

The Data Management Survey 22

The voice of the data management community

This is a specially produced summary
by BARC of the headline results for

TimeXtender



The Data Management Survey 22: TimeXtender Highlights Dashboard



KPI results

2 top-rankings
and
3 leading
positions
in 1 peer group.

THE DATA MANAGEMENT
SURVEY22



Recommendation

97%
of surveyed users
say they would
recommend
TimeXtender.*

* Based on the aggregate of
"Definitely" and "Probably".

THE DATA MANAGEMENT
SURVEY22



Satisfaction

97%
of surveyed users
are **satisfied** with
TimeXtender.*

* Based on the aggregate of
"Very satisfied" and "Somewhat satisfied".

THE DATA MANAGEMENT
SURVEY22



Ease of use

60%
of surveyed users chose
TimeXtender
because of its **ease of
use for technical users**.*

* Compared to **36%** for the average
data management tool.

THE DATA MANAGEMENT
SURVEY22



Connectivity

72%
of surveyed users chose
TimeXtender because
of its **connectivity
to source systems**.*

* Compared to **48%** for the average
data management tool.

THE DATA MANAGEMENT
SURVEY22



Functionality

97%
of surveyed users rate
TimeXtender's functionality
as **excellent** or **good**.*

* Compared to **81%** for the average
data management tool.

THE DATA MANAGEMENT
SURVEY22



Peer Group
**Products to Support
DW Automation**

1. Top-ranked in

Connectivity
Technical Capability

.....

Leader in

Recommendation
Platform Reliability
Functionality



BARC Summary

TimeXtender achieved consistently good ratings with two top rankings and three leading positions in this year's Data Management Survey. It was placed above average in 14 of the 17 KPIs, including one maximum rating of 10/10 for *Connectivity* and a 9.3/10 in the *Technical Capability* KPI.

37 percent of respondents claim to experience no significant problems with TimeXtender. Impressively, the lowest placings for TimeXtender were two fourth positions in the *Performance* and *Customer Experience* KPIs.

Customer Quotes

Best DWH builder I have worked with.

THE DATA MANAGEMENT
SURVEY22

Person responsible/project manager for BI from IT department, manufacturing, 100-2,500 employees

Great tool to implement a datawarehouse, in which all the necessary processes can be handled in one tool.

THE DATA MANAGEMENT
SURVEY22

Data engineer/data manager, technology sector, 100-2,500 employees

I like it a lot.

THE DATA MANAGEMENT
SURVEY22

Head of business department, construction, >2,500 employees

A fantastic tool that can help a lot of companies to get control of their data and provide business users with a lot of value, fast!

THE DATA MANAGEMENT
SURVEY22

Data engineer/data manager, IT, <100 employees

A very flexible and agile data platform for every thinkable use of data in an organization.

THE DATA MANAGEMENT
SURVEY22

CEO/board member, IT, <100 employees



What Customers Love Most

Fast development. Fast ROI. The entire data warehouse becomes so manageable.

THE DATA MANAGEMENT
SURVEY22

Data engineer/data manager, IT, <100 employees

Very good performance in loads, generally no limit to what can be done, easy to see where data comes from and transformations done.

THE DATA MANAGEMENT
SURVEY22

Person responsible/project manager for BI from IT department, services, 100-2,500 employees

Ease of use and the flexibility to build DWH solutions very fast. It is both easy to learn but also has the flexibility to include complex queries and data structures if needed.

THE DATA MANAGEMENT
SURVEY22

Person responsible/project manager for BI from IT department, retail/wholesale/trade, 100-2,500 employees

Agility and flexibility, a feature for every thinkable task.

THE DATA MANAGEMENT
SURVEY22

CEO/board member, IT, <100 employees

Development speed. Ease of use. Access to many data sources

THE DATA MANAGEMENT
SURVEY22

IT employee, utilities, <100 employees





“

Try it out.

THE DATA MANAGEMENT
SURVEY22

”

*Business analyst, retail/
wholesale/trade, 100-
2,500 employees*

“

Go for it - it's easy to use.

THE DATA MANAGEMENT
SURVEY22

”

*External consultant, services, <100
employees*

“

Easy to use, easy to
maintain.

THE DATA MANAGEMENT
SURVEY22

”

*Data engineer/data manager,
manufacturing, 100-2,500
employees*



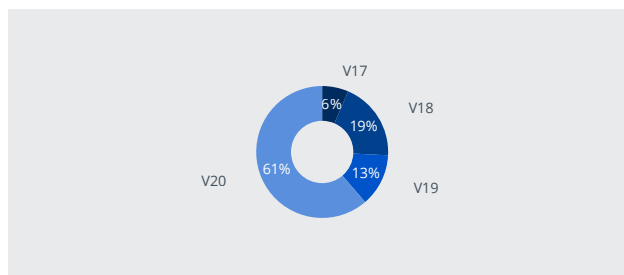
TimeXtender Overview

TimeXtender is a software provider specializing in data warehouse automation. Its headquarters are located in Aarhus (Denmark) and Washington (USA). The company currently has 50 employees internationally. More than 3,300 customers use its software, which is sold exclusively via a worldwide network of 200 partners. TimeXtender offers a solution to automate everyday, recurring tasks in data provision and thus significantly reduce implementation times and development efforts.

The eponymous TimeXtender software is a data management platform that automates, orchestrates and documents modern data assets. It is designed to help organizations build and maintain data assets, including data lakes, data warehouses and data marts/semantic models. The main goal of TimeXtender is not only to appeal to technical users, but to make building and maintaining datasets possible for less technical users through engaging design interfaces and automation logic. In 2017, TimeXtender moved to a subscription-only model, making it a software as a service (SaaS) company. In terms of the cloud, it is closely tied to Microsoft Azure.

Versions used

n=31



To extract data, TimeXtender supports over 230 different data sources, including all the most commonly used ones. To guarantee performance, TimeXtender works hard to optimize query handling for each supported database. Thanks to its SaaS approach, these updates can be used immediately by customers. For development, the user is guided step-by-step from data ingestion to building a data warehouse model to building data marts. TimeXtender views the data warehouse as a whole, rather than as single pipelines. Structures and relationships are arranged along the process on one screen. This provides a clear overview and reduces errors. TimeXtender emphasizes simplicity and brings with it a no-code/low-code development interface.

All developments are stored in the form of meta-data. This not only provides the basis for the openness of the system and exchangeability of content, it also brings transparency for developers. In upcoming versions, TimeXtender plans to enrich its portfolio with Snowflake support and is also working hard on its SaaS offering.

TimeXtender customer responses

This year we had 31 responses from TimeXtender users. At the time of the survey, 61 percent were using version 20, 19 percent version 18, 13 percent version 19 and 6 percent were using version 17.

Introduction



THE DATA MANAGEMENT SURVEY22

The Data Management Survey 22 is based on the findings from BARC's major survey of data management end users, conducted from January to April 2021. In total, 1,101 people responded to the survey with 845 answering a series of detailed questions about their use of a named product. Altogether, 20 products (or groups of products) are analyzed in detail.

The Data Management Survey 22 examines user feedback on data management product selection and usage across 17 criteria (KPIs) including *Price to Value*, *Recommendation*, *Functionality* and *Product Satisfaction*.

This document contains just a selection of the headline findings for TimeXtender. It does not show all the KPI results and focuses mainly on the positive findings.

For more information on the survey, visit [The BI Survey website](#).



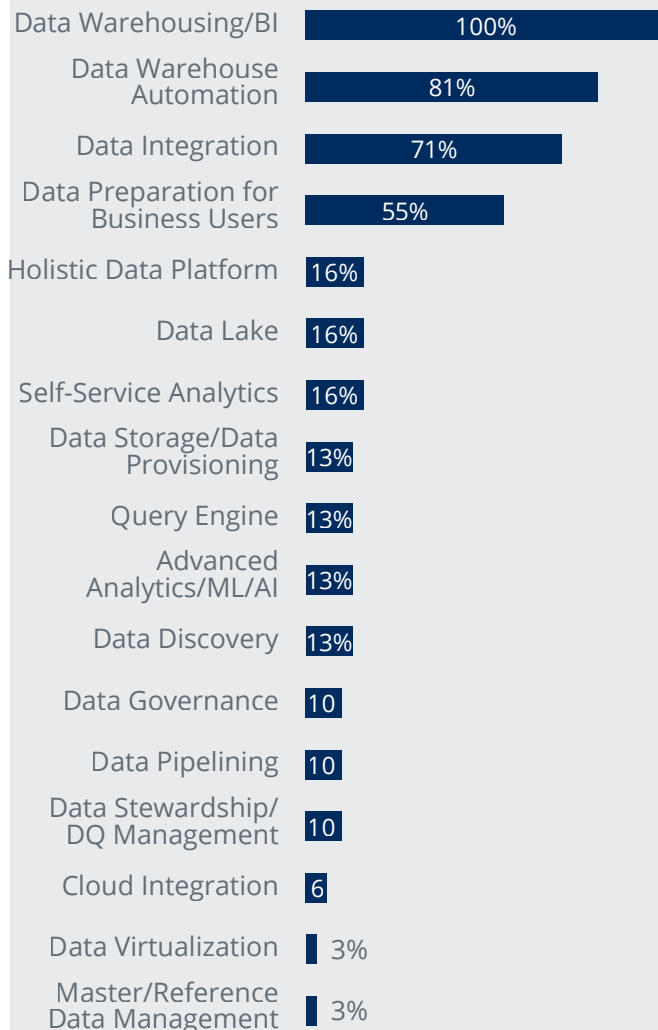
User and Use Case Demographics

BARC Comment

The tool has a clear focus on data warehousing, which is borne out in the numbers: 100 percent are using TimeXtender for data warehousing/BI, 81 percent for data warehouse automation and 71 percent for data integration. Interestingly, 55 percent confirm that the tool is also used for data preparation by business users. This seems to confirm the vendor's approach of automating processes and reducing the need for hand-coding to attract less technical users. Although it is marketed as a tool to build data lakes, it is only used by 16 percent for this task. The mean of 58 users per company indicates that there are plenty of experts with skills in SQL and data modeling using the tool. However, the median of 4 users shows that only a small number work with the tool in most cases and also that very few companies use it extensively. TimeXtender is mainly used in midsize businesses, but also in some small and large companies.

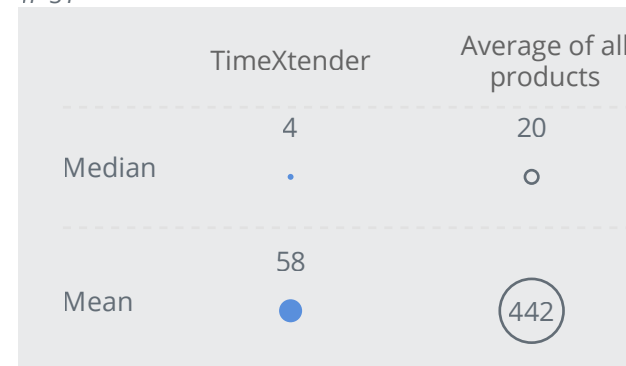
Tasks in use

n=31



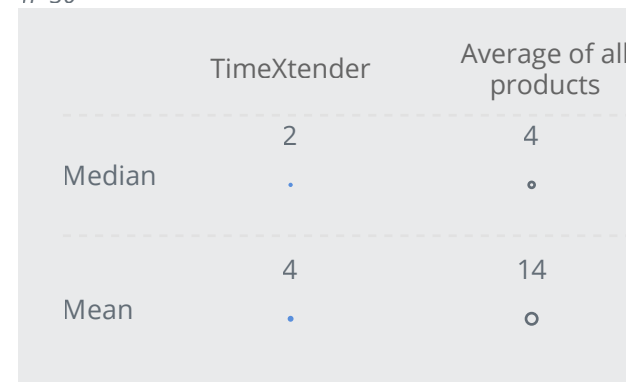
Total number of users per company

n=31



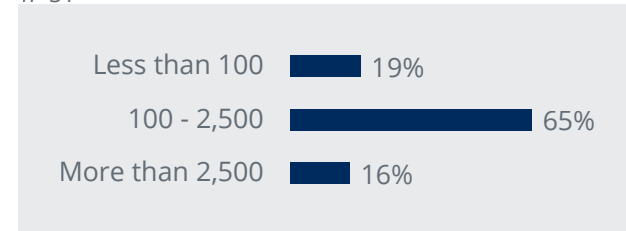
Total number of administrators per company

n=30



Company size (employees)

n=31





Peer Groups and KPIs

The KPIs

The Data Management Survey 22 provides the reader with well-designed KPI dashboards packed with concise information, which can be absorbed at a glance. The KPIs all follow these simple rules:

- Only measures that have a clear good/bad trend are used as the basis for KPIs.
- KPIs may be based on one or more measures from The Data Management Survey.
- Only products with samples of at least 20 - 30 (depending on the KPI) for each of the questions that feed into the KPI are included.
- For quantitative data, KPIs are converted to a scale of 1 to 10 (worst to best).
- A linear min-max transformation is applied, which preserves the order of, and the relative distance between, products' scores.

The terms 'top-ranked' and 'leader' are used in the following KPI chart titles. 'Top-ranked' indicates first position. 'Leader' usually denotes a position in the top 25-30% of products listed in the chart.

Peer Group Classification

The Data Management Survey 22 features a range of different types of data management tools so we use peer groups to help identify competing products. The groups are essential to allow fair and useful comparisons of products that are likely to compete.

The peer groups have been defined by BARC analysts using their experience and judgment, with segmentation based on two key factors:

1. Usage scenario – these peer groups are based on how customers say they use the product.
2. Functional capabilities – apart from the (most common) usage, we also examine the whole set of functions that a product is able to perform/provide.

TimeXtender features in the following peer groups:

- Products to Support DW Automation

Peer Groups Overview

[Data Warehouse Technologies:](#) Data warehouse technologies prepare, store and provide data for data warehousing purposes.

[Products to Support DW Automation:](#) Products in this peer group support data-driven or requirements-driven data warehouse design and implementation. They mainly focus on the simplification and automation of data integration and data modeling tasks.

[Data Pipelining Products:](#) Data pipelining products take a modern approach to data integration and support more than one data integration pattern. A pattern can be data interaction, data integration, data preparation or even data orchestration in order to get data connected and to make it usable for any kind of business purpose.

[Business Software Generalists:](#) Business software generalists have a broad product portfolio including most (or all) types of enterprise software for a variety of business requirements (e.g., ERP, BI, DM).

[Analytical Database Products:](#) Analytical database products prepare, store and provide data for analytical purposes.

[Data Governance Products:](#) Data governance products help to control, develop, monitor and secure data to make it usable for business needs. They do not manipulate data. Instead, they focus on managing and leveraging metadata such as data catalogs.

Recommendation & Platform Reliability



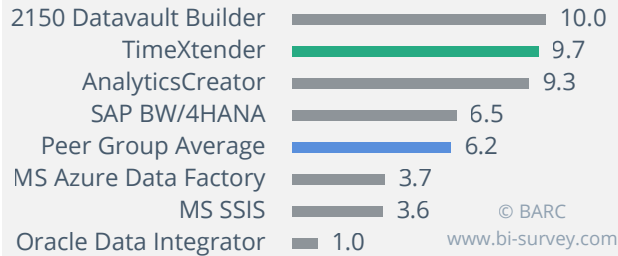
The *Recommendation* KPI is based on the proportion of users that say they would recommend the product to others.

The *Platform Reliability* KPI is based on how users rate their tool in terms of platform reliability (i.e., stability, functional reliability, monitoring capabilities).

Recommendation – Leader



Peer group: Products to Support DW Automation



BARC Viewpoint

Recommendation



An impressive score of 9.7/10 in the *Recommendation* KPI earned TimeXtender another top spot. This confirms the general impression that the tool provides more than it may appear at first glance. Once it has been implemented and users begin working with it, they really seem to appreciate the platform, as this customer quote shows: “Best data warehouse builder I have worked with.” Hardly anyone would recommend a tool they were not satisfied with so this KPI is especially meaningful. However, it also shows that TimeXtender needs to improve the way it conveys the strengths of its solution in its sales and marketing efforts.



Platform Reliability



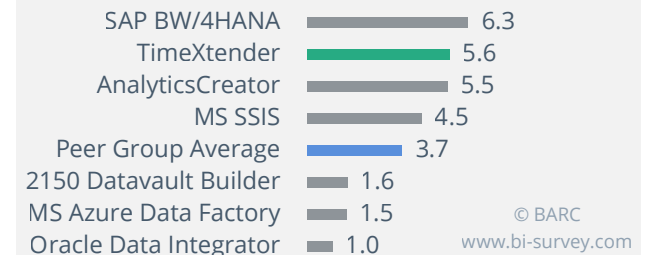
BARC Viewpoint

Platform Reliability is rated well above average. This is an endorsement of the vendor's SaaS approach. Cloud environments are generally strong on HA/DR features. TimeXtender supports HA/DR, for example, by enabling restart, roll-back and monitoring of data processes and databases. This KPI proved to be a challenge for all the providers in the *Products to Support DW Automation* peer group this year. No one scored especially highly so TimeXtender's 5.6/10 earned second place in the peer group. To confirm this result, not a single respondent felt they could describe TimeXtender as 'unreliable software'.

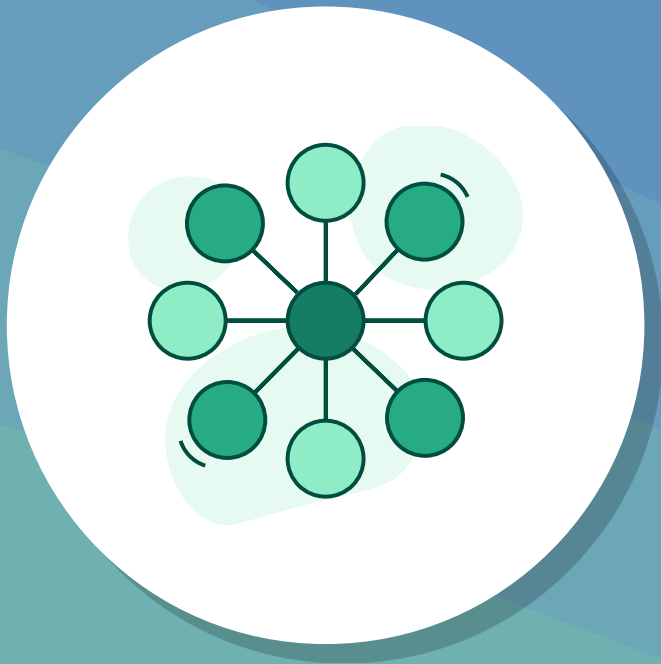
Platform Reliability – Leader



Peer group: Products to Support DW Automation



Connectivity & Functionality



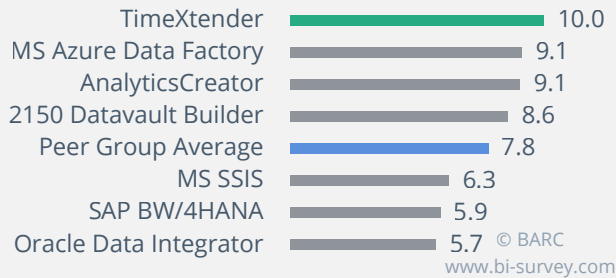
The *Connectivity* KPI is based on how users rate their tool in terms of connectivity to data sources/targets and interfaces to integrate in ecosystems.

The *Functionality* KPI is based on how users rate their tool in terms of functionality (i.e., capabilities and functional scope).

Connectivity – Top-ranked



Peer group: Products to Support DW Automation



BARC Viewpoint

Connectivity



One of the most relevant KPIs is *Connectivity* as it is key to extract technical metadata and data from various sources and get them integrated in the overall data ecosystem. TimeXtender scores a maximum 10/10 in this KPI. 72 percent of respondents confirm that 'connectivity to source/target systems' was among the main reasons why they chose the product, which is well above the survey average of 48 percent. TimeXtender's support for over 230 different data sources really pays off here, giving users access to powerful components for data modeling and movement. 32 percent of respondents were attracted to TimeXtender's openness when evaluating the software. This compares favorably with the overall survey average of 21 percent.



Functionality



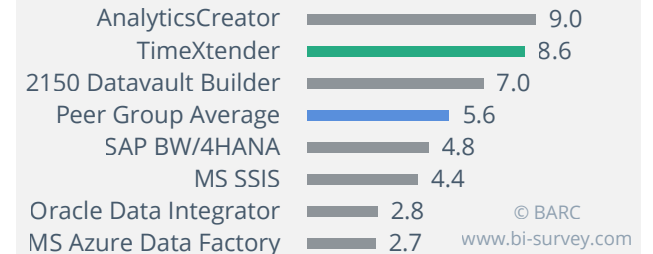
BARC Viewpoint

In terms of *Functionality*, users are very satisfied (8.6/10). Valuable features help customers to save time and money. For example, automated updates along the complete data chain in case of changes, graphical data lineage to make it easier to understand dataflows quickly, and 'Execution Packages' that can be used as presets for tasks. Overall, 40 percent of customers said they felt the solution met their requirements when buying the tool. This was confirmed by one customer in glowing terms: "A fantastic tool that can help a lot of companies to get control of their data and provide business users with a lot of value, fast!"

Functionality – Leader



Peer group: Products to Support DW Automation



Technical Capability

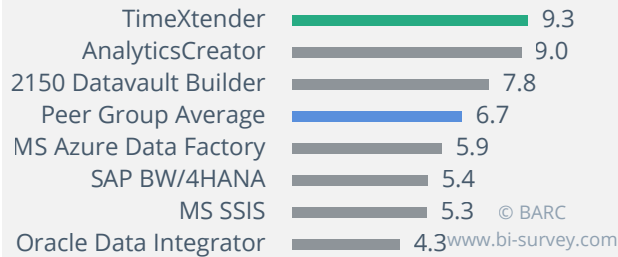


This KPI combines the *Connectivity* and *Functionality* KPIs.

Technical Capability – Top-ranked



Peer group: Products to Support DW Automation



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BARC

Viewpoint

Technical Capability



TimeXtender's strong *Technical Capability* secures a score of 9.3/10 and first place in the *Products to Support DW Automation* peer group. Customers are happy. As one said, "A very flexible and agile data platform for every thinkable use of data in an organization." The vendor's approach seems to be paying off handsomely: A highly configurable data model that supports most modeling styles with connectivity to extract data from most popular data sources including SQL Server, SAP, Dynamics, Oracle, DB2, REST and CSV. This is an important feature in DWA tools. The no/low code approach, the high degree of automation and the holistic view of the data warehouse are also attractive features.

BARC (Business Application Research Center) is one of Europe's leading analyst firms for business software, focusing on the areas of data, business intelligence (BI) and analytics, enterprise content management (ECM), customer relationship management (CRM) and enterprise resource planning (ERP).

Our passion is to help organizations become digital companies of tomorrow. We do this by using technology to rethink the world, trusting data-based decisions and optimizing and digitalizing processes. It's about finding the right tools and using them in a way that gives your company the best possible advantage.

This unique blend of knowledge, exchange of information and independence distinguishes our services in the areas of research, events and consulting.

Research

BARC studies are based on internal market research, software tests and analyst comments, giving you the security to make the right decisions. Our independent research brings market developments into clear focus, puts software and vendors through their paces and gives users a place to express their opinions.

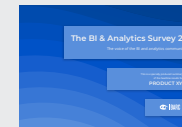
Events

Decision-makers and IT industry leaders come together at BARC events. BARC seminars in small groups, online webinars and conferences with more than 1,000 participants annually all offer inspiration and interactivity. Through exchange with peers and an overview of current trends and market developments, you will receive new impetus to drive your business forward.

Consulting

In confidential expert workshops, coaching and in-house consultations, we transform the needs of your company into future-proof decisions. We provide you with successful, holistic concepts that enable you to use the right information correctly. Our project support covers all stages of the successful use of software.

Other Surveys



The BI & Analytics Survey 21 is the world's largest annual survey of BI users. Based on a sample of over 2,500 survey responses, The BI & Analytics Survey 21 offers an unsurpassed level of user feedback on 33 leading BI solutions. Find out more at www.bi-survey.com.



Modernizing the Data Warehouse: Challenges and Benefits is a study based on a worldwide survey examining companies' approaches to taking their data warehouses to the next level. [Download here.](#)



The Planning Survey 21 is the latest edition of BARC's major annual study into the use of planning software. Based on a worldwide survey of over 1,400 planning users and consultants, it provides detailed user feedback about 21 planning tools. Find out more at www.bi-survey.com

Business Application Research Center – BARC GmbH



Germany

BARC GmbH
Berliner Platz 7
D-97080 Würzburg
+49 931 880 6510
www.barc.de

Austria

BARC GmbH
Hirschstettner Straße 19 /
I / IS314
A-1220 Wien
+43 660 6366870
www.barc.at

Switzerland

BARC Schweiz GmbH
Täferstraße 22a
CH-5405 Baden-Dättwil
+41 56 470 94 34
www.barc.ch

Rest of the World

+44 1536 772 451
www.barc-research.com