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2014

TDWI Salary, Roles, and Responsibilities Report

2014 TDWI Salary, Roles, and Responsibilities Report

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About TDWI

TDWI, a division of 1105 Media, Inc., is the premier provider of in-depth, high-quality education and research in the business intelligence and data warehousing industry. TDWI is dedicated to educating business and information technology professionals about the best practices, strategies, techniques, and tools required to successfully design, build, maintain, and enhance business intelligence and data warehousing solutions. TDWI also fosters the advancement of business intelligence and data warehousing research and contributes to knowledge transfer and the professional development of its members. TDWI offers a worldwide membership program, five major educational conferences, topical educational seminars, role-based training, on-site courses, certification, solution provider partnerships, an awards program for best practices, live Webinars, resourceful publications, an in-depth research program, and a comprehensive website, tdwi.org.

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PURPOSE, METHODS, AND DEMOGRAPHICS

Purpose

The purpose of this report is to describe the people and teams who built and maintained business intelligence (BI) and data warehousing (DW) solutions during the 2013 calendar year. This report uses the term “BI” to refer to both business intelligence and data warehousing initiatives, and the term “BI professionals” to the individuals who deliver these initiatives. Specifically, the report looks at individual compensation, roles, responsibilities, certification, skills, and experience among BI professionals. It also provides detailed profiles of the 10 most common BI roles, examining age, gender, education, job satisfaction, salary and bonus, certification, background, and other characteristics.

Methods

This report is based on an online survey of 1,350 qualified data warehousing and business intelligence professionals in the U.S. and Canada conducted in the fall of 2013. To ensure the greatest accuracy of our compensation data, results from worldwide BI professionals were not factored in. Qualified respondents are full-time IT professionals, consultants, systems integrators, and business sponsors or users. Responses from vendor representatives in sales, marketing, and development; professors and students; and part-time employees were not counted. Multi-choice answers, decimal truncation, and rounding account for totals that do not equal 100 percent.

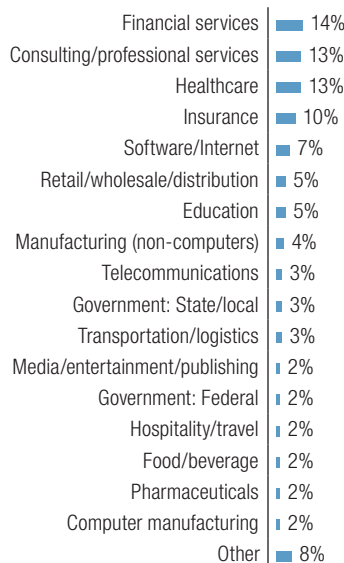
Demographics

BI/DW systems are in use in a broad range of industries, with financial services atop the list at 14 percent of survey respondents, and consulting/professional services and healthcare tying for second place at 13 percent. Of these, healthcare has shown notable growth in representation over the past several years; in 2010, BI professionals at healthcare organizations accounted for 9 percent of our pool. Given the large-scale changes in healthcare in the U.S. with the Affordable Care Act and other regulations, more healthcare organizations are investing in BI to better run their organizations.

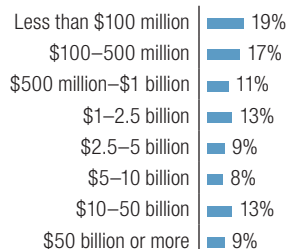
Financial services and consulting/professional services have historically been well represented in TDWI’s annual salary survey. Data access, reporting, and analytics are core business functions in financials, while organizations across industries engage with services providers to design, implement, and optimize BI/DW solutions. Insurance (at 10 percent of the pool) and software/Internet (7 percent) round out the top five industries most represented.

Organizations of all sizes invest in BI solutions to improve operational and financial performance. Nearly one-third (30 percent) of our respondents work at large organizations with \$5 billion or more in annual revenue. On the lower end, 19 percent are at the smallest organizations, with \$100 million or less in revenue. As our data for organizational revenues indicates, the business insights derived from BI are attractive to organizations across the spectrum.

INDUSTRY REPRESENTATION



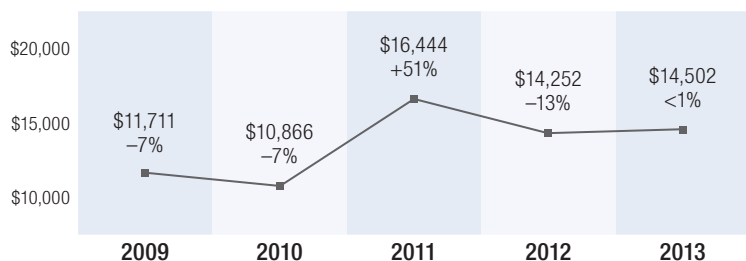
ORGANIZATION REVENUES



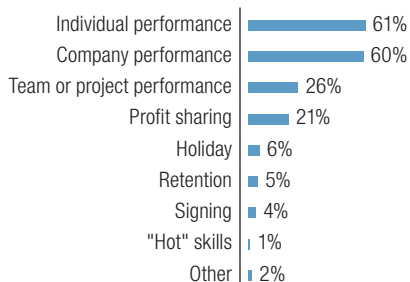
RESPONDENTS RECEIVING BONUSES

	Yes	No
2009	59%	41%
2010	58%	42%
2011	64%	36%
2012	64%	36%
2013	63%	37%

AVERAGE BONUSES



TYPES OF BONUSES



OPTIONS AND MOONLIGHTING

	2009	2010	2011	2012	2013
Percent receiving options	20%	21%	26%	22%	23%
Percent moonlighting	11%	11%	12%	10%	10%

Bonus Trends

Bonuses, in terms of size and distribution, remained strong in 2013, despite minimal growth. The average bonus inched up slightly, from \$14,252 to \$14,502, while the percentage of BI professionals receiving a bonus was virtually unchanged at 63 percent. Compared to 2010, when employers curtailed bonuses in response to the recession, the average bonus in 2013 is up 33 percent.

The average bonus of \$14,502 is up 33 percent compared to 2010.

As a median, bonuses dipped from \$9,500 in 2012 to \$9,000 in 2013. Overall, however, organizations continue to use bonuses to reward and retain valued BI professionals. The most prevalent types of bonuses are individual performance (61 percent), company performance (60 percent), and team or project performance (26 percent). Twenty-three percent of our respondents receive options, and 10 percent "moonlight" at a second job.

ROLES AND RESPONSIBILITIES

Primary Roles

BI directors and data analyst/modelers are the primary roles most represented in the survey, tied at 14 percent each. The role of data analyst/modeler has increased in recent years, up from 10 percent in 2011, indicating that organizations are increasingly deploying data analysts as the need for analytics increases as a business requirement. At 13 percent, lead information architect is the third most prevalent role, followed by technical architect/systems analyst (10 percent), BI program manager (9 percent), and BI project manager (6 percent).

Secondary Roles

The number of secondary roles fulfilled by BI professionals continues to grow, reaching a new high of 3.6 on average in 2013. These increased responsibilities reflect both a desire among BI professionals to tackle challenging work and develop new skills, and the fact that BI has always demanded cross-training and multi-discipline skills. New implementations in analytics, big data, and real-time data have increased the number of roles that BI teams must cover, as well. BI teams deliver the greatest value when members can flexibly and quickly put diverse skills to work, as compared to the delays inherent when only one individual has expertise in a particular area.

PRIMARY AND SECONDARY ROLES

	Primary	Secondary
BI director	14%	18%
Data analyst or modeler	14%	54%
Lead information architect	13%	31%
Technical architect or systems analyst	10%	34%
BI program manager	9%	21%
BI project manager	6%	25%
Data acquisition (ETL) architect or developer	6%	24%
Business requirements analyst	6%	35%
Decision support (BI) architect or developer	5%	23%
Subject matter expert	3%	38%
BI support and service	3%	27%
Data warehouse administrator	3%	15%
Business sponsor or driver	2%	10%
Data quality analyst	2%	23%
Database administrator	2%	10%
Data owner/steward	1%	15%
Data administrator or metadata manager	1%	13%
Business user	1%	10%

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TDWI Research provides research and advice for business intelligence and data warehousing professionals worldwide. TDWI Research focuses exclusively on BI/DW issues and teams up with industry thought leaders and practitioners to deliver both broad and deep understanding of the business and technical challenges surrounding the deployment and use of business intelligence and data warehousing solutions. TDWI Research offers in-depth research reports, commentary, inquiry services, and topical conferences as well as strategic planning services to user and vendor organizations.



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