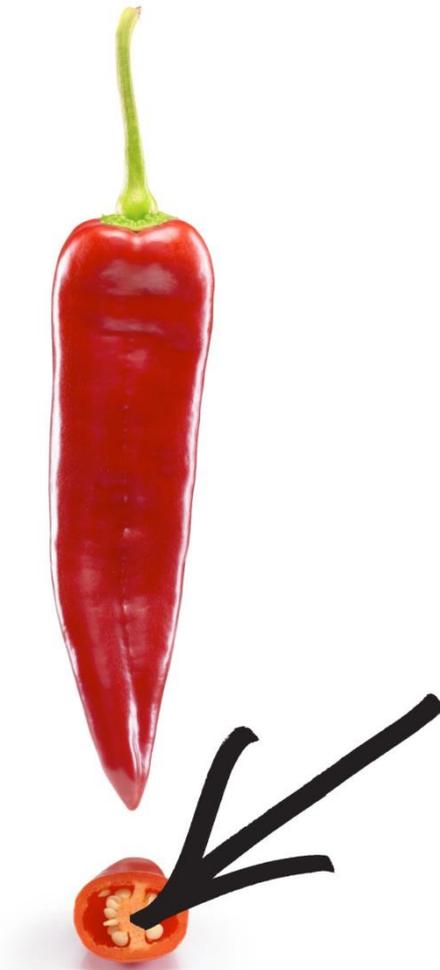


What customers say: cubus in

# The BI Survey 17 of BARC

good. better. **outperform.**



The essential information.

## About the BI Survey

The BI Survey 17 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted in the first half of the year 2017. In total, 3,066 people responded to the survey answering a series of detailed questions about their usage of a named product. Altogether, 42 products were analyzed in detail. The BI Survey 17 examines BI product selection and usage among users in categories (KPIs) including business benefits, project success, business value, recommendation, customer satisfaction, customer experience, innovation and agility. There are 29 KPIs in total.

### The Survey 17

In this year, cubus is part of the survey for the fourth time in a row.

Furthermore, the vendors have been grouped into nine different peer groups with either a regional focus of vendors or a content based focus of the product. cubus has been placed into those peer groups by BARC in this year: "OLAP analysis-focused products", "self-service reporting-focused products", "integrated performance management products" and "EMEA-focused vendors".

### Summary of the cubus Results

*"Year after year, cubus underpins its status as one of the leading CPM and BI vendors in The BI Survey. Outstanding price-performance ratio paired with strong performance, vendor and product satisfaction convinces customers. Customers can greatly benefit from outperform in terms of faster and more accurate reporting, analysis or planning, overall leading to improved data quality, better business decisions and improved employee satisfaction. Many customers acknowledge this fact and prefer using cubus instead of competitor's products"* BARC The BI Survey 17

Regarding the four peer groups cubus has been placed in, cubus achieved the top rank position in 28 categories and belongs to the leading vendors in 35 further KPI's.

In this document, we will concentrate on selected criteria from the survey within the peer groups "OLAP analysis-focused vendors" and "self-service reporting-focused vendors" and give insights to them.

## Selected Results in Detail

### Top ranked in OLAP analysis focused products



Peer Group  
**OLAP analysis-focused products**

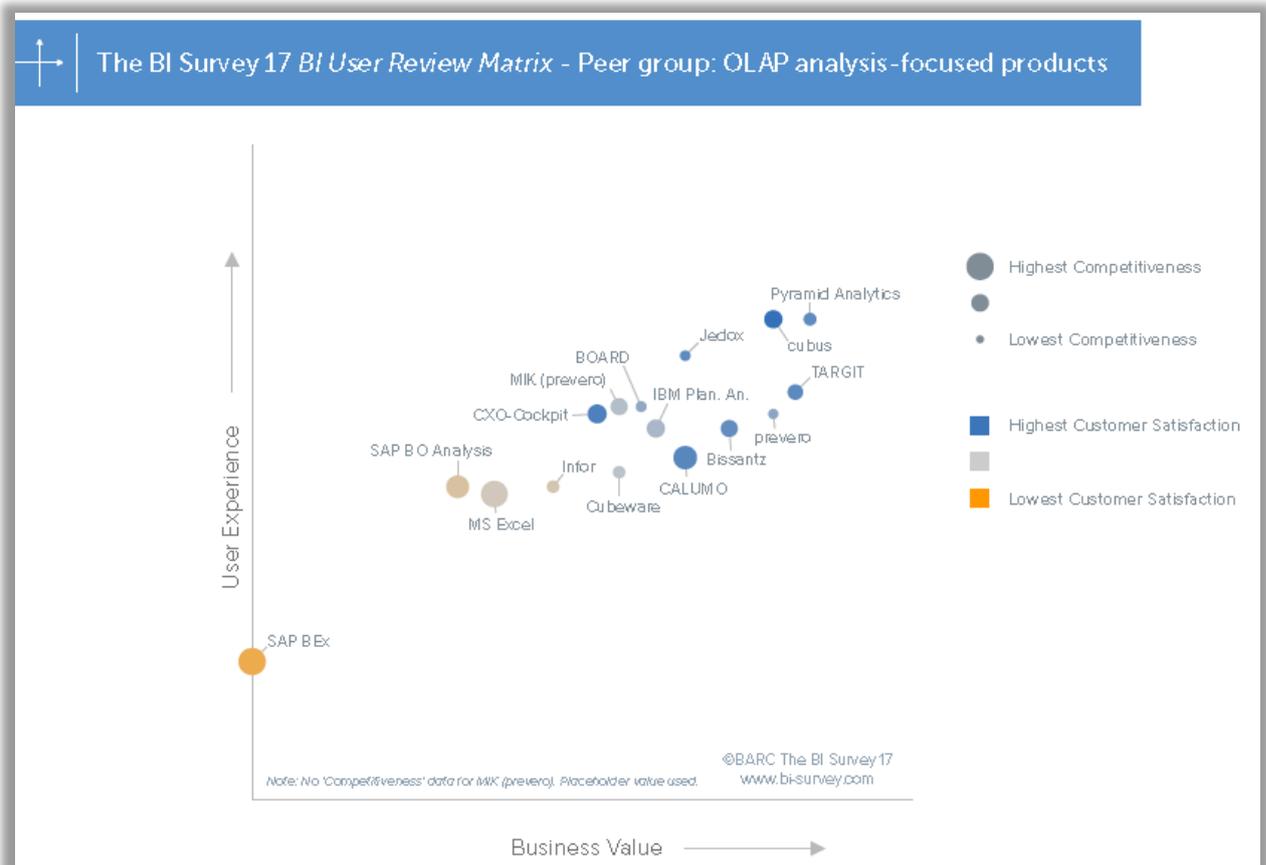
**1.** Top-ranked in  
Project success  
Price-to-value  
Recommendation  
Vendor support  
Implementer support  
Customer satisfaction  
Customer experience  
.....

**Leader in**  
Business benefits  
Business value  
Product satisfaction  
Self-service  
Flexibility for users  
Sales experience  
Query performance  
Performance satisfaction  
Competitive win rate

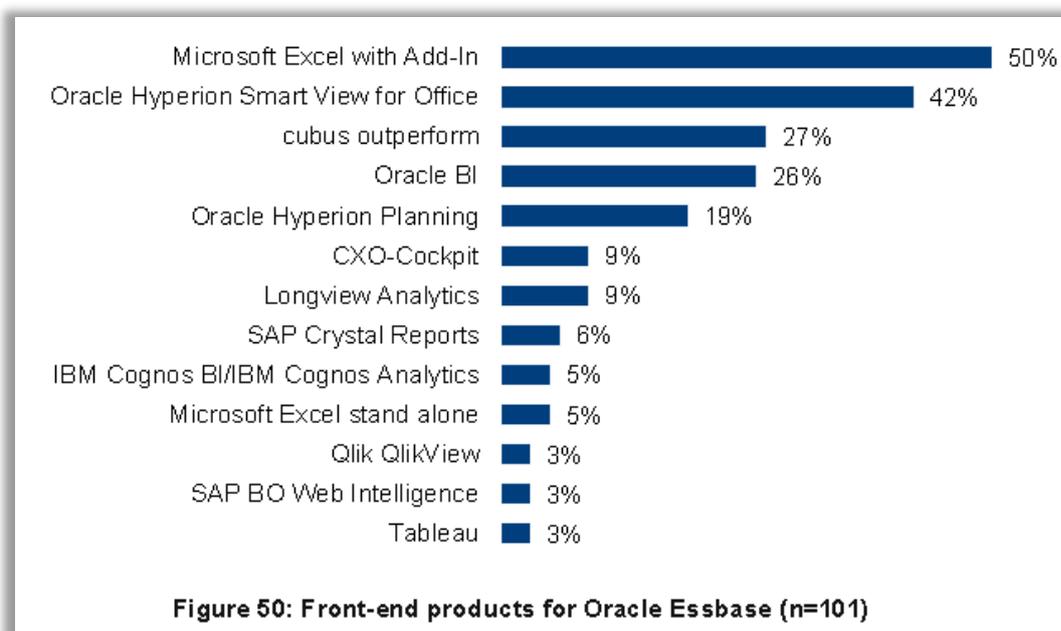
cube is once more on the leading vendors for OLAP analysis-focused products and top-ranked in eight categories.

## BI User Review Matrix

In the below chart all vendors for OLAP analysis-focused vendors are compared regarding their values within the KPI's user experience, business value, competitiveness and customer satisfaction.



## Front-end products for Oracle Essbase



In the section of Essbase frontends cubus confirms its good position from last year and expands it furthermore. Therefore cubus is classified by BARC's BI Survey results as the most widespread third party tool for the access on Essbase databases. That cubus has got a bigger distribution than the Oracle products Hyperion Planning and Oracle BI regarding the results of this survey is quite remarkable.

### Vendor support

Support is always an important topic for a good cooperation between users and vendors. cubus is now the top-ranked vendor for vendor support for the fourth time in a row and received the best available score of 10.0 again. The viewpoint of BARC:

*“Year after year cubus repeats its excellent ‘Vendor support’ ratings in The BI Survey, again topping all its peer groups and putting its competitors in the shade. Customers are very satisfied with the support they receive, highlighting the close relationship cubus has with its customers. The vendor listens very carefully to customers’ needs and requirements, constantly improving its software with this information.”*

#### Consistently top-ranked in vendor support

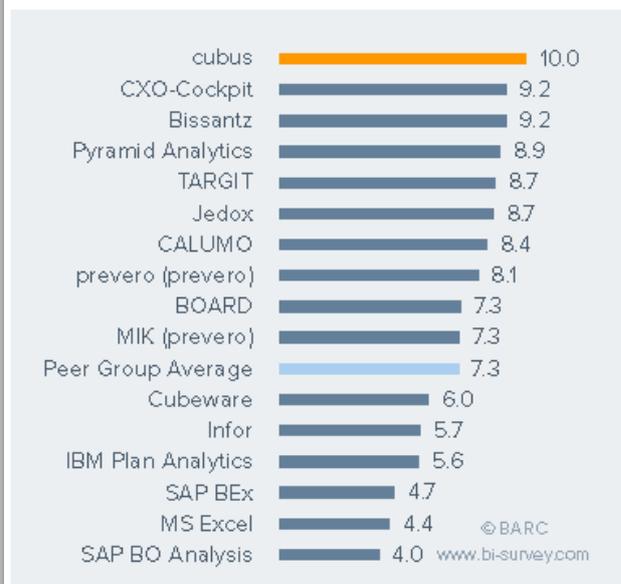
Peer group: OLAP analysis-focused products



#### Vendor support – Top-ranked



Peer group: OLAP analysis-focused products



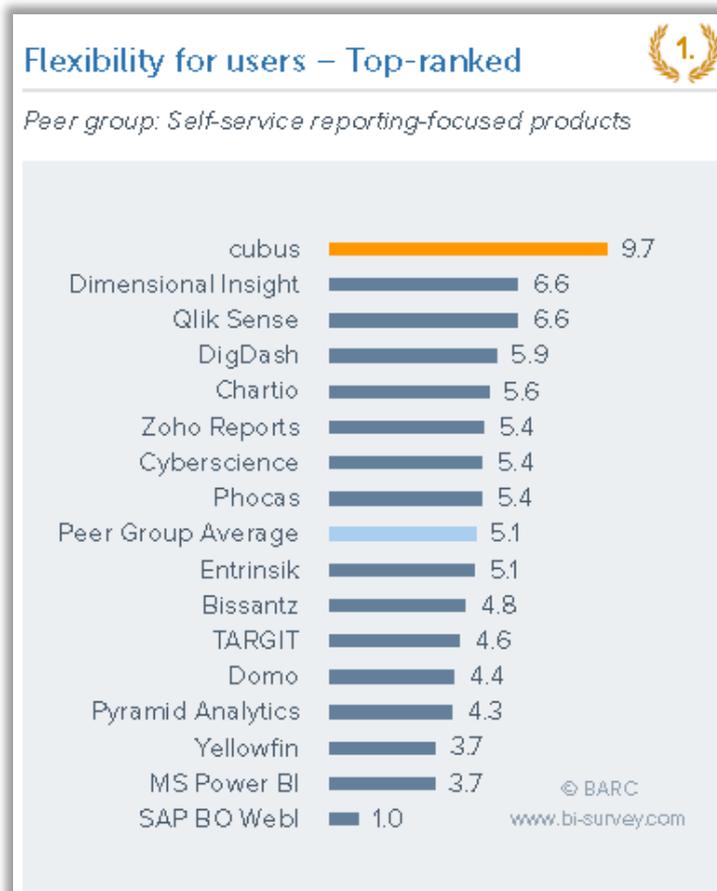
## Customer satisfaction

As already mentioned in the introductory part of this document cubus receives very good votes for the satisfaction of the customers and users. Due to this good customer satisfaction the relationship between customers and cubus is long lasting very often.



## Flexibility for the users

Even the available flexibility for the users is an important criteria for customers when deciding for a software tool. For the analysts of the BI Survey “the flexibility of the software is far and away the number one reason why customers buy cubus. Complaints about inflexibility are almost non-existent (6 percent of respondents). The flexible platform allows for building individual, complex business logic for CPM and BI applications, particularly planning, in companies of all sizes and industries. Business power users in particular can create individual applications without specific programming skills.”



### Project success / Satisfaction with the BI project experience

The range and complexity of BI projects is very wide. Smooth deployment and ongoing operations of more complex projects require the participation of the vendor, users, information security/compliance specialists, help desk support personnel, and sometimes third parties. Agile project methodology combined with BI products offering more self-service features can result in shrinking overall rollout times.

The different aspects of project success are shown in the following chart. Of particular note are the high scores across the board from cubus, Phocas, Pyramid Analytics and Yellowfin (in alphabetical order):

	User satisfaction with implementation of technical aspects	User satisfaction with implementation of business aspects	Satisfaction of administrators with technical implementation	Completion within the timeframe originally specified	Completion within the budget originally set
Bissantz	9.3	9.3	8.9	7.9	8.2
BOARD	8.7	8.4	7.9	7.3	7.5
CALUMO	8.4	8.0	8.1	7.4	6.6
Carriots Analytics (Envision)	8.4	8.1	8.3	8.1	8.0
Chartio	8.6	8.1	7.5	7.0	6.8
Cubeware	8.2	8.1	8.1	7.3	7.6
cubus	9.0	9.7	9.0	8.9	8.8
CXO-Cockpit	8.9	9.5	8.9	8.9	8.5
Cyberscience	8.6	8.9	8.3	8.0	7.4
DigDash	9.2	8.6	8.3	8.3	8.3
Dimensional Insight	8.6	8.4	8.6	8.3	7.8
Domo	8.2	8.5	8.7	6.7	7.0
Dundas	9.0	9.0	8.6	7.7	7.1
Entrinsik	8.7	8.0	8.1	7.3	7.5
IBM Cog Analytics	6.7	7.2	6.7	6.1	5.7
IBM Plan Analytics	8.9	9.2	8.3	7.3	6.9
Infor	7.9	8.8	7.7	7.2	7.8
Information Builders	8.3	8.0	8.0	7.6	7.4
Jedox	8.7	9.1	8.1	8.2	8.7
Longview Analytics	9.1	9.4	8.5	8.3	7.6
MicroStrategy	8.4	8.3	8.4	6.9	7.2
MIK (prevero)	8.9	9.2	8.1	7.7	8.9
MS Excel	7.9	7.6	6.5	6.8	7.0
MS Power BI	8.3	8.3	7.1	7.2	7.7
MS SSRS	8.2	7.9	7.5	7.1	7.9
Oracle BI	7.1	6.9	6.3	6.1	5.9
Phocas	9.6	9.7	9.7	9.1	9.0
prevero (prevero)	9.1	9.8	9.1	7.8	7.8
Pyramid Analytics	8.6	8.5	9.4	8.9	9.4
Qlik Sense	8.7	9.0	7.8	8.5	7.9
QlikView	9.0	8.9	8.3	7.6	7.6
SAP BEx	6.4	6.8	5.6	5.2	5.3
SAP BO Analysis	7.6	7.8	7.2	6.0	6.9
SAP BO Design St.	7.9	7.9	6.3	6.0	6.8
SAP BO WebI	6.3	7.2	6.3	5.3	6.1
SAS Enterprise BI	7.4	7.4	6.1	4.4	4.6
Sisense	8.9	8.2	8.3	8.3	7.9
Tableau	8.1	8.1	7.0	7.6	6.7
TARGIT	9.0	9.1	8.4	8.3	8.0
TIBCO Spotfire	7.8	8.1	6.9	7.6	5.4
Yellowfin	9.3	9.2	9.1	9.3	9.6
Zoho Reports	8.8	8.4	8.1	8.0	8.1

Figure 11: Project success surveyed by product (n=2,316; 10=good, 0=poor)

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