

## Evaluating dashboard adoption, applications, and business value

### Project overview

Dashboards have become the buzzword within business intelligence. The use of dashboards allows decision makers to get a visual understanding of captured data and business insights. Dashboards represent the front end or business access to business intelligence and data warehousing applications. However, when looking at dashboard use more broadly, it becomes difficult to identify overall usage trends and how organizations can translate overall use into value for their organizations. This project aims to identify how organizations are using dashboards on a broad level, trends in usage, and provide benchmarks for organizations looking to implement dashboards for the first time or to enhance their current dashboard use.

### Project scope

This research initiative includes an end user survey, interviews, and case studies to help identify how companies and decision makers are applying dashboards within their organizations and the value they are getting from their overall dashboard use.

1. The end user survey will collect information that includes:
  - what types of companies are deploying dashboards,
  - what business issues the use of dashboards are addressing,
  - how dashboards are being deployed,
  - trends in departmental and industry use,
  - key metrics being used,
  - whether dashboards are implemented independently or as part of a larger BI or data warehousing deployment,
  - current satisfaction with dashboard use,
  - goals for expansion, and
  - room for overall improvement.
2. Interviews with organizations and vendors will be conducted to identify the value proposition of deploying dashboards within the organization.
3. Case studies will be included based on customer stories from sponsoring vendors to help identify the business value organizations get from deploying dashboards within their organizations.

### Project deliverables

The survey responses will be turned into a research report with a Web-based roundtable event and distribution.

1. The report outline is as follows:
  - Executive summary
  - Introduction
  - Project overview and assumptions
  - General dashboard use and business value

- Applying dashboards within the organization
  - Survey overview
  - Breakdown of survey results
  - Case studies (from sponsorship vendors)
  - Recommendations for organizations
  - Overall conclusion
2. The roundtable event will include an overview of the research results and a moderated discussion with the sponsoring vendors. The discussion topics will include those identified based on the research results as well as questions submitted by the audience.
  3. Distribution includes a directed marketing campaign and lead generation organized by Dashboard Insight.