The BI Survey 19

The voice of the BI and analytics community

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

cubus

BARC

The BI Survey 19 cubus Highlights Dashboard

KPI results

27 top-rankings

and

42 leading positions

in 4 different peer groups.

THE BI SURVEY 19

Recommendation

100% of surveyed users would **recommend*** cubus.

* Based on the aggregate of "Definitely" and "Probably".

THE BI SURVEY 19

Vendor support

For the **6th** year in a row cubus ranks **number 1** in its peer groups for **vendor support.**

THE BI SURVEY 19

Implementer support

91% of surveyed users rate cubus' **implementer support** as **excellent** or **good**. *

* Compared to 63% for the average BI tool.

THE BI SURVEY 19

Problems

68% of surveyed users report **no significant problems** in the use of cubus.*

* Compared to 41% for the average BI tool.

THE BI SURVEY 19

Flexibility

65% of surveyed users chose cubus because of its **flexibility.***

* Compared to 42% for the average BI tool.

THE BI SURVEY 19

Peer Group
Integrated performance management products

1. Top-ranked in

Project success
Business value
Price-to-value
Recommendation
Vendor support
Implementer support
Product satisfaction
Customer satisfaction
Flexibility
Ease of use
Customer experience
Ad hoc query

Leader in

Business benefits
Self-service
Sales experience
Competitive win rate
Competitiveness
Analyses
Planning and budgeting
Functionality

Peer Group
OLAP analysis-focused products

1. Top-ranked in

Project success
Vendor support
Implementer support
Product satisfaction
Flexibility
Ad hoc query

Leader in

Business value
Price-to-value
Recommendation
Customer satisfaction
Self-service
Ease of use
Sales experience
Customer experience
Competitive win rate
Competitiveness
Analyses
Functionality

BARC Summary

With 27 top ranks and 42 leading ranks across four different peer groups, cubus once again achieves excellent results in this year's BI Survey. Convincing ratings in numerous important KPIs help to consolidate its position as a small but effective CPM and BI vendor in the DACH region. Companies can benefit from using outperform in terms of faster and more accurate reporting, analysis and planning as well as improved data quality. Overall, these benefits lead to improved employee satisfaction and better business decisions for many customers. An impressive 80 percent of outperform users say they would definitely recommend the product to other organizations. Customers confirm they are largely satisfied with cubus as a vendor and its product.

Peer Group
Ad hoc reporting-focused products

1. Top-ranked in

Vendor support
Implementer support
Customer satisfaction
Flexibility
Ad hoc query

Leader in

Project success
Business value
Price-to-value
Recommendation
Product satisfaction
Self-service
Ease of use
Customer experience
Competitive win rate
Competitiveness
Analyses
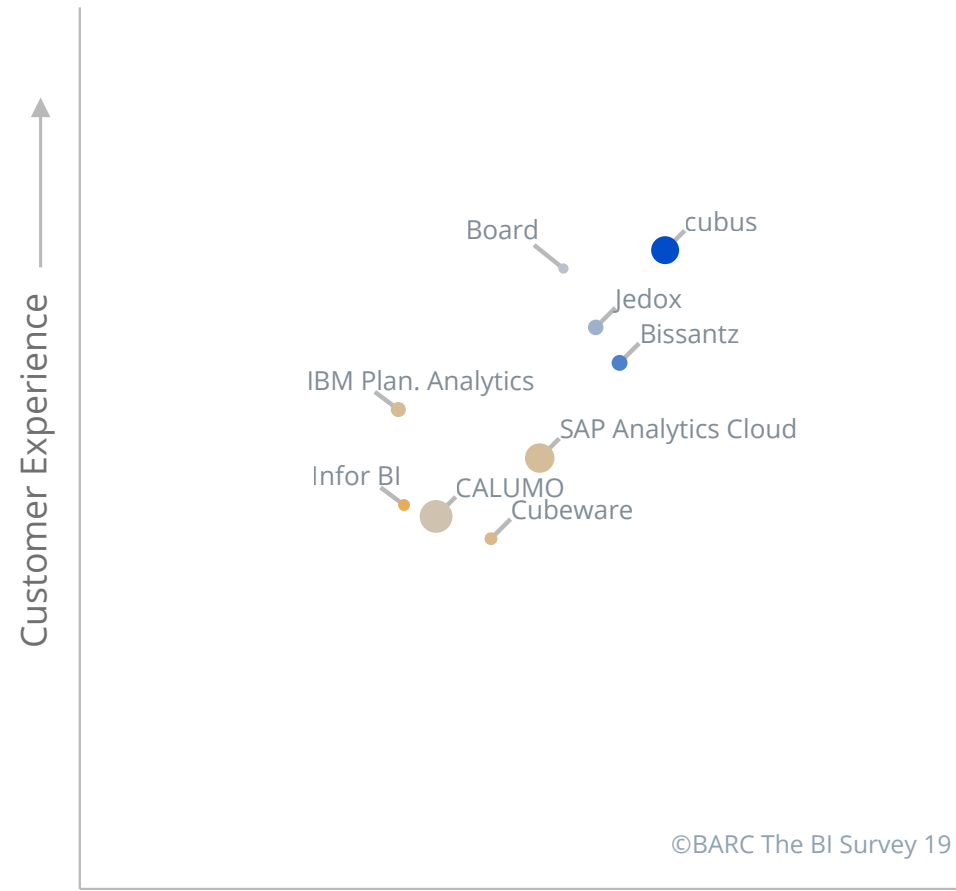Functionality

Peer Group
EMEA-focused vendors

1. Top-ranked in

Project success
Vendor support
Implementer support
Ad hoc query

Leader in

Price-to-value
Product satisfaction
Customer satisfaction
Self-service
Flexibility
Customer experience
Competitive win rate
Competitiveness
Analyses
Functionality

Top-ranked in	Leader in
5 categories	**12** categories

Peer Group
Ad hoc reporting-focused products
BI-SURVEY.com

Top-ranked in	Leader in
4 categories	**10** categories

Peer Group
EMEA-focused vendors
BI-SURVEY.com

Top-ranked in	Leader in
12 categories	**8** categories

Peer Group
Integrated performance management products
BI-SURVEY.com

Top-ranked in	Leader in
6 categories	**12** categories

Peer Group
OLAP analysis-focused products
BI-SURVEY.com

The BI Survey 19 BI User Review Matrix - Peer group: Integrated performance management products

Customer Experience

Board

cubus

Jedox
Bissantz

IBM Plan. Analytics

SAP Analytics Cloud

Infor BI
CALUMO
Cubeware

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Business Value

● Highest Competitiveness   ■ Highest Customer Satisfaction

●

· Lowest Competitiveness   ■ Lowest Customer Satisfaction

The BI Survey 19 cubus top ranks

Top-ranked in
Ad hoc query
Peer Group
Ad hoc reporting-focused products
BI-SURVEY.com

Top-ranked in
Ad hoc query
Peer Group
EMEA-focused vendors
BI-SURVEY.com

Top-ranked in
Ad hoc query
Peer Group
Integrated performance management products
BI-SURVEY.com

Top-ranked in
Ad hoc query
Peer Group
OLAP analysis-focused products
BI-SURVEY.com

Top-ranked in
Business value
Peer Group
Integrated performance management products
BI-SURVEY.com

Top-ranked in
Customer experience
Peer Group
Integrated performance management products
BI-SURVEY.com

Top-ranked in
Customer satisfaction
Peer Group
Integrated performance management products
BI-SURVEY.com

Top-ranked in
Customer satisfaction
Peer Group
Ad hoc reporting-focused products
BI-SURVEY.com

Top-ranked in
Ease of use
Peer Group
Integrated performance management products
BI-SURVEY.com

Top-ranked in
Flexibility
Peer Group
Ad hoc reporting-focused products
BI-SURVEY.com

Top-ranked in
Flexibility
Peer Group
Integrated performance management products
BI-SURVEY.com

Top-ranked in
Flexibility
Peer Group
OLAP analysis-focused products
SURVEY.com

Top-ranked in
Implementer support
Peer Group
Ad hoc reporting-focused products
BI-SURVEY.com

Top-ranked in
Implementer support
Peer Group
EMEA-focused vendors
BI-SURVEY.com

Top-ranked in
Implementer support
Peer Group
Integrated performance management products
BI-SURVEY.com

Top-ranked in

Implementer support

Peer Group
OLAP analysis-focused products

BI-SURVEY.com

Top-ranked in

Price-to-value

Peer Group
Integrated performance management products

BI-SURVEY.com

Top-ranked in

Product satisfaction

Peer Group
Integrated performance management products

BI-SURVEY.com

Top-ranked in

Product satisfaction

Peer Group
OLAP analysis-focused products

BI-SURVEY.com

Top-ranked in

Project success

Peer Group
Integrated performance management products

BI-SURVEY.com

Top-ranked in

Project success

Peer Group
EMEA-focused vendors

BI-SURVEY.com

Top-ranked in

Project success

Peer Group
OLAP analysis-focused products

I-SURVEY.com

Top-ranked in

Recommendation

Peer Group
Integrated performance management products

BI-SURVEY.com

Top-ranked in

Vendor support

Peer Group
Ad hoc reporting-focused products

BI-SURVEY.com

Top-ranked in

Vendor support

Peer Group
EMEA-focused vendors

BI-SURVEY.com

Top-ranked in

Vendor support

Peer Group
Integrated performance management products

BI-SURVEY.com

Top-ranked in

Vendor support

Peer Group
OLAP analysis-focused products

BI-SURVEY.com

There's no other OLAP tool that does what outperform does. I can't image our business without it.

BI-SURVEY.com

Person responsible/Project manager for BI from IT department, retail/wholesale/trade, 100-2,500 employees

cubus is the best tool we have seen for both reporting and ad-hoc analysis of OLAP data. We have successfully used it for many years to drive business value in all parts of our organization.

BI-SURVEY.com

IT employee, construction, >2,500 employees

One of the only true ad-hoc reporting solutions on the market.

BI-SURVEY.com

Head of BI & Analytics Competence Center, insurance, >2,500 employees

Maßgeschneidertes Produkt, das unsere Prozesse optimal abbildet; hervorragender Support und hervorragendes Knowhow der Implementierer; sehr gutes Analysetool (Executive Viewer), welches weiter verbessert wird.

BI-SURVEY.com

Employee of a cross-departmental BI team, oil, gas and mining, 100-2,500 employees

Hervorragender Kundenservice, schnelle Implementierungszeiten, gute Unterstützung mittelständischer Kunden, gutes Preis-Leistungsverhältnis, gute Performance und hohe Benutzerfreundlichkeit...cubus als ein rundum verlässlicher Partner, sowohl Software als auch Unternehmen!

BI-SURVEY.com

Person responsible/Project manager for departmental BI, manufacturing, >2,500 employees

cubus overview

Founded in 1992 and based near Stuttgart, Germany, cubus a Serviceware company currently has approximately 35-40 employees and claims to have more than 350 companies using its software. 150-200 of them are direct cubus customers and the remainder are served by partners. According to its own accounts, cubus currently generates profitable annual sales in the mid single-digit million euro range, of which more than 40 percent are generated outside Germany. In 2019, cubus was acquired by Serviceware, one of the leading providers of software solutions for the digitization and automation of service processes (Enterprise Service Management), enabling companies to increase service quality and efficiently manage service costs.

cubus outperform is a software tool for planning, analysing and monitoring business financial performance and will now be called Serviceware Performance. Serviceware Performance is an integrated CPM solution with functionality for planning, simulation, project portfolio management and strategy implementation. For ad hoc reporting and dynamic OLAP analyses on the web, Serviceware Performance AL (formerly IBM Cognos Executive Viewer) is integrated in Service-ware Performance. The product offers predefined business content, data models and logic. Aimed at business power users, Serviceware Performance has a web-based user interface resembling Excel.
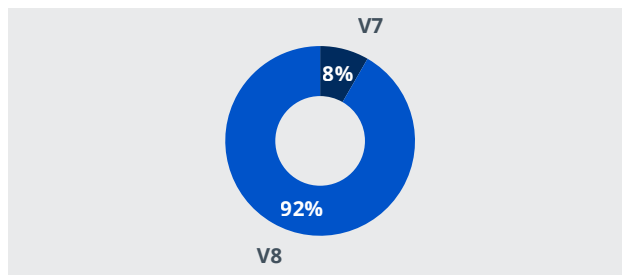
Serviceware Performance provides a flexible platform for building individual, complex business logic for CPM and planning applications. The solution has no specific market or industry focus and is used by companies of various sizes and industries. However, it does have predefined business content and logic for integrated profit and financial planning (P&L, balance sheet, cash flow), revenue and sales planning, HR planning, cost center planning, cost allocations, investment planning and project portfolio management. Customers can completely adapt and extend the models and logic to meet their specific requirements. Serviceware Performance AL, standalone or integrated, offers comprehensive functionality for web-based OLAP analysis, ad hoc reporting and data visualization.

Serviceware Performance uses multidimensional (Oracle Essbase, IBM Cognos TM1 or Microsoft SQL Server Analysis Services) and relational databases (Oracle or Microsoft SQL Server) for data storage. The largest implementations in terms of concurrent users run on Oracle Essbase, but the majority of customers use Microsoft SQL Server Analysis Services. IBM Cognos TM1 is the newest database option for outperform and has the highest growth rate.

cubus customer responses

This year we had 44 responses from cubus users. At the time of the survey, 92 percent were using version 8 and 8 percent were still running version 7.

Versions used

n= 44

V7 8%
V8 92%

The BI Survey 19 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted from March to June 2019. In total, 3,021 people responded to the survey with 2,477 answering a series of detailed questions about their use of a named product. Altogether, 36 products (or groups of products) are analyzed in detail.

The BI Survey 19 examines user feedback on BI product selection and usage across 34 criteria (KPIs) including business benefits, project success, business value, recommendation, customer satisfaction, customer experience, innovation and competitiveness.

This document contains just a selection of the headline findings for cubus. It does not show all the KPI results and focuses mainly on the positive findings.

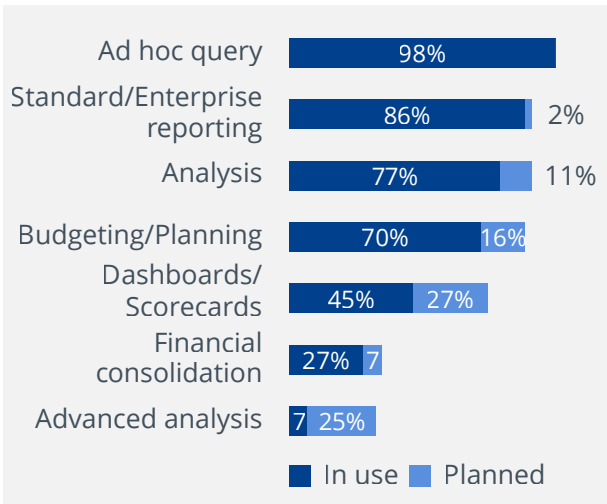For more information on the survey, visit The BI Survey website.

User and Use Case Demographics

Customers mainly use outperform for ad hoc query (98 percent), standard/enterprise reporting (86 percent), analysis (77 percent) and budgeting/planning (70 percent). 27 percent of respondents plan to use it for dashboards/scorecards and 25 percent for advanced analysis in the future. cubus targets mid-sized companies and large corporations across all industries. 66 percent of our sample of outperform customers come from mid-sized companies (100-2,500 employees) with a median of 187 users, but the mean of 466 users indicates there are also some significantly larger implementations. outperform is geared to business power users with broad functionality for various BI and CPM tasks. Typical tasks carried out with outperform by business power users include viewing, navigating and exploring/analyzing data, which demonstrates the feature-richness of the product. Customers achieve an average of 9 percent usage penetration among all employees (compared to the survey average of 18 percent). This indicates that the product is focused more on trained power users than the majority of employees.
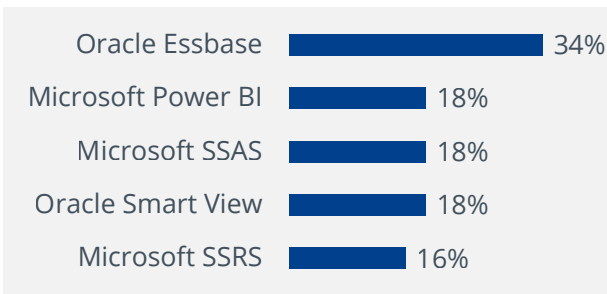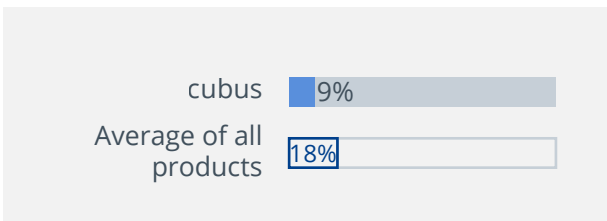
Current vs. planned use

n=44

Use case	In use	Planned
Ad hoc query	98%	
Standard/Enterprise reporting	86%	2%
Analysis	77%	11%
Budgeting/Planning	70%	16%
Dashboards/Scorecards	45%	27%
Financial consolidation	27%	7
Advanced analysis	7	25%

■ In use   ■ Planned

5 products most often evaluated in competition with cubus

n=38

Product	%
Oracle Essbase	34%
Microsoft Power BI	18%
Microsoft SSAS	18%
Oracle Smart View	18%
Microsoft SSRS	16%

Percentage of employees using cubus

n=44

	%
cubus	9%
Average of all products	18%

Number of users using cubus

n=44

	cubus	Average of all products
Median	187	50
Mean	466	562
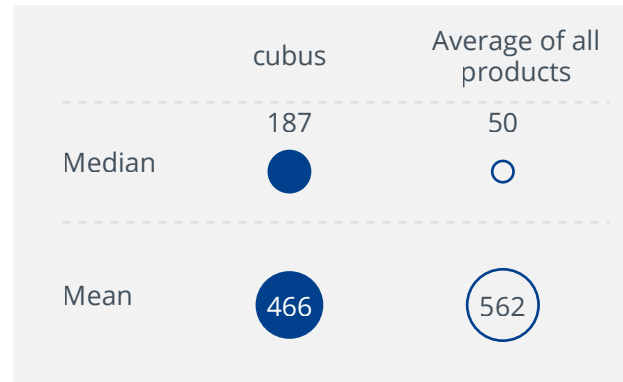
Tasks carried out with cubus by business users

n=44

Task	cubus	Average of all products
View	93%	92%
Navigate	93%	82%
Explore/Analyze	84%	77%
Create reports	80%	65%
Model/Enrich	23%	31%

■ cubus   □ Average of all products
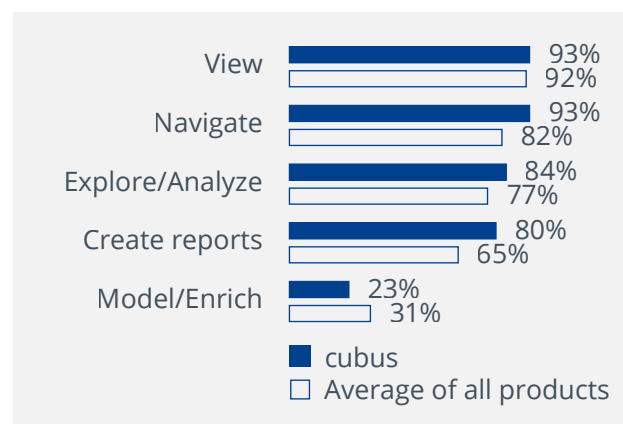
Company size (employees)

n=44

Size	%
Less than 100	2%
100 - 2500	66%
More than 2500	32%
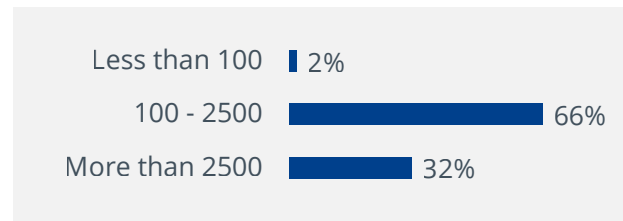
The KPIs

The BI Survey 19 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 feed into the KPI are included.

- For quantitative data, KPIs are converted to a scale of 1 to 10 (worst to best).

- A linear min-max transformation is applied, which preserves the order of, and the relative distance between, products' scores.

The terms 'top-ranked' and 'leader' are used in the following KPI chart titles. 'Top-ranked' indicates first position. 'Leader' usually denotes a position in the top 25-30% of products listed in the chart.

Peer Group Classification

The BI Survey 19 features a range of different types of BI tools so we use peer groups to help identify competing products. The groups are essential to allow fair and useful comparisons of products that are likely to compete.

The peer groups have been defined by BARC analysts using their experience and judgment, with segmentation based on two key factors:

1. Usage scenario - functional peer groups are mainly data-driven and based on how customers say they use the product.

2. Regional focus - is the vendor a large international vendor with a truly global presence or does it focus on a particular region? We also take into account the location of BI Survey respondents.

cubus features in the following peer groups:

- Ad hoc reporting-focused products

- OLAP analysis-focused products

- Integrated performance management products

- EMEA-focused vendors

Peer Groups Overview

Large global enterprise BI platforms

Includes products equipped with functionality for enterprise deployments that focus on a broad range of BI use cases.

Dashboarding-focused products

Includes products that focus on creating advanced and highly sophisticated dashboards.

Ad hoc reporting-focused products

Includes products that focus on self-service reporting and ad hoc analysis.

OLAP analysis-focused products

Includes products that focus on analysis in dimensional and hierarchical data models.

Data discovery-focused products

Includes products that focus on visual data discovery and advanced data visualization.

Integrated performance management products

Includes products that provide integrated functionality for BI and performance management, especially planning and budgeting.

Large international BI vendors

Includes products from companies with annual revenues of $200m+ and a truly international reach.

EMEA-focused vendors

Includes products from vendors that have a significant presence in - and focus on - the EMEA region.

Americas-focused vendors

Includes products from vendors that have a significant presence in - and focus on - the Americas region.

Embedded analytics-focused products

Includes reporting and analytics products that can be embedded in other business applications.
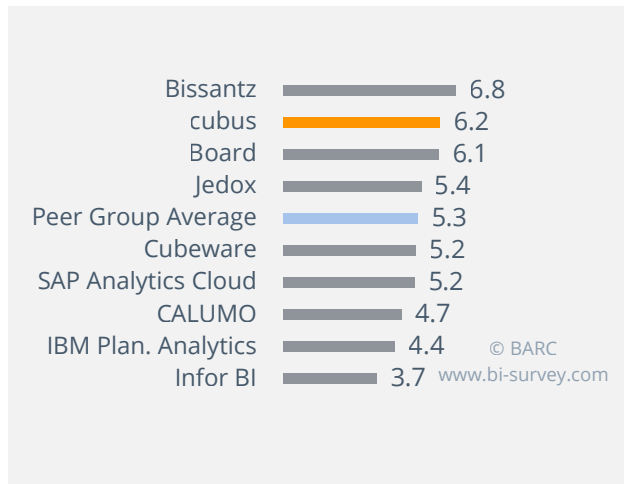
Business benefits

This KPI is based on the achievement level of a variety of business benefits.
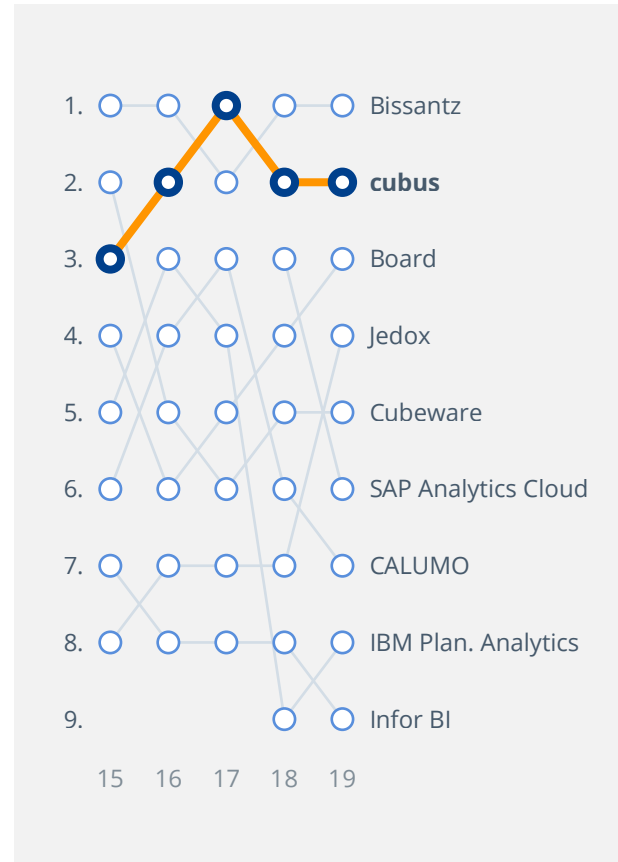
Business benefits – Leader

Peer group: Integrated performance management products

Bissantz	6.8
cubus	6.2
Board	6.1
Jedox	5.4
Peer Group Average	5.3
Cubeware	5.2
SAP Analytics Cloud	5.2
CALUMO	4.7
IBM Plan. Analytics	4.4
Infor BI	3.7

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Consistently outstanding in business benefits

Peer group: Integrated performance management products

1. Bissantz
2. **cubus**
3. Board
4. Jedox
5. Cubeware
6. SAP Analytics Cloud
7. CALUMO
8. IBM Plan. Analytics
9. Infor BI

15   16   17   18   19

Business benefits

BARC Viewpoint

Many outperform customers benefit from using the product. The product offers comprehensive, integrated functionality for planning, simulation, project portfolio management and strategy implementati-on (cubus PM) as well as ad hoc reporting and dynamic OLAP analyses on the web (cubus EV). Business benefits such as faster and more accurate reporting, analysis or planning as well as improved data quality are achieved by an above-average proporti-on of outperform users compared to other products. Overall, these benefits lead to improved employee satisfaction and better business decisions for many customers. Cubus is a leader for 'Business benefits' in the 'Integrated performance management products' peer group.

©2019 BARC - Business Application Research Center   cubus in   THE BI SURVEY 19   13
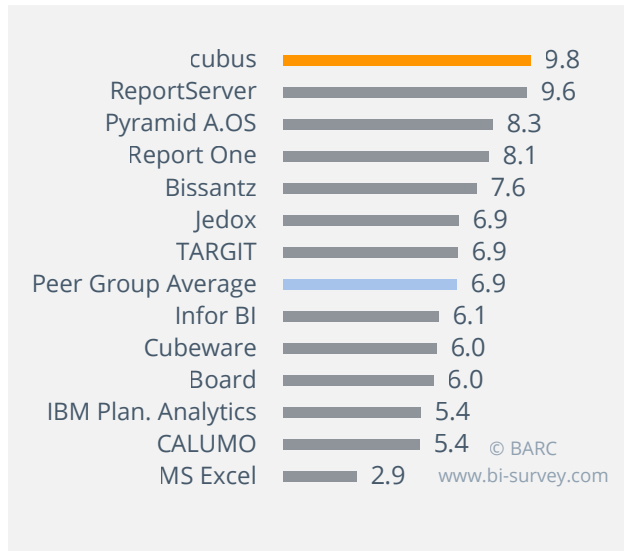
Project success

This KPI is based on the implementation satisfaction level and the frequency of projects completed on time and on budget.
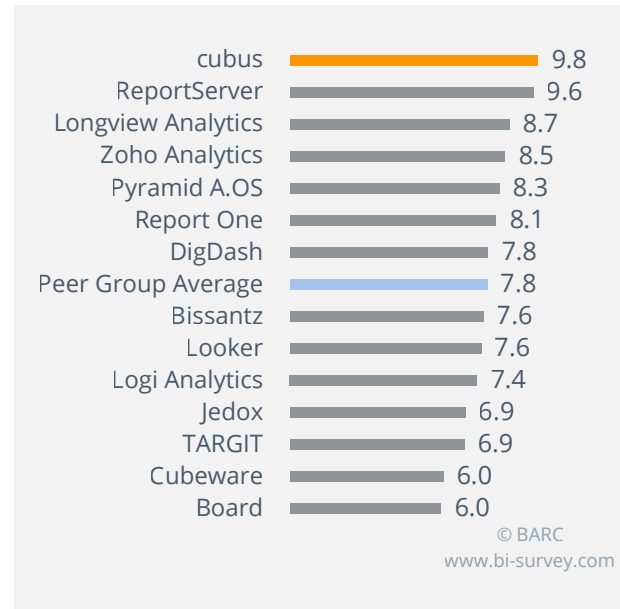
Project success – Top-ranked

Peer group: OLAP analysis-focused products

cubus	9.8
ReportServer	9.6
Pyramid A.OS	8.3
Report One	8.1
Bissantz	7.6
Jedox	6.9
TARGIT	6.9
Peer Group Average	6.9
Infor BI	6.1
Cubeware	6.0
Board	6.0
IBM Plan. Analytics	5.4
CALUMO	5.4
MS Excel	2.9

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Project success – Top-ranked

Peer group: EMEA-focused vendors

cubus	9.8
ReportServer	9.6
Longview Analytics	8.7
Zoho Analytics	8.5
Pyramid A.OS	8.3
Report One	8.1
DigDash	7.8
Peer Group Average	7.8
Bissantz	7.6
Looker	7.6
Logi Analytics	7.4
Jedox	6.9
TARGIT	6.9
Cubeware	6.0
Board	6.0

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Project success

Consistently outstanding in project success

Peer group: OLAP analysis-focused products

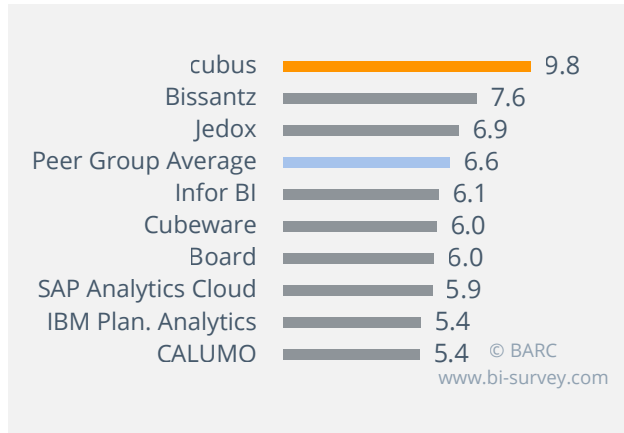|		
1.		**cubus**
2.		ReportServer
3.		Pyramid A.OS
4.		Report One
5.		Bissantz
6.		Jedox
7.		TARGIT
8.		Infor BI
9.		Cubeware
10.		Board
11.		IBM Plan. Analytics
12.		CALUMO
13.		MS Excel

15   16   17   18   19

BARC Viewpoint

The BI Survey confirms again that cubus has some very satisfied and loyal customers. Many of them benefit from using outperform and the product creates real business value for companies. The level of implementation satisfaction and the frequency of projects completed on time and on budget are high. Project goals defined at the outset are often reached. For these reasons, many customers consider their outperform projects to be successful. outperform is the top-ranked product for 'Project success' in three of its peer groups, consolidating the results from previous years. cubus' single-product offering provides functionality for many different use cases such as planning, simulation, project portfolio management and strategy implementation (cubus PM) enhanced with BI functionality for ad hoc reporting and dynamic OLAP analyses on the web (cubus EV). This gives customers a degree of flexibility in addressing their various needs.

Project success – Top-ranked

Peer group: Integrated performance management products

cubus	9.8
Bissantz	7.6
Jedox	6.9
Peer Group Average	6.6
Infor BI	6.1
Cubeware	6.0
Board	6.0
SAP Analytics Cloud	5.9
IBM Plan. Analytics	5.4
CALUMO	5.4

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Project success – Leader

Peer group: Ad hoc reporting-focused products
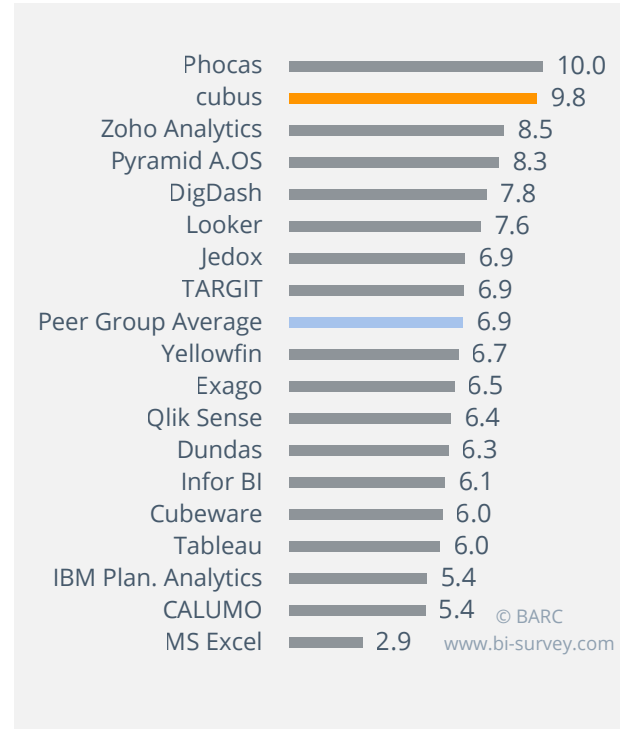
Phocas	10.0
cubus	9.8
Zoho Analytics	8.5
Pyramid A.OS	8.3
DigDash	7.8
Looker	7.6
Jedox	6.9
TARGIT	6.9
Peer Group Average	6.9
Yellowfin	6.7
Exago	6.5
Qlik Sense	6.4
Dundas	6.3
Infor BI	6.1
Cubeware	6.0
Tableau	6.0
IBM Plan. Analytics	5.4
CALUMO	5.4
MS Excel	2.9

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Project success

Consistently outstanding in project success

Peer group: Integrated performance management products

1.	**cubus**
2.	Bissantz
3.	Jedox
4.	Infor BI
5.	Cubeware
6.	Board
7.	SAP Analytics Cloud
8.	IBM Plan. Analytics
9.	CALUMO

15   16   17   18   19
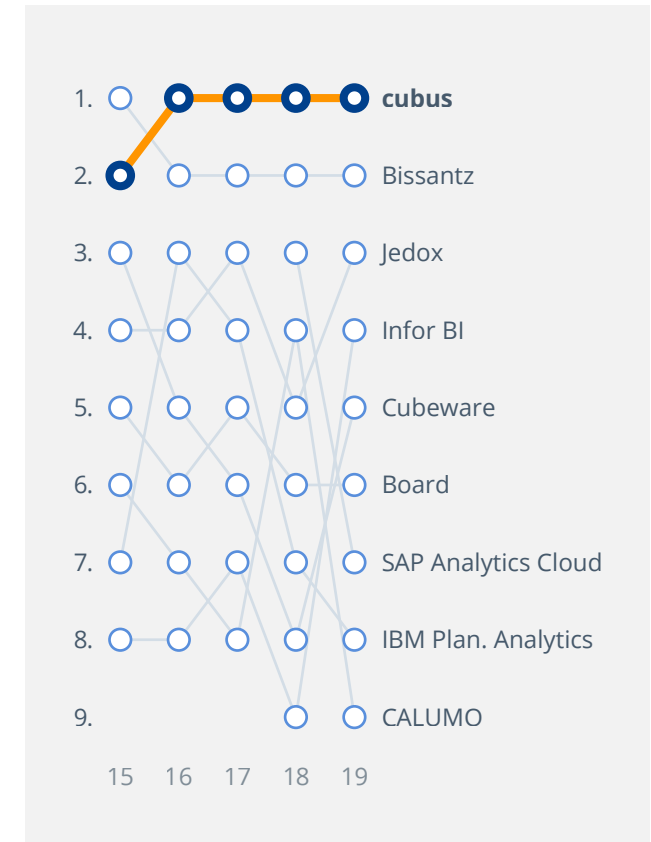
Business value

This KPI combines the 'Business benefits', 'Project success' and 'Project length' KPIs.

Business value – Top-ranked

1.

Peer group: Integrated performance management products

cubus	7.0
Bissantz	6.5
Jedox	6.3
Board	5.9
SAP Analytics Cloud	5.7
Peer Group Average	5.5
Cubeware	5.2
CALUMO	4.6
Infor BI	4.3
IBM Plan. Analytics	4.3

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Business value – Leader

Peer group: OLAP analysis-focused products

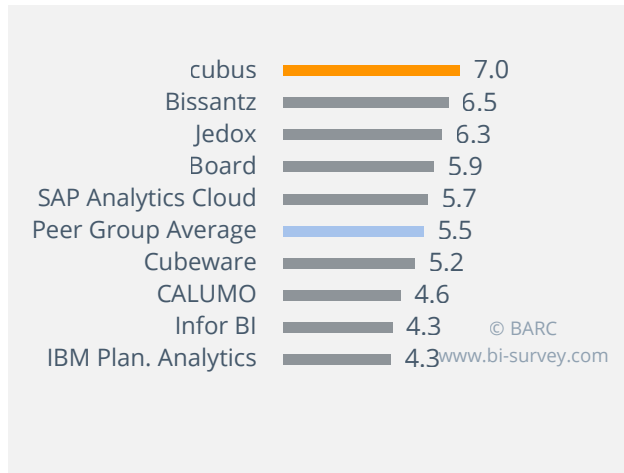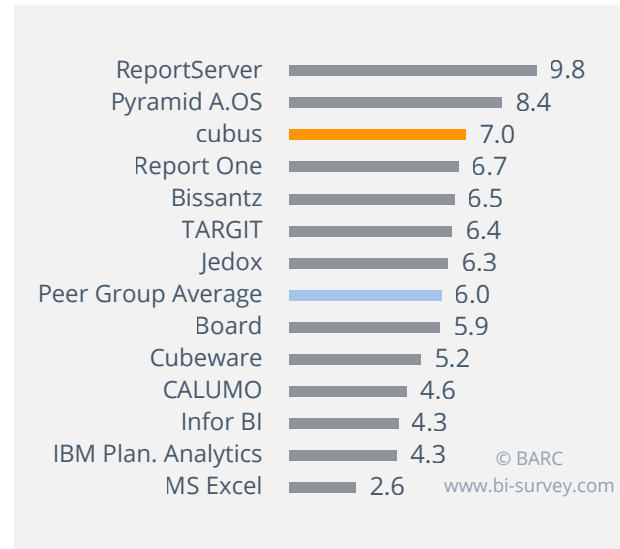|	
ReportServer	9.8
Pyramid A.OS	8.4
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Report One	6.7
Bissantz	6.5
TARGIT	6.4
Jedox	6.3
Peer Group Average	6.0
Board	5.9
Cubeware	5.2
CALUMO	4.6
Infor BI	4.3
IBM Plan. Analytics	4.3
MS Excel	2.6

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BARC Viewpoint

Many outperform customers can achieve benefits from using the integrated product for planning, simulation, project portfolio management and strategy implementation (cubus PM) as well as ad hoc reporting and dynamic OLAP analyses on the web (cubus EV). Business benefits such as faster and more accurate reporting, analysis or planning as well as improved data quality are achieved by an above-average proportion of outperform users compared to other products. Furthermore, the level of implementation satisfaction and the frequency of projects completed on time and on budget are high. Project goals defined at the outset are often reached. In this year's BI Survey, cubus ranks top for 'Business value' in the 'Integrated performance management products' peer group with two additional leading ranks in its other peer groups.

Business value – Leader
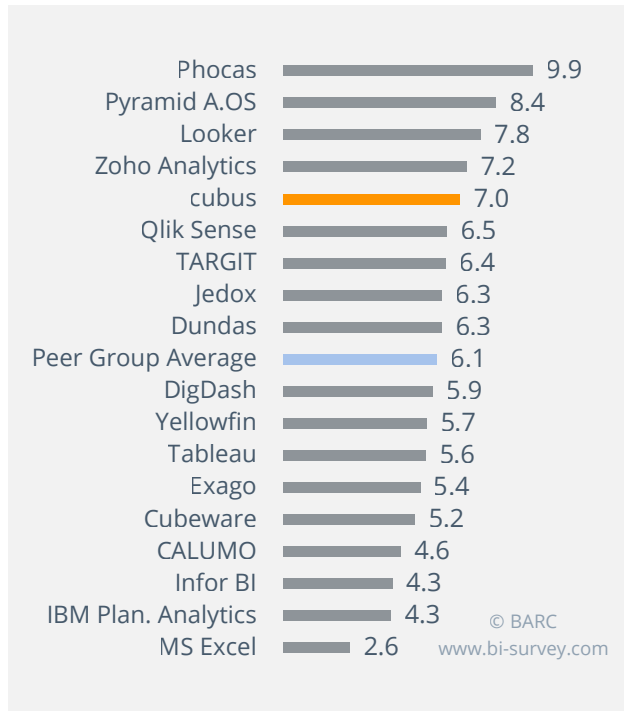
Peer group: Ad hoc reporting-focused products

Product	Value
Phocas	9.9
Pyramid A.OS	8.4
Looker	7.8
Zoho Analytics	7.2
cubus	7.0
Qlik Sense	6.5
TARGIT	6.4
Jedox	6.3
Dundas	6.3
Peer Group Average	6.1
DigDash	5.9
Yellowfin	5.7
Tableau	5.6
Exago	5.4
Cubeware	5.2
CALUMO	4.6
Infor BI	4.3
IBM Plan. Analytics	4.3
MS Excel	2.6

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Consistently top-ranked in business value

Peer group: Integrated performance management products

Rank				Product
1.				**cubus**
2.				Bissantz
3.				Jedox
4.				Board
5.				SAP Analytics Cloud
6.				Cubeware
7.				CALUMO
8.				Infor BI
9.				IBM Plan. Analytics

16   17   18   19
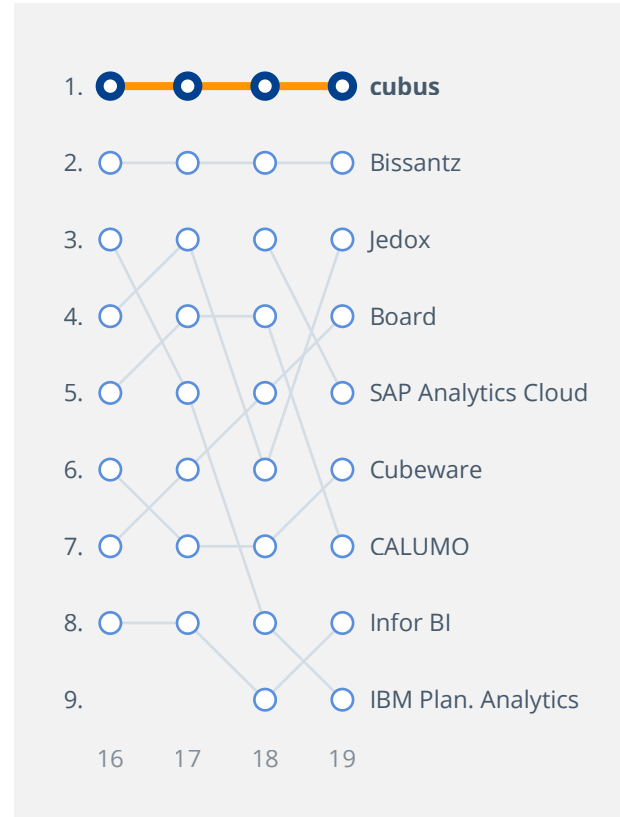
Price-to-value

This KPI is based on how users rate their BI tool in terms
of price-to-value.

Price-to-value – Top-ranked

Peer group: Integrated performance management products

cubus	8.2
Cubeware	7.4
CALUMO	7.3
Jedox	7.2
Bissantz	7.1
Peer Group Average	6.8
SAP Analytics Cloud	6.3
Infor BI	5.9
IBM Plan. Analytics	5.8
Board	5.7

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Price-to-value – Leader

Peer group: OLAP analysis-focused products

ReportServer	10.0
Pyramid A.OS	9.1
cubus	8.2
MS Excel	7.4
Cubeware	7.4
CALUMO	7.3
Peer Group Average	7.3
Jedox	7.2
Report One	7.2
Bissantz	7.1
TARGIT	6.8
Infor BI	5.9
IBM Plan. Analytics	5.8
Board	5.7

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Consistently outstanding in price-to-value

Peer group: Integrated performance management products
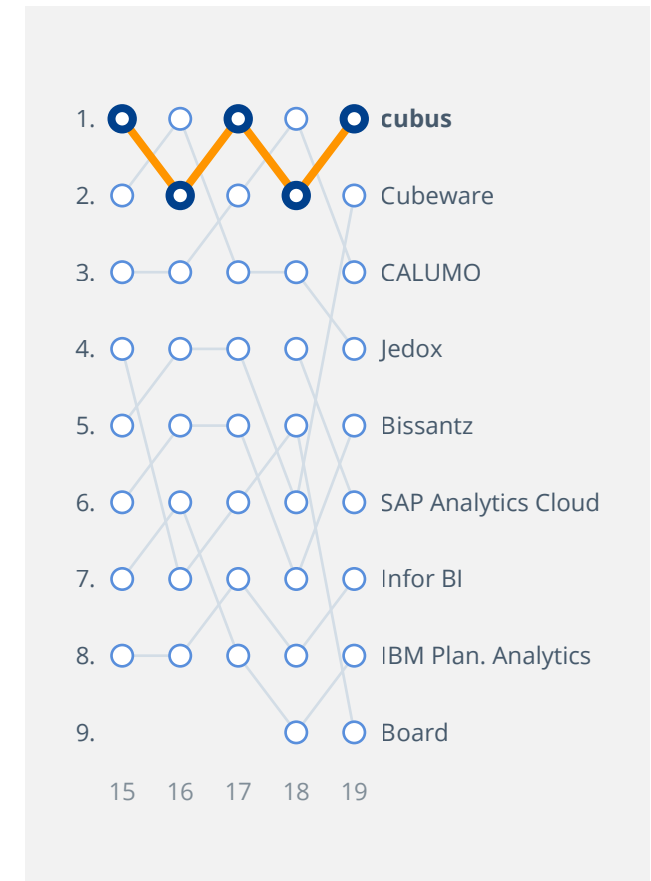
BARC Viewpoint

Many companies choose outperform because of the product's 'Price-performance ratio'. Survey feedback shows that cubus is considered to be attractively priced and offers good value for money to address various BI and CPM use cases. Licensing is either CPU-based or server-based combined with named user or concurrent user licenses. Furthermore, customers can choose between buying or renting the product, including a hosted offering in a German computer center. In the sales process, many companies highlight cubus' pricing and contract flexibility for outperform. This year, cubus is ranked top for 'Price-to-value' in the 'Integrated performance management products' peer group with three additional leading ranks in the vendor's remaining peer groups.
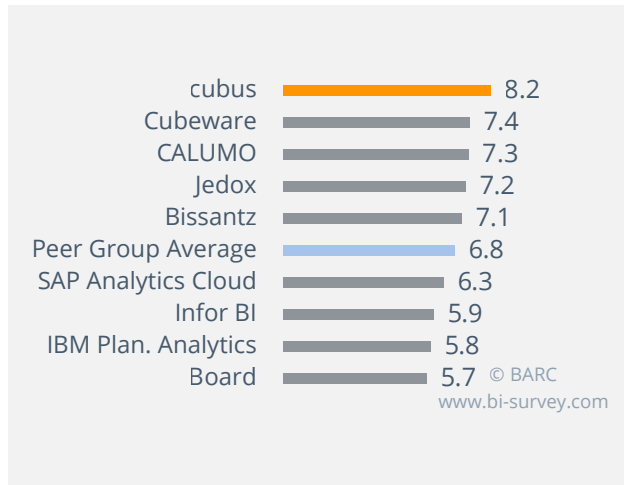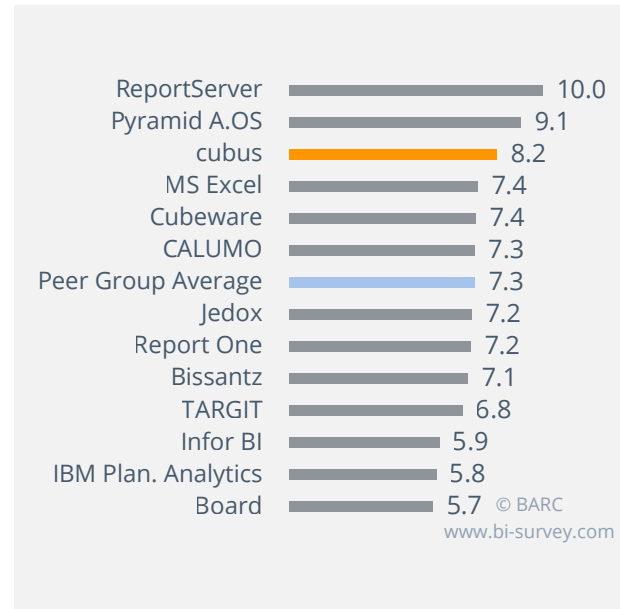
Price-to-value – Leader

Peer group: EMEA-focused vendors

ReportServer	10.0
Pyramid A.OS	9.1
Zoho Analytics	8.5
cubus	8.2
DigDash	8.0
Logi Analytics	7.9
Longview Analytics	7.7
Peer Group Average	7.7
Cubeware	7.4
Jedox	7.2
Report One	7.2
Bissantz	7.1
TARGIT	6.8
Looker	6.7
Board	5.7

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Price-to-value – Leader

Peer group: Ad hoc reporting-focused products

Pyramid A.OS	9.1
Exago	8.6
Zoho Analytics	8.5
Phocas	8.2
cubus	8.2
DigDash	8.0
Yellowfin	7.7
MS Excel	7.4
Cubeware	7.4
CALUMO	7.3
Peer Group Average	7.3
Jedox	7.2
Dundas	6.9
TARGIT	6.8
Looker	6.7
Infor BI	5.9
IBM Plan. Analytics	5.8
Qlik Sense	5.7
Tableau	5.0

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Recommendation

This KPI is based on the proportion of users that say they would recommend the product to others.

Recommendation – Top-ranked

Peer group: Integrated performance management products

Product	Score
cubus	8.7
Bissantz	8.2
Board	6.4
Jedox	6.1
CALUMO	5.6
Peer Group Average	5.5
IBM Plan. Analytics	4.6
SAP Analytics Cloud	4.5
Cubeware	3.4
Infor BI	1.7

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Recommendation – Leader

Peer group: OLAP analysis-focused products

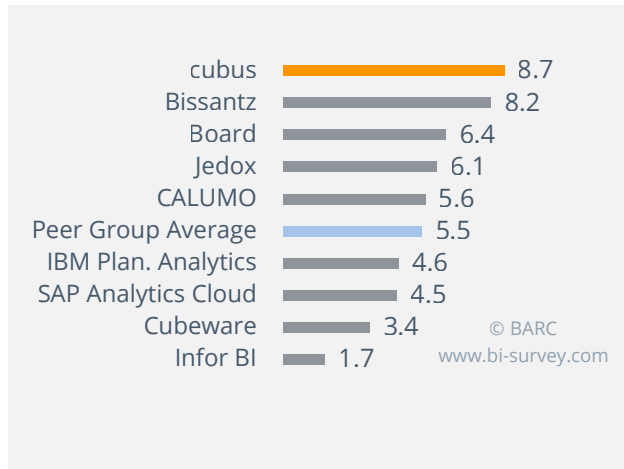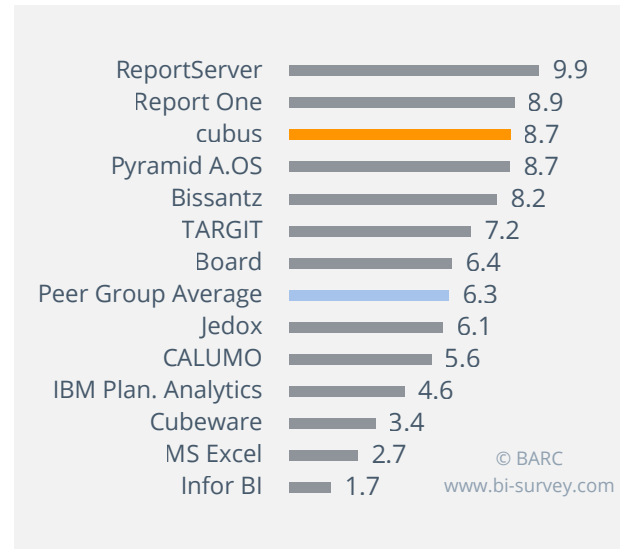| Product	Score
ReportServer	9.9
Report One	8.9
cubus	8.7
Pyramid A.OS	8.7
Bissantz	8.2
TARGIT	7.2
Board	6.4
Peer Group Average	6.3
Jedox	6.1
CALUMO	5.6
IBM Plan. Analytics	4.6
Cubeware	3.4
MS Excel	2.7
Infor BI	1.7

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BARC Viewpoint

An impressive 80 percent of outperform users say they would definitely recommend their BI and CPM product to other organizations. This result is a great indicator of customer satisfaction with the vendor and its product. Customers confirm they are largely satisfied, a major reason behind its excellent recommendation rate. Particularly for small vendors like cubus, recommendation and success stories from projects are tremendously important to gain more visibility and to be considered for purchase in software selection processes. cubus is ranked top for 'Recommendation' in the 'Integrated performance management products' peer group, repeating its results from previous years.

Recommendation – Leader

Peer group: Ad hoc reporting-focused products

Product	Score
Phocas	10.0
Zoho Analytics	9.2
Looker	9.0
DigDash	8.9
cubus	8.7
Pyramid A.OS	8.7
Exago	7.9
Dundas	7.7
TARGIT	7.2
Qlik Sense	7.1
Peer Group Average	6.6
Jedox	6.1
Yellowfin	5.7
CALUMO	5.6
Tableau	5.0
IBM Plan. Analytics	4.6
Cubeware	3.4
MS Excel	2.7
Infor BI	1.7

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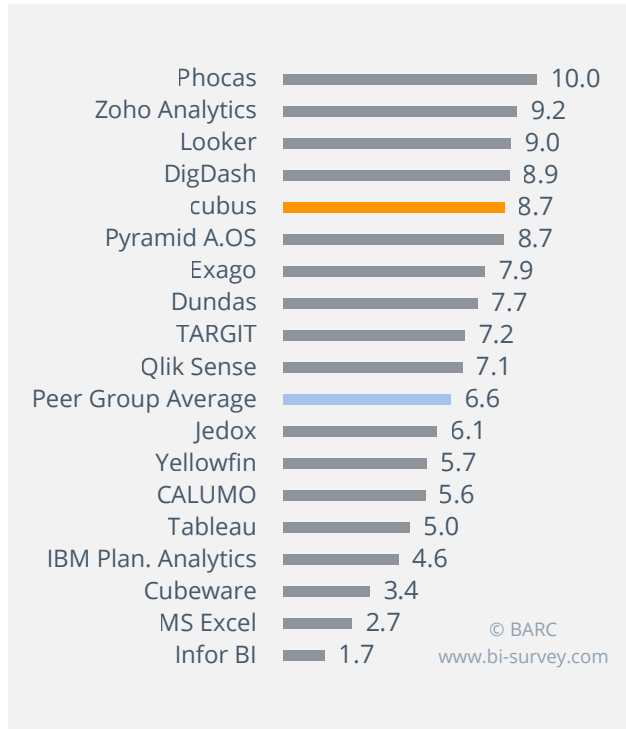
Consistently outstanding in recommendation

Peer group: Integrated performance management products

1. cubus
2. Bissantz
3. Board
4. Jedox
5. CALUMO
6. IBM Plan. Analytics
7. SAP Analytics Cloud
8. Cubeware
9. Infor BI

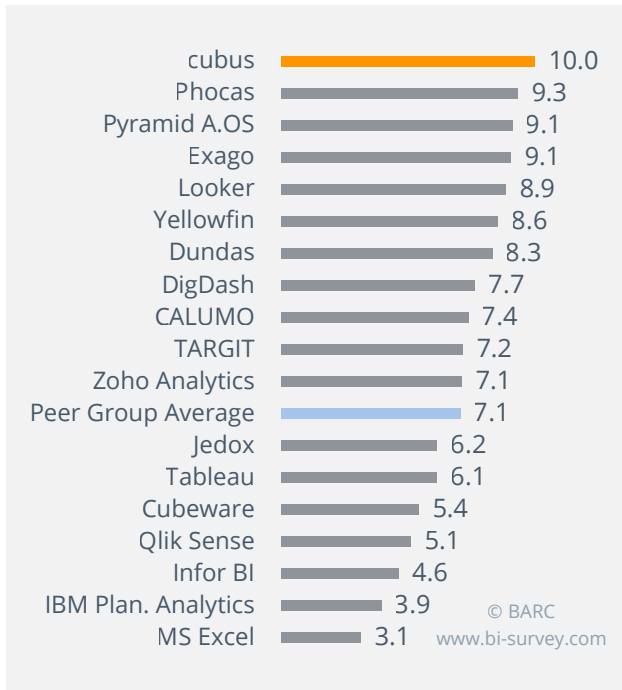15 16 17 18 19
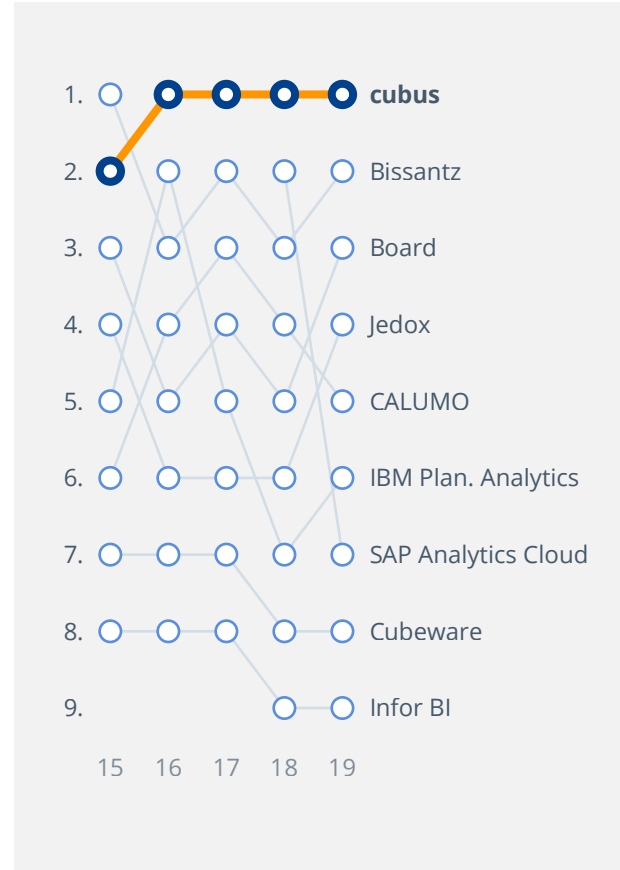
Vendor support

This KPI measures user satisfaction with the level of vendor support provided for the product.
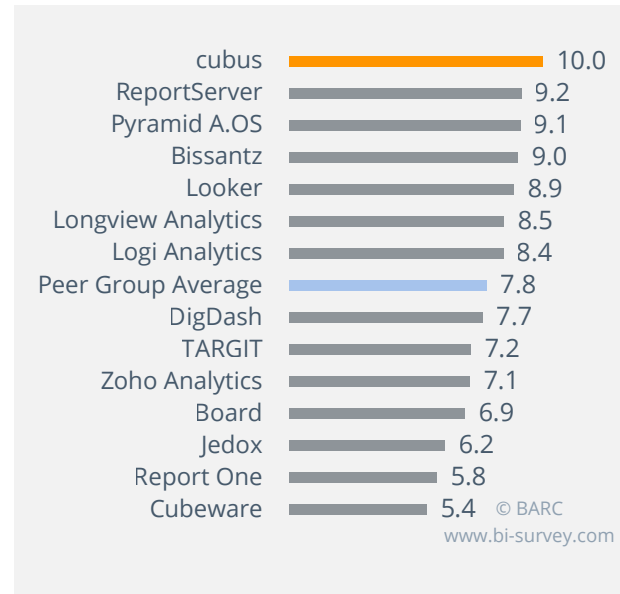
Vendor support – Top-ranked

Peer group: Ad hoc reporting-focused products

Vendor	Rating
cubus	10.0
Phocas	9.3
Pyramid A.OS	9.1
Exago	9.1
Looker	8.9
Yellowfin	8.6
Dundas	8.3
DigDash	7.7
CALUMO	7.4
TARGIT	7.2
Zoho Analytics	7.1
Peer Group Average	7.1
Jedox	6.2
Tableau	6.1
Cubeware	5.4
Qlik Sense	5.1
Infor BI	4.6
IBM Plan. Analytics	3.9
MS Excel	3.1

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Vendor support – Top-ranked

Peer group: EMEA-focused vendors

Vendor	Rating
cubus	10.0
ReportServer	9.2
Pyramid A.OS	9.1
Bissantz	9.0
Looker	8.9
Longview Analytics	8.5
Logi Analytics	8.4
Peer Group Average	7.8
DigDash	7.7
TARGIT	7.2
Zoho Analytics	7.1
Board	6.9
Jedox	6.2
Report One	5.8
Cubeware	5.4

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Vendor support

Consistently top-ranked in vendor support

Peer group: Ad hoc reporting-focused products

	Vendor
1.	**cubus**
2.	Phocas
3.	Pyramid A.OS
4.	Exago
5.	Looker
6.	DigDash
7.	CALUMO
8.	TARGIT
9.	Zoho Analytics
10.	Jedox
11.	Tableau
12.	Cubeware
13.	Qlik Sense
14.	Infor BI
15.	IBM Plan. Analytics
16.	MS Excel

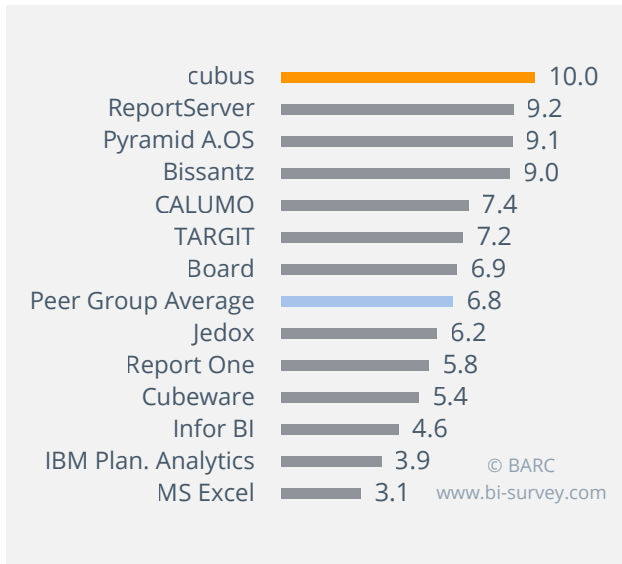15 16 17 18 19

BARC Viewpoint

Year after year, cubus repeats its excellent 'Vendor support' ratings in The BI Survey. Its top ranking for 'Vendor support' in all its peer groups for the last five years is an incredible result. The vendor's support services and implementation support are especially highly valued, highlighting the close relationship cubus has with its customers. cubus consultants are well known in the DACH region for their business expertise, excellent product knowledge and implementation experience. The vendor listens very carefully to customers' needs and requirements, constantly improving its software with this information. 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.
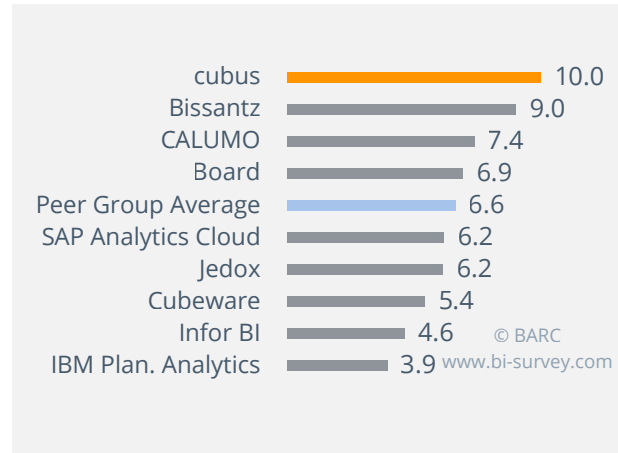
Vendor support – Top-ranked

Peer group: OLAP analysis-focused products

cubus	10.0
ReportServer	9.2
Pyramid A.OS	9.1
Bissantz	9.0
CALUMO	7.4
TARGIT	7.2
Board	6.9
Peer Group Average	6.8
Jedox	6.2
Report One	5.8
Cubeware	5.4
Infor BI	4.6
IBM Plan. Analytics	3.9
MS Excel	3.1

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Vendor support – Top-ranked

Peer group: Integrated performance management products

cubus	10.0
Bissantz	9.0
CALUMO	7.4
Board	6.9
Peer Group Average	6.6
SAP Analytics Cloud	6.2
Jedox	6.2
Cubeware	5.4
Infor BI	4.6
IBM Plan. Analytics	3.9

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Vendor support

Consistently top-ranked in vendor support

Peer group: OLAP analysis-focused products

Rank	Product
1.	**cubus**
2.	ReportServer
3.	Pyramid A.OS
4.	Bissantz
5.	CALUMO
6.	TARGIT
7.	Board
8.	Jedox
9.	Report One
10.	Cubeware
11.	Infor BI
12.	IBM Plan. Analytics
13.	MS Excel

15 16 17 18 19

Consistently top-ranked in vendor support

Peer group: Integrated performance management products

1. **cubus**
2. Bissantz
3. CALUMO
4. Board
5. SAP Analytics Cloud
6. Jedox
7. Cubeware
8. Infor BI
9. IBM Plan. Analytics

15 16 17 18 19

Consistently top-ranked in vendor support

Peer group: EMEA-focused vendors

1. **cubus**
2. ReportServer
3. Pyramid A.OS
4. Bissantz
5. Looker
6. Longview Analytics
7. Logi Analytics
8. DigDash
9. TARGIT
10. Zoho Analytics
11. Board
12. Jedox
13. Report One
14. Cubeware

15 16 17 18 19

Implementer support

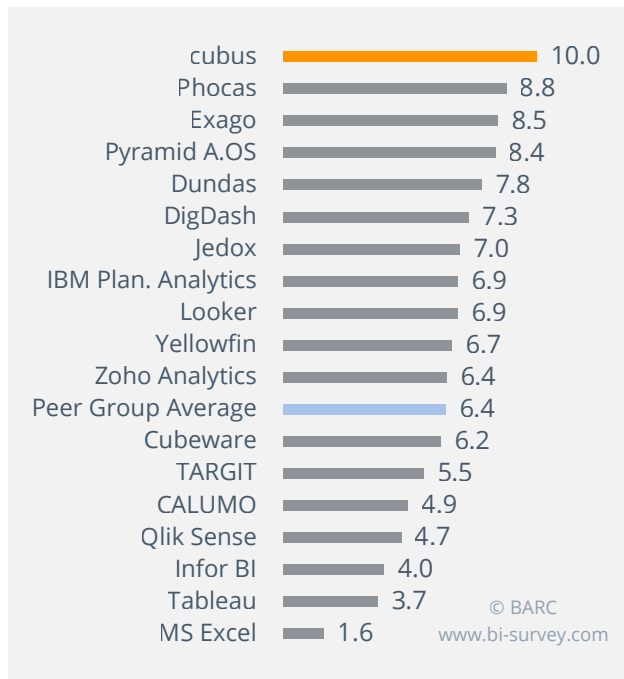This KPI measures user satisfaction with the level of the implementer's support for the product.
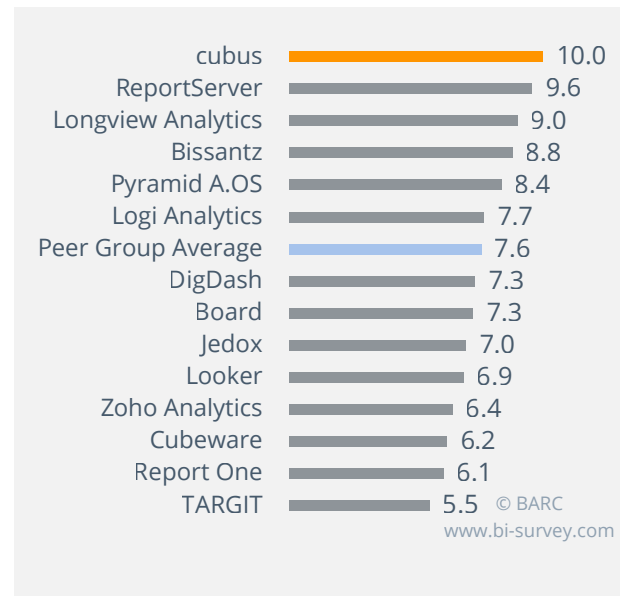
Implementer support – Top-ranked 🏆 1.

Peer group: Ad hoc reporting-focused products

cubus	10.0
Phocas	8.8
Exago	8.5
Pyramid A.OS	8.4
Dundas	7.8
DigDash	7.3
Jedox	7.0
IBM Plan. Analytics	6.9
Looker	6.9
Yellowfin	6.7
Zoho Analytics	6.4
Peer Group Average	6.4
Cubeware	6.2
TARGIT	5.5
CALUMO	4.9
Qlik Sense	4.7
Infor BI	4.0
Tableau	3.7
MS Excel	1.6

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Implementer support – Top-ranked 🏆 1.

Peer group: EMEA-focused vendors

cubus	10.0
ReportServer	9.6
Longview Analytics	9.0
Bissantz	8.8
Pyramid A.OS	8.4
Logi Analytics	7.7
Peer Group Average	7.6
DigDash	7.3
Board	7.3
Jedox	7.0
Looker	6.9
Zoho Analytics	6.4
Cubeware	6.2
Report One	6.1
TARGIT	5.5

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Implementer support

Consistently outstanding in implementer support

Peer group: Ad hoc reporting-focused products

1.	**cubus**
2.	Phocas
3.	Exago
4.	Pyramid A.OS
5.	Dundas
6.	DigDash
7.	Jedox
8.	IBM Plan. Analytics
9.	Looker
10.	Yellowfin
11.	Zoho Analytics
12.	Cubeware
13.	TARGIT
14.	CALUMO
15.	Qlik Sense
16.	Infor BI
17.	Tableau
18.	MS Excel

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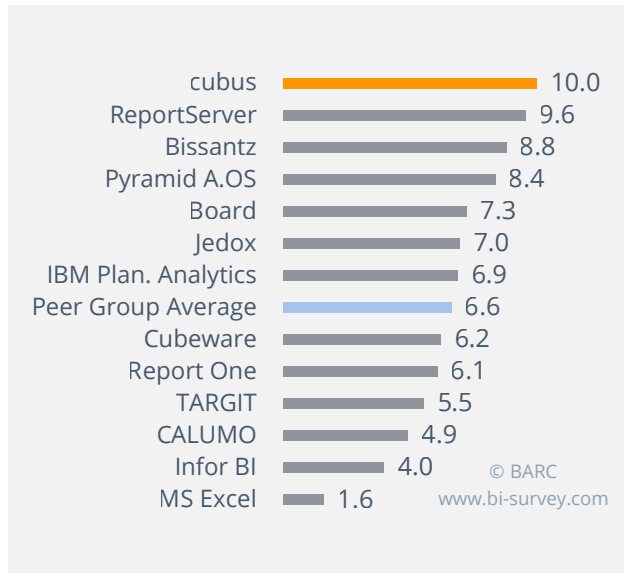
👁 BARC Viewpoint
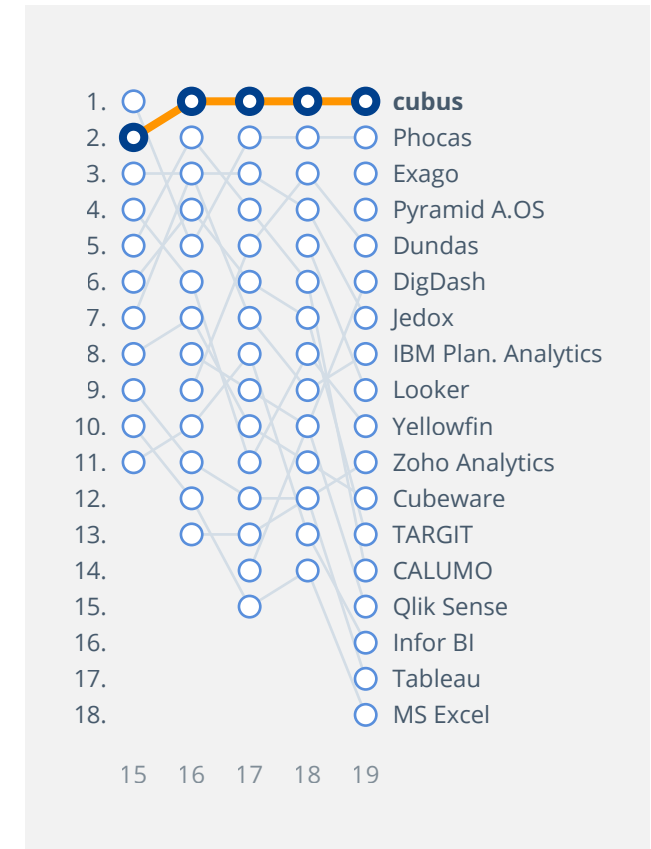
Customers confirm they are largely satisfied with the vendor's support services and implementation support. Support services can either be provided by cubus itself, using its experienced consulting team, or by the vendor's partner network. As a rather small German vendor with 35-40 employees, cubus sells and implements its solution directly in Germany, Austria and Switzerland, but markets and implements its products internationally using a network of partners. Internationally, the vendor uses its partner network in several European countries, as well as Argentina, Australia, Canada, the United States and South Africa. These partners are clearly doing a great job according to our survey respondents. As a result, cubus once again wins all its peer groups in The BI Survey 19, defending the top ranks it has achieved in recent years.
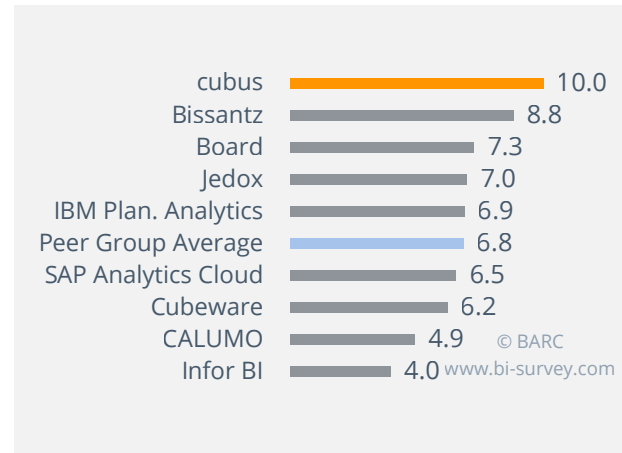
Implementer support – Top-ranked 🏅1.

Peer group: OLAP analysis-focused products

cubus	10.0
ReportServer	9.6
Bissantz	8.8
Pyramid A.OS	8.4
Board	7.3
Jedox	7.0
IBM Plan. Analytics	6.9
Peer Group Average	6.6
Cubeware	6.2
Report One	6.1
TARGIT	5.5
CALUMO	4.9
Infor BI	4.0
MS Excel	1.6

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Implementer support – Top-ranked 🏅1.

Peer group: Integrated performance management products

cubus	10.0
Bissantz	8.8
Board	7.3
Jedox	7.0
IBM Plan. Analytics	6.9
Peer Group Average	6.8
SAP Analytics Cloud	6.5
Cubeware	6.2
CALUMO	4.9
Infor BI	4.0

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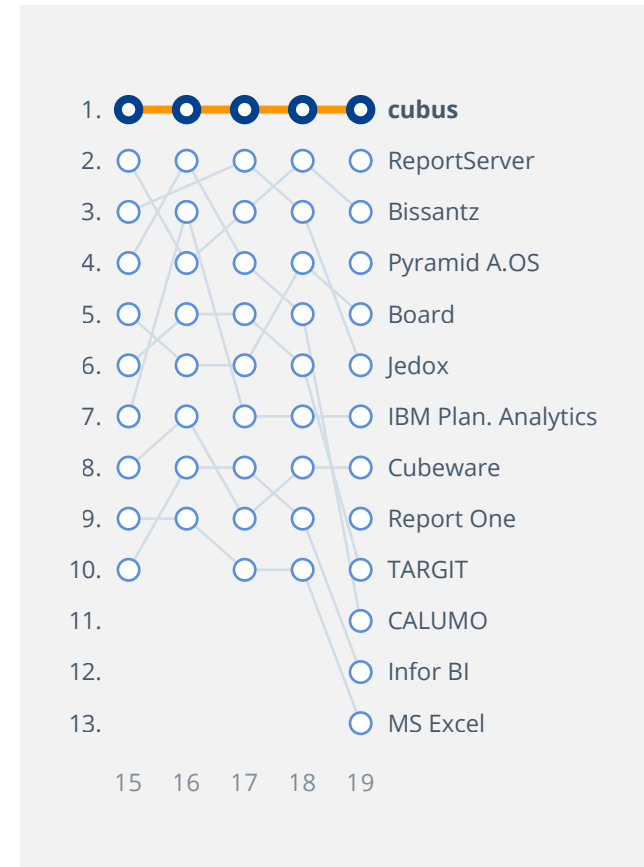## Implementer support

Consistently top-ranked in implementer support

Peer group: OLAP analysis-focused products

Rank	Product
1.	**cubus**
2.	ReportServer
3.	Bissantz
4.	Pyramid A.OS
5.	Board
6.	Jedox
7.	IBM Plan. Analytics
8.	Cubeware
9.	Report One
10.	TARGIT
11.	CALUMO
12.	Infor BI
13.	MS Excel

15 16 17 18 19

Consistently top-ranked in implementer support

Peer group: Integrated performance management products

1. cubus
2. Bissantz
3. Board
4. Jedox
5. IBM Plan. Analytics
6. SAP Analytics Cloud
7. Cubeware
8. CALUMO
9. Infor BI

15 16 17 18 19

Consistently top-ranked in implementer support

Peer group: EMEA-focused vendors

1. cubus
2. ReportServer
3. Longview Analytics
4. Bissantz
5. Pyramid A.OS
6. Logi Analytics
7. DigDash
8. Board
9. Jedox
10. Looker
11. Zoho Analytics
12. Cubeware
13. Report One
14. TARGIT

15 16 17 18 19

Implementer support
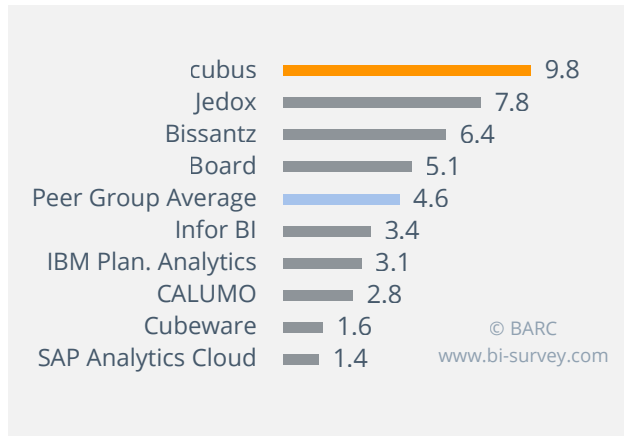
Product satisfaction

This KPI is based on the frequency of problems encountered with the product.

Product satisfaction – Top-ranked

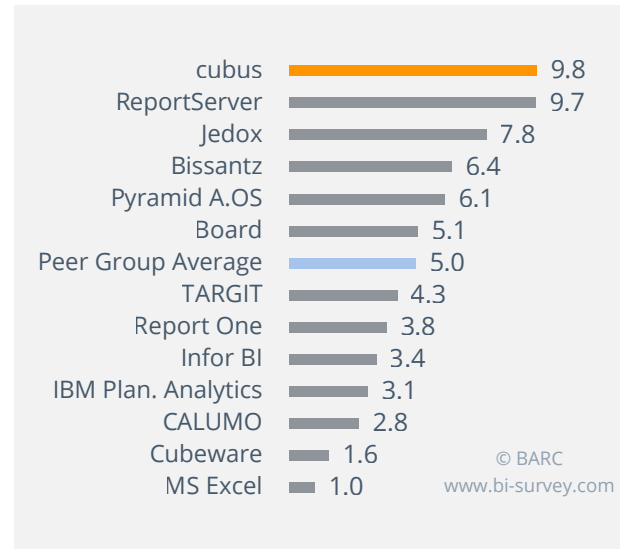*Peer group: Integrated performance management products*

Product	Score
cubus	9.8
Jedox	7.8
Bissantz	6.4
Board	5.1
Peer Group Average	4.6
Infor BI	3.4
IBM Plan. Analytics	3.1
CALUMO	2.8
Cubeware	1.6
SAP Analytics Cloud	1.4

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Product satisfaction – Top-ranked

Peer group: OLAP analysis-focused products

Product	Score
cubus	9.8
ReportServer	9.7
Jedox	7.8
Bissantz	6.4
Pyramid A.OS	6.1
Board	5.1
Peer Group Average	5.0
TARGIT	4.3
Report One	3.8
Infor BI	3.4
IBM Plan. Analytics	3.1
CALUMO	2.8
Cubeware	1.6
MS Excel	1.0

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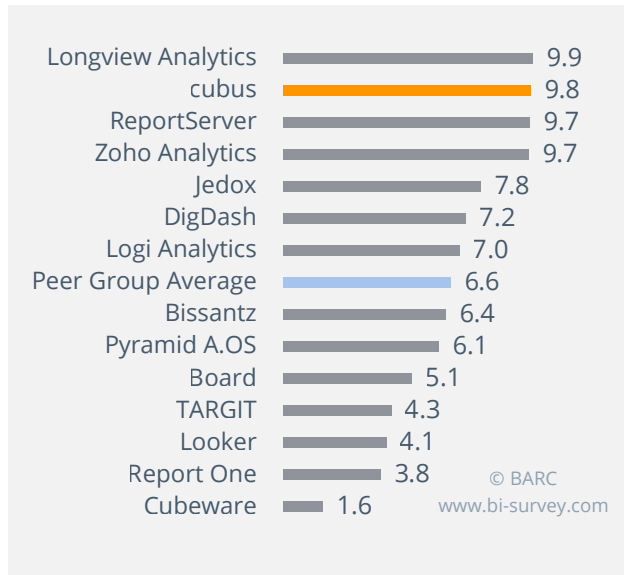www.bi-survey.com

BARC Viewpoint

outperform's comprehensive CPM and BI functionality clearly satisfies customers. At the core of the product is its planning, simulation, project portfolio management and strategy implementation (cubus PM) functionality, which is often a starting point for projects. For ad hoc reporting and dynamic OLAP analyses on the web, cubus EV Analytics is integrated in outperform. Customers are free to address various CPM and BI topics on one common platform. Moreover, the product offers predefined business content, data models and logic. Aimed at business power users, outperform has a web-based user interface resembling Excel. Overall, cubus is ranked top for 'Product satisfaction' in the 'OLAP analysis-focused products' and 'Integrated performance management products' peer group with two further leading ranks in its other peer groups. Problems encountered with the product are quite rare. Indeed 68 percent of respondents state they experience no significant problems at all when using outperform.
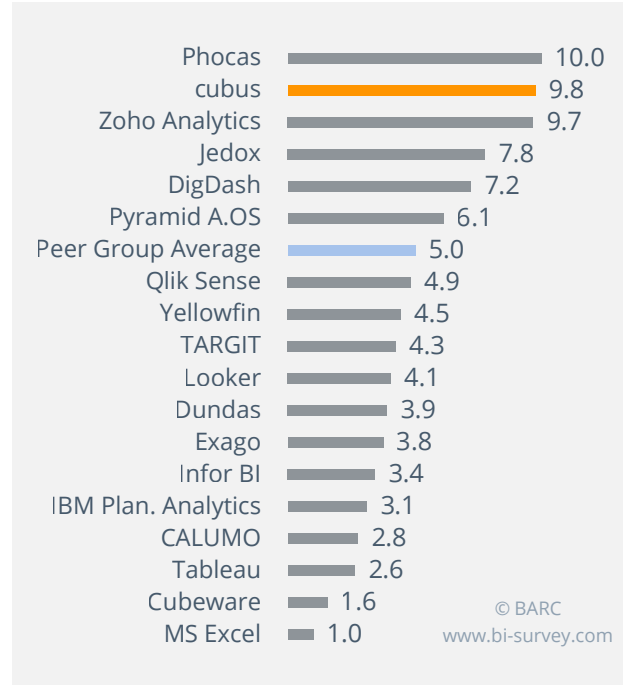
Product satisfaction – Leader

Peer group: EMEA-focused vendors

Vendor	Score
Longview Analytics	9.9
cubus	9.8
ReportServer	9.7
Zoho Analytics	9.7
Jedox	7.8
DigDash	7.2
Logi Analytics	7.0
Peer Group Average	6.6
Bissantz	6.4
Pyramid A.OS	6.1
Board	5.1
TARGIT	4.3
Looker	4.1
Report One	3.8
Cubeware	1.6

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Product satisfaction – Leader

Peer group: Ad hoc reporting-focused products

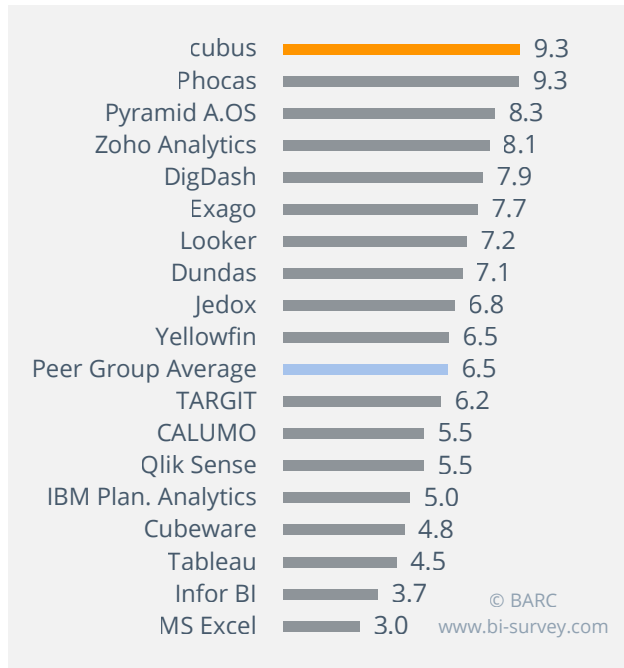| Product	Score
Phocas	10.0
cubus	9.8
Zoho Analytics	9.7
Jedox	7.8
DigDash	7.2
Pyramid A.OS	6.1
Peer Group Average	5.0
Qlik Sense	4.9
Yellowfin	4.5
TARGIT	4.3
Looker	4.1
Dundas	3.9
Exago	3.8
Infor BI	3.4
IBM Plan. Analytics	3.1
CALUMO	2.8
Tableau	2.6
Cubeware	1.6
MS Excel	1.0

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Customer satisfaction

This KPI combines the 'Price-to-value', 'Recommendation', 'Vendor support', 'Implementer support' and 'Product satisfaction' KPIs.
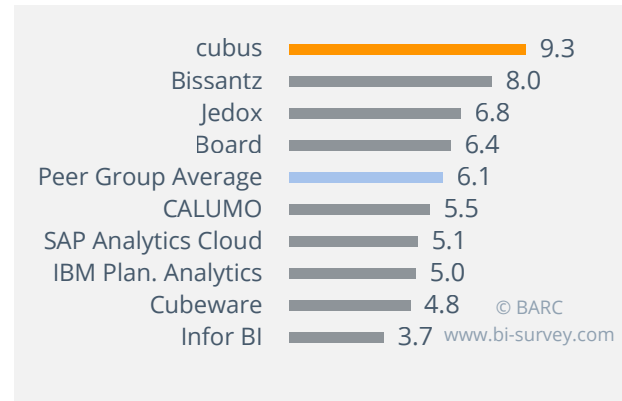
Customer satisfaction – Top-ranked 🏅 1.

Peer group: Ad hoc reporting-focused products

cubus	9.3
Phocas	9.3
Pyramid A.OS	8.3
Zoho Analytics	8.1
DigDash	7.9
Exago	7.7
Looker	7.2
Dundas	7.1
Jedox	6.8
Yellowfin	6.5
Peer Group Average	6.5
TARGIT	6.2
CALUMO	5.5
Qlik Sense	5.5
IBM Plan. Analytics	5.0
Cubeware	4.8
Tableau	4.5
Infor BI	3.7
MS Excel	3.0

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Customer satisfaction – Top-ranked 🏅 1.

Peer group: Integrated performance management products

cubus	9.3
Bissantz	8.0
Jedox	6.8
Board	6.4
Peer Group Average	6.1
CALUMO	5.5
SAP Analytics Cloud	5.1
IBM Plan. Analytics	5.0
Cubeware	4.8
Infor BI	3.7

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Customer satisfaction

Consistently outstanding in customer satisfaction

Peer group: Integrated performance management products

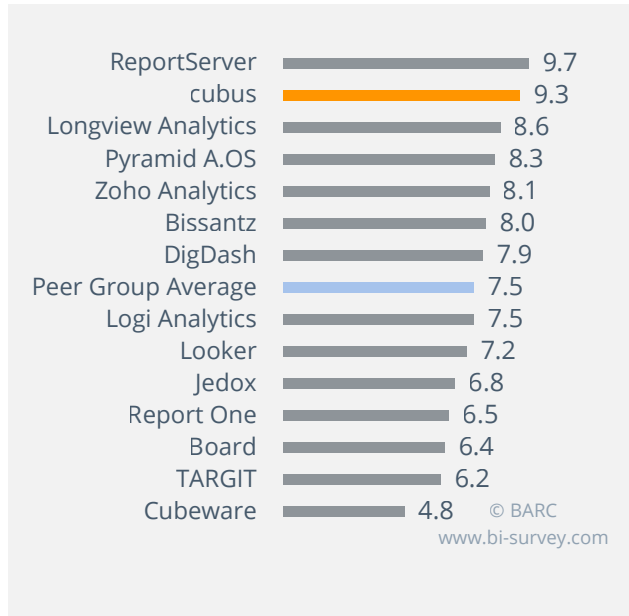|	
1.	cubus
2.	Bissantz
3.	Jedox
4.	Board
5.	CALUMO
6.	SAP Analytics Cloud
7.	IBM Plan. Analytics
8.	Cubeware
9.	Infor BI

15   16   17   18   19

👁 BARC Viewpoint
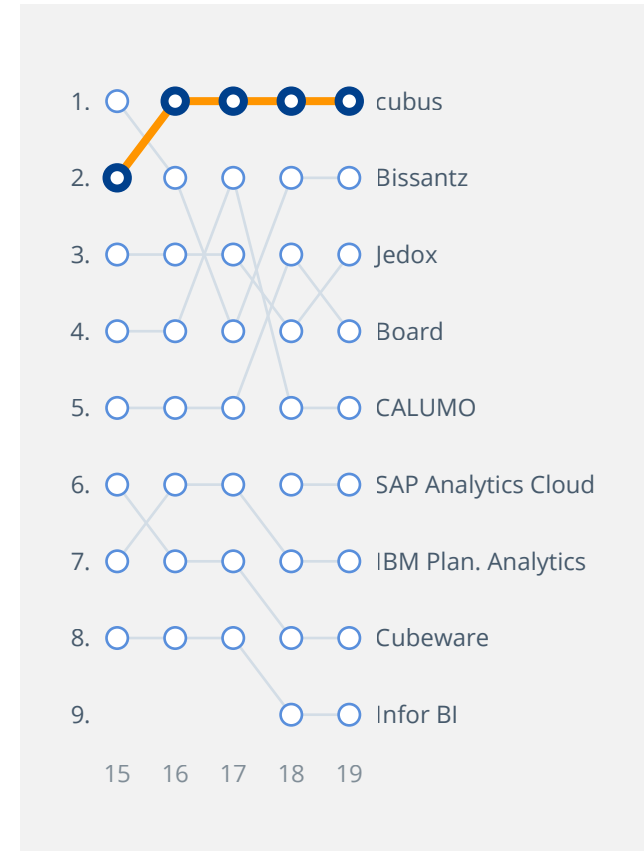
Year after year, customers confirm they are largely satisfied with cubus as a vendor and its product outperform offers good value for money. Customer satisfaction and loyalty are key goals for cubus. cubus listens very carefully to feedback, constantly improving its software with this information. The vendor does not chase the latest trends in the market but focuses on satisfying customers' business needs. In fact, an impressive 68 percent of respondents (compared to the survey average of 41 percent) state they have no significant problems at all when using outperform. Overall, many customers feel they can recommend using outperform for CPM and BI to other companies, which is a strong indicator of customer and product satisfaction. outperform is the best ranked product for 'Customer satisfaction' in two of its peer groups this year and has received consistently outstanding ratings in this KPI for the last four years.
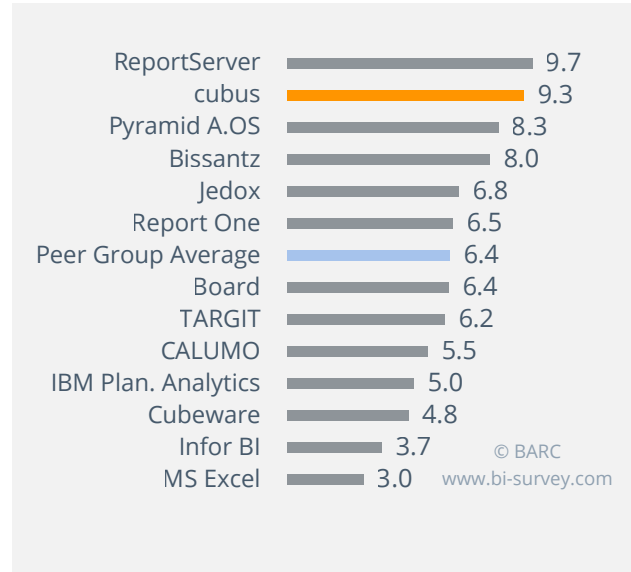
Customer satisfaction – Leader

Peer group: EMEA-focused vendors

ReportServer	9.7
cubus	9.3
Longview Analytics	8.6
Pyramid A.OS	8.3
Zoho Analytics	8.1
Bissantz	8.0
DigDash	7.9
Peer Group Average	7.5
Logi Analytics	7.5
Looker	7.2
Jedox	6.8
Report One	6.5
Board	6.4
TARGIT	6.2
Cubeware	4.8

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Customer satisfaction – Leader

Peer group: OLAP analysis-focused products

ReportServer	9.7
cubus	9.3
Pyramid A.OS	8.3
Bissantz	8.0
Jedox	6.8
Report One	6.5
Peer Group Average	6.4
Board	6.4
TARGIT	6.2
CALUMO	5.5
IBM Plan. Analytics	5.0
Cubeware	4.8
Infor BI	3.7
MS Excel	3.0

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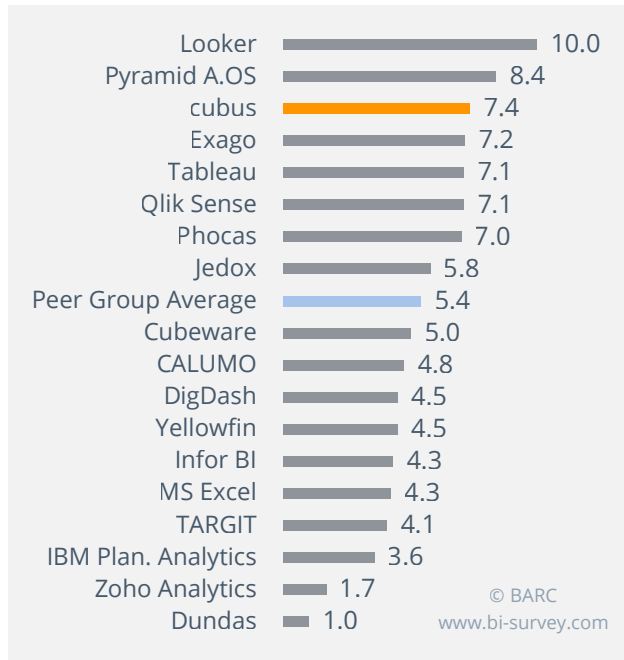
Customer satisfaction

Self-service

This KPI is based on how many sites currently use self-service features with their BI tool.
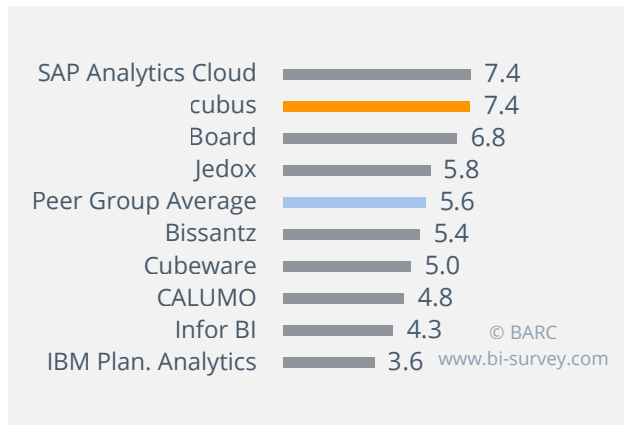
Self-service – Leader
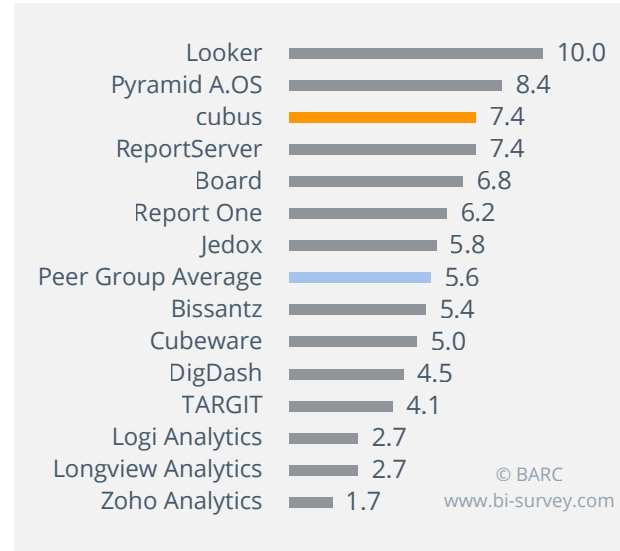
Peer group: Ad hoc reporting-focused products

Looker	10.0
Pyramid A.OS	8.4
cubus	7.4
Exago	7.2
Tableau	7.1
Qlik Sense	7.1
Phocas	7.0
Jedox	5.8
Peer Group Average	5.4
Cubeware	5.0
CALUMO	4.8
DigDash	4.5
Yellowfin	4.5
Infor BI	4.3
MS Excel	4.3
TARGIT	4.1
IBM Plan. Analytics	3.6
Zoho Analytics	1.7
Dundas	1.0

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Self-service – Leader

Peer group: Integrated performance management products

SAP Analytics Cloud	7.4
cubus	7.4
Board	6.8
Jedox	5.8
Peer Group Average	5.6
Bissantz	5.4
Cubeware	5.0
CALUMO	4.8
Infor BI	4.3
IBM Plan. Analytics	3.6

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Self-service – Leader

Peer group: EMEA-focused vendors

Looker	10.0
Pyramid A.OS	8.4
cubus	7.4
ReportServer	7.4
Board	6.8
Report One	6.2
Jedox	5.8
Peer Group Average	5.6
Bissantz	5.4
Cubeware	5.0
DigDash	4.5
TARGIT	4.1
Logi Analytics	2.7
Longview Analytics	2.7
Zoho Analytics	1.7

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Self-service – Leader

Peer group: OLAP analysis-focused products

Pyramid A.OS	8.4
cubus	7.4
ReportServer	7.4
Board	6.8
Report One	6.2
Jedox	5.8
Peer Group Average	5.6
Bissantz	5.4
Cubeware	5.0
CALUMO	4.8
Infor BI	4.3
MS Excel	4.3
TARGIT	4.1
IBM Plan. Analytics	3.6

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Self-service

BARC Viewpoint

With its web-based user interface resembling Excel, outperform is aimed at business power users with broad and flexible functionality for various BI and CPM tasks. Users can accomplish most tasks with minimal help from IT, working in a familiar spreadsheet environment. cubus targets mid-sized companies and large corporations across all industries. Many of its customers use the product in a self-service approach in business departments (normally the controlling department). Characteristic self-service tasks carried out with outperform by business power users include viewing, navigating and exploring/analyzing data. cubus is a leader for 'Self-service' in all of its peer groups. Typically, only tasks such as infrastructure management (servers, etc.), database management and data integration from operational source systems require any IT involvement.
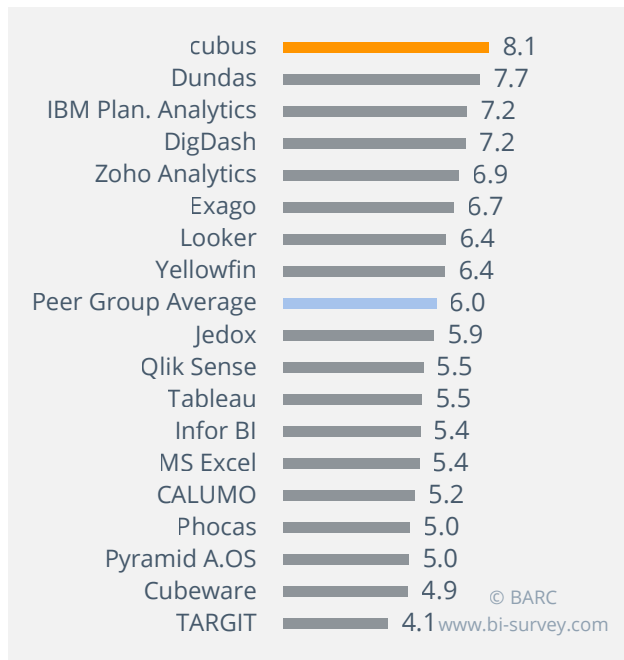
Flexibility

This KPI is based on how often the product was chosen for its flexibility, and on the frequency of complaints about user flexibility post-implementation.
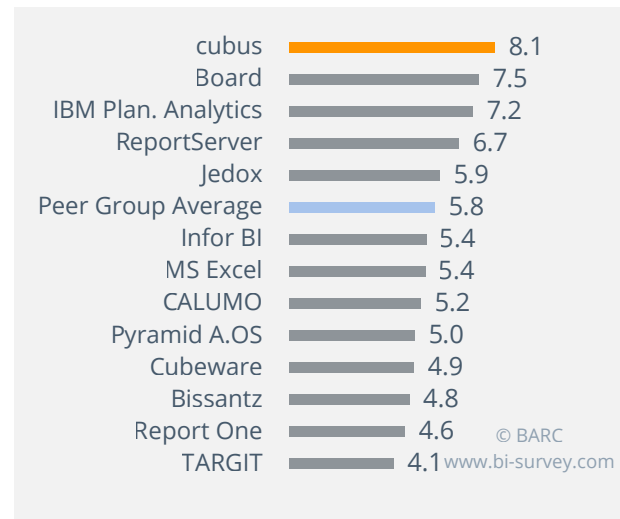
Flexibility – Top-ranked 🏆 1.

Peer group: Ad hoc reporting-focused products

cubus	8.1
Dundas	7.7
IBM Plan. Analytics	7.2
DigDash	7.2
Zoho Analytics	6.9
Exago	6.7
Looker	6.4
Yellowfin	6.4
Peer Group Average	6.0
Jedox	5.9
Qlik Sense	5.5
Tableau	5.5
Infor BI	5.4
MS Excel	5.4
CALUMO	5.2
Phocas	5.0
Pyramid A.OS	5.0
Cubeware	4.9
TARGIT	4.1

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Flexibility – Top-ranked 🏆 1.

Peer group: OLAP analysis-focused products

cubus	8.1
Board	7.5
IBM Plan. Analytics	7.2
ReportServer	6.7
Jedox	5.9
Peer Group Average	5.8
Infor BI	5.4
MS Excel	5.4
CALUMO	5.2
Pyramid A.OS	5.0
Cubeware	4.9
Bissantz	4.8
Report One	4.6
TARGIT	4.1

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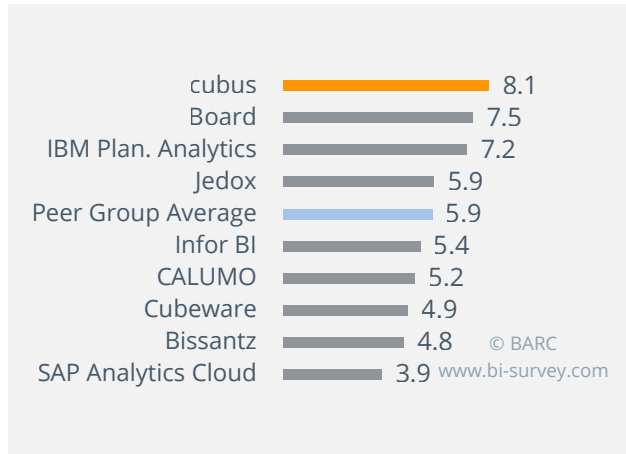www.bi-survey.com

👁 BARC Viewpoint

outperform provides a flexible platform for building individual, complex business logic for CPM and planning applications. The solution has no specific market or industry focus and is used by companies of various sizes and industries. Indeed, flexibility of the software is the number one reason why customers buy cubus. Complaints about inflexibility are non-existent (0 percent of respondents). Consequently, outperform is ranked top for 'Flexibility' in three of its peer groups. Besides its flexibility, predefined content can be adapted to customers' needs and is available for integrated profit and financial planning (P&L, balance sheet, cash flow), revenue and sales planning, HR planning, cost center planning, cost allocations, investment planning and project portfolio management to speed up implementation projects.
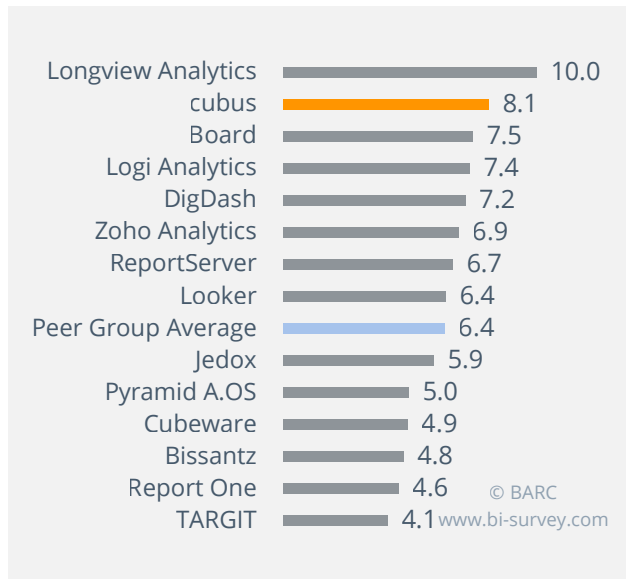
Flexibility ⚙

Consistently outstanding in flexibility

Peer group: OLAP analysis-focused products

1.		**cubus**
2.		Board
3.		IBM Plan. Analytics
4.		ReportServer
5.		Jedox
6.		Infor BI
7.		MS Excel
8.		CALUMO
9.		Pyramid A.OS
10.		Cubeware
11.		Bissantz
12.		Report One
13.		TARGIT

15 16 17 18 19

Flexibility – Top-ranked 🏆 1.

Peer group: Integrated performance management products

cubus	8.1
Board	7.5
IBM Plan. Analytics	7.2
Jedox	5.9
Peer Group Average	5.9
Infor BI	5.4
CALUMO	5.2
Cubeware	4.9
Bissantz	4.8
SAP Analytics Cloud	3.9

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Flexibility – Leader

Peer group: EMEA-focused vendors

Longview Analytics	10.0
cubus	8.1
Board	7.5
Logi Analytics	7.4
DigDash	7.2
Zoho Analytics	6.9
ReportServer	6.7
Looker	6.4
Peer Group Average	6.4
Jedox	5.9
Pyramid A.OS	5.0
Cubeware	4.9
Bissantz	4.8
Report One	4.6
TARGIT	4.1

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Consistently outstanding in flexibility

Peer group: Integrated performance management products

Rank	Product
1.	**cubus**
2.	Board
3.	IBM Plan. Analytics
4.	Jedox
5.	Infor BI
6.	CALUMO
7.	Cubeware
8.	Bissantz
9.	SAP Analytics Cloud

15 16 17 18 19

Consistently outstanding in flexibility

Peer group: Ad hoc reporting-focused products

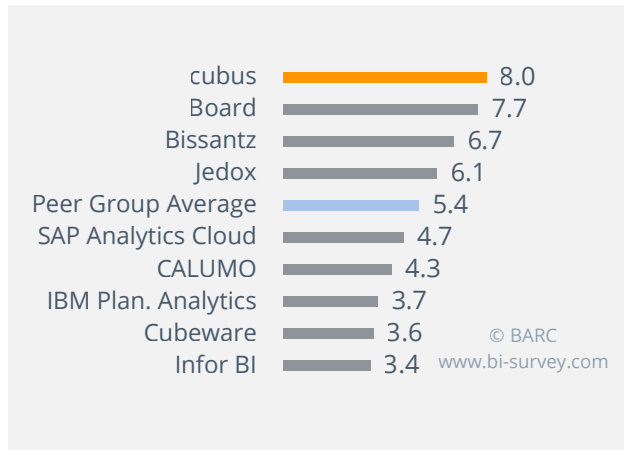| Rank	Product
1.	**cubus**
2.	Dundas
3.	IBM Plan. Analytics
4.	DigDash
5.	Zoho Analytics
6.	Exago
7.	Looker
8.	Yellowfin
9.	Jedox
10.	Qlik Sense
11.	Tableau
12.	Infor BI
13.	MS Excel
14.	CALUMO
15.	Phocas
16.	Pyramid A.OS
17.	Cubeware
18.	TARGIT

15 16 17 18 19

Ease of use

This KPI is based on how often the product was chosen for its ease of use, and on the level of complaints about ease of use post-implementation.
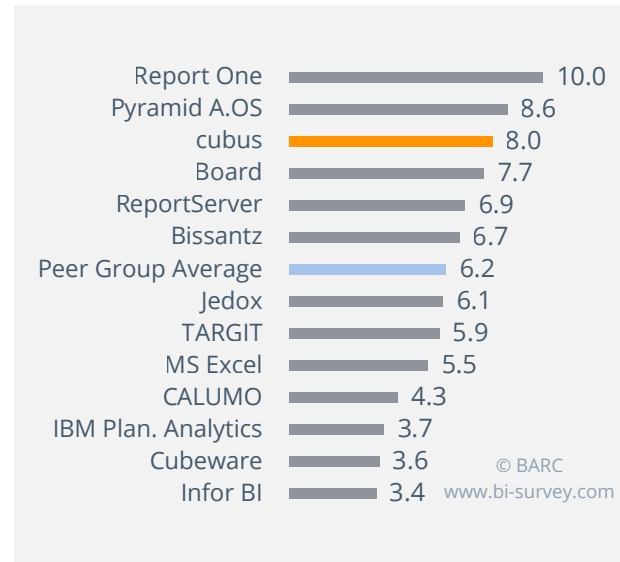
Ease of use – Top-ranked

Peer group: Integrated performance management products

Product	Score
cubus	8.0
Board	7.7
Bissantz	6.7
Jedox	6.1
Peer Group Average	5.4
SAP Analytics Cloud	4.7
CALUMO	4.3
IBM Plan. Analytics	3.7
Cubeware	3.6
Infor BI	3.4

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Ease of use – Leader

Peer group: OLAP analysis-focused products

Product	Score
Report One	10.0
Pyramid A.OS	8.6
cubus	8.0
Board	7.7
ReportServer	6.9
Bissantz	6.7
Peer Group Average	6.2
Jedox	6.1
TARGIT	5.9
MS Excel	5.5
CALUMO	4.3
IBM Plan. Analytics	3.7
Cubeware	3.6
Infor BI	3.4

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BARC Viewpoint

Besides the product's flexibility (65 percent), ease of use for report recipients (63 percent) and ease of use for report designers (40 percent) are main reasons why companies buy outperform. The product's user-friendliness is highly valued by customers. 'Software difficult to use' is a problem seldom encountered by outperform users. Aimed at business power users, outperform has a web-based user interface resembling Excel. cubus is ranked top for 'Ease of use' in the 'Integrated performance management products' peer group and has improved its results in this category in each of the last three years.
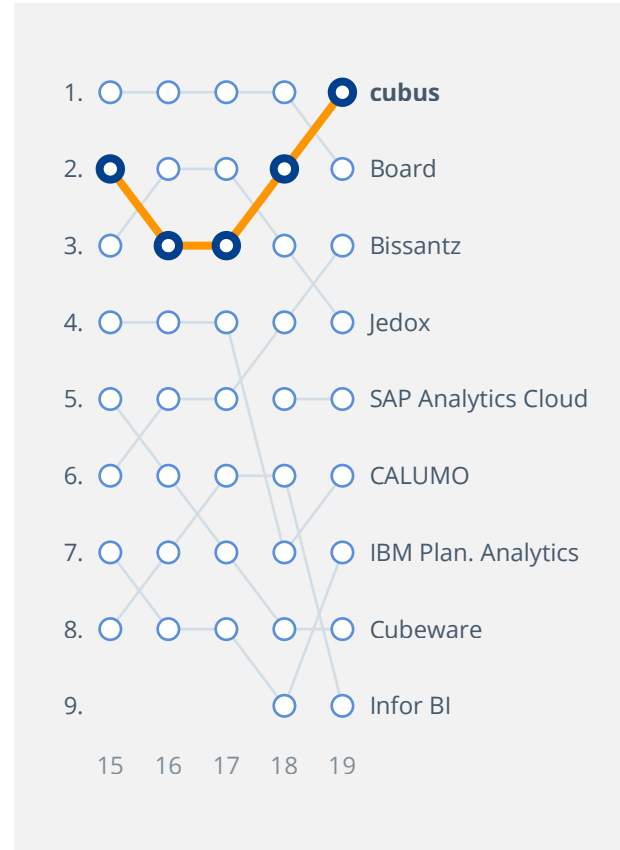
Ease of use – Leader

Peer group: Ad hoc reporting-focused products

Product	Score
Phocas	9.6
Zoho Analytics	9.1
Pyramid A.OS	8.6
Tableau	8.4
cubus	8.0
Yellowfin	7.3
Exago	7.2
Looker	7.1
Peer Group Average	6.3
Jedox	6.1
Qlik Sense	5.9
TARGIT	5.9
MS Excel	5.5
DigDash	4.9
CALUMO	4.3
Dundas	4.2
IBM Plan. Analytics	3.7
Cubeware	3.6
Infor BI	3.4

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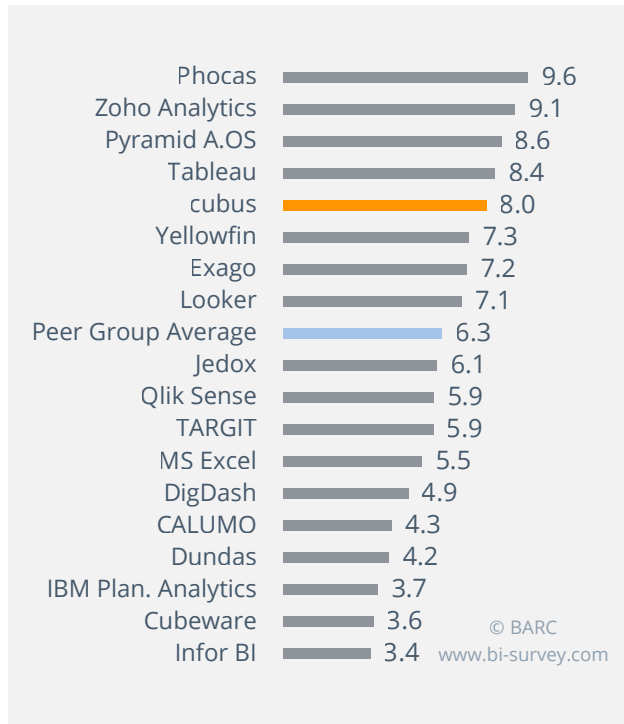
Improved in ease of use

Peer group: Integrated performance management products

1. cubus
2. Board
3. Bissantz
4. Jedox
5. SAP Analytics Cloud
6. CALUMO
7. IBM Plan. Analytics
8. Cubeware
9. Infor BI

15 16 17 18 19

Sales experience

This KPI is based on how respondents rate the sales/purchasing experience with the vendor.

Sales experience – Leader
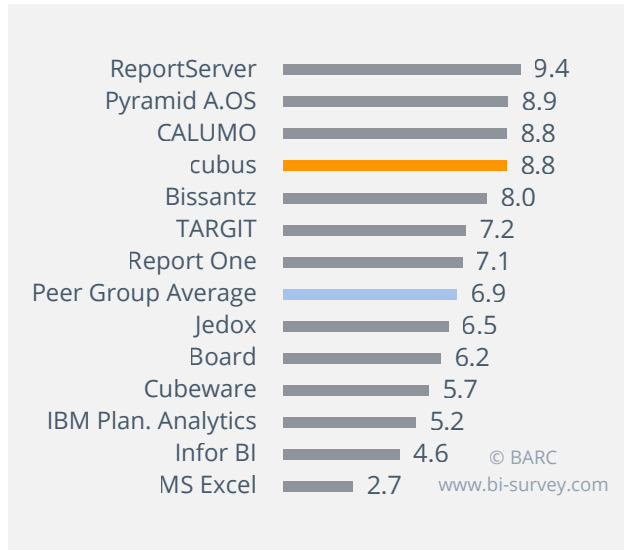
Peer group: OLAP analysis-focused products

ReportServer	9.4
Pyramid A.OS	8.9
CALUMO	8.8
cubus	8.8
Bissantz	8.0
TARGIT	7.2
Report One	7.1
Peer Group Average	6.9
Jedox	6.5
Board	6.2
Cubeware	5.7
IBM Plan. Analytics	5.2
Infor BI	4.6
MS Excel	2.7

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Sales experience – Leader

Peer group: Integrated performance management products

CALUMO	8.8
cubus	8.8
Bissantz	8.0
Peer Group Average	6.6
Jedox	6.5
Board	6.2
SAP Analytics Cloud	5.9
Cubeware	5.7
IBM Plan. Analytics	5.2
Infor BI	4.6

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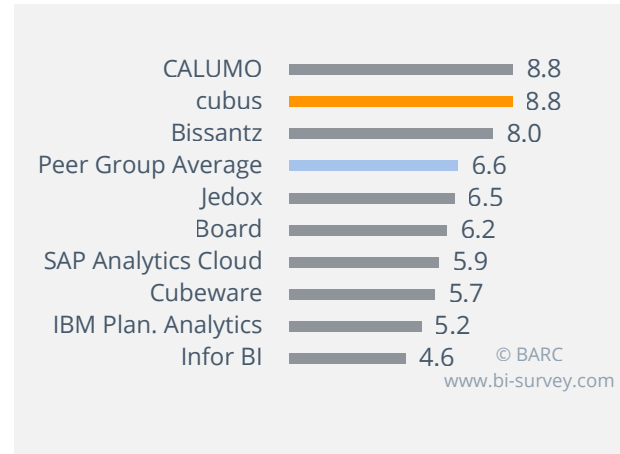
BARC Viewpoint

Many outperform customers rate their sales/purchasing experience with cubus very highly. Respondents state that the vendor's timely and thorough response to product-related and technical questions, general behavior, ability to understand an organization's needs and overall rating of product evaluation and contract negotiation are all excellent. In a competitive market like the DACH region's BI and CPM software market, a highly professional sales organization is essential for survival and to constantly win new customers. Considering cubus has just 35-40 employees and a relatively small partner network, the results show that the vendor sincerely cares for its prospects and customers. cubus is a leader for 'Sales experience' in two of its peer groups.
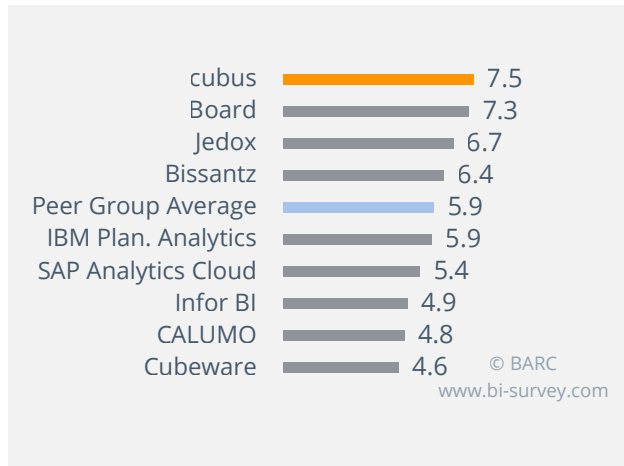
Customer experience

The 'Customer experience' KPI combines the 'Ease of use', 'Self-service', 'Performance satisfaction', 'Flexibility', 'Query performance' and 'Sales experience' KPIs.
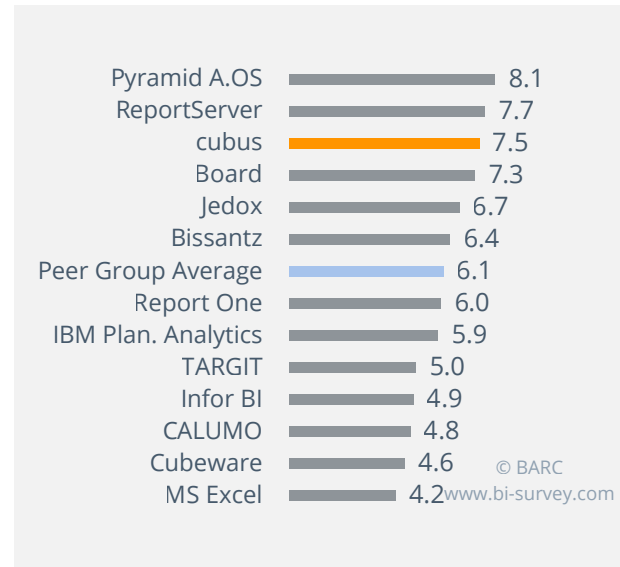
Customer experience – Top-ranked 🏅1.

Peer group: Integrated performance management products

Product	Score
cubus	7.5
Board	7.3
Jedox	6.7
Bissantz	6.4
Peer Group Average	5.9
IBM Plan. Analytics	5.9
SAP Analytics Cloud	5.4
Infor BI	4.9
CALUMO	4.8
Cubeware	4.6

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Customer experience – Leader

Peer group: OLAP analysis-focused products

Product	Score
Pyramid A.OS	8.1
ReportServer	7.7
cubus	7.5
Board	7.3
Jedox	6.7
Bissantz	6.4
Peer Group Average	6.1
Report One	6.0
IBM Plan. Analytics	5.9
TARGIT	5.0
Infor BI	4.9
CALUMO	4.8
Cubeware	4.6
MS Excel	4.2

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Customer experience 💬⭐

Consistently top-ranked in customer experience

Peer group: Integrated performance management products

1. cubus
2. Board
3. Jedox
4. Bissantz
5. IBM Plan. Analytics
6. SAP Analytics Cloud
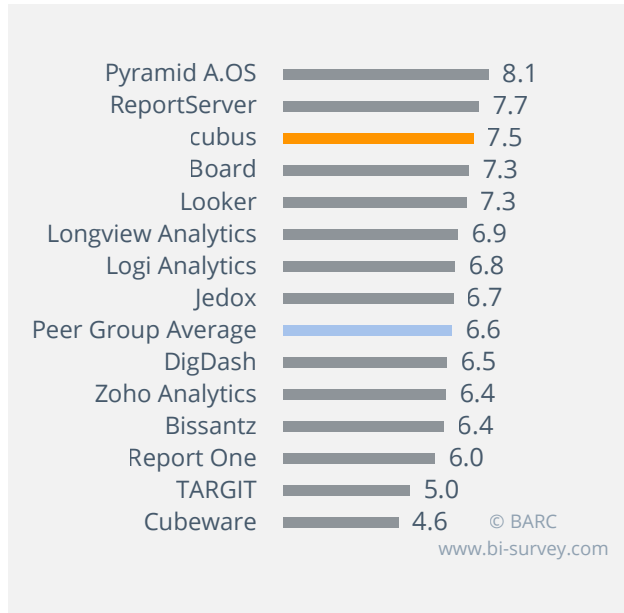7. Infor BI
8. CALUMO
9. Cubeware

16 17 18 19
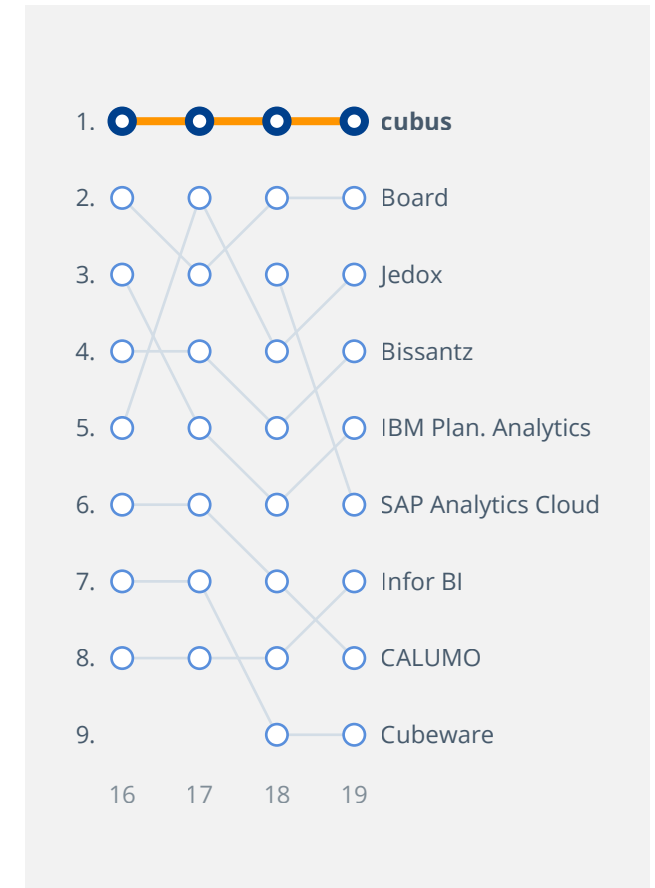
👁 |BARC Viewpoint

'Customer experience' is an aggregated KPI which combines the 'Ease of use', 'Self-service', 'Performance satisfaction', 'Flexibility', 'Query performance' and 'Sales experience' KPIs. The BI Survey 19 results underline the fact that outperform is an easy-to-use CPM and BI product, which can be used in a self-service manner in business departments with minimal IT involvement, offering great flexibility for users. Indeed, 'Flexibility of the software', 'Ease of use for report recipients' and 'Ease of use for report designers' are major reasons why companies choose to buy outperform. A strong rating in the 'Sales experience' KPI confirms that cubus sincerely cares for its prospects and customers. In our opinion, the 'Customer experience' KPI is among the most important in The BI Survey as the market for CPM and BI products becomes ever more crowded, particularly in the DACH region where cubus is based.
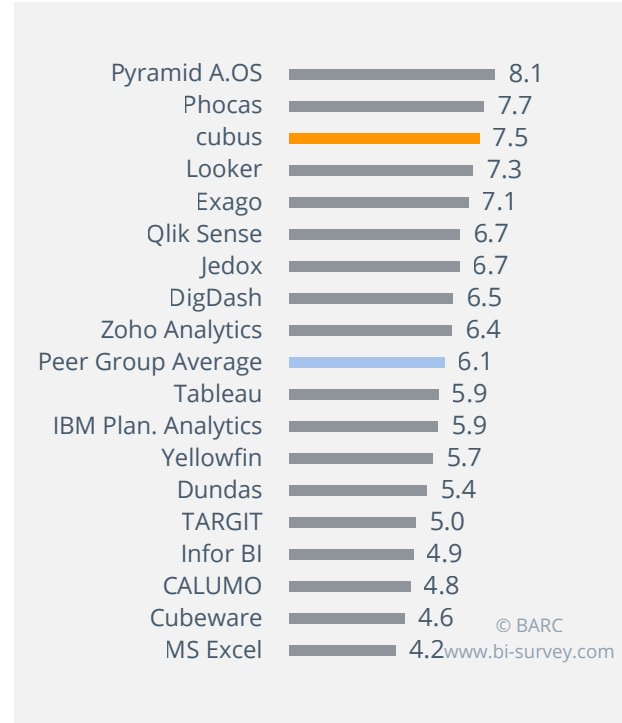
Customer experience – Leader

Peer group: EMEA-focused vendors

Pyramid A.OS	8.1
ReportServer	7.7
cubus	7.5
Board	7.3
Looker	7.3
Longview Analytics	6.9
Logi Analytics	6.8
Jedox	6.7
Peer Group Average	6.6
DigDash	6.5
Zoho Analytics	6.4
Bissantz	6.4
Report One	6.0
TARGIT	5.0
Cubeware	4.6

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Customer experience – Leader

Peer group: Ad hoc reporting-focused products

Pyramid A.OS	8.1
Phocas	7.7
cubus	7.5
Looker	7.3
Exago	7.1
Qlik Sense	6.7
Jedox	6.7
DigDash	6.5
Zoho Analytics	6.4
Peer Group Average	6.1
Tableau	5.9
IBM Plan. Analytics	5.9
Yellowfin	5.7
Dundas	5.4
TARGIT	5.0
Infor BI	4.9
CALUMO	4.8
Cubeware	4.6
MS Excel	4.2

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Customer experience

Competitive win rate

This KPI is based on the percentage of wins in competitive evaluations.
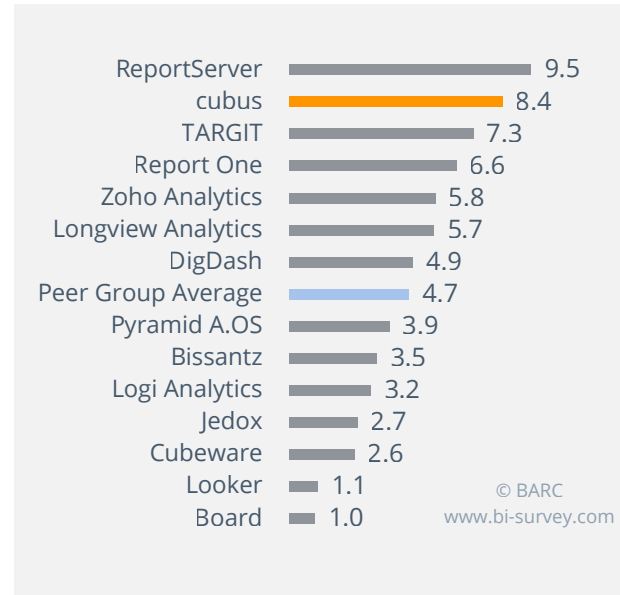
Competitive win rate – Leader
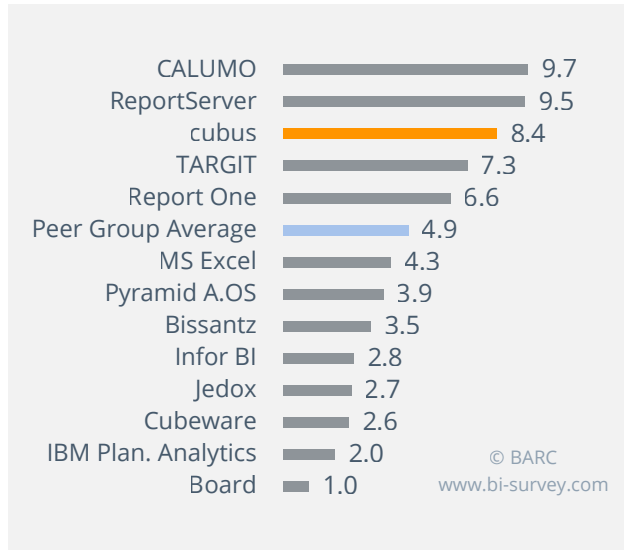
Peer group: OLAP analysis-focused products

Vendor	Score
CALUMO	9.7
ReportServer	9.5
cubus	8.4
TARGIT	7.3
Report One	6.6
Peer Group Average	4.9
MS Excel	4.3
Pyramid A.OS	3.9
Bissantz	3.5
Infor BI	2.8
Jedox	2.7
Cubeware	2.6
IBM Plan. Analytics	2.0
Board	1.0

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Competitive win rate – Leader

Peer group: EMEA-focused vendors

Vendor	Score
ReportServer	9.5
cubus	8.4
TARGIT	7.3
Report One	6.6
Zoho Analytics	5.8
Longview Analytics	5.7
DigDash	4.9
Peer Group Average	4.7
Pyramid A.OS	3.9
Bissantz	3.5
Logi Analytics	3.2
Jedox	2.7
Cubeware	2.6
Looker	1.1
Board	1.0

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Consistently outstanding in competitive win rate

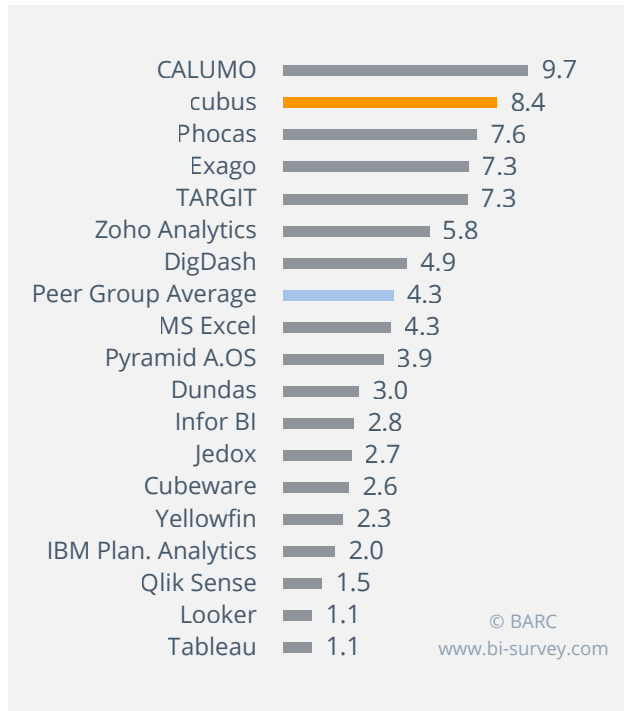*Peer group: EMEA-focused vendors*

BARC Viewpoint
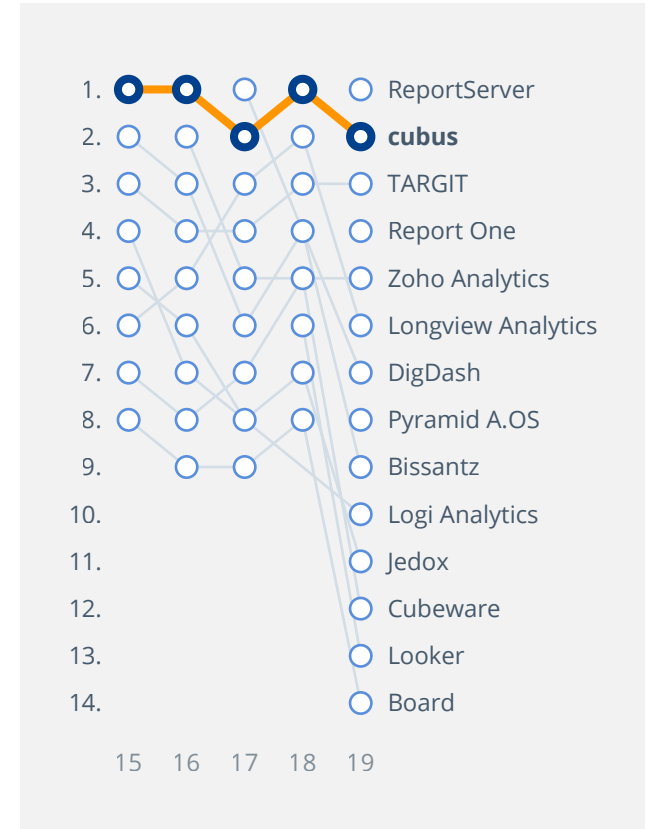
cubus' competitive win rate is excellent again this year. The BI Survey results show that the vendor and its experienced consulting team do very well in head-on competitions against other vendors to win customers. cubus achieves leading positions in all of its peer groups, consolidating its results from previous years. The vendor's consulting team plays its part in this success, but outperform is also a very flexible product that can meet a variety of challenges in the areas of CPM and BI. cubus often participates in competitive evaluations itself, particularly in the DACH region, and does implementation projects using its own consulting team. Its consultants have a high degree of specific industry sector expertise, which often persuades customers to choose cubus ahead of competitors.
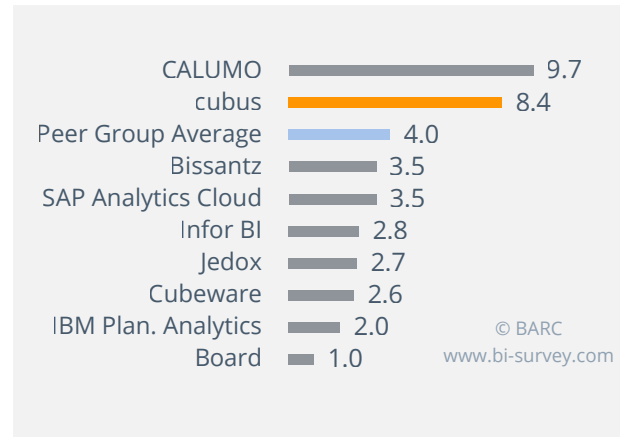
Competitive win rate – Leader
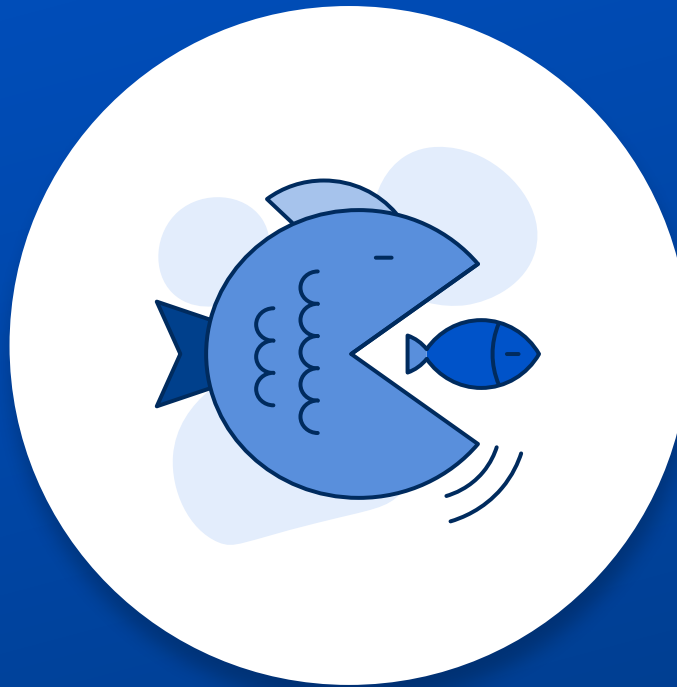
Peer group: Ad hoc reporting-focused products

CALUMO	9.7
cubus	8.4
Phocas	7.6
Exago	7.3
TARGIT	7.3
Zoho Analytics	5.8
DigDash	4.9
Peer Group Average	4.3
MS Excel	4.3
Pyramid A.OS	3.9
Dundas	3.0
Infor BI	2.8
Jedox	2.7
Cubeware	2.6
Yellowfin	2.3
IBM Plan. Analytics	2.0
Qlik Sense	1.5
Looker	1.1
Tableau	1.1

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Competitive win rate – Leader

Peer group: Integrated performance management products

CALUMO	9.7
cubus	8.4
Peer Group Average	4.0
Bissantz	3.5
SAP Analytics Cloud	3.5
Infor BI	2.8
Jedox	2.7
Cubeware	2.6
IBM Plan. Analytics	2.0
Board	1.0

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Competitive win rate
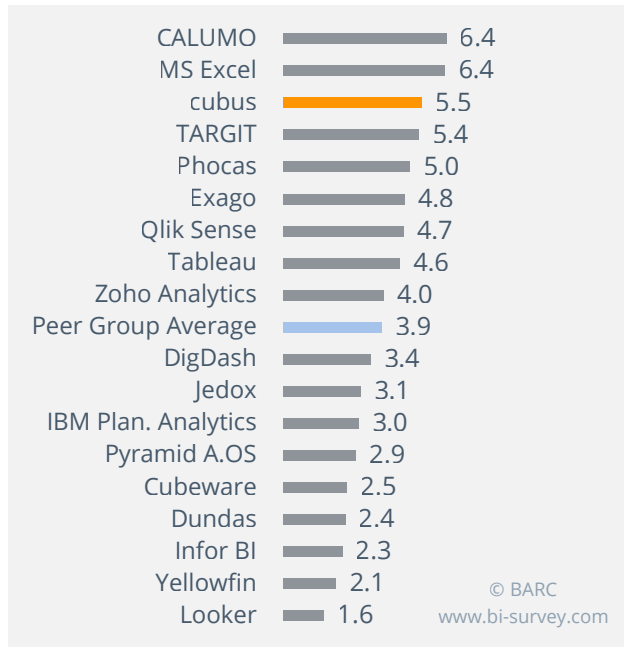
Competitiveness

This KPI combines the 'Considered for purchase' and 'Competitive win rate' KPIs.
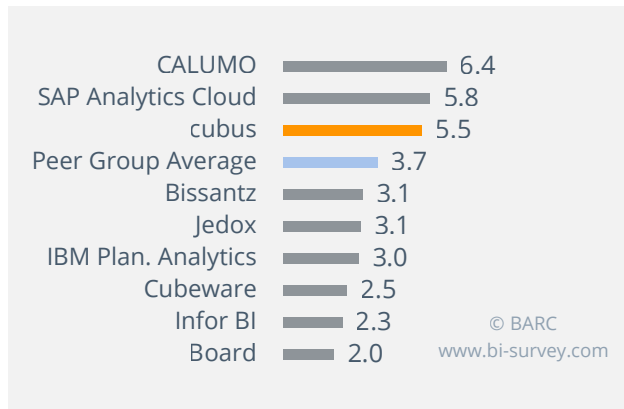
Competitiveness – Leader
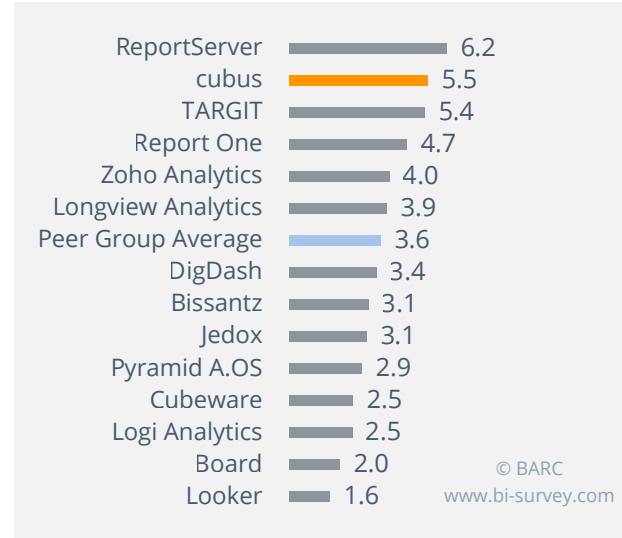
Peer group: Ad hoc reporting-focused products

CALUMO	6.4
MS Excel	6.4
cubus	5.5
TARGIT	5.4
Phocas	5.0
Exago	4.8
Qlik Sense	4.7
Tableau	4.6
Zoho Analytics	4.0
Peer Group Average	3.9
DigDash	3.4
Jedox	3.1
IBM Plan. Analytics	3.0
Pyramid A.OS	2.9
Cubeware	2.5
Dundas	2.4
Infor BI	2.3
Yellowfin	2.1
Looker	1.6

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Competitiveness – Leader

Peer group: Integrated performance management products

CALUMO	6.4
SAP Analytics Cloud	5.8
cubus	5.5
Peer Group Average	3.7
Bissantz	3.1
Jedox	3.1
IBM Plan. Analytics	3.0
Cubeware	2.5
Infor BI	2.3
Board	2.0

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Competitiveness – Leader

Peer group: EMEA-focused vendors

ReportServer	6.2
cubus	5.5
TARGIT	5.4
Report One	4.7
Zoho Analytics	4.0
Longview Analytics	3.9
Peer Group Average	3.6
DigDash	3.4
Bissantz	3.1
Jedox	3.1
Pyramid A.OS	2.9
Cubeware	2.5
Logi Analytics	2.5
Board	2.0
Looker	1.6

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Competitiveness – Leader

Peer group: OLAP analysis-focused products

CALUMO	6.4
MS Excel	6.4
ReportServer	6.2
cubus	5.5
TARGIT	5.4
Report One	4.7
Peer Group Average	4.1
Bissantz	3.1
Jedox	3.1
IBM Plan. Analytics	3.0
Pyramid A.OS	2.9
Cubeware	2.5
Infor BI	2.3
Board	2.0

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Competitiveness

BARC Viewpoint

'Competitiveness' combines the 'Considered for purchase' and 'Competitive win rate' KPIs. As a result of its leading positions for the 'Competitive win rate' KPI in all of its peer groups, cubus is also a leader in the aggregated 'Competitiveness' KPI. When organizations decide to evaluate the product, the vendor has a strong competitive win rate against other vendors in head-on competitions to win customers. It is a pity that cubus is still a comparatively small German vendor and its market presence is rather limited with a heavy reliance on partners outside its home market. This means it is seldom evaluated, especially outside the DACH region, and its 'Considered for purchase' KPI is significantly below average. With greater visibility in the international market, cubus' competitiveness would surely improve.
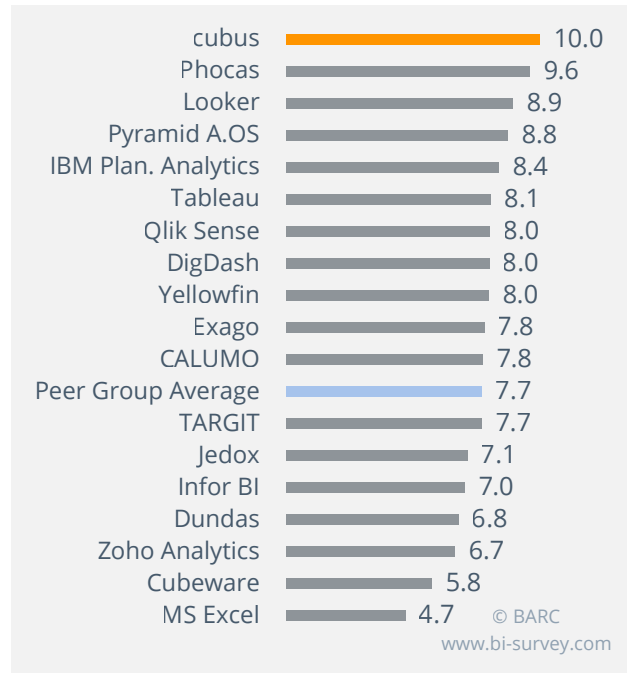
Ad hoc query

This KPI is based on how users rate their BI tool in terms of its support for ad hoc queries (data access, drag-and-drop, suitability for business users).
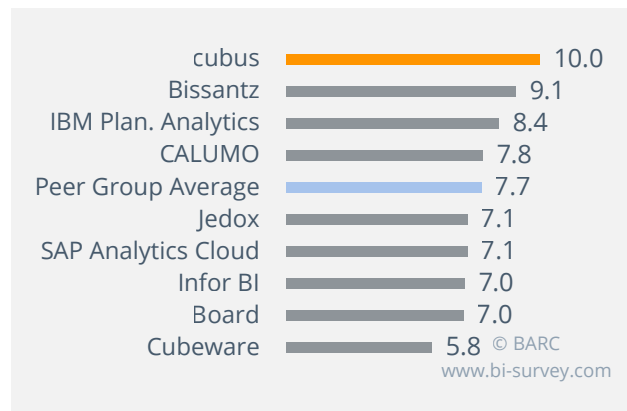
Ad hoc query – Top-ranked
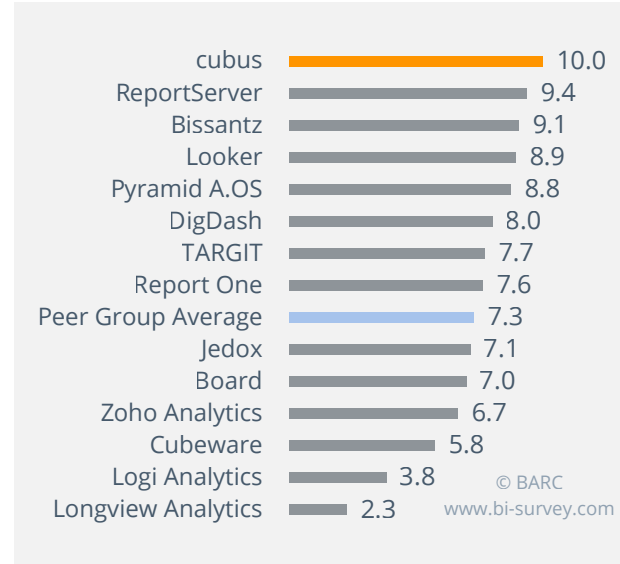
Peer group: Ad hoc reporting-focused products

cubus	10.0
Phocas	9.6
Looker	8.9
Pyramid A.OS	8.8
IBM Plan. Analytics	8.4
Tableau	8.1
Qlik Sense	8.0
DigDash	8.0
Yellowfin	8.0
Exago	7.8
CALUMO	7.8
Peer Group Average	7.7
TARGIT	7.7
Jedox	7.1
Infor BI	7.0
Dundas	6.8
Zoho Analytics	6.7
Cubeware	5.8
MS Excel	4.7

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Ad hoc query – Top-ranked

Peer group: Integrated performance management products

cubus	10.0
Bissantz	9.1
IBM Plan. Analytics	8.4
CALUMO	7.8
Peer Group Average	7.7
Jedox	7.1
SAP Analytics Cloud	7.1
Infor BI	7.0
Board	7.0
Cubeware	5.8

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Ad hoc query – Top-ranked

Peer group: EMEA-focused vendors

cubus	10.0
ReportServer	9.4
Bissantz	9.1
Looker	8.9
Pyramid A.OS	8.8
DigDash	8.0
TARGIT	7.7
Report One	7.6
Peer Group Average	7.3
Jedox	7.1
Board	7.0
Zoho Analytics	6.7
Cubeware	5.8
Logi Analytics	3.8
Longview Analytics	2.3

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Ad hoc query – Top-ranked

Peer group: OLAP analysis-focused products

cubus	10.0
ReportServer	9.4
Bissantz	9.1
Pyramid A.OS	8.8
IBM Plan. Analytics	8.4
CALUMO	7.8
TARGIT	7.7
Peer Group Average	7.7
Report One	7.6
Jedox	7.1
Infor BI	7.0
Board	7.0
Cubeware	5.8
MS Excel	4.7

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Ad hoc query

BARC Viewpoint

Ad hoc query and OLAP analyses for business users are key strengths of cubus EV. cubus EV is integrated in outperform to report multidimensional data and also supports dynamic analysis in the web client. The module provides comprehensive functionality for navigating dimensional data (e.g., drill operations, slicing & dicing) and data operations (e.g., filtering, grouping, ranking, conditional formatting). Moreover, companies can also use the Excel add-ins of their underlying databases to implement ad hoc reporting (e.g., Oracle Hyperion Smart View in the case of Oracle Essbase or IBM Planning Analytics for Microsoft Excel in the case of IBM Cognos TM1). This year, outperform is ranked top for 'Ad hoc query' in all of its peer groups.
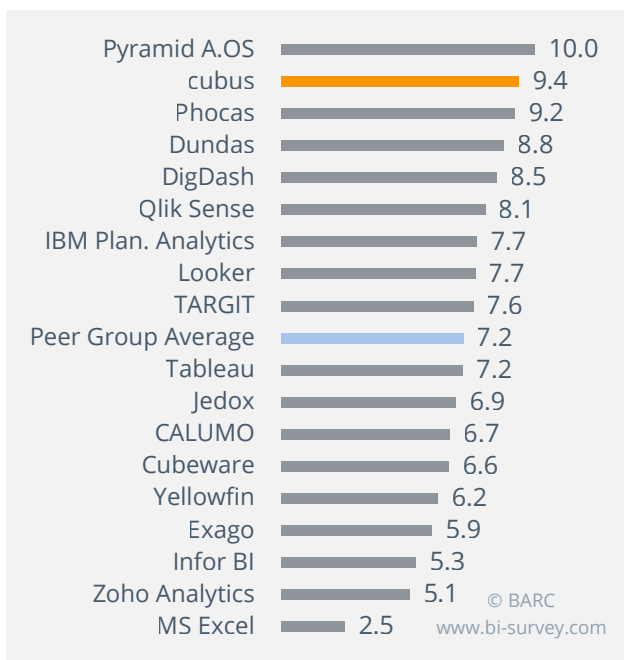
Analyses

This KPI is based on how users rate their BI tool for performing analyses
(KPI calculations, data navigation, predefined analyses)
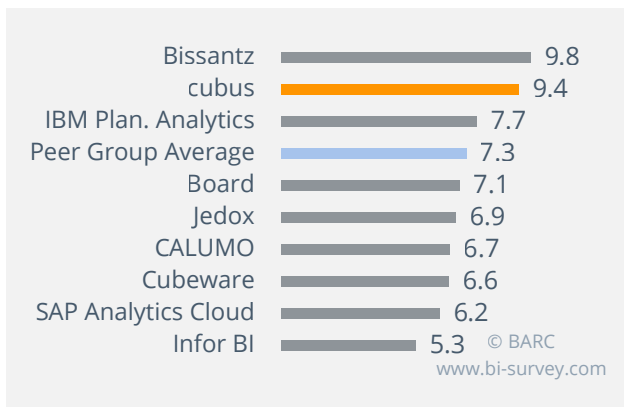
Analyses – Leader

Peer group: Ad hoc reporting-focused products

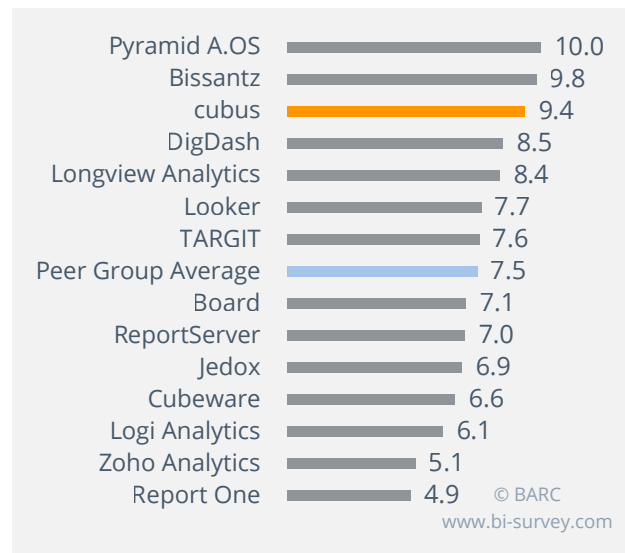|	
Pyramid A.OS	10.0
cubus	9.4
Phocas	9.2
Dundas	8.8
DigDash	8.5
Qlik Sense	8.1
IBM Plan. Analytics	7.7
Looker	7.7
TARGIT	7.6
Peer Group Average	7.2
Tableau	7.2
Jedox	6.9
CALUMO	6.7
Cubeware	6.6
Yellowfin	6.2
Exago	5.9
Infor BI	5.3
Zoho Analytics	5.1
MS Excel	2.5

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Analyses – Leader

Peer group: Integrated performance management products

Bissantz	9.8
cubus	9.4
IBM Plan. Analytics	7.7
Peer Group Average	7.3
Board	7.1
Jedox	6.9
CALUMO	6.7
Cubeware	6.6
SAP Analytics Cloud	6.2
Infor BI	5.3

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Analyses – Leader

Peer group: EMEA-focused vendors

Pyramid A.OS	10.0
Bissantz	9.8
cubus	9.4
DigDash	8.5
Longview Analytics	8.4
Looker	7.7
TARGIT	7.6
Peer Group Average	7.5
Board	7.1
ReportServer	7.0
Jedox	6.9
Cubeware	6.6
Logi Analytics	6.1
Zoho Analytics	5.1
Report One	4.9

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Analyses – Leader

Peer group: OLAP analysis-focused products

Pyramid A.OS	10.0
Bissantz	9.8
cubus	9.4
IBM Plan. Analytics	7.7
TARGIT	7.6
Board	7.1
Peer Group Average	7.0
ReportServer	7.0
Jedox	6.9
CALUMO	6.7
Cubeware	6.6
Infor BI	5.3
Report One	4.9
MS Excel	2.5

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BARC Viewpoint

Dynamic analyses on multidimensional data in the web client are usually done with cubus EV (or the Excel add-ins of the product's underlying databases are used). Intuitive and business user-friendly functionality for OLAP analyses is a particular strength of cubus EV (including drill operations, slice & dice, pivot etc.). Furthermore, outperform's chart engine offers modern chart types such as micro charts and small multiples as well as classical business charts for data visualization. Using the comprehensive setting options for charts, IBCS-compliant charts can be implemented based on Hichert's visual design rules. Overall, cubus achieves four very respectable leading ranks for the 'Analyses' KPI in all of its peer groups.
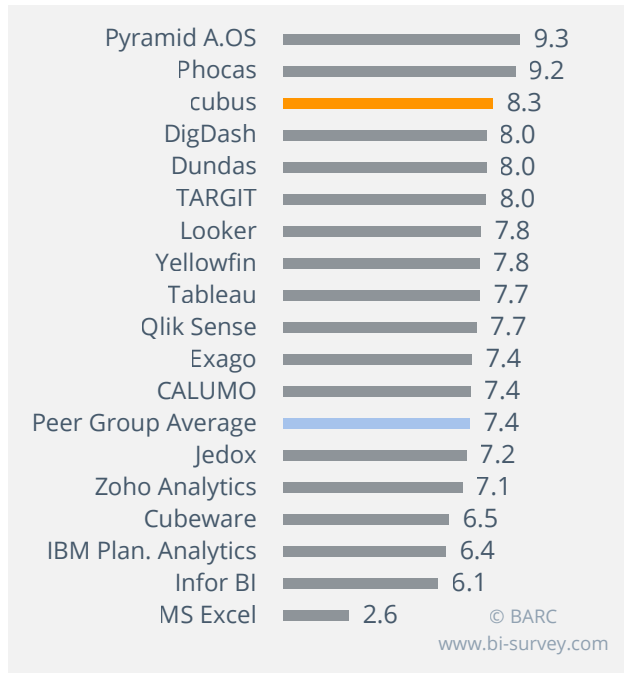
Functionality

This KPI combines the 'Dashboards', 'Ad hoc query', 'Analyses', 'Distributi-on of reports' and 'Planning & budgeting' KPIs.
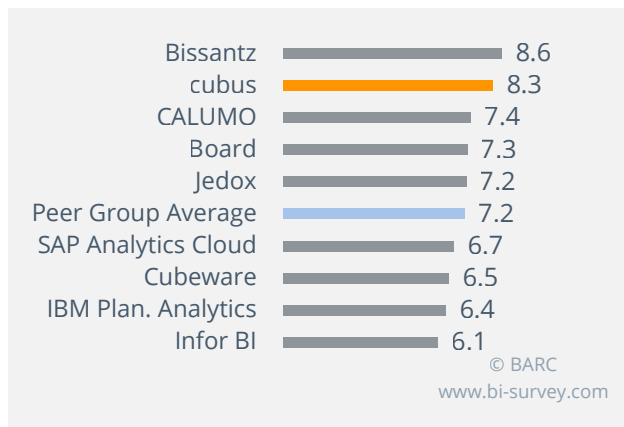
Functionality – Leader
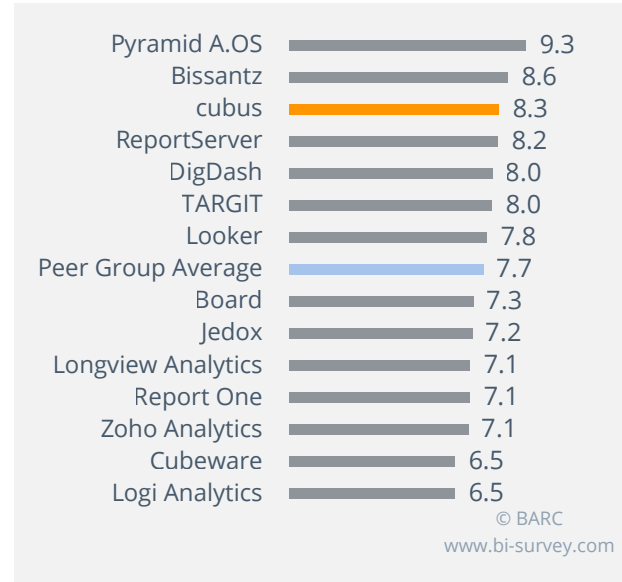
Peer group: Ad hoc reporting-focused products

Pyramid A.OS	9.3
Phocas	9.2
cubus	8.3
DigDash	8.0
Dundas	8.0
TARGIT	8.0
Looker	7.8
Yellowfin	7.8
Tableau	7.7
Qlik Sense	7.7
Exago	7.4
CALUMO	7.4
Peer Group Average	7.4
Jedox	7.2
Zoho Analytics	7.1
Cubeware	6.5
IBM Plan. Analytics	6.4
Infor BI	6.1
MS Excel	2.6

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Functionality – Leader

Peer group: Integrated performance management products

Bissantz	8.6
cubus	8.3
CALUMO	7.4
Board	7.3
Jedox	7.2
Peer Group Average	7.2
SAP Analytics Cloud	6.7
Cubeware	6.5
IBM Plan. Analytics	6.4
Infor BI	6.1

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Functionality – Leader

Peer group: EMEA-focused vendors

Pyramid A.OS	9.3
Bissantz	8.6
cubus	8.3
ReportServer	8.2
DigDash	8.0
TARGIT	8.0
Looker	7.8
Peer Group Average	7.7
Board	7.3
Jedox	7.2
Longview Analytics	7.1
Report One	7.1
Zoho Analytics	7.1
Cubeware	6.5
Logi Analytics	6.5

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Functionality – Leader

Peer group: OLAP analysis-focused products

Pyramid A.OS	9.3
Bissantz	8.6
cubus	8.3
ReportServer	8.2
TARGIT	8.0
CALUMO	7.4
Board	7.3
Jedox	7.2
Peer Group Average	7.2
Report One	7.1
Cubeware	6.5
IBM Plan. Analytics	6.4
Infor BI	6.1
MS Excel	2.6

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Functionality

BARC Viewpoint

outperform is an integrated CPM solution with functionality for planning, simulation, strategy implementation (balanced sco-recard) and project portfolio management (cubus PM). The aggregated 'Functionality' KPI shows that besides comprehensive planning and budgeting functionality, outperform also offers good options for ad hoc query and OLAP analysis for end users. At its core, outperform is essentially a planning and forecasting tool with integ-rated CPM and BI functionality. The product offers predefined business content, data models and logic. For ad hoc reporting and dynamic OLAP analyses on the web, cubus EV Analytics is integrated in outperform. In this year's BI Survey, cubus achieves lea-ding ranks for the aggregated 'Functionality' KPI in all of its peer groups.
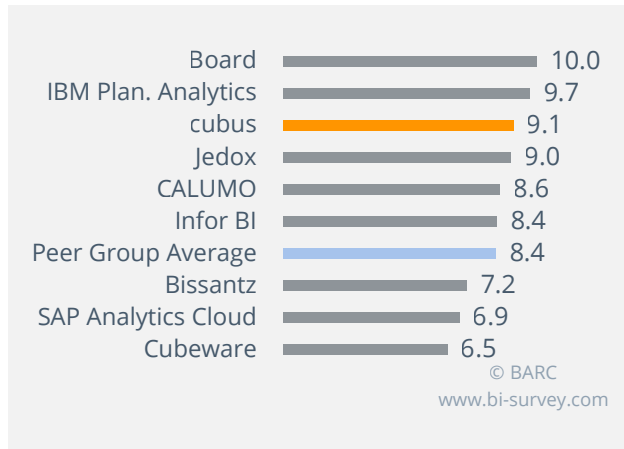
Planning and budgeting

The 'Planning and budgeting' KPI is based on how users rate their BI tool in terms of its planning & budgeting capabilities (modeling, masks, workflows, plan data input).

Planning and budgeting – Leader

Peer group: Integrated performance management products

Board	10.0
IBM Plan. Analytics	9.7
cubus	9.1
Jedox	9.0
CALUMO	8.6
Infor BI	8.4
Peer Group Average	8.4
Bissantz	7.2
SAP Analytics Cloud	6.9
Cubeware	6.5

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BARC Viewpoint — Planning & budgeting

At its core, outperform is essentially a planning and forecasting tool with integrated CPM and BI functionality. The product is a flexible development environment for all kinds of planning approaches (top-down, bottom-up or combinations of both) and planning topics. The development environment provides flexible modeling of individual applications and offers predefined business content and logic for various planning and CPM topics as standard. The Excel-like user interface and web functionality are designed for use by planners in business departments. Planning functionality in cubus EV has been enhanced in recent versions so it can now be used as an alternative planning user interface. cubus achieves third place for 'Planning and budgeting' in the 'Integrated performance management products' peer group.

BARC — Business Application Research Center

BARC is a leading enterprise software industry analyst and consulting firm delivering information to more than 1,000 customers each year. Major companies, government agencies and financial institutions rely on BARC's expertise in software selection, consulting and IT strategy projects.

For over twenty years, BARC has specialized in core research areas including Data Management (DM), Business Intelligence (BI), Customer Relationship Management (CRM) and Enterprise Content Management (ECM).

BARC's expertise is underpinned by a continuous program of market research, analysis and a series of product comparison studies to maintain a detailed and up-to-date understanding of the most important software vendors and products, as well as the latest market trends and developments.

BARC research focuses on helping companies find the right software solutions to align with their business goals. It includes evaluations of the leading vendors and products using methodologies that enable our clients to easily draw comparisons and reach a software selection decision with confidence. BARC also publishes insights into market trends and

developments, and dispenses proven best practice advice.

BARC consulting can help you find the most reliable and cost effective products to meet your specific requirements, guaranteeing a fast return on your investment. Neutrality and competency are the two cornerstones of BARC's approach to consulting. BARC also offers technical architecture reviews and coaching and advice on developing a software strategy for your organization, as well as helping software vendors with their product and market strategy.

BARC organizes regular conferences and seminars on Business Intelligence, Enterprise Content Management and Customer Relationship Management software. Vendors and IT decision-makers meet to discuss the latest product updates and market trends, and take advantage of valuable networking opportunities.

For further information see:

www.barc-research.com

Other Surveys

The BARC **BI Trend Monitor 2019** reflects on the trends currently driving the BI and data management market from a user perspective. We asked close to 2,700 users, consultants and vendors for their views on the most important BI trends.

The Planning Survey 19 is the world's largest survey of planning software users. Based on a sample of over 1,300 responses, it offers an unsurpassed level of user feedback on 22 leading planning products. Find out more at **www.bi-survey.com**

The Advanced Analytics Survey 19 - BARC's new survey-based study - gauges satisfaction among advanced analytics, data discovery and data preparation software users worldwide. Ten leading software products are compared in detail.

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