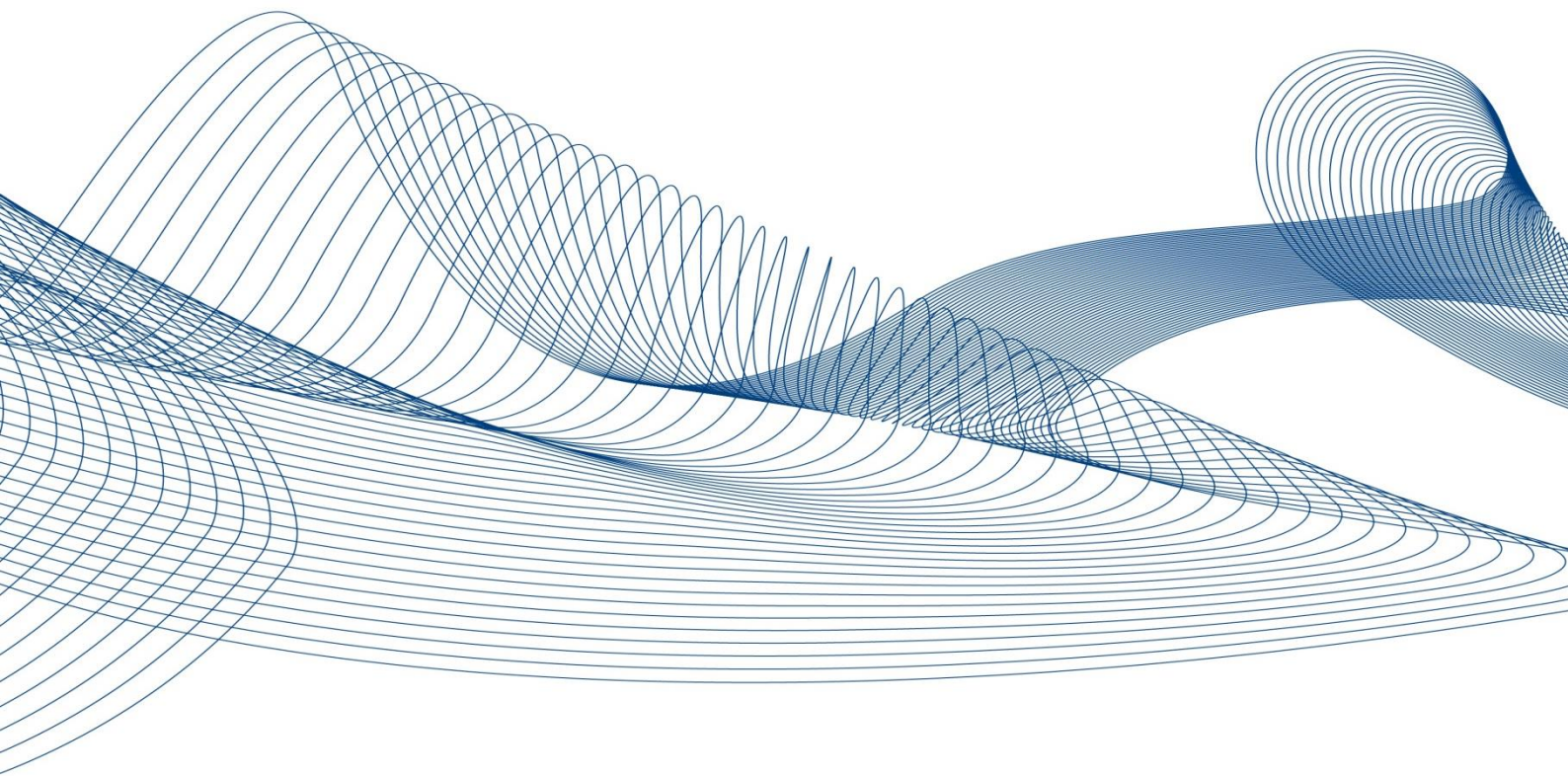


# THE BI SURVEY 14

The world's largest survey of business intelligence software users

This document is a specially produced summary  
by BARC of the headline results for

**CUBUS**



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## THE BI Survey 14 cubus results overview

OLAP analysis vendor	
Top ranked	Leading
Competitive win rate	Business benefits
Vendor support	Recommendation
	Cloud BI
	Collaboration
	Data discovery/visualization
	Visual design standards
	Performance satisfaction
	Implementer support
	Customer satisfaction
	Project length
	Self-service
	Flexibility for the user
	Agility
	Ease of use

Planning vendor	
Top ranked	Leading
Competitive win rate	Collaboration
Recommendation	Data discovery/visualization
Vendor support	Performance satisfaction
	Implementer support
	Customer satisfaction
	Project length
	Self-service
	Agility
	Ease of use

## cubus in THE BI Survey 14

### Introduction

The BI Survey 14 is based on findings from the world's largest and most comprehensive survey of business intelligence end-users, conducted earlier this year. In total, 3,224 people responded to The Survey with 2,348 answering a series of detailed questions about their usage of a named product. Altogether, 34 products (or groups of products) are analyzed in detail.

The BI Survey 14 examines BI product selection and usage among users in areas including business benefits, costs, proportion of employees using the product, competitiveness, recommendation, innovation, performance, customer satisfaction and agility.

We asked several questions that helped us measure the business benefits derived from respondents' deployments. The combined results were then used as a calibration tool – The Business Benefits Index (BBI) - which is widely used throughout The Survey to assess the correlation between various factors and the achievement of benefits.

### cubus overview

Founded in 1992 and based near Stuttgart, Germany, cubus AG currently has approximately 30 employees including five developers and eight consultants. According to its own accounts, the company has implemented over 200 successful projects.

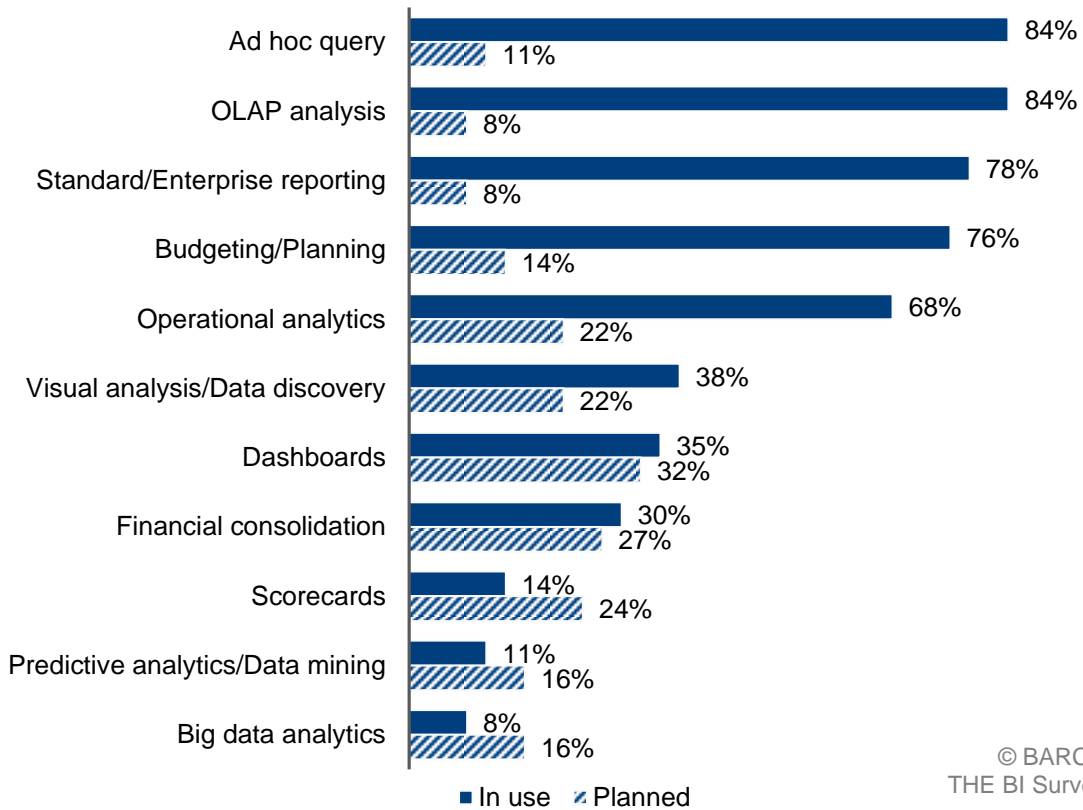
Having started out as a consulting and implementation services provider, cubus began to offer its own software solutions that are extended with third-party solutions (from Oracle in particular) in 1998. Its ABC (planning), BSC (balanced scorecard) and SPPM (project portfolio management) solutions, which were initially sold as independent modules, were combined into the cubus outperform solution with version 6.5 in 2010. outperform is currently used by approximately 90 customers. In a typical deployment, 30-80 users work with the products but there are also a few sites with over a hundred users.

Until 2012, cubus also offered IBM Cognos Executive Viewer to support dynamic OLAP analyses on the Web. At the end of 2012, IBM sold the source code to cubus. Executive Viewer, which had been sold as an OEM version since 1998, now goes by the name cubus outperform EV Analytics (cubus EV).

### cubus customer responses

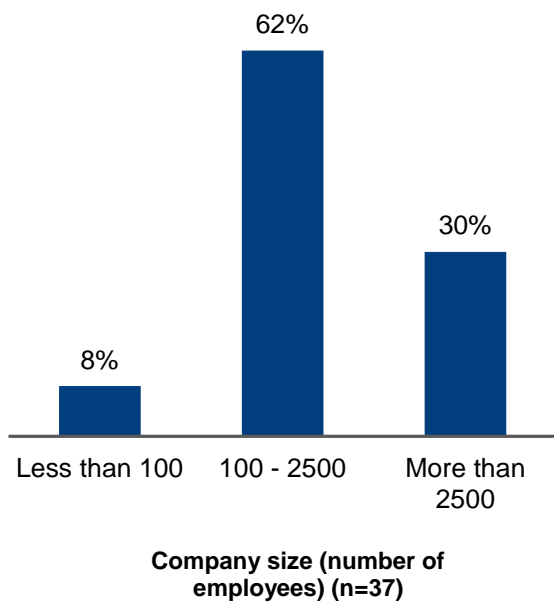
This is the first year cubus has appeared in The BI Survey. Of the 37 respondents using the product, the vast majority – 80 percent – are running version 7. A further 3 percent have version 9, 10 percent are on version 10, while 7 percent are still using version 6.

User and use case demographics



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Product usage (n= 37)

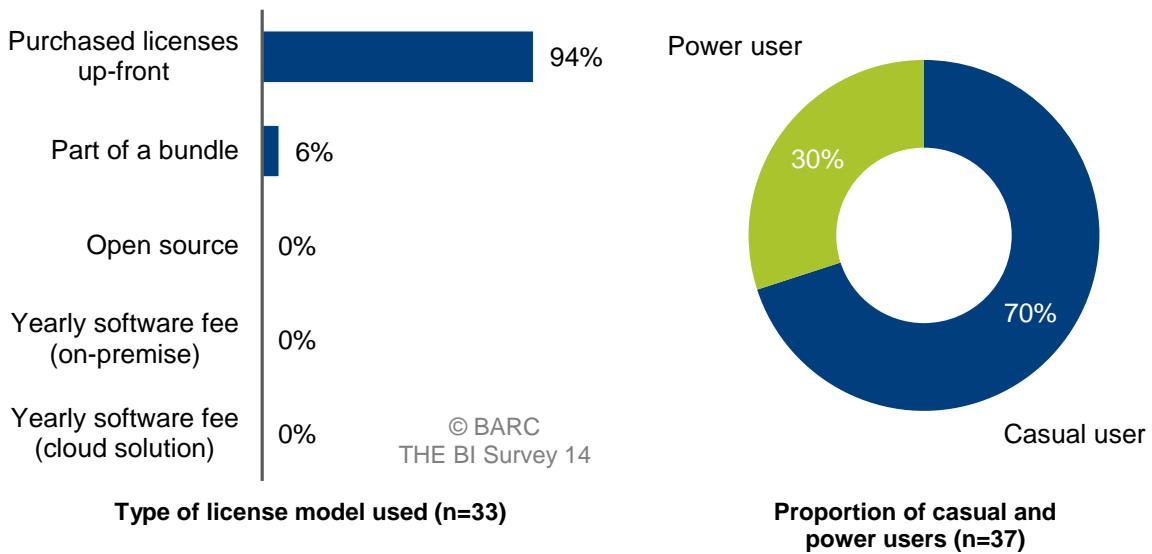


Percentage of employees using cubus

cubus	11%
Average of all products	15%

Number of users using cubus

Median	60
Mean	238



Budgeting and planning is a major focus of cubus and is a use case for 76 percent of its users. EV Analytics (the former Temtec and IBM Executive Viewer product) is fully integrated into the solution and offers ad hoc query and OLAP analysis functionality, used by 84 percent of respondents. 78 percent of users also say they use cubus for enterprise reporting. cubus is not really geared to print reporting and customers usually use separate tools for this in our experience. However, enterprise reports can be distributed digitally on screen.

Most cubus customers are mid-sized organizations in German-speaking countries although its acquisition of the Executive Viewer source code may have had the effect of reeling in some larger customers from other territories.

94 percent of customers say they purchased licenses up-front. This figure may decrease next year as the vendor has recently launched a cloud subscription model.

## Peer Groups

The BI Survey features a range of different types of BI tools so we use peer groups to ensure similar products are compared against each other. The groups are essential to allow fair and useful comparisons of products that are likely to compete.

The peer groups are primarily data-driven and based on how customers say they use the product.

cube features in the following peer groups:

- OLAP analysis
- Planning

## The KPIs

The BI Survey 14 provides the reader with well-designed KPI dashboards packed with concise information, which can be absorbed at a glance. The KPIs all follow these simple rules:

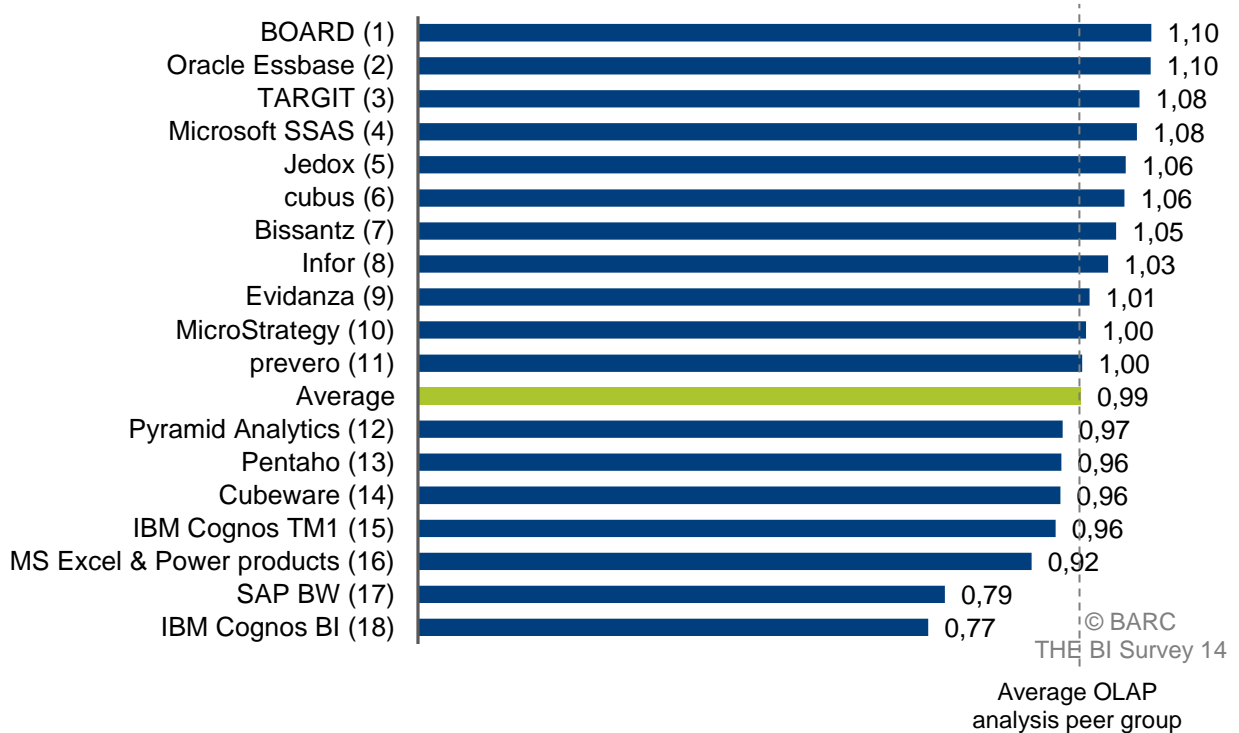
- Only measures that have a clear good/bad trend are used as the basis for KPIs
- KPIs may be based on one or more measures from The BI Survey
- Only products with samples of at least 20 - 30 (depending on the KPI) for each of the questions that feeds into the KPI are included
- Each KPI is normalized so that the overall sample always has a value of 1.0
- The KPIs are calculated so that better-than-average products always have scores of greater than 1.0, while less good products score less than 1.0. When viewing the peer group KPI charts, note that the average for each peer group will usually be either higher or lower than 1.0 because the peer groups are all subsets of the overall sample.

The products are sorted by value: the better the product the higher the value. The average is displayed as a green bar and separates the products into two groups, those that performed better than average and those that performed worse than average.

For more details on the KPIs, see our 'KPIs and Dashboards' document.

Leading OLAP analysis vendor in business benefits

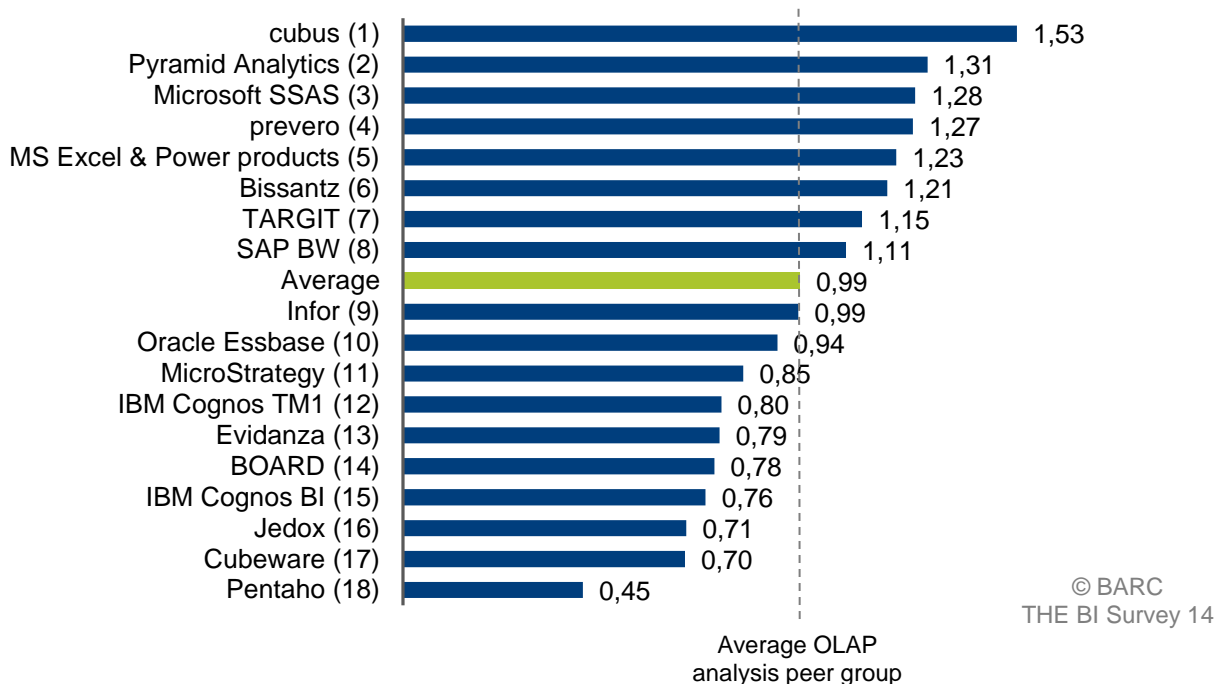
Based on the achievement level of a variety of business benefits



cubus is rated above average by its users in the 'business benefits' KPI. The vendor demonstrates a solid understanding of its customers' business requirements and cubus consultants are well known in the market for their strong business expertise.

Top ranked OLAP analysis vendor in competitive win rate

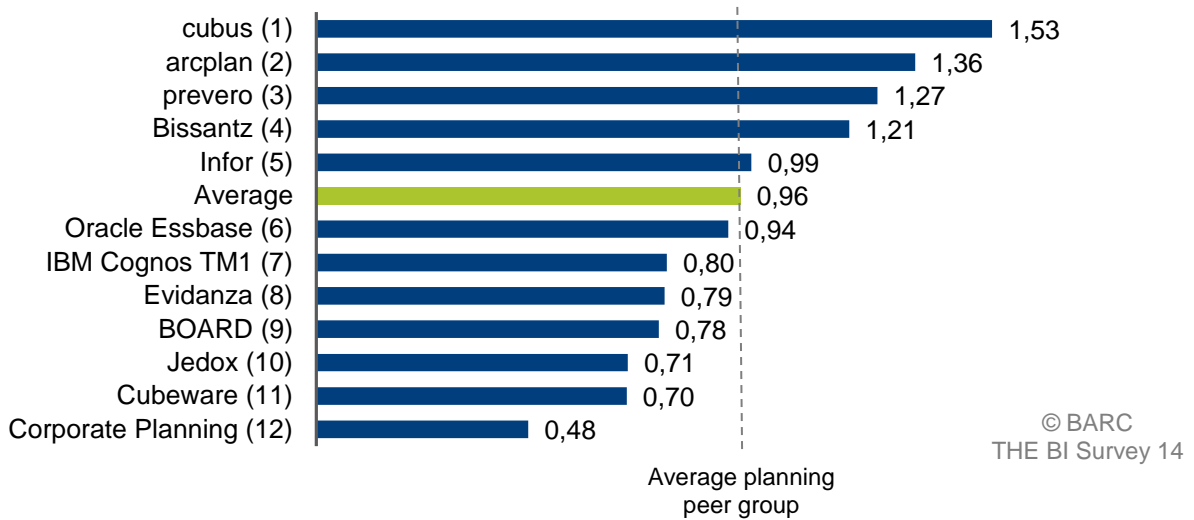
Based on the percentage of wins in competitive evaluations





**Top ranked planning vendor in competitive win rate**

Based on the percentage of wins in competitive evaluations

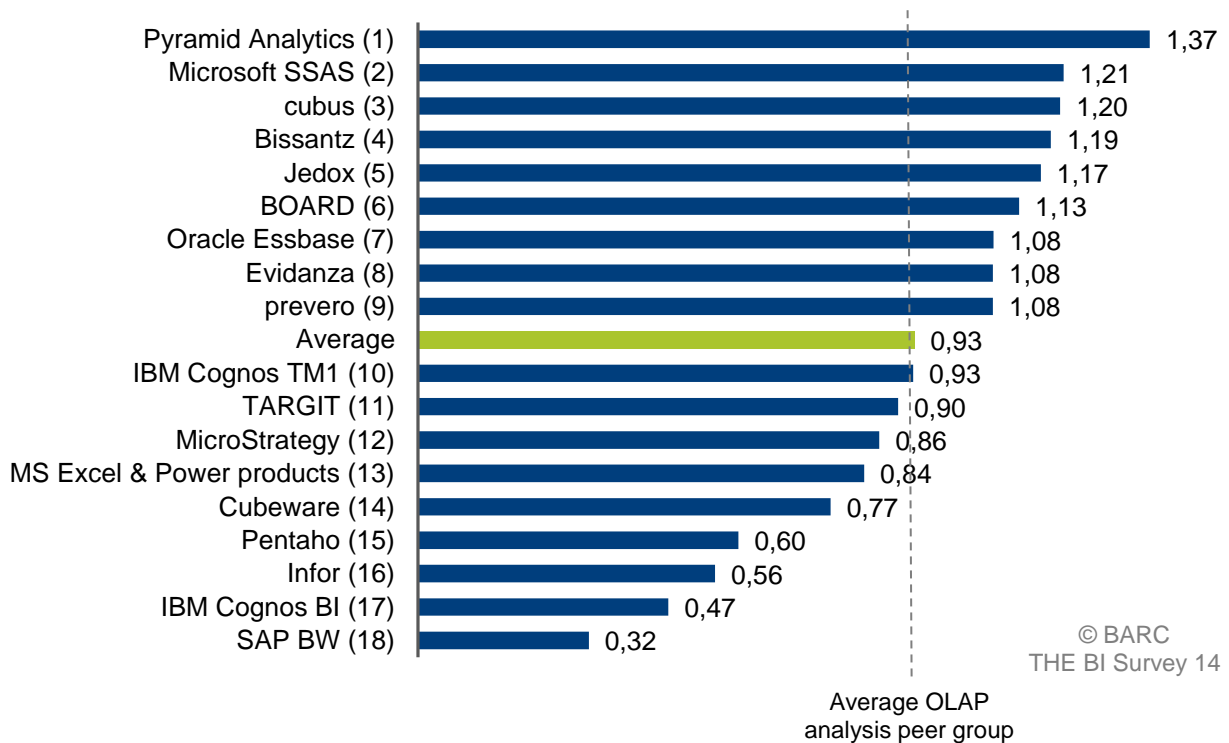


cubus comfortably beats local rivals such as prevero, Evidanza, arcplan, BOARD and Cubeware in this important KPI.

In BARC’s experience, cubus is persuasive in proof of concept scenarios and this is reflected in a very strong competitive win rate. Its flexible product can be shown to meet the challenges of most customers in a variety of different ways, and its experienced team of pre-sales consultants is clearly doing an excellent job.

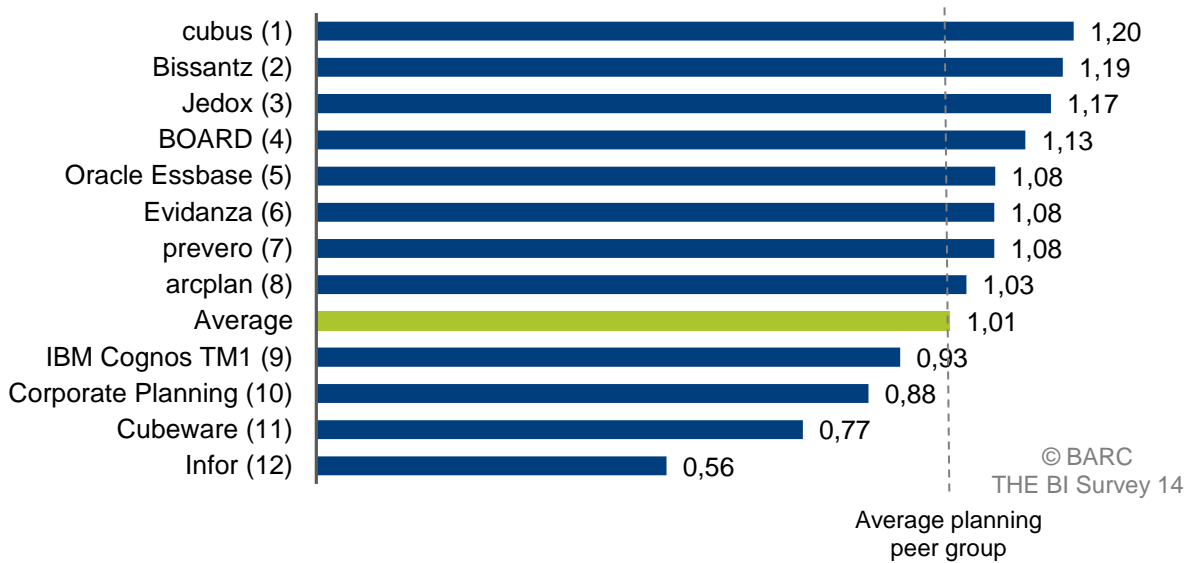
**Leading OLAP analysis vendor in recommendation**

Based on how many users would recommend the product to others



**Top ranked planning vendor in recommendation**

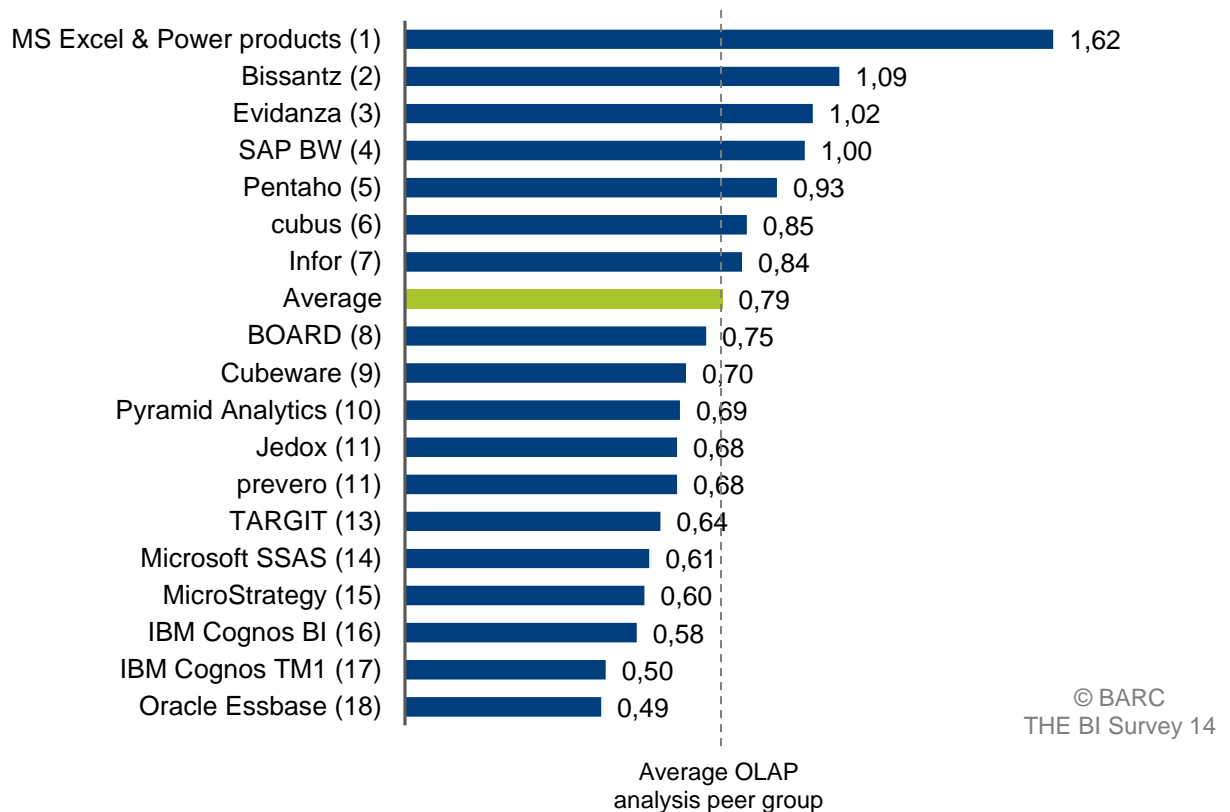
Based on how many users would recommend the product to others



As a planning and OLAP analysis vendor, cubus' recommendation rating is higher than most of its competitors. Recommendation is a strong indicator of customer satisfaction and cubus' good result is reinforced in the 'customer satisfaction' KPI.

**Leading OLAP analysis vendor in cloud BI**

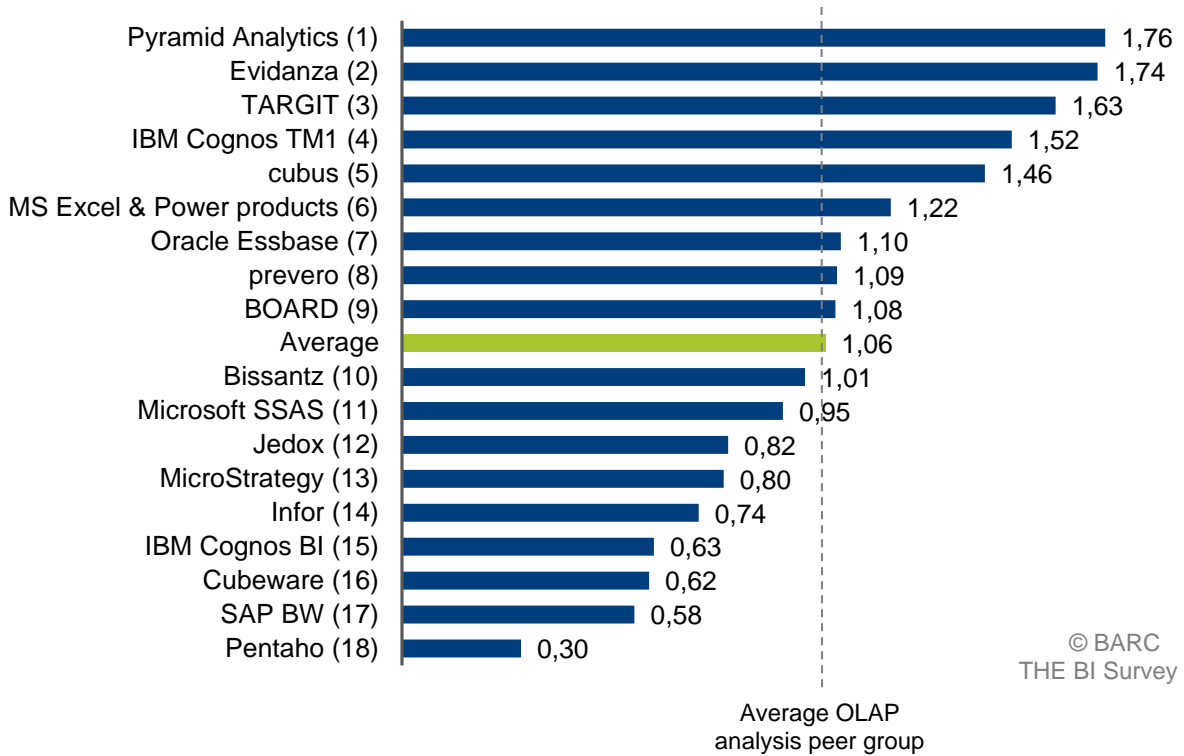
Based on how many sites currently use the product in a cloud environment



cubus has only recently partnered with Datagroup to launch a cloud offering in compliance with German data security laws. The minimum contract term is one year and application and technical support is provided by cubus.

**Leading OLAP analysis vendor in collaboration**

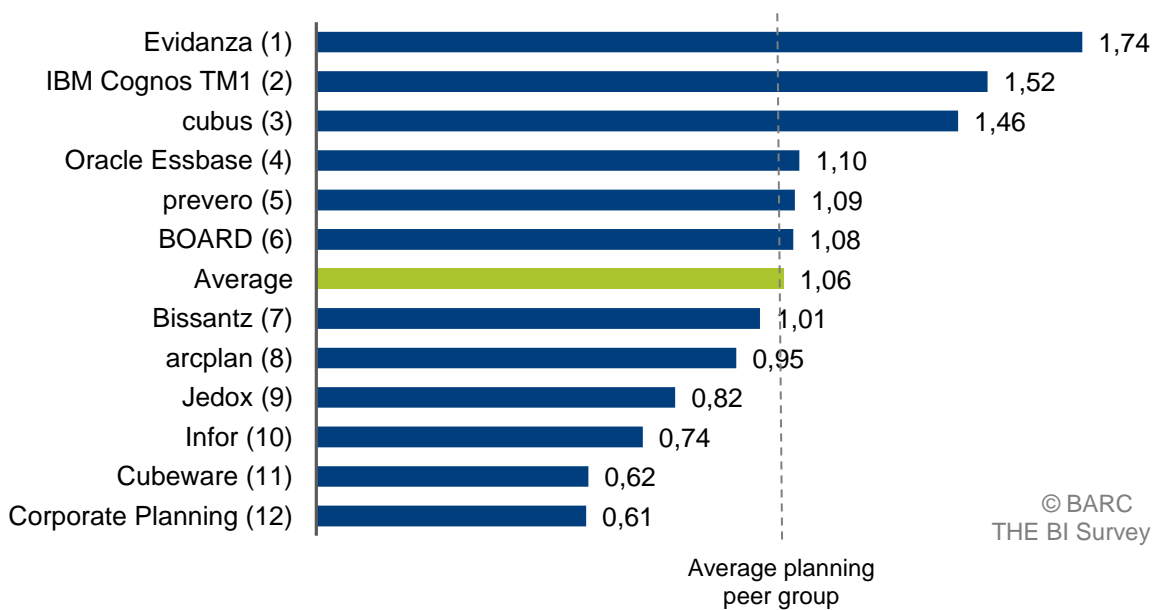
Based on how many sites currently use collaboration features with their BI tool



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**Leading planning vendor in collaboration**

Based on how many sites currently use collaboration features with their BI tool

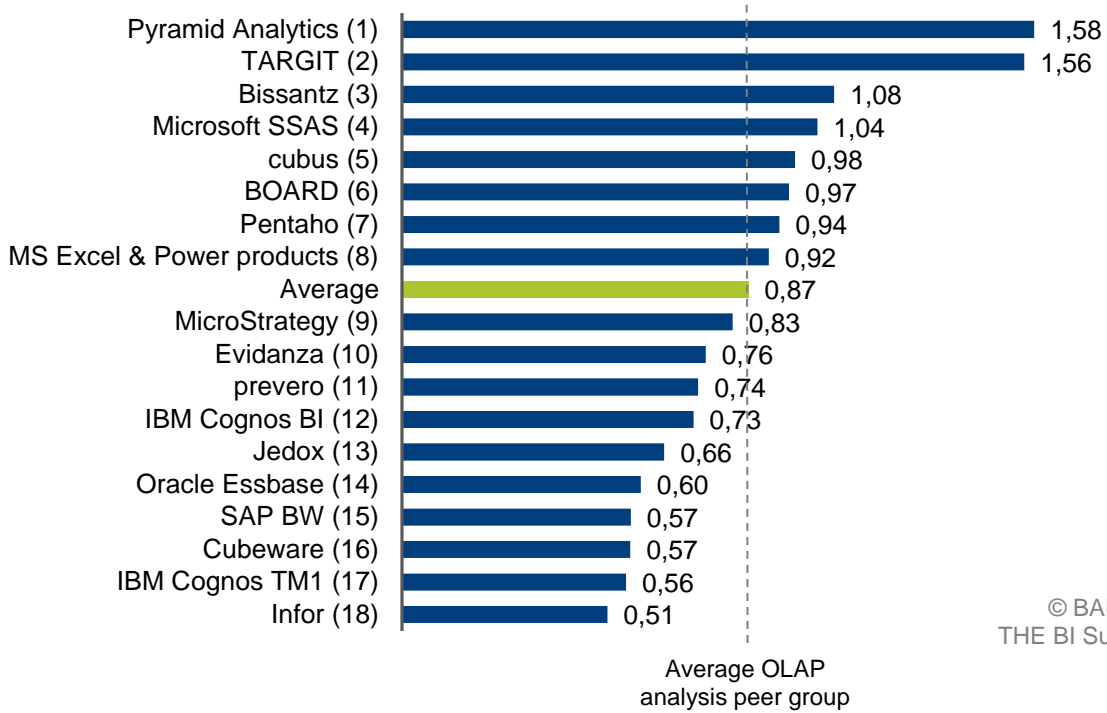


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Collaboration is important in planning scenarios and although cubus does not have a specific collaboration solution, it does offer good commenting features. Users can also attach files (including PowerPoint, PDF and Excel) to planning sheets, for example, to document their planning figures.

**Leading OLAP analysis vendor in data discovery/visualization**

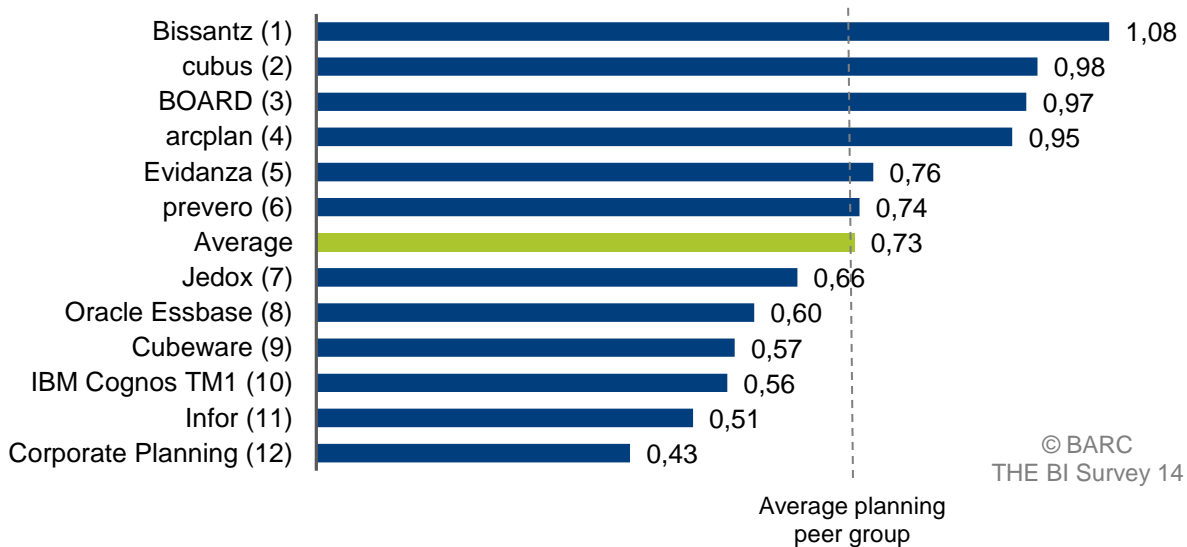
Based on how many sites currently use data discovery/visualization with their BI tool



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**Leading planning vendor in data discovery/visualization**

Based on how many sites currently use data discovery/visualization with their BI tool

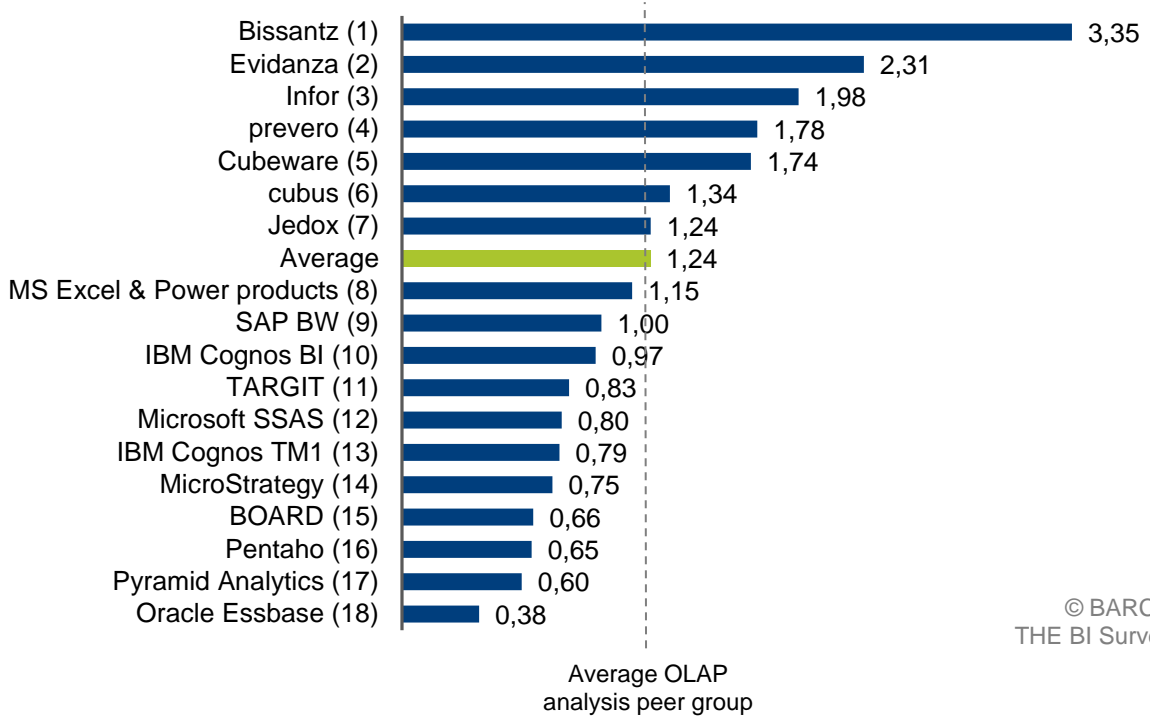


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Data discovery and visualization is not a major focus for cubus. However, the integration of Executive Viewer into the solution has brought about an improvement in this area.

**Leading OLAP analysis vendor in visual design standards**

Based on how many sites currently use visual design standards with their BI tool

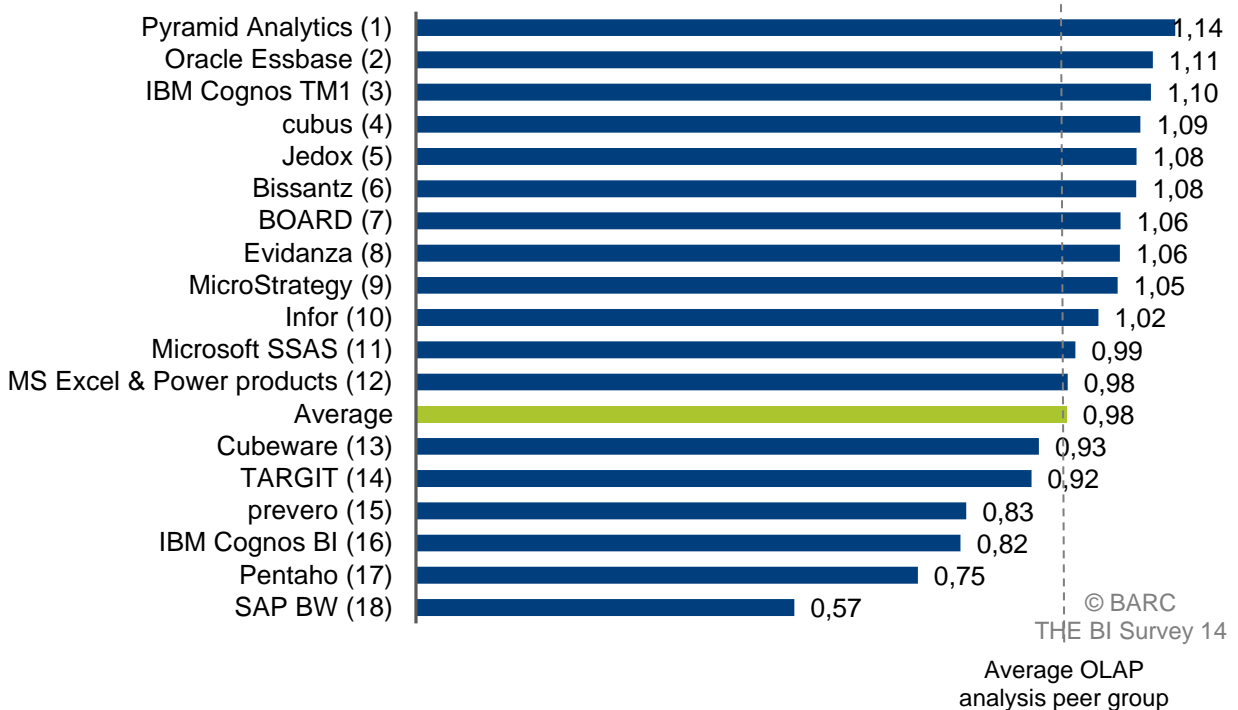


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This is an area that cubus has developed in recent years. Customers can now use cubus to create charts that comply with Rolf Hichert's 'HICHERT@SUCCESS' visual design standards.

**Leading OLAP analysis vendor in performance satisfaction**

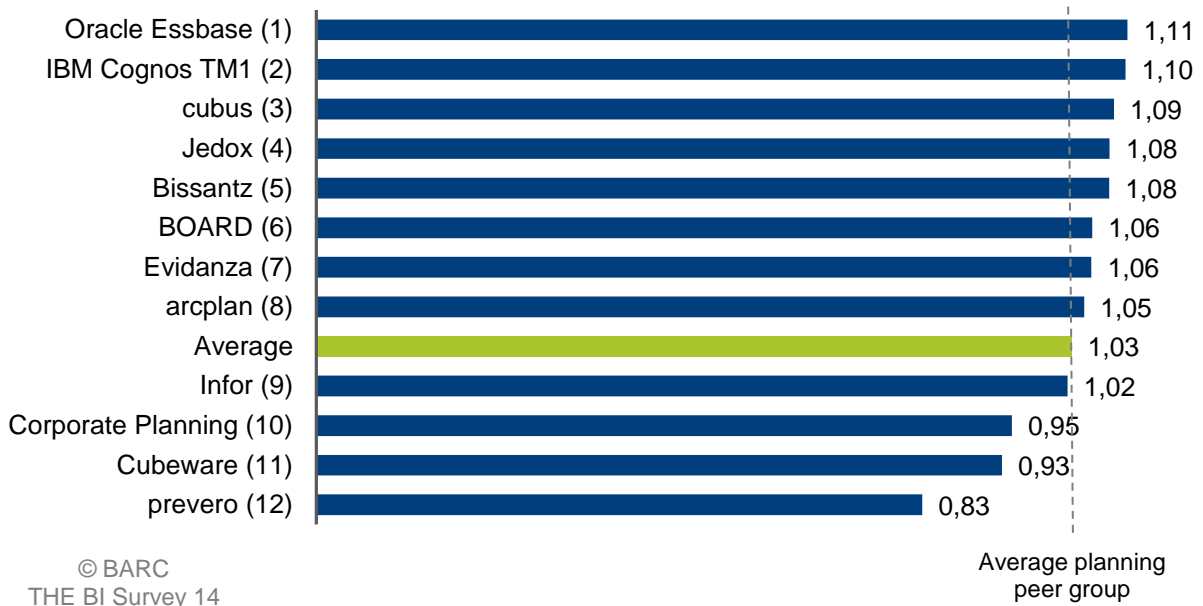
Measures the frequency of complaints about the system's performance



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**Leading planning vendor in performance satisfaction**

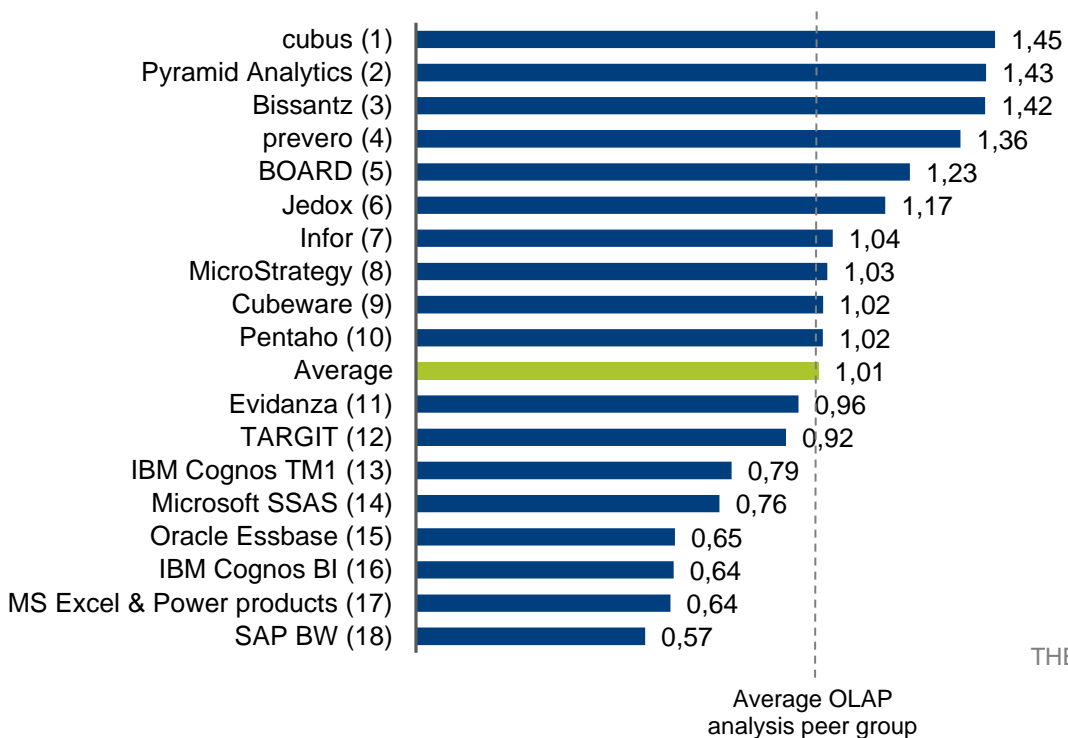
Measures the frequency of complaints about the system's performance



Performance is one of the main strengths of cubus. Customers consider cubus as a leading vendor in the 'performance satisfaction' KPI in the OLAP Analysis and Planning vendor peer groups, and few have any complaints in this regard. Approximately 80 percent of cubus' customers use the tool on top of Oracle Essbase, an in-memory OLAP database also known for its good performance.

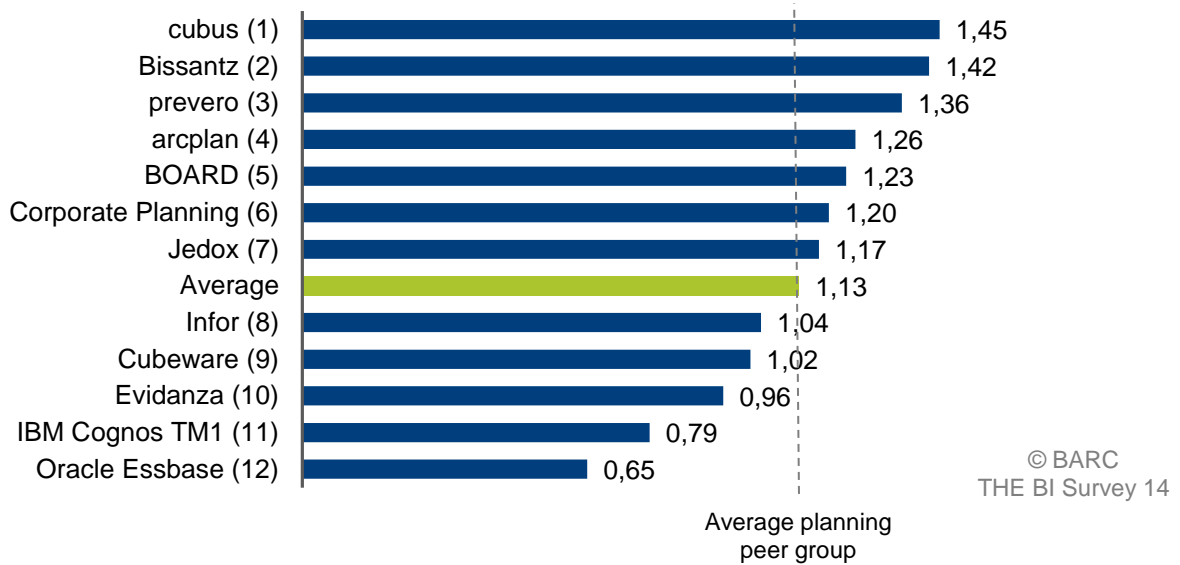
**Top ranked OLAP analysis vendor in vendor support**

Measures user satisfaction with the level of vendor support provided for the product



**Top ranked planning vendor in vendor support**

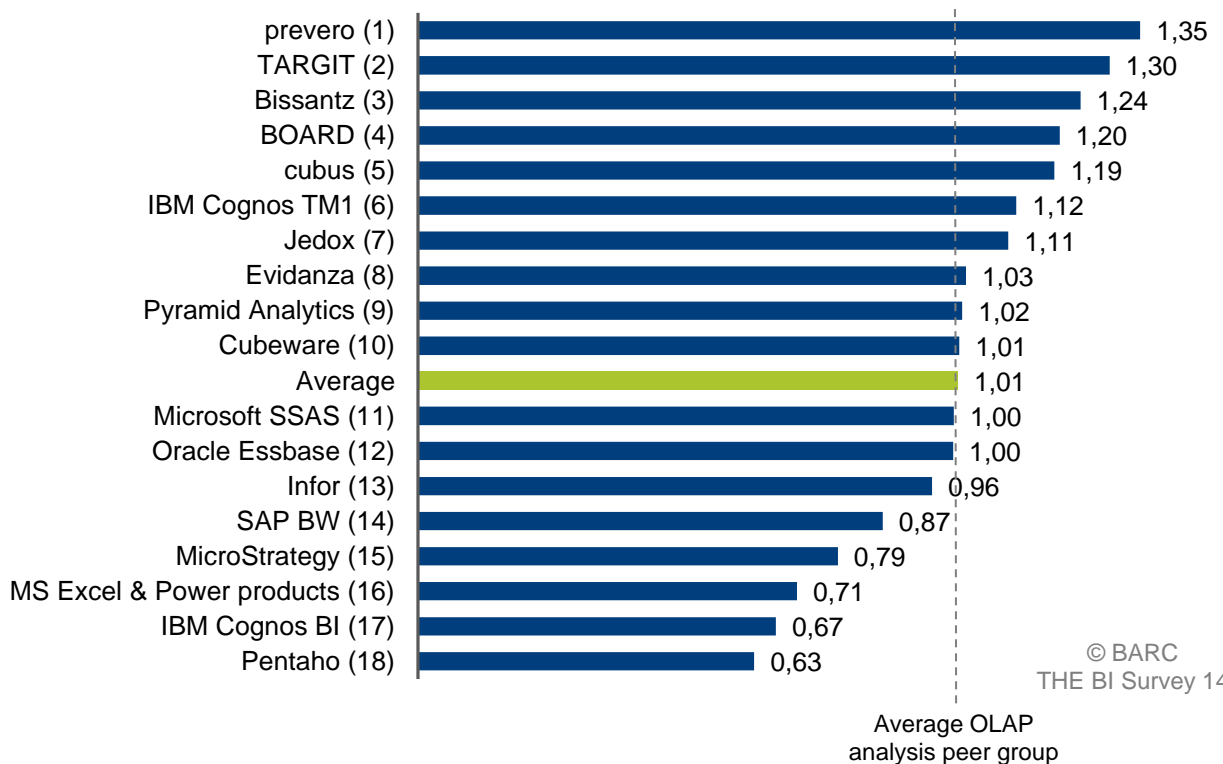
Measures user satisfaction with the level of vendor support provided for the product



Customers benefit from the product knowledge and implementation experience that cubus brings to the table, resulting in an exceptionally strong rating in the 'vendor support' KPI. As a small vendor with relatively few customers, it is well positioned to provide a high level of support, which it works hard to maintain.

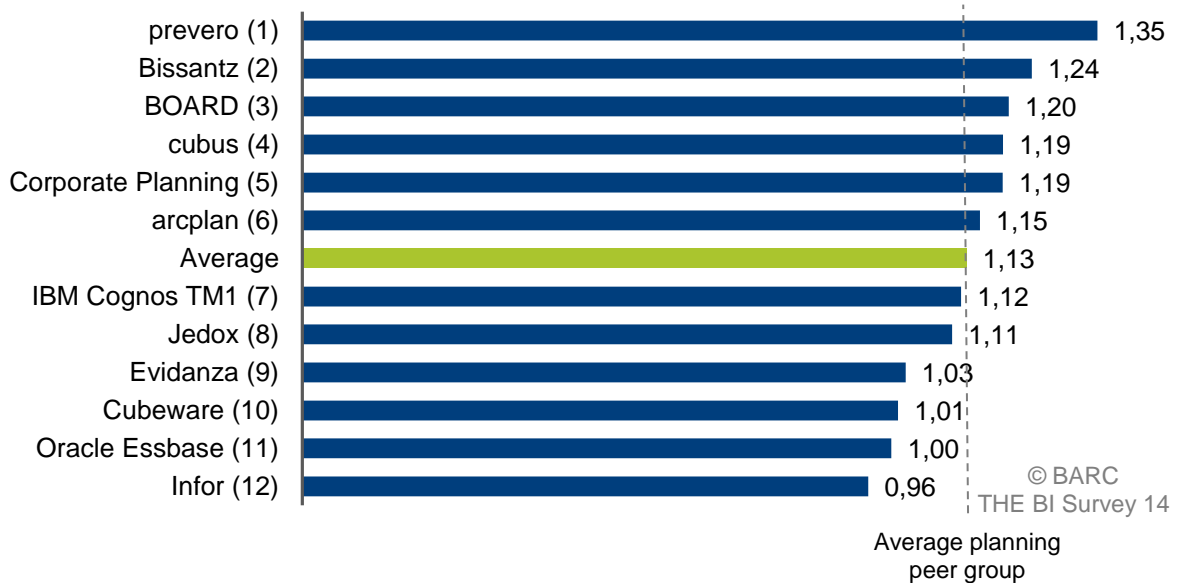
**Leading OLAP analysis vendor in implementer support**

Measures user satisfaction with the level of the implementer's support for the product



**Leading planning vendor in implementer support**

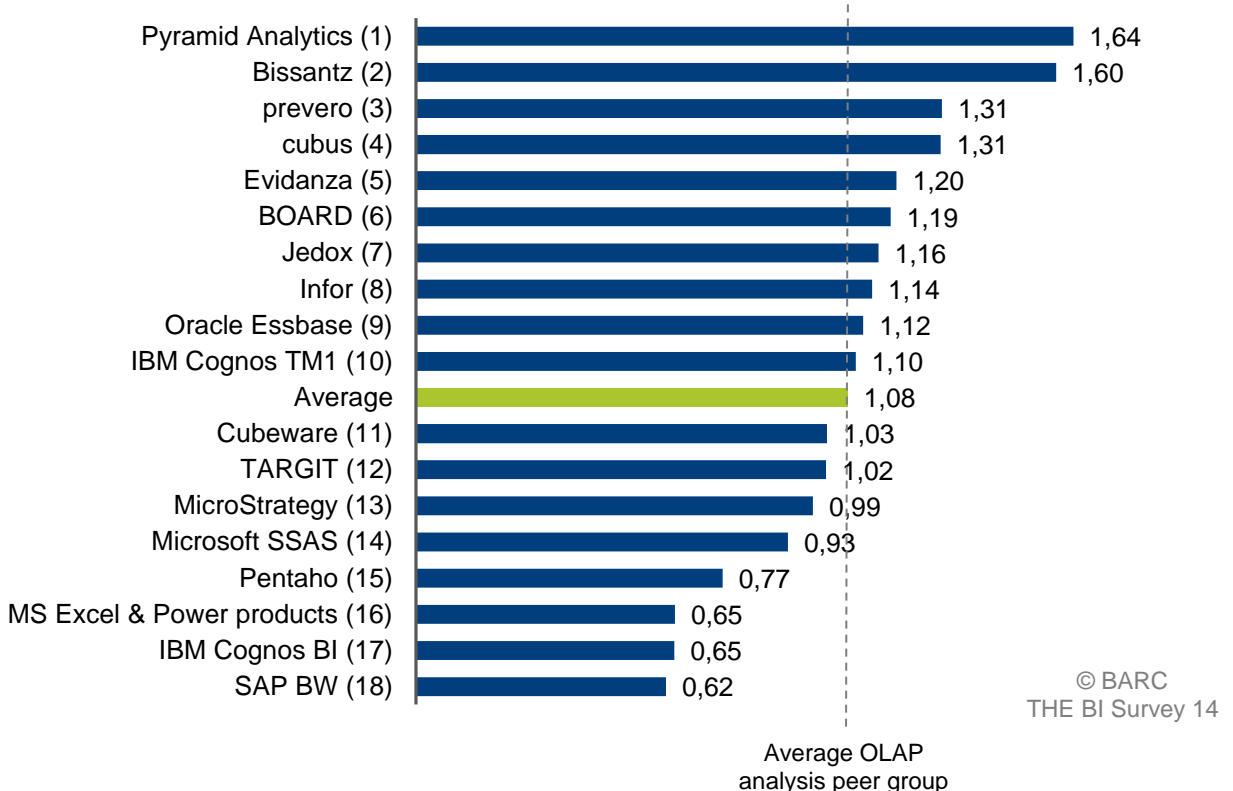
Measures user satisfaction with the level of the implementer's support for the product



Implementer support is very highly rated by cubus customers. The vendor usually implements its own projects in its local DACH region (Germany, Austria and Switzerland) but uses partners to service international customers.

**Leading OLAP analysis vendor in customer satisfaction**

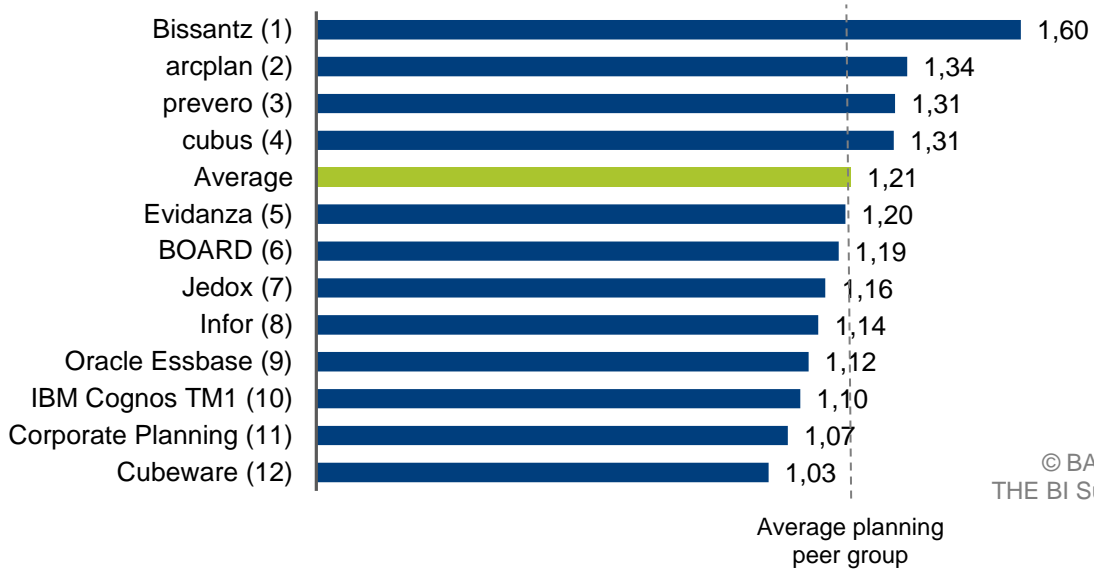
Combines the 'Product satisfaction', 'Vendor support' and 'Implementer support' KPIs





**Leading planning vendor in customer satisfaction**

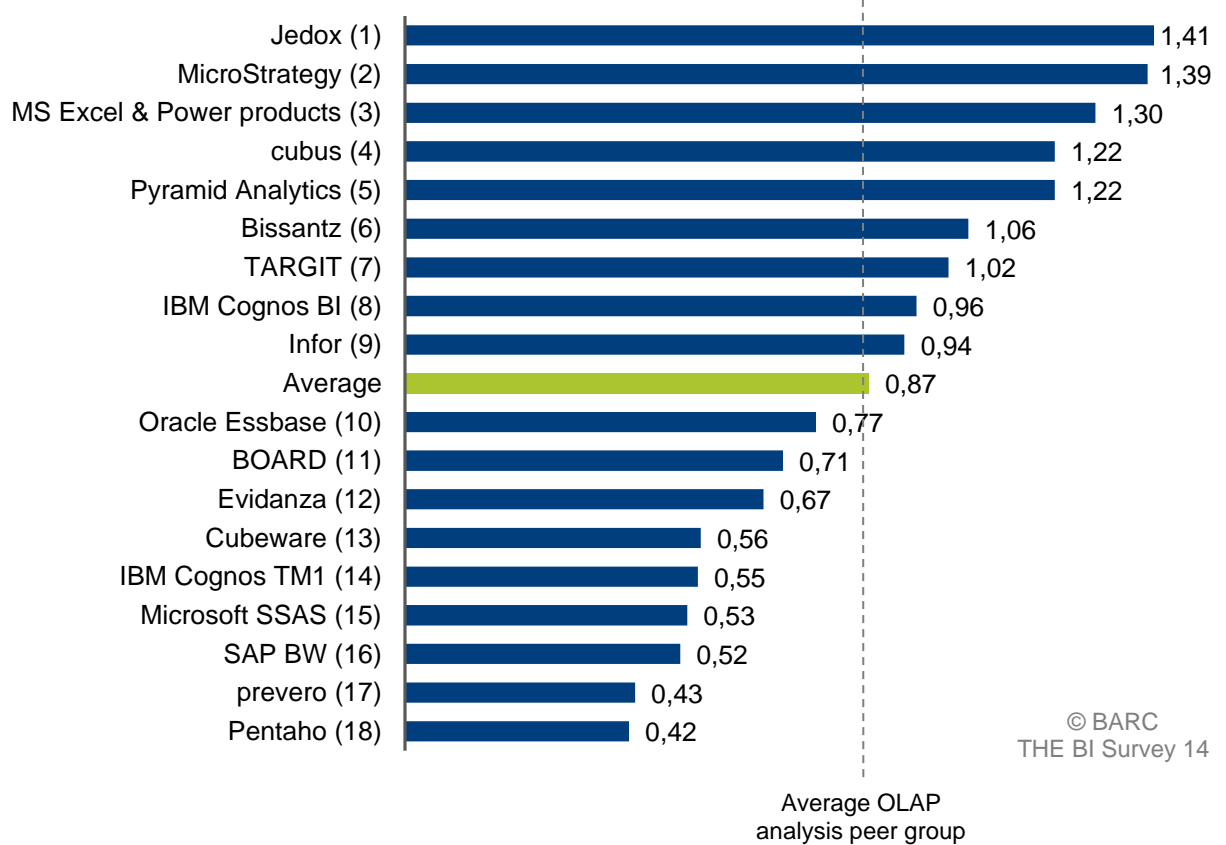
Combines the 'Product satisfaction', 'Vendor support' and 'Implementer support' KPIs



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**Leading OLAP analysis vendor in project length**

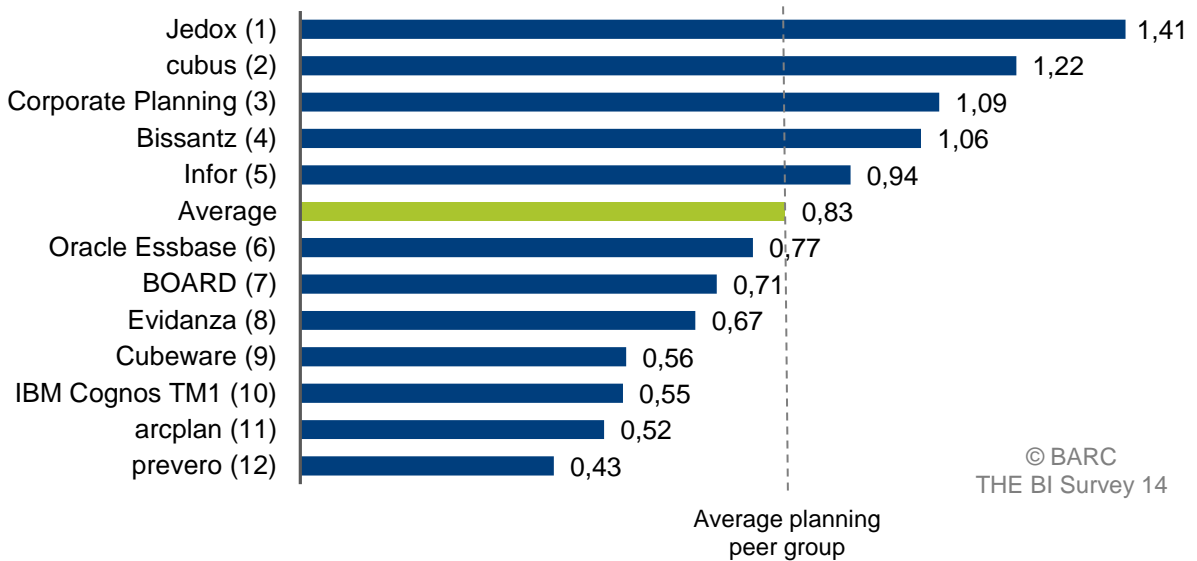
Based on how quickly the product is implemented



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**Leading planning vendor in project length**

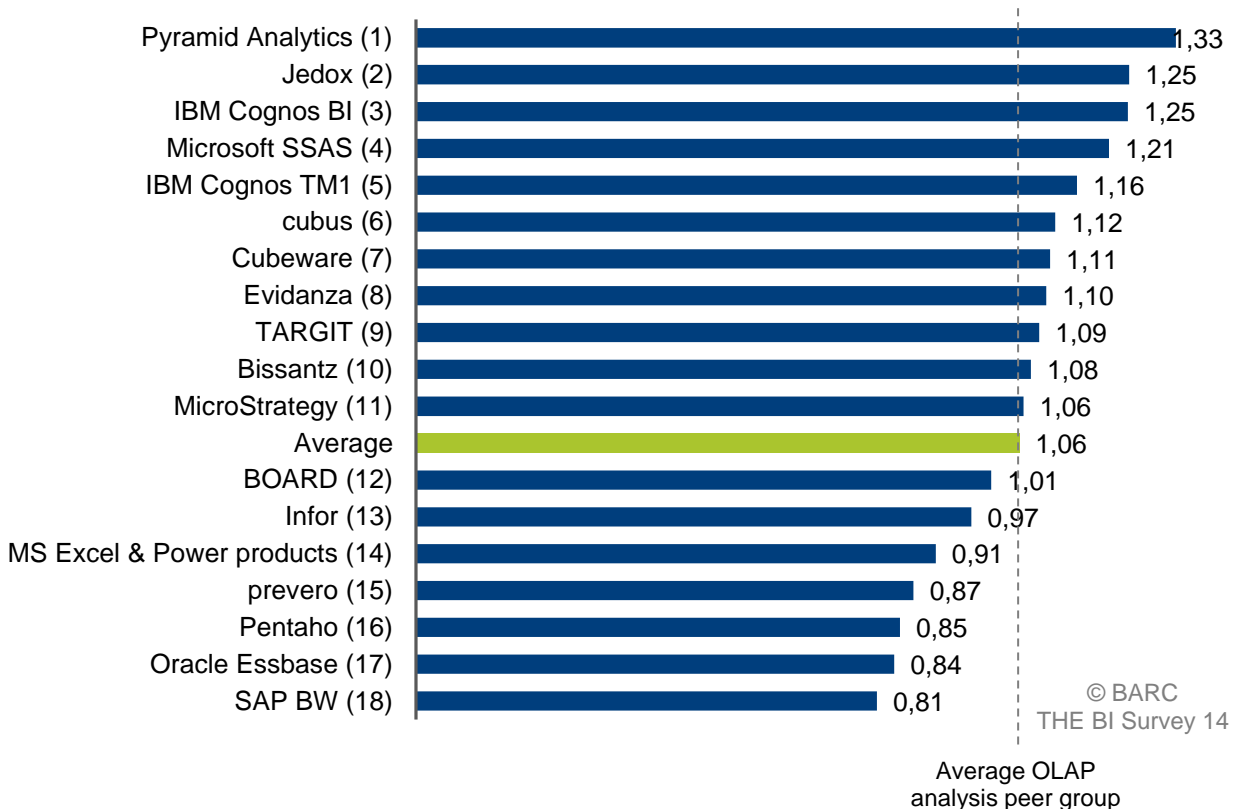
Based on how quickly the product is implemented



Unlike many other providers, cubus does not promote itself as a vendor that delivers fast implementation, but its customers still report comfortably faster than average project completions. This is perhaps one of the reasons why cubus' implementer support rating is also high.

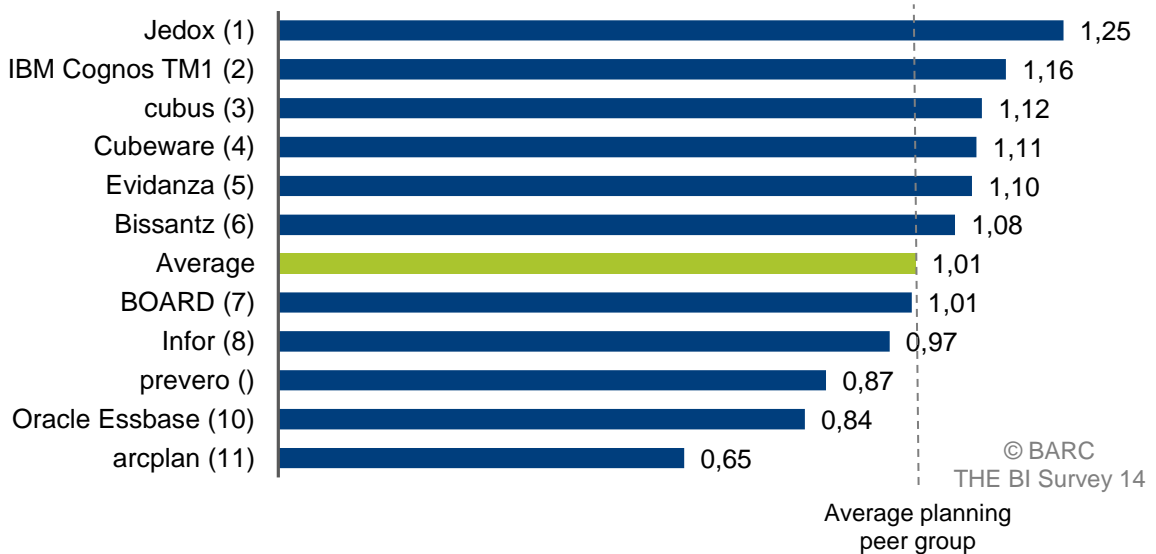
**Leading OLAP analysis vendor in self-service**

Based on how many sites currently use self-service features with their BI tool



**Leading planning vendor in self-service**

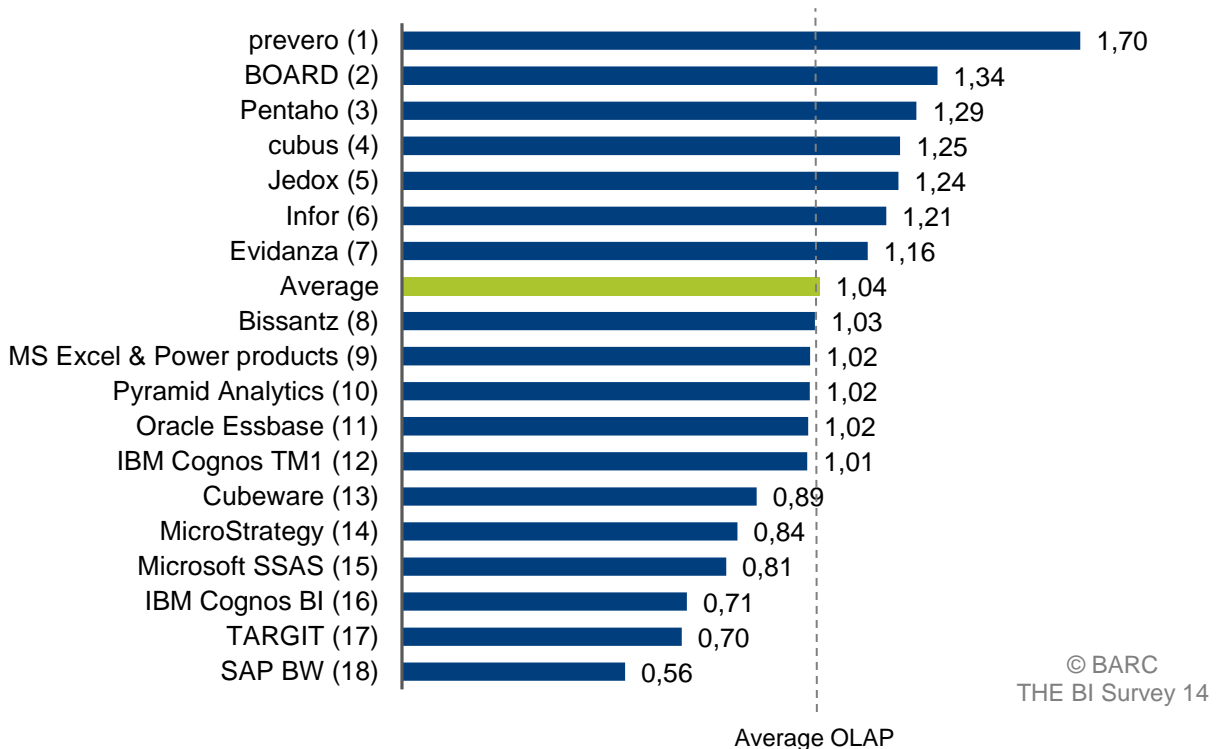
Based on how many sites currently use self-service features with their BI tool



Technical specialists are required to implement the product but once it's up and running, business users do not need programming skills or extensive training to perform self-service tasks such as data modelling and creating reports, planning forms and analyses. Planners in business departments can adapt easily to cubus' Excel-like user interface and Web functionality.

**Leading OLAP analysis vendor in flexibility for the user**

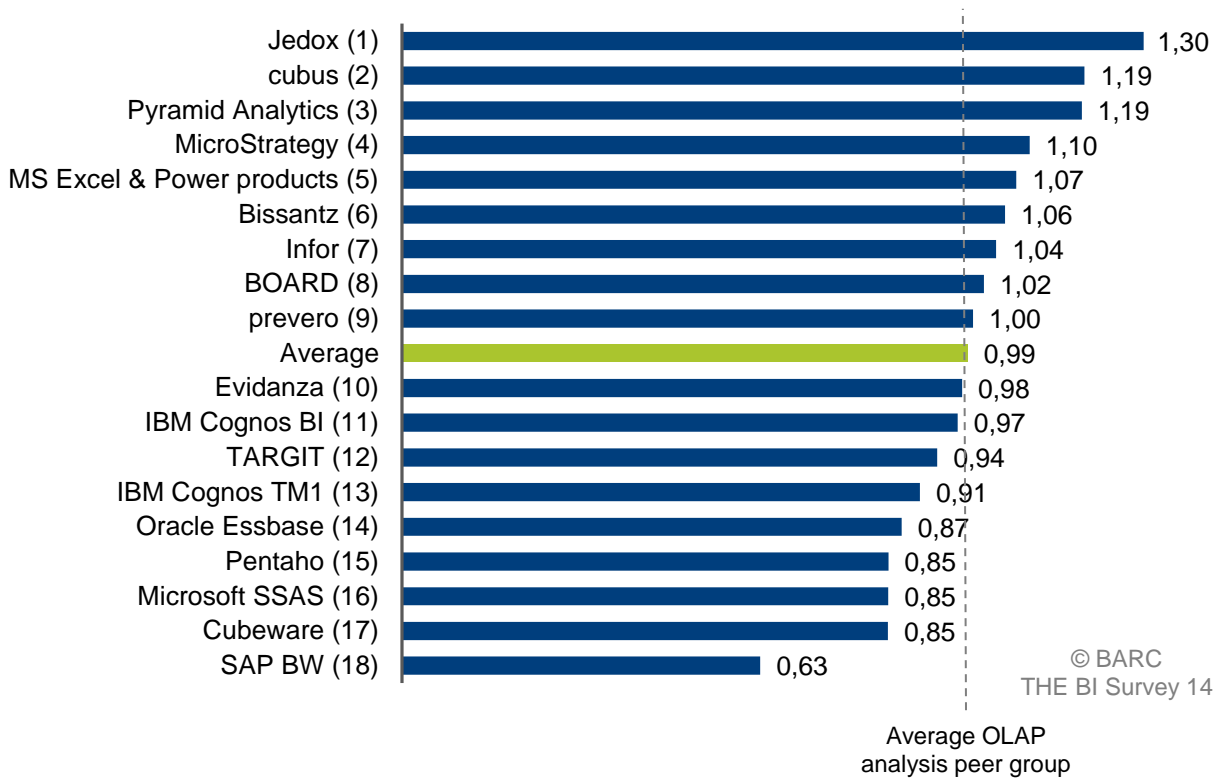
Based on how often the product was chosen for its flexibility and the frequency of complaints about user flexibility post-implementation



cubeus outperform provides a flexible platform for building individual, more complex business logic for planning applications. The solution has no market or industry focus and is used by companies of various sizes and industries. However, cubeus does offer predefined models and logic for integrated profit and financial planning (P&L, balance sheet, cash flow), revenue and sales planning, human resource planning, cost center planning, cost allocations and investment planning. Customers can completely adapt and extend the models and logic to meet their specific requirements.

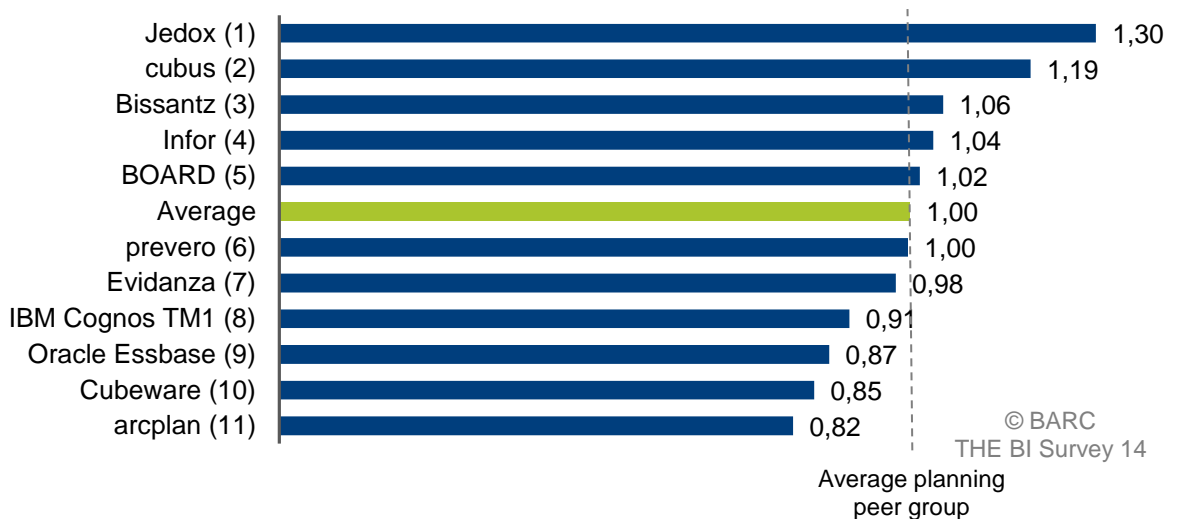
**Leading OLAP analysis vendor in agility**

Combines the 'Project length', 'Self-service' and 'Flexibility for users' KPIs



**Leading planning vendor in agility**

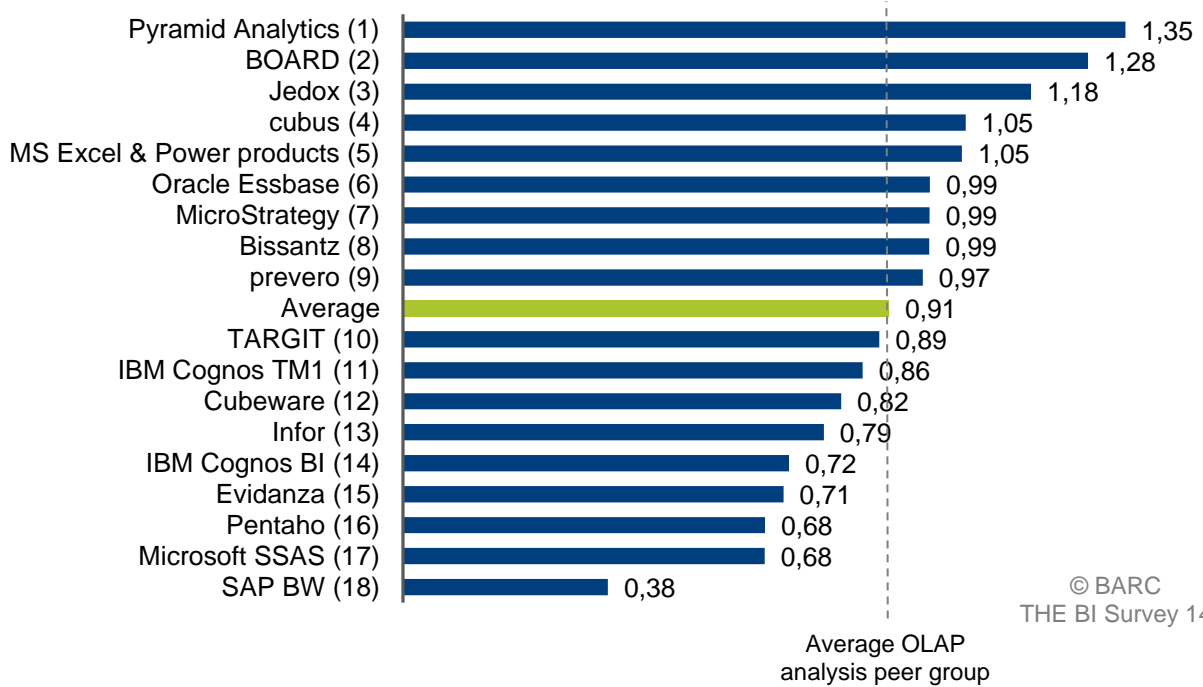
Combines the 'Project length', 'Self-service' and 'Flexibility for users' KPIs



cubus is considered to be an agile BI vendor. Agility and flexibility for the user are frequent requirements in BARC's software selection projects. The product scores well in all three agility KPIs: 'Project length', 'Self-service' and 'Flexibility for users'.

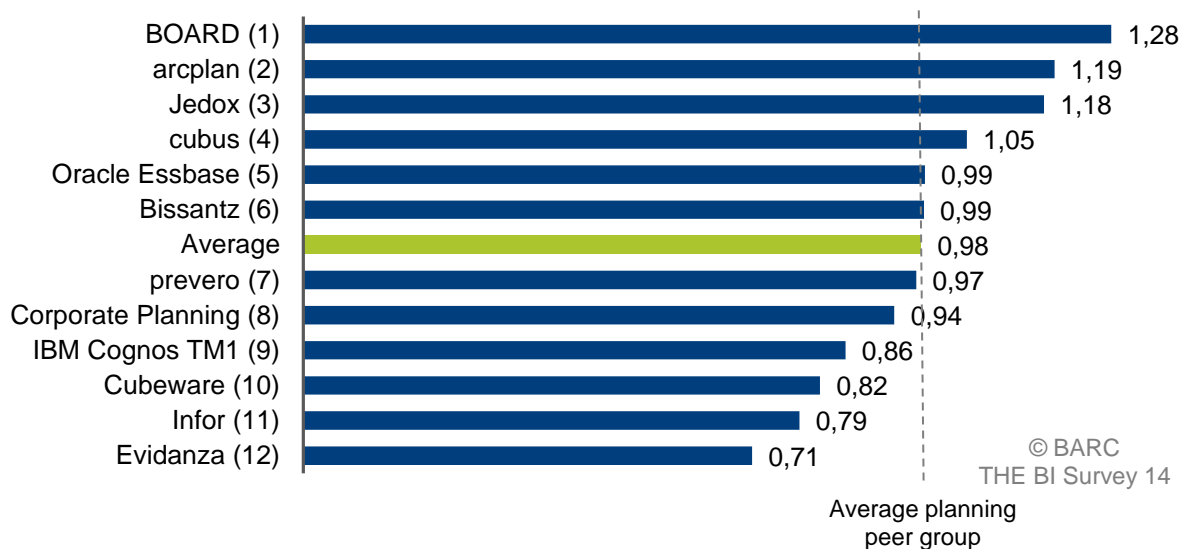
**Leading OLAP analysis vendor in ease of use**

Based on how often the product was chosen for ease of use and the level of complaints about ease of use post-implementation



**Leading planning vendor in ease of use**

Based on how often the product was chosen for ease of use and the level of complaints about ease of use post-implementation



With its Excel-like interface and Web functionality, cubus is targeted at business users who say they find it reasonably easy to use. Programming skills are not required to use this product.

## Summary

cubus is a comparatively small German vendor with a strong focus on German-speaking countries. The BI Survey 14 results confirm that it is typically used in small to medium-scale projects with 11 percent of employees using the product in customer organizations, a little lower than The BI Survey 14 average of 15 percent.

The vendor achieves an excellent set of results in its first ever appearance in The BI Survey. In terms of competitive win rate, cubus is among the top three vendors in this year's BI Survey, comfortably beating local rivals such as prevero, Evidanza, arcplan, BOARD and Cubeware in this important KPI. In BARC's experience, cubus is persuasive in proof of concept scenarios, and its flexible product can be shown to meet the challenges of most customers in a variety of different ways. Customers are also happy to recommend cubus to others, a strong indicator of satisfaction with the product.

Vendor support is another major strong suit of cubus. Its consultants are well known in the German market for their high level of business expertise. Customers benefit from the product knowledge and implementation experience that cubus brings to the table.



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