

BARC

Press information

Who we are

BARC is a leading analyst firm for data & analytics and enterprise software with a reputation for unbiased and trusted advice. Our expert analysts deliver a wide range of research, events and advisory services for the data & analytics community. Our innovative research evaluates software and vendors rigorously and highlights market

trends, delivering insights that enable our customers to innovate with data, analytics and AI.

Today, it combines empirical and theoretical research, subject expertise and practical experience, including exchanges with all market participants.



50+ Employees



Dr. Carsten Bange, founder and CEO



5 locations in the US, Germany, Austria, Switzerland and UK



25,775 global newsletter subscribers



13,000+ event attendees from more than 80 countries



10,000 participants in our global surveys

What we do



www.barc.com

Research



BARC user surveys, software evaluations and analyst advisory services along with expert driven content such as research notes, blogs and articles give you the confidence to make the right decisions.

Our independent research gets to the heart of market developments, evaluates software and providers thoroughly and gives you valuable ideas on how to turn data, analytics and AI into added value and successfully transform your business.

www.barc.com/research

Advisory



We can help you find the most reliable and cost-effective products to meet your needs and ensure a fast ROI.

Areas in which we provide assistance:

- Business Intelligence & Analytics
- Data Science, Machine Learning & AI
- Data Foundation
- Data Strategy & Data Culture
- CPM, Forecasting & Planning
- Architecture
- Software Selection

www.barc.com/topics

Events



Leading minds and companies come together at our events.

BARC conferences, seminars, roundtable meet-ups and online webinars provide more than 10,000 participants each year with information, inspiration and interactivity.

By exchanging ideas with peers and learning about trends and market developments, you gain new strategies for your business.

www.barc.com/events

Contact

Journalists and editorial offices are welcome to contact our Communications Management with any inquiries.



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