DETAILED FINDINGS

From The Benchmark Report:
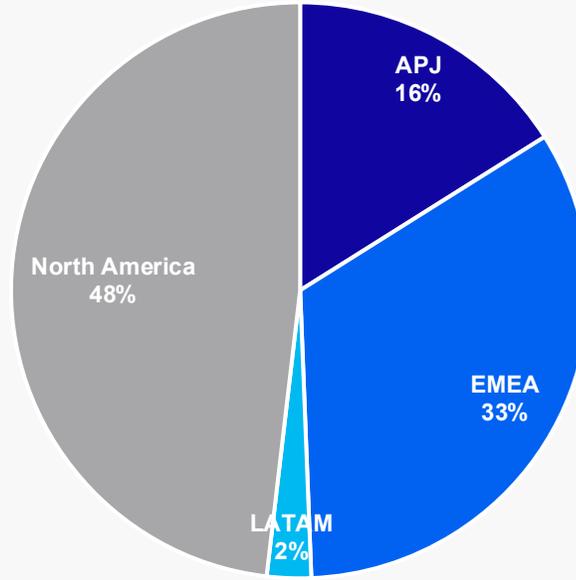
Enterprise Data and Analytics in the Era of AI

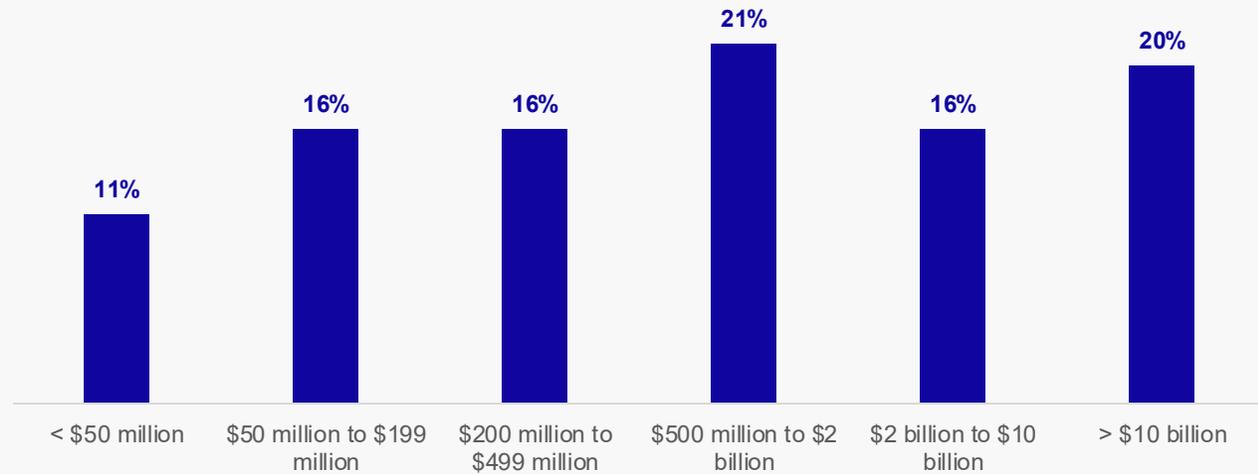By Craig Powers

RESEARCH PARTNER SAP | SPONSORED BY boomi

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Between July and October of 2025, SAPinsider surveyed its members about their strategies and investment plans related to data and analytics. The survey assessed the data maturity of each respondents' organization while asking about strategies, technologies, drivers, challenges, top vendors, and more.

North America
48%

APJ
16%

EMEA
33%

LATAM
2%

Revenue

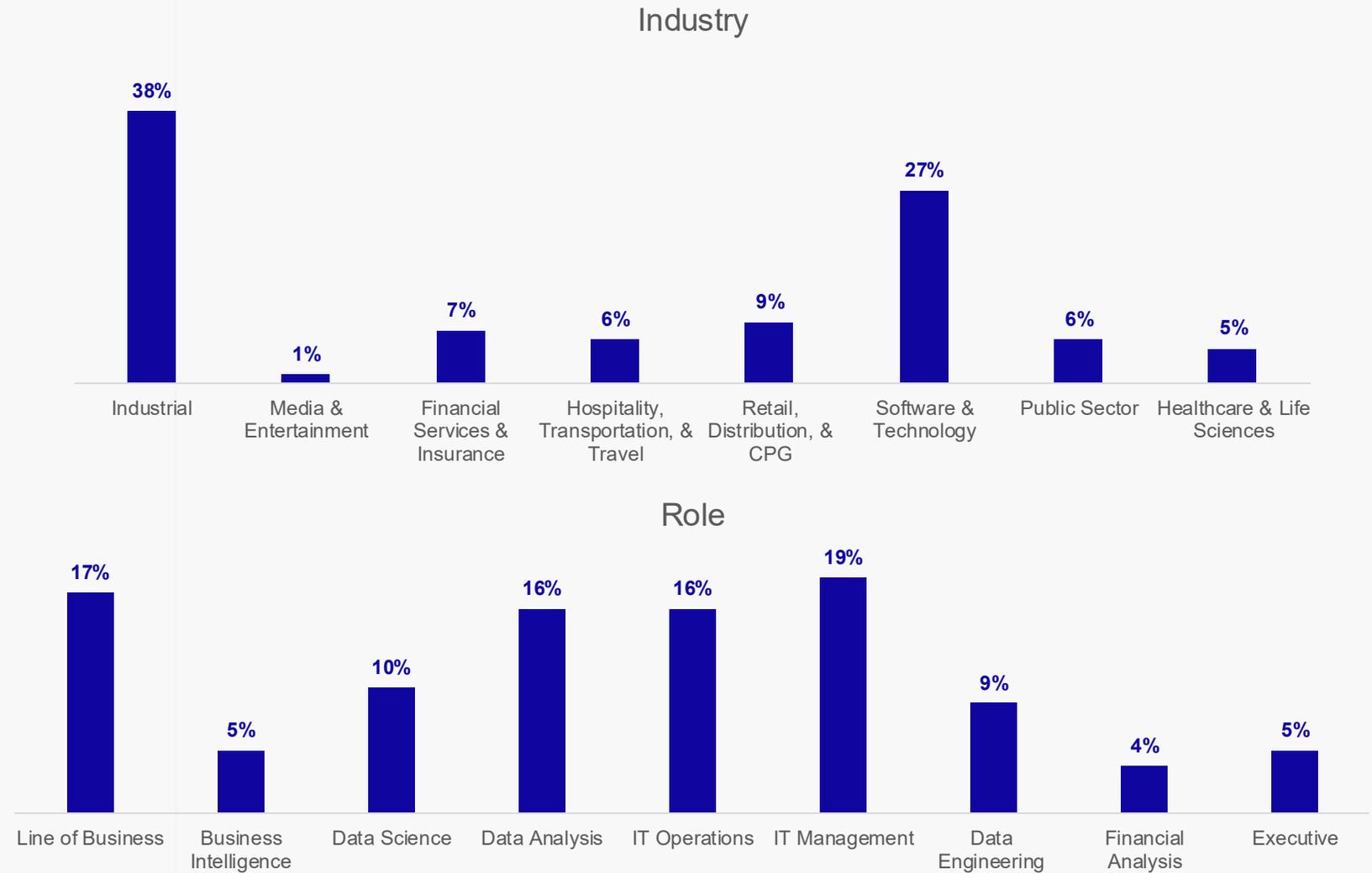| Category	Percent
< $50 million	11%
$50 million to $199 million	16%
$200 million to $499 million	16%
$500 million to $2 billion	21%
$2 billion to $10 billion	16%
> $10 billion	20%

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The survey featured respondents across multiple functional areas, primarily in data, analytics, and IT, as well as from varying industries.

Industry

38%	1%	7%	6%	9%	27%	6%	5%
Industrial	Media & Entertainment	Financial Services & Insurance	Hospitality, Transportation, & Travel	Retail, Distribution, & CPG	Software & Technology	Public Sector	Healthcare & Life Sciences

Role

|								
17%	5%	10%	16%	16%	19%	9%	4%	5%
Line of Business	Business Intelligence	Data Science	Data Analysis	IT Operations	IT Management	Data Engineering	Financial Analysis	Executive

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Respondents were asked a series of questions to assess the maturity of their data and analytics strategy and technology adoption, then assigned a score out of 100. The average maturity score for all respondents was 58.

Data Leaders represent those who scored 71 and above. Data Adopters were respondents that scored between 50 and 70, while data beginners are those that scored below 50.

Distribution of Maturity Groups

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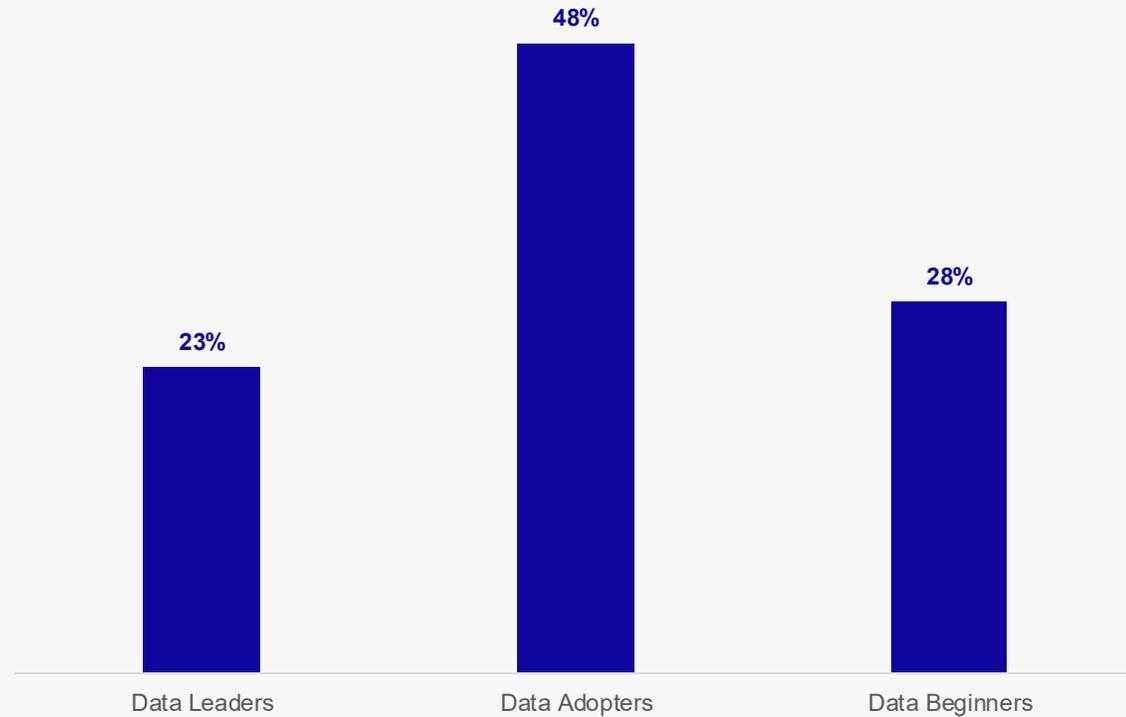
4

As organizations mature, they adopt a wider variety of data and analytics technologies that go beyond SAP. Microsoft is prevalent on both the analytical and data management side at all stages of the journey.

Data beginners are lacking centralized leadership to drive data initiatives, while data adopters are putting that responsibility on existing technology roles. This has led to positive returns on key KPIs.

As companies grow their data and analytics programs, change management and user adoption moves to the forefront and the top challenge.

Data Beginners	Data Adopters	Data Leaders
• Have adopted primarily end-user driven analytics technologies such as Microsoft Power Platform and Salesforce Tableau	• Largely reliant on SAP and Microsoft tools, with some increased adoption of other non-SAP offerings	• More common use of non-SAP analytics technologies beyond Microsoft alongside SAP offerings
• Primarily using on-premise relational databases such as Oracle and Microsoft SQL Server.	• Most commonly using Microsoft tools such as Azure and SQL Server for database and data management, looking to cloud offerings to accelerate strategy	• Greater use of SAP HANA and AWS in data management
• Lacking centralized leadership or vision for data strategy	• Technology leaders (CIO, CTO) leading data strategy	• Data and/or analytics leaders driving data strategy
• Minimal to no adoption of emerging technologies	• Some adoption of emerging technologies, particularly GenAI.	• Higher adoption of emerging technologies such as Agentic AI
• Seeing one positive outcome in better experiences but almost no improvement in key KPIs.	• Incremental increases in data and analytics investment expected as immediate return on KPIs from initial investments has been significant.	• Significant increases in data and analytics going forward, driven by positive business outcomes in many areas.
• Expect maintained or increased investment in data and analytics.	• Change management and user adoption becoming a bigger issue.	• As data and analytics have transformed, change management is top challenge.

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Just 11% of respondents' organizations have achieved transformational data and analytics capabilities, featuring a data-drive culture with automated, AI-enabled insights embedded into business processes. Another 10% are at the optimized level with predictive analytics and proactive decision-making in place

A plurality of respondents identify as the integrated stage with enterprise-wide reporting and some real-time capabilities. Just over a quarter are foundation, meaning they have basic reporting and dashboards with limited governance. The remaining 10% are still ad hoc with their data and analytics capabilities, relying on manual, spreadsheet-based reporting.

Which best describes your organization's data and analytics capabilities?

11%	10%	43%	26%	10%
Transformational	Optimized	Integrated	Foundational	Ad Hoc

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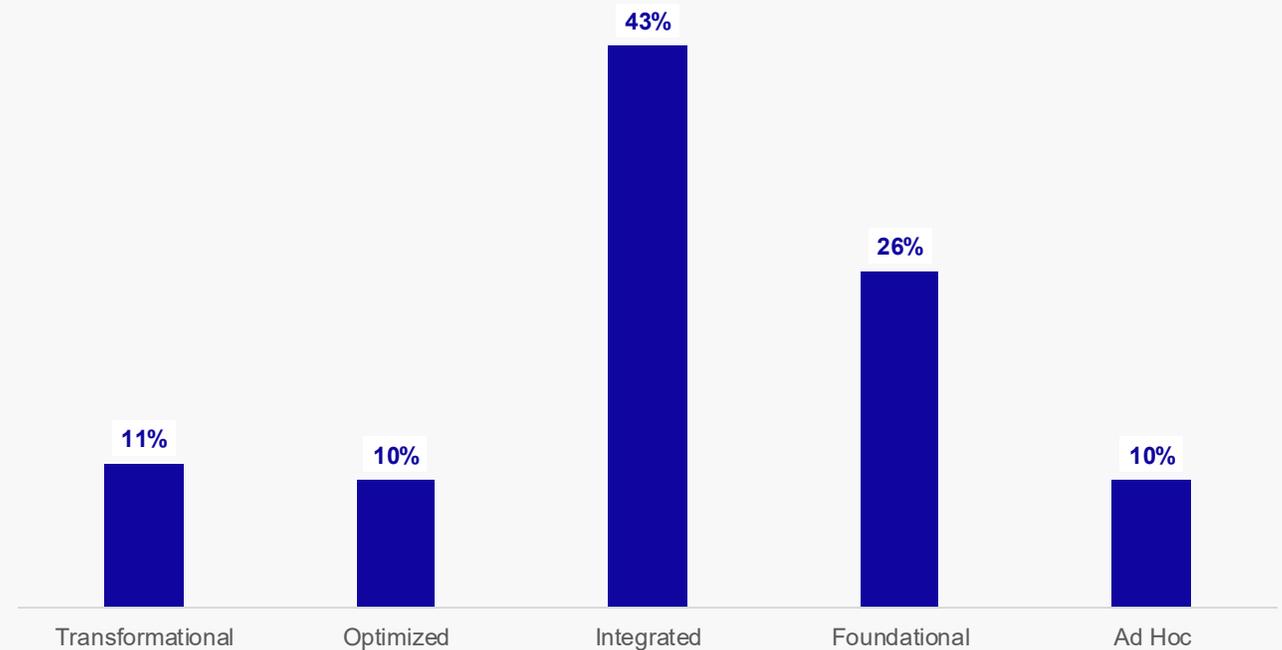
6

Just about a third of respondents indicated having at least enterprise-wide data governance practices at their organizations, with 12% going a step further by having governance embedded across the lifecycle with automation and business accountability.

A quarter of respondents do indicate having data quality standards and stewardship roles, while more than a third have basic data ownership and data policies. Just 9% of respondents' organization have no formal data governance.

Data governance exists at some level at the vast majority or organizations we surveyed, but there is still room for more standardization and automation for many.

Which best describes your organization's data governance practices?

Category	Percentage
Governance embedded across lifecycle with automation and business accountability	12%
Enteprise-wide governance with metadata management and lineage tracking	20%
Data quality standards and stewardship roles are defined and enforced	25%
Basic data ownership and policies exist	35%
No formal governance	9%

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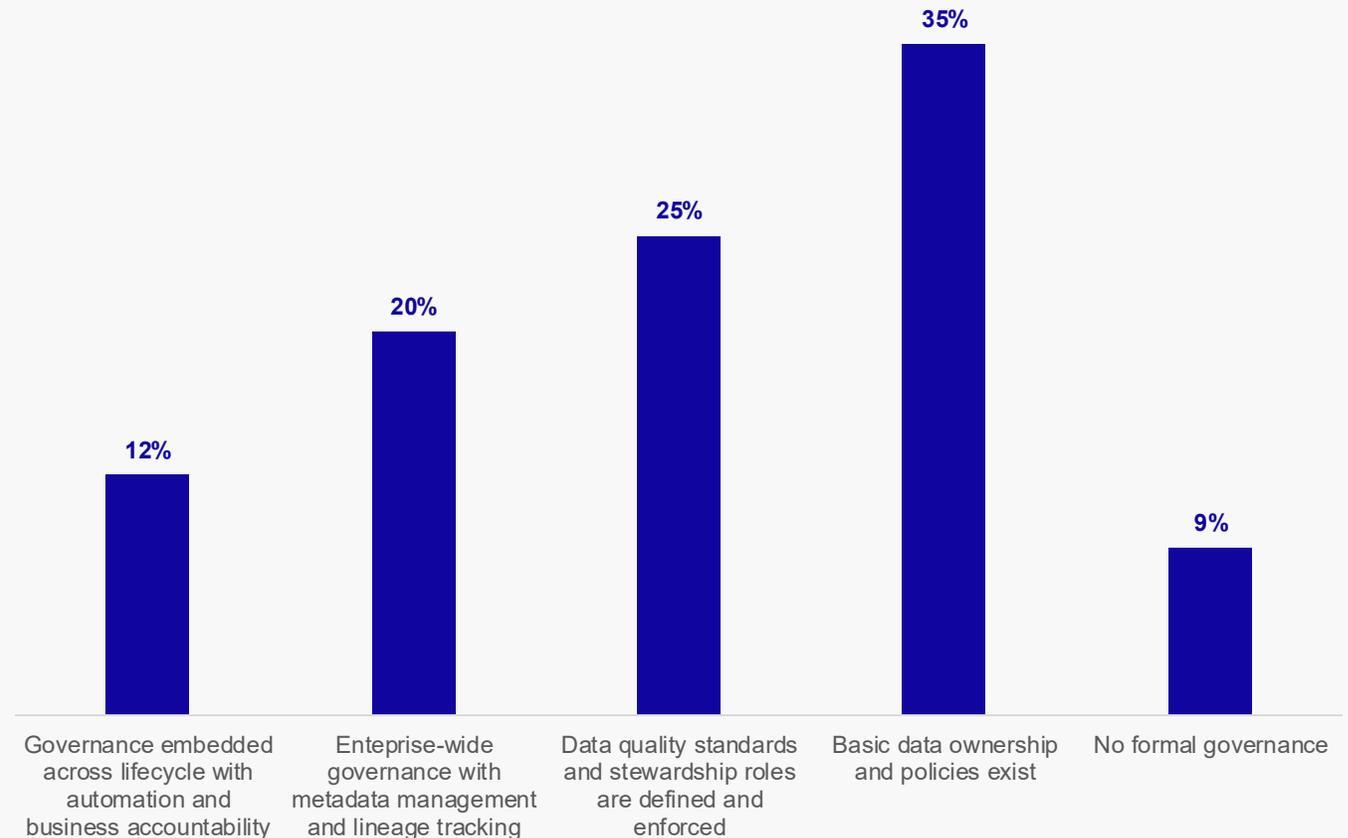
7

Most respondents we surveyed indicated frequent use of data analytics in decision-making across their organizations. Just 3% are using data and analytics occasionally or rarely.

Organizations that are not using data and analytics are at risk of making less-informed decisions than their competitors. Those that are using them pervasively are ahead of the curve.

To what extent is data and analytics embedded in daily decision-making across your organization?

Pervasively	Consistently	Frequently	Occasionally	Rarely
7%	31%	32%	26%	4%

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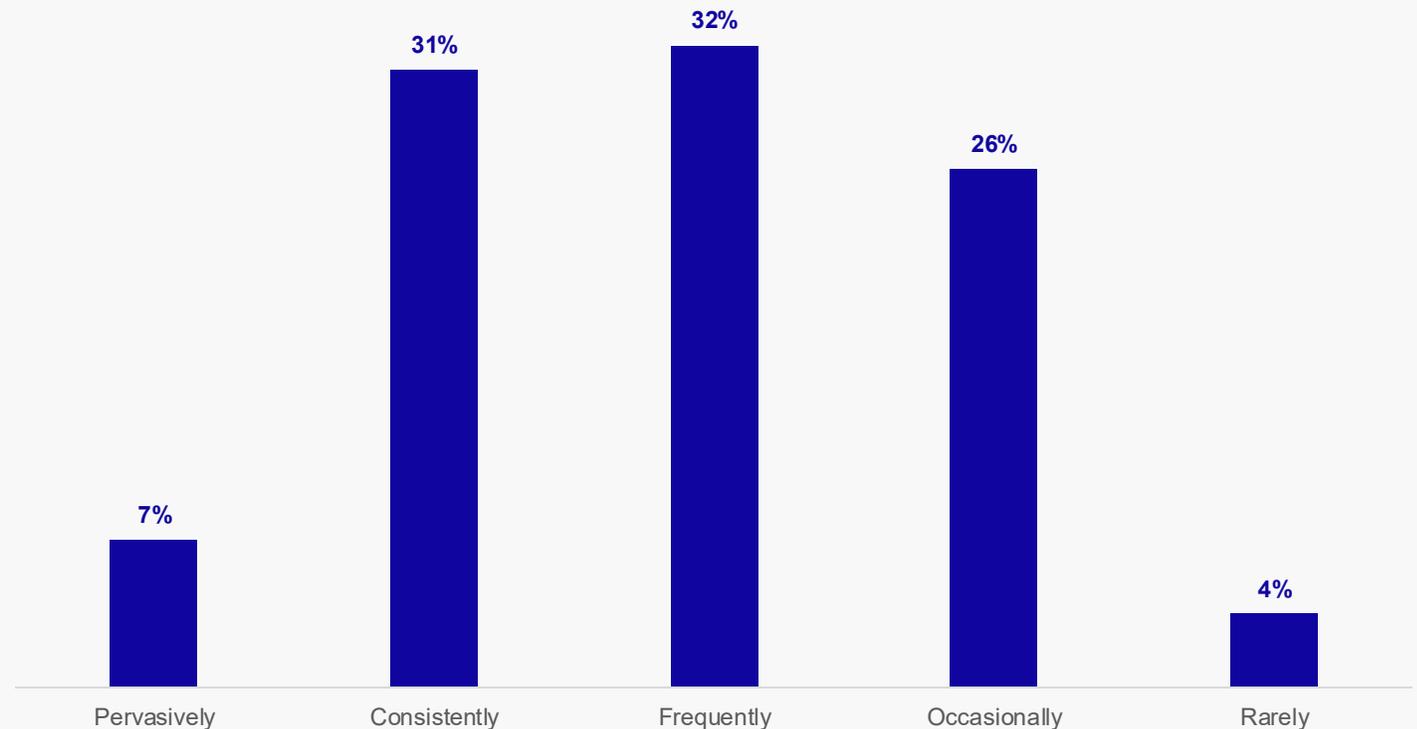
8

More than 40% of respondents indicated only having partially integrated data across SAP and non-SAP systems, nearly four times as many respondents that have seamless and intelligent data availability in their larger data footprint.

There is functional integration at more than a quarter of respondents' organizations, while 15% indicate unified and governed data availability.

There is a lot of room for improvement for many organizations when it comes to integrating SAP and non-SAP data.

Which best describes the availability and accessibility of data across your SAP and non-SAP systems?

Category	Percentage
Seamless and intelligent	11%
Unified and governed	15%
Functionally integrated	27%
Partially integrated	41%
Highly siloed	6%

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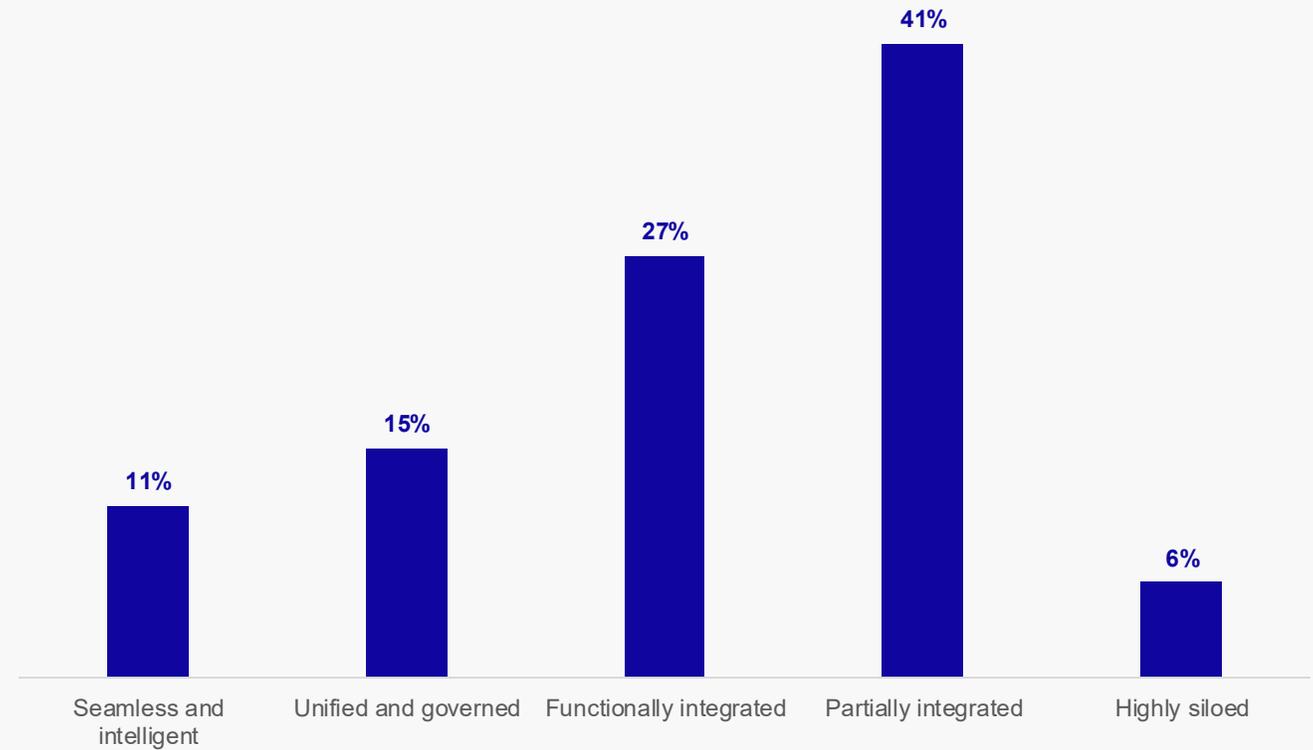
9

Data leaders, those who are utilizing the latest technologies along with the most mature data strategies and governance, are seeing desired business outcomes from their data and analytics approach.

Data Leaders are much more likely than even the Data Adopters to see faster, more confident decision-making, improved forecasting accuracy, agile business operations, and the establishment of a foundation for AI adoption and innovation.

Data adopters do see results, particularly in the area of data governance and quality. The data beginners are seeing outcomes in enhanced experiences, indicated that as a first line of improvement for data strategies.

Business Outcomes Achieved Through Data and Analytics

Improved forecasting accuracy
- 79%
- 38%
- 17%

Faster, more confident decision-making
- 74%
- 56%
- 39%

Improved data governance and quality
- 63%
- 62%
- 30%

Enhanced customer or user experience
- 58%
- 54%
- 57%

Established a foundation for AI adoption and innovation
- 53%
- 26%
- 13%

More agile business operations
- 47%
- 23%
- 30%

Increased revenue or profitability
- 47%
- 26%
- 13%

Cost reduction through efficiency gains
- 37%
- 49%
- 43%

Increased ability to identify and develop new products and services
- 32%
- 15%
- 13%

Better compliance and risk mitigation
- 32%
- 44%
- 22%

■ Data Leaders ■ Data Adopters ■ Data Beginners

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10

While Data Adopters may not yet see the larger business outcomes of Data Leaders, they are seeing the best improvement in KPIs related to their data and analytics strategy.

This indicates that making improvements to data and analytics approaches and investing in technology does provide early returns. In the case of the data leaders, those bars have been set higher but the KPIs are still improving.

Data beginners are seeing little to no improvement on measured KPIs.

Measured KPIs Change Related to Data and Analytics Strategy

KPI	Data Leaders	Data Adopters	Data Beginners
System performance and scalability metrics	22%	32%	3%
Data consumer satisfaction	22%	32%	1%
Cost savings	11%	7%	4%
Revenue impact	16%	20%	0%
Productivity improvement	22%	28%	2%
Accuracy of forecasts and predictions	24%	21%	1%
Time-to-insight/decision latency	16%	23%	-2%
Data Quality score/index	26%	30%	2%
Report and dashboard usage rates	23%	22%	6%

■ Data Leaders   ■ Data Adopters   ■ Data Beginners

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More Data Leaders are using Datasphere and fewer are using SAP BW than their counterparts, pointing to a migration to SAP Datasphere among the most mature respondents' organizations.

Nearly a quarter of Data Beginners are using no SAP data and analytics technologies. However, more than a third indicate using SAP Business Technology Platform (SAP BTP). It is potentially a starting point for data integration for those early in their journeys.

SAP Data and Analytics Technologies In Use

SAP Analytics Cloud
- 58%
- 31%
- 17%

SAP BW/4HANA
- 42%
- 26%
- 26%

SAP Business Data Cloud (SAP BDC)
- 37%
- 15%
- 17%

SAP S/4HANA Embedded Analytics
- 37%
- 23%
- 9%

SAP HANA Cloud
- 37%
- 31%
- 17%

SAP BusinessObjects
- 37%
- 26%
- 17%

SAP Business Technology Platform (SAP BTP)
- 26%
- 18%
- 35%

SAP Datasphere
- 26%
- 15%
- 13%

SAP BW
- 21%
- 44%
- 35%

None currently
- 5%
- 8%
- 22%

Other (please specify)
- 0%
- 5%
- 0%

■ Data Leaders ■ Data Adopters ■ Data Beginners

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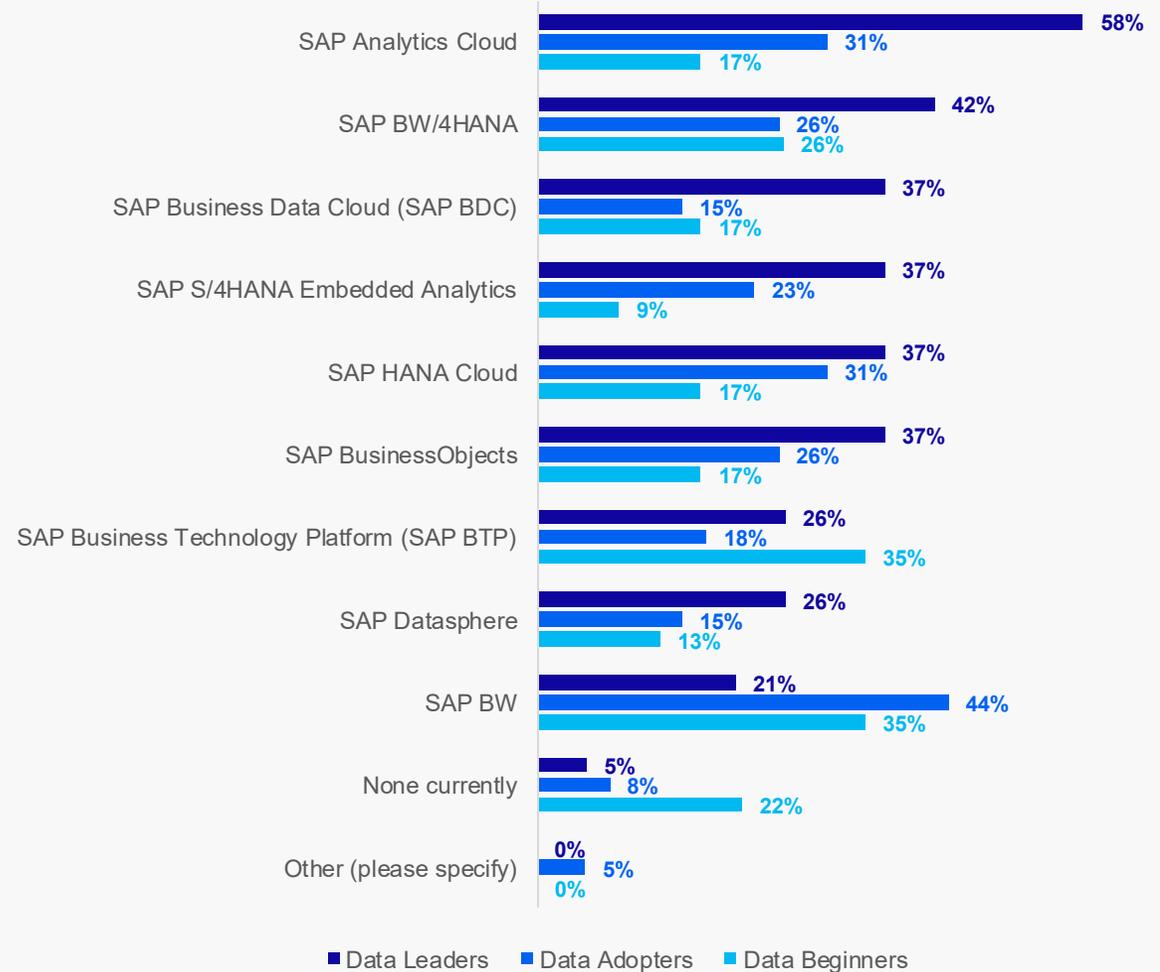
12

Microsoft Power Platform is the most common non-SAP data and analytics tool in use by our respondents, with more than half of those in all three maturity groups utilizing the product.

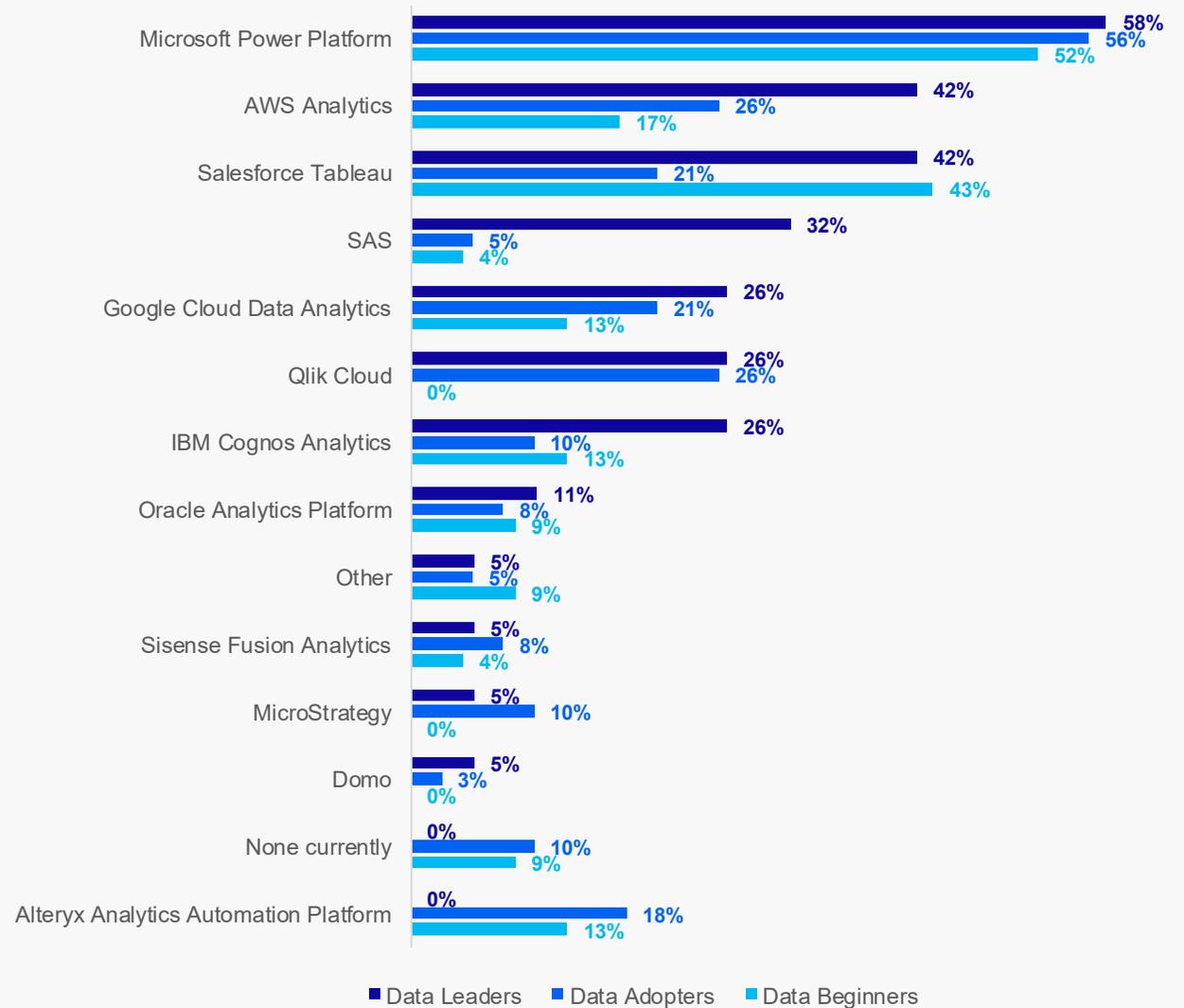**Tableau also has a strong showing among data beginners, which points back to how the visualization software began at many companies as a user-driven adoption outside the scope of IT.**

Data leaders are more likely to use non-SAP analytics tools such as SAS, AWS Analytics, Google Cloud Data Analytics, and IBM Cognos Analytics.

Non-SAP Data and Analytics Tools in Use

Tool	Data Leaders	Data Adopters	Data Beginners
Microsoft Power Platform	58%	56%	52%
AWS Analytics	42%	26%	17%
Salesforce Tableau	42%	21%	43%
SAS	32%	5%	4%
Google Cloud Data Analytics	26%	21%	13%
Qlik Cloud	26%	26%	0%
IBM Cognos Analytics	26%	10%	13%
Oracle Analytics Platform	11%	8%	9%
Other	5%	5%	9%
Sisense Fusion Analytics	5%	8%	4%
MicroStrategy	5%	10%	0%
Domo	5%	3%	0%
None currently	0%	10%	9%
Alteryx Analytics Automation Platform	0%	18%	13%

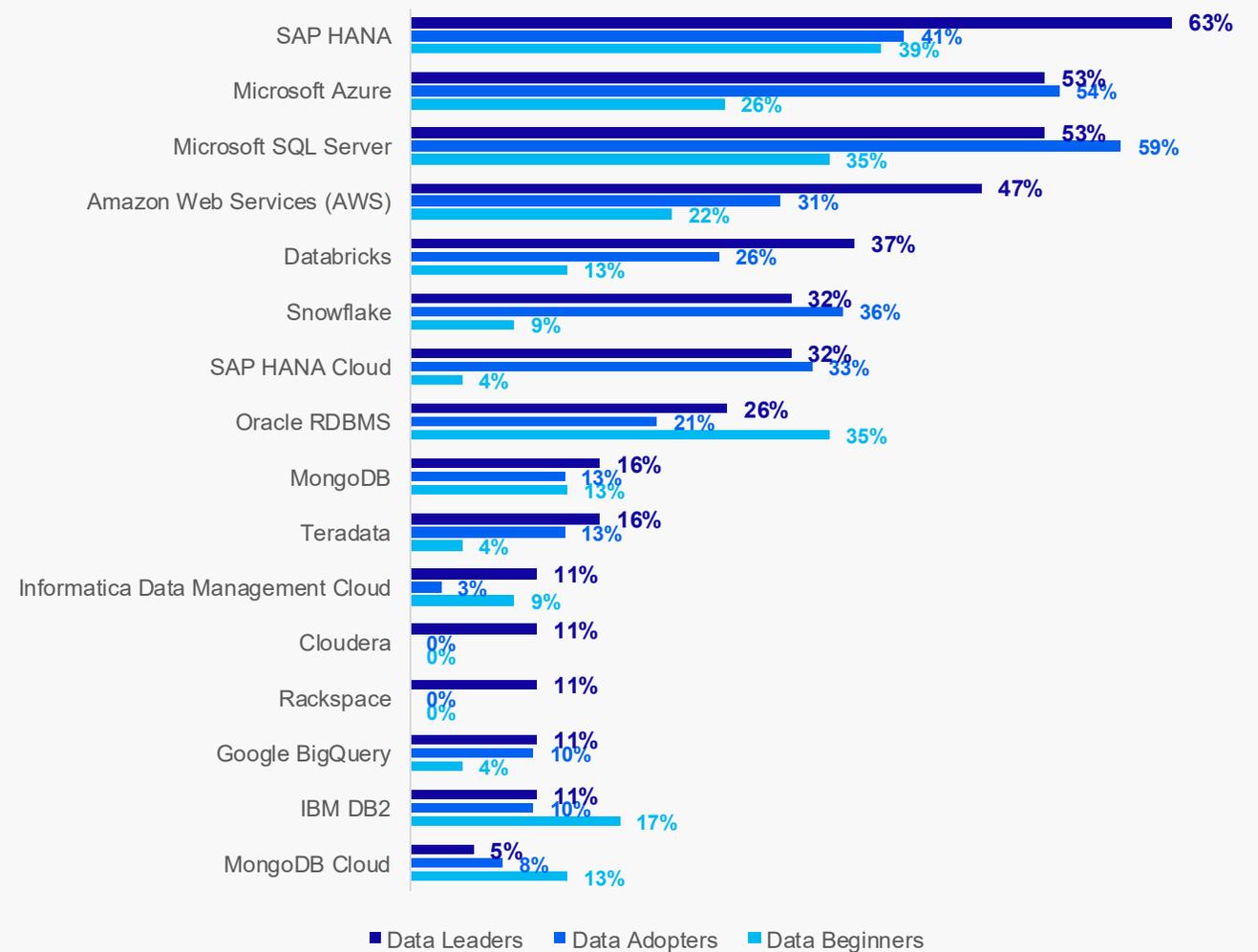■ Data Leaders ■ Data Adopters ■ Data Beginners

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As organizations mature from data beginners into data adopters, they look to Microsoft products such as Azure and SQL Server to help them manage their data. As they grow into data leaders, they are adopting SAP HANA, AWS, and Databricks at a higher rate for more advanced and real-time data needs.

Data adopters are looking at utilizing cloud-based options such as SAP HANA Cloud, Snowflake at the same or greater rate than data leaders. Those that are coming later to the data and analytics party are skipping past on-premise solutions and utilizing the latest cloud options.

Database and Data Management tools in use for analytics initiatives

Tool	Data Leaders	Data Adopters	Data Beginners
SAP HANA	63%	41%	39%
Microsoft Azure	53%	54%	26%
Microsoft SQL Server	53%	59%	35%
Amazon Web Services (AWS)	47%	31%	22%
Databricks	37%	26%	13%
Snowflake	32%	36%	9%
SAP HANA Cloud	32%	33%	4%
Oracle RDBMS	26%	21%	35%
MongoDB	16%	13%	13%
Teradata	16%	13%	4%
Informatica Data Management Cloud	11%	3%	9%
Cloudera	11%	0%	0%
Rackspace	11%	0%	0%
Google BigQuery	11%	10%	4%
IBM DB2	11%	10%	17%
MongoDB Cloud	5%	8%	13%

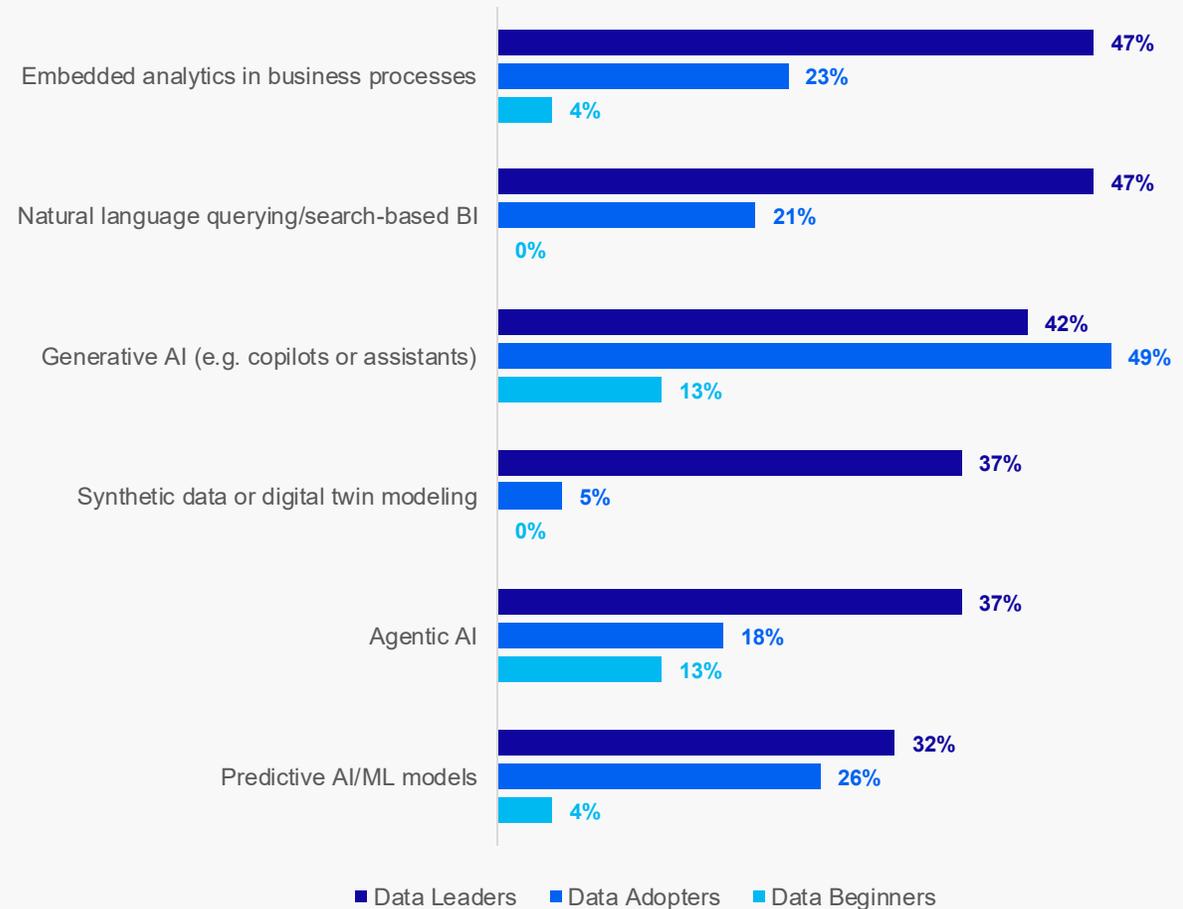■ Data Leaders   ■ Data Adopters   ■ Data Beginners

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Data leaders have built a better foundation of policies, governance, and technologies to allow them to adopt emerging technologies that can advance their data and analytics strategies.

Embedded analytics, natural language querying for BI, synthetic data, and agentic AI are all examples of where data leaders have more than doubled the adoption rate over data adopters.

Generative AI tools such as copilots and digital assistants appear to be the first step into emerging technologies for many data adopters.

Emerging technologies in use as part of data and analytics initiatives

Technology	Data Leaders	Data Adopters	Data Beginners
Embedded analytics in business processes	47%	23%	4%
Natural language querying/search-based BI	47%	21%	0%
Generative AI (e.g. copilots or assistants)	42%	49%	13%
Synthetic data or digital twin modeling	37%	5%	0%
Agentic AI	37%	18%	13%
Predictive AI/ML models	32%	26%	4%

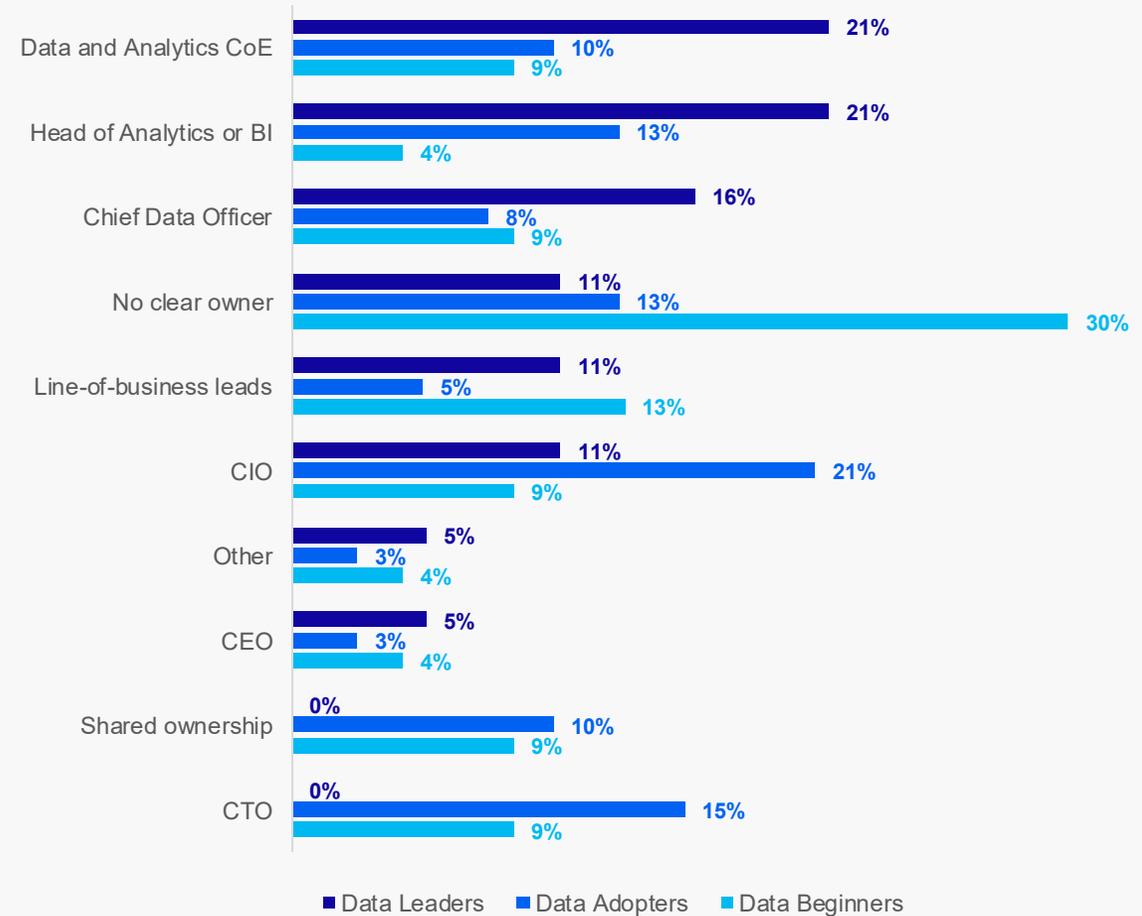■ Data Leaders ■ Data Adopters ■ Data Beginners

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15

As companies mature their data and analytics approach, they are more likely to put a data-specific leader in charge of strategy. Data leaders are much more likely to have a data and analytics center of excellence, or roles such as a head of analytics or Chief Data Officer in charge.

Nearly a third of data beginners have not set a clear owner of data strategy, while data beginners are more often putting that responsibility on technology leaders such as CIOs and CTOs.

Data Strategy Owner

Data Strategy Owner	Data Leaders	Data Adopters	Data Beginners
Data and Analytics CoE	21%	10%	9%
Head of Analytics or BI	21%	13%	4%
Chief Data Officer	16%	8%	9%
No clear owner	11%	13%	30%
Line-of-business leads	11%	5%	13%
CIO	11%	21%	9%
Other	5%	3%	4%
CEO	5%	3%	4%
Shared ownership	0%	10%	9%
CTO	0%	15%	9%

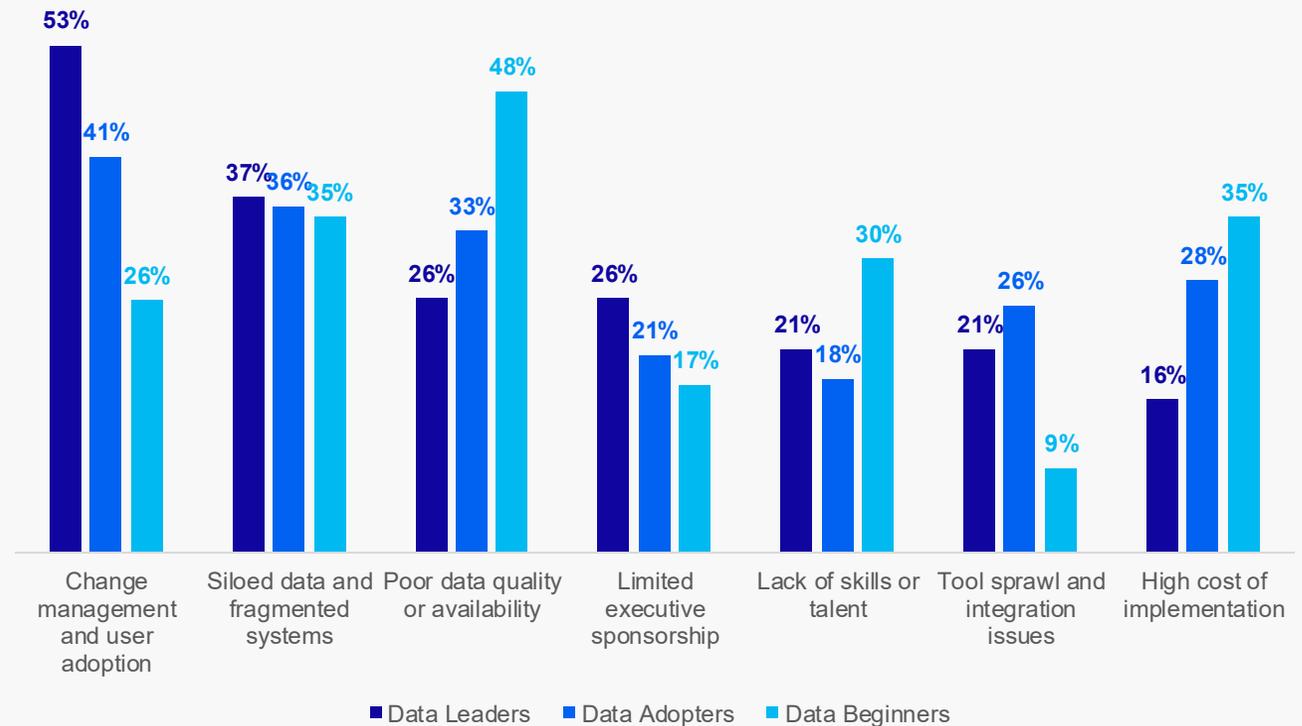■ Data Leaders ■ Data Adopters ■ Data Beginners

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Data leaders are implanting the most technologies and more often transforming processes, so it makes sense that the most common data and analytics challenge they face is change management and user adoption.

On the other end, data beginners are struggling with poor data quality or availability, lack of skills and talent, and facing high costs of implementation as they move away from legacy systems or no systems at all.

Siloed data remains a steady challenge as companies mature.

Biggest Data and Analytics Challenges

Bar chart titled "Biggest Data and Analytics Challenges":

Challenge	Data Leaders	Data Adopters	Data Beginners
Change management and user adoption	53%	41%	26%
Siloed data and fragmented systems	37%	36%	35%
Poor data quality or availability	26%	33%	48%
Limited executive sponsorship	26%	21%	17%
Lack of skills or talent	21%	18%	30%
Tool sprawl and integration issues	21%	26%	9%
High cost of implementation	16%	28%	35%

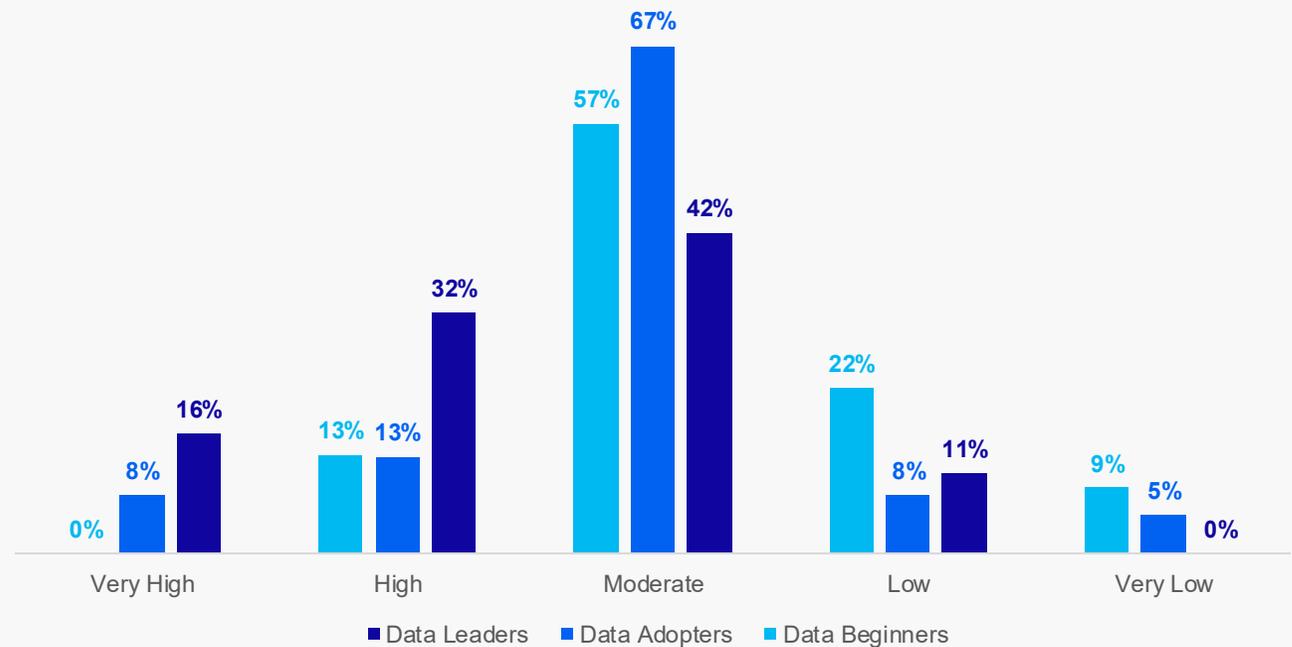■ Data Leaders ■ Data Adopters ■ Data Beginners

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While data leaders cite change management and user adoption as their biggest challenges, they also are succeeding in that regard better than the data adopters and data beginners.

Almost half of data leaders indicated high or very high end-user adoption of data and analytics. Two-thirds of data adopters are seeing moderate adoption, while data beginners are more likely to see low or very low adoption levels.

Putting a unified data strategy in place helps drive adoption of insights and tools.

Data and Analytics End-User Adoption

	Very High	High	Moderate	Low	Very Low
Data Beginners	0%	13%	57%	22%	9%
Data Adopters	8%	13%	67%	8%	5%
Data Leaders	16%	32%	42%	11%	0%

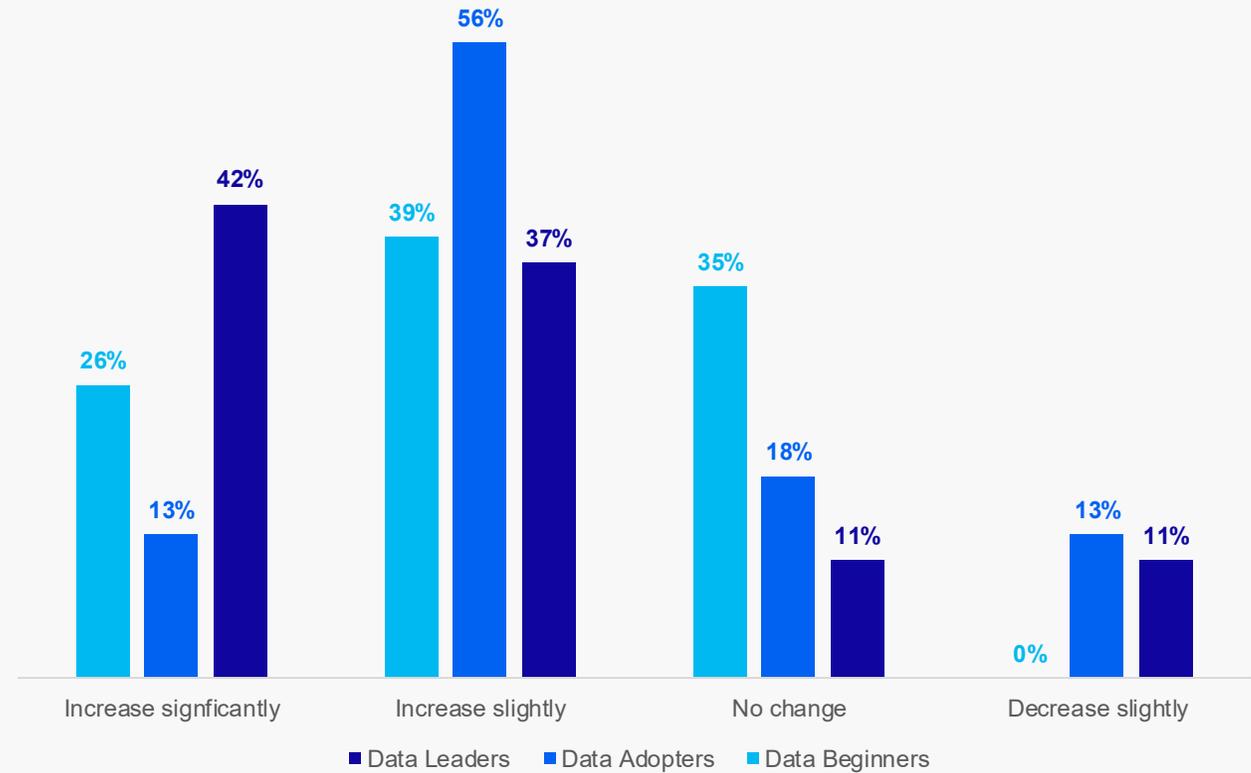■ Data Leaders ■ Data Adopters ■ Data Beginners

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Data Leaders are recognizing the value of their investment in data and analytics, which 42% expecting to increase that investment significantly over the next 12 months and another 37% looking to increase it slightly.

That means data beginners looking to not change their data analytics investment, and data adopters looking to only increase investment slightly are at risk of falling further behind data leaders.

Expected Change in Data and Analytics Investment Over Next 12 months

Legend: ■ Data Leaders ■ Data Adopters ■ Data Beginners

	Increase signficantly	Increase slightly	No change	Decrease slightly
Data Beginners	26%	39%	35%	0%
Data Adopters	13%	56%	18%	13%
Data Leaders	42%	37%	11%	11%

DART
MODEL FRAMEWORK

Strategy and needs for enterprise integration

DRIVERS

- Digitalization is creating an exponential increase in data generated (35%)
- Supporting a more resilient, agile, and sustainable supply chain (33%)
- Enabling AI and automation (32%)
- Mandate to build a data-driven decision-making culture (27%)

ACTIONS

- Creating centralized data repositories, data warehouses, and data lakes (54%)
- Coordination between IT and Lines of Business on data and analytics (53%)
- Implementing new data governance, quality, and compliance policies and procedures (38%)
- Architecting a new enterprise-wide data strategy (38%)

REQUIREMENTS

- Data quality, security, and resiliency (79%)
- Regulatory compliance (73%)
- Presenting data from both SAP and non-SAP solutions across the landscape (70%)
- Automation to reduce errors and costs (70%)

TECHNOLOGIES

- Data visualization tools (54%)
- Business intelligence tools (53%)
- On-premise data warehouses (48%)
- Data tools for migration, ETL, archiving (42%)
- Cloud warehouses and data lakes (37%)
- Data integration/orchestration tools (36%)
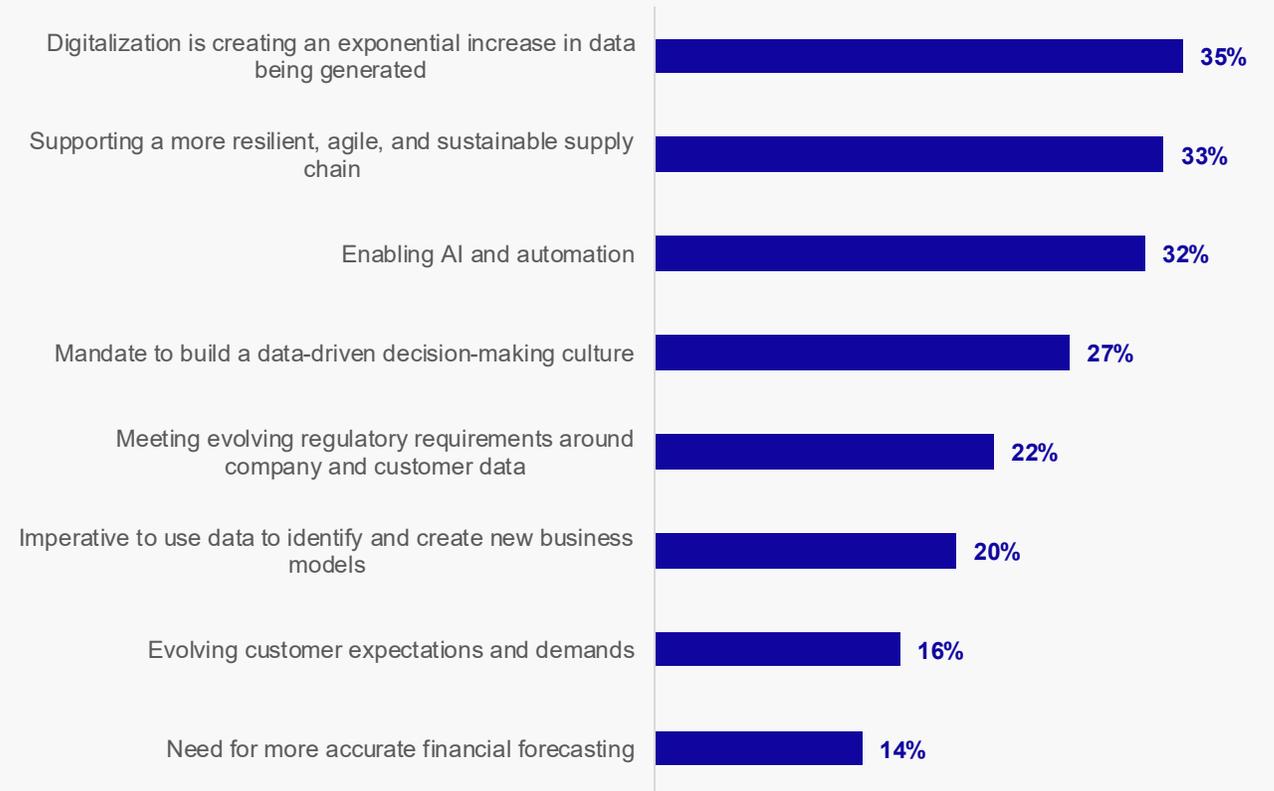- Self-service or low-code/no-code tools (36%)

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There is no dominant driver for organizations when it comes to data and analytics strategy, but the eras of digital business and AI are playing a major role when it comes to setting those data plans in motion.

Supply chains are also a leading driver. Organizations are seeking to unlock value from internal and external supply chain data to make their business run smoother and more reliably.

Finally, many leaders are mandating data-driven decisions, which are increasingly becoming the norm among top organizations.

Top Factors Driving Data and Analytics Strategy

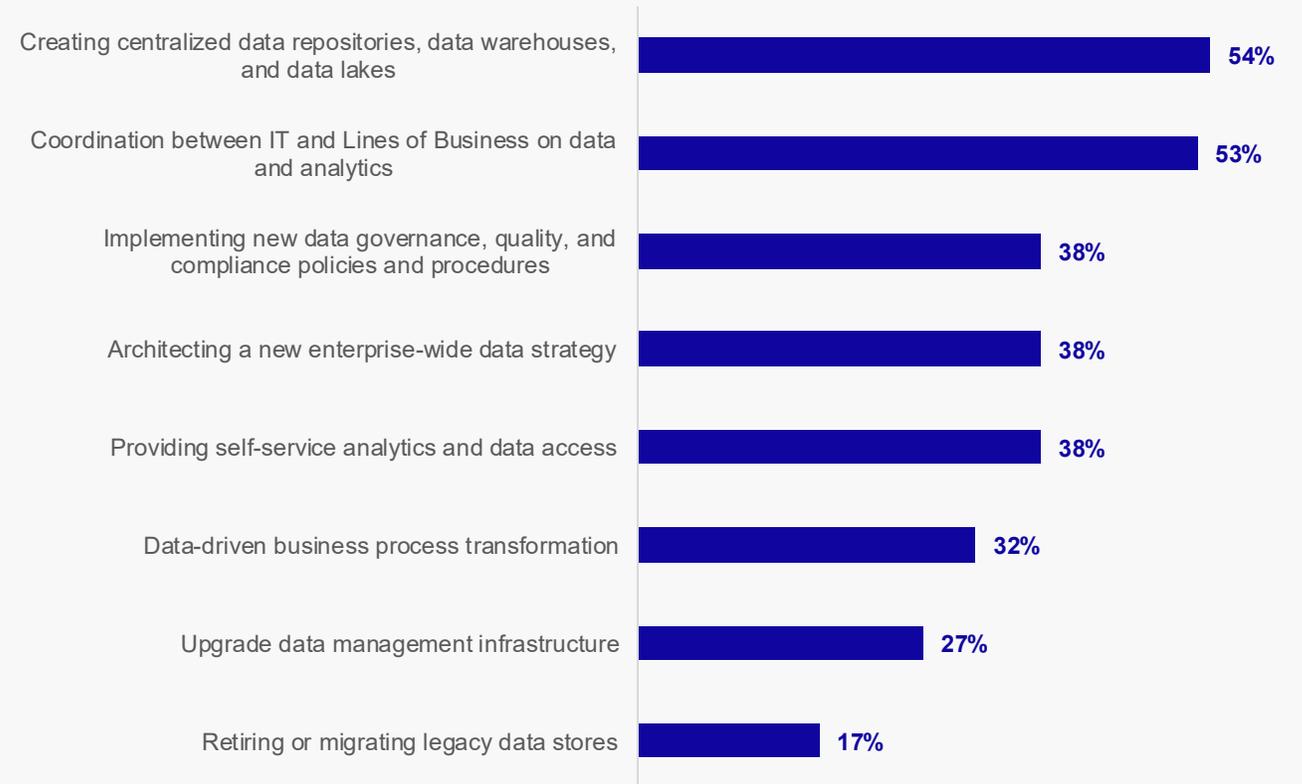| Factor	Percentage
Digitalization is creating an exponential increase in data being generated	35%
Supporting a more resilient, agile, and sustainable supply chain	33%
Enabling AI and automation	32%
Mandate to build a data-driven decision-making culture	27%
Meeting evolving regulatory requirements around company and customer data	22%
Imperative to use data to identify and create new business models	20%
Evolving customer expectations and demands	16%
Need for more accurate financial forecasting	14%

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The top action that respondents in our survey are taking to support data and analytics needs is centralizing their data, an important step for enabling advance analytics and AI adoption.

More than half of respondents' organizations are also coordinating IT and lines of business on data and analytics, which enables company to better align data insights with business processes and decisions that they are expected to support.

Top Actions to Support Data and Analytics Needs

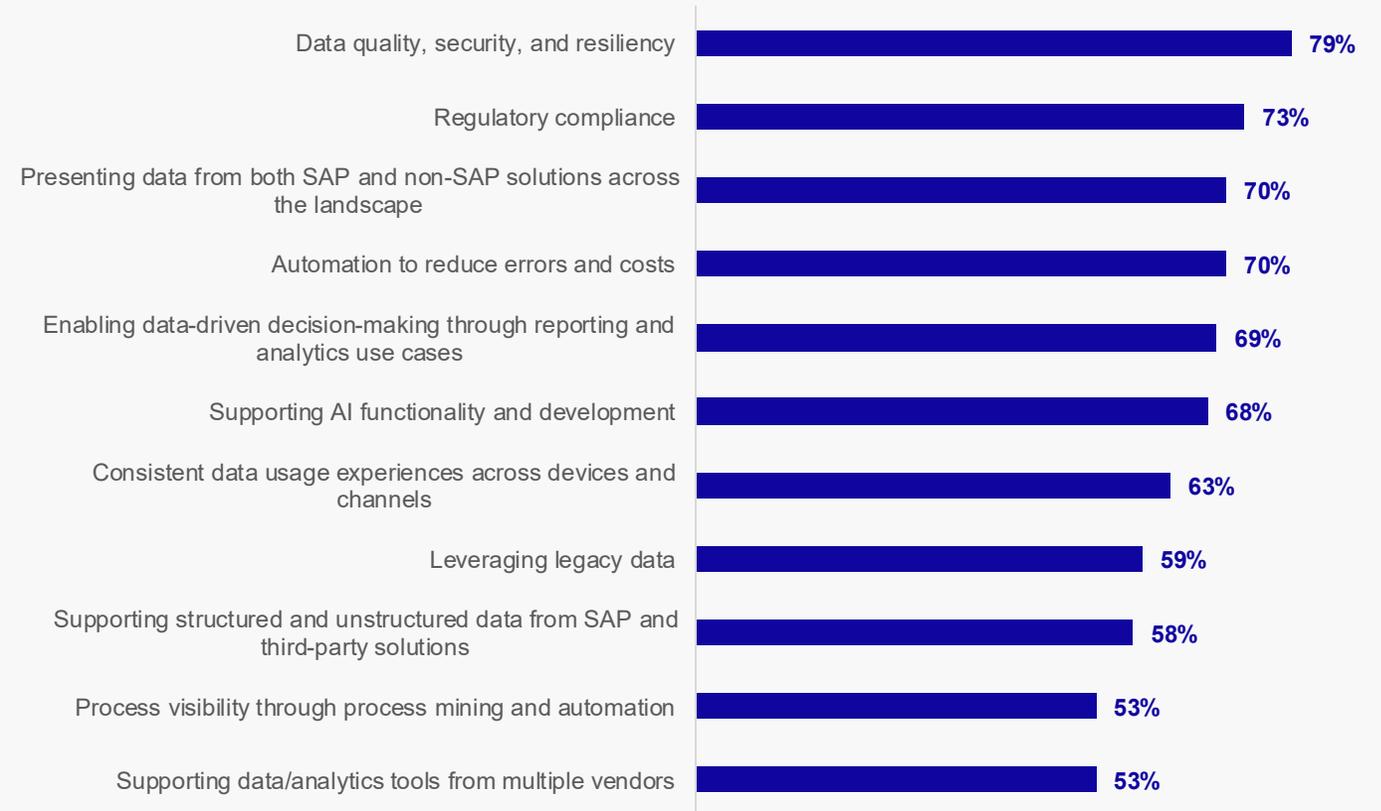| Action	%
Creating centralized data repositories, data warehouses, and data lakes	54%
Coordination between IT and Lines of Business on data and analytics	53%
Implementing new data governance, quality, and compliance policies and procedures	38%
Architecting a new enterprise-wide data strategy	38%
Providing self-service analytics and data access	38%
Data-driven business process transformation	32%
Upgrade data management infrastructure	27%
Retiring or migrating legacy data stores	17%

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Data quality, security, and resiliency is the top requirement that our respondents are expecting to see from their data and analytics strategies., followed closely by regulatory compliance.

Presenting data from SAP and non-SAP systems is also important, as is supporting automation, supporting data-driven decision-making, and enabling AI functionality and development.

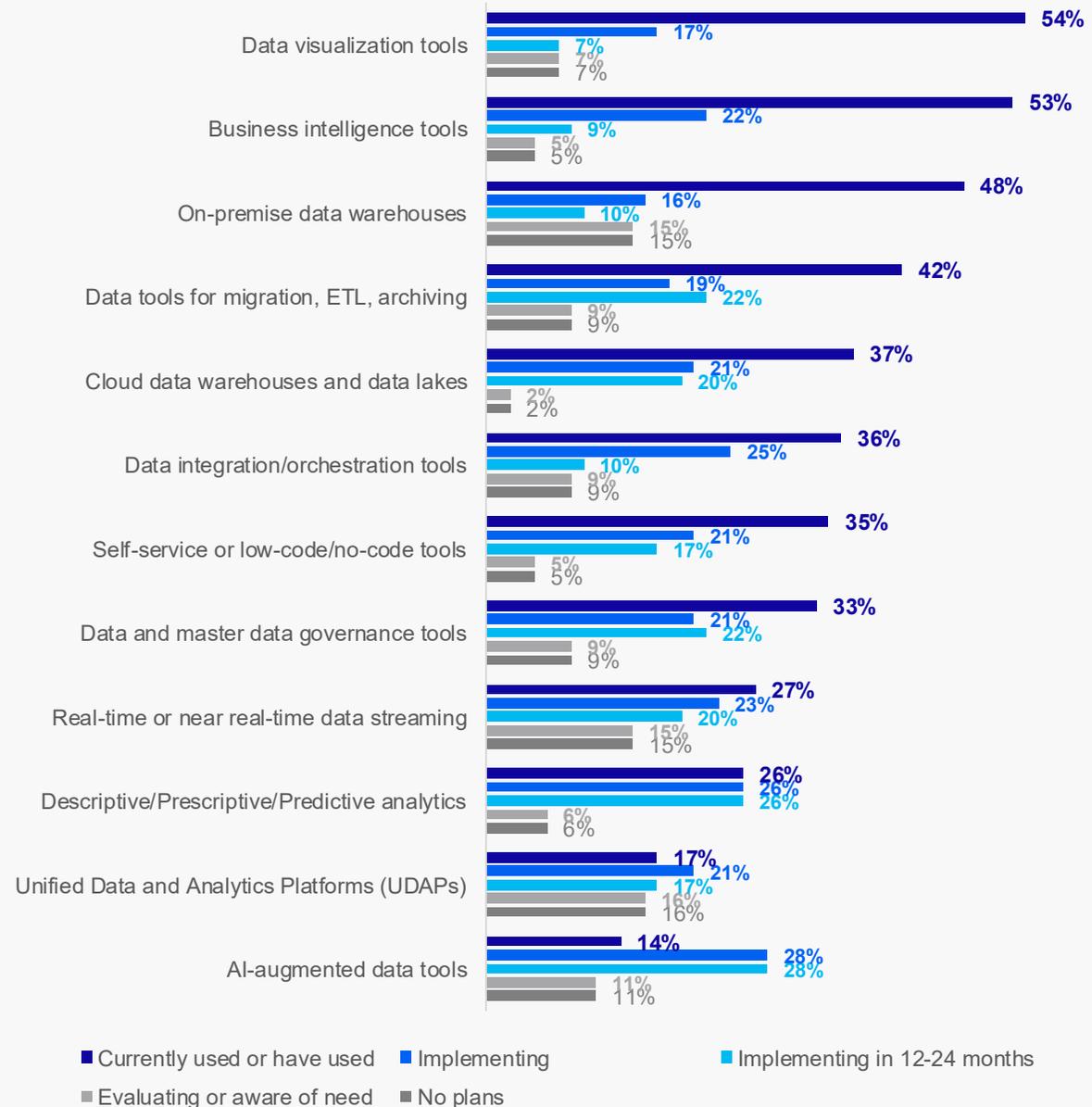## Top Data and Analytics Requirements

Requirement	%
Data quality, security, and resiliency	79%
Regulatory compliance	73%
Presenting data from both SAP and non-SAP solutions across the landscape	70%
Automation to reduce errors and costs	70%
Enabling data-driven decision-making through reporting and analytics use cases	69%
Supporting AI functionality and development	68%
Consistent data usage experiences across devices and channels	63%
Leveraging legacy data	59%
Supporting structured and unstructured data from SAP and third-party solutions	58%
Process visibility through process mining and automation	53%
Supporting data/analytics tools from multiple vendors	53%

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Data visualization and Business Intelligence tools are the most common data and analytics technologies in use among our respondents, while nearly half are currently using or have used on-premise data warehouses.

Those are more common that cloud warehouses, of which 37% of respondents indicate using or have used.

AI-augmented data tools are still at a low adoption rate, but more than half or respondents expect to implement them in the next 24 months.

Top Data and Analytics Technologies

Data visualization tools — 54%, 17%, 7%, 7%

Business intelligence tools — 53%, 22%, 9%, 5%, 5%

On-premise data warehouses — 48%, 16%, 10%, 15%, 15%

Data tools for migration, ETL, archiving — 42%, 19%, 22%, 9%, 9%

Cloud data warehouses and data lakes — 37%, 21%, 20%, 2%, 2%

Data integration/orchestration tools — 36%, 25%, 10%, 9%, 9%

Self-service or low-code/no-code tools — 35%, 21%, 17%, 5%, 5%

Data and master data governance tools — 33%, 21%, 22%, 9%, 9%

Real-time or near real-time data streaming — 27%, 23%, 20%, 15%, 15%

Descriptive/Prescriptive/Predictive analytics — 26%, 26%, 26%, 6%, 6%

Unified Data and Analytics Platforms (UDAPs) — 17%, 21%, 17%, 16%, 16%

AI-augmented data tools — 14%, 28%, 28%, 11%, 11%

■ Currently used or have used   ■ Implementing   ■ Implementing in 12-24 months
■ Evaluating or aware of need   ■ No plans

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THANK YOU

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