



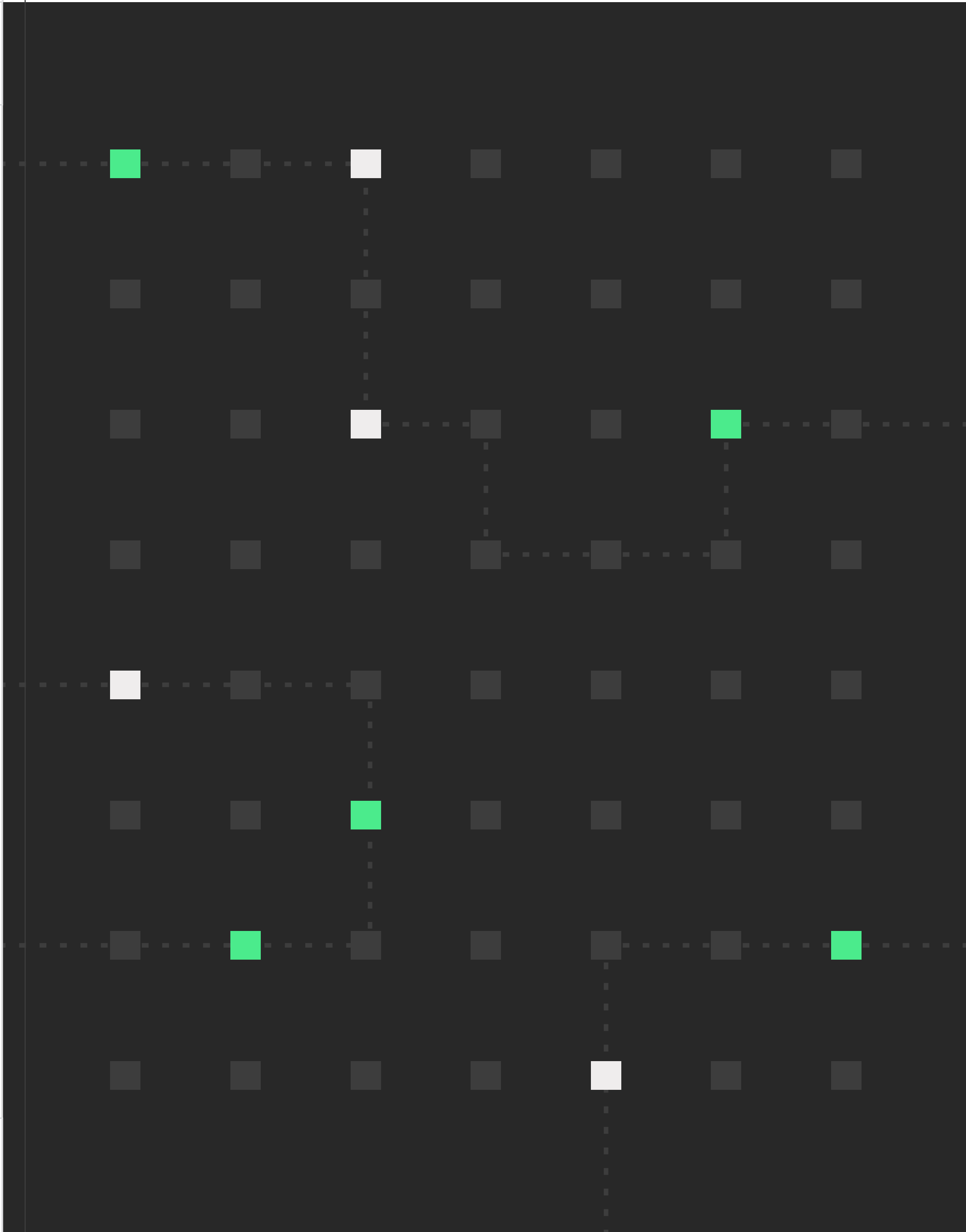
The 2025 State of BI Report

What's Broken, What's
Next, and The Data
Crisis Ahead

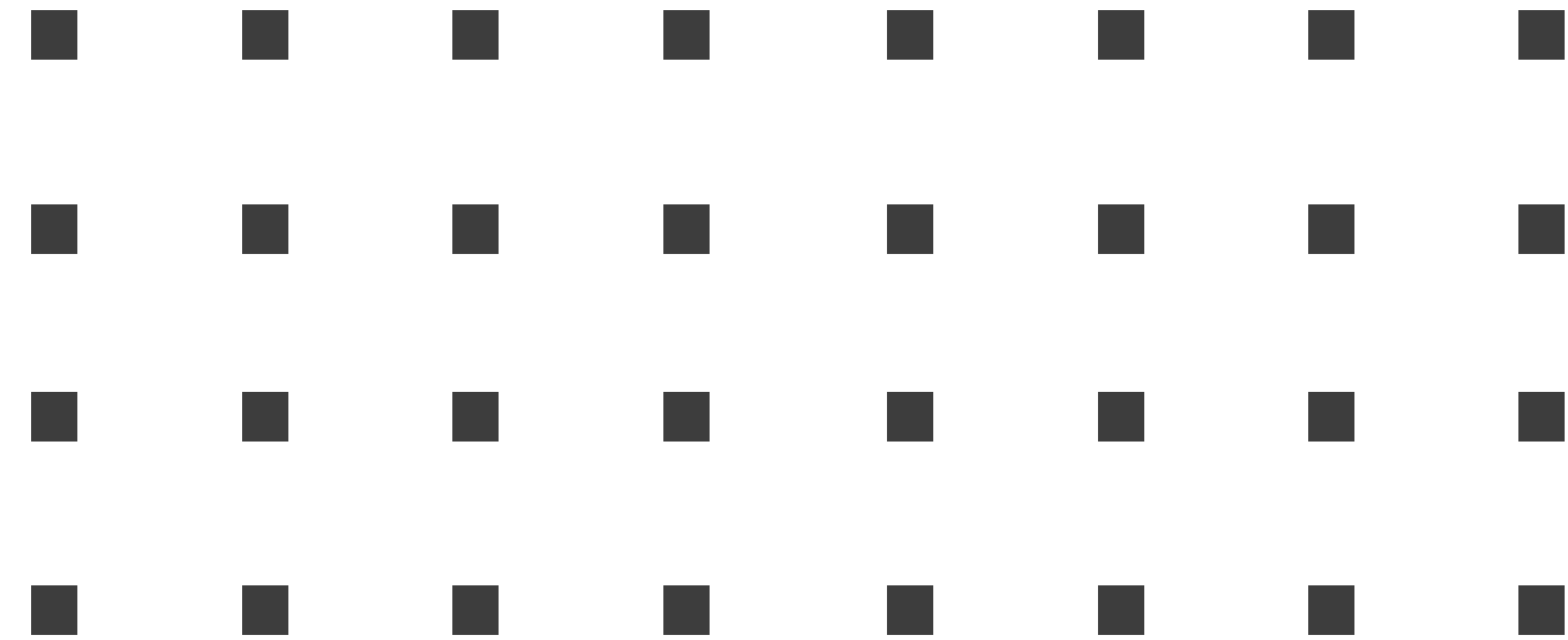


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Welcome to 2025's Essential BI Breakdown



Your business is running on more data than ever. But if your BI can't keep up, you're not just falling behind—you're losing opportunities, slowing decisions, and risking poor strategic moves.

To uncover the state of business intelligence today, we surveyed over 500 data professionals, business leaders, and BI users across industries. This report presents exclusive, original data that exposes the growing challenges, emerging trends, and urgent realities businesses face with their analytics tools. The findings are clear: BI is at a breaking point, and companies that fail to adapt are at serious risk.

Today's businesses deal with billions (even trillions) of rows of data, and waiting for dashboards to refresh isn't an option. The traditional BI stack wasn't built for this scale, nor for the real-time demands of today's decision-making. AI and data apps are reshaping workflows, and yet, many organizations are stuck with slow, outdated BI that can't deliver actionable insights fast enough.

Businesses need a data reality check

71%

of all respondents reported scalability problems with their BI.

75%

say resistance to change is slowing innovation.

87%

of companies say their data volumes increased last year.

75%

cite security concerns as a major issue.

80%

of enterprise companies cite a lack of real-time data access as a challenge.

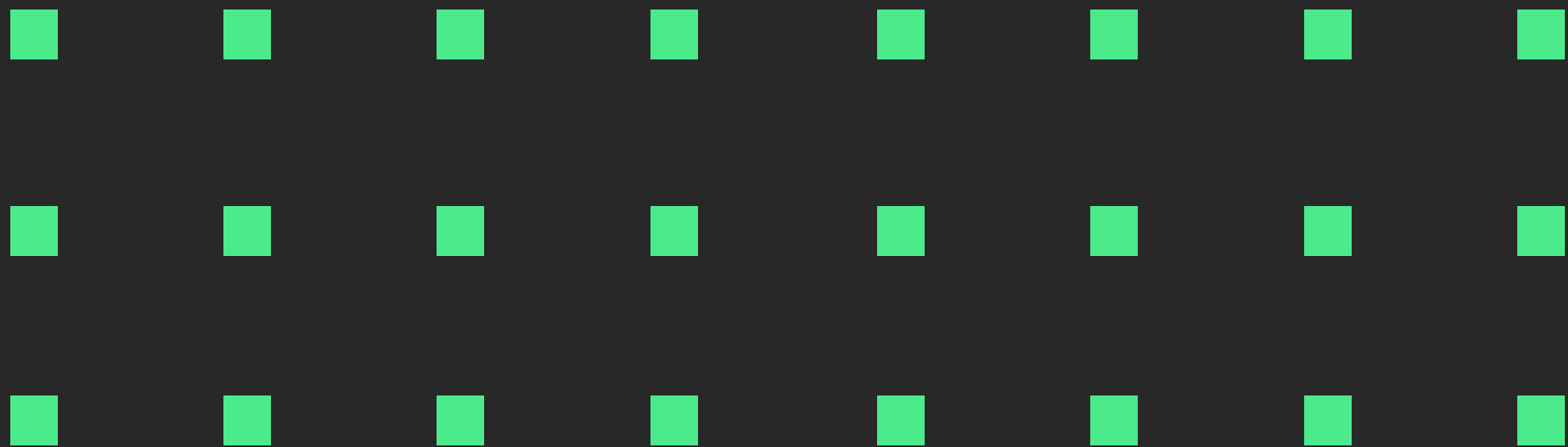
If BI can't handle today's data, how will it manage tomorrow's?

The Expanding Data Divide: Businesses of All Sizes Feel the Crunch

Companies across industries—regardless of size—are grappling with the widening gap between their analytics needs and what their BI platforms can handle. As data volumes skyrocket and decision-making becomes increasingly real-time, organizations are facing a stark reality: BI must evolve, or businesses will struggle to compete.

The problem isn't just the sheer growth of data. It's that most BI tools were never designed for today's scale, speed, and complexity. Traditional platforms rely on static dashboards, pre-aggregated datasets, and slow refresh times, leaving data teams scrambling to keep up. While companies may have different priorities and challenges depending on their size, the core issue remains the same—legacy BI is no longer enough.

While all businesses face the pressure of rapid data expansion, the challenges look different depending on scale:



Small businesses
under 500 employees

These companies struggle with affordability and integration challenges. Many rely on outdated BI solutions or a patchwork of tools that don't work together seamlessly. With limited budgets and IT resources, 48% cite cost constraints as a major roadblock to adopting modern BI.

Mid-sized businesses
500-1,000 employees

As companies grow, so do their BI challenges. Scalability becomes a critical issue, with 73% reporting that their current BI tools can't keep up with the increasing complexity and volume of data. Growing teams need greater flexibility, but rigid BI platforms make it difficult to adjust as needs evolve.

Large enterprises
1,000+ employees

At the enterprise level, governance and real-time data access become major pain points. 81% of large businesses report slow performance and siloed data as their biggest blockers. With vast amounts of information spread across different systems, legacy BI struggles to provide a unified, real-time view—leading to inefficiencies, compliance risks, and missed opportunities.

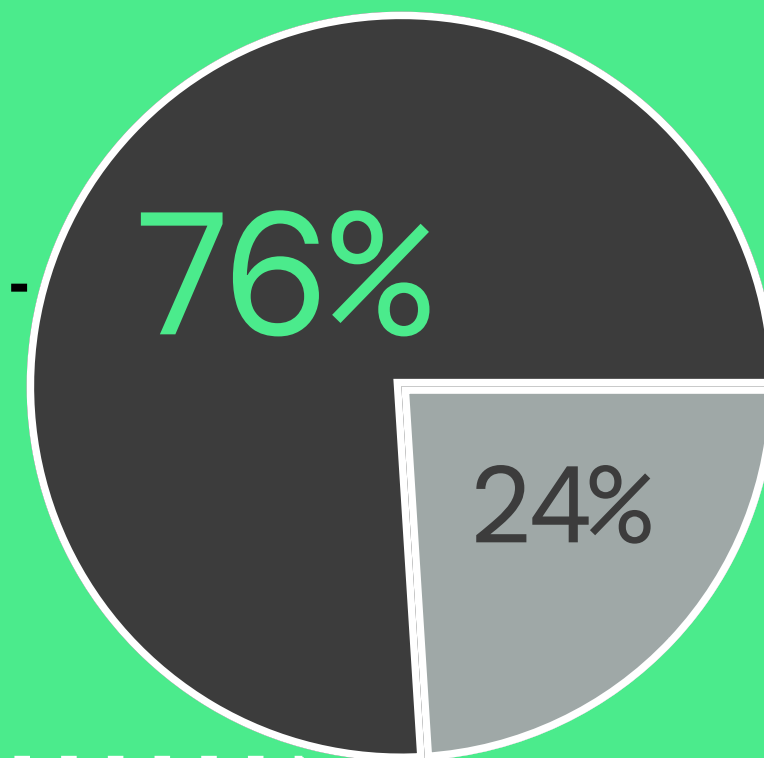
Across all company sizes, one truth remains: BI tools must be able to scale with data and decision-making needs, not slow them down. Businesses are processing billions—sometimes trillions—of rows of data, and traditional BI simply wasn't built for that level of complexity.

What's Your Plan for 1 Trillion Rows?

Legacy BI was built for thousands or millions of rows, not the billions today's enterprises generate. Businesses relying on outdated BI are falling behind, unable to act fast in a world where a delay of minutes means lost opportunities.

76%

SAY LACK OF
REAL-TIME DATA
ACCESS IS A
CHALLENGE



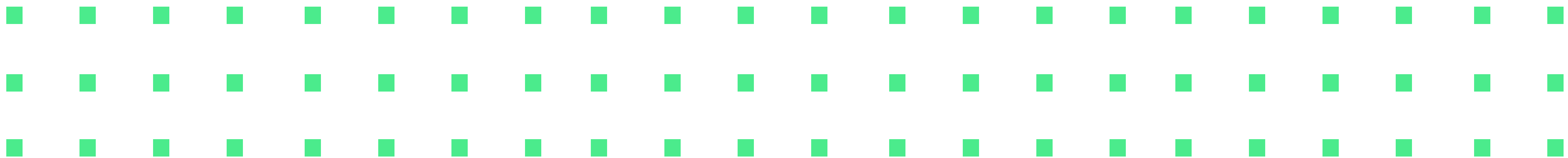
(24% NOT A CHALLENGE)

**83% of enterprises
report siloed departments.**
Accessing real-time data is
made worse when it's
trapped across teams.

Barriers to Innovation: What's Holding BI Back?

If BI is so critical, why is it failing so many businesses? The biggest challenges aren't just technical—they're organizational and cultural as well.

BI tools today are riddled with complexity. IT teams are overloaded, data professionals are frustrated, and business users are stuck waiting for insights. Performance lags, security concerns mount, and the technology that was supposed to empower teams is instead creating bottlenecks.



Technical Roadblocks

BI tools weren't built for the volume, variety, and velocity of today's data. The result?

- 80% of organizations struggle with BI's technical complexity.
- 78% cite integration challenges, unable to connect data across multiple systems.
- 76% report slow performance, waiting too long for dashboards to refresh.

Cultural Resistance

Even the best technology fails without buy-in from the people using it. Organizations face steep adoption challenges, including:

- 78% struggle with a lack of skilled personnel to manage and scale BI.
- 75% cite resistance to change as a major roadblock to BI adoption.
- 73% say data silos continue to prevent true cross-functional collaboration.

Governance Barriers

Data security and accessibility remain a major concern:

- 75% of companies say security risks are a primary BI challenge.
- 83% of enterprises report siloed departments blocking data sharing, limiting collaboration.



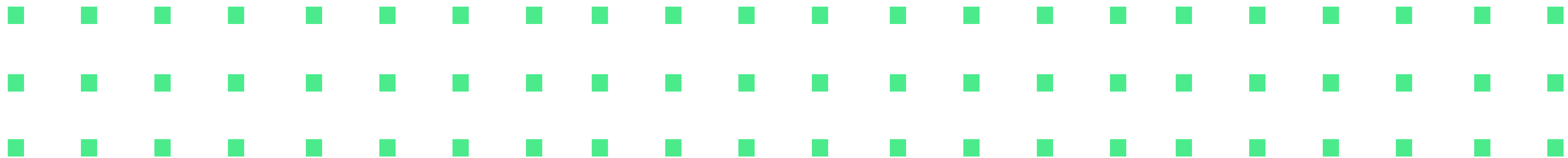
84%

of enterprises report that security is a top issue

The Future of BI: AI-Powered Insights, Data Apps, and Writeback

The next era of BI isn't just about reporting—it's about AI-driven decision-making as well as data apps that transform workflows with the power of writeback.

While companies want to rapidly adopt AI in BI, execution remains a challenge. Data apps—designed to automate decision-making, build interactive workflows, and turn BI into an action-driving platform—are the key to stopping SaaS sprawl. Yet most BI platforms are limited to static dashboards that fail to support these modern business needs. In addition, BI should leverage AI or data apps with cutting-edge writeback, otherwise teams are left exporting, copying, and manually updating data instead of making instant, informed changes directly within their BI platform.



42%

of C-Level execs
expect AI-powered BI
within 1-2 years.




83%

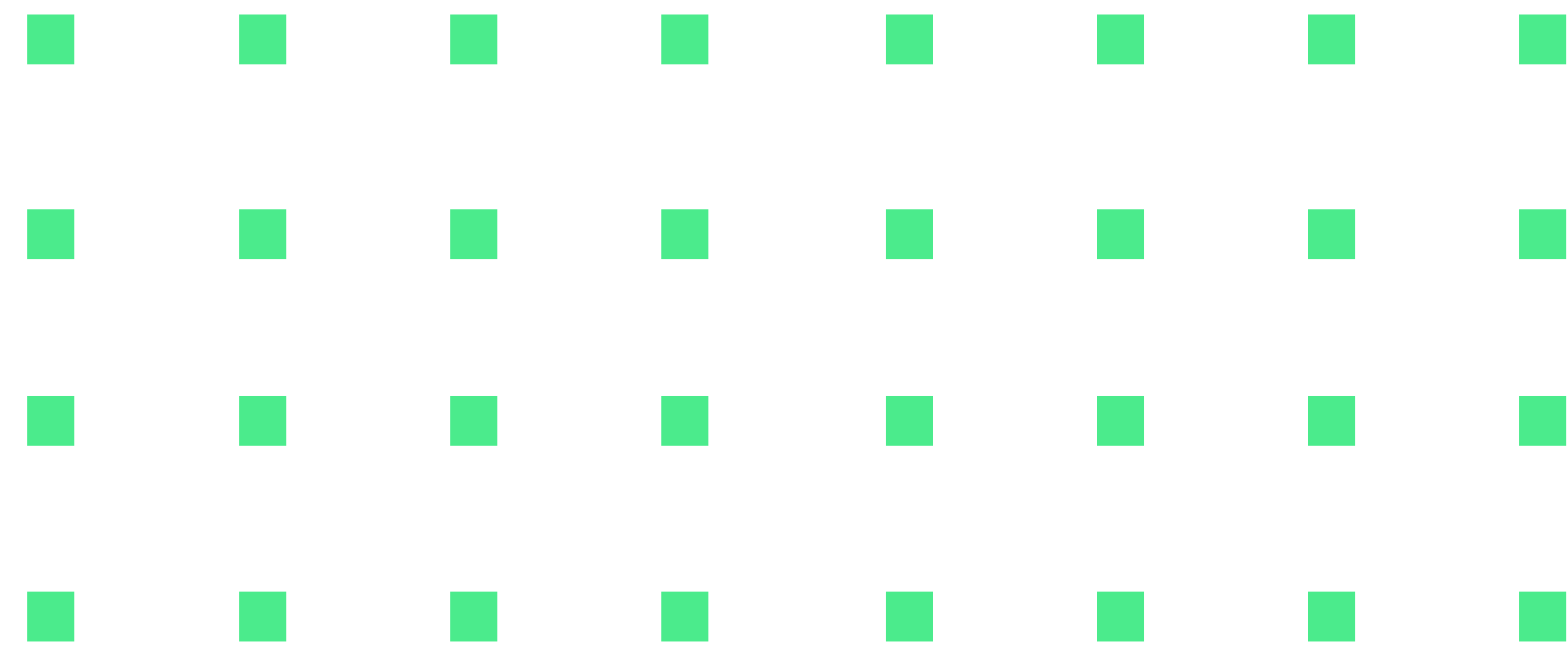
of organizations are actively
adopting Generative AI, yet many
lack the foundational data
infrastructure to support it.

37%

of executives want BI to rapidly
build custom data apps, signaling
a shift from static dashboards to
interactive analytics.

AI is redefining how businesses approach analytics, but many companies are still struggling with outdated tools. To fully leverage AI-powered BI and data apps, organizations need a platform that can:

	Process massive datasets instantly (no more waiting on dashboards to refresh).
	Connect AI-powered analytics directly into workflows for automated insights.
	Enable self-service data exploration without relying on technical teams.

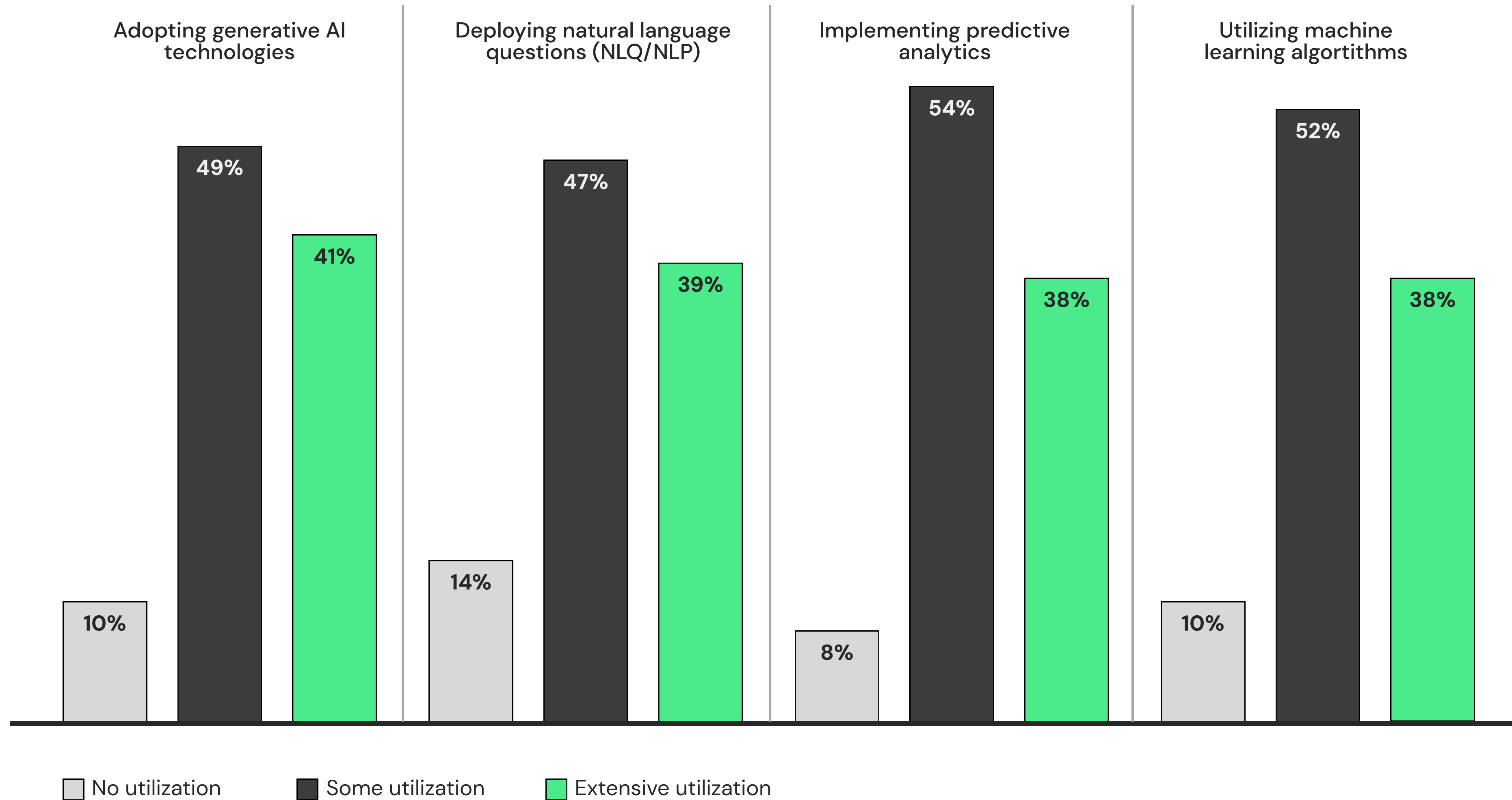


The real solution isn't just about consuming data—it's about interacting with it.

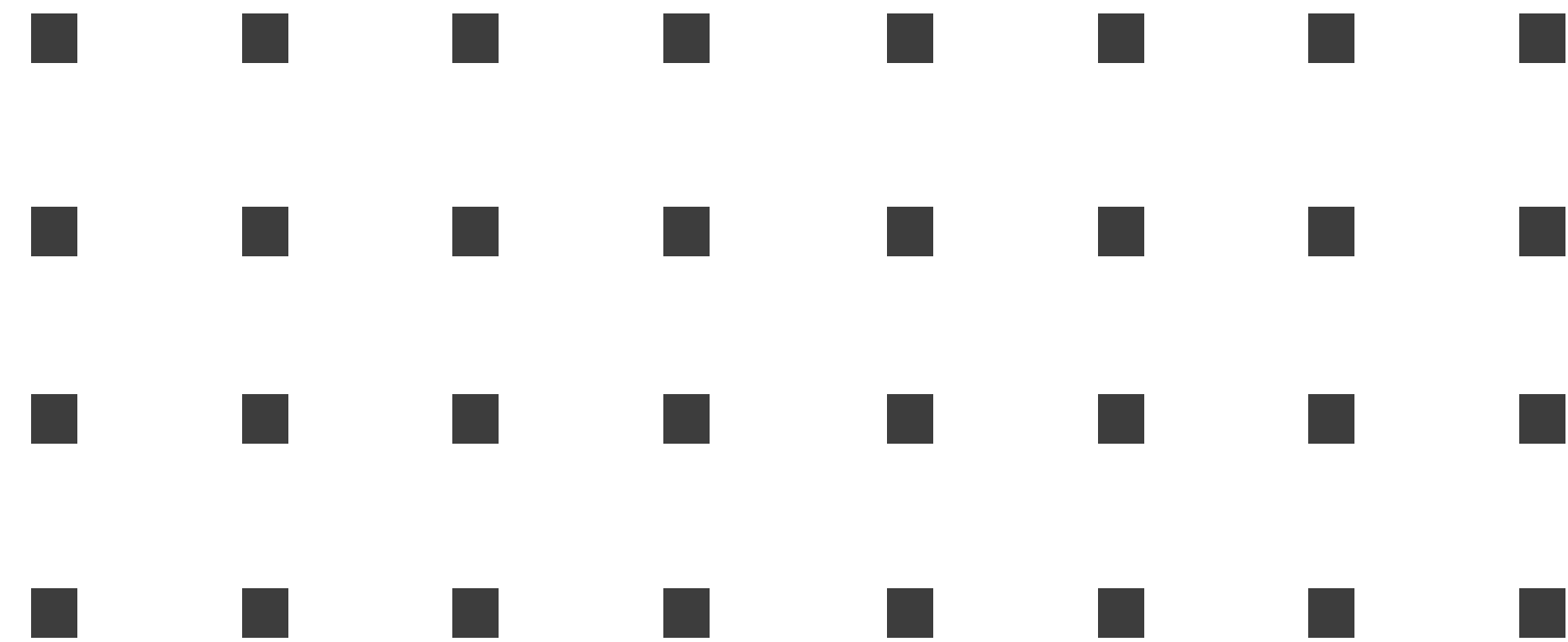
AI-powered BI, combined with writeback and data apps, enables teams to analyze, adjust, and act—all within a single platform. The result? Automation, fewer disconnected tools, and a streamlined path from insight to action.

77% of C-Level execs say they're ready for AI in BI—but are they really? Their teams' current BI struggles tell a different story: 80% still lack real-time data access and 81% face slow performance.

How Organizations Are Adopting AI In BI Initiatives



BI Tools Aren't Enough—You Need a Modern BI Platform



BI isn't just about reports anymore—it's about action. The days of waiting for dashboards to refresh, data extracts, or relying on IT for every ad hoc request are over. The future of BI is real-time, AI-driven, and built to power decisions at the speed of business.

Tomorrow's BI isn't just a tool—it's a platform that scales with you. It's built for billions (even trillions) of rows of data, integrated directly into workflows, and designed to eliminate SaaS proliferation. AI is no longer a feature; it's a core part of the analytics process, automating insights and decision-making. Data apps are replacing rigid reports, transforming BI into a dynamic environment where teams interact with data instead of just viewing it.

And then there's writeback. No more exporting, copying, or waiting for updates—teams can take action directly within BI, making instant, informed decisions without breaking their workflow.

This is what modern BI looks like:



AI-native,
enhancing analytics
and decision-making.



Embedded in
workflows,
not just locked in
dashboards.



Powered by
data apps
that automate
processes and
streamline operations.



Writeback-enabled,
so every insight can
drive real-time
action.

The data crisis is here—but so is the solution. Businesses that embrace a modern BI platform will move faster, operate smarter, and outpace the competition. Those that don't will be stuck in the past, waiting on yesterday's insights while the rest of the world moves forward.

The future of BI is already here. Are you ready?

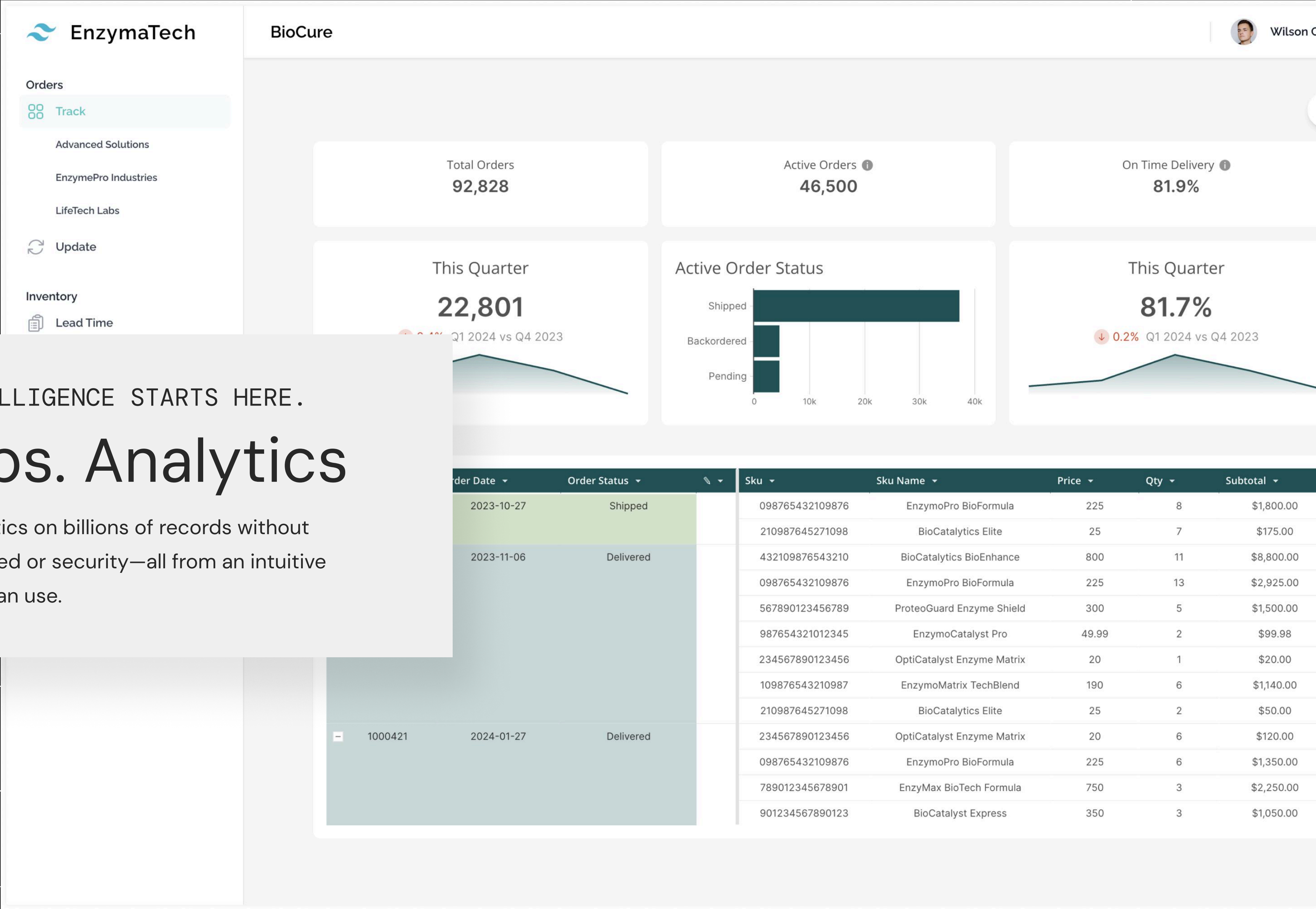


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METHODOLOGY

This study was conducted in partnership with [GWI](#), using a robust, invitation-only sampling methodology to reach verified users of business intelligence tools across functions and industries. The survey was fielded from February 5–14, 2025.

Respondents were recruited through targeted email, phone, and social media outreach, as well as strategic partnerships with professional associations, publishers, and trusted data providers. Every participant was carefully vetted through a multi-stage quality assurance process:

- Recruitment: All respondents' profiles were validated against external sources such as LinkedIn to confirm professional relevance and accuracy.
- Pre-survey: Participants completed mandatory screening questionnaires, and behavioral data was monitored to detect and remove fraudulent or suspicious entries.
- Post-survey: Responses were reviewed for quality indicators such as inconsistent answers, failed attention checks, or unusually fast completion times.

These rigorous standards ensure that the data reflects genuine insights from credible, qualified professionals actively using BI tools in their roles.