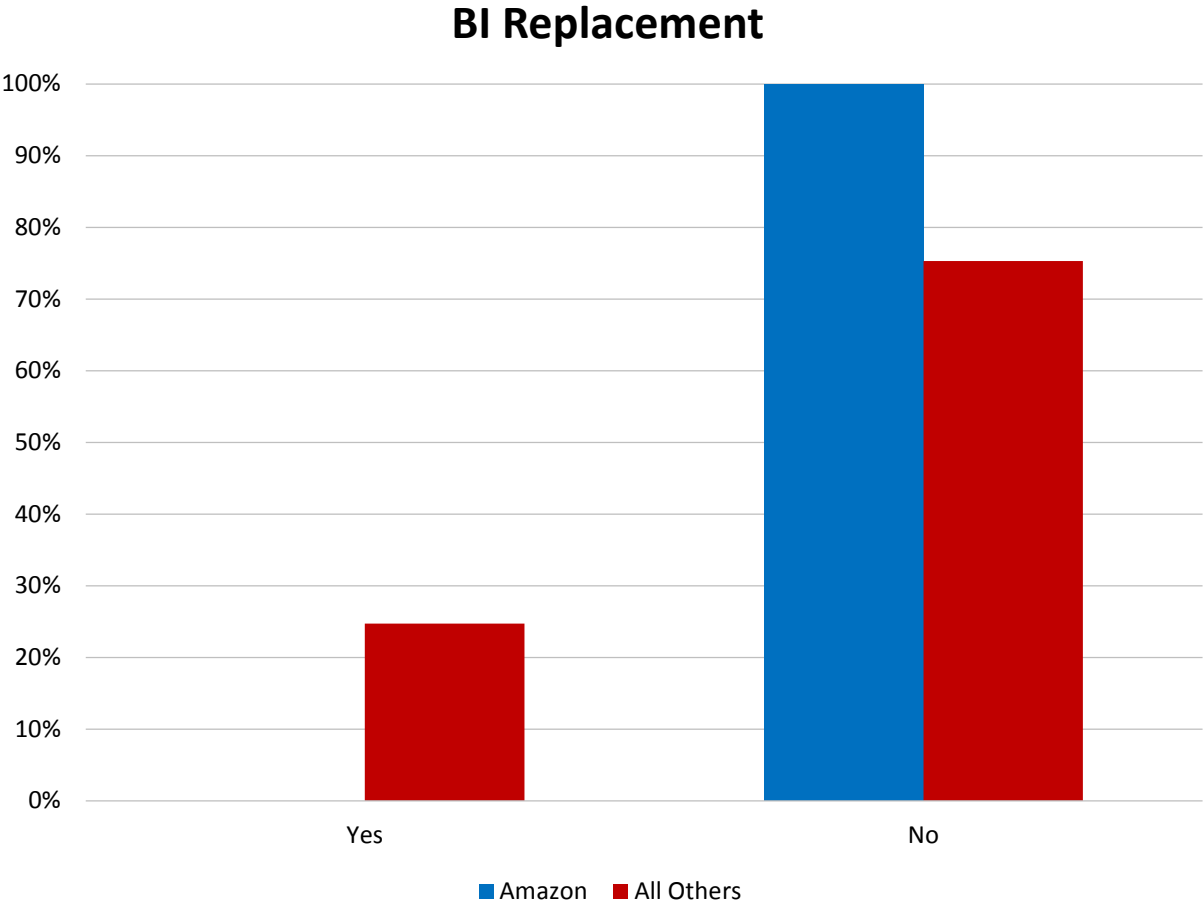
## Length of BI Product Use

## Amazon Customers Less Likely to Replace a BI Product

As highlighted in the recent Dresner Advisory Services Research Insights report, "Business Intelligence: A Growing and Evolving Market," although the BI market continues to grow, it is not a "replacement" market. Replacement plays a part of current market dynamics but is not a primary BI market driver.

While one-fourth of the overall sample reports replacing a BI product (25 percent), no Amazon customers report that they replaced another vendor's BI solution.
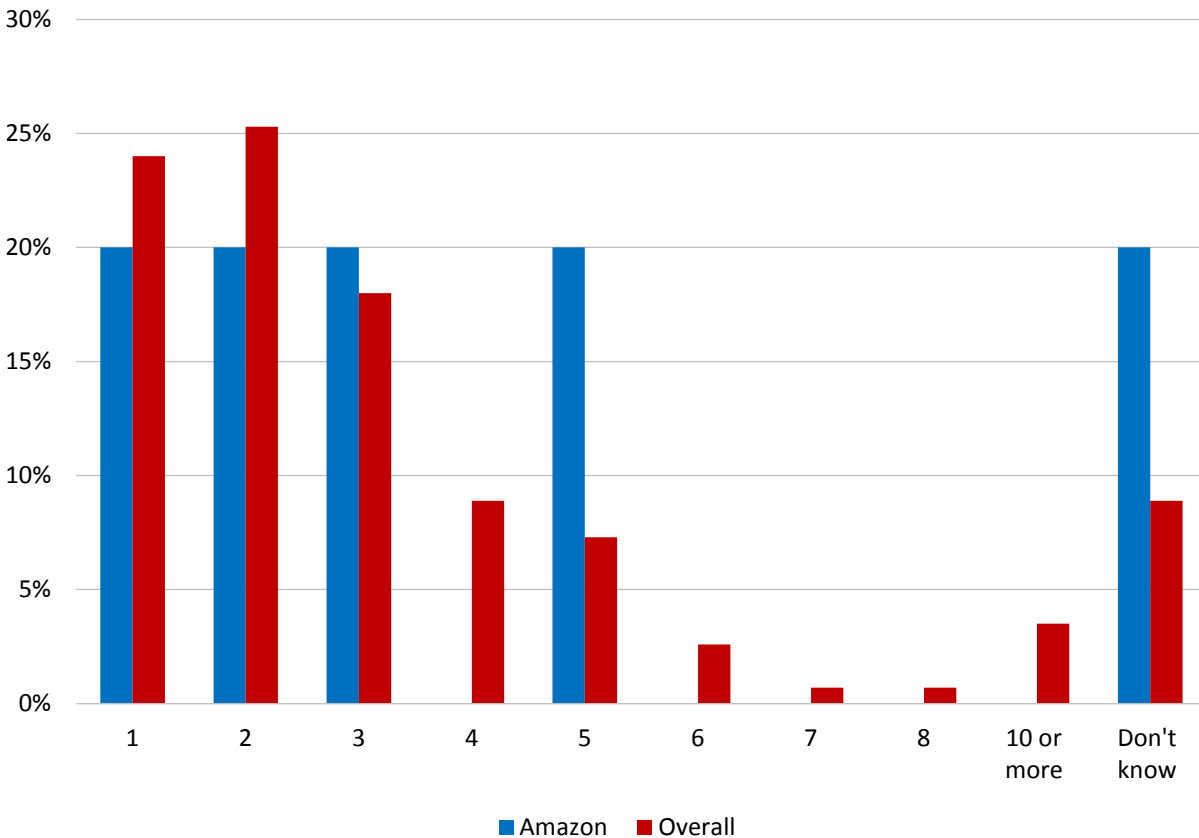
## BI Replacement



**Source: Dresner Advisory Services Business Intelligence**

## Amazon Customers Likely Use Several BI Tools

Nearly one-half (40 percent) of the Amazon customers we surveyed report using three to five BI tools, which is more than the overall sample (34 percent). While nearly one-half of the overall sample (49 percent) reports using one to two BI tools, a smaller percentage (40 percent) of Amazon users report the same. Amazon users are also more likely (20 percent) to report the use of five BI tools versus the overall sample (7 percent). No Amazon customers in our sample reported using more than five tools.
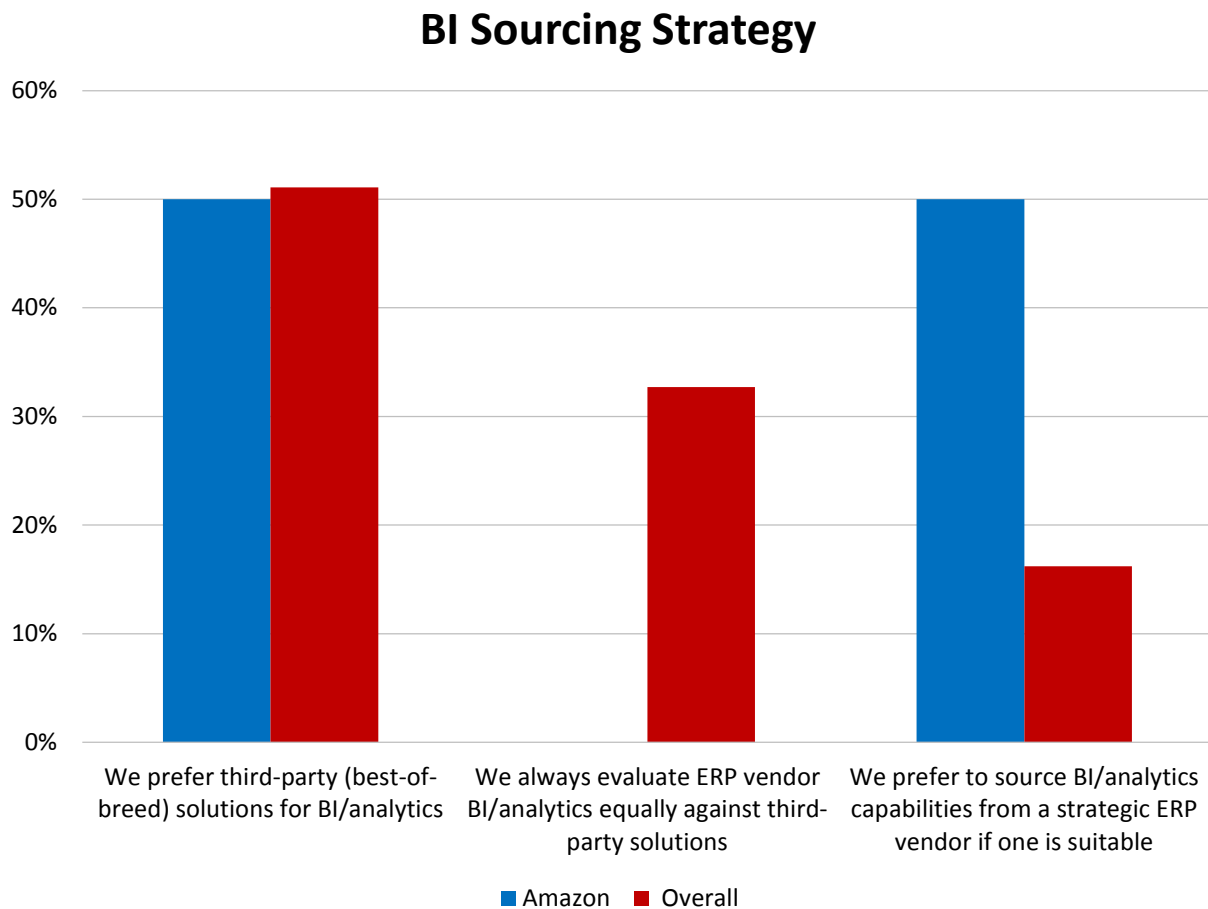
**Number of BI Tools**

## Amazon Customers Prefer Best-of-Breed or Strategic Third-Party BI Solutions

Amazon customers are evenly split on preferring a best-of-breed solution and those from a strategic ERP solutions provider (50 percent). They are very close to the overall sample (51 percent) for best-of-breed solution and significantly above the sample for evaluating a strategic ERP solutions provider (16 percent). Nearly one-third of the overall sample evaluates an ERP / third-party BI solution equally (32 percent), which is an option no Amazon customer rated.

## BI Sourcing Strategy



**Amazon** ■  **Overall** ■

All Amazon customers surveyed report using an ERP solution, which is higher than the overall sample (68 percent).

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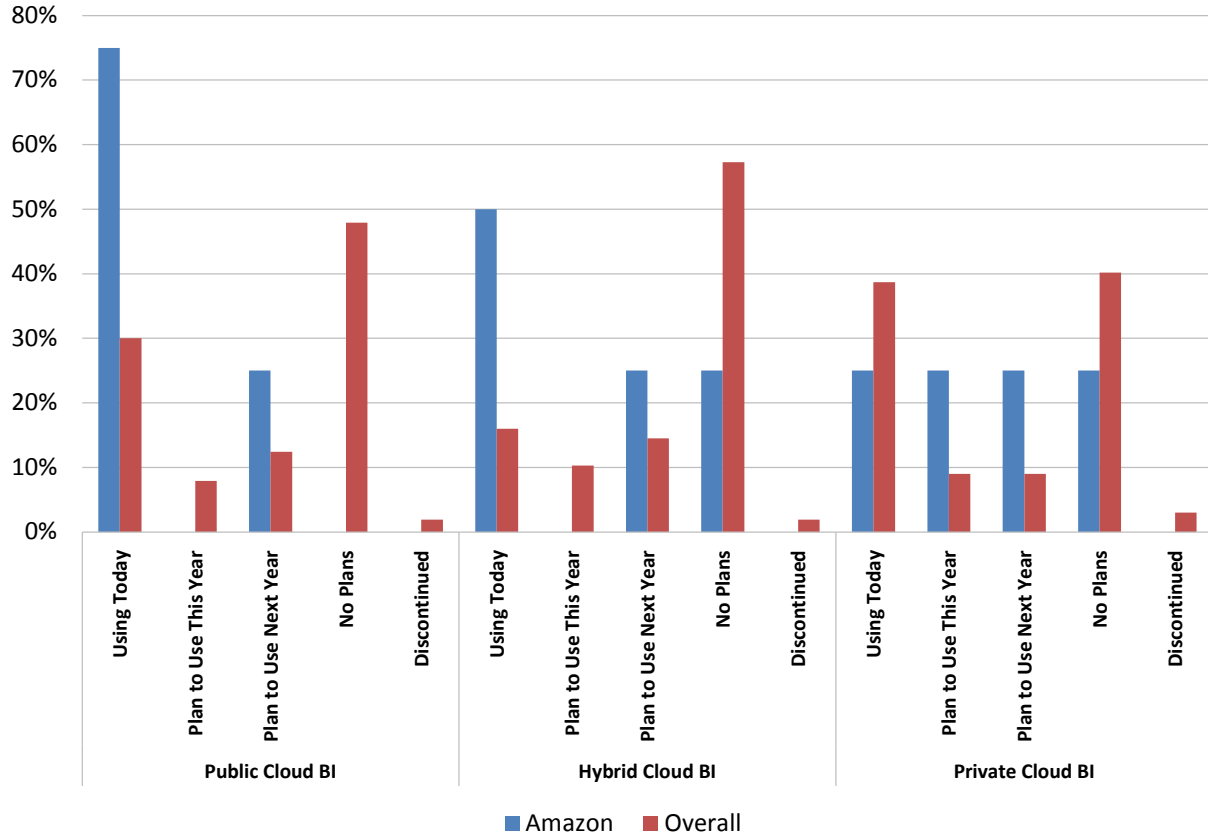## Amazon Customers Use Public Cloud BI Deployments

Amazon customers surveyed report that they are more likely to deploy their BI solutions today in a public cloud and less likely to use a hybrid or private cloud deployment, versus the overall sample.

The largest percentage of Amazon customers report a public cloud deployment today (75 percent), which is significantly above the overall sample (30 percent). The next largest percentage of Amazon customers (25 percent) report plans to use a public cloud deployment this year or next, which is slightly above the overall sample (21 percent). None report plans to use this year, no plans, or discontinuing the use of a public cloud solution.

The percentage of Amazon customers reporting hybrid cloud deployment today (50 percent) is smaller than the public cloud group but larger than that for private cloud solutions and significantly above the overall sample (16 percent). The next largest percentage has no plans to deploy a hybrid cloud solution (25 percent), which is much smaller than the overall sample (57 percent). The balance (25 percent) report planning a hybrid cloud solution this year or next, which also is the same as the overall sample (25 percent).  None report discontinuing use of a hybrid cloud solution versus the overall sample.

Private cloud deployment of BI solutions is smallest today for Amazon customers. One-fourth (25 percent) report using a private cloud deployment today, which is below the overall sample (39 percent). The largest percentage (50 percent) plans to deploy in a private cloud this year or next, which is above the overall sample (18 percent). A smaller percentage (25 percent) has no plans to deploy in a private cloud, which is above the overall sample (40 percent). None report discontinuing a private cloud BI solution deployment, compared to the overall sample (3 percent).
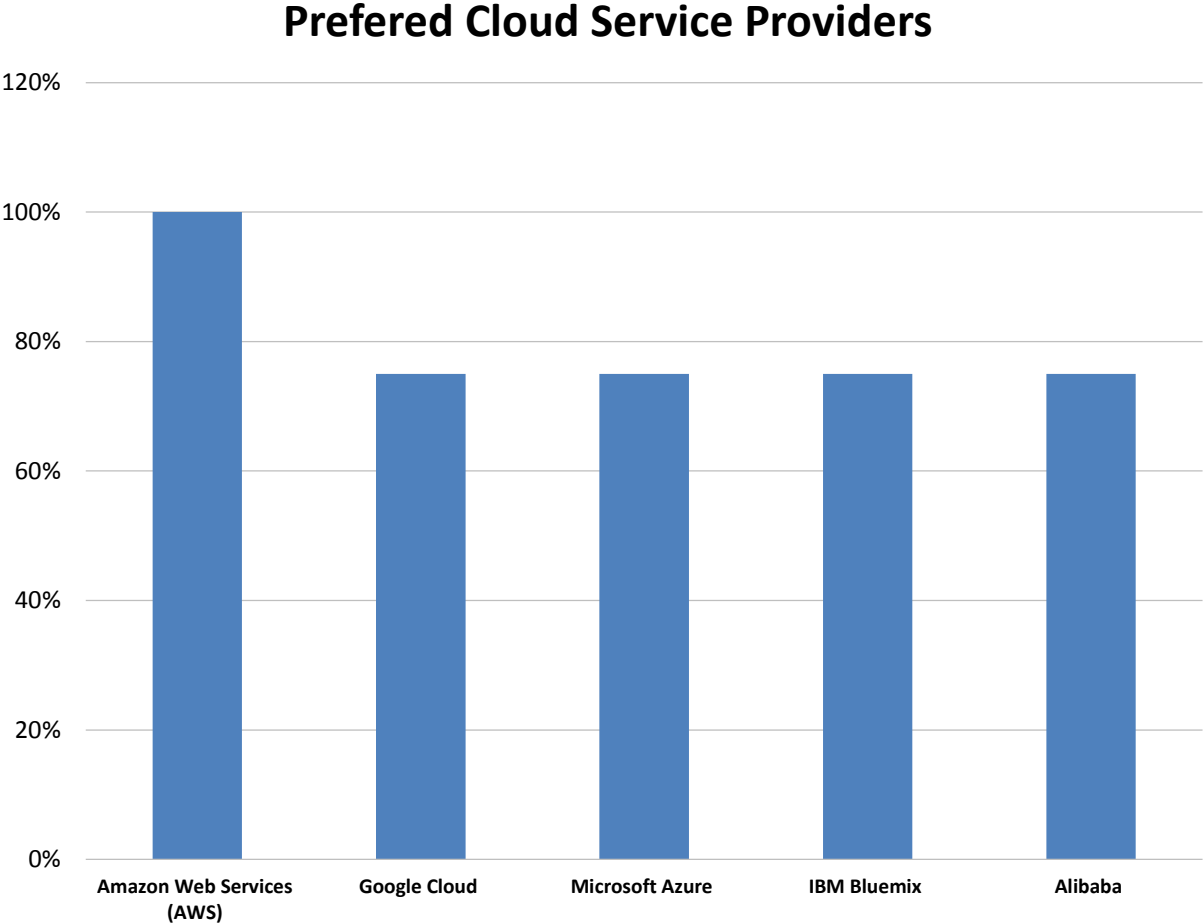
# Cloud Deployment



Source: Dresner Advisory Services

## Amazon Customers Prefer Amazon Web Services

Not surprisingly, Amazon BI customers prefer Amazon Web Services over other cloud service providers. When asked which cloud service providers their organization prefers, all indicated Amazon Web Services; but they also mentioned others including Google Cloud, Microsoft Azure, IBM Bluemix, and Alibaba.

**Prefered Cloud Service Providers**



Source: Dresner Advisory Services