

## BARC services for software vendors & service providers in Data, Analytics, AI and CPM

2025 program

*Dr. Carsten Bange, Founder and CEO of BARC*

*Shawn Rogers, CEO of BARC US*

BARC Quarterly Update Call for AR & Marketing, 16. October 2024

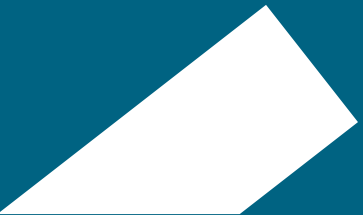
# Agenda

1. BARC Update
2. BARC Research Agenda 2025
3. BARC Event Agenda 2025

BARC

01

BARC Update



# New BARC Fellow: Merv Adrian



## Merv Adrian

With over 40 years in IT, Mr. Adrian has experience as a programmer, marketing and strategy director, IT market analyst, and research executive. He now helps IT vendors with market strategy, competitive assessments, speaking engagements, and webinars. Specialties include mapping the DBMS, Big Data, and NoSQL landscape. Previously, he managed all technology research at Forrester and served as a vendor lead at Gartner, roles that provided him with deep insights into software and cloud-based architectures, which he continues to leverage as an analyst and consultant.

LinkedIn: <https://www.linkedin.com/in/mervadrian/>

# New BARC Fellow: Doug Laney



**Doug Laney** is a leading authority and advisor on data, analytics and AI strategy. He originated the field of infonomics and authored the best-selling book, “Infonomics” along with the recent follow-up book, “Data Juice.”

Mr. Laney is a MBA professor with the University of Illinois, and visiting faculty with Carnegie Mellon University’s and MIT’s executive education pro-grams for chief data, analytics, and AI officers. He is also a three-time Gartner annual thought leadership award recipient, a World Economic Forum advisor, a Forbes and CDO Magazine contributing author, and co-chairs the annual MIT Chief Data Officer Symposium. Formerly Mr. Laney was a Gartner Distinguished Analyst and co-led the Deloitte Analytics Institute.

# BARC's Annual Reach for Data & Analytics



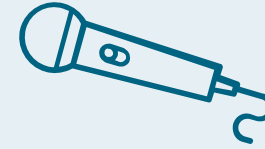
## Research Worldwide

- **300,000+** total readers of BARC research (free & paid for)
- Plus distribution of research by vendors (e.g., BARC Scores)
- **40,000+** readers of the BARC Guides for "Data, BI and Analytics" and "Digital Finance & Controlling"
- **26,000** Data & Analytics newsletter subscribers



## Surveys Worldwide

- **> 10,000** + survey participants for Surveys
- **> 17,000** Data & Analytics practitioners and decision maker as panel members
- **200,000+** readers of surveys in >90 countries (e.g., bi-survey.com)



## Events Central Europe

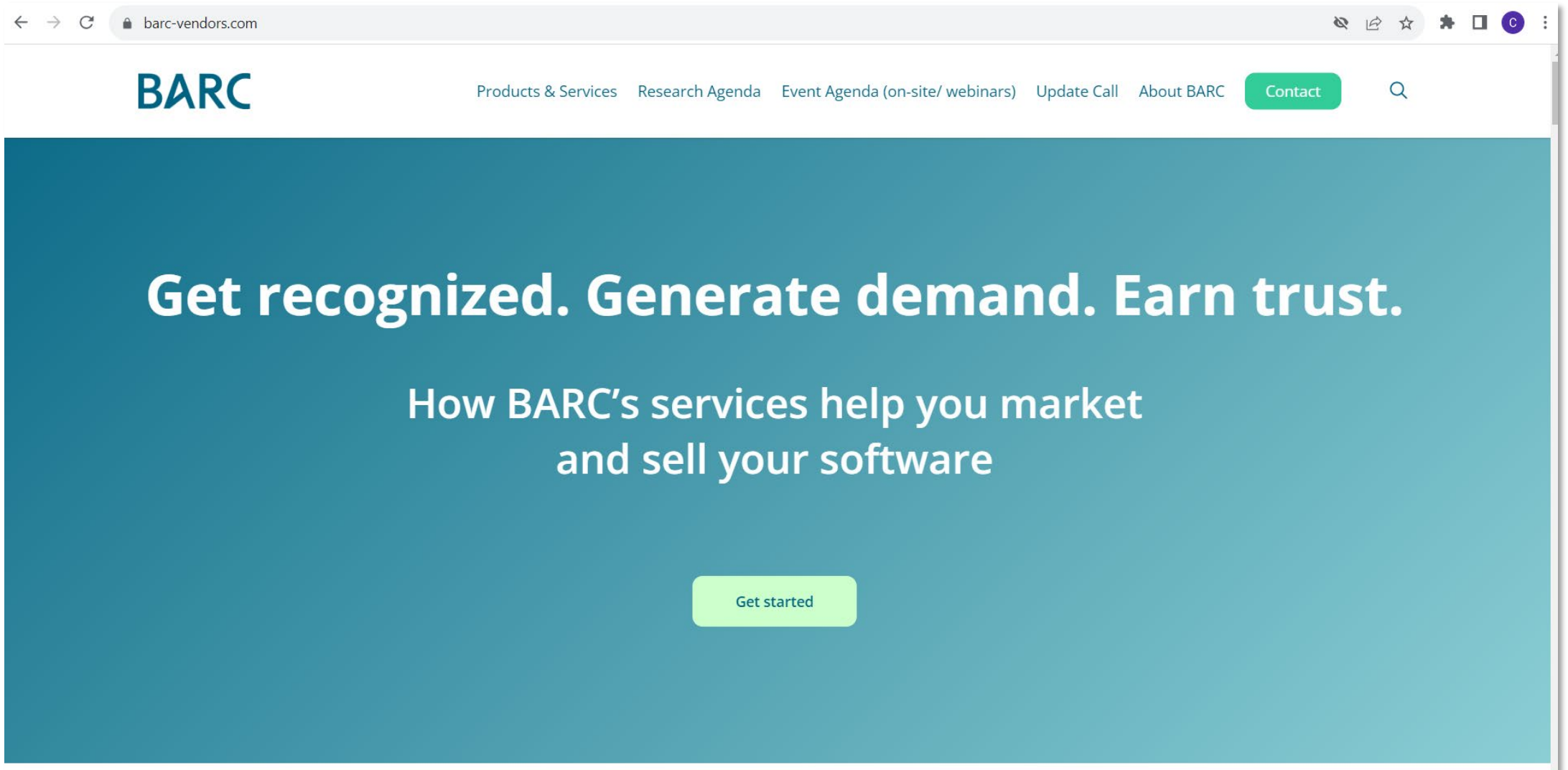
- **> 10,000** attendees at BARC data & analytics conferences
- **Up to 1,000** podcast listeners per episode, 2,300 per month on average
- Among the **top 5% most shared** technology podcasts globally on Spotify



## User Consulting Central Europe

- **100+** consulting projects on strategy, organization, architecture and technology selection for users in business and IT departments per annum.
- **190+** data & analytics leaders in BARC Leaders' Circle program

Please see [www.barc-vendors.com](http://www.barc-vendors.com) for more details



The screenshot shows the homepage of the BARC website. The browser's address bar displays "barc-vendors.com". The navigation menu includes "Products & Services", "Research Agenda", "Event Agenda (on-site/ webinars)", "Update Call", "About BARC", and a green "Contact" button. The main content area features a large teal background with the text "Get recognized. Generate demand. Earn trust." and "How BARC's services help you market and sell your software". A green "Get started" button is centered below the text.

BARC

Products & Services Research Agenda Event Agenda (on-site/ webinars) Update Call About BARC Contact

Get recognized. Generate demand. Earn trust.

How BARC's services help you market and sell your software

Get started

BARC

How BARC products fully support  
your marketing





# Which products fit best for your goals

## Influence buyers, Enable sales, Build trust

- Scores
- Customer Feedback Surveys

## Get recognized and create awareness

- Visibility Boost
- Podcasts
- Topical Surveys

## Drive demand and get leads

- Webinars & Launch Parties
- Events
- Individual Content

# 02

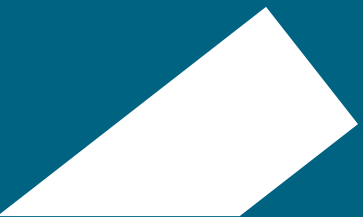
## BARC Research Agenda 2025



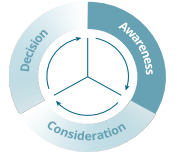
# BARC

## BARC Visibility Boost

Start your journey with BARC



# Gain visibility and get found by prospects with BARC Reviews



**OneStream**  
Hersteller: OneStream  
User Highlights Report | BARC Score | Webseite

**Was ist OneStream?**  
Integrierte Performance-Management-Plattform für Konzernkonsolidierung und -abschluss, Planung, Budgetierung und Forecasting mit Funktionen für Reporting und Analytics, integrierter Marktplatz mit ergänzenden Anwendungen und Lösungen.

**OneStream Funktionen (BARC-Einordnung)**  
• Reporting / Dashboard • Planung  
• Analyse • Finanzkonsolidierung  
• abgedeckte Funktion, •• = Funktionsschwerpunkt, × = nicht abgedeckte Funktion

**BARC Score Financial Performance Management 2023**  
Flexibility - Leader  
Peer group: US-AP-analysed focused products

**Auszeichnungen**  
Survey Informationen  
Anzahl der Reviews für Testprodukt: 40  
Bewertete Versionen: 32% V1.1, 68% V1.4  
Vergleichsgruppen im Survey: Large internationale BI vendors, Dienstleistungsfocused products

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**OneStream Screenshots**

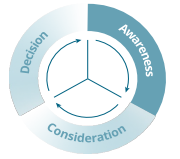
**OneStream Videos**

**An weiteren Ergebnissen & Bewertungen von OneStream interessiert?**  
Erhalten Sie den gesamten BARC Score kostenfrei beim Anbieter  
Kostenfrei erhalten

## Your benefits:

- ✓ Boost **brand awareness** with extra visibility in BARC Reviews on barc.com
- ✓ Influence **potential buyers** to make the right decision with your messaging
- ✓ Earn trust by showing how you **outperform competitors**
- ✓ **Increase interest and demand** with linked BARC research and survey results
- ✓ **Supercharge your SEO** and get backlinks from BARC's well-established industry domain
- ✓ Increase the **attractiveness of your profile** with your linked BARC Awards, BARC Score and BARC Survey results.\*

# BARC Visibility Boost: Overview of package components



## BARC Reviews on barc.com

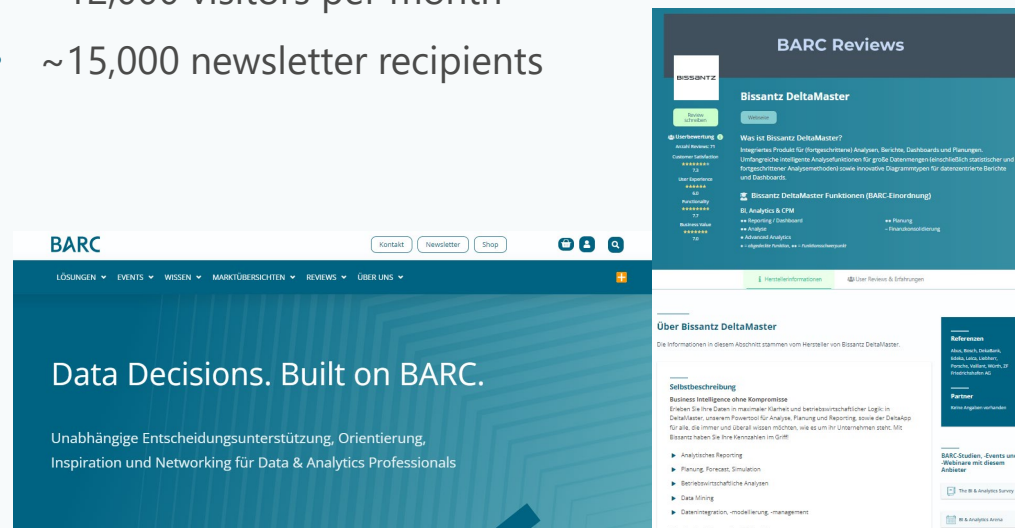
Real user reviews and software information for informed decisions



## BARC Guide (print and online)

The guide to selecting the right software solution for user companies

- Online portal with user ratings
- Visibility and linking throughout the BARC website
- Year-round promotion as part of BARC's promotional activities
- ~12,000 visitors per month
- ~15,000 newsletter recipients

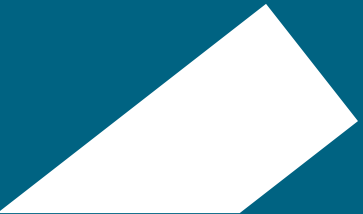


- Print magazine and online guide (incl. PDF download)
- Two guides with a different focus: BARC Guide Data, BI & Analytics and BARC Guide Finance & Controlling
- Distribution to data, BI & analytics and CPM decision makers
- Print magazine distributed at BARC conferences with a circulation of ~10,000 copies
- Online PDF guide with ~5,000 downloads per year
- Interactive Solution Browser with ~30,000 views per year

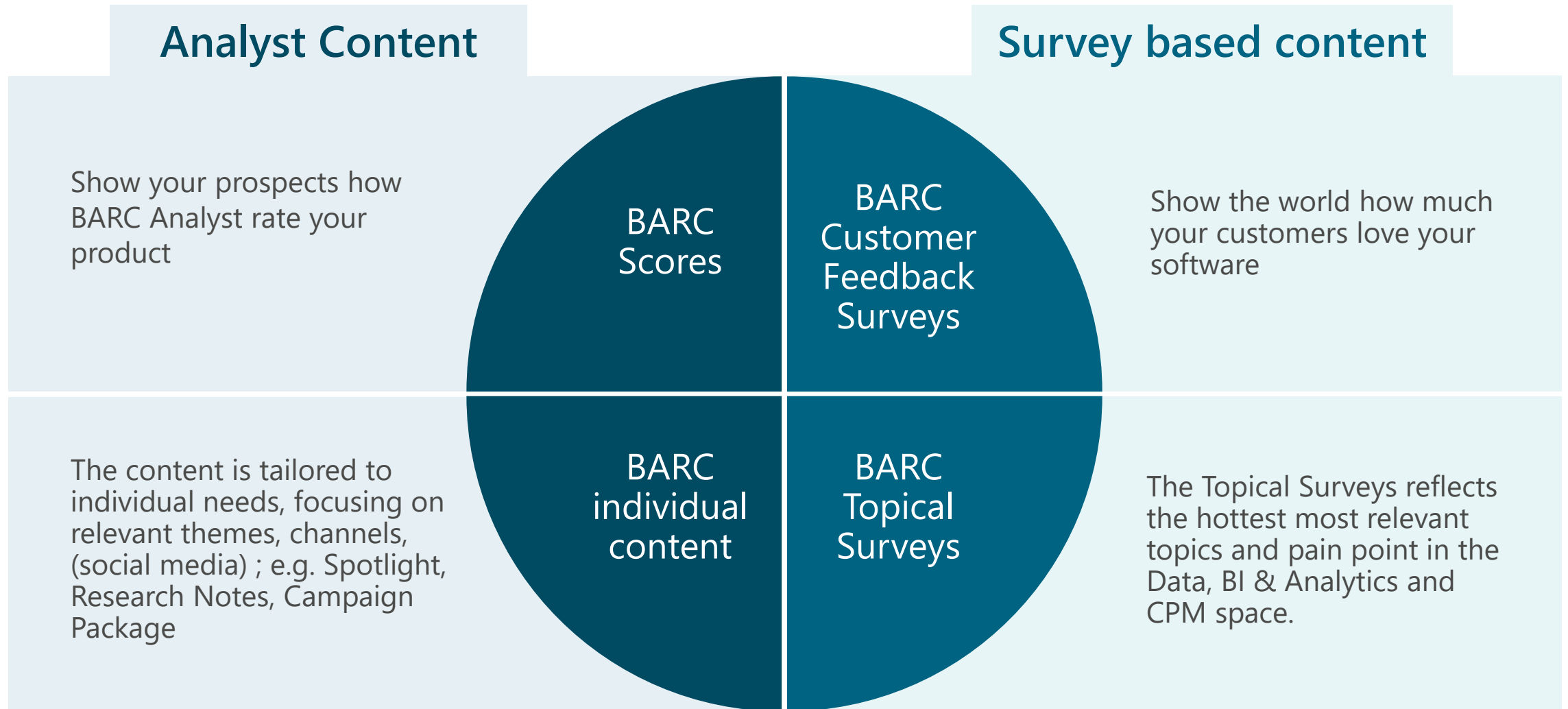


BARC

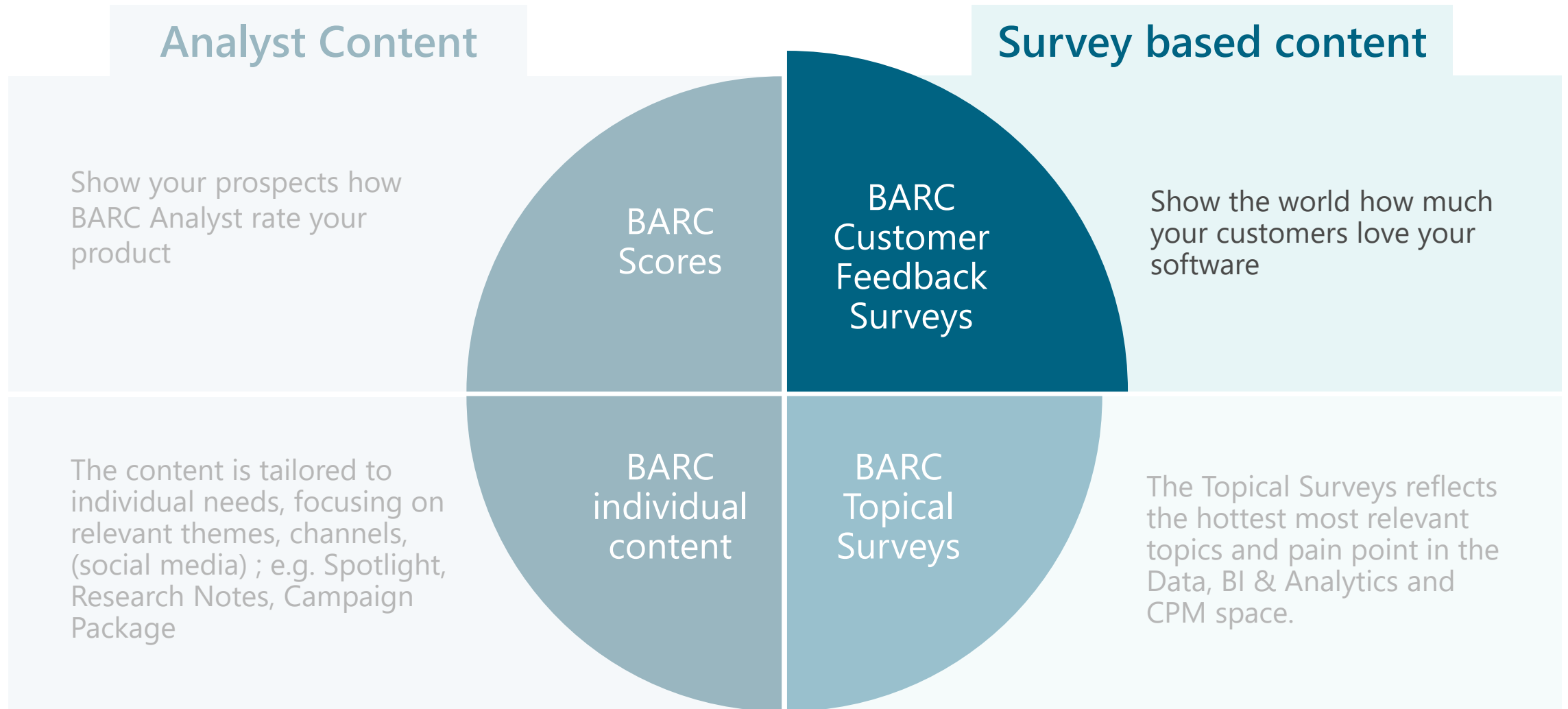
BARC Research



# Our research products in comparison



# Our research products in comparison





# BARC Customer Feedback Survey – Agenda

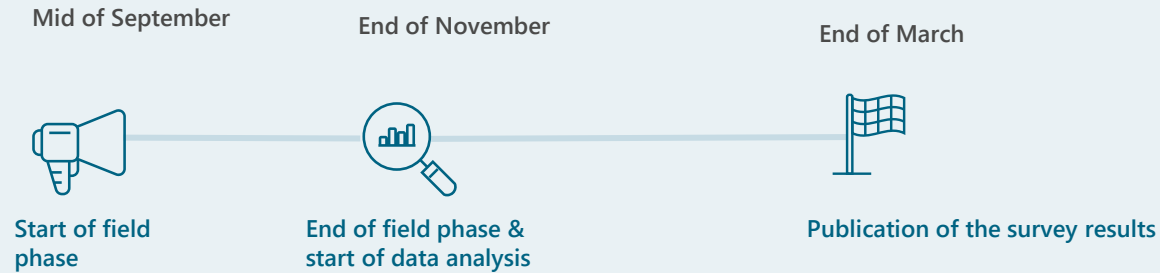
<b>Customer Feedback Survey</b>		<b>Start field phase</b>	<b>Publication</b>
The Data & Analytics Service Provider Survey 25	<b>NEW</b>	August 2024	February 2025
The Financial Consolidation Survey 25		September 2024	March 2025
The Planning Survey 25		November 2024	May 2025
The Data Management Survey 26		November 2024	October 2025
The BI & Analytics Survey 26		March 2025	October 2025

# Timeline for Customer Feedback Surveys

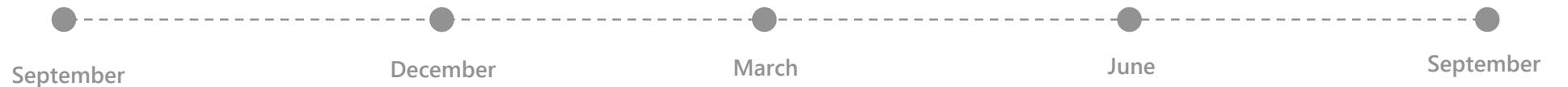
## The Data & Analytics Service Provider Survey



## The Financial Consolidation Survey



## The Planning Survey



# Timeline for Customer Feedback Surveys

## The Data Management Survey

Mid of September



Start of field phase

Beginning of April



End of field phase & start of data analysis

Mid/end of September



Publication of the survey results

## The BI & Analytics Survey

Beginning of March



Start of field phase

End of May

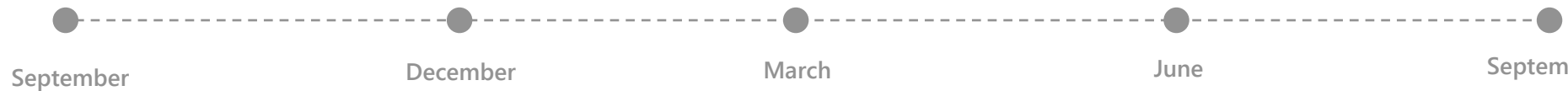


End of field phase & start of data analysis

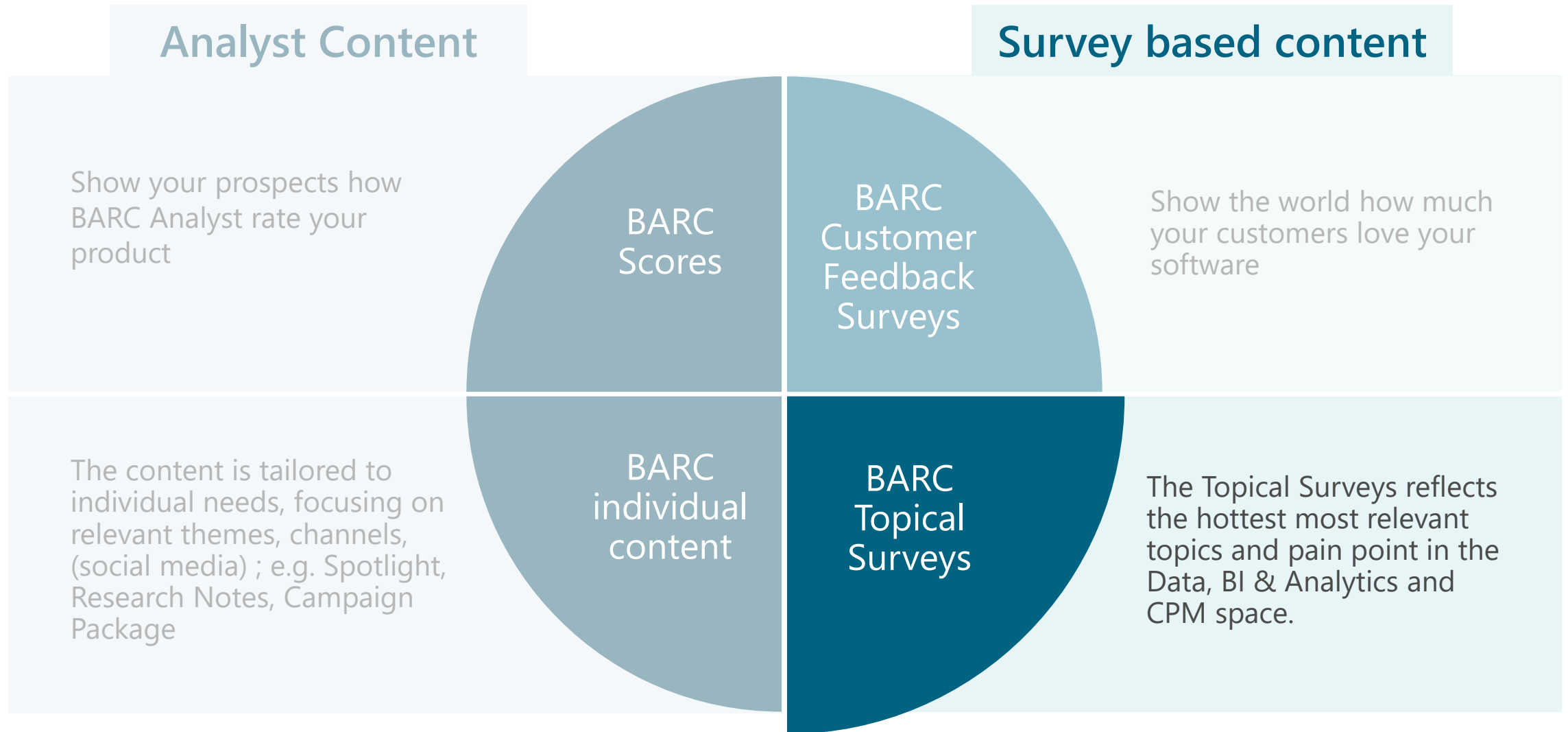
Mid/end of October



Publication of the survey results



# Our research products in comparison



# BARC Topical Survey – Agenda 2025

NEW

Topic	Start field phase	Publication
The State of Data and AI/ML Model Observability: Trends, Challenges, and Best Practices	Q4 2024	Q1 2025
Preparing and Delivering Data for AI: Adoption Trends, Requirements, and Best Practices	Q4 2024	Q1 2025
The State of ESG & Sustainability Reporting 2025	November 2024	May/June 2025
Data Intelligence Technologies: Successful Deployment through Functional coverage and Best practices	Q4 2024	June/ July 2025
Lessons from the Leading Edge - Successful Delivery of AI/GenAI	Q1 2025	June/ July 2025
The Road to automated BI: Where AI can boost efficiency	April 2025	September 2025
Make the most of your SAP data	May 2025	November 2025
Resilient Planning: Strategies, Challenges and Best Practices	Q2 2025	October 2025
More than just Mesh or Fabric: Leveraging Distributed Data for Business Value	Q2 2025	Q4 2025

**BARC**

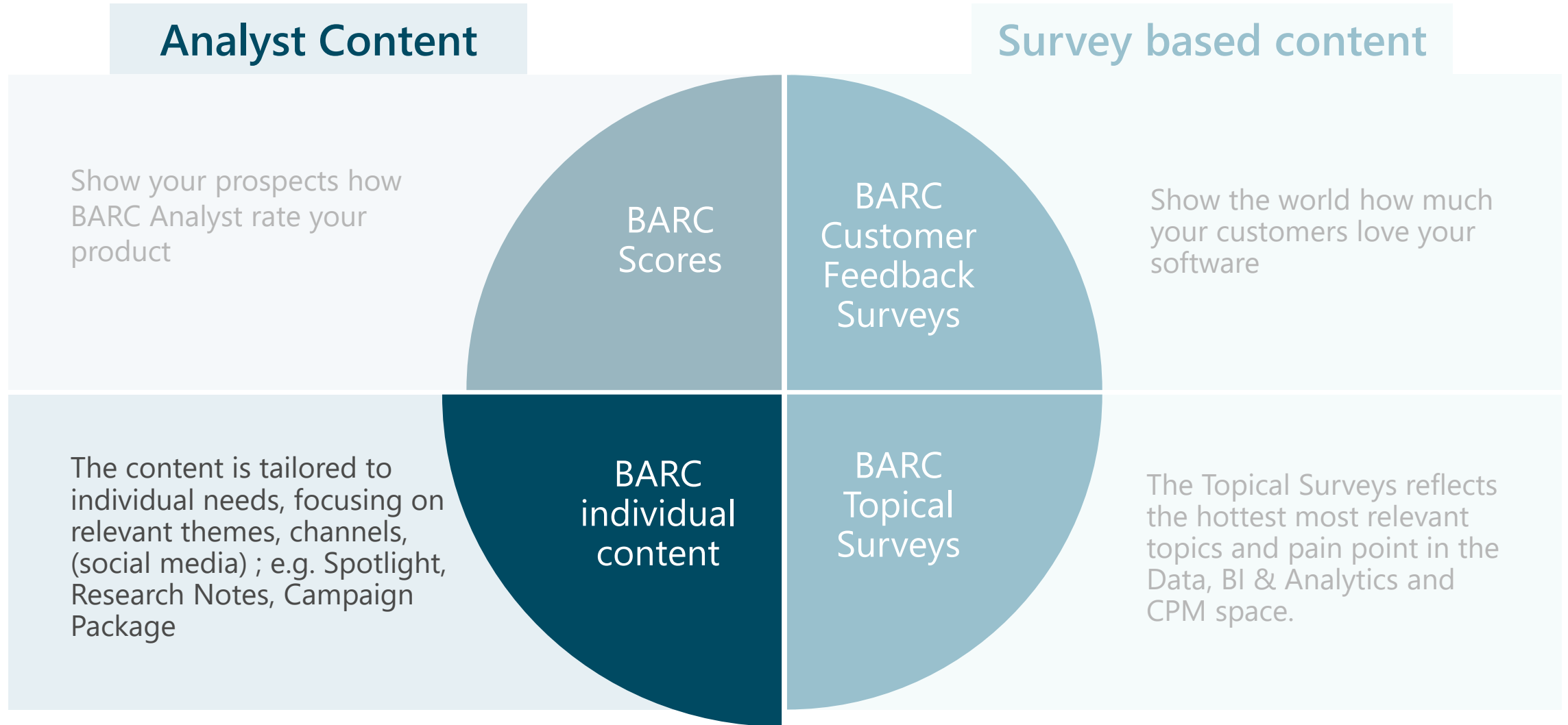
# BARC Trend Survey – Agenda 2025

<b>Trend Surveys</b>	<b>Start field phase</b>	<b>Publication</b>
Global CPM Priorities and Trends Research Report 2025	November 2024	July 2025
Data, BI & Analytics Trend Monitor 2026	Q4 2024	Q4 2025



Please see [www.barc-vendors.com](http://www.barc-vendors.com) for more details

# Our research products in comparison



# Want to beat every content program in our industry?

BARC's custom content makes your content stand out by being more useful, relevant and original than the competition



BARC Research Notes



BARC Custom Topical Survey



BARC Campaign Packages



BARC Spotlight



BARC Speaker



BARC Data Culture Podcast  
& Video Interviews



Individual requests



# Audio & Video Content

Be a guest on Carsten's Data Culture podcast and get 30 minutes of exclusive airtime



## Facts and figures:

- Both English and German language episodes
- Main audience in DACH, but increasingly international
- >2200 listeners per month (+168% on Spotify)
- 400-1000 listeners per episode
- Among the top 5% most shared technology podcasts globally on Spotify in 2022

Recording of a video or audio interview on a certain topic



# Individual BARC Research Note – Generating New and Innovative Value Streams from Data, Analytics, and AI

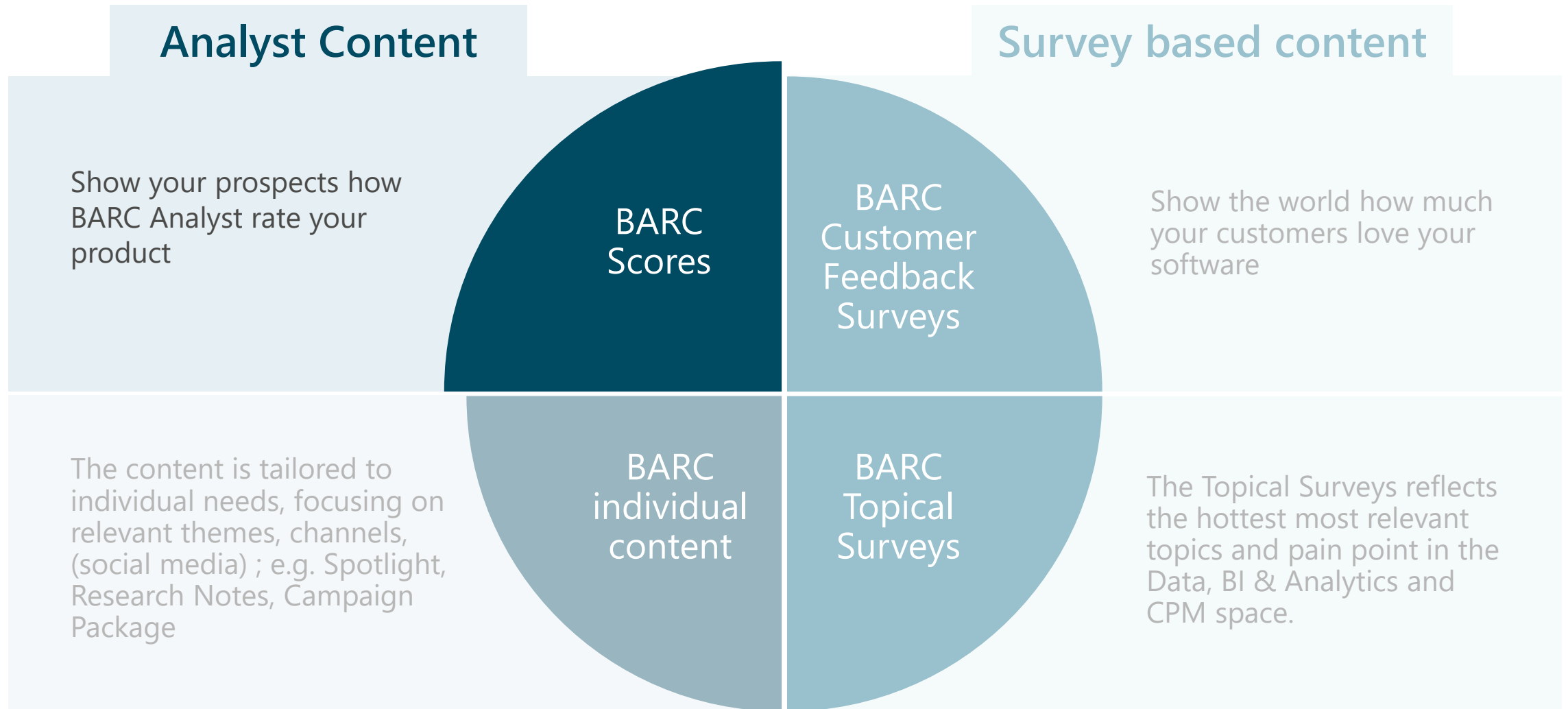
by Doug Laney

- **From Cost to Value:** Many organizations fail to turn data into business value.
- **Monetization Strategy:** Strategic use of data can unlock new revenue streams.
- **Insight Framework:** Provides a roadmap to leverage data for innovation and efficiency.

# BARC Spotlight / 4 part series on ESG Market Segments

- ESG Data Management
- ESG Performance Management
- ESG Specialized Solutions
- ESG Disclosure Management

# Our research products in comparison



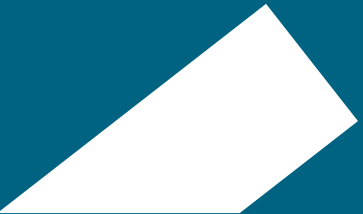
# BARC Score – Agenda 2025

<b>Scores</b>	<b>Region</b>	<b>Publication</b>
BARC Score Data Intelligence Platforms	Global	February
BARC Score Financial Performance Management	Global / DACH	March
BARC Score Integrated Planning & Analytics	Global / DACH	March
BARC Score Enterprise BI & Analytics Platforms	Global	June

BARC

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BARC Event Agend 2025



# BARC Event – Agenda 2024

<b>Event</b>	<b>Date</b>	<b>Location</b>
DATA festival #online	November 13	Online
BI & Analytics Conference	November 26	Vienna
Forum KI & Daten mit BARC - Sport Marke Medien by ESB	December 2-3	Munich

# BARC Event Agenda 2025 – Germany

<b>Event</b>	<b>Date</b>	<b>Location</b>
Data Culture Summit	January 28	Darmstadt
Die Zukunft SAP, Data & Analytics	February 12	Frankfurt am Main
DATA festival #Munich	March 26-27	Munich
BARC Finance & Controlling Summit	May 25	Frankfurt am Main
Big Data & AI World	June 4-5	Frankfurt am Main
BARC Data & Analytics Summit	October/ November	Wuerzburg
Data & Analytics Retreat	October 15-18	Geisenheim
DATA festival #online	November	Online
Forum KI & Daten mit BARC - Sport Marke Medien by ESB	December	Frankfurt am Main



# BARC Event Agenda 2025 – Austria & Switzerland

<b>Event</b>	<b>Date</b>	<b>Location</b>
Modern Data Platforms	March	Zürich
BARC Finance & Controlling Summit (CH)	May	Zürich
BI & Analytics Tagung	November	Wien

# BARC Event Agenda 2025 – US

<b>Event</b>	<b>Date</b>	<b>Location</b>
BARC Data & Analytics Retreat	May 27-30	Winter Park, CO
DATA festival #online	November	Online

# Webinars on AI 2025

Title	Date	Language
GenAI umsetzen: Best Practices für Unternehmen	Q1/Q2	German
RAG and Roll: Transforming GenAI Use Cases with Retrieval Augmented Generation	Q1/Q2	English
Good In, Great Out: Well-Governed Data for Exceptional AI	Q2/Q3	English
Data Engineering and GenAI – A Symbiosis	Q3	English
Realisierung von GenAI-Projekten mit professioneller Unterstützung	Q4	German

# Webinars on BI & Analytics 2025

Title	Date	Language
From GenAI to GenBI	Q2	English
SAP Data & Analytics – Wie geht es weiter	Q4	German
Microsoft Fabric & Power BI – Wie geht es weiter?	Q4	German

# Webinars on CPM 2025

Title	Date	Language
Planning with Power BI – Part I	Q1	English
Erfolgreiches Sales Performance Management: Wie integrierte Planungslösungen die Vertriebssteuerung optimieren	Q1	German
Planning with Qlik	Q2	English
Konzernkonsolidierung meistern: Aktuelle Herausforderungen und Lösungen	Q2	German
Moderne Finanzplanung: Effizienter und besser steuern mit der richtigen Software	Q3	German
Die Zukunft der Unternehmensplanung: KI, GenAI, Vorhersagen und mehr?	Q3	German
Planning with Power BI – Part II	Q4	English
Moderne Unternehmensplanung: Strategien und Ansätze für die Zukunft	Q4	German
Power-BI-Beratungs-und-Implementierungspartner-im-direkten-Vergleich	On request	German

# Webinars on Data Management & Data Engineering 2025

Title	Date	Language
Data Quality – Garbage in Chaos out	Q1	English
Master Data - The Backbone of AI and GenAI	Q2	English
Good In, Great Out: Well-Governed Data for Exceptional AI	Q2/Q3	English
Data Products, Contracts and Marketplaces	Q3	English
Data Engineering and GenAI – A Symbiosis	Q3	English
Data Catalogs: Dream vs. Reality	Q4	English

# Webinars on Data Strategy & Data Culture 2025

Title	Date	Language
Data Monetization	Tba	English
To Cloud or not to Cloud ?! Migration and Repatriation	Tba	English

# Webinars on ESG 2025

Title	Date	Language
ESG-Beratungspartner im direkten Vergleich	Q1	German
Doppelte Materialität und ESG KPIs: Smartes KPI-Management	Q2	German
CSRD-ready: ESG-Reporting effizient umsetzen	Q2/Q3	German
Strategische ESG-Planung als Erfolgsfaktor	Q3	German
Beyond ESG: Lösungen für mehr als ESG-Reporting	Q4	German



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**BARC**



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For always up-to-date information on our research and events agenda go to:  
[www.barc-vendors.com](http://www.barc-vendors.com)



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