

# The Planning Survey 18

*The world's largest survey of planning software users*

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

**IBM Planning Analytics**



A CXP GROUP COMPANY



*Peer Group*  
**Enterprise Software Vendors**

**1. Top-ranked in**  
 Project success  
 Business value  
 Recommendation  
 Product satisfaction  
 Performance satisfaction  
 Planning functionality  
 Reporting/analysis functionality  
 Ease of use  
 Simulation & scenario analysis  
 User experience  
 Considered for purchase  
 Competitiveness  
 .....

**Leader in**  
 Business benefits  
 Implementer support  
 Flexibility  
 Self-service  
 Driver-based planning

*Peer Group*  
**Global Vendors**


**1. Top-ranked in**  
 Performance satisfaction  
 Simulation & scenario analysis  
 User experience  
 Considered for purchase  
 Competitiveness  
 .....

**Leader in**  
 Implementer support  
 Planning functionality  
 Reporting/analysis functionality

*Peer Group*  
**Flexible Planning Platforms**

**1. Top-ranked in**  
 Performance satisfaction  
 Simulation & scenario analysis  
 Driver-based planning  
 Considered for purchase  
 Competitiveness  
 .....

**Leader in**  
 Planning functionality  
 User experience

 **BARC Summary**

With 25 top ranks and 13 leading ranks, IBM once again achieves an excellent set of results in this year's Planning Survey. Excellent ratings in numerous important KPIs help to consolidate Planning Analytics' position as a leading global planning and analysis product. Companies can benefit from using Planning Analytics in terms of increased transparency of planning, improved integration of planning with reporting/analysis and more precise/detailed planning leading to a better quality of planning results. 84 percent of respondents are 'somewhat satisfied' or 'very satisfied' with Planning Analytics, a major reason behind its high recommendation rate of 86 percent. With Planning Analytics, IBM offers a flexible, feature rich planning and OLAP analysis product based on a high performance and scalable in-memory technology.



Peer Group  
BI-focused Products

**1. Top-ranked in**

Simulation & scenario analysis  
Considered for purchase  
Competitiveness

.....

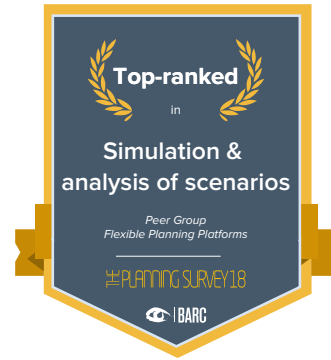
**Leader in**

Performance satisfaction  
Integrated planning  
Driver-based planning





# The Planning Survey 18 IBM Planning Analytics top ranks



“ Der Mercedes unter den multidimensionalen Datenbanken, sehr flexibel und sicher.

BARC PLANNING SURVEY 18

” IT employee, transportation and logistics, > 2.500 employees

“ Flexibles Tool das die Freiheit von Excel mit der Stringenz einer Datenbank kombiniert... genau das, was man braucht!!

BARC PLANNING SURVEY 18

” CEO, banking and finance, > 2.500 employees

“ Sehr leistungsfähige, skalierbare Plattform mit kurzen Implementierungszeiten. Hohe Akzeptanz im Fachbereich durch nahtlose Excel-Integration. Funktionalität ermöglicht auch sehr komplexe Analysen. Überschaubarer Einarbeitungsaufwand durch intuitive Oberfläche gestattet weitgehende Implementierung durch Fachbereiche selbst.

BARC PLANNING SURVEY 18

” Person responsible/Project manager for departmental BI, process industry, > 2.500 employees

“ Good complete tool that covers all use cases of planning.

BARC PLANNING SURVEY 18

” Consultant, IT, 101-2.500 employees

“ Flexibel, performant, hohe Implementierungsgeschwindigkeit und dadurch geringere Implementierungskosten.

BARC PLANNING SURVEY 18

” Person responsible/Project manager for BI from IT department, manufacturing, > 2.500 employees



## IBM Planning Analytics overview

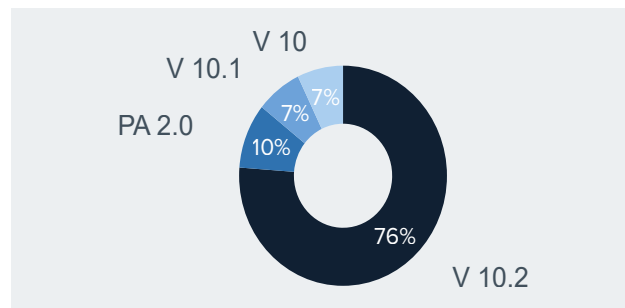
IBM is one of the world's largest vendors of IT hardware, software and services. The company, which generated \$ 79.1 billion in revenues in 2017, has a global workforce of approximately 380,000 employees and is active in over 170 countries. At the end of 2007, IBM purchased the Canadian software vendor Cognos for about \$ 5 billion (including Planning Analytics, formerly TM1) to become the center of its future BI product portfolio.

IBM offers a comprehensive portfolio of on-premises and cloud BI, performance management (planning, financial consolidation, disclosure management) and advanced analytics solutions. The core offering consists of IBM's Analytics portfolio, Planning Analytics, Watson Analytics and SPSS Predictive Analytics.

Planning Analytics (formerly Cognos TM1) – IBM's strategic planning product – is a core element in IBM's performance management portfolio and has been on the market since the 1980s. Due to Planning Analytics' rich functionality for planning and OLAP analysis, and its in-memory technology, the product plays a strategic role for IBM. Planning Analytics is

### Versions used

n= 93



essentially a high-performance, multidimensional in-memory database for planning and analysis with Excel and web front ends. The product is a development environment targeted at power users that, like Excel, is initially open for all kinds of applications (planning, analysis, strategy management). Therefore Planning Analytics has no dominant focus on certain topics and only a little predefined business content is available with the product.

Planning Analytics is used by enterprises of all sizes and industry sectors. The product is suitable for creating data entry screens for multiple sub-budgets, consolidating their results, and running simple to highly complex calculations. Hundreds of solutions – from small-scale departmental tools to installations with thousands of users – have been implemented worldwide. Resources and expertise for Planning Analytics are widespread.

### IBM Planning Analytics customer responses

This year we had 126 responses from IBM Planning Analytics users. 76 percent of them used Version 10.2, 10 percent Version PA 2.0, 7 percent Version 10.1 and 7 percent Version 10.

## BARC THE PLANNING SURVEY 18

The Planning Survey 18 is based on findings from the world's largest and most comprehensive survey of planning software users, conducted from November 2017 to February 2018. In total, 1,465 people responded to the survey with 875 answering a series of detailed questions about their usage of a named product. Altogether, 17 products (or groups of products) are analyzed in detail.

The Planning Survey 18 examines user feedback on planning product selection and usage across 24 criteria (KPIs) including business benefits, project success, business value, recommendation, customer satisfaction, user experience, planning functionality and competitiveness.

This document contains just a selection of the headline findings for IBM Planning Analytics. 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](#).

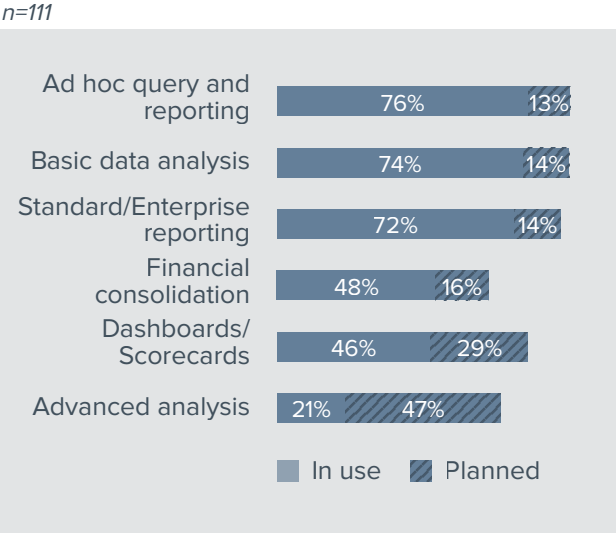


# User and Use Case Demographics

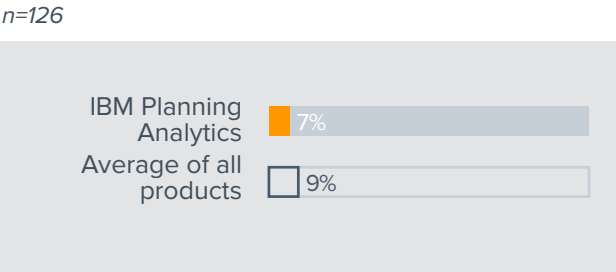
## BARC Comment

Besides planning, customers mainly use IBM Planning Analytics for ad hoc query and reporting, basic data analysis and standard/enterprise reporting. 47 percent of respondents plan to use it for advanced analysis in the future. IBM Planning Analytics targets mid-sized companies and large corporations across all industries. 61 percent of our sample of IBM Planning Analytics customers come from large companies (more than 2,500 employees) with a median of 100 users (with 50 of them using planning functionality), but the mean of 450 users (262 for planning) indicates there are also some larger implementations. 69 percent of IBM Planning Analytics users are planning users – above the survey average of 62 percent – reflecting the fact that IBM Planning Analytics is essentially a planning tool rather than a BI tool.

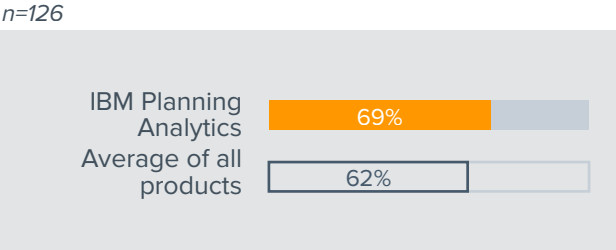
### Current vs. planned use (besides planning)



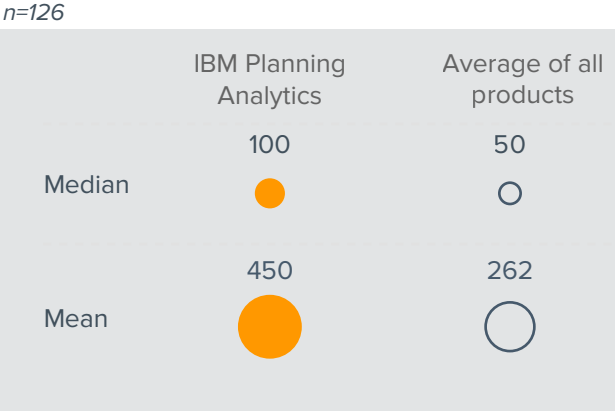
### Percentage of employees using IBM Planning Analytics



### Planning users (as a percentage of all users)



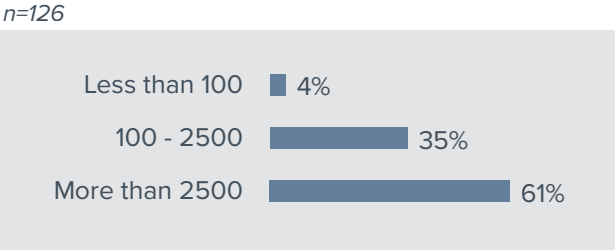
### Total number of users per company



### Planning users per company



### Company size (employees)



## The KPIs

The Planning Survey 18 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 Planning 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 25-35% of products listed in the chart.

## Peer Group Classification

The Planning Survey 18 features a range of different types of planning, budgeting and forecasting products so we use peer groups to help identify competing products. The peer groups have been defined by BARC analysts using their experience and judgment, with segmentation based on the following key factors:

1. Category of planning product – Is the product focused on flexibly implementing completely individual planning requirements, on predefined planning solutions for particular topics or industries, or on supporting financial corporate management within companies?
2. Specialization – Is the vendor a performance management/planning specialist or does it offer a broader portfolio of enterprise software for a variety of business requirements?
3. Geographical reach – Does the vendor have a truly global reach or does it do the vast majority of its business in Europe?
4. Focus – Is the product focused on planning and performance management only or also on business intelligence?

IBM Planning Analytics features in the following peer groups:

- Enterprise Software Vendors
- Global Vendors
- Flexible Planning Platforms
- BI-focused Products

## Peer Groups Overview

### Flexible Planning Platforms

Flexible planning platforms are most suitable for developing and implementing bespoke planning solutions to meet a unique set of requirements. They usually offer limited predefined content.

### Solution-focused Planning Products

Solution-focused planning products are usually based on, or supplemented by, predefined planning solutions designed for particular applications (e.g. integrated financial planning, HR) or industries (e.g. energy, manufacturing).

### Financial Performance Management Products

Financial performance management products are standardized applications that support use cases such as financial planning (P&L, balance sheet, cash flow), consolidation and financial reporting.

### Enterprise Software Vendors

Enterprise software vendors have a broad portfolio including most (or all) types of business software.

### Global Vendors

Global vendors have a truly global sales and marketing reach. They are present worldwide, and their products are used all around the world.

### European Vendors

European vendors are headquartered in Europe and do the majority of their business there.

### BI-focused Products

Besides planning and performance management, BI-focused products target use cases such as standard reporting, ad hoc reporting, analysis, advanced analytics and dashboarding.



# Business benefits & Project success



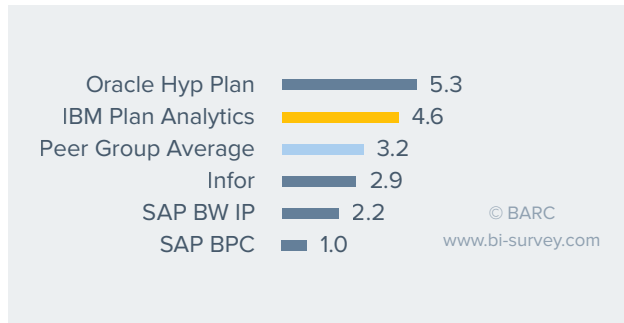
The 'Business benefits' KPI is based on the achievement level of a variety of business benefits.

The 'Project success' KPI is based on the implementation satisfaction level and the frequency of projects completed on time and on budget.

## Business benefits – Leader



Peer Group: Enterprise Software Vendors



## BARC Viewpoint

## Business benefits



Planning Analytics offers flexible and comprehensive planning functionality with complementary options for Excel-based reporting and OLAP analysis. Business benefits such as increased transparency of planning, improved integration of planning with reporting/analysis and more precise/detailed planning leading to a better quality of planning results are achieved by an above-average proportion of Planning Analytics users compared to other planning products, particularly in the 'Enterprise Software Vendors' peer group. This clearly underlines the fact that, compared with, for example, SAP's planning products or Infor, Planning Analytics creates real business value for companies and many customers benefit from using the product.

## Project success

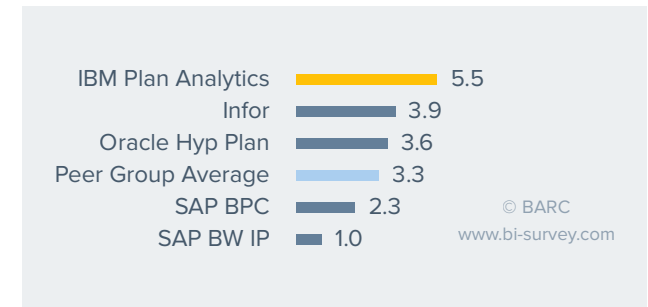
## BARC Viewpoint

According to customers, projects with Planning Analytics are often successful. 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. Consequently, Planning Analytics is ranked top for 'Project success' in the 'Enterprise Software Vendors' peer group, clearly beating all of its international rivals. The flexibility of Planning Analytics as an Excel-based development environment targeted at power users might also contribute to the success of projects because many different planning and OLAP analysis requirements can be addressed with the product.

## Project success – Top-ranked



Peer Group: Enterprise Software Vendors



# Recommendation & Business value



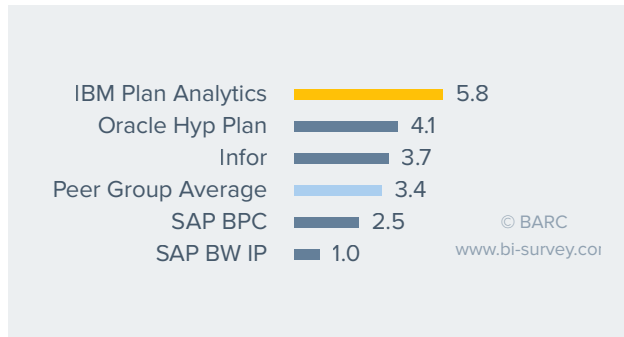
The 'Recommendation' KPI is based on the proportion of users that say they would recommend the product to others.

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

## Recommendation – Top-ranked



Peer Group: Enterprise Software Vendors



## BARC Viewpoint

## Recommendation



Planning Analytics customers are largely satisfied with the product. 33 percent of respondents say they have no significant problems using Planning Analytics and 84 percent say they are 'somewhat satisfied' or 'very satisfied'. These factors contribute to Planning Analytics' high recommendation rate, which is excellent in the 'Enterprise Software Vendors' peer group. Many customers feel they can recommend the product to other organizations. Recommendation is an important factor in winning new customers. If customers are not satisfied with their implementations, the support or the benefits they achieve with a product, they are much less likely to recommend it to other companies.



## Business value

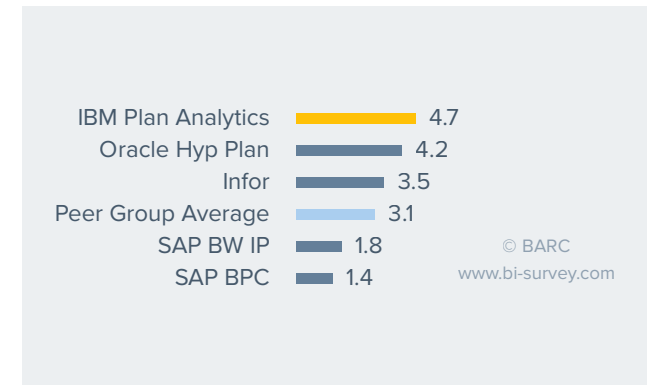
## BARC Viewpoint

IBM Planning Analytics creates real business value for companies and many customers are satisfied with both IBM and its planning product. Compared to its rivals Infor, Oracle and SAP in the 'Enterprise Software Vendors' peer group, the level of implementation satisfaction as well as the frequency of projects completed on time and on budget is high. Project goals defined at the outset are often reached. Business benefits often achieved with Planning Analytics include increased transparency of planning, improved integration of planning with reporting/analysis and more precise/detailed planning leading to a better quality of planning results. The product comes highly recommended by its customers.

## Business value – Top-ranked



Peer Group: Enterprise Software Vendors



# Implementer support

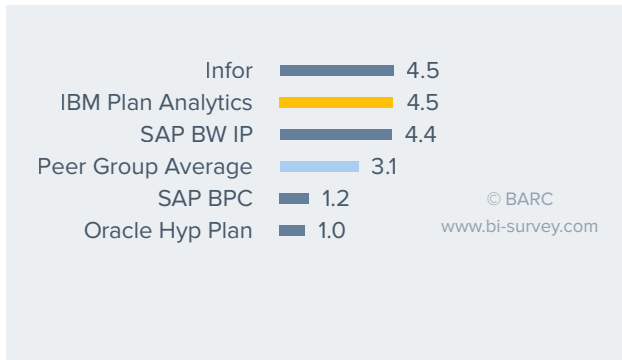


This KPI measures user satisfaction with the level of the implementer's support for the product.

## Implementer support – Leader



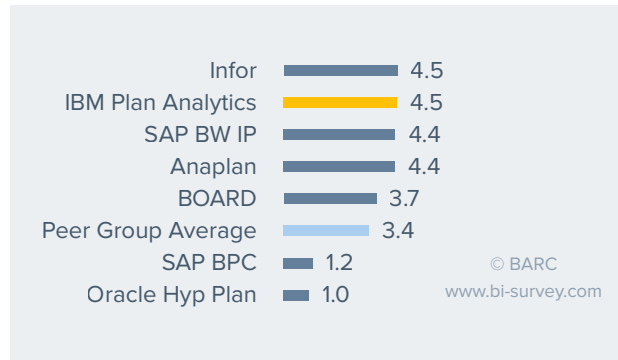
Peer Group: Enterprise Software Vendors



## Implementer support – Leader



Peer Group: Global Vendors



## BARC Viewpoint

Resources and expertise for Planning Analytics are widespread in the market place. Many partners provide knowledge and consulting services for customers, and they seem to do a great job in their implementation projects. Planning Analytics is sold by the vendor itself as well as by partners, who often focus on specific solutions, industries or regions. IBM is rated as a leader in the ‘Enterprise Software Vendors’ and ‘Global Vendors’ peer groups. The company empowers its implementing partners in a way its large international competitors such as SAP or Oracle cannot match.

# Product satisfaction & Self-service



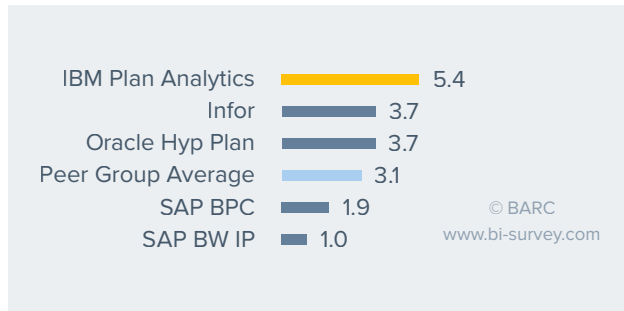
The 'Product satisfaction' KPI is based on the frequency of problems encountered with the product.

The 'Self-service' KPI is based on how many sites currently use self-service features with their planning tool.

## Product satisfaction – Top-ranked



Peer Group: Enterprise Software Vendors



## Product satisfaction



Planning Analytics as a high-performance, multidimensional in-memory database for planning and OLAP analysis with Excel and web front ends seems to hit the spot for many companies. The product is typically deployed in business departments in mid-size and large companies. Planning Analytics' flexibility and particularly its performance and scalability seem to convince customers, leading to a high overall product satisfaction rate. The product is suitable for creating data entry screens for multiple sub-budgets, consolidating their results, and running simple to highly complex calculations. Targeted at power users, like Excel, Planning Analytics is initially open for all kinds of applications (planning, analysis, strategy management etc.). Problems encountered with the product are quite rare. In fact, 33 percent of customers say they have no significant problems at all with the product.



## Self-service

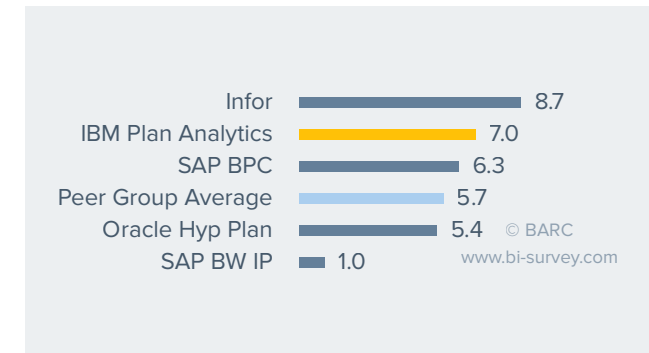


Planning Analytics – a flexible development environment – is targeted at power users in business departments that use the Excel-based product and its multidimensional database to create individual planning applications in a self-service manner. Business power users in controlling and finance departments typically require little technical knowledge except for data management (particularly data integration) to work with the product. The Planning Analytics front ends are easy to use and meet the needs of most business users. Using the cloud version of Planning Analytics, the implementation of self-service planning in business departments is even easier, requiring just a minimum of IT resources to work with the product. However, back-end work should be carried out by well-trained, technical power users.

## Self-service – Leader



Peer Group: Enterprise Software Vendors





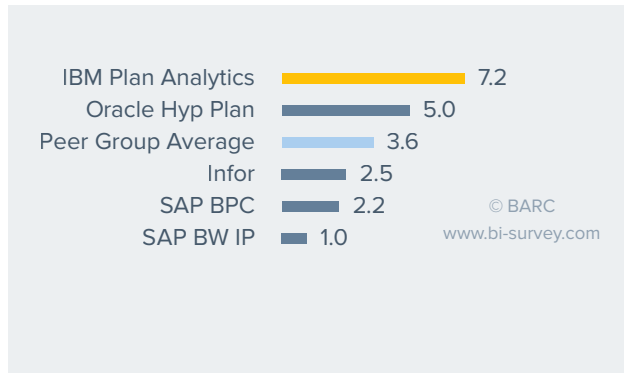
# Performance satisfaction



This KPI measures the frequency of complaints about the system's performance.

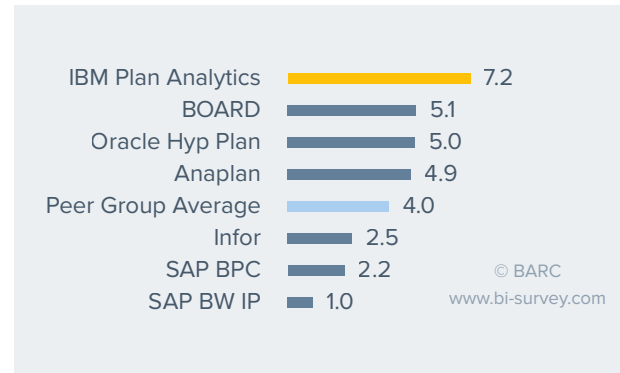
## Performance satisfaction – Top-ranked

Peer Group: Enterprise Software Vendors



## Performance satisfaction – Top-ranked

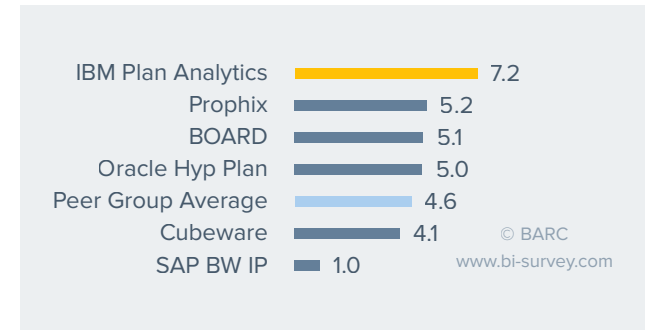
Peer Group: Global Vendors



# Performance satisfaction

## Performance satisfaction – Top-ranked

Peer Group: Flexible Planning Platforms

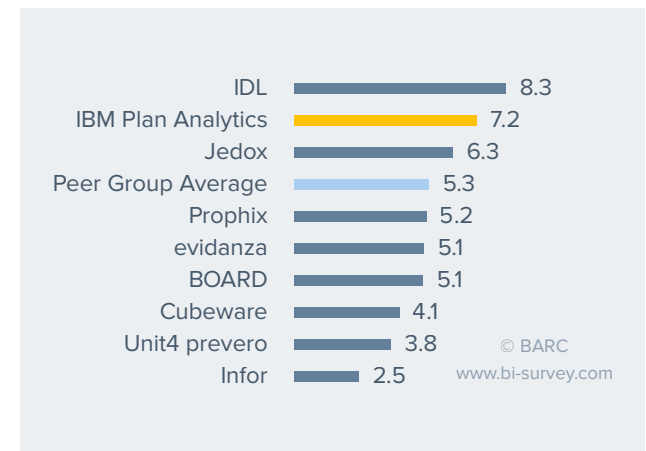


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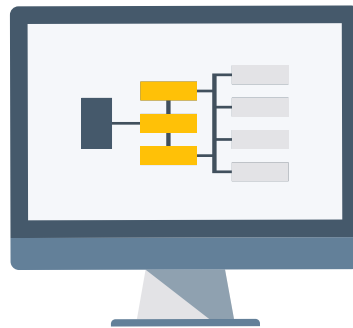
IBM Planning Analytics is essentially a high-performance, multidimensional in-memory database for planning and analysis with Excel and web front ends. The scalable product is used in thousands of implementations worldwide, from small-scale departmental scenarios with just a few users and small data volumes to installations with thousands of users. Performance satisfaction is high among users, an impressive finding given the size of many Planning Analytics deployments. Indeed ‘Convincing performance’ is the second most frequent reason why customers buy Planning Analytics. Its in-memory database is clearly capable of handling large data volumes as well as large numbers of users. IBM has invested heavily in scalability and performance improvements in recent versions of the product, which is a major differentiator to rival products.

## Performance satisfaction – Leader

Peer Group: BI-focused Products



# Planning functionality

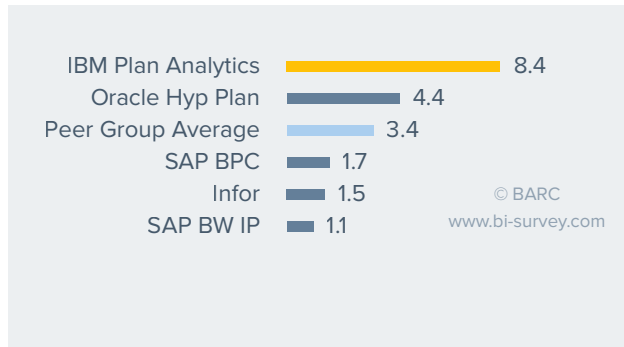


This KPI measures user satisfaction with the planning functionality of the product.

## Planning functionality – Top-ranked



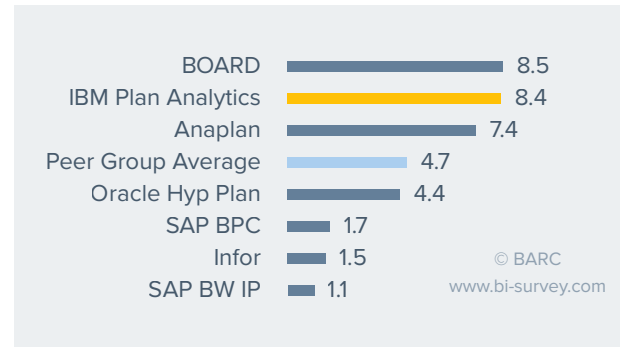
Peer Group: Enterprise Software Vendors



## Planning functionality – Leader



Peer Group: Global Vendors



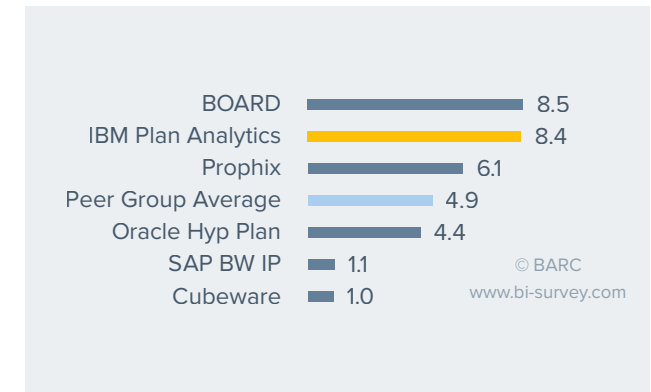
## Planning functionality



## Planning functionality – Leader



Peer Group: Flexible Planning Platforms



‘Good coverage of planning specific requirements’ is another prominent reason why companies buy Planning Analytics. The majority of IBM customers are satisfied with the product’s planning functionality. Both centralized top-down and decentralized bottom-up planning scenarios can be implemented with the company’s own flexible multidimensional in-memory database in a familiar spreadsheet environment. As a flexible, Excel-based platform for building individual, complex business logic for planning applications, Planning Analytics provides functionality for various planning tasks and use cases. Customers can create random planning models on different aggregation levels (strategic as well as operational planning) for an integrated enterprise planning approach (including financial planning).

# Reporting/analysis functionality

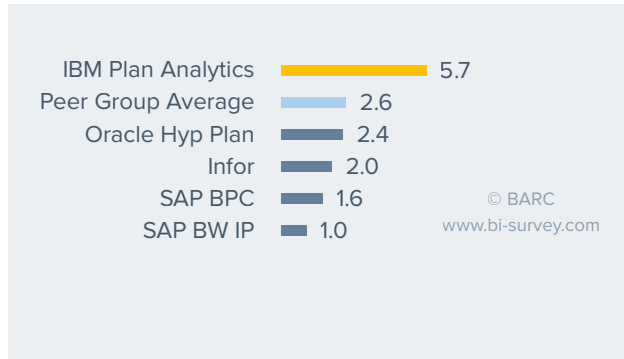


This KPI measures user satisfaction with the reporting/analysis functionality of the product.

## Reporting/analysis functionality – Top-ranked



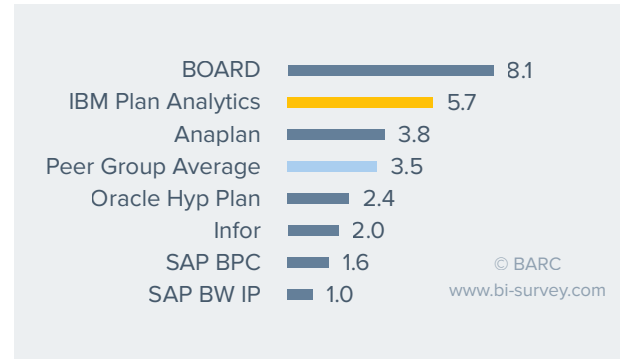
Peer Group: Enterprise Software Vendors



## Reporting/analysis functionality – Leader



Peer Group: Global Vendors



## Reporting/analysis functionality



IBM Planning Analytics is essentially a planning tool rather than a BI tool, a fact underlined by many of its KPI results in this year's Planning Survey. However, besides planning functionality, the product also offers good ad hoc reporting and OLAP analysis capabilities for end users. Reporting and analysis generally takes place in Excel using native Excel functionality. Using Excel as its main front end, users have planning as well as reporting and analysis functionality available in one single environment. Reports or analyses on actuals and plan data can be created using the same methods used for creating planning forms, and also by using familiar Excel functionality. At the push of a button, results can be published in the Planning Analytics web client and are available in a browser. In this way, decentralized users can access reports or dashboards (e.g., on planning results) anywhere via the web.

# Flexibility & Ease of use



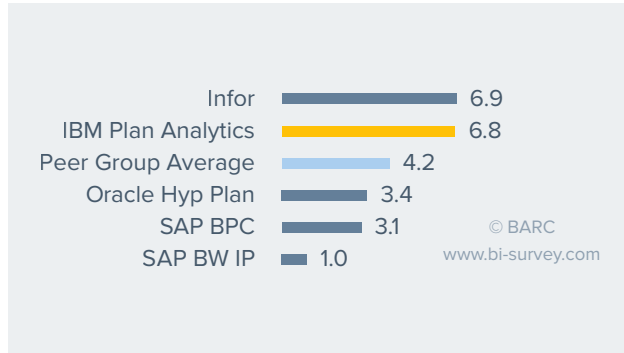
The 'Flexibility' KPI is based on how often the product was chosen for its flexibility, and on the frequency of complaints about user flexibility post implementation.

The 'Ease of use' 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.

## Flexibility – Leader



Peer Group: Enterprise Software Vendors



## BARC Viewpoint

## Flexibility



Flexibility is the main reason why companies choose Planning Analytics. The product is essentially a flexible development environment for creating individual planning applications on different aggregation levels (operational as well as strategic) across various planning topics (e.g., sales, HR or financials) and industries. Planning Analytics is targeted at power users in business departments, who use the multidimensional database and Excel front end to model their own data, a common approach with multidimensional databases. The Planning Analytics Excel front end offers easy-to-use capabilities for creating content (e.g., modeling, templates) in a familiar environment and publishing it to the web.



## Ease of use

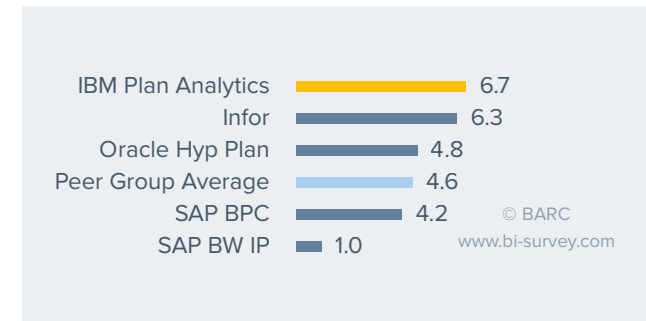
## BARC Viewpoint

Planning Analytics is a user-friendly Excel add-in and multidimensional database. IBM's product vision is to enable business power users to flexibly implement tailored solutions without significant IT support, based on an easy-to-use spreadsheet front end. With its Excel user interface, customers confirm that Planning Analytics is easy to use compared to other enterprise software vendors' planning tools. As a result, IBM is top-ranked for 'Ease of use' in the 'Enterprise Software Vendors' peer group. The Planning Analytics Excel front end offers easy-to-use capabilities for creating content (e.g., modeling, templates) in a familiar environment. Business power users in controlling and finance departments typically require little technical knowledge except for some data management (particularly data integration). The product is designed for the administration, modeling and creation of planning forms as well as planning functionality in business departments.

## Ease of use – Top-ranked

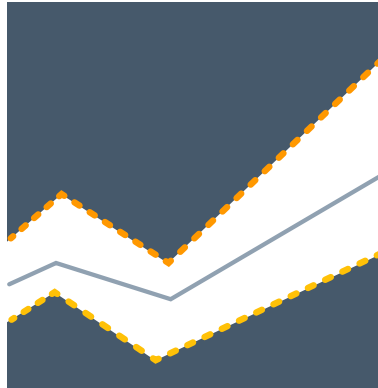


Peer Group: Enterprise Software Vendors





# Simulation & scenario analysis

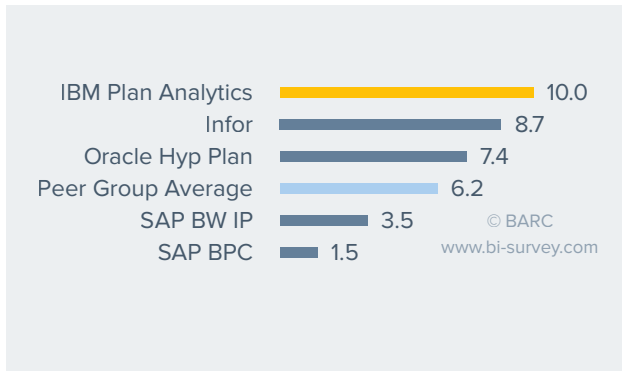


This KPI is based on how many sites currently do simulation and scenario analysis with their planning product.

## Simulation & scenario analysis – Top-ranked



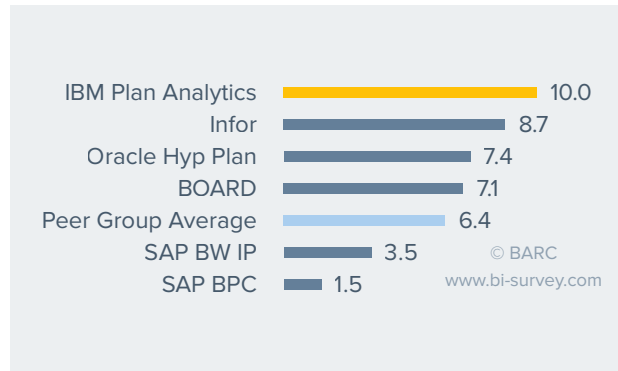
Peer Group: Enterprise Software Vendors



## Simulation & scenario analysis – Top-ranked



Peer Group: Global Vendors



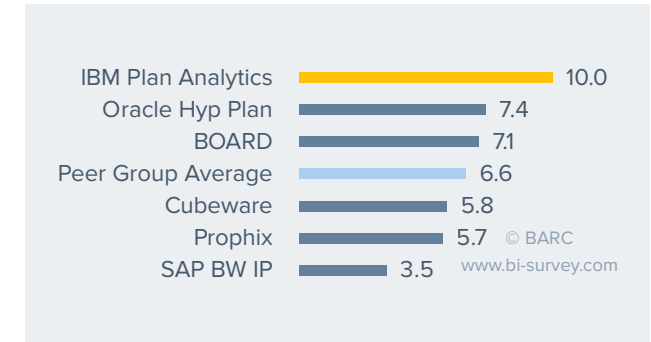
## Simulation & scenario analysis



## Simulation & scenario analysis – Top-ranked



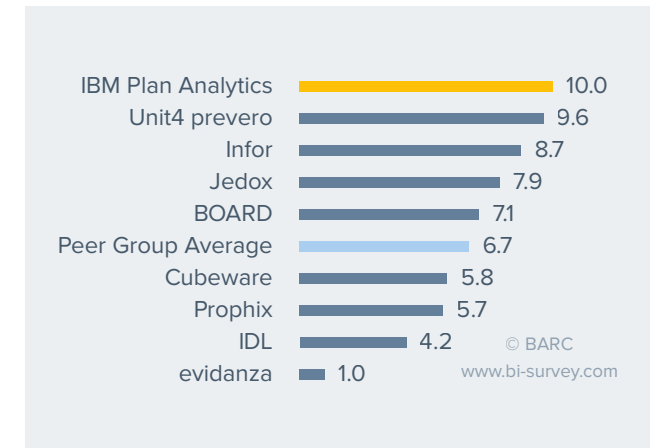
Peer Group: Flexible Planning Platforms



## Simulation & scenario analysis – Top-ranked

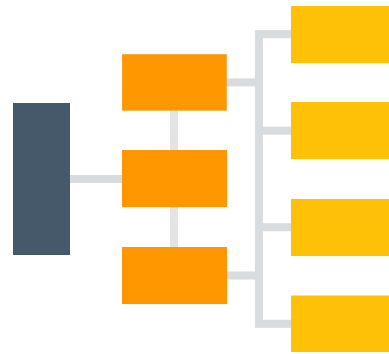


Peer Group: BI-focused Products



Simulation and scenario analysis are a strength of Planning Analytics. Data modification for different scenarios can be carried out in a personal workspace called a sandbox. Sandboxes are available in all Planning Analytics clients. To improve performance, sandboxes only store delta values. Transferring deltas from a sandbox to the server has different effects, depending on the client and the current status of the sandbox. Multiple sandboxes can be stored and restarted as required. The initial data for parameter or structural simulations can be copied from other versions or scenarios. IBM Planning Analytics ranks top for 'Simulation & scenario analysis' in all of its peer groups.

# Driver-based planning

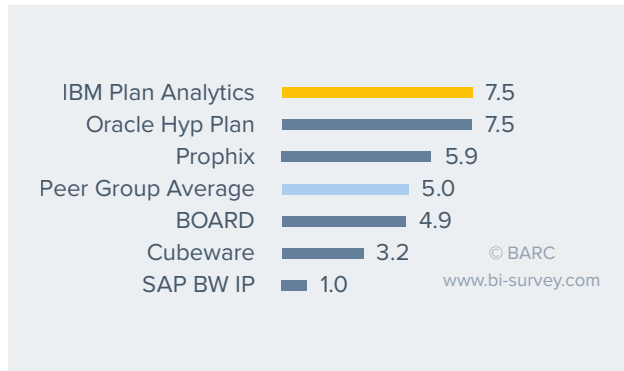


This KPI is based on how many sites currently do driver-based planning with their planning product.

## Driver-based planning – Top-ranked



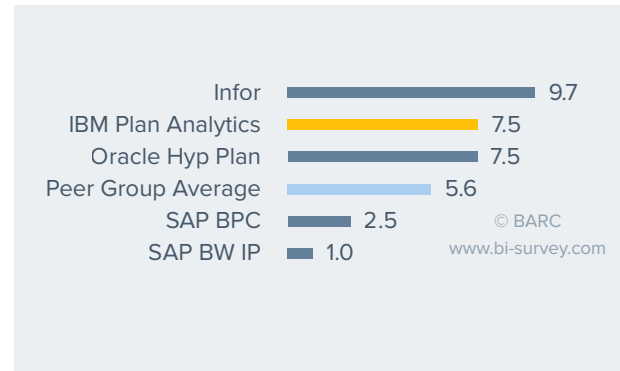
Peer Group: Flexible Planning Platforms



## Driver-based planning – Leader



Peer Group: Enterprise Software Vendors



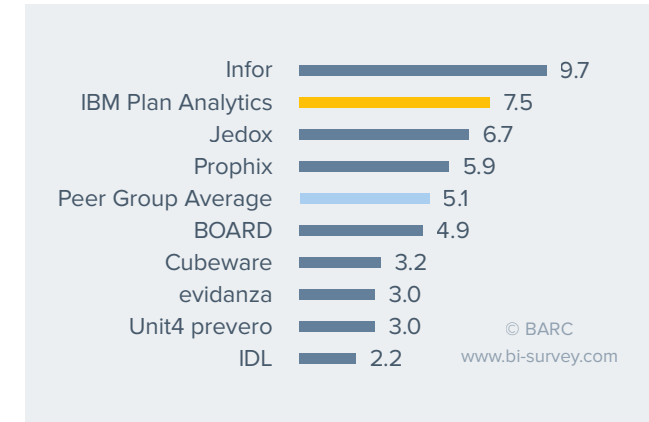
## Driver-based planning



## Driver-based planning – Leader



Peer Group: BI-focused Products



Planning based on real value drivers with consideration of cause-and-effect relationships is a trending topic in the market. The goal behind this approach is typically to focus a company's planning activities on the main business influencing aspects without wasting resources. IBM Planning Analytics customers seem to be satisfied with the options and flexibility the product provides to implement concepts such as driver-based planning. The flexible development environment and multidimensional database allow for a highly individual modeling of the underlying planning model and calculations.

# User experience

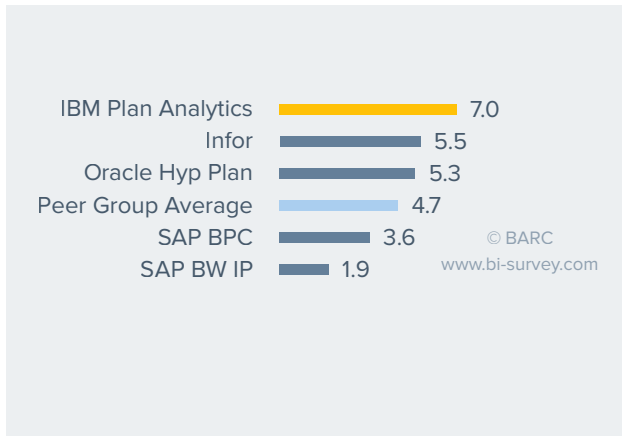


Combines the 'Performance satisfaction', 'Planning functionality', 'Reporting/analysis functionality', 'Predefined data connections', 'Ease of use', 'Flexibility', 'Self-service', 'Integrated planning', 'Simulation & scenario analysis' and 'Driver-based planning' KPIs.

## User experience – Top-ranked



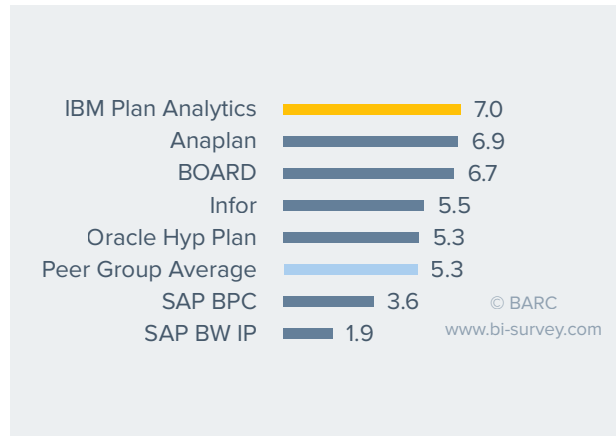
Peer Group: Enterprise Software Vendors



## User experience – Top-ranked



Peer Group: Global Vendors



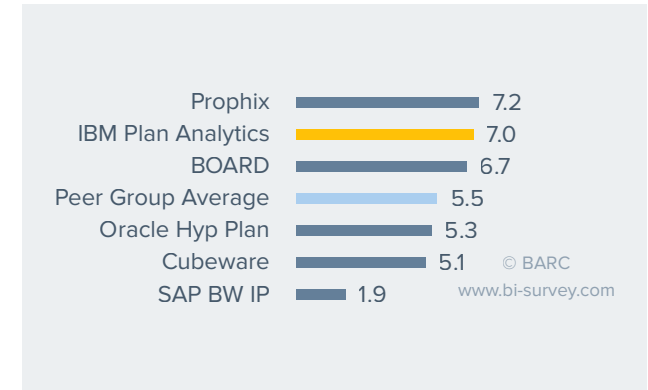
## User experience



### User experience – Leader



Peer Group: Flexible Planning Platforms



‘User experience’ combines the ‘Performance satisfaction’, ‘Planning functionality’, ‘Reporting/analysis functionality’, ‘Predefined data connections’, ‘Ease of use’, ‘Flexibility’, ‘Self-service’, ‘Integrated planning’, ‘Simulation & scenario analysis’ and ‘Driver-based planning’ KPIs. Good results in many of these KPIs place Planning Analytics clear of its rivals in three of its peer groups. The results in this year’s Planning Survey confirm that Planning Analytics customers are satisfied with the product. Problems encountered by users are generally rare. Indeed, 33 percent of respondents say they have no significant problems at all when using the product. As a flexible planning and OLAP analysis product, Planning Analytics can be used to address several use cases in a range of industry sectors. Coupled with easy-to-use Excel-based functionality, Planning Analytics clearly wins over many of its customers.

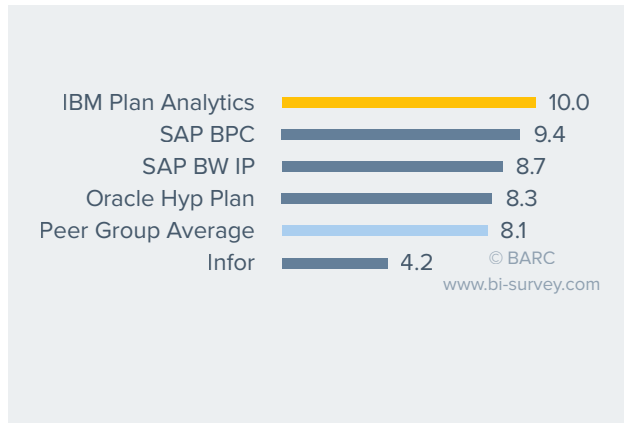
# Considered for purchase



This KPI is based on whether respondents considered purchasing the product.

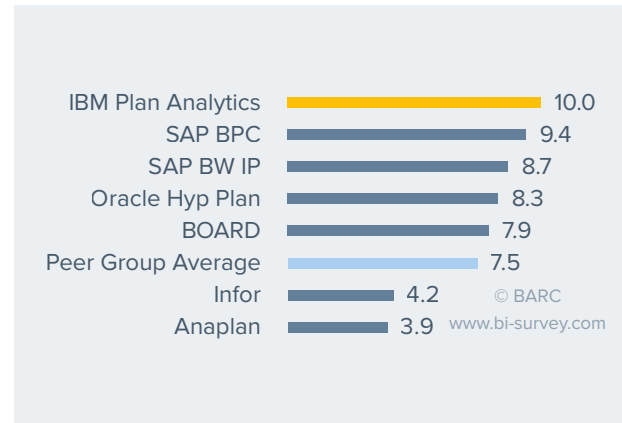
## Considered for purchase – Top-ranked

Peer Group: Enterprise Software Vendors



## Considered for purchase – Top-ranked

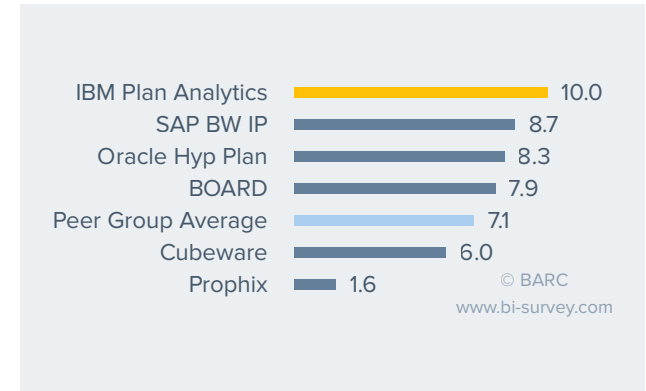
Peer Group: Global Vendors



# Considered for purchase

## Considered for purchase – Top-ranked

Peer Group: Flexible Planning Platforms

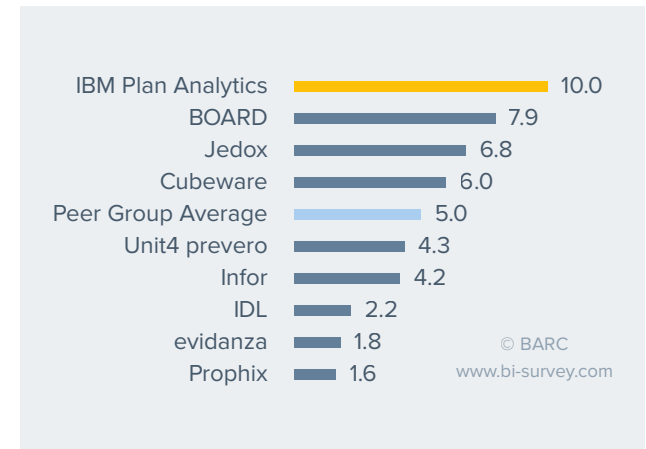


## 

IBM and its Planning Analytics product are well known throughout the world. Planning Analytics (formerly TM1) has a long history dating back to the 1980s. It was one of the original multidimensional databases to appear on the market and, while it has been modernized over time, it has never undergone any significant change. The key concept of matching a multidimensional database with an Excel front end has always been popular. The Excel-based approach understandably attracts business users, who often take an instant liking to the product. Planning Analytics is considered for purchase more often than most tools on the market and is therefore top-ranked in all four of its peer groups. The product is also often shortlisted by companies choosing their planning product.

## Considered for purchase – Top-ranked

Peer Group: BI-focused Products





# Competitiveness

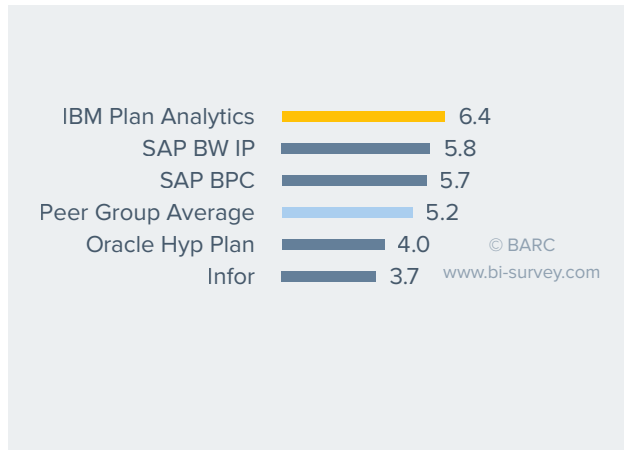


This KPI combines the 'Considered for purchase' and 'Competitive win rate' KPIs.

## Competitiveness – Top-ranked



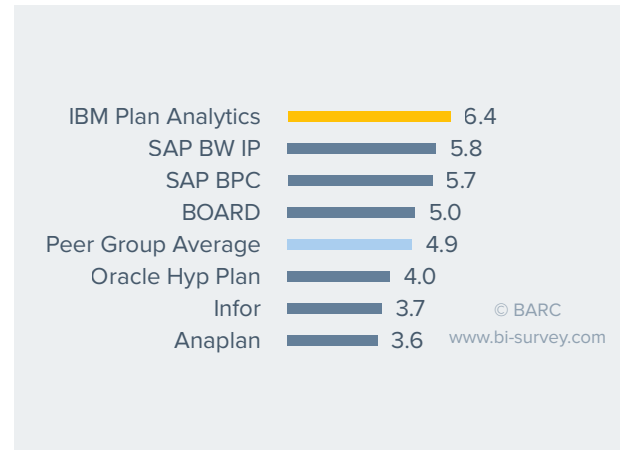
Peer Group: Enterprise Software Vendors



## Competitiveness – Top-ranked



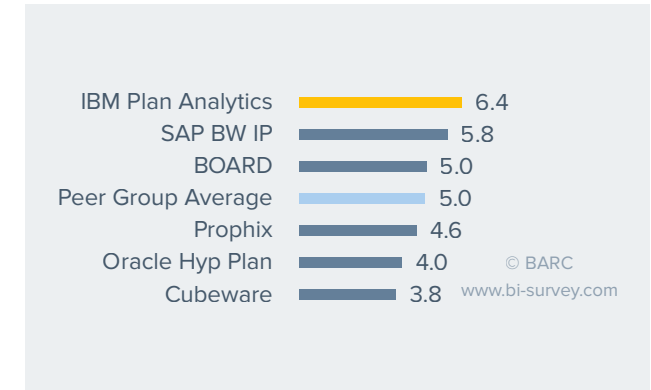
Peer Group: Global Vendors



## Competitiveness – Top-ranked



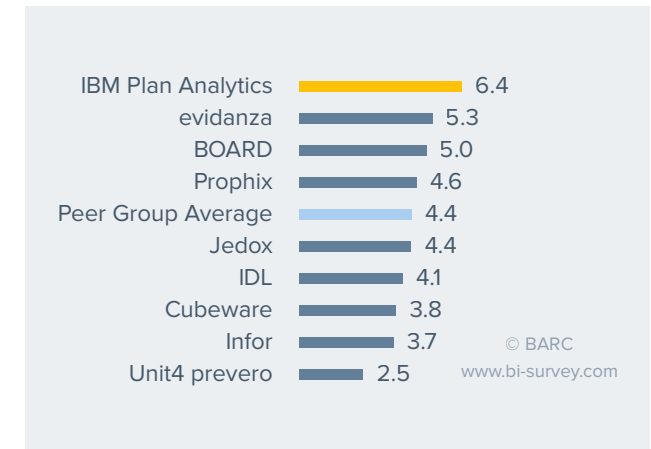
Peer Group: Flexible Planning Platforms



## Competitiveness – Top-ranked

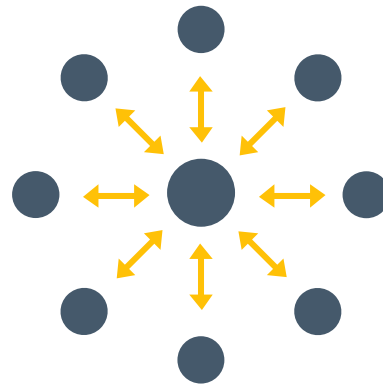


Peer Group: BI-focused Products



IBM Planning Analytics is ranked top for ‘Competitiveness’ in all of its peer groups. The product has been on the market since the 1980s so is very mature. Planning Analytics is widely considered for purchase and also seems to win many customers in competitive situations with other vendors. Especially in presales situations, IBM’s and its partners’ experienced, professional consulting teams appear to do a fine job in convincing customers to choose their product. The key concept of matching a multidimensional database with an Excel front end has always been popular and still seems to be a hit with many companies. Planning Analytics’ competitiveness is excellent in this year’s Planning Survey.

# Integrated Planning

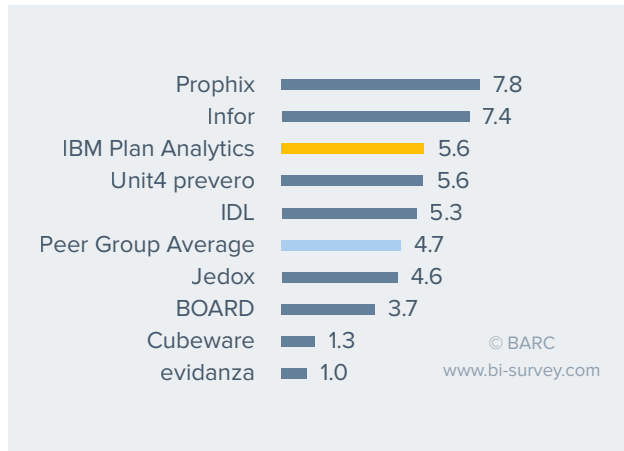


The 'Integrated planning' KPI is based on how many sites currently integrate strategic and operational plans, and how many sites integrate different sub-budgets.

## Integrated planning – Leader



Peer Group: BI-focused Products



Planning Analytics provides a flexible, Excel-based environment for building individual planning applications. Users can create random planning models on different aggregation levels (strategic as well as operational planning) using the flexible multidimensional database for an integrated enterprise planning approach. Customers are quite satisfied with the capabilities it offers to address various planning topics on one common platform for an integrated enterprise planning approach, combining different sub-budgets and consolidating their results to an overall plan of (financial) results. A multi-cube approach (i.e., having plan data for different sub-budgets in separate cubes that are integrated and aggregated to a financial results cube using business rules) is typically used for modeling in Planning Analytics, as with other multidimensional planning products. Furthermore, Performance Blueprints with predefined content are available for companies with integrated business planning requirements (e.g., for integrated financial planning and forecasting).

# IBM Planning Analytics vs. Excel





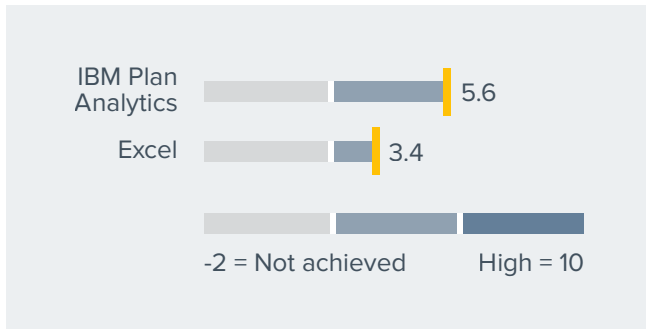
Excel remains one of the most widely used planning and BI products in the world. However, many users and companies are dissatisfied with it. Planning Analytics users have far fewer complaints than Excel users. 33 percent of customers even report having no significant problems at all with the product. Business benefits regularly achieved with Planning Analytics (and achieved more often than with Excel) include increased transparency of planning, improved integration of planning with reporting/analysis and more precise/detailed planning, which lead to a better quality of planning results. 86 percent of users say they would probably or definitely recommend it to other organizations, while 84 percent of respondents are 'somewhat satisfied' or 'very satisfied' with Planning Analytics.

\* For 12 potential benefits, respondents are asked to indicate the level of achievement, if any, with five levels. We use a weighted scoring system, from -2 to 10, to derive a composite score – the Business Benefits Index (BBI).

\*\* Neutral category not shown

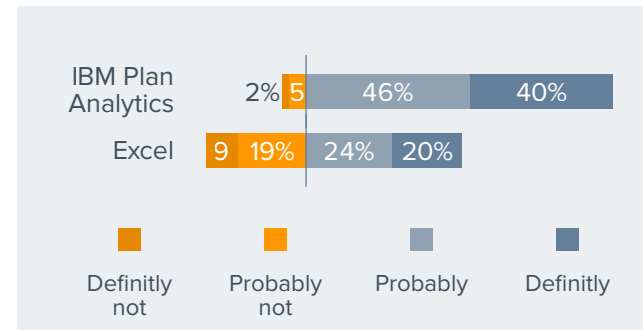
## Business Benefits Index\*

n= 126/177



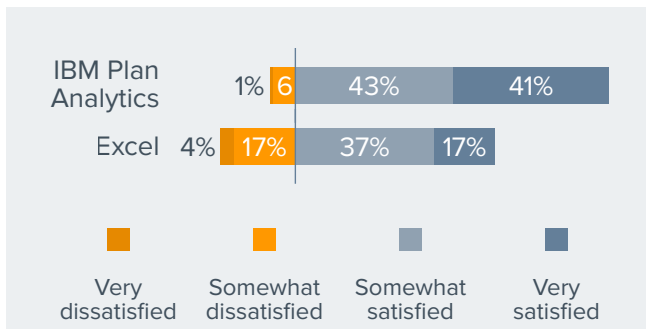
## Recommendation\*\*

n= 124/171



## Satisfaction level\*\*

n=123/175



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.

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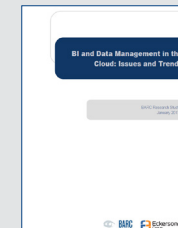
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## Other Surveys



The BARC **BI Trend Monitor 2018** reflects on the trends currently driving the BI and data management market from a users' perspective. We asked close to 2,800 users, consultants and vendors for their views on the most important BI trends.



'BI and Data Management in the Cloud': A BARC and Eckerson Group study on current attitudes, issues and trends relating to the use of BI and DM technologies in the cloud. [Download here.](#)



**The BI Survey 17** is the world's largest survey of business intelligence software users. Based on a sample of over 3,000 responses, it offers an unsurpassed level of user feedback on 42 leading BI products. Find out more at [www.bi-survey.com](http://www.bi-survey.com)

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