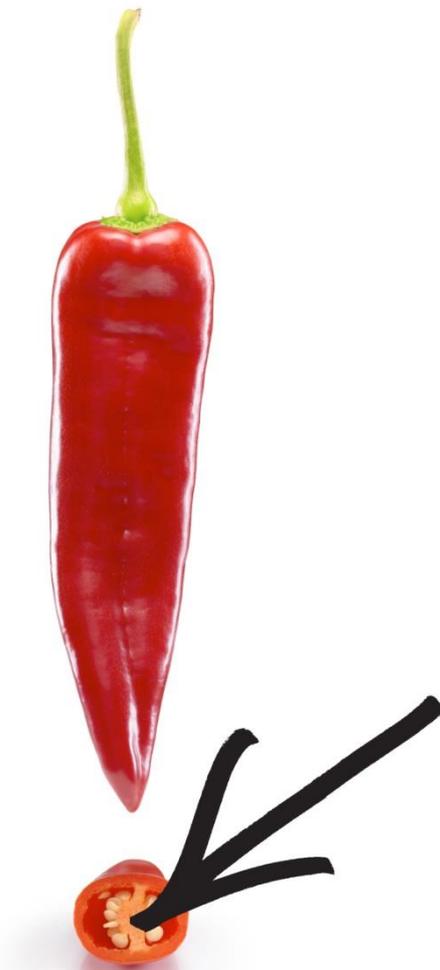


What customers say: cubus in

# The BI Survey 16 of BARC

good. better. **outperform.**



The essential information.

## About the BI Survey

THE BI Survey 16 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted from February 2016 to May 2016. In total, 3,137 people responded to the survey with 2,611 answering a series of detailed questions about their usage of a named product. Altogether, 37 products (or groups of products) are analyzed in detail. THE BI Survey 16 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 32 KPIs in total. Important to know is that according to BARC's definition planning software tools are part of the group of BI tools.

### The Survey 16

In this year cubus invited its customers to take part in the survey for the third year in a row. With 89 responses the number of answers has been more than doubled compared to last year's appearance.

Again 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

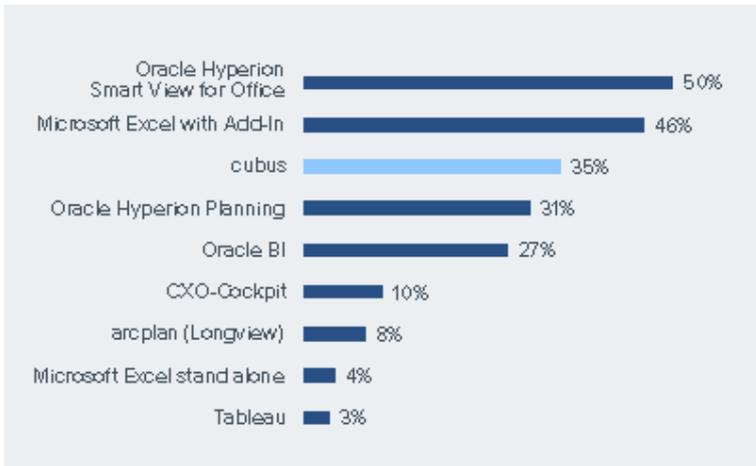
*"cubus achieves a great set of results in this year's BI Survey, getting top rankings in many important KPIs including 'Business value', 'Customer satisfaction', 'Competitiveness' and 'Customer experience' and improving on many of its results from recent years. As a comparatively small German vendor, cubus' results are even more remarkable, comfortably beating many local and global rivals. 63 percent of cubus users claim to have no significant problems at all with the product, which is why many are happy to recommend cubus to others, a strong indicator of satisfaction with the product." BARC The BI Survey 16*

Regarding the four peer groups cubus has been placed in, cubus achieved the top rank position in 27 categories and belongs to the leading vendors in 42 further KPI's.

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.

Percentage of respondents using various front ends for Oracle Essbase

n=124



It has to be outlined that the vendor support of cubus was top-ranked in this year's survey for the third year in a row in three peer groups and reached an average rating of 10.0 which is the highest possible rating at all.

Improved in vendor support

Peer group: self-service reporting-focused products



Consistently top-ranked in vendor support

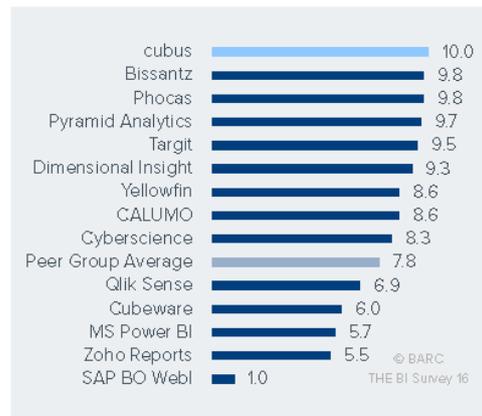
Peer group: OLAP analysis-focused products



Vendor support – Top-ranked



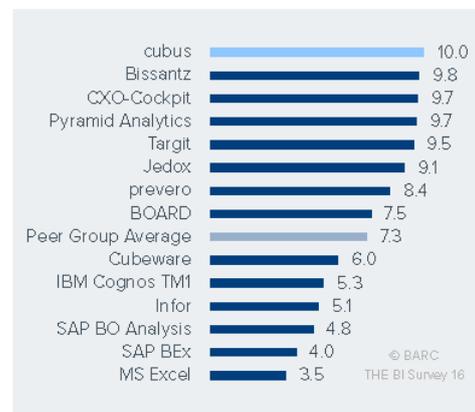
Peer group: self-service reporting-focused products



Vendor support – Top-ranked



Peer group: OLAP analysis-focused products



From BARC this result is mentioned to be “quite impressive” as well and besides the excellent vendor support the implementer support from the partners of cubus and the internal consultants receives a very good commendation.

## Selected Results in Detail

Due to the large sum of results we picked out some interesting results for this document. If you are interested you can receive the whole results document of cubus by notifying us.

### User satisfaction with the implementation of the business aspects

Measuring satisfaction based on a BI product's ability to deliver user requirements post-implementation provides valuable insight into the BI product itself as well as opportunities to improve future rollouts. With 2,309 responses, cubus belongs to the three vendors –besides Bissantz and arcplan (Longview)- that over 90 percent of respondents rate as good for user satisfaction on the implementation of business aspects of their BI projects.

	Good	Moderate	Poor
Bissantz	95%	5%	0%
BOARD	82%	18%	0%
CALUMO	64%	36%	0%
Cubeware	75%	19%	5%
cubus	94%	6%	0%
CXO-Cockpit	83%	17%	0%
Cyberscience	78%	20%	3%
Dimensional Insight	81%	14%	6%
Dundas	65%	35%	0%
IBM Cognos BI	48%	49%	4%
IBM Cognos TM1	79%	21%	0%
Infor	73%	25%	2%
Information Builders	74%	26%	0%
Jedox	83%	14%	2%
Logi Analytics	72%	28%	0%
arcplan (Longview)	92%	8%	0%
MS Excel	62%	35%	3%
MS Power BI	79%	19%	2%
MS SSRS	62%	37%	1%
MicroStrategy	67%	31%	2%
Oracle BI	48%	43%	10%
Phocas	89%	11%	0%
prevero	81%	13%	6%
Pyramid Analytics	80%	17%	3%
Qlik Sense	86%	14%	0%
QlikView	79%	20%	1%
SAP BEx	56%	42%	2%
SAP BO Analysis	59%	35%	5%
SAP BO Design St.	68%	32%	0%
SAP BO WebI	48%	40%	12%
SAS	64%	30%	6%
Sisense	80%	20%	0%
Tableau	79%	19%	3%
Targit	79%	21%	0%
Tibco	85%	15%	0%
Yellowfin	73%	24%	3%
Zoho Reports	54%	37%	9%

### Customer Satisfaction

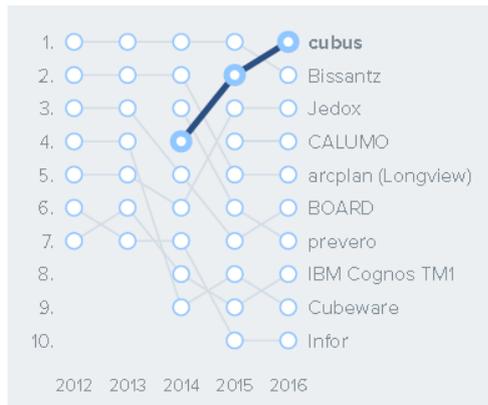
Excellent vendor support and implementer support ratings as well as a good score for product satisfaction lead to very good results for cubus in the 'Customer satisfaction' KPI this year. cubus has consistently improved its customer satisfaction rating over the last three years. As The BI

Survey shows, cubus customers are very satisfied and benefit from the product knowledge and implementation experience that cubus brings to the table.

This KPI combines the 'Product satisfaction', 'Vendor support' and 'Implementer support' KPIs.

**Improved in customer satisfaction**

Peer group: integrated performance management products



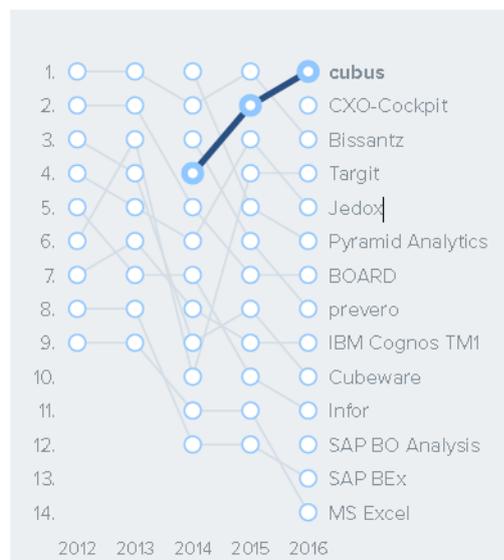
**Improved in customer satisfaction**

Peer group: EMEA-focused vendors



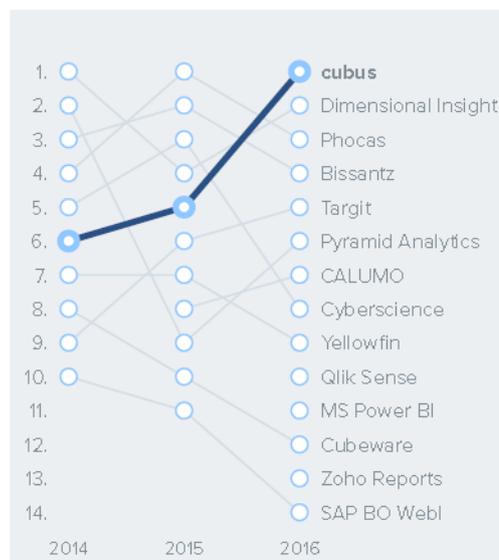
**Improved in customer satisfaction**

Peer group: OLAP analysis-focused products



**Improved in customer satisfaction**

Peer group: self-service reporting-focused products

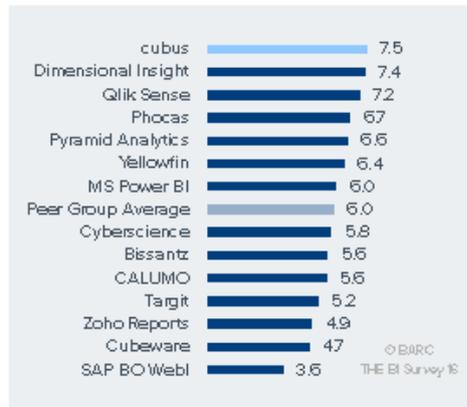


**Agility**

Very good results in the 'Project length', 'Self-service' and 'Flexibility for users' KPIs lead to an excellent rating in the aggregated 'Agility' KPI. cubus achieves a top-two placing in all of its peer groups. Its users consider the vendor agile: an important criterion in many software selection projects. Agility and flexibility for users are frequent requirements in projects that BARC works on.

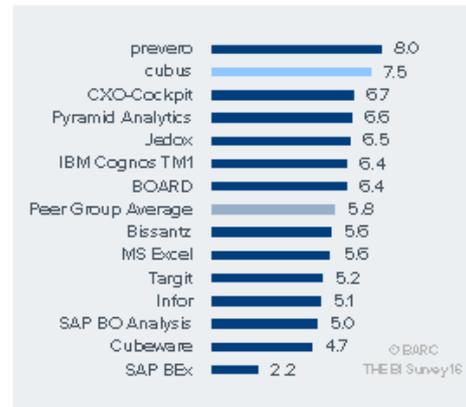
### Agility – Top-ranked

Peer group: self-service reporting-focused products



### Agility – Leader

Peer group: OLAP analysis-focused products



### Consistently outstanding in agility

Peer group: self-service reporting-focused products

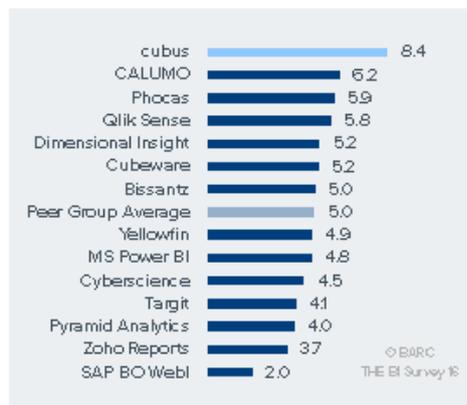


### Flexibility for the users

The BI Survey reveals that flexibility is the main reason why customers choose cubus, and that complaints about user flexibility post-implementation are rare. These factors combine to make cubus outperform one of the most flexible products for users in this year's BI Survey.

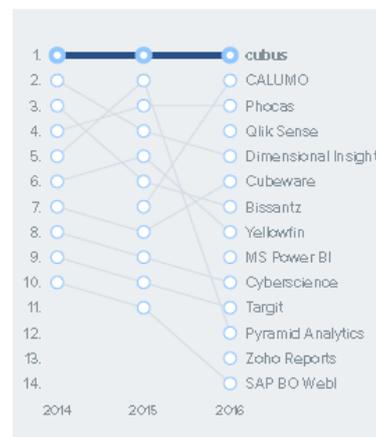
### Flexibility for users – Top-ranked

Peer group: self-service reporting-focused products



### Consistently top-ranked in flexibility for users

Peer group: self-service reporting-focused products



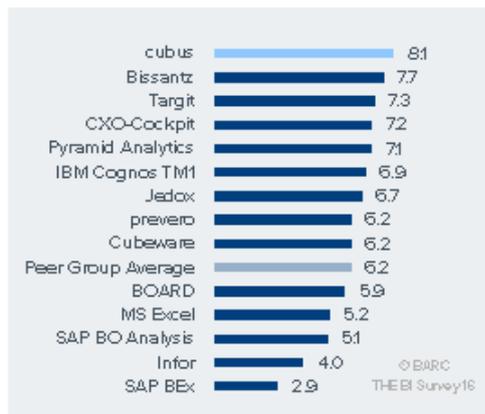
## Business value

The aggregated 'Business value' KPI is a combination of the 'Business benefits', 'Project success', 'Price-to-value perception', 'Project length' and 'Innovation' KPIs. Having achieved great results, particularly in 'Business benefits', 'Project success' and 'Price-to-value perception', cubus is top-ranked for business value in three of its four peer groups. These results show that outperform is a competitively priced performance management and business intelligence product from which customers can derive great benefits.

### Business value – Top-ranked



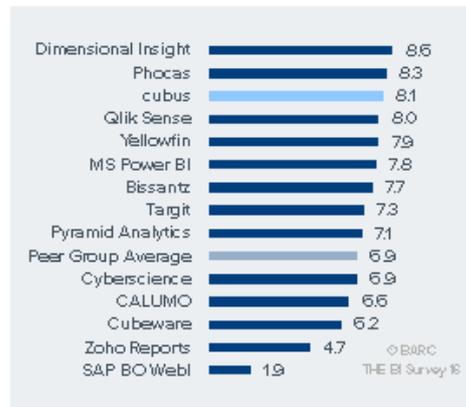
Peer group: OLAP analysis-focused products



### Business value – Leader



Peer group: self-service reporting-focused products



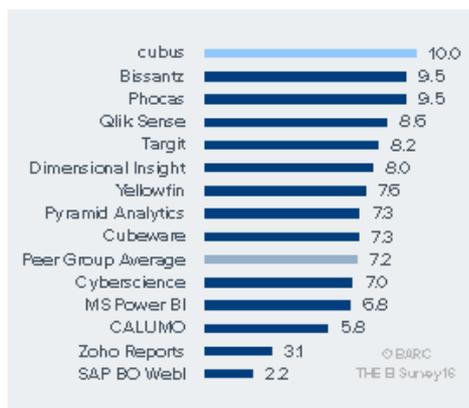
## Project success

The results in this year's survey clearly outline that many cubus customers are very satisfied with their implementations. cubus shows a solid understanding of its customers' business requirements. Projects are regularly completed on time and on budget. outperform is the top-ranked product for project success in all of its peer groups, showing year-on-year improvements over the last three years. cubus consultants are well known in the DACH region for their business expertise.

### Project success – Top-ranked



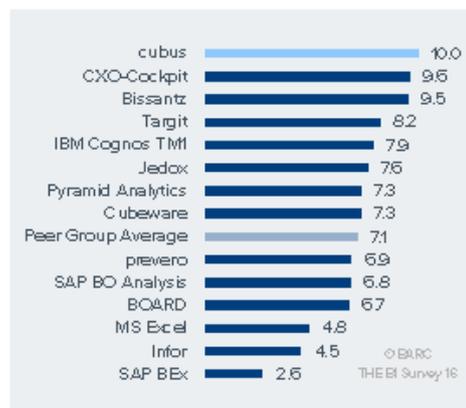
Peer group: self-service reporting-focused products



### Project success – Top-ranked



Peer group: OLAP analysis-focused products



## Our conclusion

As already mentioned in the introduction this year's appearance of cubus in the BI Survey 16 is really successful. By doubling the amount of responses and the number of 27 top ranked positions in total a quite high standard has been set for the next years.

At the time of the survey there were just a third of the users, which participated at the survey, using the actual version 8.0 of cubus outperform and the cubus EV. With the enlarged usage of actual version we expect to keep the results at this high level because the aspects of self-service are addressed and focused by our recent and future developments.

The method of participation which cubus uses to involve customers and partners into the development process by voting for new features and functions will be followed up.

**cubus**

cubus AG  
Bahnhofstr. 29  
D - 71083 Herrenberg  
Germany  
Phone +49 7032 9451-0  
Fax +49 7032 9451-30  
info@cubus.eu  
[www.cubus-ev.com](http://www.cubus-ev.com)