

The Data Management Survey 23

The voice of the data management community

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

TimeXtender





KPI results

3 top rankings
and
8 leading positions
in 1 peer group.

THE DATA MANAGEMENT
SURVEY23



Recommendation

90%
of surveyed users
say they would
recommend
TimeXtender.*

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

THE DATA MANAGEMENT
SURVEY23



Satisfaction

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

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

THE DATA MANAGEMENT
SURVEY23



Functionality

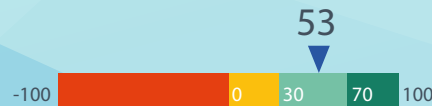
90%
of surveyed users rate
TimeXtender's
functionality as **excellent**
or **good**.*

** Compared to **86%** for the average
data management tool.*

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Net Promoter Score (NPS)



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Ease of Use

84%
of surveyed users chose
TimeXtender because of
**its ease of use for
technical users**.*

** Compared to **29%** for the average
data management tool.*

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Peer Group Products to Support DW Automation

1. Top-ranked in

- Recommendation
- Product Satisfaction
- Usability



Leader in

- Price to Value
- Time to Market
- Support Quality
- Customer Satisfaction
- Development Efficiency
- Connectivity
- Adaptability
- Technical Capability



BARC Summary

User ratings for TimeXtender are consistently above average except in the *Performance*, *Innovation* and *Automation* KPIs. However, 32 percent of respondents claim to experience no significant problems at all with TimeXtender. ‘Automation of data processes’ and ‘ease of use for technical users’ are each highlighted by an impressive 84 percent of respondents as significant reasons why they chose TimeXtender. Its ‘connectivity to source and target systems’ (68 percent) and ‘integrated end-to-end platform’ (53 percent) also appeal to potential buyers. TimeXtender achieved a Net Promoter Score of 53 and an excellent set of results including three top ranks and eight leading positions in the *Products to Support DW Automation* peer group in this year’s Data Management Survey.

Customer Quotes



Extremely happy and will prefer to continuously use it [sic].

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



Can greatly accelerate DW development with limited manpower.*

THE DATA MANAGEMENT
SURVEY23

” Enterprise architect, Manufacturing, >2,500 employees



I highly recommend TimeXtender. It is a fantastic product which makes life easier for our consultants and clients.

THE DATA MANAGEMENT
SURVEY23

” Head of department (except IT), Manufacturing, >2,500 employees



Very agile company with an innovative product that enables a very high level of automation of a data warehouse. The advertised 10x time saving can be reliably achieved in practice as well.*

THE DATA MANAGEMENT
SURVEY23

” Line of business employee, Manufacturing, <100 employees

*Translated by BARC



What Customers Love Most



How it automates the data transformations without the need to write code.

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” *Data engineer/data manager (ETL developer, data modeler), Retail/ Wholesale, 100-2,500 employees*

The metadata concept of designing and maintaining a DWH.

THE DATA MANAGEMENT SURVEY 23

” *Enterprise architect, Services, 100-2,500 employees*

The amount of sources available, automation functions, methodology for DWH development.

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” *Member of a cross-functional BI/analytics organization, Utilities, 100-2,500 employees*

Extremely short implementation time, high level of data warehouse automation possible, integration of business users in modeling possible.*

THE DATA MANAGEMENT SURVEY 23

” *Line of business employee, Manufacturing, <100 employees*

*Translated by BARC





THE DATA MANAGEMENT SURVEY23

The Data Management Survey 23 is based on the findings from BARC's major survey of data management end users, conducted from January to April 2022. In total, 1,236 people responded to the survey with 966 answering a series of detailed questions about their use of a named product. Altogether, 23 products (or groups of products) are analyzed in detail.

The Data Management Survey 23 examines user feedback on data management product selection and usage across 18 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](#).

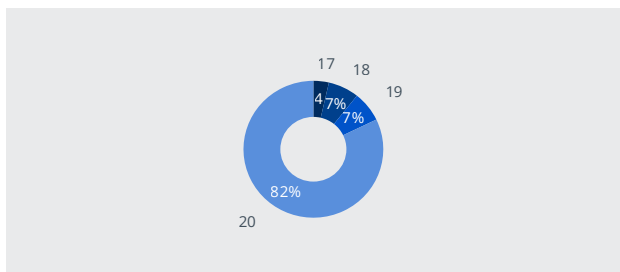
TimeXtender Overview

TimeXtender is a software provider specializing in data warehouse automation. Its headquarters are located in Aarhus (Denmark) and Washington (United States). The company currently has 72 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.

TimeXtender is a low-code data estate builder. Using TimeXtender, organizations can easily integrate their siloed data into a data lake, model a data warehouse, and define data marts for multiple BI tools and endpoints. TimeXtender overlays the data storage infrastructure, connects to any data source, and integrates data preparation capabilities that users need into a single, unified solution. Its main goal is to empower non-technical users by automatically generating code to extract data. However, it also supports custom code if necessary. In 2017, TimeXtender moved to a subscription-only model, making it a software as a service (SaaS) company. In terms of the cloud, it

Versions used

n=28



is closely tied to Microsoft Azure.

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 metadata. This not only provides the basis for the openness of the system and exchangeability of content, it also brings transparency for developers.

In the future, TimeXtender plans to further expand the support of target systems. Snowflake support was just the first step to extending beyond the existing Microsoft platform support and to giving customers greater flexibility in choosing the right target systems.

TimeXtender customer responses

This year we had 30 responses from TimeXtender users. At the time of the survey, 82 percent were using version 20, 7 percent each were using version 18 and 19 and 4 percent were using version 17.



User and Use Case Demographics

BARC Comment

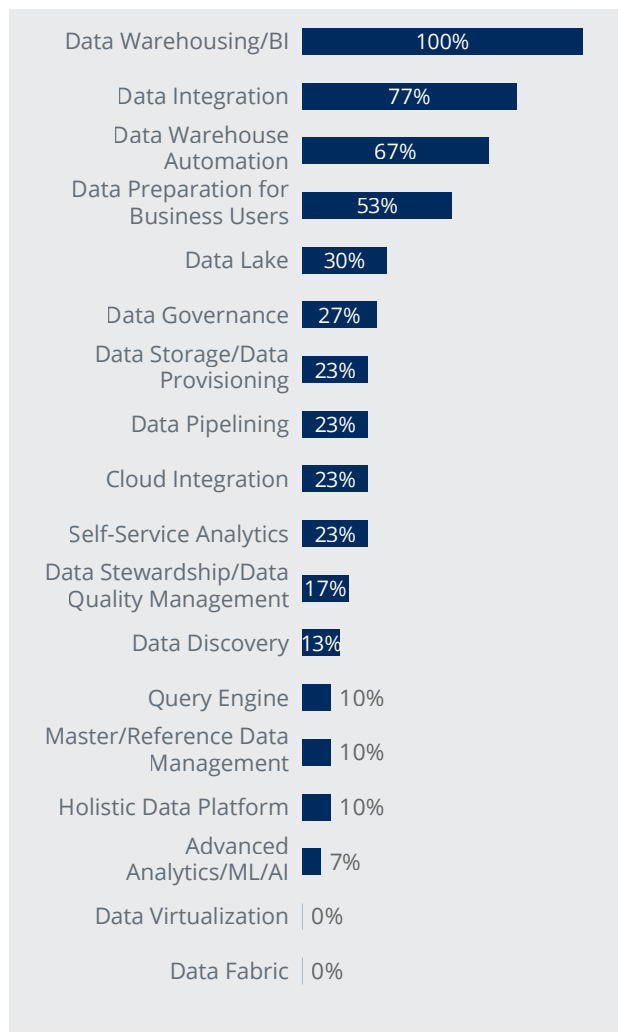
The tool has a clear focus on data warehousing, which is borne out in the numbers: 100 percent are using TimeXtender for data warehousing/BI, 77 percent for data integration and 67 percent for data warehouse automation. Interestingly, 53 percent confirm that the tool is also used for data preparation 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 30 percent for this task. But this number has increased by 14 percentage points since last year. Perhaps it takes a little time for customers to understand how to utilize TimeXtender to maintain data lakes next to data warehouse environments.

Among its customer base of mainly mid-sized companies of 101-2,500 employees, a median of 3 and a mean of 35 users is quite a low rate of penetration. Furthermore, only 23 percent of respondents are using the tool for self-service analytics. These numbers suggest that the tool is mainly used by technical experts rather than by business users.

Surprisingly, more than half of the users surveyed claim to be using TimeXtender in company-wide scenarios or in several divisions. This could lead to the conclusion that TimeXtender can also serve large scenarios with little human effort.

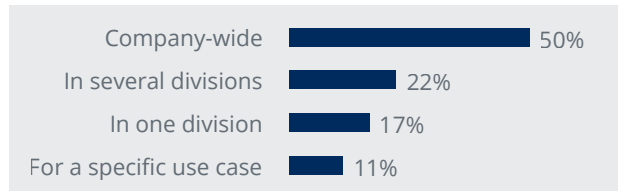
Use cases

n=30



Extent of usage

n=18



Total number of users per company

n=30

| | Median | Mean |
|-----------------------------------|--------|------|
| TimeXtender | 3 | 35 |
| Products to Support DW Automation | 10 | 493 |

Total number of developers per company

n=19

| | Median | Mean |
|-----------------------------------|--------|------|
| TimeXtender | 3 | 4 |
| Products to Support DW Automation | 5 | 65 |

Company size (employees)

n=30





Peer Groups and KPIs

The KPIs

The Data Management Survey 23 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 22-33% or top 2 (in the case of five vendors) products listed in the chart.

Peer Group Classification

The Data Management Survey 23 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

[Cloud Data Warehousing:](#) Technologies that provide data warehouse capabilities as a service in the cloud.

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

[Data Intelligence Platforms:](#) Platforms that help to build up and utilize data knowledge effectively and efficiently utilizing automated processes (e.g., for linking and analyzing a wide variety of metadata from distributed metadata sources).

[Data Governance Products:](#) Tools that provide capabilities to control and monitor data using metadata to deliver trusted and reliable data.

[Data Pipelining Products:](#) Tools that support various integration patterns, such as data integration or orchestration, to get data connected and make it usable for business purposes.

[Products to Support DW Automation:](#) Products that cover data or requirements-driven data warehouse design and implementation.

[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).

Price to Value & Time to Market



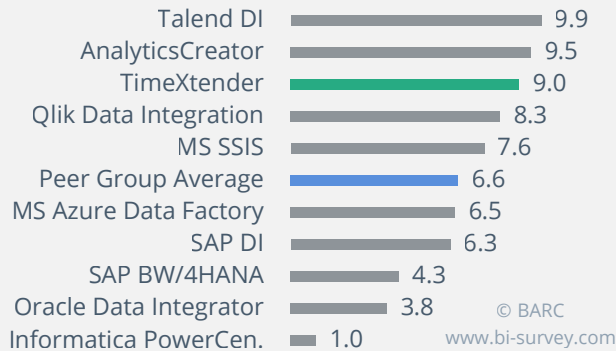
The *Price to Value* KPI is based on how users rate their tool in terms of price-to-value ratio.

The *Time to Market* KPI is based on how users rate their tool in terms of efficiency and agility to adapt to new requirements.

Price to Value – Leader



Peer group: Products to Support DW Automation



Respondents to this survey reported that TimeXtender delivers value by saving time and money in building and maintaining data warehouses and marts for BI. The tool can also be used to integrate business users in the data modeling process and speed up the development process, and even to enable business users to build BI marts by themselves in a code-free environment. The pricing model has been updated to a consumption-based pricing model (i.e., no subscription fee, no user fee, and no fees for features a customer may never need). Customers only pay for what they actually use. The platform scales in terms of pricing from small to large data warehousing scenarios. This year, TimeXtender achieved a 7.6/10 rating and a leading position in the *Price to Value* KPI.



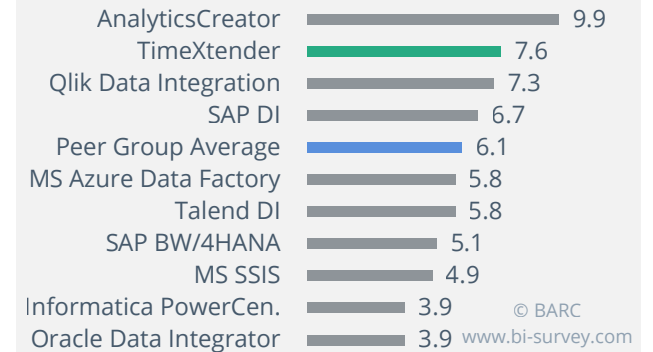
Time to Market

Automation is key to shortening implementation time and increasing flexibility and responsiveness to change. TimeXtender earned a leading position in the *Time to Market* KPI this year, with four in five companies highlighting the tool's automation capabilities. Automation includes the automatic generation of T-SQL code and eliminates the need to manually write, review and debug SQL code, the documentation of the end-to-end data warehousing pipeline and also ongoing code optimization to improve performance. Moreover, TimeXtender provides all this functionality on a unified platform, which is highlighted by 53 percent of users as a 'reason to buy'.

Time to Market – Leader



Peer group: Products to Support DW Automation



Recommendation & Product Satisfaction



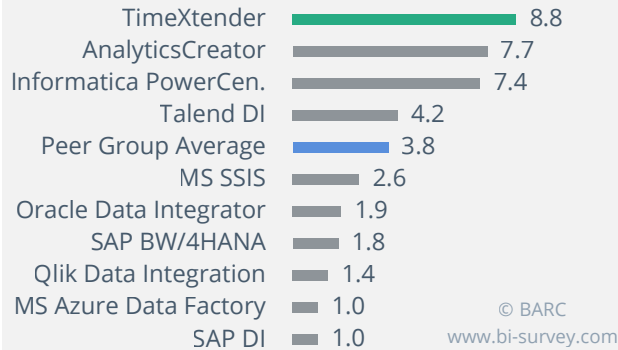
The *Recommendation* KPI is based on the proportion of users that say they would recommend the product to others.

The *Product Satisfaction* KPI is based on the proportion of users that say they are satisfied with their product.

Recommendation – Top-ranked



Peer group: Products to Support DW Automation



An impressive score of 8.8/10 in the *Recommendation* KPI earns 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: "I highly recommend TimeXtender. It is a fantastic product that makes life easier for our consultants and clients." 43 percent of users like TimeXtender's 'price-performance ratio' in contrast to the survey average of 28 percent, and they seem to get what they pay for. Hardly anyone would recommend a tool they were not satisfied with, so this KPI is especially meaningful.



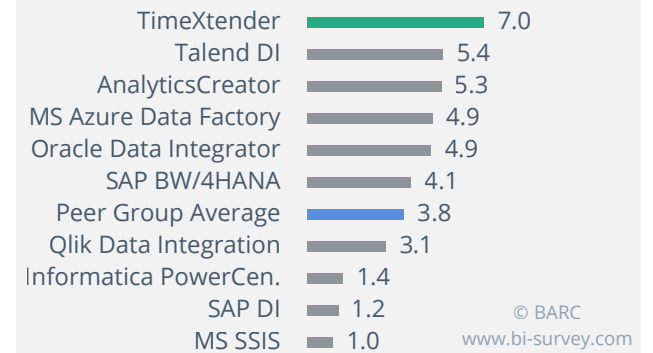
Product Satisfaction

97 percent of respondents are satisfied with the product, confirming this with a 7.0/10 top rating in the *Product Satisfaction* KPI. TimeXtender seems to have made good on its promise to deliver great automation and ease of use for technical users. Both are named by 84 percent as major reasons why they chose to buy the software. Although there are some concerns about functionality, in particular for business users, 90 percent rate TimeXtender's functionality as "excellent" or "good". Some respondents especially highlighted the acceleration of data warehouse development processes.

Product Satisfaction – Top-ranked



Peer group: Products to Support DW Automation



Support Quality & Customer Satisfaction



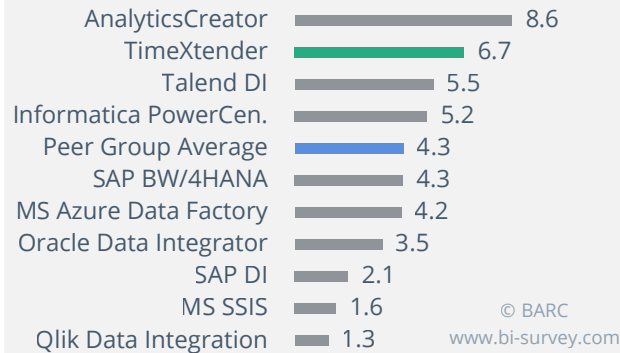
The *Support Quality* KPI is based on how users rate their tool in terms of support quality (e.g., availability, geographic coverage, support channels, effectiveness and efficiency, reaction time).

The *Customer Satisfaction* KPI combines the *Price to Value*, *Time to Market*, *Recommendation*, *Product Satisfaction* and *Support Quality* KPIs.

Support Quality – Leader



Peer group: Products to Support DW Automation



First and foremost, it is important to understand TimeXtender’s support methodology. When TimeXtender is chosen, one of the vendor’s hand-selected partners will get the customer set up quickly and help them develop a data strategy, with ongoing support from TimeXtender’s Customer Success and Solution Specialist Teams. TimeXtender also provides an online academy, certification programs and weekly blog articles to overcome the lack of internal knowledge that is reported as a usage problem in this survey. This seems to pay off, with TimeXtender achieving another leading position in the *Support Quality* KPI with a score of 6.7/10.



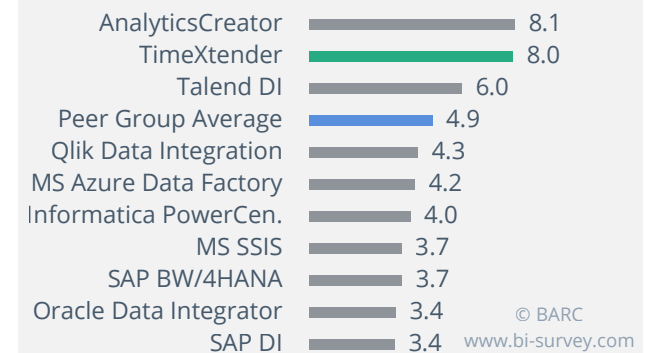
Customer Satisfaction

The aggregated *Customer Satisfaction* KPI is rated significantly above average at 8/10 thanks to good scores in all the contributing KPIs, including top rankings in the *Recommendation* and *Product Satisfaction* KPIs. Customers highlighted the ease of use and time savings in the implementation time of data warehouses. 97 percent of users are satisfied with the vendor and product and, as a result, 90 percent of users said they would recommend it. ‘Automation of data processes’ and ‘ease of use for technical users’ were cited as the main reasons why customers chose to buy the software, while 32 percent of all users claimed they have no significant problems with the software, which is a high proportion.

Customer Satisfaction – Leader



Peer group: Products to Support DW Automation



Development Efficiency & Usability



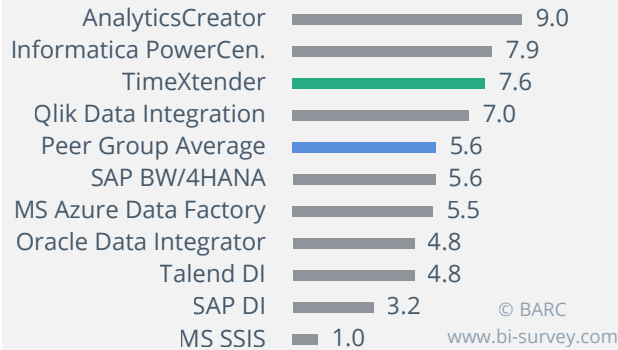
The *Development Efficiency* KPI is based on how users rate their tool in terms of developer efficiency (e.g., for testing, deployment, reusability, ease of coding and use of metadata).

The *Usability* KPI is based on how users rate their tool in terms of usability (i.e., ease of use, GUI design, transparency and documentation).

Development Efficiency – Leader



Peer group: Products to Support DW Automation



BARC Viewpoint

Development Efficiency



The *Development Efficiency* KPI measures ease of use for technical users but also takes into account functionality to support development, deployment, testing and of course documentation. TimeXtender provides a unified drag-and-drop interface in an integrated end-to-end platform to offer a clear, central point of development. Indeed, 53 percent of respondents chose TimeXtender because it offers an integrated end-to-end platform. Automation is key to making development more efficient and TimeXtender is continuously extending features in this area (e.g., automatic code generation, automatic generation of documentation, automated optimization of data loading processes). Even though 16 percent of users complain of missing features, TimeXtender achieves a leading position in the *Development Efficiency* KPI with a rating well above the average at 7.6/10.



Usability

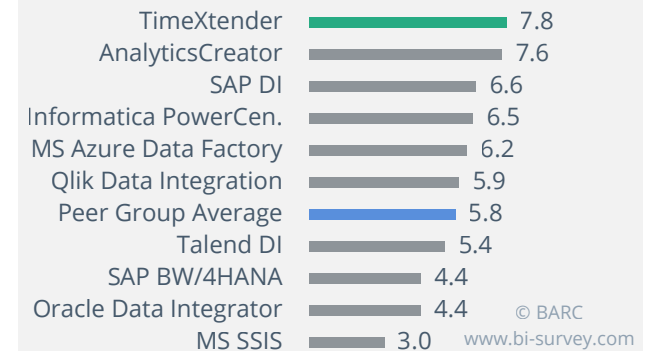
BARC Viewpoint

84 percent of users cited 'ease of use for technical users' as a significant reason why they chose to buy TimeXtender, and only 5 percent claim it is too complex for developers. In contrast, only 32 percent named 'ease of use for business users' as a reason to buy. It seems that the process of building a business-user-friendly tool has not finished yet for TimeXtender. However, it should be noted that simplifying data access does not necessarily mean that everyone in the company will use the tool, especially since DWA tools are by their very nature designed more for technical users and not for daily use in business. Nevertheless, users appreciate the development environment and TimeXtender is top-rated in the *Usability* KPI at 7.8/10.

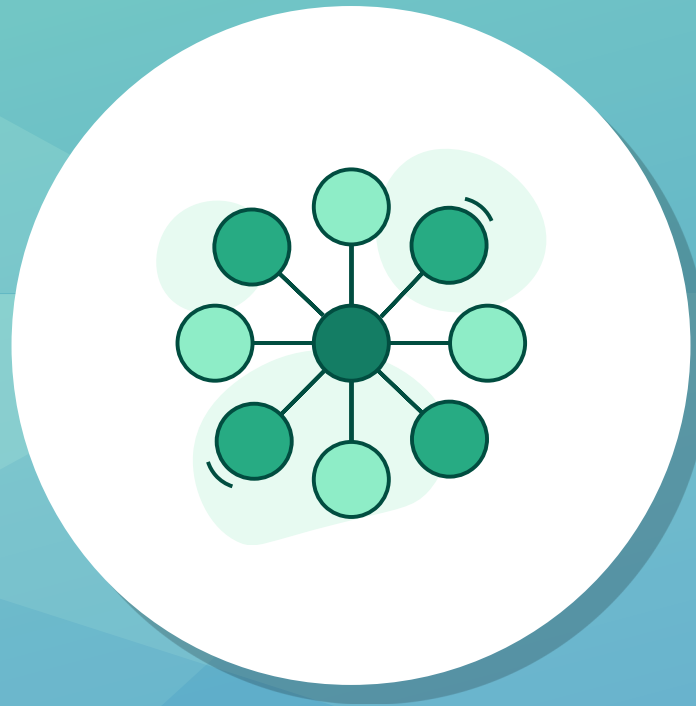
Usability – Top-ranked



Peer group: Products to Support DW Automation



Connectivity

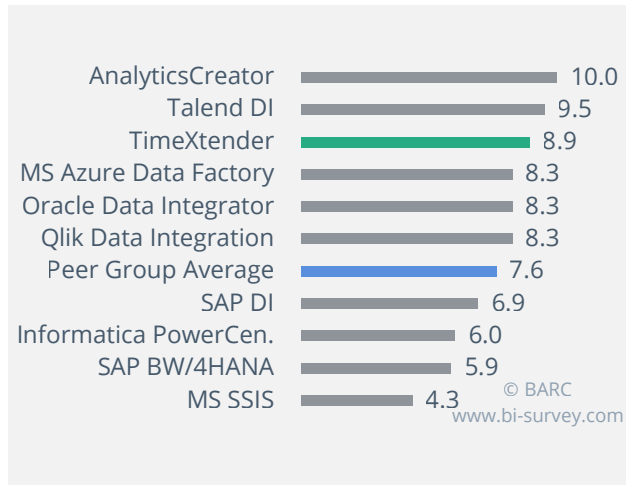


The KPI is based on how users rate their tool in terms of connectivity to data sources/targets and interfaces to integrate in ecosystems.

Connectivity – Leader



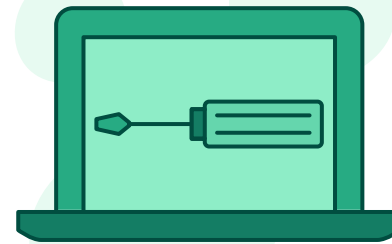
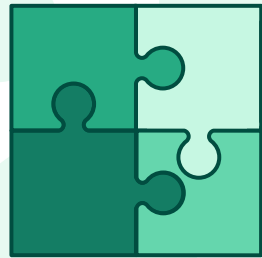
Peer group: Products to Support DW Automation



BARC Viewpoint

One of the most relevant KPIs is *Connectivity* as it is vital to be able to extract technical metadata and data from various sources and get them integrated in the overall data ecosystem. TimeXtender scores well above average with 8.9/10 in the *Connectivity* KPI. 68 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 41 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. Only 5 percent of users are unhappy with the quality of connectors. So, there are not only hundreds of connectors, but they also seem to work well.

Adaptability & Technical Capability



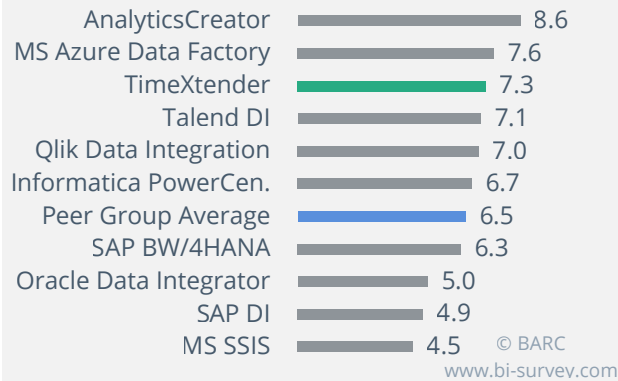
The *Adaptability* KPI is based on how easily and efficiently users can customize their tool and integrate it into operational processes (other tools, technical infrastructure).

This *Technical Capability* KPI combines the *Connectivity*, *Functionality* and *Adaptability* KPIs.

Adaptability – Leader



Peer group: Products to Support DW Automation



BARC Viewpoint

Adaptability



TimeXtender earned a leading position in the *Adaptability* KPI with a rating of 7.3/10. *Adaptability* describes the ability to react quickly and reliably to new requirements and integrate them into corporate processes. TimeXtender follows a purely metadata-based approach, which makes it possible to react easily and quickly to changes. For example, changes in source systems can be adjusted in the connection configuration and the tool helps adopt to those changes along the entire data warehouse pipeline, taking into account all dependencies. Thanks to the separation of design and operations of data processes, the target system is completely interchangeable - whether on-premises or in the cloud. That makes TimeXtender a highly adaptable tool.



Technical Capability

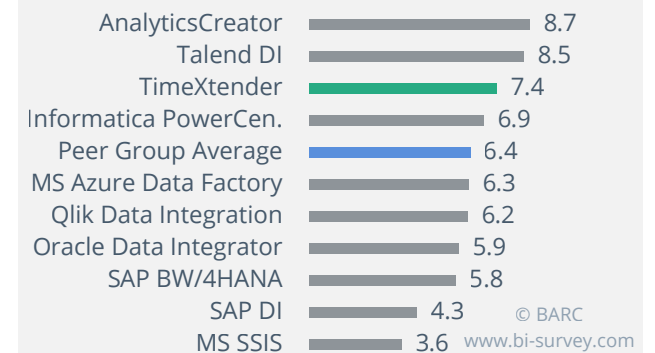
BARC Viewpoint

TimeXtender secures a score of 7.4/10 in the *Technical Capability* KPI, giving it a leading position in the *Products to Support DW Automation* peer group. 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. On the target side, Microsoft databases and cloud storage are supported, and so too is Snowflake: the first step in extending target system support. This is an important aspect of DWA tools. The no/low code approach, the high degree of automation and the holistic view of data warehouse processes are also attractive features. Overall, users like TimeXtender's set of technical capabilities, "which makes life easier for our consultants and clients," as one customer puts it.

Technical Capability – Leader



Peer group: Products to Support DW Automation



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.

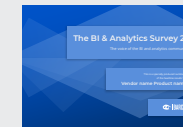
Events

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.

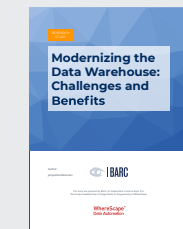
Consulting

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 22 is the world's largest annual survey of BI users. Based on a sample of over 2,400 survey responses, The BI & Analytics Survey 22 offers an unsurpassed level of user feedback on 30 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 22 is the latest edition of BARC's major annual study into the use of planning software. Based on a worldwide survey of over 1,300 planning users and consultants, it provides detailed user feedback about 19 planning tools. Find out more at www.bi-survey.com

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